

2015

**CROATIA**  
*Full of life*

# GOLDEN PEN media award



PHOTO: CITY LANDSCAPE (M. GASPARIĆ / TZGZ)

[www.croatia.hr](http://www.croatia.hr)

Zagreb

## **GOLDEN PEN 2015.**

### **ZAGREB**

Croatian National Tourist Board organized on June 11, 2015. for the 11th time in a row the Golden Pen awards and recognitions to foreign media and bloggers. This year the Golden Pen award ceremony was held at the Dverce Palace in Zagreb, which was attended by more than 30 foreign journalists from 18 countries. The awards are assigned for written material, for online article and blog, for TV and for the radio.

Presenting the awards, the director of the CNTB Head Office, Ratomir Ivičić, emphasized the importance of foreign media announcements for the promotion of Croatia and its tourism. "CNTB rewards foreign journalists because they also contribute to tourism as an industry of experience and success of Croatian tourism," Ivic emphasized.



Photo: CNTB

## **GRAND PRIX FOR THE BEST WRITTEN MATERIAL**

### **SWEDEN**

In 2010 in Paris the magazine 'Världens Viner' was declared as the "Best Wine Magazine in the World." To have such a reputable publication devote an entire issue to Croatia is a true expression of satisfaction. For the first time on the Scandinavian market, a specialized wine-magazine has made such an extensive exploration of what the wine-country Croatia has to offer. In the magazine, Croatia is for the first time on the Scandinavian market, presented as a premium enology-destination. Editor-in-chief, Johan Franco Cereceda, and Åke Jacobsson the publisher of the magazine, in their welcome speech at the presentation of the magazine and the introduction of Croatia as a newly-discovered enology-destination, commendably presented what was seen and tasted in Croatia during their visit.

## **GRAND PRIX FOR THE BEST TV COVERAGE MATERIAL**

### **AUSTRIA**

**Martin Traxl** (director) has been the editor-in-chief of the ORF's cultural programme since 2007. He has received a number of Austrian and international prizes and awards. **Lojze Wieser** (author and host) founded the publishing company Wieser in 1987 specialising in publishing Eastern European literature, Wieser managed to build a bridge between Western Europe and countries separated by the Iron Curtain. The ORF series 'Der Geschmack Europas – Taste of Europe' explores the culinary cultures of the European continent – it is a tour of its regions and their cuisines, incorporated into the historic, scenic, geographical and cultural background. Lojze Wieser and Martin Traxl explore the various influences in the region left by the Romans, Italians, Croats, Slovenes, Istro-Romanians and last but not least the Austro-Hungarian Emperors. On their culinary adventure they discover the flavours created and drawn upon from various

traditions of local cuisine and meet people who have mastered the fine art of transferring old recipes into modern dishes.



Photo: CNTB

## GRAND PRIX FOR THE BEST BLOG

### SPAIN

**Miguel Nonay** is 53 years old and from the age of 3, when he suffered children's paralysis, he has had to use orthopaedic walking sticks and other auxiliary tools for walking and getting around. Miguel has always travelled where he wanted, irrespective of the accessibility. Three years ago he decided to convert his passion into work and now numerous world destinations invite him to help them discover the accessibility of their destinations. He is the editor of the blogs [asaltodemata.com](http://asaltodemata.com) and [viajrossinlimite.com](http://viajrossinlimite.com). The nominated blog posts were filmed during Miguel's study tour to Zagreb, Kvarner and Istria in a wheelchair. These video blogs open the door to travellers with limited mobility, providing them basic information

about accessibility in the destination in general, hotels, restaurants, transportation means, sports and active travel facilities, as well as other amenities.



## WINNERS

### AUSTRIA

#### WRITTEN MATERIAL

**Friedrich Graf** in 2009 launched the online magazine 'Besser Länger Leben', dedicated to the special needs of the over 50 generation. In June 2014 he visited Zagorje and Slavonia, upon which he published two posts on his web portal 'Besser Länger Leben'. In his travel reports, the author reflects on all aspects of the Croatian touristic offer – spanning from historical and cultural monuments, health and sports tourism, culinary experiences, to accommodation.



**BELGIUM**

**WRITTEN MATERIAL**

**Kathleen Geenen** is a long-time journalist at the magazine Libelle. With nearly a million readers a week, Libelle is one of the oldest, most popular Belgian weekly lifestyle magazines for women. In her article “Do not forget your sunglasses - you will be blinded by the beauty of Croatia” the author describes the beauty of central Dalmatia and its “capital” Split.



