

**The Bradt Guide to Friuli Venezia Giulia is among the best travel guidebooks:
the publication is among the finalists of the “Travel Media Award 2020.”**

**On January 25, the date of the award ceremony, it will challenge the other four contestants of the category
to see if it can snatch first place on the podium**

Villa Chiozza in Cervignano, December 2, 2020 – After New York City, will Friuli Venezia Giulia be the one to enter the Olympus of the best tourist travel guides? Last year, the DK Eyewitness Travel Guide New York City ranked first, but this year **the Bradt Guide to Friuli Venezia Giulia is among the five finalists for the “Travel Media Award 2020”**, considered **among the most important awards** for journalism, photography and television broadcasts dedicated to **travel and tourism**. The Bradt Guide dedicated to Friuli Venezia Giulia is the first guide in English entirely devoted to the region, and is published by Bradt Guides – the world’s largest independent guidebook company – in cooperation with PromoTurismoFVG.

The categories are judged by a **jury of journalists and professionals from the world of international tourism**, using a **consolidated and rigorous scoring system** to ensure that only the best are rewarded. Each category is analysed by a three-person jury, made up of two prominent members of the travel industry along with an established editor or writer. In total, **60 judges from major travel and media companies will decide on the awards for the year 2020**.

Among the finalists divided into 21 categories - covering all areas of travel media, including paper publications, online newspapers, broadcasts, blogs and photography - there is also Friuli Venezia Giulia. On **January 25, the date of the online awards ceremony**, it will challenge the other four competitors in the category (Bradt Guides Slow Somerset, Curious Travel Guides Lost in Florence, Lonely Planet Saudi Arabia and Scotland Beyond the Bagpipes) for first place on the podium.

The Bradt Guide to Friuli Venezia Giulia is the first English travel guide entirely dedicated to the region. Published last year, it was written by expert authors Dana Facaros and Michael Pauls, who **defined Friuli Venezia Giulia as “a small gift full of everything we love about Italy”**. In September the guide was previewed at Pordenonelegge with the publisher and authors (in which they called FVG the “California” of Italy), and **a launch event was scheduled in London**, postponed due to the March lockdown, but currently **being rescheduled**.

The Bradt Guide to Friuli Venezia Giulia is a vital piece of the **strategic plan** that PromoTurismoFVG has been carrying out for years to **position Friuli Venezia Giulia in international guides** with the updating or increase of page count and the creation of guides from scratch. The next steps are scheduled for March with the release of the **updates of the Touring Club and Lonely Planet** dedicated to the region.

The **“Travel Media Awards”** (<https://travelmediaawards.com/>) were created to recognise the extremely influential role that travel media today play in the decision-making of holidays and business travel. Open to all travel writers, broadcasters and photographers, the Awards are a true **barometer of the travel media industry**.

In 2019, more than 900 nominations for the award were received from all the media sector, including some of the most recognisable names in the tourism landscape. More than 300 travel industry professionals then attended the awards ceremony at The Landmark London, which will be held in virtual form this year. Last year for the “travel guides” category the winner was the DK Eyewitness Travel Guide New York City.