



2017

Annual Report

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Corporate brands

**Czech**Tourism

 **Institut turismu**  
CzechTourism

 **Czech  
Convention  
Bureau**  
CzechTourism

 **kudyznudy.cz**  
CzechTourism

 **Tourfilm**  
CzechTourism

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Destination brands

Language versions

**Czech**Republic  
Land of Stories

**Česká**republika  
Krajina příběhů

**Tschechische**Republik  
Das Land  
der Geschichten

**Česko**  
země příběhů

**捷克共和国**  
满是故事

**チェコ共和国**  
尽きない旅物語

**체코**이야기의 땅

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Product brands

 **Czech  
traditions**

 **Czech  
Specials**

 **Discover  
Central  
Europe**  
[www.european-quartet.com](http://www.european-quartet.com)

  
**Český systém kvality služeb**  
Czech service quality system

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Interdisciplinary brands

**Czech**Republic  
Land of Investment

**Czech**Republic  
Land of Sport

**Czech**Republic  
Land of Stories

**1 9 1 8**  
**1 0 0**  
**2 0 1 8**  
CZECH AND SLOVAK  
CENTURY

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## Managing Director of CzechTourism



**Monika Palatková**  
Managing Director



**Iva Kořínková**  
Assistant to the Director



**Ewald Smrčka**  
Internal Audit



**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 Rišová**  
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



**Josef Ciglanský**  
Marketing Manager  
(Social Media)



**Martina Vlašínová**  
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



**Lukáš Wisla**  
Marketing Manager



**Štěpánka Orsáková**  
Online Distribution  
Manager



**Lucie Dvořáková**  
Online Distribution  
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



**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 Zajičková**  
Project Sustainability  
and Czech Service  
Quality System  
Manager

## Tourism Institute



**Markéta Vogelová**  
Tourism Institute  
Director



**Soňa Machová**  
Head of Marketing  
Research



**Jan Otava**  
Marketing Research  
Manager



**Michal Schneider**  
Marketing Research  
Manager



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

## Foreign Offices and Online Distribution



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



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



**Jana Hauserová**  
Press and Fam Trips  
Manager



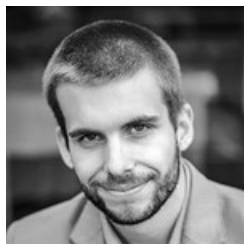
**Veronika Janečková**  
Head of Source Market  
Management



**Katarína Štafenová**  
International Marketing  
Manager

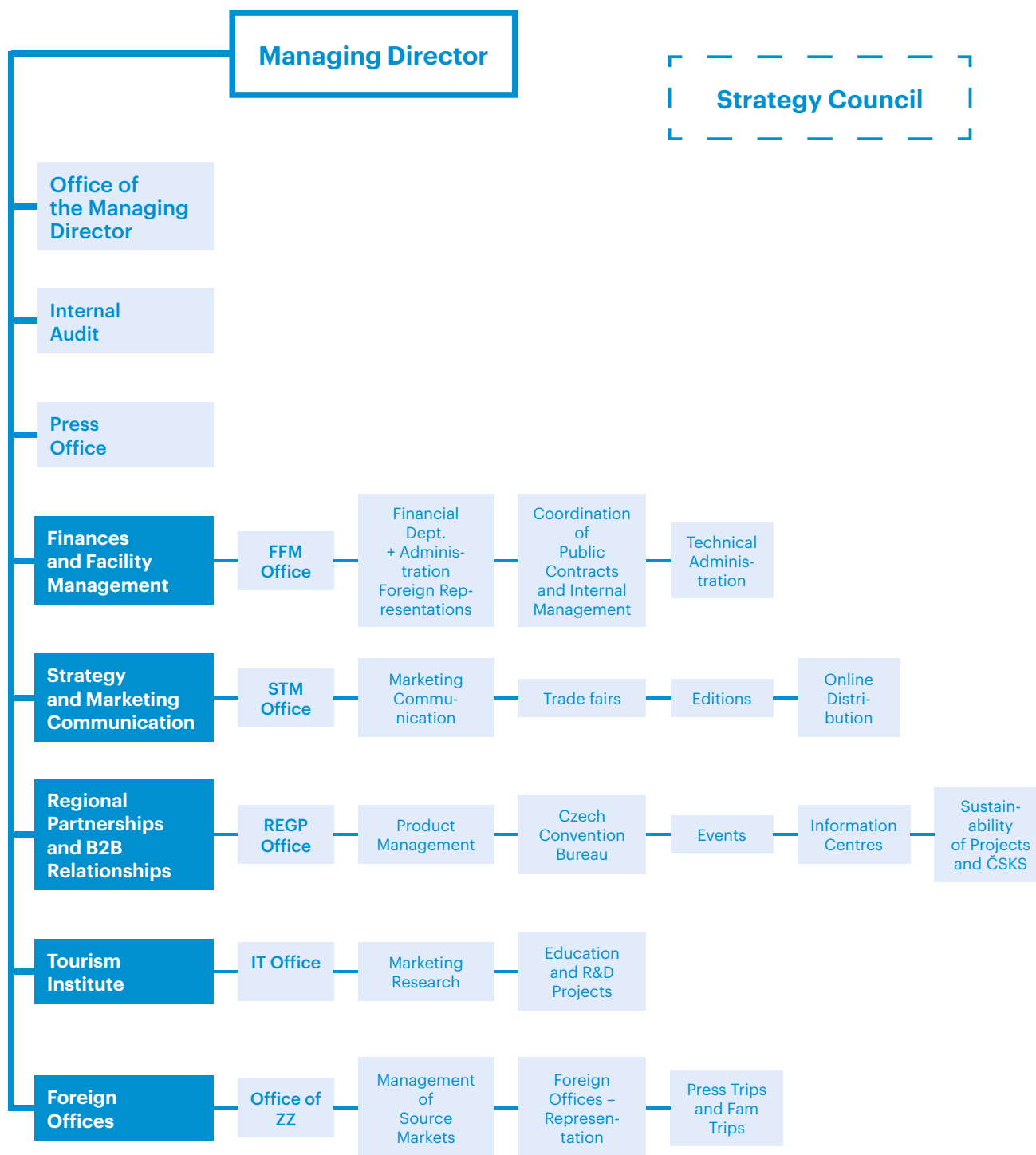


**Mahulena Drakselová**  
International Marketing  
Manager



**Marek Kroutil**  
International Marketing  
Manager

# Organisational Structure



# Acknowledgement of Partners



**Monika Palatková**  
Managing Director

Dear Colleagues and Partners,

even though 2017 was dominated by the Baroque as the marketing topic, the agency also prepared for the international celebrations of the Czech-Slovak solidarity of the coming year.

Among the top resource markets in terms of arrivals were the countries in which our foreign offices operate: Germany, Slovakia, Poland, Russia and the USA, the number of tourists arriving from Asian countries continued to experience a very dynamic grow. The challenge in the field of foreign representation, which we responded to in 2017 by opening our second-tier subsidiaries and launching marketing activities, was to strengthen our reach in strategic territories with high incoming potential – in India, Israel and the Middle East. We believe that these territories will play a strategic role in the subsequent development of tourism, and CzechTourism already plans to further strengthen its activities, among others, in Canada, Kazakhstan and Belarus.

In 2017, the increase in the number of arrivals and overnight stays of domestic and foreign tourists continued, but also the revenues from tourism increased and, above all, we managed to increase the regional dispersion of tourists to less-favoured localities outside Prague.

At the same time, the Agency has prepared several important professional events – Travel Trade Day, Tourism Forum and Tourfilm, and at the same time it has become a partner of other professional seminars or workshops.

CzechTourism focused on the strategic goals forecasting tourism development based on statistical data as well as on marketing objectives predicting the performance of the agency's own measurable activities. The Swiss model of calculating the contribution of CzechTourism's activities to public budgets has shown us that each crown from the state budget to the agency then generates CZK 19 back into the public budget. I consider this balance to be exceptional and I thank all of our partners for helping us to effectively promote the Czech Republic brand at home and abroad.



# Fact Sheet 2017



Income from incoming tourism  
CZK 162 billion



AVE: CZK 3.46 mil.



OTS: 8.67 billion  
campaign views

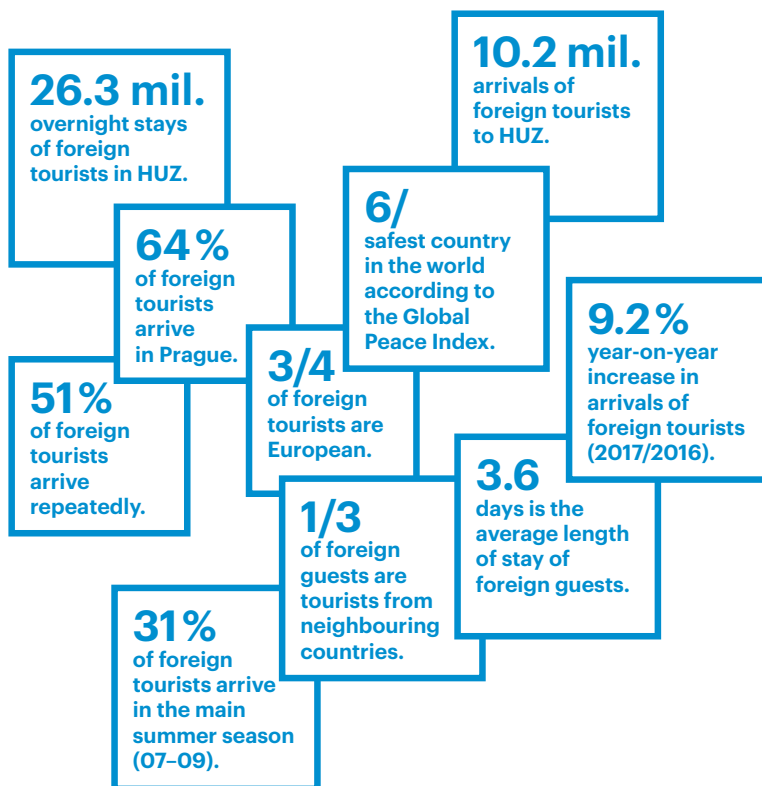


number of media  
outputs: 6,261



number of fans on social  
networks: 1.39 mil.

Tourism 2017 in numbers:



AVE = the price of the published post if it was placed in the same  
media as the ad

OTS = the number of times people over 15 have had the opportunity to  
read, watch, or hear specific posts during the reference period

The CzechTourism Agency and its activities in 2017 were the subject of 2 069 posts, most of which were corporate-oriented (81%).

Financial evaluation of media activities (AVE) reached a total value of CZK 70.8 mil. with a majority share of the printed titles (58% – namely Mladá fronta DNES), websites (22% – specifically novinky.cz) or television and radio 18% – specifically TV Nova).

The high value of AVE was also recorded by the publicity of the TOP title of this year, namely the COT business magazine (CZK 4.7 million, 105 articles), which was also a key B2B medium.

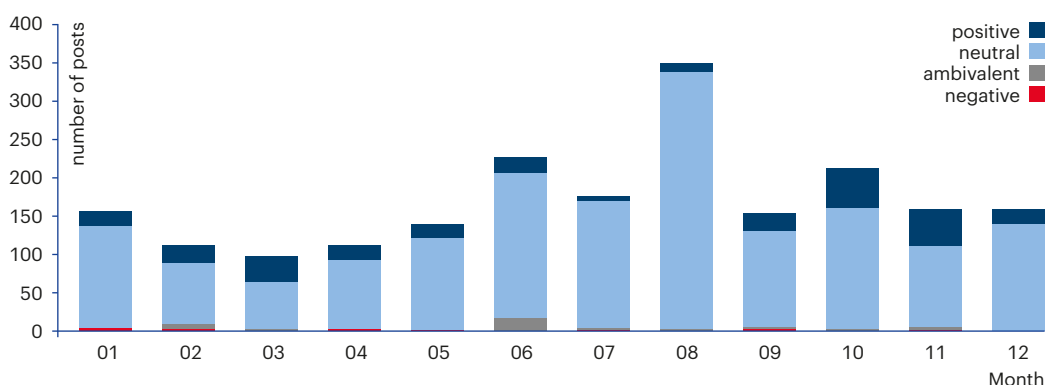
## Media Relations

In 2017, the press department focused on strengthening corporate PR, with destination PR being maintained within the framework of media partnerships, especially the tv show Breakfast with Nova. The department cooperated on both partner and corporate projects, provided a complete service of the ORBIS Media Centre including lectures for schools and international tourism delegations. It ensured journalist and PR services and concluded a media partnership with key professional media.

The department has created a unique content for communication of current topics of the Czech Republic in foreign representations, ensured production of centralized translations and

proofreading of foreign language texts, media analyses, speeches and official speeches, it is the manager of news for corporate web presentation and manages corporate profiles on social networks.

Overall development of publicity by tonality



	Print and online		Television		Radio		Total		Summary
	Destination	Corporate	Destination	Corporate	Destination	Corporate	Destination	Corporate	
I. Number of outputs	311	1625	78	29	–	26	389	1680	2069
II. OTS (ratings)*	375.20	629.99	87.46	148.92	–	87.69	462.66	866.60	1,329.26
III. AVE (in CZK)	CZK 14,830,366	CZK 41,907,179	CZK 6,875,000	CZK 6,024,897	–	CZK 1,175,928	CZK 21,705,366	CZK 49,108,004	CZK 70,813,370
IV. Favourability (positive in %)	6%	17%	0%	7%	–	42%	5%	17%	15%

## Internal Audit

The aim of the internal audit is to support CzechTourism in the effective fulfilment of its tasks. In 2017, the Internal Audit Department focused primarily on setting up co-operation with the founder, consulting on 3E, updating the risk catalogue, normative adjustments to internal processes.





# Department of Strategy and Marketing Communication

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



**Radana Koppová**  
Department Director

“The main marketing topic – the Czech Baroque – appeared throughout the whole marketing mix of CzechTourism, being perceived literally by all senses. The topic served to support all product lines and was effectively spread across all channels. We also focused intensively on the topic of the next year – 100 years of Czech-Slovak solidarity not only in relation to tourism but also within the interdepartmental project ensured by the marketing agency.”

