

2023

CROATIA
Full of life

GOLDEN PEN media award

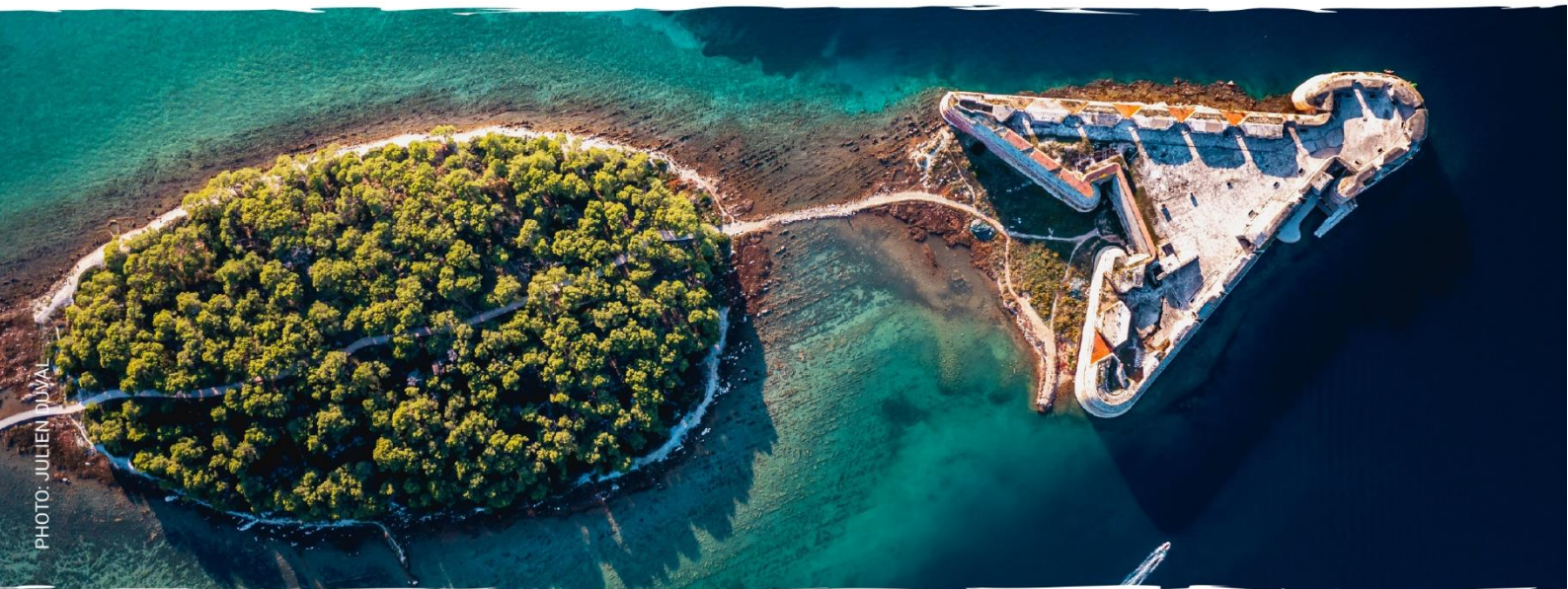


PHOTO: JULIEN DUVAL

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Šibenik

GOLDEN PEN 2023.

For the 19th time, the Croatian Tourist Board awarded the prestigious "Golden Pen" award to foreign travel journalists, bloggers and influencers for the best posts about Croatia as a tourist destination in the past year. The co-organizers and hosts of this year's award were the tourist community of the Šibenik-Knin County and the city of Šibenik, who for 32 foreign journalists, videographers, bloggers and influencers from as many as 18 countries such as Germany, Austria, Poland, France, Spain, the USA, Canada, China, Great Britain, etc. prepared a multi-day program of visiting destinations, sights and attractions from the area of the county, and in addition to cultural and natural attractions, they also enjoyed excellent local food and wine.

The "Golden Pen" award ceremony took place on April 20, 2023 in the beautiful surroundings of the Barone Fortress in Šibenik. Several representatives participated in five categories, i.e. winners for the best reportage in print or online media, the best radio reportage, the best television reportage, the best travel blog and the best post on social networks. In each category, the most important prize "Golden pens" - Grand Prix - was selected.

