

MAKE REELS. HELP PEOPLE FIND THEIR NEXT TRIP.

Make reels. *Share trips.*

A simple guide to making travel reels for TIH.



15 sec+

At least, for each reel

2 / day

Post two reels every day

60 reels

Over 30 days

LADAKH · KASHMIR · PHILIPPINES · BHUTAN

Quote → Travel clips + next step → TIH contact video

Keep the edit simple. Tell a travel story. Ask viewers to message for trip details.

Updated 19 October 2026. TIH must approve you for the campaign. Payment also needs TIH's approval. This guide explains what to do. Before you post, confirm your dates, final videos and campaign terms with TIH.

01 / SET UP YOUR PAGE

Make a new page.

Make it look like TIH.

Create a new Instagram page for this campaign's travel reels.

- 1 Choose any available page name.**
You can use a name you like. Optional display name: **TIH- Travel Creator**. You do not have to use this as your Instagram username.
- 2 Use the TIH logo as your profile picture.**
Use the logo TIH gives you for the campaign. Make sure people can see it clearly.
- 3 Write a short travel bio and tag the official account.**
Add the exact line shown below. Make @tripindiahotel a clickable Instagram mention/tag in your bio.

EXAMPLE TRAVEL BIO

Travel reels · Ladakh | Kashmir | Philippines | Bhutan

Official Account- @tripindiahotel

DM for TIH trip details

Your Instagram name

Your new page can use any available name. The official account you must tag in the bio is @tripindiahotel.

Your TIH User ID

This is separate from your Instagram name. Your User ID/referral code starts with **TIH-**. Choose the part after TIH- when you sign up. If taken, choose an available option shown by the form.

Use one form to sign up.

In the website form, add your new Instagram page link, creator details and payment details (UPI, bank or both). Signing up does not mean you are selected for the campaign. Get TIH's approval before you post campaign reels.

02 / MAKE YOUR REEL

Start with a quote.

Show where to go.

Every Instagram reel must be at least **15 seconds**. Follow these three steps each time.

START**Quote + logo**

Open with a fun line people can relate to, like the examples below.
Show the TIH logo at the start.

MIDDLE**Place + next step**

Show Ladakh, Kashmir, Philippines or Bhutan. Ask viewers to message for trip details. This is a call to action.

END**TIH contact video**

End with the contact-details video TIH will send you. Show the TIH logo at the end too.

Keep the TIH logo in the top-right corner for the whole video.

Start every reel with a quote like these

Bro said “budget trip” and booked a ₹40k vacation 🤖

Bro went on a solo trip and returned with 15 new friends 🤖

Bro is mentally in Philippines but physically in Gurgaon 🤖

These lines are ideas for a joke or skit. They are not checked TIH prices or promises about a trip. If you use a price or make a claim, check that it is true—or make the joke clear. Do not present the example price as a real TIH offer.

Keep the edit simple

Use a quick, lively edit or a slow, cinematic edit.
Choose clear, high-quality clips. A vertical 9:16 video and easy-to-read text work best.

Use clips you are allowed to use

TIH will share video links. You can also use online clips you own or have permission or a licence to use. Use music you have the right to use too.

03 / POST AND KEEP COUNT

Show the place.

Ask viewers to message.

Make it clear which place the reel shows and what viewers should do next.

EXAMPLE · LADAKH**“Planning Ladakh?
DM for TIH trip details.”**

Change the place to Kashmir, Philippines or Bhutan as needed. Send interested people to your TIH referral link or TIH-approved contact details. This helps TIH track bookings to you under its rules.

BEFORE YOU POST**Check the facts.
Use TIH’s contact video.**

Check prices, packages, dates and available places with TIH. Use TIH’s final contact video. Do not make up contact details. Views may bring questions about a trip, but views alone do not earn booking commission.

How to post your reel

1. Check the opening quote, place, next step, length of at least 15 seconds and all TIH logo positions.
2. On your new Instagram page, tap Create (+), choose Reel and select your edited video.
3. Preview it. Choose a cover, add a correct caption and ask viewers to message about the trip. Then tap Share. Keep the required account tag in your bio.
4. Post **2 reels a day: 60 reels** over the **30-day campaign**.
5. Report your reel count in TIH’s WhatsApp group/community polls. You do not need to upload reels to the website.

IF YOU MISS A DAY

What if I miss a day and can’t upload my reels?

You have two choices. Make up that day’s reels after the first 30 days, or choose a ₹50 deduction for each missed posting day.

OPTION A · MAKE UP THE REELS

Post that day’s missing reels after day 30—for example, on day 31.

OPTION B · ₹50 LESS PER DAY

Choose ₹50 less in content payment for each missed day, instead of making up those reels.

Choose one option for a missed day—not both for a day you make up. TIH checks your posts and confirms your content payment. Example: with one missed day and the deduction option, ₹2,000 – ₹50 = ₹1,950, if you meet the other payment rules. The website does not take or deduct money automatically.

04 / SAVE THIS CHECKLIST

Check everything *before you post.*

Your page

- ☐ New Instagram page
- ☐ TIH logo as profile picture
- ☐ Short travel bio
- ☐ Official Account- @tripindiahotel
- ☐ Official account tagged in bio

Your reel

- ☐ At least 15 seconds
- ☐ A quote at the start
- ☐ Travel clips + a clear next step
- ☐ TIH logo at the start and end
- ☐ Top-right TIH logo for the whole reel
- ☐ TIH's contact video at the end
- ☐ Clips and music you may legally use

CONTENT PAYMENT, IF TIH APPROVES

₹2,000

For the agreed monthly campaign, if TIH approves your content. Your missed-day choice may change the payment.

BOOKING COMMISSION · FOR EACH TRAVELLER

+ ₹500

A booking must meet TIH's rules and be tracked to you. The required advance and TIH confirmation are needed. TIH pays after the travel month and its final check.

Signing up, views, trip questions or unapproved reels do not guarantee payment. Other TIH products may have separate referral rules. Travellers must pay TIH through its official payment channels. Never collect their money yourself.

Ask TIH for the final videos and links

TIH will send selected video links and the closing contact video. These were not supplied for this guide and are not included here. Get TIH's approved files before your first campaign reel.

After selection, TIH will share WhatsApp community details. Confirm your rights to clips and music, campaign terms and dates, and how TIH will review your work.



tihindia.com/creator-program