**Department activities:**

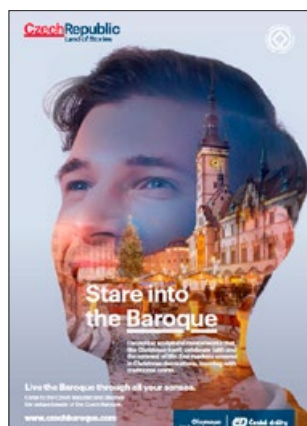
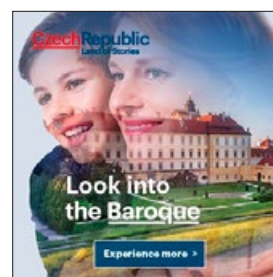
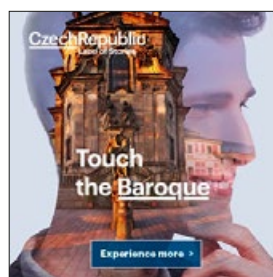
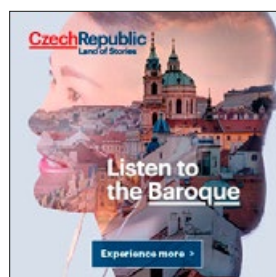
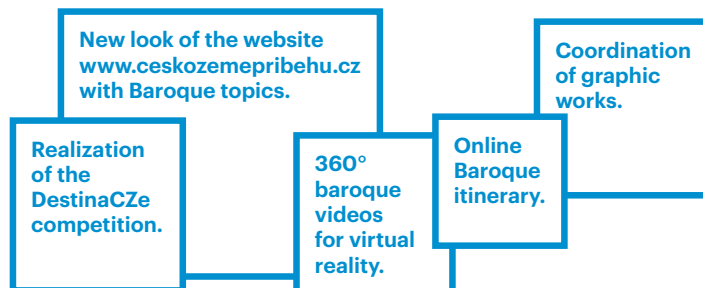
- Marketing planning and strategies of short, medium, and long-term nature
- Development of communication strategy and creative concept, its execution, and arrangement of media coverage
- Arrangement and implementation of official presentations of the Czech Republic at trade fairs, cooperation in the 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 Campaigns

For 2017, the marketing communications department prepared, in cooperation with WMC Gray, the creative concept of "Baroque through All Senses", following the long-term strategy of positioning the Czech Republic as a country of stories. In support of domestic tourism, campaigns representing the main Baroque monuments in the country were carried out. A part of the domestic market campaign was also the BarokoPlay project, in which students of film schools, using a video clip, presented Baroque monuments to a young audience. The winner was the clip called #TechnoMeetsBaroque. The department realized videos called National Jewels II representing candidates for entry into the UNESCO list or the Journeys Through the Baroque series.



The winning video of the BarokoPlay project



Samples of print and online advertising

# The winner of the DestinaCze 2017 became the Rock Towns of the Broumov Region

**Absolute winner of the fifth year of the competition for the most popular destination of the Czech Republic, announced by the Czech Tourism Agency, became the Rock Towns of the Broumov Region. The results of the competition were announced at a festive evening within the Tourism Forum conference.**

The finalists competed for the title of the best domestic tourist attraction during September and October. During this time, the public assigned via the website [www.ceskozemepribehu.cz](http://www.ceskozemepribehu.cz).

Monuments that have undergone reconstruction and now attract visitors again competed in the category Phoenix – A Project Reborn. It was in this category where the sensitively renovated château Mitrowicz succeeded. The category of Kudyznudy – Experience for the Whole Family inspires to spend a family holiday. The Visitors Center of the Vodní dům (Water House) won here. The Rock Towns of the Broumov Region won the category Česko jede (Czechia on the Run), which is intended for all lovers of active holidays. The Rock Towns enthused most of the voters, and became the absolute winner of the competition. The Visitors' Centers in the Bohemian Forest gained the most votes as the most eco-friendly attractions focusing on environmental protection and sustainable tourism. The château Valtice succeeded in the category Baroque through All Senses

## The results of DestineCZe 2017:

### Phoenix – A Project Reborn

- 1/ Château Mitrowicz
- 2/ Château Svijany
- 3/ Dačický House in Kutná Hora
- 4/ DOTEK – The House of Restoration of Traditions, Ecology and Culture
- 5/ Walzel Center

### Kudy z nudy – Experience For The Whole Family

- 1/ Water House Želivka
- 2/ Peklo Čertovina
- 3/ Children's Museum Praděd
- 4/ Archeopark Chotěbuz
- 5/ Film Node Zlín

### Czech Republic on the Run

- 1/ Rock Towns of the Broumov Region
- 2/ The Beskydy Highway
- 3/ Labe trail – Labe canyon
- 4/ Bečva Cycle Route
- 5/ Vysočina Arena

### Eco-friendly

- 1/ Visitor Centres in the Bohemian Forest
- 2/ Lavender Farm
- 3/ ECOPark Liberec
- 4/ Houses of Nature
- 5/ Alternator – eco-technical centre Třebíč

### Baroque through All Senses

- 1/ Château Valtice
- 2/ Broumov Monastery
- 3/ West Bohemian Baroque
- 4/ Château Troja
- 5/ Archbishop's Palace Olomouc



**Absolute winner:**  
Rock Towns of the Broumov Region  
(3,355 votes)

**Distributed:**  
over 82,000 votes

This year, the public could appreciate their favourites in the form of gold, silver and bronze medals



1918  
100  
2018

CZECH AND SLOVAK  
CENTURY

Only the basic graphic elements, such as the tricolour colouring and the dates of each significant anniversary, are used intentionally within the logo. Due to the versatility of logo usage, no figurative elements were chosen.

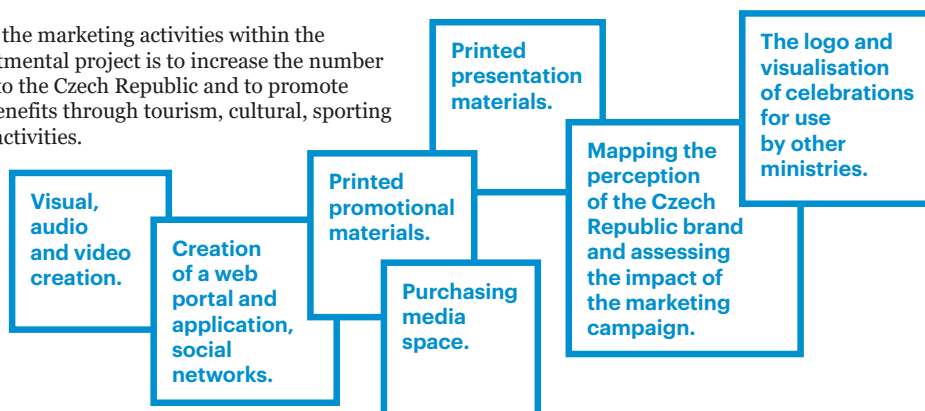
## Interdepartmental Project to Celebrate the Anniversary of 2018

In 2018, the Czech Republic will recall a number of significant anniversaries having number "eighth" in their date. The Government of the Czech Republic considers the 100th anniversary of the establishment of the modern statehood in 1918 and the 50th anniversary of the Prague Spring in 1968 particularly important. Both events not only shaped the Czech identity, but were also part of movements beyond the borders of the state. The year 2018 will also provide an opportunity to recall the quarter-century following the Czech-Slovak division, a process that again relates to wider historical events, in this case the break-up of the socialist bloc.

Within the framework of inter-ministerial cooperation, various projects are supported, the **agency CzechTourism is charged with ensuring their unified marketing support.** Within this interdepartmental cooperation in 2017, CzechTourism started the preparation of a unified visual and content communication of all subjects involved in celebrations.

For the celebrations of the upcoming year CzechTourism prepared a unified creative concept and logo in 2017. This is done in the original Czech scriptural script Sklonar. The Sklonar alphabet used for the 100th anniversary logo is the work of the authors of the current generation of the Czech typographical school – Martin Vácha and Mark Pistor.

The aim of the marketing activities within the interdepartmental project is to increase the number of visitors to the Czech Republic and to promote business benefits through tourism, cultural, sporting and other activities.



Preview of the site [czechandslovakcentury.com](http://czechandslovakcentury.com)

1918  
100  
2018  
CZECH AND SLOVAK  
CENTURY

ANNIVERSARY 2018

CATALOGUE OF EVENTS

100 YEARS OF STORIES

LOGO, FOTO, VIDEO

CONTACT

EN ▼



## CELEBRATE CZECH AND SLOVAK CENTURY

In **2018** we will celebrate a jubilee anniversary, which is a good reason for big celebrations. Let us therefore recall the events that have accompanied us throughout the century. Let us be inspired by the people who have moved us forward thanks to their thinking. Let us celebrate our **100** years together!



EVENT CATALOGUE



**Czech Republic**  
Land of Stories

1918  
100  
2018

**Czech and Slovak  
Century**



**Stories of the Czech and Slovak Century**

1918. The yearning of many Czechs and Slovaks for life in a common, sovereign state became reality.

Czechoslovakia, a new republic on the map of Europe, took its first step with hope on the journey through history and soon won international respect and recognition. 2018, a century has just passed since the events of the time. The map of Europe has changed many times in this period. The borders of our countries have also changed. In spite of this, the year 2018 remains a breakthrough year in our modern history. 100 years is a beautiful, round anniversary, let us celebrate it! Let's recall the interesting stories and visit the places that remind us of our common history (Czech and Slovak history).





**1918  
100  
2018**  
CZECH AND SLOVAK CENTURY

www.czechandslovakcentury.com  
#CzechSlovakCentury  
#SlovakCentury  
@czech\_and\_slovak\_century

Information about Czech and Slovak Century is available also at [www.czechandslovakcentury.com](http://www.czechandslovakcentury.com)

Practical information for travelling in the Czech Republic is available also at [www.czechtourism.com](http://www.czechtourism.com)

**Czech and Slovak Century.** Published by CzechTourism, Prague 2017. Vydáno 46, 120 a 160 str.  
ISBN 978-80-7935-193-7. Edition 2018. Not for sale.

3 8 9 3

1 8

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**1918  
100  
2018**

**SPOLEČNÉ STOLETÍ**

4 8

6 8

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9 3

CZ  
EN  
DE  
PY

**PROGRAMOVÝ KATALOG  
EVENT CALENDAR  
VERANSTALTUNGSKALENDER  
КАЛЕНДАРЬ СОБЫТИЙ**

**1918  
100  
2018**  
SPOLEČNÉ STOLETÍ



**1918  
100  
2018**  
CZECH AND SLOVAK CENTURY

V roce 2018 nás čeká kulatá výročí, které přímo vybízejí k velikým oslavám. Připomeňme si proto události, které náš společný stoletím provázely a inspirovaly se osobnostmi, kterých svým myšlením posouvaly náš národ kupředu.

**oslavme společné století**

[www.spolecnestoleti.cz](http://www.spolecnestoleti.cz)

A number of anniversaries worthy of grand celebrations await us in 2018. Therefore, let's recall the events that accompanied us through our shared century and take inspiration from the people who pushed our nation forward with their ideas.

**Let's celebrate together**

[www.czechandslovakcentury.com](http://www.czechandslovakcentury.com)



EXPO Astana 2017 – Czech pavilion

## Trade fairs

**More than 250 exhibitors - commercial and non-commercial subjects attended the fairs and thanks to the record attendance at a number of events, the total number of addressed visitors exceeded 1,600,000.**

In 2017, the department of trade fairs prepared an exhibition of the Czech Republic on 21 major domestic and foreign tourism trade fairs. In addition to traditional trade fairs in the main source markets, two expositions were also prepared in countries without foreign representation, at the fairs in SATTE New Delhi and IMTM Tel Aviv. The attendance of the Czech Republic was also ensured at the most important golf fair International Golf Travel Market. In the field of congress tourism, the presentation was

organized at two major trade fairs - IMEX Frankfurt and IBTM Barcelona. Great interest of hosted buyers was aroused not only by the exposition itself but also by the destination presentations running directly on the premises of the booth.

From June to September, the EXPO Astana world exhibition on "Energy of the Future" was also held. During the three months of the event, more than 3,860,000 visitors could see the exhibition.

The title  
"Best Spa  
Destination" for  
CzechTourism  
at MTT Fair  
Moscow.

The "Most Popular  
Booth Award", the  
"Most Outstanding  
Booth Award" and the  
"Best National Team  
Award" at the Asian fair  
Beijing International  
Tourism Expo (BITE).

Bronze statuette  
of the Bureau  
of International  
Expositions for the  
Czech Republic's  
Pavilion at EXPO  
Astana.

ATM Dubai





A	B
C	
D	E
F	G

- A Ferienmesse Vienna
- B ITB Berlin
- C BITE Peking
- D WTM London
- E IBTM Barcelona
- F IMTM Tel Aviv
- G Reisen & Caraven Erfurt



Awards 2017  
in competitions:

Fénix Content Marketing  
2nd place in the category of disposable media / catalogue for B2B Catalogue.

Fénix Content Marketing  
3rd place in the category of disposable media / business calendar for the calendar Baroque in the Czech Republic 2017

Calendar 2017 in the category Wall Calendar / award for the promotion of tourism / for the calendar Baroque in the Czech Republic 2017

Tourist Propag  
1st place in the tourism information category in 2017 for the Guide through the Baroque in the Czech Republic.

## Editions

The department prepared new graphic and textual content for a communication topic in 2018, produced a publication for the Czech House at the Winter Olympics in Pchjongchchang 2018, and provided prints for the Czech exposition at EXPO 2017 in Astana. The department participated in the preparation, visualization, realization and supervision of the outputs of the inter-ministry project ČS100, within which a series of editions led by the image book The Joint Century was published.

The result of intensified cooperation with the CzechInvest agency was the editorial series intended for the target group of investors in the Czech Republic. A B2B Catalogue / Destination Manual for commercial purposes was prepared to cover the entire product portfolio of the agency.