Let's add that during the program all the guests were entertained by Ivana Prgin from Šibenik with her inspiring jazz notes, and the artist Zvonimir Vila made sure that the awardees had a nice memory of this award, who made a statue of the award from over 100-year-old oak wood.

We also remind you that the Croatian Tourist Board and the tourist boards of Šibenik-Knin County and the city of Šibenik organized a special program of visiting destinations, sights and attractions from the county for foreign journalists, travel bloggers and influencers, as part of which they visited the city of Šibenik, Krka National Park with special emphasis on Roški waterfall, Skradinski Buk and Visovac, the fortress of St. Nikola, but also the Testament and Baraka wineries and the oyster farm Oyster22.

By awarding the "Golden Pen" for many years, the Croatian Tourist Board emphasizes the value of a professional approach to writing and reporting on Croatia in foreign media, and in this way wants to thank foreign journalists for their contribution to the promotion of Croatian tourism in the world.

GRAND PRIX FOR THE BEST WRITTEN OR ONLINE MATERIAL

FRANCE

Sebastien Desurmont

Sebastien Desurmont is a journalist for one of the most important travel magazines in France – Geo Magazine. As part of a journalistic trip, he presented Croatia differently on 40 pages, revealing secret corners of the country, timeless islands, river banks and exceptional land and traditions.

Introducing readers to destinations such as the Krka National Park, the Kopački rit Nature Park, the islands of the Kvarner Gulf, the Brijuni Archipelago, the capital city of Zagreb, and all the riches of Slavonia.



Photo: CNTB Author: Igor Tomljenović

GRAND PRIX FOR THE BEST RADIO REPORT

CHINA

Yunzhen HOU

Croatian Rhapsody, a show broadcast in July 2022 on SHANGHAI RADIO FM lasting almost two hours on the topic of a musical trip around Croatia, stood out for its excellent structure, carefully designed concept and promotion of the destination interestingly and subtly.



Photo: CNTB Author: Igor Tomljenović

GRAND PRIX FOR THE BEST TELEVISION REPORT

POLAND

Pytanie na Śniadanie

The program "Pytanie na Śniadanie" is a live morning program on the national TV TVP2 broadcast since September 2, 2002, the leader among morning TV programs in Poland. The award-winning reportage is represented by 4 shows whose authors invited tourism journalists, bloggers and experts for short stories about Croatia. Each show had an average viewership of almost half a million viewers.



Photo: CNTB Author: Igor Tomljenović

GRAND PRIX FOR THE BEST TRAVEL BLOG POST

NETHERLANDS

Chris Thomassen

If anyone can be called a true world traveller, then it is certainly Chris, who has travelled more than half the world, and one of his favourite destinations is certainly Croatia, which he met as a boy.

Chris visits Croatia for the first time in the winter period, its continental part, and confirms to his followers that Croatia is just as beautiful, attractive and worth a visit in the winter as it is in the summer. During his trip, he visited Hrvatsko Zagorje, Moslavina, Opatija and discovered Advent in Zagreb, and his stay in Croatia was crowned by the World Cup football match and the winning of the bronze medal by our national team, which he watched with thousands of our fellow citizens right on Ban Jelačić Square in Zagreb. Thanks to a large number of followers on the blog, Chris's blog came out among the first three search results for "Advent in Zagreb" in the Google search engine.



Photo: CNTB

Author: Igor Tomljenović

GRAND PRIX FOR THE BEST POST ON SOCIAL MEDIA

SPAIN

Paula Hernandez Paez & Borja Rodriguez Paez

Their story began on a remote island in the middle of the Atlantic, where about 750 people live, called La Graciosa, an almost virgin island that gave them everything they needed at that moment but could not keep them. Without being aware of it, their lives met and they dreamed bigger and bigger dreams day by day and their curiosity about the unexplored grew. Today, they devote their time to learning and exploring our beautiful planet.



