

## **MEDIA RELEASE: FOR IMMEDIATE DISTRIBUTION**

### **Joburg Tourism Film Selected as Finalist at International Tourism Film Festival Africa 2026**

**2 April 2026**

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Joburg Tourism is proud to announce that its immersive brand film “*Welcome2Joburg – It’s where you want to be!*” has been chosen as one of the winners at the prestigious International Tourism Film Festival Africa (ITFFA) 2026.

The film, which showcases the vibrancy, culture and energy of Johannesburg, will compete for either a Gold or Silver Award at the official Awards Ceremony on 5 June 2026. Until then, all finalists remain in contention, with the final awards revealed during the closing night of the festival.

“This recognition affirms Johannesburg’s position as a dynamic destination where culture, creativity and tourism intersect,” says Khanyisa Ngewu, Senior Manager for Destination Marketing & Events at Joburg Tourism. “We’re thrilled that Welcome2Joburg has been acknowledged by the ITFFA jury and look forward to celebrating with fellow finalists at the festival.” (To view the film on YouTube, click here <https://www.youtube.com/watch?v=qlqEGM1h3RU>).

This year’s ITFFA attracted an impressive 438 film entries from 47 countries, underscoring its global reach and reputation. Each submission was carefully evaluated by a panel of at least ten judges, applying a comprehensive set of criteria including impact, creativity, sound, style, subject matter, effectiveness in achieving the film’s goal, editing, cinematography and visual effects, as well as overall impression.

To advance as a finalist, films were required to achieve a score of over 70%. Silver Wreath Awards are reserved for those scoring between 75% and 80%, Gold Wreath Awards for films achieving 81% to 90%, and the coveted Pinnacle Awards for those surpassing 90%. These benchmarks highlight the exceptional quality demanded by the festival and the prestige associated with recognition at ITFFA.

The ITFFA 2026 will take place from 2 - 5 June 2026 at the Bannister Hotel and surrounds in Braamfontein, Johannesburg. The festival promises an action-packed programme including conferences, exhibitions, networking events, film screenings, a tourism excursion and the highly anticipated awards night.

Founded in 2019 by Caroline Ungersbock and James Byrne, the ITFFA is the only festival of its kind on the African continent. It celebrates and promotes tourism-focused audiovisual content including promotional films, documentaries, commercials, video blogs and social media campaigns.

The festival is part of Cinetour, a global network of tourism film festivals that fosters cultural exchange, creative storytelling, and collaboration among filmmakers and tourism professionals worldwide. ITFFA has quickly established itself as a platform

that highlights how film can drive destination appeal, stimulate economic development, and showcase Africa's diverse tourism offerings to international audiences.

### **Festival Programme Highlights**

- 2 June - Welcome Event (17h00 - 21h00)
- 3 - 4 June - Conference & Exhibition (09h00 - 16h00)
- 3 - 4 June - Networking & Film Screenings (18h00 - 21h00)
- 5 June - Tourism Excursion (08h30 - 14h00)
- 5 June - Awards Ceremony (18h00 till late)

For more information and to register for the festival, visit [www.itff.africa](http://www.itff.africa).

**ENDS**

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For more information about Joburg Tourism and upcoming events, visit our website [visit.joburg](http://visit.joburg)

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*Johannesburg is the largest city in South Africa and serves as the economic and cultural hub of the country. With its rich history, diverse population and thriving arts scene, Johannesburg offers a unique and unforgettable experience for visitors of all ages. Johannesburg Tourism Company is a destination management organisation (DMO) of the City of Johannesburg, dedicated to promoting the destination's tourism growth. Its primary function is to promote Joburg as a business, lifestyle, sport and leisure destination, both locally and internationally. Its operations include running a Convention Bureau, a Visitor Services Bureau, as well as co-ordinating city-wide tourism marketing programmes, tourism information gathering and analysis.*