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The Golden City Gate 2026 Concludes Successfully – International Tourism Award during ITB Berlin

The Golden City Gate 2026 has concluded with a highly positive outcome, once again confirming its position as one of the most important international tourism communication awards presented during ITB Berlin.

For 26 years, The Golden City Gate has been a side part of the world's leading travel trade show. The international film, print, and multimedia competition honours outstanding communication projects from the global tourism industry and continues to serve as an important platform for creativity, innovation, and professional excellence.

Held annually in March during ITB Berlin since 2000, the competition recognizes exceptional films, print productions, multimedia formats, and cross-media projects from around the world. Over the past 26 years, submissions from more than 102 countries have been awarded, demonstrating the global significance and international reach of the competition.

In 2026, a total of 137 entries were submitted from destinations, tourism organizations, agencies, and production companies worldwide. 40 productions were honoured with the Golden Star, Silver Star, Bronze Star, and the Excellence Award.

The highest distinction of the competition, the Diamond Award for the best film across all categories, was awarded this year to a production from the Republic of Montenegro, recognizing it as one of the most outstanding tourism films of the year.

Wolfgang Jo Huschert, President of The Golden City Gate, highlighted the growing relevance of international competitions in today's rapidly evolving media landscape:

"In a market that is becoming increasingly diverse and complex due to AI and digital media, international competitions provide important orientation and recognition for creative work. They enable filmmakers, agencies, and clients to evaluate the quality, impact, and effectiveness of their productions — including new AI-supported formats."

While technical and cinematographic quality remain important evaluation criteria, the Golden City Gate places particular emphasis on creativity, storytelling, emotional impact, and the informational value of the productions. The goal of the submitted projects is to inspire potential travelers and present destinations, regions, and hospitality experiences in a compelling and memorable way.

One of the highlights of the 2026 competition was the award-winning film **"The Secret of Montenegro's Katuns"**, which received the Diamond Award and captivated the international jury with its powerful storytelling and authentic portrayal of Montenegro's cultural landscape.

With its continued engagement and high-quality submissions, The Golden City Gate once again demonstrated its role as a respected globally recognized platform for tourism communication and creative excellence within the tourism industry.

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