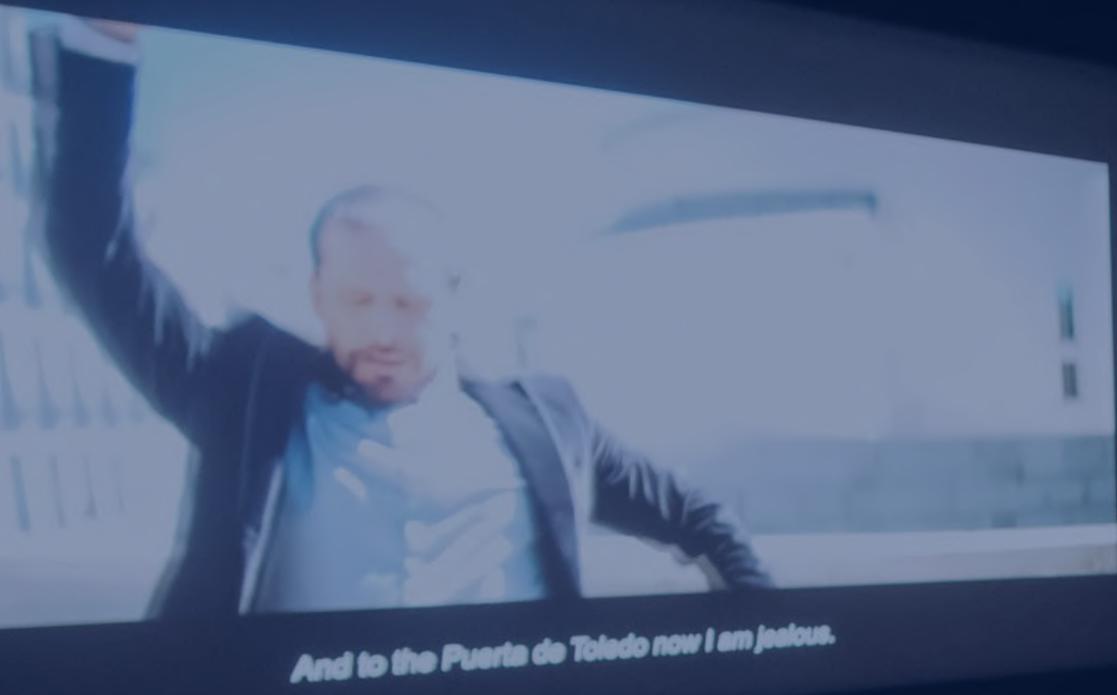


**THE WORLD'S
BEST TOURISM
FILM FESTIVALS**

New York, Cannes,
Spain, Zagreb, Los Angeles,
Portugal, Greece, Serbia, Japan,
South Africa and Vienna



