

2019

CROATIA  
*Full of life*

# GOLDEN PEN media award



PHOTO: SEA ORGAN (LUKA ESENKO)

## **GOLDEN PEN 2019.**

### **ZADAR**

An awards and recognitions ceremony was once again organised by the Croatian National Tourist Board in order to award accomplished and renowned foreign journalists and bloggers with a prize for the best media coverage of Croatia as a tourist destination. In organising the 15th Golden Pen Grand Prix Awards, the Croatian National Tourist Board partnered with the Zadar Region Tourist Board and the Zadar Tourist Board, which have hosted 24 journalists and professionals from 16 countries over the past years.

The most prestigious Golden Pen award is the Grand Prix awarded in three categories: Best Written Material (magazines, papers, online), Best TV Material (TV, radio) and Best Blog Material (blogs, social media). The 2018 nominees came from the UK, the Netherlands, Russia, Italy, USA, Germany, Austria, Belgium, the Czech Republic, France, Hungary, Ukraine, Sweden, Denmark, Spain and Slovenia.



Photo: CNTB

## GRAND PRIX FOR THE BEST WRITTEN MATERIAL

### USA

**David Farley** is a journalist whose reports are published in all of the most important publications worldwide. His main topics of interest are travelling and gastronomy. He writes for the AFAR, New York Times, the Washington Post, the Wall Street Journal and others. His reports brought him many journalism awards around the world. Except for being a journalist he also writes books. Farley was nominated for the Golden Pen award for his coverage of Dubrovnik in the National Geographic Traveler magazine under the title “Sun Sea Savor”. Dubrovnik’s Stradun street was on the cover page of the magazine. Dubrovnik is covered over 14 pages with all its beauty, from cultural, natural and UNESCO sights to the culinary offer.



Photo: CNTB

## GRAND PRIX FOR THE BEST TV COVERAGE

### RUSSIA

**Vasily Andreev** is a famous producer of the Russian national television Rossiya 1, who uses his talents to bring his coverages to viewers of all ages. Andreev is the author of the 20-minute long Zagreb and Croatia

coverage under the name of “Advent in Croatia”. Except for Zagreb, it portrayed the traditional flour, fritula and kroštula (traditional pastries) production in Slunj. His co-host was the popular Russian actress Olga Kuzmina who brought special charm to the coverage. The Russian audience had a chance to experience the Christmas spirit in Zagreb and Croatia during the popular Christmas season.



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

### **ITALY**

**Chiara Marchi** is a blogger from Trieste who has been running a blog since 2015 under the nickname Missclarie, with more than 220.000 visitors annually. The award-winning blog titled “Cherso le 7 cose da sapere” talks about the pristine nature of the island of Cres, lonely beaches, relaxing vacations by the sea and gives seven reasons why you should visit the island of Cres: Beli village, Lubenice, the beach Sv. Ivan, the town of Cres and its sights.



Photo: CNTB

## WINNERS

4

### BELGIUM

#### WRITTEN MATERIAL

**Willy Ost** enjoys Croatia so much that over the last several years he has visited almost all parts of our country. In 2018 he published two articles - "Slavonië, het andere Kroatië" and "Eilandhoppen naar Dubrovniku" in the Kampeertoerist monthly magazine. He wrote about the beauty, the authenticity and the great gastronomic and oenological offer of Slavonia and Baranja as well as island hopping in Southern Dalmatia.



Photo: CNTB

## CZECH REPUBLIC

### WRITTEN MATERIAL

**Veronika Hongová** in the article titled “Chorvatsko na poslední chvíli” she invites all readers to visit Croatia outside the main tourist season and emphasizes the advantages of such a vacation. Mrs Hongová is currently a freelancer. She used to work as a TV host and scriptwriter, she wrote for the Parisian Street magazine and worked as an Online Content Manager and editor of the Marianne lifestyle magazine.



Photo: CNTB

## FRANCE

### WRITTEN MATERIAL

Sebastien Desurmontes – Mrs Catherine Segal, GEO magazine editor, took the reward in his place. The cover page and report titled “La Croatie, d’île en île” published in GEO, a prestigious travel magazine, present the uniqueness of the Croatian islands of Vis, Hvar, Cres, Brač, Korčula, Mljet, Zlarin and Dugi otok.

6



Photo: CNTB

## HUNGARY

### WRITTEN MATERIAL

Tóth Ákos is a journalist and owner of Utazómajom, the most popular Hungarian travel portal. The nominated article is titled “Top 10 tengerpart horvatorszagban” (Top 10 beaches in Croatia). The article is a combination of an informative text and personal experiences, and given that Croatia is a traditionally popular destination for Hungarians, the title itself suggests coming back to Croatia not only for summer vacation.



Photo: CNTB

### RADIO MATERIAL

**Pásztor Zoltán** has been employed in public media for more than a decade. In his career he was the chief editor of Radio Petőfi, radio Kossuth and the Hungarian TV station Duna TV. In September 2018, using materials from the video archives he made a 7-minute long coverage titled “Harminc perc alatt a Föld körül” for Radio Kossuth about the Plitvice Lakes and the Krka National Park.



Photo: CNTB

## GERMANY

### WRITTEN MATERIAL

**Bodo Müller** is a very popular and respected nautical journalist. The nominated article titled "Sterne im Meer" (The Stars in the Sea) gives a beautiful description of the Kornati National Park and all of the bays between Šibenik, the Magrovica Bay and Dugi otok. He gives a lot of practical advice you can use when planning your trip and stay. All of this is accompanied by beautiful photographs of the archipelago.



