

2025

CROATIA
Full of life

GOLDEN PEN media award

PHOTO: IVO BIOČINA



croatia.hr

Novigrad – Cittanova

GOLDEN PEN 2025.

The 21st Golden Pen Awards ceremony was held in the stunning setting of Kozlović Winery in Istria. The event was traditionally organised by the Croatian National Tourist Board (CNTB), this time in cooperation with the Istria Tourist Board and the Novigrad-Cittanova Tourist Board.

The Golden Pen Awards recognise international editors, journalists, travel bloggers, and influencers for the best publications promoting Croatia as a tourist destination during the previous year. This year's ceremony brought together 28 international media representatives from 15 countries.

The most prestigious award, the Golden Pen Grand Prix, was presented in six categories: Best Print Article, Best Online Article, Best Television Report, Best Radio Report/Podcast, Best Travel Blog, and Best Social Media/Influencer Content.

To mark the occasion, guests enjoyed a rich four-day programme in Istria from 8 to 11 April. The itinerary included guided tours of the cultural and historical landmarks and attractions of Novigrad, Grožnjan, and Brtonigla, wine tastings, a truffle-hunting demonstration, and a variety of other authentic Istrian experiences.

GRAND PRIX FOR THE BEST PRINT ARTICLE

CANADA

Vivian Vasso

From Canada, Vivian Vasso, in her article invites Canadian travellers to embark on a captivating journey through the Adriatic, offering not only the thrill of sailing but also the opportunity to immerse themselves in the rich history and cultural allure of Dubrovnik and Split. With a perfect blend of relaxation on the open sea and the chance to explore these historic gems, travellers are encouraged to indulge in both the beauty of the Adriatic waters and the captivating cultural narratives.



GRAND PRIX FOR THE BEST ONLINE ARTICLE

UNITED KINGDOM

Andrew Eames

From the UK, Andrew Eames wrote an article on the stunning sandy beaches of the Croatian coast that had an impressive reach of 10 million readers in The Times. In his captivating piece, Eames highlights the pristine coastline, crystal-clear waters, and cozy atmosphere. His expert storytelling brings the beauty of these hidden gems to life, offering readers a glimpse into Croatia's coastal paradise.



GRAND PRIX FOR THE BEST TELEVISION REPORTAGE

POLAND

From Poland, the popular TV show Dancing Around the World has brought Croatia's culture, traditions, and adventurous spirit to life through five captivating episodes. Led by the talented host Edyta Herbuś, the program explored Dubrovnik, Split, Konavle, Sinj, and many other destinations, blending fascinating stories with local gastronomy and breathtaking landscapes. Broadcast on multiple national television channels and embraced by millions of viewers, this season was a heartfelt tribute to the Croatian spirit and way of life.



GRAND PRIX FOR THE BEST RADIO REPORTAGE

FRANCE

Christophe Jicquel

From France, Christophe Jicquel has brought Croatia into the spotlight through Sud Radio's renowned show, *Le monde à découvrir!* In his captivating episode, just 2 hours from Paris: Croatia!, he showcased the country's breathtaking landscapes, rich history, and unique culture. Featuring key voices from the Croatian tourism scene, his show reached a wide French audience, sparking curiosity and admiration for Croatia.



GRAND PRIX FOR THE BEST TRAVEL BLOG POST

THE CZECH REPUBLIC

Adriana & Matěj

From the heart of the Czech Republic, Adriana & Matěj bring Croatia to life with their in-depth guides. In their article, '12 Best Places to Go in Croatia You Will Never Forget,' they go beyond the well-known spots, unveiling hidden gems like Vis and Zagreb. With an unwavering commitment to accuracy and detail, they craft immersive travel experiences that inspire exploration.

