



transformation of prague as a destination

prague in data

prague city tourism

8,271,962

incoming visitors
↑ 2.6% increase v. 2024

18,984,282

overnights
↑ 3.9% increase v. 2024

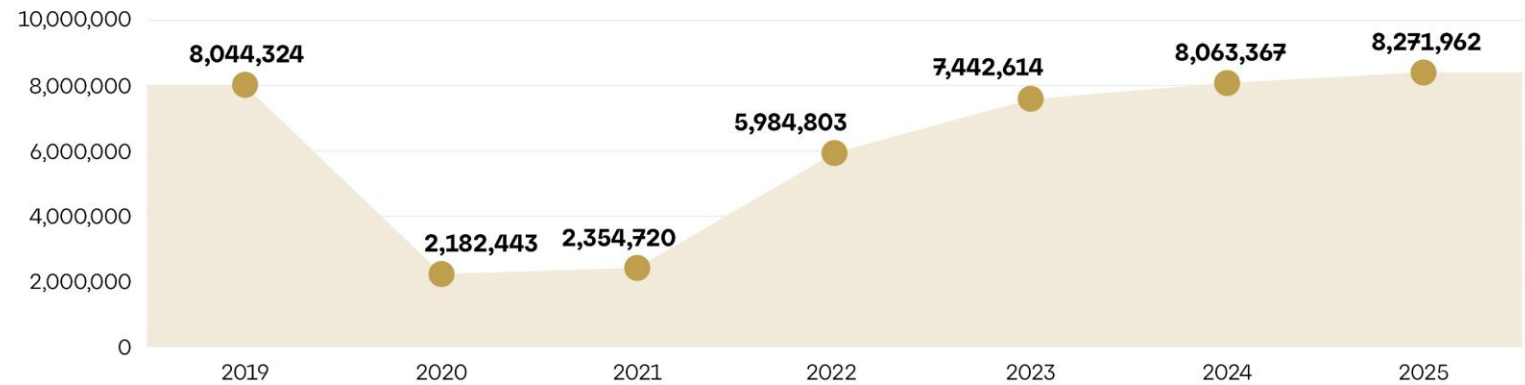
2.3 nights

average
length of stay

