

2008

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: OPATIJA (MARKO VRDOLJAK)

www.croatia.hr

Opatija

GOLDEN PEN 2008.

OPATIJA

The „Zlatna penkala" award presentation ceremony took place in the Kvarner Region from 5th to 8th June 2008.



Photo: CNTB

GRAND PRIX FOR THE BEST WRITTEN MATERIAL IN 2007.

GREAT BRITAIN

The March 2007 issue of Wanderlust, an extremely exclusive magazine specialized in eco-tourism, adventures, explorations, and active holiday in the destinations worldwide and with a global print run of 100.000 copies, published a special 10-page report about Croatia by the reporter Tony Kelly in the series „travel blueprint" entitled: „CROATIA, Beyond The Hype". The report evoked the entire Croatia, the country, people, customs, and its various tourist offer for every taste and age.

Journalist: Tony Kelly (Tony Kelly is a veteran of tourism journalism, a great friend and connoisseur of Croatia about which he published a significant number of reports in the press over the past ten years. He is the author of several special guides about Croatia. He has regularly been writing reports for British quality newspaper and magazines: the Times, Wanderlust, Sunday Express, RCI Holiday Magazine etc. He won journalism prizes, also including the British Guild of Travel Writers (BGTW) Award, Best London Feature 2000, Majorca Tourist Board Diploma, Tourism Journalist of 2004 in the choice of the Spanish Tourist Office).



Photo: CNTB

GRAND PRIX FOR THE BEST TV MATERIAL IN 2007.**CZECH REPUBLIC**

A 13-part series „Observations from other regions - Croatia through the eyes of Jaroslav Skalický", a joint project by Czech television - studio Ostrava and Czech radio aired on Czech television's programme from 31st October 2006 to 4th February 2007. The shooting was carried out as a part of the study trip from 10th to 24th September 2006 when the TV crew toured Istria, Kvarner and Dalmatia. The series itself consists of 13 episodes each 5 minutes long, aired on Czech television's 1st channel with 2 repeats on Czech television 1 and Czech television 2: „Welcome", „Zagreb - the green city", „Czech connections", „Lighthouse vacation", „Bevanda and gemišť", „Uncle, why is the sea salty?", „Tito's Brijuni", „Made in Croatia", „The fish swims three times", „Trogir - Dalmatian jewel", „Heaven on Earth", „Frogs from Neretva", „Glagolitic Alley". In these 13 episodes the author has in a very complex manner covered the Croatian everyday life, hospitality, natural beauties, not forgetting the particularities. This series has significantly contributed in bringing the Croatian everyday life, culture and sights closer to Czech viewers.

Journalist: Jaroslav Skalický (Jaroslav Skalický dedicated his entire career to radio, particularly dealing with tourism and travelogue reporting. Today he works at the Czech radio. Few years ago he started cooperating with Czech television - studio Ostrava on the series of shows „Observations from other regions". He regularly publishes articles in acknowledged magazines „Lide a země" and „Země světa" where he made his contribution with a series of articles on Croatia for their monothematic issues.)

Date of broadcast: 31.10.2006 - 4.02.2007

Length of the report: 13 episodes, 5 minutes each; total: 65 minutes

Ratings: 400.000 viewers



Photo: CNTB

WINNERS

AUSTRIA

The report entitled BORA describes the journalist's travel by motorbike from Istria down to southern Dalmatia. In an extremely characteristic manner, he described all our tourist destinations (including our islands as well) he passed through, encounters and conversations he had with our hospitable hosts and he admired to our beautiful coast. He paid special attention to gastronomy and our prices. He reasoned all this with excellent photos. He provided a number of necessary information on how and under which conditions can one such trip be realized. Journalist: Heinz Grötschnig (Heinz Grötschnig is a characteristic journalist who travels all over the world, from Tuscany, Palma de Mallorca to America, and he experienced the most beautiful moments in Croatia. He is a freelance journalist who publishes his articles in Alpe Adria Magazin, Motorrad magazin, Kleine Zeitung.)

