

2021

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: ARENA (IVO BLOČINA)

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Pula

GOLDEN PEN 2021.

For the 17th time, the Croatian National Tourist Board awarded the prestigious "Golden Pen" award to foreign tourist journalists, bloggers and influencers for the best publications about Croatia as a tourist destination in the last, extremely demanding tourist year.

The award ceremony was held on June 16 at the Park Plaza Histria Hotel in Pula, where participated several representatives from three categories, winners of the award for the best reportage of print or online media (magazines, newspapers), winners for the best reportage of electronic media (TV, radio) and winners for the best blog post (bloggers, social networks). In each category, the most significant award "Golden Pen" - Grand Prix was selected.

As part of the event, a three-day trip to southern Istria was organized, during which the participants visited Pula, the Arena and the House of Istrian Olive Oil. The participants also visited Brijuni National Park, got acquainted with the Small Fishing Academy in Fažana and visited the archaeological site Nezakcij, the Archaeological Park Vižula in Medulin, visited Malin, Vodnjan and the theme park Kažuni. Considering the prescribed epidemiological conditions, 15 foreign journalists, bloggers and influencers from 11 countries participated in the award ceremony and organized trip, accompanied by employees from the office of the CNTB Representations abroad.

The hosts and organizers of the event were the Croatian National Tourist Board, the Tourist Board of the Istrian County and partners at the local level, the Tourist Board of the City of Pula together with other tourist boards of Southern Istria.

With the long-standing award of the "Golden Pen", the Croatian National Tourist Board emphasizes the value of a professional approach to writing and reporting on Croatia in foreign media and thus wants to thank foreign journalists for their contribution to promoting Croatian tourism in the world.

GRAND PRIX FOR THE BEST WRITTEN MATERIAL

GERMANY

This year's winner of the Grand Prix award for the best report of the print media is the German journalist **Helene Schmidt**, whose report "**Istrien - das Kulinarische Kroatien**" was published in the renowned magazine **Autobild - Reisemobil**. In her report, Helena described the journey through Istria and small medieval towns, and especially emphasized Istrian gastronomy, with numerous practical tips for visiting Istria. The published report is especially valuable because it was published in a renowned medium followed by motorists, also the most numerous visitors from Germany to Croatia. By the way, the **Autobild** portal is the leader of the German digital market with over 13 million users and 56 million visits last year alone.



Photo: CNTB

GRAND PRIX FOR THE BEST TV COVERAGE

SLOVAKIA

The Grand Prix for the best electronic media report was awarded to the Slovak **TV MARKIZA** team. Journalist **Branislav Tomaga** and cameraman **Miroslav Žilka** won the award for a series of 10 episodes about Croatia called "S Markízou v Chorvatsku". Branislav Tomaga and Miroslav Žilka have been visitors to Croatia for many years. In order to show their fellow citizens the news from their favourite destination, they tirelessly reported live for two weeks from interesting locations throughout the coast, from Umag to Dubrovnik, which is why during June and July 2020, Croatia and holidays in Croatia, with 39 percent viewership, were the top topic on the most watched television in Slovakia. The reports are full of useful information, interesting facts, tips and conversations with the hosts, and are accompanied by scenes of Croatian cities, natural beauty and gastronomy. In a difficult pandemic year full of uncertainty, with their reports from Croatia, they sent a message to viewers that Croatia is an absolutely safe holiday destination.



Photo: CNTB

GRAND PRIX FOR THE BEST BLOG MATERIAL

USA

The winner of the Grand Prix for the best travel blog is **Kate McCulley** from the USA, who is behind the blog "**Adventurous Kate**". So far, she has met 83 countries and 7 continents, and in 2017, Forbes included her in the list of the 10 most influential travel influencers in the world. With her blog reports during last year's summer season, she evoked experiences from Croatia, from Dubrovnik to Istria. Despite the restrictions and the general fear of a pandemic, she pointed out the beauties of our offer and the responsibility and kindness of the local population. She has dedicated a special section on her blog to numerous posts about Croatia and can be found under the title "Destinations Croatia".



