



2018

Annual Report

Corporate brands of the company

CzechTourism

 **Institut turismu**
CzechTourism

 **Czech
Convention
Bureau**
CzechTourism

Brands of corporate projects

 **kudyznudy.cz**
CzechTourism

 **Czech Republic
Travel Trade Day**

 **Fórum
cestovního
ruchu**



Český systém kvality služeb
Czech service quality system

 **Tourfilm**
CzechTourism

 **DestinaCZe**

Brands of corporate product lines

 **CzechMobil**

 **Czech
Specials**



Brands of projects prepared in cooperation

**1 9 1 8
1 0 0
2 0 1 8**
CZECH AND SLOVAK
CENTURY

TÝM ČESKO
SDÍLENÁ PODPORA PODNIKÁNÍ

TouchPoint ✈



tbe 
The Future of Travel Media

**Discover
Central
Europe**
www.european-quartet.com

Destination brands

Česko
země příběhů

CzechRepublic
Land of Stories

Českárepublika
Krajina příběhů

捷克共和国
满是故事

チェコ共和国
尽きない旅物語

República**Checa**
Tierra de Historias

捷克共和國
满是故事

체코이야기의 땅

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Agency Staffing Headquarters Czech Republic

as of December 2018

MANAGING DIRECTOR OF CZECHTOURISM



Monika Palatková
General Manager



Iva Kořínková
Assistant to the Director



Ewald Smrčka
Internal Audit



Michaela Klofcová
Media Relations Manager



Renata Kasalová
Media Relations Manager



Jana Valentová
Head of Events



Veronika Jeřichová
Events Manager

FINANCE AND FACILITY MANAGEMENT



Jan Špilar
FFM Director



Jana Nová
Budget Manager



Jana Kozáková
Chief Financial Officer /
Chief Accountant



Ilona Šotkovská
Accountant / Cashier



Jitka Ulrichová
Financial
Accountant



Iva Vyšínová
Financial Accountant



Dana Soukupová
Financial Accountant



Dagmar Šnoblová
Foreign Office
Administration
Coordinator



Tomáš Herák
Foreign Office
Administration Manager



Anna Říšová
Editions Distribution
Manager



Eva Valentová
Warehouse Manager



Jaroslav Valenta
Building and
Maintenance Manager



Miroslav Trňáček
Technical Manager



Lenka Špačková
Head of Coordination
of Public Contracts and
Internal Control



Iva Filipová
Coordination of Public
Contracts and Internal
Control Manager

STRATEGY AND MARKETING COMMUNICATION



Andrea Jirglová
Manager / Strategy
and Marketing
Communication Director



Tereza Matějková
Head of Trade Fairs



Pavla Blažková
Trade Fairs Manager



Tomáš Seidl
Head of Editions



Filip Procházka
Editions Manager



Lukáš Wisla
Marketing Manager
(Social Media)



Štěpánka Orsáková
Online Distribution
Manager



Lucie Dvořáková
Online Distribution
Manager

REGIONAL PARTNERSHIPS AND B2B RELATIONSHIPS



Aleš Pangrác
REGP Director



Jana Houšková
Czech Convention Bureau
Manager /Assistant
to the Director



Martin Šlajchrt
Active Tourism Product
Manager



Miroslav Klusák
Head of Product
Management



Zdeněk Giormani
Head of Czech
Convention Bureau



Petr Kuklík
Czech Convention
Bureau Manager



Jan Kratochvíl
Head of Information
Centres



Marie Juránková
Information Centres
Manager



Adéla Pilařová
Head of Project
Sustainability and Czech
Service Quality System



Lenka Davidová
Project Sustainability
and Czech Service
Quality System
Manager



Hana Zajíčková
Project Sustainability
and Czech Service
Quality System
Manager

TOURISM INSTITUTE



Markéta Vogelová
Tourism Institute
Director



Soňa Machová
Head of Marketing
Research



Jan Otava
Marketing Research
Manager



Michal Schneider
Marketing Research
Manager



Aneta Šenová
Education and R&D
Projects Manager

FOREIGN OFFICES AND ONLINE DISTRIBUTION



Klára Vysloužilová
Foreign Offices and
Online Distribution
Director



Jana Soukalová
Head of Press and Fam
Trips



Jana Hauserová
Press and Fam Trips
Manager



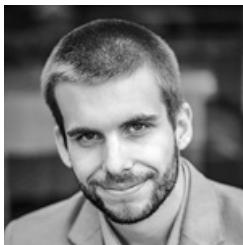
Veronika Janečková
Head of Source Market
Management



Katarína Štafenová
International Marketing
Manager



Mahulena Drakselová
International Marketing
Manager



Marek Kroutil
International Marketing
Manager

Agency Staffing Foreign Offices

as of December 2018



Lukáš Pokorný
China – Shanghai



Martina Čílková
Japan



Michaela Claudino
USA, serving Canada



Jan Urban
China – Hong Kong,
serving Taiwan, Australia,
Singapore, Malaysia,
Indonesia, and Thailand



Štěpán Pavlík
China – Beijing



Michal Procházka
South Korea, serving the
Philippines



Petr Lutter
Mexico, serving Brazil,
Argentina, Columbia,
Peru, and Chile



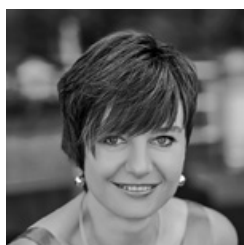
Roman Procházka
Russia – Yekaterinburg,
serving the Asian part of
Russia and Kazakhstan



Alena Kudílková
Russia – Moscow, serving
the European part of
Russia, Belarus, and
Azerbaijan



Marie Muchová
France



Ivana Bílková
Poland, serving Lithuania
and Latvia



Katarína Hobbs
Great Britain, serving
Ireland



Markéta Lehečková
Spain



Nora Gill
Slovakia



Yvette Polasek
Austria, serving
Switzerland



Markéta Chaloupková
Germany



Luboš Rosenberg
Italy



Petra Koorn-Palečková
Netherlands serving the
Benelux

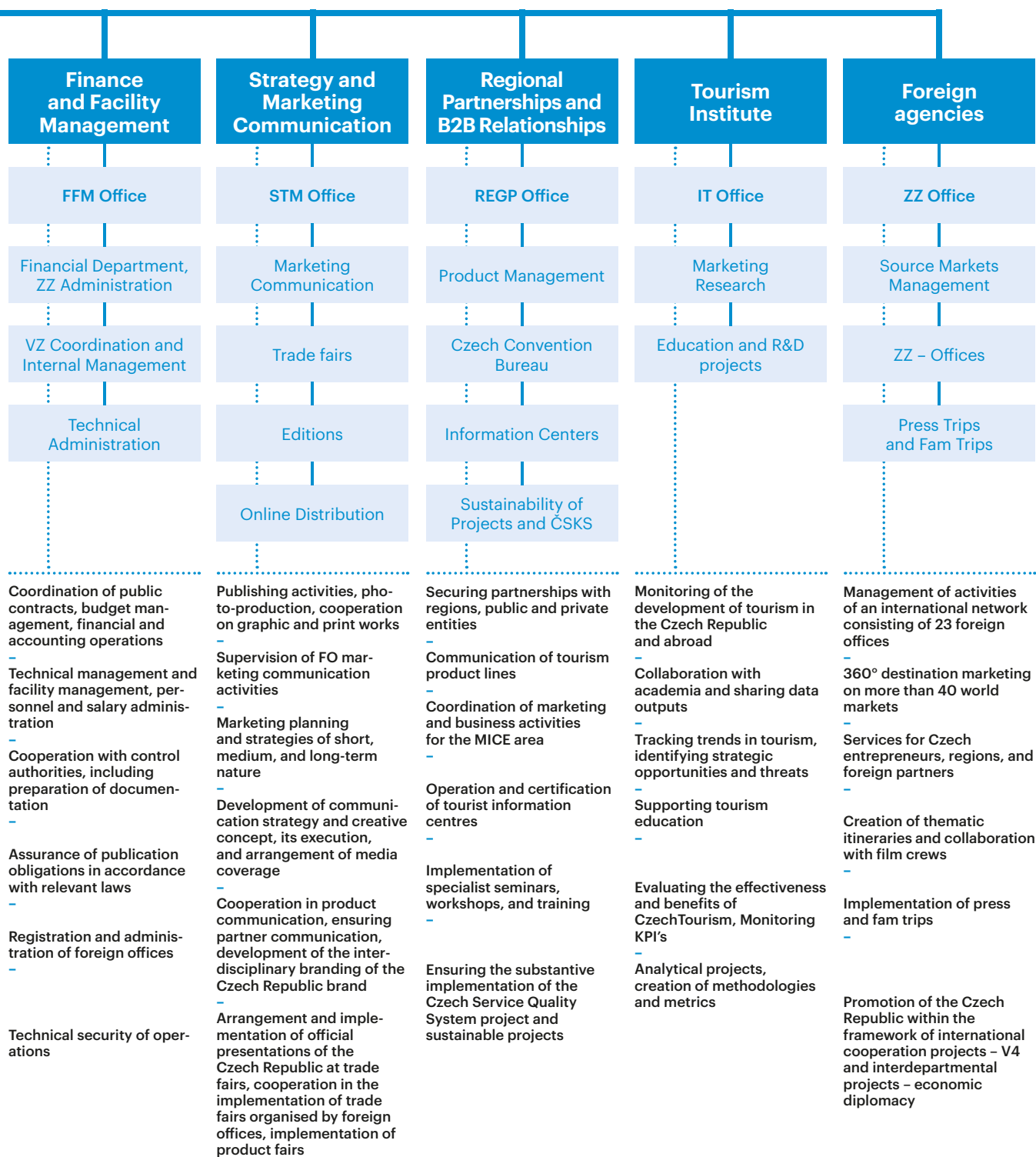


Lucie Vallin
Sweden, serving
Denmark, Norway, and
Finland

Organisational Structure



The activities of CzechTourism are provided by 65 employees at the table positions (December 2018).





Monika Palatková
Managing Director

Dear Colleagues and Partners,

the CzechTourism agency, founded by the Ministry of Regional Development of the Czech Republic, is active in tourism as a client-oriented marketing agency whose main objective is to promote the Czech Republic as a tourist-attractive destination. To do this, we use the brand – Czech Republic, a Land of Stories. Strengthening the competitiveness and prestige of the “Czech Republic” brand is one of the basic goals.

Traditionally, CzechTourism cooperates with international, national and regional partners, supports important cultural and sporting events. We prepare specialist seminars, workshops, and trainings. The Tourism Institute monitors the development and trends of tourism in the Czech Republic and abroad, cooperates with the academic sphere and evaluates the effectiveness and contribution of the activities of the Agency for the tourism of the Czech Republic.

We manage the activities of an international network of 23 foreign offices that carry out 360 ° destination marketing in more than 40 markets of the world. We focus on product management and improving the quality of tourism services. We implement the project Czech Service Quality System. We support and initiate marketing and business steps in MICE. Cooperation with public and private entities and business partnerships in the Czech Republic and abroad are our primary concern.

In recent years, we have initiated the creation of the Touchpoint platform, which, in cooperation with our partners, helps to develop direct air links from strategic and creditworthy markets. We became the seventh member of the Czech Team, a project aimed at supporting entrepreneurs in the Czech Republic.

The year 2018 was marked by the 100th anniversary of Czech-Slovak solidarity, we provided a marketing background for the interdepartmental governmental project Comments and Celebrations of the Important Anniversaries of 2018. The theme of the common history of Czechs and Slovaks emerged within our portfolio of marketing tools; Slovakia became a partner country to the Tourfilm festival organized by us and our crucial partner for the celebrations.

In 2019–2021, we will promote the Czech Republic through the “Like a Czech” campaign. The main communication theme will be cities, as a gateway to the regions, on which we target marketing activities of our headquarters and our foreign offices.

Thank you for your cooperation in 2018!

Monika Palatková
Managing Director of the CzechTourism agency

Acknowledgement of Partners



Factsheet



Income from tourism CZK 162 billion



AVE: CZK 3,201,759,205



OTS: 5,171,242,513 campaign views

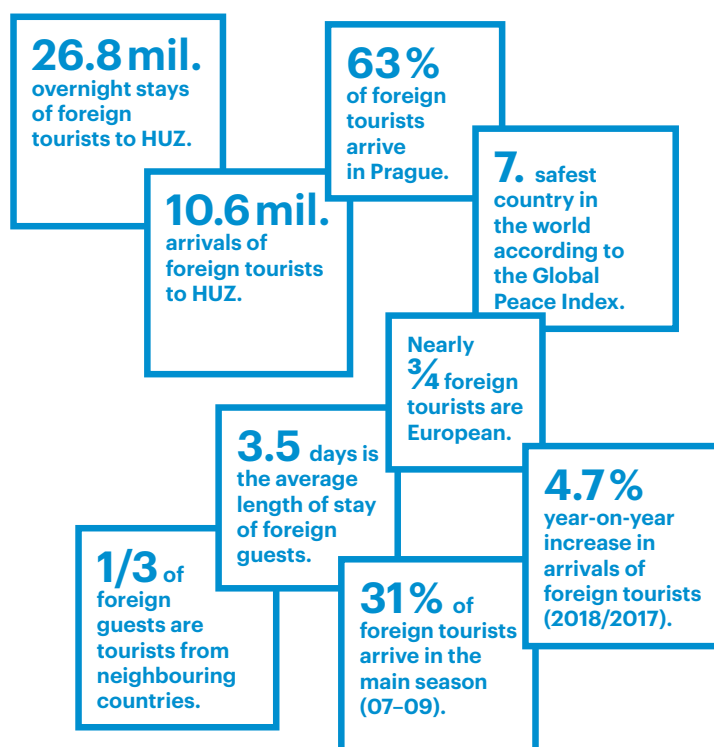


number of media outputs:
6,199



number of fans on social
networks: 1,523,849

Tourism 2018 in numbers:



AVE = the price of the published post if it was placed in the same media as the ad

OTS = the number of times people over 15 have had the opportunity to read, watch, or hear specific posts during the reference period

ECONOMICS

1:21

„Return of Investment“

Czech Tourist Authority's budget for 2017 totalled CZK 440 million. Thanks to the agency's feverish activity, CZK 9.2 billion Crowns came back to the public budget. This pushed the return on investment up to a ratio of 1: 21.

Ratio of tourism to GDP (in %)



The ratio of tourism to the Gross Domestic Product (GDP) has fluctuated over the long term at around 3%, which surpasses e.g. agriculture, forestry and the fishing industry. However, it concerns a cross-industry sector and it thus impacts all sectors of the national economy and represents a crucial benefit to regional development. If we were then to take into account the direct and indirect effect, the ratio of tourism to GDP reaches 7.7 %.

3,8
billion CZK

Advertising Value Equivalent

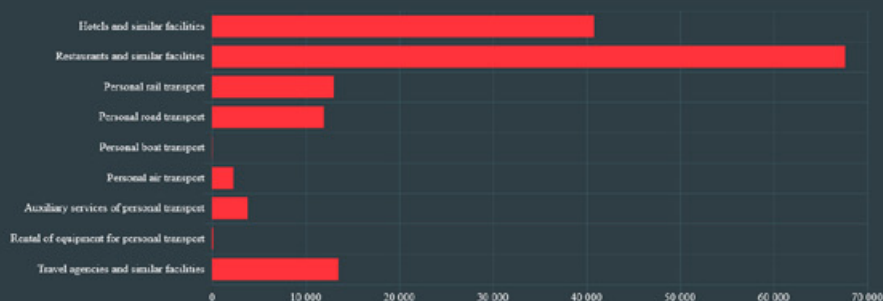
This number says what value in CZK media space represents gained free of charge thanks to marketing and PR activities. The value of media space obtained thanks to activities of foreign representations of Czech Tourist Authority in 2017 reached CZK 3.8 billion.

231 000

Number of persons employed in the field

Tourism at both the national and regional level forms a key economic activity. In 2016, over 231,000 people were employed in the field. Tourism thus represents a 4.4% share in the total employment in the Czech Republic, meaning that every 23rd Czech works in travel.

Employment in tourism



Corporate Projects of the CzechTourism Agency

Events and projects set up and organized by the agency



Tourism Forum

New ways and trends in tourism marketing were the theme of the 8th annual Tourism Forum. Professional lectures complemented traditional workshops on the second day of the Forum.



The conference was opened by the Governor of the Hradec Králové Region, Jiří Štěpán and the Managing Director of the Tourism Institute, Markéta Vogelová. She also launched the conference with the contribution New Ways in a New World, presenting the agency's intentions and marketing plans for the next period – a comprehensive national tourist board marketing strategy and its work with a wide range of seemingly niche topics that grow organically through the main communication line.

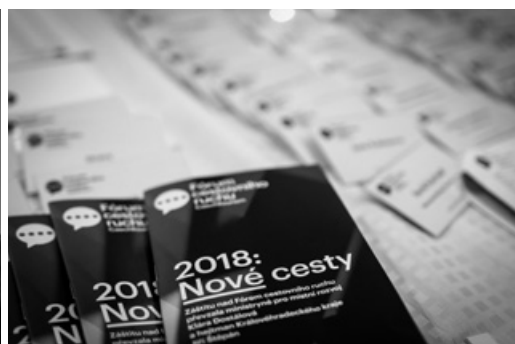
The following contribution by the moderator Václav Moravec focused on the mass emergence of a new type of social actor – a produser combining the roles of producer and user. The contribution also focused on the emergence of new audiences and their fragmentation. The contribution of the moderator of the popular discussion program answered questions about how the audience's approach to receiving and processing information changes or what long-term

trends can be traced with individual media types. The contribution to the new media was looking for their specifics especially for tourism.

The Forum also opened up the themes of industrial cultural heritage or the issue of computer games and their use.

Interactive workshops at the end of the Forum focused on measuring the effectiveness of destination management – Šárka Tittelbachová and Lucie Plzáková from the Institute of Hospitality Management in Prague – the use of influencer marketing was introduced by Lukáš Wisla from CzechTourism and influencer Jakub Fišer, known as Kubajsz.

The Tourism Forum was held in November in Hradec Králové. Presentations and outcomes of the conference at forum.czechtourism.cz.



Czech Service Quality System



The aim of the Czech Service Quality System (ČSKS) is to continue to contribute to improving the quality of tourism services in the Czech Republic. For this purpose, in 2018, the ČSKS specialized workplace awarded 136 certificates to tourism organizations and prepared a number of quality management training courses for those interested. It organised new professional courses for certified companies.

The main philosophy of the whole concept is based on the needs of customers and consists in continuous improvement of the offered services. The Czech Service Quality System appreciates the efforts of organizations and individual workers to increase their skills and expertise in soft skills. It is based on voluntary certification of entities operating in tourism. The award of the ČSKS certificate improves the reputation of the organizations and motivates the employees.

An extensive media campaign was launched in 2018 in order to raise awareness of the "Q" quality label. It resonated mainly in online form, in the press and on Czech Railways trains. ČSKS has created two new animated winter-themed videos for communication in the media, bearing the message "NOT THIS WAY!". In general, the project portfolio includes already six educational videos, showing cases of still insufficient level of tourism services in the Czech Republic, and the project seeks for improvement.

Types of ČSKS training:

Update trainings – 4 courses.

Quality trainer First level – 8 courses.

Professional training – 8 courses.

Quality trainer Second level – 2 courses.

Organizations were awarded **136** certificates of first and second level.

89 first-level instructors have been trained.

11 second-level instructors have been trained.

Presentation at professional conferences and seminars.

A total of **96** persons attended professional training courses.

Creation of two new animated spots, realization of an extensive media campaign.

Offer of free professional trainings for certified entities as a bonus.





Tourfilm Grand Prix went to Spain

"While last year at the fifty year jubilee, we mentioned changes in travelling through the regions of the Czech Republic over the past fifty years, Slovakia was a clear choice this year. Czech Tourism's involvement in the interdepartmental project commemorating important anniversaries of the last hundred years will be presented in a separate block. It is also crucial for us to hold the festival line, which is free accessible to a wide audience, so this year's program includes a block intended for children and professional lectures and workshops for tourism students," commented Monika Palatková, Managing Director of the CzechTourism.

Tourfilm Grand Prix went to the Spanish film by Roman Parrad "The Route of Fate". According to the festival jury, the winning film works brilliantly with music, challenging arrangements, emotions and the story. At the same time, it can present the destination to everyone and get people interested in visiting Catalonia. In 2018, the partner country of the festival was Slovakia.

The festival commemorated the centenary of Czech-Slovak solidarity as part of its accompanying program. Visitors could visit a discussion of the traveller Pavol Barabáš, Slovak actress Zuzana Kronerová, who became the face of the festival, the workshop of the world-renowned photographer Robert Vano or the final concert of Miro Žbirka with his band.

The program of the festival included actor Martin Dejdar and fisherman Jakub Vágner, who were among the faces of the Common Century marketing campaign. At the festival, the Project Manager Lukáš Bajer presented an interdepartmental project within the program block intended for students; the results of the photo competition "Czech Republic is Great – Shoot It" were also announced within the festival!"

435 competing films (316 for the international competition, 119 for the national competition) entered the festival this year.

Interest in the amateur category grew by almost 50 % since last year.

