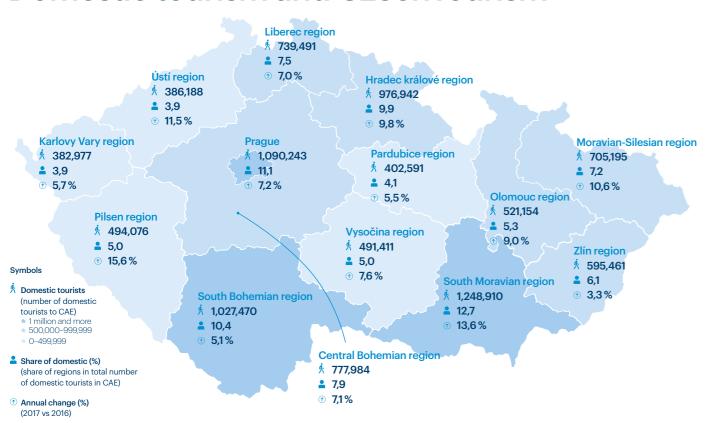
## **Domestic tourism and CzechTourism**



# Campaigns and media

#### Campaigns

New creative concept "Baroque by all senses"



Campaign for main communication theme Baroque on foreign markets

Campaigns on social media with online influencers from key foreign markets – total reach more than 11,000,000 people

YouTube RoadTripBaroque series focused on the Czech market

#### Media

# 2069 Articles about CzechTourism

AVE 70 813 370 CZK in domestic media

Top theme: Žebříček návštěvnosti turistických atrakcí
Tourfilm

Cena portálu Česko země příběhů v rámci Velké pardubické

Top spokesperson: Monika Palatková, Aleš Pangrác, Markéta Vogelová

Top media: Vltava Labe Media, Mafra, C.O.T. Media









# **Publications**

#### Editions (selected publications)

Produced 23 publications in 11 language versions, 6 new publications in 4 language versions, 11 new language versions of original titles, 4 new Korean versions and 4 other reeditions for Winter Olympic games in 2018, supervision of 11 new publications and regular reeditions

Production of publications for the Czech House at Winter Olympic games in Pyeongchang 2018

Securing prints for the Czech exposition EXPO 2017 in Astana

 $\begin{tabular}{ll} \hline & Preparation, visualization, realization and supervision of outputs of the intersectoral project \begin{tabular}{ll} \hline CS100 \\ \hline \end{tabular}$ 

#### **Awards**

1st place TuristPropag in category tourist information of the year (Guide to Baroque Czech Republic)



2<sup>nd</sup> place Fénix content marketing one-time media – catalogue (B2B catalogue – Top baroque itineraries)

KALENDÁŘ 2017

3<sup>rd</sup> place Fénix content marketing one-time media – calendar (Baroque Czech Republic 2017)

r KALENDÁŘ 2017

Award Calendar of the year in category wall calendar (Calendar Baroque Czech Republic 2017)

#### Photo gallery

#### More than 1,400 photos

- Expansion of the portfolio of the photo gallery ČS100, UNESCO, outdoor
- More than 100 new photos in print quality

