

2020

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: CNTB

www.croatia.hr

GOLDEN PEN 2020.

This year's Golden Pen Award Ceremony was planned to bring together over 50 foreign journalists, editors-in-chief, influencers and bloggers in spring in Istria. Due to the epidemiological situation in Croatia and the world, a live award ceremony wasn't organized after all. But, in order to keep the tradition and continuity of the award, which has been greatly received among foreign media, we delivered their well-deserved awards and recognitions through our network of global Representative offices.

Even though the 16th edition of the "Golden Pen" wasn't organized in its traditional manner, we tried to thank the media in this way and draw their attention to Croatia, the leading tourist destination in the Mediterranean, once more.

GRAND PRIX FOR THE BEST WRITTEN MATERIAL

USA

This year's winner of the Grand Prix for the best print media text in 2019 is **Alex Crevar** from the USA, who published an article "36 Hours in Rijeka" in the New York Times. Alex Crevar is a respected journalist, writer and editor who has been reporting about travel for more than 20 years as a regular contributor to publications such as the New York Times, National Geographic Travel and Lonely Planet magazine. Since his first visit to our country in 1998, he has written at least 100 articles about Croatia. His article for the New York Times was published in October 2019 across five pages of print, and together with the online publication it was seen by more than 46 million readers, which surely contributed to the strong promotion of Rijeka as the European Capital of Culture for 2020.



GRAND PRIX FOR THE BEST TV COVERAGE

CZECH REPUBLIC

The winners of the Grand Prix for the best electronic media report in 2019 are **Vladimír Kouba** and **Michal Hula**, who filmed and aired "Truffles - jewels of Istrian gastronomy" for Czech TV NOVA. The editor-in-chief of the foreign newsroom on TV Nova, the largest and most watched television in the Czech Republic, Vladimír Kouba and cameraman Michal Hula filmed in Croatia in 2019 describing truffle hunting as presented by the Karlič family and emphasizing the importance of truffles for Istria and its hospitality and cuisine offer. They also visited the famous Zigante Truffle Festival, which attracts many Croatian visitors, foreign tourists and gourmets every year. The show was watched by 1.2 million viewers in the favourite Czech show Vikend.



GRAND PRIX FOR THE BEST BLOG MATERIAL

SWEDEN

The award for the best blog post in 2019 was won by the Swedes **Klas Daniel Alexander Waltner** and **Christine Eva Louise Wedberg** for their blog "Swedishnomad", which has more than 17 thousand visitors a day and more than six million visitors a year. It is a highly respectable blog that publishes structured, informative and detailed blog posts about different destinations. This duo gladly visits Croatia and in their posts every time they discover something new and encourage their readers to travel to Croatia.

WINNERS

AUSTRIA

WRITTEN MATERIAL

Founder and editor-in-chief of the online magazine Besserlaengerleben.at, **Friedrich Graf**, editor and journalist with whom the CNTB office in Austria has a very good cooperation for many years. Based on one study trip, Friedrich Graf published three reports. Besserlaengerleben.at is an online magazine for the older generation (from 50 onwards) that is guided by the motto "live longer and better."



Photo: CNTB

BELGIUM

WRITTEN MATERIAL

Following a study trip to Lika and Zadar County, **Mathieu Golinvaux** wrote a series of 3 articles on the topic of lakes and water. All three articles have a unique theme - travel and discovery of Croatia through its lakes (dealing with destinations that abound in rivers, lakes and the sea: Lika - Gacka River, Dugi otok - Lake Mir, Plitvice Lakes and the city of Zadar). They were published in a magazine with a large circulation and a reach of hundreds of thousands of readers in the francophone part of Belgium.



Photo: CNTB

TV MATERIAL

The show "Les Belge au Bout" (translated as "Belgians on the other side of the world") is a real "institution" on the Belgian national francophone television, which in addition to the 1st program of the national francophone TV becomes RTBF, is broadcast worldwide via the world francophone TV networks TV 5 Monde. Popular TV presenter **Adrien Joveneau** is visiting his compatriots around the world who have found their new home in a country on the other side of the world. In Croatia, their host was Didier Vanbelingen, owner of the Eco-camp 'Cast away' on Hvar. As a host, Didier led the TV team through Split-Dalmatia County, the city of Split, the island of Hvar, the Pakleni Islands, etc. The show was nominated for exceptional quality production, beautiful shots of the island of Hvar and high ratings in Belgium and around the world.