A total of 64 countries – a record number – entered the competitions, with an increase in the number of films especially from exotic destinations such as Ecuador, Peru, Philippines, Indonesia, Chile, Nepal and the Dominican Republic, which surprised by their high quality. (21 films), Germany (19 films) and Slovakia (19 films).

In the national competition TourRegionFilm, the number of films, mobile applications and websites increased compared to last year, not only was there a greater choice of competition titles, but the range of themes was also significantly enhanced. In the promotional spots, drones were used very often to add grandiosity and beauty to the films, but – since the shooting technique was very similar – it was very difficult to determine a clear winner.



Festival visual – photo of actress Zuzana Kronerová by the internationally acclaimed Slovak photographer Robert Vano





Czech Republic Travel Trade Day

They said about TTD:

"Thank you for the prepared format, I consider it a good way and I recommend continuing!"

"There could be even more workshops presenting foreign markets."

„Congratulations for a well arranged B2B meeting. Looking forward to your forthcoming event.“

„I believe our guides and our NYC Director were excellent in promoting their country and helping us understand the history and beauty of your country.“

„Thanks for the invitation to this trip. I had the opportunity to know this beautiful country, which we are recommending a lot to our sales area especially, all the additional places to Prague and that with the help of the operators that we met in the appointments we will make the trips of our clients something more What an experience ...“

Czech Republic Travel Trade Day, the annual incoming workshop with international buyers, took place in 2018 on May 21 and 22 in Liberec. The CzechTourism agency organized it in cooperation with the Liberec Region and the city of Liberec. The aim of the event was, as in previous years, to strengthen incoming tourism and to support the destination brand Czech Republic in international markets. The B2B platform has offered talks with more than 80 international buyers worldwide. Newly in 2018, the CzechTourism agency introduced the possibility for Czech entities of using an early booking discount of 50% of the price of the package.

During the event, Czech entrepreneurs, regions and other entities active in tourism had the opportunity to discuss cooperation with foreign buyers and directors of CzechTourism's foreign offices, during workshops with pre-arranged meetings. The program also offered educational seminars on the US, Latin America, Southeast Asia, India and China source markets. The marketing plan of the CzechTourism agency and the communication theme for 2019 "Cities as Gateways to Regions" were also presented during the event.

The event itself was preceded by study trips in selected regions of the Czech Republic prepared by foreign offices of CzechTourism and regional partners. All study tours were completed in the Liberec Region, which presented its tourist offer consisting of four programs – exploring the glass-making tradition, the wealth of jewellery, the attractions of Liberec and the beauty of the Bohemian Paradise.

81 foreign buyers from Europe, Asia and America.

More than **1,000** individual B2B meetings.

Three quarters of Czech participants are planning their participation at the next year's event in České Budějovice.

The overall satisfaction of the participants in the event was above average.

The most frequent participants were accommodation and catering providers, travel agents and agencies and destination organizations.

The vast majority of foreign participants appreciate organizing events outside Prague.



Education and Projects Research and Development

The projects focus on providing and implementing B2B workshops and internal training for CzechTourism employees. The agency provides internships for students of tourism universities and provides professional presentations on the agency's activities for the professional and general public (schools, tourism experts).

In the framework of cooperation with universities, internships are provided both in the Czech Republic and abroad. Every year a competition for the best

diploma and bachelor thesis with a focus on tourism is announced.

The department organizes mass internal trainings aimed at increasing the level of qualification of employees. In 2018, both hard skills and soft skills were trained, such as Time a Stress Management, GIMP Program, Google Analytics, CMS Kentico, Event Management, etc.

In 2018, the implementation of the Operational Program Employment – Education in Tourism continued, offering the possibility of further professional education of employees in the field. Its launch is scheduled for the beginning of 2019.

The new department offers presentations about the agency's activities, which are designed for teams of Czech and foreign university students. In 2018, over 180 students became familiar with the tourism organization system.

For the needs of the professional public, in 2018, a total of six professional seminars were prepared focusing on the use of data in the management of tourist destinations or the specifics of the Chinese tourism market.

Chinese Tourist Market Workshop





Czech Specials



Czech Specials is a partner project of CzechTourism, the Czech Association of Hotels and Restaurants and the Association of Czech Chiefs and Confectioners. It aims to raise awareness of regional gastronomy and support restaurants that offer regular Czech dishes in both traditional and modern concepts. It presents Czech cuisine as diverse within individual regions, full of unique dishes, a wide range of ways to prepare them. Ultimately, the project is to bring more domestic and foreign tourists to all regions of our country.

Czech Specials is also a certification mark, which is to ensure that guests in a restaurant thus certified receive Czech dishes of adequate quality.

In 2018, the Association of Czech Chiefs and Confectioners took over the certification process from the Czech Association of Hotels and Restaurants, and the rules for the certification of entities were tightened. The obligation of restaurants to include in their menus at least one soup and two main dishes of recipes approved as Czech Specials was renewed; the menu must also include domestic beer and wine. New inspectors were selected from the experts to award certification. For the future of the project, the quality of the participating restaurants is clearly superior to their number.

At present, about 102 restaurants from the Czech Republic have valid certification and several dozen have expressed interest in applying for certification or renewing certification.

The project has websites that are continually updated, a mobile application and a Facebook profile with more than 11,000 fans. In 2018, Czech Specials actively participated in a number of gastronomic events, including professional events For Gastro, Culinary Prague and Horeka Symposium, or gastronomic events of CzechTourism's partners.

Facebook
profile with
over 11,000
fans.

102 restaurants
from all over
the Czech
Republic
have valid
certification.



EDEN

EDEN (European Destinations of Excellence) is a European Commission project, whose main objective is to promote sustainable tourism in the European Union. The main focus of the project is the competition for an excellent tourist destination, which has been held in the participating countries every year since 2007.

The competition primarily targets less-visited regions. CzechTourism has been the guarantor of the project since the first participation of the Czech Republic in 2009. In 2018, the promotion of the winning destination Orlické hory and Podorlicko (Eagle Mountains and Foothills) with the unique cultural product "Chateaux on the Orlice River" was realized. Promotion was funded by the Ministry of Regional Development as a special award for the winning destination.

CzechTourism has implemented a series of promotional activities for the winning destination (promotional materials, media promotion, press trip and membership in the EDEN network).

Within the EDEN project, CzechTourism, together with other European destinations, supports sustainable travel development in lesser-known destinations, helping to make it visible in both domestic and foreign markets.

Interdisciplinary Tourism Product

The project aims to create new interdisciplinary tourism products and support long-term systemic regional cooperation between the public, private and non-profit sectors in the tourism together with other sectors of the national economy, following the National Tourism Support Program.

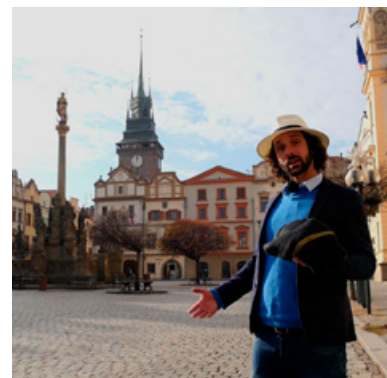
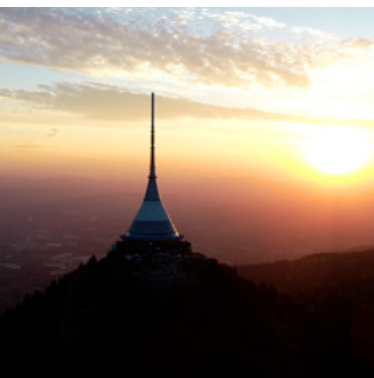
The project under the mark Czech Republic, a Land of Stories connects local tourism products in the Czech Republic with regional products created in other sectors. The interdisciplinary product is implemented as a tool for long-term system support of regional cooperation in the tourism industry and related sectors (agriculture, small-scale production and other services). In 2018, field expert work, workshops with local actors and 13 pilot videos and a campaign promoting local tourism products were carried out.

Pilot videos, which invite visitors to gain specific experiences in the regions of the Czech Republic, were prepared by CzechTourism in cooperation with the Internet TV Stream.cz. Thanks to the cooperation, a new program called Czech Republic, a Land of Stories was created.

The biggest success within the campaign were the PR articles placed on the server Novinky.cz with a click-through rate of up to 2.71%.

The total number of views of thirteen videos is over 870,000 viewers. The program has over 1,700 subscribers. The most successful was the part On the Track of Witches, which recorded more than 170,000 user views.

The series was supported by a marketing campaign that ran from November 2018 to February 2019 on the portals Seznam.cz, Novinky.cz and Stream.cz and reached almost 20 million views.





Absolute winner:
Treetop Trail Giant
Mountains(5,078
votes)



The winner of DestinaCZe 2018 was the Treetop Trail – Giant Mountains

The absolute winner of the sixth year of the competition for the most popular destination of the Czech Republic, announced by the CzechTourism agency, became the Treetop Trail – Giant Mountains. So called maison de plaisance of St. Adalbert won first place in the ČS100 category. The results of the competition were announced within the Meltingpot discussion forum at Colours of Ostrava.

This year, the public could appreciate their favourites in the form of gold, silver and bronze medals Places associated with the anniversary of the foundation of Czechoslovakia competed in the ČS100 category. The winner of this category was maison de plaisance of St. Adalbert. The Trends and News category presents the most interesting tourist destinations that were created or reopened in 2017, or until the start of the 2018 competition. Here, the Treetop Trail Giant Mountains became the winner, being also the overall winner of the competition. The destination, where you can spend your holiday actively, was presented by the category CzechMobil and the winner was the Ohře Cycle Path.

CzechMobil

1. Ohře Cycle Path – 3,662 votes
2. Cycle path along the river Lužnice – 2,223 votes
3. Single track pod Smrkem – 1,199 votes

Trends and News

1. Treetop Trail Giant Mountains – 5,078 votes
2. Pustevny – the upper lift station – 4,068 votes
3. New Jarošov brewery – 1,922 votes

ČS100

1. Maison de plaisance St. Adalbert – 3,406 votes
2. Brno villa quartet – 2,365 votes
3. Loos interiors in Pilsen – 1751 votes

More about the winning destinations
www.ceskozemepribehu.cz/destinacze

The finalists competed for the title of the best national tourist attraction from May 14 to June 24, 2018.

During this period, the public voted through the website www.ceskozemepribehu.cz for competitors in three categories: CzechMobil, Trends and News, ČS100. A total of over 40,000 votes were assigned.

As part of the DestinaCZe competition, CzechTourism annually presents interesting places with tourist potential across the Czech Republic. The purpose of the competition is primarily to support the trend of domestic tourism and to inspire people to travel around the Czech Republic.



Destination Management Organizations

In 2018, Categorization of Destination Management Organizations was launched. From March to the end of 2018, a total of 23 destination management organizations received a certificate. The main objectives of the Categorization are to improve the performance and effectiveness of destination management activities in the Czech Republic and to contribute to increasing the quality and effectiveness of realized marketing activities.

Categorization takes the form of a standard that defines the minimum requirements for destination management organizations (DMOs). It defines 4 DMO categories: local, departmental, regional and national. It lays down binding requirements for them, under which the organization can be certified. The requirements take into account the different assumptions and potential of tourism in the Czech Republic as effectively as possible. Categorization mainly regulates the conditions for the establishment, focus and activities of destination management organizations and sets

out other essential conditions for certification for each category. All certified destination management organizations must implement and maintain the Czech service quality system.

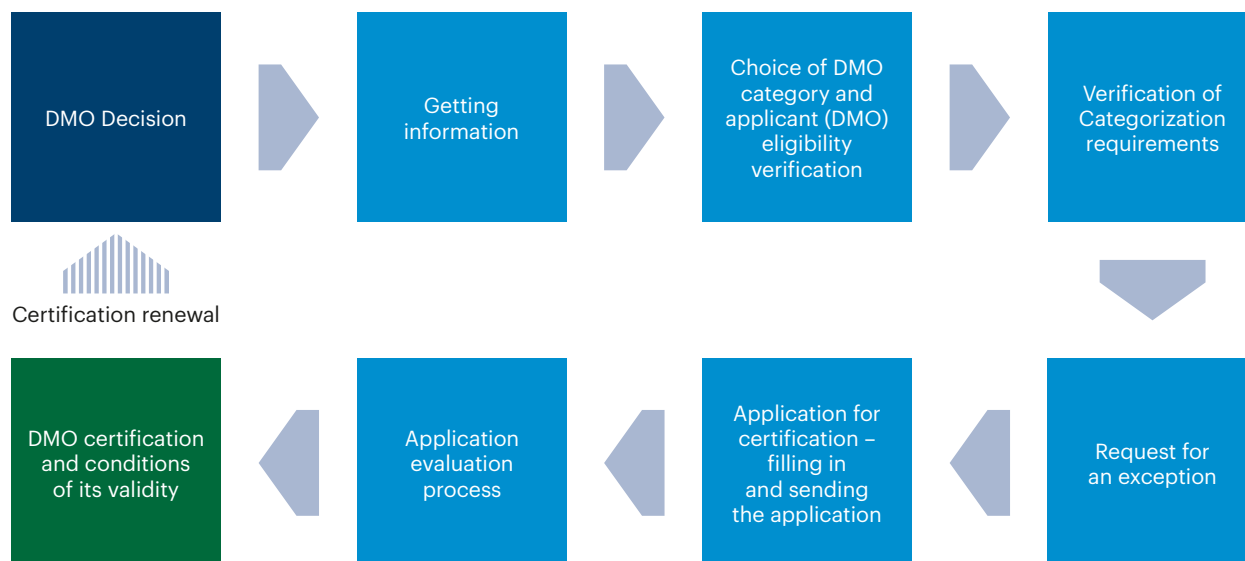
Certification of Categorization of destination management organizations is still free and the certificate is valid for one year. Detailed methodological documents are available on the website of the Czech Service Quality System, which outline the conditions of Categorization, but also highlight the most common mistakes.

Key facts:

Certificate of Categorization of Destination Management Organizations:



Diagram of individual DMO certification steps:





Presentation of Projects Prepared in Cooperation

Events and projects in which the agency participates

1918
100
2018
CZECH AND SLOVAK
CENTURY

1968
50
2018
CZECH AND SLOVAK
CENTURY

1993
25
2018
CZECH AND SLOVAK
CENTURY

Interdepartmental Project to Celebrate the Anniversary of 2018 – Czech and Slovak Century

In 2018, the Czech Republic and the Slovak Republic commemorated important anniversaries. **The 100th anniversary** of the foundation of modern statehood in 1918, **the 50th anniversary** of the Prague Spring 1968 and **the 25th anniversary** of the establishment of these two completely separate states. As part of the celebrations, a number of events and activities took place (concerts, exhibitions, competitions, theatre performances, lectures, publications, workshops, seminars, conferences, shows), which reminded the general public of these important anniversaries.

Within this interdepartmental cooperation in 2017, CzechTourism started the preparation of a unified visual and contentual communication of the celebrations to all the subjects involved therein. In 2018, the unified creative concept, logo, project prints and central spots were complemented by the execution of the entire marketing campaign.

This included the preparation of visuals, video interviews, greetings and wishes for the Czech Republic and photo production with personalities who have backed the project in the Czech Republic and abroad. The basic claim of the “I wouldn’t change” campaign referred to the primary goal of

the campaign – to strengthen the national pride of both states.

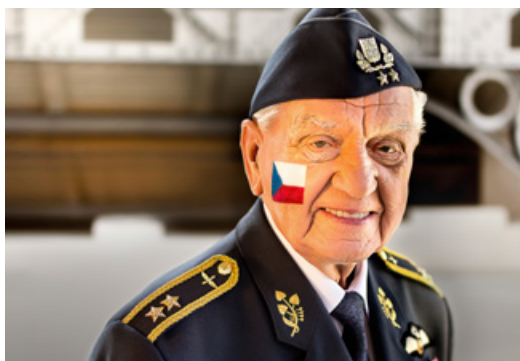
The purchase of media space for the campaign was complemented by media partnerships and partnerships with celebration subjects (Capital City of Prague, Czech Sokol Association, carriers, Czech Tourists Club, Association of Regions of the Czech Republic, Union of Towns and Municipalities of the Czech Republic, etc.). In addition to traditional media, the campaign also used cinema advertisements and outdoor advertisement, including the full-labelling of the Czech Railways special train locomotive on international train lines.

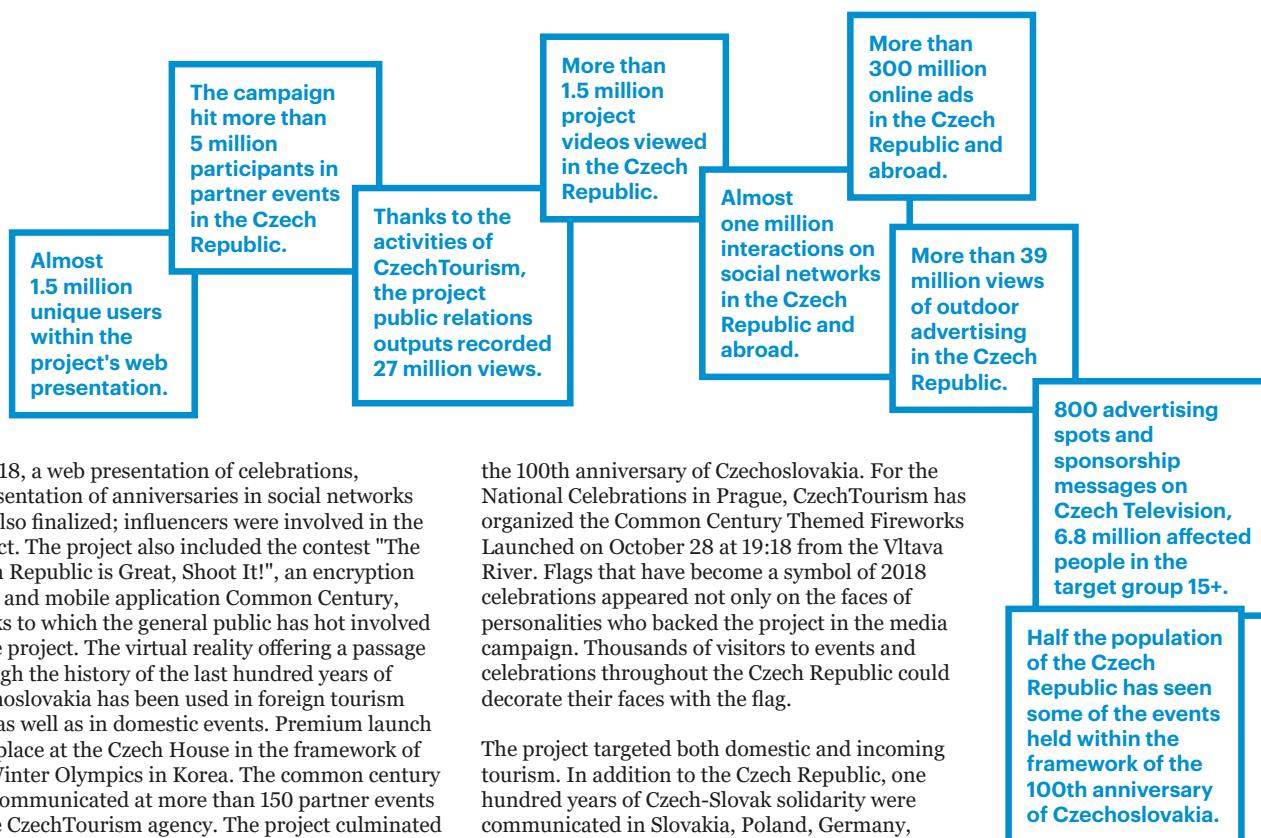
Main goals of the project for the Czech Republic:

Strengthening Czech citizens’ awareness of the historical events of the past 100 years.

Increasing activity and interest in events of all departments and institutions.

Tertiary: strengthening interest in the Czech Republic and its visit on an international scale.





In 2018, a web presentation of celebrations, a presentation of anniversaries in social networks was also finalized; influencers were involved in the project. The project also included the contest "The Czech Republic is Great, Shoot It!", an encryption game and mobile application Common Century, thanks to which the general public has not involved in the project. The virtual reality offering a passage through the history of the last hundred years of Czechoslovakia has been used in foreign tourism fairs as well as in domestic events. Premium launch took place at the Czech House in the framework of the Winter Olympics in Korea. The common century was communicated at more than 150 partner events of the CzechTourism agency. The project culminated on the weekend from October 27–28 in the Czech Republic as part of the nationwide celebrations of

the 100th anniversary of Czechoslovakia. For the National Celebrations in Prague, CzechTourism has organized the Common Century Themed Fireworks Launched on October 28 at 19:18 from the Vltava River. Flags that have become a symbol of 2018 celebrations appeared not only on the faces of personalities who backed the project in the media campaign. Thousands of visitors to events and celebrations throughout the Czech Republic could decorate their faces with the flag.

The project targeted both domestic and incoming tourism. In addition to the Czech Republic, one hundred years of Czech-Slovak solidarity were communicated in Slovakia, Poland, Germany, Austria, France, Russia, the USA and the UK.