Photo: CNTB

WINNERS

AUSTRIA

WRITTEN MATERIAL

Ocean7 is one of the leading professional nautical magazines on the Austrian market, which regularly publishes information about Croatia and also often has special articles about Croatia on several pages. Mr. **Tahsin Özen**, the editor-in-chief of the magazine, is a big fan of Croatia and is responsible for numerous publications from various journalists and employees of the magazine, who research new topics about Croatia and realize study trips in Croatia under their own direction. Mr. Özen ran with the publication of the article "Wein, Kultur und Meer", one of the publications based on a study trip organized by the CNTB, while other publications were made independently by the magazine and Mr. Özen was responsible for their publication as editor-in-chief.

BLOG MATERIAL

Martina and Jürgen are bloggers from Austria who published 38 articles about Croatia in 2020 alone. It is a couple who are constantly looking for new experiences, impressions and destinations. They are equally enthusiastic about short trips and excursions within Austria, trips to the north or holidays in the south. They are passionate about discovering new places, countries and landscapes, they are lovers of adventure travel, but also luxury travel. They are just as interested in unusual hotels as they are in backpack travel. Information about their travels in several categories can be found on their blog; a visit to the cities - the best sights and suggestions for the next short vacation, Hotels and accommodation facilities that they recommend to their readers, suggestions for planning a trip or the best places to take photos.

BELGIUM

WRITTEN MATERIAL

In the article "Dalmatië binnenstebuiten", journalist **Myriam Thys** best describes her journey through Croatia and the beauties of Croatian natural and cultural heritage, from Plitvice Lakes all the way to Split, through Zadar, and the islands of Pag and Brač. A report on four full pages in one of the highest-circulation daily newspapers in Belgium, "Het Laatste Nieuws", which is read by over a million readers in the north of the country (Flanders). The article is the result of a study trip organized in cooperation with Croatia Airlines, Caractere, a Belgian tour operator specializing in the luxury segment and the system of tourist boards.



Photo: CNTB

CZECH REPUBLIC

WRITTEN MATERIAL

Dominik Vršanský, a journalist with the leading daily newspaper DNES and the idnes.cz portal, was awarded for publishing 4 articles on RegioJet's train journey from Prague to Croatia. After arriving in Rijeka as guests of the Kvarner Tourist Board, they stayed for another 2 days and published an article about their experience.

TV MATERIAL

Czech TV journalist **Richard Samko** and cameramen **Karel Kácl** and **Jiří Ernst** spent 8 days on a study trip to Croatia and informed the audience about their experiences through a series of appearances and reports for the Czech TV program ČT24 and ČT 1 and articles for the main Dnevnik with a number of practical tips. for travel.

FRANCE

WRITTEN MATERIAL

Journalist **Alette de Crozet** publishes a photo report on Rijeka, the European Capital of Culture, in the lifestyle magazine Gala, in which she gives a detailed overview of activities related to the European Capital of Culture program, but also reveals the tourist values of the city and region. Thus, in addition to practical advice on flights, restaurants and hotels, readers are also suggested to visit Lošinj and Opatija, but also discover the details of the craziest European carnival - the one in Rijeka.

WRITTEN MATERIAL

A report published in the renowned French daily LE MONDE "Dubrovnik - A la fois fantastique et étrange", which gives an excellent overview of the beauties of Dubrovnik without many tourists, which

the author **Clement Guillou** considers both fantastic and so unusual. The author reminds how this pearl of the Adriatic, exceptionally this year, can be experienced in a unique and unforgettable way.

