

2010

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: ZRINSKI CASTLE (IVO BIOCINA)

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Čakovec

GOLDEN PEN MEDIA AWARD 2010.

In order to emphasize the value of the professional approach on writing about Croatia in foreign media, the Croatian National Tourist Board thanked the journalists with the "Golden Pen" award for their contribution to the promotion of Croatian tourism in foreign markets in year 2009.

The "Golden Pen" award was given for two categories, the best printed material and the best radio and TV show. A total of 33 journalists from 19 world markets were nominated, and 31 journalists attended the award ceremony in Čakovec on June 11, 2010.

In 2009, 20 applications were received for written, 11 for TV, 1 for radio and 1 for written / photographic material. Two winners of the "Golden Pen" received the main prize - the design solution of the Grand Prix "Golden Pen", while all other nominees received a reduced design solution of the "Golden Pen". Candidates for the "Golden Pen" were proposed by the representative offices and branches of the Croatian National Tourist Board of the world on the basis of published material about Croatia on foreign markets.

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The journalists visited Croatia in the period from 10th to 13th of June 2010, and got to know the potentials of the north of Croatia in a special program.

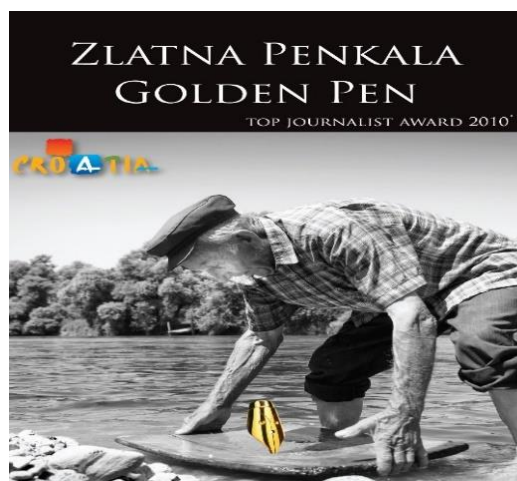


Photo: CNTB

GRAND PRIX FOR THE BEST WRITTEN MATERIAL IN 2009

ITALY

Mr. Pasquale Alfieri from Italy made a 185-page monograph on Croatia in which he himself published several articles under his own name and pseudonyms. In addition, he published a report Dubrovnik - Adriatic St. Tropez in the prestigious architectural and design magazine Ville e Casali.

Mr. Alfieri has been a professional journalist since 1989. He works in the publishing and news agency Primapress and collaborates with many magazines where he publishes reports on tourism. Pasquale Alfieri has previously published a number of reports on Croatia, and in 2006 he also won the Golden Pen.

The estimated value of the monograph is € 999,000, and the estimated value of the article is € 20,000.



GRAND PRIX FOR THE BEST TV MATERIAL OF 2009

SPAIN

Ms. Belen Molinero from Spain was awarded for a TV report on the historical and cultural heritage of Croatia. The report was broadcast four times on 'La 2TVE' and 'Canal Internacional' and is estimated to have been seen by 2.5 million people.

Ms. Molinero has been working at RTVE since 1975. She appears as the director and producer of many series and documentaries, from science to music. From 2000 until today, she has been the director of the documentary series 'Paraisos cercanos' - a one-hour travel show in which different countries are presented to Spanish viewers through cultural and historical heritage. Ms. Molinero occasionally appears as the producer of some episodes from this series. One of those episodes was a report on Croatia. Among the collaborators of Paraisos Cercanos are some of the best producers of Spanish national television and prestigious writers and journalists.

The duration of the report is 60 minutes, and the estimated value is 600,000 euros.



Photo: CNTB

WINNERS

AUSTRIA

WRITTEN MATERIAL

Mr. Hannes Krois, owner and editor of the Süd - Ost Journal, has written wonderful articles about Dubrovnik, Slano, Split and Hvar in his newspaper. He published stories from Croatia throughout 2009 in a circulation of 300,000 copies. Mr. Krois, as a great lover of Croatia, brought our country and its tourist offer to the Austrian guest in his own special way.