Compiled by Institut turismu, institut@czechtourism.cz



# Fact Sheet

# 2017









#### Incoming tourism and CzechTourism worldwide Scandinavia Key for arrivals **\$** 399,292 ★ Tourists Number of incoming foreign tourists **Great Britain and Ireland** Germany • 1,349,297USD 400,000 and more **½** 364,015 **525,100 †** 1,962,582 0 8,268 ★ Digital campaign of South Moravia USA • 18,762,942USD 9 3,133,948USD 9 1,1527,492USD ① Annual change (%) **½** 540,572 **94,304** 0 5,488 0 46,955 0 6,990 impressions on social media ① Average period of stay ★ Cooperation with ★ Co-marketing and ★ Holidays on 9.987.356USD 0 2.294 **548,318** Co-brand campaign the Czech mountains touroperator Poland and Baltic cou 0 71,643 ★ Air Transat Partnership AVE Online and OOH with Jet2holidays Pharos Reizen equivalent advertising space, value of advertising space (in CZK) 575,643 • 1,344,350USD ★ Digital B2C campaign with AFAR in autumn 2017 - 4.000.000 potentia ★ OOH campaign in Montreal and Jet2.com **26.302** German tour - Over 20,000 unique visits of newly 9 15.188.361USD Social media fans ★ Microsite campaing Campaign operators in Prague created destination content - 2,291,334 impressions **53.497** - Over 3,300,000 impressions "Baroque for any taste" Top selected campaigns at branch offices abroad Snow & Fun \* Campaigns on smartphones, representatives of TOP ★ Campaign German tour operators LED screens, on-line ★ MITT fair trade in Moscow with BBC radio ★ On-line ski guide "Where to Japan Mexico go with kids in the mountains" **½** 114,955 **½** 42,499 **France** Switzerland 9,046,066USD 289,583 • 780,447USD **½** 109.868 **14,266** 681,917 **59,736** 6,628,428USD \* Mucha's Czech ★ Campaign with Viajes • 10,968USD South Korea **12,693** • 1.518.765 USD Republic - Slav Palacio **1,162** 415,555 ★ Blog press trip 0 17.658 Epic in Japan 2017 489.845 Decoration of 3 selling places ★ Participation on Votretourdumonde.com Summer in Bohemia More than 80,000 in shopping malls 53,438,264USD the biggest Swiss materials during - T-shirts with Czech logo for vendors and Moravia • 7,420,075 USD the exhibition in Tokyo Bruno Maltor **28,884** fair Fespo in Zurich with 650,000 people Reach on social media 0 120,731 ★ Campaign 4.579.400 ★ Launch of Train ★ CCTV6 World **Hong Kong** Participants of Reach on blog 2,880,000 travel product **Austria 164,249** Film Report a trip with Hana Tour **½** 291,126 **†** 183,948 on state TV channel • 2,979,535USD Other Middle and South • 7.776.325USD **★** Presentation 0 8.319 **½** 247,663 **5** 389,578 American countries 0 5,628 and B2B workshop **★ TV Campaign ½** 101,040 ★ Campaign in cooperation **Premium Holidays** 85,656 • 2,740,184USD 9 8,078,315 USD with the Embassy with Austrian 2,306,458USD **24,073 o** 25,307 • 467,744USD railways ÖBB of the Czech Republic **136,057** Czech Republic ★ Czech Republic **Australia** 0 3,055 in Tel Aviv **§** 63,859 in Plein Air \* Pools in Colombia, for seniors regional trains § 87,663 With the leading tou ★ Czech Republic - Land of Stories in Vienna and Realization of e-book Peru and Argentina operators and travel Road show India 2017 than 3.200.000 CZK • 14,122,584USD tourist Czech Republic eastern Austria agencies from the Israel **1,819** — The best from Czech in professional magazines ★ Prague trends **o** 73,312 and Moravian regions with the Embassy of the Czech Republic Presentation Berlin — 3 B2B presentations and workshops in New Delhi, Bangalore and Mumbai - Prague - Vienna in shopping mall Villalobos

### **On-line**

**Czech**Republic

Visits to czechtourism.com

**2**,918,273 visits

**● -16%** compared to 2016 (3,463,190)

1 +4% compared to 2015 (2,812,732)

2,09 pages per visit

2:19 average length of visit

x kudyznudy.cz

kudyznudy.cz

**13,450,776** visits

**● -2%** compared to 2016

**● -1%** compared to 2015 3,53 pages per visit

3:11 average length of visit

země příběhů

ceskozemepribehu.cz

**555,918** visits

**● -13%** compared to 2015

2,32 pages per visit

1:41 average length of visit

Social media (as of 31 December 2017)

**852.721** likes

① +2% compared to 2016 (834,636)

① +57% compared to 2015 (543,665)

425,036 likes on FB

74,835 likes

# Trade fairs and events

**Trade Fairs** 

17 international trade fairs with official exhibition, 1,800,000 visitors reached

**Another 91 trade fairs** organized by foreign offices

Events (going beyond the meaning of borders)

- Prague Spring

- Karlovy Vary International Film Festival

Colours of Ostrava

- Laver Cup

- Series of regional runs RunCzech

- Golden Spike Ostrava

- Barum Czech Rally Zlín

Velká pardubická









# **Conferences/actions**

Press/Fam

15 Press Trips for 87 worldwide journalists

4 Fam Trips for 28 tourism professionals

1 Action

for Oman delegation, 10 people participated

Czech Republic Travel Trade Day more than 70 worldwide trade representatives

MICE (TOP congresses and winning candidacies)

85th EAS - European Atherosclerosis Society Congress

50th Meeting of the European Society of Pediatric Gastroenterology, Hepatology and Nutrition with 4000 delegates

56th ICCA – The International Congress and Convention **Association Congress** 

6th Ministerial Conference on Environment and Health

# **Convention venues**

Ranking	City	No. of congress
1	Paris	196
2	Vienna	186
3	Barcelona	181
4	Berlin	176
7	- Amsterdam-	144
11	Prague	126
23	Brusel	91
392	Ankara	5

Ranking	City	No. of congress
1	USA	934
2	Germany	689
3	Great Britain	582
12	Austria	268
20	Switzerland	184
27	Czech Republic	156
33	Hungary	129
63	Slovakia	33
98	Ukraine	8

Source: ICCA











