CzechTourism

# 2016

## Annual Report

## Corporate brands

CzechTourism

Institut turismu
CzechTourism

Czech Convention Bureau
CzechTourism

kudyznudy.cz
CzechTourism

Tourfilm
CzechTourism

## Destination brands

CzechRepublic
Land of Stories

Česko
země příběhů

## Language versions

Českárepublika
Krajina príbehov

TschechischeRepublik
Das Land der Geschichten

捷克共和国
满是故事

チェコ共和国
尽きない旅物語

체코이야기의 땅

## Product brands

Czech traditions

Czech Specials

Discover Central Europe
www.european-quartet.com

Český systém kvality služeb
Czech service quality system

## Interdisciplinary brands

CzechRepublic
Land of Investment

CzechRepublic
Land of Sport

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Trade Fair Season 2016

# Managing Director of CzechTourism

**Monika Palatková**
Managing Director

**Iva Kořínková**
Assistant to the Director

**Ewald Smrčka**
Internal Audit

**Martina Fišerová**
Head of Media Relations - Spokesperson

**Michaela Klofcová**
Media Relations Manager

# Finance and Facility Management

**Jan Špilar**
FFM Director

**Hana Kacafírková**
Assistant/HR and Payroll

**Jana Nová**
Budget Manager

**Jana Kozáková**
Chief Financial Officer / Chief Accountant

**Ilona Šotkovská**
Accountant / Cashier

**Jitka Ulrichová**
Financial Accountant

**Iva Vyšínová**
Financial Accountant

**Dana Soukupová**
Financial Accountant

**Dagmar Šnoblová**
Foreign Office Administration Coordinator

**Tomáš Herák**
Foreign Office Administration Manager

**Anna Říšová**
Editions Distribution Manager

**Eva Valentová**
Warehouse Manager

**Jaroslav Valenta**
Building and Maintenance Manager

**Miroslav Trňáček**
Technical Manager

**Lenka Špačková**
Head of Coordination of Public Contracts and Internal Control

**Iva Filipová**
Coordination of Public Contracts and Internal Control Manager

# Strategy and Marketing Communication

**Radana Koppová**
Strategy and Marketing Communication Director

**Tomáš Kadlec**
Marketing Manager (Branding and Online)

**Martina Zikmundová**
Head of Marketing Communication

**Jan Toloch**
Marketing Manager

**Tereza Matějková**
Head of Trade Fairs

**Pavla Blažková**
Trade Fairs Manager

**Tomáš Seidl**
Head of Editions

**Lenka Davidová**
Editions Manager

# Regional Partnerships and B2B Relationships

**Aleš Pangrác**
REGP Director

**Jana Houšková**
Czech Convention Bureau Manager / Assistant to the Director

**Martin Šlajchrt**
Head of Product Management /Active Tourism Product Manager

**Miroslav Klusák**
Cultural Tourism
- Product Manager

**Kateřina Setunská**
Spas and Medical Tourism
- Product Manager

**Zdeněk Giormani**
Head of Czech Convention Bureau

**Petr Kuklík**
Czech Convention Bureau Manager

**Monika Oulevey**
Head of Events

**Jana Valentová**
Events Manager

**Jan Kratochvíl**
Head of Information Centres

**Marie Juránková**
Information Centres Manager

**Adéla Pilařová**
Head of Project Sustainability and Czech Service Quality System

**Iveta Stará**
Project Sustainability and Czech Service Quality System Manager

**Hana Zajíčková**
Project Sustainability and Czech Service Quality System Manager

# Tourism Institute

**Markéta Vogelová**
Tourism Institute Director

**Soňa Machová**
Head of Marketing Research

**Josef Ciglanský**
Marketing Research Manager

**Jan Otava**
Marketing Research Manager

**Aneta Šenová**
Education and R&D Projects Manager

# Foreign Offices and Online Distribution

**Klára Vysloužilová**
Foreign Offices and Online Distribution Director

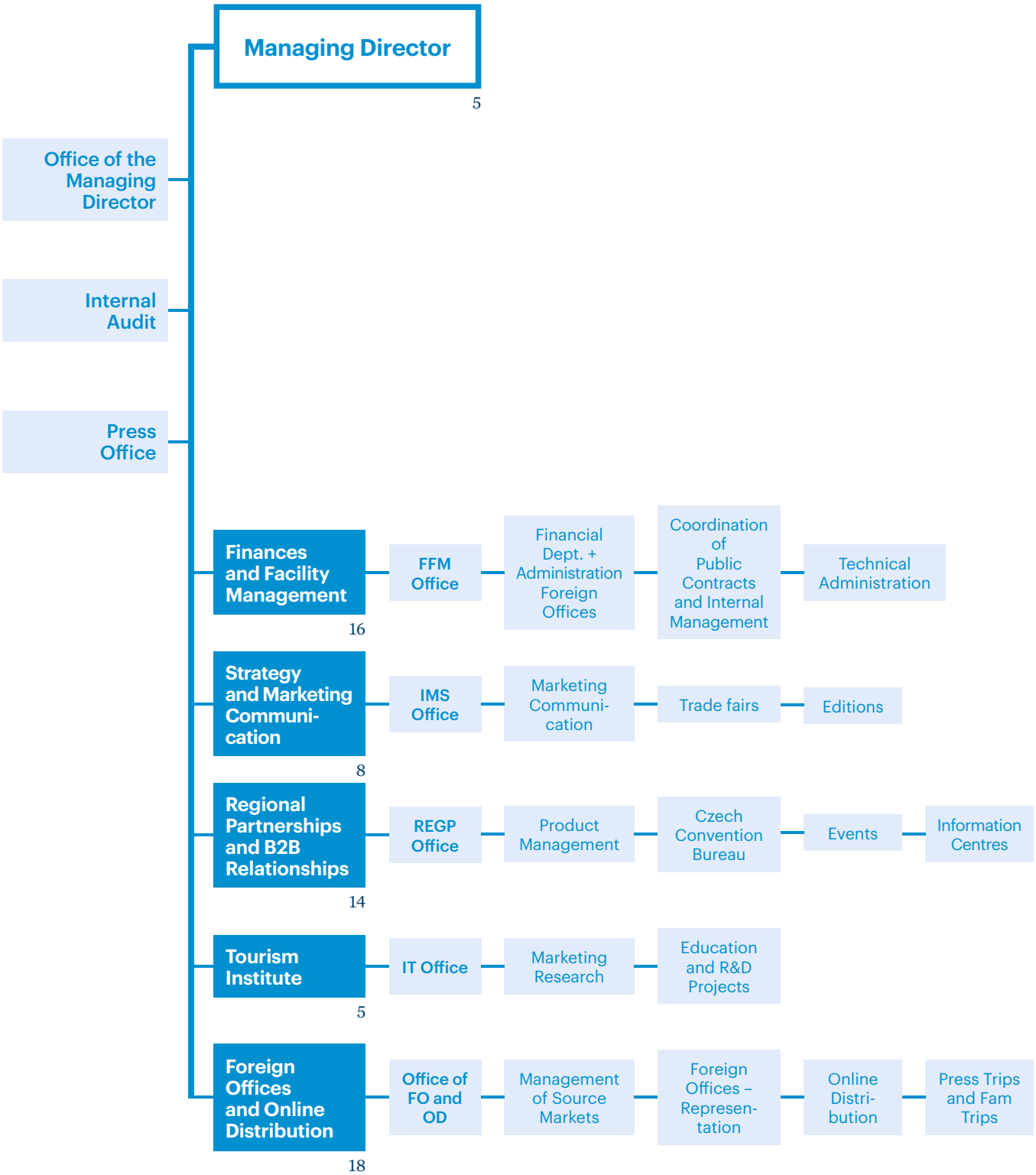
**Štěpánka Orsáková**
Head of Online Distribution

**Lucie Dvořáková**
Online Distribution Manager

**Jana Soukalová**
Head of Press and Fam Trips

**Jana Hauserová**
Press and Fam Trips Manager

# Organisational Structure




figures indicate the number of posts allocated within the given department

# Acknow-ledgement of Partners

**Monika Palatková**
Managing Director

Dear Colleagues and Partners,

In 2016, CzechTourism continued its process of transition towards a customer-focused marketing agency. We continued to ensure competitiveness and ongoing growth in the value of the "Czech Republic – Land of Stories" brand, both on the domestic and foreign markets. We also continued our search for new market opportunities on markets with a high potential, and expanded our activities supporting regional development and tourism. The high success rate and productivity of our marketing activities and the appreciation from both private and public sources has become a matter of course.

Incoming tourism was unprecedented in 2016. Within the year, 9.3 million foreign visitors arrived at collective accommodation establishments, recording an increase of 6.7% as compared to the previous year, and thus setting a new record in the number of arrivals. Arrivals from Asian markets grew dynamically, arrivals from Visegrad countries increased twofold, and the number of arrivals from other European countries also improved.

We saw similar success in domestic tourism – in 2016, 9.1 million visitors stayed in collective accommodation establishments, which represents a year-on-year increase of 7%.

All these results illustrate the primary activity of the Czech Tourist Office – to promote the Czech Republic as a tourist-friendly destination, both domestically and abroad. They also confirm that the Czech Republic remains an attractive holiday destination for Czechs.

Among other things, these numbers reflect the hard work of all the employees of the agency, as well as our active cooperation with other professional organisations and partners. I would like to thank all of them for their effort and support, and I hope that the long-term trend of growth in tourism, and the income derived from it, continues into the future.

# Fact Sheet 2016

**Income from incoming tourism CZK 154.2 billion**

**AVE: CZK 4 billion**

**OTS: 12.5 billion campaign views**

**number of media outputs: 6,300**

**number of fans on social networks: 1.3 million**

---

Tourism 2016 in numbers:

**9.3 mil.** arrivals of foreign guests to collective accommodation establishments.

**24.2 mil.** overnight stays of foreign guests in collective accommodation establishments.

**31.1 mil.** of foreign visitors.

**32%** of foreign tourists arrive in the main summer season (07–09).

**52%** of foreign tourists arrive repeatedly.

**65%** of foreign tourists arrive in Prague.

**3/4** of foreign tourists are European.

**CZK 2,779** average spending of foreign tourists per person/day.

**15.7%** increase in tourist arrivals from Asia.

**9.1 mil.** of domestic guests.

**6th** safest country in the world according to the Global Peace Index 2016.

**1/3** of foreign guests are tourists from neighbouring countries.

**TOP 10** for the first time, 3 non-European countries rank among the Top 10 Arrivals (USA, China, South Korea).

**3.6 days** is the average length of stay of foreign guests.

AVE = cequivalent advertising space, value of advertising space
OTS = how many times people over the age of 15 had the opportunity to read, watch or to hear specific contributions during the reference period

Tourfilm press conference

# Media Relations

**In 2016, Department of Media Relations initiated a wide range of promotional activities, including press releases, PR articles, preparations of presentations, accompanying words, collaborations on partner and corporate projects, lectures for schools and international tourism delegations, and a complete service for the Czech media. With the support of Media Relations, a media partnership with key professional media and the most popular national mass media was concluded, the department's activity was reflected in about 3,300 references in the Czech media (out of which 641 outputs of direct quotes were provided to the media by CzechTourism), and the AVE value exceeded CZK 75 million.**

The department created a unique content for communication of current Czech topics at our foreign offices, and produced central translations and proofreading of foreign language texts, media analyses, speeches, and official addresses; the department also manages topical news for corporate web presentations and corporate profiles on social networks. The department ensures the operation of the ORBIS Media Centre.

**Media partnerships in 2016:**

- One-off media collaboration – specials for the anniversary of Charles IV
- TV Nova – Snídaně s Novou (Breakfast with Nova) – filming 40 news stories from the regions of the Czech Republic to support local tourism and tourism operators.
- Rádio Impuls – twice weekly radio Impuls invitation for the following weekend.
- Cestovani.idnes.cz – building on the support of the Kudy z nudy web portal, a series of articles about various attractions in the regions of the Czech Republic and invitations to specific events has been published each week.
- Professional Media Partnerships – COT Business COT News, Komora, Travel Service Magazine, Mosty v Čechije, Travel Trade Gazzete, Všudybyl.

OUTGOING & INCOMING

CzechTourism se vydává po stopách Karla IV.

Advertorial

TRAVEL STORY

CzechTourism

OUTGOING & INCOMING

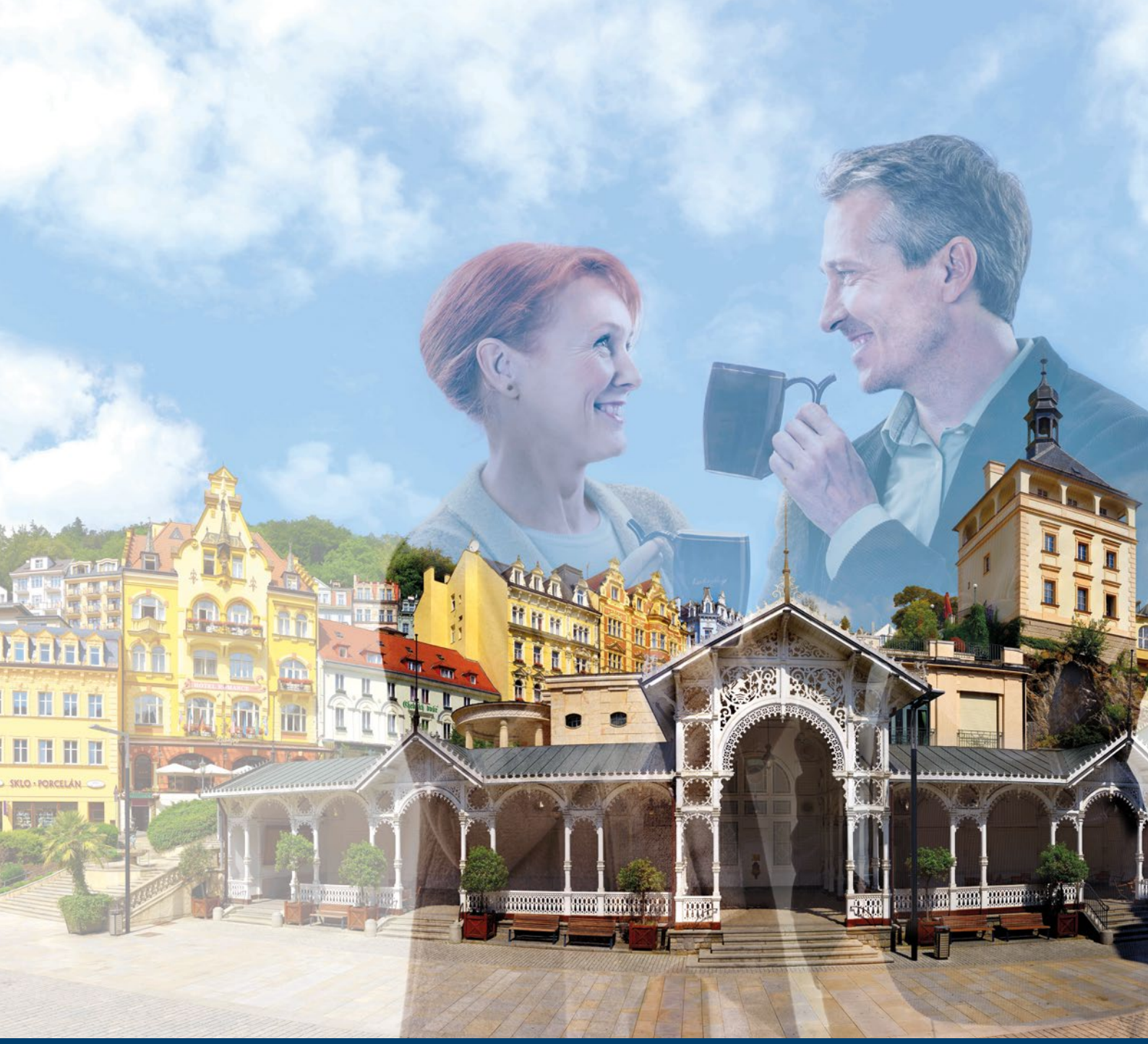
Zahraničních turistů přijelo do ČR o 14 procent více

Examples of the implementation of corporate PR outcomes

# Internal Audit

**The aim of the Internal Audit is to support CzechTourism management in the effective fulfilment of its tasks. In 2016, the Department of Internal Audit focused primarily on 3E consulting, updating of the risk catalogue, regulatory adjustments to internal processes, and setting up effective cooperation with the founder.**

- Updating of the risk catalogue.
- Setting up cooperation with the founder (information flows about the changes in the internal normative base, setting up reporting in relation to the Department of Tourism through a Decision of the Director).
- Consultation activities for setting up 3E.
- Analysis and consultation activities for Supreme Audit Office reports.
- Monitoring Report 12/16.
- Regulatory adjustment of the process of "Reporting and Settlement of Damages".
- Regulatory adjustment "Ensuring Monitoring of the Performance of Measures Arising from External Inspections and Audits".
- Audit of contractual relations.
- Amending the process of approving contracts and orders.




# Department of Strategy and Marketing Communication

Office of Strategy and Marketing Communication | Marketing Communication | Trade Fairs | Editions

**Markéta Chaloupková**
Strategy and Marketing Communication Director until 31 August 2016

**Radana Koppová**
Strategy and Marketing Communication Director as of 1 November 2016

"The primary objective of CzechTourism's marketing activities is to promote the Czech Republic as a tourist destination at national as well as international levels. To achieve this goal, a number of marketing activities were implemented in 2016, both on the domestic and foreign markets. The 700-year anniversary of the birth of Charles IV was the key communication theme."

**Department activities:**

- Marketing planning and strategies of short, medium, and long-term nature
- Development of communication strategy and creative concept, its execution, and arrangement of media coverage
- Arrangement and implementation of official presentations of the Czech Republic at trade fairs, cooperation in the implementation of trade fairs organised by foreign offices, implementation of product fairs
- Supervision of FO marketing communication activities
- Cooperation in product communication, ensuring partner communication, development of the interdisciplinary branding of the Czech Republic brand
- Publishing activities, photo-production, cooperation on graphic and print works

# Marketing Communication – Campaigns in 2016

**In 2016, the Department of Marketing Communication focused on developing the communication strategy and the creative concept, its execution, and arranging media coverage. An integrated campaign celebrating the 700th anniversary of Charles IV implemented. – by government decision, CzechTourism was commissioned to implement the celebrations in the field of tourism. In addition, a winter incoming campaign Snow and Fun, Kudy z nudy Campaign, and a competition supporting domestic tourism entitled DestinaCZe were also implemented. In the course of the year, digital communication tools (social media) were developed, and the first international Instameet in the Czech Republic in the field of tourism was held.**

Apart from the main activities, the department implemented:

- Co-branding, an active role in unified branding of the Czech Republic abroad - a logo of CzechRepublic Land of Sport for the Czech Olympic Committee, a logo of CzechRepublic Land of Investment for CzechInvest.
- Production of promotional items.
- Brand Manual management and development.
- Coordination of graphic works.
- New visuals for Kudy z Nudy.
- Filming of National Jewels spots.

