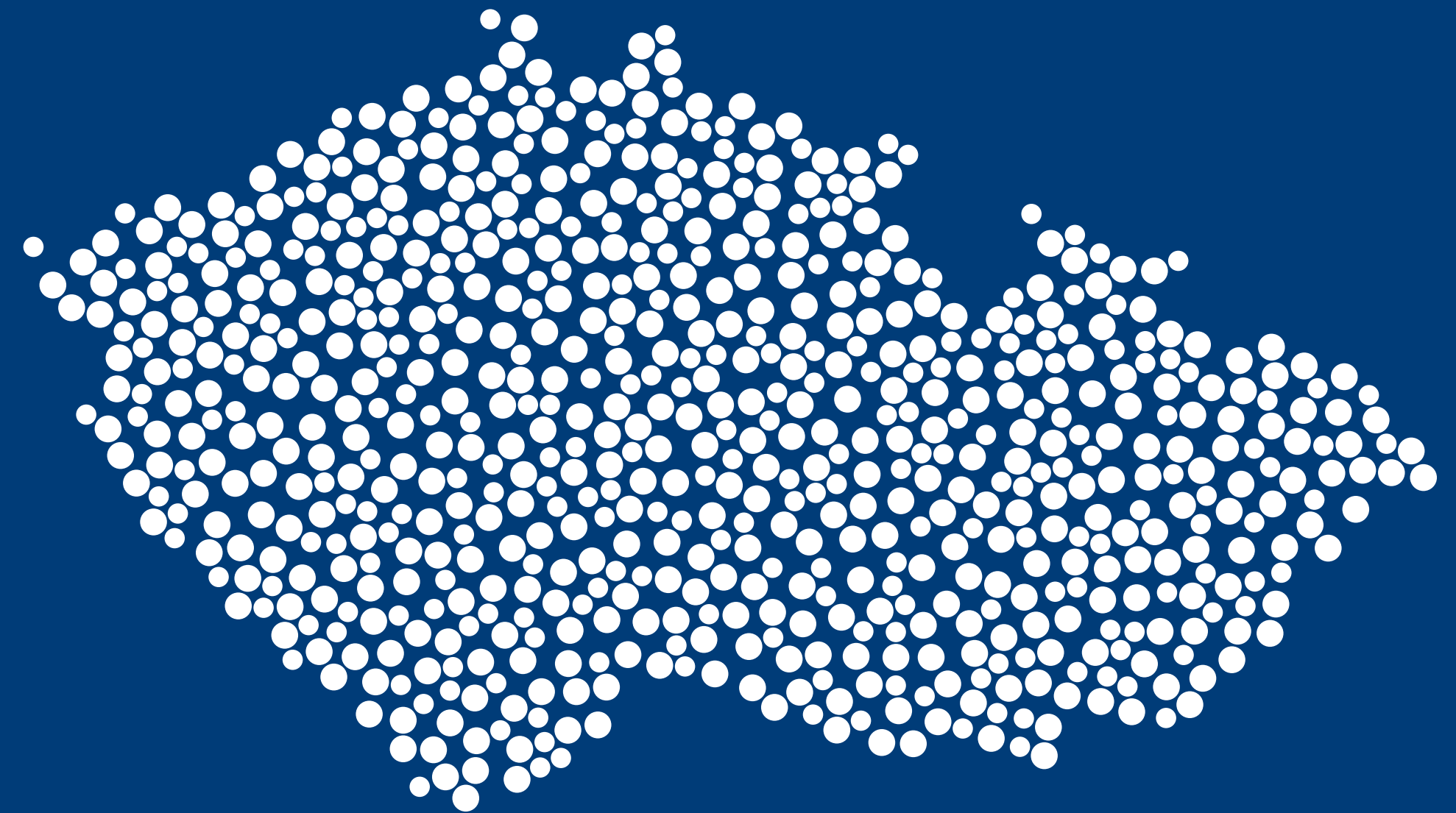


**Strategy  
for the CzechTourism  
Agency  
and Destination  
Czechia  
2026–2030**



We Create a Stable Image  
of Diverse Czechia

Professional, Targeted,  
Measurable and Creative

# Introduction

The Strategy for the CzechTourism Agency and Destination Czechia 2026–2030 represents another step forward in the Czech Tourist Authority – CzechTourism’s approach to the strategic and substantive planning of activities that support the development of tourism in Czechia, as well as to the gradual positive transformation of the institution itself.

The fundamental pillar defining the agency’s mission is the **Deed of Foundation of the contributory organisation Czech Tourist Authority – CzechTourism**, as amended, which clearly states that “The purpose of establishing CzechTourism is to ensure the promotion of the Czech Republic and to continuously carry out activities aimed at shaping the image of the Czech Republic as a tourism destination both abroad and within the Czech Republic, and through its activities to contribute to the development of the tourism sector (...).”

This strategy also develops, complements and follows the principles contained in the **Strategy for the Development of Tourism in the Czech Republic 2021–2030** and the related action plans of the Ministry of Regional Development, as the establishing authority of the agency.

Last but not least, the strategy for the years 2026–2030 builds upon, develops, but also critically revises, clarifies and simplifies the agency’s previous strategic documents and proposes a new, more unified and more logical structure for the planning and evaluation of individual activities resulting from it.

Tourism is an important and irreplaceable sector of Czechia’s economy. It employs more than 200,000 people and generates hundreds of billions of crowns for public budgets. It must therefore be approached with humility, respect and a clearly defined strategy for its further development, for the benefit of all citizens of Czechia as well as visitors from abroad.

**Mgr. František Reismüller, Ph.D.**

Director

# The importance of tourism as an economic sector

## Economic importance of tourism in the Czech Republic in 2023

Tourism output: **398** billion CZK

Number of persons employed in tourism: **224** thousand

Gross Domestic Product of Tourism

**180**  
billion CZK

Gross Value Added of Tourism

**161**  
billion CZK

Employees

**185**  
thousand people

Self-employed

**39**  
thousand people

Share of Tourism

Share of tourism in GDP

**2.36 %**

Share of tourism in GVA

**2.30 %**

Share of tourism in total employment

Employed people

**4.16 %**

Jobs

**4.22 %**

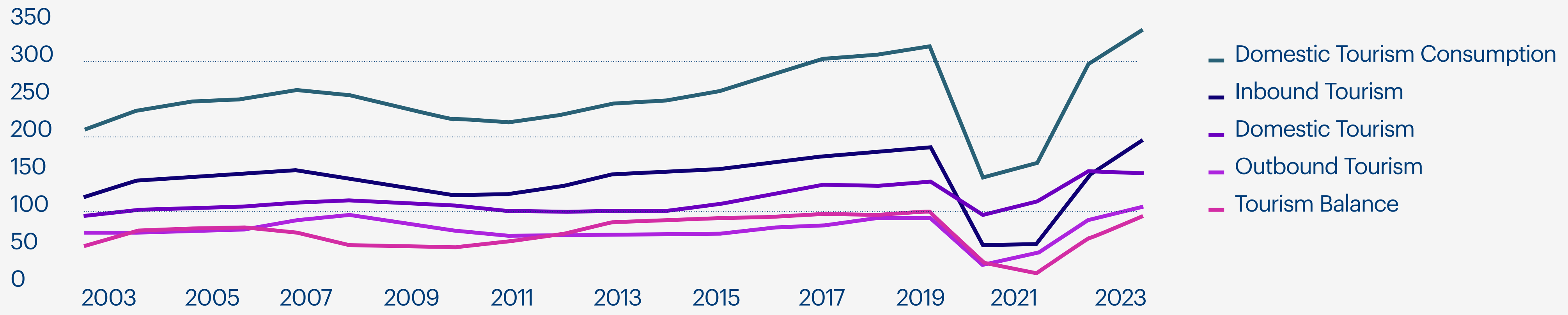
Number of jobs in tourism (FTE): **224** thousands of jobs

One in every **24** Czechs works in tourism.

