

2009

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: OLD CITY OF DUBROVNIK (LUKA ESENKO)

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Dubrovnik

GOLDEN PEN 2009.

DUBROVNIK

For the fifth year in a row, the Croatian National Tourist Board is awarding the "Golden Pen" award to foreign tourist journalists for their exceptional contribution to the promotion of Croatian tourism in 2008. A total of 43 journalists were nominated for the "Golden Pen" award. Dubrovnik Tourist Board, in cooperation with the City of Dubrovnik and the Dubrovnik-Neretva Tourist Board made a wonderful 4-day program for the nominees from May 28 to 31, 2009. On the first day of their stay the journalists visited Konavle. The second day was scheduled to visit Elafiti islands and sightseeing of Dubrovnik. In the evening, a special award ceremony took place in the Art Gallery in the city of Dubrovnik. On the last day of their stay, journalist visited Trsteno Arboretum and Ston and the Ston Saltworks.



Photo: CNTB

GRAND PRIX FOR THE BEST WRITTEN MATERIAL IN 2008.

SCANDINAVIA

Journalist: **Inge Lundereng** is a travel journalist from Norway. He writes a weekly column in the leading Norwegian men's magazine Vi Menn, and writes annual reports for the number one Norwegian daily Aftenpost. He has been working as a travel journalist for 20 years.

A special 26-page feature of the 'Aftenposten' daily, entitled 'KROATIA', generated great interest and curiosity amongst its readers. The report on continental Croatia, cultural attractions, events calendar, active tourism, and the economy is still prompting 'Aftenposten' readers to contact the daily about it. With the choice of topics and a light, unfettered style, the author proves he knows the interests of modern globetrotters very well. He presents the attractive destinations in Croatia to contemporary Norwegians in a very laid back manner, and manages to unify these interests in a very natural way.

Circulation: 250,000

Size: 26 pages

Date of publication: March 26th, 2008

GRAND PRIX FOR THE BEST TV MATERIAL IN 2008.

SWITZERLAND

Journalist: Sven Sarbach started his career as a journalist and continued working as a news editor at a local TV station in Bern: Telebärn. Nine years ago, he started working for the national television SF where he worked as a journalist and editor for the news program "Schweiz aktuell". After that, he became part of the national television entertainment program, where he became a producer for extremely popular programs such as "Music Star", "The Miss Switzerland Pageant" and the "Mr. Switzerland Pageant". Dedicating himself to developing new entertainment programs, he became Editor-in-Chief of the Entertainment Department on January 1st, 2009. Sarbach is the producer of the greatest Swiss TV shows "SwissAward", "Greatest Swiss Hits" and "Eurovision Song Contest Moskva".

A 23-minute feature on Croatia has been nominated, which was aired during a live program of the Mr. Switzerland pageant, on April 5th, 2008, in the primetime slot. Apart from the footage shot by the Swiss crew, the feature included motifs of Croatian destinations. About a million viewers watched the show, and its value is estimated at 709,574.00 CHF (around 443.483,00 EUR).

Air date: September, 2008

Viewers: around 1 million

Duration: 23 minutes

Estimated value: around 443.483,00 EUR

WINNERS

AUSTRIA

Journalist: Karin Hauenstein-Schnurrer was born in 1968 in Germany, and has been living in Austria since 1991. After two decades of a variety of career choices (an education in graphics, surgical instrument saleswoman), she has found her calling in writing, but has retained her versatility: she writes for magazines and publishers, as well as for the hotel and restaurant sector. A certain 'joie de vivre' dominates her writing, and she refuses to confine herself to cuisine and the wine cellar.

Over the last couple of years, this journalist has paid special attention to Croatia. There is certainly no other journalist in Austria who has written as much about traveling in Croatia and its gastronomy. She is an eminent journalist who has written for magazines such as VINARIA GOURMET, ADAC-REISEN, ACE LENKRAD and ALPE ADRIA MAGAZIN and is the author of the book "The OPATIJA-Riviera". One can see just how much the journalist is in love with Croatia from her web site. Since 2001, she has been following events in Croatia with great interest, especially in Istria and Kvarner. Therefore, Croatia is often the main inspiration for her journalistic and literary work. She writes for magazines whose readers are gourmets and world-travelers, and for her, Croatia is a beautiful country with magnificent natural surroundings, hospitable hosts and an extremely interesting history, whose traces can be seen on every corner. She is

aware that for the large majority of Croatian people, tourism is an important source of income, which is why she is more than glad to spread the word about it.