Photo: CNTB

**TV COVERAGE MATERIAL**

**Murielle Decarpenterie** is a journalist with a long career in leading Belgian French-speaking TV and radio stations. RTBF broadcasted in their documentary programme ‘Quel Temps’ a series of six shows about Northern Velebit National park, Zavižan meteorological station, the bear refuge in Kuterevo. Thanks to RTBF’s trip to Croatia the sites and natural phenomena in Croatia that are not yet fully discovered have been presented to the Belgian French speaking audience.



Photo: CNTB

## ONLINE MATERIAL

**Mathieu Cadiou and Maximilien Lejeune** are editors and journalists of the portal European Best Destinations, the largest European platform for e-tourism in Europe. During their study tour of Croatia, Mathieu and Maximilien visited Zagreb and its surroundings, Zagorje, the national parks of Plitvice lakes and Paklenica, Northern Dalmatia, Lika and Istria. Upon their return they published a digital guide about Croatia, which was read and appreciated by thousands of interested travellers worldwide.





Photo: CNTB

## ITALY

### WRITTEN MATERIAL

**Osvaldo Ferretti** is a journalist with a long tradition. He is currently working as a freelance journalist and blogger. He is nominated for a reportage in the magazine *Caravan e camper* under the title of 'Destinazione Slavonia.' He has published a large number of wonderful reports about Croatia. With a camper he started a trip through Slavonia and Baranja outside the usual tourist routes and thus discovered the interesting features of this part of Croatia.



Photo: CNTB

#### TV COVERAGE MATERIAL

Travel editor **Rita Di Francesco**, director of the younger generation, has a decisive role in the choice of shows, recording documentaries and travelogues for the newsroom of the very popular RA13 channel. In the nominated show highlighted the importance of Varaždin as a tourist destination which is developing cycling and health tourism between the four countries – Croatia, Slovenia, Austria and Hungary.



Photo: CNTB

## JAPAN

### WRITTEN MATERIAL

**Hitoshi Minemura** is a freelance journalist who during his career has written numerous pieces about overseas destinations. A reportage about Croatia was published in the magazine *Giorni* targeting groups of women in their 30s and 40s who work and who during their free time travel alone, in company or with family members. In the article the destinations, which are not that famous on the Japanese market like Biograd na Moru, Komiža, Nin, Pag and Buzet have been presented.



Photo: CNTB

## TV COVERAGE

**Hajime Murata** has been working as a manager for years at the TV company Mainichi Broadcasting System. During his career he has produced a number of travel pieces and television programmes. The nominated reportage Real Sekai-kun within the show Chichi Puipui presented Zagreb, the Plitvice Lakes, Istria, Split and Dubrovnik.



Photo: CNTB

## HUNGARY

### WRITTEN MATERIAL

**József Mihovics** is a journalist, editor and author of several books. He has published lovely pieces about Croatia and Croatian tourism for numerous Hungarian media. Over the last year he has also written the book *Down South (Genes call to the sea!)* which is bilingual in Hungarian and Croatian languages. His article *Ablak alatt ring a tenger (Peninsula Pelješac– complete calm or literally: The sea rocks under the window)* was published in several Hungarian daily and weekly newspapers.



Photo: CNTB

## THE NETHERLANDS

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### WRITTEN MATERIAL

**Daan Vermeer** is specialized in travel journalism and is the editor of the journal *Reisgids*. During his study trip to Croatia, Daan visited Istria, particularly emphasizing the beauty of the interior of the region. He discovered and enjoyed the truffles, wine, olive oil, the untouched nature and history at every step.



Photo: CNTB

## TV COVERAGE

**Mr. Pluijm** is production manager running two very successful and popular TV programmes on RTL 4 in the Netherlands: 'Pluijm on the way' and 'Pluijm's world of delicious food'. His love for food was turned into a 45 minute long show, which was filmed in Istria, entitled 'Abundance and relaxation in Istria'. Wonderful for Croatian food culture is that in Istria everything can be found in very nearby: truffles in the woods next to the house, excellent beef on a nearby farm and especially fine oysters in the sea, which is also within reach.



Photo: CNTB

## GERMANY

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### WRITTEN MATERIAL

**Christine Hinkofer** has been the chief editor of the travel section in the daily newspaper Münchner Merkur for 15 years and is the author of numerous articles about Croatia. Münchner Merkur published a series of articles about Croatia in the form of a special concept called 'Small reporters for Istria'. The meaning and content of these reportages is to present Croatia as a holiday destination as seen through the eyes of children who are on holiday with their parents.





Photo: CNTB

## RADIO MATERIAL

**Alexander Tauscher** started his career as a radio editor and later worked for various local and national radio stations. He is the author of numerous stories about Croatia. In a radio report titled 'The Wanderlust of The Pearl of Istria' the author took the listeners on a journey from Labin to Umag, talking about the undiscovered gems of this Croatian peninsula, revealing lesser known places, romantic streets, interesting protagonists of the art of living and pleasure.



Photo: CNTB

## BLOG MATERIJAL

**Lena Marie Hahn** is a freelance journalist. On her family blog [www.family4travel.de](http://www.family4travel.de) which is dedicated to travelling with children she describes the various countries which she visited within an 11 month tour through Europe. In total she spent all four weeks in Croatia in the area from Istria to Dubrovnik. As a result of her tour through Croatia she published a detailed article on her blog, in an informative and useful way describing the destinations, travel with children, and the possibility of holidaying. written material

**Gero Günther** works as a freelance author. He regularly publishes articles in various daily newspapers and magazines. In the winter edition of the magazine dedicated to travel *Himmelblau* a travelogue was published under the title 'Leuchtende Adria' ('The Glowing Adriatic'). The author visited three lighthouses: Sušac, Struga on Lastovo and Tajer on Dugi Otok and tells the readers about his impressions.

**CANAD**

written material

**Sarah-Émilie Nault** is a travel writer from Montreal. She travels the world looking for new places to discover, beautiful places to try to capture and universal beauty. She was a teacher for almost 10 years before turning to journalism and travelling. Her article 'Viree gastronomique en Croatie' was published in *Le Journal de Montreal* about the gastronomy in Croatia.

**POLAND**

**WRITTEN MATERIAL**

**Olga Dębicka** worked for 4 years as an editor in Dziennik Bałtycki (a regional newspaper). Then, for 12 years she was the manager and editor of 5 tourist services in the Internet company portal Wirtualna Polska the largest portal in Poland. At the same time, for 15 years, she regularly wrote and collaborated with the magazine National Geographic Polska. Mrs. Debicka also writes for two magazines of airline LOT: Inspire (in business class) and Kaleidoscope in which her nominated article about Rijeka carnival was published.



## USA AND CANADA

### BLOG MATERIAL

**Kate McCulley** is the successful author of the blog [adventurouskate.com](http://adventurouskate.com), aimed at the young female audience. Kate visited Croatia as part of the #ExploreCroatia project. An article under the title of Don't Let Croatia Slip Through Your Fingers answered some of the most frequent questions asked by individual visitors and suggests how to organise a visit to Croatia and what to see here.

**SPAIN** Written material **Kris Ubach** is a photographer and lover of nature and adventure sports. Graduated in law she decided to work as a professional travel photographer. In the Spanish travel magazine 'De Viajes', in her 12 page article she explores the Croatian natural heritage, national parks, activities, gastronomy and the natural and cultural beauties of the environment in general.

### TV COVERAGE

**Jason Evans** is the owner of SilverShark Media. Some of the Company's media clients include the Travel Channel, Food Network, HGTV, TLC, Golf Channel and many more. He is also the producer for Making Over Maui (web), Awesome Adventures, Awesome Planet, and Wild About Animals (E/I TV series). Mr. Evans' thirty minute Xploration Awesome Planet program premiered to U.S. viewers on Fox Television during autumn of 2014 and focused the destinations themes of environment and science. The host of the show was Philippe Cousteau, the grandson of the famous Jacques Cousteau. In an episode on Croatia, the Country's most precious natural beauty destinations were showcased, specifically the Plitvice Lakes and the Blue Cave, as well as the little-known stonemason's school in Pučišća on the island of Brač.



Photo: CNTB

## NORWAY

### ONLINE MATERIAL

**Gudmund Lindbaek** is professional journalist and photographer with experience from newspapers, weekly magazines and online media. In 2013 he launched the online travel magazine [www.kinggoya.com](http://www.kinggoya.com). Gudmund Lindbaek visited the Croatian coast for the first time in the spring of 2014 when by boat he explored the islands of Central Dalmatia and visited the city of Zadar. The online travel magazine 'King Goya' has in only a year become one of the most loved online travel magazines on the Norwegian market as well as globally. Along with the portal there are also well-visited Facebook pages of the King Goya magazine as well as Twitter and Instagram accounts.