CIFFT Entry Service

Best Entry Practices

WWW.CIFFT.COM



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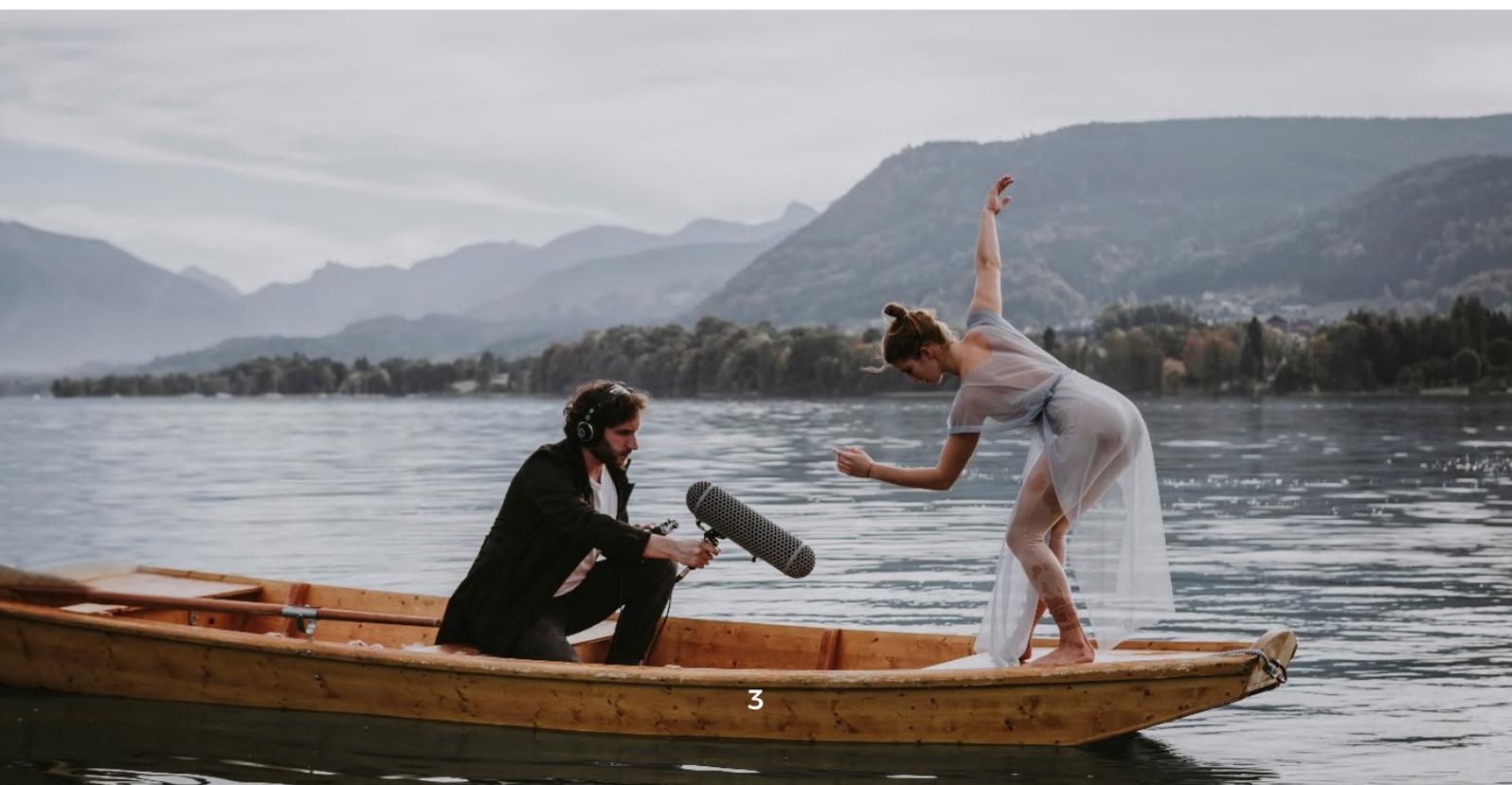
CIFFT Mission

The CIFFT Circuit brings together tourism film festivals from four continents in an outstanding competition that aims to stimulate, recognize and award creative excellence in tourism communication.

Winning awards at each CIFFT Circuit stage grants access to the CIFFT Ranking List, the leading benchmarking platform of creativity and effectiveness in Tourism Communication, which will define the World's Best Tourism Films in five thematic categories.

The World's Tourism Film Awards

The exclusive World's Tourism Film Awards honors the most creative and innovative Travel Videos of the year at a memorable award ceremony. Receiving the most important award in the Travel Video Marketing Industry is synonymous with prestige, recognition, and visibility.



Submission Guidelines

CHOOSING THE CIFFT CIRCUIT PACKAGE

At the beginning of the registration process, you start by choosing which CIFFT Circuit Package is most suitable for the work you want to register.

- **Single Video**

A single brand/promotional video, commercial, advertisement, TV spot, or digital/social video.

- **Series or campaigns**

A collection of two or more videos from a specific campaign that will be judged together as one.

1. ENTRANT AND CONTACT INFORMATION

Entrant information: Details of the company/organization submitting the entry and to whom the registration invoice will be issued. In case of an entrant from an EU Country, please include the country code before the Tax ID Number. For example, Austria (AT 123456789), Spain (ES123456789), Portugal (PT123456789).

Contact information: Details of the person who will be in direct contact with the CIFFT team for competition updates, award notifications, and other procedures.

Submission Guidelines

2. FILM DATA

This page allows you to provide information about your video or series. Please try to fill out the questionnaire as accurate as possible as the information is needed by most of our member festivals.

Film Title: The entry title is a short name for your entry. Make sure it is original, concise, and memorable.

Year of production: The year that the work was produced or first released to the market.

Language: The CIFFT Circuit accepts videos produced in any language as long as they are subtitled or dubbed into English.

Synopsis: A short description of the video content/narrative. A good synopsis captures the emotional dynamics of the screenplay.

Goals: Indicate the goals and aims of the video or series, that you are/were trying to achieve.

Target group: Indicate the group of people the video or series is/was intended to address.

Usage: Indicate where the video or series is/was used or broadcasted. (Cinema, TV, Social Media, Web, etc.)

Submission Guidelines

2. FILM DATA (Category and Copyright)

Thematic Category: In this section, you will choose the thematic category that best fit the goals of your video or series.

Film copyright: The institution responsible for the film copyright.

Thumbnails: At the bottom of the page, please upload the JPG or PNG images of the video that will be used as thumbnails for the film page, Ranking List, and Winners Gallery, and also other promotional materials.