POSTS ON SOCIAL NETWORKS / INFLUENCERS

During his stay in Croatia, **Derek Malou** visited Zagreb and the Lika-Karlovac cluster and marked his journey with 2 beautiful videos, one about Zagreb and the other about the natural beauties of Croatia. Derek Malou, has been a great traveller since his childhood with a great passion for photography and filming. Derek's videos on his FB account were also shared by the CNTB.

CZECH REPUBLIC

WRITTEN MATERIAL

Jakub Kynčl is the deputy editor of Novinky, the No. 1 online portal in the Czech Republic, whose Travel section is one of the most interesting for Czechs looking for travel inspiration. Jakub is also a famous travel photographer - he has 8,000 followers on Instagram. In all his reports, Jakub's goal is to present to the readers what many do not know yet, about which not much has been written yet, which he succeeded with his report on truffles in Istria.



Photo: CNTB

FRANCE

WRITTEN MATERIAL

Jean Louis Tremblais is an excellent journalist, author of several books, and a long-time lover of Croatia. **Eric Martin**, a respected French photographer, portrayed a part of Slavonian identity in the photographs. This is an exceptional 10-page report that is the result of a journalist's study trip to Slavonia. It was published in Le Figaro magazine, which is one of the most respected in France with more than 400,000 copies sold and 2 million readers. The report emphasizes the traditional values and manifestations that are nurtured in Slavonia. As a treasure trove of cultural goods, natural beauty, it is a gastronomic paradise for lovers of local specialties such as kulen, different varieties of wine such as Traminer and Graševina. From gourmets to lovers of history, wine, horses and nature, Slavonia is described as an undiscovered corner of Europe for guests of refined taste. The article also mentions local producers who proudly continue the family tradition, employees of the stud farm in Đakovo who wholeheartedly take care of white Lipizzaner horses that delighted French reporters.



Photo: CNTB

TV MATERIAL

Matthieu Perrot, a journalist, and **Julien Berville**, a cameraman, are behind two TV reports that are the result of a study trip held in 2019 in the area of the Plitvice Lakes National Park, around Zadar, and Pelješac. These are reports shown in prime time as part of the central TV daily at 8 pm on the national French channel TF1, which is a great promotion for Croatia given the large number of viewers. The Kornati islands are presented as a paradise for lovers of nautical and diving, and emphasis is placed on their exceptional natural heritage, the richness of the Kornati underwater world, numerous species of fish and the abundance of coral. Plitvice Lakes are characterized as a "paradise in the heart of Croatia" of magical and fairytale decor. The topic of the report is also the priority of nature conservation and biodiversity within the park, regardless of its great popularity and attendance.



Photo: CNTB

BLOG MATERIAL

The three top travel publications were followed by a study trip to Istria by journalist **Paula Boyer**, who also published several articles about Istria in the renowned national weekly magazine LA CROIX, whose daily edition has more than 550,000 readers. LA CROIX has an extremely strong tourism and travel section, and Paula Boyer is one of the most famous specialized travel journalists in France. These are articles that present to readers Istria as a charming Croatian region and put emphasis on the beauty of medieval towns in the interior, and rich gastronomy.



ITALY

WRITTEN MATERIAL

Riccardo Lagorio, a well-known Italian journalist, is the author of the report "CROAZIA - AL MARE SI SOGNA SEMPRE, UN SOGNO COLORATO DI BLU" published in the magazine "Dove". In Italy, this is an ideal introduction for the promotion of Kvarner in 2020 and the city of Rijeka as the center of the region in full glory and at the same time the European Capital of Culture for 2020.

TV MATERIAL

Diana Corati, is the author of the report "Dalmatia, the soul of the Adriatic", which was published on the very popular Italian TV channel TV RAI 3 within the show "Alle Falde del Kilimangiaro". The report is dedicated to the beauties of the Dalmatian hinterland in the embrace of Biokovo and Mosor, and the natural phenomena of Red and Blue Lakes, Cetina and Imotski in the heart of Zagora, a new destination for Italian tourists.