First International Instameet

Examples of print and online advertising for the campaign Czech Republic: Land of Stories on the occasion of the 700th anniversary of the birth of Charles IV

# The winner of DestinaCZe 2016 was Dolní Morava with its Sky Walk

## The absolute winner of the fourth annual competition for the most popular destination in the Czech Republic organised by CzechTourism was the Sky Walk in Dolní Morava.

The finalists competed for the title of the best national tourist attraction from the beginning of July until the end of September. During this period, the public voted for competitors in five categories on www.soutezdestinacze.cz.

Monuments that have undergone renovation or reconstruction and now attract visitors again competed in the category Phoenix - A Project Reborn. The winner of this category was Hospital Kuks. The category of Kudyznudy – Experience for the Whole Family inspired to spend a family holiday. In this category, Flower Garden Kroměříž took first place. Sky Walk in Dolní Morava won the category for the Best Experience in the Czech Mountains. It enthused most of the voters, and became the absolute winner of the competition. The royal town of Kadaň received the majority of the votes in the category In the Footsteps of Emperor Charles IV. Among trends and novelties, Therme Velké Losiny was the most successful.

The results of DestineCZe 2016:

1. **Kuks**
2. National stud Kladruby nad Labem
   Fortress in Dešenice
3. New Generation Museum in Žďár nad Sázavou
4. Plasy
5. Exemplary Restoration of National Cultural
   Monument Premonstratensian Abbey Teplá

**Kudy z nudy**

1. **Flower Garden Kroměříž**
2. Drábské světničky
3. Labyrinths Loučeň
4. Beskydy Sky Educational trail
5. River Lužnice

**Best Experience in the Czech Mountains**

1. **Dolní Morava – Sky Walk**
2. Kouty site – the longest downhill scooter run
3. Lipno – Olympic park
4. Sněžka – Cableway
5. Klínovec – new cyclo-trail routes

**Trends Novelties 2016**

1. **Therme Velké Losiny**
2. Moravian Karst Single trail
3. Brdy
4. Dukovany Castle
5. Park Rochus

**In the Footsteps of Emperor Charles IV**

1. **Kadaň**
2. Karlštejn Castle
3. Prague
4. Bezděz Castle
5. Karlovy Vary

**Absolute winner:**
Dolní Morava – Sky Walk (8,485)

**Total number of votes:** 82,116

Example of promotion of the DestinaCZe 2016 competition

Trade fair exhibit 2016

# This Year, the Czech Republic Welcomed 1.5 million Trade Fair Visitors

**In 2016, more than 200 exhibitors presented their offer as part of the official CzechTourism exhibition, at a total of 20 trade fairs on tourism. The number of visitors exceeded a record-breaking 1.5 million.**

The Czech Republic exhibit was marked by the celebrations of the 700th anniversary of the birth of Charles IV. Large-format photographs of locations associated with the Emperor and King Charles IV, a romantic spot on the same topic, or an interactive map for visitors were the main attractions of the exhibition season 2016.

**This year, CzechTourism was again able to bring home several international trade fair awards.**

**At the BITE trade fair in May, which took place in Beijing, we received two awards at the same time – the Most Popular Booth Award and the Most Innovative Booth Award – a professional panel commended not only the interactive part of the exhibit, but also the prepared accompanying programme.**

**At Prague's Holiday World, the exhibit won first place in the category „Best Promotional Material" for a set of its materials containing, among others, a three-part publication about the presentation of the Czech Republic at EXPO 2015.**

CzechTourism not only received awards, but also gave a few away. We acknowledged the cooperation of our partners at the two largest tourism fairs, ITR Berlin and WTM London.
In the course of the year, CzechTourism also organised several interview surveys at trade fairs. These have not only established the benefits of the given event, but also the success of the Czech trade fair exhibit as a whole. More than 98% of those interviewed in the survey consider trade fairs to be an effective promotional tool, not only for the formation of the image of the destination, but also for their business benefits, particularly with regards to the possibility of networking, negotiation of B2B cooperation, but also for monitoring and sharing know-how in the field of current tourism trends.

Presentation at ATM Dubai

**A** MITT Moscow
**B** WTM London, award ceremony at CzechTourism Awards
**C** Holiday World Prague
**D** Destination presentation at IBTM Barcelona
**E** Satte New Delhi
**F** IMTM Tel Aviv
**G** BITE Beijing, participation of the Minister for Regional Development

# Editions

**We won awards in prestigious competitions:**

**Best Promotion Material at Holiday World 2016.**

**We were nominated into professional panels in the Editions segment:**

**Turist Propag 2016.**

**We participate in industry competitions:**

**Zlatý středník (Golden Semicolon), Kalendář (Calendar), etc.**

## The Editions Department produced a new context for the 2016/2017 communication themes. We published maps of royal locations, publications of Baroque images, a new guidebook based on the Lonely Planet concept with navigation plans for destinations for single travellers, as well as a large-format calendar with Baroque content.

In 2016, the cartography content of edition titles was optimised (new layers in the Cycle Map, Maps of the Czech Republic with layers of relief, Plans of Prague with the current network of trams, etc.), and the publication of titles for remote Asian markets was specifically focused (modified content of publications, maps in characters, etc.). In collaboration with product management, a new Golf Guide, a thematically focused supplement Czech Mountains, and new material for the EDEN project were all prepared.

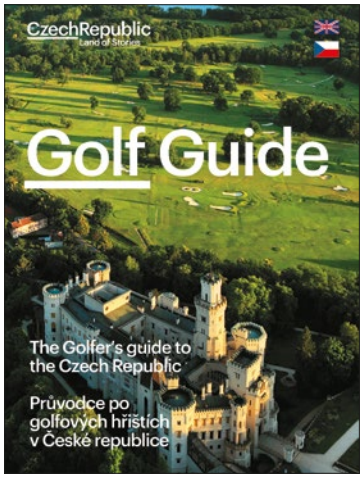
The department also developed a new B2B catalogue concept targeting partners, which works as a tool for CzechTourism commercial policy, and an editorial publication Camping 2017 was modified to bear the unified visual style of the agency.

The department also completed two large Baroque photo-productions (including impressive drone shots) and photo coverage of the main corporate events (Holiday World or Travel Trade Show). The organisation' stock photography supply, which is utilised by both local and foreign partners for the purposes of the promotion of the Czech Republic, was updated. The Editions Department also collaborated on the Heritage of My Homeland exhibition at the UNESCO HQ in Paris, on a design line for Václav Havel Airport in Prague, and on the production of map publications and large-format graphics for the tourist information centre in Prague.

**In 2016, we implemented:**

- **30** publications in 13 language versions.
- **8** new publications in 3 language versions.
- **11** additional language versions of original titles.
- **6** new contents of original titles.
- **80** extended licenses.
- **150** new photographs for the web.
- **100** new photographs in print quality.

Examples of title pages of brochures and maps published in 2016



Examples of title pages of brochures, maps, and calendars published in 2016

# Department of Regional Partnership and B2B Relations

Office of Regional Partnership and B2B Relations | Product Management | Czech Convention Bureau | Events | Information Centres | Project Sustainability and Czech Service Quality System

**Aleš Pangrác**
Department Director

„In 2016, we promoted the Czech Republic within the scope of top sporting and cultural events, we took over the implementation of the Czech Service Quality System project, we initiated significant memoranda of cooperation with professional associations. We literally jump-started the Czech Republic Rides project, we implemented a campaign focused on Czech mountains and spas, as we did another year of Tourfilm, Eden, and Czech Specials projects."

**Department activities:**

- Securing partnerships with regions, public and private entities
- Communication of tourism product lines
- Working in partnership with international as well as regional events
- Coordination of marketing and business activities for the MICE area
- Operation and certification of tourist information centres
- Implementation of specialist seminars, workshops, and training
- Ensuring the substantive implementation of the Czech Service Quality System project and sustainable projects

Opening of the Spa Season in Mariánské Lázně

# Department of Product Management

In 2016, the Department of Product Management focused on three of its main product lines and their further internal division. The traditional Czech spa and medical tourism industry was supplemented by active tourism, which in 2016 focused on outdoor activities, golf, or cycling, and, within its scope, the department also implemented a winter marketing campaign for the Czech mountains, in connection with spas and wellness. Within its activities, cultural tourism not only involved film tourism and gastronomy, but also traditions, the Czech Republic for young travellers, and the implementation of the EDEN project. The department concluded pivotal memoranda of cooperation, initiated the formation of several interdisciplinary working groups, and, in collaboration with the Tourism Institute, it carried out preliminary research for the Luxury Tourism product.

Spas and Medical Tourism:

- Introduction of the Czech Spa product at the workshop entitled "Land of Stories" in Tel Aviv, participation of 16 spa entities and 50 buyers.
- PR collaboration on events accompanying the Opening of the Spa Season (Karlovy Vary, Mariánské Lázně).
- Implementation of a spa presentation event accompanying Spa Days in the Smíchov shopping centre.
- Implementation of press and fam trips for major markets (Germany, USA, GB, China) in collaboration with the Department of Press and Fam Trips.
- Presentation of the Czech Republic in the Medical Tourism Guide 2016–2017 for Middle Eastern countries.

A sample of Medical Tourism Guide 2016-2017 advertising to promote spas and medical tourism

Active Tourism product:

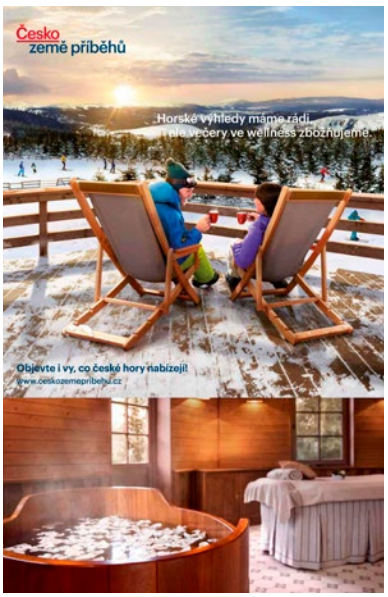
- Czech Republic Rides project – renewal of content and new web design.
- Implementation of a press and fam trip Active Holiday with an emphasis on golf. Campaign to accompany Golf for Great Britain products. International Golf and Travel Market trade fair.
- Strategic partnerships - For Bikes, Nadace Partnerství (Partnership Foundation), Klára Spilková, Czech Mountain Resorts Association (Asociace horských středisek), Czech Mountain Bike Association (Česká mountainbiková asociace).
- Implementation of the Czech Mountains and Wellness campaign
- Acquisition of photo-content in the mountain bike segment
- Recording of Golf spots

Cultural Tourism product:

- Selection of locales, monuments, events, and projects for the main communication topic for the years 2017 and 2018.
- Managing content sustainability of the project of Integrated Operational Programmes: Czech Republic Tastes Great (IOP 11); Traditional Czech Republic Through All Senses (IOP 12); Film Country (IOP 14); Czech Republic as a Cool Destination for Young Travellers (IOP 13).
- Content consultations of B2C and B2B communication with regions and professional institutions.
- Czech Republic Tastes Great - campaigns on social networks, involvement of the project in ZOMATO, press and fam trips, blogger events.
- Implementation of the EDEN 2016 project - promotion of winning destinations from previous years.
- Content consultation and coordination of activities within working groups: working group for the promotion of UNESCO sites; working group for the promotion of museums and galleries; working group for the promotion of spiritual and religious tourism.

Advertising for Golf products

Implementation of the Czech Mountains campaign – advertising




Acquisition of photo-content in the mountain bike segment

Biathlon World Cup

# Events

## With the support of the Events Department, CzechTourism collaborated in 2016 on more than a hundred regional cultural events, festivals, or sporting events, and entered into strategic partnerships with important partners.

The department ensured the complete implementation of a series of workshops entitled "Know the Regions 2016", and, among others, it secured the implementation of the International Film Festival with the theme of travel - Tourfilm. The Events Department arranged an outstanding promotion of the Czech Republic at top sporting and cultural events. Among the most important are, for example, the organisation of the Biathlon World Cup 2016, Grand Prix Czech Republic 2016, Canoe Slalom World Cup 2016, Ostrava Golden Spike, Davis Cup 2016, Fed Cup 2016, Prague Spring 2016, Karlovy Vary International Film Festival, Rock for People 2016, 126. Great Pardubice Steeplechase with Česká Pojišťovna or the Colours of Ostrava festival.

In 2016, the department arranged a complete implementation of the Tourfilm festival. This is the oldest international film festival in the world on the topic of travel. It has been held since 1967, and it is one of the 17 members of the International Committee of Tourism Film Festivals (Comité International des Festivals du Film Touristique, CIFFT), which brings together and helps to develop the most prestigious international festivals focused on audio-visual works in the tourism industry.
In 2016, a total of 322 competition films applied to participate in the festival; the festival was linked with several professional platforms of CzechTourism, for example the Tourism Forum, educational films for schools, or workshops.

**The efficacy of selected events in 2016 - research conducted by NMS Market Research:**

**Financial benefits for tourism:**

Karlovy Vary International Film Festival
**CZK 348.4 mil.**
(domestic tourism only)

RUN CZECH
**CZK 71.1 mil.**

BARUM CZECH RALLY ZLÍN
**CZK 61.7 mil.**

**Was the event the main reason for visiting the given region?**

**Almost all Czech and most of the foreign visitors of the race came to Prague expressly because of the RunCzech ½ Marathon.**

**The vast majority of foreign guests arrived at the Barum Czech Rally for that purpose.**

**70% of tourists came to Karlovy Vary because of the festival, for a further 15 % it was one of the main reasons. Nearly half of the local residents also came for the express purpose of visiting IFF KV.**

Barum Czech Rally Zlín

Colours of Ostrava

Prague Spring

| | | |
|---|---|---|
| A | B | C |
| D | | |
| E | F | G |
| H | | I |

**A** By Trabant Across the Pacific discussion
**B** Film projections
**C** Discussion with a musher
**D** Presenting the regional TourRegionFilm awards
**E** Partner country Finland – presentation of awards
**F** Presentation of the international Tourfilm awards
**G** Social Networks workshop
**H** Presentation of the main Grand Prix festival award
**I** Accompanying programme

Tourfilm
49. Mezinárodní filmový festival

Training of Quality Instructors

# Czech Service Quality System

Český systém kvality služeb
Czech service quality system

## Czech Service Quality System (CSQS) is a voluntary innovative tool that systematically helps to improve the quality of services in organisations in the field of tourism and in downstream services.

The Czech Service Quality System was created using a German Service Qualität Deutschland (SQD) system license, which has been contributing to the development of service quality in Germany for more than ten years. The above-mentioned system was analysed in collaboration with experts in the field of service quality and tourism, and it was subsequently adapted for its application in the Czech environment. The resulting system has the ambition of becoming a respected tool in the Czech Republic which will contribute to the increase in quality of provided services, whose level in the Czech Republic has been viewed as insufficient in the long term.

That this was a path chosen correctly is evinced by the fact that similar systems and programmes have been in existence for many years in Spain, Switzerland, France, Great Britain, and other European countries, and here, too, they contribute to a better perception of the quality of services provided from the customers' point of view, as well as to the overall attractiveness of tourist destinations.

### Core Principles of the System:

- Focus on customer expectations and satisfaction.
- Support of the technical service quality prerequisites in the field of tourism.
- Development of soft prerequisites of quality and other skills.
- Respect for the specific needs of participating organisations.
- Focus on efficient communication among the management, employees, customers of the organisation and other parties, such as suppliers.
- Development of corporate culture in the organisation.

- 113 first-level instructors have been trained.
- Preparations for the founding of the CSQS Council for Quality and Certification.
- New updating courses for already certified organisations were introduced.
- Presentation of the project at professional conferences.
- Commencement of Evaluation Centre activities.
- Incorporated three new technical standards of quality: Official Unified Classification of Private Accommodation, Golf Course Club Rating, and Mountain Resort Evaluation.
- Commenced preparation of creative strategies and marketing campaigns.

# Czech Convention Bureau

Czech Convention Bureau
CzechTourism

**The aim of the Czech Convention Bureau is a unified promotion of the Czech Republic as an attractive MICE destination, and efficient coordination of marketing and business activities in relation to foreign and domestic clients.**

Under the candidacy campaign programme, 40 candidacies to international congresses were actively supported in collaboration with Professional Congress Organiser agencies, regions, and congress ambassadors.

In 2016, the department received two international awards „Best Tourism Marketing Agency“ from Corporate Vision magazine (as part of the 2016 Eastern European Business Elite Awards) and Acquisition International magazine award „Best Convention Marketing Organisation – Eastern Europe“ (as part of the Business Excellence Awards.).

Within the scope of European strategic alliance National Convention Bureaux of Europe, the department participated in a project entitled “MICE China Research” with the aim of setting common optimal strategies for the presentation of the MICE potential of the Czech Republic in China.

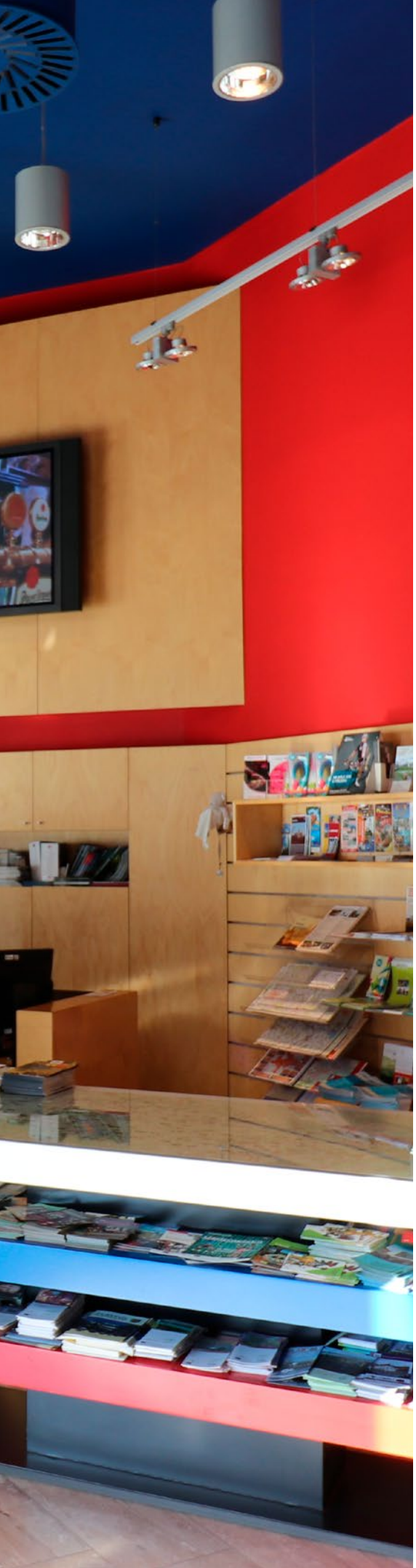
The Czech Republic was presented at four international trade fairs and two B2B Meetings & Incentive Forums focusing on congress and incentive tourism.

Support of Prague as the capital city of congress tourism in 2017, as part of a congress organised by the international congress association ICCA.