# The importance of tourism as an economic sector

## Domestic consumption and balance of tourism in the Czech Republic 2003–2023

[billion CZK]



	Domestic Tourism Consumption	Domestic Tourism	Inbound Tourism	Outbound Tourism	Tourism Balance
2019	308	131	177	84	92
2020	136	88	49	24	25
2021	155	105	50	38	12
2022	286	146	140	83	57
2023	329	143	186	99	87

Source: ČSÚ, 2025

# The importance of tourism as an economic sector

## Tourism vs. other sectors 2023



# Three-level structure for planning and evaluating CZT activities

Dokument	Frequency	Table of Contents	Approving bodies/consultants	Submission/approval deadline	Deadline and method of evaluation
<b>Strategy for the Czech Tourism Agency and Destination Czechia</b>	Once every 5 years	General strategy with basic key evaluation indicators	MMR–OCR (approving body), destination management organisations (consultants), sector associations (consultants), interministerial organisations (consultants), academic sphere (consultants)	By mid-year of the final year of the currently valid strategy	Ongoing evaluation once a year, no later than the end of March of the following year  Final evaluation no later than the end of March of the year following the last year of the current strategy  Within the CZT Annual Report
<b>Marketing and Management Plan</b>	Once a year	Plan of specific partial strategies (e.g. product, marketing, content, etc.), areas, objectives and preliminary timelines of activities for fulfilling the Strategy’s objectives for the following calendar year, with a medium-term outlook for the next 2 years  Summary draft budget for the following year	MMR–OCR (approving body), destination management organisations (consultants), sector associations (consultants)	Submission in September of the year preceding the following year  Approval in October of the year preceding the following year	Ongoing evaluation in September of the year of validity of the plan together with the plan for the following year  Final evaluation no later than the end of March of the following year  Separate document / annex to the CZT Annual Report
<b>Action Plan</b>	Once a year	Chronological list of individual actions and activities with the option to filter by products, regions and other parameters  Detailed scheduling of budget allocations and their ongoing drawdown	n/a	Framework submission in September of the year preceding the following year together with the Marketing and Management Plan  Detailed elaboration by the end of November of the year preceding the following year	Ongoing quarterly evaluation of individual metrics  Final report by the end of March of the following year  Separate document

# Vision

The vision of the CzechTourism Agency (hereinafter “CZT”) and the values it represents are naturally reflected in how Destination Czechia operates and develops.

The fundamental vision for the next five years is to strengthen and firmly establish CZT as an expert, prestigious and reliable agency that operates with a clearly defined, evaluable strategy based on exact data for Czechia – a destination with a stable image and offering a diversified range of products, which is promoted in a targeted, measurable, synergistic, creative and progressive manner.

Last but not least, within this strategy CZT aims to promote the good name of tourism and raise awareness of its benefits among the broader domestic public.

# Values

**Economic benefit for businesses and local communities** as the basic principle underpinning all CZT activities

**Sustainability and safety** balanced with economic benefit

**Diversification** in terms of markets, target groups, regions in relation to products, seasonality, and domestic and inbound tourism

**Precision and expertise** of all CZT activities and processes, **a progressive approach, an inspirational role and creative leadership** on the national and international stage

**Partnership** between CZT and state, non-state, international, national and regional institutions, and the **development of multi-source funding**

**Transparency** of all CZT activities and processes in relation to professional audiences and the general public

**Promoting the good name of Czechia abroad** under all circumstances and **promoting the good name of tourism at home**

# CzechTourism as an institution

# Summary

CzechTourism, by virtue of its mission, stands at the top of the destination-management pyramid in Czechia. As such, it must also serve as an example in terms of organisational and institutional standards. The purpose of this part of the strategy is to firmly anchor and, in some areas, strengthen the position and image of the agency **as an institution** in the tourism sector and in the broader context of promoting Czechia's good name at home and abroad. It defines the direction to ensure more efficient functioning of the agency and sets realistic objectives for the development of the organisation. These will subsequently be naturally reflected in meeting the strategic needs of Destination Czechia.

The strategic premises for CZT **as an institution** arise from the SWOT analysis produced through a survey among destination-management organisations, professional associations and also within the agency itself. The aspects elaborated below aim to build on strengths, address weaknesses, make use of opportunities and eliminate threats.

## Strengths (S)

1. Research, education, coaching
2. Communication and coordination along the vertical axis of the destination-management pyramid
3. Foreign representations
4. International cooperation
5. Awareness of marketing trends

## Opportunities (O)


1. Cross-sectoral cooperation with the public and private sectors
2. Strengthening the role of CZT in building a unified story/brand of Czechia
3. International positioning of the organisation and the resulting benefits (information, inspiration, benchmarking)
4. Sustainability – coordination and leadership

## Weaknesses (W)

1. Position of CZT among other state agencies
2. Weak negotiating power vis-à-vis the state
3. Flexibility of internal processes and human resources
4. Overall budget and long-term budget outlook
5. Mandate in destination management

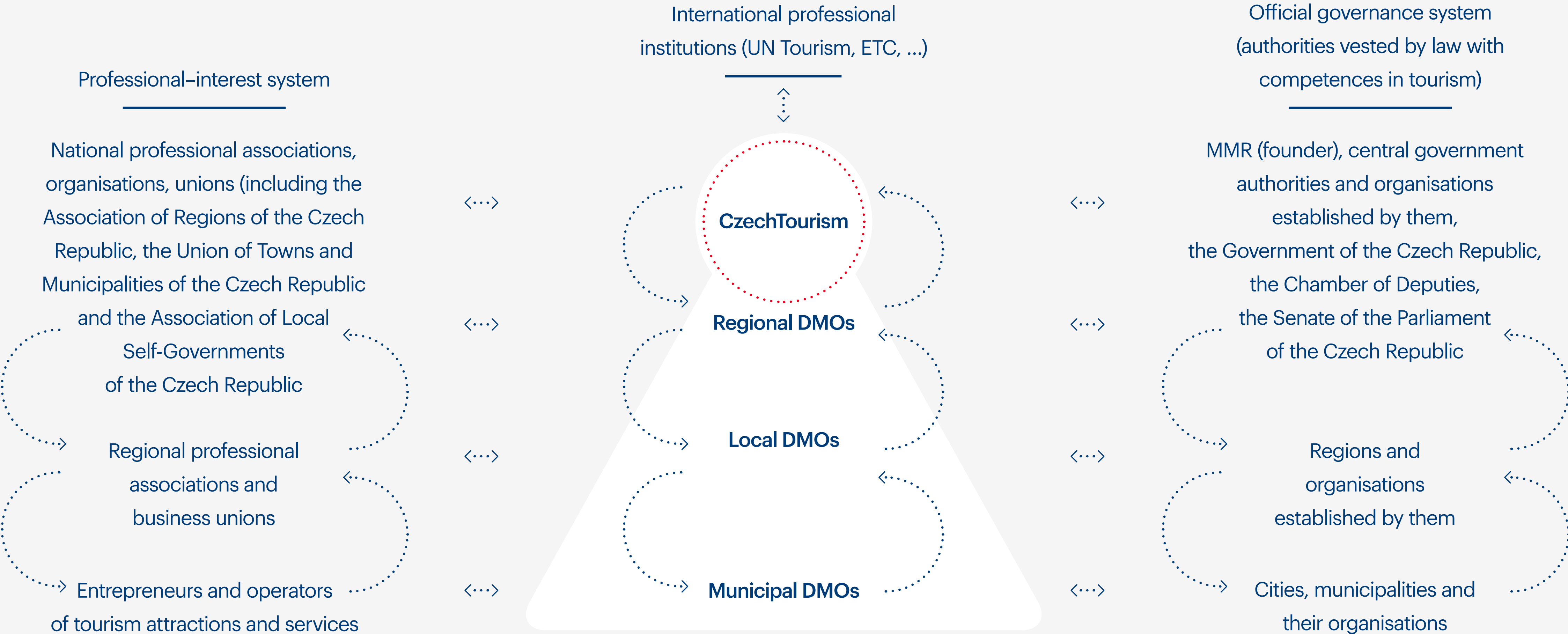
## Threats (T)