The expansion of the photo library accentuated the topic of 2018 - the joint Czech-Slovak anniversary. Photos focused on UNESCO topics, outdoor, and the production of large-format destination photos for the interior of the Prague Congress Centre was provided for.

**23** publications in 11 language versions.

Photo production and photo reporting.

**6** new publications in 4 language versions.

**11** supervisions of new publications and regular re-editions.

**4** new Korean versions and re-editions of 4 others for ZOH 2018.

**2** supplements.

More than **100** new photographs in print quality.

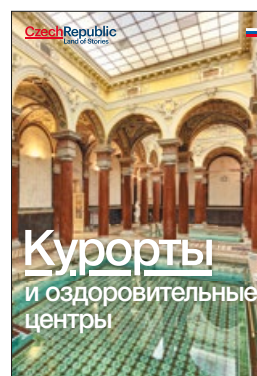
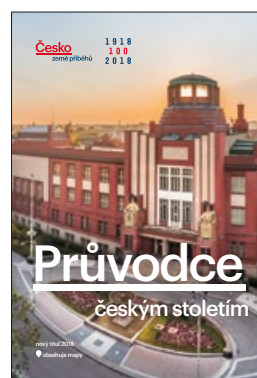
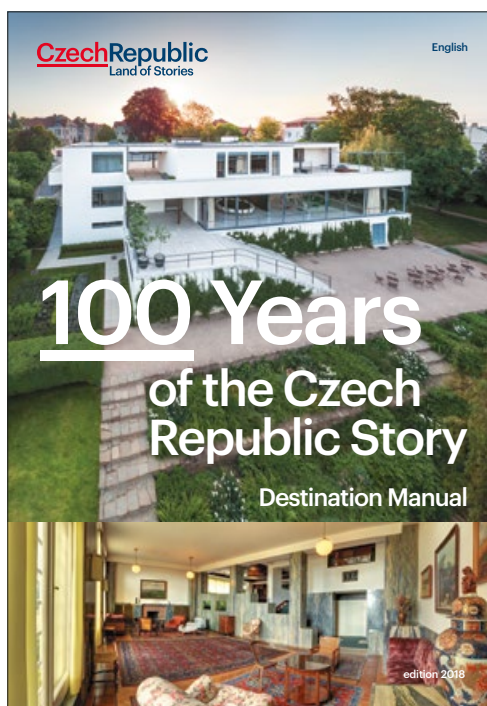
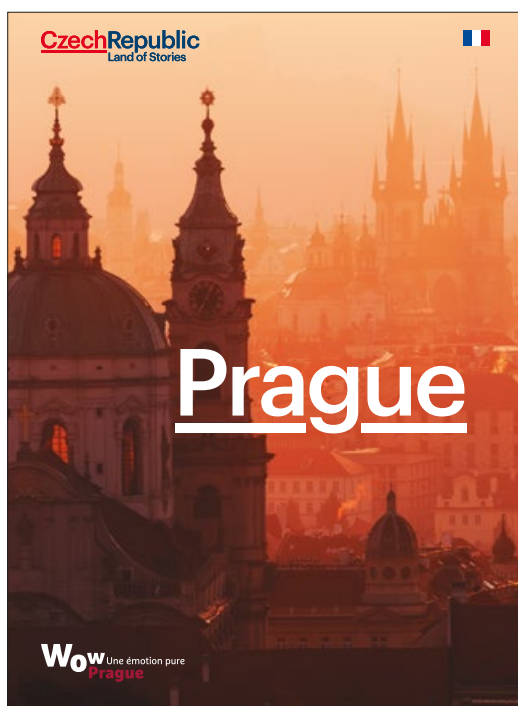
Extension of licenses.

**11** new language versions of original titles.



spolecnestoleti.cz  
czechandslovakcentury.com





Samples of editions titles 2017



The portal [czechtourism.com](http://czechtourism.com) is focused on the comprehensive promotion of the tourist potential of the Czech Republic abroad.

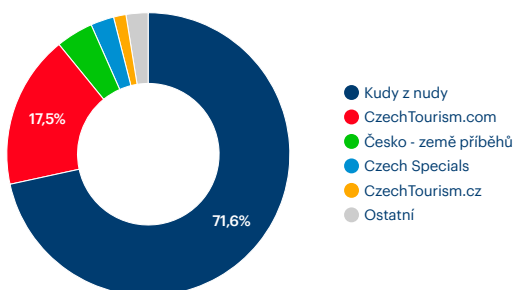
## CzechTourism Web Portals

Between January 1, 2013 and December 31, 2017, all of the sites recorded

80,550,000 visitors

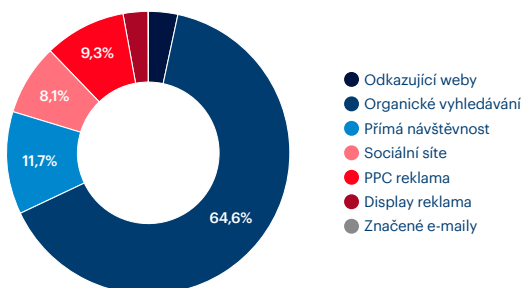
### Attendance of individual websites:

web	návštěvy
Kudy z nudy	57 666 200
CzechTourism.com	14 123 400
Česko - země příběhů	3 424 130
Czech Specials	2 144 900
CzechTourism.cz	1 148 520
Tradice má smysl	905 309
Země filmů	434 715
Cool Czech Guide	287 155
Česko jede	151 789
Český systém kvality služeb	141 204
Czech Convention	67 715
European quartet	30 271
Tourfilm	24 633



### Sources of attendance:

kanál	návštěvy
Organické vyhledávání	51 193 036
Přímá návštěvnost	9 288 387
PPC reklama	7 387 878
Sociální site	6 418 855
Odkazující weby	2 660 221
Display reklama	2 239 860
Značené e-mail	36 592



## CzechTourism.com

The portal [czechtourism.com](http://czechtourism.com) is focused on the comprehensive promotion of the tourist potential of the Czech Republic abroad.

Articles on current events in the Czech Republic are regularly added on [www.czechtourism.com](http://www.czechtourism.com). Potential tourists can read about the most important events in the Czech Republic, about the most visited monuments, the Czech and Moravian nature and activities for which the Czech Republic has ideal conditions. An important part of this website is the calendar of events, providing the website visitor with detailed information on the most important events which are worth travelling to the Czech Republic for. In 2017, the website recorded almost 3 million site visits.

## CzechTourism.cz

The portal [CzechTourism.cz](http://CzechTourism.cz) is the basic communication tool of the CzechTourism agency with the expert public. The portal provides news, trends, and analyses of tourism for the domestic expert public and media.

Through the portal [www.czechtourism.cz](http://www.czechtourism.cz), the CzechTourism agency informs the expert public about the activities at home and abroad.

# Kudyznudy.cz

The Kudyznudy.cz achieved exceptional successes in 2017. The project, which connects entrepreneurs and operators with their visitors, currently offers over 75,000 travel tips; they attracted a total of 13.5 million visitors in 2017. Total rating of [www.kudyznudy.cz](http://www.kudyznudy.cz) achieved 47.5 million displays. The strongest age group is from 25 to 34 years (33%) and from 35 to 44 years (25%), more than half of the visitors (52%) return to the portal repeatedly. The largest percentage of users is from Prague, Central Bohemia and South Moravia, and they correspond to the most sought-after sites in individual regions.

The Kudyznudy.cz achieved exceptional successes in 2017.

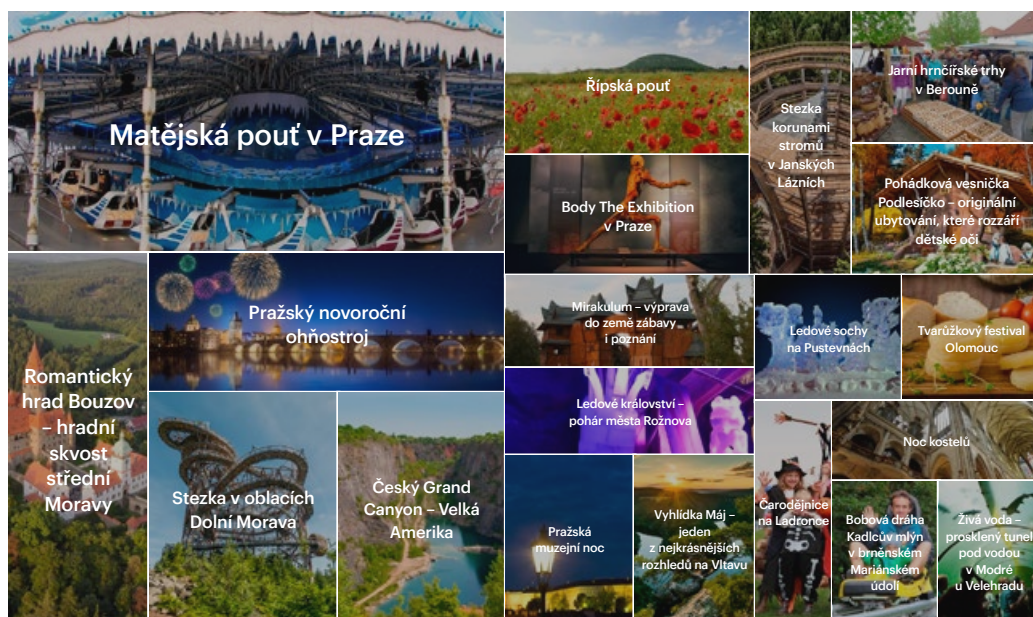
75 thousand tips for trips.

13.5 million visitors.

Total rating of [www.kudyznudy.cz](http://www.kudyznudy.cz) achieved 47.5 million displays.

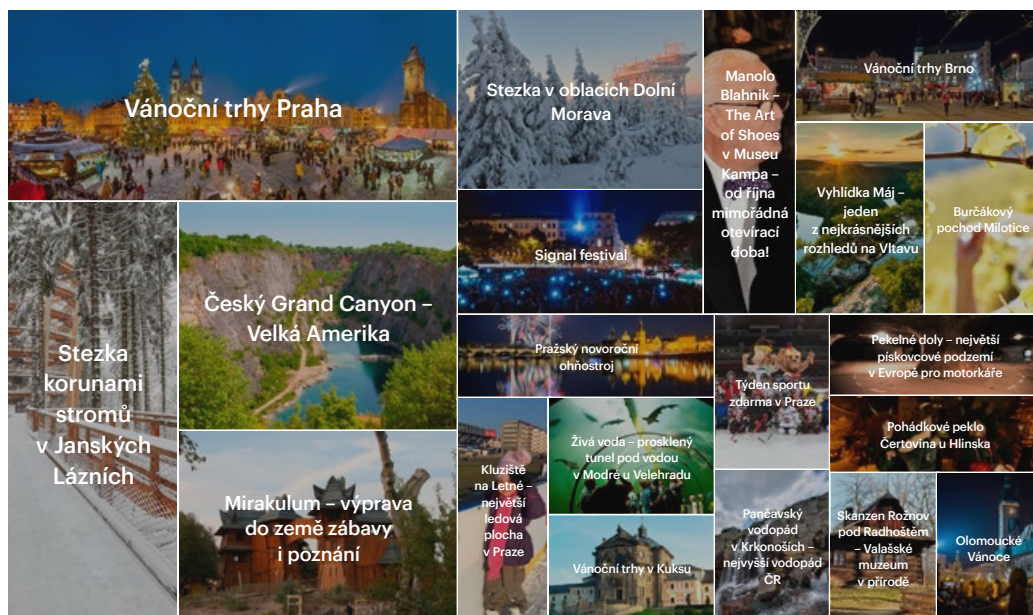
## Visualization of the most popular activities:

kudyznudy.cz P1/2017



## Visualization of the most popular activities:

kudyznudy.cz P2/2017









# 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 2017, we launched a project of destination management, we became partners of major events that have a major contribution to domestic and incoming tourism in the Czech Republic and we have organized dozens of professional seminars, workshops and trainings for B2B partners.”**

**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



Promotion within the traditional balneology product

## Department of Product Management

In 2017, the Product Management Department has implemented activities across three major product lines.

### Traditional Czech balneology

was presented at several important events, including a presentation event in Bratislava, where individual spa subjects of the Czech Republic presented themselves.

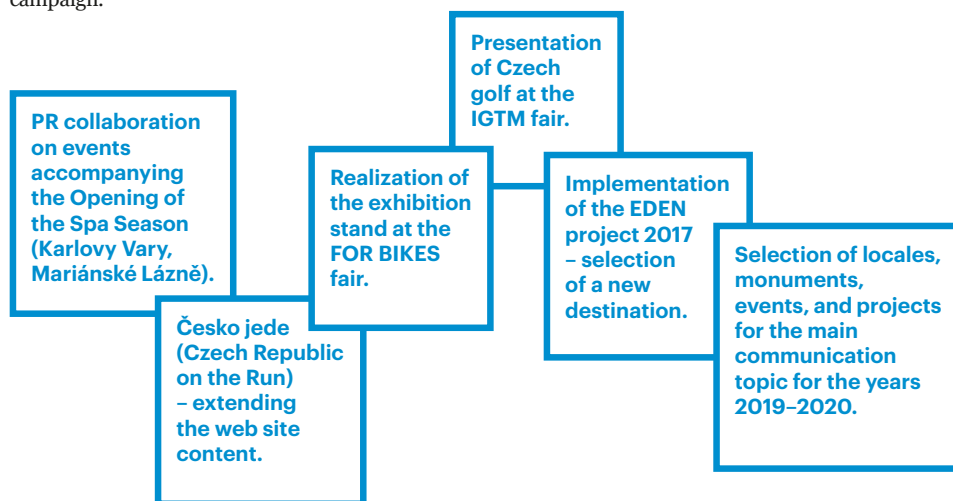
### Active tourism

focused on cycling and golf activities, and in 2017 it focused more on the mountain bike segment which still left much to be desired. In cooperation with the Association of Mountain Resorts, we managed to prepare a new creative for the Czech Mountains campaign.