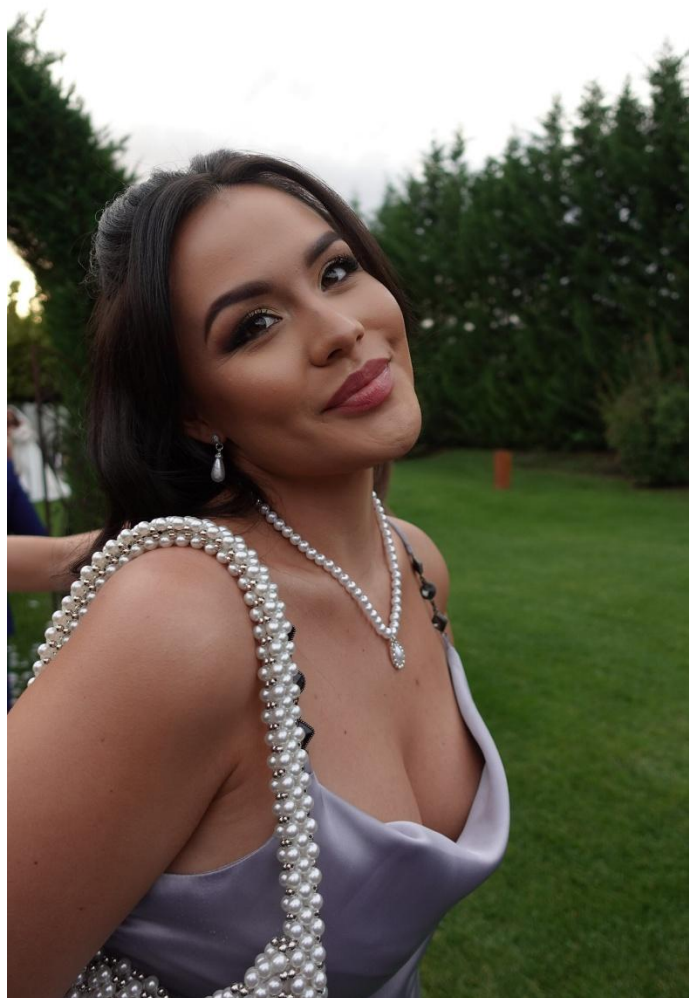


GRAND PRIX FOR THE BEST POST ON SOCIAL MEDIA

HUNGARY

Luna Joanna Michelle

Setting sail through the stunning Croatian coastline, Luna Joanna Michelle captured the essence of the Adriatic like never before! Her vibrant storytelling on Instagram and TikTok brought the magic of sailing in Croatia to audiences far and wide. With every reel and highlight, she has inspired countless travellers to embark on their own Croatian adventure.



THE WINNERS WHO ATTENDED THE PRIZES CEREMONY

PRINT MATERIAL - ARTICLE CATEGORY

AUSTRIA

Helmuth Weichselbraun and George Lux

From Austria, Helmuth Weichselbraun and George Lux are the authors of a book that explores abandoned places in Croatia – “Lost Places”, which attracts tourists seeking adventure. Helmuth has also written articles about Gorski Kotar and Lika regions as hidden gems in Croatia's hinterland. The Risnjak and Plitvice Lakes National Parks were also mentioned in a truly unique way.



FRANCE

Clotilde Boudet

From France, Clotilde Boudet and her 20-page feature in Voyager Ici & Ailleurs magazine highlight Istria. While many French travellers are familiar with Dalmatia and Zagreb, the article unveils Istria's natural beauty, rich history, and vibrant culture. It takes readers on a journey from Zagreb to Novigrad, showcasing the region's forests, hills, coastline, and culinary delights. This feature positions Istria as an authentic yet luxurious destination, offering French travellers a fresh, hidden gem in Croatia.



USA

Clive Pursehouse

From the USA, Clive Pursehouse, editor at Decanter, emphasises Villa Korta Katarina's transformation from a 1940s luxury hotel to a modern-day sanctuary of luxury and history. He paints a vivid picture of the property's scenic location on the Pelješac Peninsula, overlooking the Adriatic Sea, and focuses on the villa's exclusive offerings.



THE BEST ONLINE ARTICLE

SLOVAKIA

Miroslav Lisál

From Slovakia, Miroslav Lisál has penned an engaging article exploring the stunning Croatian coast and the rich gastronomy of Split. In this piece, Lisál delves into the vibrant food scene of Split, highlighting local fine dining restaurants. His thoughtful writing brings to life the flavours, history, and culture that define the region.



USA

Aoife Breslin

From the USA, Aoife Breslin has written a fascinating article about the breathtaking Makarska Riviera. Aoife explores the stunning landscapes, crystal-clear waters, and charming towns that make this coastal gem a must-visit destination. Her insightful writing captures the unique allure and hidden treasures of the Riviera, providing readers with a deeper appreciation for this Croatian paradise.



