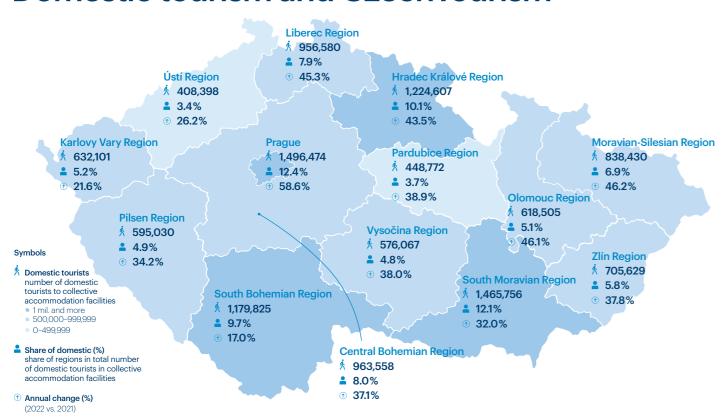
# **Domestic tourism and CzechTourism**



# **Corporate events**

#### **European Tourism Forum**

- the event was prepared in cooperation with the European Commission within the framework of the Czech Presidency of the Council of the European Union
- more than 200 tourism professionals

### Czechia Travel Trade Day, Karlovy Vary

- the fifth year of the B2B incoming workshop
- 71 buyers from 23 countries, 85 czech entities

#### Traverse 22, Brno

- the largest conference for digital content creators in Europe
- over 250 content creators attending, including Instagrammers, bloggers, YouTubers, TikTokers, podcasters and many more

Useful mobile apps for your holidays in Czechia



#### Check out our websites

visitczechia.com



kudyznudy.cz



czechtourism.cz



# **Public Relations**

#### 5,190 articles about CzechTourism

AVE 5,148,788 EUR in domestic media

Top events – 70 tips for barrier-free trips, OneTicket, kudyznudy.cz Top media – ttg.cz, parlamentnilisty.cz, ČRo Radiožurnál, ČT24

#### media.visitczechia.com

## More than 4,500 photos

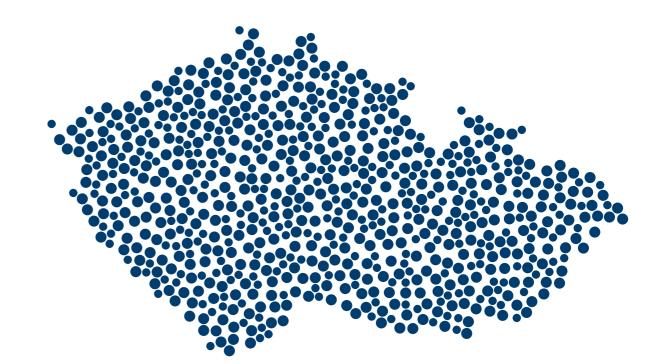
 expansion of the media library portfolio with new topics such as new UNESCO monuments, advent, wine tourism, rural tourism, spas and wellness, hiking, winter fun, winter cities



Created by the Institute of Tourism institut@czechtourism.cz



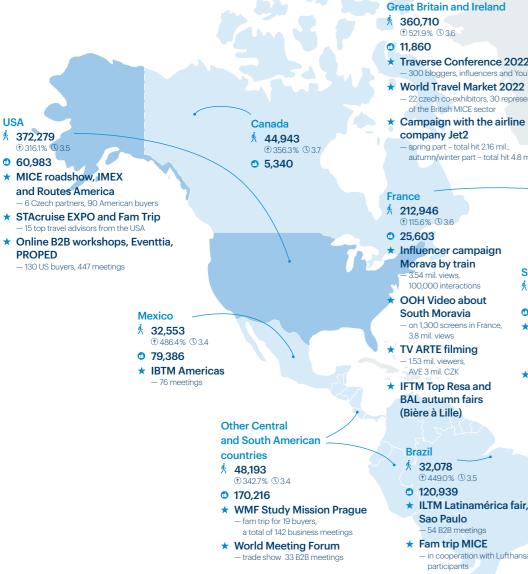
# Fact Sheet 2022



- → 45.3 mil. EUR tourist tax
- 21.3 mil. visits on kudyznudy.cz website
- 1.98 mil. fans on social media



# Incoming tourism and CzechTourism worldwide



## **Great Britain and Ireland**

- ★ Traverse Conference 2022
- ★ World Travel Market 2022 2 czech co-exhibitors, 30 representatives
- of the British MICE sector Campaign with the airline
- autumn/winter part total hit 4.8 mil.