3. FILM CREDITS

Film Client: The brand/company being advertised on the video.

Production Company: The creative group responsible for producing the work itself.

Advertising Agency: The advertising agency associated with the work.

4. CONSENT

Have you participated with this video or series in any festival? If yes, please tell us which ones.

Before giving us the consent, please read carefully the [Regulations](#).

The last step is to send us the entry form and upload the video.

Entry Tips

Meet the deadline

By submitting your work on time, the CIFFT team will have more time to properly review it before distributing it to the festivals that integrate the CIFFT Circuit. This review intends to ensure that all the information provided by the entrant follows the guidelines and if any adjustments are necessary to improve the submission.

Entry information (Synopsis, Goals, Target Group and Usage)

This background information provides you, the entrant, the opportunity to indicate the context that will help judges to understand what they're judging. Put your best foot forward here. It can make a real difference in how the jury perceives an entry.

Choose the best category

The CIFFT Circuit has five thematic categories, including Tourism Destination Cities, Regions, Countries, Tourism Services, and Tourism Products. If you have any doubts about which category your video fits best, the CIFFT team is available to help you.



Avoid Common Mistakes

Non-eligible entries

All material that has been aired/produced/posted online after January 1st, 2021, is eligible for submission in the CIFFT Circuit 2023. If the entry does not meet this requirement, it will be refused.

Series submitted as single entries

With a single entry, you will present just one video to the jury. The series entry allows you to enter a set of two or more videos that will be evaluated together. Please consult the different entry fees.

Wrong choice of category

Choosing an inappropriate category for your video can harm the jury's evaluation and, consequently, your performance in the competition. If you need help defining the most suitable category, please get in touch with the CIFFT team.

Re-enter work in the same festival

Regardless of whether you won or not, it is not allowed to re-enter a work in a festival in which it has already participated. However, as long as the video meets the eligibility requirements, it can participate in other CIFFT Circuit festivals and increase the chances of receiving new awards. Please inform in the "Consent" section if this is the case.

Incomplete credits

Although it is not mandatory, we recommend that you are as comprehensive as possible when filling out the credit details.

Endless Award Opportunities



World's Best Tourism Film in Tourism Countries
Film: Lithuania. Discover Colours You Never Knew Existed
Country: Lithuania
Awards:
1 Grand Prix | 5 Gold Awards | 4 Silver Awards | 1 Special Award



World's Best Tourism Film in Tourism Regions
Film: Seek Different
Country: Australia
Awards:
4 Grand Prix | 8 Gold Awards | 1 Silver Award



World's Best Tourism Film in Tourism Services
Film: The Perfect Proposal
Country: Greece
Awards:
8 Gold Awards | 1 Special Award



World's Best Tourism Film in Tourism Products
Film: Follow your instinct
Country: Spain
Awards:
5 Gold Awards | 2 Silver Awards | 1 Bronze Award | 1 Special Award