TV MATERIAL

Anne Sédés is a French journalist and producer of the show *Invitation au Voyage*, she regularly publishes quality content, especially about the tourist and cultural offer of Croatia. During 2020, a number of major projects were published within TV ARTE, while journalist Anne Sédés was nominated for broadcasting two shows in which reports on the rich cultural heritage were broadcast, especially the regions of Istria and southern Dalmatia. The show talks about the beauties of Istria, rich historical and cultural heritage, and as part of the report were published interviews with some Istrian restaurateurs, but also some of the most important Croatian winemakers (Moreno Coronika) who testify to the rich gastronomic and oenological value of the region. Apart from Rovinj, which they call Venice in miniature, and Pula, where the gladiator games were evoked, the journalists also presented the beauties of inner Istria to the public; Buja, Motovun ... The second in a series of shows shows the rich influence of Napoleon, especially in southern Dalmatia. In addition to conversations with historians, “Adriatic pearls” as the journalist calls them were presented; Dubrovnik, Split and Trogir, which delighted Napoleon himself and his marshals, especially Marmont, so much that by their conquest they showed the world their superiority. The show *Invitation au Voyage* emphasizes the cultural segment of the destination by revealing lesser-known cultural and historical heritage. Each show includes reports on three destinations, near or far, through which it allows the viewer a “cultural escape” modeled on the famous poetry “L’Invitation au voyage” by French writer Charles Baudelaire.



Photo: CNTB

TV MATERIAL

In the prime time on Saturday, December 12, on the French state television station France 5, a 90-minute travel show about Croatia "Echappées belles" or in free translation "Beautiful Sanctuaries" was broadcast. It is a show that shows famous tourist destinations through unknown facts about the lives and customs of the local population. This time, the show presented Istria and the islands of Pag and Cres as regions of incredible natural beauty and rich cultural heritage, with an emphasis on gastronomic potential and exceptional hospitality.

It is from one of the most beautiful beaches in the world, Lubenice, that the French journalist **Sophie Ducasse "Tiga"** invites many French people to Croatia in the rush hour, telling them: "In my opinion, Croatia is an ideal destination for the French. Whether you are looking for a holiday on the beach, in the mountains or simply in nature, combined with excellent gastronomy and local products, you will find it in Croatia - a country with an incredibly rich past and unlimited possibilities ", and he says thank you to his Croatian friends in Croatian. 'I'll be back again. "

BLOG MATERIAL

Saliha Hadj-Djilani is a well-known French travel journalist who works intensively with numerous French media. She also launched her own radio, Saliha Radio, available 24 hours online. This is the first radio with 100% podcast programs made entirely of podcasters. As part of the program: "the best original podcast with topics from society, philosophy, travel and gastronomy", among the many podcasts and interviews he regularly dedicates to Croatia, on December 1 in the show presents the street art scene from Zagreb through a conversation with street artists Krešo and Leon GSK - pioneers of street art in Zagreb.

PUBLICATIONS ON SOCIAL NETWORKS / INFLUENCER

Raphaël de Casabianca is one of the most famous presenters of travel shows in France. In love with culture, history and travel, he created the Instagram profile "Petaouchnok" in October 2020 and in just a few months his digital community has reached more than 100,000 followers. There are three strong values of his profile: to return the unexpected to travel, to promote responsible tourism and to share an optimistic worldview. With a dedicated and engaged audience, thanks to the status of an institution he enjoys in France, he works on numerous projects including new platforms, but also TV shows, tourist guides and is ubiquitous in the media and regularly publishes information about Croatia on its channels.

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ITALY

WRITTEN MATERIAL

Journalist **Barbara Roveda** publishes a 12-page article in the prestigious Italian magazine "Bell Europa" "I balconi delle Kornati" ("Balconies" Kornati) which she dedicates to the beauties of the Kornati National Park and lookouts - "balconies" with a beautiful view and enjoys natural beauties.

TV MATERIAL

Italian journalist **Sibilla Damiani** for TV RAI 3 in the show "Alle falde del Kilimangiaro" publishes a report dedicated to Zagreb - the young capital and green Zagorje. The report especially emphasizes the richness of the cultural and historical heritage of our capital and its architecture, where each part of the city tells its history. He recounts the history of the city through the most beautiful parts of the Lower and Upper City, showing the most beautiful Zagreb squares, parks, Dolac market, funicular, Lotrščak tower and emphasizes that there are many beautiful churches in Zagreb. In the part of the report he mentions the physicist and innovator Nikola Tesla and then goes to Medvedgrad from where he takes us to the fairytale green Zagorje and its picturesque villages.