Main goals of the project for foreign markets:

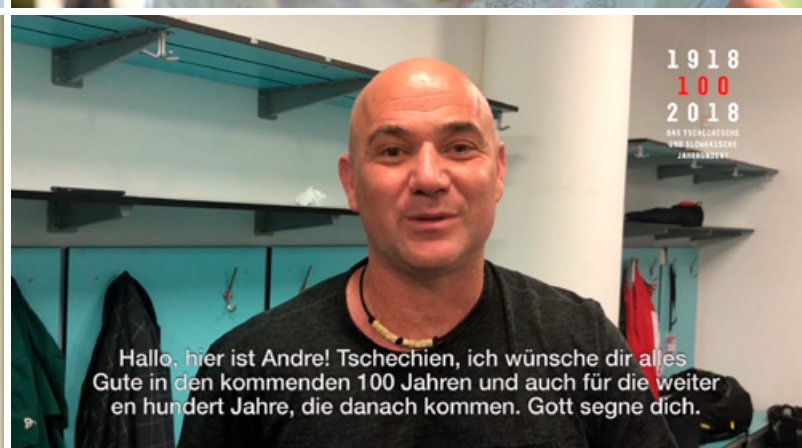
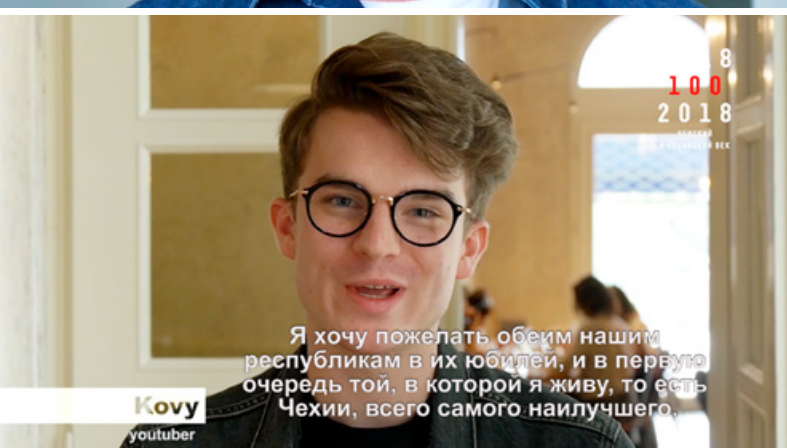
Strengthening awareness of the Czech Republic and historical events of the past 100 years.

Strengthening foreign visitors' interest in events.

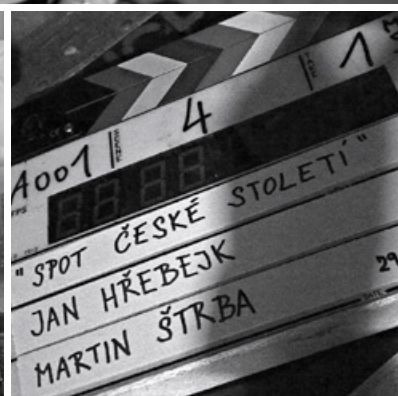
Strengthening interest in the Czech Republic and its visit on an international scale.



More than fifty congratulation videos of Czech and global personalities on the occasion of the 100th anniversary of Czechoslovakia were created within the project.



Preparing a marketing campaign

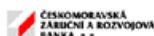


TÝM ČESKO

SDÍLENÁ PODPORA PODNIKÁNÍ

Team Czech

Members:



CzechTourism

The Team Czech was established as an initiative of six state institutions engaged in promoting entrepreneurship, innovation and export. Members are CzechTrade, CzechInvest, TAČR, Czech Export Bank, EGAP and Czech-Moravian Guarantee and Development Bank.

Each member of the Team Czech provides a unique range of services to Czech entrepreneurs. The main goal of the platform is to simplify the access of companies to the offered state support, whether by sharing best practices, creating related product chains or by using synergies of shared products and services to support Czech entrepreneurs.

In 2018, CzechTourism became the seventh member of the Team Czech. The named institutions, which form the business support platform, bring the Czech Republic brand, rich experience in marketing, communication and research in tourism and social network activities.

One of the strategic goals of CzechTourism is to promote the regions and promote the quality of tourism services. The agency is working intensively

with regional partners, destination companies and other tourism players. The Czech Service Quality System contributes to improving the quality of services in the business sector. CzechTourism provides places at domestic and foreign trade fairs, organizes professional conferences and educational seminars for business entities and partner organizations. It supports cultural and sports events.

Thanks to the involvement of CzechTourism in the Team Czech, information about its comprehensive offer will increasingly reach its target group – entrepreneurs – and help them in their further development.

TÝM ČESKO

SDÍLENÁ PODPORA PODNIKÁNÍ

TÝM ČESKO SLUŽBY ÚSPĚŠNÉ FIRMY ČLENOVÉ PARTNEŘI KONTAKTY KE STAŽENÍ

TÝM ČESKO OD INOVATIVNÍ MYŠLENKY NA GLOBÁLNÍ TRH

CzechTourism

Sedmým členem Týmu Česko se v Brně na Strojírenském veletrhu stala agentura CzechTourism. Základním cílem CzechTourism s 23 mezinárodními pobočkami je propagace České republiky jako atraktivní turistické destinace, vytváření pozitivního image, posilování konkurenceschopnosti a růst hodnoty značky Česká republika v zahraničí i na domácím trhu. Od roku 2013 zastřešuje propagaci komunikačním konceptem Czech Republic – Land of Stories, Česko země příběhů.



TouchPoint

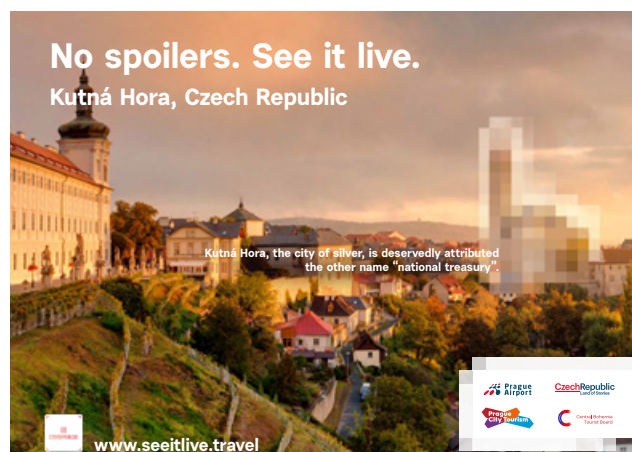
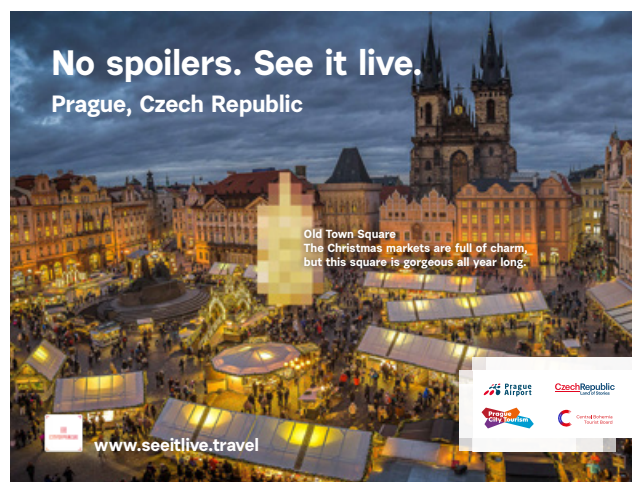


The "Touchpoint" memorandum was signed by representatives of Prague Airport, the Česká centrála cestovního ruchu – CzechTourism, Prague City Tourism and the Central Bohemian Region in June 2018. Mutual cooperation supports incoming tourism not only to Prague but also to the Central Bohemia Region. The "TouchPoint" project promotes the promotion of tourist destinations by cooperating with existing air carriers operating direct flights from strategically important markets. The project aims to attract and retain particularly affluent tourist clientele.

Together with its partners, CzechTourism develops direct air connections and coordinates marketing and business activities within B2B and B2C communications in selected markets such as the USA, Japan, Thailand, India, China, the CIS territory and the Middle East.

A concrete example of TouchPoint cooperation in 2018 was the promotion of the Czech Republic in New York. For the whole December we managed to turn one of the busiest subway stations in Manhattan

to an impressive presentation of the Czech Republic. More than 10 million New York subway passengers could see the marketing invitation to the Czech Republic. The overall effect of this promotion was enhanced by the accompanying campaign of the New York branch of CzechTourism, which was also behind the selection of the appropriate campaign format and participated in its creative processing. The online part of the campaign addressed another half a million potential tourists.



Discover Central Europe

www.european-quartet.com

Activities of International Cooperation of Visegrad Four States 2018

Discover Central Europe

Since July 1, 2018, the national headquarters of Visegrad countries have carried out joint activities under the auspices of Slovakia. The promotion of Central European countries has traditionally continued in the US, Russia and China, but activities have also focused on the dynamically developing markets of Southeast Asia, the CIS region and the Middle East.

Following the demand of commercial partners for joint presentation events, the 2018 Visegrad countries conducted four road shows, two study tours for tour operators and media, and several public presentations.

To promote the Central European region in the US, Member States continued to use the "Discover Central Europe Destination Specialist Program" – an interactive online educational program for travel agencies and tourism professionals. In addition to deepening knowledge of the region, the platform is an effective tool to stimulate sales. Visegrad countries also operated a similar program in Russia.

In April 2018, CzechTourism prepared a spa-oriented workshop in Baku, Azerbaijan, which preceded the most important B2B event in the territory, the AITF. The workshop was attended by 13 representatives of Central European travel agencies, more than half of them came from the Czech Republic.

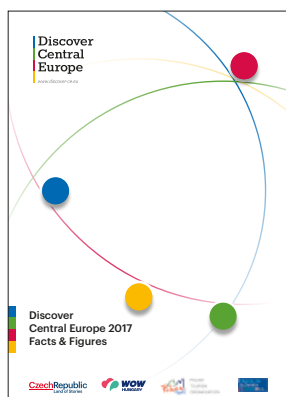
The presentation of the Central European Four in Southeast Asia, which has been sponsored by CzechTourism for a long time, also had continuity. Destination presentations and B2B workshops in

Singapore, Indonesia, Malaysia and Thailand with the participation of twelve European companies were visited by over 200 buyers from the leisure and MICE segments. Embassies of the Czech Republic were significantly involved in the organization of the event as part of the proven concept of economic diplomacy projects. The partner of the event was Turkish Airlines, a major carrier in the region and Rail Europe, which specializes in promoting train travel in Europe.

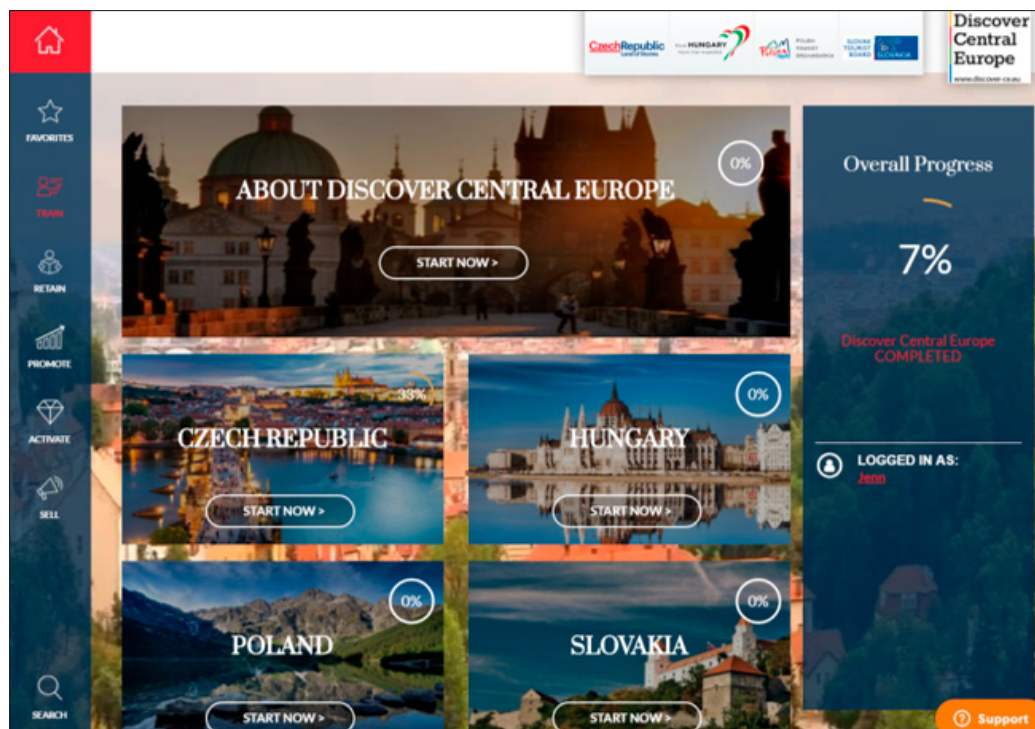
The year-long membership of the group in the prestigious Virtuoso consortium helped to strengthen the V4 countries' image on the American and Canadian markets. The luxury tourism segment was presented to more than 17,000 members of the association through 8 online and print campaigns and 4 webinars. The culmination of membership was the four-day Virtuoso Travel Week conference in Las Vegas with a total of 6,000 participants, during which CzechTourism representatives held 250 individual cooperation meetings.

The total investment of the Visegrad countries in joint promotion was more than 300,000 euros in 2018.

The "Discover Central Europe Facts & Figures 2017" brochure published by CzechTourism provides a comprehensive overview of V4 project activities and incoming statistics from target markets.



The web-based platform as well as the offline version of the download application offered up-to-date information about the V4 region, travel recommendations, videos, itineraries and brochures



TBEX



The world's largest travel bloggers, vloggers, youtubers and tourism professionals TBEX took place for the first time in Central Europe at the end of July 2018 in Ostrava. In the premises of Dolní Vítkovice, unique industrial monuments listed on the European Cultural Heritage, 500 participants from 43 countries of the world met.

Most visitors came from the US, 40 percent, 40 percent from European countries and 20 percent from Asia, Australia and Africa.

Bringing a world-wide event to the Czech Republic and its successful implementation is a demonstration of the cooperation of several entities. The main initiator was CzechTourism's foreign representation for the USA and Canada, the event was held in cooperation with the Moravian-Silesian Region and the City of Ostrava.

The conference part of the program was placed in the Gong multifunctional hall. 50 speakers spoke at the conference, including representatives of the Czech Republic.

In cooperation with individual regions and destination management, CzechTourism organized a rich accompanying program 32 pre tours in Ostrava and the Moravian-Silesian Region and 17 fam trips. Thanks to these events, journalists and online content creators were able to view all regions of the Czech Republic.

The resulting TBEX conference on social networks reached 11.5 million Instagram impressions and 16.8 million Twitter impressions (July - October 2018). Concerning the economic benefits for the Czech Republic, the direct consumption of participants was 15 million crowns.





Roadshow in India and the Middle East

Economic Diplomacy Projects (PROPED)

Involvement of the Czech Ministry of Regional Development in the interdepartmental economic diplomacy project allows CzechTourism to implement interdepartmental cooperation on foreign markets.

Through economic diplomacy, CzechTourism expands its activities and achieves noticeable results in the field of destination marketing and the development of business relations in tourism and related industries.

The project contributes to enriching the spectrum of cooperating partners in the field of state administration, self-government and commercial sphere. Close cooperation with embassies has proven successful particularly in remote markets and markets where CzechTourism does not have direct representation or operates through a local PR agency.

Successful projects have been implemented, for example, in Latin America, where they focused on promoting the Czech Republic as a destination for congress, incentive or luxury tourism. Economic Diplomacy has strengthened CzechTourism's activities also in dynamically developing Southeast Asia – Malaysia, Singapore and Indonesia, where presentations and B2B workshops have repeatedly taken place in format of the Visegrad Four countries. In Spain, the project stimulated business activities targeting selected regions of the Czech Republic and increasing the number of arrivals in the active senior segment. Similar activities also take place in the Russian Federation, in the context of economic diplomacy, a presentation of Czech companies and regions took place at Expotravel in Yekaterinburg, which also commemorated the 100th anniversary of the founding of Czechoslovakia.

Also important is cooperation with the Ministry of Agriculture in the field of promotion of traditional Czech products and food companies – synergy effects are brought by joint projects with companies from the glass or medical industry. The cooperation also takes place with the agencies CzechTrade, CzechInvest and Czech Centres.

In 2018, CzechTourism, in cooperation with 23 embassies, participated in a total of 29 projects totalling over 4.5 million crowns. These projects used a wide range of tools to promote the Czech Republic abroad, from workshops, roadshows, incoming missions and fairs to marketing campaigns.



GastroFestival Quito – presentation of CzechTourism



Marketing Instruments

Marketing instruments that CzechTourism uses to strengthen the competitiveness of the Czech Republic brand

Marketing Campaigns

The main communication theme for 2018 was associated with the celebrations of the 100th anniversary of the founding of the independent Czechoslovak state and developed it with the attributes of an exceptional destination in which tourists can experience their story, which writes the history of the beginnings of the Czechoslovak Republic. For this purpose, a creative concept was prepared with an emphasis on supporting the celebration of this anniversary. On-line campaigns were implemented to support domestic tourism, and the theme of celebrations strongly resonated on social networks. The campaign also included support for the DestinaCZe competition, where the Treetop Trail Giant Mountains was the winner. There were also videos of "Destination Highlights" to support the image of the Czech Republic in selected target groups with the aim of presenting the most visited tourist destinations.

Samples of print and online advertising

Czech Republic Land of Stories 1918 100 2018

Zeitloses Design

Erkunden Sie die legendäre Villa

Villa Tugendhat
Brunn
1,5 Stunden von Wien

czechtourism.com

Czech Republic Land of Stories 1918 100 2018

Märchenhafter Kurort

Genießen Sie Entspannung
inmitten malerischer Architektur

Luhačovice
2,5 Stunden von Wien

czechtourism.com

Czech Republic Land of Stories 1918 100 2018

Noble interiors

Discover the work of an
internationally famous architect

A century ago, Pilsen was one of Bohemia's most important industrial centers. This atmosphere of innovation is reflected in Pilsen's architecture and interior design, which was created by the prominent architect Adolf Loos.

Visit the Czech Republic and see how the crème de la crème of entrepreneurs lived.

Interiors of Loos
Pilsen
1 hour from Prague

czechtourism.com

Česká republika 1918
100
2018
Krajina příběhů



Živé tradície

Spoznajte autentický folklór

Obdivte největší živý skanzen v střední Evropě v podání divoký, který byl založen na začátku minulého století a dodnes udržuje pro další generace atmosféru vidieckého života.

Navštivte Českou republiku a zažijte tradiční moravský folklór.

ceskozemepribehu.cz

Valašské muzeum v přírodě
Roznov pod Radhoštěm

Czech Republic 1918
100
2018
Land of Stories



Shoe Empire

Visit the Bata's home

The Bata family company became a global brand at the beginning of the 20th century. Bata's visionary spirit is entrenched in Zlín's unique functionalist architecture.

Visit the Czech Republic and follow the steps of a visionary entrepreneur.

czechtourism.com

Bata Institute
Zlín
1 hour from Brno

Czech Republic 1918
100
2018
Land of Stories



Prager Cafés

Genießen Sie die pulsierende Atmosphäre

Prag
6.5 Stunden von
Graz entfernt

czechtourism.com

* Mehr Infos unter oebb.at

체코 이야기의 땅 1918
100
2018



체코 벨레포크

독립 100주년 기념과 함께 프라하에서 아르누보 스타일을 발견해보세요.

프라하

Czech Republic 1918
100
2018
Land of Stories



Descubre nuestras historias de los últimos 100 años

Celebra con nosotros el centenario de la independencia de la República Checa.

Czech Republic 1918
100
2018
Land of Stories



Narodziny fabryki samochodów

Poznaj historię marki Škoda

Historia trzeciej najstarszej na świecie fabryki samochodów, działającej do dziś, sięga początku ubiegłego wieku. Dzieje słynnej marki prezentuje wspaniała ekspozycja w jednej z dawnych hal produkcyjnych.

Odwiedź Czechy i pozwól się oczarować perfekcyjnym designem modeli Škoda.

czechtourism.com

Mladá Boleslav
1 godzina od Pragi



Reisen und Caravan Erfurt
and SATTE New Delhi

Fairs 2018

In 2018, the department of trade fairs presented an exhibition of the Czech Republic on 25 major domestic and foreign tourism trade fairs. In addition to traditional trade fairs in the main source markets, expositions were also prepared in countries without foreign representation, at the fairs in SATTE New Delhi, IMTM Tel Aviv and recently Riyadh Travel Fair. The attendance of the Czech Republic was also ensured at the most important golf fair International Golf Travel Market, which took place this time in Ljubljana, Slovenia. In the field of congress tourism, the presentation was organized at three major trade fairs – IMEX Frankfurt, IMEX AMERICA, and IBTM Barcelona.

In 2018, more than 270 exhibitors – commercial and non-commercial subjects attended the fairs and thanks to the record attendance at a number of events, the total number of addressed visitors exceeded 1,700,000.

At one of the most important Asian fairs Beijing International Tourism Expo (BITE), which took place from June 15 to 17 in Beijing, China, the Czech Republic won the “Best Team Award” for the best national team.

From November 5 to 10, China International Import Expo was held for the first time in Shanghai, China. The first day of the fair, the national exhibition on the area of 136 m², prepared in cooperation with the Ministry of Industry and Trade, was visited by top representatives of both countries, headed by presidents Miloš Zeman and Xi Jinping.