She has been nominated for the Golden Pen Award for her 10-page article published in the magazine VINARIA GOURMET in January 2008, "Frühlingserwachen am Meer".

Size: 10 pages

Date of publication: January, 2008

Estimated value: 40,000 €

BELGIUM

Journalist: **Igor Vandenberge** has been working for the past twenty years as a freelance journalist specializing in film, tourism and gastronomy. Over the last couple of years, he has traveled all over the world, but specializes in the hidden treasures of Europe.

Two articles about Zagreb and its surrounding area have been nominated, which depict the capital as a metropolis that combines a Western atmosphere with Eastern passion. The articles have been published in several magazines, resulting in numerous calls and visits to our Belgian Office.

Circulation: 43,000 (De Zondag), 15,000 (Stijl)

Size: 1 page (De Zondag), 4 pages (Stijl)

Date of publication: May, April, 2008

Estimated value: 3,160 € (De Zondag), 14,000 € (Stijl)

Journalistin: **Odette Paris** - ihre Karriere fängt sie bei RTBF an, dem belgischen Staatsrundfunk und -fernsehen für den französischen Sprachraum. Bald wird sie eine der besten Musikkritikerinnen. Vor 4 Jahren bekommt sie das Angebot, ihr Wissen weiter in der RTL-Gruppe aufzubauen.

Die nominierten Reportagen sind eigentlich Live-Schaltungen von den „Dubrovniker Sommerspielen“ im Zeitraum vom 18. bis zum 24. August 2008. In diesem Zeitraum wurden die Live-Schaltungen jeden Morgen um 8.30 Uhr mit einer Dauer von 10 Minuten ausgestrahlt.

Ausstrahlungszeitraum: 19.-23.08.2008, 20.-24.10.2008

Einschaltquote: August - 19%, Oktober - 20%

Geschätzter Wert: August - 25.000,00 €, Oktober - 150.000,00 €

FRANCE

Journalist: **Vincent Guerrier** has been Editor-in-Chief of the 'City magazine' for the past six years. Before that, he was Editor-in-Chief of 'Patinage Magazine' and 'Hockey Magazine'. The article entitled "La cote Dalmate" has been nominated, which covers the beauty of the cities of Zadar and Šibenik and their surrounding areas.

Circulation: 60,000

Date of publication: Spring, 2008

Size: 12 pages

Estimated value: 60,000.00 €

Journalist: **Didier Sapaut** (58) is a graduate of the Ecole Nationale d'Administration (ENA) and has worked in media and communication since 1982. In 1997, SAPAUT joined TF1, the leading French TV station, as the Editor-in-Chief of TF1 International and President of the Les Films Ariane, daughter companies of TF1. In 2001, he joined Patrick LE LAY, TF1 President, as CEO in charge of strategic projects. He was named Chief Executive of the documentary program of TF1: Histoire (2004 -2007), and then of Odysée and Ushuaïa TV (since 2007).

The 53-minute TV feature entitled "Les sentinelles de la nature" was aired by the Ushuaïa station, a broadcaster that focuses on nature, the environment and sustainable development. The nominated feature covered various environmental projects in Croatia: the protection of the griffon vulture on the

Island of Cres and dolphins on the Island of Lošinj, speleological projects in the caves of Ogulin, the Oceanographic Institute in Split and the Biologists' Association of the Kornati archipelago.

Air date: December 2008

Duration: 53 minutes

Viewers: 35,000

Estimated value: 166.400,00 €

Journalist: **Dorothee Frénot** has been working for France 3 for five years, producing documentary programs about traveling and nature conservation.

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Air Date: December, 2008.

Duration: 53 minutes

Viewers: 35,000 viewers

Estimated value: 166,400 €

GERMANY

Tina Engler works as a PR consultant and has been living in Hamburg since 2000 as a freelance journalist, and specializes in travel. She has authored numerous reports for women's magazines such as SHAPE, Joy, TopHotel, Abenteuer&Reisen, Tours, Madame, Petra and Jolie).

The article in the women's magazine Joy, entitled Kroatien - Wo der Sommer bis Oktober dauert (Hrvatska - where the summer lasts until October) is a five-page feature on trendy destinations in

Dalmatia. The author stays in Split, Hvar and Dubrovnik and writes about "in" locations, such as restaurants, cocktail bars, cafes and designer stores.