Photo: CNTB

## SWEDEN

### TV COVERAGE

In 2014 the TV show 'Mästarnas Mästare' was broadcasted for the sixth consecutive time on Swedish national TV. In Villa Angelica, at the top of a green hill in Istria, six retired top Swedish athletes met to spend several weeks together, competing in becoming the 'Champion of the Champions'. The making of the show 'Mästarnas Mästare' contributed to the promotion of Istria and its destinations, natural beauties and recognition of its sports tourism. The show presented over fifty Istrian locations along with short introductions about each location in every episode.



Photo: CNTB

## SLOVAKIA

### WRITTEN MATERIAL

**Alžbeta Capková** is a famous Slovakian journalist who has been working as a freelance journalist for many years and writes about tourism. She has written several tourist guides and has a very good knowledge of Croatia and her reports are always highly professional. Her article 'Južná Dalmácia – Ostrovy krásy, pokoja a rarít (Southern Dalmatia - Islands of beauty, peace and rarities)' in the magazine *Línia* brought to its readers the beauty of the Elaphiti Islands, Mljet, Pelješac and Ston. The article is written on a highly professional level, presenting superlatives of Southern Dalmatia, its attractiveness as well as gastronomy and culture.



Photo: CNTB

## SLOVENIA

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### WRITTEN MATERIAL

**Mitja Zupančič** is a sailor at heart, a musician, author of the book *Lighthouses XIX*, lecturer, and in recent times also a director and screenwriter, and the most important in love with Croatian coast and sea. He is a longstanding journalist and co-worker for many established magazines in Slovenia. One such successful collaboration with the nautical magazine *Val* resulted in the reportage *Rota Palagruzona* in which Zupančič described the oldest preserved document about the regatta on the Old Continent which today is reflected in the most technologically advanced series the Volvo Ocean Race, which has created one more lively and credible story and in this way brings a part of the Croatian heritage closer to the Slovenian readers.





Photo: CNTB

## RADIO MATERIAL

The whole team of Radio Gorenc has for many years been participating actively in the creation of a travelogue which always invites the Slovenian listeners to rediscover the hidden jewels of the Croatian coast and interior. The interviews which they broadcast with representatives of Croatian tourism are full of new, interesting information which offers countless possibilities for an excellent holiday. This time the award-winning report was dedicated to the Kvarner region.



Photo: CNTB

## UNITED KINGDOM

### WRITTEN MATERIAL

**Alex Robinson** is an award winning photographer and writer. He has worked with numerous magazines, publishers and broadcasters, including Departures, Budget Travel, National Geographic, Independent, Sunday Times Travel, the Guardian, the Financial Times, Wanderlust and so on. In March 2014, he explored Zadar and its surrounding area, as well as trips to Pag Island, Split, Brač and Hvar. Alex Robinson produced a large article for Wanderlust as he discovered 'wild Dalmatia'. The author enjoyed the cheese on Pag, the National Parks of Krka and Paklenica, and the laidback feel on Brač.



Photo: CNTB

## ONLINE MATERIAL

**Rupert Parker** is a writer, photographer, cameraman and TV Producer. His special interest are food and travel, but he writes about everything from wilderness adventure to gourmet spa tours. On a press trip to Istria Rupert explored the region of Istria and wrote for the Huffington Post about the fantastic gastronomy that is on offer including truffles, olive oil, seafood and wine.

## CZECH REPUBLIC

### TV COVERAGE

Nominated TV broadcast Objektiv in their coverage called CHORVATSKO which consists of four stories by various authors: Cres, traditional pottery, the historical monuments of Dalmatia and Marshal Tito. Objektiv is the oldest broadcast of this kind in the Czech Republic with a long uninterrupted tradition. Objektiv is not only a World TV Guide, but in short coverage it brings viewers an interesting mosaic of information from all around the world.



Photo: CNTB

## SPAIN

### TV COVERAGE

**Canal Cocina** is the only Spanish TV channel specialized in gastronomy. They filmed and aired several times a 25 minute programme about Croatian gastronomy titled “Destino Croacia de la mano de Neven Pelicaric” (Destination Croatia, led by Neven Pelicaric). The three team crew from Canal Cocina, accompanied by the then Croatian ambassador Neven Pelicaric, explored the gastronomy of Zagreb, Istria and Kvarner.



Photo: CNTB

## SWITZERLAND

### WRITTEN MATERIAL

**Ursula Egli** since 2009 she has been writing as a freelance author for the magazine La Tavola where she's responsible for the travel pages. She visited Istria, where she was enchanted by the beauty of nature and the culinary offer. In its January and May issues, the magazine La Tavola introduced Istria as a region which seduces with its untouched beauty and excellent gastronomic offer.