In 2018, more
than **270**
commercial and
non-commercial
exhibitors took
part in the fairs.

Thanks to a record
attendance at
a number of events,
the total number
of addressed
visitors exceeded
1,700,000.

Riyadh Travel Fair





A	B
C	D E
F	

- A WTM London
- B CIIE EXPO Shanghai
- C IMEX Frankfurt
- D BITE Peking
- E ITB Berlin
- F IBTM Barcelona



Editions

Valuation:

In the Turist Propag competition

1st place in the tourist information category in 2017 – PR material for the Destination Manual.

1st place in the tourist information category in 2018 – wall, table and pocket calendars for the calendar Common Century 2018.

In the Fénix Content Marketing competition

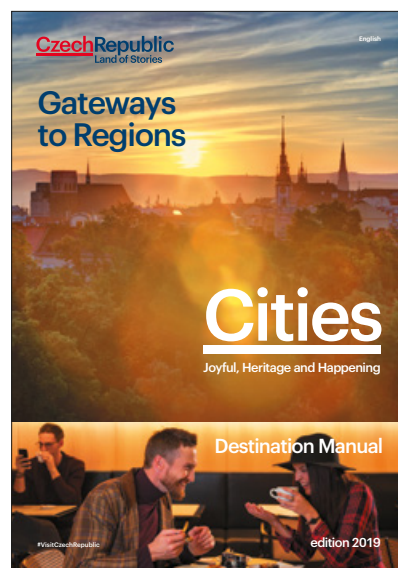
Shortlisted in the one-time company magazine for the Destination Manual.

In 2018, the edition prepared a new graphic, text and photo content for the communication theme of the following year. In co-operation with national agencies, it produced the very first printed matter promoting the UNESCO World Heritage in the Czech Republic under the auspices of the Czech Commission for UNESCO. Guide celebrated success at the headquarters of the UNESCO International Organization in Paris.

Thanks to closer cooperation with the agency's partner events, a new effective channel for distribution of printed matter intended for the B2C target group was opened. The department also provided printed matter for the Czech Embassy and traditionally also for the needs of foreign and Czech tourism fairs. A new style of content was created for the active tourism segment, including the outdoor map or the Czech Music Guide, which was prepared in collaboration with: Prague Spring or renowned artists (such as Magdalena Kožená).

The Jewish Heritage Guide has been prepared for the developing Israeli market in cooperation with the Jewish Community. Once again, the Destination Manual became a business tool with a strong link to Travel Trade Days. Expanding portfolio edition, very good choice of cover photos and emerging infographics find recognition. The edition department has produced dozens of destination photos that have become the visuals of the new trade fair exhibition. The portfolio of the agency's photo library has been expanded to include new topics (Easter, Valentine's Day, active holidays (cycling, canoeing) etc.).





Agency Web Portals

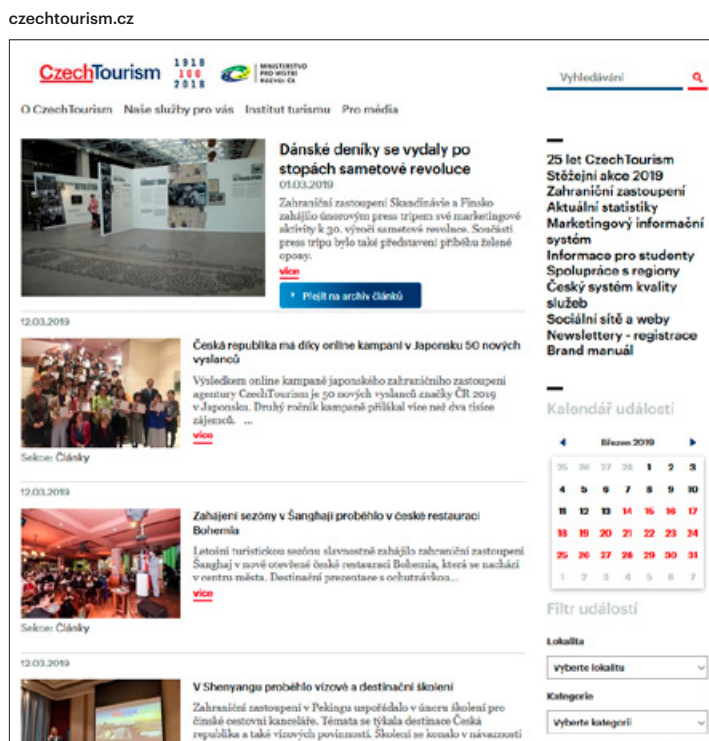
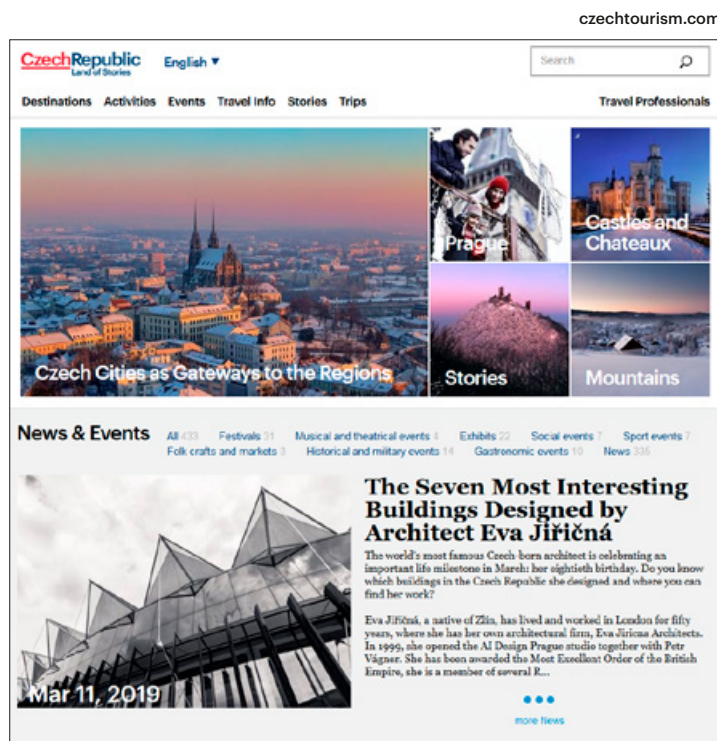
CzechTourism administers several specialized web portals. Among the most important are Kudy z nudy, Czechtourism.com, Czechtourism.cz, The Czech Republic – a Land of Stories or the CzechMobil, focused on active tourism.

CzechTourism.com

The portal czechtourism.com is focused on the comprehensive promotion of the tourist potential of the Czech Republic abroad. Articles on current events in the Czech Republic are regularly added on www.czechtourism.com. Potential tourists can read about the most important events in the Czech Republic, about the most visited monuments, the Czech and Moravian nature and activities for which the Czech Republic has ideal conditions. An important part of this website is the calendar of events, providing the website visitor with detailed information on the most important events which are worth travelling to the Czech Republic for. In 2018, the website recorded almost 2 million site visits.

CzechTourism.cz

The portal CzechTourism.cz is the basic communication tool of the CzechTourism agency with the expert public. The portal provides news, trends, and analyses of tourism for the domestic expert public and media. Through the portal www.czechtourism.cz, the CzechTourism agency informs the expert public about the activities at home and abroad.



Record attendance Kudy z nudy (Escape from Boredom)

In 2018, the Kudy z nudy leisure portal saw the highest number of visits in its history. In total, the site reached 16.3 million visits, 3 million more than in 2017. What was the greatest interest? Traditional tourist destinations and big events dominated: Christmas markets, ice sculpture festivals, gastronomic festivals and sporting events. Treetop trails, natural prospects, interactive museums with programs for families and castles and châteaux have a large number of readers and feedback on social networks.

In 2018, more than 7.4 million users used the portal, more than **half of the users** repeatedly return to the portal; the portal reached 16.3 million visits and 56 million article views.

In July the website traffic reached a record number of 2.4 million visits.

There are over 70 thousand registered users on the site.

Already 450 thousand fans have profiles on Facebook.

The year-on-year increase in the number of visitors is **22%** and the proportion of returning users is also growing significantly (average number of visits per user 2.2).

Up to 100 thousand visitors click on the site each day; most strongly represented are users aged 25–34 years (33%) and 35–44 years (23%); women make 60% of portal users.

The largest percentage of users is from Prague (38 %), Central Bohemia (10 %) and South Moravia (8 %), and they correspond to the most sought-after sites in individual regions.

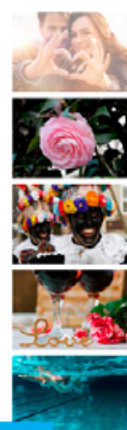
Organic search is clearly leading in visiting rate, the statistics recorded almost 55% accesses from mobile phones and tablets.

The operators advertise here more than **80 thousand** up-to-date offers for leisure and events.

The greatest interest is in tourist destinations suitable for families with children, cultural offer and summer activities in nature.



Ukázat tipy na mapě



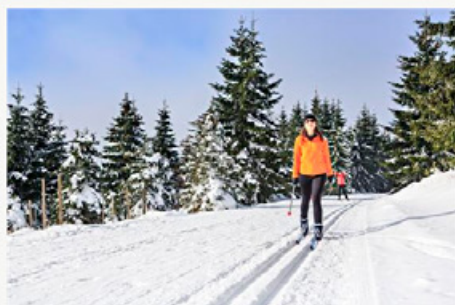
Tipy na nejzajímavější akce o víkendu: 16. a 17. února 2019
📍 zimní výlety za romantikou a zábavou

Kamélie a zimní květinové výstavy či slavnosti: kde, co a kdy
📍 nesmítnost křehkých květů

Už víte, na který z letošních masopustů zavítáte?
📍 tipy na masopustní oslavy

Kam vyrazit za romantikou na Valentýna?
📍 svátek Svátého Valentýna

Praha jako plavecký ráj
📍 výběr krytých bazénů



13. únor 2019 15:00

Třináct závodů, při kterých se v zimě proběhnete na běžkách i po svých

Letošní na sněh bohatá zima běžkařům přeje, a tak se v průběhu února i března budou konat oblíbené závody na běžkách v řádných termínech, ale i ty, kterým začátek sezón nepříl. Těšit se můžete například na krušnohorské závody Karlův běh či Krušnohorská třicítka, noční závod v Říčkách v Orlických horách, Krkonošskou 70 i dámskou jízdu na Božím Daru. Zároveň se konají i zimní závody v běhu, stačí si jen vybrat.

Influencer Marketing

Influencer marketing significantly helps to boost incoming tourism, especially in the target group of creditworthy millennials. CzechTourism works closely with influencers from the source markets of its foreign offices. In 2018, several dozen instatrips were organized in cooperation with foreign offices, aiming to get personal advice from the influencer for a trip to the Czech Republic.

In 2018 the strategy of selecting influencers was changed. For better intervention, influencers with a strong base combined with microinfluencers are combined, whose followers (fans / followers) are easier to define and show better engagement – comments, likes, responses to specific stimuli.

Bloggers, youtubers and influencers, whose main focus is not only travelling, but for example lifestyle, culture or sport, also set out on instatrips around the Czech Republic. Due to the diversity of influencers' interests, the Czech Republic is successfully presenting itself as a destination suitable for various types of activities and interests.

5 instagramers from Germany, Great Britain and the USA discovered the First Republic architecture and design of Prague, Brno, Luhačovice and Zlín. Within the promotion of the relevant destinations on the social networks, they addressed a total of 893,000 people and reported over 66,000 interactions and 2,500 comments. The value of the acquired media space exceeded 10 million crowns.

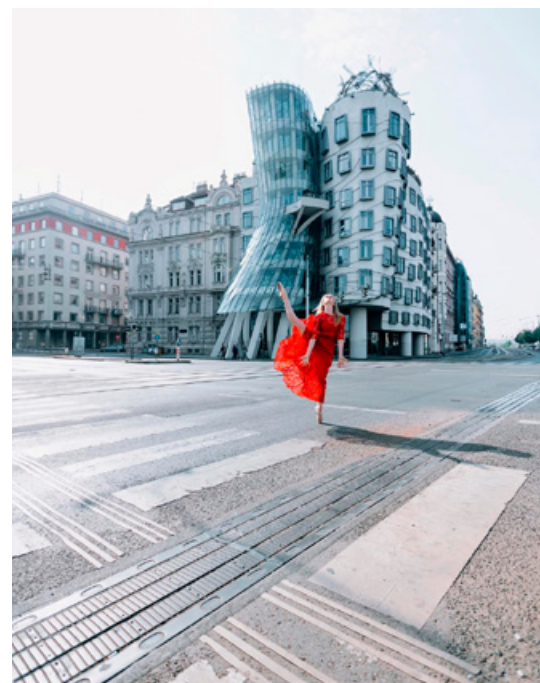
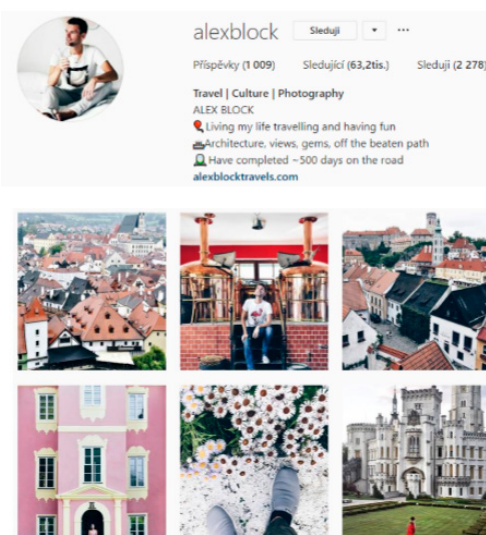
6 instagramers set out on a trip, discovering the First Republic lifestyle, to Orlik, Lipno, Hluboká nad Vltavou and Český Krumlov. In total, the campaign hit 1.5 mil. people, especially in the Netherlands, Russia, Italy and the USA. The event showed over 227,000 interactions and over 4,000 comments. The value of the acquired media space exceeded 33 mil. crowns.

The aim of both instatrips was to promote the Czech Republic using the tag #VisitCzechRepublic.

The Czech Republic's Instagram and Facebook accounts on social networks have seen thousands of fan increases due to these events.



Alex Block (63 000 flws)



Events

Every year, CzechTourism is a partner of cultural, sports, gastronomic and social events that have a strong potential for tourism. When selecting partners using transparent evaluation criteria, the number of domestic and foreign visitors, the significance of the event in terms of tourism, compliance with the agency's marketing plan and the long-term State Tourism Concept, the economic benefits of the event for the region and the promotional and PR potential of the event are taken into account.



Effectiveness of Selected Events 2018

Biathlon World Cup

15% of foreign visitors spent 4 or more days on the event, and 40% of domestic visitors are certainly planning to attend again. **The financial effect of the event for tourism (or the financial loss if no event would have been organized) is CZK 101.4 million.**

D+D REAL Czech Masters

for 89% of foreign visitors the event was the main reason for visiting the Czech Republic. 45% of domestic participants will almost certainly attend the next year. **The financial effect of the event for tourism (or the financial loss if no event would have been organized) is CZK 18.3 million.**

Prague Spring

was the main reason for visiting Prague for 66% of visitors and one of the reasons for 32%. 37% of domestic visitors repeatedly visited the event. 40%

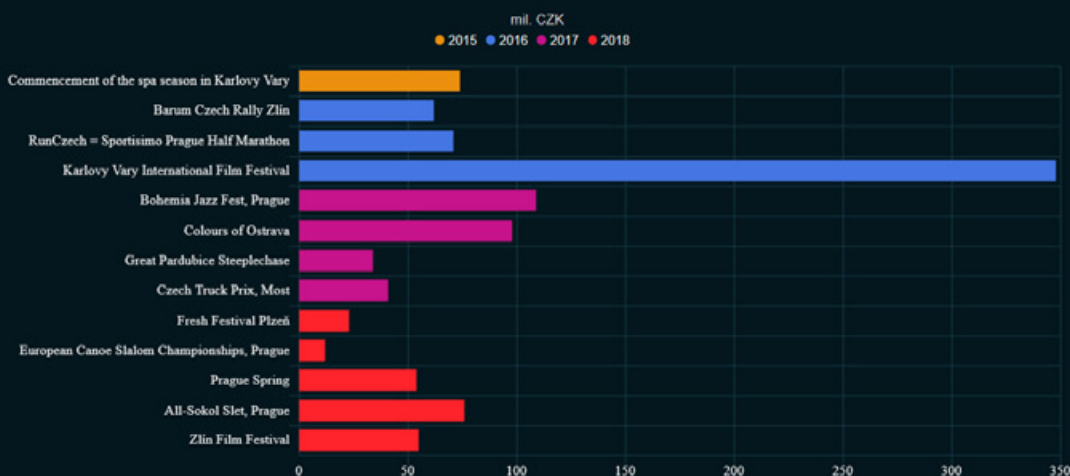
of domestic visitors are planning to attend the event again. **The financial loss if no event would have been organized would be 35 million crowns.**

All-Sokol Slet 68% was the main reason for visiting the Czech Republic for 68 % of foreign visitors and the main reason for visiting Prague for 87 % of domestic visitors. 43 % of domestic participants repeatedly visited the event. **The financial effect of the event for tourism is CZK 75.1 million.**

Castles CZ at Kunětická Hora was the main reason for 88 % of domestic visitors. 82% of visitors planned to attend also other activities during the festival visit. **The financial loss if no event would have been organized would be CZK 18.5 million.**



Efficiency of events



Product Management

In 2018, a long-term product profiling of regions for incoming was drawn up with regional coordinators. The selection of products was consulted at foreign offices of CzechTourism.

A draft of so-called "product card", a comprehensive form serving for communication between regions or operators of individual products and the CzechTourism agency, including its foreign offices, was prepared. Based on a new database of regional profiling products, a marketing plan for the central communication campaign for 2019–2021 was compiled.

Active tourism In 2018, active tourism focused primarily on the promotion of the Czech mountains, on activities in the field of cycling, mountain biking and golf. There have been successful online campaigns aimed at increasing the number of visitors to the Czech mountains and the possibility of cycling. The web portal "CzechMobil" was significantly enhanced with new routes, but also with new activities. In cooperation with the regions, a joint project aimed at promoting cycling in the Bikesalon program on TV Prima was prepared.

A total of 4 press trips were organized, which presented the Czech Republic from the perspective of active tourism. The possibilities of golf were presented at the international B2B golf trade fair International Golf and Travel Market, and especially at the international meeting of the editors of the magazine Golf Digest, which was held for the first time in the Czech Republic and whose partner was the CzechTourism agency. A study focused on the benefits of golf incoming and overall golf course attendance has been completed. Cooperation with professional associations (Association of Mountain Resorts, Czech Mountainbike Association and others) continued while consulting activities in the area of active tourism.

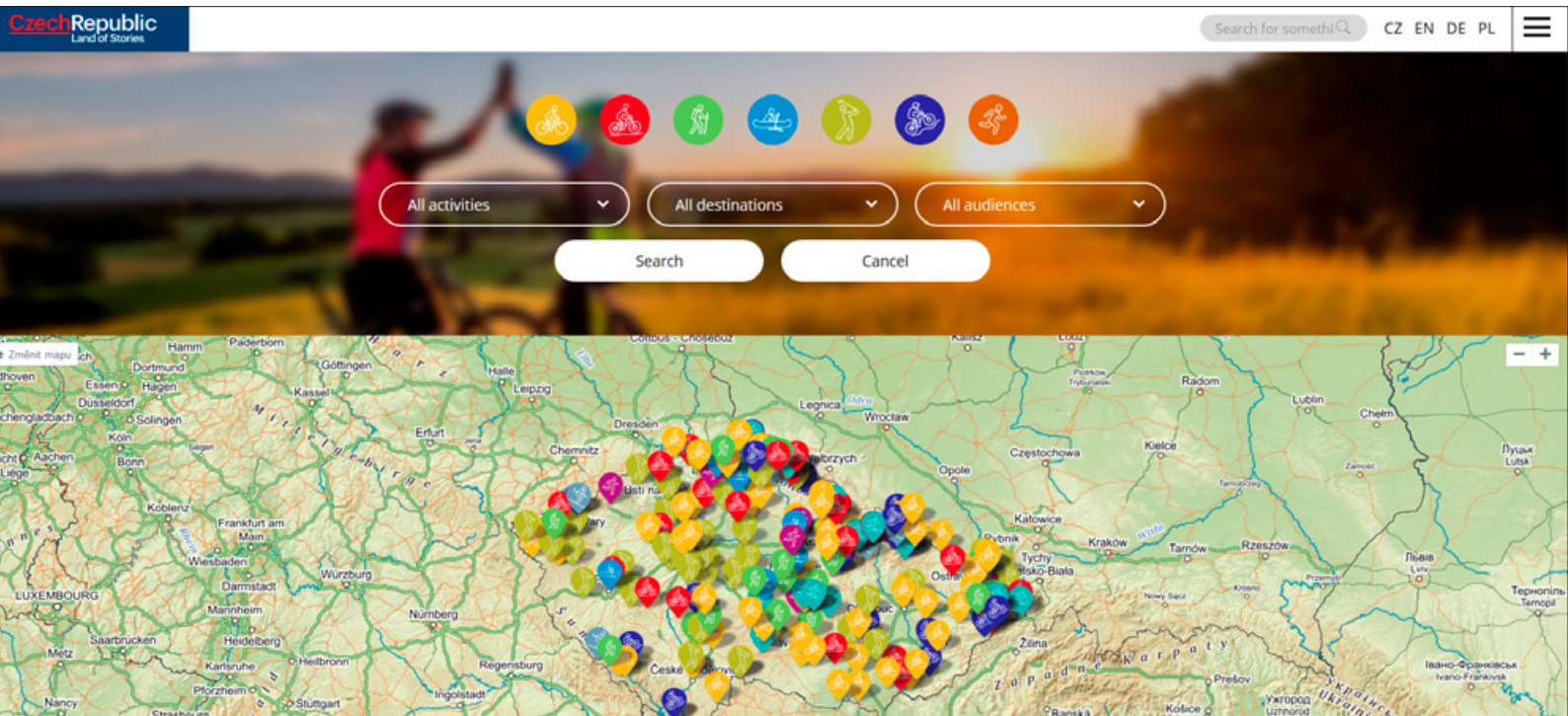
Acquisition of product nominations from associations and partners in the private sector.

