

2017

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: MALI LOŠINJ (HRVOJE SERDAČ)

GOLDEN PEN 2017.

MALI LOŠINJ

Croatian National Tourist Board organized for the 13th time in a row the Golden Pen awards and recognitions for foreign journalists. This year the Golden Pen took place in Kvarner region, precisely in Opatija and Mali Lošinj, in the period from May 15 to May 16, 2017. Besides the Croatian National Tourist Board, as the holder and main organizer, this year's partners were the Tourist Board of Kvarner, of the city of Opatija and of the city of Mali Lošinj. With the Golden Pen award, the Croatian National Tourist Board promotes the value of the professional writing about Croatia in foreign medias, and finally it is the opportunity to thank the journalists for their contribution in the promotion of the Croatian tourism in the world.

This year's nominations by category for the Golden Pen have been forwarded by the Croatian Tourist Board offices abroad, including the following markets: Austria, Switzerland, Belgium, Czech Republic, France, Italy, Hungary, the Netherlands, Benelux, Germany, Poland, Russia, Ukraine, USA, Slovakia, Slovenia, Sweden, Denmark, Estonia and the United Kingdom. The awards are assigned for written material, for online article and blog, for TV and for the radio. This year 29 nominations have been received, and more precisely 33 journalists have been nominated, out of which 27 participated to the awarding ceremony and the accompanying program which allowed them to see and meet the hosting destinations.



GRAND PRIX FOR THE BEST WRITTEN MATERIAL

FRANCE

The long-time reporter Jean-Louis Tremblais and one of the best French photographers, Eric Martin, are the authors of this article. This time they convey to the readers their fascination with Croatian beauties in a travel piece called ‘The Lošinj and Cres golden fleece archipelago’, and they initially highlight the incredible beauties of the Kvarner islands of Lošinj, Susak, and Cres. Enchanted by the beauties of the islands, they compare the archipelago to a pearl necklace that adorns the Kvarner Gulf. The team conveyed to the French audience the feeling about how everything on this island “has the air of harmony, calmness, simplicity”, how the air is clear like crystal, without any pollution. In a richly illustrated article they provide many recommendations about where to stay, what restaurants to visit in order to enjoy the

local food, and which activities should not be missed. In a special section, they recommended a visit to the Museum of Apoxyomenos.



Photo: CNTB

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GRAND PRIX FOR THE BEST TV COVERAGE

ITALY

Marco Preti for Coral production for Italian national TV, RAI, documentary Geo geo. The report was filmed in Đakovo, its surroundings, Osijek, and in Baranja. The topics were: the Lipizzaners, traditional crafts, the traditional houses, the Slavonian fields, and the natural heritage, with a special part dedicated to the city of Osijek. During the shooting the team would stop in front of the courtyards of Slavonian houses, and the locals invited them into their homes, offering them local delicacies, and were shown a warm welcome. The team was impressed by the cordiality and hospitality of the inhabitants, they felt as if they were at home, and they returned with positive experiences and memories from this trip. The reportage was broadcast on 9 May 2016, and was seen by 1,5 mil viewers. It was made in cooperation with the Representative Office, the Head Office of the CNTB, the Tourist Board of the Osijek-Baranja County, and

local tourist boards. In addition to this report about Slavonia, Preti has also filmed pieces about Kvarner, Istria, and Dalmatia.



Photo: CNTB

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GRAND PRIX FOR THE BEST BLOG MATERIAL

SLOVENIA

According to all charts and calculations in 2016, **Roni Kordiš** and his blog HAD.SI are among the top ten most read blogs in Slovenia. His blog is followed by 65,000 to 100,000 people annually, while each post in average by 2,500 people. The author is in love with Istria, which has been a destination to which he returned to almost every weekend for many years. According to him the destinations in Istria have some special energy which he gladly presents to his readers, and for them he discovers hidden corners which every Slovenian can reach in approximately one hour. His readers appreciate such information and easily identify with the author and his way of writing.



Photo: CNTB

WINNERS

AUSTRIA

WRITTEN MATERIAL

In a travel piece of more than 20 pages in one of the most influential and professional food and wine magazines, Falstaff, **Herbert Hacker** and his colleagues presented the diversity of the wine and culinary offer in the Kvarner region, in Istria, and in Dalmatia through their most famous restaurants and taverns in a comprehensive, professional, and superb way. Herbert Hacker is a top expert in the choice of Croatian food and wine, the editor at Falstaff since 2015, and since 2005 he has been publishing professional literature as well, on the subject of eno-gastronomy. The Editor-in Chief ms. Michaela Ernest accepted the award on mr. Hacker behalf.



Photo: CNTB

BELGIUM

BLOG MATERIJAL

Valerie Nimal and Petra Nysten, Web editors of the largest Belgian web portal skynet.be, Valerie is the editor for the French language, while Petra for the Dutch part. They published articles about the locations in Dubrovnik where the 'Game of Thrones' series was filmed, and about the Advent in Zagreb event where they present the Advent and Christmas traditions. The published articles generated a high number of visits, and showed the beauties and the tradition of our country through numerous beautiful photographs and text.