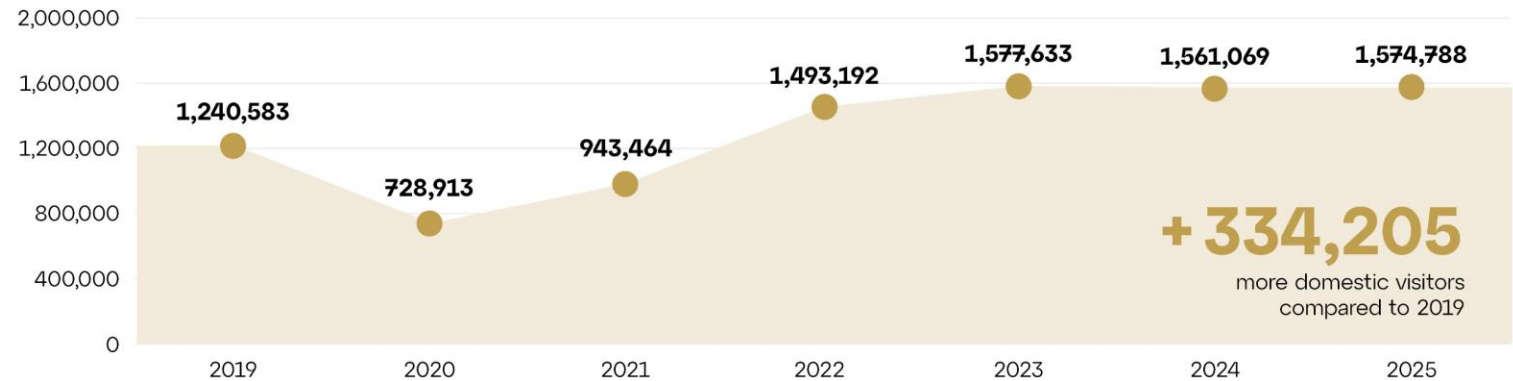
1,574,788

domestic visitors
in 2025





















development of the number of tourists



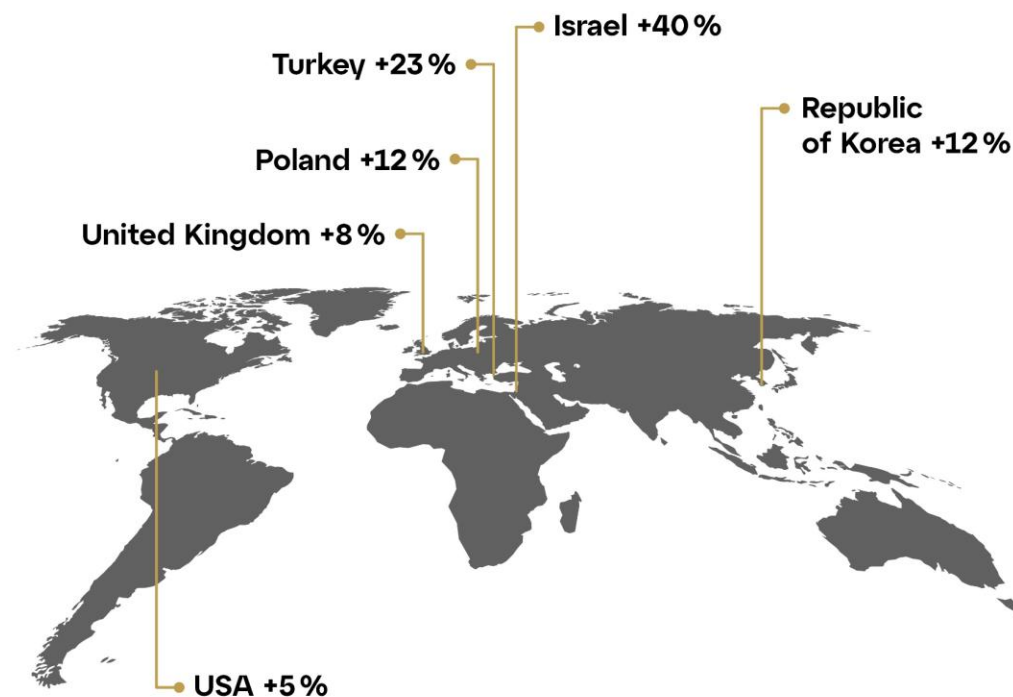
development of the number of local tourists



major source countries (overnights)