Print run: 34.680 copies

Size of the report: 14 pages

Date of publishing: April 2007

BELGIUM

The article entitled Kroatië: 100 % charme speaks of Dubrovnik and Croatia in general and names the 10 Croatian must do's (what people who come to Croatia should see and do during their stay in our country). Journalist: Annick Schreuder (Annick Schreuder is a historian, an all-around writer; she is also a cultural manager dealing with the diversity between the Flemish and Dutch culture. She publishes her articles in magazines 'Knack', 'De morgen' and 'de Standaard').

Print run: 51.741 copies

Size of the report: 6 pages

Date of publishing: February 2006

CZECH REPUBLIC

The article „Distant submissive_secluded island - Vis" , published in the IN Magazine, which is the weekly supplement of the most renowned daily paper in Czech Republic, „Hospodarske noviny" and the overall contribution of Mr. Wehle as the editor-in-chief in promoting Croatia by a series of articles on Croatia published in the IN Magazine during 2007. Journalist: Tomaš Wehle (Tomaš Wehle was born on 10th April 1977 in Plzen, Czech Republic. He finished the College of Education in Plzen and today he is working as the editor-in-chief of the IN Magazine, the weekly supplement of the Economic Newspaper)

Print run: 60.000 copies

Size of the report: 3 pages

Date of publishing: 25th July 2007

FRANCE

During 2007, the tourism section of Figaro Magazine included the articles and reports on Croatia, out of which we particularly single out the article on Istria „Istrie, l'autre Croatie" published on 24th March 2007

on 7 pages and the report on Brač „Brac, l'île marqué d'une pierre blanche" published on 8 pages on 4th August 2007. Journalist: Anne-Marie Grué (she has been a journalist for 25 years now, she started her career in Figaro Magazine 1983 as a freelance journalist and in 2002 she became the editor-in-chief and she has remained on this position until today). Print run: 447.878 copies.

The reports about Croatia in the show „Le Droit de Savoir" on the first channel of the French National Television TF1 consisted of mini programmes about Hvar and Poreč. These reports were one of the most viewed programmes that year. With the ratings of 4 million viewers, Croatia was presented to a wide circle of people.

Journalist: Luc Laboz (Luc Laboz has been a journalist for 19 years. He started his career on the radio and launched one of the most famous TV programmes in France: „Capital". In 2003 he established his press agency that produces the programme „Le Droit de Savoir")

Date of broadcast: 11th September 2007

Length of the report: 25 minutes

Ratings: 4 million viewers

6

GERMANY

The article in women's magazine Petra entitled „Europas neuer Beachclub" on five pages presents the new trendy destinations on the south of Croatia. The author of the text visited Dalmatia where she had once been when she was young and on her second visit she discovered the new trendy scene: coffee bars, cocktail bars and designer shops. The author evoked the atmosphere full of contrasts that make Central Dalmatia a unique place. The photographs that accompany the text with their vivacious colors and motifs additionally evoke this atmosphere, thus contributing to the value of the text itself.

Journalist: Silke Bender (Silke Bender has been working as a freelance journalist in Berlin since 2002 and is the author of many reports in well-known newspapers, magazines and reviews for women such as Women, Glamour, Max, H.O.M.E., Amica, Sonntagszeitung and, of course, Petra. She is the master of art history, publishing and French language by training.)

Print run: 324.412 copies

Size of the report: 5 pages

Date of publishing: October 2007

The monothematic issue of the magazine ADAC Reisemagazin entitled „Kroatien-Die Stars der Adria" (Croatia - the Stars of the Adriatic) describes the diversities of Croatia. The photographs on front pages of the magazine show the most beautiful parts of Croatia. The articles describe in detail the cultural sights of Dubrovnik, Zagreb's dynamics, the most wonderful things on a thousand of islands, the best beaches and camps. The last pages of the magazine contain detailed information, a tourist map and numerous recommendations for restaurants, hotels, thus offering its viewers all necessary information for the preparation of an unforgettable holiday in our wonderful Croatia.

Journalist: Joachim Negwer (Joachim Negwer works as an editor-in-chief of the ADAC editing office in Hamburg and is responsible for issues of ADAC Reisemagazin, ADAC Auto-Test Magazin and Extra Ski magazine. He is a qualified photographer and he started his career in journalism as a volunteer in Tageszeitung, he worked for Sonntag Aktuell for 16 years on different positions: as a reporter, copy editor and later as the editor-in-chief in the travel editorial office. He became the editor-in-chief in ADAC in 1997.)

