

2016

CROATIA  
Full of life

# GOLDEN PEN media award



PHOTO: SPLIT (LUKA ESENKO)

## **GOLDEN PEN 2016.**

### **SPLIT**

On Friday, April 29, 2016, the Croatian National Tourist Board in Split at a ceremony in Diocletian's cellars, awarded for the 12th time in a row the awards and recognitions of the Golden Pen for 2015. The award is intended for foreign journalists and bloggers for the best media coverage of Croatia and its tourist offer. The ceremony was attended by 29 foreign journalists, and a total of 13 reports for written material, 8 reports for blog posts and 6 TV reports were nominated. The award ceremony was attended by Deputy Minister of Tourism Robert Pauletić and Director of the CNTB Head Office Ratomir Ivičić. Deputy Pauletić and Director Ivičić reminded of the excellent results of tourist traffic achieved in the past year, emphasizing that media publications of foreign journalists and bloggers also play a major role in the promotion of Croatia



Photo: CNTB

## GRAND PRIX FOR THE BEST WRITTEN MATERIAL

### FRANCE

**Jean-Louis Tremblais and Eric Martin**, the reporter team of the Le Figaro Magazine was present last year in Sinj during the Sinj Alka event. For the purposes of the reportage they filmed the details of the race, but also they interviewed the families of several generations of “Alkars”, dressed in traditional Alka costumes. The journalist Jean-Louis Tremblais presents the Sinj Alka to his readers as the oldest knights’ tournament in Europe, with a tradition of incredible almost 300 years. They report how this is a very important social event of which the population of this region is very proud of, and transmitted directly by national televisions, in presence of the President of the Republic. The influence of the Alkars is so great, as stated by Le Figaro’s journalists, that each family from the Cetina region wishes to have at least one Alkar within the family. As stated by the author, the Duke himself is the most important inhabitant of Sinj, more important than the mayor. Vivid photos are signed by the famous French photographer Eric Martin. French journalists were especially impressed by months of preparations for the Alka, and dressing up the horses. The “Alkar vocabulary” was published together with the article entitled „Gospini kopljanici, explaining the words such as “vojvoda” (duke), “bara”, “čoja”, and “arambaša”.

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Photo: CNTB

## GRAND PRIX FOR THE BEST TV COVERAGE

### GERMANY

Beate Höfener published the reportage about the Istrian peninsula, entitled “Croatia’s Green Peninsula” for the German TV WDR. The crystal clear sea, medieval towns, and the peninsula called by the locals “the heart of Europe” have fascinated the journalist. The journalist travels through Istria, and admires the romantic towns of Rovinj, Pula, and Poreč. In addition, she visits a family on the farm in the hinterland, and the Brijuni National Park. She relaxes in charming taverns, tasting local products. She goes fishing with local fishermen that at the same time run restaurants, and she follows the process from catching the fish to its preparation for the guests. She is accompanied by the guide Marina Šuran. Beate Höfener has been working for more than 20 years for the “Westdeutscher Rundfunk Köln”. No matter where she films, she focuses on culture and nature.



Photo: CNTB

## GRAND PRIX FOR BEST BLOG MATERIAL

### POLAND

**Agnieszka Kolasińska-Tyłuś and Wojciech Tyłuś** from the city of Lublin in Poland are a young married couple who passionately explore Croatia for the last several years. As a result of the travel and stays in Croatia they did several interesting projects through which they wanted to share their experience during the stay, and to offer numerous useful information to everyone seeking to travel to Croatia. Their texts, information, and a specialised blog about Croatia can be found at [www.crolove.pl](http://www.crolove.pl), Youtube, Facebook, Instagram, Tweeter, Google+, Pinterest. Their posts are full of fantastic photos, texts about their personal Croatian experience, and numerous current information about Croatia. The nominated reportages entitled “25 Photos for which You Will Fall in Love with Croatia”, “A Walk on the Dubrovnik Walls”, “25 Reasons Why You Should Never Visit Croatia”, “Šibenik - the Historical City and the Šibenik Bay”, “20 Facts About Croatia You Did Not Know” were very popular among readers, and the post about Dubrovnik walls had 3,300 interactions.