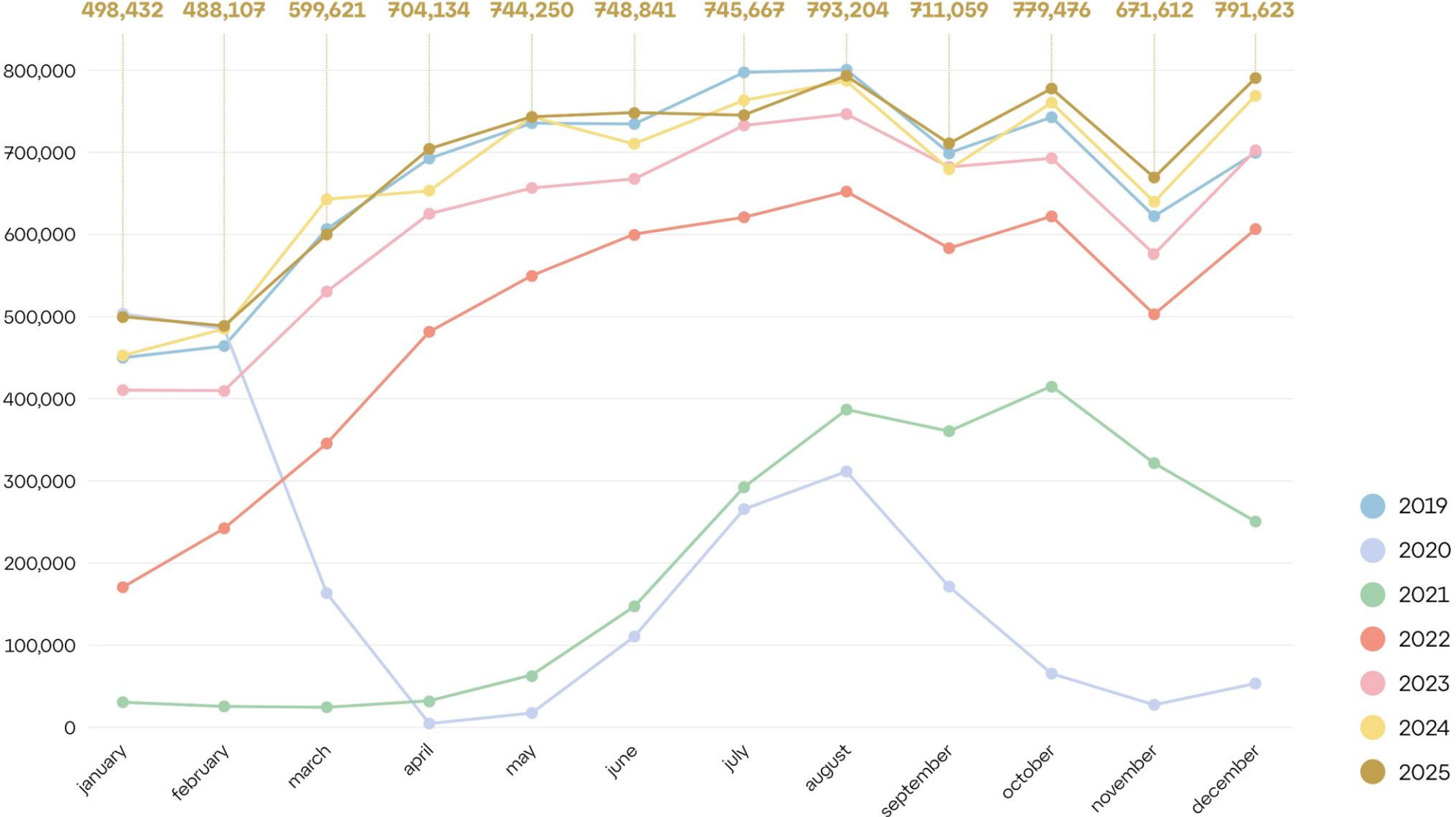
country	overnights	average length of stay (nights)
 Czech Republic	2,633,063	1.67
 Germany	2,309,074	2.35
 United Kingdom	1,355,941	2.71
 USA	1,327,699	2.62
 Italy	962,016	2.71
 Poland	786,526	2.05
 Slovakia	742,458	1.97
 Spain	687,159	2.85
 Israel	685,836	3.32
 France	609,711	2.67
 Other Asian countries	413,040	2.40
 Ukraine	402,806	1.94
 Netherlands	392,986	2.60
 Republic of Korea	349,922	1.88
 Turkey	323,695	2.41
 Austria	307,360	2.00
 China	257,579	1.91
 Hungary	231,774	2.24
 Sweden	228,910	2.45
 Canada	213,455	2.72

YOY overnights increase (2024—2025)