Hannes Krois began his journalistic career in 1973 as editor-in-chief and director of the renowned Tageszeitung Süd-Ost Journal. Ten years later, he founded his own magazine, the Süd-Ost Journal, which, with 500,000 readers, positions itself as one of the largest private magazines in eastern Austria. Krois most often writes about travel, gastronomy and wines, and culture and nature. As he has been visiting our country since childhood, he has special feelings for it. Thus, during the Homeland War, he organized humanitarian aid for Croatia, and as an EU journalist he wrote and advocated for Croatia.

Dates of publication of articles: January 27, 2009 report on Dubrovnik, August 5, 2009 report on Split, September 2, 2009 report on Slano; September 23, 2009 report on Split; October 14, 2009 report on Hvar.

Estimated value of each individual article: 8,448 euros

BELGIUM

WRITTEN MATERIAL

Ms. Danielle Mallinus was awarded for the article 'Croatian coast, the pearl of the Adriatic', which was translated from French and also published in the Flemish version of Touring Explorer magazine. The magazine is published by a Belgian car club and is read by more than 700,000 people. The author describes Croatia as a popular destination that enchants its visitors with its beautiful coast, islands, preserved nature

and cultural heritage. By the way, Danielle Mallinus 'whole life revolves around traveling and getting to know other cultures.

Danielle Mallinus-Vankerckhoven's life changed when she won the 'visa pour le monde' RTBF TV award in 1968, giving her the opportunity to travel around the world for seven months.

He has been writing for the magazine of the Belgian car club Touring Club Belgium since 1974, and he is still in it today. The Touring Explorer is published by the largest association of drivers and vehicle owners in Belgium.

The monthly circulation is 466,604 copies, and the value of the article is € 84,000

FRANCE

WRITTEN MATERIAL

Mr. Bruno Bioul, editor-in-chief of the thematic magazine Achéo-Thema, was awarded for his 80-page edition entitled 'Roman and Medieval Croatia'. It is a magazine for lovers of ancient civilizations that publishes topics related to archeology, history and art history every two months. The issue dedicated to Croatia was published in July 2009, and all articles were written by experts, who revealed their latest research.

Bruno Bioul edited several professional journals in the field of archeology, and in 2008 he founded the magazine Archaeo-Thema with two colleagues.

The magazine has about 12,000 readers, the date of publication is July 2009, and the value of the issue is € 40,000.

RADIO MATERIAL

Messrs. José-Maunel Lamarque and Emmanuel Moreau were awarded for two thirty-minute reports on Croatia's journey to the European Union, the World Wine Congress in Zagreb, the 200th anniversary of the Illyrian provinces and tourism in Dubrovnik. The reports were published on France Inter radio in the show 'Transeuropéenne'. This national radio station is watched by more than five million listeners every day.

Mr. José-Manuel Lamarque began his career in 1986 on Radio France. In the same year, he started working with France Inter. Since 1994, Mr. Lamarque has been dealing with the topic of European relations. He is also a lecturer in the international department of the prestigious French political school ENA.

Emmanuel Moreau joined the journalism team of Radio France Inter in 1985. He has participated in travel and adventure programs and interviewed celebrities. However, since 1990 he has specialized in social topics. Today, he is the special reporter for *Transeuropéenne*, a European magazine dealing with economic, cultural, tourism and political issues. Mr. Moreau is the author of several books and a guide to 'Europe for Youth'.

The listenership of the radio station is 5.35 million listeners per day, and the value of the show is € 200,000.

ITALY

WRITTEN MATERIAL

Ms. Patrizia Magi from Italy published a report on Dalmatia in the monthly *Nautika* with an emphasis on the island of Hvar. In addition to the Italian edition of the magazine *Nautika*, which has been published in Italy for 50 years, the report entitled 'Hvar does not spare emotions' was translated into English and published in the bimonthly *Nautica International*.

Journalist and photographer Patrizia Magi from Rome collaborate with many renowned tourist and lifestyle magazines, and often writes about Croatia. In the last few years, she has published reports on the castles of Hrvatsko Zagorje, Zadar, Dalmatia, the islands, Zagreb, Brijuni and sailing the Adriatic.

The size of the report is 10 pages, the circulation is 40,000 copies for the Italian edition and 30,000 copies for the international edition.

The date of publication is July 2009 in Italy; period November-December 2009 internationally.

The estimated value of the report is € 80,000 (Italy) and € 60,000 (Nautica International).

TV MATERIAL

Mr. Paolo Gazzara published several TV reports about Croatia for the famous Italian tourist show 'Alle Falde del Kilimangiaro'. In 2009, he presented Hvar, and in early 2010, Brač. He previously filmed reports on Split and Plitvice Lakes.

The director and author from the Italian television RAI mostly travels alone, looking for new and different views on what has already been seen, and presents viewers with an excellent event that enriches them and deepens their experience. His passion is to 'talk' about the world, from large metropolises to small villages, and to highlight, in addition to their beauty, the character of the inhabitants, their history and artistic expression.

The duration of the report is 15 minutes, and the estimated value of the report is around € 330,000.

JAPAN

WRITTEN MATERIAL

Japanese fashion editor Kyoka Matsui was awarded for the book of photographs and travelogues from Croatia 'KAN TABI', made by the young and promising actress Miho Kano. The Japanese actress visited our country to make a short report for the fashion magazine WITH, edited by Ms. Matsui, but the beauty of

Croatian nature and the richness of culture and tradition thrilled her so much that she decided to make a photo essay. Croatia is presented in two thirds of the entire book, which includes photographs of many destinations, such as Zagreb, Plitvice Lakes, Split and Dubrovnik, but also photographs of original Croatian objects.

Ms. Kyoka Matsui has been editing the magazine 'WITH' since May 2004, which is read by young Japanese women, and which presents the latest fashion trends in each new issue. In special cases, this presentation is done by a famous actress or presenter in foreign destinations. Ms. Matsui edited ViVi magazine from April 2002 to June 2004 before 'WITH' magazine.

Date of issue is 28.08.2009 in 30.000 copies (3 prints)

TV MATERIAL

Mr. Katsumasa Tanaka was awarded for the tourist TV program 'Gamushara - Croatia', which is led by two young presenters who, without a previous plan, discovered Croatia every day by filming meetings with locals and tourists. As the program is based on spontaneous encounters and situations, future visitors are shown what they can experience in Croatia. During their ten-day stay in Croatia, the leaders visited Zagreb, Plitvice Lakes, Split, Vis, Ston and Dubrovnik. They presented the natural and cultural beauties of Croatia, the splendor of the gastronomic offer and the hospitality of the Croatian hosts. So far, the 'Gamushara' programs have represented only Asian destinations, so the program on Croatia was the first European one.

Program author Katsumasa Tanaka began his career in 1978 as a director of photography on television. He then became the director of TV shows on leading TV companies, such as ABC in Osaka. Since 1998 he has been running two satellite programs: 'Ex entertainment' and 'Ex Sports'. The broadcast date was April and May 2010, in a way that 4 shows of 30 minutes each were shown. The value of the show is 800,000 JPY x 4 = 3,200,000 JPY (about 26,500 euros) (12,800,000 JPY or 106,000 euros together with reruns)

HUNGARY

TV MATERIAL

Mr. Ferenc Szaniszló, was awarded for two contributions of 15 and 20 minutes, published in the show "Vialág-panoráma" which he edits and hosts on the commercial television "ECHO TV". In his article, he presents Croatia as the best neighbor, and tourism and natural and historical sights as the greatest Croatian advantages. Carefully choosing his interlocutors and showing Croatian tourist destinations, he did not forget about Croatian music, in order to give the Hungarian audience a complete atmosphere. The gentleman does not fail to emphasize in his shows Croatia as a destination where Hungarian citizens prefer to travel on vacation.

Broadcast time: July 20 and September 11, 2009

NETHERLANDS

WRITTEN MATERIAL

Mr. Joris van Drooge was awarded for stories about Rovinj, Trogir and Zadar, which he describes as the three most beautiful Mediterranean cities. He presented these Croatian cities in the magazine 'Reizen Magazine', published by the Dutch car club ANWB.

Joris Drooge, after eight years of freelance experience, is employed as a journalist for 'Reizen Magazine'.

TV MATERIAL

Mr. Mark Ijkelenstam, a journalist for the Dutch television network Bart's Neverending Network, and two other journalists for the show '3 op Reis' filmed a report on Split, the island of Hvar and the Pakleni islands. The viewer is guided through the story by the popular Dutch presenter Daphne Bunskoek, who points out that the popularity of Croatia as a tourist destination is growing because guests can enjoy the rich nightlife in addition to beautiful natural resources. Split is presented as a typical Mediterranean city, and Hvar as a new European hotspot destination. In addition to excellent cocktails at the popular Hvar nightclub Carpe

Diem, Dutch journalists in Dol met the couple, Stipe and Evening, with whom they practiced yoga and discovered the wild, lesser-known side of Hvar.

GERMANY

WRITTEN MATERIAL

Ms. Claudia Bette-Wenngatz, as a freelance writer, travels around the world, publishing her reports for high-end magazines and women's magazines such as Vogue, Cosmopolitan, Myself, Business Traveler, Bunte and Travelers World. She was awarded for a report in Traveller's World in which she presented Croatia as a trendy lifestyle destination on 28 pages. In this report, places from Istria to Dubrovnik are presented in pictures and text, with an emphasis on the offer for high-end consumers to whom the author recommends the best hotels, marinas, restaurants and wineries. Ms. Bette-Wenngatz is especially attached to Istria, Tribunj (near Šibenik), Orebić and the Pelješac peninsula, where she discovered her 'wine love' Dingač.

In addition to free sales, Traveler osims World is exclusively exhibited in selected luxury hotels in Germany, and is available in the first and business class of Lufhansa as well as in the VIP lounge of Lufhansa, British and Emirates Airways.

The circulation is 50,000 copies, the date of publication is April 2009 and the estimated value of the article is € 145,000

Ms. Silke Springer, author of text and photographs, writes and publishes for sailor magazines and daily newspapers. For many years she has been working in parallel as a designer and journalist, and since 1984 she has been devoting herself to a journalistic career. She herself is a passionate sailor, happy to travel and meet new cultures and horizons. She was awarded for an article in the Segel Journal entitled Thank Croatia, which in 12 pages presents selected destinations in Central Dalmatia with a lot of useful information for sailors: the best dates for coming to Croatia, navigation opportunities, marina equipment, charter options. In the text, the author thanks all the people she met on her trip to Dalmatia for a friendly and warm welcome that is rarely encountered elsewhere. He states that the openness and cordiality of

Croats is contagious, and a relaxed lifestyle is something that should be copied. He describes Croatia as a real paradise for boaters, and the images that accompany the text Hvala Hrvatska with their playful colors and motifs additionally convey a relaxed atmosphere, contributing to the value of the text itself.

TV MATERIAL

Messrs. Dr. Ernst Sasse and Hans-Peter Kuttler were awarded for a TV report on the natural beauty of Croatia shown in the regional program for northern Germany - the GDR. In their work, they presented Croatia as a country of unique and untouched nature, and rich flora and fauna. Impressive shots of the natural phenomena of the Krka and Plitvice waterfalls, the karst of Paklenica and Biokovo, and the specificity of Kopački rit and Lonjsko polje left no one indifferent. Viewers were able to enjoy every minute for 45 minutes as each shot is unique and the landscape changes according to the seasons: from the coast and islands, mountains, delta rivers, to wetlands. In addition, various animal species, typical for each area, are shown living in their natural environment. From the Adriatic lizard, through deer, lynx, and brown bear to vultures and storks. Croatia is presented as a country with a highly developed awareness of the importance of preserving and protecting natural resources at a time when these resources are declining in Europe.

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Dr. Ernst Sasse has been producing documentaries since 1989, and works as a director and cameraman for the ZDR and GDR TV stations. He was nominated for an Oscar in 2000 for his work on the French film (camera) 'The Winged Migration'.

Mr. Hans-Peter Kuttler reveals an interest in filming nature documentaries after a stay in Canada and Alaska in the early 1990s as a photographer. He started with the genre of reportage as an assistant director in Spectrafilm. After that he worked as an assistant and cameraman at Nautilusfim, and since 2003 he has been working with Ernst Sasse. Records for ARD, GDR, BR, art, ORF.

The report was broadcast on April 1 and 6, 2009, with a total viewership of around 990 thousand, while the estimated value of the show is € 118,640.

Mr. Thomas Morawski from Germany was awarded for a TV report on the Croatian islands, which was broadcast as part of the series of the show 'Weltreisen', the first program of German television. In his report, he presented the beauties and diversity of Croatian islands, and in the foreground are the people who work on the lighthouses from Palagruža to Lastovo and the ship's crew who deliver food to them. Ever since he hitchhiked to Dalmatia in the early 1970s, Mr. Morawski has always been happy to return to Croatia.

Since 1979 he has been working for Bayerisches Fernsehen - the regional station of the national television company ARD. Since the mid-1980s, he has been reporting from crisis areas, including the break-up of Yugoslavia. From 2000 to 2009, he was a special correspondent for Southeast Europe and the Middle East, and after that he was the editor-in-chief of ARD Studio Südosteuropa in Vienna.

TV report broadcast on June 6, 2009, duration 29 '09' and estimated value € 216,304.

POLAND

WRITTEN MATERIAL

Mr. Aleksander Ostasz was awarded as the editor-in-chief of the largest Polish specialized diving magazine, which dedicated about twenty pages to diving in Croatia. The magazine 'Nurkowanie' (Diving) has been published continuously since 1995, and each issue is enriched with top photos of the underwater world and numerous handy maps.

Mr. Alexander Ostasz is a passionate diver, underwater photographer, and travel writer. In addition to being the owner and editor-in-chief of the most famous magazine Nurkowanie, he is one of the co-creators and idea creators of the magazine and portal BlueLife.pl (water sports) and internet television BlueLife.tv. He is the idea creator and co-author of several notable photo exhibitions, and has participated in numerous dangerous underwater expeditions in search of the remains of destroyed Allied and German ships in the Baltic. Nurkowanie magazine is distributed through diving clubs, specialized diving equipment stores and the largest Polish colporteur companies.

RUSSIA AND UKRAINE

RUSSIA

WRITTEN MATERIAL

Ms. Tatjana Hejfec was awarded for three reports on Croatia entitled: 'Croatian Dream'; 'Long live Croatia - a country of healthy living'; 'In the land with the most beautiful sea'.

Tatjana Hejfec Jurjevna has been a publishing journalist for many years. From 1995 to 1998, she worked as a journalist in the publishing houses 'ID Izvjestija', 'ID Kommersant' and 'ID Savršeno sekretno'. From 2000 to 2007, she was the vice president of the publishing house Komersant. In 2007, she founded the publishing group NATIONAL HEALTH, writes and edits National Health Magazine.

UKRAINE

WRITTEN MATERIAL

Mr. Alexander Dorosenko was awarded for two reports on Croatia, in one he described us as a wonderland, and in the other as a dreamland. The texts were published in the esteemed Ukrainian tourist magazine 'Mir otdiha i businessa', which was initiated by Mr. Dorosenko. These two reports are a continuation of a series of texts about Croatia that began in 2008, when he drew the attention of his readers to our country with three texts.

USA

WRITTEN MATERIAL

American journalist dr. Karen Torme Olson wrote a report on the specifics of the tourist offer of the island of Vis and its untouched and enchanting nature, which was published on three large pages of the special Sunday edition of the daily for the Chicago Tribune. Dr. Olson has written several articles about Croatia,

including an article for the popular travel guide Frommer's. Her text about the greatest Croatian sculptor Ivana Meštrović, which was also published in the Chicago Tribune, should also be pointed out.

Freelance journalist Karen Torme Olson is a member of the American Travel Journalists Association and a former editor of the Chicago Tribune. This journalist fell in love with Croatia back in 1999, when her son Greg came to Daruvar to collaborate on USAID reconstruction projects. Since then, she has published several articles about Croatia.

Report size: 3 pages, with 898,703 readers. The article was published on August 16, 2009 with an estimated value of \$ 1,780,000.

TV MATERIAL

Ms. Ashley Colburn was awarded for the show 'Wow Croatia' shown on cable television Wealth which deals with lifestyle and entertainment. The Wow series is about places where the rich and famous spend their vacations. In the episode about Croatia, the TV crew discovers the charms of the 'old world' from the walls of Dubrovnik to the Zagreb market, vividly and dynamically evoking the beauties of Croatia. The show premiered in November 2009, and was shown about 40 more times during the year

Wealth TV is a hi-definition TV station from San Diego that airs on all cable programs in North America and Canada. The show 'Wow Croatia' was nominated for the prestigious Emmy Award.