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HUNGARY

WRITTEN MATERIAL

In her article, **Judit Ling** presented Kvarner, a popular tourist destination for Hungarians in a different, lesser-known light - through gastronomy, and concluded that the region is worth a visit all year round, not just in summer.

TV MATERIAL

In her TV report "Advent in Zagreb", **Fanny Baranyi** in a way compared Advent in Budapest and Zagreb. The TV show was seen by over 600,000 viewers in prime time.

POSTS ON SOCIAL NETWORKS / INFLUENCERS

The video with which **Élő Bence** was nominated for Epic Week was seen by 1.5 million people in 17 countries. His posts are exclusively travel posts, and his followers on the social network can experience the destination he is visiting in a very interesting way. Even after his stay in Croatia, Bence continued to regularly publish materials about Croatia.

NETHERLANDS

BLOG MATERIAL

Blogger **Tikva Looijen - van Hak** gives advice to families traveling with (small) children and already during her trip she is extremely active and does not publish just one story but segments and makes many more contributions that are inspiring and encouraging to travel. Gezin op Reis, a travel blog focused on destinations and activities of interest to the whole family and also the largest Dutch website about traveling and vacationing with children around the world. It is a source of good, reliable information that makes it easier for many families with mostly small children to travel. The beautiful blog post was created as a result of a study trip to the interior of Croatia, Karlovac County, which abounds in numerous photos and useful tips for traveling with children.



Photo: CNTB

GERMANY

WRITTEN MATERIAL

Vivan Alterauge, is the author of an extensive 7-page article on the European Capital of culture- Rijeka 2020, accompanied by photographs. The edition was distributed for a month on all Lufthansa flights, with which the ECOC -Rijeka project received excellent promotion outside the German market.

TV MATERIAL

Christina Degen is the author of the 53rd minute documentary about truffles in Istria. The 360 ° GEO show is considered one of the highest quality tourists shows on the German market. Apart from Germany, TV ARTE is also shown in France and has a very high reach.



BLOG MATERIAL

Bloggers **Igor Josif** and **Judith de Graaff** are behind the Urban Jungle Bloggers blog. Their blog post "Green Zagreb Travel Guide" resulted in one of the most read posts in 2019 on their blog. They are followed by more than 1.2 million followers on social media.

POLAND

WRITTEN MATERIAL

Barbara Starecka is one of the most influential journalists who writes about lifestyle and travel & food topics. In her career, she has collaborated with the largest dailies, weeklies and magazines in Poland. The articles were published in the online edition of VOGUE Poland (vogue.pl). They were created on the basis of a study trip realized in 2019 in the area of Istria and Dubrovnik-Neretva County. The beauties of all the mentioned locations are described in the reports, with an emphasis on gastro and luxury attractions. Barbara Starecka's announcements present Croatia, regions Istria and Dubrovnik as destinations for premium travel for the most demanding gastronomic gourmets. She vividly describes Croatia where you can enjoy food and drink throughout the year, and guests will find many attractions such as the Good Food Festival in Dubrovnik or truffle hunting in Istria.

TV MATERIAL

Jakub Porada is a respected travel journalist for TVN Discovery, the largest commercial TV station in Poland. He gained popularity as the hosts of the morning program on the information channel TVN24 (since 2001), and now (since 2012). he is the host of numerous shows dedicated to travel. He is the host of numerous travels shows and the author of travel books. The program was broadcast in June (premiere) and in July (reruns) on the TV channel Travel Channel (TVN Discovery Group). Thanks to the host and excellent staff, the report "Porada na wakacje" showed in a picturesque way the diversity of tourist attractions in Dalmatia. Interesting facts about Split and its surroundings (cultural heritage and local

gastronomic specialties - Omiš), untouched nature of the Krka National Park, Visovac, and a dose of adrenaline Zipline were presented. The program was made in a very high quality and meritorious way, and for the first time in Polish TV viewers were able to get acquainted with the underground part of the ancient aqueduct in Split.