seasonality in tourism

prague city tourism



data — luxury segment



higher spendings
and demand for
high-end services



average spending
55 % higher
in 2025 vs. 2019

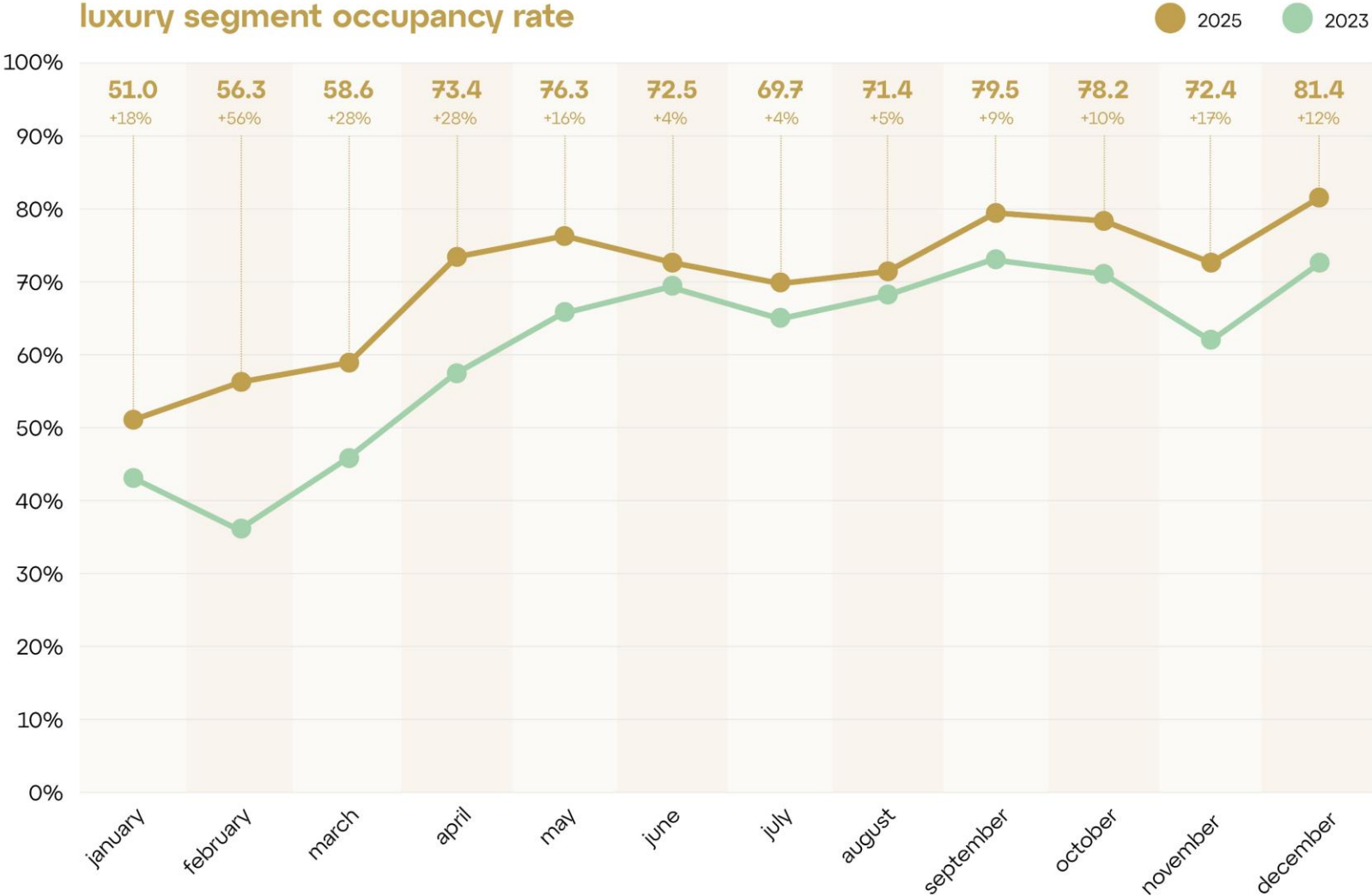


2/3 of all tourists
accommodated in
4 and 5 star hotels



15 % higher
occupancy rate
in luxury segment
2023—25

data — luxury segment



69 %
average luxury segment occupancy rate in 2025

77 %
total hotel occupancy rate

40 €
higher average daily rate (ADR) by 11 EUR compared to 2023 (up by 9.5 %), by over 40 EUR in the luxury segment (up by over 20 %)

prague city tourism

official city partner

prague city tourism



range of cooperation



products & services
access to the portfolio
of the official tourist
services and products



