

# Press conference – Czechia Travel Trade Day Prague 2026

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# Development of tourism in Czechia

The number of arrivals and overnight stays is increasing, while the average length of stay remains stable

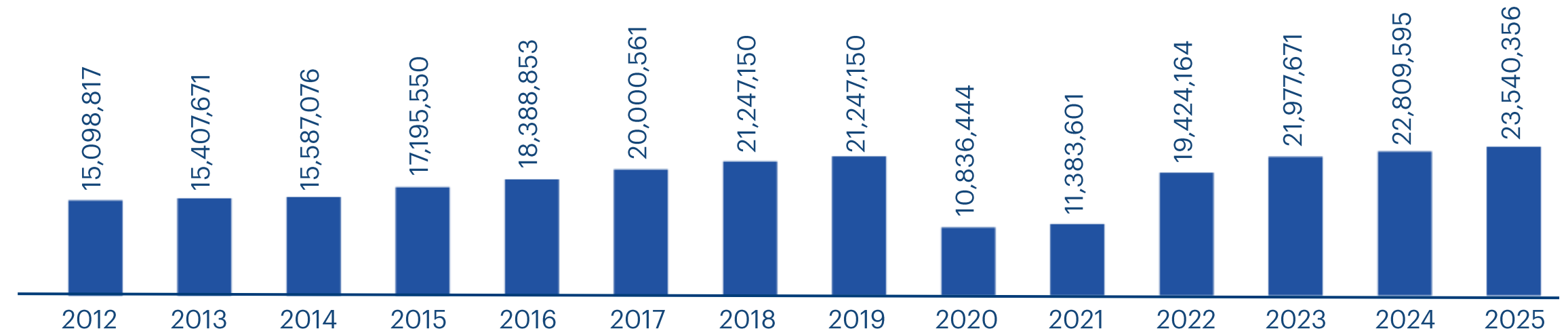
Following the decline during the pandemic In 2020–2021, the number of overnight stays recovered quickly and continued to increase, reaching a historic high of almost 60 million in 2025.

The long-term trend confirms steady growth in tourism in Czechia.

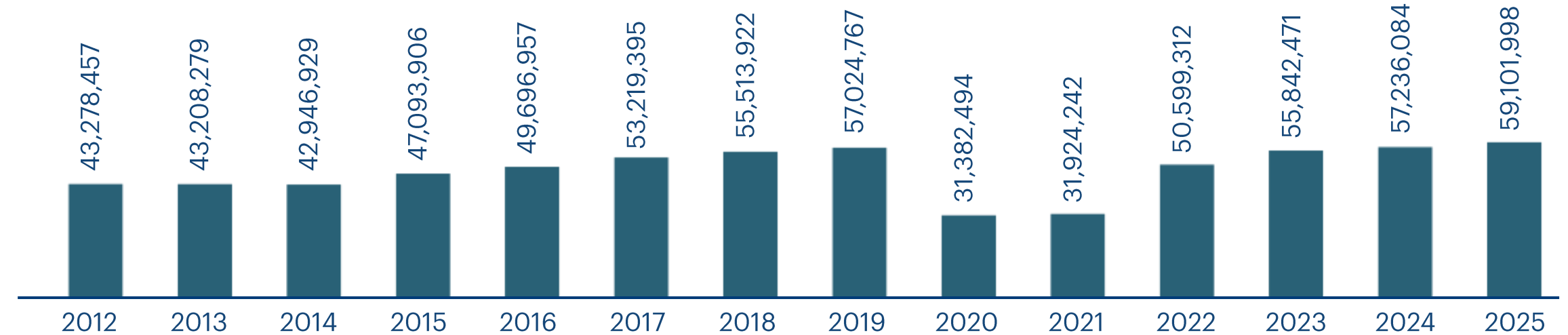
After the downturn in 2020–2021, the sector has seen a strong recovery and sustained growth. In 2025, the number of arrivals exceeds pre-pandemic levels and is approaching 24 million, confirming the return of both international and domestic demand.

The average length of stay remains essentially unchanged.

