

The Grand Prix CIFFT was granted – The best tourism film of the year comes from colorful Mexico

CIFFT, the *Comité International des Festivals du Film Touristique*, elected Mexico winner of the best tourism film of the year within the Grand Prix CIFFT. The Awards Ceremony took place on November 11th, 2011 at the Austrian Federal Economic Chamber (WKO) in Vienna

Vienna, 11.11.2011 – The CIFFT Circuit comprises of 14 international tourism film festivals and counts approximately 1.400 participating films in 2011. After the double victory of India and Spain in 2009, and the Styrian victory in the preceding year, Mexico with their film „Mexico en tus sentidos“ (Mexico in your senses) soon emerged as the palpable overall winner this year. Thus, the production had been granted the highest award of the festival year at the traditional Awards Ceremony in Vienna: the Grand Prix CIFFT for the best tourism film of the year. The so-called „mentions“, recognition awards for similarly successful tourism films, went to Austria, Denmark, Poland, Hungary and Sweden.

The Awards Ceremony

375 guests, among them international professionals from the tourism and film business, came to Vienna to take part in the highlight of the tourism film festival year and provided a multicultural atmosphere. During the Welcome, Mr. Rainer Ribing, from the tourism and leisure industry division of the Austrian Federal Economic Chamber, was particularly proud of the large attendance of the tourism experts to-be: numerous students and undergraduates took advantage of the event to network and to furnish information on the latest trends.

Sen.h.c. KR Dipl.Ing. Dr. Richard Schenz, Vice President of the WKO and host to the event, and CIFFT President Lee Gluckman, Festival Director of U.S. International Film & Video Festivals, presented the vitreous trophies to this year's winners. The moderation of the event was held by Alexander V. Kammel, CIFFT Director and festival organizer. The musical scale during the Awards Gala was set by the Mexican mariachi Raúl Macías Ramos, Javier Pedra & Oscar Antoli. Both the President and the Director of CIFFT agreed that „this year, numerous excellent productions have taken part in the circuit, but it is amazing, how one single production can be so successfully convincing on a global level.“

And the Grand Prix goes to Mexico...

„Mexico en tus sentidos“ is a colorful and sonorous 7 minute spectacle of Mexican director Willy Sousa of Industria Film Studios. Sousa's film is trying to mirror the identity of the Mexican people in their diversity. The focus lies on the Mexican culture, rich of aspects, far away from mainstream tourism. The production allows us to have a look into many traditions as well as some more intimate moments and give us a feel for the mentality of the Mexican people.

„Mexico en tus Sentidos“ is a manifold, exciting and passionate film that persuaded the CIFFT Festivals worldwide. With 15 awards, the production managed to receive the highest overall score at the end of the festival year. Mexican ambassador I.E. Alejandro Díaz was an honourable representation for Mexico when he was presented with the Grand Prix CIFFT. The production can be seen on www.cifft.com.

Pictures of the Awards Ceremony and a complete list as well as the streams of all winners can be found on www.cifft.com.

About CIFFT

On the initiative of the already existing Viennese 'Festival of Festivals' in 1989 the organizers of the most prestigious tourism film festivals formed CIFFT (*Comité International des Festivals du Film Touristique*), i.e. The International Committee of Tourism Film Festivals. At the 'Festival of Festivals' held in Vienna on November 11th, 2011, the winner gained the Grand Prix CIFFT for

the world-wide best tourism film of the year for the 23rd time. The 14 festivals take place in Portugal, France, Germany, Romania, Austria, Poland, the Russian Federation, the United States of America, Serbia, Brazil and the Czech Republic. Each of the festivals holds its own international jury and awards independently prizes to the films entered into the competition. Counting the awards throughout the year, the overall winner is determined by a point system at the end of the year. The runners-up obtain a Mention of the Grand Prix as a sign of recognition. CIFFT is supported by notable organizations such as: ETC (Europe Travel Commission), PATA (Pacific Asia Travel Association), UNWTO (World Tourism Organization), CTO (Caribbean Tourism Organization) and CATA (Central America Tourism Agency). The Grand Prix CIFFT is an annual opportunity to get in touch with professionals from the tourism industry as well as international key players from the communication and media industry.

Kontakt:

Maria Emilia Rosenzweig
& Beate Kerschbaumer
CIFFT General Secretariat
c/o Filmservice International
Schaumburggasse 18
1040 Wien

Tel: +43 (1) 5055337
Fax: +43 (1) 5055307
E-Mail: info@ciff.com
www.ciff.com