Photo: CNTB

DENMARK

WRITTEN MATERIAL

Jens Henrik Nybo from Motor magazine, the magazine of the Federation of Danish Motorists, is a unique source of inspiration for tens of thousands of Danish travel lovers who travel every year on vacation to the Mediterranean by car. The inspirational travel piece about the Plitvice Lakes has shown with its beautiful photos and poetic text all the richness of the Plitvice Lakes, and has put this jewel of world heritage on the “must see” list of the Danish readers, as well as an unmissable stop on the road towards the Croatian coast.



Photo: CNTB

ESTONIA

TV COVERAGE

Tiina Park (producer) and **Manfred Vainokivi** (cameraman) are the authors of the series take us to Dubrovnik, a city that fascinates and delights generations of visitors. With his positive, calm, and recognisable voice the famous Estonian TV presenter, Maarek Reinas, introduces us to the famous tradition, culture, and the beauty of the city, as well as the difficult moments that Dubrovnik has undergone over the centuries. The authors show the former Dubrovnik as melancholic, with skilfully shot scenes from the surroundings of the city, and take us back to the old, libertarian Dubrovnik through old crafts and the beauties of the untouched nature.



Photo: CNTB

FRANCE

WRITTEN MATERIAL

Following a study trip around Istria, **Eléonore Collin** and her editor **Isabelle Alvaresse** decided primarily to include Istria among the ten destinations to visit in 2016, as cited in the article published on 17 January 2016, for the “excellently preserved remains of Roman monuments, charming mediaeval towns on the hills, and the Venetian palaces that overlook the sea”. The article was read more than 1,100 times on the website and has contributed to the promotion of Istria. The telerama.fr website has seven to ten million monthly visitors, and at the same time the article was also published the Télérama Sortir magazine that has nine million readers and a weekly circulation of 200,000 copies.

Photo: CNTB



Photo: CNTB

LUXEMBOURG

RADIO MATERIAL

Camille Ney is author of series radio shows and broadcasts on the web portal of a major radio station in Luxembourg. The travel piece about Croatia was published upon the occasion of the introduction of flights to Zadar by the largest tour operator, Viva Vakanz. The article talks about the beauties and represents the tourist offer of Zadar and Zadar County. This is the largest and most important medium in Luxembourg, and this is also the first time a publication from the Luxembourg market has been nominated.



Photo: CNTB

HUNGARY

WRITTEN MATERIAL

Zoltán Gyórfy, the editor-in-chief of the Borozó magazine, is the author of a special thirteen-page supplement in the renowned Borigó magazine, and it talks about Croatian gastronomy and tourist regions. On the basis of his rich experience, in the supplement he offers many descriptions, recommendations, useful tips, and the supplement is illustrated with beautiful photographs from Croatia.



Photo: CNTB

NETHERLANDS

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WRITTEN MATERIAL

Maarten Ritman in his five-page colour piece talks about Istria and cycling tourism (it mainly describes experiences from the Parenzana trail), plus the food and wine offer in the Saturday supplement of the biggest and leading Dutch daily newspaper, De Telegraaf. Besides this, it is a newspaper with a very high circulation. Maarten Reitman has been writing for the leading Dutch daily newspaper De Telegraaf for more than three years.



Photo: CNTB

GERMANY

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ONLINE MATERIAL

Željka Tomšić, a journalist of Croatian origins gladly publishes pieces from Croatia for the travel section of the prestigious T-online portal. She has been the editor-in-chief of the portal since 2013. She travels to Croatia two or three times a year and finds inspiration in the news about the tourist offer of the country, and she also likes to give recommendations and share useful information with the readers. The nominated article about Croatia gives an overview of what to do and where to travel in Croatia, with a lot of useful information from Istria to Dubrovnik.



Photo: CNTB

POLAND

WRITTEN MATERIAL

Adam Gasior, a journalist and travel writer, is a long-time promoter of Croatian tourism. The travel piece entitled 'The stone pearls of Dalmatia' is a combination of the author's excellent photos, taken through the lens and with a Polish soul, of small stone houses and streets, details that are not usually on promotional posters, postcards, social media, and so on. The texts that describe his visit are small pearls as well of the true Croatian coast that perfectly corresponds to Polish tourists' perception of Croatia. In parallel with the piece, the author also published several interviews with the representatives of local tourist boards along the Adriatic coast on the best news portal, Waszaturystyka.pl.



Photo: CNTB

RUSSIA

TV COVERAGE

Andreev Vasily, member of TV crew TV channel One. The 'Traveller's Notes' show is broadcast on the first channel of the Russian television, and has national coverage over the territory of the Russian Federation. It was filmed in Zagreb and presents our capital city, the way of life, plus the cultural and tourist offer. Emphasis is on the interesting museums, gastronomy, events and happenings that make Zagreb such an interesting place. It shows the Advent in Zagreb event and presents its viewers the atmosphere in December. The show includes the surroundings of Zagreb as well. The show was made in a very funny and interesting way and so inviting all interested people to visit Croatia and Zagreb.