Circulation: 411,322

Size: 5 pages

Date of publication: October, 2008

Estimated value: 109,500 €

Journalist: **Albrecht Heinz** has worked as an editor of various life-style magazines. In 1998, he became a freelance journalist for high-end magazines such as "Der Feinschmecker", "Wein-Gourmet", "Mare", "Merian", "GEO Special", "Cosmopolitan" - which specialize in travel, gastronomy and wine.

In its August issue, the culinary magazine "Der Feinschmecker" featured a twelve-page report on the tastes of Mid and Southern Dalmatia entitled "Dalmatien, zeitlos schön" (Dalmatia - eternally beautiful). The author visited Split, Omiš, Hvar, Brač and Dubrovnik and described the delicacies of the local cuisine, recommending the best restaurants and hotels.

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Circulation: 100,091

Size: 12 pages

Date of publication: August, 2008

Estimated value: 198,000 €

Journalists: **Claus Schenk** -a biologist and journalist who has been working for ZDF since 1991. He has authored a series of documentary films and reports on nature, society and science. He is particularly interested in reports on nature conservation and offering portraits of those people who engage in interesting projects related to this field.

Carmen Peter - has been working as an author and director for ZDF since 1989, and for the past nine years in its environment department ZDF.umwelt. She graduated in German, and is interested in new

topics, interesting people and projects. She believes that the protection of the environment is the number one topic of today, and is mostly interested in doing reports on tourist destinations from a new angle, outside the standard tourist offer.

A program by the German ZDF national TV station, 'ZDF.umwelt.unterwegs', featured a report on Croatia, not only as a country with a spectacular coast and a thousand islands, but as a country with unique and untouched natural surroundings. The report first takes us on a tour of the unique natural phenomenon, the Plitvice National Park, a UNESCO world heritage site. Then, it shows the sanctuary for young bears in Kuterevo and the dolphin preservation project on Lošinj. It ends with a presentation of a family sheep farm and traditional restaurant on Cres.

Air date: July 21st, 2008

Duration: 30 minutes

Viewers: 1.09 million viewers

Estimated value: 154,980 €

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Journalist: **David Vehreschild** started his career in 1992 as an intern in the VOX program "Wolkenlos" and has developed his career as an assistant-director at the ZDF TV station and the Endemol production company. After working as an editor in VOX (for the programs "Wolkenlos" and "VOXTOURS"), he founded his own production company in 1999.

In its report, the VOX TV program "Wolkenlos" reveals the beauty of the Adriatic coast. The crew sailed to the coastal towns of Trogir, Primošten and Split and the islands of Brač, Hvar and Korčula, as well as the Kornati National Park. It offers shots of the Croatian coast with its crystal clear sea, cultural sites and rocky inland, which has a rich culinary offer. The report recommends Croatia as an ideal destination for a family vacation because of its cost-to-benefit ratio, giving useful information on the destinations and vacation-possibilities.

Air date: July 26th, 2008

Duration: 30 minutes

Viewers: 0.36 million

Estimated value: 85,008 €

HUNGARY

Journalist: **Béla Lendvai** was born in 1969. He has been a correspondent of the Hungarian news agency MTI since 2007, and has received a number of special awards and recognitions from the Hungarian Radio.

Recently, he has been given an award by MTI for his reports on Croatia, published in 2008. In 2008, he published over 140 reports on Croatia on various topics, which have been taken over by almost all Hungarian media. It is estimated that these reports have been published around 1,500 times. Their greatest value lies in the author's intent to provide those Hungarians traveling to Croatia with accurate and thorough information about the country.

Journalist: **Zoltán Pásztor**, born in 1968, has been a journalist for Hungarian Radio since 1998. Earlier, he worked as a journalist for the Hungarian national television MTV1 and DUNA TV. He has received a number of awards by the Hungarian Academy of Science and the national television. Currently, he is the host and editor of the extremely popular three-hour program "Saturday morning" on Hungarian radio. He also does reports for the Hungarian radio central news program. Last year, he authored two very interesting 20-minute features on Croatian national parks, and several reports on the Croatian week in Budapest and the tourist season in Croatia, all in prime time central news programs.