### Number of arrivals, 2012–2025



### Number of overnight stays, 2012–2025

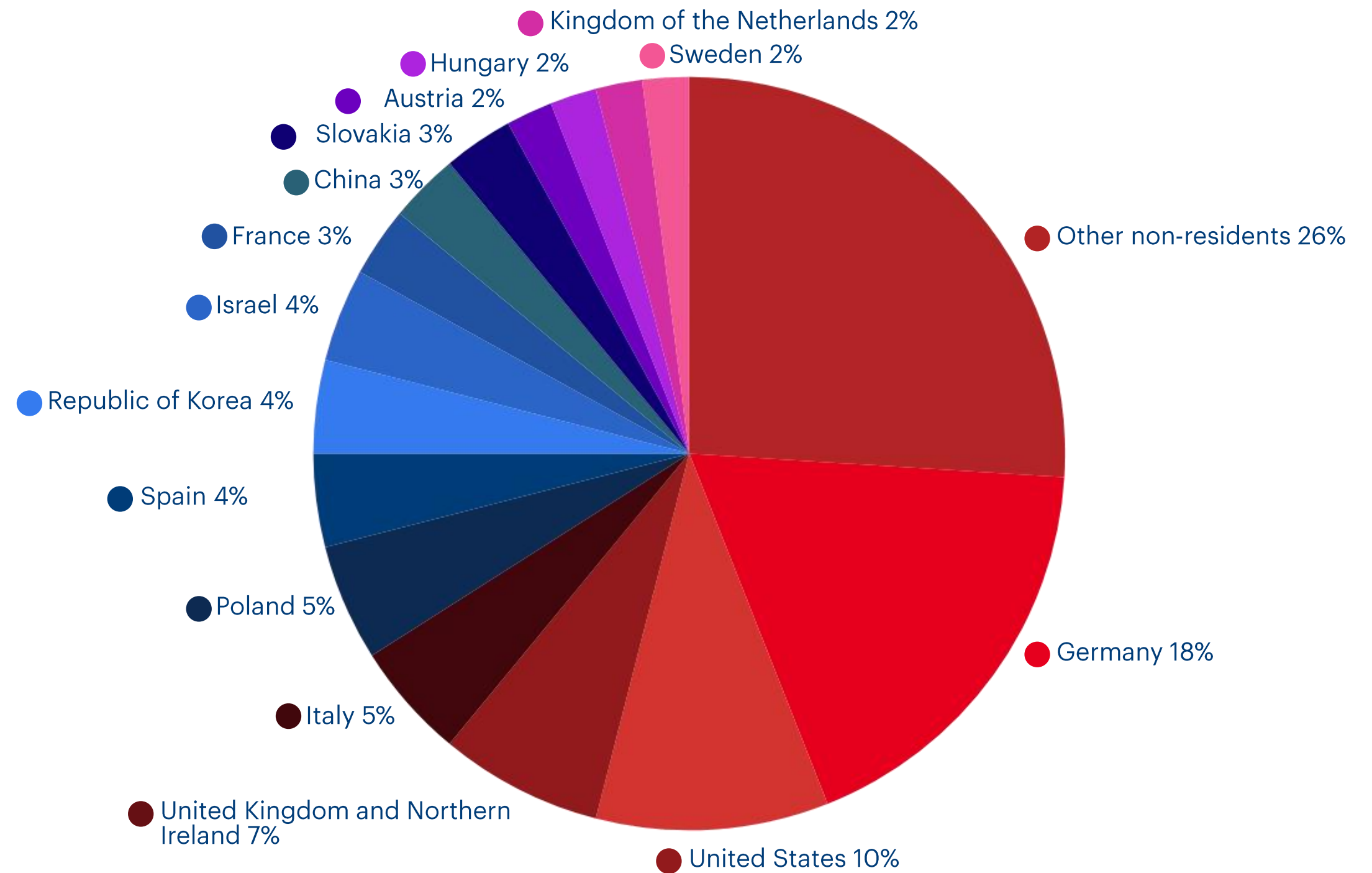


### Average length of stay, 2012–2025



# Economic contribution of inbound tourism in Czechia 2025

## Top 15 markets

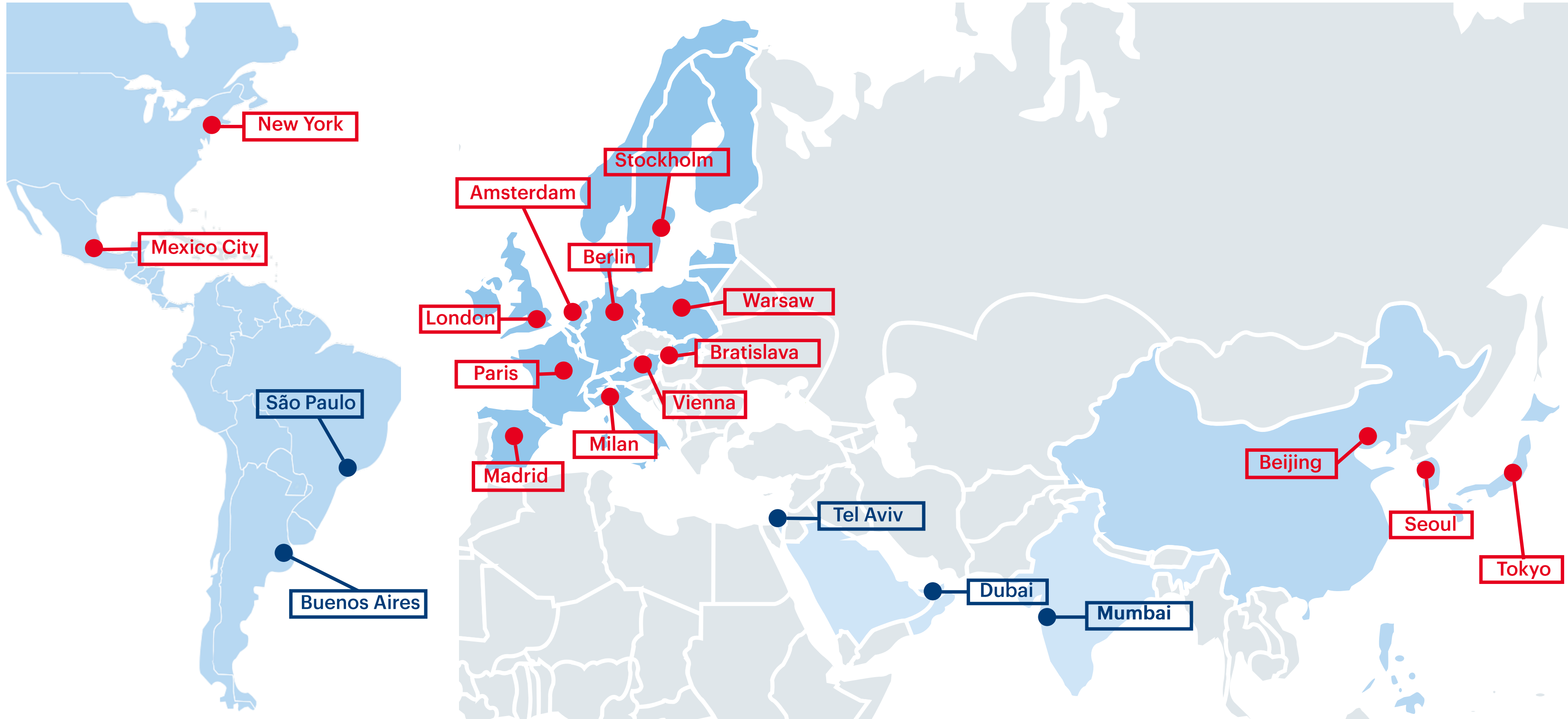


Calculation based on: Czech Statistical Office, occupancy data for accommodation establishments, ITUR – Tracking PCR and DCR