Duration is 30 minutes, estimated at \$ 100,000 per impression

SWEDEN

WRITTEN MATERIAL

Journalist Elisabeth Garcia Dahlbäck and photographer Binge Eliasson were awarded for a guide about Dubrovnik in which this city is presented as a leading LifeStyle destination with rich gastronomy, oenology and opportunities for shopping and entertainment. Mrs. Garcia Dahlbäck described the beauties of Dubrovnik and its inhabitants with great inspiration, while Mr. Eliasson enriched the story with beautiful

photographs. The authors are co-owners of the magazine "Be Inspired Travel & Living" with many years of experience in journalism and photography.

The 5-page report was published in May 2009 in a circulation of 36,000 copies.

The estimated value of the article is € 7,500.

SLOVAKIA

WRITTEN MATERIAL

In January 2009, Ms. Danica Janiakova published the book "Good luck! - Dobrú chuť!", which on 192 pages brings recommendations for a vacation in Croatia. He advises the reader of 50 destinations to see and 100 gastronomic specialties to try. The book describes areas from Istria through Kvarner, Dalmatia all the way to Dubrovnik, including the continental part of Croatia. It is complemented by a selection of the most interesting recipes of Croatian cuisine, as well as a multitude of quality photographs whose author is mostly a journalist. The book is an attractive invitation for all those who have not yet visited Croatia, but also a nice memory of a vacation on the Croatian Adriatic for those who visit it regularly. In addition to several selected localities, there is also a business card - a portrait of an interesting famous person who lives or works in the mentioned region.

Ms. Danica Janiaková is a well-known Slovak journalist who has been working as a freelance journalist for several years and has been writing about tourism for a long time. She is the author of several tourist guides. The guide was published in January 2009, with a circulation of 5,000 copies.

SLOVENIA

WRITTEN MATERIAL

Slovenian journalist Božo Zorko was awarded for a series of articles on Croatian national parks and the history of Croatian Adriatic cities. The articles were published in the Maribor daily Večer, which estimated that most of their readers knew the Croatian coast well, but knew too little about the history of the cities

there and about the numerous national parks. In the introductory article, they dealt with the history of Dalmatia, and after that they presented the cities in more detail: Poreč, Rovinj, Pula, Zadar, Šibenik, Split and Dubrovnik. This was followed by a story about our National Parks.

The article was published on 32 pages as a special supplement to the article 'Evening and 7 days' in a total circulation of 65,000 copies. Journalist Božo Zorko has been editing these articles for three years, and he wrote almost all the articles for this year.

TV MATERIAL

Ms. Mojca Mavec was awarded for the show 'Čez planke' in which she describes her journey on a sailboat on the Adriatic. The episode about Croatia was created at a time of the greatest tensions between Slovenia and Croatia, regarding the border in the Piran Bay. He is looking for interesting connections between these two nations all the time.

The author pointed out that this is not a story about whose Piran Bay or whose Savudrija Bay it is, but that it is a show about the Adriatic, where she spent the most beautiful years of her youth.

Ms. Mavec also emphasized that Croatia has one of the cleanest seas, which houses almost all the sights that are included in the UNESCO list of protected world heritage, and national parks from Brijuni to Mljet. She presented well-known locations in a new light, such as hiking or discovering regions by bicycle. The show also presented some traditional crafts such as coral processing and the construction of typical chimneys, fumaroles, as well as a modern offer of premium wines and olive oil. A special chapter was dedicated to the Adriatic lighthouses and the Quinta family who manage the Struga lighthouse on Lastovo.

Mojca Mavec is an independent author who prepares shows about the European Union and the world for Slovenian television. She conceived the show 'Across the Planks' eight years ago, and has so far presented more than thirty-five countries in Africa, Asia, Europe and Latin America.