Participation in the 56th Annual International Congress and Convention Association (ICCA) congress, where the Czech Republic and Prague were officially introduced as the host destination of the 56th Annual ICCA congress. In the latest statistics, the Czech Republic has moved up to # 25 in the world in terms of congress tourism destinations.

A year-round online campaign on C-VENT aimed at the support of sales of the destination as an ideal M.I.C.E. Getaway with the value of acquired business per year reaching nearly USD 13 million.

An example of the implementation of the Czech Convention Catalogue 2016



# Tourist Information Centres

In 2016, the visit rate of CzechTourism information centres surpassed a quarter of a million visitors for the first time in history. Growth in the number of tourists was noticed both at the infocentre in the Old Town Square in Prague and at the infocentre with a library for students and professionals in tourism at company headquarters in Vinohradská Street. As in previous years, the main objective of the infocentres was to present the regions of the Czech Republic to domestic as well as foreign visitors.

**Certification of tourist information centres - over 400 entities.**

**Mystery shopping – 91% service satisfaction.**

**Monitoring of visit rates at information centres across the Czech Republic.**

**Work experienc of secondary, higher vocation and university students focusing on the field of tourism.**

**Unified labelling of significant tourist and cultural destinations.**

**More than 3,500 email queries from abroad were handled at the Vinohradská Street information centre.**

**More than a quarter of a million visitors at the Old Town Square information centre.**

**Specialist tourism library services.**

**Active presentations of the regions of the Czech Republic, specialist seminars.**

**Training, presentation of experience, and educational activities.**

Interior and exterior of the information centre in Old Town Square

# EDEN – European Destinations of Excellence

**Eden is a European Commission project, whose main objective is to promote sustainable tourism in the European Union. The main focus of the project is the competition for an excellent tourist destination, which has been held in the participating countries every year since 2007.**

The competition primarily targets less-known European regions. CzechTourism has been the guarantor of the project since the first participation of the Czech Republic in 2009. In 2016, the promotion of winning destinations from previous years continued. For the so-called excellent destinations of the last five years, CzechTourism prepared a series of promotional activities (brochure, print campaign, online competition, online campaign).

In 2017, another year of the competition for a new excellent destination is going to be organised, this time with the theme of cultural tourism. CzechTourism, together with other European destinations, promotes sustainable development in less-known destinations, helping to make them visible on both domestic and foreign markets.

**Promotion of winning destinations from 2009–2015:**

- Jeseníky 2015, winner in the Tourism and Local Gastronomy category
- Lipno 2012/13, winner in the Accessible Tourism category
- Slovácko 2010/11, winner in the Tourism and Regeneration of Physical Sites category
- Bohemian Switzerland 2008/09, winner in the Tourism and Protected Areas category
- Bystřicko 2009/10, winner in the Aquatic Tourism category

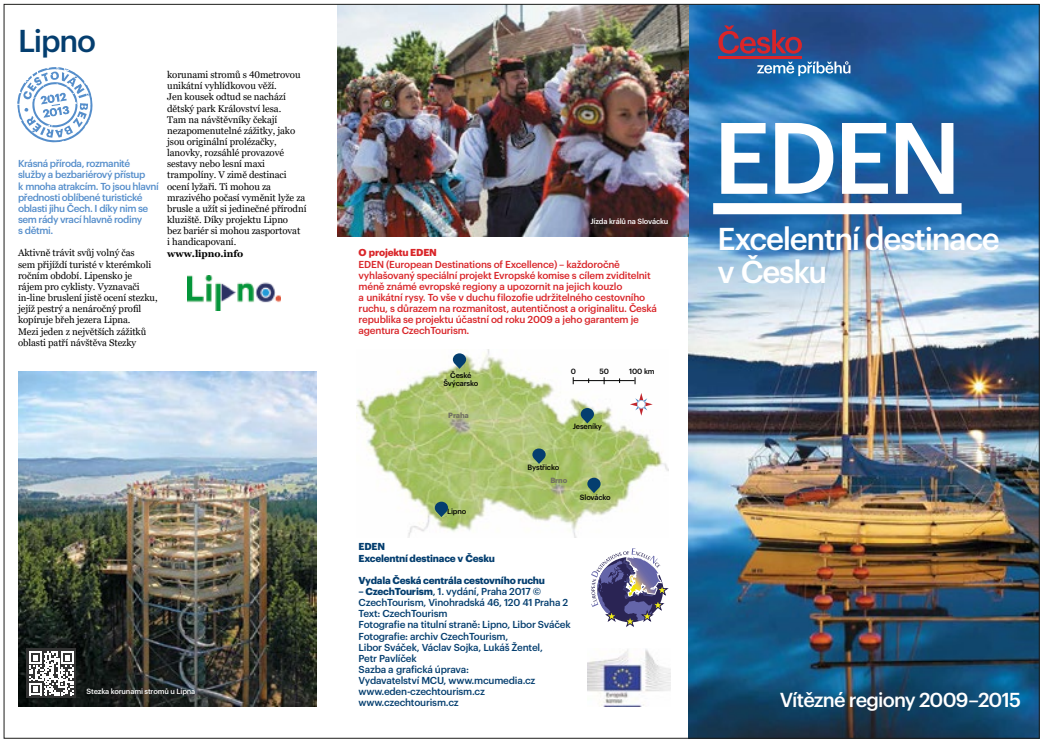
**Web presentations and meetings with journalists.**

**A four-language tourist brochure.**

**Extensive promotional campaign for winning destinations.**

**Promos at tourism fairs.**

**EDEN category as a new category in the DestinaCZe competition.**



## Jeseníky

2015 CESTOVNÍ RUCH A LOKÁLNÍ GASTRONOMIE

Jeseníky lákají návštěvníky unikátní kombinací tradiční místní gastronomie a přírodního a kulturního dědictví. Navíc nabízí nejčistší vzduch ve střední Evropě.

A protože na čerstvém vzduchu snadno vyhládne, můžete se o to víc těšit na pokrmy vycházející ze slezské kuchyně. Jídla i nápoje se tu připravují dle původních receptů a kulinářské variace obsahují místní ingredience. Výpravu za gastronomickými zážitky si můžete zpříjemnit širokou škálou aktivit. Oblast je protkána nádhernými trasami pro pěší turisty i cyklisty. Zdejší kraj mohou nadšeně poznávat i osoby s pohybovým omezením, které tu najdou speciální naučné vozíčkářské stezky či bezbariérové expozice v muzeích. V zimě jsou Jeseníky atraktivní hlavně pro lyžaře a běžkaře. V jedinečné jesenické krajině plné mystiky si můžete odpočinout a dobít energii v oblíbených Priessnitzových léčebných lázních nebo v Karlově Studánce.
**www.navstivtejeseniky.cz**

Jeseníky
Sdružení cestovního ruchu

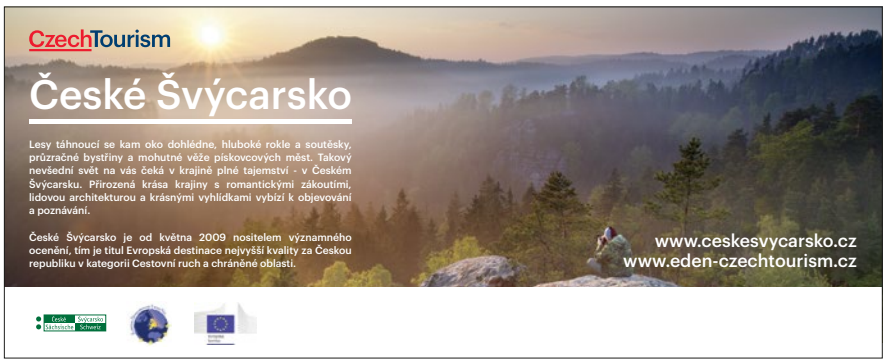
## Slovácko

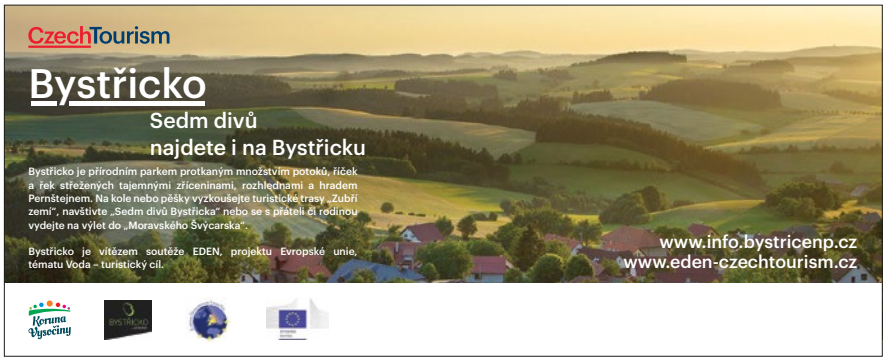
2010 2011 NÁRODNÍ ODBOR PRO NEHMOTNÉ DĚDICTVÍ

Bohatá folklórní tradice, malebná krajina protkaná vinicemi a historickými památkami okouzlí každého. Vydejte se na cestu za zábavou i poznáním a zažijte Slovácko!

Barevnost krojů, tóny cimbálové muziky, ladnost pohybů při tanci a poctivá slovácká kuchyně spolu s lahodným vínem dodávají místu jedinečnost. Slovácko žije čilým ruchem a folklorními slavnostmi od masopustu až po advent. Ideální pro objevení regionu je síť cyklostezek. Jedna z nich vás povede podél Bařova kanálu. Po něm se můžete projet na člunu nebo výletní lodi a pozorovat úchvatnou přírodu. Při pohledu do údolí z vrcholků Chřibů a Bílých Karpat můžete obdivovat rozkvetlé stráně a sluncem zalité vinice. Úrodnou oblast osídlili původní obyvatelé Slovácka už v starší době kamenné. Najdete tu jedny z nejvýznamnějších celoročně přístupných památek z období Velké Moravy nebo také baroka. Toť vítejte na Slovácku...
**www.slovacko.cz**

SLOVÁCKO REGION



# Tourism Institute Department

Office of Tourism Institute | Marketing research | Education and R&D projects

Institut turismu

**Markéta Vogelová**
Department Director

"Developing the functionality of the Marketing Information System has allowed us to work with other modules, such as country reports. In the coming year, we will be undertaking extensions to the analysis tools of this online system. Tourism Forum was marked by non-traditional tools for destination marketing, we measured the image of the Czech Republic, and the economic impact of major events. The phenomenon of airbnb type of accommodation started affecting incoming tourism, and we planned the development of a project focused on the evaluation of the efficacy of CzechTourism activities."

**Department activities:**

- Evaluation of the efficacy and benefits of CzechTourism activities for tourism in the Czech Republic
- Monitoring of the development of tourism in the Czech Republic and abroad
- Cooperation with academia
- Monitoring trends in tourism
- Education in the field of tourism
- Analytical projects, creation of methodologies and metrics

**In 2016, we also processed the following methodologies and analyses:**

- Examples of tried and tested procedures used when addressing the issues of public support
- Recommended methodology procedures for the creation of strategic documents in tourism
- Evaluation of the economic impact of the Pilsen ECOC 2015 project
- Tourist potential in the regions of the Czech Republic

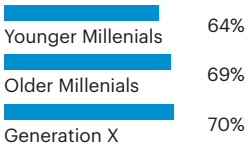
# Marketing Research

**In 2016, Marketing Research coordinated the project Incoming Tourism, and created predictions and a prediction model of this development for the upcoming period. The continuous measurement of the image of the Czech Republic brand was supplemented with pre- and post-testing of the main agency campaigns. Among the important research conducted in 2016 was the measurement and evaluation of selected partner and corporate events, including the measurement of their economic impact.**

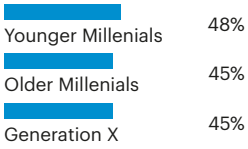
2016 also brought a field-wide research of all certified tourist information centres in the Czech Republic, and monitoring and evaluation of metrics for the measurement of activities of all agency components, including foreign offices. The department also prepared a study on the impact of discount web portals on domestic tourism, an evaluation of the CSQS project from the perspective of the B2B and B2C segments, an extensive study of the target group of the Millenials, or a partial analysis of the spas or luxury tourism products. For the fifth year running, the department also rewarded the best university student study from the field of tourism.

**There are minimal differences among generations in terms of travel frequency. Domestic tourism increases with age.**

**Travelled around the Czech Republic**




**Travelled abroad**




Research entitled Czech Millenials implemented by NSM Market Research, example

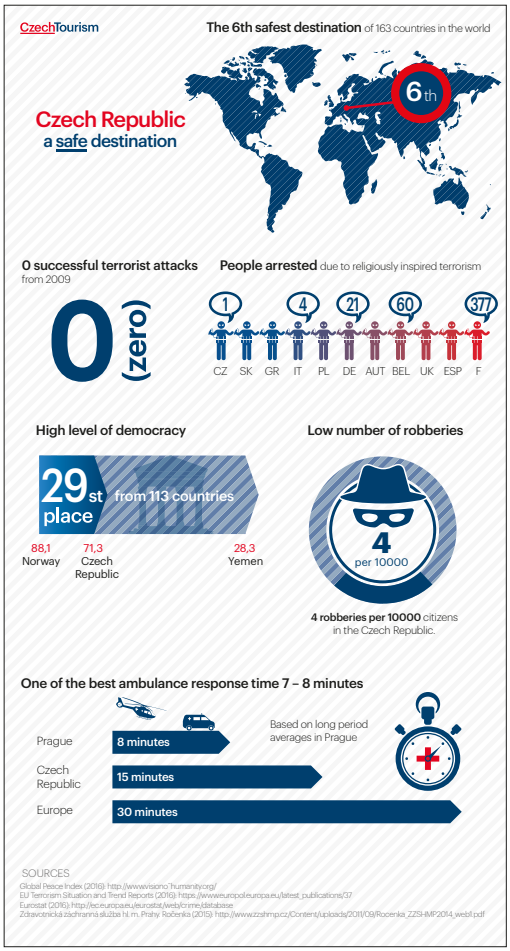
**Evaluation of efficacy in the areas of:**

- The development of domestic and incoming tourism – an extensive investigation Incoming Tourism, Predictive Model for Incoming, Analysis of the Visit Rates of Czech Mountains by Domestic Tourists.
- Evaluation of CzechTourism and foreign office PR activities.
- Social network monitoring.
- Evaluation of the efficacy of selected events.
- Campaign testing.
- Regular reporting on the main agency websites.

**Outputs for professional public:**

- Country Reports with the most important facts relating to source markets, such as Germany, Poland, Slovakia, Austria, Great Britain, Italy, China, South Korea, and the USA.
- Fact Sheet – a summary of the main agency indicators and metrics.
- The Czech Republic - A Safe Destination (7 language versions).
- Examples of best practices in addressing the issue of public support – the main output of Tourism Forum 2015.

Output of Czech Republic infographics: A Safe Destination, was prepared by the Tourism Institute. According to Global Peace Index (2016), EU Terrorism Situation and Trend Reports (2016), Eurostat (2016), Prague Emergency Medical Service. Yearbook (2015).



**Marketing Information System:**
The aim of the CzechTourism Marketing Information System project (MIS) is to create and further improve the information system that will store information from different data sources in one place, and make the results of CzechTourism as well as the statistical data of other partners available to the professional and general public in a clear and user-friendly form.

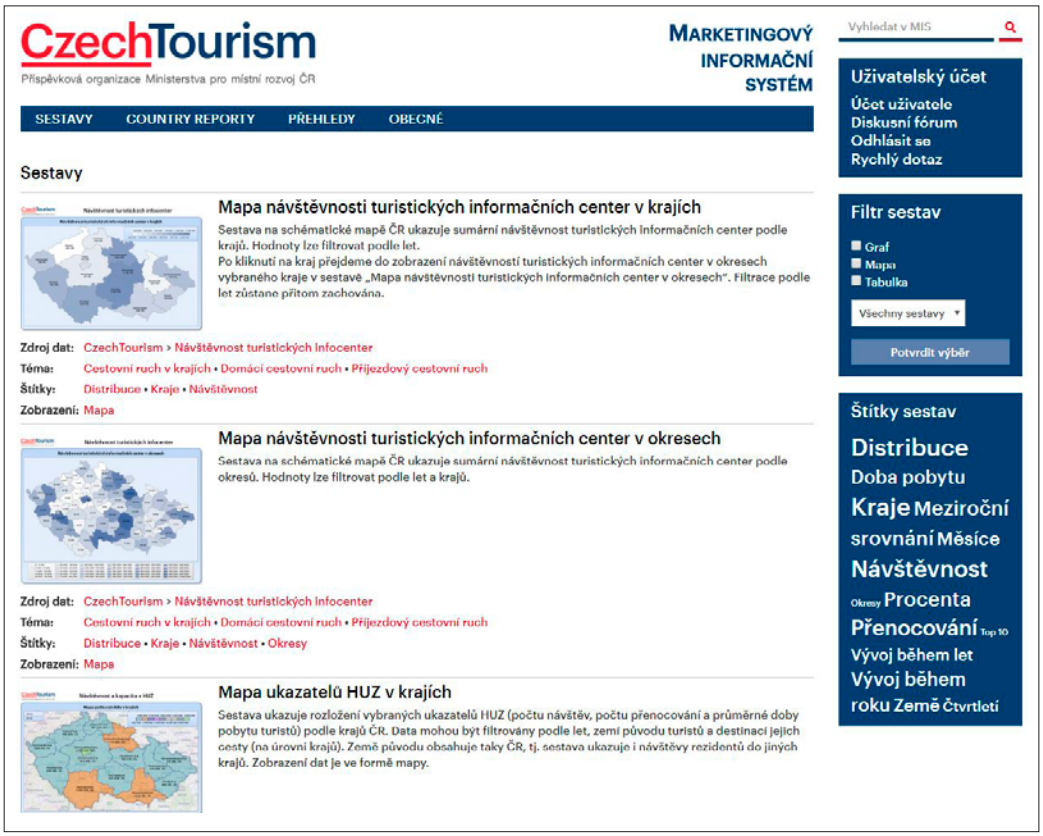
The core of the system is now a central database, into which data on visit rates of collective accommodation establishments and tourist information centres are gradually entered, as well as the data from the Czech National Bank relating to balance of payments and others.

A significant function of MIS is also the production of source market profiles (so-called "country reports") and profiles of the regions of the Czech Republic. Both types of documents are professional outputs, which can be used to aid in strategic decision-making in private or public sectors or in the field of education.

**MIS benefits for partners:**

- Pre-configured search-friendly reports.
- Information displayed in user-friendly outputs.
- Comprehensive database containing statistics and information from research conducted by CzechTourism and other entities.
- Statistical data enriched with qualitative information from research and experience of CzechTourism foreign offices.
- Active work with data, the option to create custom data sets.
- Current data on tourism development and on major source markets in one place.

Example of MIS data sets



Seminar on the B2B market for Chinese tourists

# Education and Projects Research and Development

The department implements education and development of the qualification level of professionals across professions in the field of tourism, for both public and private sectors (hospitality, travel agencies, regional headquarters, etc.), by means of seminars, lectures, and workshops.