Print run: 151.005 copies

Size of the report: 196 pages

Date of publishing: May/June 2007

The series of TV shows „service:reisen" on the TV station Hessischer Rundfunk presents an interesting region or theme each Tuesday at 6:50 p.m. In the report entitled „Istrien - Urlaub am Meer" the show took its viewers on a journey through Istria presenting its beautiful coast with crystal blue sea, cultural sights, the cities Rovinj, Pula and Poreč and a rich gastronomic offer and numerous wine roads.

Journalist: Lutz Weber (Lutz Weber was born in the eastern part of Germany and in 1965 he arrived to Frankfurt to college and did his training at the TV station Hessenschau which will later serve him as the

basis for his work as a freelance contributor for Hessischer Rundfunk on which function he remained until today.)

Date of broadcast: 3rd April 2007

Length of the report: 25 minutes

Ratings: 250.000-400.000 viewers

The show „Wunderschönes Kroatien" of the station Westdeutscher Rundfunk starts with rafting on the River Cetina and sightseeing of National Park Plitvice and ends with a visit to National Park Krka, thus portraying Croatia as a country with the preserved natural heritage which can be experienced best through an active holiday. Beside the trips to nature, the show takes its viewers to Split. The show continues further on by exploring cycling routes on Brač, and through diving shots it presents the rich seabed of the island of Šolta and continues toward Trogir.

Journalist: Ralf Gierkes (After having finished his Germanic studies and political science in Aachen, Ralf Gierkes worked as a freelance author for the daily paper „Aachener Nachrichten", and then moved to radio and worked as a freelancer for WDR Radio. For several years he worked as a radio host at WDR and is the author of the TV magazine „Aktuelle Stunde". In 2004 he started his work as an author and director of the series of shows „Wünscherschön..." for WDR television and in cooperation with the famous hostess Tamina Kallert he films in the South African Republic, Egypt, Florida, etc. The show „Wünscherschönes Kroatien" is one of the shows from this series).

8

Date of broadcast: 17th June 2007

Length of the report: 90 minutes

Ratings: around 1.000.000 viewers

GREAT BRITAIN

As a result of the filming which was jointly organized for BBC World by the Croatian National Tourist Board and regional tourist boards in June 2007, the 30-minute show, the first in a series of three shows about Croatia, was aired on 27th July 2007 on the prestigious global network BBC World TV which is

viewed worldwide. The programme was commented by the popular BBC World host Thallia Wadell-Pellegrini, and the show presented Kvarner, Cres, Pula, Brijuni and Zagreb.

Director: Mike London (Mike London has a years-long media experience as a journalist, reporter, director on radio and television, and he has been working at the BBC since 1995. In his role as a director and editor of BBC World's prestigious tourism/travelogue programme Fast Track, he filmed programmes worldwide, from Kazakhstan, Hong Kong to Peru in South America)

HUNGARY

The cooperation with Ágnes Féderer began back in 1997. Since we knew her preferences for Croatia, we often persuaded her to move to Croatia and to write for Hungarian media from here, since the Hungarian media space provides a small amount of everyday information on Croatia. She participated in our study trips to Croatia almost every year. The results of this cooperation are numerous sections in her parent newspaper Népszabadság, but she also wrote about Croatia in other newspapers, sections, weekly newspapers, magazines, on radio stations, on televisions and films. However, the crowning features of her activity are special web pages as a part of the parent portal of the daily newspaper Népszabadság www.nol.hu/adria. She is widely appreciated by readers in Hungary as well as by her colleagues; she won several professional journalism prizes and acknowledgements. Her reputation is also evident from the fact that, without her, there would not be any „adria" web pages on the portal of her parent newspaper. Her preferences for Croatia, Dalmatia in particular, are evident from the fact that she has learned to speak Croatian. There are numerous columns on the above mentioned web pages where one can read the most important and the newest information on Croatia, as well as some useful information, recommendations (on the weather in Croatia, winds, sea quality, where to eat, where to stay, how to get to the desired destination, about active holiday, ferry service, highways and their conditions, the advice on how to find the best answers to frequently asked questions and more...), this is almost all one can also find on our web pages and additionally on the pages of some of the numerous travel agencies. However, her column "Az én Adriám" (translated as "My Adriatic"), which is actually her blog, shows her love, preferences and understanding of Croatia and the Croatians in the best possible way.