1. Budget uncertainty leading to a loss of competitiveness for Czechia
2. Fragmentation of tourism as a sector
3. Mandate in destination management and in the broader synergy between state institutions
4. Reduced operational flexibility arising from the legal form of the organisation

A central diagram consisting of a red dotted circle containing the text "SWOT CzechTourism". Four dotted lines extend from the circle towards the four quadrants, connecting it to the Strengths, Opportunities, Weaknesses, and Threats sections.

SWOT  
CzechTourism

# Role of the CzechTourism Agency in the tourism ecosystem



Note: arrows indicate the flow of information

# Strategic premises

## External aspects

- 1A) CZT is a **marketing and methodological** institution in the field of tourism with **synergistic expert links** to other areas and to other public and private institutions, e.g. in the field of Czechia's brand management and communication (S1, S3, S5, W1, W2, O1, O2, T3)
- 1B) CZT is perceived as an **expert and advisory institution** with a strong mandate and increased activity in the field of research and education (S1, S5, W1, O1, O4, T3)
- 1C) Within the destination-management pyramid, CZT fulfils a **coordinating role** with an emphasis on **methodological support** and **identifying opportunities** for implementing vertically organised projects (S2, W5, O4, W2, W3)
- 1D) In relation to stakeholders (destination-management organisations, professional associations and the founder), CZT acts in a **professional service-oriented** role, not a servile one (S2, W5, O4, W2, W3)

- 1E) CZT is an institution **fully transparent** to both professional audiences and the general public (e.g. in the area of financial management, public procurement, etc.) (W3, O1, T4)
- 1F) CZT is an institution **financed from multiple sources**, from public funds (national or EU) and private funds (W4, T1)
- 1G) CZT has a strong and leading position within **international structures**, from which it draws resources for its further development (S4, W2, O3, T3)
- 1H) CZT is a **well-known and respected institution** in the public and media space, and its activities are comprehensible to the public (S1, S5, W1, W2, O2, T3)
- 1I) CZT promotes the **good name and benefits of tourism** among the wider domestic public (S5, T2)

## Internal aspects

- 2A) CZT is, within the applicable legislation, a **fully digitalised institution** (S2, W3, T4)
- 2B) CZT is a **prestigious and stable employer** with advanced employee care (W1, W3, O1)
- 2C) CZT is an **innovative** institution in the use of **new technologies** (S1, S5, W3, O1, T4)
- 2D) CZT serves as a model and example of **sustainability within public administration** (O4)
- 2E) CZT **develops sustainably** in terms of its **foreign network** and other organisational components (S4, W3)

.....

Legend for linkage to SWOT analysis:

Sx = relation to strength x; Wx = strengthening of weakness x;  
Ox = utilisation of opportunity x; Tx = elimination of threat x

# Key indicators – external aspects

Area/parameter	Key indicator	Evaluation method	Target state 2025 vs. 2030
1A 1B 1C 1D	Stakeholder satisfaction with the agency's activities	Satisfaction survey in key areas	Overall increase in average satisfaction
1A 1B	Participation in interministerial structures and activities	Overview of interministerial agendas with justification and evaluation	Increasing or stabilised volume of interministerial structures and activities in which CZT participates
1E	Transparency	List and overview of steps taken to strengthen transparency, including justification	Stabilised transparency of the agency
1F 1G	Co-financing and partnership projects within national or international projects	Total amount of co-financing Number of implemented projects	Increasing or stabilised volume and value of co-financed activities
1H	Positive perception of CZT in the media Awareness of CZT among the general public	Media-output analysis Public-awareness survey	Increase in positive tonality of media outputs Increase in awareness of CZT
1I	Growth in the positive perception of tourism among the general public	Survey of tourism perception Resident-irritation survey	Increase in positive perception of tourism Reduction or stabilisation of resident irritation

# Key indicators – internal aspects

Area/parameter	Key indicator	Evaluation method	Target state 2025 vs. 2030
2A	Degree of digitalisation vis-à-vis statutory requirements Employee satisfaction	Overview of digitalised agendas with justification Evaluation of the survey in key areas	Increase in digitalisation of agendas Increasing employee satisfaction
2B	Stable natural employee turnover Balanced proportion of employees with long-term knowledge of the working environment	Year-on-year comparison of arrivals and departures Internal analysis	Stable turnover not exceeding the baseline Maximum share of junior employees up to 40 %
2C	Implementation of new technologies	Overview of newly implemented technologies Employee training, certificates	Increase in the level of new technologies used for the agency's operations and destination support Increase in employees' technological literacy
2D	Sustainable practices in the organisation	Overview of sustainable practices	Increase in sustainable practices within the organisation
2E	Organisational development	Overview of organisational	Maintaining or developing the current organisational structure, particularly with regard to foreign representations

**Destination  
Czechia**

# Summary

The purpose of the strategy for Destination Czechia is to summarise the basic parameters of how CZT works with the destination in its activities from the product and regional perspectives, from the viewpoint of target markets and groups, marketing mix, etc.

We perceive Czechia as a highly diversified and, in many respects, universal destination. At the same time, however, it possesses unique specific features that must be assessed and reflected in the creation of products and communication themes so that Czechia is firmly and clearly embedded in the awareness of a broad audience, while also being capable of meeting the specific expectations of source markets.

The strategic premises for Destination Czechia arise, among other things, from the SWOT analysis conducted through a survey among destination-management organisations, professional associations and also within the agency itself, from continuously updated research on the potential of source markets and target groups, from the update of the destination brand DNA of Czechia in 2025 and from other partial analyses.

## Strengths (S)

1. Safety
2. Product diversity: history, culture, nature
3. Concentration of attractions
4. External and internal transport accessibility
5. Undiscovered places

## Opportunities (O)

1. Domestic tourism
2. Potential of neighbouring countries
3. Product variability
4. Expansion of air routes
5. New trends: Slow tourism, glamping, sustainability, authenticity

## Weaknesses (W)

1. Quality of services, price/performance ratio
2. Regional fragmentation
3. Absence of national pride reflected in tourism
4. Infrastructure and capacity
5. Language skills

## Threats (T)

1. Weak political support for the tourism sector damaging the destination
2. Competition from neighbouring states
3. Rising prices of goods, services and labour
4. Political changes and international crises



# Image of Destination Czechia 2025

Dominance of **Prague**, weaker awareness of other regions

Tourists appreciate **cultural heritage, nature, safety, gastronomy, authentic experiences**

Sustainability is **more a secondary** motivation for visiting

The name **Czechia** still little known (Korea, Italy, UK, USA), whereas accepted in Germany

**Essence of the “Free Spirit of Czechia”** brand generally perceived positively

## Important specifics by individual countries

United Kingdom    Predominantly negative association of Prague with stag parties

USA                    Strong association with authentic stories

Germany             Appreciation of cleanliness and ease of travel across Czechia