# Map of Foreign Offices

● 1st degree Foreign Offices (15)

● 2nd degree Foreign Offices (5) - PR agency



# B2B Marketing 2026

Workshops,  
conferences,  
trade fairs



# Key MICE events in 2026

## 5th Czech Convention Bureau regional workshop – 25 February

- Meeting of representatives of regional convention bureaux with DMCs, event agencies, corporates and associations

## Participation in leading MICE trade fairs

- IMEX Frankfurt
- IMEX America
- IBTM Barcelona
- The Meetings Show UK

## 5th Events Club Forum Prague – 30 August to 1 September 2026

## 4th Czech Convention Bureau Inspirational Afternoon – September 2026

### A series of workshops, presentations and trips in key source markets

- Germany, Italy, Austria, Poland, Spain, USA, Mexico

## Cooperation within the Strategic Alliance of European Convention Bureaux

## Meeting of members of the European Travel Agents' and Tour Operators' Association (ECTAA) in Prague – 28 to 29 May 2026



# Press Czechia Travel Trade Day Prague 2026

20 to 21 April 2026, Prague

- 9th edition of the event; previous editions: 2016 Olomouc, 2017 Plzeň, 2018 Liberec, 2019 České Budějovice, 2022 Karlovy Vary, 2023 Brno, 2024 Hradec Králové, 2025 Ostrava
- **Main objectives:**
  - Support business development in the Czech tourism sector
  - Promote the Czech Republic's diverse tourism offering
  - Support regional development
- **Programme**
  - Sightseeing trips
  - B2B workshops for buyers from around the world
  - Support for direct cooperation between Czech businesses, regions and partners and the directors of foreign offices through
  - Presentations of new products and their potential in international markets
  - Fostering synergies within the tourism sector
- **Participation**
  - Over 70 companies from more than 20 countries worldwide
  - Over 100 Czech representatives from hotels, travel agencies, DMCs, regions and other tourism service providers
  - 22 international journalists
  - Two days of B2B meetings and networking



# Study tours for foreign tour operators and journalists

17 to 19 April 2026

Six themed programmes prepared in cooperation with regional tourism organisations

## Vysočina Region – active & wellness

Locations: Telč, Třešť Castle, Humpolec, Svatá Kateřina, Herálec

## Liberec Region – traditions

Locations: Zákupy Castle, a visit to the Rückl and Pačinek glassworks, Hrubá Skála Castle, Liberec

## Olomouc Region – gastronomy

Locations: Olomouc, Tvarůžky Festival, Archbishop's Palace, Bouzov Castle, Sobotín, Velké Losiny, Šumperk

## Pardubice Region – heritage

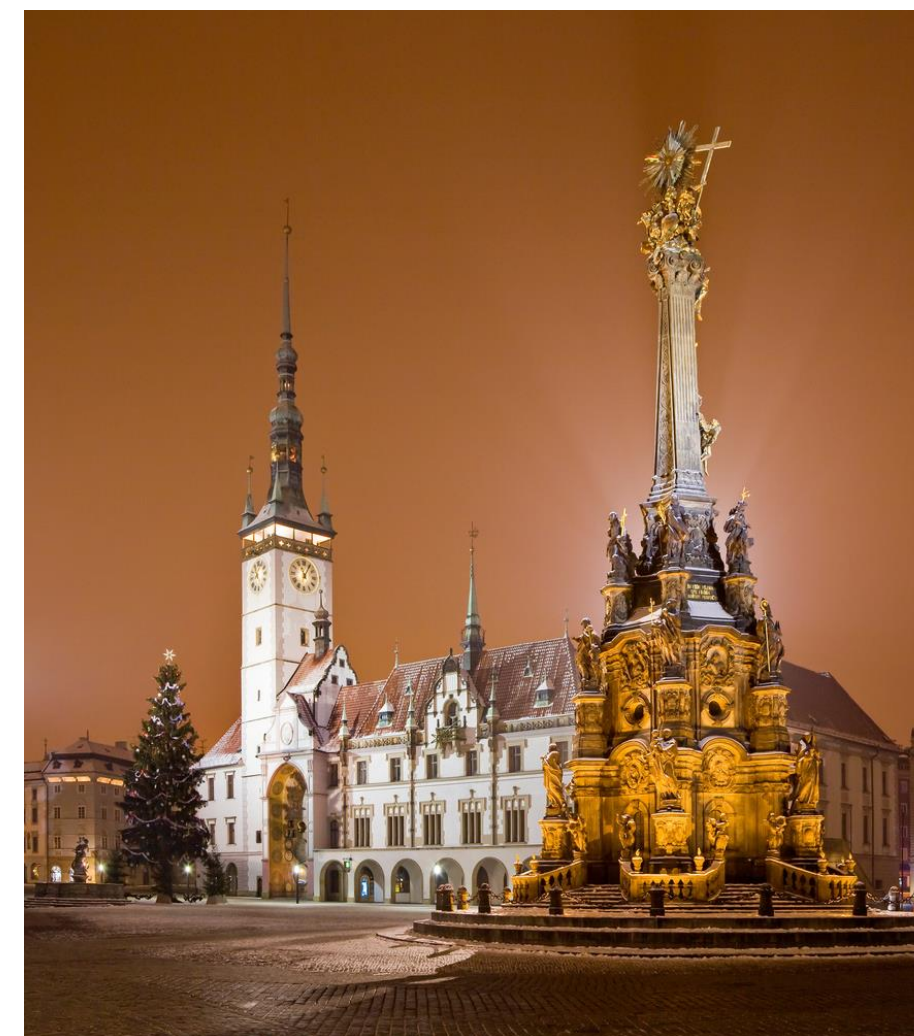
Locations: Kladruby nad Labem, Pardubice, Kunětická Hora, Litomyšl