In 2016, we organised lectures with the topic of the Chinese tourist market in the Czech Republic, the department also planned other workshops focused on prime clientele from India and South Korea, among others.

Last year, education and improvement of CzechTourism employees' qualification level was carried out by means of internal training (Google Analytics, Online Marketing, Kentico platform training, and graphic design).

The purpose of Education in Tourism (Operational Programme of Employment of the Ministry of Labour and Social Affairs of the Czech Republic). The aim of this project is to educate approximately 10,000 workers in the field of tourism over the course of 5 years, by means of both full-time and e-learning educational courses.

As every year, a competition for the best Master"s and Bachelor's thesis took place in June; this time, the winning thesis was focused on the issues of travelling of school-age youth, and on the quality of tourism in rural areas.

Collaboration with universities - arrangement of internships in the agency, collaboration on selected projects - for example, in 2016 it was the creation of a prediction model for incoming tourism into the Czech Republic, and the processing of an analysis focused on Czech spas.

Cross-border cooperation projects carried out within the scope of the EUS 2014-2020 programme strategy (European Territorial Cooperation). The department prepared a selection and implementation of transnational projects under the given project.

# Tourism Forum

**The 6th annual Tourism Forum was held in Karlovy Vary at the beginning of October. The theme of this year's conference was "Unusual Destination Marketing Tools".**

The forum aims to inform the participants of the latest developments in the field of tourism; this year's lectures focused on the use of technological innovations and modern communication trends, such as Instagram and travel blogs.

In addition to CzechTourism lecturers, the conference also hosted representatives of research and technological companies, eminent Instagramers, travel bloggers, and social network specialists. The forum was attended by 150 visitors, and two thematic workshops which took place on the second day of the conference welcomed 60 participants. Both the practical workshop, focused on work with Instagram, and the second thematic workshop, focused on the specifics of the Chinese market and Chinese tourists, received very positive feedback from the participants.

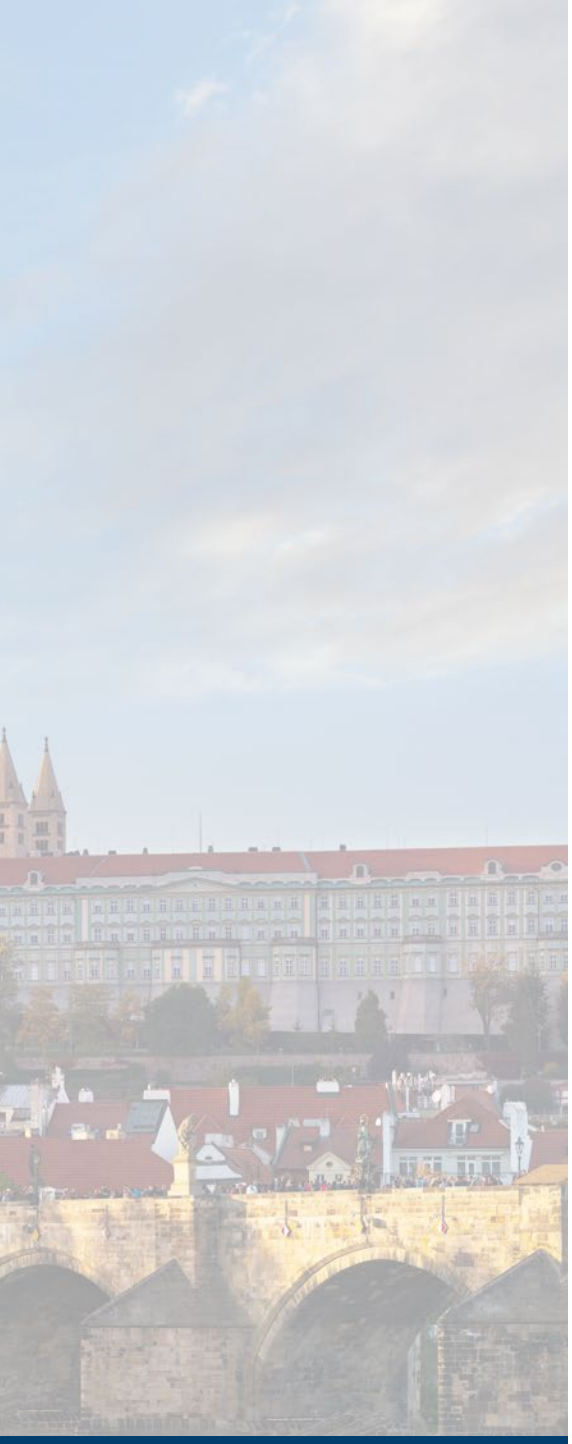
The presentations of individual lecturers and other conference outputs can be found on the conference website at **forum.czechtourism.cz**.

Professional input of the US foreign office

Tourism Forum 2016, Karlovy Vary

# Department of Foreign Offices and Online Distribution

Office of Foreign Offices and Online Distribution | Source Markets Management | Foreign Offices – representation | Online Distribution | Press Trips and Fam Trips



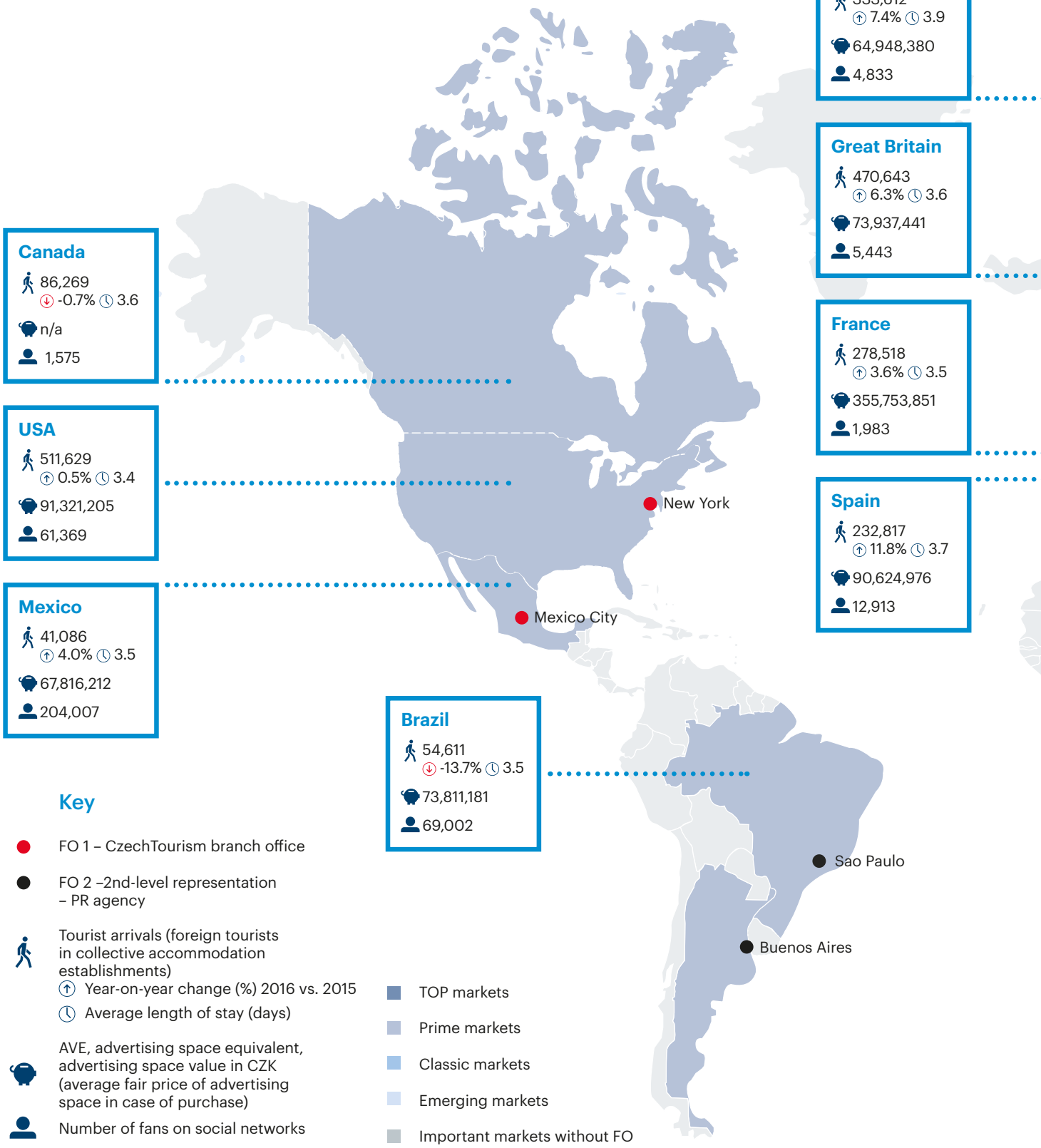
**Klára Vysloužilová**
Department Director
(from 2017 she replaced Petr Hrabálek)

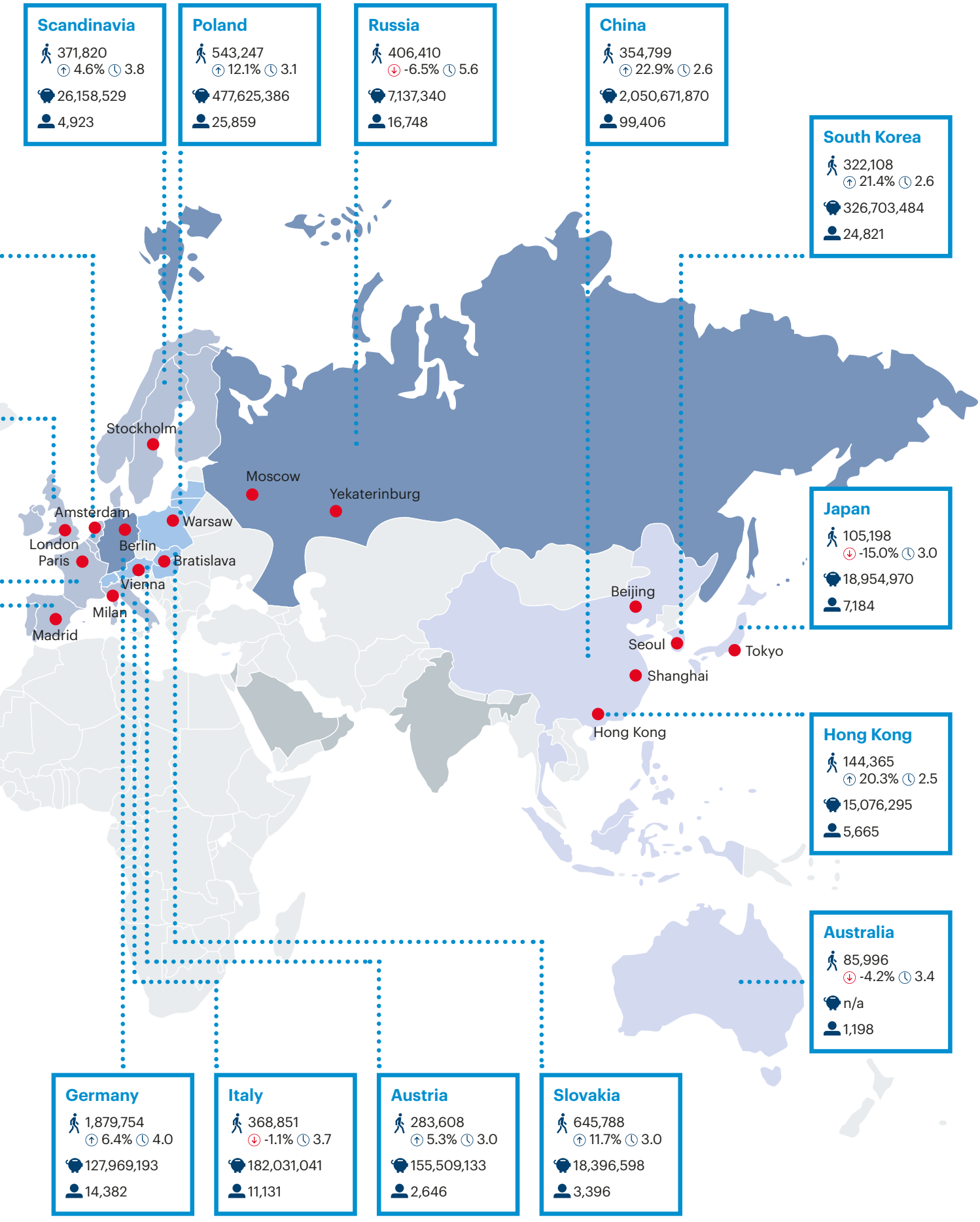
„The cohesive promotion of the Czech Republic brand by CzechTourism branches on foreign markets achieved excellent results both in terms of an increase in the number of fans on social networks to a total of 835,000 (+ 35% year-on-year), and in the number of media outputs in global media to the AVE value of CZK 4.2 billion (+21%). In more than 40 countries, we carried out dozens of presentations, workshops, and matchmaking events focused on creating business opportunities for Czech entrepreneurs and regions, in collaboration with Czech as well as foreign strategic partners. Our activities also included a series of group press and fam trips. The trips introduced new products and itineraries on the topic of the 700th anniversary of the birth of Charles IV to more than 100 journalists and 300 travel agency representatives from 25 countries. We introduced a new concept of an annual incoming workshop entitled CzechRepublic Travel Trade Day, this time in Olomouc. Following the presentation of the 2017 marketing plan, 65 international buyers led discussions with 80 Czech entrepreneurs and regional representatives at the workshop."

**Department activities:**

- Management of activities of an international network consisting of 21 foreign offices
- 360° destination marketing on more than 40 world markets
- Services for entrepreneurs, regions, and foreign partners
- Promotion of the Czech Republic within the framework of international cooperation projects – V4, 16+1 CEEC/TCC and interdepartmental projects – economic diplomacy
- Implementation of press and fam trips
- Creation of thematic itineraries and collaboration with film crews
- Site content management for czechtourism.com, kudyznudy.cz, and social network management (as of 2017, part of the Department of Strategy and Marketing Communication)

# CzechTourism Foreign Offices in 2016




Scandinavia
371,820
4.6% 3.8
26,158,529
4,923
Poland
543,247
12.1% 3.1
477,625,386
25,859
Russia
406,410
-6.5% 5.6
7,137,340
16,748
China
354,799
22.9% 2.6
2,050,671,870
99,406
South Korea
322,108
21.4% 2.6
326,703,484
24,821
Japan
105,198
-15.0% 3.0
18,954,970
7,184
Hong Kong
144,365
20.3% 2.5
15,076,295
5,665
Australia
85,996
-4.2% 3.4
n/a
1,198
Germany
1,879,754
6.4% 4.0
127,969,193
14,382
Italy
368,851
-1.1% 3.7
182,031,041
11,131
Austria
283,608
5.3% 3.0
155,509,133
2,646
Slovakia
645,788
11.7% 3.0
18,396,598
3,396
Stockholm
Moscow
Yekaterinburg
Amsterdam
London
Paris
Berlin
Warsaw
Bratislava
Vienna
Milan
Madrid
Beijing
Seoul
Tokyo
Shanghai
Hong Kong

# Foreign Offices in 2016

**František Reismüller**
China – Shanghai

**Martina Cílková**
Japan

**Jiří Dužár**
USA, serving Canada

**Michaela Claudino**
USA, serving Canada

**Jan Urban**
China – Hong Kong, serving Taiwan, Australia, Singapore, Malaysia, Indonesia, and Thailand

**Noemi Benešová**
China – Beijing

**Michal Procházka**
South Korea, serving the Philippines

**Petr Lutter**
Mexico, serving Brazil, Argentina, Columbia, Peru, and Chile

**Roman Procházka**
Russia – Yekaterinburg, serving the Asian part of Russia and Kazakhstan

**Alena Kudílková (from 2017 she replaced Robert Novotný)**
Russia – Moscow, serving the European part of Russia, Belarus, and Azerbaijan

**Robert Novotný**
Russia, serving the European part of Russia, Belarus, and Azerbaijan

**Filip Votava**
France

**Ivana Bílková**
Poland, serving Lithuania and Latvia

**Katarína Hobbs**
Great Britain, serving Ireland

**Markéta Lehečková**
Spain

**Nora Gill**
Slovakia

**Yvette Polasek**
Austria, serving Switzerland

**Markéta Chaloupková**
Germany

**Luboš Rosenberg**
Italy

**Petra Koorn-Palečková**
Benelux

**Lucie Vallin**
Sweden, serving
Denmark, Norway, and Finland

ANTOR Carnival in Hong Kong in April

# Foreign Offices of CzechTourism: Selection of TOP Events in 2016

**Niche marketing campaigns focused on specific target groups, but also cross-media campaigns in support of the regions of the Czech Republic or of specific tourism products. Last year, CzechTourism foreign offices connected with millions of tourists from around the world, and organised dozens of specialised B2B events.**

**Direct lines: newly from Toronto, Shanghai, and Chengdu:**
This year, the marketing support of new as well as existing transport connections between the Czech Republic and world capitals strongly resonated within distant markets, where a series of activities were prepared by our foreign office in New York, serving Canada (new direct connection Prague-Toronto), in Shanghai (new direct connection Prague-Shanghai), and Beijing (Prague-Chengdu).

A new direct flight between Toronto and Prague was supported by a May campaign on social networks prepared in collaboration with Air Canada (Facebook addressed 600,000 users), and by a roadshow prepared in collaboration with Air Transat airlines and Transat Holidays tour operator. "Thanks to the roadshow as well as trade fairs, we were able to contact 1,200 travel agencies from the areas of Ontario, Quebec, and British Columbia.

As part of the commencement of air ticket sales from Toronto to Prague in the spring, we organised a special networking event with training, we also introduced the Czech Republic to the media and experts joined within the Travel Massive community," adds Jiří Dužár, Digital Marketing & Strategy Manager at the USA foreign office.

Chinese airline China Eastern launched a regular flight connection between Prague and Shanghai in June. To mark the occasion, our foreign office in Shanghai prepared a destination presentation of the regions of the Czech Republic. On the occasion of the launch of another direct flight connection from Chengdu, the Beijing branch of CzechTourism, in collaboration with the Czech Trade agency and the Region of Central Bohemia, organised a study trip to Central Bohemia for media and leading tour operators from Sichuan province.

Existing transport connections also received marketing support; our foreign office in France prepared an online campaign with Vueling airline. The Czech Republic was recommended to those who considered Vienna or Budapest, for example, as their final destination. A co-brand campaign prepared by our foreign office in Germany, and organised in collaboration with Prague Airport and Eurowings, also focused on the promotion of flights to Prague. Prague also enticed travellers to visit the airport in Amsterdam, and the Moravian metropolis attracted travellers in Eindhoven. A direct flight connection is newly offered not only in Netherlands, but also in Luxembourg.

A group press trip of CzechTourism Yekaterinburg and CSA, focused on the support of new flights from Kazan and Ufa to Prague, took place in Prague, but

Press trip Charles IV
(Russia – Yekaterinburg)

also in the Karlovy Vary region, which felt most of the impact associated with the decline in the number of Russian tourists.