## Overall

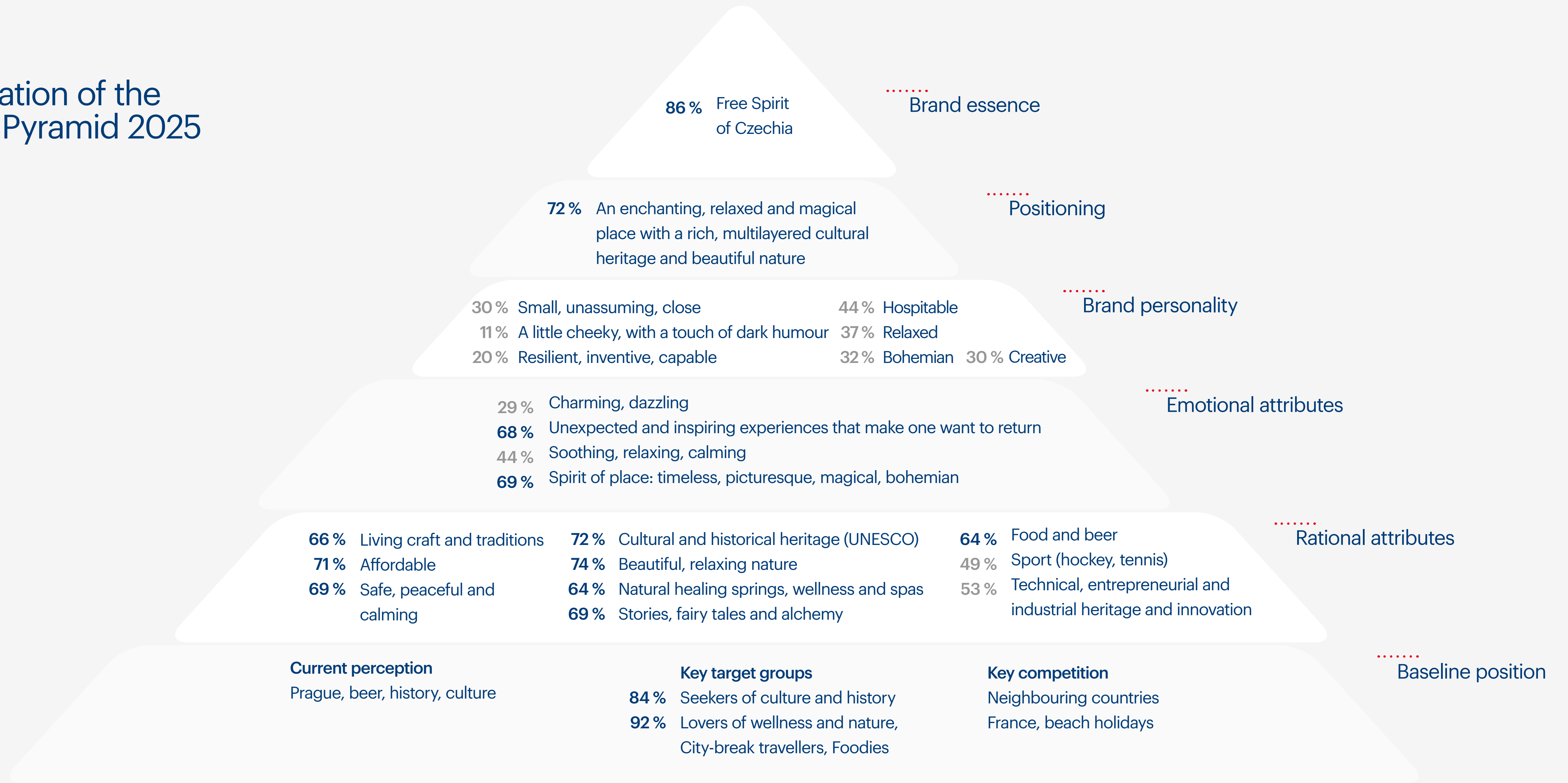
Czechia has a positive image worldwide, but needs more targeted communication and, within it, a stronger emphasis on regions and a clear brand positioning.

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Source: STEMMARK: Perception of the Czechia brand in Italy, Korea, Germany, the United Kingdom and the USA, 2025