Photo: CNTB

## WINNERS

### AUSTRIA

#### WRITTEN MATERIAL

**Ingrid Altermann** in two reportages published in Austrian large circulation newspapers, Kronen Zeitung, Altermann draws close to the reader not only Croatian landscapes, but also what the Austrian guest seeks the most - the authenticity of experience and excellence of the offer. Thanks to these reportages Central Dalmatia was additionally promoted, especially the island of Brač, and Zagreb as the favourite city break destination that offers numerous content especially during off-seasons.



**BELGIUM**

**WRITTEN MATERIAL**

**Tim De Cock** in his text published in the weekend coverage “De markt” of the Belgian daily newspapers “Gazet Van Antwerpen”, the journalist Tim De Cock reminds us not only of the beautiful landscapes of the Croatian coast that were displayed in the well known TV series The Game of Thrones, but also of the fact that Croatia is a popular tourist destination. He describes in detail the locations that were used as set locations for the aforementioned series.



Photo: CNTB

**BLOG MATERIAL**

**Sebastian Bedaux** in his blog about the Kvarner region he writes about the beauties of the Kvarner islands (Krk, Cres, Mali Lošinj, and Rab). Moreover, in an original way he presents our capital city, Zagreb. The

article about Zagreb was published on the basis of a study trip in a renowned magazine Knack Weekend, a soon he plans to publish another article, also in the very famous magazine De Morgen Magazine. He is a journalist/blogger with high potential and Croatia's friend. Since 2012 Sebastian writes for the blog The Ego Tripper, but also for a number of magazines such as: De Morgen Magazine, Knack Weekend, and National Geographic Traveler.



Photo: CNTB

## ITALY

### WRITTEN MATERIAL

**Gianna Testa** in her reportage for the magazine "In viaggio" talks about the island of Brač, the island of white marble where man and rock live, and create from marble. Marble marks the island of Brač, its architecture of towns and villages, its is the most valuable "fruit of the land", together with the Zlatni Rat beach. She visited Pučišća, Bobovišća, Povelja and Sumartin, the beautiful Bol and the marina in Milna, where only at sunset the white marble houses get the red color. After this year's ceremony Gianna will continue to explore our land and she will travel to destinations of the Šibenik-Knin County and Zagreb.



Photo: CNTB

## BLOG MATERIAL

**Andrea Lessona** every year publishes a couple of reportages, like this one about the mill on the Mura river. The reportage was created as a result of a PPS (off-season program) study trip. In the blog he writes about the floating mill docked off the coast of this small village in the Varaždin County, close to Sveti Martin na Muri and the border between Croatia and Slovenia. Moreover, Ilreporter.com was presented with an award by the Lonely Planet as the best tourist blog/travel blog in Italy.

## TV COVERAGE

Silvia Morucci, author of the show "The Cooking Show - World in a Plate" dedicated to Croatia, was broadcast on TV RAI 3 on August 13, 2015. Vesna Miletić, chef and owner of the Zagreb restaurant ResTAČ, presented her culinary skills in the show. This popular culinary show of the National Italian television The Cooking Show - Il mondo el piatto - (Culinary Show - World on a Plate) was filmed in the studio of Italian TV RAI at the World Exhibition EXPO in Milan, which had as its guiding theme food- Nutrition Planet-

Energy for the future. Vesna Miletić presented her culinary skills, and to the delight of a large audience in the studio, she prepared a Neretva eel brodet, frog and shrimp broth with polenta in about 20 minutes. The dishes were paired with Croatian red wine.

## HUNGARY

### WRITTEN MATERIAL

**Pál Zsombor** in the June edition of the Forbes magazine published the coverage called “ISZTRIA 2.0” on 14 pages. We could say that this coverage is a unique Istria guide, but for a more demanding audience; namely, in the coverage you won’t find the instructions and explanations about the locations of hotels, campsites or beaches, but “authentic” - which means pictures and words showing the suggestions for design hotels, which restaurants, winemakers and wineries are worth visiting, where to taste the olive oil or truffles, what places in Istria to visit and why, and many other details that are rarely included in tourist guides.



Photo: CNTB

**NETHERLANDS**

**WRITTEN MATERIAL**

**Sander Hiskemuller** in his reportage for Margriet Special with the title “Never again from here” the author writes about Istria. The peninsula on the hills, honey-coloured places where you can experience a true vacation. A short poetic introduction in which the journalist compares Istria with Tuscany is followed by two pages with numerous useful information for future tourists in Istria - information about the destination, accommodation options, and additional amenities.



