

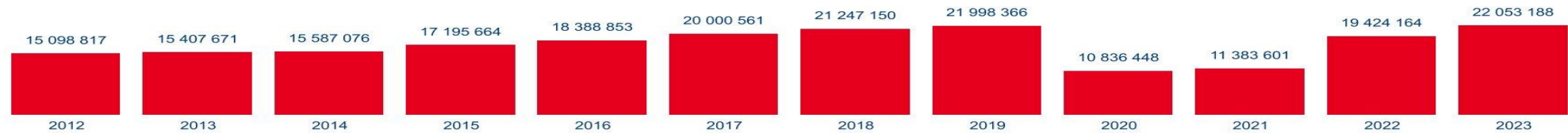
František Reismüller - Director of Czech Tourist Authority – CzechTourism

Czechia Travel Trade Day 2024 Hradec Králové

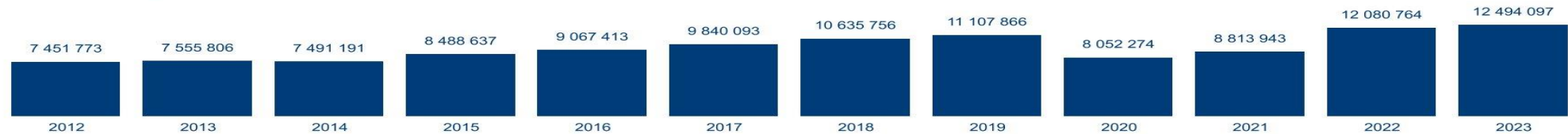
Number of Arrivals to Collective Accommodation Establishments in Czechia in 2012 – 2023

Tourism is gaining momentum – Czechia reached pre-covid numbers last year

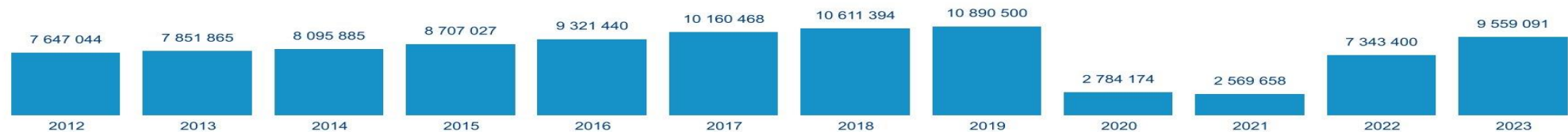
Number of Arrivals in 2012 - 2023



Number of Arrivals by Domestic Tourists in 2012 - 2023



Number of Arrivals by Foreign Tourists in 2012 - 2023



Note: According to the CZSO, data for the previous period are revised in May of the following year. Data released for 2023 will be revised in May 2024.

Average spending by tourists in Czechia in 2023 per person/day in EUR

(1 EUR = 25,15 CZK)



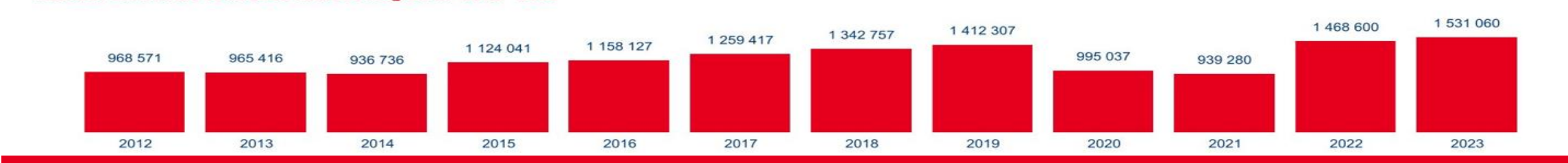
	TOTAL	DURING THE VISIT	PRIOR THE VISIT
AVERAGE SPEND	75.08	46.28	41.32
DOMESTIC	36.71	36.71	
INCOMING	91.73	50.41	41.32

Arrivals to Collective Accommodation Establishments in the Hradec Králové Region 2023



	NUMBER OF ARRIVALS	DEVELOPMENT 2023/2019	NUMBER OF OVERNIGHT STAYS	DEVELOPMENT 2023/2019	AVERAGE LENGTH OF STAY
HRADEC KRÁLOVÉ REGION (DOMESTIC TOURISTS)	1 234 088	+12.45 %	3 751 517	+8.67 %	4.04
HRADEC KRÁLOVÉ REGION (FOREIGN TOURISTS)	296 972	-5.67 %	881 572	-13.93 %	3.97

Number of Arrivals to Hradec Králové Region in 2012 - 2023



Tourist Profile in the Hradec Králové Region 2023

Come for recreation
(8.82% of domestic and
5.48% of foreign tourists)

**Most frequent activities
during the stay:**

Domestic tourists

- Hiking – 38.26%
- Natural monuments – 33.97%
- Visiting relatives or friends – 24.79%

Foreign tourists

- Natural monuments – 36.47%
- Visiting relatives or friends – 28.64%
- Cultural monuments – 25.28%

**Average spending
during the stay:**

Domestic tourists:
42.81 EUR

Foreign tourists:
73.78 EUR

Note: CNB exchange rate from 26 April 2024 - EUR = CZK 25.155

MICE Tourism



- Plays an important role in tourism
- Fills capacity in the off-season
- A congress tourist spends at least 2.5 times more than a regular tourist, spreads the good name of the destination abroad and also often returns after a business trip for a leisure stay

MICE TOURISM IN HRADEC KRÁLOVÉ REGION

- conference capacity of the region 42 787 persons
- 103 unique spaces with a capacity of 50+ people
- 54 973 beds in 3*- 4* hotels

Wide range of incentive activities for groups.