Photo: CNTB

Author: Igor Tomljenović

THE WINNERS WHO ATTENDED THE PRIZES CEREMONY

WRITTEN OR ONLINE MATERIAL - ARTICLE CATEGORY

GERMANY

Nicol Ljubić

Geosaison, one of the leading German travel magazines, dedicated its March issue to the Croatian coast, and Nicol Ljubić is the author of a prominent reportage about Mljet. In an extensive report, Nicol describes his experiences in Mljet from the time when he first visited it as a child in the 70s of the last century, but also to the present day. Geosaison sells more than 100,000 copies.



DENMARK

Hanne Høiberg & Michael Nordlien Brüel

Slavonia and Baranja, located far from the tourist routes leading to the sea are relatively unknown to the average Dane. The author of the reportage about the easternmost part of Croatia, Hanne Høiberg, made sure that it would not remain so, which she says is irresistibly reminiscent of the wine regions of France and Italy fifty years ago.



Photo: CNTB Author: Igor Tomljenović

CZECH REPUBLIC

Petr Vasely

The irreplaceable and striking style of the renowned journalist and traditional associate of the most important media in the Czech Republic is also characterized by the article with the provocative title "Boring Split? The Croatian port can surprise with a wide range of activities". Own photos and text vividly describe architecture, monuments, history, but also sitting with coffee, beautiful views and the comfort of staying in this beautiful city.



NETHERLANDS

Resi Lankester

Since her first long-distance trip at the age of 19, Resi has been obsessed with exploring the world. She wrote travel stories for magazines published by the biggest travel brand in the Netherlands: ANWB. For Libelle, a well-read women's magazine in the Netherlands, Resi wrote a wonderful article about Istria, an inspiring text about culture and gastronomy supported by beautiful photos.



GREAT BRITAIN

Tristan Rutherford

Tristan Rutherford is a multiple award-winning journalist and longtime contributor to the popular British magazine The Times. During his stay in Croatia, he visited the Dubrovnik-Neretva County, and the result of the trip was described in the report "The ultimate Croatian road trip just got even easier", published on the occasion of the ceremonial opening of the Pelješki Bridge.



SLOVENIA

Sergeja Hadner Hvala

Journalist and editor Sergeja Hadner Hvala has been engaged in journalism for almost 35 years, and reportage has always been and remains one of the favourite forms of journalistic expression. Her series of 7 reportages about the Camino Krk route experienced great reader success with even more than 50,000 views, which is in the range of daily reading of political topics.



ITALY

Ornella D'alessio

The report entitled Summer in Croatia describes the beauty of Zadar County, where peace, quiet, untouched nature and crystal-clear sea reign on the islands. Ornella writes about some of the most beautiful beaches in the vicinity of Zadar, among them Zaton, where the Blue Flag is flying again this year, and about the warm and shallow sea of the Nin Lagoon.



TELEVISION REPORT CATEGORY

HUNGARY

Krisztián Kadlecsek

Krisztián stayed with a cameraman in Zadar County, and they visited Paklenica National Park, sailed to Ugljan, kayaked in Zrmanja, and experienced a off ride ride on Velebit... but also enjoyed sightseeing in Zadar and traditional gastronomy. The entire report is completed with footage from a sightseeing tour of Zadar and a visit to a restaurant where the emphasis is on traditional gastronomy and a conversation with the restaurant's chef. The amount of recorded material during our stay in Zadar County was too large for one 20-minute show, so as a result of this trip we ended up with two shows!



CZECH REPUBLIC

Alena Daňková & Martin Chatt

Alena Daňková, in a report for the Czech national TV, in this widely watched show "Objektiv", takes viewers to Istria and introduces them to this region, already well known to Czechs. The author introduces viewers to the production of cheese, the preparation of traditional goulash or pljukanac, and interviews with local people and other interesting information about the life of the local population in the region.



Photo: CNTB

Autor: Igor Tomljenović

FRANCE

Christophe Moutot

Film maker and editor Christophe Moutot and journalist Yann Hovine discovered a piece of Croatian heritage, gastronomy and nature every day during their stay in Croatia. The reports were broadcast by the French national television on the First Program every noon in the daily TV news.



