

ROADSHOW VISIT CZECHIA 2026:

Discover Vysočina Region

27th–29th October 2026, Seoul and Busan

Annual CzechTourism Destination Product Update and Matchmaking Event

APPLICATION & RESERVATION FORM

PARTICIPANT DETAILS:

S.NO	NAME	DESIGNATION
1.		
2.		
3.		

COMPANY DETAILS:

Company Name:			
Contact Address, Country:			
Invoicing Address:		VAT:	
Telephone with Area Code:		Fax:	
Email:		Website:	

FLIGHT DETAILS:

Incoming Flight to Incheon Airport:			
ARRIVAL DATE	FLIGHT NUMBER	COMING FROM	ARRIVAL TIME
Outgoing Flight from Incheon Airport:			
DEPARTURE DATE	FLIGHT NUMBER	GOING TO	DEPARTURE TIME

COMPANY REPRESENTATIVE PASSPORT INFORMATION:

Participant Name:	1.	2.	3.
Passport Number:			
Date of Issue:			
Date of Expiry:			
Date of Birth:			
Place of Issue:			
Nationality:			

EVENT INFO:

Date: 27th–29th October 2026

Mission: Czech destinations and Czech content promotion with a travel Trade Networking Event and Czech Embassy Seoul reception

Attendance: 80-100 PAX in Seoul and 40 PAX in Busan (Korean Travel Agents and Tour Operators, 50 Journalists, 50 influencers & partners)

Venue: The Ambassador Seoul – A Pullman Hotel and Busan Asti Hotel

ROADSHOW ITINERARY:

27 October Seoul

Destination Product Update in The Ambassador Seoul – A Pullman Hotel

Press Conference, Presentation, Product Update + B2B Travel mart in Seoul, Evening Reception

Address: 287 Dongho-ro, Jung District, Seoul, South Korea

<https://www.ambatel.com/theambassador/seoul/en/main.do>

- 09:30 Press Conference for 50 medias + Coffee break
- 10:45 Registration and Welcoming for the Presentation Workshop
- 11:00 Opening of the Presentation Workshop
- 11:20 Vysočina Region and Czech Republic Destination presentation
- 11:45 Partners presentation
- 12:30 Luncheon for 90 PAX with Czech specials
- 14:00 B2B Tables Travel Mart
- 16:30 Vysočina Region specials tasting
- 17:00 Lucky Draw
- 18:30 Czech Embassy Networking reception

28 October Seoul

Market tour in Seoul

Individual company meetings held with tour operators and travel agencies

- Daily schedule of meetings in Korean tour operators and travel agencies.
- The schedule will be provided based on the profile and interest of the participating company
- For all non-Korean speaking participants, it is necessary to hire a Korean interpreter to facilitate the meetings and orientation.

29 October Field Trip to Busan with speed train KTX

Destination product update in Hotel Asti, Busan (coordinated by CzechTourism Korea)

Address: 7–8 Jungang-daero 214beon-gil, Dong-gu, Busan

Web: <https://en.astihotel.co.kr>

- Daily trip to offer a presentation and a small B2B tables market in Busan
- This is recommended to partners with already bigger profile and a history of activities on Korean market
- Regarding the market situation, the event aims to be small scale, informal, targeting only the Busan agencies with real potential and interest.

PARTICIPATION:

	Tick YES , if you are willing to participate	Participation fee for the Workshop
Presentation & Workshop: Visit Czechia 2026, 27 October 2026		400 euro + VAT
Market tour to Seoul tour operators and travel agencies, 28 October 2026		included
Field Trip to Busan by KTX, 29 October 2026		included
TOTAL PRICE		400 euro + VAT

GENERAL CONDITIONS:

The participation fee covers the Workshop general registration, A5 catalogue presentation and B2B table meetings slot. It shall be paid upon an invoice issued by CzechTourism within 15 days after invoice delivery. It does not cover the hotel accommodation, nor the transportation or any interpretation costs.

Participant is obliged to provide the company logo and all related company details to be included in the Workshop catalogue presentation.

Participant will arrange and cover material shipment as well as his travel and stay in Seoul individually. However CzechTourism will be happy to assist, recommend hotels or propose advantageous corporate accommodation rates in the Ambassador by Pullman Seoul. Kindly contact CzechTourism Korea in the case of interest.

Participant will respect the event schedule and will be present at the venue accordingly.

CANCELLATION POLICY:

CzechTourism is authorized to apply 100% cancellation fee in case the participation is cancelled after 10 September 2026.

Participation fee to be invoiced is 400 euro +VAT.

To register for the Roadshow Visit Czechia 2026, please send the completed and signed form to:
prochazka.m@czechtourism.com

Application deadline: 25 AUGUST 2026

Herewith I confirm my participation in the “Roadshow Visit Czechia: Discover Vysočina Region 2026” and accept all above mentioned conditions.

Date:

Company stamp, Signature: