



New Media in Destination Marketing: *CzechTourism USA Case Study*

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**U.S. is the 5th largest inbound market
Canada is one of the fastest growing ones**

Destinations visited - Czech Republic ranked 11th

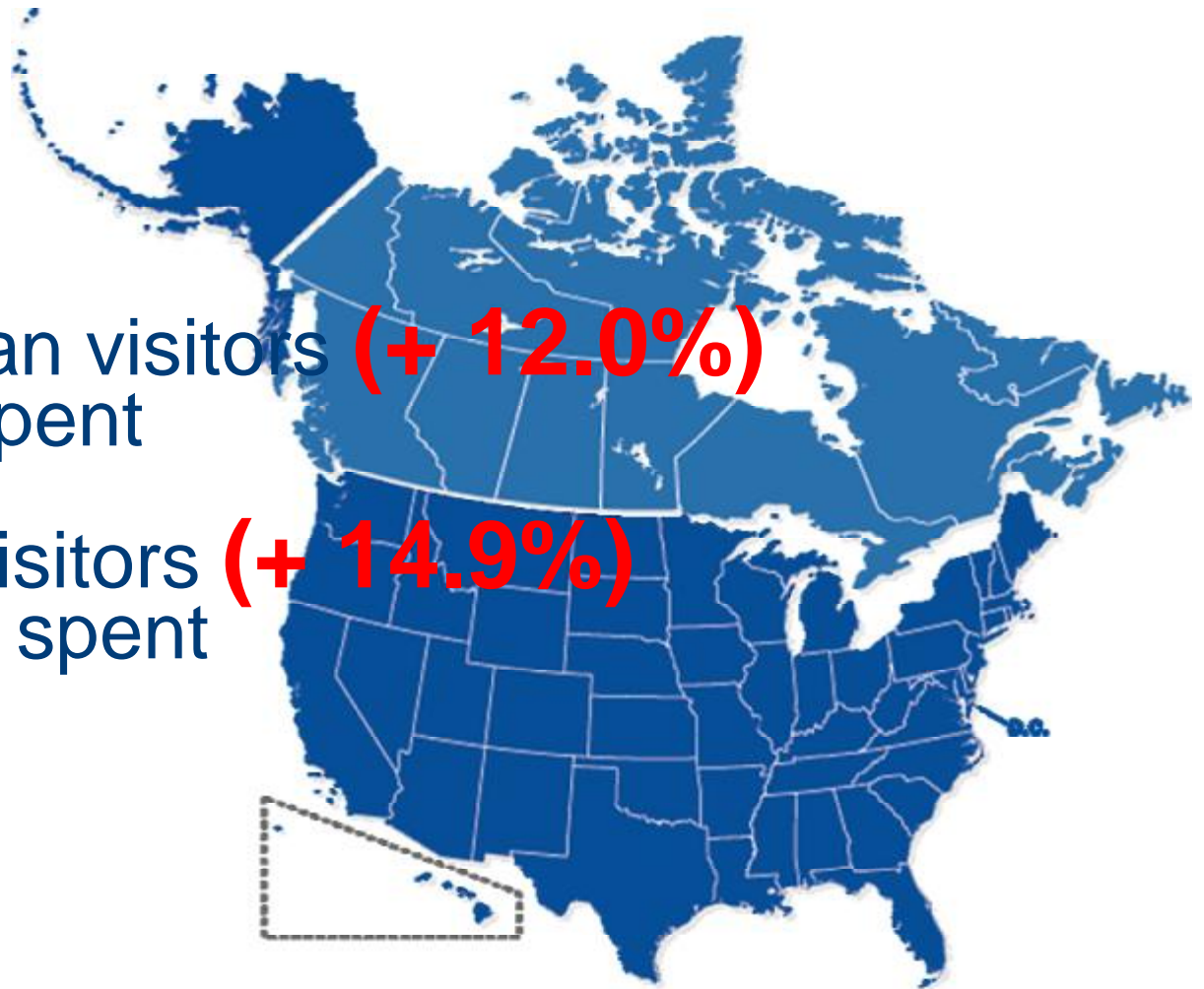
Visitation to Destinations ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
EUROPE	100.0	10,039	100.0	10,804
United Kingdom	26.3	2,640	26.1	2,820
France	19.9	1,998	19.5	2,107
Italy	18.0	1,807	17.7	1,912
Germany	17.2	1,727	17.3	1,869
Spain	10.5	1,054	10.7	1,156
Ireland	7.1	713	6.5	702
Netherlands	6.4	643	6.4	691
Switzerland	5.0	502	5.1	551
Austria	4.3	432	4.4	475
Greece	3.9	392	3.9	421
Czech Republic	**	**	3.2	346
Hungary	**	**	3.1	335
Russia	**	**	1.9	205
Poland	2.1	211	**	**

source: U.S. Department of Commerce, International Trade Administration

U.S. & Canadian overnight visitors in the Czech Republic in 2015

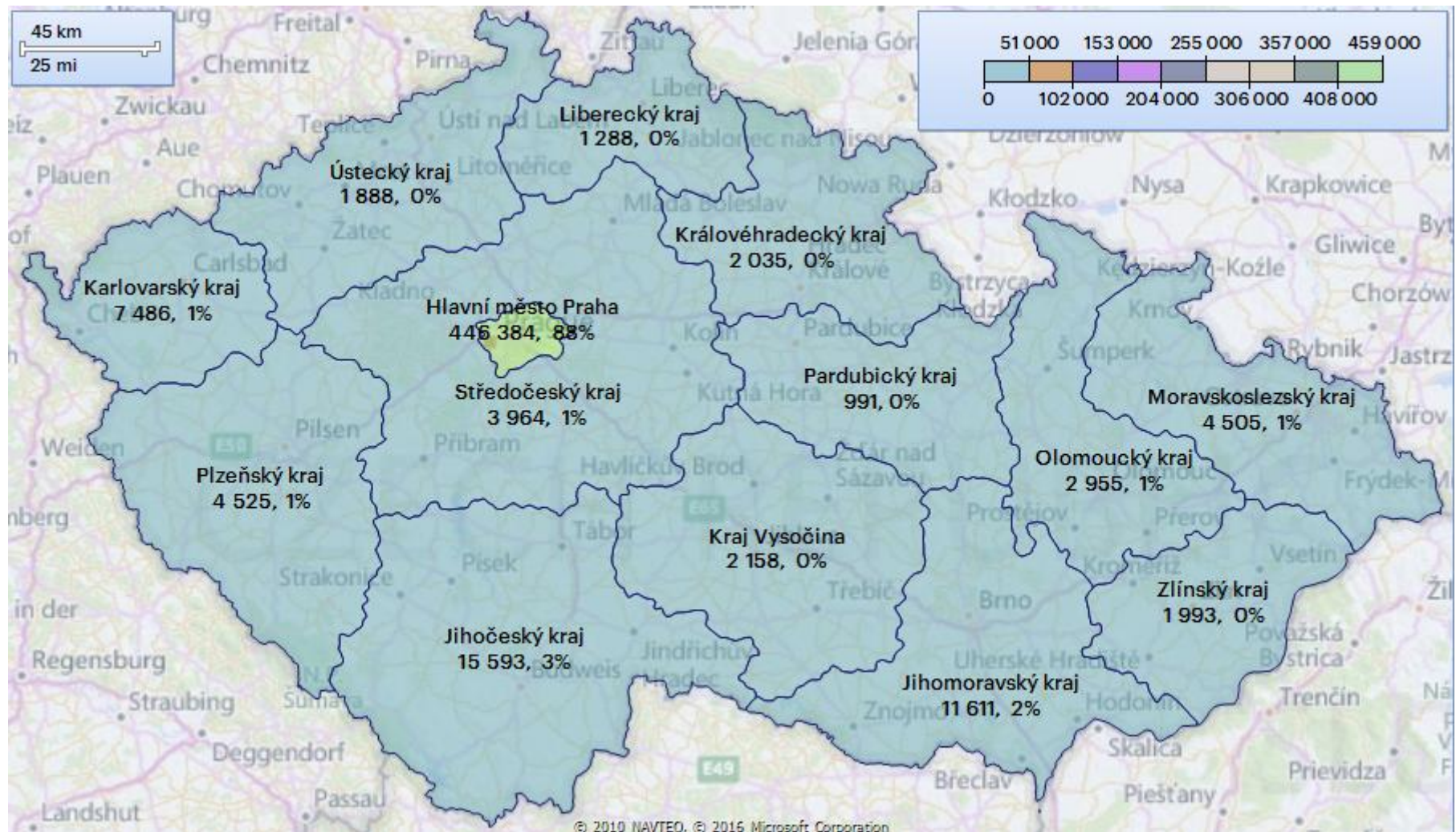
86,937 Canadian visitors **(+ 12.0%)**
230,207 nights spent