Photo: CNTB Author: Igor Tomljenović

AUSTRIA

Alfred Ninaus

RANFILM shot a documentary film about the Habsburgs in Istria and Kvarner. Journalist Alfred Ninaus transferred his enthusiasm for Croatia, the filming locations, the warmth and cordiality of the people, food and gastronomy, and above all nature, into a documentary film and showed the beauties of Croatia dating back to the era of the Austro-Hungarian monarchy. The documentary was shown on ORF television on several occasions.



Photo: CNTB Author: Igor Tomljenović

RADIO REPORTS CATEGORY

GERMANY

Alexander Tauscher

In this Radioreise acoustic tour guide, which was also nominated for the German Radio Award, the highest award in the industry, author Alexander Tauscher introduces listeners to Dalmatian pearls, visits Šibenik's fortresses, admires the archipelago of islands and recognizes a special pearl on the horizon, Kornati, and explores the islands by boat with idyllic bays and incredible nature, some of which are still isolated from the touristic bustle of the coast. Let's mention that Mr. Taucher is also a multi-year winner of the Golden Pen (2006 and 2015).



Fotografija: CNTB Autor: Igor Tomljenović

POLAND

Elżbieta Lisowska i Andrzej Lisowski

The radio show at Radio Kraków, one of the seventeen independent stations of Polish Radio, broadcasts a 24-hour regional program. Journalists Elżbieta and Andrzej Lisowscy invited all listeners to a Christmas trip along the Adriatic in a show about Croatian Christmas traditions accompanied by the most beautiful Croatian Christmas songs. Journalists describe the customs of Christmas and gift-giving in beautiful and vivid words, and they especially recommend the procession of St. Blaise in Dubrovnik and the procession in Split.



TRAVEL BLOG CATEGORY

HUNGARY

Zoltán Sasvári

Zoltán travelled to Croatia twice in 2022, and his travels included a total of 6 counties. As a result of the study trip from Papuk, Zagreb, Čakovec and other places, as many as 9 highly read posts were created, which is not surprising considering that Zoltan's blog has over 2 million visits per year.



Photo: CNTB

Author: Igor Tomljenović

POLAND

Anna Źuchlińska i Adrian Czaszyński

The trip under the title: "Autumn colours" in which the beauty, diversity and cultural and natural heritage of continental Croatia are described through 5 blog posts. Plitvice Lakes, Zagreb and Rastoke, Turopolje and Zagarje are shown in the reports. The joint blog of Anna and Adrian has over a million impressions.



Photo: CNTB Author: Igor Tomljenović

BELGIUM

Pauline Grossen

Pauline is a young, promising Belgian lifestyle blogger and influencer, who loves to travel and discover the world. During her stay in Croatia, Pauline, together with her colleagues, got to know the rich tourist offer of central Croatia through a series of games in which bloggers and influencers "tested their strength" and learned about Croatia through an interactive way - treasure hunts, truffle hunting and the like, which Pauline amusingly shared on her blog afashiontaste.com.



SOCIAL NETWORK/INFLUENCERS CATEGORY

SLOVAKIA

Samuel Kručay

Samuel is a hard-working and professional Slovak influencer who attracts thousands of followers in Slovakia and the Czech Republic with his impressive ways of creating content. Its content is trendy, and witty and shows Croatia in the best light and colours. We have seen many of his followers express their love for Croatia and their desire to travel there even outside the main season.



CANADA

Rejeanne Dineen Martin Jordan Emily Rose

Rejeanne Martin is a travel influencer and content creator from Canada. This mother of two is known for her eye for natural beauty in everything. She is in the top 40% of the fastest-growing travel influencers in Canada. Thanks to Transat, we are happy that we can welcome her and her photographer, who is also her husband, to Croatia again.



GREAT BRITAIN

Jordan Emily Rose

Jordan Emily Rose started her blog in 2014 to express her love for writing and photography, with the main topics being travel and fashion, today she also expresses her creativity through Instagram, with over 180,000 followers. Always on the lookout for a new exciting destination, Jordan likes to create different, "wacky" photos that are a unique but authentic reflection of the places he visits.