THE BEST TELEVISION REPORTAGE

GERMANY

Mirjana Momirović

From Germany, Mirjana Momirović has created an insightful TV series showcasing the stunning beauty and rich culture of the Croatian coast. Her detailed coverage highlighted the unique charm of Croatia's coastline. Through her engaging storytelling, viewers were taken on a captivating journey along our picturesque shoreline.



ITALY

Luca and Daniela Sardella

Father-daughter connection from Italy, Luca and Daniela Sardella, brought beautiful Istria to the millions of RAI viewers. After meeting the magnificent history, culture, nature and gastronomy of Istria, Italy's favourite TV personality called it heaven on earth.



SWEDEN

Jovan Radomir and Martina Wallindera

A Swedish tandem of Jovan Radomir and Martina Wallindera offers a glimpse into Pula's rich history and culture. It highlights the influence of Italian heritage on the region's architecture, cuisine, and culture. They also made a TV report on fascinating Dubrovnik, which was aired on the popular Swedish daily television show Gokvål that is a part of Swedish people's lives for 28 years.



SLOVENIA

Marjana Grčman

Marjana Grčman from Slovenia is an accomplished journalist who produced a captivating TV report showcasing the authentic charm of Istria. Through her work, she highlighted the region's rich cultural heritage, stunning landscapes, and unique traditions, offering viewers a glimpse into Istria's true essence.



THE BEST RADIO REPORTAGE

POLAND

Krzysztof Kobus

From Poland, Krzysztof Kobus, a renowned travel writer, brought Croatia closer to listeners through his inspiring interview on Weekend Radio TOK FM. As a guest on this prestigious program, he dedicated the entire segment to showcasing Croatia's beauty, culture, and unique experiences. His storytelling and passion have sparked wanderlust among Polish audiences, making Croatia an unmissable destination.



BELGIUM

Grandeur Nature - H       Bernard

From Belgium, the acclaimed radio show Grandeur Nature has taken listeners on an unforgettable journey through the breathtaking landscapes of Zadar County. In two captivating two-hour episodes on VivaCit  , the team explored Dugi Otok, Tela      , Paklenica, and more, embracing the essence of slow and sustainable tourism. With its rich storytelling, the program brought Croatia's natural beauty, culture, and traditions closer to the Belgian audience.



THE BEST TRAVEL BLOG POST

SWEDEN

Åse Falkman Fredrikson

From Sweden, Åse Falkman Fredrikson has captivated an incredible audience of 6.86 million yearly unique visitors with her blog, 56kilo.se! Through her vivid storytelling, stunning photography, and personal experiences, she unveils the magic of Dubrovnik, Lokrum, Orebić, and Ston. Beyond her blog, her engaging Instagram highlights bring these destinations to life, offering an immersive journey through Croatia's beauty.



THE NETHERLANDS

Jacoba de Boer

From the Netherlands, Jacoba de Boer has made an outstanding impact in promoting Croatia as a must-visit destination! Through her blog, Opreismetco.nl, and engaging social media presence, she has shared in-depth guides on Zadar, Dugi Otok, and the region's hidden gems. Her passion, creativity, and informative storytelling have inspired countless travellers while giving Croatia the global spotlight it deserves.



THE BEST POST ON SOCIAL MEDIA

AUSTRIA

Dennis Glanz

From Austria, Dennis Glanz has captured the spirit of Croatia through his inspiring travel content, bringing the country to life for young, adventure-seeking explorers. From the festive magic of Zagreb's Advent to the breathtaking landscapes of Plitvice and Rastoke, he shares authentic experiences and expert tips on where to eat, stay, and explore. With a passion for slow travel, he uncovers Croatia's hidden gems, inviting his audience to embrace the journey.



GERMANY

Claudia Beitsch

From Germany, Claudia Beitsch, an outdoor enthusiast from Rosenheim, has introduced her audience to the stunning landscapes of Zadar County. Known as @cloudi.out.of.rosenheim, she is a celebrated voice in the German outdoor community, capturing Croatia's beauty through breathtaking visuals and immersive storytelling. Her content highlights the region's endless opportunities for adventure, making it a must-visit destination for active travellers.