## Pilsen Region – gastronomy

Locations: Zbiroh Castle, Plzeňský Prazdroj, Plzeň, Žinkovy Castle, Starý Plzenec

## Central Bohemia Region – experiences

Locations: Nelahozeves, Karlštejn, Rückl glassworks, Mělník, Slaný



# Location tours

in collaboration with Prague City Tourism

## Full-day programme in Prague – 16 April

Astronomical Tower and Baroque Library at the Klementinum, historic tram ride, Prague Castle, Lesser Town Square, hotel tours

## Half-day programme in Prague – 17 April

City tour inspired by Dan Brown's book - The Secret of All Secrets

## Programmes for journalists – 20 to 21 April

- From Art Nouveau to Brutalism & Signal Space
- Prague according to Dan Brown: A hidden laboratory in the heart of Europe
- Holešovice Art District and DOX



# Support for domestic gastronomy in 2026



# Planned activities in 2026

## Gastronomy

- Collaboration on the Culinary Bridges project
- Participation in Makro Czech Gastro Fest 2026
- Development of regional gastronomic itineraries
- Press trips focused on gastronomy and the MICHELIN Guide
- Sourcing photographs from restaurants
- Collaboration with Czech Geographical Indications (ČZO) to promote the European labelling of regional products
- Collaboration with Gault&Millau to support the Czech Specials project

## Wine tourism

- Participation in the IWINETC 2026 conference
- Press trip focused on cycling and wine tourism
- Cooperation with the National Wine Centre on an incoming Masters of Wine mission to Czechia

## MICHELIN Guide

- Creation of a map of MICHELIN Guide Czechia restaurants
- Use of the MICHELIN Guide theme at international trade fairs



# MICHELIN Guide

## Impact of the 2025 MICHELIN Guide announcement on restaurants

Within a month of the 2025 MICHELIN Guide announcement, 20 restaurants reported a noticeable positive impact in terms of increased visitor numbers and guest demand

The analysis showed that from the official announcement of the MICHELIN Guide until the end of 2025, total media reach exceeded 15.3 million contacts, with AVE amounting to CZK 9.3 million

MICHELIN Guide: Czechia ranks among the world's top 16 gastronomic destinations

## Deliverables under the MICHELIN contract in 2026

Production of three articles to support the 2025 Guide release (May, July/August, September)

Paid campaigns on Instagram, Facebook and TikTok promoting articles

Selection of restaurants for 2026

Press release and feature article for the 2026 selection

Series of Instagram stories



### 2 MICHELIN Stars Restaurant

- Papilio**  
Vysoký Újezd Restaurant
- 1 Michelin Star Restaurants**
- Casa De Carli**  
Prague
- Entrée**  
Olomouc
- ESSENS**  
Hlohovec
- Field**  
Prague
- La Degustation Bohême Bourgeoise**  
Prague
- La Villa**  
Zlín
- LEVITATE**  
Prague
- Štangl**  
Prague
- MICHELIN Bib Gourmand Restaurants**
- Alma**  
Prague
- ATELIER bar & bistro**  
Brno
- Bohém**  
Litomyšl
- Dejvická 34 by Tomáš Černý**  
Prague
- Pearl Water Court**  
Budyně nad Ohří
- Long Story Short Eatery & Bakery**  
Olomouc
- Goldie**  
Tábor
- Štípec**  
Píseň
- MIURA**  
Čeladná

- Na Kopci**  
Prague
- Perk Restaurant**  
Šumperk
- Šatlava**  
Hradec Králové
- Šupina a Šupinka**  
Třeboň
- The Eatery**  
Prague
- U Kalendů**  
Prague
- U Matěje**  
Prague
- Valoria**  
Brno
- Výčep**  
Prague
- MICHELIN Selected Restaurants**
- 420 Restaurant**  
Prague
- Amano**  
Prague
- Antricote Steakhouse**  
Prague
- Apelace21**  
Prague
- Aromi**  
Prague
- ARRIGŮ**  
Děčín
- Babiččina zahrada**  
Průhonice
- Benjamin**  
Prague
- Bockem**  
Prague
- Borgo Agnese**  
Brno
- Café Imperial**  
Prague

- Cattaleya**  
Čeladná
- Chapelle**  
Písek
- Coda**  
Prague
- CottoCrudo**  
Prague
- Dergi Praha**  
Prague
- Divinis**  
Prague
- ELEMENT**  
Brno
- Grand Cru**  
Prague
- Grandrestaurant Pupp**  
Karlovy Vary
- Hospoda Na Spilce**  
Píseň
- Kohout NA VÍNĚ**  
Brno
- La Finestra in Cucina**  
Prague
- La Veranda**  
Prague
- LEAF**  
Prague
- Le Marché**  
Karlovy Vary
- Malá Dvorana**  
Karlovy Vary
- Marie B**  
Prague
- Mlýnec**  
Prague
- Monarch**  
Prague
- Next Door by Imperial**  
Prague
- Parzival**  
Prague

- Pavillon Steak House**  
Brno
- Piano Nobile**  
Mčely
- Portfolio**  
Prague
- Pot-au-feu**  
Prague
- PRIME STEAK**  
Brno
- QQ Asian Kitchen**  
Prague
- Salabka**  
Prague
- Sansho**  
Prague
- S AV OYA**  
Spindlerův Mlýn
- Soyka**  
Spindlerův Mlýn
- STeaK Restaurant**  
Olomouc
- STŮL**  
Prague
- Sůl a Řepa**  
Strakonice
- Taro**  
Prague
- Tlustá Kachna**  
Chrudim
- U Štěpána**  
Petrovice u Sušice
- Vallmo**  
Prague
- V Bezovém Údolí**  
Křtostofovo Údolí
- V Zátíší**  
Prague
- Yamato**  
Prague



# MICHELIN Guide 2025

Gwendal Poullennec  
International Director of the MICHELIN Guide



# Gault&Millau 2025

The Gault&Millau restaurant guide evaluated restaurants in Czechia for the second time.