507,376 U.S. visitors **(+ 14.9%)**
1,259,658 nights spent



source: Czech Statistical Office

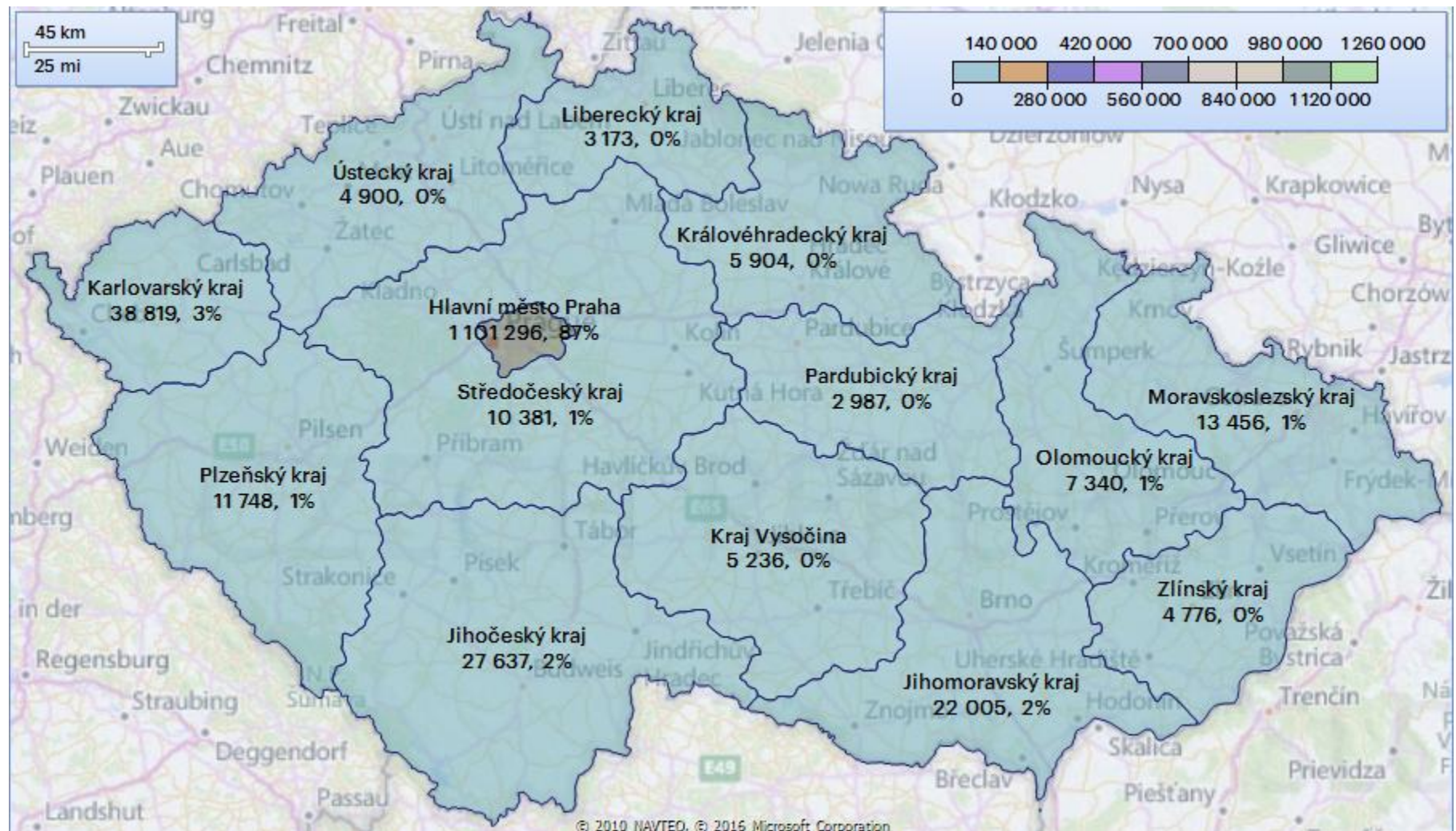
U.S. visitors in Czech regions



source: Czech Statistical Office

CzechTourism

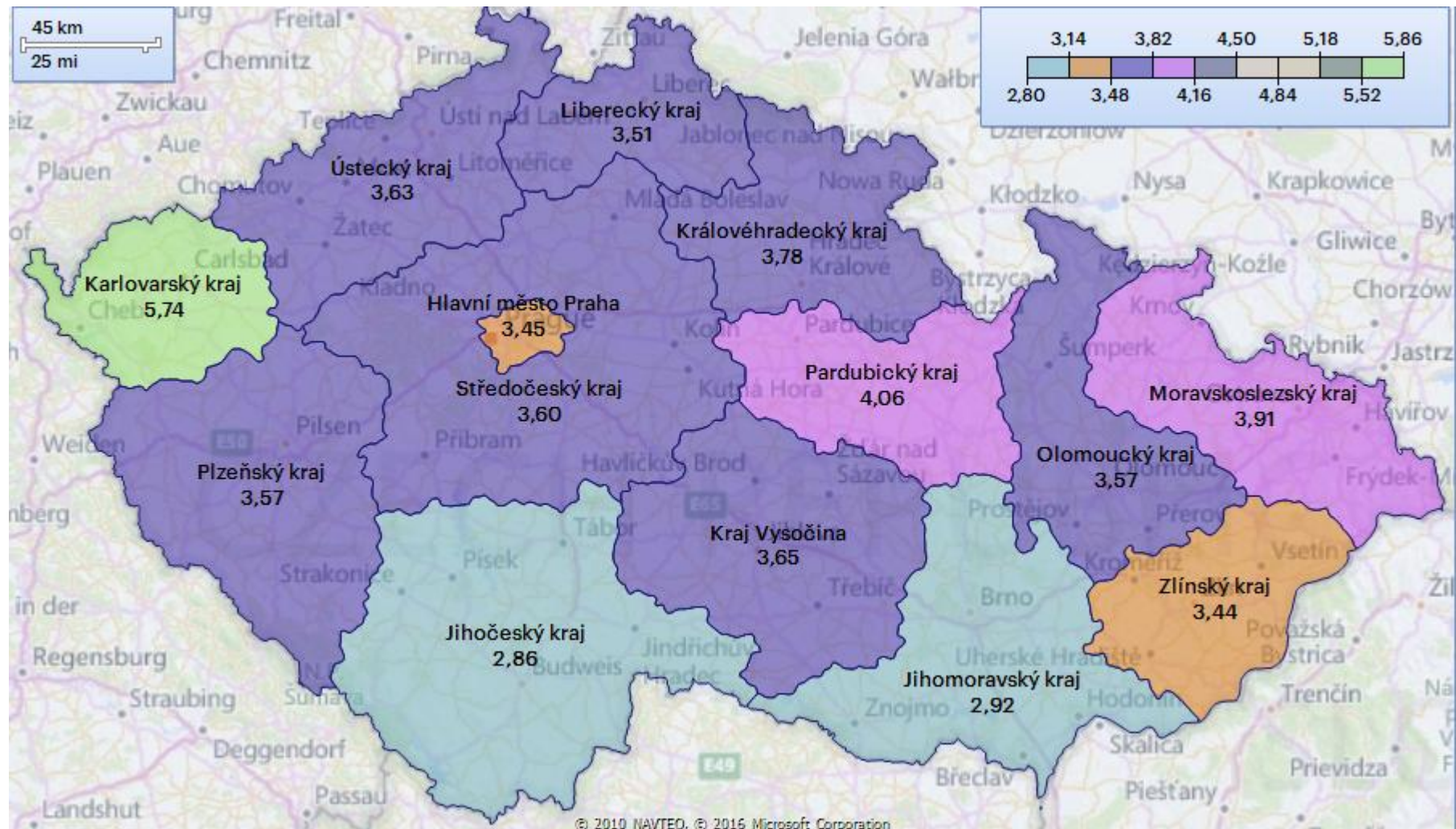
Nights spent in Czech regions



source: Czech Statistical Office

CzechTourism

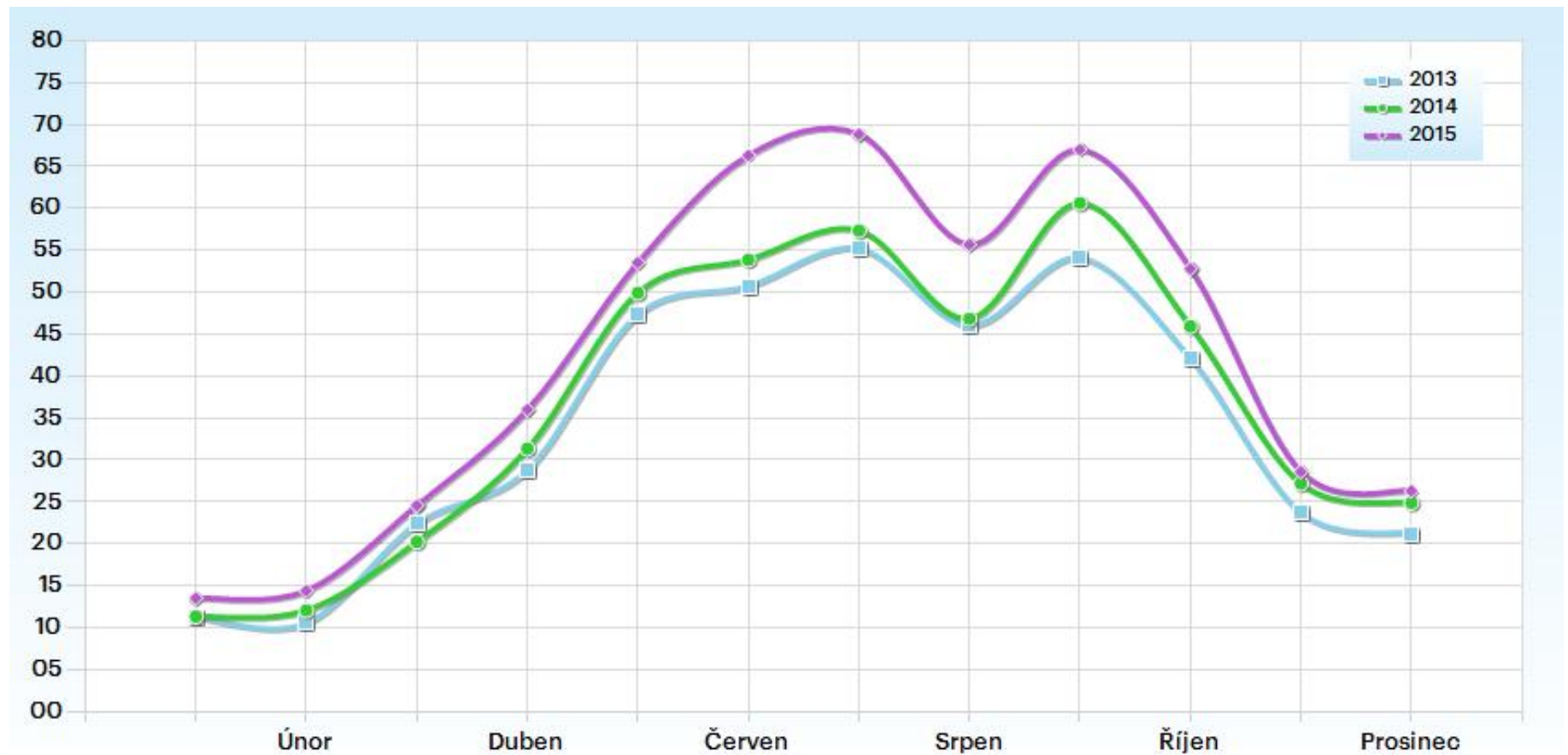
Average length of stay in Czech regions



source: Czech Statistical Office

CzechTourism

Monthly data on U.S. visitors in the Czech Republic



source: Czech Statistical Office

Luxury & high-end travelers

Out of **507,376** U.S. visitors in 2015,
42% stayed in a **5-star hotel**

Year/Country	USA	Canada
2012	155,737	19,725
2013	173,658	20,490
2014	188,558	23,132
2015	214,083	22,473

source: Czech Statistical Office

Target Groups



Boomers



Who are we?

- people aged between 55-70
- at the top of their career or retired
- top-class services and high quality accommodation
- booking via travel agent or tour operator



Millennials



Who are we?

- people aged between 20-35
- students or gainfully employed and financially secure
- unique and authentic experience is what they desire
- new media inspire them to travel in a more flexible way (booking via OTAs, direct etc.)





How to Market Your Destination to Millennials?



