Celebrating the Power of Tourism through Film: UNWTO Video Competition Winners Announced

Samarkand, Uzbekistan, 19 October 2023 - The power of visual storytelling to highlight tourism as a force for good has been celebrated with the 2023 edition of the UNWTO Tourism Video Competition. Member States from all regions were invited to submit their videos for consideration, with jury made up of top media professionals judging them based on how well they communicate the positive impact of tourism. The competition was divided into two categories.

Tourism and the Decade of Action

For this category, submissions were judged on how well they show how the tourism sector is advancing the 2030 Agenda for Sustainable Development through references to one or more of the 17 Global Goals.

‘Exceptional Stories of Sustainable Tourism’

Here, Member States were asked for remarkable examples which showcase the human face of tourism and make clear the positive social impact the sector can deliver for communities and individuals.

The winners were announced during the UNWTO General Assembly, taking place this week in Samarkand, Uzbekistan. The 2023 winners are:

Decade of Action:

Africa: The Gambia- Welcome to Gambia
Americas: Panamá - Panamá vive por más
Asia and the Pacific: Philippines - Tourism Heroes of Palawan
Europe: Georgia - Stumari
Middle East: Oman - Experience Oman

Exceptional Stories:

Africa: Kenya - Magical Kenya
Americas: Panama - Panamá vive por más
Asia and the Pacific: Philippines - Tourism Hero of Zamboanga City
Europe: Switzerland - My Swisstainable Journey - Ivano Künzli
Middle East: Egypt – Visit Esna