Creating and managing product lines: Cultural tourism, Active tourism, Spa and Health tourism.

Implementation of marketing campaigns on the domestic market and abroad, focusing on product lines.

40 product cards ready for export, 35 other tourism products selected for preparation for 2019–2020.

The portal for active tourism
CzechMobil





Czech Republic
Land of Stories

Enjoy your golf story

in the shadows of castles,
in the heart of unspoilt
nature or in the spa regions.

www.czechtourism.com



Press and Fam Trips

In 2018, CzechTourism organized over 300 trips for 2,000 foreign journalists, tour operators and influencers. The trips were organized from the Prague headquarters as well as within the agency's foreign offices.

The main theme of the press and fam trips was the 100th anniversary of the founding of Czechoslovakia, and the sightseeing routes for journalists were mainly the tourist attractions associated with the First Republic.

In cooperation with partners in the regions, new original itineraries were created with themes of traditional Czech brands and industry or

lifestyle and architecture (an excursion to Ajeto glassworks, interiors of Adolf Loos or Petrof). Press trips focused on golf, spa and cycling were also organized. The programs were adapted to the specifics of individual foreign markets. Following the marketing strategy, the activities focused on journalists and tour operators from Germany, Russia, the USA, Canada, Poland, Great Britain, Italy and Slovakia.

Qiong Wu, Beijing nova Travel Service Co., LTD:

"Everything was perfect, Thank you very much Czech Tourism. I will share the best experience with my clients, and design more tour itineraries. I hope more clients to have in-depth understanding of the Czech Republic."

A German journalist Thorsten Brönnner, writing for the Bike and Travel magazine, commented the photo album from the press trip on his Facebook profile as follows: "Once again, I discovered an unexpected treasure in Europe: South Bohemia, undiscovered historic towns, châteaux, castles, and countryside, and in the middle the Vltava river, which is as exciting as its melody."

Jana Chmatilová, press trip coordinator, Hradec Králové Region: "We highly appreciate the cooperation at the October press trip for Slovak journalists, which gave rise to a number of interesting media outcomes the same year."

Jaroslav Olewicz, SlowLife Food & Garden Magazine, Poland: "Our trip was fantastic, Pilsen beautiful and the best beer in the world. Great atmosphere and perfect trip organization. The Region Pilsen and the city of Pilsen are a very interesting tip for the weekend."

Media outputs from realized study trips for media are one of the measured indicators of CzechTourism performance. The value of the media space earned for the Czech Republic in the article by Kate Robertson from Canadian Active Life magazine is more than CZK 933,000. The total cost of implementing the program for a total of five journalists from the US and Canada was less than a third of that amount.

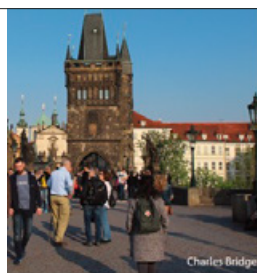
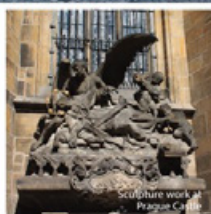


A 100-year Celebration

BY KATE ROBERTSON

The Czech Republic has experienced its share of upheaval over the past century. Czechoslovakia gained its independence following the collapse of the powerful Austro-Hungarian Empire after World War I. Then, in late February

The 20 years of independence between the two world wars was an amazingly rich period for the nation, and became one of the main centres of modern European life. This year, the Czech Republic is celebrating 100 years since it gained that independence in 1918.



established in the 14th century), you will find the iconic golden-roofed National Theatre, where you can purchase tickets to a play, ballet or opera. Theatre, and the arts, are extremely important to the Czechs, as it has helped them survive the hardships of the different regimes.



line. Amazingly, a car can be completed here in just 24 hours. The country-side is filled with picture-book, half-timbered houses, barns and green pastures. World famous, Bohemian glass-making started in this area back in the 13th century. The special sandstone that was found here was perfect for glass-making. Take a tour of Ajeto Glassworks, and watch the artists melt the glass in 1200-degree (Celsius) ovens, before expertly blowing it into the final product.

At the Museum of Glass and Jewelry, in nearby Jablonec, you'll soon see why this area became an imperial centre for costume jewelry and glass products, which were much-desired by people from all over the world. Spend the night in historical Liberec at the Clarion Grand Hotel Zlatý Lev, with its period furnishings and crystal chandeliers.



CAVORTING WITH CARNIVORES Czechs love meat. Beef tartare is a common appetizer. If you're



BREW SPECIALISTS Czech has a long history of brewing, and beer is plentiful. Czechs fondly refer to it as their 'water' or 'liquid bread', and don't really acknowledge it as an alcoholic beverage. To taste a local favourite, order Režane - a mix of a dark and light beer. Close to the Prague Castle is the Strahov Monastery craft brewery. Monasteries have a long history of beer brewing. The monks at Strahov do a fine job with brews like the Anti-Depressant Dark Lager - the name says it all. Czech beer is served with a lot of head. Locals like the taste of the foam and consider it a sign of a good beer. Cheers! czechtourism.com

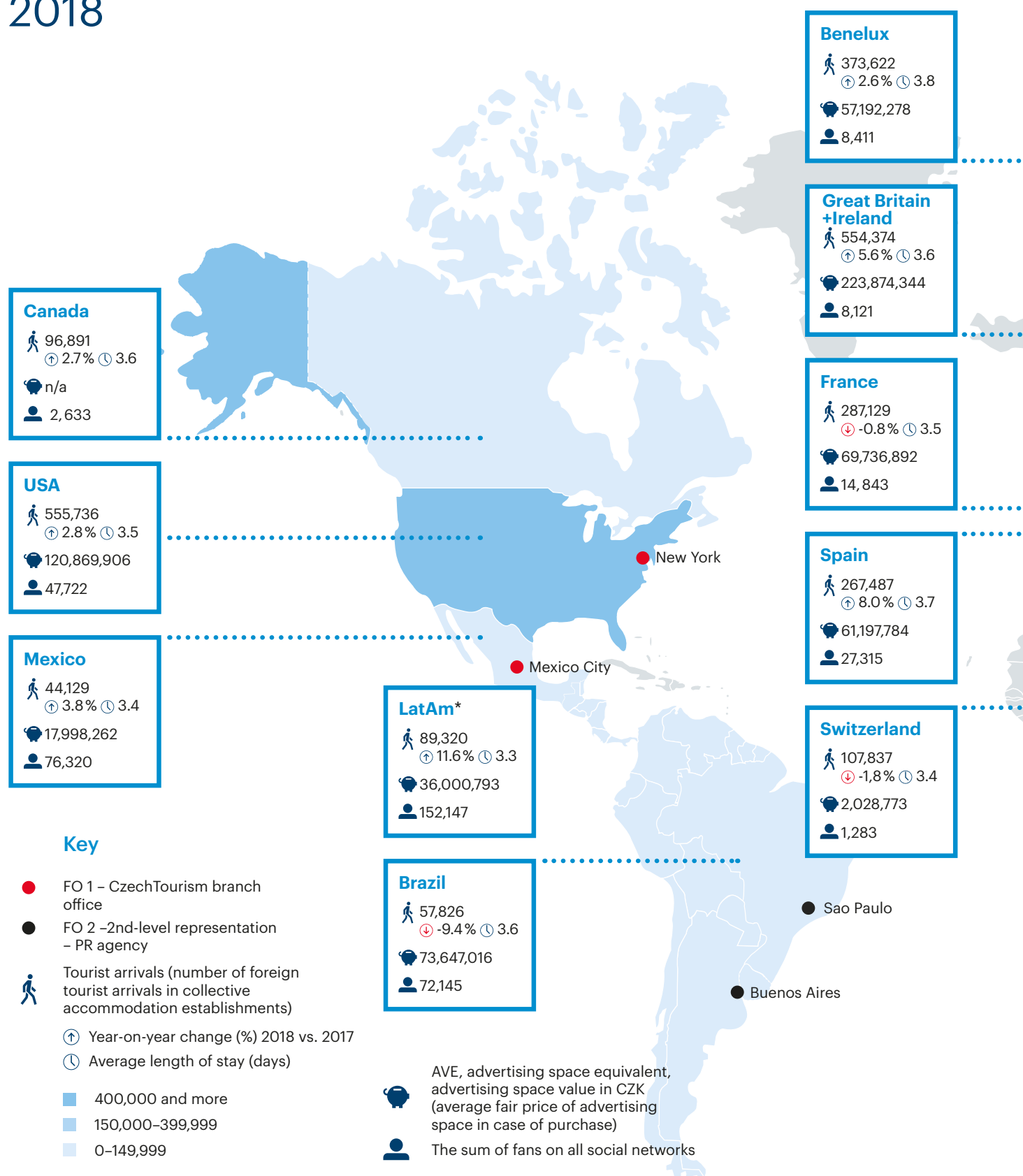
Kate Robertson can be contacted at kateflyingsolo@gmail.com



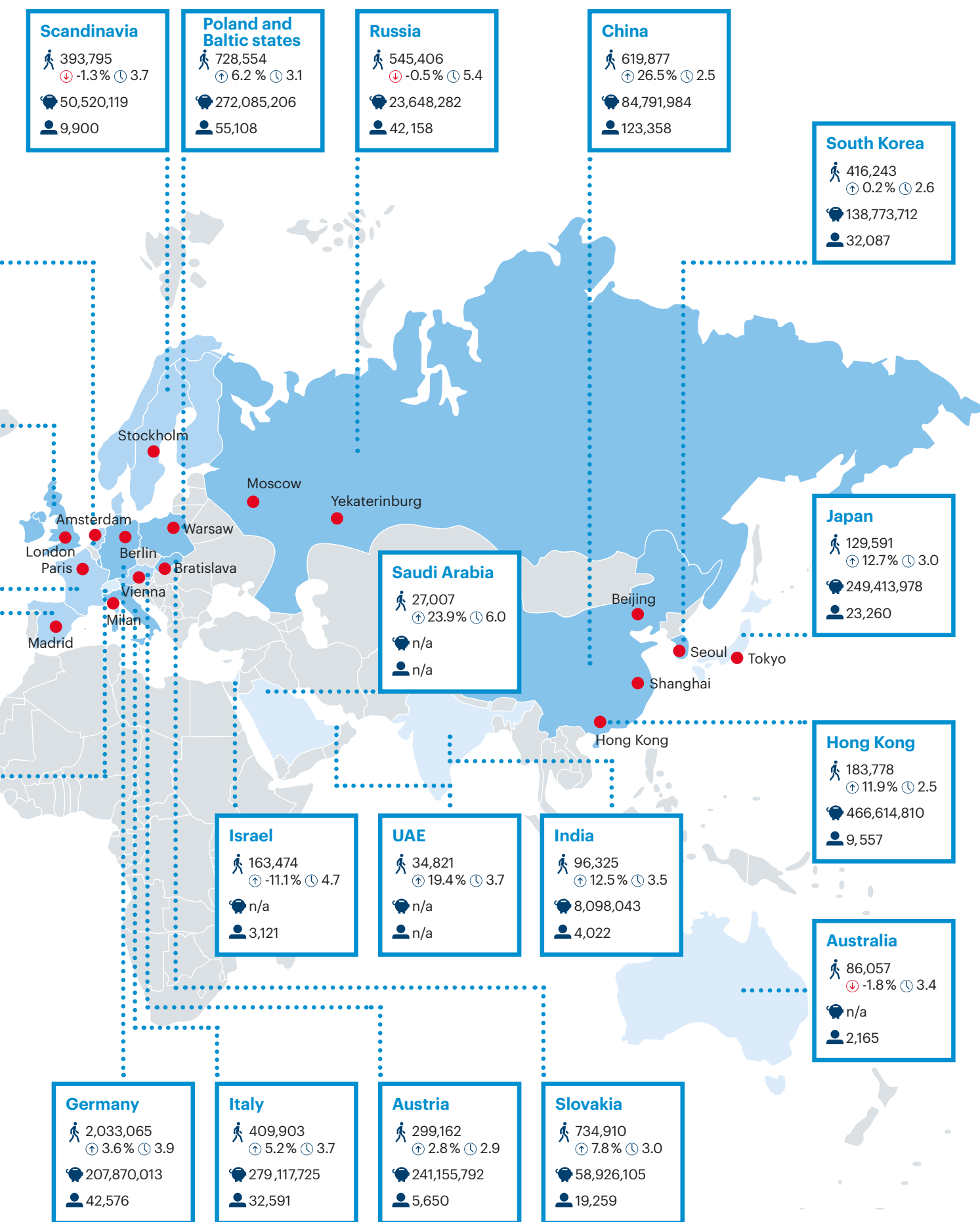
Foreign Offices

Foreign offices of the CzechTourism agency in the world

CzechTourism Foreign Offices in 2018



* LatAm (Other States of Central and South America)



Selection of Campaigns of Foreign Offices

Cross-media campaigns with the marketing theme one hundred years of Czech-Slovak solidarity, activities aimed at a specific segment of tourists, deepening relations with partners, support for new direct air connections and promotion of tourism products in the regions of the Czech Republic – the activities of foreign offices in 2018.

One hundred years of Czechoslovakia = traditional products, iconic brands, architecture

The activities of all foreign offices were interwoven with the main marketing theme one hundred years of Czech-Slovak solidarity. The topic was most strongly represented in campaigns prepared by the foreign office in Slovakia. The promotion of the Czech Republic appeared among other things in the public part of the arrivals hall at the M. R. Štefánik Airport in Bratislava, in the Student Agency buses and in the Bratislava traveler's café. A series of press trips and meetings of top partners in Topolčianky was also prepared. The foreign office's activities focused on the commemoration of the foundation of the common state, among other things by organizing a large outdoor exhibition of photographs by prof. Jindřich Štreit. The event was held under the auspices of the Embassy of the Czech Republic in Slovakia, and the opening of the exhibition (Ab) Normalization in Bratislava was attended by Professor Štreit in person; the story then appeared in major news of the local RTVS.

Traditional Czechoslovak brands also appeared within the promotion of the sights of the regions Liberec, Ústí nad Labem and Karlovy Vary; press trip was prepared by the foreign office in Russia. The Czechoslovak tradition was reflected in three

parts of the travel program "Tourism i Otdych", which broadcasts the Regional TV Samara with an audience of about 3.5 million viewers.

More than a hundred journalists and influencers visited press conferences prepared by the foreign office for Japan – over 30 articles on blogs and over 190 posts on social networks brought AVE more than one million crowns (blogs + social networks).

The theme one hundred years of Czech-Slovak solidarity has resonated in foreign markets and within the events organized by foreign offices. The gastronomy, traditions and tourist destinations of the regions were the theme of the eleventh year of the Czech Street Party in Brussels. The Loos interiors in Pilsen, which were one of the visuals of the 2018 marketing campaign, were presented by the foreign office in Austria at the fair Wohnen Interieur. The cultural offer of the Czech Republic, Czech specifics and attractions were presented by the Polish writer and journalist Mariusz Szczygiel at the event of the foreign office of CzechTourism in Warsaw. The Czech Republic presented itself within the framework of a separate "Czech Republic Festival" within the Russian territory. It was held in Moscow in cooperation with the local embassy and the Czech Centres for the first time. It focused

Workshop focused on MICE segment
in France



on promoting the offer using the traditional brands such as Škoda Auto, Jawa or local breweries. Co-operation with the local office of the Czech Centres and the Czech Embassy was also reflected in the Japanese “Czech Festival”. It was focused on the offer of South Moravian products and 23 Czech-Japanese companies took part. Over 40,000 visitors participated at the three-day event held at Tokyo Haneda Airport, prepared by the foreign office in cooperation with Tokyo International Air Terminal and JATA.

Marketing campaigns – online, press, television

The campaign, focused specifically on the target group of creditworthy Spanish clients in the 50+ segment, was realized by the foreign office of CzechTourism in Madrid. Co-branding campaign prepared in cooperation with the tour operator NautaliaViajes focused on South Bohemia, in addition to the traditional Český Krumlov it also included České Budějovice, Jindřichův Hradec, Hluboká nad Vltavou and Třeboň. The advertising, outdoor and educational campaign included a new product in the Rutas +55 catalogue, and the thematic landing page also appeared at Nautaliaviajes.com. The project was co-financed within the framework of the Economic Diplomacy Projects, its commercial contribution exceeded CZK 15 million, and the number of Czech Republic tours sold on the basis of these marketing activities exceeded 700.

On the other hand, a press trip prepared by the foreign office in Beijing targeted young tourists. The local bloggers went to less known localities in the Czech Republic.

The regions of the Czech Republic also appeared in print campaigns. The presentation in the UK edition of the top travel magazine Lonely Planet included 14 pages and brought AVE over CZK 270,000. The best of the Czechoslovak history appeared also on the pages of German newspapers and within the 20-page supplement

of the Norwegian magazine Reis; the campaign also included a Swedish Facebook account with Czech influencers Honest Prague Guide. In the spring 2019, 700,000 readers had the opportunity to see a reportage in the weekend supplement of the French daily Le Figaro, the foreign office for France prepared a press trip through the regions.

A 200-page guide for Prague for individual travellers from Taiwan was also printed; the same segment based on itineraries was supported by the foreign office for Japan. Japanese tourists set out to follow the footsteps of Alfons Mucha and the Czech and Moravian gastronomy, based on an online campaign prepared in cooperation with the travel agency Five Star Club (a special landing page). A 160-page guide with tips for trips to regional destinations, which can be easily reached by train, has also been prepared for Japanese tourists; in 2018, the brochure CzechCoupons Book was published in South Korea for the second time.

Successful TV campaigns were prepared by the foreign office for France - five French television crews spent 43 shooting days in the Czech Republic, visiting 6 regions and 8 UNESCO sites. Travel documents, reality shows and news reports were the result. Less busy locations of the Moravian-Silesian Region, Moravian Karst and Adršpach-Teplice Rocks were visited by the Italian Rai 2, with audience of 1.5 million viewers; based on the activities of the foreign office the German ZDF presented less busy Prague locations outside the main tourist season. Four episodes of the TV show, Fun Aboard, were aired by the Hong Kong TV in both Taiwan and Hong Kong with South China overlaps. The reality show Flower and Grandpas, in which Korean celebrities discover the adventures of the Czech Republic and Austria, as well as a large-budget Korean TV series filmed in the Czech Republic, appeared on South Korean TV screens. The TV drama You Are Human Too with the effect for AVE of about CZK 100 million makes it clear that after the Lovers in Prague it will be another successful TV project.



Scandinavia - Active Holiday Campaign

United Kingdom – e-learning

Trade fairs

In 2018, the trade fair exposition of the Czech Republic was presented at the world's most important tourism fairs. The most important European B2B trade fair ITB Berlin served as an invitation to the Ostrava TBEX and at the same time the best partner cooperations of the past year were awarded. Cooperation with the media was also awarded within the Spanish FITUR. The offer of Bohemian and Moravian regions was reflected in the exposition at the most important tourist fair TTG Incontri in Italy as well as in the photo exhibition of the so-called live monuments of South Bohemia, Vysočina and Lower Austria at Ferienmesse Wien.

Thirty thousand professionals attended the British Tourism and Travel Show as well, and the opening of the Europe exhibition section was a novelty of this year's fair. The Networking Meeting with Partners and the launch of the Cities, Regional Gateways brochure took place in London's WTM.

Within remote markets, the theme of one hundred years of common Czechoslovak history was presented in Beijing, and especially at trade fairs in Shanghai, Guangzhou, Xiamen and Haikou. At the Shanghai Trade Fair, a Memorandum of Cooperation with OTA Ctrip and Tongcheng was signed in the business forum with the participation of the President of the Czech Republic. Shanghai's first CIIE has added a series of events and destination presentations as well as press conferences that have been held in Guangzhou, in addition to Shanghai. The tourism products of the Bohemian and Moravian regions were also a theme for the Japanese Tourism EXPO (focusing on South Moravia and Brno) and the South Korean fair Mode Tour Travel Mart, followed by a professional workshop presenting the offer of Brno and the South Moravia region. As a spa destination, the Czech Republic was presented at the AITF Baku for the Transcaucasian markets; on this occasion, the Azerbaijani president Ilham Aliyev also visited the

Czech Republic's stand. The Czech exposition was awarded here for the best active cooperation with the fair visitors. Congress and incentive tourism was presented in the US and Canada, at the largest MICE fair in North America, Imex, held in Las Vegas and at the Incentive Works in Toronto. The events included networking breakfasts or lunches for important buyers; local professional periodicals informed of the trade fair.