- **½** 308,369
- **11,240**

Switzerland

**½** 79,013

0 2.095

£175.0% (\$3.8)

★ Online sales campaign in

cooperation with Iberia

newsletter to 15 mil. contacts

from more than 100 countries

\* FITUR Madrid trade fair

8 czech co-exhibitors

251,689

\* Summer Digital Campaign

street art as a destination

- 6,000 brochures distributed

for Italian touroperators

f

Facebook

O

Instagram

Twitter

YouTube

6

Weibo

**%** 

marketing tool

Educational videos

0 51,083

★ Murale

**½** 161,321

**36.552** 

- ★ Integrated marketing campaign to promote train travel
  - 2.75 mil. views (online), blogger trip hit 85,000, 412 packages sold
- ★ Activities within the Czech Presidency of the Council of the European Union

#### Slovakia 779.555

- - 0 21,549

\* Promotion of sustainable

3 campaigns, 1 press trip

★ "Cities come alive"

★ OOH campaign Tradition

**†** 1,847,625

★ Image campaign with Expedia

Online campaign with Omio

from Germany to Czechia, 6,300 packages worth EUR 424,000 sold

★ Newsletter campaign with

**OTA Secret Escapes** 

0 49,736

- minal Nivy 7.14 mil., rport 359,689. Bratislava airport 132 mil.
- ★ Czechia without barriers
- AVE 653.102 CZK, OTS 3.2 mil. perso Chutné Česko
- ries of television documentaries 280,000 viewers
- **½** 141,183
- **o** 719

Scandinavia

tourism

**½** 280,251

**12,667** 

## Austria

- **½** 264,226
- **7.858**
- \* Radio campaign with RadioKlassikStephansdom
- **★** Argus Bike Festival
- 100,000 visitors, 4 czech co-exhibitors
- ★ OOH campaign with ÖBB station per day

- Saudi Arabia
- **½** 18,825 ① 273.1% ① 5.5

**United Arab Emirates** 

**½** 16,290

**2,046** 

- **1,216**
- ★ #VisitCzechRepublic B2B roadshow in Saudi Arabia
- ★ Online campaign in the Middle East

# 155% increase in destination searches

## **Events**

#### Going beyond the meaning of borders

- Superbike World Championship
- D+D Real Czech Masters
- AGEL Open 2022
- Colours of Ostrava
- NHL Global Series
- Rock for People
- Karlovy Vary International film festival
- Barum Czech Rally Zlín
- RunCzech races 2022
- 2022 World Rowing Championships





















# **MICE**

§ 49,131

**24,278** 

Poland and Baltic countries

\* Piknik nad Odrou fair

★ OOH campaign Tradition

★ Online campaign "Recognise pictures"

**½** 733,675

0 80,565

34,094

**183,719** 

India

**½** 46,978

0 13,008

V4 Roadshow

and Indonesia

★ ITB Asia (Singapore)

of the largest tourism

Market research

and development

destination presentation

of V4 countries in Malaysia

#### - 1st year of the Events Club Forum in Prague

South Korea

**1729.9%** © 2.8

★ Magical winter

OTS 980,000

- social media campaign, 2 mil. views

★ Czech traditions autumn 2022

**§** 33,079

**o** 6,653

\* Fam trip Czech Honeymoon

**§** 66.814

**35,907** 

- 4 MICE fairs (IMEX Frankfurt, IBTM World, IMEX America and IBTM Mexico)
- 4 MICE sales forums (Fitur MICE, MCE Europe Central, m&i Healthcare and m&i Spring)

Key for arrivals

① Annual change (%)

() Average period of stay

**½** 22,282

**18,994** 

⊕330.0% ©3.4

\* Back to Czechia

★ Lefumaru the lion

★ Czech Festival 2022

influencer trips, B2B workshop

for the Japanese market

creation of the mascot of Czechia

number of incoming foreign tourists at

Top selected campaigns at foreign offices

★ Tourists

- 2 MICE fam trips (Latin America)
- 2 meeting of the Czech Convention Bureau

Press/Fam/Influencer trips

#### In 2022 CzechTourism organized 212 press, fam and influencers trips

- 1,227 worldwide journalists, tour operators and influencers
- Acquired media space in AVE: over 11.8 mil. EUR

# Social media

#### kudyznudy.cz



**Online** 

#### **2** 21 262 279 visits

- **♦ -1,1%** compared to 2021 11,6% compared to 2020
- 3,11 pages per visit
- ① +16,0% compared to 2021
- 7:03 average length of visit
- ① +164% compared to 2021
- visitczechia.com (in 2022 - visitczechrepublic.com)
- **2** 188 216 visits
  - 1,78 pages per visit ① +17,0% compared to 2021
  - 4:12 average length of visit
- ① +133% compared to 2021

- Inbound tourism
- 1311 063 fans
  - ① +10,7% compared to 2021
- **3.1** 905 457 fans on Facebook
  - 0,87% engagement rate 7 677 number of posts
  - 118 average interactions per post
- **....** 139 521 followers on Instagrammers
  - 4,43% engagement rate 4 133 number of posts
  - 143 average interactions per post

Domestic tourism

90% (035

- 674 036 fans
  - ↑ +5,2% compared to 2021
- **549 589 fans** 
  - on Facebook 0,04% engagement rate
- 1589 number of posts 63 average interactions

per post

- **.** ∴ 139 521 followers on Instagrammers 0,73% engagement rate
  - 455 number of posts 869 average interactions

per post

WeChat **d** 