Partnerships with KLM, Air France or Turkish Airlines introduced eminent journalists and tour operators from Latin America and Asian countries to the most famous Czech tourist destinations, culture, gastronomy, as well as spiritual architecture. The October series of presentations and workshops introduced the Czech Republic jointly with the Visegrad countries to the dynamically developing prime markets of Southeast Asia – in Singapore, Malaysia, Thailand, Indonesia, and the Philippines. „A high-quality flight connection is essential for the stimulation of the volume of the currently growing incentive tourism, group packages, travel of wealthy families, or, in the case of the Philippines, the so-called pilgrimages. We are pleased that, last year, Turkish Arilines was the general partner of the event, a company which flies into Europe from all five destinations, and whose connecting flights cover the entire Central European region, including Prague, Budapest, Košice, and Warsaw," adds Jan Urban, Director of our Hong Kong foreign office, which, besides Taiwan and Australia, also covers Southeast Asia.

**Products and regions abroad: Moravia, spas, and golf:**

Marketing campaigns of our foreign offices primarily focused on the field of cross-media, and their support for regions or specific tourism products included B2B as well as B2C campaigns.

The readers of the Spanish magazine Objetive bienestar were able to appreciate the uniqueness of beer spas and the attractiveness of the KarlovyVary region, and the spa tradition of the Moravian-Silesian region was presented in Great Britain. At the beginning of June, a presentation of medical tourism in Moravia was prepared for British journalists and travel agency representatives. The luxury tourism segment was the theme of an August fam trip organised for Brazilian tour operators. Tourism focused on shopping, gastronomy, as well as on culture and history, was promoted in Latin America within the scope of the Travel Week trade fair. Our Stockholm-based foreign office promoted the Czech Republic as a golf destination in Sweden, Finland and Denmark, as part of the Helsinki golf fair and at the largest IGTM golf workshop. Golf press trips and promotions on specialised web portals complemented our virtually year-long activities. The golf theme also attracted Dutch tour operators, who prepared a special golf product, and a press trip organised in collaboration with the city of Ostrava promoted the region in the local media.

The phenomenon of the Elbe Cycle Route was promoted by our foreign office in Germany from spring until autumn. Our media campaign was supplemented by a cross-border press trip right on the Elbe Cycle Route. A family holiday in South Moravia was the theme for our foreign office in Great Britain, part of which included a competition for a holiday in the South Moravian region. Local gastronomy and culture also played a role in the campaign of our foreign office in South Korea, which was prepared in collaboration with the most significant tour operator, Hana Tour. The campaign invited Korean tourists not only to the very south of Moravia, but also to Kroměříž and Olomouc. Together with Prague and Český Krumlov, Moravia appeared on large-format posters in Seoul Subway, particularly on core Line 7. The inhabitants of Seoul were thus able to ride directly in a carriage in the style of these locales; the campaign reached 25 million passengers. Slovakian journalists also travelled to Olomouc, to the city's advent markets.

Throughout the year, all tourist regions were represented in Polish, Lithuanian, and Latvian media - an invitation to North Moravia and Silesia reached one million listeners on radio Katowice, and twice the number of readers subsequently read a related article in the magazine Życie na gorąco.

Active summer holidays on bicycles, combined with the promotion of the Mountain Bike World Championships, was the theme of an online campaign

Photocall for an event accompanying the opening of Bienale Brno (Spain)

An article in the Vysokij Polet Russia in-flight magazine (Russia – Moscow)

in Benelux, which reached 3 million potential tourists. In South Korea, the atmosphere of Czech and Moravian Christmas markets was promoted, and a romantic winter holiday also attracted passengers at regional airports in Great Britain. The high impact of online campaigns associated with tour and transport sellers was recorded by our foreign offices serving Scandinavia (collaboration with Ticket agency), Spain (collaboration with Online Travel Agency), and the USA (collaboration with the Hitlist booking web portal).

The main marketing theme for 2016, which commemorated the 700th anniversary of the birth of Emperor Charles IV, was reflected across the foreign office activities. Unique places in the Czech Republic were represented in the American Atlas Obscura, and locations associated with the activities of Charles IV received signification coverage in the Italian press (e.g. Tempo Libero) or in Slovakian printed specials (Historical Revue).

**Festivals 2016: Czech Days in Bohai and UNESCO:**

Virtually all regions of the Czech Republic were presented as part of the travelling exhibition of UNESCO monuments, and more than one million passengers travelling through the Vienna railway station and hundreds of thousands of passengers at M.R. Štefánik Airport in Bratislava became acquainted with them. Our foreign office in Japan also organised a photographic exhibition to commemorate the 20th anniversary of the Prague-Kyoto partnership. “One of the new marketing opportunities was the first ever Czech festival, which we organised at the turn of September and October in collaboration with the Embassy,” Martina Cílková from our Japanese foreign office comments on last year's activities. Significant festivals were then prepared and supported by all three of our foreign offices in China. Czech days in Chinese Bohai region, a successful concept which had already introduced the Czech Republic in April 2015 in Shanghai, promoted not only the potential of tourism , but also gastronomy and services. A series of project activities, the participants of which included the Embassy of the Czech Republic in Beijing, Czech Trade, the Chinese government (Hebei Tourism Administration, Tianjin Tourism Administration), the Ministry of Regional Development of the Czech Republic, CzechTourism, as well as Czech and Chinese private entities, culminated in the first world conference on tourism, with the emphasis on sustainable development - First World Conference on Tourism for Development, and in June 16+1 Local Leader Meeting taking place in Tianjin.

Subsequently, successful festivals also took place in Shanghai (Czech Beer & Love Mayfest promoted not only gastronomic, but also Czech cosmetic and textile products in May) and in Hong Kong (ANTO Carnival held in the local shopping centres).

**B2B Support – tailor-made itineraries, roadshows, and professional workshops:**

This year, events intended for the professional public included a targeted promotion of products. These include the Italian support of the Grand Tour and Pilsner Urquell project aiming at sales of itineraries with accommodation outside of Prague, or a series of activities of our foreign office in Poland, which prepared dozens of proposals for trips tailor-made for our partners from Poland and the Baltic states (sales of tours made by Polish travel agencies registered an increase of about 140%). Links with the Travel Massive community paid off, for example, in the USA, where a series of three cultural events managed to reach 300 professionals. The Swedish branch of CzechTourism promoted the offers of Czech regions in all the countries of Scandinavia, and in Finland as part of its roadshow entitled “In the Heart of Europe”. Our foreign office in Hong Kong organised a presentation of Karlovy Vary, and key Japanese buyers and journalists discovered new South Moravian products.

The London office of CzechTourism introduced the Czech Republic offerings for the MICE segment as part

Winter Holiday in the Czech Republic campaign (Poland)

SmartWings Facebook campaign (Spain)

of an event organised by the ANTOR association on the premises of Leeds Castle. Prior to the Frankfurt IMEX fair, buyers from Mexico took a fam trip focused on incentive and congress tourism. The members of the largest British professional association ABTA read about what is new in the product menu of the Czech Republic in a special, one-page section of the May issue of the Association of British Travel Agents magazine.

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**Regions of the Czech Republic on Korean, Swedish, and Finnish television:**
Foreign offices of CzechTourism continued in their cooperation with international and regional television stations, in whose broadcast the Czech Republic is promoted.

In mid-September, four Finnish couples travelled to the Czech Republic. They met on the reality show Kiss Bang Love, which is a globally popular format with a focus on the search for life partners. The first joint trips of the new couples were recorded in the Czech Republic. The lovers only found out at the airport in Helsinki where they would spend two days together. The reality show attracts more than 180,000 viewers. The first episode, in which one of the couples visited Olomouc, was broadcast at the end of September. Further episodes took Finnish viewers into the Chateau Mcely hotel, Kutná Hora, Prague, and Karlovy Vary.
In addition to Finnish television, Prague was also selected by the production of a Swedish reality show Love at First Sight, in which the participants-newly-weds enjoy their honeymoon in one of the most romantic cities in Europe.

Not only Prague and Český Krumlov, but also other Czech destinations such as South Moravia, Olomouc, Karlovy Vary, and Adršpach Rocks were featured in a four-part show of nationwide Korean TV channel EBS, which was broad cast on four November evenings as part of a series entitled World Travel Theme. The audience saw the Flower Garden Kroměříž, the Kutná Hora Ossuary, and the Karlovy Vary Collonades. A sidelight was the tasting of Olomoucké tvarůžky, and a visit to the festival of Pilsen microbreweries Sun in a Glass.

A KBS television project entitled Battle Trip, in which four celebrities compete and perform various tasks on the way between two countries in Europe, made Pravčická Brána and beer spas popular in Korea. In the vote determining a more likeable destination, the Czech Republic defeated Italy.

Russian television ATN (channels Russia 2 and Russia 24 in the area of the Ural Mountains) filmed reports in the Czech Republic for a 30-minute travel show entitled „Bolshoe puteshestvije“. The show introduced the best of Pilsen, Karlovy Vary region, as well as Prague, and, thanks to an organised press trip, provided insight into the legacy of Charles IV in the territory of the Czech Republic in a special 30-minute documentary entitled Charles IV. The documentary aired on both ATN TV channels a total of 10 times in prime time (at the time of Russian orthodox New Year celebrations) – it was watched by more than 2 million viewers. Russia was also introduced to modern Czech gastronomy through a travel-culinary show Poedem Poedem on NTV, whose audience exceeds 3 million viewers.

CzechTourism foreign office for France also managed to secure a 90-minute travel show for the Czech Republic. French public TV station France 5 filmed its travel documentary series Echapées Belles in Bohemian Switzerland and Prague. The November premiere, which was broadcast in prime time, was watched by one million local viewers.

The crew of the Italian public television RAI 1 devoted one part of its show on the topic of religion A SUA IMMAGINE (In His Own Image) to the phenomenon of the Infant Jesus of Prague. The Infant Jesus as well as the Prague Castle appeared on Italian television in early December.

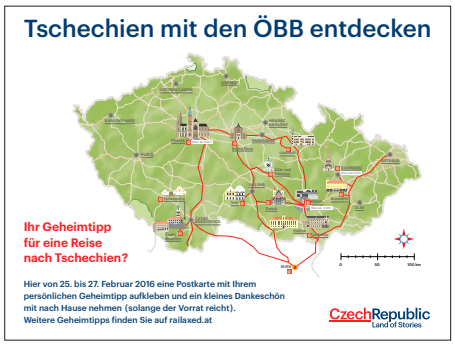
The crew of German TV NDR has already visited the Czech Republic twice. In spring, it visited Western Bohemia to introduce Pilsen as a world-famous capital of beer and culture, and at the time of the grape harvest it travelled to South Moravia to present the local wine-growing tradition to the German audience.

Promotion of the Czech Republic through TV screens was also present as part of a commentated programme about the visit of the Chinese president in the Czech Republic; our Beijing foreign office organised a television appearance on the CNTV TV station and on its sister radio CRI, as well as the presentation of the Czech Republic on the largest Chinese online channel focused on sport (SINA). A live report on the occasion of the Prague International Marathon was accompanied by a press trip.

Our Japanese office cooperated with TV crews on two occasions. The Japanese crew of a travel show entitled Tabi Salad promoted Prague and South Moravia, and Christmas-time Prague was also promoted by the famous character Colour Jean. In this way, the Czech Republic was brought closer to 27 million Japanese viewers.

Support of a new flight connection (France)

Great Britain Family Traveller



| | | |
|---|---|---|
| A | B | |
| C | D | E |
| F | G | H |

- **A** Poster for the Czech Festival Tokyo (Japan)
- **B** Winter Holiday promotion (Germany)
- **C** Air Canada Vacations, USA
- **D** Sichuan Airlines – campaign accompanying a direct flight (China – Beijing)
- **E** Charles IV promotion – Historical Revue monthly magazine (Slovakia)
- **F** A campaign with ÖBB Austrian railways
- **G** Collaboration on a golf package (Scandinavia)
- **H** Online campaign Active Summer Holiday in the Czech Republic (Benelux)

A
B C
D E

- **A** Czech Beer and Tourism Festival (China – Beijing)
- **B** Opening of a China Eastern Shanghai–Prague flight connection (China – Shanghai)
- **C** Czech Subway in Seoul (South Korea)
- **D** Banner in Santa Fe (Mexico)
- **E** Branding on a tour operator bus (Austria)

B2B meetings/ Olomouc

# Czech Republic Travel Trade Day

**At the end of September, CzechTourism organised Travel Trade Day, the main part of which was an incoming workshop for international buyers, Czech entrepreneurs, and regions. The two-day programme in Olomouc already had the 2017 communication theme "Baroque Through All The Senses", and it offered a gala evening set in the representative premises of the Baroque Archbishop's Palace, a tour through the historical part of the city, and group transport to Prague and back by Pendolino train.**

The invitation was accepted by notable participants from such markets as China, Germany, South Korea, and Russia, they also had the opportunity to discuss cooperation in other prime territories - Canada, Latvia, Iran, India, and Israel.

The main aim of the Czech Republic Travel Trade Day was the arrangement of new business partnerships between foreign and Czech entrepreneurs, regions, and other institutions, as well as the support of the destination brand Czech Republic - Land of Stories on the international markets. In addition to the first introduction of the CzechToursim marketing plan for the next year, the event was also an opportunity for a detailed introduction of the offers of the Czech regions to foreign partners as part of a series of thematic study trips, which had preceded it.

**Incoming workshop in Olomouc, 26–27 September 2016:**

**65** foreign buyers from 24 international markets.

Partners: Czech Railways, Fashion Arena Prague Outlet, and Turkish Airlines.

**80** representatives of entrepreneurs and regions, almost 1,000 meetings.

Presentation of the Olomouc region in connection with the 2017 marketing theme.

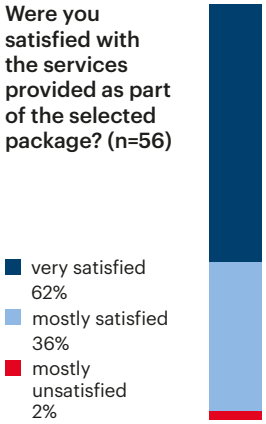
Co-organised by regional authorities in the field of tourism.

Presentation of a B2B catalogue with itineraries around the Czech Republic.

Presentation of the CzechTourism 2017 marketing plan.

**CzechTourism monitored participant satisfaction through surveys. Czech entities registered a 98% satisfaction with the event (62% of whom were very satisfied).**

**Were you satisfied with the services provided as part of the selected package? (n=56)**




**The vast majority of Czech participants (85%) were satisfied with the 12-minute limit for meetings. Meetings with buyers from the following markets were considered the most beneficial: Germany, Hong Kong, Taiwan, Japan, and Italy. Minor aspects of the event were evaluated very positively, as outlined in the graph below. The best reviews were associated with the location, communication with CzechTourism, and the incoming workshop itself.**

**Using a number of stars, please rate the individual aspects of the Czech Republic Travel Trade Day event. (Average rating on a scale from 1 to 5 stars , n=56)**

| | |
|---|---|
| 4.46 | venue (location, environment) |
| 4.43 | incoming workshop |
| 4.42 | communication with CzechTourism |
| 4.34 | overall rating of the event |
| 4.27 | organisation of the event |
| 4.02 | gala evening at the Archbishop's Palace |
| 4.02 | online reservation system |
| 3.87 | catering |

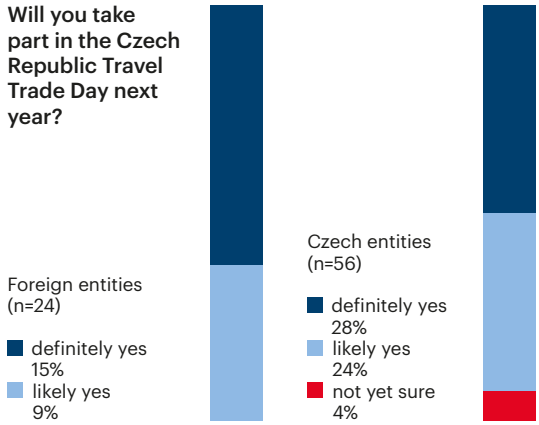
A B C D E

**A** B2B workshop with international buyers
**B** Meeting with partners
**C** Gala evening at the Archbishop's Palace in Olomouc
**D** Opening ceremony of the gala evening
**E** Programme in the representative halls of the Archbishop's Palace

**The event also met the expectations of foreign buyers. They rated the event with four out of five stars. Three quarters of respondents found the length of the meetings to be adequate, however, one quarter of the buyers would have prefered the time to have been longer. The organisation of the event outside of Prague was very positively received, surpassing expectations. Foreign guests view the selected destination - the city of Olomouc - as having a great potential for their offers, and they welcome the organisation of future events in the regions. Czech entities have proposed, for example, the following cities to host the event next year: Brno, Pilsen, Liberec, Český Krumlov, Ostrava, Pardubice, and Karlovy Vary.**

**The last graph represents expressions of interest for participation in another year of the event, both on the part of Czech and foreign companies. More than 90% of respondents plan to participate in the event again.**

**Will you take part in the Czech Republic Travel Trade Day next year?**



**160**
interested parties from the entire country

Introduction

# CzechTourism Trade Show

**A series of specialised seminars, workshops, and networking events within the scope of the annual meetings of CzechTourism foreign offices took place again this year, both in Bohemia and Moravia. Directors of foreign offices shared their experiences with partners from the private and public sphere.**

The week-long programme was opened by the Directors of foreign offices on 16 June by means of a study tour of the Moravian-Silesian region, which culminated in a workshop in Ostrava.

The traditionally organised B2B workshop for regional entities helped to establish relationships within the individual source markets. 15 companies expressed interest in meetings with the Directors of our foreign offices. In addition, six destination managements, which introduced news from the regions, also presented to the Directors. Thanks to the support of the Moravian-Silesian region and Moravian-Silesian Tourism, the Directors of foreign offices had the chance to become familiar with the offers of the region, which they will later promote within their markets.

The meeting subsequently moved to Prague, where CzechTourism provided a series of professional seminars, a workshop with the Directors of foreign offices, and a networking evening. As part of a series of morning seminars, the participants acquired information about the character and development of the markets in the USA, Russia, Japan, Italy, Austria, Great Britain, and Germany, about specific planned events of the individual foreign offices, and they also received some practical tips for market entry.

A workshop with ten-minute meetings with the Directors of foreign offices was full within a few hours of the opening of the event registration. The conclusion of the CzechTourism Trade Show was devoted to an evening networking meeting of CzechTourism representatives with partners in the neo-Baroque Hall of Grand Hotel Bohemia, which heralded the marketing theme of 2017, “Baroque Through All The Senses“.

More than 160 interested parties participated in the annual meeting of the foreign offices. 80 representatives from the field of tourism and a further 59 partners from the government, cultural institutions, carriers, and media took advantage of the opportunity to meet with the Directors of foreign offices in Prague. Among them where, for example, officials form the Ministry of Foreign Affairs, Czech Centres, Czech Trade, and Prague City Tourism.

