

2022

CROATIA
Full of life

GOLDEN PEN media award



www.croatia.hr

Split

GOLDEN PEN 2022.

For the 18th 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 boards of Split-Dalmatia County and the city of Split, which prepared a multi-day program of visiting destinations, sights and attractions from the county for 17 foreign journalists, bloggers and influencers.

The "Golden Pen" awards ceremony took place on May 27 in the beautiful surroundings of the Meštrović Gallery in Split, attended by several representatives from three categories, i.e. the winners of the award for the best reportage in printed or online media (magazines, newspapers), for the best reportage in electronic media (TV, radio) and for the best blog post (bloggers, social networks). In each category, the most important prize "Golden pens" - Grand Prix - was selected. During the award program, all the guests were entertained by the band Cambi, gastronomic specialities were prepared by the famous Split chef Hrvoje Zirojević, who on this occasion introduced the tastes of the Dalmatian region to foreign guests. The best Croatian bartender Jure Vojković was in charge of the refreshments, and designed three cocktails for this special occasion, "Golden pen", "The heart of Adriatic" and "Alkar". Designer and artist Dina Jakšić Pavasović, the author of a valuable statue made of Brač stone, which she specially designed and made for this occasion, made sure that the awardees would have a nice memory of this award. As part of the event, a three-day trip was organized during which the participants visited Split, i.e. the city centre, and Diocletian's Palace and participated in the "changing of the guard" stage show on the Peristyle. They also participated in the cultural innovation of Diocletian's dream, where through a VR experience (virtual reality) they could see how Diocletian's palace once looked, how people lived and what Emperor Diocletian was like. The participants also visited the island of Brač, i.e. Bol na Brač and Zlatni rat, Sinj and the museum of Sinjska Alka. 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

HUNGARY

Zoltán Szántó

The editor-in-chief of the most important B2B magazine Turizmus and a long-time tourism journalist on the Turizmus.com portal describes his stay in the Split-Dalmatia County with wonderful descriptions and a personal experience from Split with an article entitled "Sea bass coated with extra virgin olive oil and Grgur Ninski's big toe". Brač, Klis...and everything is accompanied by private photos. In addition to this article for which he was nominated for the Golden Pen award, Zoltán additionally published two additional articles. The article entitled "Night train to the Adriatic - We saw off the first train to Split" was one of the most-read articles on the portal since last June with more than 27,000 views.



Photo: CNTB Author: Damira Kalajžić

GRAND PRIX FOR THE BEST RADIO OR TELEVISION REPORT

ITALY

Valeria Cagnoni, Ernaldo Emerson Gattafoni

TV RAI 1 dedicated a 40-minute reportage to Croatia in its award-winning television travel show Dreams Road, in its first block of travel reports. It was the first report produced during the coronavirus pandemic. One of the most important and successful television series about travel and tourism in Italy in the last 20 years, it was created by a journalist couple who travel in search of destinations full of surprises, discovering the cultural and natural beauty of the corners of the world.

These are journalists who are highly respected in the world of media, they are the winners of many awards for their work and are great lovers of Croatia. The reportage was realized in cooperation with the HTZ Representative Office in Milan, HTZ and the TZ system. It was filmed in the area of Split, Šibenik and Krka National Park, Zadar, Lake Vrana and the island of Pag, Plitvice Lakes, Pula, Rovinj and Opatija, and Zagreb.



Photo: CNTB

Author: Damira Kalajžić

GRAND PRIX FOR THE BEST BLOG POST OR POST ON SOCIAL MEDIA

SWITZERLAND

Antje-Katrin Schaniel

Influencer from Switzerland who works for the Swiss railways as a train conductor on the most demanding Swiss mountain sections. In addition to her work, Antje-Katrin travels the world as Senza Camedi (Instagram account name), always looking for the most beautiful places and the best food of every culture. She visited Croatia in a round-trip program together with Influencers from Austria, Great Britain, Germany and Poland. The trip included the destinations of Opatija, Krk, Rab, Lošinj and Cres. In relation to the agreed three posts, Antje-Katrin made 16 posts with around 12,000 likes per post and achieved a reach of around 250,000 views. Of all the Influencers present on the round trip, Antje-Katrin's posts are by far the most beautiful and best. Antje-Katrin is an influencer who has shown a high level of professionalism and for whom nothing is difficult related to her work.