### Cultural tourism

included not only film tourism and gastronomy, but also traditions, the Czech Republic designated to young travellers and the implementation of the EDEN project, under which a new winning destination was selected.

The department has designed and set up marketing topics for the years 2019-2020. Communication with partners and tourism experts took place within several established working groups.



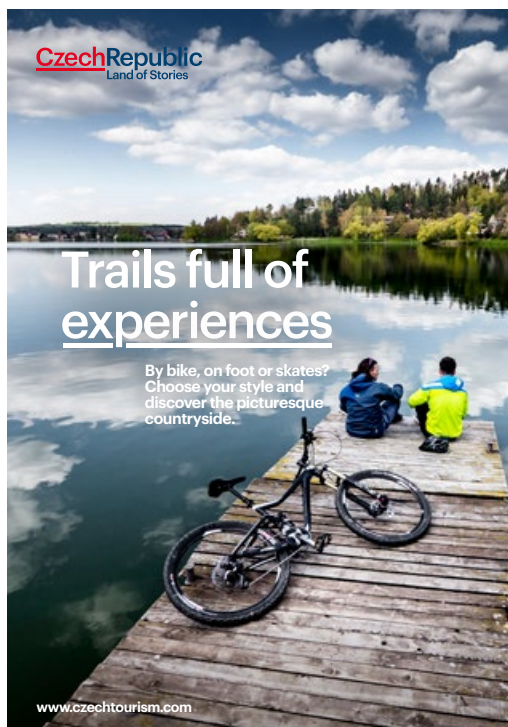
Cycling as one of the central topics of promoting active tourism





A sample of media outputs to the active tourism product

### Demonstration of the active tourism campaign



## Events

The department collaborated on more than one hundred regional cultural events, festivals, sporting events, and realized the 50th International Touring Film Festival - Tourfilm.

The department participated in the extraordinary promotion of the Czech Republic at top sporting and cultural events. The most important are the Karlovy Vary International Film Festival, Prague Spring, Colours of Ostrava, Bohemia JazzFest, RunCzech, Jizerská 50, Czech Truck Prix, Grand Pardubice or Laver Cup.

In addition to the cooperation on individual events with the existing and new partners, the department prepared seminars "Discover Regions of the Czech Republic 2017".

The department realized the 50th International Film Festival with the travelling theme - Tourfilm. The festival has been held since 1967 and is one of 17 members of the International Committee of Tourist Film Festivals. In 2017, 368 competing films entered the competition. In addition to promotional spots, amateur film makers and vloggers could join the competition again. The main face of the festival Tourfilm 2017 became the famous traveller Miloslav Stingl.

### Financial benefits for tourism:

The efficacy of selected events in 2017 – research conducted by MindBridge Consulting a.s.



For 54% domestic visitors the **Bohemia JazzFest in Prague** was the main reason for visiting the destination and for other 23% of domestic visitors it was one of the activities that brought them to the region.

The music festival **Colours of Ostrava** was indicated as the main reason for visiting this destination by 83% of domestic and 83% of foreign visitors. And it is the festival **Colours of Ostrava**, why 65% of domestic and 56% of foreign visitors return to the region.

**Czech Truck Prix** was indicated as one of the reasons for visiting the region by 51% of domestic and 53% of foreign visitors.

For 60% of domestic and 52% of foreign visitors **Velká pardubická** was the only reason for visiting this region. The next **Velká pardubická (Grand Pardubice)** will almost certainly attract 58% of domestic and 50% of foreign visitors.





A	B	C
D		
E	F	G
H		I

**A** Tourfilm in the streets of the city of Carlsbad

**B** Grand Prix awards handover

**C** Youtuber Kovy – festival guest

**D** Miloslav Stingl – the main star of the festival

**E** Discussion with Jan Révai

**F** Interview with Vojta and Václav Kotek

**G** František Segrado – awards handover

**H** Accompanying program for schools

**I** Introductory word by Monika Palatková at the awarding ceremony

**Tourfilm**  
50th International Film Festival





# Czech Service Quality System

In 2017, the Department of the Czech Quality System of Services (ČSKS) awarded over 80 quality certificates to tourism organizations and prepared dozens of professional trainings for interested persons. It also focused on expanding the awareness of the quality brand "Q". For this purpose, it launched a marketing campaign focused on end clients of ČSKS. The aim of the system is to continue to contribute to improving the quality of tourism services in the Czech Republic.

In 2017, 83 certificates were awarded to first- and second-level organizations.

## Three types of ČSKS training:

Update courses – 10 courses.

Quality trainer First level – 17 courses.

Quality trainer Second level – 3 courses.

The Czech Quality System of Services appreciates the efforts of organizations and individual workers to improve services and to focus more on the customer. It is based on voluntary certification of entities operating in tourism. The award of the ČSKS certificate improves the reputation of the organizations and motivates the employees.

ČSKS campaign was conducted in the press, but primarily resonated especially in the online form. A new end-customer oriented website [www.sluzbyQ.cz](http://www.sluzbyQ.cz) was created. People interested in certified services can choose from restaurants, hotels, monuments and other "Q" labelled services. ČSKS let create, among other things, new photographs and animated videos for media communication, including animated videos carrying the message "NOT this way!". They show cases of often inadequate levels of services in the Czech Republic and try to remedy them.

142 first-level instructors have been trained.

86 persons attended update courses.

16 second-level instructors have been trained.

New technical standard incorporated Classification of Areas for Field Cycling guaranteed by the Czech Mountainbike Association.

Presentation of the project at professional conferences and seminars.

A creative strategy was created and a marketing campaign was realized.

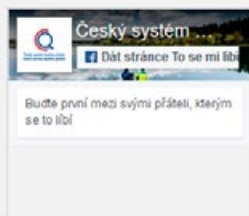


plus

pro nové zážitky

Home

## Facebook



## Regions



## Events calendar

June 2018						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

## Introducing the certified organizations



# Czech Convention Bureau



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, 42 candidacies to international congresses were actively supported in collaboration with Professional Congress Organiser agencies, regions, and congress ambassadors.

Joint marketing activities in remote markets with the National Convention Bureaux of Europe.

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

Czech Republic among the top destinations in the number of events organized, currently at 26th position and Prague on 11th in the ranking of cities according to ICCA statistics.

## Congresses and meetings 2017:

European Atherosclerosis Society Congress: 2,500 participants.

Meeting of the European Society of Pediatric Gastroenterology, Hepatology and Nutrition: 4,000 participants.

ICCA – The International Congress and Convention Association Congress: 1,264 participants.

European Symposium of Porcine Health Management: 1,562 participants.

Events of congress and incentive tourism 2017





Exterior of the information centre  
in Old Town Square

## Tourist Information Centres

From the point of view of the info centre operation on the Old Town Square, the year 2017 was an anniversary – it has been available for tourists for 10 years. During this period, nearly two million visitors have used the services of both CzechTourism infocenters. Tourists from abroad and domestic visitors can find not only countless promotional materials from all regions of the Czech Republic, but above all a personal friendly environment and help in every situation. The info centre with a library and a study room located in the headquarters building in Vinohrady serves for students and professionals in tourism, who can lend there professional materials.



Interior of the information centre  
in Old Town Square

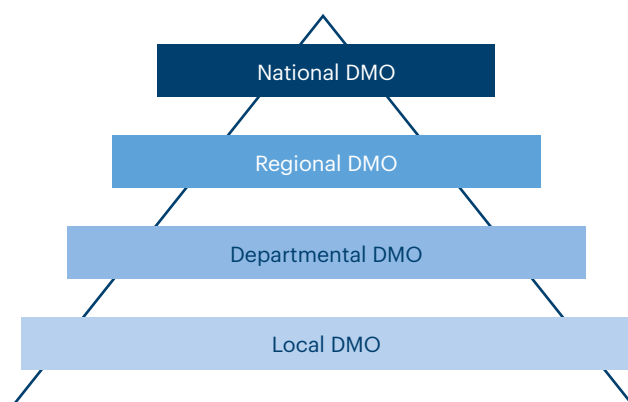


# Destination Management Organization

In 2017, the foundations of the categorization project Destination Management Organization of the Ministry for Regional Development of the Czech Republic and CzechTourism were laid .

The categorization of destination management organizations was developed to certify Destination Management Organizations (DMOs), i. e. organizations that coordinate, cooperate, and communicate with tourism service providers in a given area for more efficient tourism management. The categorization is elaborated in the form of a standard that defines the minimum requirements for the DMO activity on the basis of which it can be certified.

The main objective of Categorization is to improve the performance and efficiency of the destination management activities in the Czech Republic and to contribute to increasing the quality and effectiveness of the marketing activities carried out on the domestic and foreign markets by creating rules for the activities of destination management organizations. All certified DMOs must implement and maintain the Czech service quality system within six months after obtaining the certification.



The proposed DMO system is a four-stage system, it represents a pyramid at the top of which is the national DMO (which is not subject to certification according to this standard), at the lower levels are the regional, departmental and local organizations. At each of these levels, DMOs have specific tasks related to the creation of sustainable tourism products by connecting the destination offer with the respective demand. The basic principle under which the project works is 3C – communication, coordination and cooperation.



## EDEN – European Destinations of Excellence

Excellent European destinations with a unique cultural product – Orlické Mountains and Podorlicko, the winner of the EDEN competition. The topic of the European Union project that highlights the lesser-known European regions was cultural tourism in 2017. The winner and finalists were announced at the Tourism Forum in Tábor.

### Winner EDEN 2017:

#### **Orlické hory Mountains and Podorlicko – Châteaux of Orlice**

The châteaux of Orlice are a product of high cultural value, which draws not only from the exceptional concentration of cultural monuments connected by the Divoká Orlice river, but is also based on the attractive theme of the ever-living stories of local noble mansions and the personalities of the noble aristocratic families who have their roots here and took possession of the châteaux again. Each of the châteaux has its exceptional and specific offer, the châteaux do not compete and bring the visitors a very interesting offer in one location, which is incomparable - especially from the point of view of the concentration of the historical mansions. The châteaux tour can be combined with sitting in château cafés, confectioneries or restaurants, walking through parks and fields or visiting some of the cultural events.

### 2nd place:

#### **Pilgrimage Routes of East Moravia**

East Moravia is permeated by a deep, more than millennial tradition of Christianity. Pilgrims will find here not only the richness of monuments of faith and human skills from the times of Slavic scholars up to the present, but also the unforgettable atmosphere of memorial sites with their stories. Pilgrimage is one of the activities of so-called slow tourism. It offers an active and gentle exploration of the countryside, history, culture, and at the same time provides space for rest, regeneration, exploring local gastronomy, meeting tourists with local communities. Pilgrimage routes of the the Cyril and Methodius routes, which are part of the pilgrimage routes that are intended not only for pilgrims but for those who want to reveal the secrets of European cultural identity and the Cyrillo-Methodian legacy combining the wisdom of language, law and respect for others.

### 3rd place:

#### **Broumov Region**

The Broumov region is a place where nature competes with humans with regard to its building abilities. On one hand the Broumov Monastery – the Baroque pearl of the father and son Dientzenhofer, on the other hand a unique nature reserve with breathtaking rock formations, gorges and viewing points.

**EDEN (European Destinations of Excellence)** 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.

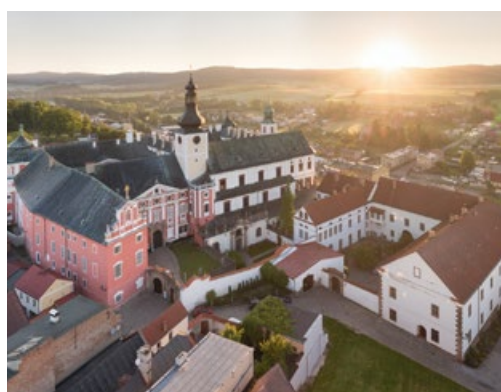
The competition primarily targets less-known European regions.

The Czech Republic has been participating in the project since 2009 and CzechTourism is the national coordinator.

Častolovice Orlicko  
and Podorlicko



Nový zámek – Kostelec – Podorlicko



Broumov – Monastery

Broumov Walls









# Tourism Institute Department

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



**Markéta Vogelová**  
Department Director

**“In 2017, the Institute of Tourism actively participated in the preparation of certification of destination management organizations in the Czech Republic. As part of the preparations, we cooperated in the creation of the Methodological Guidelines and at the same time we visited several selected workshops with the topic of categorization and certification of DMOs in the Czech Republic. These meetings also allowed us to discuss further cooperation and greater interconnection of CzechTourism and regions in the field of marketing surveys or data collection with our colleagues in the regions.”**

**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 2017, we also processed the following methodologies and analyses:**

**Analyses:**

- Evaluation of the economic impact of selected events  
Bohemia JazzFest Prague, Colours of Ostrava, European truck championship – Czech Truck Prix, Grand Pardubická
- Regional analysis of incoming tourism  
Evaluation of the survey on incoming for the period 2012-2016, divided into 14 regions
- Evaluation of CzechTourism activities  
ROI (Return on Investment) calculation, identification of benefits from activities of the CzechTourism agency and its quantification

**Methodological procedures:**

- Evaluation of satisfaction with the Destination Management Organization
- Methodological procedures for the system of tracking the destination development indicators

# Marketing Research

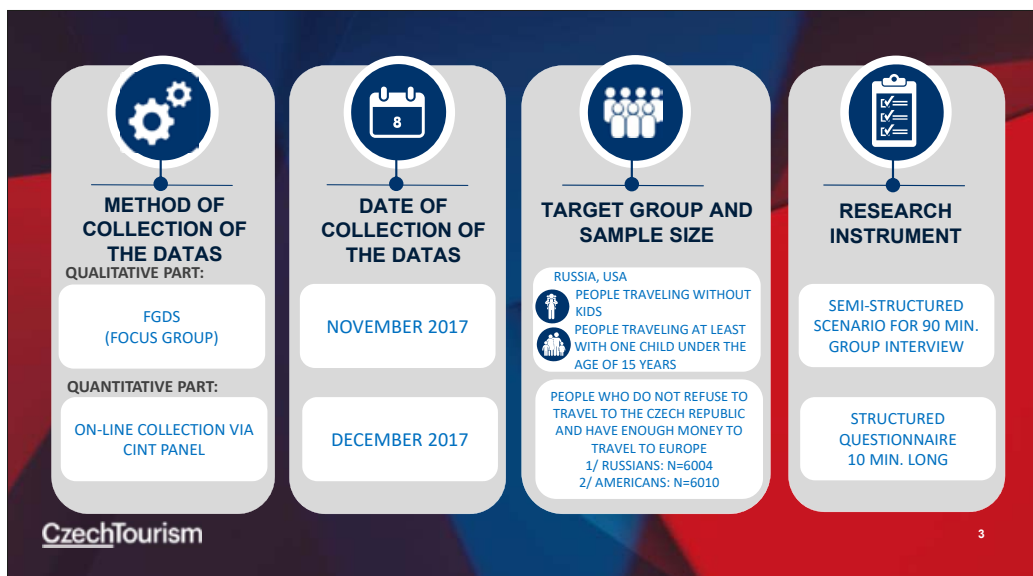
In 2017, the marketing research department launched the new Tracking project – domestic and incoming tourism, which builds on the previous incoming tourism project and is also enriched with information on domestic tourists. The collection of data was methodologically adjusted, it was transferred directly to localities and regions of the Czech Republic. Other important research included the measurement and evaluation of the image of the Czech Republic. The main objectives of the research are the assessment of the perception of the Czech Republic, the identification of associations and motivators to visit as well as the mapping of experiences from visiting the Czech Republic. This extensive research was realized in Germany, Poland, the UK, France, Russia and the USA in 2017.

