



PHOTO CONTEST RULES AND REGULATIONS

Your Best Trekking Moments Photo Contest Las Torres Patagonia, 2026

1. BACKGROUND

Las Torres Patagonia, a natural and cultural reserve located in the heart of Torres del Paine National Park, has chosen to dedicate its annual photography contest to everyone who experiences trekking as a way of connecting with nature.

This contest invites participants to share their best trekking photographs, captured during their outdoor journeys on any trail or route in the world. The winning image will receive a prize worthy of that passion: a W Journey trekking program for two people at Torres del Paine National Park, staying at the exclusive accommodations of Las Torres Patagonia, to explore one of the planet's most iconic trekking circuits and discover its remarkable biodiversity.

2. CONTEST PERIOD

This contest is held to mark World Photography Day: August 19, 2026. It opens on August 19, and the final deadline for submissions is Thursday, September 10, 2026, at 11:59 p.m.

3. HOW TO ENTER

Participants must meet the following requirements:

- Follow @LasTorres.Patagonia on Instagram.
- Post one or more photos taken during outdoor trekking experiences on their Instagram account.

- Use the official contest hashtag in the photo caption: #WJourney
- The participant's Instagram account must be set to public in order to enter; if the account is private, the participant must send the post via DM.

4. LICENSE TO USE THE WORKS

By entering the contest and being shortlisted, each author voluntarily grants Las Torres Patagonia, for an indefinite period, the right to use, reproduce, and share their photograph for the brand's institutional, promotional, and communication purposes, in any medium or format.

Las Torres Patagonia undertakes to use such images solely as part of the promotion of this activity, and whenever they are published or reproduced, the name of the author of the work will be credited on any medium in which they may be used.

5. ELIGIBILITY REQUIREMENTS

- Applicants must be 18 years of age or older.
- Entries must be submitted within the established deadlines and meet the entry criteria.
- Employees of Las Torres Patagonia may not participate.

6. CONTEST THEME

Entries must focus on trekking experiences, capturing moments lived during journeys on foot along trails, mountains, or natural routes, anywhere in the world.

Participants are entirely free to choose the photos they wish to submit, which may include one or more people or, alternatively, feature no people at all and focus on a natural element of the setting.

All images must comply with the regulations in force in the natural area where they were captured. Entering restricted areas, using drones without authorization, or causing damage to nature and its geological formations will result in immediate disqualification.

Photographs generated or manipulated using artificial intelligence will not be accepted: only real images captured by the author during a trekking experience will be admitted.

7. SUBMISSION REQUIREMENTS

Entries must meet the following submission requirements:

- Each photographer may enter as many photographs as they wish.
- Authors may compete with works in both color and black and white.
- Photos may have been captured by any photographic process, whether analog or digital. In the former case, the photographs must be digitized and uploaded to Instagram, as no originals on paper or in other formats will be accepted.
- Images need not be taken with a professional camera. Photographs taken with a mobile phone may also be part of the competition.
- Photographs must have been taken during outdoor trekking experiences.
- Images may be partially edited by entrants, provided this does not alter the authenticity of the record.
- Only photographs published with the details described above will be considered.
- Photos must be original and the property of the participant.
- Photos that are offensive, inappropriate, or that infringe another photographer's copyright will not be accepted.
- Photographs that break the rules of conduct established by local authorities will not be accepted.
- By participating, the entrant grants permission for their photo to be used on our social media with the corresponding credits.
- Only photographs uploaded as an Instagram post will be accepted. This contest will not consider reels or stories.
- Only photos uploaded during the established periods will be considered.

8. SELECTION OF THE WINNER

A jury made up of Rodrigo Guendelman, Hannah Rheame, and Nick Savage will be responsible for selecting the single winner of the contest, who will be announced on Friday, September 11, 2026.

Rodrigo Guendelman — Chilean journalist, founder of Santiago Adicto and Chile Adicto.

Hannah Rheame — American nature and wildlife photographer specializing in fauna and conservation.

Nick Savage — American travel journalist based in London, specializing in adventure and the outdoors.

Evaluation criteria:

- Creativity and originality.
- Relevance to the established theme.
- Technique, quality, and composition of the photo, and use of light.

9. PRIZE

The contest winner will receive as a prize a W Journey in a fully equipped camping format for two people, redeemable during the months of October 2026 or April 2027.

The stay includes meals (cocktails and excursions not included).

1. Prizes may not be exchanged for cash or other goods.
2. If the winner declines to accept the prize, they will receive no compensation of any kind.
3. The prize is personal and non-transferable.
4. The prize comprises exclusively the [W Journey](#) program, with everything it includes (five days and four nights, with all logistics arranged to enjoy the experience from start to finish: accommodation in an equipped camping, all meals, a bilingual host accompanying each day, private transfers between Puerto Natales and the park, entrance fees to Torres del Paine, and a catamaran crossing on Lake Pehoé, among other services included). Any expense, charge, tax, or additional cost outside the program will be the sole responsibility of the winner and will not be covered by Las Torres Patagonia.
5. The prize will be redeemed only after verifying that the participant meets the aforementioned requirements and presents their identity card and/or passport if they are a foreign national.
6. If the winner does not use the prize within the period stipulated in the notification email, they will irrevocably forfeit the prize, with no right to any compensation or indemnity.

10. GENERAL PROVISIONS

All persons who participate in the contest will be deemed to have read and fully accepted these rules. The winner hereby accepts that their personal data will be recorded in the databases of Las Torres Patagonia.

11. AMENDMENTS TO THE CONTEST RULES

Las Torres Patagonia reserves the right to amend these rules as often as necessary, whether to clarify or expand the terms and conditions or to improve them, duly informing the general public through its usual publication channels.