Final meeting with partners, Prague

A B
C
D

**A** B2B workshop with the Directors of foreign offices
**B** Training on selected markets
**C** Workshop with the regions
**D** Workshop of the Directors of foreign offices with Czech entrepreneurs and regions

Joint promotion of the Visegrad Four

Professional B2B workshop

# Discover Central Europe

**Joint activities of the national tourist headquarters of the Visegrad Four countries (V4) took place from 1 July under the chairmanship of Poland, which followed a year-long chairmanship of the Czech Republic. Promotion of the Visegrad countries was carried out both within the traditional source markets in the USA, Russia, Japan, India, and China, and within new source territories with good arrival potential – in Southeast Asia, Latin America, South Korea, and in the region of CIS countries.**

In addition to the year-long online promotion and six roadshows, the Visegrad countries implemented in 2016 a total of four study trips for tour operators and travel agencies and two destination presentations, and they newly launched the Pocket Guide mobile app in a Russian language version.

CzechTourism again focused its activities on the region of Southeast Asia. The agency followed the very successful format of the 2015 roadshow by implementing a series of destination presentations and B2B workshops in the Philippines, Singapore, Malaysia, and Thailand. The event, which was jointly organised by the Embassy of the Czech Republic in all territories, and which was attended by 11 European companies, addressed almost 300 buyers from both leisure and MICE segments.

A new format of study trips was introduced by CzechTourism foreign offices in Hong Kong, South Korea, and Mexico, which organised B2B workshops in the Czech Republic as part of the programme. with the participation of entrepreneurs from all of the Visegrad countries. Individual negotiations were focused not only on the introduction of services to our Asian partners, but also on the development of joint products of Central European entrepreneurs.

A study trip of ten Korean tour operators was connected with the CzechTourism annual workshop "Czech Republic Travel Trade Day", which contributed to the promotion of the "Moravia" product that is intensively developed by the Korean branch of CzechTourism. Tour operators from Latin America were also introduced to the Moravia tourist offering.

The successful concept of the Visegrad cooperation based on the attractive tourist offerings and high-quality infrastructure in a unique, culturally and historically linked region, is being confirmed by the growing volume of funds received for the implementation of promotional activities in partnership with commercial entities - in 2016, this amounted to more than €50,000 within the scope of direct financial and barter transactions.
In total, Central European countries invested more than €220,000 into the joint campaign in 2016.

**The Czech Republic as a tourist destination was presented in Iran and Israel:**
The first official presentation of the Czech Republic as a tourist destination in Iran took place on 1 June 2016 in Tehran, under the auspices of the Embassy of the Czech Republic in collaboration with CzechTourism, Freytag-Berndt, Turkish Airlines, Prague City Tourism, and the Municipality of the City of Prague. The presentation event described the Czech Republic as an attractive European tourist destination to the representatives of nearly 25 Iranian travel agencies from Tehran, Tabriz, and Isfahan.

Czech entrepreneurs were also able to hold talks with the representatives of Iranian travel agencies within the scope of the international workshop Czech Republic Travel Trade Day in September in Olomouc. In addition to Prague, the Czech Republic will also invite Iranian tourists to the regions - to see UNESCO monuments, historical cities, the original spa tradition, natural scenery, and cultural life. Thus, Iran (along with India, Israel, and the countries of the Persian Gulf) have joined the group of CzechTourism strategic markets, within which a continuous promotion of the Czech Republic will take place.

**Israel: presentation and B2B workshop Czech Republic – Land of Stories:**
In collaboration with the Karlovy Vary region and the Embassy of the Czech Republic, at the end of November CzechTourism presented the Czech Republic in Tel Aviv as an attractive tourist destination for Israelis travelling to explore culture, monuments, spas, and nature. The presentation and the workshop were attended by 50 Israeli companies, and a total of 16 entrepreneurs arrived from the Czech Republic; the general partner of the event was the Karlovy Vary region.
In 2016, almost 170,000 tourists from Israel arrived in the Czech Republic; in addition to Prague, the Karlovy Vary region is a popular destination, primarily due to the great interest in Czech spas.
In 2016, Israel was the third most important non-European export territory for the Czech Republic (after the Untied States and China). Currently, Israel also represents one of the fastest growing markets in the field of export of goods, and it is the leader in the growth of exports of services, particularly in tourism.

# Press Trips and Fam Trips

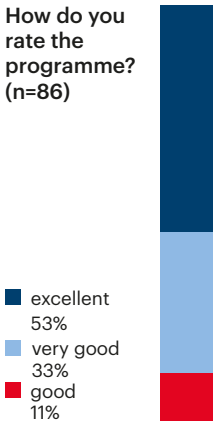
**In 2016, the Department of Press and Fam Trips implemented 11 group events in collaboration with foreign offices - four fam trips, and seven press trips. At the same time, it participated in 12 other events for foreign journalists, tour operators, and film-makers. The Czech Republic welcomed a total of 442 B2B partners - 107 journalists and 335 tour operators from 25 countries around the world. As of January 2017, the value of their media outputs amounts to almost CZK 29 million.**

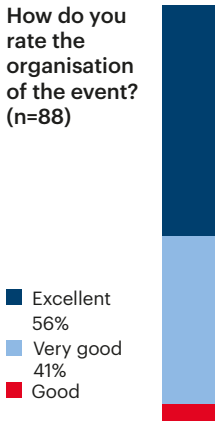
The department prepared new original itineraries for the theme of the 700th anniversary of the birth of Charles IV, under which it introduced the journalists to interesting locations in the Czech Republic associated with the Emperor's personality. Thanks to cooperation with partners from the individual regions, foreign journalists and tour operators were able to explore the Czech regions and their rich offerings not only in the field of architecture, spas, and cultural heritage, but also in terms of the options for active holidays. The effect of educational trips consists not only of increasing the interest of tourists in travelling to the Czech Republic, but also in its impact on the range of travel agency offers and the strengthening of the knowledge of the Czech Republic on the part of our partners, which prepare and promote tours for tourists.

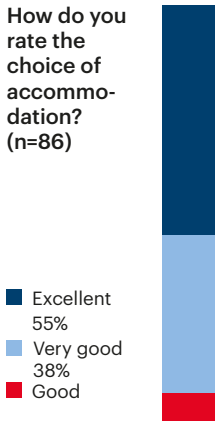
In a survey, which is used to regularly evaluate all implemented events, the department focuses on customer satisfaction with the programme and on the organisation of the given event, the choice of accommodation, restaurants, the most interesting part of the programme, and the overall satisfaction with the press or fam trip. In 2016, the programme itself was evaluated particularly positively, as was the adequacy of the provided information, which gave rise to numerous outputs in foreign media and caused the Czech Republic to be included in the offers of foreign tour operators. Kroměříž, Pilsen, Brno, and Český Krumlov are cited as the most popular destinations. Popular activities included cycling and skiing. Study trips for the active target group were represented by the Elbe Cycle route and the Moravian Wine Trails product.

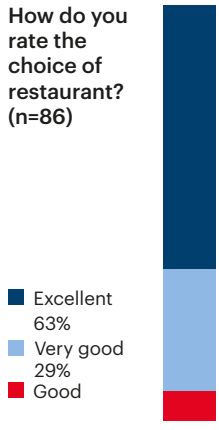
The Department of Press and Fam Trips is also involved in the preparation of study trip programmes organised by CzechTourism foreign offices, and collaborates with foreign television crews which arrive in the Czech Republic to film shows with travel themes, lifestyle shows, and feature films.

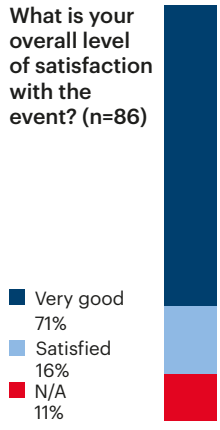
**A** Press trip on the theme of Charles IV
**B** Press trip Czech Glass Industry
**C** Press trip Spas




The Department of Press and Fam Trips initiated the challenge for a partnership cooperation within the scope of the implementation of press and fam trips for the year 2017. The aim was to obtain new partners to secure these discovery trips and provide a programme for their visit in the Czech Republic which would present an attractive tourist offer, including high-quality services.

**CzechTourism web portals recorded historically high visit rates**

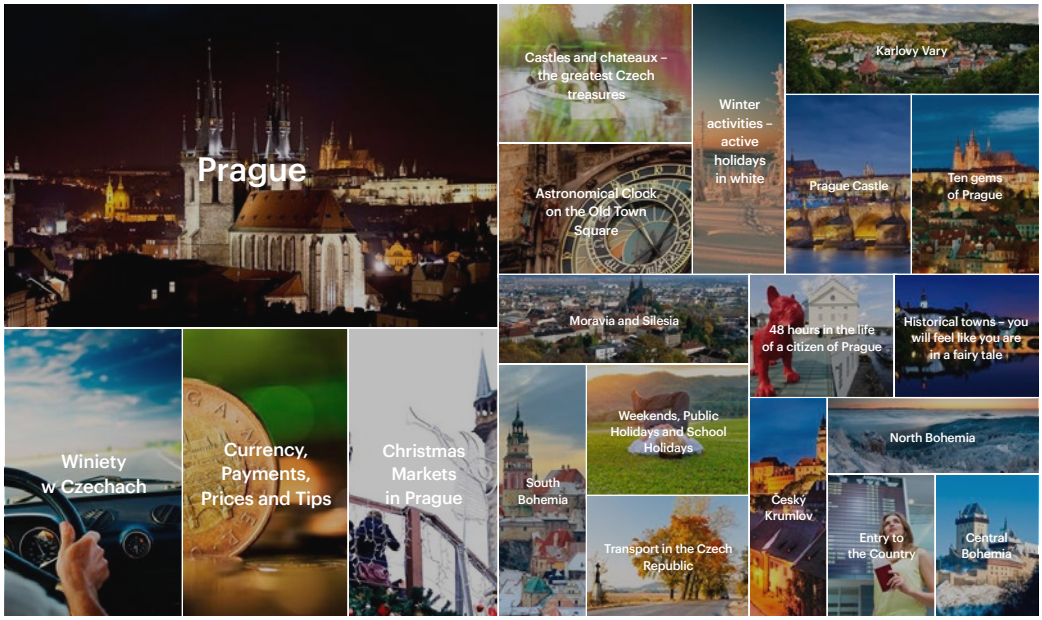
**3.5 million visits in 2016**

# CzechTourism Web Portals
# CzechTourism.com

**The ten language versions of the CzechTourism web portal located at www.czechtourism.com attracts potential visitors to the Czech Republic with stories of towns, people, architecture, and landscape. An important part of this website is the calendar of events, providing detailed information on the most important events which are worth travelling to the Czech Republic for. In 2016, the website recorded a record 3.5 million site visits.**

## Visualization of the most popular subpages:

CzechTourism.com

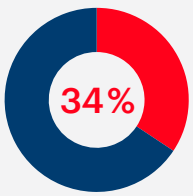



The area corresponds with the visit rates for subpages. Although these are the 20 most visited event/activity pages, overall they accounted for only 27% of all the event/activity views.

### NEJNAVŠTĚVOVANĚJŠÍ STRÁNKY:

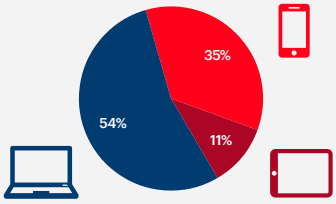
| stránka | zobrazení |
|---|---|
| Prague | 151 892 |
| Winiety w Czechach ... | 119 418 |
| ストーリー | 102 312 |
| Search results | 85 790 |
| Trips | 63 983 |
| Brochures | 55 608 |
| Истории | 51 177 |
| Praga | 48 670 |
| Destinations | 45 663 |
| Activities | 44 753 |
| Prague | 44 496 |
| Waluta, płatności, cen... | 39 850 |
| Astronomical Clock o... | 38 315 |
| Прага | 35 870 |
| Prag | 35 148 |

### AKTIVNÍ NÁVŠTĚVNÍCI:




34% návštěvníků otevřelo víc než jednu stránku.

### PODÍL MOBILNÍCH ZAŘÍZENÍ:




Year-round analysis of site visit rates, source Google Analytics

# CzechTourism Web Portals
# Kudyznudy.cz

**CzechTourism web portals recorded historically high visit rates**

**14 million visits in 2016**

**6.9 million visitors**

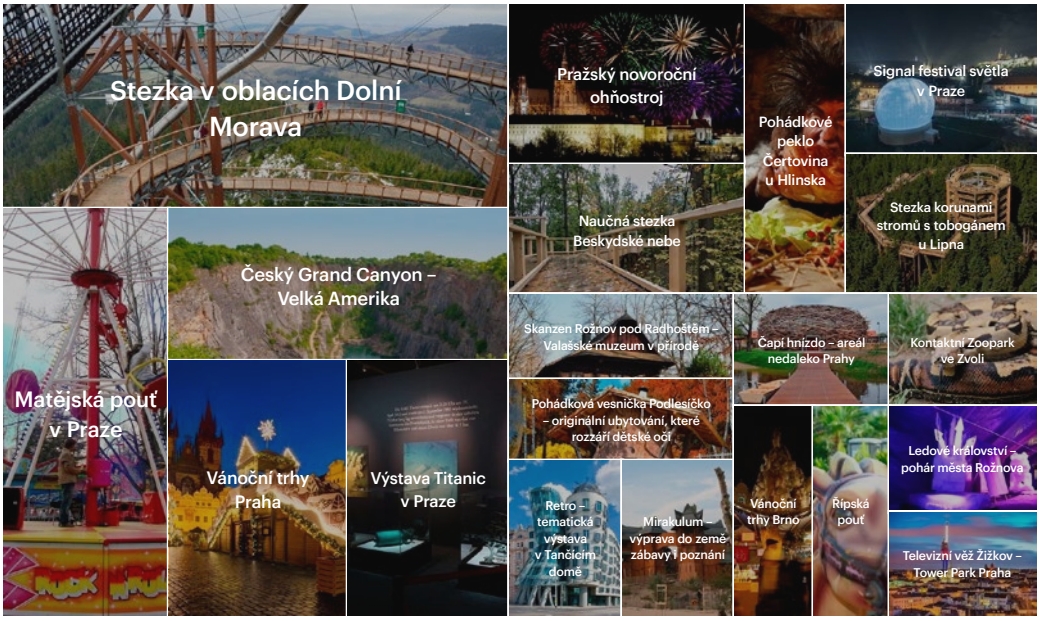
**Almost 50 million page views**

**24,000 new records**

**In 2016, web portal kudyznudy.cz also recorded the highest visit rates in history – it saw almost 14 million visits from 6.9 million visitors, and almost 50 million page views. The project links entrepreneurs and operators with their visitors, and thus assists both parties. For the year 2016, 24,000 new records were added to the portal.**

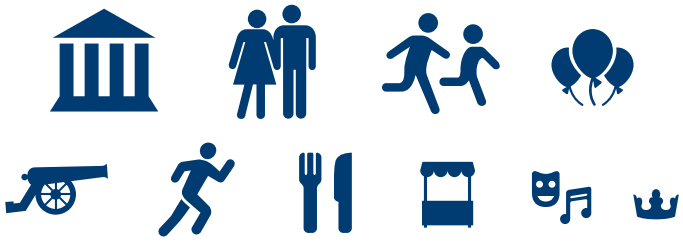
## Visualization of the most popular activities:

kudyznudy.cz




The area corresponds with the visit rates for subpages. Although these are the 20 most visited event/activity pages, overall they accounted for only 6% of all the event/activity views.

| název kategorie | celkem zobrazení | unikátních akcí | ø zobr. na akci |
|---|---|---|---|
| Výstavy | 1 389 163 | 3 073 | 452 |
| Společenské akce | 1 360 441 | 3 874 | 351 |
| Akce pro děti | 1 258 527 | 3 761 | 335 |
| Festivaly | 869 782 | 1 650 | 527 |
| Historické a vojenské akce | 826 541 | 1 391 | 594 |
| Sportovní akce | 786 272 | 2 182 | 360 |
| Gastronomické akce | 621 141 | 1 241 | 501 |
| Lidová řemesla a trhy | 547 799 | 1 273 | 430 |
| Hudební a divadelní akce | 412 155 | 2 864 | 144 |
| Karel IV. | 179 669 | 224 | 802 |



Year-round analysis of site visit rates, the most visited category of events, source Google Analytics

# On-line Distribution
## – Year-Round Website Analyses

**In 2016, no significant marketing campaigns were carried out for project and campaign websites, which was reflected in the year-on-year comparisons of visit rates. Project websites are in the sustainability phase.**

### Celková návštěvnost

**TREND NÁVŠTĚVNOSTI CELKEM:**

- 18 810 000 návštěv celkem v roce 2016
- ±0 % stejně návštěv jako v roce 2015
- +28 % více návštěv oproti roku 2014

**PRŮMĚRNÉ CHOVÁNÍ:**

- 44 % míra okamžitého opuštění v roce 2016
- 3,01 stránek na návštěvu v roce 2016
- 2:52 průměrná délka návštěvy v roce 2016

**PODÍL ZEMÍ NA NÁVŠTĚVNOSTI VŠECH WEBŮ DOHROMADY:**

| země | podíl | návštěvy |
|---|---|---|
| ČR | | 14 675 478 |
| Německo | | 649 193 |
| Polsko | | 566 240 |
| Slovensko | | 385 396 |
| Rusko | | 382 642 |
| USA | | 247 217 |
| Japonsko | | 183 102 |
| UK | | 167 659 |
| Itálie | | 164 055 |
| Francie | | 163 471 |

### CzechTourism.cz

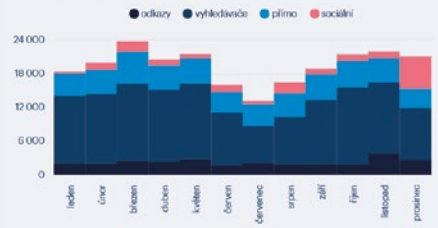
**TREND NÁVŠTĚVNOSTI:**

- 232 500 návštěv v roce 2016
- −6 % méně návštěv oproti roku 2015
- −2 % méně návštěv oproti roku 2014

**CHOVÁNÍ NÁVŠTĚVNÍKŮ:**

- 47 % míra okamžitého opuštění v roce 2016
- 2,59 stránek na návštěvu v roce 2016
- 2:34 průměrná délka návštěvy v roce 2016

**NÁVŠTĚVNOST A JEJÍ ZDROJE V PRŮBĚHU ROKU:**




Návštěvnost CzechTourism.cz je dlouhodobě bez výkyvů. Většina návštěvníků přišla z vyhledávačů (58 %), dále přímým zadáním adresy (22 %), za zmínku stojí i sociální sítě (8 %). Nejnavštěvovanější podstránkou je dlouhodobě „Zaměstnání".

