Entries invited: Travel and Tourism Film & Video Awards

Southern Africa's Travel and Tourism Film & Video Awards is in full preparation mode. The organisers are calling for entries from southern African film and video makers as well as from travel and tourism product owners.



A small entry fee is charged to fund the technical process of repurposing DVD's, mini DV tapes, etc for television sets, computers, cell phones, MP4 players and the latest interactive TV channels.

The Travel and Tourism Awards (Oscars) was established to facilitate tourism product owners plus film and video producers the opportunity to get maximum exposure of their products and creative work.

The awards is not only about the best and biggest hotels, lodges, game parks, routes and travel service providers or professionals making expensive films. It is also about those offering a travel or tourism product, freelance videographers, multimedia students, big and small television or video production houses.

The goal of the Southern Africa Travel and Tourism Film & Video Awards is to provide a showcase for your products and artwork to as wide an audience as possible. This is done through the fantastic opportunity offered by public screenings on the Internet and top class shopping malls. Best films and videos will be shown at popular Ster Kinekor, NuMetro and Avalon cinemas countrywide.

And some of the best films and videos will make it to traditional television broadcasters. The very best will be entered at International Film Festivals.

Entries welcomed from:

Hotels, B&B's, guest houses, game lodges, holiday resorts, caravan parks, hiking routes, etc are all welcome to enter their videos. Entries are welcome directly from travel and tourism associations, agencies and product owners. Also welcome are entries from SADEC countries; provincial tourism agencies; regional tourism agencies; routes and associations; tour operators, travel agencies; land and air transport; hotels, lodges, game parks, wine farms, holiday resorts; caravan parks, casinos, restaurants & entertainment; car and motor home hire; train tours, yachts, ships; eco tourism, fashion travel, performing arts & music tours;

Entries from the film, television and video industry are accepted, as individuals or as groups. Also invited to submit entries are broadcasters, television channels, production houses, freelancers, videographers, photographers, film & media students, entrepreneurs, product owners

A small entry fee is charged to fund the technical process of repurposing DVD's, mini DV tapes, etc for television sets, computers, cell phones, MP4 players and the latest interactive TV channels.

Launch of the annual Southern Africa Travel & Tourism Film Awards

Friday 6 May - Sunday 8 May 2011: Suncoast Casino, Durban

Screenings of best films & videos per region / categories

September every year - Tourism Month: Screenings take place at Ster Kinekor, NuMetro and Avalon Theatres countrywide

Southern Africa Travel & Tourism Film Awards 2011/12 Season

May 2012 - Awards Night gala event: Suncoast Casino, Durban

International Film Festivals and Awards

TravelTV has already registered at several international travel and tourism film and video competitions and awards. The best films and videos will be entered in a variety of international events.

Public screenings as from 20 May 2011

All entries will be available online for public screenings and voting. Longer videos will have to be shortened for Internet viewing. Connected and Interactive TV's will be able to show full length videos in HD and SD.

Regional and provincial rounds

Regional and provincial screenings are scheduled for September. Tourism Month is an annual celebration held in September to focus on the importance of tourism to the economy of South Africa.

Our local screenings are focused on domestic travel experiences. We also look at what the lesser visited provinces of the country have to offer. Domestic and regional tourism is the backbone of a sustainable and robust tourism industry.

Winners of the 2011/12 Southern Africa Travel & Tourism Film Awards

The finalists in all the categories will be treated at a Gala Event at SuperNOVA Theatre, Suncoast Casino in May every year.

International screenings

TravelTV has registered at most International Film Festivals. The best videos will be entered into these high-profile International events.

Judging by the public, travellers and film enthusiast May 2011 to April 2012

All the entries will be available on the Internet and on the new interactive TV channels to be launched worldwide and in South Africa.

Some of the best entries will make it onto the Big Screen. TravelTV will showcase the best entries at Ster Kinekor, NuMetro and Avalon Group Theatres countrywide.

September is Tourism Month. To promote local travel and awareness provincial screenings will be scheduled throughout September month

The public, travellers and movie goers will be able to vote for their best films and videos via SMS and the Internet.

Multiple screens and voting stations are also planned for travelling exhibitions to major shopping malls.

Films and videos with the most public votes at the end of the regional and provincial rounds during Tourism Month (September) will be screened at Ster Kinekor, NuMetro and Avalon Theatres countrywide.

Registration on the Southern Africa Travel & Tourism Film Awards website is required in order to vote. This is aimed at limiting misuse of the voting system.

Judging by industry specialists and opinion formers

To help ensure that the Southern Africa Travel & Tourism Film and Video Awards are judged according to industry best practices, we have enlisted the help of gurus in the travel and tourism industry as well as the film and video industry.

For more info go to www.satfa.co.za or call the organisers at +27 (0) 76 086 2130

For more, visit: https://www.bizcommunity.com