@VisitCZ



Total Followers

10/06/2015 - 10/04/2016



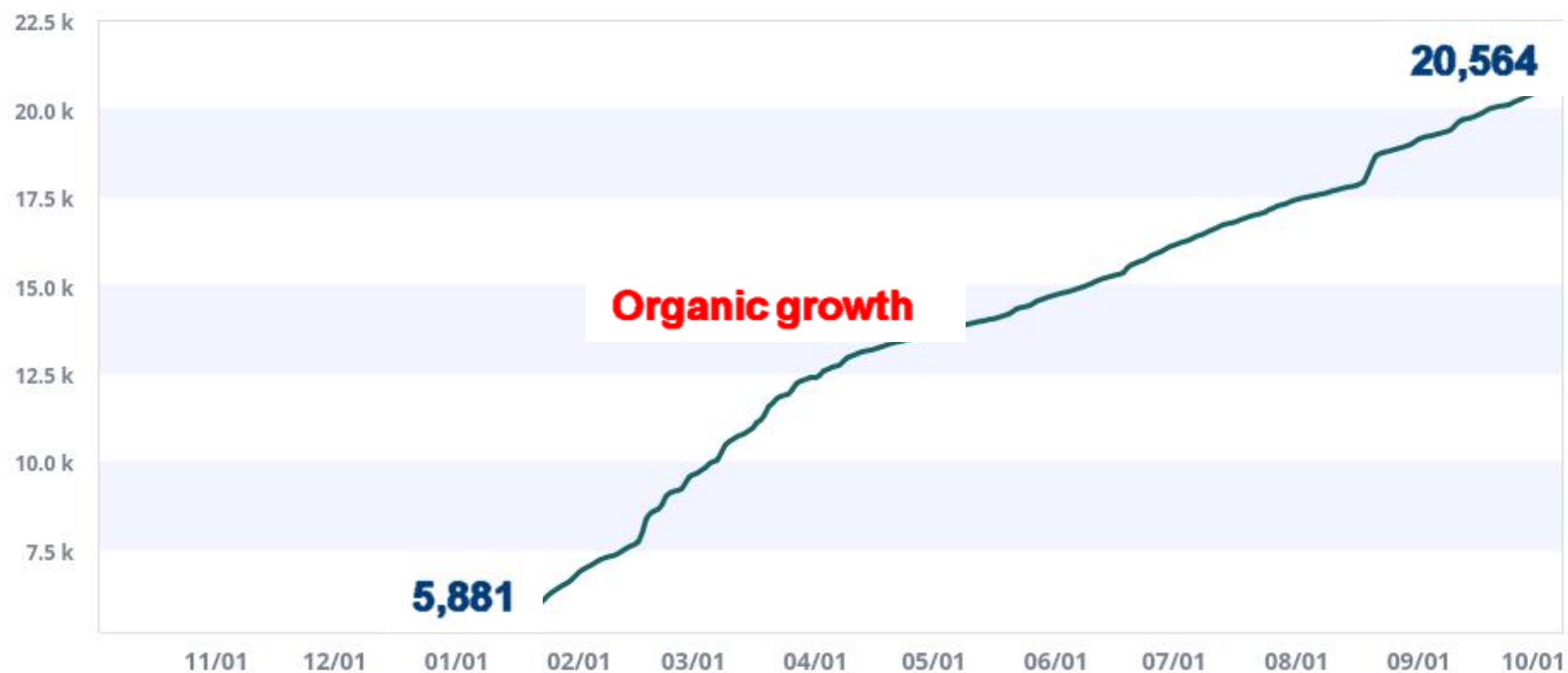
CzechTourism

@VisitCZ



Total Followers

10/06/2015 - 10/04/2016



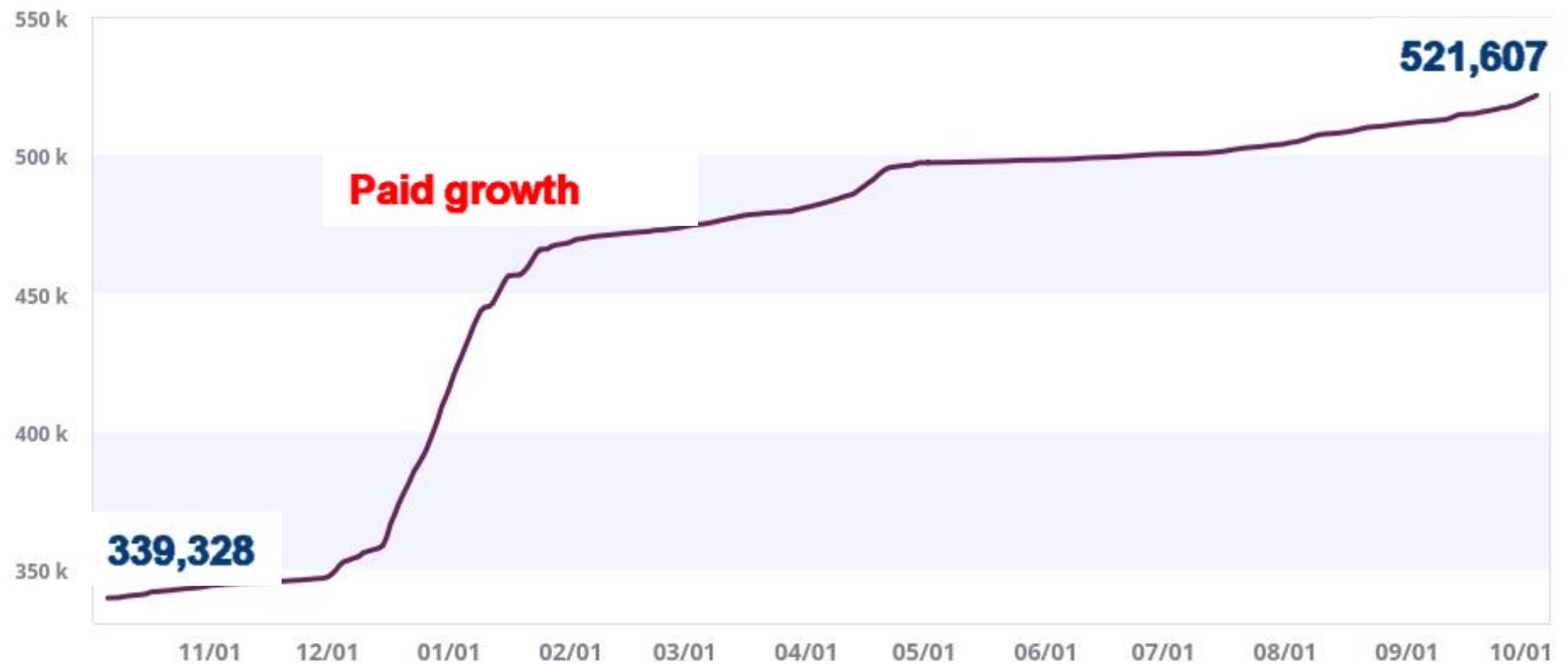
CzechTourism

@CzechRepublic



Total Fans

10/06/2015 - 10/04/2016



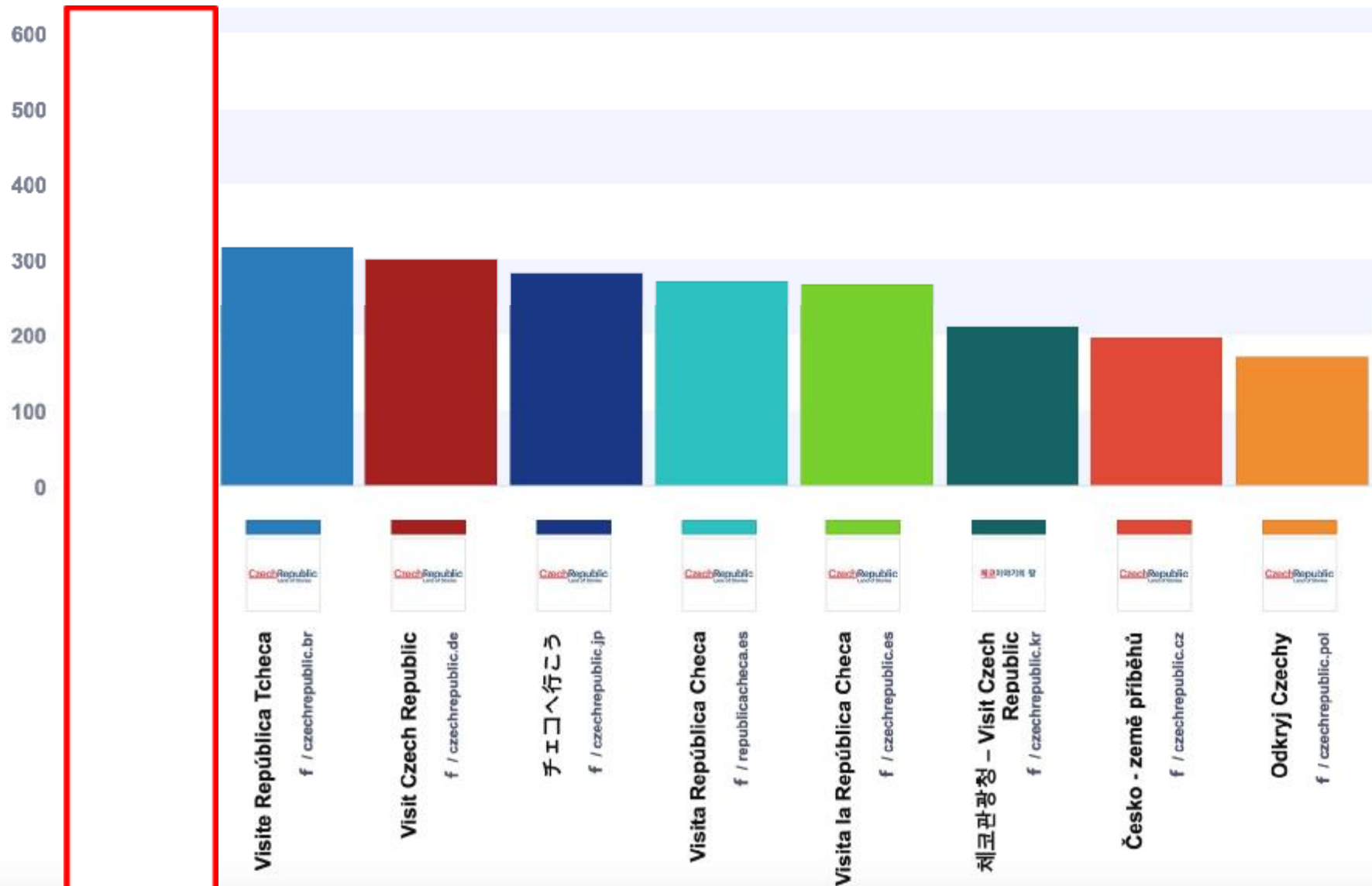
CzechTourism

@CzechRepublic

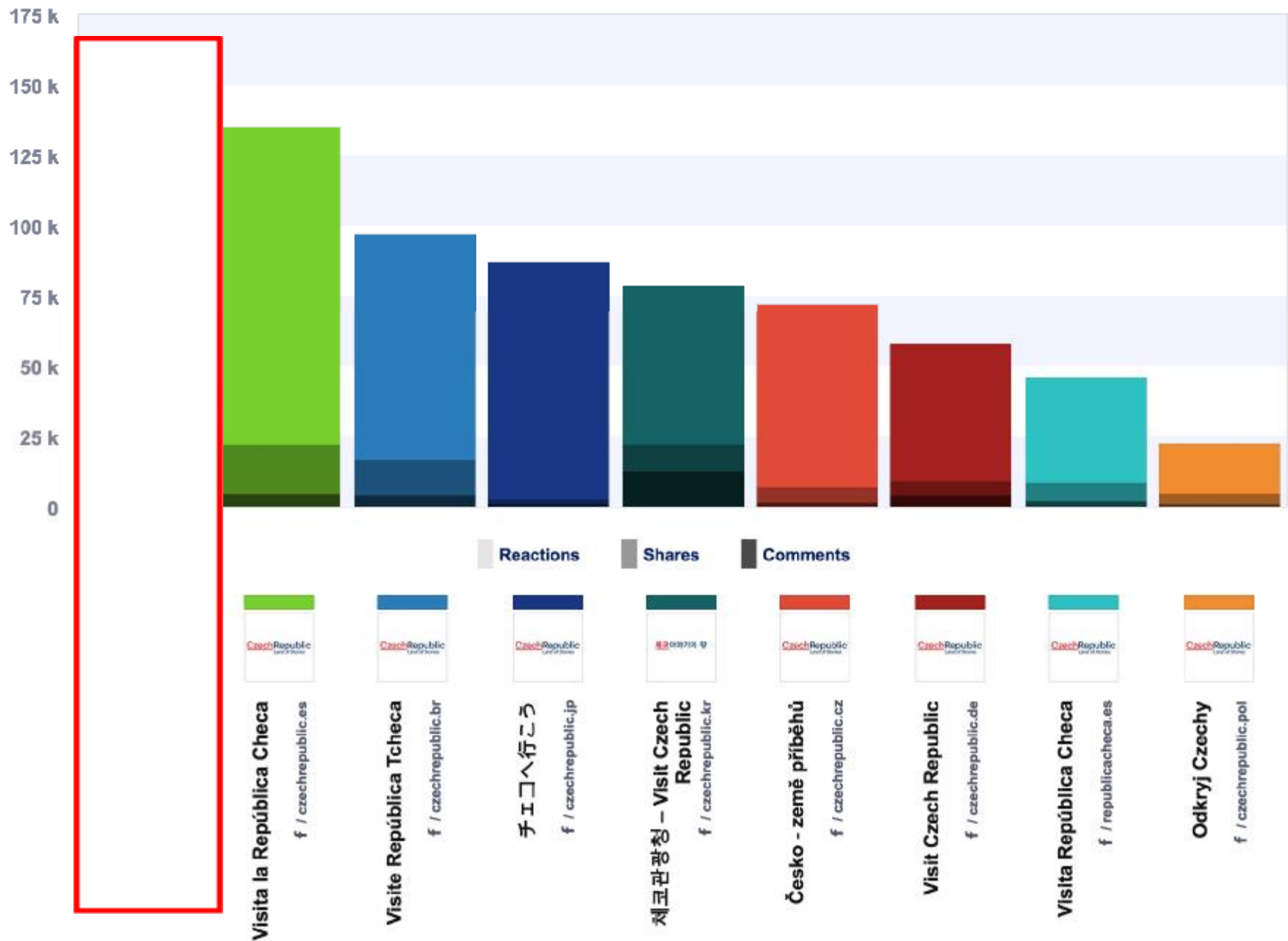


Countries		↓ Local Fans	Percentage of Fans Base	Growth	Relative Growth
1	Brazil	66,375	13.18 %	+ 41,243	+ 164.11 %
2	Mexico	57,560	11.43 %	+ 13,594	+ 30.92 %
3	Czech Republic	54,175	10.76 %	+ 12,559	+ 30.18 %
5	Argentina	36,638	7.27 %	+ 13,962	+ 61.57 %

Number of Page Posts



Avg Number of Interactions per 1,000 Fans





#1 Hire Content Manager





587 page posts



2,034 tweets



607 photo/video posts



#2 Create Unique Content



THE CZECH LISTS

SIX PRAGUE INSIDERS – FROM TWO DESIGNERS TO
A PROFESSIONAL ATHLETE – GUIDE YOU TO THEIR
FAVOURITE SPOTS IN THE CITY.

TCHÈQUE EN BLANC

SIX PRAGUE INSIDERS, DONT DEUX DESIGNERS ET UNE ATHLÈTE
PROFESSIONNELLE, VOUS LIVRENT LEURS LIEUX DE
PRÉFÉLECTION DANS LA VILLE

BY: PIRALEXANDRA REDGRAVE
WITH FILES FROM: ABOULADEDE
MARIE BRÉDEL LA HOSSERAYE
AND ETONTUNISAL-PAQUET
PHOTOS BY: DEVID DLEVY



BOŽENA REŽABOVA

HER
CZECH LIST
...
SON CARNET
D'ADRESSES



PETER'S APARTMENT



STROMOVKA

PETER'S APARTMENT

"As the name suggests, this café/bar has a homey feel. The atmosphere is young and creative, and the interior decoration is funky, with a geometric-print floor and different sayings scrawled on chalkboards, like "Drink coffee, do stupid things faster with more energy." I'm a morning person and this is where I go to brainstorm." ➤ « Comme son nom le suggère, on se sent chez soi dans ce bar-café. L'ambiance est jeune et créative, et la décoration intérieure est déjantée, avec plancher à motifs géométriques et petits mots écrits à la craie, du genre "Buvez du café, et faites des bêtises plus vite et avec plus d'énergie". Je suis une lève-tôt et c'est là que je vais pour lancer des idées. »