As part of the development and support of the product communication (or product lines) in the field of tourism, research was conducted on “USP products in the tourism”. This research was carried out on the Czech population and subsequently on foreign markets – Germany, Austria, Sweden, Denmark and Poland. The aim of the research is to create an estimate of the potential of each product series and to set-up a tourist profile according to the

product group. The research has clarified the way in which travel purposes, travel habits and decision-making processes blend together, and clarify the sources of information used by tourists.

For six years, the Marketing Research Department has rewarded the best thesis in the field of tourism and co-organized the Big Data conference in cooperation with SIMAR, the research agencies association.

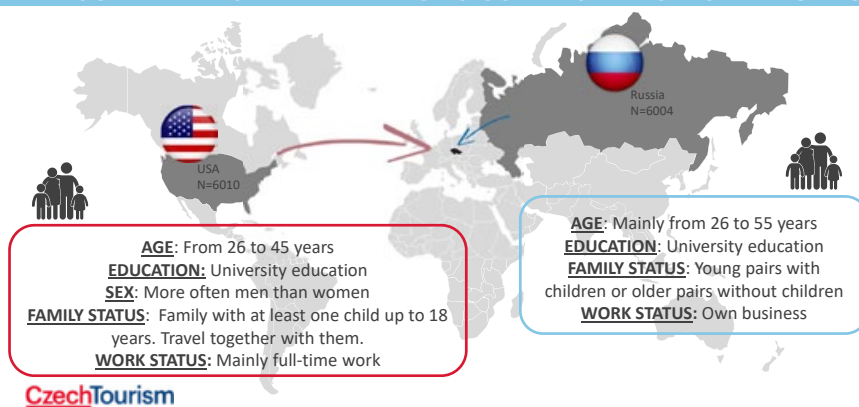




Perception of the Czech Republic in distant markets (comparison between Russia and the USA).

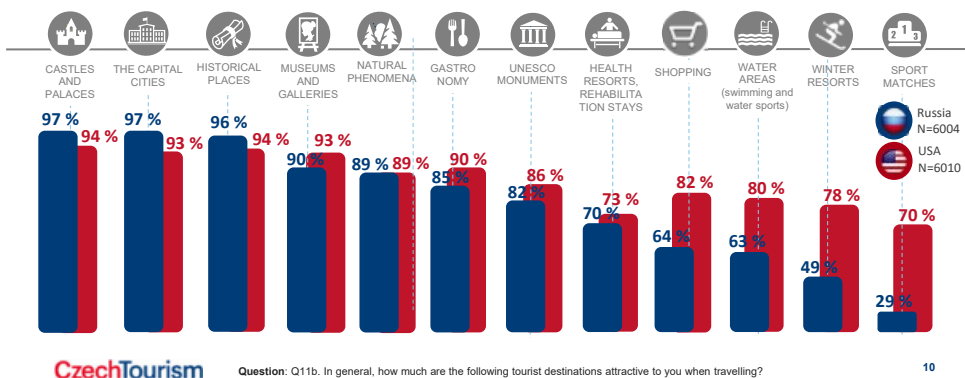
TOURISTS FROM BOTH COUNTRIES ARE OFTEN THE PEOPLE WHO WORK AND HAVE REGULAR INCOME. THEY OFTEN TRAVEL WITH CHILDREN.

#### TOURISTS WHO ARE PLANNING TO COME TO THE CZECH REPUBLIC



CASTLES AND PALACES, PRAGUE AND ALSO HISTORICAL PLACES ARE THE MOST POPULAR DESTINATIONS IN THE CZECH REPUBLIC FOR BOTH COUNTRIES. COMPARED WITH OTHER DESTINATIONS HEALTH RESORTS ARE MORE ATTRACTIVE FOR RUSSIANS.

#### ATTRACTIVITY OF TOURISTS DESTINATIONS IN THE CZECH REPUBLIC





Trained Bloggers

## Education and Projects Research and Development

The department provides and implements B2B workshops for expert public and internal training for the staff of the CzechTourism agency. It provides communication with universities and student internships at the Prague headquarters as well as at their foreign representations.

In 2017, the project proposal was approved for the project Education in Tourism (within the Employment Operational Program). The European project with a four-year realization will significantly cover the B2B demand for missing free education of entities involved in

tourism. Participants will be trained in both soft skills and hard skills, all in their regions. Direct implementation of outputs from the project to the regions of the Czech Republic will maximally support the development of a particular region in the field of tourism.

Interactive workshop for regions "Bloggers for regions". The workshop included not only demonstrations of social media cooperation, but also practical demonstrations in the field.

B2B workshops focusing on the Chinese tourists market were realized. The aim was to prepare individual representatives of the regions of the Czech Republic to successfully address the potential of the Chinese market and to allow workshop participants to adapt their own product, service to the needs of Chinese tourists, set the right strategy and meet the expectations of both participating subjects and Chinese tourists.

The annual student's best diploma and bachelor's thesis competition is expanded to include a graduate thesis competition completing the work of students from higher professional schools.

Expert internships for students of higher and higher vocational schools with a focus on tourism, marketing and economic fields. Internships abroad under the Erasmus program.

Chinese Tourists Market Training



# Tourism Forum

The annual Tourism Forum conference, this time with the topic “Sustainable Tourism”, was held in Tábor for the seventh time. The expert posts focused on the complex issues of long-term sustainability of tourism in terms of environmental, socio-cultural and economic aspects.

The conference focused on interdisciplinary intersections and the positive and negative impacts of tourism was opened with an initial post by an important Czech geologist, climatologist and popularizer Václav Cílek, CzechTourism director Monika Palatková and Mayor of Tábor, Jiří Fišer. Monika Palatková presented the activities of CzechTourism in the context of sustainable tourism, Václav Cílek's philosophical reflection was directed not only towards tourism but also on the sustainability of resources such as water or fuels.

The forum also addressed approaches to the protection and development of tourism in terms of natural and intangible heritage under the auspices of UNESCO, popularization of urban and rural tourism, residents' attitudes towards the development of tourism in

Bruges or long-term trends in the behaviour of tourists. The future of tourism was debated in terms of macroeconomic indicators, social responsibility in connection with Airbnb, and the connection between sustainability and design in practice.

Representatives of CzechTourism presented the importance and position of regional products and brands in the activities of CzechTourism and the possibilities of influencing marketing as a supportive tool for sustainable tourism. The panel discussion of this forum was devoted to the measurement possibilities of the destination performance.

Presentations and outcomes of the conference can be found at [forum.czechtourism.cz](http://forum.czechtourism.cz).



Climatologist Václav Cílek



Expert program Tourism Forums





# Department of Foreign Representations

Office of Foreign representation | Source Markets  
Management | Foreign Office – Representation |  
Press Trips and Fam Trips



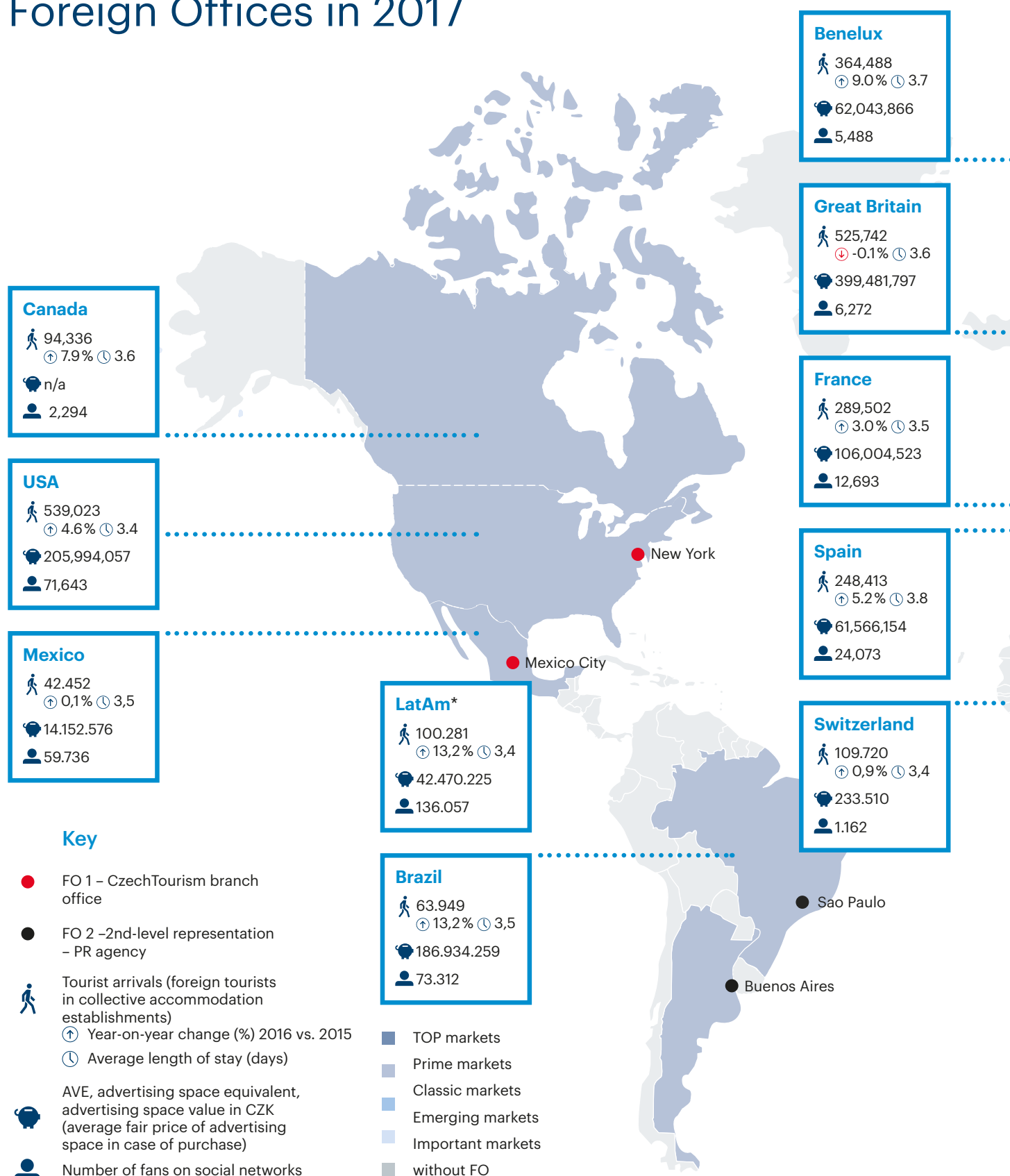
**Klára Vysloužilová**  
Department Director

“The year 2017 brought us some interesting projects, we enjoy the positive feedback on the actions and achievements of our foreign representations. At the beginning of the year, we opened 2 new offices in India and Israel and strengthened the promotion of the Czech Republic in the Middle East. Thanks to cooperation with our partners, our foreign representations have received funds, goods or services worth more than 20 million crowns for their activities. We have also been involved in inter-ministerial economic diplomacy projects that have strengthened the Czech Republic’s publicity with another nearly 5 million crowns.”

