

## **Award Presentation “The Golden City Gate 2010”**

### **The tourist film defies the crisis**

***The Golden City Gate grows despite the economic crisis, new records at the number of submissions and participating countries, over 300 guests at the award presentation in the ITB Cinema.***

The international prestigious competition of the tourist film “The Golden City-Gate” generally offers a platform to cities, communities, economic regions, airports, ocean carriers, and the tourism sector to present their movies to a professional and interested audience. As an effective tool of communication work, movies unfold most significantly their effect if they are open to the broad public. With this objective, the increase of the popularity of these productions, the “Golden City Gate” is committed since 2002. Winners and honoured placed were awarded already the 9<sup>th</sup> time at the ITB-Cinema of this year’s international tourism fair in Berlin.

“Our concept worked satisfactorily also in an economically difficult time because the number of submitted movies to the competition as well as the amount of participating countries was once again increased at the edition 2010” pleasantly announces the director of the competition and at the same time president of the federal association of the movie and audio visual producers, Wolfgang Jo Huschert. In addition: “103 movies competed in nine categories. The jury comprised tourism movies out of 32 countries for sighting and evaluation. Therefore, the meanwhile internationally recognized “Golden City Gate” emerged to a permanent component within the calendar of the Marketing and PR-responsible persons within the tourism sector.”

Apropos jury: The list of names of the total 40 judges can be read like a “Who is who” of the international tourism economy and reflects the entire width of the sector. Representatives of international and national tourism associations as well as tour operators, economic experts, service suppliers, and political officials can be found.

Annually, numerous movie productions come up that are dedicated to the tourism industry. Thus, advertising spots and image movies occur just as a fraction of the workload. The majority are ambitious and complex produced documentaries and features.

Contractors and producers pursue thereby one objective: to mediate and illustrate the tourism with all its facets – from the location factor to ecology, from tourism as employer up to the presentation of travel destinations – to a broad public as well as the diversity and qualitative value of the offers.

Therefore, “The Golden City Gate” wants to emerge as the “Oscar” of the travel and tourism sector. That was not just revealed by the glamorous award presentation where more than 300 guests had approached from the whole world – including three specialized secretaries. During the two-hour award presentation, 48 golden, silver, and bronze city gates were distributed. After a long-time tradition, awards for “the best ones of the best ones” which also know as the „Diamond Award “ was assigned, which honours the most convincing movie of the total competition.

Competition head Huschert: „I am pleased that we can offer again a special service to the submitting film producers. If it is wanted by the client the movies will be presented freely of charge in the online specialized portal [www.travelfilm.de](http://www.travelfilm.de) for one year.

At the following reception, smiling faces of the winners and content expressions of the organizers were present. The “Golden City-Gate“ is on the best way to celebrate its 10<sup>th</sup> anniversary in the following year and to gain once more an impact and international significance.

Huschert: “We are ready to create over again a positively occupied surrounding to all prospects for the presentation of their productions. “ First ideas for the anniversary competition in 2011 are born – therefore, it remains exciting until March the upcoming year when it is called out again: „And the winner is... “

You can find the complete list of the winners under [www.das-goldene-stadttor.de](http://www.das-goldene-stadttor.de)

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