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ITB Book Award goes to the travel calendar 'Japan 2021 – Land of the Rising Sun'

Every year, the annual ITB Book Awards recognise the most original publications, mainly in German, but also in German translation. In the run-up to ITB Berlin NOW 2021 – which due to the pandemic will be an entirely virtual event – the large-format wall calendar '**Japan 2021 – Land of the Rising Sun**' (Weingarten/Athesia Kalenderverlag) was picked for the Travel Calendar Award. "This magnificent calendar features unique picture-postcard views, with examples of impressive landscape photography and historical cultural attractions. They include natural attractions such as Japan's Mount Fuji, along with the Churei-to pagoda in Fujiyoshida, photographed by Michele Falzone. Also featured are the famous Meoto-Iwa wedded rocks, photographed by Gavin Hellier. Joined together by a rope symbolising marriage, they are situated in the Pacific on the Shima Peninsula near the Ise-Shima National Park. The months of February and March as well as August to November evoke the magic of the former ancient imperial capital city, inspiring viewers to visit Kyoto and explore Japan's cultural soul", was how the judges commented their choice.

The aim of the ITB Book Awards is to focus attention beyond national borders on the broad spectrum of important travel and tourism publications. ITB Berlin is partnering with Börsenverein des Deutschen Buchhandels. The ITB Book Awards do not confer prize money.

Press releases and photographs: Athesia Kalender Verlag

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About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2021 will take place from Tuesday, 9 to Friday 12 March for trade visitors only and as an entirely virtual event. ITB Berlin is the World's Leading Travel Trade Show. In 2019 a total of 10,000 exhibitors from 181 countries displayed their products and services to 160,000 visitors, including 113,500 trade visitors. As part of the virtual ITB Berlin the ITB Berlin Convention, the largest travel industry event of its kind, will also take place as a virtual event. More information is available at www.itb-berlin.com, www.itb-convention.com and in the [ITB Social Media Newsroom](#).

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About Tourismus Marketing Gesellschaft Sachsen mbH

Tourismus Marketing Gesellschaft Sachsen mbH has been promoting the Free State of Saxony as an attractive travel destination on the German and international market since the year 2000. Under the brand slogan 'SACHSEN. LAND VON WELT', it has positioned Saxony as a quality cultural destination featuring art, culture and city tourism as well as holidays for families, health and fitness enthusiasts. Saxony's largest markets are Germany itself, the Netherlands, Switzerland, Austria, the USA, UK, Italy, Poland, the Czech Republic, Russia and Asia. Buchungsservice Sachsen has information and advice on Saxony as a travel destination and provides a booking service

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