ITALY

Journalist: **Franco Cogoli** is a photographer who has been traveling since he was a child, and appreciates traditions and different ways of life. He worked for local papers until 2000, when he published his first report on Alaska in the monthly "Weekend viaggi". Since then, he has worked in all the prominent tourist magazines like Bell'Italia, in which he is a columnist, Bell'Europa, InViaggio, Meridiani, Traveller, Tuttoturismo and ItinerariTravel.

'Bell' Europa' is one of the most prominent tourist monthlies in Italy, featuring a great number of reports on Croatia. The article entitled "Croatia - Korčula, the Caribbean of Europe - in Search of the hidden treasure" offers a beautiful account of the Island of Korčula in the text and the accompanying photographs, which is made plain by the title. Apart from its beauty, the island is portrayed as having a rich history that is still conserved in its many sites.

Circulation: 80,000

Size: 10 pages

Estimated value: 250,000 €

Date of publication: July, 2008

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Journalist: **Giorgio Bartolomucci** is Editor-in-Chief of the magazines Area Wellness - La Pelle - La Pelle Beauty. He has been working as a journalist and publisher since 1988. He collaborates with various papers and magazines (Panorama, Penthouse, La Repubblica, Paese Sera, Essere, Gambero Rosso) and TV programs (Italia Sera, Tam Tam, Droga che Fare, La posta del cittadino, TG3). He has published more than 50 scientific works and has published or edited seven books, of which he is either author or co-author.

The report entitled "In Croazia per la Wellness SPA dell'Ambasador di Opatija" covers Opatija, the cradle of Croatian tourism which has always attracted royalty, and, today, is attracting a great number of

tourists in all seasons thanks to its mild climate and rich wellness offer. The report highlights the Opatija's exclusiveness and the high quality services provided by the Liburnija hotel company, especially the "Five Elements" Wellness & Spa hotel Ambassador.

Circulation: 55,000

Size: 7 pages

Estimated value: 17,500 €

Date of publication: January/February, 2008

JAPAN

Journalist: **Maiko Matsuda** has been working as an editor for more than 13 years, and has written reports on many countries. She has visited Croatia on two occasions, greatly contributing to the promotion of Croatia in Japan.

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The 'Madame Figaro Japon' magazine is one of the most prominent magazines in Japan, reporting regularly on tourist destinations. The 2008 August edition was dedicated to Croatia, featuring reports on Zagreb, Istria, Dubrovnik, Kvarner, the islands of Mali Lošinj, Pag and Brač on 60 pages. The report introduced the most popular tourist destinations, agricultural tourism, islands and other destinations that the Japanese public is not yet familiar with. The reports presents Croatian everyday life and traditions, its hospitality, gastronomy, quality of life, and natural and cultural beauties.

Circulation: 90,000

Size: 60 pages

Date of publication: August 20th, 2008

Estimated value: around 99,200,000 JPY

Journalist: **Yasuji Takahashi** has worked as a director for TBS TV for over 16 years. Two years ago, he

became director of The World Heritage program, creating numerous reports in over 13 countries.

The TBS TV program The World Heritage is one of the most viewed tourism programs in Japan. It is aired every Sunday at 6 pm. In June 2008, it featured a report on the Plitvice Lakes National Park. The excellent direction and cinematography with a High Vision camera depicted the Plitvice lakes in all their glory. What is most interesting is that the report presented the viewers with a historical overview of the lakes during the Homeland War, which greatly contributed to the Japanese public getting to know about Croatia's recent past and the current state of this UNESCO World Heritage site.

Air date: June 29th, 2008

Size: 30 minutes

Viewers: millions

Estimated value: around 90,000,000 JPY

POLAND

Journalist: **Edward Hardt**

The nominated report was published in an edition of the 'Renowacje i zabytki' magazine which was entirely dedicated to the rich cultural heritage of central Dalmatia. Covering over 122 pages, the magazine features reports on the cultural heritage of towns in central Dalmatia.

Circulation: 5,000

Size: 122 pages

Date of publication:

Estimated value: 1,600,000.00 HRK

SLOVAKIA

Journalist: **Jan Blažej** is one of the most prominent journalists of his generation, a leading economic journalist, who specializes in tourism. He is the long-term editor of several prominent economic

weeklies in Slovakia.

