

# ENTRY KIT

## CIFFT CIRCUIT 2024



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## THE CIFFT CIRCUIT

Where Excellence Meets Recognition

The CIFFT Circuit brings together corporate and tourism film festivals across the world in an outstanding competition to award and celebrate the best promotional videos, commercials, and ads from tourism.

With several award opportunities, the competition annually attracts audiovisual productions from accomplished tourism brands and organizations, creative agencies, and production companies worldwide.

Throughout the year, submitted works transcend borders and participate in festivals spanning the globe, winning awards and scores for the CIFFT Rankings - a platform that benchmarks creativity and effectiveness in Tourism Communication on a global scale.

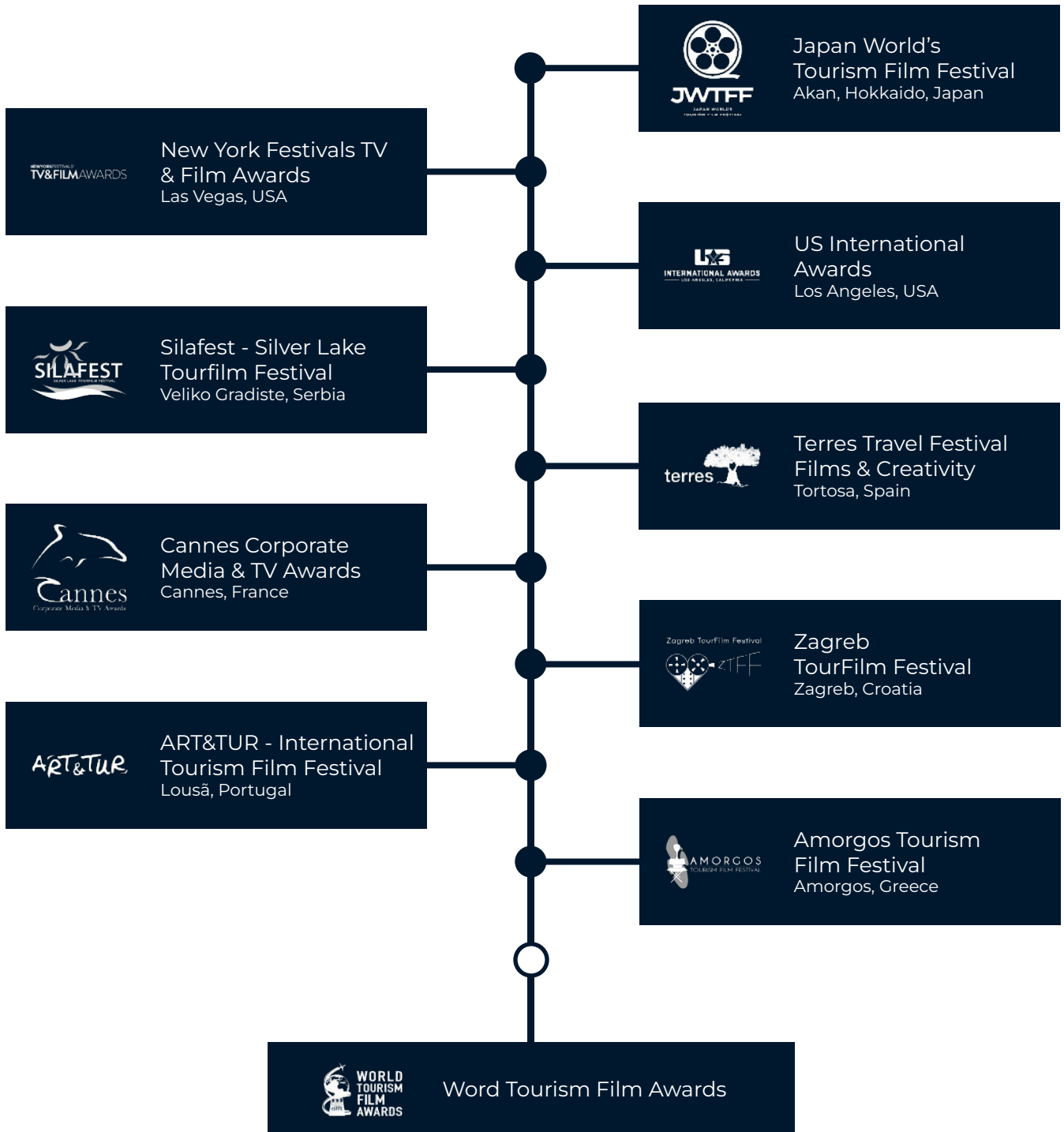
The CIFFT Circuit's ultimate goal is to award the "World's Best Tourism Films" of the year. This prestigious title is assigned to videos that received the highest number of awards across the festivals and reached the top positions on the CIFFT Rankings.

The CIFFT Circuit culminates in the World Tourism Film Awards, recognizing the most effective tourism videos and the creative talents behind them.



# THE CIRCUIT STAGES

Show the world your talent through the CIFFT Circuit.