Photo: CNTB

**BLOG MATERIAL**

**Mark Wagemakers** writes in his blog about the island of Rab as a romantic destination. He writes how Rab is a cute and photogenic island with beautiful beaches and crystal clear sea. The blog is written in a sensual style, but with many information for future visitors. Information about accommodation, wellness opportunities, how to reach the island, and similar, are backed up with useful web links. The text is

adorned with beautiful photos of the island. In addition, Travelvalley published a blog about Istria in 2014, and about Plitvice in 2010.



Photo: CNTB

## TV COVERAGE

3 o reis coverage, producer **Linnemoor Looije** and colleague **Leslie Borgers** and **Daan Kuipers**, presented in an interesting way for the BNN production company the two episodes about Zagreb and the beautiful and unmissable Plitvice Lakes to the young population. Finally they presented Zadar and Pag/Zrće, destinations for a young audience seeking fun, and the island of Rab, our first nudist destination, and a good location for diving enthusiasts. The two episodes were created in an informative and inspiring way and were seen by 1,149,000 viewers.



Photo: CNTB

## GERMANY

### WRITTEN MATERIAL

Florian Sanktjohanser has already written a number of stories about Croatia. He wrote last year two reportages for an eminent German newspaper, "Süddeutsche Zeitung". The first one, "Land unter" was published on 2 June and describes Eastern Croatia, the Kopački Rit Nature Park, known as the Amazon of Europe. On a boat tour with a biologist the author is discovering a rich wildlife. The second story was published on 28 August, called "Die Wasserwanderer", in which the author explores his physical and mental limits while diving, and experiences total relief. In his diving suit and with a snorkel he explores Croatian coves, and concludes at the end: "While resting in Croatia, the world stops spinning."



Photo: CNTB

## BLOG MATERIAL

**Laura Drosse** in her blog “Lilies Diary” wrote a comprehensive article about Dalmatia. She visited five cities in five days, and in this way she presented the region to the readers. Each destination (Split, Omiš, Hvar, Krka and Šibenik) was described in details, thus giving a lot of useful information. She was stunned by the gastronomy and Croatian beauties, and all of this is documented with beautiful photos.



Photo: CNTB

## RUSSIA

### WRITTEN MATERIAL

**Liudmila Egorshina** in her article in “L’Etoile” writes about the Plitvice Lakes National Park and it is abounds with photos and useful information about our national park. She describes the play of the water, the greenery, and the rock that will simply enchant everyone. She points out the rich biological diversity, thick woods, the beauties of the lakes and the waterfalls that are an unforgettable experience to every visitor.



Photo: CNTB

## SLOVAKIA

### WRITTEN MATERIAL

**Simona Slováková** published on 10 pages in the WomanMan magazine an article about history, architecture, and the unique attractions of the city of Zadar. The reportage brings closer also the natural beauties of the Paklenica National Park, where she recommends to try hiking, cycling, moto-safari, climbing or to take a kayak ride on the Zrmanja river. The invitation to the readers sounds very tempting since the journalist herself personally tried each of them. The reportage also invites to visit the Vrana lake with its ornithological reserve, and also recommends the activities in this nature park, described by the journalist as “a heaven for ornithologists, anglers and lover of absolute rest in the nature”.



Photo: CNTB

## SLOVENIA

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### WRITTEN MATERIAL

**Primož Longyka**, his reportage called “Radodarni poluotok” abounds with current information about food and wine from Istria. The article is completed by the announcement of the most important wine and cuisine events during autumn of 2015 (off-season) in Istria and throughout Croatia. Mr. Longyka founded in 2014 for the publisher “Avto medija” the magazine “FOKUS Plus”, which today is the leading Slovenian tourist magazine. Its circulation is 26,000 copies The March edition every years covers exclusively Croatia and is published as “Vodnik po Hrvaški” (A Guide Through Croatia) on more than 100 pages. Mr. Longyka is also the author of all texts about Croatia.



Photo: CNTB

## USA

### WRITTEN MATERIAL

Margo Pfeiff wrote article on two pages, published on the front page of the travel section in the San Francisco Chronical newspapers, as well as in the online edition SF GATE. Nearly 3 million readers have seen the article. In her text the author wrote about cyclo-tourism potential in Croatia, with the emphasis on the coastal part of Croatia. Accordingly, she was discovering in parallel also the other beauties in Croatia such as the cultural and historical heritage. After this ceremony Margo will continue to explore Salona, Trogir, Zadar, and discover new experiences and products on the territory of Lika and Karlovac.