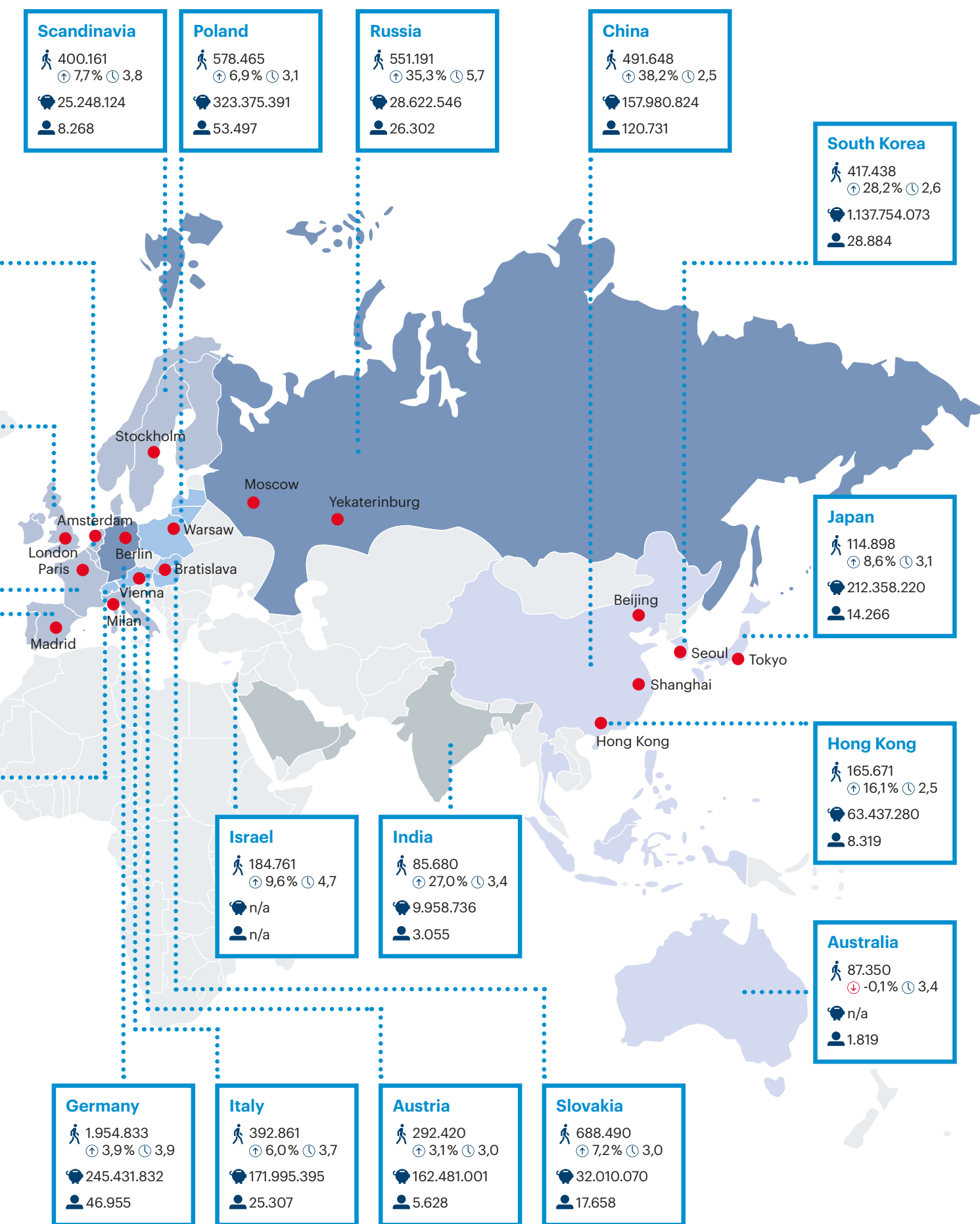
**Department activities:**

- Management of activities of an international network consisting of 23 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

# CzechTourism Foreign Offices in 2017



\* LatAm (Other States of Central and South America)



## Foreign Offices in 2017



**Lukáš Pokorný**  
China – Shanghai



**Martina Čílková**  
Japan



**Michaela Claudino**  
USA, serving Canada



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



**Štěpán Pavlík**  
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**  
Russia – Moscow, serving  
the European part of Russia,  
Belarus, and Azerbaijan



**Marie Muchová**  
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**  
Netherlands serving the  
Benelux



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

# Foreign Offices of CzechTourism: Selection of TOP Events in 2017

New air connections, promotions aimed at bloggers, vloggers and social networks, as well as a more targeted offer of individual tourism products in the Czech Republic, or expert workshops and road shows – this is how the Czech Republic's regions were promoted by foreign representations in 2017.

## Trade fairs

The trade fair exposition of the Czech Republic in the Baroque spirit was presented in 2017 across the foreign representation markets. The most important European tourism trade fair ITB Berlin, thanks to the activities of foreign representation in Germany, was enriched by an informal breakfast for journalists and a celebratory evening. The March event was attended by 10,000 exhibitors from 184 countries, more than 5,000 journalists from 76 countries and over 450 world bloggers.

Besides the baroque, the theme of the British Destinations fair was: the holiday and travel show and direct access from several cities of Great Britain, not only to Prague, but also to Brno and Ostrava, where local sights, experiences and activities were also presented. South Moravia and Brno were primarily promoted destinations within the Japanese JATA Tourism EXPO. September event was the largest tourism event in Japan, funded by the PROPED project. The Czech fair stand has won several awards. It won the awards The Most Outstanding Stand, The Most Popular Stand and The Best Team Stand at the BITE international trade fair, at the MITT Moscow fair in March the Czech exposition was awarded as the best spa destination, and the Best Shell Scheme award went to the Czech Exposition also from AITF Baku,

where the Czech Republic was promoted as a suitable spa destination in the Transcaucasian markets. The Czech Republic also participated in the largest trade fair on the East Coast of the USA, organized together with the daily paper NY Times, in the joint premises of the ETC stand and presented here the tradition of Czech puppetry and the intangible heritage of UNESCO.

## Events

Also, event actions were reflected in the marketing activities of all foreign representations. Czech gastronomy resonated at the Days of Czech Cuisine in Lima. The festival was promoted by a campaign on social networks, web search engines and printed media, and a training program for Peruvian tourists and journalists was also prepared. Fifteen Czech-Japanese companies were presented to almost thirty thousand visitors to the Czech Festival in Japan. The event focused on South Moravian products was organized by foreign representations in Japan in cooperation with the Czech Embassy and the Czech Centres. The central marketing theme was dedicated to the March photo exhibition held at the railway station in Upper-Austrian Linz, which was attended by more than half a million passengers.

Road show "Discover Baroque Czech Republic – Moravia" in Korea



### Tourism products

Individual projects and tourism products have been promoted through both online and offline marketing campaigns. The spring campaign of the foreign representation in Italy, which realized not only a map of attractions, but also an e-book containing authentic reports about the Czech Republic, which have been published in the specialized media *Plein Air* in the last five years, was dedicated to the caravanning.

Mass transit branding was the domain of a foreign office campaign in Germany that promoted the benefits of the direct train connection between Berlin and Prague by means of destination branding on S-Bahn vehicles and a cross-border representation in Austria, using the motifs from Olomouc, South Bohemia and Silesia for the local bus line.

Olomouc, together with other regions of Moravia, appeared in a co-brand campaign of the foreign representation in Spain. A campaign created in cooperation with the tour operator Nautalia Viajes led to the creation of a new product in the tour operator's offer as well as to the creation of a permanent microsite of the Czech Republic. Apart from the Moravian regions, Spanish tourists were attracted to Pilsen and Český Krumlov,

especially outside the tourist season. The number of reservations during the campaign period increased by one fifth /over 1500/.

Based on the results and feedback from the realized blogger trips, destinations, attractions, and products were selected, which were presented by the foreign representation in South Korea in the discount coupons book, the *Czech Coupons Book*. The book intended for the FIT tourists segment was promoted year-round within both print and online channels, as well as a competitive blogger trip organized with British Airways.

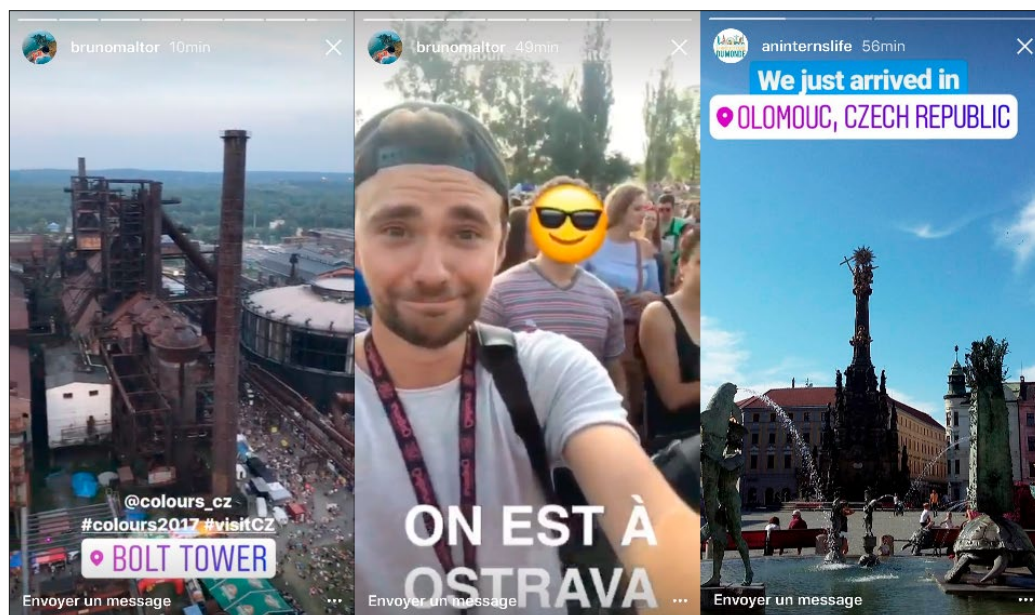
The marketing mix of websites, social media and shopping venues in shopping centres was used by representatives in Mexico and South America. More than one thousand tourists bought one of the products offered during the campaign inviting to visit the Czech Republic.

### Promotion in TV

The offer of tourism products in the regions of the Czech Republic also attracted the attention of viewers of international television stations. The ten-minute reports from the Krkonoše (Giant Mountain), offering



MICE workshop in Paris



Campaign with French blogger Bruno Maltor

both active and passive relaxation, appeared in the most watched morning broadcast the “Volle Kanne” of the German public TV ZDF and was viewed by 800,000 viewers. The program “Der Geschmack Europas”, created by the foreign representation in Austria, was prepared in co-operation with the Austrian TV ORF, and an invitation to Moravia will be broadcast also on the Swiss and German television. 15 million viewers of Chinese regional television Zhejiang Ningbo were invited especially to spa and golf resorts for sightseeing, shopping and Czech culinary specialties. TV spots appeared on Hong Kong's TV channels, the direct B2C package promotion and destination Czech Republic thus hit almost the whole Hong Kong market. Twelve premiere parts of a travel medallion have also appeared on the largest Thai premium TV network True View, on the South Korean market, the TV reality show Participants of the Tour resonated. Five Korean celebrities set off to follow a fun program copying the new package by the tour operator Hana Tour. Besides Prague 15 million viewers could visit also Carlsbad or Pilsen. The popular format of the reality show has also been applied by the foreign representation in France. The reality show of the channel M6 “Married at First Sight” has been viewed by 2.7 million viewers.

### Product presentations

Presentations of tourism products often went to Moravia. In the synergy with three Moravian regions, a travel workshop for 100 agents in Seoul and for 50 agents in Busan took place and 7 Korean travel agencies participated in the event. Forty business partners have participated in the road show Discover Baroque Czech thanks to the activity of the foreign representation in South Korea. A study stay in the South of Moravia was provided by the foreign representation for Poland for the 11 wine importers and several representatives of the travel agencies and journalists. Apart from Moravian wines, also the region's enotouristic potential was introduced on the Lithuanian market.

The foreign representation in Benelux, in cooperation with the Dutch tour operator Pharos Reizen, prepared a campaign to promote the sale of the product “holiday with a car through the Czech Republic”.

The Czech Republic, as a spa destination, was presented at a specialized workshop in Germany, 90,000 radio listeners could listen to the resulting program of the Potsdam radio.

The inclusion of Klínovec in the offer of travel agencies was the result of a series of press and fam trips with the theme of a winter active holiday, which was prepared for B2B and B2C by foreign representation in Scandinavia.

The October road show in Southeast Asia stopped in Bangkok, Singapore, Kuala Lumpur, and Jakarta, with 17 entities from V4 countries; in each destination sixty to ninety tour operators could be approached. The road show was a part of the PROPED project and its partners were representation offices in Kuala Lumpur and Jakarta, Turkish Airlines and the company RailEurope, which was also a partner for the launch of the new product “Czech Republic by Train” of the foreign representation in Japan.

In 2017, the Czech Republic was introduced to the Philippine market, where it presented semi-pilgrimage itineraries to travel agencies. It focused primarily on travel agencies accentuating spiritual tourism. Together they introduced Prague, Berlin and Vienna as top destinations in the Central European itinerary program.

The cultural and luxury aspect of tourism was highlighted by the April event of the foreign representation in Mexico.

The presentation in Rio de Janeiro was attended by 122, in Sao Paulo by 172 travel agents. Foreign representations in Mexico and Latin America also held other events for their business partners.



Promotion of a winter holiday in the Danish magazine Skivisen



Campaign in the Villalobos Shopping Centre



Festival "Days of Czech Cuisine" in Lima

It prepared presentations for travel agencies, advertising and e-mailing and addressed 200 travel agents in Colombia, 190 representatives in Peru and over a hundred partners in Argentina.

The crucial cooperation in the B2B field in 2017 included co-branded or stand-alone marketing campaigns linked to the airlines. A co-branded campaign in cooperation with OTA eDreams and Czech Airlines to support travelling of Italian and Spanish tourists to the Czech Republic was realized by the local foreign representations in May and June /Italy/ and in October /Spain/. It included an online banner campaign and creation of a thematic microsite for the Czech Republic /Italy/, the Spanish campaign generated an increase in the number of reservations by 47%.

The broadcasting campaign of the representations in the United Kingdom and Ireland hit 700,000 listeners, with the aim of promoting direct flights from Birmingham to the Czech Republic. Outdoor advertising attracted customers to one of the largest shopping centres in Montreal. The campaign generated more than 2.5 million impressions; about 140 sellers participated at actions to promote direct flights from Canada to the Czech Republic.

One of the most important events in 2017 was the launch of China Eastern flight on the route Xi'an – Prague. The first flight to Prague started a press trip for Chinese media and a representatives of the airline, the event of the foreign representation in Beijing was accompanied by a tourist seminar with the official destination branding of the Czech Republic.

Events in support of congress and incentive tourism resonated in France, where twelve Czech subjects met representatives of 40 French event agencies. Events in Italy within workshops in Rome, Bologna and Milan, or in Poland, were successful as well; they were intended for representatives of the specialized travel agencies program in East Moravia. The Czech

Republic, as a MICE destination, was presented at the largest congress and incentive tourism fair – the “Incentive Works” in Canada, the event was held in August in cooperation with GK Toronto under PROPED.

