

READY TO BUILD YOUR LEGACY?

# Entry Packet CIFFT Circuit 2023



[WWW.CIFFT.COM](http://WWW.CIFFT.COM)

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The most exclusive competition for the Travel Video Marketing Industry.

The CIFFT Circuit brings together the **World's Best Tourism Film Festivals** in an outstanding competition in the format of a “**Championship**” or “**League**” to recognize and reward the best Video Ads and Promotional Films for tourism destinations, products, and services.

Throughout the year, the submitted works participate in festivals spread worldwide. At each circuit stage, the production is evaluated by a panel of international judges who will decide the winners. Awards obtained throughout each stage will be converted into points that grant access to the **CIFFT Ranking Lists**, the leading global resource for benchmarking creativity and effectiveness in Tourism Communication.

The CIFFT Ranking Lists establish the World's Best Tourism Films at the end of each year in five thematic categories: Tourism Destinations, **Cities, Regions, Countries, Tourism Products**, and **Tourism Services**.

# Key Dates

## Entry deadline for the Full Circuit

To participate in the festivals that make up the CIFFT Circuit 2023, submit your video or series until:

**Deadline: May 31<sup>st</sup>, 2023** ([06 festivals](#))

The submission of a video or series can be made at **any time of the year**. However, in this situation, participation will only be guaranteed in festivals that are still in the period of accepting entries.

## Entry Deadline for individual Festival

To participate individually in one of the festivals that make up the CIFFT Circuit, click [here](#) and check the deadlines.

## General Eligibility

The competition is open to public and private entities who own or have produced a Tourism Film or Travel Video such as:

Tourism Ministries, Tourism Boards, DMO's, Tourism Institutions and Associations; Advertising and PR Agencies; Marketing Agencies; Production Companies; Transportation Companies (Airlines, Cruise Lines, Car Rental, etc); Accommodation Companies (Hotels, Resorts, etc); Tourist Attractions; OTA's; and other tourism services.

**All material that has been aired/produced/posted online after January 1<sup>st</sup> 2021, is eligible for submission.**

The entrant must own the copyright of the participating film/video/series or have permission to use it.

SUBMIT YOUR VIDEO

# How to join

## DO IT YOURSELF

By visiting the website of each CIFFT Circuit's festival to register and submit your film. Be sure that you choose the **best categories** and watch out for **deadlines** to avoid missing any of them.

## DO IT WITH CIFFT

Choose the **Full Entry Service Package** most suitable for your work, fill in one single entry form and make one single payment transaction and you can relax and wait for your awards announcements. CIFFT will **register** and **distribute** your film through the **CIFFT Circuit Festivals** and give you access to a private account to follow your film's status and updates in the competition.



[SUBMIT YOUR VIDEO](#)

# Entry Fees

The **Full Entry Service Package** includes the registration and the distribution of the video in the **CIFFT Circuit festivals**, submissions and deadlines management and direct access to an exclusive extra competition - the CIFFT “People’s Choice” Award. All entry fees of the festivals are included in this price.

## Entry Fees (6 festivals) - May 31<sup>st</sup>, 2023

**Single Entry: € 1 450,00 (EUR)** \*Video Ads and Brand/Promotional Films

**Series Entry: € 1 900,00 (EUR)**

### Please Note

All Festivals entry fees (International competition) are already included in the Full Entry Service Packages. This also includes the charges for handling fees of distribution and registration. In case of winning, there might be extra costs for the personal attendance at the festivals, the shipment, and customs handling of your trophies. CIFFT does not assume responsibility if one of the festivals gets canceled for unforeseen reasons.

**Promo Code/Discounts: Discount: 350,00 € (EUR)**

Following the endorsement agreement between CIFFT and the **European Travel Commission (ETC)**, the **Tourism and Society Think Tank (TSTT)**, the **Affiliate Members of UNWTO**, and the **Central America Tourism Agency (CATA)**, it was established that all tourism Ads, promotional, and social media videos from members of these organizations benefit from a **€ 350 discount** on the registration of a single video or series.



# Payment Details

20% VAT will be charged for Austria and entrants from EU countries without a VAT number registered in the [VIES](#) (EU VAT number validation).

Payments can be made either by Bank Transfer or by Credit Card (VISA/MasterCard).

For public bodies, the issuance of the invoice and payment will be dependent on the rules imposed by the EU or the country in question.

For any further clarification please do not hesitate to [contact](#) the CIFFT Team.



# Entry Types and Categories

The competition is open to public and private entities who own or have produced a Tourism Film or Travel Video.

## Medium Types

- **Commercials, Ads**
- **Digital/Social Videos**
- **Brand/Promotional Videos**
- **Video Series/Campaigns**

## Thematic Categories

**Tourism Destination CITIES:** This category is intended for videos whose purpose is to promote a City, Municipality, Village or Local Destination.