CHINA

WRITTEN MATERIAL

Journalists of the Chinese edition of "Travel and Leisure" **Ma Qiong Lin** and **Zhang Ya Yu** publish 5 articles about Croatia in which they invite readers to visit Croatia with the words: "Croatia is full of surprises, far more beautiful and lively than we thought!" Chinese journalist Wang Bing was also awarded for her contribution to Croatian tourism for publishing 2 articles about Croatia published in the Chinese edition of Traveler Magazine, as well as journalist Chen Si Yan for publishing also 2 articles in the Chinese edition of Traveling Scope magazine.

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PUBLICATIONS ON SOCIAL NETWORKS / INFLUENCER

Chinese influencer **Wu Jing Xian** published a number of articles and photos on her blog 衣鱼 911 that are the result of her stay in Croatia. Inviting readers to Croatia, he admires Zagreb Advent, Opatija and the Plitvice Lakes National Park.

HUNGARY

WRITTEN MATERIAL

Journalist of the read lifestyle portal Femcafe.hu **Melinda Lakatos** was in Rijeka and Opatija on a study trip and published an article entitled: "Head to Rijeka! You don't have to travel to Venice if you want a carnival atmosphere". The article is dedicated to the architecture and beauty of Rijeka and its surroundings and the Rijeka title of European Capital of Culture in 2020. The author Melinda Lakatos also introduces us to the unforgettable atmosphere of the Rijeka Carnival through the gallery of photos published with the article.

TV MATERIAL

M2 TV journalist **Pató Márton Ábel** took part in a study trip to Rijeka and recorded an article about the Rijeka Carnival in which he interviewed Hungarian carnival visitors who very positively shared their experiences of coming to the carnival. In addition to this article, he made a 5-minute article about the life of Hungarians in Rijeka called "Hungarian aspects of Rijeka", which was also broadcast on TV. Both articles were published on the Facebook page of M2 television, the official website of the television company, in the form of printed articles and on Youtube.

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TV MATERIAL

OzoneTV journalist **Róbert Bárány** together with cameraman **Gábor Molnar** visited Croatia on a study trip to Karlovac, Rijeka and Gorski Kotar in September 2019, but the article entitled "Croatia off the beaten track" was published only in early 2020 in the Ozone program. TV. The 40-minute report shows lesser-known attractions in Croatia and invites Hungarians to "get out of the way" when traveling to sea destinations. The article is defined by extremely interesting, high-quality and professional staff and the selection of Croatian music for the background.

The Ozone Utazas show, which premiered the feature, was watched by 600,000 people, after which the feature was broadcast more than 15 times. Also, the show in which the article "Ozone Utazas" was shown has already won two international awards and is one of the most watched tourist shows in Hungary.

BLOG MATERIAL

Blogger **Vivien Nagy** took part in a study trip to and around Rijeka, after which she published an article on her blog fiftypairsofshoes.com, with accompanying photos, which was read by about 1,500 people. In addition to blogging, Vivien posted posts and stories on her Instagram profile [#fiftypairsofshoes](https://www.instagram.com/fiftypairsofshoes) throughout the trip, followed by nearly 70,000 people.

PUBLICATIONS ON SOCIAL NETWORKS / INFLUENCER

Élő Bence, winner of the 2019 Epic Week competition whose video he submitted to the Epic week competition was viewed by over 1.5 million people in 17 countries. During the entire trip, he shared content from Croatia on Instagram, and he continued to do the same after returning from the trip, and he often publishes the collected photos even today. Bence is a young man who takes great photos and motivates his companions to travel by his example. His social networks "Elj hatarok nelkul" (Lives without borders) are actively followed by over 50 thousand people, and he places special emphasis on nature conservation in his posts. The award is given to him for the continuous promotion of Croatia since 2019.