The journalist is nominated for his reports "Najstarší v Dalmácii - Vis" (The eldest in Dalmatia - Vis), "Strážcovia Jadranu" (The Keepers of the Adriatic), "Na vlnách Jadranu" (On the waves of the Adriatic), "Luxus u Pucića" (Luxury in Pucić), "Antistresovo - Lastovo" (Against stress - Lastovo). The reports are very professional and detailed, bringing readers close to the Croatian islands, their highlights, attractions and romance that has not been lost over time. They invite readers to visit the islands, which are presented as an oasis of calm, where tourists can discover the enchanting natural surroundings, ancient history, rich culinary offer and a wide range of selected wines.

Journalists: **Ladislav Slaninka** is a journalist and director of the Nove Mesto TV, and **Bronislav Kollar** is a prominent Slovakian cameraman.

The nominated report, shown on the Nove Mesto - Omega plus TV is a 30-minute feature that is made up of 6 separate reports: Dubrovnik, Lastovo, Ston, Lokrum, Mlini and Cavtat. It was shot during a group study trip of Slovakian journalists to Croatia in June 2008. The reports show the destinations visited by the journalists while sailing through the Southern Adriatic.

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Air date: August 11th, 13th, 15th, 18th, 20th, 22nd and 25th, 2008

Duration: 30 minutes (6 independent reports)

Viewers: 1,500,000 viewers daily

Estimated value: 486,000,00 Sk

SLOVENIA

Journalist: **Mitja Gustinčič** has been an automobile journalist since 1978, and is the Editor of the magazine motoSI and author of several books. He is a keen automobile racer himself.

In his travel report "Slavonia - between heaven and earth", the journalist describes the scenery, people,

and especially the tastes he encountered during his car tour of the eastern most parts of Croatia. The author paints a very idiosyncratic picture of Slavonia and Baranja, bringing this region closer to Slovenian visitors, who are still relatively unfamiliar with it. The report covers natural and cultural sites and pays special attention to the culinary and wine offer, always adding welcome tips for motorcyclists.

Circulation: 1,800

Size: 14 pages

Date of publication: December, 2008

Estimated value: 22,400 €

Journalists: **Journalists of the VAŠ KANAL TV**, a regional Slovenian TV station from Novo Mesto, which celebrates its 20th anniversary next year. It enjoys great ratings and popularity in Slovenia. More than 100 employees of this independent station create 11 hours of programming daily, covering Southeastern Slovenia, and a large part of northern Croatia. Owing to its internet TV, available at <http://www.vaskanal.si/>, there are no more borders and nearly everyone can watch it.

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For Slovenian visitors, Croatia is traditionally one of the most popular tourist destinations. Last year, in Biograd the summer season started with a spectacular presentation of the culinary and wine offer from all over Croatia, on a 400-meter long tasting table on the waterfront. It was this event that was covered in an attractive report shot by the Slovenian "Vaš Kanal" TV. This documentary program managed to bring the atmosphere of this innovative presentation, as well as the general tourist offer of Biograd and Dalmatia, into the homes of the Slovenian public.

Air date: July 2nd + 3 re-runs in July and August of 2008

Duration: 20 minutes

SPAIN

Journalist: **Josep Guijarro Triadó** is the Editor-in-Chief and Director of the 'Rutas del Mundo' magazine. He works as an associate for other radio programs on the channels Onda Cero Radio and Radio Katalunja. He worked as Editor-in-Chief for the magazines "Mas Alla de la Ciencia" and "Karma7". He received the "silver microphone - APEI RTV" award for his work in the "Hoy por Hoy Vallés" program on the Cadena SER radio station and was an editor in the "Ser Actual" magazine.

The nominated report covers Zagreb, how it is preparing for EU accession and its history. The feature presents Zagreb as a must-see destination when one travels to Croatia, shows its laid-back and cheerful atmosphere, as well as its contemporary and dynamic feel, varied colours and scents, and hospitality.

Circulation: 60,000

Size: 12 pages

Date of publication: December, 2008

Estimated value: 79,200

Canal Cocina TV Channel

"Escapadas con Gusto" is a 30 minute program dedicated to international travel and gastronomy, presenting various countries and cities from around the world through gastronomy, local products, wine and interaction with the people.