SLAVIKOVA 24, 420-608-060-887,
FACEBOOK.COM/PETERSAPARTMENT

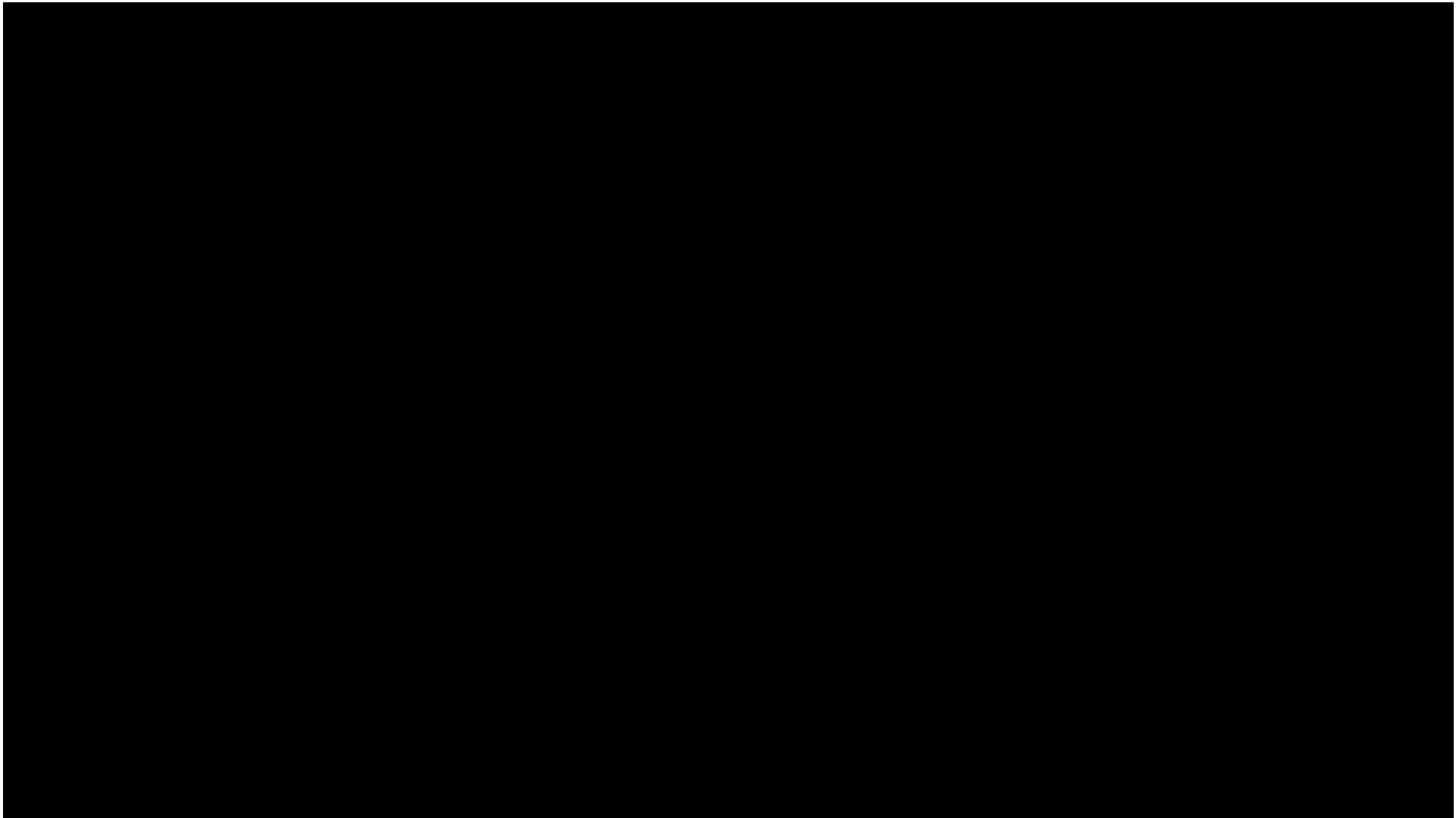
STROMOVKA

"I spend a lot of free time with my sons riding our bikes at Stromovka, the largest city park, which dates back to the 13th century when it was a royal game reserve. You can easily spend a day exploring the peaceful grounds, from the planetarium to the duck pond. I recently noticed outdoor workstations where people bring their laptops – a brilliant idea if you're travelling and want to experience the city while working." ➤ « Dans mes temps libres, je fais du vélo avec mes fils à Stromovka, le plus grand parc de la ville, ancienne réserve de chasse royale qui date du XIII^e siècle. On peut facilement passer la journée à explorer ce havre de paix, du planétarium à l'étang aux canards. J'ai récemment remarqué des postes de travail en plein air où les gens viennent avec leur portable, une idée géniale pour le voyageur qui veut explorer la ville tout en travaillant. »

ENTRANCES ON HOLESŮVCE AND BUBENEC
STREETS / ENTRÉES PAR LES RUES
HOLESŮVCE ET BUBENEC



CAFÉ SAVOY



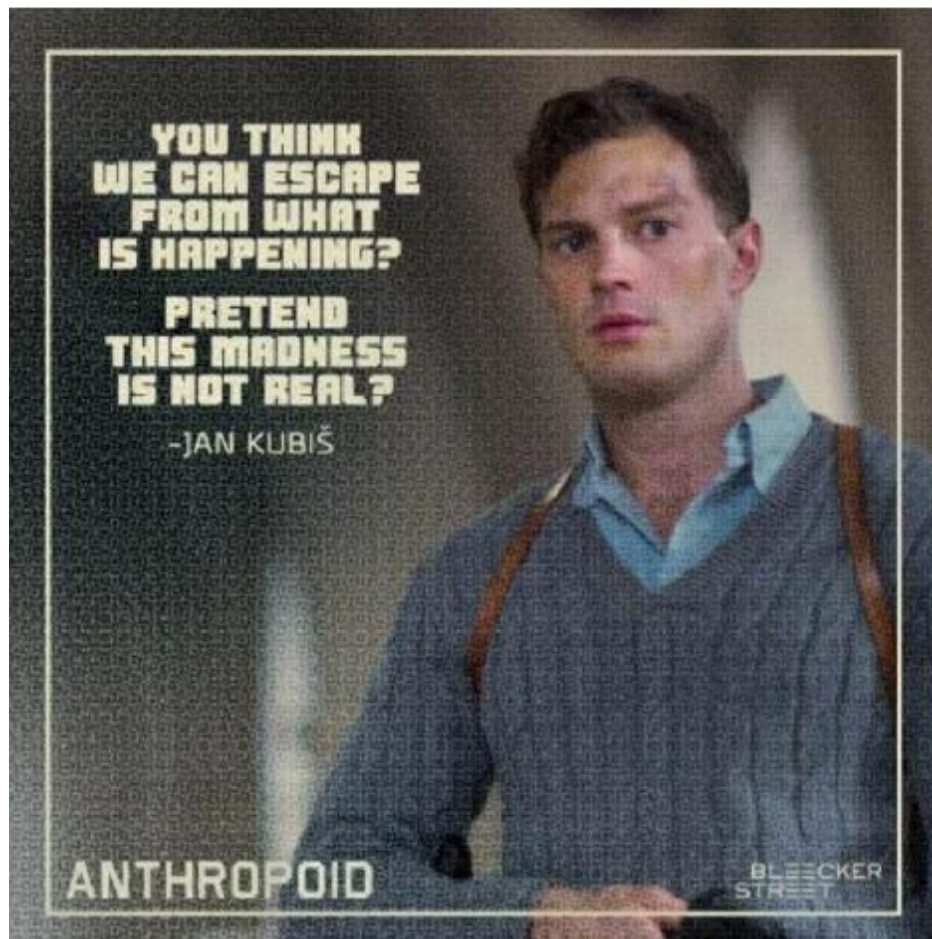


Visit Czech Republic

Twitter / VisitCZ

Sunday 08/21/2016 10:21 AM UTC -07:00

Resistance has a code name. Operation #Anthropoid, in theaters now. Have you seen the WWII thriller yet? <https://t.co/QaFCXKbE8e>



192 Interactions 152 Likes 6 Replies 34 Retweets

9.69 Interactions per 1k Followers



Visit Czech Republic

Twitter / VisitCZ

Thursday 08/18/2016 5:14 PM UTC -07:00

See #JamieDornan & #CillianMurphy in Operation #Anthropoid, bringing the real WWII story to life in 2016 <https://t.co/cPluqfHI0t>



138 Interactions 104 Likes 2 Replies 32 Retweets

6.97 Interactions per 1k Followers



Visit Czech Republic

f / czechrepublic

ORGANIC

Thursday 08/25/2016 11:19 AM UTC -07:00

A cool #ThrowbackThursday to a snowy February day in Prague, as we continue to beat the heat. What is your favorite season to visit Prague?
Photo by Ilhan Eroglu