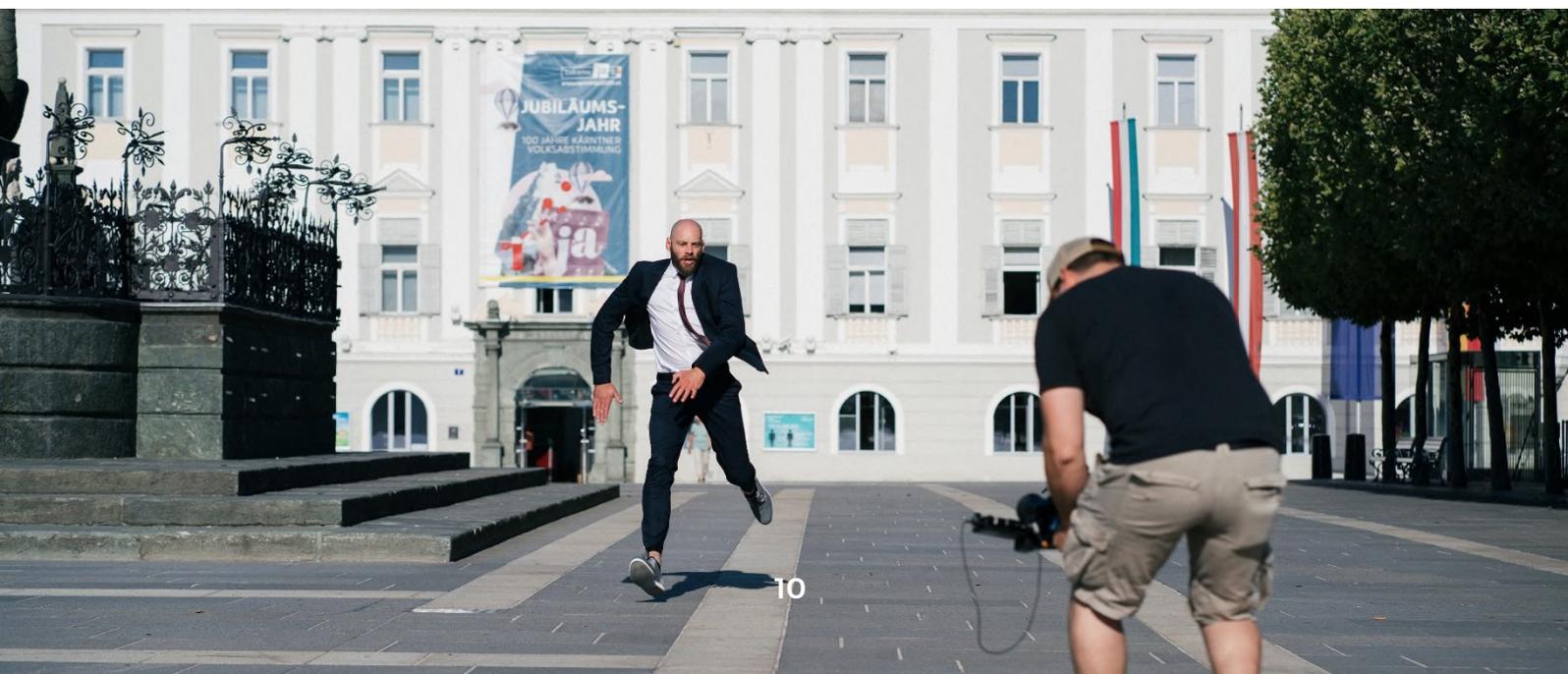
Judging Process

The juries of the CIFTT Circuit festivals are made up of renowned professionals and specialists in the areas of **Tourism, Marketing, Advertising, Communication and Journalism, Cinema and Audiovisual** from all over the world.

Festivals are **independent** and responsible for selecting and managing their own panel of judges.

Evaluation Criteria

The works submitted and accepted in the competition are evaluated following criteria such as **Impact, Concept, Creativity, Storytelling, Objectivity, Originality, Technical Production** and **Visual Performance**.



Entry Inspiration

To see outstanding tourism videos and brand that have won in previous years, look up our [Winners Gallery](#).



Why Enter?

PRESTIGE & HONOR - Winning awards at the CIFFT Circuit is a great achievement that brings fame, prestige, and recognition.

LIFETIME RECOGNITION - Lifetime winners pages are displayed on the CIFFT website, positioning your brand as an industry leader in Travel Video Marketing.

TOP-NOTCH BENCHMARKING PLATFORM - Winning an award is a unique opportunity to showcase your ability to create and bet on great ideas and see your work as a source of best practices for everyone to be inspired and learn from.

COMMUNICATION OPPORTUNITIES: The awards could be an excellent opportunity for communication and PR, putting your organization in the spotlight.

GET INTERNATIONAL - Tourism brands can reach new international audiences, customers, or press members.

INCREASED VISIBILITY - Winners get enough exposure to increase visibility. More fame means more business.

REPUTABLE BLIND JUDGING - Each year, more than 100 respectable international jurors judge your work.

ENTER WBTF RANKING - The CIFFT Ranking List is the leading global resource for benchmarking creativity and effectiveness. It is a ranking of videos of the world's most awarded tourism destinations, products, or services in terms of creativity.



Useful Resources

Regulations: Are you thinking about entering the CIFFT Circuit? Please check the Regulations, where you will find the full entry rules, terms, and conditions.

CIFFT Entry Packet: Detailed information about entry types, key dates, entry fees, thematic categories, competition stages, and much more regarding your entry.

Ranking List: The leading global benchmarking platform of creativity and effectiveness in Tourism Communication.

Winners Gallery: Get inspired by CIFFT-winning works from 1989-2021.

Please feel free to contact the CIFFT team for additional entry assistance: info@cifft.com.



“We are honored and delighted to have received so much recognition for this campaign. These awards are a culmination of the hard work that our team has put in over the past months to deliver a campaign that is truly inspiring. I think what these awards serve to accomplish is confirming to us that we are stepping in the right direction and that we have succeeded in delivering an impactful strategy. Second, it helps position Abu Dhabi as a leading destination in the eyes of professionals within the global tourism industry, which can potentially attract new partners and stakeholders in the future.”

Ali Al Shaiba, Director of Tourism and Marketing at the Abu Dhabi's Department of Culture and Tourism.





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