### Bloggers, Vloggers

The cooperation with bloggers included, among other things, cooperation with the leading French influencer Bruno Maltor / with an annual rating of two million/ or a journey of 15 South Korean bloggers to Mikulov, Lednice-Valtice area, Kroměříž, Brno and Olomouc. Thanks to the project of foreign representation in France, Bruno Maltor settled for half a year in Prague and his articles reached ten million readers. The journey of bloggers to discover the beauties of Moravia generated 180 posts on the Korean blogging platform naver.com, 300 posts on Instagram and two dozens posts on the YouTube channel.

The February trip to Krkonoše (Giant Mountain), organized by the foreign representation in Poland, was intended for youtubers. A series of events was prepared for journalists, which promoted Czech-German cross-border cooperation among others / attended also by representatives of the most widely read daily paper Bild and of the press agency DPA/ or Moravian spa destination /for Slovak journalists/. The new video content was prepared by the foreign representation in the US and focused on bike tourism and active holidays; the potential of golf tourism in the Czech Republic was promoted by the Austrian magazine Extra Golf.



Campaign with Korean bloggers „Discover Moravia“



A promotional graphic for the Czech Republic. The background is a solid red color. At the top, the text "Prague te puede saber a poco." is written in a large, white, sans-serif font. Below this, the text "Descubre la República Checa." is written in a smaller, white, sans-serif font. In the center, there is a white rectangular button with rounded corners and a thin white border, containing the word "RESERVAR" in a bold, black, sans-serif font. At the bottom left, there is a logo for "CZECH AIRLINES" which includes a stylized white bird icon and the text "CZECH AIRLINES" in white. At the bottom right, there is a logo for "CzechRepublic" which includes the text "CzechRepublic" in a white serif font and "Land of Stories" in a smaller white sans-serif font below it.

[illegible]

Le guide di PleinAir

**Czech Republic**  
Land of Stories

Inserito editoriale a PleinAir, n. 536 - Marzo 2017

**REPUBBLICA**  
*In camper*

**8 itinerari • Boemia  
• Praga  
• Moravia**

[www.pleinair.it](http://www.pleinair.it)

Edizioni Plein Air

<b>A</b>	<b>B</b>
<b>C</b>	
<b>D</b>	<b>E</b>

**A** Promotion of South Moravia within the Czech Festival in Japan

**B** YouTube trip from Poland – promotion of a winter holiday in the Czech Republic

**C** Online campaign with Czech Airlines on the eDreams portal

**D** Promotion of South Bohemia in the Extra Golf magazine

**E** Campaign for Active Holidays in the Czech Republic with the Plen Air magazine – e-book distribution



A	
B	C
D	E

- A** Starting flight China Eastern Xi'an – Prague
- B** Conference and workshop Vemex, presentation of 5 Czech regions in New York
- C** Campaign with ÖBB at the main station in Linz
- D** Handover of CzechTourism Awards at the ITB Fair Berlin
- E** Branding on a bus of the tour operator Reiseparadies Kastler





Negotiations within the incoming workshop

## Travel Trade Day

A unique event, organized by CzechTourism, was held in 2017 for the second time. The annual incoming workshop with international buyers – Czech Republic Travel Trade Day – is the largest trade meeting of representatives of foreign travel agencies with Czech tourism service providers. CzechTourism has connected over 70 foreign buyers (tour operators and travel agencies) from a total of 27 countries who came to expand their services and tours to the Czech Republic, with eight dozen Czech entrepreneurs and regional representatives.

A group from Germany, Austria and Poland went to Mladá Boleslav for the Škoda brand and to the Region Liberec for tracking the Czech glass and jewellery.

Purchasers from China have become acquainted with the offer of the spa triangle and the golf resorts in western Bohemia.

The cities of Tabor and Trebon have become the travel destination of our partners from the USA or the United Kingdom.

Representatives of Indian travel agencies visited South Moravia (Mikulov, Brno).

Except for the historical core of Prague, Israeli tour operators also headed for Lipno or for the local products of the Šumava (Bohemian Forest).

12 separate sightseeing tours around the regions of Bohemia and Moravia.

Travel Trade Day started at the end of June with study tours through the Czech and Moravian regions that introduced new products and destinations linked to the main communication topic of the next year, “100 Years of the Czech Republic”. An immediate experience is one of the key factors that will allow the selling offer abroad to include even less-known, new destinations.

After Olomouc, the metropolis of Central Moravia, this year, the main part of the program will be hosted by the West Bohemian city of Pilsen. The Region Pilsen has thus been given the opportunity to present its greatest attractions and news for the next season not only to foreign clients, but also to address Czech entrepreneurs who can include them in their offer and redistribute them.

The two-day program was attended by foreign buyers, representatives of Czech regions, entrepreneurs, as well as directors of foreign representations of CzechTourism, who passed their experience during the full day workshop. The interest in both workshops, prepared in the form of short 12-minute meetings, was enormous also this year, **altogether more than one thousand individual meetings were held.**



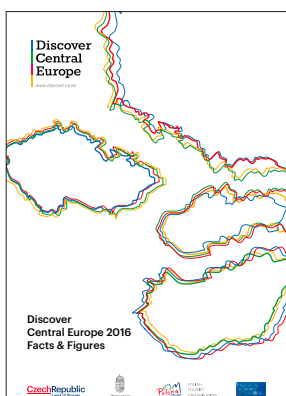


A project of  
international  
cooperation  
of the  
Visegrad  
Four states  
in remote  
markets

## Discover Central Europe 2017

Joint activities of the national tourist headquarters of the Visegrad Four countries (V4) took place from July 1, 2017 under the chairmanship of Hungary, which followed a year-long chairmanship of Poland. Promotion of the Visegrad countries was carried out both within the traditional source markets in the USA, Russia, and China, and within new source territories with increasing arrival potential – in Southeast Asia, Latin America, and in the region of CIS countries.

Discover Central Europe 2016  
Facts & Figures



In total, Visegrad countries realized in 2017, in addition to year-round online promotion, four road shows, four study tours for tour operators and the media with several presentations for the public. Member state profile, overview of V4 project activities and target market statistics are provided by the "Discover Central Europe Facts & Figures 2016" brochure published by CzechTourism in 2017.

In May, the Visegrad countries were presented to the leading North American influencers at the TBEX North America (Travel Blog Exchange) in Alabama. In addition to individual discussions on the possibilities of promoting tourist attractions in the V4 countries, the region also received media attention in a report of the Alabama state television WAFF 48.

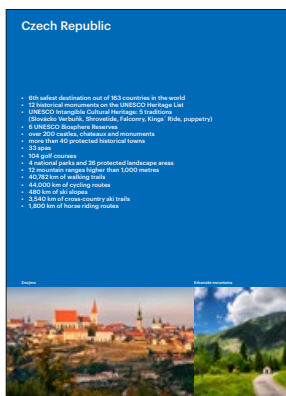
In 2017, CzechTourism continued the successful promotion of the Central European Four in the region of Southeast Asia. Destination presentations and B2B workshops with strong participation of 17 European companies (with a clear predominance of Czech entities) addressed almost 400 buyers from the leisure and MICE segments in Singapore, Malaysia, Indonesia, Thailand and Philippines. The general partner was Turkish Airlines, flying to Europe from all four South Asian destinations, and covering its entire Central European region including Prague, Budapest, Košice and Warsaw. The event was co-organized by the embassies of the Czech Republic in individual territories as one of the projects of the Czech Republic's economic diplomacy. At the end of the year, the V4 countries also had a joint study tour for the media from Philippines, Indonesia and Malaysia, which presented the Advent traditions and Christmas markets.

After one year, the V4 countries also presented in Latin America. The Mexican branch of CzechTourism realized a joint road show "Discover Central Europe LatAm 2017" in November, attended by representatives of the embassies of each country and 10 entrepreneurs from Poland and the Czech Republic. Within the workshops in Bogota, Lima, Santiago de Chile, Rio de Janeiro, Sao Paulo and Buenos Aires talks were held with almost two hundred Latin American buyers; presentations were also attended by local expert media.

A novelty for 2017 was the creation of an electronic learning platform for V4 countries for travel agents in the USA. The on-line education program will allow training of V4 products and news and its participants will be certified as specialists in Central European markets. A similar platform also works in Russia; in addition to deepening knowledge of the region, it is also an effective tool for stimulating sales.

The product is a joint V4 marketing campaign focused on traditional topics - Central European cities, culture and history, UNESCO sites, balneology, spa tourism, health tourism, gastronomy, entertainment and luxury holidays. The V4 countries are also strengthening the promotion of their offer in the segment of congress and incentive tourism.

In total, Central European countries invested almost € 200,000 into the joint campaign in 2017.



Meetings of V4 countries



# Promotion of the Czech Republic in New Markets – India, Israel, the Middle East

**At the beginning of 2017, CzechTourism strengthened its reach on two new strategic markets and concluded a contractual partnership with partners in India and Israel. Local PR agencies operated since February from Mumbai and Tel Aviv within the so-called 2nd level foreign representations. Branches have implemented a portfolio of activities prepared for the Czech Republic to enter the markets and have established cooperation with Czech entrepreneurs and regions.**

To boost the rising trend of arrivals from India, the Bombay branch focused primarily on realizing B2B and PR activities. At the beginning of the year, the Czech Republic presented itself to Indian buyers at SATTE fair in New Delhi. The event was followed by a networking cocktail co-organized by the Embassy of the Czech Republic in Delhi, where the opening of the Indian office of CzechTourism was officially announced to the main business partners.

In the autumn, 7 Czech partners presented their services in India within the B2B road show in Delhi, Bengaluru and Bombay. Successful events with Turkish Airlines as the general partner, was attended by a total of 530 Indian buyers. Highlight of the season was a study tour of four Indian influencers focused on presenting Czech Christmas markets. More than 100 contributions from Prague, Brno and Olomouc in Facebook, Instagram and Twitter generated over 6 million interactions; YouTube video has almost 2.5 million views at the turn of the year. At the end of the year, the CzechTourism branch presented the Czech Republic's destination offer for filmmakers and producers within the framework of the Global Film Tourism Conclave in Mumbai.

In Israel, the CzechTourism branch concentrated not only on well-known and popular tourist destinations in the segments of balneology and medical tourism but also focused on developing new products - especially active holiday in nature and holiday for families with children. This marketing goal is based on the growing popularity and the average length of stay of Israeli tourists in the Czech Republic.

That is why CzechTourism in Israel is paying more attention to the promotion of Czech regions. At the beginning of the year, the Czech Republic launched its presentation at the IMTM fair in Tel Aviv, with a strong presence of 8 Czech entities. In autumn, there was a presentation of product news in the field of active holidays and a B2B workshop with the participation of 4 Czech entrepreneurs. Purchasers from Israel and India were also present at the Czech Republic Travel Trade Day in Pilsen. Tailor-made study trips for these markets presented an offer of active holiday in South Bohemia, historical towns, UNESCO monuments, wineries and gastronomy in Moravia.

The Middle East is another area where CzechTourism has strengthened the promotion of the Czech Republic. In May, a workshop with 25 buyers from Bahrain, Oman, Qatar and Kuwait was held in cooperation with Turkish Airlines, a B2B workshop that followed the study tours for travel agencies and media across the Czech Republic regions. Within the November road show, Czech entrepreneurs presented their services to 325 business partners in Kuwait, Tehran and Dubai. In addition to offering traditional spa treatment, which is well known in the region, CzechTourism focuses on new products and target groups. It is especially the promotion of learning journeys with high quality services, original cultural and entertainment program, outdoor stays or family holiday with children. The presentation of medical and wellness stays and of the Czech Republic's potential for the MICE segment will continue.

**A common feature of these new territories is a long-term favourable departure prediction, above-average spending and potential for the promotion of a wide range product offer across the regions of the Czech Republic.**

Road show Czech Republic – Land of Stories v Indii



B2B workshop in Israel



As far as regions are concerned, Brno and Mikulov received a strong response.

The highest rating was received by organizing events and guiding services.

The overall satisfaction of the journalists and tour operators was very high (98%).

From additional programs visits to the châteaux and gastronomic experiences were very popular.

## Press and Fam Trips

In 2017, the Department of Press and Fam Trips realized 19 group events in cooperation with foreign representations – 4 fam trips, and 15 press trips. At the same time, it participated in some other events for foreign journalists, tour operators, and foreign delegations. We welcomed a total of 165 B2B partners – 87 journalists and 78 tour operators from the whole world.

The main topic of the press trips was Baroque through All Senses; Baroque tourist attractions – cultural and historic treasures, this is what was primarily presented to the journalists. In cooperation with partners in the regions, new itineraries adapted to the specificities of individual foreign markets were compiled. The Baroque topic was accompanied by other tips for spending an active holiday – for a segment of active tourists, a press trip called Baroque Landscape on Bike, presenting the attractiveness of the East Moravia region, was realized.

For tour operators who visited the Czech Republic mainly within the Travel Trade Day program programs were prepared that have already presented destinations associated with the anniversary of the establishment of Czechoslovakia – the main marketing theme of CzechTourism for 2018.

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, the choice of accommodation, the most interesting part of the programme of the press or fam trip.



**rejser**

En 3,5 kilometer lang afmærket sti fører gæsterne rundt til nogle af de mest specielle klipper i naturreservatet Adršpach-Tepličky.

"De elskende" rager næsten 100 meter op over skovbunden.

## Fantasirejse i Bøhmen

**rejser**

I Koko kan man besøge et imponerende barokanlæg, der ligger smukt på en skråning langs Elben.

Den gamle, centrale plads i Hradec Králové er omgivet af smukke bygninger, blandt andet en gotisk katedræl og et bytårn.

Statuerne langs byplassen fortæller de menneskelige dyder og laster.

Det gamle hospital i Koko gemmer på Centraluropas næstældste bevarede apotek med mediciner som hjorte-hjerte og ulvehjerte.