2,018
Interactions

1,671
Reactions

104
Comments

243
Shares

3.95
Interactions per 1k Fans

46,050 People Reached

2,744 Reactions, comments & shares

2,039

Like

1,465

On post

574

On shares

231

Love

190

On post

41

On shares

1

Haha

1

On post

0

On shares

20

Wow

15

On post

5

On shares

1

Sad

0

On post

1

On shares

209

Comments

104

On Post

105

On Shares

247

Shares

243

On Post

4

On Shares

2,163 Post Clicks

850

Photo views

0

Link clicks

1,313

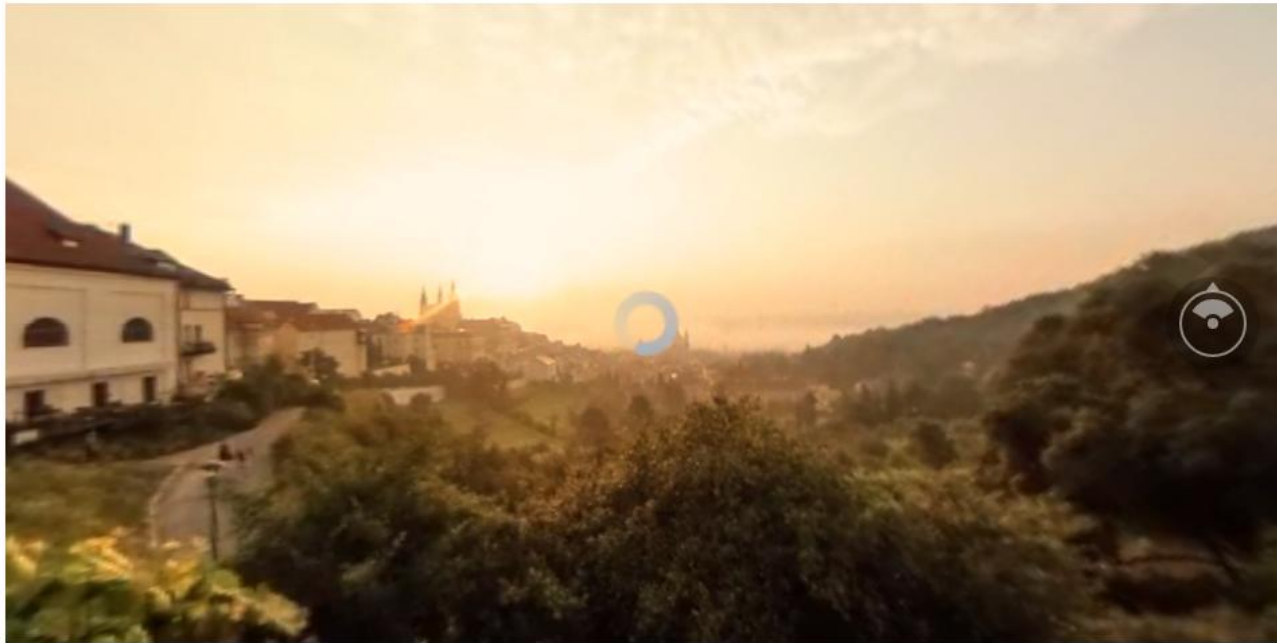
Other Clicks *i*



Visit Czech Republic (Default) ✓

30 August · 🌐

Wishing you were in Prague? Let us help you day dream about being in the the City of a Hundred Spires with this 360 video!



152,448 people reached

Boost post

40k Views

👍 Like

💬 Comment

➦ Share



👍❤️😲 Michael Miszczak, Anette Isabella Nilsen and 571 others

Top comments ▾

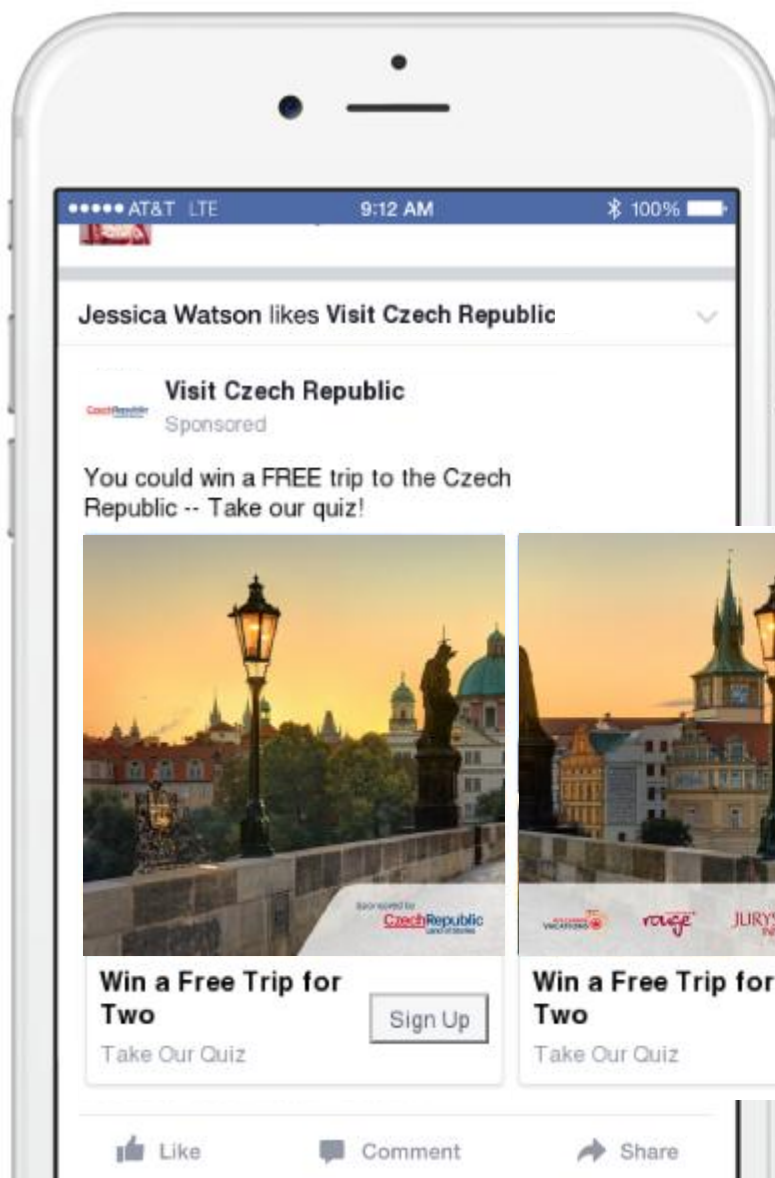
486 shares

203 comments



#3 Run Smart Contests





Sessions: **8,374**

Users
6,868

Page Views Total
11,636

Page Per Session
1.39

Time Spent
3:16


Bounce Rate
8.96%

% New Sessions
79.71%

CzechTourism

Film as a destination marketing tool

- Landing page
- Social media sweepstakes
- Email acquisition for direct mailing
- Destination and brand awareness







ANTHROPOID

HISTORICAL PRAGUE SWEEPSTAKES

Enter for a chance to win a Five-Day/Four-Night Trip for Two (2) to Prague, Czech Republic, courtesy of Czech Tourism

TRIP INCLUDES:
Round-trip Airfare for Winner and a Guest
Four-night stay at The Emblem Hotel Prague
Czech Beer and Tapas Tour and Sightseeing Tour from Prague Urban Adventures



Czech Tourism

BLEECKER STREET

Czech Republic
Land of Stories

THE EMBLEM HOTEL

STREET URBAN ADVENTURES

IN THEATERS AUGUST 12



#4 Work With Influencers

Vagabrothers – 116,000 subscribers



125,000 views

CzechTourism

Hey Nadine – 262,000 subscribers



CzechTourism

Travel Vlogger – 6,297 subscribers

133,000 views

CzechTourism



Visit Czech Republic (Default) ✓ shared The Travel Vlogger's video.

Published by RW Social [?] · 21 July · 🌐

Last May The Travel Vlogger spent 3 weeks in the Czech Republic in search of the best places to visit. After featuring the Czech Republic in their top 10 destinations for 2015 video, they decided they needed to go and experience it for themselves!



133,909 Views



#5 Build Your Hashtag



#VisitCZ

- 16,398 tagged photos and videos
 - 1,100 users



Top Query
VisitCZ



Top Country
United States



Top Language
English

- Average stats for September 2016:

Likes received



Average likes received



Comments received



Average comments received





#6 Engage With Your Audience

/instagram takeovers & twitter chats/



Instagram takeover



Twitter chat

Tweet...
Tweet...

