

## Press Information

*Germany Travel Writers' Awards 2011*

### **GNTO recognises editorial excellence**

London, 29 November 2011 – The German National Tourist Office (GNTO) today celebrated the outstanding editorial coverage on *Travel Destination Germany*, when it announced the winners of this year's Germany Travel Writers' Awards. More than 50 guests, including journalists and travel writers, attended the awards ceremony at Trinity House in London, where the accolades were presented.

Andrew Eames scooped the first prize for his article 'It's Germany, but not as you know it', which was published in the January/February 2011 edition of National Geographic Traveller.

First runner-up was Ben East, who picked up an award for his piece 'Pirates of the Outer Alster', published in the January 2011 edition of easyJet Inflight, while Adrian Bridge won the third prize for his editorial 'Ludwig's Legacy', which appeared in the autumn 2011 edition of Ultratravel.

"This year's editorial coverage on Germany as a travel destination is overwhelming, and we very much appreciate the support we get from the UK and Irish press," said Klaus Lohmann, Director GNTO UK & Ireland. "Our goal to promote Germany's diversity and our annual themes is exactly what such excellent editorial contribution achieved. I would therefore like to thank all journalists for their coverage on Germany and extend my personal congratulations to the winners."

An independent jury consisting of five high-profile industry experts, including representatives from the German Embassy and the British Guild of Travel Writers, chose the winning articles from a long list of inspiring and top-quality

entries, which had been submitted in the past twelve months. When judging the coverage, the jury members had to take into consideration criteria such as the standard of writing, the level of entertainment and destination knowledge as well as the level of interest the article would spark in Germany as a travel destination.

But not only three prizes were handed out; the GNTO chose to award Lonely Planet Magazine with the prestigious Goethe Media Award, a special accolade for the outstanding editorial contribution to the promotion of *Travel Destination Germany*.

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Media Contact:

Nadine Wenn  
Head of Press & PR

German National Tourist Office  
PO Box 2695  
London W1A 3TN  
Tel: +44 (0)20 7317 0914  
Fax: +44 (0)20 7317 0917

Email: [nadine.wenn@germany.travel](mailto:nadine.wenn@germany.travel)  
Website: [www.germany.travel](http://www.germany.travel)  
Images: [www.images-dzt.de](http://www.images-dzt.de)