



27 October 2022

A longing for the Far East and UNESCO heritage sites convince the jury: Presentation of honours for outstanding calendars kicks off the ITB BookAwards 2023

With the presentation of the ITB BookAwards, the World's Leading Travel Trade Show annually honours the most outstanding travel publications. In the Calendar category the jury honoured five titles – including the large-format wall calendar 'Fernweh Fernost 2023' from the publisher teNeues Verlag, as well as the ensemble 'UNESCO Erbe der Welt 2023' and '[UNESCO Naturerbe der Welt 2023](#)' from Kunth Verlag.

Focusing on the same theme, the calendar jury honoured the photographic journeys to selected [natural](#) and [cultural heritage sites](#), published in the format of two equally high-quality, spectacularly illustrated spiral-bound table calendars featuring outstanding impressions of world heritage sites.



The portrait-format wall calendar [Fernweh Fernost 2023](#) with images by the two photographers Alexandra Schels and Patrick Pichler was “a gorgeously illustrated declaration of love to Asia”, said the jury chairman David Ruetz, director of ITB Berlin. The calendar visits a wide range of places in the Far East – including Lijiang, the ancient Chinese City of Kings in Yunnan Province, South Korea, Myanmar, Tokyo, Kyoto, Mongolia, the Taroko National Park in Taiwan's east, and the stilt fishermen in Sri Lanka.

This well-chosen selection represents a work of photographic art that inspires buyers to pack their bags and head off, Ruetz added. The photographs are taken from the illustrated book 'Fernweh Fernost', also published by teNeues Verlag.

The [ITB Berlin BookAwards 2023](#) will take place next year live at ITB Berlin. The date and details of the event will be announced in the coming weeks.

Organisation of the ITB BookAwards

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Media representatives and bloggers can obtain [accreditation online](#) as of December 2022.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2023 will take place from Tuesday, 7 March, to Thursday, 9 March, as a pure B2B event. Since 1966, ITB Berlin has been the World's Leading Travel Trade Show. The internationally renowned ITB Berlin Convention will take place parallel to the show and will be held live on the Berlin Exhibition Grounds - selected sessions will be streamed on the ITBxplore platform. The ITB Berlin convention is the world's largest travel industry event of its kind. In 2022 it took place as a virtual event on the brand's website itb.com and registered 60,700 attendees from 125 countries who took part in more than 100 sessions featuring 223 speakers. In 2022, under the heading 'TRVLX by ITB', ITB Berlin has planned a series of B2B networking events in European markets – the kick-off event took place in May in Georgia. Before the pandemic at ITB Berlin 2019, around 10,000 exhibitors from 181 countries displayed their products and services to some 160,000 visitors, including 113,500 trade visitors. Additional information is available at www.itb.com and [ITB Newsroom & Social Media](#).

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