



Press release on the ITBA 2025 award ceremony

Friedrichshafen, 11 November 2025, Philipp's office

The presentation and award ceremony for the International Travel Book Award 2025, announced for early November, took place last Friday on the opening day of the 20th WunderWelten festival on Lake Constance in a convivial atmosphere with invited guests at the Graf Zeppelin House event and congress centre in Friedrichshafen. The event lasted around two hours and featured numerous talks, the presentation of certificates and trophies, and video clips. The afternoon was hosted by jury chairman Armin Herb, jury member Martina Kraus (Osiander bookshop) and organiser Margrit Philipp.

The screen presentation with embedded video messages from laureates who were unable to attend the award ceremony in person, supplemented by selected photos from the event, can be found here:

https://www.buero-philipp.de/Resources/ITBA_Preisverleihung_20251107.pdf

Guests included Dr Johannes Maria Gerlitz, programme and events manager at the Friedrichshafen Cultural Office, and Teresa Baumgarten, senior marketing and brand manager at ITB Berlin, which – like the Osiander bookshop – supports the International Travel Book Awards. Her impression: 'Even though the event took place on a smaller scale, I found the atmosphere to be particularly intimate and appreciative. This personal setting gave the experience a very special quality.'

Folio publisher Hermann Gummerer writes: »Thank you for your great commitment to the ITBA. It was wonderful and very special for me to be there on Friday; initiatives like this are inspiring.« And Stefanie Franz, editorial director of travel guides at Dorling Kindersley, says: »It was a wonderful event on Friday! Everything was very harmonious, and in my opinion, the award was a perfect fit for the WunderWelten Festival. I was very happy to be able to participate. I really hope that the award will continue next year – perhaps in Friedrichshafen again.«

Organiser Margrit Philipp sums it up: »We are very grateful to the many supporters who encourage us to award this book prize. First and foremost, there is the volunteer jury from the fields of academia, book retail and journalism. Then there are the publishers who generously support our work by providing the requested sample copies and celebrating their awards on websites and social media. The Stuttgart Book Weeks, which start at the end of this week, are hosting an exhibition, and LIBRI's white label service ensures that many smaller, independent bookshops can offer all award-winning titles in their shops under the International Travel Book Award 2025 label. There is great public demand, as the Hamburg bookshop Heymann recently reported. We are also present on Marketing Online, the website of the German Publishers and Booksellers Association. And the fact that we performed this award ceremony together with WunderWelten in the lecture programme was a very nice event.«

Kontakt: Organisation, Kommunikation International Travel BookAward: Margrit Philipp
Verlagsbüro Philipp, SEE.STATT Friedrichshafen, Friedrichstraße 39, D-88045 Friedrichshafen,
www.international-travel-bookaward.com