Restaurant evaluation:

421 restaurants evaluated in total

334 restaurants received at least 11 out of 20 points and were awarded a chef's hat

17 Czech Specials restaurants received hats (3 hats – 2 restaurants, 2 hats – 3 restaurants, and 1 hat – 12 restaurants)

Top awards:

4 hats – 3 restaurants (an increase compared to last year)

3 hats – 17 restaurants

Additional recommendations:

146 establishments in the POP category

These are not scored; the guide lists them as interesting places to visit

# Best Restaurants 2026

(TopLife Czech)

## Restaurant selection – 12th edition

126 restaurants across Czechia

The establishments were evaluated anonymously throughout the year

## Golden Lion Award

3 Golden Lions – 21 restaurants

2 Golden Lions – 47 restaurants

1 Golden Lion – 38 restaurants

## Of these, 11 Czech Specials restaurants received:

3 Golden Lions – 1 certified restaurant

2 Golden Lions – 7 certified restaurants

1 Golden Lion – 3 certified restaurants

## Additional recommendations

TIP – 11 establishments (strong potential)

GUIDE – 9 restaurants (reliable quality)

# CzechSpecials

Purpose of the project: to promote Czech cuisine both at home and abroad

Project objectives: 3 pillars

Strengthen the prestige of the CzechSpecials brand

Increase awareness of CzechSpecials among the Czech public

Promote Czech cuisine abroad

## Key project activities in 2025

Partnership with the **Gault&Millau** restaurant guide

Filming of the TV programme Kluci v akci featuring certified restaurants

Reels from certified restaurants

Certified restaurants included in press, fam and influencer trips organised by foreign offices

Posts on websites and social media: Kudy z nudy, VisitCzechia

## Planned activities in 2026

Participation in Holiday World, Czech Food Expo, Symposium Culinary Prague, Bidfood Expo, Zlatý kuchař

Collaboration with the Nová česká project

Collaboration with Gault&Millau (encouraging registration in CzechSpecials, promotion of award-winning restaurants on social media, website and newsletter, inclusion in the Guide, awards ceremony)

Certification of Czech restaurants in Japan and Austria



# Marketing campaigns 2026

Gastronomy as part of the  
“Feel free” image campaign  
#VisitCzechia



# Planned campaigns in 2026

## Feel Free 2026 image campaign

In 2026, the #VisitCzechia image campaign will adopt a new concept, focusing its image component on more distant markets, while closer markets will be covered by targeted product and conversion campaigns. A new feature is the use of the CTV media channel, specifically for the image campaign in Italy.

- Implementation: April–June 2026
- Countries: USA, UK, I, ES, FR, NL
- Investment: CZK 17.5 million

## Search and content PPC campaign 2026

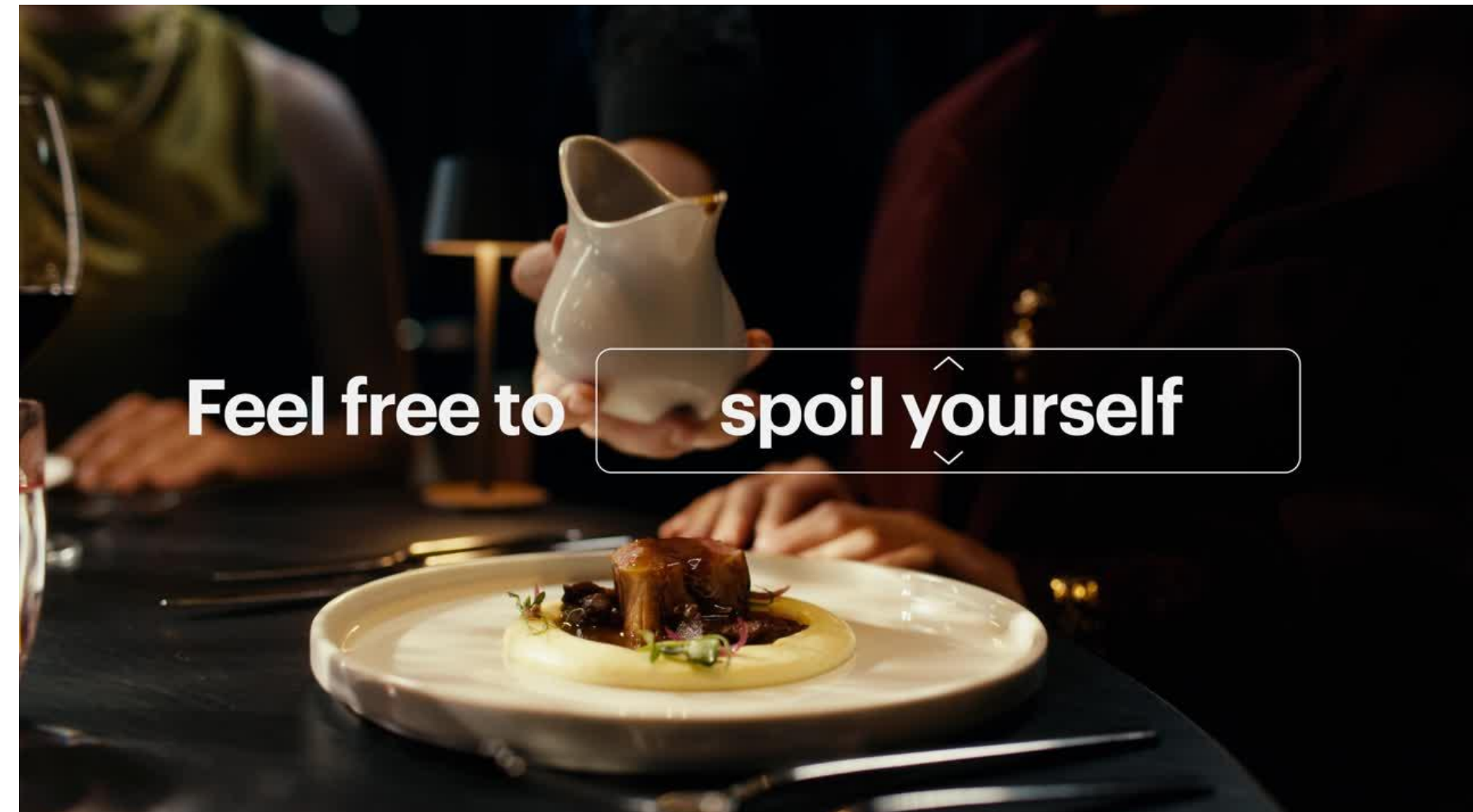
- Implementation: February–December 2026
- Countries: PL, SK, AU, HU, DE, F, I, NL
- Investment: CZK 4.3 million