Air date: May 31st, 2008, twice

Duration: 2x 22 minutes

Estimated value: 29,400.00 €

SWITZERLAND

Journalist: **Peter Fürst**

The 'Schweizer Familie' magazine published a 6-page article on the Island of Hvar, entitled "Eine Insel

zum verlieben", describing the beauties of Hvar and offering recommendations on accommodation, entertainment, restaurants and beaches.

Circulation: 185,000

Size: 6 pages

Date of publication:

Estimated value: 147,500.00 €

CZECH REPUBLIC

Journalist: **Milena Blažková**

The nominated article entitled "The Island with the Smell of Lavender" covers the Island of Hvar, its tradition and history. It talks about how the Stari Grad Plain has been put on the UNESCO World Heritage List, the intoxicating lavender fields, Jelsa, Stari Grad and, of course, the pearl of the island, the town of Hvar.

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Circulation: 55,000

Size: 4 pages

Date of publication: June 9th, 2008

Estimated value: 11,000 €

THE NETHERLANDS

Journalist: **Michiel Van Dam** has been a journalist for 28 years. In the 1990's, he started writing for the ANWB automobile magazine 'Promotor'. Five years ago, he started working for the magazine Moto Plus, where he writes exclusive travel reports. Since last year, he writes for the German magazine Motorrad. A great nature-lover, gourmet and lover of good wines, he published his first major reports on Croatia in 1999, 2003 and 2005.

Out of all the print media journalists, Michiel Van Dam has written the two most prominent reports, which were published in the magazine Moto Plus. The first one is a nine-page feature on the Adriatic motorway from Opatija to Dubrovnik, including the islands Krk, Pag, Hvar and Brač.

The other report is a feature on the regions of Zagorje, Slavonia and Baranja.

Circulation: 25,000 each

Size: 9 pages and 7 pages

Date of publication: August 19th, 2008 and November 26th, 2008.

Estimated value: 50,000 € each

USA

Journalist: **Justin Paul**

The 12-page report "What's Driving Croatia" is accompanied by 33 photographs. In it, the journalist describes the Croatian Coast, the historical and cultural sites of Dubrovnik and Split, the islands of Hvar, Brač, Korčula and many other places of interest.

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Circulation: 250,000

Size: 12 pages

Date of publication: March/April, 2008

Estimated value: 275,000 USD

Journalist: **Ralf Pagano** has been delighting Americans for 20 years as a TV chef. He is the host of a tourism-culinary program Pressure Cook. In it, Pagano travels the world and needs to use his culinary charm to find a job so he can earn enough money for his ticket back home.

The 25-minute TV report is part of the program "Pressure Cook", hosted by the energetic and witty New

York chef Ralf Pagan, and was shot in Zagreb and Rab. In the Croatian episode, Pagan begins his journey through Croatia on Medvedgrad, showing Zagreb, the Dolac market, and, after that, the island of Rab. The episode has been featured 25 times on the Mojo channel.

Air date: 25 times during 2008

Viewers: around 7 million viewers

Duration: 25 minutes each

Estimated value: 3 million USD

UNITED KINGDOM

Journalist: **Norman Wright** is a long-term tourism journalist and regularly writes reports about various world destinations. He has visited Croatia and written articles about it on several occasions.

In his first report, in 'Choice' magazine, the journalist shares his impression of Croatia, describing it as a destination that the British have rediscovered on account of its new high level of quality services. As he himself says, a couple of things have changed - the hospitality, sun, natural and cultural beauties have remained the same, it is very price competitive compared to other Mediterranean destinations, and a change to the positive is that much has been invested into the infrastructure (roads, air-connections, hotels). He toured Istria, Kvarner and Zagreb. In his second report, the journalist shares his experiences in Rab, Zadar and Split in a similar way.

Circulation: 85,000

Size: 2 x 8 pages

Date of publication: January and February, 2008

Journalist: **David Minchin**, a prominent producer of the TALKBACK THAMES production company, which produced the first season of Wish You Were Here Now & Then, a program that has been broadcast for

the past 30 years. TALKBACK THAMES is one of the most prominent British production companies, working for several TV stations, including ITV and BBC. Some of its most popular programs are X Factor and Britain's Got Talent.

The ITV TV station featured an 11-minute report on Croatia in its program "Wish You Were Here Now & Then", hosted by the popular Sarah Heaney. The feature covered Poreč, Rovinj, Pula and Opatija.

Air Date: January and July 2008

Duration: 11 minutes

Viewers: millions

Estimated value: around 2 million GBP