#TwitterChat

*What is a
Twitter Chat?*

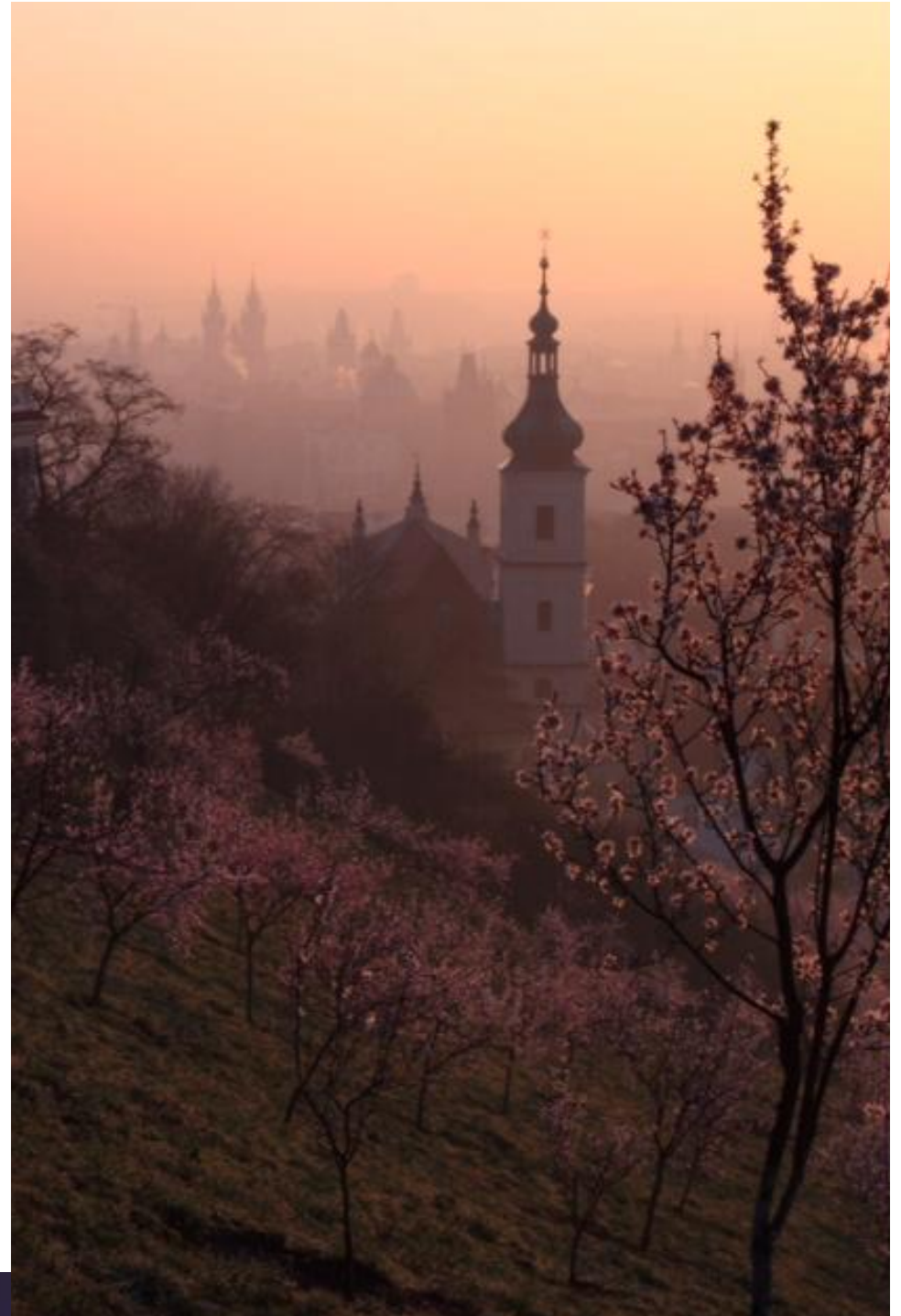


#7 Measure, Evaluate, Optimize



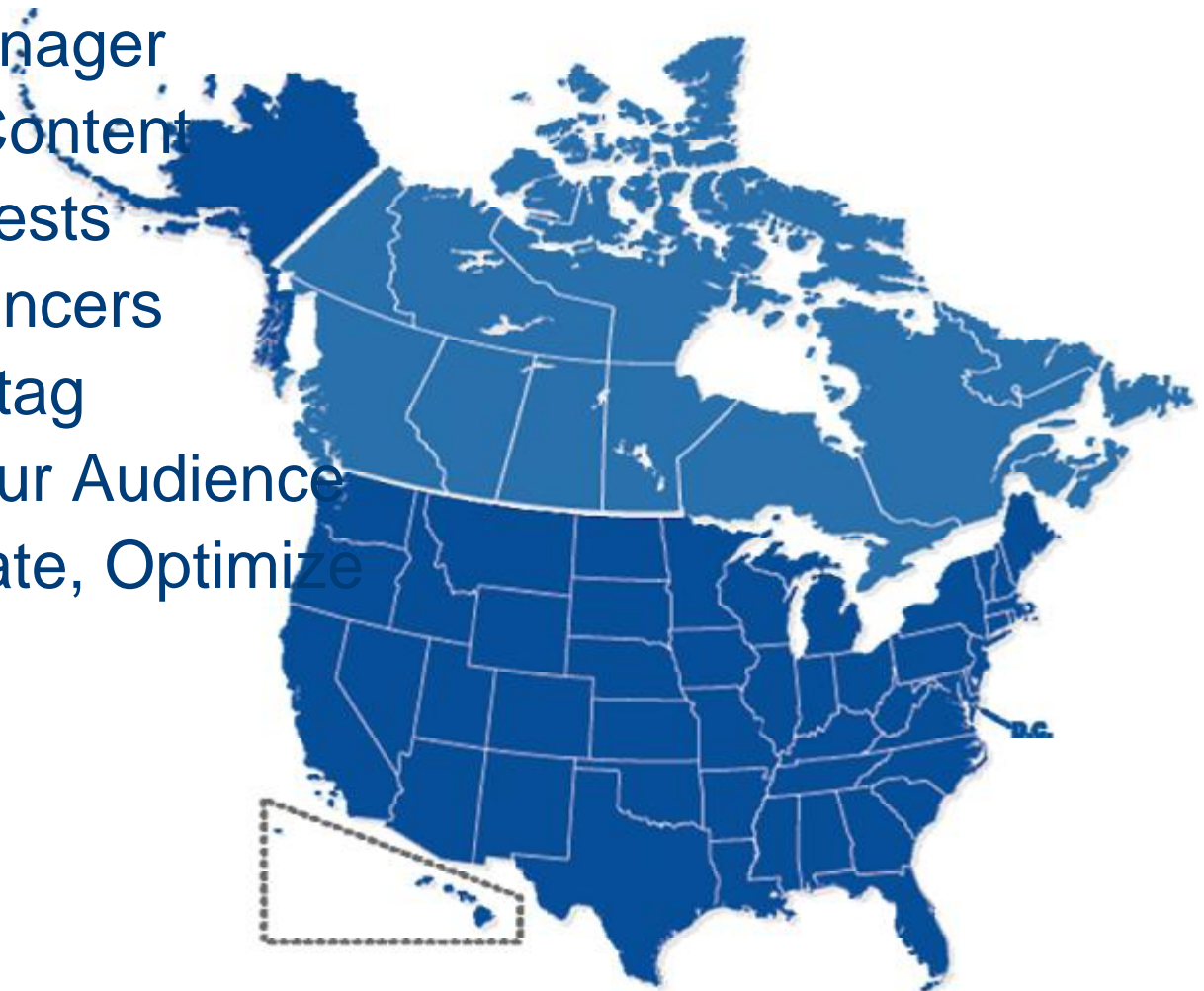
#VisitCZ Twitter chat

- June 1, 2016
- 2,149 tweets
- 1,783,612 impressions
- 17.4M timeline deliveries
- Trending as #5 on New York Trend Tracker for nearly 3 hours



FINAL RECAP:

- ü Hire Content Manager
- ü Create Unique Content
- ü Run Smart Contests
- ü Work With Influencers
- ü Build Your Hashtag
- ü Engage With Your Audience
- ü Measure, Evaluate, Optimize



CzechTourism USA & Canada

Follow us on social media



@CzechRepublic 45,000+ fans



@VisitCZ 20,000+ followers



@VisitCZ 20,000+ followers



@VisitCZ 500+ followers

#VisitCZ

www.czechtourism.com

Q & A

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