## Conversion campaigns 2026

- Implementation: September–October 2026
- Countries: USA, DE, PL
- Investment: CZK 8 million incl. VAT

## Product campaigns 2026

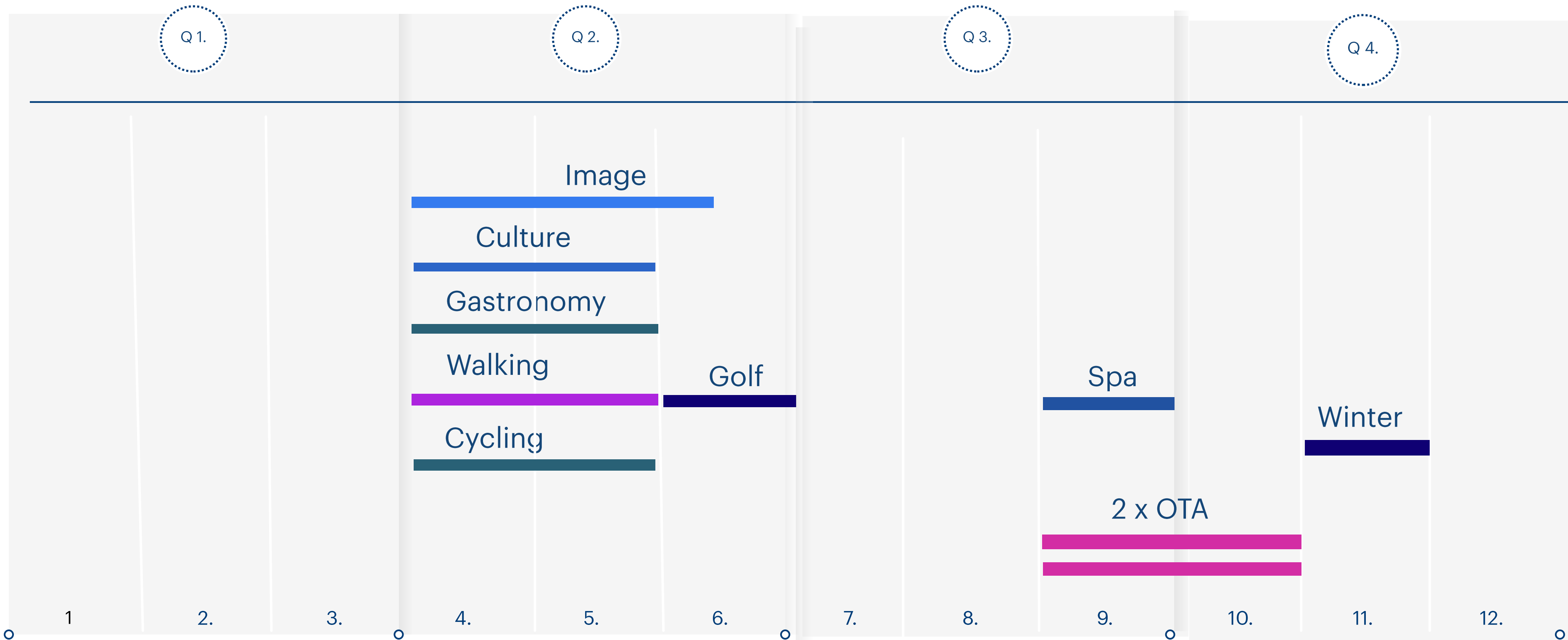
- Golf – UK, Scandinavia, August 2026
- Spas – Germany, Poland, September 2026
- Winter sports – Germany, Poland, Netherlands, November 2026



# Campaign plan for 2026

**Image** – focus on longer 30" formats for storytelling and brand building, with greater attention and stronger recall. (CTV, online)

**Product campaigns** tailored to specific market needs. Online formats: 15 and 6", static visuals.



# Global online campaign – Feel free 2026

In 2026 the global #VisitCzechia campaign, under the new “Feel free” concept, will focus its image component on more distant markets, while closer markets will be covered by targeted product campaigns. A new feature is the use of the VOD media channel, specifically for the image campaign in Italy.

## Image campaign

- USA/Canada – culture + gastronomy, YouTube, Teads
- UK – culture + gastronomy, YouTube, Teads
- Italy – culture + gastronomy + cycling, YouTube, Teads, VOD

## Product campaign

- Spain – culture + gastronomy, YouTube
- France – culture + gastronomy, YouTube
- Netherlands – culture + cycling, walking, YouTube



30" image spot

=> total investment: CZK 17.5 million

# Product communication for 2026

## Culture & gastronomy

Tradition and innovation – Czech cuisine combines classic recipes with a modern approach

A wide range of experiences – from authentic traditional cuisine to contemporary fine dining

Beer as a national symbol – a world-renowned brewing powerhouse, beer expertise, experiential breweries and a rich beer culture