Czech Republic for an Active Holiday

The accent on the product range of active tourism in 2018 appeared in the campaigns of several foreign offices. Tourism and cycling were promoted at the beginning of the year by foreign offices for the USA and Canada. The bike campaign with a bike trip supported the product website CzechMobil; a biking trip, press conference and promotion at the NY Times fair were prepared as well. Cycling has also been reflected in marketing activities of the foreign office in Italy, as part of a year-long campaign combining online and offline tools. The foreign office has partnered with the Italian FIAB Cycle Club specializing in tour operators.

Cycling and hiking was also a topic for the Benelux countries, where the Elbe Trail was presented in cooperation with the Ústí nad Labem Region and the Partnership Foundation. The Gold Path (Goldsteig) was presented to the professional and general public in Germany in cooperation with the South Bohemian Tourism Centre and the Pilsen Region.

Also the marketing events, organized by the foreign office for Scandinavia, which emphasized the camping product once again, encouraged people to spend an active holiday in the framework of trade fair presentations, TV and blogging projects and PR activities. CzechTourism in the UK invited families with children to Czech mountains with a focus on Bohemian Paradise, in cooperation with the Family Traveller magazine.

South America – Wandering for Wine



LUGARES Y VINOS

PARA AMANTES DE LA REPÚBLICA CHECA

Disfruta de este destino y sus grandes paisajes con un buen vino en la mano. Los caminos que recorren por los viñedos del país te llevarán a las faladas de los montes en las que maduran las uvas para los vinos checos de calidad. Debes conocer las bodegas originales y las pintorescas calles con filas de tiendas de vino. La mayoría de los viñedos los encontrarás en Moravia del Sur, la región más cálida de Chequia.

MILULOV
Otro importante centro de viticultura es la ciudad de Milulov. En el palacio barroco, que domina la ciudad, descubrirás la más antigua exposición nacional de viticultura y el original bari gigante, podrás visitar el palacio con un guía y también el centro de la ciudad. Una vez terminado el paseo, te espera una cata de vino blanco local. (Sabes que una de las muestras más antiguas de la creación artística humana de cerámica: la Venus de Věstečko, una estatua de unos 25 000 años de edad, proviene de un pueblo cercano a Milulov? Un imperdible a visitar, por completo).

ZNOJMO
El que prefiere el vino blanco, debe emprender viaje para conocer la histórica ciudad de Znojmo. Una vez allí no debe perderse la vista del monasterio Loucký, antiguo centro espiritual, vinculado con los alegres aspectos mundanos de la vida. Basta con recorrer las inmensas bodegas del lugar. Visita el museo de la viticultura y de la fabricación de barricas, o bien la catedral románica. Cuando termines, podrás catar otros muestras de vino. En los alrededores de Znojmo puedes hacer una infinidad de excursiones con el tema del vino, es muy recomendable tomar el tour en bicicleta y admirar la vista del pintoresco paisaje; además las rutas ciclistas entre los viñedos forman una red que cubre todo el sur de Moravia. Entre los destinos favoritos encontrarás las bodegas azules en Nový Sadov, la Bodega pintada en Satoz, decorada con dibujos populares, o al famoso viñedo Sotek en el Parque Nacional Podyjí. A comienzos del mes de septiembre, se celebra la tradicional vendimia histórica, durante la que por doquier hay nuevo mosto de vino fermentado de la cosecha (en checo: buřák).

por: MICHAELA KUCEROVA

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The foreign office for France prepared a joint run of the Parisian relay in Czech colours and teams named after Emil Zátopek and Věra Čáslavská with the theme one hundred years of Czechoslovakia; active marketing was supplemented with a press conference of Czech institutions for thirty French journalists. A campaign prepared by the foreign office for Mexico and Latin America was also devoted to running. Promotion of the Prague Marathon and the Half Marathon Series took place at the trade fair stand in Sao Paulo, Mexico City and Rio de Janeiro.

Winter sports and winter activities in the regions of Bohemia, Moravia and Silesia resonated in the winter campaign of CzechTourism in the Benelux territory, which attracted families with children from their region to specific mountain resorts, and in the activities of the foreign office for Spain, which prepared the promotion of a fly and drive program for Bohemian and Moravian Christmas markets and activities to promote the sale of tours during Advent and Christmas.

The topic of winter sports also appeared in the presentation of the Czech Republic at the Winter Olympics, organized by the foreign office for South Korea in 2018. This foreign office, among other things, prepared a game based on the Christmas calendar and a campaign on social networks with a winning event and presentation of the Czech House. Polish bloggers have appeared in the border ski resorts of Jeseníky and Krkonoše in connection with the bloggertrip prepared for the target group of "cool" travellers. The Czech border region thus presented itself on the blog gdziewyjechac.pl, which was one of the top twenty Polish blogs in 2017.

Golf, as part of the product range of active tourism, resonated in the campaign of the Austrian foreign office, which established year-round cooperation with the golf magazine Extra Golf, while various regions of the country were presented in individual issue numbers in connection with golf opportunities.

Golf was the subject of press and fam trips in Japan, Scandinavia and the Benelux countries. In addition, the foreign office for Japan prepared an eight-page presentation of the Czech golf offer in the Japanese Golf Digest magazine. Two golf packages for Japanese tourists were created.

Czech Republic for a Luxury Holiday and Wellness

The luxury tourism offer appeared in the marketing of the foreign office for the UK, which prepared a workshop for representatives of Scottish travel agencies, and in addition to the cultural offerings of Prague, it also presented active leisure and spa-oriented spa stays.

The luxury tourism segment was also promoted by the foreign office for Mexico and Latin America. The campaign prepared with the Viajes Rosario travel agency included advertising in the Travel Book catalogue, a specific product offer on the travel agency's website, a presentation at events for top clients of the travel agency and online marketing instruments (newsletter, social networks). The foreign office in Hong Kong prepared a TV campaign targeted at Thailand, which primarily presented Karlovy Vary (Carlsbad) and Kutná Hora. A total of 12 episodes of Thai TV True has been repeated more than fifty times. The show hit more than 14 million households, the campaign on social networks attracted 125,000 new followers.

Six representatives of spa towns went to Dublin and London to present Czech spa and wellness products; the presentation was intended not only for representatives of travel agencies but also for general practitioners and representatives of private and state insurance companies. Therapeutic balneology was introduced as a new segment in the offer of local travel agencies within the fam trip "Czech Balneology Tradition" prepared by both CzechTourism branches in China – Beijing and Shanghai.

Press Trip Russia



Gastrotourism of the Czech Republic

Wine trails of South Moravia associated with the possibility of cycling, but also UNESCO monuments of East Moravia or the offer of the Pilsen Region are motifs of the branded bus of the Austrian tour operator Sabtours, which will operate throughout Europe for 4 years. For the first bus tour, the tour operator created a special package for a trip around Moravia and a product catalogue.

One hundred years of Czechoslovakia were celebrated in Chicago. The Czech cuisine week was complemented by promotions within the Moravian Days and a presentation for 50 representatives of media and travel agencies.

Moravian specialties and wine, as well as leisure activities and the First Republic architecture, were reflected in the event prepared by the foreign office for the US and Canada for American journalists, members of the prestigious Society of American Travel Writers. Among other things, a professional B2B workshop with Czech counterparts waited for 57 participants of the press and fam trip.

Traditional and modern vegetarian gastronomy was the theme of the press trip "By Train through the Regions of the Czech Republic", which was prepared for journalists from the Benelux countries. Czech cuisine, along with regional products and cultural events, has also been presented in the Japanese World Tour Perfect MAP satellite program, followed by over 40 million Japanese households.

Incentive and Congress Tourism

In cooperation with the Czech Convention Bureau, incentive and congress tourism was presented with a fam trip for the Brazilian market, within the World Meeting Forum trade show and at the IBTM Latinamerica fair. MICE themed presentations, workshops and tradeshow were also held in Mexico City and Chile. A fam trip for tour operators focused on this segment was prepared as part of the economic diplomacy projects. A specialized MICE fam trip was prepared by Czech Tourism's foreign office in Paris in cooperation with the Prague Convention Bureau, Ostrava Convention, Moravia Convention and the company RegioJet in destinations Prague, Ostrava and South Moravia. 40 representatives of selected French companies participated in the October workshop for forty buyers.

Partner Cooperation – Tour Operators, Travel Agencies, Carriers

The cooperation with the B2B segment this year included activities focused on selected foreign tour operators, travel agencies, representatives of carriers and other entities active in tourism and related fields.

B2B workshops for travel agencies were prepared for example by the foreign office for France in Toulouse, Paris and Marseille. Italian travel agencies participated in a series of workshops in the northern Italian cities of Trieste, Verona and Turin (5 Czech partners), and a presentation for buyers prepared in November targeted at a specific segment of Italian school tourism. An online training course was prepared for UK travel offices and agencies. Professional workshops and lectures were prepared

with the aim of promoting new destinations in the Czech Republic along with visa issues for tourists from China. The events took place in Chengdu, Chongqing, Shanghai, Guangzhou, Shenzhen, Guiyang, Kunming, Xiamen and Fuzhou.

A joint presentation of European destinations on the Thai market was prepared by the Hong Kong-based CzechTourism branch for South East Asia, which was attended by 80 experts from Singapore and 120 from Malaysia. More than 150 Hong Kong agents also welcomed the May presentation of the Czech Republic within the Travel eXpert Hong Kong Workshop. Training seminars and educational activities were also held for experts from Bangkok, Chiang Mai and Phuket, as well as for the Indonesian cities of Medan, Surabaya and Bandung.

The Discover Czech Republic Roadshow was focused on luxury, creditworthy clients from Australia. Workshops were held in Sydney, Melbourne and for the first time in Auckland. Partner cooperation in remote markets included the B2B roadshow in Nagoya, Osaka, Fukuoka and Tokyo, Japan, and the development of new business contacts with Czech suppliers focused on golf product, high-end products and the location of South Moravia, including the city of Brno. A special fam-blogger tour designed for 4 travel agencies and 11 bloggers was prepared by the foreign office for South Korea. Car tour itineraries were prepared with regard to the individual interests of local travel agencies, with over 150 posts on the blog.

Foreign offices for Mexico and Latin America included Prague in a program for exploring Central Europe, together with Berlin and Vienna, and also prepared package tours for local tour operators. The foreign office presented Czech product packages to local tour operators and travel agencies at the beginning of 2018, with a printed version of the newsletter intended for distribution at trade fairs, workshops and trade shows.

Cross-media activities included a campaign prepared in cooperation with one of the most important tour operators in Mexico, a training microsite for agents of travel offices and agencies prepared by the foreign office in Moscow (more than 17,000 experts hit).

Campaigns prepared in cooperation with airlines were, once again, among the most successful cooperations. 4 million members of the club saw a campaign prepared in the UK with British Airways; thanks to this fact, the city of Brno achieved a presentation in the High Life magazine, read by about 3.6 million passengers. The UK also launched an online campaign at regional airports of Manchester, Birmingham, East Midlands, Glasgow, Leeds, Bradford and Newcastle; cooperation with Jet2 airlines (holidays) reached over 17,000 passengers. Negotiations on new direct flights for the Czech Republic took place in 2018 in Japan (networking dinner) and in Kazakhstan (delegation meeting and discussion). The activities of foreign offices also supported a new direct air connection between Prague and Philadelphia (press conference, presentations and meetings of experts), which was complemented by the prepared influencer trip designed for creditworthy clients and including in addition to Prague destinations outside Prague. Content generated for a new direct airline reached more than one million users in just a few days.



A	
B	C
D	E

- A Hong Kong – roadshow in Southeast Asia
- B Slovakia – campaign with Regiojet
- C Russia – Traveller Awards 2018
- D Philippines – Travel Madness fair trade
- E Japan – press trip for influencers focused on Czech traditions





Roadshow in the Middle East

New Opportunities for the Czech Republic: India, Israel, Middle East

At the beginning of 2018, CzechTourism strengthened its operations in the Middle East and started cooperation with a PR agency in Dubai. Since April, it has been implementing PR and B2B activities for the United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Iran, Lebanon, Oman and Bahrain. A common feature of these source territories is a long-term favourable departure prediction, above-average spending and potential for the promotion of a product offer of the regions of the Czech Republic.

In April, the Czech Republic presented itself for the first time at the largest Saudi Arabian Riyadh Travel Fair. Promotion of spa and wellness was complemented by the offer of family holidays or holidays in nature. Along with the fair, CzechTourism in cooperation with the Embassy of the Czech Republic in Riyadh organized a networking event for Saudi Arabian travel agencies.

In the autumn, under the banner of the Visegrad Four countries – along with Hungary, Poland and Slovakia – a road show entitled "Discover Central Europe" took place in the United Arab Emirates, Saudi Arabia and Qatar. Nine Czech entities presented their services in the region. More than 380 local buyers attended successful events in Dubai, Jeddah, Riyadh and Doha, whose partners were the airlines Emirates and Qatar Airways. In addition to offering traditional balneology, which is very popular in the region, CzechTourism focuses on presenting new tourist products and addressing new target groups. It especially involves the promotion of learning journeys with high quality services, original cultural and entertainment program, outdoor stays or family holiday with children. The Czech Republic will continue to focus on promoting spa, wellness and medical stays in the region and quality facilities for the MICE segment.

To boost the rising trend of arrivals from India, the Bombay branch of CzechTourism focused primarily on realizing B2B and PR activities. At the beginning of the year, the Czech Republic traditionally

participated in the SATTE trade fair in New Delhi, followed by a networking event organized under the auspices of the Ambassador of the Czech Republic.

In order to strengthen MICE activities in the territory, representatives of CzechTourism attended the MILT conference in July, where they presented rich opportunities for events, conferences and incentive events in the Czech Republic. A very successful activity was the summer B2C campaign prepared in cooperation with the national Indian daily Times of India. A quiz focused on regional goals in the Czech Republic has reached over 3,000 participants who have created over 850,000 interactions on their social networks. In the autumn, a total of eight Czech partners presented their services in India within the B2B road show in Delhi, Ahmedabad and Bombay. Successful events with Air Arabia as the general partner were attended by a total of 400 Indian buyers.

In Israel, the Czech Republic presented itself at IMTM in Tel Aviv at the beginning of the year. The traditional offer of balneology and medical tourism was complemented by new products suitable for both Czech and Moravian regions – an active holiday in nature and holidays for families with children. Even in Israel, CzechTourism uses the services of a local PR agency, which also provides presentation activities in the newly opened Czech House in Jerusalem in cooperation with the Czech Centre and CzechTrade.

MICE India Luxury Travel
Congress in India



Tourism Institute

Research and analyses in the field of tourism

Tourism Institute

In 2018, the Tourism Institute dealt with a number of research and educational projects, the outputs of which were provided to a wide range of beneficiaries – partners, tourism professionals, the general public. The key analytical materials prepared by the Institute serve for strategic planning of the agency.

The outputs for the general public included in particular the first comprehensive results of an integrated survey of domestic and incoming tourism, the results of the USP (Unique Selling Propositions) research of tourism products on foreign markets, and data from innovated monitoring of tourist destinations. Within its cooperation with the professional public, the Institute has prepared several seminars for destination management staff and organized the eighth annual

Tourism Forum conference, including its program. It also prepared a number of training courses for internal beneficiaries within the Agency.

The Tourism Institute provided analytical support for the Destination Company Certification project and has continued to develop the Marketing Information System as an open tool for presenting and interpreting statistical data.

Marketing Research

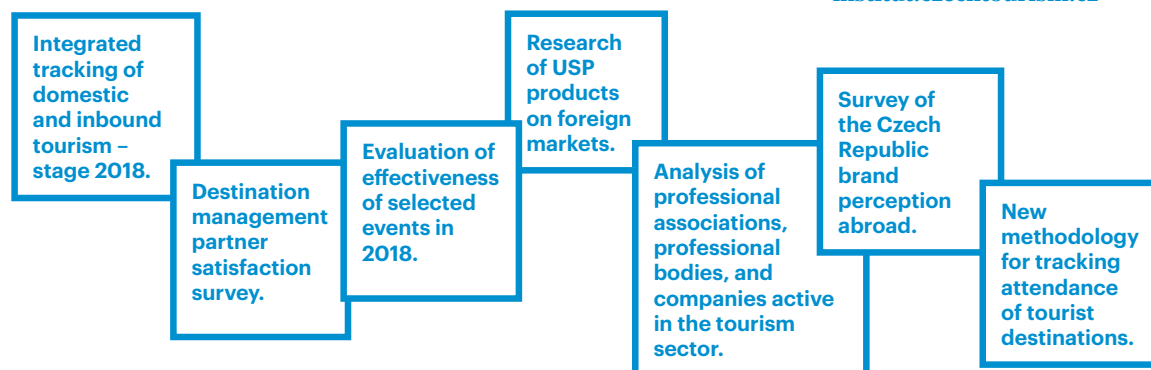
In 2018, the Marketing Research Department continued to implement the tracking of domestic and incoming tourism. After completing independent incoming tourism surveys, this project is a key source of tourism data not only for CzechTourism, but also for other state organizations, regional destination companies, and the academic public.

In the methodological area, marketing research provided a transition to the methodology for monitoring the attendance of tourist destinations, which in a new way better reflects the existing diversity in the organizational structures of data providers. At the same time, the base of the monitored objects was significantly expanded, categorization was unified, and broad cooperation with regional destination companies in the area of data collection was established.

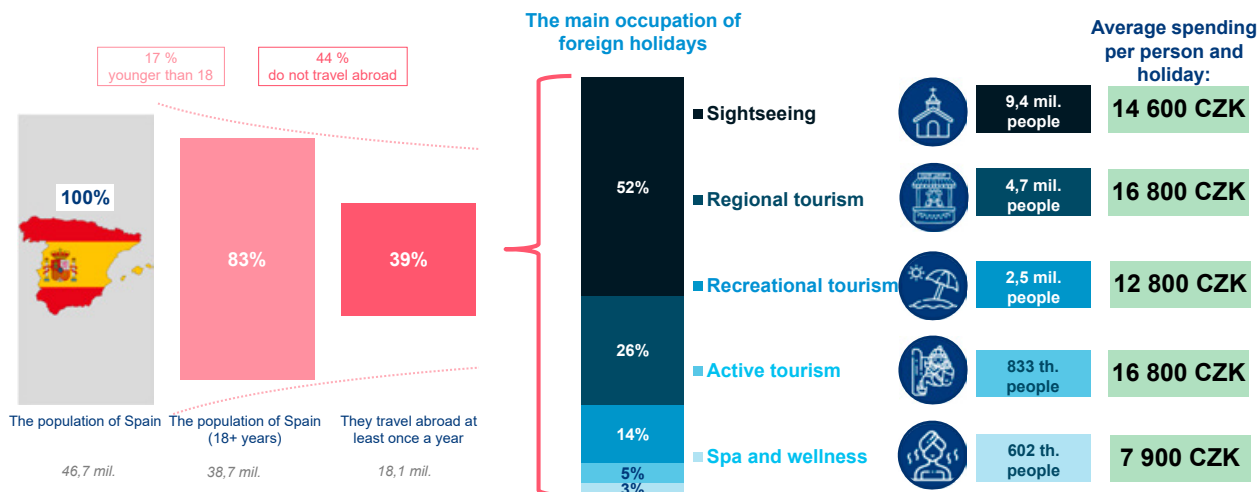
In foreign markets, research was carried out to identify the potential of tourism products (USP products) and the image of the Czech Republic. This included extensive investigations involving both qualitative and quantitative research methods. The results and final research reports form the basis for the creation of individual Country Reports, the setting of the agency's product portfolio strategy and at the same time serve the general public.