WRITTEN MATERIAL

Ms. Annabelle Thorpe, a GUARDIAN and OBSERVER journalist, was awarded for an article 'Island Hopping in Croatia' published in June 2009 in the Escape supplement of the weekly Observer. The article contains an extensive, informative and interesting article about the Croatian islands and divides them into those suitable for family, romantic or outdoor holidays. Through the text and the mentioned additional specification of the island according to the groups of travelers, the journalist guides the reader along the Adriatic, from island to island, with basic information on how to get there and what to do, and a pictorial presentation of the place itself.

Annabelle Thorpe, is a well-known travel journalist for many years who writes regularly for the Guardian & Observer, but collaborates as a 'freelancer' with some of the most famous British newspapers - Daily Express, The Times ... writing about all world destinations. The OBSERVER is a respected British weekly, founded in 1791 and as such the oldest weekly in the world. It comes out only on Sundays and as such is a weekly 'sequel' to sister company The Guardian which is a diary.

Circulation in 385,000 copies for a readership estimated at 1.3 million readers.

TV MATERIAL

Ms. Inga Lovric Kemp produced a series of three 30-minute shows about Croatia that were shown on the prestigious global network BBC World TV, which is watched worldwide: 200 countries / territories on all continents, in over 281 million households, in 1,3 million hotel rooms, the world's 50 largest cruisers, on the planes of 37 world airlines. The show is called Fast Track, and it reveals to viewers the most exclusive and most desirable places in the world. The article about Croatia was filmed in Split, hosted by Igor Štimac, a celebrated Croatian football player, and hosted in Dubrovnik by Goran Štrok, the owner of the Adriatic luxury hotels.

Inga Lovric Kemp has many years of media experience as a journalist, reporter and television producer, and has been working for the BBC since 1998.

CZECH REPUBLIC

WRITTEN MATERIAL

Ms. Ludmila Veselá wrote eight articles about Croatia that were published in a special issue of the monthly Koktejl. The magazine published 26 articles about Croatia in several sections: Cities, Islands, Nature, Sea, Gastronomy, National Parks and Interesting Facts.

Ms. Ludmila Veselá has been a respected Czech journalist for twenty years. Over time, in her journalistic career, she has worked in numerous publications and all types of media - from weeklies, monthly magazines to the specialized outdoor magazine Koktejl Speciál, where she worked as editor-in-chief. In 2009, Ludmila Veselá completed a study trip to Slavonia that served as inspiration for several articles. She completed her enthusiasm for Croatia with a private visit to Croatia, which she visited on a motorcycle.

The article was published in May 2009 on 98 pages and in 35,000 copies.

SPAIN

WRITTEN MATERIAL

Mr. Juan Carlos Moreno from Spain was awarded as the editor-in-chief of the Spanish edition of Lonely Planet magazine, which published a photo monograph of Croatia in June 2009. The guide shows the main cultural and natural attractions of Croatia with quality photos, extensive articles and useful supporting information.

Although a historian by profession, Juan Carlos Moreno has worked in many Spanish magazines specializing in travel and music. In addition to Lonely Planet, which publishes monographs on countries and cities around the world, he has been the editor-in-chief of Altair magazine and is also a critic specializing in classical music.

The guide was published in June 2009 on 109 pages in 60,000 copies. The estimated value of the guide is € 654,000.

SWITZERLAND

WRITTEN MATERIAL

Mr. Christof Ammann was awarded for an article published on January 25, 2009 in the Sonntags Zeitung. In the five-page article, the author and editor-in-chief compares the Croatian sea with the Maldives and other attractive world destinations. It especially emphasizes the clear sea and beautiful beaches.

Journalist Christof Ammann belongs to the very top of Swiss journalism and is one of the main opinion makers in tourism journalism.

TV MATERIAL

TV producer Rafael Hug was awarded for a TV show about the culture and peculiarities of Croatia, which was broadcast on the first program of the Swiss national TV SF1 in prime time on Friday at 9 p.m. In the show, popular TV presenter Nichole Berthold searches for the 'heart' of Croatia by traveling through Zagreb, Plitvice Lakes and Istria. On her way she also went truffle hunting and sailing.

The show was watched by 369,000 viewers who rated it with a very high rating - 5.3 out of a possible 6. The show aired on September 20, 2009 for 45 minutes.