Photo: CNTB

USA

ONLINE MATERIAL

Kristin Vuković, the American journalist of Croatian origins presents Croatia in detail in her posts. She has published articles in several online editions, with an emphasis on the spa and wellness offer in Croatia, the island of Pag, the island's agriculture, the breeding of sheep and the production of cheese, as well as about Croatia as a wine region.



Photo: CNTB

SLOVAKIA

WRITTEN MATERIAL

Robert Matejovič, a kind of ambassador of Croatian tourism, and his piece entitled ‘Wandering in Virovitica-Podravina County’ was created as a result of a study trip. It consists of two parts. In the first part of the article he presents the beauties of the Papuk Nature Park to his readers. He recommends it as a perfect place for mountain tourism, motorcyclists and cyclists. In the second part Matejovič talks about the history and the present of the village of Otrovanec near the town of Pitomača, and focuses on one family farm and the family agricultural farm business which is a leader in the development of rural tourism in this region. In his article Mr Matejovič presents to his readers the Croatian areas that are less known to the Slovaks, showing the traditional gastronomy, old crafts and customs, and recommends them as a unique opportunity for a holiday outside of the summer tourist season.



Photo: CNTB

SLOVENIA

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WRITTEN MATERIAL

This travel piece was created as the result of a study trip. A journey with the theme of cycling tourism was organised in the Međimurje region and for the author it represented a unique experience and it revealed a new offer since he already knew the Croatian littoral areas very well. **Miha Žerovnik** has been working as a journalist for a magazine since 2003, and since 2007 he has been its editor-in-chief.



Photo: CNTB

UKRAINE

WRITTEN MATERIAL

The active Kiev journalist, **Oleksandr Doroshenko**, eagerly writes about Croatia and visited Dubrovnik last year during the Good Food Festival. He participated in several workshops and presentations, themed dinners, tastings of award-winning regional wines and traditional dishes, wrote about it all in detail, and invited readers to visit the event and enjoy beautiful Dubrovnik and its surroundings.



Photo: CNTB

UNITED KINGDOM

WRITTEN MATERIAL

The journalist **Kevin Rushby** described his adventure along the Croatian coast and put the emphasis on the beauty of Croatia, the hospitality of the hosts, Croatian delicacies such as the cheese, wine, and olive oil. He explored the coast and the islands and was delighted by the crystal clear sea. He states in his posts that Croatia has been a focus for tourists for some time and mentions the beautiful sunset in Zadar, described as the most beautiful by Alfred Hitchcock. He pointed out how most of the tourists visit the famous places, so some areas still remain completely undiscovered. He was impressed by the island of Rab and its sandy beaches, the wild island of Cres overflown by griffon vultures, the island of Silba whose peace was not allowed to be disturbed even by bicycles... he mentions the beauties of Šolta and Vis... He highlights the lush vegetation of the island of Hvar, as opposed to the naked island of Pag, and so on.



Photo: CNTB

BLOG MATERIAL

The blogger **Ksenia Zizina** describes Dubrovnik as an attractive destination in the wintertime, and shows the atmosphere of pre-Christmas time and the accompanying activities that are offered to visitors in December. She shared her experiences on Instagram as well. She also described the locations where the world famous series 'Game of Thrones' was filmed.



Photo: CNTB

CZECH REPUBLIC

WRITTEN MATERIAL

The author, **Tomaš Lébr**, presents Zagreb as an ideal destination that offers various events and confirms the title of Zagreb as the most beautiful Advent destination in Europe for the pre-Christmas period. It conveys in detail to the readers the Advent atmosphere in Zagreb by describing the Christmas decorations and the atmosphere, the attractions, and events. This article is significant because Croatia is recognised on the Czech market as a summer destination, so the purpose of this article was to motivate the Czechs to visit Croatia in the wintertime as well, which extends the season.



Photo: CNTB

SWEDEN

BLOG MATERIAL

With the creative ratings of the gastronomic offer in Stockholm, as well as frequently read reviews from blog-travels abroad, **Christian Muda** presented Zagreb as a gastronomic destination well worth a visit. The author's blogs about the gastronomic and hotel offer in Zagreb won him an award at the end of 2016 at the 'Nordic Travelbog' event from his colleagues, bloggers and influencers for the 'Inspirer of the Year' with the following incentive: "Matochresebloggen.se combines two of the best things on earth: food and travel, in a professional, extremely inspiring and creative way".



Photo: CNTB

SWITZERLAND

WRITTEN MATERIAL

Sascha Schneider presents the natural beauties of the coastline and the islands in his article. He focuses specifically on the beaches and islands, from Brač, Krk, Rab, Murter, Pag - Zrće beach, Dugi Otok, and Vis. The region of Istria is presented as the ideal holiday destination for families with children. The author presents continental Croatia as well, the Krapina-Zagorje County, the culture and the castles of Central Croatia. He pays special attention to the protected areas, especially the Krka and Plitvice Lakes national parks, as well as to various choices of sporting activities, and presents the adventure tourism offer and cultural beauties of the towns and cities along the Adriatic coast.



Photo: CNTB