**Tourism Destination REGIONS:** This category is intended for videos whose purpose is to promote a Region, County, State, Community, or Island.

**Tourism Destination COUNTRIES:** This category is intended for videos whose purpose is to promote a Country.

**Tourism PRODUCTS:** This category is intended for videos whose purpose is to promote a tourist experience in a particular destination, such as: Cultural Tourism; Gastronomic Tourism; Sustainable Tourism; Health and Wellness Tourism; MICE; Rural Tourism; Religious Tourism, Shopping Tourism, etc.

**Tourism SERVICES:** This category is intended for videos whose purpose is to promote any service provided to tourists, such as: Accommodation, Transportation, Restaurants, Museums, Temples and Gardens, Theme Parks, Spas, and Thermal Facilities, Recreational Services, etc.



# The Circuit Stages

Festivals included in this offer:



**AMORGOS**  
TOURISM FILM FESTIVAL

**Amorgos, Greece**

Member since 2017  
Qualifies for Ranking List  
CIFFT Circuit's Stage 2023

**ART&TUR**

**Caldas da Rainha, Portugal**

Member since 2008  
Qualifies for Ranking List  
CIFFT Circuit's Stage 2023



**Cannes**  
Corporate Media & TV Awards

**Cannes, France**

Member since 2010  
Qualifies for Ranking List  
CIFFT Circuit's Stage 2023



**SILAFEST**  
SIROVA LAKE TOURFILM FESTIVAL

**Veliko Gradiste, Serbia**

Member since 2010  
Qualifies for Ranking List  
CIFFT Circuit's Stage 2023



**terres**

**Tortosa, Spain**

Member since 2019  
Qualifies for Ranking List  
CIFFT Circuit's Stage 2023

Zagreb TourFilm Festival



**Zagreb, Croatia**

Member since 2013  
Qualifies for Ranking List  
CIFFT Circuit's Stage 2023

# Judging Process

The judges who integrate the CIFFT 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.

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.**



# CIFFT Ranking Lists

The CIFFT Rankings are the exclusive reference that honors the most creative, innovative, and effective tourism videos.

Rankings allow destinations, trade, creative agencies, and audiovisual producers to measure the impact of their work in promoting a particular tourism destination, product, or service.

The CIFFT Rankings has been running since 1989. In 2020, it was divided into five thematic Rank Lists to ensure that participants competed with their peers:

**Tourism Destination City:** The world's most awarded promotional videos and commercials about Cities, Municipalities, Villages, or Local Destinations.

**Tourism Destination Region:** The world's most awarded promotional videos and commercials about Regions, Counties, States, Communities, or Islands.

**Tourism Destination Country:** The world's most awarded promotional videos and commercials about Countries.

**Tourism Products:** The world's most awarded promotional videos and commercials promoting a tourism experience in a particular destination.

**Tourism Services:** The world's most awarded promotional videos and commercials promoting any service provided to tourists.

The CIFFT Ranking Lists are based on the award performance in the CIFFT Circuit and were created with the Best Tourism Film Festivals worldwide for the industry to ensure the relevance of the rankings.

TOP World's Best Tourism Films

# CIFFT RANKINGS





# The World Tourism Film Awards

Annually the **World's Best Tourism Films** are awarded by the **International Committee of Tourism Film Festivals (CIFFT)**, which is endorsed by the **World Tourism Organization (UNWTO)**, the **European Travel Commission (ETC)**, the **Caribbean Tourism Organization (CTO)**, the **Central America Tourism Agency (CATA)**, the **Skal International**, and have a partnership with the **Tourism and Society Think Tank (TSTT)**.

The exclusive **World Tourism Film Awards** honors the most creative and innovative **Travel Videos** of the year at a memorable **award ceremony**, which in **2022** takes place in **Valencia (Spain)**, with the support of **Visit Valencia**.

Only the best makes it to this final after passing and convincing the judges of the different stages spread across four continents that make up the CIFFT circuit.

The **Top 5 films** in each of the five thematic categories will be awarded according to their position in the **[Ranking List](#)** (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> place) as the "World's Best Tourism Films" of the year.

Traditionally the winners sponsor some brand activation and invite the festival participants to the activities. ([Please contact us for more details](#)).

BE CIFFT. BE A WINNER.

# Why Enter?

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

**PRESTIGE & HONOR** - Winning at the World's Tourism Film Awards is a great achievement that brings fame, prestige and recognition.