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PUBLICATIONS ON SOCIAL NETWORKS / INFLUENCER

During a study trip to Rijeka and Opatija, influencer **Dorina Toppler** posted 5 posts and 24 stories on her instagram profile [#toppdorina](https://www.instagram.com/toppdorina). With the announcements, she followed the journey from the very beginning, ie from Budapest until her arrival in Rijeka and Opatija. However, most of the announcements refer to Rijeka and Opatija, but also to the unforgettable atmosphere of the Rijeka Carnival. The total visibility of the posts is measured in thousands of views, so the posts achieved about

162,000 views and the story about 150,000 views. In addition to Instagram posts, the influencer also posted a video about the Rijeka Carnival on Youtube, through which about 160 hours of material review were realized.

NETHERLANDS

BLOG MATERIAL

Dutch blogger **Chloé Nieuwedorp** published a series of three articles on her travel valley blog in February and March 2020, highlighting topics about the Rijeka Carnival, Rijeka, the European Capital of Culture and Opatija. All three articles are illustrated with beautiful photographs and describe Croatian carnival customs, the beauty of Kvarner and the rich cultural heritage. This blog is the result of a study trip organized in cooperation with Croatia Airlines and the Tourist Board system.

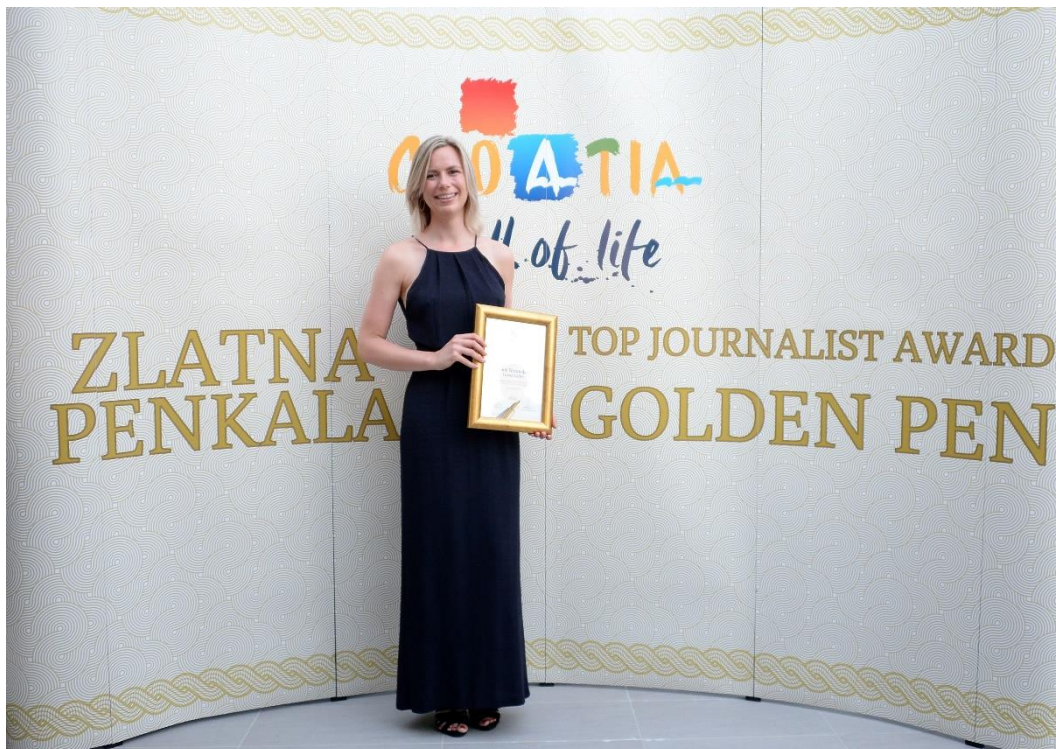


Photo: CNTB

GERMANY

TV MATERIAL

Journalist **Elisabeth Koetter** filmed a report on Dubrovnik entitled "Dubrovnik Without Overtourism" for the multicultural medium of German public television, Deutsche Welle. The report was filmed during the global pandemic, and the topic of the report was to show viewers what a city full of tourists looks like in the summer of 2020, when there were fewer tourists than ever because of the pandemic. Dora, who grew up in Frankfurt but returned to her native Dubrovnik after finishing school, took the Deutsche Welle TV team through her city.