# DNA

## Verification of the Brand Pyramid 2025

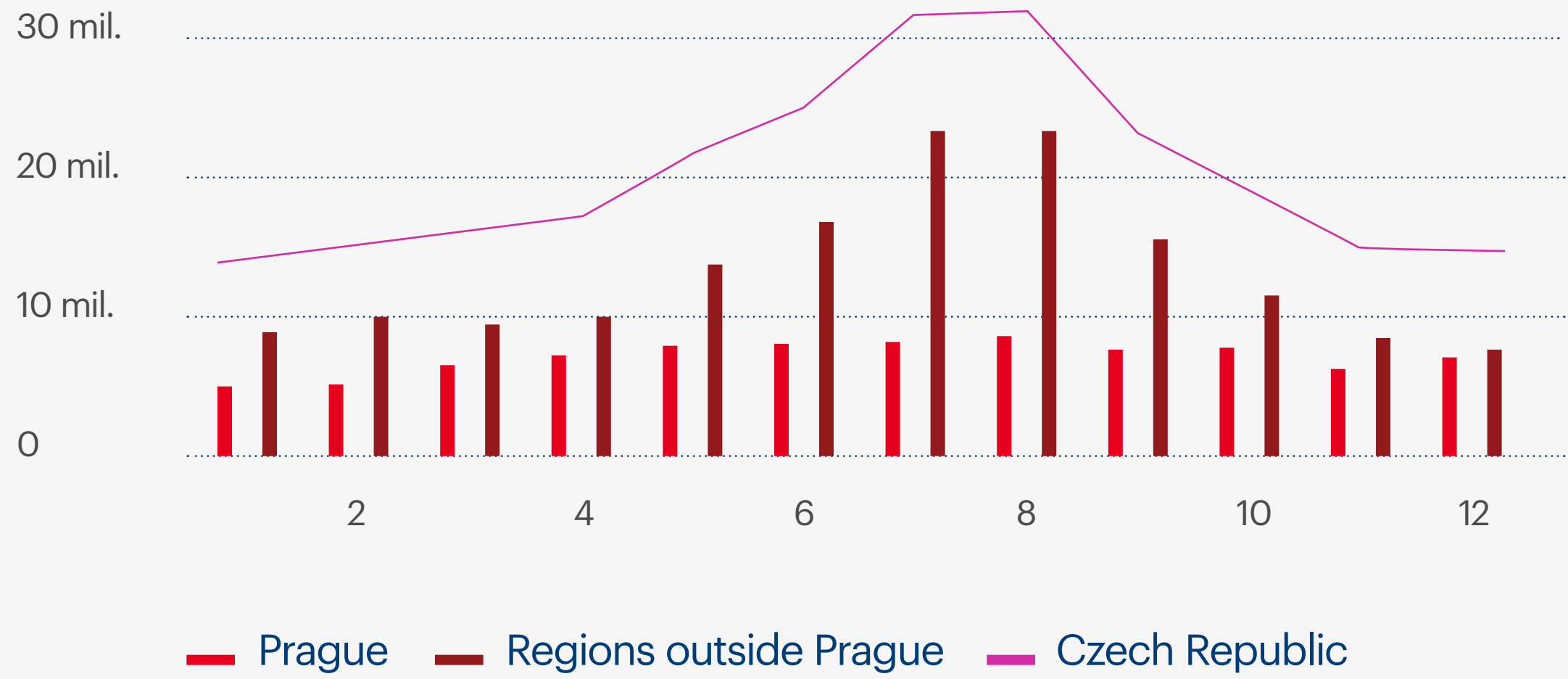
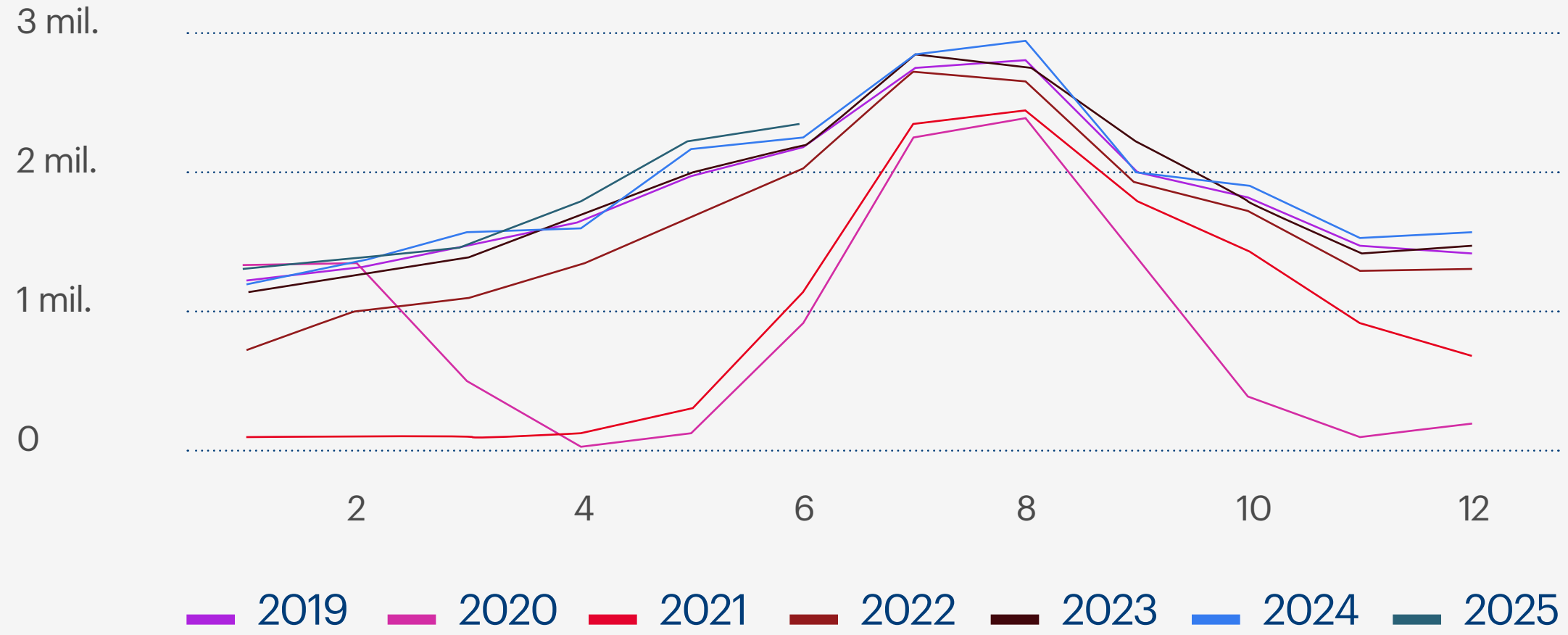
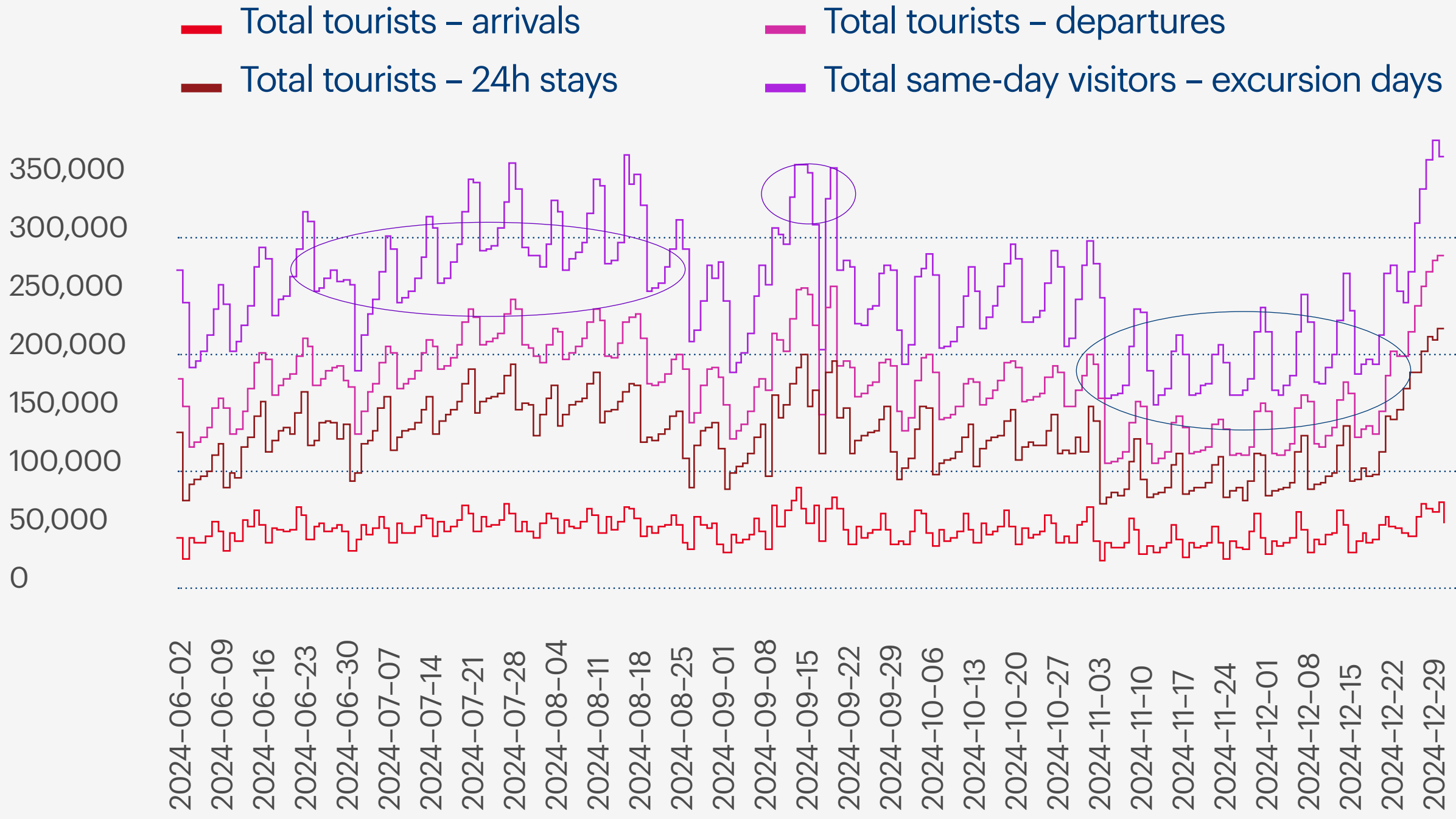


Percentage alignment with the preferences and perceptions of respondents regarding individual Czechia brand factors

Source: STEMMARK: Perception of the Czechia Brand in Italy, Korea, Germany, the United Kingdom and the USA, 2025 (average value across all markets)

# Distribution of tourist demand over time

Both data sources show a **strong peak in demand during the summer months**. **Prague has a significantly more balanced trend** than the regions outside Prague, where dependence on summer is high. Since 2022, demand has returned to pre-COVID levels, but **Prague is recovering more slowly**. Current figures indicate a continuous increase in tourism volume, even above pre-COVID levels.



