

PRESS RELEASE

**'Africa 2017', a wall calendar from the Alexander von Humboldt (Heye) edition, wins the opening event of the ITB BookAward 2017**

Berlin, 11 October 2016 – Whetting appetites for the coming travel season, 'Africa 2017' from the Alexander von Humboldt (Heye) edition won the opening prize of the ITB BookAward 2017. This large wall calendar was chosen by ITB Berlin in cooperation with the RavensBuch bookstore from Friedrichshafen.

David Ruetz, head of ITB Berlin who chaired the jury, said: "Month by month 'Africa', the latest calendar from Heye, explores the overwhelming beauty and diversity of southern and eastern Africa, the cradle of civilisation, with spectacularly atmospheric photos of wildlife and nature. Elephants and giraffes in Botswana, baobabs in Madagascar, mountain gorillas in Uganda, hippos, zebras and a lone cheetah in Kenya along with other unique subjects give us an image of longing for the primeval wilderness of Africa. However, the calendar communicates much more than a wealth of fine images. Looking at this work and knowing that these infinitely precious and vast areas of nature are endangered and in need of protection, one feels both humility and empathy."

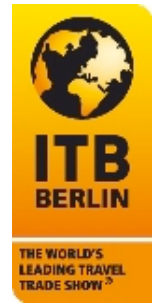
**Press information / photo:**

Medienbüro Gina Ahrend at [heye-kalender.de/presse/kontaktinfo/](http://heye-kalender.de/presse/kontaktinfo/)

Together with other prizes chosen by the jury, the Calendar Award is presented at the World's Largest Travel Trade Show in March 2017 in Berlin.

Every year, at the beginning of ITB Berlin, the annual ITB Berlin Book Awards recognise the latest and most interesting publications from Germany and abroad, mainly in German, but also in translation. The aim of the awards is to focus attention beyond national borders on the broad spectrum of important intercultural travel and tourism publications. The Destination Award 2017 will focus on Botswana, a tourism destination in Africa and the Official Partner Country of ITB Berlin.

Together with the jury's choice of awards for the best traditional travel guides, travel books, illustrated books and specialist tourism publications the Calendar Award will be presented at the World's Largest Travel Trade



Offizielles Partnerland ITB Berlin 2017



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Show in March 2017 in Berlin.

**In 2017 the award categories are:**

*Travel publications:*

- Destination Award: Botswana
- Convention & Culture Partner: Slovenia
- Travel destinations in Germany / Region: Upper Bavaria, City: Munich
- Special travel guides / Travel books (series)
- Special travel books
- Literary travel books
- Illustrated travel books
- Travelling with children
- Hiking / Cycling
- Water sports / Sailing / Sea travel
- Lifetime Award (publisher / author)
- Travel cook books
- Travel calendars

- *Specialist travel publications*
- Tourist maps / Globes
- Specialist travel publications
- Background information

*Special award*

- Special award presented by the management of ITB Berlin

**In 2017 the members of the jury are:**

- Eckart Baier (Buchjournal)
- Cornelia Camen (BuchMarkt)
- Prof. Dr. Roland Conrady (Hochschule Worms/University of Applied Science)
- Armin Herb (jury spokesman, editorial offices, Herb)
- Regine Kiepert (Schropp Land & Karte)
- Martina Kraus (RavensBuch)
- Philipp Laage (dpa Themendienst)
- Karl Mertes (journalist)
- Burghard Rauschelbach (consultant, sustainable tourism)
- David Ruetz (chairing the jury, head of ITB Berlin)
- Raphaela Sabel (Schweizer Buchhandel)
- Gerd W. Seidemann (journalist)

**The presentation of the ITB BookAwards 2017 will take place on Friday, 10 March 2017 at 4 p.m. in the Palais am Funkturm. The event will be moderated by Mary Amiri.**

**About ITB Berlin and the ITB Berlin Convention**

ITB Berlin 2017 will take place from Wednesday to Sunday, 8 to 12 March. From Wednesday to Friday ITB Berlin is open to trade visitors only. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 8 to Saturday, 11 March 2017. More details are available at [www.itb-convention.com](http://www.itb-convention.com). ITB Berlin is the global travel industry's leading trade show. In 2016 a total of 10,000 companies and organisations from 187 countries exhibited their products and services to around 180,000 visitors, who included 120,000 trade visitors.

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