Journalist: Ágnes Féderer (Ágnes Féderer wrote for the newspaper in Budapest for 17 years and dreamed of Croatian sea for 10 years). In 2007 she moved to Split and then to Slovenia where she has started living from the end of that same year. The cooperation between the journalist and the Croatian National Tourist Board's representative office in Hungary has lasted for more than 10 years and the results are numerous sections in her parent daily newspaper „Népszabadság”, however she wrote about Croatia in many other newspapers as well. The crowning features of her activity are special web pages as a part of the parent portal of the daily newspaper Népszabadság www.nol.hu/adria. She picked the other name „Jadranka” herself)

The series aired on RTL Klub television entitled Adria Ahogyan mi szeretjük! (translated as: "Adriatic, as we prefer it"). The series features renowned Hungarian actors who visited several of our destinations and presented Croatian tourism values to Hungarian viewers in short stories. It has been estimated that the series realized over 40 million contacts with Hungarian viewers.

10

Journalist: László Szűcs (realizer and director, producer of the series broadcasted on RTL Klub television, Adria. Ahogyan mi szeretjük! The cooperation between the Croatian National Tourist Board's representative office in Budapest and this reporter has been lasting since 1999 and the peak of cooperation was last year's campaign carried out on the commercial television RTL TV Klub and in several newspapers in Hungary. On the proposal made by Mr. Szűcs, this was the first time that the campaign was carried out by a series of shorter films and not through promotional videos.)

ITALY

"Meeting e congressi" is a monthly magazine by Ediman publishing house that published a great deal of reports about Croatia in all its issues during the entire 2007 (Incentivare, Turismo d'Affari, etc.). Out of these we particularly single out the 8.5-page report on Zagreb which was published in October 2007 with the title: Zagabria con brio (Zagreb with a smile, joy, full of drive). In this special report the city of Zagreb is presented through beautiful photographs, with its historical core, the recognizable

architecture of squares and places where significant congress meetings and events take place nowadays. Journalist: Luciana Francesca Rebonato (editor of the magazine „Meeting e congressi", member of ETP - European Travel Press and GIST - Gruppo Italiano Stampa Turistica. From her years-long professional experience and journalistic work we single out the following: she was the co-author on the preparation of the almanac L'annuario del Turismo 2007; the making of Grand Tour monograph, the director of the monthly magazine In Vacanza, newspaper articles in various tourism newspapers from wide audience and trade; correspondent from Lombardy for the trade Travelling Interline International with the headquarters in Rome.)

The 85-minute TV show „Linea blu", aired on RAI UNO in prime-time was entirely dedicated to the beauties of central and northern Dalmatia, it presented the historic core of Split, National Park Krka, National Park Kornati, Murter, Nature Park Telašćica. This is a very prestigious tourism show that has been viewed for years by numerous viewers in Italy and abroad. In 2006 they realized an average rating of 16% or 2.000.000 viewers per show. Linea Blu is aired on Saturdays in prime-time right after the news at 2 p.m. and lasts around 60 - 80 minutes. The show «Costa dalmata della Croazia» realized a record rating share of 22% with 2.800.000 viewers.

11

Journalist: Donatella Bianchi (She started working for television when she was 15 for the programme „Domenica In" hosted by Corrado. Her artistic career was complemented by several entertainment programmes and various participations in these programmes until she was 18, after which she decided to become a journalist. She is a contributor for „Gente Viaggi" and other monthly and weekly magazines where she writes about tourism, environment and cultural treasures. From 1989 to 1992 she hosted and edited the feature „Viaggi d'Autore" for the show „Serenio Variabile". In 1994 RaiUno launched a new programme that deals exclusively with sea. Journalists Puccio Corona, Lino Matti and Donatella Bianchi were hired as TV hosts.)

JAPAN

The special issue of „Tabi" magazine (in Japanese "tabi" means travel) entitled „Through Croatia in an easy-going style" presents the Istrian and Dubrovnik region and the island of Hvar. The report consists of

several parts that present the sights, restaurants, shops, traditional dishes and beverages and old crafts, such as the traditional style of forming gold by Dubrovnik jewelers and the method of making the Hvar lace. Useful information, quality photographs and texts, the portrayal of Croatian culture and tradition, gastro and wine offer according to regions and places, contributed in making this report the most-viewed TV report about Croatia in 2007.

