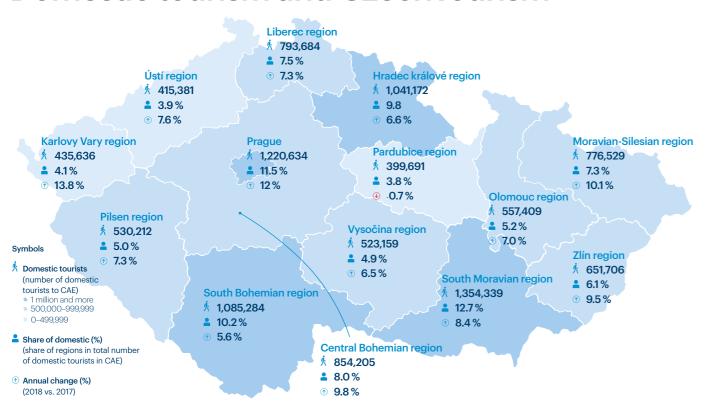
Domestic tourism and CzechTourism



Tourist attractions and PR

Tourist attractions

	Name of tourist attraction	Number of visitors (thous.)
1	Prague Castle	2,377.6
2	Petřín Funicular	2,066.0
3	Prague Zoo	1,445.1
4	AquaPalace Praha	835.9
5	Aqualand Moravia	721.0
6	Petřín Lookout Tower	713.6
7	Old Jewish Cemetery (Pinkas Sanagogue)	675.0
8	Zlín Zoo	630.3
9	Dvůr Králové Zoo	518.4
10	Zoo Ostrava	507.0
	Name of associated tourist attraction	Number of visitors (thous.)
1	Dolní Vítkovice and Landek Park	1,557.8
2	Plzeňský Prazdroj	762.1
3	Jewish Museum in Prague	716.6

3,098 articles about CzechTourism

AVE 2,268,514 \$ in domestic media

Top theme: Tourfilm

TOP Czech visited tourist attractions CzechTourism supports TBEX Europe 2018

Top spokesperson: Monika Palatková, Renata Kasalová, Soňa Machová

Top media: Vltava Labe Media, Mafra, CzechTrade









Content

Editions and Photo gallery

Overall 30 titles in 13 language mutations, 9 new titles in 7 language mutations, 11 new language versions of original titles and supervision of 8 new publications and regular reeditions. Selection of new publications:

Destination Manual 2019

Guide 2019: Cities, Gateways to Regions

UNESCO Treasures

Jewish Heritage

Czech Music Guide

Active Holiday

Czech Mountains

Outdoor Map

1st place in competition TURISTPROPAG in category Tourist information 2018 - PR materials - Destination Manual



1st place in competition TURISTPROPAG in category Tourist information - Wall, desktop, and pocket calendars

- Czech Century

Fénix Content Marketing - shortlisted (Destination Manual)



Photo gallery

More than 1,500 photos

- Expansion of the photo gallery portfolio: main topics: Cities, Gateways to Regions; Advent and Christmas themes; Women's holiday; Valentine's Day
- More than 200 new photos were taken in the print quality with the most extensive rights of use.