Hradec Králové Region Convention Bureau is an active member of the Czech Convention Bureau.

Czechia Travel Trade Day

Held since 2016 with a break in the covid years 2020 and 2021



Every year a different region

- Brno
- Karlovy Vary
- České Budějovice
- Liberec
- Plzeň
- Olomouc
- Hradec Králové

Main objectives

- To contribute to the development of business activities of Czech entrepreneurs
- Promote the diverse tourist offer of Czechia

Program

- Sightseeing trips
- B2B workshops for buyers from all over the world
- Support for direct cooperation of Czech entrepreneurs, regions and partners with directors of individual foreign representative offices in the form of
 - introducing new products and their possibilities for foreign markets
 - mutual synergies in the tourism business

Czechia Travel Trade Day

Hradec Králové 29 - 30 April 2024 in
a Nutshell:

77 foreign companies from 30 countries

100 representatives of Czech incoming agencies, hotels,
destination management and other tourism service providers

13 foreign journalists

2 days full of B2B meetings (possibility to arrange up to 2 000
individual meetings)

3 days of study tours in the region

1 press conference



Study Tours for International Buyers & Journalists

26 – 28 April 2024

Program 1

- Náchod
- Adršpach Rocks
- Broumov Monastery
- Hospital Kuks
- Hradec Králové city tour



Program 2

- Eagle Mountains and Foothills
 - Vamberk
 - Chateaux on the River Orlice
- Hradec Králové city tour



Program 3

- Krkonoše Mountains
 - Pec pod Sněžkou
 - Janské Lázně
 - Špindlerův Mlýn
- Hradec Králové city tour



Program 4

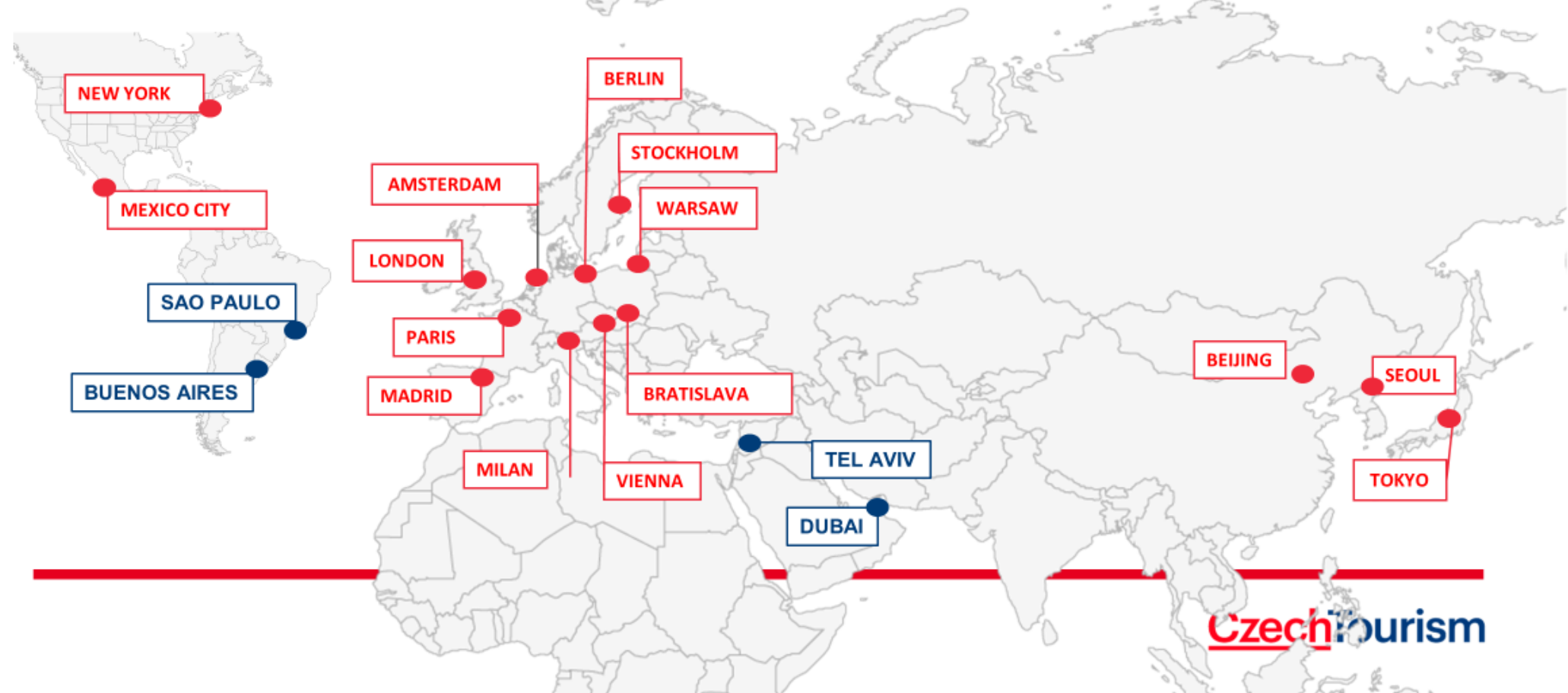
- Czech Paradise
 - Jičín
 - Prachov Rocks
 - Dětenice
 - Lázně Bělohrad
- Hradec Králové city tour



