



10 YEARS OF THE GOLDEN CITY GATE WITH NEW FEATURES AND A NEW SPEAKER

“THE GOLDEN CITY GATE” is an creative and innovative expression of the tourism branch and is organized yearly since 2001 within the scope of the International Tourism exchange of ITB as an international tourism film competition.

In the 10th edition on the next ITB from 9th to 13th of March, in the ITB-Cinema (hall 7.2a) there is the international film print-media competition “THE GOLDEN CITY GATE “. There are three new categories in this years edition:

Print: For town hotel and land campaigns; Music: For music-video-clips from and/or about a country; Web pages: On-line appearance, banner advertising, App`s.

Wolfgang Jo Huschert – chairman of “Bundesverband der Film- und AV-Produzenten e.V – is the president of the jury. The international trade information service “Tourism-Insider” is the new media partner of the film festival and editor-in-chief Joachim Fischer has the function as the new speaker.

A special highlight will be the presentation of 3-D-movies in the ITB-Cinema. The festival only filed with competitive films in the sole ITB-Cinema. The contributions present oneself to an international professional audience from different states and countries, the national and international tourism association and institutions and also the numerous fair visitor.

The assessment of the filed films ensued by an international specialized jury according to the following criterions: visual performance, acoustic overall impression, emo-



tional effect, value of information, conception and creativity. The first-placed contributions will distinguished with gold, silver and bronze by the Golden City Gate. From the front-runner contributions the VIP jury choose the film of the year. This is awarded with the “Diamond Award”.

The professional jury exists of specialists of the areas of tourism, film, public relations and public institutions. The careful choice of the jurors guarantees a professional and wide-diversified spectrum of experience for the expert and objective assessment. The categories: city-tourism, town, location, architecture, country, region, scenery, economy, airline, airport, harbour, cruise, ferry, car-rental, Invest, travel assurance, expedition equipment, ecology, tourist events and functions, incentives, hotel, wellness, spa, TV travel travel magazines, travel documentations, tourism spots (up to 90 sec.), print campaign, advertising, brochures, online appearance and innovative information about alternative electronic media.

By the participation on the competition the participants get additional presences on the ITB: pres-

entation of the films, advertisement on the movie screen, advertisement in the cinema, press conferences, press releases and possible presentations. After the ITB specific applications of the films also spread after the competition, e.g. about video on demand, press, tradeshows, cinemas and TV. For that reason a huge number of new contacts is reached.

The application form is available under www.das-goldende.stadt-tor.de or www.the-golden-city-gate.com.

THE GOLDEN CITY GATE is an international multimedia contest for the tourism industry and offer a platform to present films and other multimedia contributions at the ITB-Cinema. Participating countries, cities, communities, economic areas, hotels, hotel chain, airports, shipping companies, agencies and event agencies, music and movie productions and travel assurance has the possibility to present their films, prints and music clips on the big movie screen in the ITB-Cinema (hall 7.2a) to an interested audience and the assessment by an international professional jury in Düsseldorf and Berlin.





In the 10th edition "THE GOLDEN CITY GATE" take place from the 9th to 13th of March 2011 on ITB. The world-wide famous "DIAMOND AWARD" of "THE GOLDEN CITY GATE" will also presented in 2011 for the best contributions of all categories. The prize giving ceremony ensued on the 10th of March at 3.00 pm with guests from different nations at the ITB-Cinema (hall 7.2a) of the exhibition grounds of Berlin.

New!!! Demonstration of diverse 3D movies at ITB-Cinema. Touristic Music clips get a chance.

The members of the international jury come from the fields of tourism, hotel and city-marketing, public relation, music, art, students, film, journalism, advertising agencies, manager of tourist office, business- and leisure traveler, ambassador and minister, representative of countries and people from public institutions. The careful choice of international jurors guaranteed a professional and diversified spectrum of experience to evaluate the participant contributions.

The jury exists of two groups. Group 1 selects from the submitted contributions of all categories, the nominated contributions. Group 2 selects from every category of the nominated contributions, with the highest point number. From these contributions the best of the Best ones is searched. Then the well-chosen contribution receives, in addition, the "DIAMOND AWARD".

All participants are invited to the presentation at 3.00 pm on the 10th of March. After the presentation the is the possibility for an ensuing get togetherth to establish new contacts. For more informations please visit: www.das-goldene-stadtto.de or www.the-golden-city-gate.com.

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ITB Berlin 2011

Full speed ahead out of the recession – the travel industry remains a mainstay of the global economy

Full speed ahead out of the recession and back on course for expansion. After the worst losses in recent history due to the worldwide economic and financial crisis in 2009, the world's travel industry is back on course for success, much faster than expected and defying the predictions of international industry analysts. Speaking on Thursday at the 18th World Travel Monitor Forum in Pisa, Rolf Freitag, President of the consultancy IPK International, said: "The world's international travel industry is back and now even more dynamic, and this year has underlined its role as one of the mainstays of the global economy". According to Rolf Freitag, Asia in particular is driving international growth.

According to IPK, in 2010 year-on-year worldwide growth in domestic tourism will reach five per cent, in international tourism seven per cent, while growth in international arrivals will be in the order of six to seven per cent, a new all-time record. However, around the world growth rates vary. In South America growth is currently at 13 per cent, in Asia, Oceania and the Middle East at twelve per cent, and in Africa growth in domestic and international flights is at seven per cent. By contrast the markets in North America and Europe have lagged behind, and figures have yet to reach pre-recession levels. For Europe the year-on-year growth figure is three per cent, while for North America it is only one per cent.

Launched by the consultancy IPK International and sponsored by ITB Berlin, every year at the World Travel Monitor Forum in Pisa 50 tourism experts and scientists from around the world present currents statistics and the latest trends in international tourism.

To go before making a similar recovery. Rolf Freitag: "We have yet to see a recovery from 2009 that saw year-on-year growth drop by seven per cent. Compared with last year growth has now reached five per cent, but travellers are booking shorter stays." Travellers' spending behaviour was similarly restrained, he added.



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