



The last ITB BookAward at ITB Berlin 2024 © Messe Berlin

## **PRESS RELEASE**

### **Launch of the International Travel BookAward 2025 The tribute to the joy of travel and discovery continues**

**Friedrichshafen, 12. Sept. 2024**

**After a period of exploration following the ITB BookAward's departure from ITB Berlin in 2024, the organization for the next International Travel BookAward has now begun.**

The BookAwards will continue to honour outstanding publishing achievements in the field of travel and tourism, primarily in German or in German translation, and draw attention beyond national borders to the diverse range of current publications. A jury made up of representatives from academia, the media and the book trade selects the winners.

**The jury members and categories can be found here:**

<https://www.buero-philipp.de/Resources/Page4.jpg>

<https://www.buero-philipp.de/Resources/Page5.jpg>

**Here is the current project description at a glance:**

[https://www.buero-philipp.de/TBA\\_2025.html](https://www.buero-philipp.de/TBA_2025.html)

**And the movie about the history of the ITB BookAwards (2022-2024) here:**

[https://www.buero-philipp.de/itb\\_buchawards.html](https://www.buero-philipp.de/itb_buchawards.html)

The Destinations Awards 2025 are dedicated to the South American country of Peru, the Southeast Asian country of Vietnam, the Central European country of Austria and the German holiday region of the Black Forest. In the category »Alice Children's and Young Adult Book Award«, children's and young people's books with a travel theme in the world of fantasy will again be honoured.

The prizes are not endowed. The authors receive a certificate and a trophy - the publishers receive a certificate for their editing and production services and the new award label for free use in marketing, press and PR.



The International Travel BookAward is organised by Verlagsbüro Philipp, which continues to coordinate the jury's nominations and the publishers' submissions. Traditionally, no title fee is charged.

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