

International Tourism Film Festival Africa opens submissions for 2022

The International Tourism Film Festival Africa (ITFFA) has opened entries for the international version of the event; the deadline for submissions is 31 January 2022.



Image source: [Gallo/Getty](#)

The ITFFA, founded in 2019, is hosted in proud cooperation with the International Tourism Film Festivals Committee (CIFT). CIFT's partnership with the [ITFFA](#) is their first official backing of such an event on the African continent; their core mission since 1989 has been to reward excellence in travel video marketing by encouraging tourism destinations to achieve the excellence in promoting their products, services, and locations through digital storytelling.

Despite the challenging past two years, since the inaugural event in 2019 there have been over 2,000 entries from 97 countries.

Alexander V. Kammel, CIFT director, says: "More than 3,500 films compete each year for the title of the World's Best Tourism Films. African countries are underrepresented. It is time to show that Africa is full of talented men and women to be presented to the global creative community. This is why CIFT strongly supports the ITFFA initiative."

Africa's digital tourism marketing content

Western Cape minister of finance and Economic Opportunities, David Maynier, comments: "The Western Cape is fast becoming known for the various talented creative communities that stimulate economic growth within the film and tourism sectors. Events such as the International Tourism Film Festival Africa (ITFFA) not only contribute to the economic growth of the Western Cape Province, but also honour the men and women who create innovative video content, which ultimately contributes to marketing the province."

"We are thrilled to be able to showcase the best of Africa's digital tourism marketing content on the global stage." says James Byrne, co-director of the ITFFA. Caroline Ungersbock, ITFFA co-founder, adds: "When films are produced in our country, they utilise not only tourism services and related products, but the locations that are used during filming, whether it be for advertising purposes, documentaries or features, are then exposed to both national and international markets that either want to come on vacation, shoot their next production, document their next conservation piece, or shoot their advert."

A panel of local and international professionals and celebrities from the tourism, marketing and film industry make up the jury who will evaluate the works submitted based on impact, creativity, style, subject matter, storytelling and goal effectiveness.

ITFFA is supported by promotional and other partners; Lifetree Marketing & Media, DurbanTV, Sustainable Tourism Partnership Programme, African Tourism Council and Legito Publishing.

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