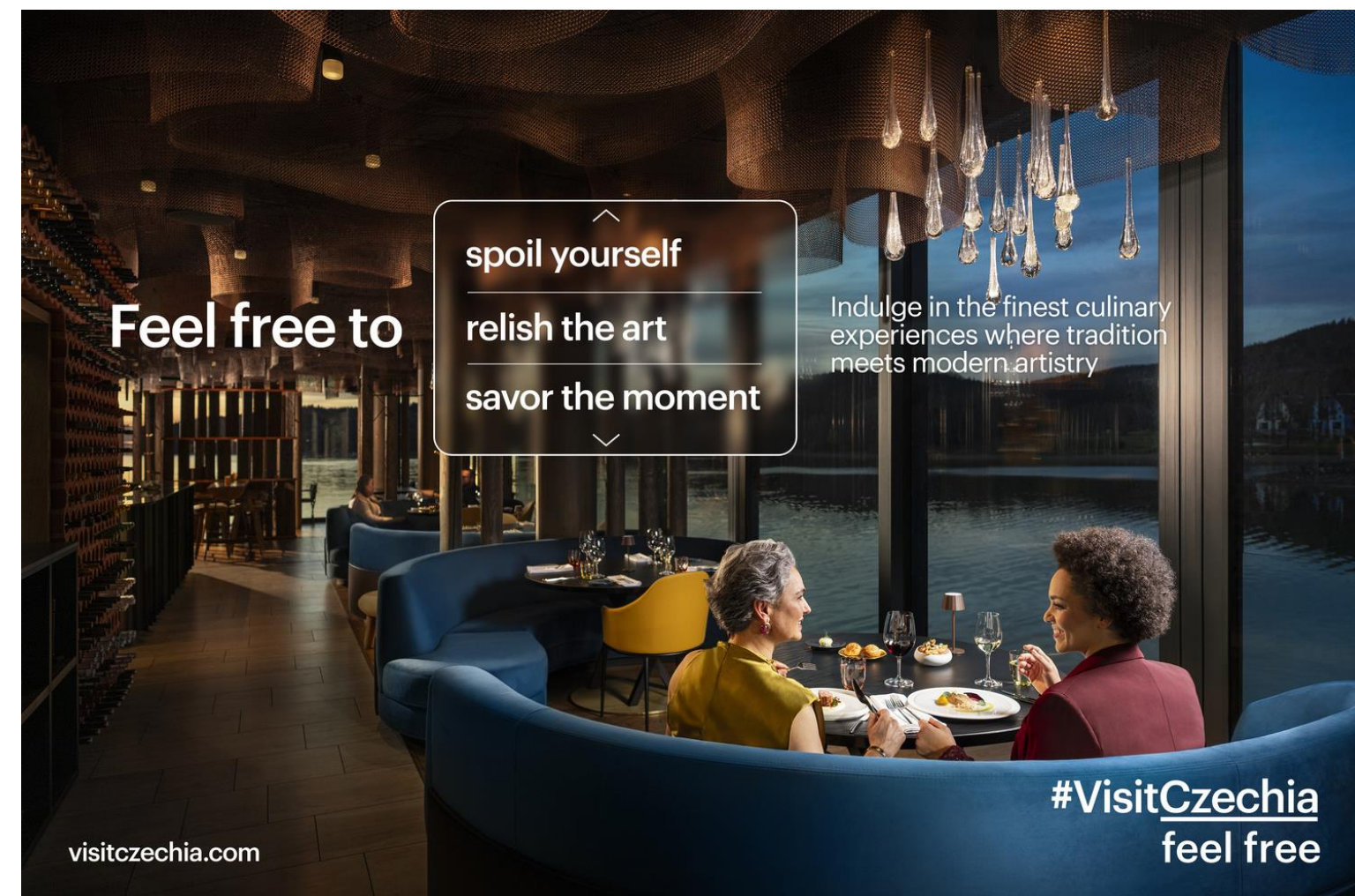
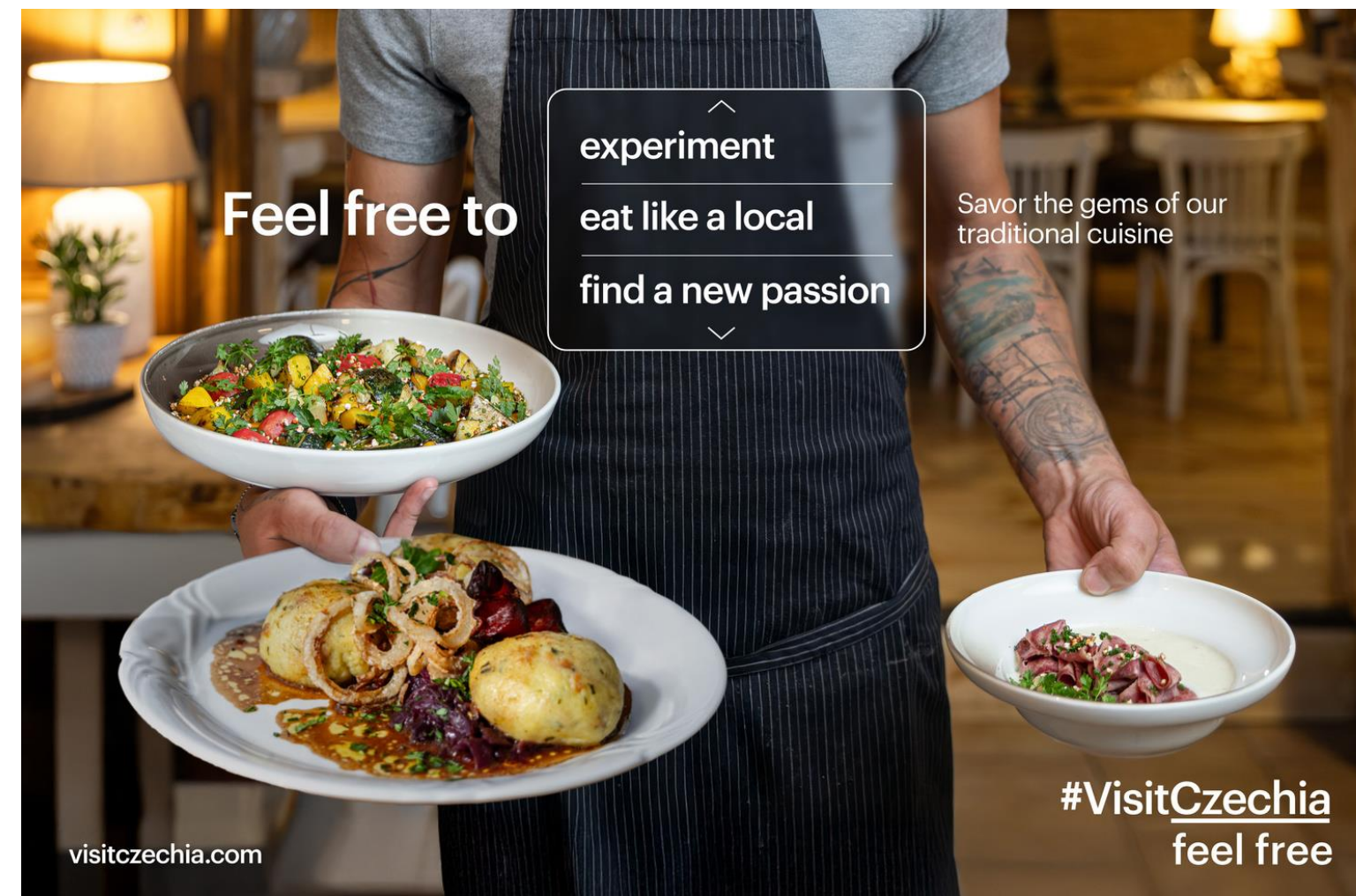
Gastronomy and travel – themed routes combining food with nature and active tourism