**Tjekket er meget mere end Prag - i Østbøhmen kan man gå på opdagelse blandt særlige klippeformationer og i underjordiske fæstningsanlæg**

**Tjekket**  
Adršpach-Tepličky 10,5 km  
Koko 100 km  
Hradec Králové 100 km  
Koko 100 km  
Hradec Králové 100 km  
Koko 100 km  
Hradec Králové 100 km





# Department of Finances and Facility Management

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



**Jan Špilar**  
Department Director

**“In 2017, we started preparation for the implementation of GDPR and electronic filing services, all of the inventory of the company was remarked. We have got involved in publishing an overview of invoices, contracts and orders in the open data catalogue. The basic activity of the department was to ensure the day-to-day operation of the organization from order and contract records up to the realization of procurement and selection procedures, personnel and wage agenda and financial statements and warehouse records.”**

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.

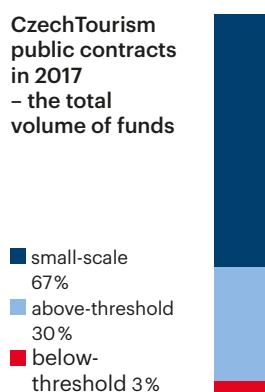
**Department activities:**

- 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 2017, CzechTourism commissioned 118 public contracts at a total value of CZK 118,855,878 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 118 public contracts, 112 were small-scale public contracts, one was a below-threshold public contract and 5 were above-threshold public contracts.



## Financial Department and Foreign Office Administration

Financial department provides background for all creative activities of the organization, it is a supportive and indispensable part of the agency. In 2017, we managed to maintain a high standard of services, both for external users and, in cooperation with the technical administration, for internal users.

# Commentary on Financial Management

The Czech Tourism Authority – CzechTourism is a state-founded organization established by the Ministry for Regional Development, from whose budget it is also predominantly funded. Other funds are gained through their own activities or, possibly, from other budget chapters. The budget is always approved for one year and is balanced.

---

## Revenues for 2017 Total revenues amount to CZK 446,693,103.98

The largest part of its proceeds consists of a subsidy from the founder of CZK 350,699,898.00 as a contribution to the operation and of CZK 89,011,694.08 for the financing of programs and events. Additional subsidies were received from the Karlovy Vary Region and the City of Karlovy Vary for organizing the Tourfilm event, a total of CZK 560,000.00 and a subsidy from the European Commission for organizing the EDEN competition, CZK 676,155.45.

Its own activity has also a proceeds share as co-organizing fees, participation on road show, workshops or fairs are invoiced. In total, these proceeds amounted to CZK 5,501,860.06 in 2017.

Other proceeds are of an operating nature, such as exchange differences, insurance indemnities, contractual penalties and other purely accounting matters.

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## Costs for 2017 Total costs amount to CZK 464,795,004.51

CzechTourism has one building, which is used in Prague, an information centre in the Old Town Square and 19 foreign representations in the world. This is associated with a number of operating costs providing an appropriate background for marketing activity. The operating costs of the organization include, for example, energy consumption (electricity, gas, water) of CZK 1,714,427.64, repairs of equipment and assets in the amount of CZK 1,909,966.36, building security CZK 1,152,625.98, cleaning and garbage collection 1,322,463.54 CZK, postage 616,728.69 or telecommunication services of CZK 2,037,542.40. Another significant cost item is the depreciation of long-term assets of CZK 7,261,147.00 or the purchase of small assets of CZK 2,197,766.29.

Marketing costs include promotional printed matter and items at CZK 11,445,102.57, travel expenses for promotions of CZK 9,229,580.14, representation expenses of CZK 8,734,366.47 and costs of the campaigns, workshops and trade fairs of CZK 205,967,216.02.

An unexpected cost was the penalty imposed by the Tax Authority for the OPLZZ project realized in the years 2012-2015 in the amount of CZK 19,311,707.00.

---

## Net Income Income from operations for 2017 is a loss of CZK -18,101,900.53

Net income for 2017 is a loss of CZK -18,101,900.53. This loss was due to the unexpected imposition of a penalty for the OPLZZ project co-financed from European subsidies and realized in the years 2012–2015. All legal remedies will be applied against this sanction.

# Balance Sheet as of 31 December 2017

(In CZK, with accuracy to two decimal places)

Item number	Item name	Synthetic account	Accounting Period			
			Current			Past
			Gross	Correction	Net	
ASSETS			339,796,611.62	128,931,696.50	210,864,915.12	185,837,538.30
A.	Fixed assets		186,142,061.17	128,792,855.66	57,349,205.51	61,062,818.20
A.I.	Intangible fixed assets		28,032,623.63	16,697,740.93	11,334,882.70	11,327,176.08
A.I.1.	Intangible Outputs of Research and Development	012	0.00	0.00	0.00	0.00
A.I.2.	Software	013	4,988,587.39	2,536,420.47	2,452,166.92	22,733.00
A.I.3.	Charges Assessable in Monetary Terms	014	16,034,609.58	7,271,268.00	8,763,341.58	8,269,323.91
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	6,890,052.46	6,890,052.46	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	119,374.20	0.00	119,374.20	3,035,119.17
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		158,109,437.54	112,095,114.73	46,014,322.81	49,735,642.12
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	62,024,412.47	44,354,083.19	47,970,955.19
A.II.4.	Separate Tangible Movables and Sets of Tangible Movables	022	26,900,097.20	25,413,107.58	1,486,989.62	1,564,436.93
A.II.5.	Perennial Crops	025	0.00	0.00	0.00	0.00
A.II.6.	Small Tangible Fixed Assets	028	24,657,594.68	24,657,594.68	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	0.00	0.00	0.00	27,000.00
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		153,654,550.45	138,840.84	153,515,709.61	124,774,720.10
B.I.	Stocks		11,092,519.83	0.00	11,092,519.83	9,501,551.18
B.I.1.	Material Acquisition	111	0.00	0.00	0.00	0.00
B.I.2.	Material in Stock	112	9,701,354.38	0.00	9,701,354.38	9,472,853.14
B.I.3.	Material in Transit	119	1,391,165.45	0.00	1,391,165.45	28,698.04
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		42,850,290.31	138,840.84	42,711,449.47	27,536,276.37

Item number	Item name	Synthetic account	Accounting Period			
			Current			Past
			Gross	Correction	Net	
B.II.1.	Purchasers	311	1,482,987.30	138,840.84	1,344,146.46	1,407,839.32
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	6,213,516.15	0.00	6,213,516.15	6,645,705.32
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	3,923,502.55	0.00	3,923,502.55	5,786,737.45
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	53,114.00	0.00	53,114.00	4,130.00
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	31,177,170.31	0.00	31,177,170.31	12,646,040.78
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	0.00
B.II.33.	Other Short-term Receivables	377	0.00	0.00	0.00	1,045,823.50
B.III.	Short-term Financial Assets		99,711,740.31	0.00	99,711,740.31	87,736,892.55
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	98,432,181.53	0.00	98,432,181.53	86,902,159.74
B.III.10.	CSNF Current Account	243	624,098.26	0.00	624,098.26	105,186.38
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	111,703.51	0.00	111,703.51	101,164.30
B.III.16.	Cash in Transit	262	0.00	0.00	0.00	0.00
B.III.17.	Cash-on-hand	261	543,757.01	0.00	543,757.01	628,382.13

Item number	Item name	Synthetic account	Accounting Period	
			Current	Past
<b>LIABILITIES</b>	<b>TOTAL LIABILITIES</b>		<b>210,864,915.12</b>	<b>185,837,538.30</b>
C.	Equity		138,881,129.81	154,101,701.50
C.I.	Accounting Entity Assets and Collective Allowances		59,219,567.73	59,637,369.94
C.I.1.	Accounting Entity Assets	401	50,297,809.62	49,277,327.83
C.I.2.	Privatisation Fund	402	0.00	0.00
C.I.3.	Transfers for Acquisition of Fixed Assets	403	6,656,717.91	8,068,001.91
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	0.00	27,000.00
C.I.7.	Corrections to Previous Accounting Periods	408	2,606,345.80	2,606,345.80
C.II.	Accounting Entity Funds		97,763,462.61	68,269,654.24
C.II.1.	Bonus Fund	411	1,808,354.94	78,354.94
C.II.2.	Cultural and Social Needs Fund	412	567,678.10	224,686.26
C.II.3.	Reserve Fund Made Up of Improved Net Income	413	63,790,646.86	45,944,638.86
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	30,439,221.12	20,864,412.59
C.II.6.	Other Funds	419	0.00	0.00
C.III.	Net Income		-18,101,900.53	26,194,677.32
C.III.1.	Net Income for the Current Financial Year		-18,101,900.53	26,194,677.32
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		71,983,785.31	31,735,836.80
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		71,983,785.31	31,735,836.80
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	14,253,906.74	5,472,194.00
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	3,284,526.00	2,129,585.00
D.III.12.	Social Security	336	1,399,778.00	858,129.00
D.III.13.	Health Insurance	337	596,280.00	367,942.00

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	0.00
D.III.16.	Other Taxes, Fees, and Other Similar Financial Performance	342	740,097.00	387,144.00
D.III.17.	Value Added Tax	343	1,375,359.20	1,119,034.00
D.III.18.	Liabilities to Entities Other than Selected Government Institutions	345	36,634,033.00	18,323,450.00
D.III.19.	Liabilities to Selected Central Government Institutions	347	0.00	0.00
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	505,570.00	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	8,568,517.33	0.00
D.III.36.	Accrued Revenue	384	0.00	361,899.17
D.III.37.	Contingent Liabilities	389	4,448,118.04	2,716,459.58
D.III.38.	Other Short-term Liabilities	378	177,600.00	0.05

# Statement of Profit and Loss as of 31 December 2017

(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
<b>A.</b>	<b>TOTAL COSTS</b>		<b>464,795,004.51</b>	<b>0.00</b>	<b>420,658,667.33</b>	<b>0.00</b>
A.I.	Costs of Activity		462,529,683.47	0.00	417,886,118.54	0.00
A.I.1.	Material Consumption	501	13,921,347.07	0.00	17,780,600.54	0.00
A.I.2.	Energy Consumption	502	1,714,427.64	0.00	2,052,115.60	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	1,909,966.36	0.00	1,761,833.13	0.00
A.I.9.	Travel Costs	512	9,229,580.14	0.00	6,753,721.00	0.00
A.I.10.	Representation Costs	513	8,734,366.47	0.00	8,739,307.22	0.00
A.I.11.	Capitalisation of Internal Services	516	0.00	0.00	0.00	0.00
A.I.12.	Other Services	518	332,215,688.45	0.00	325,546,627.10	0.00
A.I.13.	Labour Costs	521	37,409,946.00	0.00	29,702,624.00	0.00
A.I.14.	Statutory Social Security	524	12,482,080.00	0.00	9,882,731.00	0.00
A.I.15.	Other Social Security	525	133,532.00	0.00	129,574.00	0.00
A.I.16.	Statutory Social Costs	527	694,836.12	0.00	392,316.28	0.00
A.I.17.	Other Social Costs	528	538,012.00	0.00	439,774.00	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	760,090.11	0.00	350,733.60	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	168,819.45	0.00	0.00	0.00
A.I.23.	Other Fines and Penalties	542	19,367,319.00	0.00	-7,585,572.00	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	0.00	0.00
A.I.27.	Creation of Funds	548	2,552.84	0.00	35,790.87	0.00
A.I.28.	Depreciation of Fixed Assets	551	7,261,147.00	0.00	6,280,476.00	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	27,000.00	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	-1,361,089.05	0.00	181,966.03	0.00
A.I.34.	Costs of Assets Disposal	557	1,944,758.81	0.00	0.00	0.00
A.I.35.	Costs of Small Fixed Assets	558	3,611,761.85	0.00	1,462,645.41	0.00
A.I.36.	Other Costs of Activities	549	11,747,685.21	0.00	13,962,998.76	0.00
A.II.	Financial Costs		2,315,321.04	0.00	2,779,548.79	0.00
A.II.1.	Securities and Shares Sold	561	0.00	0.00	0.00	0.00
A.II.2.	Interest	562	0.00	0.00	432,549.00	0.00
A.II.3.	Foreign Exchange Losses	563	2,315,321.04	0.00	2,346,999.79	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		-50,000.00	0.00	-7,000.00	0.00
A.V.1.	Income Tax	591	0.00	0.00	50,000.00	0.00
A.V.2.	Additional Income Tax Payments	595	-50,000.00	0.00	-57,000.00	0.00

Item number	Item name	Synthetic account	Accounting Period			
			Current		Past	
			Main Activity	Economic activity	Main Activity	Economic activity
<b>B.</b>	<b>TOTAL REVENUES</b>		<b>446,693,103.98</b>	<b>0.00</b>	<b>446,853,344.65</b>	<b>0.00</b>
B.I.	Revenue from Activities		5,483,519.40	0.00	19,558,938.24	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	5,501,860.06	0.00	6,252,512.19	0.00
B.I.3.	Revenue from Letting	603	0.00	0.00	0.00	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	-991,199.22	0.00	0.00	0.00
B.I.10.	Other Fines and Penalties	642	100.00	0.00	200.00	0.00
B.I.11.	Revenues from Assets Disposal	643	20,000.00	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	0.00	0.00	27,500.00	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	70,000.00	0.00	13,207,628.49	0.00
B.I.17.	Other Revenue from Activities	649	882,758.56	0.00	71,097.56	0.00
B.II.	Financial Revenue		261,837.05	0.00	577,784.61	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	2,457.97	0.00	5,170.91	0.00
B.II.3.	Exchange Rate Profit	663	232,379.08	0.00	572,613.70	0.00
B.II.4.	Revenue from Measurement to Fair Value	664	27,000.00	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		440,947,747.53	0.00	426,716,621.80	0.00
B.IV.1.	Revenue of Selected Central Government Institutions from Transfers	671	440,947,747.53	0.00	426,716,621.80	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
<b>C.</b>	<b>NET INCOME</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
C.1.	Net Income Before Tax		-18,151,900.53	0.00	26,187,677.32	0.00
C.2.	Net Income for the Current Financial Year		-18,101,900.53	0.00	26,194,677.32	0.00







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