Source: Tourdata – Czech Statistical Office, GSM Analysis 2024

# Potential of Source Markets

Germany is a key source market with a high level of overnight stays and strong regional dispersion.

The countries supporting regional dispersion also include Slovakia, Poland, Austria and the Netherlands.

These markets have the greatest future potential for further regional dispersion, but a smaller potential for overall growth in overnight stays.

Important markets with high spending power but low regional dispersion (primarily saturating Prague) include the United States, the United Kingdom, Italy, Spain and France.

These markets have the greatest future potential for increasing spending power (and thus overnight stays), provided there is at least a minimal increase in regional dispersion.

Other markets have the greatest potential for growth in overnight stays through growth in arrivals, but for now only limited potential in growth of dispersion.

## Performance of source markets in terms of regional dispersion (TOP 20)



Source: Czech Statistical Office (Collective Accommodation Establishments, 2024; Tracking of Inbound and Domestic Tourism)

# Product portfolio 2025\*



Cultural tourism



Active tourism



Spa industry



MICE

## National products

Regional cities and Prague  
 Castles and chateaux  
 Culinary tourism  
 Contemporary urban culture  
 Spiritual tourism  
 Tradition  
 Luxury  
 Rural tourism and agro-tourism

Cycling  
 Hiking  
 Skiing and snowboarding  
 Winter holidays  
 Golf  
 Summer outdoor activities  
 incl. water sports and camping

Spa industry  
 Wellness  
 Medical tourism

Congresses  
 Incentive travel  
 Bleisure  
 Events

\*This represents the baseline. Within the strategic premises mentioned below, this portfolio will undergo changes during the implementation of the strategy, reflected in the evaluation of key indicators.

# Target Groups 2025\*



## People travelling without children

Active individuals aged approx. 26–54, university-educated, upper middle class (affluent clientele), well-informed, well-travelled, with the internet as their main source of information.



## Families with children

On holidays, which they organise themselves, they primarily seek discovery and active relaxation, aiming to treat themselves and not economise. They most often travel with a partner, family or friends.



## Bleisure | business trip combined with a holiday



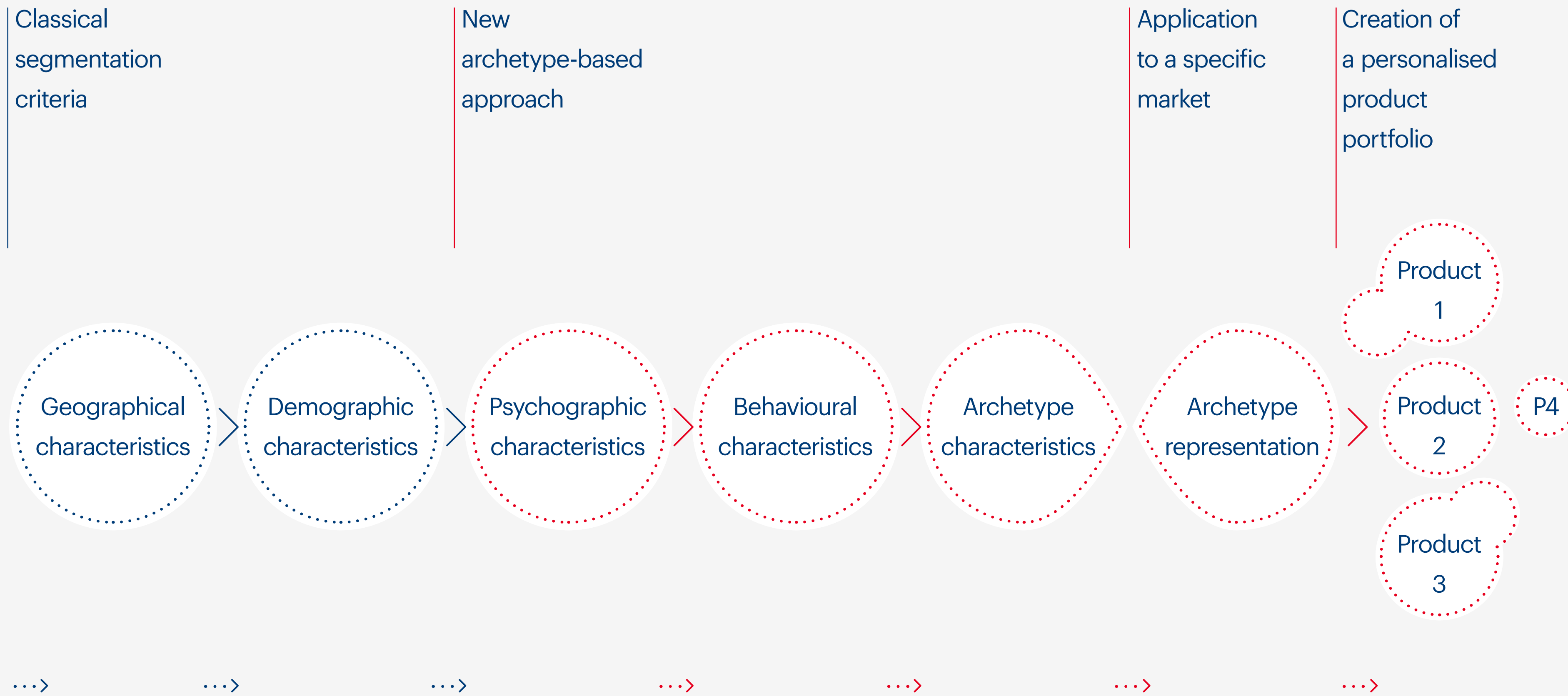
## Active seniors

More affluent tourists aged approx. 55+, for whom travel is not about the number of places visited.

They seek authenticity of the experience and the feeling it brings. They choose extraordinary, authentic destinations that offer exceptional experiences.

\*This represents the baseline. Within the strategic premises mentioned below, this portfolio will undergo changes during the implementation of the strategy, reflected in the evaluation of key indicators.

# Targeting Transformation Scheme



Demographics as the primary basis for targeting is **long dead**.

The primary factor for correct targeting is **passion for the given product**.

**Psychographics and behavioural aspects** describe the target group much more accurately than geographic origin or age category. Together they form **archetype-based targeting**.

However, demographics and geography may subsequently contribute to the **more precise application** of archetype-based targeting in a specific market and to selecting the right marketing channels.

The target groups chosen in this way, applied to specific source markets, also enable **more accurate and more personalised targeting** of individual national as well as regional products.

# Strategic premises

The promotion of Destination Czechia, including its partial, regional and product aspects, is based on the principle of “segmenting, positioning, targeting”.

The basis of all marketing activities is **exact data** obtained through internal and external, national (e.g. GSM data or payment card data) and international research.