## HOW TO JOIN

### Do it with CIFFT

Choose the Full Entry Service Package most suitable for your work, fill in one single entry form, make one single payment transaction, and you can relax and wait for your awards notifications. CIFFT will handle the registration and distribution of your film through the CIFFT Circuit Festivals and provide you with a private account to track your film's progress and competition updates.

In addition, the Full Entry Service Package also gives you direct access to two extra exclusive competitions: the **CIFFT “People’s Choice” Award** and the **CIFFT Tourism Press Award**.

### 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.



[ENTER NOW](#)

## ENTRY DEADLINES

**Join the CIFFT Circuit now and give your tourism video an international spotlight!**

Participate in the Full CIFFT Circuit 2024 by submitting your exceptional video or series before the upcoming deadlines:

**1st Deadline:** December 1st, 2023 (Full Circuit – 9 festivals)

**2nd Deadline:** December 31st, 2023 (8 Festivals) \*excluding Japan

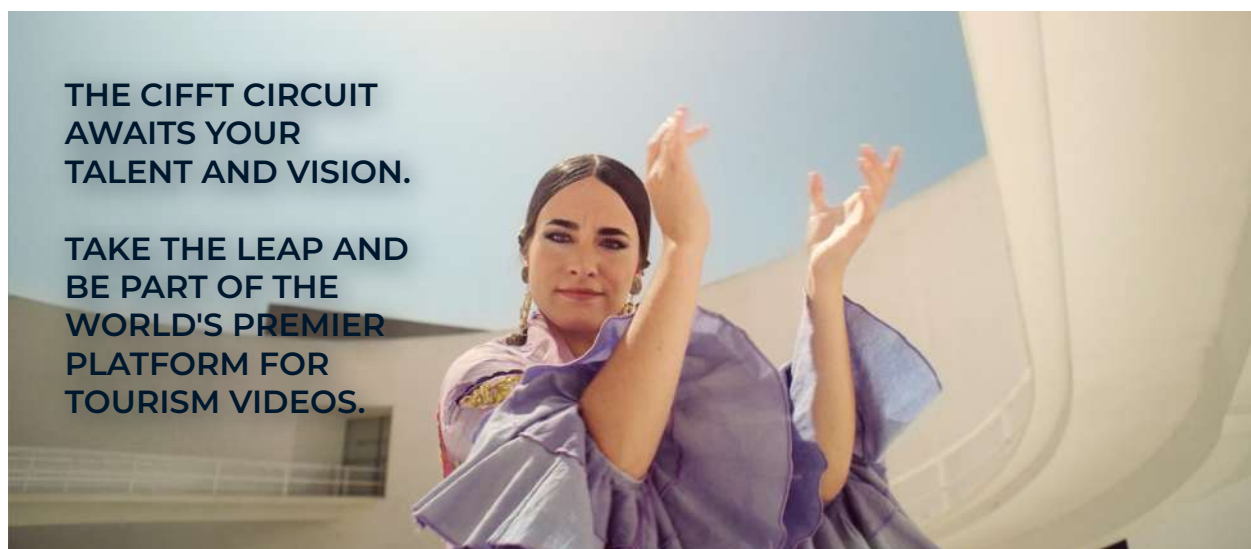
**3rd Deadline:** March 15th, 2024 (7 festivals) \*excluding Japan and New York

**4th Deadline:** May 31st, 2024 (6 Festivals) \*excluding Japan, New York and US International

Although you can submit your video or series at any time of the year, please keep in mind that entries received after the Full Circuit deadlines may only be accepted at festivals that are still open for entries. To ensure that your content gets the most exposure and recognition, we strongly suggest following the Full Circuit deadlines.

### 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.



## 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 two extra exclusive competitions: the **CIFFT “People’s Choice” Award** and the **CIFFT Tourism Press Award**. All entry fees for the festivals are included in this price.

	1 <sup>st</sup> Deadline	2 <sup>nd</sup> Deadline	3 <sup>rd</sup> Deadline	4 <sup>th</sup> Deadline
Entry Type	Full Circuit (9 Festivals)	8 Festivals (Excluding Japan)	7 Festivals (Excluding Japan and New York)	6 Festivals (Excluding Japan, New York and US International)
Single Entry	€ 2 150,00 (EUR)	€ 2 050,00 (EUR)	€ 1 600,00 (EUR)	€ 1 450,00 (EUR)
Series Entry	€ 2 950,00 (EUR)	€ 2 850,00 (EUR)	€ 2 100,00 (EUR)	€ 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. In case any new festivals are added to the competition, the entry fee may be revised.

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## PROMO CODE/DISCOUNTS

Following the endorsement agreement between CIFFT and the **World Tourism Organization (UNWTO)**, the **European Travel Commission (ETC)**, the **Central America Tourism Agency (CATA)**, and the **Tourism and Society Think Tank (TSTT)**, 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.

### Who can benefit from the discount?

- World Tourism Organization (UNWTO) - Members and Affiliate Members
- European Travel Commission (ETC) - Full Members, public institutions of the respective countries, and Associate Members.
- Central America Tourism Agency (CATA) - Members and public institutions of the respective countries
- Tourism and Society Think Tank (TSTT) - Members and Partners

## 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, Credit Card (VISA/MasterCard) or PayPal.

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.



