

ART&TUR 2022: Tourism films and documentaries celebrated in Ourém

The Center of Portugal hosted, between the 25th and 28th of October, the 15th edition of the ART&TUR International Tourism Film Festival, this time in the city of Ourém. The festival annually celebrates the best tourism films and documentaries related to Tourism, and this year's edition counted 208 submissions from 31 countries.

At the Award Ceremony held on October 28th at the Municipal Theater of Ourém, the award winners of the national and international competitions were revealed.

“The Majestic Adventures of Ofelia de Souza”, produced by Kobu Agency and New Light Pictures for the Porto & North of Portugal Tourism Board, was the most awarded film of the night. Acclaimed with the national and the international Grand Prix, the Portuguese production also took home the “Best Promotional Film ART&TUR 2022” and the 1st prize in MICE in both competitions.

The film takes the viewers on a unique travel experience through Porto & North of Portugal, guided by the magnetic character Ofélia de Souza and an engaging storytelling, showing why the region is a MICE destination of excellence.

Other awards were assigned to promotional films, documentaries, and TV reportages in the categories: Tourism Destinations, Tourism Services, Tourism Products, Adventures & Expeditions, Arts & Creativity, Culture & Heritage, Music & Dance, Sports & Leisure, Environment & Ecology, and Innovation in Tourism.

All the productions submitted to the 15th ART&TUR were evaluated by an international jury composed of 35 renowned professionals from the tourism, marketing, and audiovisual industries from 19 countries.

The ART&TUR program included screenings sessions of the highest-rated films in competition linked with round tables and masterclasses in which experts were invited to discuss the most prominent topics in tourism and the economic and socio-cultural development of territories.

One of the highlights was the session "Cinema as an engine for regional development", which addressed the impact of the productions House of the Dragon (HBO) and the latest Fast & Furious film (Universal Pictures) shot in Portugal.

The festival also promoted a new edition of the ART&FACTORY, a contest that challenged filmmakers from Japan and Brazil to produce a film in seven days about the region of Médio Tejo, using audiovisual as a tool for heritage interpretation and tourism promotion.

ART&TUR Festival is organized by the Centro de Portugal Film Commission (CPFC), with the support of the Regional Tourism Entity of the Center of Portugal and the Ourém City Council. Since 2008, the festival has been an official member of the International Committee of Tourism Film Festivals (CIFFT) and part of the CIFFT Circuit, a competition that will define the World's Best Tourism Films of the year.

Endorsed by



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About CIFFT

Created in 1989, the International Committee of Tourism Film Festivals (CIFFT) brings together the World's Best Tourism Film Festivals from four continents at the most prestigious award and recognition initiative in Travel Video Marketing Industry - the CIFFT Circuit.

CIFFT works to encourage tourism brands to achieve excellence in promoting their destinations, products, and services using video, with the support of its endorsers World Tourism Organization (UNWTO), European Travel Commission (ETC), Caribbean Tourism Organization (CTO), Skat International, and in partnership with the Tourism and Society Think Tank (TSTT).

Know more at www.ciffat.com

Note for clients:

You can promote your award by editing this press release with the following sentence:

(Winner's Name) took home the (Award) in (Thematic Category). The promotional film (Film Title) honored by the international jury was produced by (Production Company /Agency) for (Client name). (Winner: insert a quote from your institution/brand about the importance of winning this award and/or some information about the promotional film.)

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