Photo: CNTB

BLOG MATERIAL

Blogger **Anna Kozubska-Leonarcik** is the author of the Travel Story blog dedicated to travel. Last year she stayed in Croatia, and the result of the trip was a series of posts about Croatia from Slavonia, Croatian castles, Plitvice Lakes National Park and Advent in Zagreb. The blogger presented the entire range of Croatian landscapes in an interesting way: from 5 places that delight in Slavonia, through two special castles Trakošćan and Veliki Tabor, to the beautiful and untouched nature of Croatian parks. A special place in the posts was also taken by Zagreb, as a fairy-tale inspiration for winter travel.

POSTS ON SOCIAL NETWORKS / INFLUENCERS

Magdalena Grzebyk is a well-known influencer and blogger in Poland who deals with lifestyle and travel & food topics. A series of posts about Split in winter was created as a result of a study trip to Split during Advent in December 2019. M. Grzebyk is delighted with the unique winter atmosphere of Split, which she informed about through her social networks and blog. Her announcements brought the Christmas spirit of Split closer during the popular Advent. Enthusiastic posts, enriched with beautiful photos showed the reasons to visit Croatia in winter: numerous attractions, but also a relaxing holiday by the sea in winter in the beautiful Mediterranean ambience of Split, its cultural heritage and gastronomic offer.

RUSSIA

WRITTEN MATERIAL

Daniil Marchenko is a very famous and respected editor and journalist. The award-winning article entitled "10 reasons to choose Croatian Istria as the next destination" was published on the web portal Tonkosti prodaz. The report presents the whole of Istria, which gives a beautiful description with colourful photos, as well as tips for visiting Istria, describing the magnificent Brijuni, Rovinj, Pula, Hum and Istrian cuisine. The interior and the coastal part of the peninsula fully show all the beauty that Istria has to offer to Russian tourists. High circulation and readability only confirmed this nomination.

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TV MATERIAL

John Warren is extremely popular in the Russian-language markets and his reports are one of the most watched. In the nominated report, it is shown along with the coastal part of Dalmatia, and Zagora. This highlights the beauties of areas that are not often promoted as top tourist destinations. Also, the autochthonous cuisine of the Dalmatian Zagora was shown, which no one had shown in Russia before.

UKRAINE

WRITTEN MATERIAL

Maryna Gorobets is a very famous journalist, model and actress. The award-winning article entitled "Discovery Season" was published in the International Tourism Magazine and gives a wonderful description of Slavonia and Baranja and its gastronomy. Bearing in mind that for Ukrainian guests, Croatia is primarily a summer and sea destination, the report on Slavonia and Baranja in a high-circulation magazine contributed to the great promotion of this part of Croatia on the Ukrainian market.

USA AND CANADA

TV MATERIAL

The show by journalist **Martina Riendeau**, Insolitement vôtre, which has a total of 13 episodes and lasts 60 minutes for each episode, presented the cities of the Eastern and Central European capitals with a countdown of 10 unique places in each city, specially selected by host Valérie Chevalier. The program was shown on Évasion, a discretionary channel of the Canadian French language service owned by Groupa TVA that broadcasts programs dedicated to travel and adventure. The show served as a perfect positioning to ensure that Croatia is part of the European narrative when viewers learn about Croatia and its position in Europe. In the nominated report, Zagreb shared a place with other European capitals. Zagreb and Croatia attracted the attention of millions of viewers in Canada.

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BLOG MATERIAL

Alexa Meisler is a travel blogger, and her blog is "52 Perfect Days" from San Diego, California. The blog, 52 Perfect Days, focuses on sharing great travel stories, with a particular focus on articles that show readers how to spend the perfect day in well-known places helping them understand which are the best

hotels, restaurants and tours, locally focused so they can avoid tourist traps. Her blog has 65,000 readers, and she presents her stories through videos and podcasts. As part of her trip to Croatia in December 2019, Alexa visited Zagreb, Kvarner and Istria, and focused on the Advent and winter seasons. Immediately after the trip, Alexa published her 52 most popular things in Croatia, as well as her stake on truffle hunting in Istria.

SLOVAKIA

TV MATERIAL

In the main evening news, a report entitled "Split - the heart of Dalmatia" / Split, the heart of Dalmatia, the result of a study trip to Croatia, was shown in prime time. It was filmed and shown in mid-September 2019, at a time when a large number of Slovaks are still living in Croatia. It brings a story about the history of the city, its sights, but also real life. The report is dynamic, filmed by a drone from the air, which gives an even stronger impression and highlights the beauties of the city. Journalist Iveta Krupová herself is taking part in the recording and invites Slovaks to visit this "centre of the world" as soon as possible.

