

THE WORLD'S
BEST TOURISM
FILM FESTIVALS

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



CIFFT Client Report

Attica. Greece in a Snapshot



Overview CIFFT Circuit

2021



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Methodology



Creativity is the driving force for business,
and isn't different in the Tourism Industry.

This report presents a series of data collected along the CIFFT Circuit 2021 based on management methodologies developed by the International Committee of Tourism Film Festivals (CIFFT) with the members festivals cooperation. In order to present tangible and credible results, we have the support of experts in Data Analysis, Google Analytics and Cision Communications Cloud, among other tools.

CIFFT Message



Since 1989, the International Committee of Tourism Film Festivals (CIFFT) has consistently driven innovation and creativity in the Travel Video Marketing Industry. Our most important commitment is to help tourism brands, destinations, products and services to achieve excellence in Audiovisual Communication, recognizing and awarding the best strategies through a unique circuit of the World's Best Tourism Film Festivals.

At the end of another year, we would like to sincerely thank all the customers who trusted CIFFT to guide their participation in the CIFFT Circuit 2021, enabling countless achievements and international recognition. CIFFT is honoured to work with brands that are raising the standard of excellence in Travel Video Marketing.

We wish to thank our members, the World's Best Tourism Film Festivals, for, despite all the restrictions imposed by the current context, increasing the quality and competitiveness of the CIFFT Circuit.

We also would like to express our gratitude for the support of our endorsers UNWTO (World Tourism Organization), ETC (European Travel Commission), CTO (Caribbean Tourism Organization), and CATA (Centro America Tourism Association), who work with CIFFT to encourage the use of video, not only as a promotional tool, but also for creating meaningful connections with visitors from all over the world.

To the Filmservice International team, thank you for the tireless dedication and energy to guide our consistent results.

Thank you all for your continuous support and trust. We hope to see you again in the CIFFT Circuit 2022.



Alexander V. Kammel

Hugo Marcos

The Report

2021 was probably one of the most challenging years of recent times for tourism workers, agency creatives, marketers and audiovisual producers. From CIFFT, we want to salute all those who, with their perseverance, dedication, passion, faith and above all with their creativity, managed to achieve their goals.

CIFFT is genuinely proud of this year's achievements alongside committed customers, dedicated festival members and relevant endorsers.

In this report, you will have access to the general results of the CIFFT Circuit 2021, as well as your performance in the most prestigious competition for Travel Video Marketing.

New records for insertions in the media and outreach are some highlights that show that the CIFFT Circuit is the best platform for tourism brands to achieve greater exposure and reach new international audiences.

For the coming year, we are committed to increasing the quality and competitive standards of the CIFFT Circuit, reaching new destinations, products and services worldwide. In addition, we work for continuous processes and communication improvement.

CIFFT intends to continue to build long-term relationships with our stakeholders based on mutual trust and the excellent results presented.



CIFFT at a glance

MEDIA

*Parcial Results (Nov.2021)

818

News

43

Countries

+183M

Outreach

3.680.533,51€

AAV

CIRCUIT

+ 3300

Entries

+ 90

Countries

+ 450

Awards

WORLD'S
TOURISM FILM
AWARDS

CIFFT Circuit
2021



5th

Place at CIFFT Ranking List

Tourism Destination
Regions

CIFFT Circuit
2021

Attica. 
Greece in a Snapshot

Overview CIFFT Circuit

AWARDS IN CIRCUIT



NO AWARD

0
POINTS



NO AWARD

0
POINTS



3rd Prize in Tourism Destinations - Region

5
POINTS



NO AWARD

0
POINTS



Gold Medal

9
POINTS



NO AWARD

0
POINTS



NO AWARD

0
POINTS



Best in Concept

5
POINTS



NO AWARD

0
POINTS



NO AWARD

0
POINTS



Official Selection Silafest 2021

4
POINTS



NO AWARD

0
POINTS



Gold Winner in Tourism Destination - Regions

9
POINTS

39 367
IMPRESSIONS

In platforms used to
generate notoriety
Website + Vimeo

32
TOTAL POINTS



CIFFT “People’s Choice” Award



1ST – 25TH OCTOBER

In the framework of CIFFT Circuit 2021, CIFFT developed the CIFFT “People’s Choice” Award for the fourth consecutive year. The online-voting competition aims to let people discover new tourism destinations through video and vote for their favourite.



Attica.
Greece in a
Snapshot



RESULTS

130

COUNTRIES

45 234

TOTAL VOTES

It would be great to see you again!



Register your new videos or campaigns in the **CIFFT Circuit 2022**, where the best of tourism communication worldwide will be showcased and awarded.

[REGISTER YOUR VIDEO HERE](#)

**TOURISM
DESTINATION
CITIES**



**TOURISM
DESTINATION
REGIONS**



**TOURISM
DESTINATION
COUNTRIES**



**TOURISM
SERVICES**



**TOURISM
PRODUCTS**



**INDEPENDENT
TRAVEL VIDEO**





Be CIFFT. **Be a winner.**



Endorsed by



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