## Brand DNA

- 1A We work with the **strong long-term image and stable DNA** of Czechia as a tourism destination, especially with emphasis on **safety, accessibility, friendliness, tolerance, authenticity and innovation, cultural refinement and a wide range of products** (S1–5, W2, W3, O3, O5, T2)

## Product offer

- 2A We work with a **dynamic product offer, actively develop new products**, but maintain the core division of the portfolio into **cultural, active, spa and MICE** products (S2, S3, S5, W2, W3, O2, O3, O5, T2, T3)
- 2B We look for **new angles on traditional products** and strengthen **combinations of products** with the aim of creating a **comprehensive visitor experience** (S2, S3, S4, S5, W2, W3, O1, O2, O3, O5, T2, T3)
- 2C We bring the **MICE product closer to the other product categories** and place greater emphasis on its **synergistic character** (e.g. the bleisure sub-product) (S2, S3, S4, S5, W1, W2, W3, O1, O2, O3, O5, T2, T3)
- 2D We develop the culinary tourism product as an independent motivation to visit Czechia (S2, S3, S5, W1, W2, W3, W4, O1, O2, O3, O5, T2, T3)

- 2E We reflect the **needs and potential of source markets** in relation to the product offer of individual regions (S1–5, W1, W2, W3, W4, O2, O3, O5, T2, T3)
- 2F We place emphasis on the **sustainability and accessibility** of individual products (S1, S4, S5, W1, W3, W4, O1, O3, O5, T2, T3)

## Target groups

- 3A The primary segmentation of target groups is **horizontal (archetypal, psychographic)** according to interest in a specific product as the motivation for visiting Czechia, while **demographic** targeting is used only as a supplementary form of targeting (S1–5, W1, W2, O3, O5, T2)

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Legend for linkage to SWOT analysis:

Sx = relation to strength x; Wx = strengthening of weakness x; Ox = utilisation of opportunity x; Tx = elimination of threat x

# Strategic premises

## Source markets

- 4A We focus primarily on marketing in **foreign markets** (S1–5, W1, W2, W3, O2, O4, O5, T2)
- 4B In budgeting, we adhere to the **Pareto principle**, whereby **20% of source markets account for 80% of destination performance**, while at the same time emphasising **diversification** as crisis prevention and annually updating the **list of the best-performing markets** (S4, W2, O2, O4, T2)
- 4C We seek **new potential markets** (S4, W2, O4, T2)
- 4D We stimulate **domestic tourism** primarily through the **Kudy z nudy portal**, identifying **media opportunities for internal promotion of regions**, supporting regional products in the **MICE segment**, education, research (data sources) and **supra-regional marketing projects** (S1–5, W1, W2, W3, O1, O5, T1, T2)

- 4E We work on **synergies in transport services**, i.e. **supporting direct air connections** from long-haul destinations, or from nearby destinations to **regional airports**, and **sustainable travel** from nearby destinations (S4, W2, O4, T2)

- 5C We consider **Prague** an integral part of the **image and DNA of the Czechia brand** and promote it as a **gateway to Czechia and to the regions** (S2, S3, S4, S5, W2, W3, W4, O3, T1, T2)

## Regional and Seasonal Dispersion

- 5A **Regional and seasonal dispersion** is one of the **main objectives of marketing activities**, but in relation to precise targeting and **the potential of source markets** (see slide No. 19) (S1–5, W1, W2, W4, O1–5, T2, T3)
- 5B We further strengthen regional dispersion through **co-financed/co-branded campaigns with consortia of destination-management organisations and the business sector** (S3, S4, S5, W2, W3, W4, O2, O5, T1, T2)

## Marketing mix

- 6A We work with **the broadest possible**, interconnected **marketing mix** with an emphasis on the **online environment**, a **wide range of conversions and new tools (AI)** (S1–5, W2, W4, W5, O3, O5, T2)
- 6B We focus on **marketing activities with measurable benefits for the destination** (T1, T5)

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6C) We emphasise content marketing and strengthen the role of social media as a **source of information for decision-making when planning a visit to the destination** (S1-5, W2, W4, W5, O3, O5, T2)

6D) We actively develop **B2B marketing** and maintain the prestige of **Czechia Travel Trade Day**, and we participate in **foreign B2B events**, including trade fairs (S1-5, W1-5, O2, O3, O4, O5, T2)

## Foreign Representations and International Cooperation

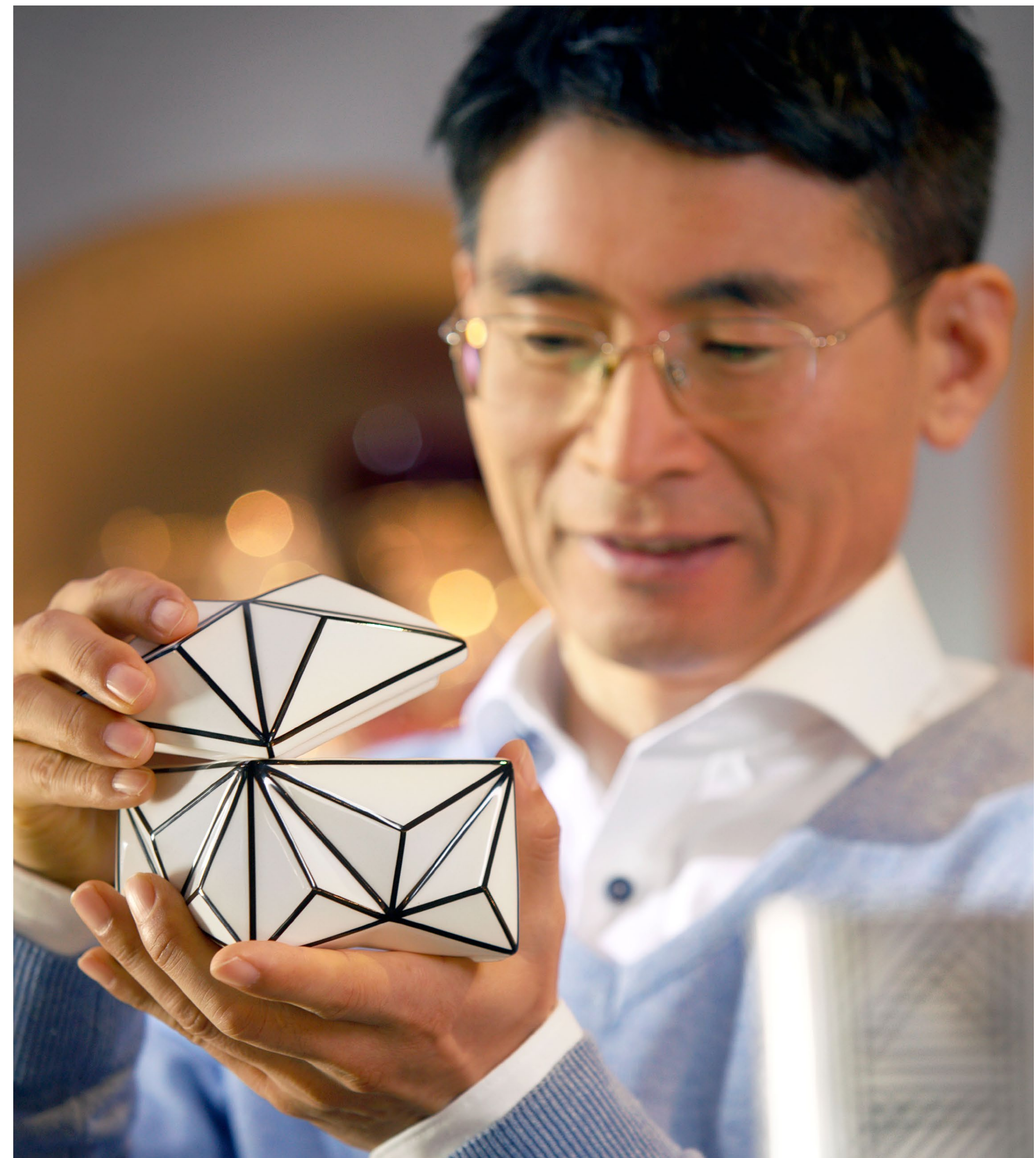
7A) The role of foreign representations in promoting Czechia as a destination lies primarily in work in the field of **PR, relations with the local business sector, identifying unique marketing opportunities, providing expert knowledge, diplomacy, representation and interministerial synergies** (S1-5, W2, W4, W5, O3, O5, T2)