**LIFETIME RECOGNITION** - Lifetime winners pages 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.

**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.

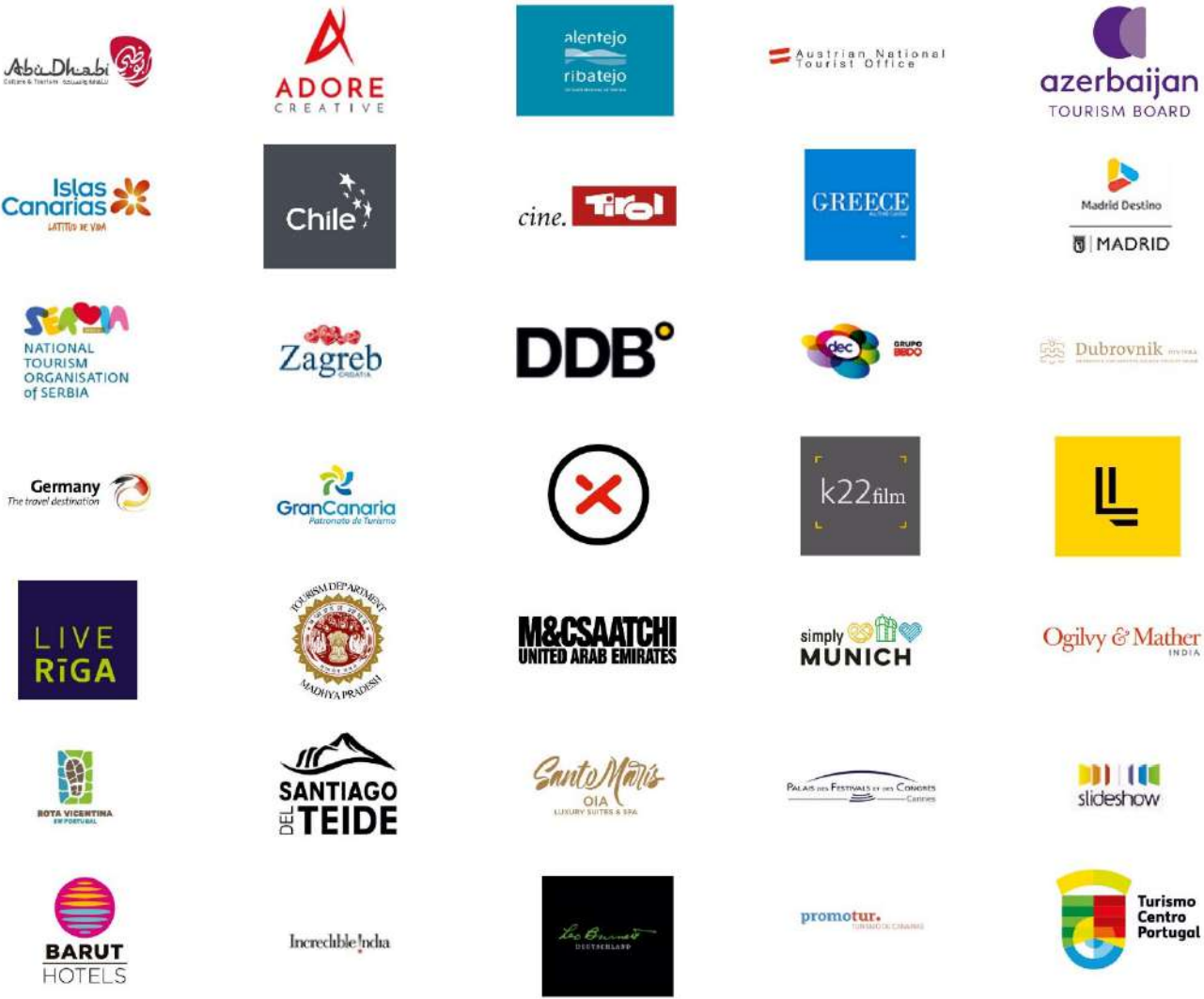
**ENTER WBTF RANKING** - The CIFFT Ranking List is the leading global resource for benchmarking creativity and effectiveness. It is a ranking of videos of the world's most awarded tourism destinations, products or services in terms of creativity.

**AFFORDABLE ENTRY FEE** - The World's Tourism Film Awards circuit keeps entry fees low to encourage everyone's participation.



# Past Winners

Creativity is the driving force for business and it's no different for the Tourism Industry.



Enter your film now and be a reference in Travel Video Marketing.

“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”

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



# About CIFFT

Created in 1989, the International Committee of Tourism Film Festivals (CIFFT) brings together the World's Best Tourism Film Festivals from four continents at the most prestigious award and recognition initiative in Travel Video Marketing Industry - the CIFFT Circuit.

CIFFT works to encourage tourism brands to achieve excellence in promoting their destinations, products, and services using video, with the support of its endorsers World Tourism Organization (UNWTO), European Travel Commission (ETC), Caribbean Tourism Organization (CTO), Central America Tourism Agency (CATA), Skal International, and in partnership with the Tourism and Society Think Tank (TSTT).





Comité International des Festivals du Film Touristique



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