### CzechSpecials.cz

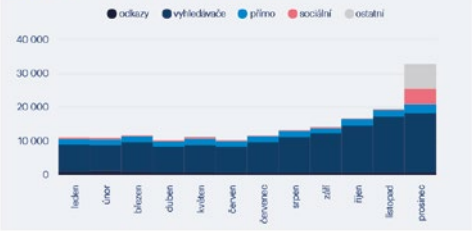
**TREND NÁVŠTĚVNOSTI:**

- 172 800 návštěv v roce 2016
- +18 % více návštěv oproti roku 2015
- −77 % méně návštěv oproti roku 2014

**CHOVÁNÍ NÁVŠTĚVNÍKŮ:**

- 81 % míra okamžitého opuštění v roce 2016
- 1,62 stránek na návštěvu v roce 2016
- 1:03 průměrná délka návštěvy v roce 2016

**NÁVŠTĚVNOST A JEJÍ ZDROJE V PRŮBĚHU ROKU:**




Návštěvnost webu Czech Specials letos od července stabilně stoupá. Po delším útlumu tak opět roste zájem z vyhledávačů. Tito návštěvníci však obvykle hledají jen konkrétní recept. Koncem roku dále došlo k výrazné propagaci na Facebooku.

### CzechConvention.com

**TREND NÁVŠTĚVNOSTI:**

- 11 500 návštěv v roce 2016
- −19 % méně návštěv oproti roku 2015
- −17 % méně návštěv oproti roku 2014

**CHOVÁNÍ NÁVŠTĚVNÍKŮ:**

- 67 % míra okamžitého opuštění v roce 2016
- 2,08 stránek na návštěvu v roce 2016
- 1:22 průměrná délka návštěvy v roce 2016

**NÁVŠTĚVNOST A JEJÍ ZDROJE V PRŮBĚHU ROKU:**

Web Czech Convention Bureau dlouhodobě vykazuje mírně klesající návštěvnost. V roce 2016 přišlo 49 % návštěvníků z Česka, dále např. z Itálie, Německa či USA. Hlavním zdrojem jsou vyhledávače (57 %), tito návštěvníci se však zdržují málo.

# On-line Distribution
## – Year-Round Website Analyses

**In 2016, no significant marketing campaigns were carried out for project and campaign websites, which was reflected in the year-on-year comparisons of visit rates. Project websites are in the sustainability phase. A new project in 2016 was the web portal K 700, which inspired more than 400,000 visitors to take a trip into the regions associated with references to Charles IV.**

### Tradice má smysl

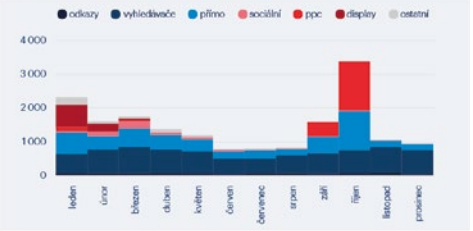
TREND NÁVŠTĚVNOSTI:

- 17 500 návštěv v roce 2016
- −98 % méně návštěv oproti roku 2015

CHOVÁNÍ NÁVŠTĚVNÍKŮ:

- 49 % míra okamžitého opuštění v roce 2016
- 2,34 stránek na návštěvu v roce 2016
- 1:58 průměrná délka návštěvy v roce 2016

NÁVŠTĚVNOST A JEJÍ ZDROJE V PRŮBĚHU ROKU:




Návštěvnost webu „Tradice má smysl" je po ukončení kampaní nízká. Na začátku roku se stále vracelí návštěvníci dříve oslovení display reklamou (hlavně Německo). Podzimní PPC kampaně přivedly návštěvnost především z Ruska, dále pak z ČR.

### Země filmů

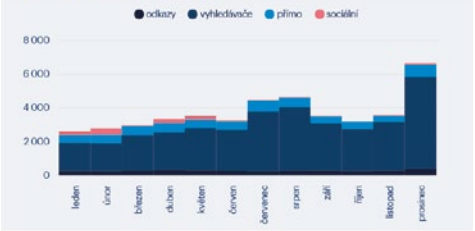
TREND NÁVŠTĚVNOSTI:

- 44 400 návštěv v roce 2016
- −87 % méně návštěv oproti roku 2015

CHOVÁNÍ NÁVŠTĚVNÍKŮ:

- 35 % míra okamžitého opuštění v roce 2016
- 2,53 stránek na návštěvu v roce 2016
- 1:48 průměrná délka návštěvy v roce 2016

NÁVŠTĚVNOST A JEJÍ ZDROJE V PRŮBĚHU ROKU:




Po ukončení kampaní je sice návštěvnost „Země filmů" dlouhodobě nižší, stále však významná. Za mírnými výkyvy obvykle stojí zájem z vyhledávačů. Nejhledanější: Sedmero krkavců, Jak dostat tatínka do polepšovny, S čerty nejsou žerty.

### Česko - země příběhů

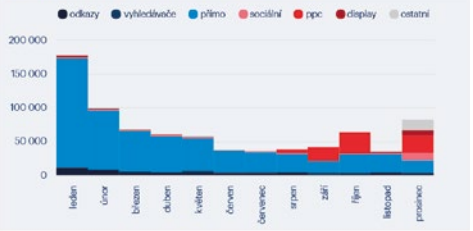
TREND NÁVŠTĚVNOSTI:

- 793 000 návštěv v roce 2016
- +24 % více návštěv oproti roku 2015
- +3 % více návštěv oproti roku 2014

CHOVÁNÍ NÁVŠTĚVNÍKŮ:

- 37 % míra okamžitého opuštění v roce 2016
- 3,51 stránek na návštěvu v roce 2016
- 2:14 průměrná délka návštěvy v roce 2016

NÁVŠTĚVNOST A JEJÍ ZDROJE V PRŮBĚHU ROKU:




Návštěvnost webu „Česko země příběhů" vzrostla hlavně díky nezvykle vysoké přímé návštěvnosti. Ta byla údajně pozůstatkem dřívější e-mailové kampaně. Na konci roku proběhla kampaň „České hory", kampaně srpen–říjen nebyly označeny.

### K*700

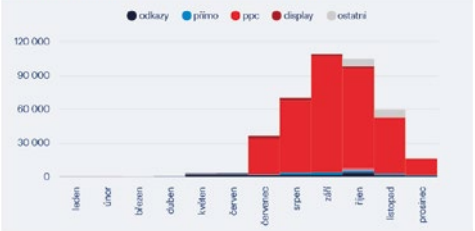
TREND NÁVŠTĚVNOSTI:

- 401 600 návštěv v roce 2016
- 314 800 návštěvníků v roce 2016

CHOVÁNÍ NÁVŠTĚVNÍKŮ:

- 71 % míra okamžitého opuštění v roce 2016
- 1,71 stránek na návštěvu v roce 2016
- 1:01 průměrná délka návštěvy v roce 2016

NÁVŠTĚVNOST A JEJÍ ZDROJE V PRŮBĚHU ROKU:




Návštěvnost webu „Česko – země příběhů" v souvislosti s Karlem IV byla z drtivé většiny tvořena PPC reklamami (88 %). Jen minimum návštěvníků přišlo přímo. Nejvíc návštěvníků bylo z Česka (42 %), Ruska (30 %) a Německa (24 %).

# Department of Finances and Facility Management

Office of Finances a Facility Management | Financial Department and Foreign Office Administration | Coordination of Public Contracts and Internal Control | Technical Management

**Jan Špilar**
Department Director

„In 2016, not only did we successfully set up a personnel methodology and guidelines for effective employee evaluation and goal setting, but the activities of the Department required everyday painstaking work. Our work ranges from the registration of orders and contracts, through administration related to the implementation of initiated procurement and tendering processes, to ensuring mandatory training and the detailed work of the Financial Department, in which precision is crucial in relation to stock records, a diversity of accounting operations, and individual inspection reports and closing of accounts."

The main mission of the Department of Finances and Facility Management is to support other departments in relation to sustaining personnel, financial, administrative, operational-economic and technical-operational tasks.

**Department activities:**

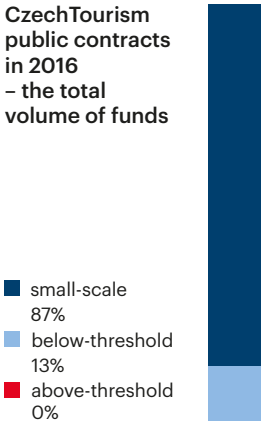
- Coordination of public contracts
- Budget management
- Financial and accounting operations
- Registration and administration of foreign offices
- Technical administration and facility management
- Personnel and payroll agenda
- Cooperation with control authorities, including preparation of documentation
- Assurance of publication obligations in accordance with relevant laws
- Technical security of operations

# Public Contracts

**In 2016, CzechToursim commissioned 102 public contracts at a total value of CZK 104,682,169.40 without VAT, while the suppliers for performance of the relevant subjects were selected primarily on the basis of open tender procedures.**

Out of the total of 102 public contracts, 97 were small-scale public contracts, and 5 were below-threshold public contracts.

**CzechTourism public contracts in 2016 – the total volume of funds**




# Financial Department and Foreign Office Administration

**The Financial Department is a supporting component of the organisation, yet its work is essential and vital for the functioning of the organisation as a whole. In 2016, this department was faced with increased requirements associated with changing legislation, with new needs in monitoring the flow of finance, and with the unsatisfactory staffing situation. In spite of this and thanks to personal commitment, the department was able to gradually incorporate all of the changes into the operation of the organisation, and collaborate with other departments of the agency seamlessly.**

RADNICE

# Balance Sheet as of 31 December 2016

## (In CZK, with accuracy to two decimal places)

| Item number | Item name | Synthetic account | Accounting period | | | |
|---|---|---|---|---|---|---|
| | | | Current | | | Past |
| | | | Gross | Correction | Net | |
| ASSETS | | | 306,765,300.75 | 120,927,762.45 | 185,837,538.30 | 190,548,859.10 |
| A. | Fixed assets | | 180,490,650.76 | 119,427,832.56 | 61,062,818.20 | 64,020,481.07 |
| A.I. | Intangible fixed assets | | 25,003,708.81 | 13,676,532.73 | 11,327,176.08 | 9,986,652.91 |
| A.I.1. | Intangible Outputs of Research and Development | 012 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.2. | Software | 013 | 1,916,932.47 | 1,894,199.47 | 22,733.00 | 97,400.00 |
| A.I.3. | Charges Assessable in Monetary Terms | 014 | 13,200,545.49 | 4,931,221.58 | 8,269,323.91 | 9,889,252.91 |
| A.I.4. | Emission Allowances and Preferential Limits | 015 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.5. | Small Intangible Fixed Assets | 018 | 6,851,111.68 | 6,851,111.68 | 0.00 | 0.00 |
| A.I.6. | Other Intangible Fixed Assets | 019 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.7. | Intangible Fixed Assets Under Construction | 041 | 3,035,119.17 | 0.00 | 3,035,119.17 | 0.00 |
| A.I.8. | Advances Paid on Intangible Fixed Assets | 051 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.9. | Intangible Fixed Assets Designated For Sale | 035 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II. | Intangible Fixed Assets | | 155,486,941.95 | 105,751,299.83 | 49,735,642.12 | 54,033,828.16 |
| A.II.1. | Land | 031 | 173,250.00 | 0.00 | 173.250,00 | 173.250,00 |
| A.II.2. | Cultural Objects | 032 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II.3. | Buildings | 021 | 106,378,495.66 | 58,407,540.47 | 47,970,955.19 | 51,587,827.19 |
| A.II.4. | Separate Tangible Movables and Sets of Tangible Movables | 022 | 26,628,128.51 | 25,063,691.58 | 1,564,436.93 | 2,272,750.97 |
| A.II.5. | Perennial Crops | 025 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II.6. | Small Tangible Fixed Assets | 028 | 22,280,067.78 | 22,280,067.78 | 0.00 | 0.00 |
| A.II.7. | Small Tangible Fixed Assets | 029 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II.8. | Tangible Fixed Assets Under Construction | 042 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II.9. | Advances Paid on Tangible Fixed Assets | 052 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II.10. | Tangible Fixed Assets Designated For Sale | 036 | 27,000.00 | 0.00 | 27.000,00 | 0.00 |
| A.III. | Financial Fixed Assets | | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.1. | Participating Interests | 061 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.2. | Shares in Affiliated Undertakings | 062 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.3. | Debt Securities Held-to-Maturity | 063 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.4. | Long-term Loans | 067 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.5. | Long-term Time Deposits | 068 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.6. | Other Tangible Fixed Assets | 069 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.7. | Purchased Tangible Fixed Assets | 043 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.8. | Advances Paid on Financial Fixed Assets | 053 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV. | Long-term Receivables | | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.1. | Provided Long-term Repayable Financial Assistance | 462 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.2. | Long-term Receivables from Subrogated Loans | 464 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.3. | Long-term Advances Paid | 465 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.4. | Long-term Receivables from Guarantees | 466 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.5. | Other Long-term Receivables | 469 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.6. | Long-term Advances Paid for Transfers | 471 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.7. | Long-term Mediation of Transfers | 475 | 0.00 | 0.00 | 0.00 | 0.00 |
| B. | Current Assets | | 126,274,649.99 | 1,499,929.89 | 124,774,720.10 | 126,528,378.03 |
| B.I. | Stocks | | 9,501,551.18 | 0.00 | 9,501,551.18 | 14,288,644.51 |
| B.I.1. | Material Acquisition | 111 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.2. | Material in Stock | 112 | 9,472,853.14 | 0.00 | 9,472,853.14 | 11,463,429.18 |
| B.I.3. | Material in Transit | 119 | 28,698.04 | 0.00 | 28.698,04 | 2,825,215.33 |
| B.I.4. | Unfinished Production | 121 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.5. | Semi-finished Products from Internal Production | 122 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.6. | Products | 123 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.7. | Goods Acquisition | 131 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.8. | Goods in Stock | 132 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.9. | Goods in Transit | 138 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.10. | Other Goods | 139 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II. | Short-term Receivables | | 29,036,206,26 | 1,499,929.89 | 27,536,276.37 | 65,435,564.97 |

| Item number | Item name | Synthetic account | Accounting period | | | |
|---|---|---|---|---|---|---|
| | | | Current | | | Past |
| | | | Gross | Correction | Net | |
| B.II.1. | Purchasers | 311 | 2,907,769.21 | 1,499,929.89 | 1,407,839.32 | 1,676,983.73 |
| B.II.2. | Bills for Collection | 312 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.3. | Receivables for Discounted Securities | 313 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.4. | Short-term Advances Paid | 314 | 6,645,705.32 | 0.00 | 6,645,705.32 | 18,602,139.25 |
| B.II.5. | Other Receivables from Main Activity | 315 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.6. | Provided Short-term Repayable Financial Assistance | 316 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.7. | Short-term Receivables from Subrogated Loans | 317 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.8. | Receivables from Redistributed Taxes | 319 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.9. | Employee Debts | 335 | 5,786,737.45 | 0.00 | 5,786,737.45 | 898,724.28 |
| B.II.10. | Social Security | 336 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.11. | Health Insurance | 337 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.12. | Pension Savings | 338 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.13. | Income Tax | 341 | 4,130.00 | 0.00 | 4,130.00 | 0.00 |
| B.II.14. | Other Taxes, Fees, and Other Similar Financial Performance | 342 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.15. | Value Added Tax | 343 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.16. | Receivables from Entities Other than Selected Government Institutions | 344 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.17. | Receivables from Selected Central Government Institutions | 346 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.18. | Receivables from Selected Local Government Institutions | 348 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.19. | Receivables from Tax Administration | 352 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.20. | Settlement of Redistributed Taxes | 355 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.21. | Receivables from Executions and Other Foreign Asset Management | 356 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.22. | Other Receivables from Tax Administration | 358 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.23. | Short-term Receivables from Guarantees | 361 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.24. | Fixed Term Operations and Options | 363 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.25. | Receivables from Pending Financial Operations | 369 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.26. | Receivables from Financial Collateral | 365 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.27. | Receivables from Bonds Issued | 367 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.28. | Short-term Advances Paid for Transfers | 373 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.29. | Short-term Mediation of Transfers | 375 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.30. | Deferred Charges | 381 | 12,646,040.78 | 0.00 | 12,646,040.78 | 6,644,774.72 |
| B.II.31. | Accrued Revenue | 385 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.32. | Contingent Receivables | 388 | 0.00 | 0.00 | 0.00 | 36,567,393.09 |
| B.II.33. | Other Short-term Receivables | 377 | 1,045,823.50 | 0.00 | 1,045,823.50 | 1,045,549.90 |
| B.III. | Short-term Financial Assets | | 87,736,892.55 | 0.00 | 87,736,892.55 | 46,804,168.55 |
| B.III.1. | Equity Securities for Trading | 251 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.2. | Debt Securities for Trading | 253 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.3. | Other Securities | 256 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.4. | Short-term Time Deposits | 244 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.5. | Other Current Accounts | 245 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.6. | Public Financial Assets Accounts | 247 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.7. | Liquidity Management of the Treasury and the National Debt Accounts | 248 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.8. | Accounts for Tax Sharing and Divided Administration | 249 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.9. | Current Account | 241 | 86,902,159.74 | 0.00 | 86,902,159.74 | 46,311,975.78 |
| B.III.10. | CSNF Current Account | 243 | 105,186.38 | 0.00 | 105,186.38 | 91,863.79 |
| B.III.11. | Basic Current Account of Local Authorities | 231 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.12. | Current Accounts of Local Authority Funds | 236 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.13. | Current Accounts of State Funds | 224 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.14. | Current Accounts of Funds of State Authorities | 225 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.15. | Valuables | 263 | 101,164.30 | 0.00 | 101,164.30 | 39,940.10 |
| B.III.16. | Cash in Transit | 262 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.17. | Cash-on-hand | 261 | 628,382.13 | 0.00 | 628,382.13 | 360,388.88 |