CzechTourism Network of Foreign Representations 2023

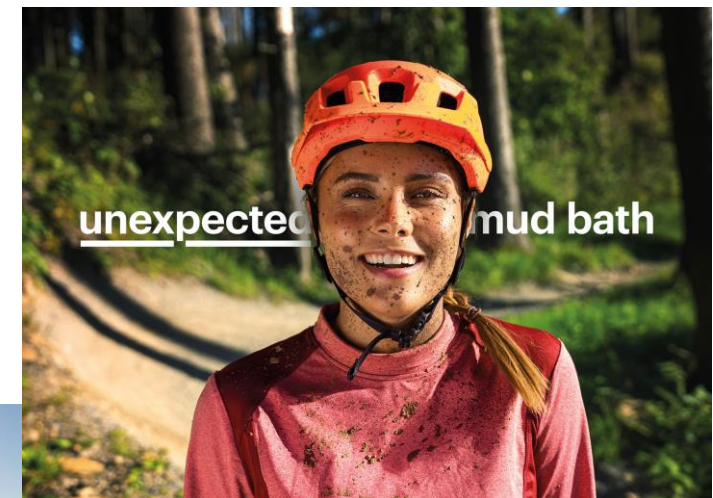
● 15 Foreign Representations

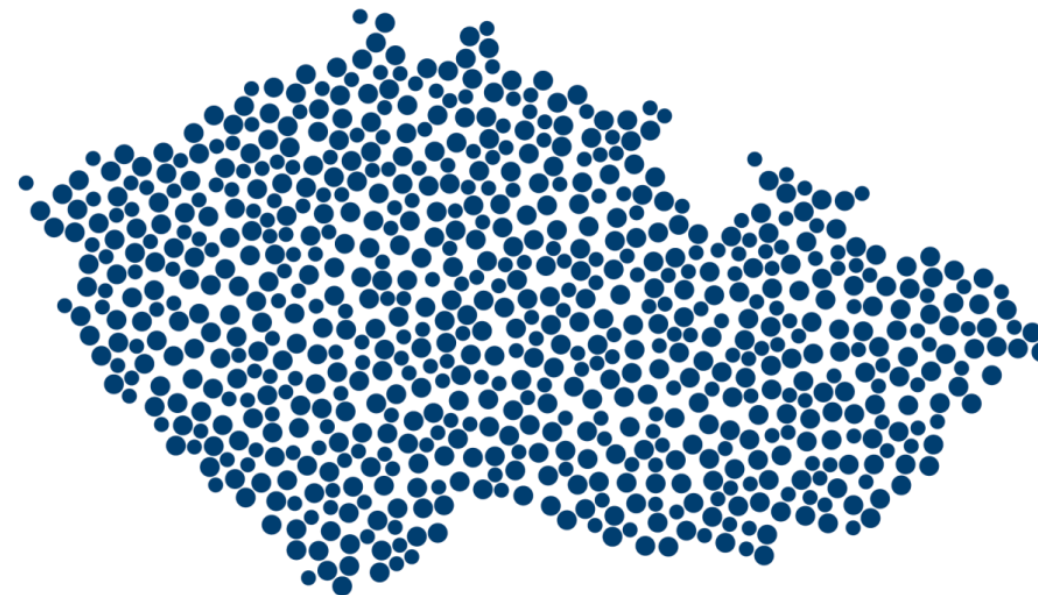
● 4 Foreign Representations of 2nd degree



New Communication Concept 2024-25 – Unexpected Wellbeing

- Continuing the concept of "unexpected"
- In the years 2024-25 we communicate active holiday in Czechia in the product mix:
 - Cycle routes (cultural, river and long-distance routes)
 - MTB (trails, technical riding, bikepacking)
 - Hiking (marked trails and thematic hiking)
 - Therapeutic spas
 - Wellness
 - Downhill and cross-country skiing + other winter activities
 - Ferrata and sandstone climbing
 - Water sports
 - Golf
- Budget for the main global online campaign for 2024: 1,351,620 EUR (incl. VAT)





Thank you for the Attention!