Wine tourism – a blend of tradition, modern architecture and cultural experiences

## Feel Free 2026 online campaign

Gastronomy will feature prominently in the image campaign through two key visuals and dedicated 15" and 6" spots. The campaign will run in: Italy, USA, United Kingdom, France and Spain.

The gastronomy theme is also part of the 30" image spot, which will be used in Italy, the USA and the United Kingdom.



A chef in a dark uniform is pouring sauce from a white pitcher onto a plate of food. The plate features a piece of meat, possibly lamb chops, garnished with herbs and a yellow sauce. The background is dark and out of focus, showing other diners and a lamp.

**Feel free to spoil yourself**

# Web portals: Kudy z nudy and #VisitCzechia

#VisitCzechia DESTINATIONS | THINGS TO DO | INSPIRATION | TRAVEL INFO | BLOG | B2B

SEARCH LANGUAGE English

What's New > Czechia Has Ten MICHELIN Stars

## Czechia Has Ten MICHELIN Stars

Not Just Prague: MICHELIN Stars Shine Nationwide

LET'S TASTE MORE!

December 11 2025

This is epic! For the first time, the prestigious MICHELIN Guide has highlighted the best restaurants across the Czech Republic. One restaurant was awarded two stars, while eight others received one MICHELIN star each, cementing the Czech Republic's reputation as a gastronomic destination well worth a visit. Altogether, the MICHELIN Guide Czechia 2025 includes 1 Two Star, 8 One Star, 4 Green Star, 18 Bib Gourmand, and 52 MICHELIN-recommended restaurants.

kudyznudy.cz CzechTourism

Kam pojedete? Co chcete dělat? Kalendář akcí Informace Zobrazit na mapě Tmavý režim

Gurmánská turistika

## Česko v elitní šestnáctce světové gastronomie podle průvodce Michelin pro rok 2026

★★★★★ 5 z 5 (2x hodnoceno)

Uložit Navštívit Sdílet

13. ledna 2026

Česko letos podle prestižního Průvodce Michelin patří mezi nejvýraznější gastronomické destinace světa. Objevuje se na seznamu 16 míst, která by milovníci jídla měli v roce 2026 rozhodně navštívit. Po boku destinací, jako jsou Benátky, Amalfské pobřeží, Dolomity, Québec, Vancouver nebo třeba americký Jih, tak tuzemsko potvrzuje svou pozici jedné z nejzajímavějších gastronomických adres současnosti.

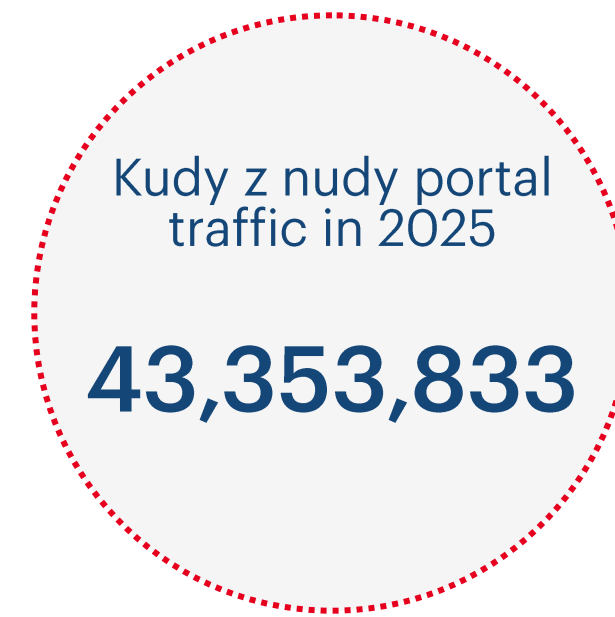
Mapa

Zobrazit vzdálenost

Zobrazit mapu

### Česko jako nová hvězda světové gastronomie

V aktuálním výběru „The Best Places to Travel in 2026 for Food Lovers: 16 Must-Visit Destinations“ označuje Michelin Česko za jednu z výrazných gastronomických destinací současnosti. Zásadní roli v tomto posunu hraje historicky první Průvodce Michelin pro Česko, který rozšířil zájem inspektorů daleko za hranice Prahy a nasměroval jejich pozornost do regionů.



**Thank you for your  
attention**