Photo: CNTB

Author: Damira Kalajžić

THE WINNERS WHO ATTENDED THE PRIZES CEREMONY

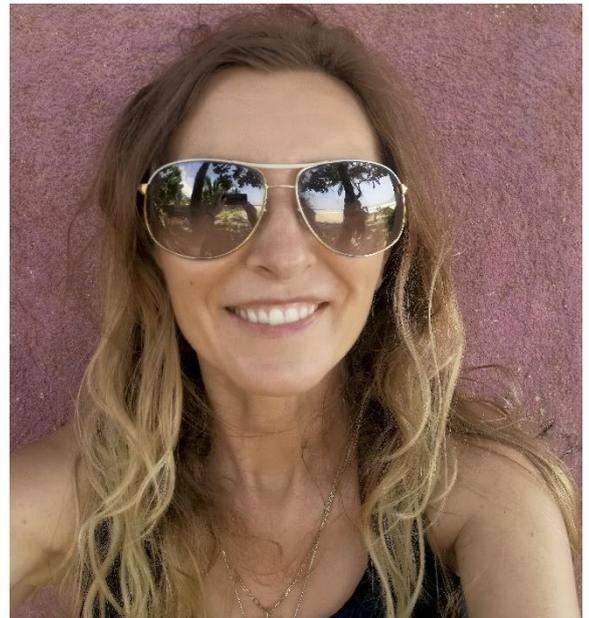
WRITTEN OR ONLINE MATERIAL

POLAND

Agnieszka Załęska-Franus

The editor-in-chief of National Geographic magazine and National Geographic Traveler in Poland. Travel journalist with more than 20 years of experience and a great reputation on the Polish journalistic scene. She travelled the whole world, but she is also happy to return to Croatia, which for her it tastes like homemade fragrant bread.

Last year's National Geographic Traveller special issue is the result of a multi-year collaboration. Our goal was to present Croatia as a special destination that offers countless possibilities for vacation. We are very proud that the issue about Croatia sold out in record time in 2021, the best of all Traveler issues issued that year in Poland.



UNITED KINGDOM

Jane Foster



Jane Foster is a writer and photographer, a long-time collaborator of the respected daily newspaper The Telegraph, as well as Conde Nast magazine, so it is not surprising that many editorial offices consider her a specialist for Croatia.

This nomination was prompted not only by the article she dedicated to the Croatian islands and their peculiarities but by a series of contributions that she regularly contributes to the visibility of Croatia in important British media.

6

She is the author of Frommer's EasyGuide to Croatia and Footprint Croatia Handbook. Jane is an expert on Dubrovnik and Croatia for the Telegraph (UK) Travel pages. She has written about Croatia for various newspapers and magazines, including the Guardian, The Independent, Conde Nast Traveler, and Scandinavian Traveler (SAS in-flight magazine). He also reviews special places to stay in Croatia for i-escape.com.

FRANCE

Pierre Sorgue

Pierre Sorgue, journalist and reporter, also literary and music columnist regularly collaborates with various magazines such as Le Monde, Ulysse, GEO, Télérama, Rolling Stone, Air France magazine and Méditerranée.



The magazine included the Croatian coast among the 20 best holiday destinations in 2022, i.e. as destination number 2 on the "Le Monde" travel list in 2022. Along with the Croatian coast, the author also lists ten lighthouses that can welcome tourists for a few nights.

SLOVENIA

Klemen Hren

The Avtokampi.si portal is the largest Slovenian portal mainly intended for the camping segment and the camping audience, but it is also widely read by a wide audience. Given that the guests from Slovenia in Croatian camps are one of the most numerous and therefore the most important, it is clear that a portal dedicated to these topics is extremely important for the Slovenian market. During the season, the portal records about 400,000 unique visits per month, while in 2021 it achieved a result of 1,600,000 visits.



For this year's Golden Pen, Mr Klemen Hren was nominated for the web report: "Lika invites you to an active camping weekend in Plitvice", in which Lika stands out as a destination that can boast of a rich choice for active vacations and an ever-increasing range of campsites

RADIO OR TELEVISION REPORT

AUSTRIA

Florian Gebauer, Lojze Wieser

In the organization of the Croatian Tourist Board and with the support of the tourist boards of Split-Dalmatia and Dubrovnik-Neretva Counties, a TV crew was in Croatia from September 28 to October 8 at the recommendation of the Austrian national broadcaster ORF on the occasion of the recording of the show "Der Geschmack Europas - Dalmatien". ("The Taste of Europe").