7B) We focus on **international cooperation** and the promotion of broader regions, especially in distant markets, through platforms such as **Discover Central Europe (V4)**, the **Slavkov/Austerlitz format**, **VisitEurope** and others (S1-5, W2, W4, O3, O4, O5, T2)

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Legend for linkage to SWOT analysis:

Sx = relation to strength x; Wx = strengthening of weakness x;  
Ox = utilisation of opportunity x; Tx = elimination of threat x



# Key Indicators

Area/parameter	Key indicator	Evaluation method	Target state 2030
Brand DNA 1A	Awareness of individual aspects of the Czechia brand DNA as a tourism destination in selected foreign markets	Marketing research Secondary research by other institutions/segments	Strengthened awareness of key aspects of the Czechia brand according to the brand pyramid
Product offer 2A 2B 2C 2D	Introduction of new national products or updating existing ones	Overview of newly introduced or updated product, including an evaluation of associated activities	Updated and stabilised product portfolio
Product offer 2B 2E	Potential of source markets in relation to the product offer of individual regions	Overview of implemented activities Update of the regional product matrix	Balanced product portfolio according to the needs of individual markets and a standardised methodology for its update
Product offer 2C	Development of the MICE product	Overview of implemented activities with evaluation of their effectiveness	Implementation of a model of interministerial cooperation for securing major congresses Increase in the regional product offer in the MICE segment
Product offer 2F	Support for sustainability and accessibility	Overview of implemented activities with evaluation of their effectiveness  Research among service providers  Research among potential tourists in selected markets	Increase in the number of tourism products with a sustainable/accessibility dimension  Increase in awareness and interest in sustainable and accessible tourism products among foreign visitors

# Key Indicators

Area/parameter	Key indicator	Evaluation method	Target state 2030
Target groups 3A	New portfolio of target groups in terms of psychographic / behavioural / archetypal parameters	Creation of a new portfolio by the end of 2026 Ongoing updates in connection with the development of the product portfolio Overview of implemented activities focused on the given target groups with evaluation of their effectiveness	Updated and stabilised portfolio of target groups in connection with the product portfolio and a methodology for its further development
Source markets 4A 4B	Performance of markets	Updated lists of the best-performing markets from the perspective of the potential for growth in overnight stays (and thus spending power) and regional dispersion	Strengthening regional dispersion Growth in overnight stays (spending power)
Source markets 4C	New source markets	Overview of newly addressed source markets with justification and implemented activities	Active presence of the destination on new source markets
Source markets 4D	Support for domestic tourism	Overview of implemented activities with evaluation of their effectiveness	Stabilised volume of financial resources invested in domestic tourism Increase or stabilisation of the number of visits to the Kudy z nudy portal
Source markets 4E	Support for new direct air connections and further transport services	Overview of supported new connections Overview of implemented activities with evaluation of their effectiveness	Increase in direct air connections from long-haul destinations

# Key Indicators

Area/parameter	Evaluation method	Target state 2030
Regional and Seasonal Dispersion (5A) (5B) (5C)	Statistics according to available data from collective accommodation establishments, GSM data, etc.	Increase in the total number of overnight stays
Regional and Seasonal Dispersion (5A) (5B)	Statistics according to available data from collective accommodation establishments, GSM data, etc. Analysis of data from statistics of collective accommodation establishments, GSM data, etc.	Increase in the share of overnight stays in the regions of Czechia in relation to the total number of overnight stays Flattening of the seasonality curve for Czechia as a whole
Regional and Seasonal Dispersion (5B)	List of implemented activities with evaluation of their effectiveness	Increase or stabilisation in the volume of co-financed/co-branded campaigns
Marketing Mix (6A) (6C)	Overview of implemented activities with evaluation of their effectiveness	Increase or stabilisation of ROI of conversion-oriented activities
Marketing Mix (6B)	Campaign-effectiveness evaluation Degree of utilisation of partner content Survey in selected markets	Logically interconnected marketing mix with a higher proportion of content marketing in the decision-making process of tourists Increase or stabilisation of satisfaction

# Key Indicators

Area/parameter	Evaluation method	Target state 2030
Marketing Mix 6D	Survey Methodology by mid-2026 Survey	Existence of a unified methodology for monitoring and evaluating the business impact of B2B events Increase or stabilisation of the business impact of events organised by CZT
International cooperation 7A	Overview of implemented activities with evaluation of their effectiveness	Increasing or stabilised volume and value of activities within international cooperation

**List of  
abbreviations  
and selected  
terms**

# Abbreviations

<b>B2B</b>	business-to-business marketing – marketing aimed at companies	<b>MICE</b>	the corporate tourism sector (Meetings, Incentives, Conventions/Conferences, Exhibitions/Events)
<b>CZT</b>	CzechTourism	<b>MMR</b>	Ministry of Regional Development of the Czech Republic
<b>ČSÚ</b>	Czech Statistical Office	<b>MMR-OCR</b>	Tourism Department of the Ministry of Regional Development
<b>DMO</b>	destination-management organisation	<b>PR</b>	Public Relations
<b>ETC</b>	European Travel Commission	<b>SWOT</b>	a strategic tool analysing Strengths, Weaknesses, Opportunities and Threats
<b>EU</b>	European Union	<b>UN Tourism</b>	United Nations Tourism
<b>GSM</b>	data analysis based on the Global System for Mobile Communications. Using anonymised data from mobile operators allows detailed monitoring of the presence of visitors in the destination, including those not captured by traditional accommodation statistics		

# Selected Terms

<b>Tourism balance</b>	is the difference between a country's total tourism-related revenues and expenditure and expresses its economic balance in this sector. A positive balance means that the country earns more from foreign visitors than it spends on outbound travel by its residents, which is beneficial for the economy.	<b>Domestic tourism</b>	is tourism undertaken by residents within the territory of Czechia.	<b>Contemporary urban culture</b>	"Contemporary urban culture" in tourism refers not only to historical monuments but primarily to what currently shapes urban life and makes cities attractive to visitors. This includes contemporary art galleries, street art, modern architecture and public installations, as well as the music scene — concerts, clubs, festivals and alternative genres.
<b>Internal tourism consumption</b>	is a consolidated indicator of all expenditure incurred by visitors on tourism within the territory of Czechia, regardless of whether they are Czech residents (domestic tourism) or foreign visitors (inbound tourism).	<b>Outbound tourism</b>	also referred to as passive tourism, comprises visits and stays of residents outside the territory of Czechia.	<b>Bleisure</b>	is a combination of "business" and "leisure" and denotes travel that combines work-related purposes with recreational activities or extends a business trip for leisure purposes.
<b>Inbound tourism</b>	also referred to as active tourism, comprises visits and stays by non-residents within the territory of Czechia.	<b>Slow tourism</b>	emphasises a slower pace, deeper experiences and a greater respect for local culture and the environment. It focuses on the quality rather than the quantity of experiences and promotes sustainable and responsible travel.	<b>Incentive trips</b>	are experience-based trips organised by companies for their employees or business partners as a reward for results achieved or to strengthen relationships within the company.
<b>Resident irritation</b>	refers to situations in which local residents express negative reactions or frustration towards tourists and activities associated with tourism.	<b>Glamping</b>	is a luxury form of camping that combines direct contact with nature with the comfort and facilities of a hotel or apartment. The term merges the English words "glamorous" and "camping". Glamping accommodation is typically stylish, comfortable and equipped like modern housing — for example with beds, a kitchenette, sanitary facilities and a terrace — while situated in an attractive natural location.		

# Creating the Image of Czechia!