Photo: CNTB

## BLOG MATERIAL

**Anthony Berklich**, USA blogger of Croatian origins who writes about his travel experiences for the blog Inspired Citizen. On this blog last year he published 11 articles about his experiences on the trip last autumn, and focused his topics on regions that are not sufficiently known to tourists, and that have a rich cultural and historical offer. He visited Vukovar, Osijek, Đakovo, Kopački Rit, Virovitica, Požega, Papuk Nature Park, and discovered himself, and for the potential tourists, new destinations, experiences, and products.



Photo: CNTB

## UNITED KINGDOM

### WRITTEN MATERIAL

**Steve Purcell**, one of the most famous journalists in the UK, for many years writes for the Daily Mirror, the most famous daily tabloid. He wrote a very detailed article about Dalmatia, including the visit to Zadar, Nin, Šibenik, a culinary tour on the island of Pag, the visit to Starigrad Paklenica, and a trip with a sailing boat. Includes details about the destination and beautiful photos. The written article gives many information about sites he visited.



Photo: CNTB

## CZECH REPUBLIC

### TV COVERAGE

**Tomáš Schäfer**, producer and Otto Kallus director of the show “Na cestě”. It is travel documentary that presents a specific region and its population. Some of the episodes bring to viewers the knowledge and interesting experiences about unknown destinations, but also the unusual view of famous destinations. The nominated show of this famous Czech duo presents the region od Northern Dalmatia through different scenes: natural and cultural heritage, modern and traditional lifestyle, and gastronomy. The 26-minute show was aired in June 2015 on the 2nd channel of the public television Česká televize.



Photo: CNTB

## SWEDEN

### WRITTEN MATERIAL

**Elisabet Axås**, journalist and **Ylwa Yngvesson**, photographer, in the magazine "Allt om Resor", in which Croatia is one of the topics of that number, Elisabet brings us a thorough reportage on 16 pages, in which she presents her 9 favourite places on the Croatian coast (Dubrovnik, Split, Makarska Riviera, Istria- Pula, Poreč, Rovinj, Opatija, and the island of Hvar and Brač). With her elegant style she presents to the readers the rich offer, cultural attractions and beautiful beaches, picturesque Istrian towns, which she often compares with Tuscany, emphasizes the romantic atmosphere of the Dubrovnik walls that are best to be experienced during sunset with a glass of a quality Croatian wine. The reportage continues with a separate article about Istria, where the journalist, accompanied by the photographer Ylwe Yngvesson, enthusiastically presents the diversity of the offer, highlighting the special features of Istrian cuisine and wine offer. She takes us for truffle hunting, homemade cheese tasting, and to a visit to Istrian vineyards following the "Wine Roads". In order to show that there is more than only sun, sea, and good food,

Elisabet headed to the interior of Istria and visited Hum, the smallest town in the world, which narrow stone streets and the view from the top will leave you breathless, and Motovun, a town with completely preserved town walls, where every year the Film Festival takes place, as well as the Wine and Truffles Festivals.



## BLOG MATERIAL

**Helena Bergström** and **Peter Bergström**, married couple who are true nature and travel lovers. They write about their experiences from different destinations on one of the biggest and most popular blogs in Sweden, the Freedom Travel blog. They have travelled almost half of the world and all Europe, but what makes them stand out is the fact that did that with their camper. On their journey they visited Croatia where they have spend two full months, and they couldn't get enough of its beauties and the rich offer. The Bergströms visited Croatia even before, together with Peter's youngest son, and on that occasion they wrote about the beauties of Istria and well equipped campsites, but this time they decided to visit all Croatia for which they have only words of praise. They entered Croatia from its southern side, and first visited Dubrovnik, followed by the Makarska Riviera, Omiš, Split, and Trogir, and the islands of Hvar and

Brač, as well as the Krka and Plitvice Lakes national parks. They concluded their trip in Istria where they were happy to recall old memories. They spent much time on the island of Brač, and they mention more than once how Croatia has one of the most beautiful coastline, and the cleanest sea in Europe. They tickled the imagination of the readers with many photos of the crystal clear sea, hidden coves, and spectacular landscapes.