Photo: CNTB

## RUSSIA

### WRITTEN MATERIAL

**Tatiana Iakovleva** is a journalist of the V otpusk portal (On holiday in English). The journalist wrote a report titled Хорватия - Благословени крај or "Croatia is a blessed land" accompanied by 30 photographs from her trip. In it, Mrs Iakovleva presented the less popular regions of eastern Croatia.



Photo: CNTB

## UKRAINE

### WRITTEN MATERIAL

**Ganna Korolyk** is a journalist of The Best Hotel Guide, a luxury travel magazine for high class tourists. In last year's issue Croatia was presented on the cover page under the title "Find your own Croatia", while the article itself was accompanied by a series of stunning photographs of the crystal clear Adriatic sea.



Photo: CNTB

## SLOVENIA

### WRITTEN MATERIAL

**Primož Longyka** after a 20-year career in marketing, Primož Longyka turned to journalism in order to make his passion for travelling a profession. His love for Croatia resulted in a large number of published reports over the several years. The nominated report from 2018 is titled “Ne priznaj, da si lačen!” (Don’t admit you are hungry) and was published in the Fokus plus magazine, while this time he covered the topic of Slavonian cuisine.



Photo: CNTB

## TV COVERAGE

In her morning show “Dobro jutro” **Mojca Mavec** as the host introduces viewers to the beauty of the Dalmatian hinterland through 5 episodes covering the Imotski region, Gorski kotar and the Lika-Senj County. Mrs Mavec is a host of different TV shows ranging from informative to entertaining. She also hosts the culinary show “Mojca kuha” (Mojca the Chef) and has taken part in the fun satire “Na svojoj žemlji” (On your own bun) where she portrayed herself.



Photo: CNTB

## BLOG MATERIAL

13

**Roni Kordiš** is a fan of everything digital and is known online by the nickname Had, which is also the name of his blog, one of the most popular in Slovenia. The nominated blog is titled “Dubrovnik, Šibenik, Zadar / 3 ure za eno mesto v Dalmaciji sredi največje sezone” or Dubrovnik, Šibenik, Zadar / 3 hours to see a city in Dalmatia in the middle of high season. Accompanied by wonderful photographs of the locations it presents all of their beauty and tells us about Dalmatian cities and towns.



Photo: CNTB

## SWEDEN

### WRITTEN MATERIAL

**Pia Mattsson and Helen Toresdotter** are the authors of a beautiful report titled “Kroatien bortom kusten” (Croatia is not only its coast) in the Swedish magazine “Gods & Gårdar”. The magazine is dedicated to estates, castles and vacation homes in Sweden. Croatian Zagorje and the city of Zagreb were presented in its July 2018 issue. “While travelling and exploring the Croatian coast you will experience the modern Croatian traveller fairy tale. When travelling through Croatian Zagorje you will discover the soul of old Croatia.”



Photo: CNTB

## DENMARK

### WRITTEN MATERIAL

**Jesper With** wrote an article for the Mad & Bolig magazine, which specializes in gastronomy and interior design, titled "ISTRIEN- TRØFLER, TYROLERMUSIK OG TOSCANA-STEMNING UDEN TURISTER" (Istria - Truffles, Tyrolean music and Tuscanese atmosphere, without the tourists).



Photo: CNTB

## SPAIN

### WRITTEN MATERIAL

Jorge Jiménez Ríos is an editor and photographer specialized in nature and adventure. In cooperation with Oxigeno, the most popular Spanish outdoor magazine, he published an 8-page report of Croatia on the topic of adventurism titled "Slow tourism en Croacia Por un Beso de la Fjaka".



Photo: CNTB

## UNITED KINGDOM

### WRITTEN MATERIAL

**Mike MacEacheran** winner of multiple journalistic awards, wrote about Zagreb, Zagorje, Istria and Cres in the article titled "Great Escape Croatia" in the prestigious Lonely Planet Magazine and demonstrated the uniqueness and diversity of Croatia as a destination. The article highlights Cres as an undiscovered island full of pristine nature worth visiting, as well as the uniqueness of other regions, cities, nature, cultural sights and the oenological and gastronomic potential.



Photo: CNTB

## BLOG MATERIAL

In his blog Only By Land, **James Smith** presented creative ways to travel Croatia and see destinations based on culture, UNESCO sights, sport and other unique characteristics. The added value of this blog is the emphasis on transport connections and the simplicity of travelling using local transportation, making it easy to explore the entire country.



Photo: CNTB

## NETHERLANDS

### WRITTEN MATERIAL

**Gerben van Ommen** and **Joanne Brouwer** for the third programme of the Dutch national television aired two episodes dedicated to Croatia as part of the show Rail Away. Starting from Zagreb, they travelled by train through Lika to Zadar, Šibenik and Split. Gerben van Ommen has been working for the Dutch national television for more than 35 years. While working on the Rail Away TV show he met Joanne Brouwer with whom he accomplished great cooperation, and with whom he is still working today.



Photo: CNTB

## BLOG MATERIAL

Corno van den Berg is the founder of Droomplekken.nl, or Dream Places, an inspiring travel blog . He is one of the greatest bloggers in the Netherlands. In the nominated blog, under the titles “En cruise langs de dalmatische-kust” and “Slavonie onbekend deel van kroatie” Corno explores the natural beauty and cultural sights of Croatia - from the beauty and rich gastronomic offer of Slavonia to the beautiful Dalmatian coast.



Photo: CNTB

## POLAND

### RADIO MATERIAL

**Ernest Zozuń** made the radio show covering Varaždin. The radio show was aired as part of the “Zapraszamy do Trójki” cycle and was made based on a student trip to Croatia. The intention was to show the diversity of Croatia outside high season, especially on the continent.



Photo: CNTB