Journalist: Mrs. Akiko Yoshida (Mrs. Akiko Yoshida has worked in the publishing house «Shinchosha» since 2000 and she was one of the authors of the two Kitano Takeshi novels and several other novels. In 2003, the publishing house «Shinchosha» included the magazine „Tabi" in its almanac and Mrs. Yoshida was asked to contribute her knowledge and experience to „Tabi" editing office, a magazine specialized in tourism).

As a part of the show „Tabi salad, the television show «Tabi salad Croatia» aired on the national television TV ASAHI in four series in October 2007. The show's running time is one hour and a half and the presentation of Croatia lasted around 25 minutes per show. Japanese actress-painter Maako Kido is the hostess of the show and together we discover the beauties and charms of Croatia. Beside beautiful nature and turquoise blue-green sea, it also shows the old city cores, numerous types of Croatian culinary art and things that represents Croatia best, the quality of life which is lived to be enjoyed. The report was filmed in Dubrovnik, Korčula, Plitvice, Zagreb, Istria and Rovinj. The show had very high ratings and has greatly contributed in portraying Croatia to Japanese audience

12

Journalist: Mrs. Tomoko Kiriyaama (Mrs. Tomoko Kiriyaama is the producer and director of the entire TV programme «Tabi salad» from the beginning of its airing which started 15 years ago. There are two programmes within the show: „Foreign Countries" and „The Journal of the Stay". Mrs. Kiriyaama is the producer and director of the first and the producer of the second programme. Beside the show «Tabi salad», she participated in the realization of the documentary on Jacques Maillol „Free diving" and she is currently working independently on the documentary „Words and landscapes I wish to leave to my children").

POLAND

Out of last year's 26 columns published in Newsweek by Mr. Bikont, only Croatia had the honor to be written about two times (except Poland). The headline of the text was „A culinary postcard“.

In the introduction of the text itself the author used simple words in describing Croatia:

«Owing to the diversity of its cuisine, Croatia is an ideal holiday place for true gastro hedonists! “.

With a humorous and authentic photography, the text is enriched by adding the recipe at his choice, fresh caught scampi with gnocchi.

Journalist: Piotr Bikont (Journalist, publicist, culinary critic, theatre and film director, translator, performer. During the past several years Piotr Bikont has been mostly famous in a duet with one of the biggest media stars Robert Makłowicz (Robert Makłowicz is the winner of the Golden Pen award in 2005) and they jointly publish their own weekly columns on culinary art in the most famous and the most widely read Polish weekly paper Newsweek Polska.)

The report entitled: „Croatia behind the camera“ with the running time of 7 minutes was filmed at the beginning of May 2007, as a part of a very successful project „Weather forecast live from Croatia“ for TV stations: TVN Meteo and TVN 24, a Polish version of CNN, which was successfully organized by the

13

mentioned TV stations and the Croatian National Tourist Board's representative office in Poland. Although it was not planned in the programme scheme, this programme was aired on the mentioned TV stations in several occasions.

Journalist: Agnieszka Cegielska (This is a young, beautiful and above all, smart Polish woman, who stupefies everybody who sees her or listens to her. This is mostly because of her really truthful art of persuasion regarding what she is talking and presenting. Although very young, Agnieszka is a routine professional with a significant life and work experience, she managed to travel and stay in various parts of the world, from Japan, Spain and other parts of the world.)

RUSSIA AND UKRAINE

The magazines „Vim Avia“ and UAM (Ural Airline Magazine) are popular publications that are available to readers on regular and charter Ural Airlines flights, on all airports in Russia and are sold at the newsagent's and in numerous supermarkets all over Russia. In 2007, a really striking series of reports was published on tourist Croatia. First, the 2nd issue (March/April 2007) of Ural Airline Magazine (UAM)

published the report on naturism in Croatia. Then, there was a very interesting report about Croatia on 6 pages in the magazine Vim Avia no. 12 (April 2007) entitled „Croatia invites for a visit", with culinary specialties which tourists can enjoy while staying in our country, along with the presentation of the abundance and quality of Croatian wines. And at the end, in the third published report about tourist possibilities and beauties in Croatia in the magazine Vim Avia no.13 (May 2007) entitled Fashionably in Croatia, an emphasis was placed on special trends in the Croatian tourist offer.