The focus of the show was the autochthonous tourist offer of Central and South Dalmatia, but also tourist products such as wine and gastronomy, culture and nature. The recorded documentary film represents an excellent promotion of Croatia as a tourist destination as a whole, considering that it is a travel documentary show that has been broadcast since 2013 in the entire DACH region, i.e. in Germany, Austria and Switzerland on the programs ORF2, 3sat, ORF3, and the show can also be watched online on ORF-TVThek".

The documentary film presents a new picture of Croatia for classic tourists, autochthonous customs, rural way of life, historical autochthonous food preparation, "ordinary" people and their traditions.

GERMANY

Maria-Christina Degen



Many trips around the world have shaped the work of Marie-Christine, a film director and screenwriter. He especially fondly remembers his two film projects in Croatia. These are "Croatia - the paradise of truffles" and "Croatia - the white gold of Brač". During the implementation of these projects, she was fascinated and moved by the people of this beautiful country and their stories. Her motivation: to find something special in everyday life, to capture a moment, to capture a feeling on film, to make the core of things tangible. So simply experience life in all its colourful diversity!"

10

The nominated TV show by reporter Marie-Christna Degen describes the centuries-old tradition of stonemasons on Brač and their training to become first-class masters of this skill.

SLOVAKIA

Ľubica Hargašová

She has an extremely cordial relationship with Croatia. Since she was little, she regularly went to the Adriatic with her parents in the summer, and on the way to the Adriatic Sea, they got to know the people, customs, history and natural beauty of the country. Their final stop has always been the Pelješac peninsula and a mandatory trip to Korčula.

Ľubica Hargašová continues the tradition with her family - Tučepi, Brač, Hvar, Pag, Pelješac, but also Istria. She never returns from her annual vacation without a radio report about new destinations.



The award-winning reportage about autumn Zagreb presents interesting things from the capital. The story begins with “kremšnita”, continues about the upper town and in the Museum of Broken Relationships, and continues with a visit to Varaždin, where the author invites you to visit a beautiful town, full of tradition and specialities. The report was recorded in the pre-Christmas atmosphere.

USA

Vaheh (Vic) Gerami



THE BLUNT POST radio program with VIC is a major news program reaching more than 18 million households in Southern California.

TBPV covers national, regional and local news, politics and current events, and Gerami offers analysis and commentary and also interviews a prominent member of Congress or other prominent public figures on each show. His recent guests have included Congressman Adam Schiff, Senator Bob Menendez, Congresswoman Jackie Speier, Governor Howard Dean, Congresswoman Katie Porter and many others.

In his show in June 2021, Gerami also interviewed Mrs Iva Bahunek, director of the representative office of the Croatian Tourist Board in Los Angeles.

BLOG POST OR POST ON SOCIAL NETWORKS

NETHERLANDS

Romana Tomljanović

Her passion for travel, food and drink has been taking her to the most beautiful places in the world for many years. Romana was born and raised in the Netherlands but has been spending her summers in Croatia since she was young. Romana's friends and acquaintances often asked her for advice about Croatia and used her lists of places and accommodations with gratitude, and then even passed them on to people she did not know.

Thus, The Nomad Life was born. Hundreds of thousands of tourists read her recommendations every year. As she herself states, she is proud that all her friends and acquaintances have already been to Croatia!



POLAND

Ewelina Sadura Marinović

She loves to celebrate moments and smile at her life. Travel blog www.polako.eu has the potential to become one of the best blogs dedicated to Croatia on the Polish market.



The blog was created out of love for Croatia and adventure travel. Ewelina managed to gather around her people who, like her, want to share valuable content. She fell in love with Croatia in 2009. Now she lives on the island of Brač in the beautiful town of Bol.

SWEDEN

Peter and Helena Bergström

Peter and Helena have successfully turned their hobby into the most amazing business - full-time travellers and travel writers. They visited more than 50 countries. Their blog is a real inspiration for many Swedish readers, as well as many others. As true lovers of nature, Croatian nature with its national parks is an inexhaustible source of inspiration. "If we have seen beautiful national parks anywhere in the world, it is in Croatia," wrote Peter and Helena on their blog. That's why they always come back and say nothing but good things about their experience.



Peter and Helena Bergström run one of the most-read travel blogs in Sweden (1.4 million visits per year) and are regularly nominated for interesting reports from Croatia that are of interest to readers. This time specifically for the promotion of Croatia's national parks.



Photo: CNTB Author: Damira Kalajčić