PUBLICATIONS ON SOCIAL NETWORKS / INFLUENCER

German influencer **Andrea David** has been traveling the footsteps of film locations around the world since 2004, collecting clues as to what was filmed where. On its Instagram profile, "filmtourismus" regularly publishes photos and posts related to film locations, so Dubrovnik was among the posts, ie over 10 posts from Dubrovnik from the location of the Game of Thrones series and the Star Wars movie. The profile has over 800,000 followers and is very popular among movie lovers.

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POLAND

WRITTEN MATERIAL

Polish journalist **Marcin Mroczko**, editor-in-chief of the Onet Podróże portal, one of the 4 most important main portals in Poland. He was awarded for his overall contribution to the promotion of Croatia during the pandemic. During 2020, he publishes about 30 articles on Croatia, which touch on various topics and destinations such as Rijeka ECOC 2020, Hangover Museum in Zagreb, Plitvice and Krka National Parks, Kvarner and Dalmatian islands, all the way to practical advice and instructions for Poles who they come to Croatia.

TV MATERIAL

Journalist **Przemysław Adamski** was awarded for his great contribution to Croatian tourism, especially during the pandemic, namely national television, ie TVP Info and other channels of national television where Mr. Adamski's materials were broadcast.

BLOG MATERIAL

The authors of the CROLOVE.PL blog are **Agnieszka and Wojciech Tyluś**. The blog was founded in 2012 and is entirely dedicated to Croatia. In 2020, they took 9th place in the ranking of Polish travel blogs. They have stayed in Croatia many times, they know the coast well, but also the continental part of Croatia. The results of all trips are visible in countless publications on their blog, which is a small encyclopedia of tourist attractions throughout Croatia. They were awarded for a whole cycle of publications about Croatia for their contribution to presenting the beauty of lesser-known places in Croatia or recognizable places, but from a lesser-known side. They especially emphasize the novelties in the tourist offer of Croatia, so the most read publication in 2020 was dedicated to the opening of Skywalk Biokovo.

PUBLICATIONS ON SOCIAL NETWORKS / INFLUENCER

Influencer **Robert Makłowicz** was awarded for his exceptional contribution to the promotion of Croatia based on Mr. Makłowicz's love for Croatia. The peculiarity of the candidacy is that Mr. Makłowicz himself prepared a series of films from Croatia on the popular internet browser YouTube during the pandemic.

UKRAINE

WRITTEN MATERIAL

Ukrainian journalists **Iana Slabinska** and **Marina Nikolenko** were awarded their contribution to Croatian tourism by publishing an article about Dubrovnik in the prestigious Ukrainian Travel Gazette. In the article, they shared their experiences of visiting Dubrovnik and presented to the audience that Croatia was the first EU country to open its borders to Ukrainian (and not only) tourists. And despite the global "panic of the crown", she did not regret confirming that Croatia is an ideal holiday destination.



Photo: CNTB

USA

WRITTEN MATERIAL

Last year's winner of the Grand Prix award for the best text of the print media, Mr. **Alex Crevar**, republished an article dedicated to Croatia, an article "Future Travel: The Reawakening" that describes his journey through Croatia. Alex Crevar is a respected journalist, writer and editor who has been reporting on travel for more than 20 years as a regular contributor to publications such as the New York Times, National Geographic Travel and Lonely Planet magazine.

WRITTEN MATERIAL

Journalist **Michelle Baran**, AFAR media, was awarded for an article about Croatia in which she was the first to announce that Croatia was open to Americans, thus paving the way for a series of positive publications in other prestigious American media.

WRITTEN MATERIAL

Journalist **Morgan Hines**, in the article "Pandemic wanderlust: 100 places we're yearning to travel in 2021 and beyond" for USA Today, published a list of 100 destinations to visit in 2021 and ranked Croatia 11th with the comment: "Croatia: It's been on my list for a while, and the wanderlust is real. Will be ticking off as many spots as possible in 2021", at the same time reminding readers how they saw footage of the locations of filming in the popular series Game of Thrones and that they now visit them themselves.