Journalist: Olga Koinova (Olga Koinova has been the editor-in-chief and journalist for the Ural Airlines Magazine. She is the author of numerous articles on world tourism and different tourist destinations worldwide and, of course, numerous articles about Croatia.)

As a truly experienced and acknowledged journalist, the nominated journalist Iryna Gorobets has decided to portray Croatia in a series of reports in an unusual, but realistic and true light with very interesting attractions, viewed through the eyes of a tourist. Thus, first in the issue no. 2/2007 of the magazine International Tourism, the most acknowledged tourism magazine in the Ukraine, in the article „Europe - at first hand" she portrayed our country as stunningly beautiful, with people with a high level of cultural expertise. Immediately after this, in the issue no. 3/ 2007, Iryna Gorobets tried to masterfully describe Croatia with the words and in the manner how the Croatian Ambassador in the Ukraine, Mr. Željko Kirinčić sees our country. And finally, in the issue no. 4 of the magazine International tourism, entitled „Poreč - a heart in the core of Croatia", the journalist and editor-in-chief of this magazine described the town Poreč on 8 pages, as well as the entire Istrian region. This is just a part of what Iryna Gorobets does in promoting our country. However, it would really be difficult to name all her other activities through which she tries to promote and make tourist Croatia more accessible to the citizens of Ukraine.

Journalist: Iryna Gorobets (today, the journalist Iryna Gorobets is the head of the Tourism Publishing House which she also founded back in 1992, and with its help she published 3 editions: International Tourism, Catalogue of Tours International Tourism, Welcome to Ukraine Magazines. Iryna Gorobets is a member of FIJET, she owns the diploma granted by the Government of Dubai for a very successful promotion of Dubai as a tourist destination, the acknowledgement by the government of Malaysia for

the promotion of Malaysia as a tourist destination. She is also an ambassador of good will for Ukraine and Israel).

SCANDINAVIA

The report "Istrien - Kroatiens Toscana" in the Danish lifestyle magazine "Mad&Bolig" represents yet another side of Istria - the one distant from the coast and tourism; green hills and charming little villages with the focus on healthy food and intimate home-made atmosphere.

Journalist: Jesper With (Jesper With works as a freelance journalist with headquarters in Copenhagen. He has been writing about Croatia since 2002 with an emphasis on the society, politics and doing business in Croatia. However, he is increasingly writing about travelling to Croatia, its gastronomy, wines etc. He is married to a Croatian woman; therefore, he understands and speaks a bit of Croatian.)

The TV series "Istrien rund" - shown on two TV programmes aired in 2007, refers to a group of Danish families who are planning a camping-trip to Croatia. Beside the practical advice on the journey itself, camp-destinations and sights, the reporter also speaks to the viewer with a language and style filled with simplicity and closeness.

Reporter: Anne-Vibeke Isaksen (Anne-Vibeke Isaksen is a reporter who is, we could freely say, an excellent connoisseur of the camping offer around the globe. Anne-Vibeke is a famous and popular host of the travelogue programme on Danish television and together with her husband, photographer Rasmus Schønning, she toured more than 70 countries of the world. Mrs. Isaksen is also the editor of the most popular camping web pages on the Scandinavian market (www.campingdenmark.com/ - www.campingdanmark.dk/, www.campingnorway.com/ - www.campingnorge.no/, www.campingsweden.com/ - www.campingsverige.se/)

Date of broadcast: 31.10.2006 - 4.02.2007

Length of the report: 2 broadcasts, 25 minutes each, total: 50 minutes

Ratings: 1.100.000 viewers

SLOVAKIA

The section „Croatia" in the magazine „SME" was prepared (and partly written) by Mrs. Čevelová, who knows Croatia very well, in the form of a „summarized tourist guide" with the aim of bringing Croatia closer to its readers. She carefully balanced the overall important practical information for tourists (which are very useful while travelling to Croatia) with concrete contact data, information on Croatia's natural and cultural heritage, with sports and entertainment options, gastronomy and wine offer.