| Item number | Item name | Synthetic account | Accounting Period | |
|---|---|---|---|---|
| | | | Current | Past |
| LIABILITIES | TOTAL LIABILITIES | | 185,837,538.30 | 190,548,859.10 |
| C. | Equity | | 154,101,701.50 | 140,948,091.11 |
| C.I. | Accounting Entity Assets and Collective Allowances | | 59,637,369.94 | 65,890,845.94 |
| C.I.1. | Accounting Entity Assets | 401 | 49,277,327.83 | 54,146,519.83 |
| C.I.2. | Privatisation Fund | 402 | 0.00 | 0.00 |
| C.I.3. | Transfers for Acquisition of Fixed Assets | 403 | 8,068,001.91 | 9,479,285.91 |
| C.I.4. | Exchange Rate Differences | 405 | 0.00 | 0.00 |
| C.I.5. | Valuation Differences on First Use of Method | 406 | -341,305.60 | -341,305.60 |
| C.I.6. | Other Valuation Differences | 407 | 27,000.00 | 0.00 |
| C.I.7. | Corrections to Previous Accounting Periods | 408 | 2,606,345.80 | 2,606,345.80 |
| C.II. | Accounting Entity Funds | | 68,269,654.24 | 70,140,770.89 |
| C.II.1. | Bonus Fund | 411 | 78,354.94 | 617.80 |
| C.II.2. | Cultural and Social Needs Fund | 412 | 224,686.26 | 118,654.19 |
| C.II.3. | Reserve Fund Made Up of Improved Net Income | 413 | 45,944,638.86 | 54,280,000.72 |
| C.II.4. | Reserve Fund from Other Titles | 414 | 1,157,561.59 | 1,157,561.59 |
| C.II.5. | Asset Reproduction Fund, Investment Fund | 416 | 20,864,412.59 | 14,583,936.59 |
| C.II.6. | Other Funds | 419 | 0.00 | 0.00 |
| C.III. | Net Income | | 26,194,677.32 | 4,916,474.28 |
| C.III.1. | Net Income for the Current Financial Year | | 26,194,677.32 | 4,916,474.28 |
| C.III.2. | Net Income from Authorisation Procedures | 431 | 0.00 | 0.00 |
| C.III.3. | Net Income in Previous Accounting Periods | 432 | 0.00 | 0.00 |
| C.IV. | Budget Outturn Revenue and Expenditure Account | | 0.00 | 0.00 |
| C.IV.1. | State Authority Revenue Account | 222 | 0.00 | 0.00 |
| C.IV.2. | Special Expenditure Account | 223 | 0.00 | 0.00 |
| C.IV.3. | State Budget Account | 227 | 0.00 | 0.00 |
| C.IV.4. | Aggregate Revenue and Expenditure in Previous Accounting Periods | 404 | 0.00 | 0.00 |
| D. | Leverages | | 31,735,836.80 | 49,600,767.99 |
| D.I. | Provisions | | 0.00 | 0.00 |
| D.I.1. | Provisions | 441 | 0.00 | 0.00 |
| D.II. | Long-Term Liabilities | | 0.00 | 0.00 |
| D.II.1. | Long-term Loans | 451 | 0.00 | 0.00 |
| D.II.2. | Received Long-term Repayable Financial Assistance | 452 | 0.00 | 0.00 |
| D.II.3. | Long-term Liabilities from Issued Bonds | 453 | 0.00 | 0.00 |
| D.II.4. | Long-term Payments Received | 455 | 0.00 | 0.00 |
| D.II.5. | Long-term Liabilities from Guarantees | 456 | 0.00 | 0.00 |
| D.II.6. | Long-term Notes Payable | 457 | 0.00 | 0.00 |
| D.II.7. | Other Long-term Liabilities | 459 | 0.00 | 0.00 |
| D.II.8. | Long-term Payments Received for Transfers | 472 | 0.00 | 0.00 |
| D.II.9. | Long-term Mediation of Transfers | 475 | 0.00 | 0.00 |
| D.III. | Short-term Liabilities | | 31,735,836.80 | 49,600,767.99 |
| D.III.1. | Short-term Loans | 281 | 0.00 | 0.00 |
| D.III.2. | Discount Short-term Bonds (Bills) | 282 | 0.00 | 0.00 |
| D.III.3. | Short-term Liabilities from Issued Bonds | 283 | 0.00 | 0.00 |
| D.III.4. | Other Short-term Loans | 289 | 0.00 | 0.00 |
| D.III.5. | Suppliers | 321 | 5,472,194.00 | 5,920,104.41 |
| D.III.6. | Bills Payable | 322 | 0.00 | 0.00 |
| D.III.7. | Short-term Payments Received | 324 | 0.00 | 0.00 |
| D.III.8. | Liabilities from Divided Administration | 325 | 0.00 | 0.00 |
| D.III.9. | Received Short-term Repayable Financial Assistance | 326 | 0.00 | 0.00 |
| D.III.10. | Employees | 331 | 0.00 | 0.00 |
| D.III.11. | Other Liabilities to Employees | 333 | 2,129,585.00 | 0.00 |
| D.III.12. | Social Security | 336 | 858,129.00 | 0.00 |
| D.III.13. | Health Insurance | 337 | 367,942.00 | 0.00 |

| Item number | Item name | Synthetic account | Accounting Period | |
|---|---|---|---|---|
| | | | Current | Past |
| D.III.14. | Pension Savings | 338 | 0.00 | 0.00 |
| D.III.15. | Income Tax | 341 | 0.00 | 2,870.00 |
| D.III.16. | Other Taxes, Fees, and Other Similar Financial Performance | 342 | 387,144.00 | 0.00 |
| D.III.17. | Value Added Tax | 343 | 1,119,034.00 | 857,941.00 |
| D.III.18. | Liabilities to Entities Other than Selected Government Institutions | 345 | 18,323,450.00 | 35,841,928.80 |
| D.III.19. | Liabilities to Selected Central Government Institutions | 347 | 0.00 | 264,906.88 |
| D.III.20. | Liabilities to Selected Local Government Institutions | 349 | 0.00 | 0.00 |
| D.III.21. | Tax Deposits Received | 351 | 0.00 | 0.00 |
| D.III.22. | Overpaid Tax | 353 | 0.00 | 0.00 |
| D.III.23. | Liabilities from Indirect Taxes | 354 | 0.00 | 0.00 |
| D.III.24. | Settlement of Redistributed Taxes | 355 | 0.00 | 0.00 |
| D.III.25. | Liabilities from Executions and Other Foreign Asset Management | 357 | 0.00 | 0.00 |
| D.III.26. | Other Liabilities from Tax Administration | 359 | 0.00 | 0.00 |
| D.III.27. | Short-term Liabilities from Guarantees | 362 | 0.00 | 0.00 |
| D.III.28. | Fixed Term Operations and Options | 363 | 0.00 | 0.00 |
| D.III.29. | Liabilities from Pending Financial Operations | 364 | 0.00 | 0.00 |
| D.III.30. | Liabilities from Financial Collateral | 366 | 0.00 | 0.00 |
| D.III.31. | Liabilities from Subscribed Unpaid Securities and Shares | 368 | 0.00 | 0.00 |
| D.III.32. | Short-term Payment Received for Transfers | 374 | 0.00 | 0.00 |
| D.III.33. | Short-term Mediation of Transfers | 375 | 0.00 | 0.00 |
| D.III.34. | Liabilities from the Liquidity Management of the Treasury and the National Debt | 248 | 0.00 | 0.00 |
| D.III.35. | Accrued Expenses | 383 | 0.00 | 0.00 |
| D.III.36. | Accrued Revenue | 384 | 361,899.17 | 0.00 |
| D.III.37. | Contingent Liabilities | 389 | 2,716,459.58 | 6,569,254.90 |
| D.III.38. | Other Short-term Liabilities | 378 | 0.05 | 143,762.00 |

# Statement of Profit and Loss as of 31 December 2016

## (In CZK, with accuracy to two decimal places)

| Item number | Item name | Synthetic account | Accounting period | | | |
|---|---|---|---|---|---|---|
| | | | Current | | Past | |
| | | | Main activity | Economic activity | Main activity | Economic activity |
| **A.** | **TOTAL COSTS** | | **420,658,667.33** | **0.00** | **601,375,148.22** | **0.00** |
| A.I. | Costs of Activity | | 417,886,118.54 | 0.00 | 597,915,716.69 | 0.00 |
| A.I.1. | Material Consumption | 501 | 17,780,600.54 | 0.00 | 16,121,889.29 | 0.00 |
| A.I.2. | Energy Consumption | 502 | 2,052,115.60 | 0.00 | 2,108,435.43 | 0.00 |
| A.I.3. | Consumption of Other Non-Stockable Supplies | 503 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.4. | Goods Sold | 504 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.5. | Capitalisation of Fixed Assets | 506 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.6. | Capitalisation of Current Assets | 507 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.7. | Change in Own Production Inventories | 508 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.8. | Repairs and Maintenance | 511 | 1,761,833.13 | 0.00 | 1,133,118.39 | 0.00 |
| A.I.9. | Travel Costs | 512 | 6,753,721.00 | 0.00 | 5,856,982.58 | 0.00 |
| A.I.10. | Representation Costs | 513 | 8,739,307.22 | 0.00 | 9,285,846.59 | 0.00 |
| A.I.11. | Capitalisation of Internal Services | 516 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.12. | Other Services | 518 | 325,546,627.10 | 0.00 | 453,510,795.11 | 0.00 |
| A.I.13. | Labour Costs | 521 | 29,702,624.00 | 0.00 | 36,779,989.00 | 0.00 |
| A.I.14. | Statutory Social Security | 524 | 9,882,731.00 | 0.00 | 12,097,696.00 | 0.00 |
| A.I.15. | Other Social Security | 525 | 129,574.00 | 0.00 | 154,019.00 | 0.00 |
| A.I.16. | Statutory Social Costs | 527 | 392,316.28 | 0.00 | 1,147,101.51 | 0.00 |
| A.I.17. | Other Social Costs | 528 | 439,774.00 | 0.00 | 559,778.00 | 0.00 |
| A.I.18. | Road Tax | 531 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.19. | Property Tax | 532 | 15,856.00 | 0.00 | 15,856.00 | 0.00 |
| A.I.20. | Other Taxes and Fees | 538 | 350,733.60 | 0.00 | 529,795.69 | 0.00 |
| A.I.21. | Returns of Indirect Taxes | 539 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.22. | Contractual Fines and Late Payment Charges | 541 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.23. | Other Fines and Penalties | 542 | -7,585,572.00 | 0.00 | 35,831,741.00 | 0.00 |
| A.I.24. | Gifts and Other Free of Charge Disposals | 543 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.25. | Material Sold | 544 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.26. | Deficits and Damages | 547 | 0.00 | 0.00 | 15,146.00 | 0.00 |
| A.I.27. | Creation of Funds | 548 | 35,790.87 | 0.00 | 0.00 | 0.00 |
| A.I.28. | Depreciation of Fixed Assets | 551 | 6,280,476.00 | 0.00 | 7,018,284.00 | 0.00 |
| A.I.29. | Intangible Fixed Assets Sold | 552 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.30. | Tangible Fixed Assets Sold | 553 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.31. | Land Sold | 554 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.32. | Creation and Accounting for Provisions | 555 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.33. | Creation and Accounting for Impairment Allowances | 556 | 181,966.03 | 0.00 | 133,012.94 | 0.00 |
| A.I.34. | Costs of Assets Disposal | 557 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.I.35. | Costs of Small Fixed Assets | 558 | 1,462,645.41 | 0.00 | 1,779,782.19 | 0.00 |
| A.I.36. | Other Costs of Activities | 549 | 13,962,998.76 | 0.00 | 13,836,447.97 | 0.00 |
| A.II. | Financial Costs | | 2,779,548.79 | 0.00 | 3,396,541.53 | 0.00 |
| A.II.1. | Securities and Shares Sold | 561 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II.2. | Interest | 562 | 432,549.00 | 0.00 | 0.00 | 0.00 |
| A.II.3. | Foreign Exchange Losses | 563 | 2,346,999.79 | 0.00 | 3,396,541.53 | 0.00 |
| A.II.4. | Costs of Measurement to Fair Value | 564 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.II.5. | Other Financial Costs | 569 | 0.00 | 0.00 | 0.00 | 0.00 |

| Item number | Item name | Synthetic account | Accounting Period | | | |
|---|---|---|---|---|---|---|
| | | | Current | | Past | |
| | | | Main Activity | Economic activity | Main Activity | Economic activity |
| A.III. | Costs of Transfers | | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.1. | Costs of Selected Central Government Institutions for Transfers | 571 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.2. | Costs of Selected Local Government Institutions for Transfers | 572 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.III.3. | Costs of Selected Central Government Institutions for Prefinancing of Transfers | 575 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV. | Costs of Shared Taxes and Fees | | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.1. | Costs of Shared Personal Income Tax | 581 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.2. | Costs of Shared Corporate Tax | 582 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.3. | Costs of Shared Value Added Tax | 584 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.4. | Costs of Shared Excise Duties | 585 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.IV.5. | Costs of Other Shared Taxes and Fees | 586 | 0.00 | 0.00 | 0.00 | 0.00 |
| A.V. | Income Tax | | -7,000.00 | 0.00 | 62,890.00 | 0.00 |
| A.V.1. | Income Tax | 591 | 50,000.00 | 0.00 | 62,890.00 | 0.00 |
| A.V.2. | Additional Income Tax Payments | 595 | -57,000.00 | 0.00 | 0.00 | 0.00 |

| Item number | Item name | Synthetic account | Accounting Period | | | |
|---|---|---|---|---|---|---|
| | | | Current | | Past | |
| | | | Main Activity | Economic activity | Main Activity | Economic activity |
| **B.** | **TOTAL REVENUES** | | **446,853,344.65** | **0.00** | **606,291,622.50** | **0.00** |
| B.I. | Revenue from Activities | | 19,558,938.24 | 0.00 | 34,634,648.47 | 0.00 |
| B.I.1. | Revenue from Sales of Own Product Sales | 601 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.2. | Revenue from Sales of Services | 602 | 6,252,512.19 | 0.00 | 6,675,769.99 | 0.00 |
| B.I.3. | Revenue from Letting | 603 | 0.00 | 0.00 | 6,000.00 | 0.00 |
| B.I.4. | Revenue from Sales of Goods | 604 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.5. | Revenue from Administrative Fees | 605 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.6. | Revenue from Local Fees | 606 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.7. | Revenue from Court Fees | 607 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.8. | Other Revenues from Own Products | 609 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.9. | Contractual Fines and Late Payment Charges | 641 | 0.00 | 0.00 | 1,044,774.50 | 0.00 |
| B.I.10. | Other Fines and Penalties | 642 | 200.00 | 0.00 | 673,745.20 | 0.00 |
| B.I.11. | Revenues from Assets Disposal | 643 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.12. | Revenues from Sales of Material | 644 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.13. | Revenues from Sales of Intangible Fixed Assets | 645 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.14. | Revenue from Sales of Tangible Fixed Assets, Excluding Land | 646 | 27,500.00 | 0.00 | 14,975.18 | 0.00 |
| B.I.15. | Revenue from Sales of Land | 647 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.I.16. | Withdrawals from Funds | 648 | 13,207,628.49 | 0.00 | 26,154,477.83 | 0.00 |
| B.I.17. | Other Revenue from Activities | 649 | 71,097.56 | 0.00 | 64,905.77 | 0.00 |
| B.II. | Financial Revenue | | 577,784.61 | 0.00 | 658,692.65 | 0.00 |
| B.II.1. | Revenue from Sales of Securities and Shares | 661 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.2. | Interest | 662 | 5,170.91 | 0.00 | 11,890.81 | 0.00 |
| B.II.3. | Exchange Rate Profit | 663 | 572,613.70 | 0.00 | 646,801.84 | 0.00 |
| B.II.4. | Revenue from Measurement to Fair Value | 664 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.5. | Revenue from Financial Fixed Assets | 665 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.II.6. | Other Financial Revenue | 669 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III. | Revenue from Taxes and Fees | | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.1. | Revenue from Personal Income Tax | 631 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.2. | Revenue from Corporate Tax | 632 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.3. | Revenue from Social Insurance | 633 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.4. | Revenue from Value Added Tax | 634 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.5. | Revenue from Excise Duties | 635 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.6. | Revenue from Property Taxes | 636 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.7. | Revenue from Energy Taxes | 637 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.8. | Revenue from Road Tax | 638 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.III.9. | Revenue from Other Taxes and Fees | 639 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.IV. | Revenue from Transfers | | 426,716,621.80 | 0.00 | 570,998,281.38 | 0.00 |
| B.IV.1. | Revenue of Selected Central Government Institutions from Transfers | 671 | 426,716,621.80 | 0.00 | 570,998,281.38 | 0.00 |
| B.IV.2. | Revenue of Selected Local Government Institutions from Transfers | 672 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.IV.3. | Revenue of Selected Central Government Institutions from Pre-financing of Transfers | 675 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.V. | Revenue from Shared Taxes and Fees | | 0.00 | 0.00 | 0.00 | 0.00 |
| B.V.1. | Revenue from Shared Personal Income Tax | 681 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.V.2. | Revenue from Shared Corporate Tax | 682 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.V.3. | Revenue from Shared Value Added Tax | 684 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.V.4. | Revenue from Shared Excise Duties | 685 | 0.00 | 0.00 | 0.00 | 0.00 |
| B.V.5. | Revenue from Shared Property Taxes | 686 | – | – | – | – |
| B.V.6. | Revenue from Other Share Taxes and Fees | 688 | 0.00 | 0.00 | 0.00 | 0.00 |
| C. | NET INCOME | | 0.00 | 0.00 | 0.00 | 0.00 |
| C.1. | Net Income Before Tax | | 26,187,677.32 | 0.00 | 4,979,364.28 | 0.00 |
| C.2. | Net Income for the Current Financial Year | | 26,194,677.32 | 0.00 | 4,916,474.28 | 0.00 |

# Commentary on Financial Management

**Czech Tourism Authority – CzechTourism manages state resources received from the budget of the Ministry of Regional Development. The company obtains additional financial resources through its own activities related to its core business. The budget for 2016 was set as balanced.**

### Revenues for 2016
**Total revenues amount to CZK 446,853,344.65**

Revenues are primarily obtained from the sale of services in the amount of CZK 6,252,512.19, which contains the reinvoicing of a part of the costs for participation in events organised by the agency for other entities. This relates to the participation in trade fairs, workshops, and roadshows in the Czech Republic and around the world. Withdrawals from the reserve fund to cover payments and penalties for violation of budgetary discipline for the period 2010-2014 in the amount of CZK 10,793,599, and the use of the reserve fund formed by the remaining titles for using a donation from the Region of South Moravia in the amount of CZK 33,529.49.

Financial revenues: A positive interest in the amount of CZK 5,170.91 and foreign exchange gains in the amount of CZK 572,613.70.

Revenues from transfers: A contribution to the activities of the founder in the amount of CZK 425,827,252, a grant from Karlovy Vary Region in the amount of CZK 200,000 and from the town of Karlovy Vary in the amount of CZK 360,000 for organising the Tourfilm event, and a grant from the European Commission for organising the EDEN event in the amount of CZK 570,725.14.

### Costs for 2016
**Total costs amount to CZK 420,658,667.33**

The costs of activities include, among others, the purchase of fuel and small accessories for service vehicles, purchase of office supplies, where there was a year-on-year saving. Another cost item was the purchase of small tangible assets in the amount of CZK 277,355.57. A major item is the publication and distribution of printed promotional materials and items in the amount of CZK 15,358,159.71. The costs of electricity, gas, and water rates were below 0.5% of the total cost, and a part of these costs were passed onto lessees - CCR, and later, in the second half of the year, also SFRB.

Travel costs for CzechTourism activities for domestic and foreign travel amounted to CZK 6,753,721.00. Other major costs are monitoring, web services. The largest cost item refers to expenditures for marketing and PR services, which range around 50% of the total costs.

### Net Income
**Net income for 2016 is a profit of CZK 26,194,677.32**

This high accounting profit was achieved due to the reduction of payments and penalties for a violation of budgetary discipline in 2015 for the period of 2010-2014. CzechTourism defended itself against these assigned payments and penalties by means of all available legal remedies, and eventually succeeded in reducing their amount by more than CZK 25 million in 2016. If this positive situation had not been achieved and the payments had not been partially waived, our net income would have amounted to slightly above CZK 1 million.

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