Compiled by Institut turismu, institut@czechtourism.cz



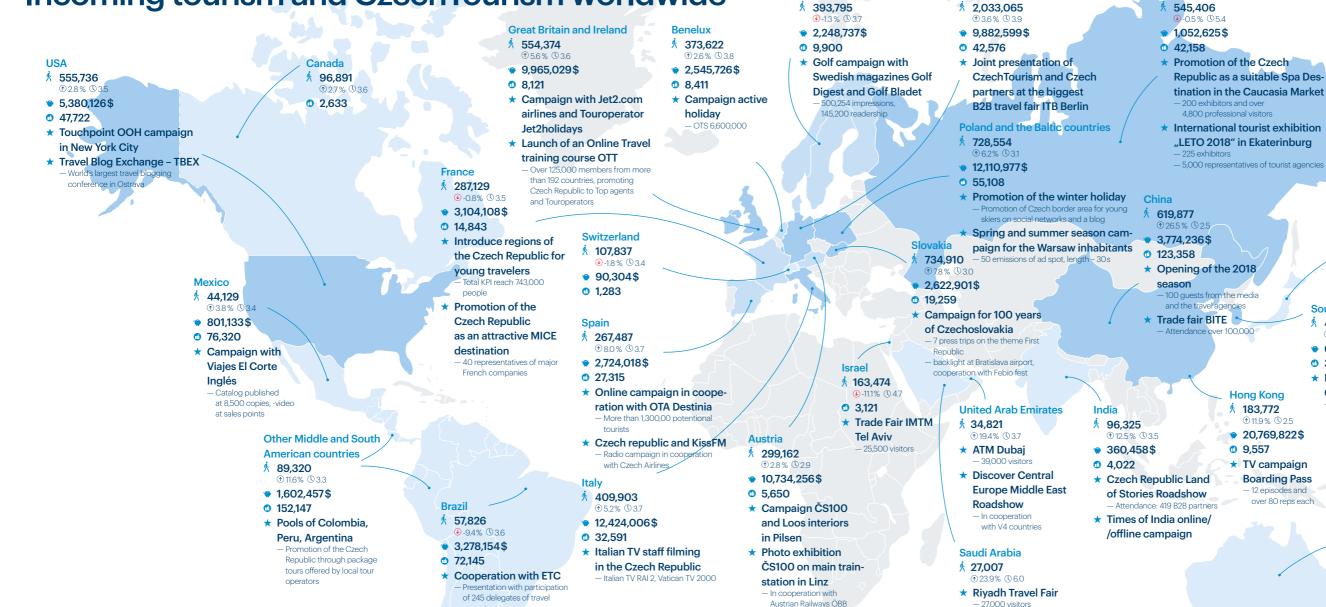
Fact Sheet

2018

- **AVE 151.1 mln. USD** arget 2018: 146.6 mln. USD
- 19.6 mln. visits on CzechTourism websites target 2018: 16.5 mln
- **Tourism revenue** 7.4 bln. USD target 2018: 7.3 bln. USD



Incoming tourism and CzechTourism worldwide



On-line

kudyznudy.cz



- 1 +19 % compared to 2016
- 3.45 pages per visit
- 5.45 pages per visit
- 3:00 average length of visit
- 455,915 likes on FB
 +7% compared to 2017

(425,036)

- ① +13% compared to 2016 (403,000)
- 3,500 followers on Instagram

more than 500 thousand people reached



Czech and Slovak century

1,670,733 visits

1.48 pages per visit0:42 average length of visit

1918 100 2018 CZECH AND SLOVAK CENTURY

czechtourism.com

2.329.027 visits

1.61 pages per visit 2:03 average length of visit



Social media

Social media - Incoming











① +8% compared to 2016 (834,636)



MICE and Trade Fairs

Trade Fairs

 72 international trade fairs and 2 trade fairs in Czech Republic with official exhibition,

1,700,000 visitors reached

Convention venues

ranking	city/country	no. of congress	categor
8.	Prague	154	citie
23.	Czech Republic	187	countrie

Events

Scandinavia

Germany

	Všesokolský slet	Prague spring	Castles o	
Financial event impact on tourism:	3,4 M \$	1,6 M \$	0,8 M \$	
Macroeconomic event impacts:				
Event consumption	5,4 M \$	5,4 M \$	1,1 M \$	
Event receipts (multiplied)	10,8 M \$	10,8 M\$	2,2 M \$	
Total income for public budget by multiplication	2,2 M \$	2,2 M \$	0,5 M \$	
Number of generated jobs	135	128	26	
Irreplaceable income (government revenue from the event)	0,5 M \$	1,7 M \$	0,08 M \$	

Events (going beyond the meaning of borders)

- Karlovy Vary International Film Festival
- Colours of Ostrava
- Smetanova Litomyšl
- Golden Spike Ostrava
- Beach Voleyball World tour
- Rock for People











Actions

Actions

TBEX Ostrava

- the largest international gathering of internet content

Australia

½ 86,057

0 2,165

- 500 participants from 43 worldwide countries

Key for arrivals

Number of incoming foreign tourists

400,000 and more

150,000-399,999

Average period of stay

equivalent advertising space, value of advertising space (in \$)

Top selected campaigns at foreign offices

Japan

129,591

23,260

• 11,101,842\$

* Launch of Good

- 50 influencers v

chosen

Will Ambassador

Program in Japan

① Annual change (%)

(2018 vs. 2017

Social media fans

South Korea

½ 416,243

10.2% **1**2.6

6,177,055\$

★ Publication of Czech

Coupons Book II

32,087

★ Tourists

- more than 100 influencers attended 16 fam trips throughout the Czech Republic
- the estimated direct consumption of foreign participants in the Czech Republic was 845,722 \$

Travel Trade Day

- Incoming B2B workshop, 21.–22.5.2018, Liberec
- more than 81 worldwide trade representatives $\,$

Tourism Forum

- anniversary conference of the CzechTourism agency, 21.–22.11.2018
- more than 150 tourism professionals

Press/Fam/Insta trips

225 press trips, 64 fam trips, 12 instatrips, 8 TV crews in tourism more than 2,000 foreign guests