Journalist: Jana Čevelová (Jana Čevelová is a renowned Slovakian journalist who has been working in the editorial office of the daily paper „SME" for several years and has been writing about tourism for a longer period of time. She knows the problem area very well, her articles are traditionally highly professional and apart from this, she knows Croatia very well (it is a matter of the heart to her) as well as its tourist offer.)

SLOVENIA

Vesna Levičnik participated in the realization of the section »Hrvaška« in the daily paper Dnevnik where she prepared the editorial and PR articles on Croatian tourist destinations, as well as on the points of interest and information on Croatia. At the beginning she mentioned the record number of Slovenes who had vacation in Croatia in 2007, the number is even ten per cent higher than last year. She writes about the development of wellness tourism due to which Croatia is becoming more interesting in pre- and post-season period, this is complemented by a pleasant Mediterranean climate, autochthonous gastronomy and events which are becoming more frequent out of season as well.

Journalist: Vesna Levičnik (She made her first steps in journalism ten years ago in the economy editorial office of the daily paper Dnevnik; seven years ago she covered Ljubljana's social and Slovene music scene in the weekly paper Hoplja. Since she didn't find this job challenging any more, two years ago she accepted the invitation to join the team that manages the sections in Dnevnik. The report on the island of Krk on Gorenjska television originated as a result of a study trip for Slovene journalists in May 2007. It included tourist sights of all destinations that had been visited: Rudine, Dobrinj, Vrbnik, Baška, Jurandvor, Košljun, Malinska, Njivice and Omišalj.

Journalists: the Gorenjska television crew (GTV Gorenjska televizija is a local television in the Gorenjska region with headquarters in Kranj. Since its launch, it has been broadcasting its programme 24 hours a day. Gorenjska television prepares 75% of the programme in its own production, making it one of the top TV offers in Slovenia. The programme of GTV - Gorenjska television is indifferent to politics, open to everyone. The programme includes daily events, interesting features of the local region and wider area, contributions in economy, science, technology, culture, sports, music, art, and other areas that the viewers of Gorenjska television may find interesting.)

SPAIN

The report entitled „Peninsula de Istria - La costa más azul de Croacia" („The Istrian peninsula - the clearest Croatian coast) on 20 pages in one of the most widely read tourism magazines in Spain, „Viajar". The nominated report talks about Istria and its history, the cultural wealth evident in the diversity of styles in the cities from Poreč to Pula, the well-tended nature, it speaks of the cosmopolitan citizenship and quality tourist offer.

17

Journalist: Jaime González de Castejón, (born in 1963, is a freelancer specialized in travel reports and has been a regular contributor to the magazine „Viajar" since 2002. He is an ardent traveller and loves cultures which he discovers through his travels. He has travelled through 5 continents so as to realize his reports. As a freelancer, he publishes reports in other Spanish media as well.)

The show „Planeta Finito" which was filmed in Croatia in April 2007 was first aired in May and since then it had two repeats. The TV channel „La Sexta" is a private channel and the production of the programme „Planeta Finito is under the responsibility of the company „Globomedia", the most important film company in Spain, founded in 1993.

Journalist: Ángeles García Mayor (Ángeles García Mayor works as Globomedia's production director and is responsible for the launch of the entire series of popular shows for Spanish National Television, and

for a number of other national and regional TV stations, among which are: Antena 3TV, La Sexta, ETB1, Telecinco, Telemadrid, etc.)

SWITZERLAND

The magazine „Tages Anzeiger" published a wonderful and very informative article on 10 pages that describes the beauties of our coast from Istria to Cavtat. The report was followed by numerous telephone calls by Swiss people who were enchanted with the article.

Journalist: Peter Niklaus Trösch (he became involved in journalism ever since he was a boy, as a child he was a news moderator for children's news on Swiss television. Since 1974 he has been the editor of one of the most influential Swiss daily paper Tages Anzeiger for the area of entertainment, travel and social chronicle.)

After the study trip to Dubrovnik in August 2007, Mr. Marco Horat prepared a 26-minute show "Lierba del vicino" about the history and culture of Dubrovnik which was aired on radio Rete Uno in September 2007.