Significant projects, analyses and methodologies prepared in 2018:

Analyses and researches at
institut.czechtourism.cz



Potential of product lines in the Spanish population



CzechTourism

1

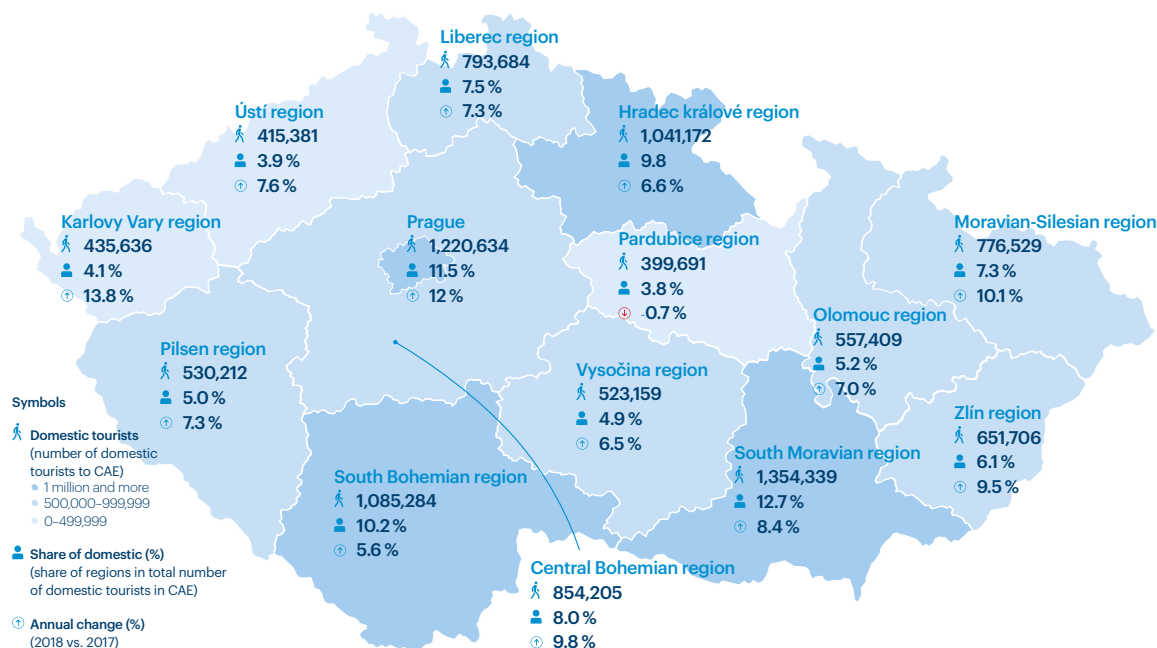
Basic characteristics of the products

	Recreational tourism (preferred by 2,5 mil.)	Regional tourism (preferred by 4,7 mil.)	Sightseeing (preferred by 9,4 mil.)	Spa and wellness (preferred by 602 th.)	Active tourism (preferred by 833 th.)
Typical destinations					
Is the Czech Republic suitable for this type of holiday?	61 %	89 %	92 %	59 %	53 %
Who?	Married	No gender and age differences	No gender and age differences	No gender and age differences	Men more often Income above average
With whom?	Family (partner and children)	Partner, Group of friends	Partner/ka, Group of friends	Partner	Partner, Group of friends
Media behavior and where do they get inspiration before traveling?	I watch Youtube more often than others. Before travelling the recommendation of friends is the most important for me.	When using the internet, I am browsing, read news and articles. Before travelling the recommendation of friends is the most important for me.	Watch TV daily. Looking for the inspiration in books and using the websites of foreign tourist authorities.	I am playing online games more often than other tourists. I shop online often.	I read news online. Before traveling I get an inspiration using the websites of foreign tourist authorities.

CzechTourism

2

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 Lanek Park	1,557.8
2 Plzeňský Prázdroj	762.1
3 Jewish Museum in Prague	716.6

PR

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



Look at our spots



Look at our Instagram

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

Awards

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

Institut turismu
CzechTourism

Information Centres and a Professional Library

Tourist Information Centres

Mystery shopping in information centres 2018: A total of 500 visits, including 439 "first" visits, 14 "second" visits, 47 additional visits realized. Total index 87%.

Cooperation with A.T.I.C. for the certification of tourist information centres. By the end of 2018, a total of 447 TICs had been certified.

Cooperation on the project of unified marking of important tourist and cultural destinations on motorways and primary roads. (so-called brown signs).

Best of Czech presentation for foreign students – Education Week at VŠE twice a year.

212,000 visitors of the info centre on Old Town Square, almost a quarter million for both info centres.

Extended presentations present East Bohemia, Domažlice and Vysočina.

Training, presentation of experience, and educational activities.

More than 3,700 email or phone queries from abroad were handled at the Vinohradská Street information centre.

The Professional Library of Tourism provides important information to both vocational school students and the general public.

Active presentations of the regions of the Czech Republic, specialist seminars.

Traineeships of foreign students in the field of tourism – language skills

Work experience of secondary, higher vocational, and university students focusing on the field of tourism – cooperation with schools and training in practice.

Throughout 2018, the CzechTourism agency's info centres supported the main campaign on the occasion of one hundred years of Czech-Slovak solidarity not only in terms of the offer of tourist-interesting destinations, but also in terms of the festive visualization of the centres themselves.

The one hundred year anniversary of the republic meant a myriad of exhibitions, events and thematic installations throughout the country, where the information centres sent their visitors. The portfolio of the offer covering traditional tourist destinations was significantly enriched and the information centres were visited by almost a quarter of a million

visitors. The friendly environment and help in every situation are valued attributes attracting visitors from all over the world. The info centre with a library and a study room located in the headquarters building in Vinohrady is visited by students and professionals in tourism, who can lend professional materials there.



MICE – Czech Convention Bureau

Congress and Incentive Tourism



Czech Convention Bureau

The Czech Convention Bureau has been operating in the CzechTourism agency since January 1, 2010. The primary goal is a unified promotion of the Czech Republic as an attractive congress and incentive destination, and efficient coordination of marketing and business activities in relation to foreign and domestic clients. In the framework of a successful promotion of the Czech Republic in the field of congress and incentive tourism, the Czech Convention Bureau cooperates with private entities, universities, congress ambassadors and regions. The Czech Convention Bureau is also a co-founder of the European Strategic Alliance, National Convention Bureaux of Europe, which aims to co-operate in the congress industry.

The Czech Republic was successfully presented at 3 international trade fairs focused on the congress industry and the destination was also presented by service buyers at 4 specialized B2B sales events.

In 2018, 15 candidates for international congresses were actively supported within the candidacy campaign program with the aim of obtaining them for the Czech Republic.

The Czech Republic's M.I.C.E. potential and offer was also presented to service buyers and professional journalists through 4 organized FAM trips to the regions of the Czech Republic.

According to current statistics of the international association ICCA, the Czech Republic is in 23rd place in the international ranking of congress destinations, while the city of Prague is even in position 8 among congress cities.



Agency Support

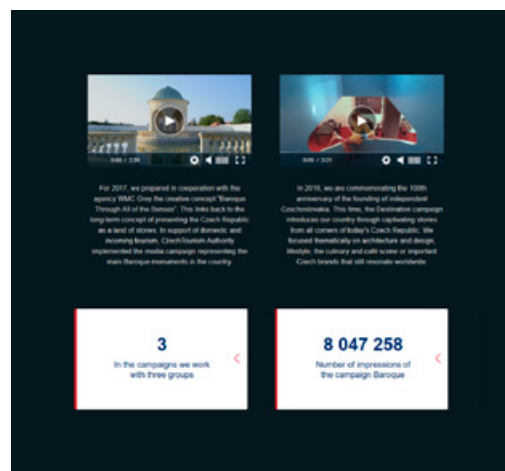
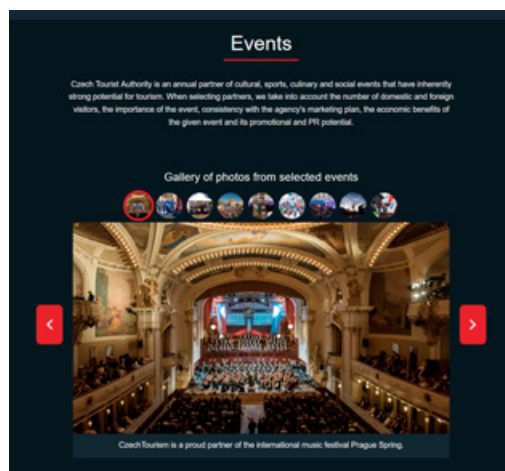
Presentation of activities of departments that support the operation of the agency

Media Relations

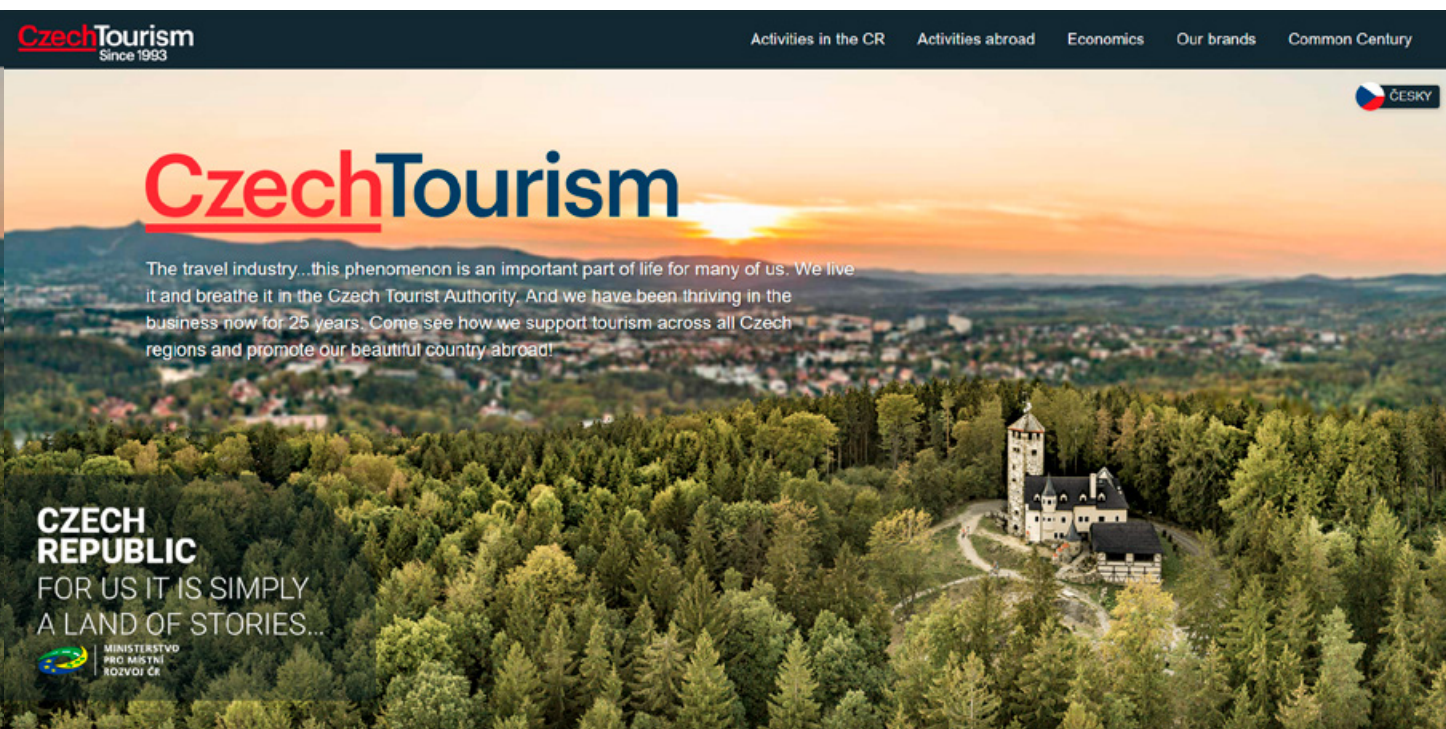
In 2018, the media relations department provided both internal and external communications, mainly with the journalistic and professional community. Corporate PR has been strengthened by traditional and new media partnerships, the department has provided the full service for the ORBIS Media Centre, PR service and translations production for the agency and its foreign offices.

The department covered daily media monitoring and media analyses, revision of official speeches and presentations; it was the administrator of corporate websites and social networks.

The department cooperated on PR activities of partner events and provided corporate events, especially the Tourfilm IFF and activities related to the 25th anniversary of CzechTourism.



For 2018, the media relations department prepared an online presentation of the Agency's work results for a quarter-century of its existence



CzechTourism – 25 Years

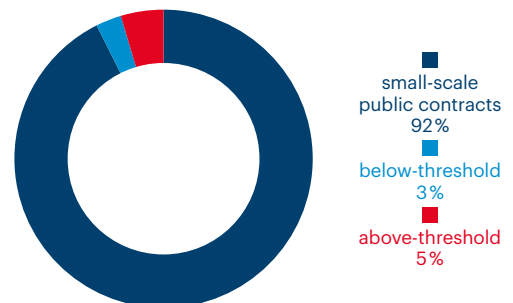


In 2018, the CzechTourism agency celebrated a quarter-century of its existence

Coordination of Public Contracts and Internal Control

In 2018, CzechTourism commissioned 108 public contracts at a total value of CZK 239,270,683.50 without VAT, while the suppliers for performance of the relevant subjects were selected primarily on the basis of open tender procedures.

Out of the total of 108 public contracts, 100 were small-scale public contracts, 3 were below-threshold public contracts and 5 were above-threshold public contracts.



Financial Department and Foreign Office Administration

The Finance Department provides facilities for all other activities and components of the organization. It provides financial management of the agency, cash and cashless payments, billing, cash desk services, clearing of the agency's internal needs.

Technical Administration

The IT and Technical Administration Department ensures the operation and development of the agency's information and communication technologies, the agency's operations and maintenance operations, protection of the headquarters building, provides warehouse management and manages the agency's fleet.

Internal Audit

The aim of the internal audit is to support the agency in the effective fulfilment of its tasks. Internal audit normatively sets internal processes in the agency.

Commentary on Financial Management

Česká centrála cestovního ruchu – CzechTourism is a state allowance organization established by the Ministry of Regional Development; the agency is largely funded from the Ministry's budget. Other funds are gained through their own activities or, possibly, from other budget chapters.

Revenues for 2018 Total revenues amount to CZK 488,370,910.66

The largest part of the revenues consists of a non-investment contribution to operations of CZK 478,690,561.00. Other subsidies were received from the City of Karlovy Vary CZK 324,000.00 and the Karlovy Vary Region CZK 200,000.00. At the same time, in 2018, CZK 188,068.61 of the unused part of the pre-funded Eden project for 2016 and 2017 were returned. Its own activity also has a proceeds share as co-organizing fees, participation on roadshows, workshops or fairs are invoiced. In total, these revenues from the sale of services amounted to CZK 8,906,776.45 in 2018. Other revenues from operations in the amount of CZK 232,920.25 consist mainly of contractual penalties and revenues from assets disposal. Financial revenues of CZK 204,721.57 are foreign exchange rate profits and interest.

Costs for 2018 Total costs amount to CZK 488,331,380.84

CzechTourism has one building which is used in Prague, an information centre in the Old Town Square and 19 foreign representations in the world. This is associated with a number of operating costs providing an appropriate background for marketing activity. The operating costs of the organization include, for example, energy consumption (electricity, gas, water) of CZK 1,814,868.57, repairs of equipment and assets in the amount of CZK 1,862,990.80, building security CZK 1,163,205.25, cleaning and garbage collection CZK 1,502, 225.17, postage 624,983.88 and telecommunication services of CZK 2,076,580.31. Wage costs amounted to CZK 40,015,613.00, social security and public health insurance costs of CZK 13,288,914.00, and other social costs and accident insurance of employees CZK 1,566,700.61. Personnel costs at foreign offices included in other services amounted to CZK 31,055,799.76. Marketing costs include especially promotional printed matter and items at CZK 12,051,210.08, representation costs of CZK 9,380,331.40, costs of marketing promotions, presentations, campaigns of CZK 152,411,869.31, costs of trade fairs of CZK 49,509,994.50 and costs of workshops and seminars of CZK 4,349,539.79. Travel costs amounted to CZK 8,030,284.59, the cost of translation, interpreting and guide services amounted to CZK 4,244,128.12. Another significant cost item is the depreciation of long-term assets of CZK 4,127,569.00 and costs of small fixed assets of CZK 2,147,973.90.

The financial costs of CZK 1,931,822.19 consist of exchange rate losses of CZK 1,682,865.58 and interest of CZK 248,956.61.

Net Income Income from operations for 2018 is a profit of CZK 39,529.82.

Balance Sheet as of 31/12/2018

(In CZK, with accuracy to two decimal places)

Item number	Item name	Synthetic account	Accounting Period			
			Current			Past
			Gross	Correction	Net	
ASSETS			331,076,829.72	132,470,258.71	198,606,571.01	210,864,915.12
A.	Fixed assets		188,409,307.56	132,281,464.57	56,127,842.99	57,349,205.51
A.I.	Intangible fixed assets		32,431,678.91	21,756,427.63	10,675,251.28	11,334,882.70
A.I.1.	Intangible Outputs of Research and Development	012	0.00	0.00	0.00	0.00
A.I.2.	Software	013	4,896,187.39	2,751,808.47	2,144,378.92	2,452,166.92
A.I.3.	Charges Assessable in Monetary Terms	014	18,806,739.16	10,395,241.00	8,411,498.16	8,763,341.58
A.I.4.	Emission Allowances and Preferential Limits	015	0.00	0.00	0.00	0.00
A.I.5.	Small Intangible Fixed Assets	018	8,609,378.16	8,609,378.16	0.00	0.00
A.I.6.	Other Intangible Fixed Assets	019	0.00	0.00	0.00	0.00
A.I.7.	Intangible Fixed Assets Under Construction	041	119,374.20	0.00	119,374.20	119,374.20
A.I.8.	Advances Paid on Intangible Fixed Assets	051	0.00	0.00	0.00	0.00
A.I.9.	Intangible Fixed Assets Designated For Sale	035	0.00	0.00	0.00	0.00
A.II.	Intangible Fixed Assets		155,977,628.65	110,525,036.94	45,452,591.71	46,014,322.81
A.II.1.	Land	031	173,250.00	0.00	173,250.00	173,250.00
A.II.2.	Cultural Objects	032	0.00	0.00	0.00	0.00
A.II.3.	Buildings	021	106,378,495.66	62,468,328.47	43,910,167.19	44,354,083.19
A.II.4.	Separate Tangible Movables and Sets of Tangible Movables	022	25,284,750.00	24,049,652.38	1,235,097.62	1,486,989.62
A.II.5.	Perennial Crops	025	0.00	0.00	0.00	0.00
A.II.6.	Small Tangible Fixed Assets	028	24,007,056.09	24,007,056.09	0.00	0.00
A.II.7.	Small Tangible Fixed Assets	029	0.00	0.00	0.00	0.00
A.II.8.	Tangible Fixed Assets Under Construction	042	134,076.90	0.00	134,076.90	0.00
A.II.9.	Advances Paid on Tangible Fixed Assets	052	0.00	0.00	0.00	0.00
A.II.10.	Tangible Fixed Assets Designated For Sale	036	0.00	0.00	0.00	0.00
A.III.	Financial Fixed Assets		0.00	0.00	0.00	0.00
A.III.1.	Participating Interests	061	0.00	0.00	0.00	0.00
A.III.2.	Shares in Affiliated Undertakings	062	0.00	0.00	0.00	0.00
A.III.3.	Debt Securities Held-to-Maturity	063	0.00	0.00	0.00	0.00
A.III.4.	Long-term Loans	067	0.00	0.00	0.00	0.00
A.III.5.	Long-term Time Deposits	068	0.00	0.00	0.00	0.00
A.III.6.	Other Tangible Fixed Assets	069	0.00	0.00	0.00	0.00
A.III.7.	Purchased Tangible Fixed Assets	043	0.00	0.00	0.00	0.00
A.III.8.	Advances Paid on Financial Fixed Assets	053	0.00	0.00	0.00	0.00
A.IV.	Long-term Receivables		0.00	0.00	0.00	0.00
A.IV.1.	Provided Long-term Repayable Financial Assistance	462	0.00	0.00	0.00	0.00
A.IV.2.	Long-term Receivables from Subrogated Loans	464	0.00	0.00	0.00	0.00
A.IV.3.	Long-term Advances Paid	465	0.00	0.00	0.00	0.00
A.IV.4.	Long-term Receivables from Guarantees	466	0.00	0.00	0.00	0.00
A.IV.5.	Other Long-term Receivables	469	0.00	0.00	0.00	0.00
A.IV.6.	Long-term Advances Paid for Transfers	471	0.00	0.00	0.00	0.00
A.IV.7.	Long-term Mediation of Transfers	475	0.00	0.00	0.00	0.00
B.	Current Assets		142,667,522.16	188,794.14	142,478,728.02	153,515,709.61
B.I.	Stocks		8,501,669.20	0.00	8,501,669.20	11,092,519.83
B.I.1.	Material Acquisition	111	0.00	0.00	0.00	0.00
B.I.2.	Material in Stock	112	8,434,502.53	0.00	8,434,502.53	9,701,354.38
B.I.3.	Material in Transit	119	67,166.67	0.00	67,166.67	1,391,165.45
B.I.4.	Unfinished Production	121	0.00	0.00	0.00	0.00
B.I.5.	Semi-finished Products from Internal Production	122	0.00	0.00	0.00	0.00
B.I.6.	Products	123	0.00	0.00	0.00	0.00
B.I.7.	Goods Acquisition	131	0.00	0.00	0.00	0.00
B.I.8.	Goods in Stock	132	0.00	0.00	0.00	0.00
B.I.9.	Goods in Transit	138	0.00	0.00	0.00	0.00
B.I.10.	Other Goods	139	0.00	0.00	0.00	0.00
B.II.	Short-term Receivables		26,275,778.07	188,794.14	26,086,983.93	42,711,449.47