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## 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.

### Release Date

All material that has been aired/produced/posted/broadcasted online after January 1st 2022, is eligible for submission.

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

### 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, Journalism, Cinema, and Audiovisual from all over the world.

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 & MEDIUM TYPES

### Entry Types Definitions

#### Single Video

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

#### Series or campaigns

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

#### Medium Types

The Circuit accepts tourism and travel audiovisual content created for online, TV, Cinema, and media out-of-home usage.

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



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## 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.

**DO YOU HAVE AN AWARD-WORTHY VIDEO FOR ANY OF THE CATEGORIES?**

**ENTER NOW**

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## ENTRY REQUIREMENTS

### Entry Translations

For entries not in English, please provide English subtitles or an English language translation.

### Video Upload

- Resolution: Full HD videos (1080p minimum required)
- File Type: mp4, mov, mkv

### Image upload

All entries require two images to be uploaded. These stills will be used as thumbnails for the film page, CIFFT Rankings, Winners Gallery, and other promotional materials.

- File size limit of 2MB each.
- File Type: .jpg or .png

### Entrant Information

Details of the company/organization submitting the entry, to whom the registration invoice will be issued, and the contact person.

### Film Data

To enter the video, you have to provide essential information such as Entry Title, Release Date, Synopsis, Goals, Target Group, and Usage.

### 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.

**READY TO SUBMIT YOUR VIDEO?**

## THE CIFFT RANKINGS

For those seeking to reach new heights of prestige, recognition, and visibility, the CIFFT Rankings offer an unparalleled pathway to success. Annually, these distinguished lists emerge, spotlighting the World's Best Tourism Films across five captivating thematic categories: City, Region and Country Promotion, Tourism Services and Tourism Products.

The CIFFT Rankings reflect the results of the CIFFT Circuit festivals and allow tourism players, creative agencies, and audiovisual producers to measure the impact of their work.

Winning awards in the International Competition of each festival grants points and access to the CIFFT Rankings. The rating system ranges from 4 to 18, and updates are released alongside the results of each festival.

At the end of the competition, the top 5 videos in each category took home the title of World's Best Tourism Films of the year. This outstanding achievement will be celebrated at the World Tourism Film Awards.

[CHECK WHO IS ON TOP](#)



## WORLD TOURISM FILM AWARDS

The thrilling journey of the CIFFT Circuit is coming to an end with the World Tourism Film Awards. This amazing event honors the most impactful and captivating tourism videos, recognizing the brilliant talents responsible for creating them.

Being named the World's Best Tourism Film is an outstanding accomplishment for both filmmakers and tourism brands. It's not just about receiving recognition but also a testament to their exceptional storytelling abilities, creativity, and ability to deeply connect with viewers on an emotional level. This award elevates their industry status and provides unparalleled exposure and recognition on the global stage of tourism.



### Who is attending?

The attendees included leaders in the tourism industry, creative professionals, filmmakers, film directors, and representatives from significant tourism organizations.

[CHECK OUT THE PAST WINNERS](#)

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## 5 REASONS TO PARTICIPATE

### **1 Recognizing the Best Work:**

Winning an award provides recognition and validation for an organization's efforts, showcasing their expertise to a broader audience and building credibility.

### **2 Marketing Opportunities:**

Participating in awards opens doors to marketing opportunities. Winners and finalists are often promoted through press releases, social media, and other channels, increasing brand awareness and reaching a larger audience.

### **3 Measuring Performance and Guiding Future Ambitions:**

The awards offer valuable feedback for organizations to identify improvement areas, measure progress, and track growth, helping them set future ambitions and strive for excellence.

### **4 Promoting Innovation:**

By recognizing and rewarding innovation, awards encourage companies and individuals to push boundaries, inspiring others to think outside the box and come up with new, creative ideas that drive the industry forward.

### **5 Facilitating Networking:**

Tourism film festivals bring together the film, tourism, and marketing communities, fostering collaboration, the exchange of ideas, and growth. Participating in these events provides excellent networking opportunities.

## HALL OF CHAMPIONS

With each passing year, the CIFFT Circuit embraces new visions, new talents, and new destinations, continuously pushing the boundaries of creativity and innovation.





## ABOUT CIFFT

Created in 1989, the International Committee of Tourism Film Festivals (CIFFT) brings together international corporate and tourism film festivals at the most prestigious award and recognition initiative for tourism ads, promotional, and social media videos - the CIFTT Circuit. CIFTT also works to encourage tourism brands to achieve excellence in promoting their destinations, products, and services using video.





## GET IN TOUCH

We're here to help.  
Contact our dedicated team  
for any questions or assistance  
throughout the submission process.

**Hugo Marcos**  
General Secretary  
marcos@cifft.com

**Carolina Fontana**  
Marketing Coordinator  
fontana@cifft.com

**General Inquires**  
info@cifft.com



[www.cifft.com](http://www.cifft.com)