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The Golden City Gate Tourism Awards

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Why is in news? India Bags Golden & Silver Star at The International 'Golden City Gate Tourism Awards 2023 at ITB, Berlin 2023

The Ministry of Tourism, Government of India, has **bagged Golden & Silver Star** at The International 'Golden City Gate Tourism Awards 2023' in '**TV/Cinema Commercials International and Country International**' Category at ITB, Berlin 2023.

The Golden City Gate Tourism Multi-media Awards are **given annually in various categories related to the Tourism and Hospitality sectors**.

The 'Golden City Gate' is a **creative multi-media international competition** for countries, cities, regions and hotels.

The Golden City Gate is the **creative and innovative expression of the tourism industry**. Since **2001** it takes place during ITB in Berlin as an international tourism film and multimedia competition.

The Competition presents films of various categories. The submissions reach international professional experts from different states, countries, cities, hotels and national and international tourism associations, as well as trade show visitors interested in tourism.

The entries received for the awards are judged by **an international jury** comprising film and tourism experts.

The annual award ceremony takes place at **ITB Berlin, the world's leading tourism trade show**.

The best submissions in each Category are awarded with city gates in **gold, silver and bronze**. The worldwide coveted **Diamond Award** of the media competition. The Golden City Gate will also be awarded for the best contributions of all categories every year.

The **Promotional films / television commercials** received the awards were produced by the Ministry **as part of its Post Covid Promotional Global Campaign on India** reopening.

Ministry of Tourism has developed the **new Incredible India brand films** for welcoming of foreign tourists to the country after the pandemic. These brand films have been widely circulated within the domestic and international travel industry for wider usage in for promotional and marketing purposes.

The films were also widely promoted through the social media handles of the Ministry which have been very well received the world over.

The commercials have been produced in English with voice overs in 9 international languages, viz. German, French, Spanish, Italian, Russian, Chinese, Japanese, Korean and Arabic.

At ITB, Berlin, Tourism Ministry is **showcasing India's rich & diversified tourism potential** and providing a platform to the tourism stakeholders, to showcase the various tourism destinations and products including niche products.

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It also aims to promote India as a **‘Must See, Must Visit’ destination**.

The ITB is a **prestigious platform** and is among the top **international travel shows**, where travel professionals come together to connect and showcase destinations and tourism products.

The Ministry of Tourism through the **integrated marketing and promotional strategy**, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions promotes India at the International Markets.