Item number	Item name	Synthetic account	Accounting Period			
			Current			Past
			Gross	Correction	Net	
B.II.1.	Purchasers	311	2,526,559.07	188,794.14	2,337,764.93	1,344,146.46
B.II.2.	Bills for Collection	312	0.00	0.00	0.00	0.00
B.II.3.	Receivables for Discounted Securities	313	0.00	0.00	0.00	0.00
B.II.4.	Short-term Advances Paid	314	4,915,247.95	0.00	4,915,247.95	6,213,516.15
B.II.5.	Other Receivables from Main Activity	315	0.00	0.00	0.00	0.00
B.II.6.	Provided Short-term Repayable Financial Assistance	316	0.00	0.00	0.00	0.00
B.II.7.	Short-term Receivables from Subrogated Loans	317	0.00	0.00	0.00	0.00
B.II.8.	Receivables from Redistributed Taxes	319	0.00	0.00	0.00	0.00
B.II.9.	Employee Debts	335	2,572,181.80	0.00	2,572,181.80	3,923,502.55
B.II.10.	Social Security	336	0.00	0.00	0.00	0.00
B.II.11.	Health Insurance	337	0.00	0.00	0.00	0.00
B.II.12.	Pension Savings	338	0.00	0.00	0.00	0.00
B.II.13.	Income Tax	341	0.00	0.00	0.00	53,114.00
B.II.14.	Other Taxes, Fees, and Other Similar Financial Performance	342	0.00	0.00	0.00	0.00
B.II.15.	Value Added Tax	343	0.00	0.00	0.00	0.00
B.II.16.	Receivables from Entities Other than Selected Government Institutions	344	0.00	0.00	0.00	0.00
B.II.17.	Receivables from Selected Central Government Institutions	346	0.00	0.00	0.00	0.00
B.II.18.	Receivables from Selected Local Government Institutions	348	0.00	0.00	0.00	0.00
B.II.19.	Receivables from Tax Administration	352	0.00	0.00	0.00	0.00
B.II.20.	Settlement of Redistributed Taxes	355	0.00	0.00	0.00	0.00
B.II.21.	Receivables from Executions and Other Foreign Asset Management	356	0.00	0.00	0.00	0.00
B.II.22.	Other Receivables from Tax Administration	358	0.00	0.00	0.00	0.00
B.II.23.	Short-term Receivables from Guarantees	361	0.00	0.00	0.00	0.00
B.II.24.	Fixed Term Operations and Options	363	0.00	0.00	0.00	0.00
B.II.25.	Receivables from Pending Financial Operations	369	0.00	0.00	0.00	0.00
B.II.26.	Receivables from Financial Collateral	365	0.00	0.00	0.00	0.00
B.II.27.	Receivables from Bonds Issued	367	0.00	0.00	0.00	0.00
B.II.28.	Short-term Advances Paid for Transfers	373	0.00	0.00	0.00	0.00
B.II.29.	Short-term Mediation of Transfers	375	0.00	0.00	0.00	0.00
B.II.30.	Deferred Charges	381	16,261,789.25	0.00	16,261,789.25	31,177,170.31
B.II.31.	Accrued Revenue	385	0.00	0.00	0.00	0.00
B.II.32.	Contingent Receivables	388	0.00	0.00	0.00	0.00
B.II.33.	Other Short-term Receivables	377	0.00	0.00	0.00	0.00
B.III.	Short-term Financial Assets		107,890,074.89	0.00	107,890,074.89	99,711,740.31
B.III.1.	Equity Securities for Trading	251	0.00	0.00	0.00	0.00
B.III.2.	Debt Securities for Trading	253	0.00	0.00	0.00	0.00
B.III.3.	Other Securities	256	0.00	0.00	0.00	0.00
B.III.4.	Short-term Time Deposits	244	0.00	0.00	0.00	0.00
B.III.5.	Other Current Accounts	245	0.00	0.00	0.00	0.00
B.III.6.	Public Financial Assets Accounts	247	0.00	0.00	0.00	0.00
B.III.7.	Liquidity Management of the Treasury and the National Debt Accounts	248	0.00	0.00	0.00	0.00
B.III.8.	Accounts for Tax Sharing and Divided Administration	249	0.00	0.00	0.00	0.00
B.III.9.	Current Account	241	106,836,372.51	0.00	106,836,372.51	98,432,181.53
B.III.10.	CSNF Current Account	243	529,373.48	0.00	529,373.48	624,098.26
B.III.11.	Basic Current Account of Local Authorities	231	0.00	0.00	0.00	0.00
B.III.12.	Current Accounts of Local Authority Funds	236	0.00	0.00	0.00	0.00
B.III.13.	Current Accounts of State Funds	224	0.00	0.00	0.00	0.00
B.III.14.	Current Accounts of Funds of State Authorities	225	0.00	0.00	0.00	0.00
B.III.15.	Valuables	263	133,329.40	0.00	133,329.40	111,703.51
B.III.16.	Cash in Transit	262	0.00	0.00	0.00	0.00
B.III.17.	Cash-on-hand	261	390,999.50	0.00	390,999.50	543,757.01

Item number	Item name	Synthetic account	Accounting Period	
			Current	Past
LIABILITIES	TOTAL LIABILITIES		198,606,571.01	210,864,915.12
C.	Equity		141,625,854.59	138,881,129.81
C.I.	Accounting Entity Assets and Collective Allowances		57,864,128.31	59,219,567.73
C.I.1.	Accounting Entity Assets	401	51,406,234.20	50,297,809.62
C.I.2.	Privatisation Fund	402	0.00	0.00
C.I.3.	Transfers for Acquisition of Fixed Assets	403	4,192,853.91	6,656,717.91
C.I.4.	Exchange Rate Differences	405	0.00	0.00
C.I.5.	Valuation Differences on First Use of Method	406	-341,305.60	-341,305.60
C.I.6.	Other Valuation Differences	407	0.00	0.00
C.I.7.	Corrections to Previous Accounting Periods	408	2,606,345.80	2,606,345.80
C.II.	Accounting Entity Funds		83,722,196.46	97,763,462.61
C.II.1.	Bonus Fund	411	1,808,354.94	1,808,354.94
C.II.2.	Cultural and Social Needs Fund	412	500,743.48	567,678.10
C.II.3.	Reserve Fund Made Up of Improved Net Income	413	45,688,746.33	63,790,646.86
C.II.4.	Reserve Fund from Other Titles	414	1,157,561.59	1,157,561.59
C.II.5.	Asset Reproduction Fund, Investment Fund	416	34,566,790.12	30,439,221.12
C.II.6.	Other Funds	419	0.00	0.00
C.III.	Net Income		39,529.82	-18,101,900.53
C.III.1.	Net Income for the Current Financial Year		39,529.82	-18,101,900.53
C.III.2.	Net Income from Authorisation Procedures	431	0.00	0.00
C.III.3.	Net Income in Previous Accounting Periods	432	0.00	0.00
C.IV.	Budget Outturn Revenue and Expenditure Account		0.00	0.00
C.IV.1.	State Authority Revenue Account	222	0.00	0.00
C.IV.2.	Special Expenditure Account	223	0.00	0.00
C.IV.3.	State Budget Account	227	0.00	0.00
C.IV.4.	Aggregate Revenue and Expenditure in Previous Accounting Periods	404	0.00	0.00
D.	Leverages		56,980,716.42	71,983,785.31
D.I.	Provisions		0.00	0.00
D.I.1.	Provisions	441	0.00	0.00
D.II.	Long-Term Liabilities		0.00	0.00
D.II.1.	Long-term Loans	451	0.00	0.00
D.II.2.	Received Long-term Repayable Financial Assistance	452	0.00	0.00
D.II.3.	Long-term Liabilities from Issued Bonds	453	0.00	0.00
D.II.4.	Long-term Payments Received	455	0.00	0.00
D.II.5.	Long-term Liabilities from Guarantees	456	0.00	0.00
D.II.6.	Long-term Notes Payable	457	0.00	0.00
D.II.7.	Other Long-term Liabilities	459	0.00	0.00
D.II.8.	Long-term Payments Received for Transfers	472	0.00	0.00
D.II.9.	Long-term Mediation of Transfers	475	0.00	0.00
D.III.	Short-term Liabilities		56,980,716.42	71,983,785.31
D.III.1.	Short-term Loans	281	0.00	0.00
D.III.2.	Discount Short-term Bonds (Bills)	282	0.00	0.00
D.III.3.	Short-term Liabilities from Issued Bonds	283	0.00	0.00
D.III.4.	Other Short-term Loans	289	0.00	0.00
D.III.5.	Suppliers	321	1,409,199.39	14,253,906.74
D.III.6.	Bills Payable	322	0.00	0.00
D.III.7.	Short-term Payments Received	324	0.00	0.00
D.III.8.	Liabilities from Divided Administration	325	0.00	0.00
D.III.9.	Received Short-term Repayable Financial Assistance	326	0.00	0.00
D.III.10.	Employees	331	0.00	0.00
D.III.11.	Other Liabilities to Employees	333	3,209,422.00	3,284,526.00
D.III.12.	Social Security	336	1,367,313.00	1,399,778.00
D.III.13.	Health Insurance	337	591,682.00	596,280.00

Item number	Item name	Synthetic account	Accounting Period	
			Current	Past
D.III.14.	Pension Savings	338	0.00	0.00
D.III.15.	Income Tax	341	0.00	0.00
D.III.16.	Other Taxes, Fees, and Other Similar Financial Performance	342	722,070.00	740,097.00
D.III.17.	Value Added Tax	343	2,300,736.00	1,375,359.20
D.III.18.	Liabilities to Entities Other than Selected Government Institutions	345	23,379,908.00	36,634,033.00
D.III.19.	Liabilities to Selected Central Government Institutions	347	0.00	0.00
D.III.20.	Liabilities to Selected Local Government Institutions	349	0.00	0.00
D.III.21.	Tax Deposits Received	351	0.00	0.00
D.III.22.	Overpaid Tax	353	0.00	0.00
D.III.23.	Liabilities from Indirect Taxes	354	0.00	0.00
D.III.24.	Settlement of Redistributed Taxes	355	0.00	0.00
D.III.25.	Liabilities from Executions and Other Foreign Asset Management	357	0.00	0.00
D.III.26.	Other Liabilities from Tax Administration	359	0.00	0.00
D.III.27.	Short-term Liabilities from Guarantees	362	0.00	0.00
D.III.28.	Fixed Term Operations and Options	363	0.00	0.00
D.III.29.	Liabilities from Pending Financial Operations	364	0.00	0.00
D.III.30.	Liabilities from Financial Collateral	366	0.00	0.00
D.III.31.	Liabilities from Subscribed Unpaid Securities and Shares	368	0.00	0.00
D.III.32.	Short-term Payment Received for Transfers	374	16,939,958.00	505,570.00
D.III.33.	Short-term Mediation of Transfers	375	0.00	0.00
D.III.34.	Liabilities from the Liquidity Management of the Treasury and the National Debt	248	0.00	0.00
D.III.35.	Accrued Expenses	383	1,797,992.88	8,568,517.33
D.III.36.	Accrued Revenue	384	941,100.38	0.00
D.III.37.	Contingent Liabilities	389	4,115,249.77	4,448,118.04
D.III.38.	Other Short-term Liabilities	378	206,085.00	177,600.00

Statement of Profit and Loss as of 31/12/2018

(In CZK, with accuracy to two decimal places)

Item number	Item name	Synthetic account	Accounting Period			
			Current		Past	
			Main Activity	Economic activity	Main Activity	Economic activity
A.	TOTAL COSTS		488,331,380.84	0.00	464,795,004.51	0.00
A.I.	Costs of Activity		486,399,558.65	0.00	462,529,683.47	0.00
A.I.1.	Material Consumption	501	14,814,083.60	0.00	13,921,347.07	0.00
A.I.2.	Energy Consumption	502	1,814,868.57	0.00	1,714,427.64	0.00
A.I.3.	Consumption of Other Non-Stockable Supplies	503	0.00	0.00	0.00	0.00
A.I.4.	Goods Sold	504	0.00	0.00	0.00	0.00
A.I.5.	Capitalisation of Fixed Assets	506	0.00	0.00	0.00	0.00
A.I.6.	Capitalisation of Current Assets	507	0.00	0.00	0.00	0.00
A.I.7.	Change in Own Production Inventories	508	0.00	0.00	0.00	0.00
A.I.8.	Repairs and Maintenance	511	1,862,990.80	0.00	1,909,966.36	0.00
A.I.9.	Travel Costs	512	8,030,284.59	0.00	9,229,580.14	0.00
A.I.10.	Representation Costs	513	9,380,331.40	0.00	8,734,366.47	0.00
A.I.11.	Capitalisation of Internal Services	516	0.00	0.00	0.00	0.00
A.I.12.	Other Services	518	382,197,279.16	0.00	332,215,688.45	0.00
A.I.13.	Labour Costs	521	40,015,613.00	0.00	37,409,946.00	0.00
A.I.14.	Statutory Social Security	524	13,288,914.00	0.00	12,482,080.00	0.00
A.I.15.	Other Social Security	525	166,213.00	0.00	133,532.00	0.00
A.I.16.	Statutory Social Costs	527	771,027.61	0.00	694,836.12	0.00
A.I.17.	Other Social Costs	528	629,460.00	0.00	538,012.00	0.00
A.I.18.	Road Tax	531	0.00	0.00	0.00	0.00
A.I.19.	Property Tax	532	15,856.00	0.00	15,856.00	0.00
A.I.20.	Other Taxes and Fees	538	427,251.47	0.00	760,090.11	0.00
A.I.21.	Returns of Indirect Taxes	539	0.00	0.00	0.00	0.00
A.I.22.	Contractual Fines and Late Payment Charges	541	0.00	0.00	168,819.45	0.00
A.I.23.	Other Fines and Penalties	542	-11,195,806.00	0.00	19,367,319.00	0.00
A.I.24.	Gifts and Other Free of Charge Disposals	543	0.00	0.00	0.00	0.00
A.I.25.	Material Sold	544	0.00	0.00	0.00	0.00
A.I.26.	Deficits and Damages	547	0.00	0.00	0.00	0.00
A.I.27.	Creation of Funds	548	1,893.34	0.00	2,552.84	0.00
A.I.28.	Depreciation of Fixed Assets	551	4,127,569.00	0.00	7,261,147.00	0.00
A.I.29.	Intangible Fixed Assets Sold	552	0.00	0.00	0.00	0.00
A.I.30.	Tangible Fixed Assets Sold	553	24.41	0.00	27,000.00	0.00
A.I.31.	Land Sold	554	0.00	0.00	0.00	0.00
A.I.32.	Creation and Accounting for Provisions	555	0.00	0.00	0.00	0.00
A.I.33.	Creation and Accounting for Impairment Allowances	556	49,953.30	0.00	-1,361,089.05	0.00
A.I.34.	Costs of Assets Disposal	557	0.00	0.00	1,944,758.81	0.00
A.I.35.	Costs of Small Fixed Assets	558	2,147,973.90	0.00	3,611,761.85	0.00
A.I.36.	Other Costs of Activities	549	17,853,777.50	0.00	11,747,685.21	0.00
A.II.	Financial Costs		1,931,822.19	0.00	2,315,321.04	0.00
A.II.1.	Securities and Shares Sold	561	0.00	0.00	0.00	0.00
A.II.2.	Interest	562	248,956.61	0.00	0.00	0.00
A.II.3.	Foreign Exchange Losses	563	1,682,865.58	0.00	2,315,321.04	0.00
A.II.4.	Costs of Measurement to Fair Value	564	0.00	0.00	0.00	0.00
A.II.5.	Other Financial Costs	569	0.00	0.00	0.00	0.00

Item number	Item name	Synthetic account	Accounting Period			
			Current		Past	
			Main Activity	Economic activity	Main Activity	Economic activity
A.III.	Costs of Transfers		0.00	0.00	0.00	0.00
A.III.1.	Costs of Selected Central Government Institutions for Transfers	571	0.00	0.00	0.00	0.00
A.III.2.	Costs of Selected Local Government Institutions for Transfers	572	0.00	0.00	0.00	0.00
A.III.3.	Costs of Selected Central Government Institutions for Prefinancing of Transfers	575	0.00	0.00	0.00	0.00
A.IV.	Costs of Shared Taxes and Fees		0.00	0.00	0.00	0.00
A.IV.1.	Costs of Shared Personal Income Tax	581	0.00	0.00	0.00	0.00
A.IV.2.	Costs of Shared Corporate Tax	582	0.00	0.00	0.00	0.00
A.IV.3.	Costs of Shared Value Added Tax	584	0.00	0.00	0.00	0.00
A.IV.4.	Costs of Shared Excise Duties	585	0.00	0.00	0.00	0.00
A.IV.5.	Costs of Other Shared Taxes and Fees	586	0.00	0.00	0.00	0.00
A.V.	Income Tax		0.00	0.00	-50,000.00	0.00
A.V.1.	Income Tax	591	0.00	0.00	0.00	0.00
A.V.2.	Additional Income Tax Payments	595	0.00	0.00	-50,000.00	0.00

Item number	Item name	Synthetic account	Accounting Period			
			Current		Past	
			Main Activity	Economic activity	Main Activity	Economic activity
B.	TOTAL REVENUES		488,370,910.66	0.00	446,693,103.98	0.00
B.I.	Revenue from Activities		9,139,696.70	0.00	5,483,519.40	0.00
B.I.1.	Revenue from Sales of Own Product Sales	601	0.00	0.00	0.00	0.00
B.I.2.	Revenue from Sales of Services	602	8,906,776.45	0.00	5,501,860.06	0.00
B.I.3.	Revenue from Letting	603	0.00	0.00	0.00	0.00
B.I.4.	Revenue from Sales of Goods	604	0.00	0.00	0.00	0.00
B.I.5.	Revenue from Administrative Fees	605	0.00	0.00	0.00	0.00
B.I.6.	Revenue from Local Fees	606	0.00	0.00	0.00	0.00
B.I.7.	Revenue from Court Fees	607	0.00	0.00	0.00	0.00
B.I.8.	Other Revenues from Own Products	609	0.00	0.00	0.00	0.00
B.I.9.	Contractual Fines and Late Payment Charges	641	0.00	0.00	-991,199.22	0.00
B.I.10.	Other Fines and Penalties	642	123,115.00	0.00	100.00	0.00
B.I.11.	Revenues from Assets Disposal	643	120,472.38	0.00	20,000.00	0.00
B.I.12.	Revenues from Sales of Material	644	0.00	0.00	0.00	0.00
B.I.13.	Revenues from Sales of Intangible Fixed Assets	645	0.00	0.00	0.00	0.00
B.I.14.	Revenue from Sales of Tangible Fixed Assets, Excluding Land	646	0.00	0.00	0.00	0.00
B.I.15.	Revenue from Sales of Land	647	0.00	0.00	0.00	0.00
B.I.16.	Withdrawals from Funds	648	0.00	0.00	70,000.00	0.00
B.I.17.	Other Revenue from Activities	649	-10,667.13	0.00	882,758.56	0.00
B.II.	Financial Revenue		204,721.57	0.00	261,837.05	0.00
B.II.1.	Revenue from Sales of Securities and Shares	661	0.00	0.00	0.00	0.00
B.II.2.	Interest	662	3,243.99	0.00	2,457.97	0.00
B.II.3.	Exchange Rate Profit	663	201,463.09	0.00	232,379.08	0.00
B.II.4.	Revenue from Measurement to Fair Value	664	0.00	0.00	27,000.00	0.00
B.II.5.	Revenue from Financial Fixed Assets	665	0.00	0.00	0.00	0.00
B.II.6.	Other Financial Revenue	669	14.49	0.00	0.00	0.00
B.III.	Revenue from Taxes and Fees		0.00	0.00	0.00	0.00
B.III.1.	Revenue from Personal Income Tax	631	0.00	0.00	0.00	0.00
B.III.2.	Revenue from Corporate Tax	632	0.00	0.00	0.00	0.00
B.III.3.	Revenue from Social Insurance	633	0.00	0.00	0.00	0.00
B.III.4.	Revenue from Value Added Tax	634	0.00	0.00	0.00	0.00
B.III.5.	Revenue from Excise Duties	635	0.00	0.00	0.00	0.00
B.III.6.	Revenue from Property Taxes	636	0.00	0.00	0.00	0.00
B.III.7.	Revenue from Energy Taxes	637	0.00	0.00	0.00	0.00
B.III.8.	Revenue from Road Tax	638	0.00	0.00	0.00	0.00
B.III.9.	Revenue from Other Taxes and Fees	639	0.00	0.00	0.00	0.00
B.IV.	Revenue from Transfers		479,026,492.9	0.00	440,947,747.53	0.00
B.IV.1.	Revenue of Selected Central Government Institutions from Transfers	671	479,026,492.39	0.00	440,947,747.53	0.00
B.IV.2.	Revenue of Selected Local Government Institutions from Transfers	672	0.00	0.00	0.00	0.00
B.IV.3.	Revenue of selected central government institutions from pre-financing of transfers	675	0.00	0.00	0.00	0.00
B.V.	Revenue from Shared Taxes and Fees		0.00	0.00	0.00	0.00
B.V.1.	Revenue from Shared Personal Income Tax	681	0.00	0.00	0.00	0.00
B.V.2.	Revenue from Shared Corporate Tax	682	0.00	0.00	0.00	0.00
B.V.3.	Revenue from Shared Value Added Tax	684	0.00	0.00	0.00	0.00
B.V.4.	Revenue from Shared Excise Duties	685	0.00	0.00	0.00	0.00
B.V.5.	Revenue from Shared Property Taxes	686	-	-	-	-
B.V.6.	Revenue from Other Share Taxes and Fees	688	0.00	0.00	0.00	0.00
C.	NET INCOME		0.00	0.00	0.00	0.00
C.1.	Net Income Before Tax		39,529.82	0.00	-18,151,900.53	0.00
C.2.	Net Income for the Current Financial Year		39,529.82	0.00	-18,101,900.53	0.00

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