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SLOVENIA

WRITTEN MATERIAL

In December 2019, the journalist of the largest media house in Slovenia, Delo, Blaž Kondža visited Advent events in Zagreb, and in Opatija and Rijeka. This resulted in two reports - "Winter magic also on the Christmas tram" in the most read and highest-circulation daily newspaper in Slovenia - Slovenske novice and "Advent magic also in Kvarner" (Sunday edition of the daily newspaper Delo - Nedelo).

SWEDEN

WRITTEN MATERIAL

Last year, **Anna Wahlgren**, a respected Swedish journalist, wrote an article entitled "På kryss i Kroatien" (On a Cruise in Croatia), which was also published in the largest Swedish newspaper Dagens Nyheter and the magazine Allt om resor. Although the topic of sailing is common, the journalist described her experience of the sea, islands and gastronomy in a special way, deciding to sail through Central Dalmatia with complete strangers on board.

NORWAY

WRITTEN MATERIAL

An article about Istria was the topic of the Norwegian magazine Reiselyst, one of the most widely read travel magazines in Norway. Journalist **Marie Bæksten** experienced Istria through an active vacation and revealed to readers that one small peninsula offers countless experiences for its visitors.

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ESTONIA

TV MATERIAL

Tiina Park is the producer of the most watched travel TV show "Travel with me" on Estonian public television. The report on the unexplored and authentic part of Croatia, Slavonia and Baranja showed the Estonian audience the part of Croatia that is still a hidden pearl for many.

SWITZERLAND

WRITTEN MATERIAL

In a 12-page report, journalist **Matthias Joachim Münchberger**, who specializes in nautical tourism, vividly conveyed the experiences of several days of sailing in Dalmatia. Travelogue describes the beauty of nature, the experience of sailing before and after the season, gastronomic offer, history, monuments under the protection of UNESCO, etc. It highlights the opportunities for boaters and charterers, and marina offers. He especially pointed out the places he visited during his trips, such as Trogir, Šolta, Vis and Hvar.

GREAT BRITAIN

TV MATERIAL

The Travel Man show, shown by Channel 4, author and journalist **Richard Ayoada**, follows more than two million viewers in the UK, but also millions in the US, Canada, Australia and India, is a unique, animated and witty way. even greater visibility of Dubrovnik and Croatia on the UK market.

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WRITTEN MATERIAL

In mid-2019, the Evening Standard published an article on the topic of Šibenik, which is a lesser-known destination in the United Kingdom. The author of the article, journalist **Mary Novakovich**, is a multi-award-winning British journalist who has been writing very high-quality reports on Croatian tourism for years and is a true connoisseur of Croatia.

PUBLICATIONS ON SOCIAL NETWORKS / INFLUENZERI

In his videos, **Evan Edinger** documents his visit to Croatia and his island-hopping experience. Due to the content and production quality of the videos he publishes, but also due to his influence through other social platforms, he is one of the winners of the Golden Pen Award. He posted a total of 3 videos about Croatia on the Youtube platform, where he is regularly followed by over a million followers.

CHINA

TV MATERIAL

Journalist **Li Dan** for the Pear Video platform, a version of the online TV program, publishes 3 videos lasting 3 minutes each, which were seen by over half a million viewers in which he shows Croatian connections with China in an interesting and dynamic approach, given the changing trends and development of new technologies. The videos were especially well watched by younger travellers from China.

WRITTEN MATERIAL

Lonely Planet China is an influential magazine for travel enthusiasts in which many seek their inspiration but also accurate information. It is used by those who know what they want from travel, and **Si Mayan** with her article managed to present Croatia as an ideal holiday destination throughout the year where Chinese tourists can enjoy culture, food and true hospitality. She put emphasis on the human factor as the key to success, gave accurate information about the destination with a modern and lively approach.

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BLOG MATERIAL

The Travel Lin blog, authored by **Chang Lin**, conveyed a range of interesting information to viewers from the perspective of the experienced traveller. Professional videos were shared on leading Chinese platforms and social networks, which enabled them to generate millions of real views.