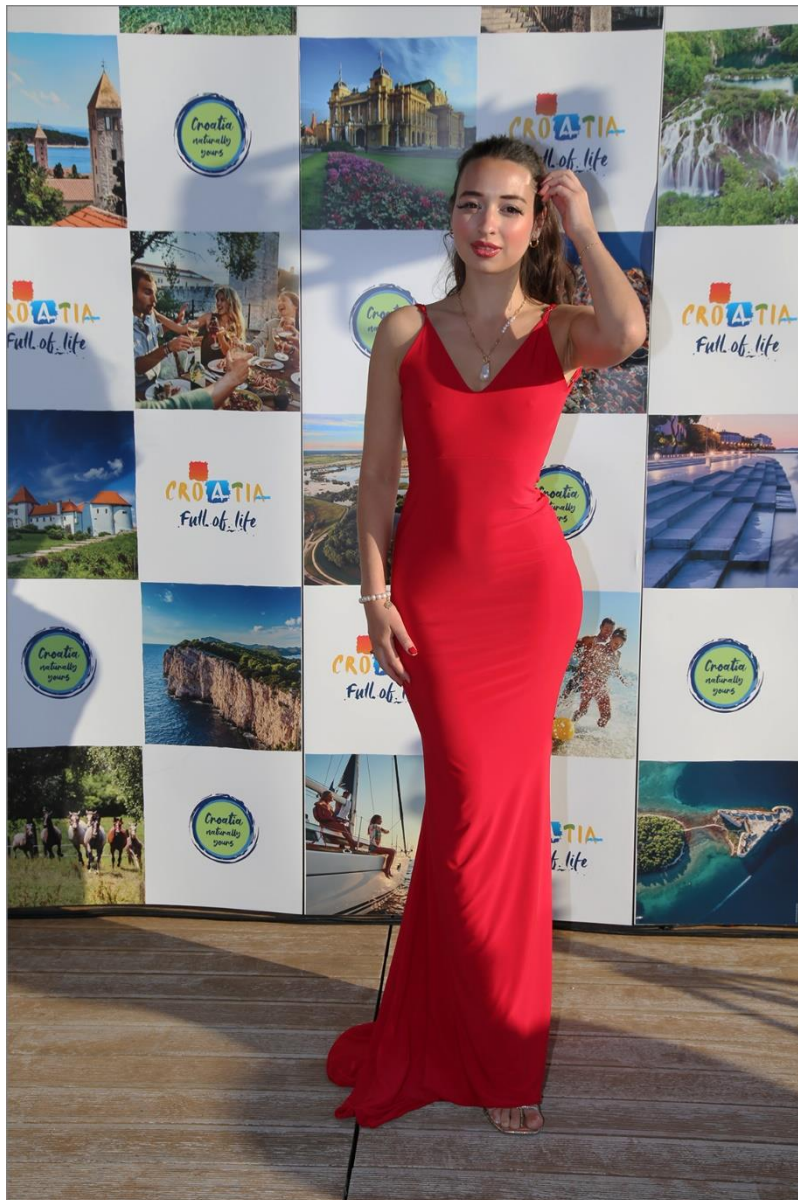


Photo: CNTB Author: Igor Tomljenović

Čestitke svim dobitnicima i hvala vam na vašem doprinosu u promociji Hrvatske diljem svijeta. Želimo vam puno sreće u daljnjem radu.

Congratulations to all the winners and thank you for your contribution to the promotion of Croatia around the world. We wish you the best of luck in your future work.

Herzlichen Glückwunsch an alle Gewinner und vielen Dank für Ihren Beitrag zur Werbung für Kroatien auf der ganzen Welt. Wir wünschen Ihnen viel Glück bei Ihrer zukünftigen Arbeit.

Félicitations à tous les gagnants et merci pour votre contribution à la promotion de la Croatie dans le monde. Nous vous souhaitons bonne chance dans votre futur travail.

Congratulazioni a tutti i vincitori e grazie per il vostro contributo alla promozione della Croazia nel mondo. Ti auguriamo buona fortuna per il tuo lavoro futuro.

Felicitaciones a todos los ganadores y gracias por su contribución a la promoción de Croacia en todo el mundo. Le deseamos la mejor de las suertes en su futuro laboral.



Photo: CNTB Author: Igor Tomljenović