WRITTEN MATERIAL

Caitlin Morton, associate and editor for Condé Nast Traveler, was awarded 2 articles about Croatia in which she ranked Dubrovnik among the 50 most beautiful cities in the world and Zagreb Advent among the best in Europe.

SLOVENIA

WRITTEN MATERIAL

The largest Slovenian magazine specializing in nautical topics keeps up to date with all the news related to Croatian tourism. The largest report in 2020, entitled The Island of Hvar - Paradise for the Gods, was created as a result of the journey of journalist Mateja Bajuk through the central part of the Adriatic and devoted six pages to the sunniest Croatian island of Hvar, that tourist pearl. The Golden Pen Award is taken over by the owner and editor-in-chief of Val natika magazine - **Julijan Višnjevec**.



Photo: CNTB

SWEDEN

WRITTEN MATERIAL

Anna Wahlgren, a well-known Swedish journalist who likes to write about Croatia, in 2020 published an article in the monthly magazine "Allt om resor" published by Expressen "Croatian Kvarnerbukten - culture, bad och delfiner", translated as Kvarner - culture, swimming and dolphins. Once again, Anna described in her recognizable way the diversity that fits into one small bay. From Rijeka - the port city of culture, the picturesque facades of Opatija to the island paradise for all nature lovers - Cres, Lošinj and Krk.

WRITTEN MATERIAL

Cycling, kayaking and ziplining are activities that **Helene Lundgren** experienced on her study trip to Central Dalmatia and thus confirmed that Croatia is an ideal destination for an active vacation. And at the end of a day full of activities, it is best to sit with good food and wine and enjoy the scents of the islands of Central Dalmatia. In this way, the journalist experienced Central Dalmatia and then published in 2020 in the monthly magazine "Allt om resor" published by Expressen in the article "Zipline, kayak and cycle - active semester and Croatia".

NORWAY

WRITTEN MATERIAL

Croatia for the enjoyers of life! Summer favorite of the northerners! This is how **Mai-Britt Sverd** and **Bjørn Tvare** described Croatia in the report "Sommerfavoritten -KROATIA FOR LIVSNYTERE -10 Croatian pearls" which was published in the most widely read Norwegian magazine Hjemmet.

TV MATERIAL

Masters of the Masters is a Norwegian reality series in which former Norwegian sports stars participate in an informal competition for the title "Masters of the Masters". The show was filmed in 2019 in Zadar County for the production company Rubicon under the authorship of journalist **Alexander Fjeld**.

Norwegian state television - PRC broadcasts the show in ten episodes, while only from 1.1.2020. by 10.3.2020 achieved more than 1.5 million views for the first broadcast alone and 700,000 views for reruns.

BLOG MATERIAL

Janicke Hansen is a well-known digital content creator and influencer who runs the blog and instagram profile "Letsgetlost". Her reports focus on adventurous experiences based on nature and culture. Her story about Slavonia can be summed up in one sentence: Slavonia is a perfect destination for a slow vacation.

UNITED KINGDOM

WRITTEN MATERIAL

Journalist **Mary Novakovich** and cameraman **Adam Batterbee** published an article "Dubrovnik as it was once - an empty wonder that's worth the quarantine" for the British The Telegraph, thus contributing to Croatia's visibility in the critical times of the COVID pandemic. With her article, Mary revived the vision of Dubrovnik and illustrated its beauty.

WRITTEN MATERIAL

British journalist **Rudolf Abraham** was awarded for an excellent article about Rijeka as the European Capital of Culture called "Leading Light", which he publishes on about 10 pages, including the cover, for the travel magazine B.inspired, which is available in 28,300 copies on over 300 flights a day.

PUBLICATIONS ON SOCIAL NETWORKS / INFLUENCER

Awards for a special contribution to the visibility of Croatian tourism in critical times were also given to world-famous influencers **Hofit Golan** and **Maja Malnar**, who shared their experiences from Croatia on their Instagram profiles. If we take into account that the profile of Hofit Golan is followed by almost 3 million, and the profile of Maja Malnar by almost a million followers, we come to an impressive number of audiences who witnessed their stay in Croatia.