18

Journalist: Marco Horat (Marco Horat has been working on Swiss Italian radio and RTSI television since 1974 as a producer and editor. He is the winner of numerous awards for his reports and shows. Today, he is in charge of production and broadcasting of entertainment programme on Channel One - rete on radio RSI, he is also the author of numerous texts for domestic and foreign newspapers and magazines. Since 1993 he has been the head of Ticino's Archaeological Association AAT).

USA AND CANADA

The article entitled „Zagreb, The Continent's New Star" was published on 25th March 2007 in the Sunday edition on the travel section front page, in the section "travel Europe 2007". On the front page of the Travel section there is a large colour photograph of Zagreb. The article consists of 3 large pages and is accompanied by colour photographs. The journalist enthusiastically describes the capital of Croatia, the cultural offer of the city, Mimara Museum, galleries, the beauty of Zagreb's architecture and

particularly the main Jelačić Square and market Dolac.

Journalist: Robert Cross (permanent journalist of the Chicago Tribune, a Chicago daily newspaper, one of the leading daily papers in America beside the New York Times. He has worked as a travel writer for 14 years in the Sunday travel section of the Chicago Tribune and he also writes for other leading US travel magazines (Conde Nast Traveler, Travel+Leisure). His reports on the destinations worldwide are regularly being published and millions of Americans read them).

The 26-minute TV report „Borderland" on National Geographic presents Croatia as a country on the borderline between Europe and the Balkans, the Adriatic Sea and the continent, that is why the name of the report is „Borderland". The author's aim was to travel down the entire coast by kayak and tour the 1.185 Adriatic islands. Starting on the rivers Korana and Zrmanja, he made a tour of the islands from Zadar to Dubrovnik. Mr. Bowermaster travelled more than 400 miles with his team by kayak; he filmed the local people, fishermen, travelled round the islands making his stop in Dubrovnik.

Journalist: Jon Bowermaster (Jon Bowermaster is the reporter for National Geographic, National Geographic Traveler magazine, NG Adventure, Island magazine, as well as many other publications that write about adventure tourism. His reports were published on PBS (Public Broadcasting Service) channel, National Geographic Channel and Discovery Channel.

19

He was the guest on our press journeys and he wrote several key reports about Croatia in the leading travel magazines)

Date of broadcast: 35 times during 2007

Length of the report: 26 minutes

Ratings: multi-million ratings

THE NETHERLANDS

The specialized fortnightly magazine "REISGIDS" of the Dutch consumer association, by the publisher Consumentengids, published in its 2nd and 6th issue the reports on 6 pages with a print run of 30.000

copies:

1. Eilandhoppen op z'n Kroatisch Bureau (From island to island as the Croatians do it)
2. Historische stadjes en populaire badplaatsen (Historic cities and popular resorts).

The first article describes Zadar and its archipelago (Dugi otok, Ugljan, Pašman, Pag, Silba, Kornati). The author visited numerous hotels and restaurants and graded them. In the second article, the author travelled down the coastal area between Trogir and Dubrovnik with special reference to small family hotels.

Journalist: Kees Verplanke (Kees Verplanke studied tourism and then geography and he spent more than 25 years as a journalist, travelling, reporting and writing for Reisgide. Over the past several years he has been writing as a freelance journalist for several other tourism magazines. He is a passionate marathon runner and his wish for travels and explorations still lives b inside him.)

20

The feature on Croatia as a part of the series MEMORIES was aired on the First Dutch national TV channel on 10th September 2007 lasting 49.5 minutes, in the series Memories - Tour de l'amour. The programme Memories has been airing for almost 10 years and is very popular in the Netherlands. In it, people who once lost contact meet again and tell their story about the past and the present. In the series Tour de l'amour, the Dutch are returning to the country where they once fell in love. In the show featuring Croatia, three tourists meet with their former loves that they met during their vacation in Croatia, and with whom they lost contact after some time. During the show they talk, renew their memories, look at old photographs and listen to music of that period. Everything takes place in the beautiful Dalmatian landscapes.

Journalist: Edwin Jeeninga (Ever since he was a little boy he was interested in adventures, travels, history and culture of different countries worldwide. He studied journalism in Utrecht and after serving his military service he started working for KRO, a public television network. He has been making reportages

for the show Memories for several years now.)



Photo: CNTB