information support
information
and data service

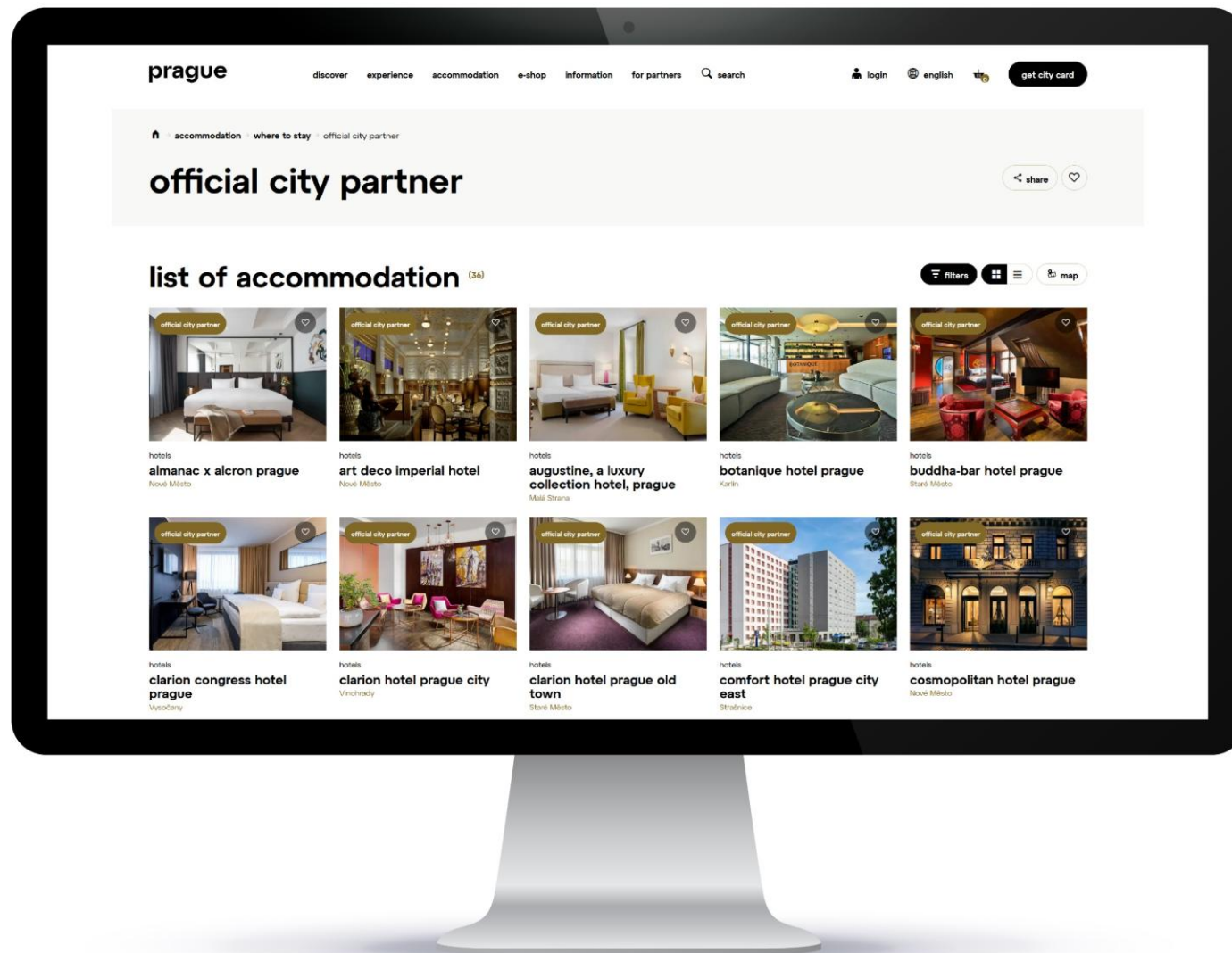


press & fam trips
priority collaboration
for press and fam trips



prague.eu
partner label on the
official destination
website

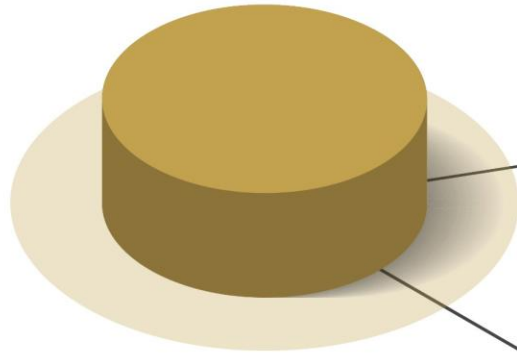
partner label — prague.eu



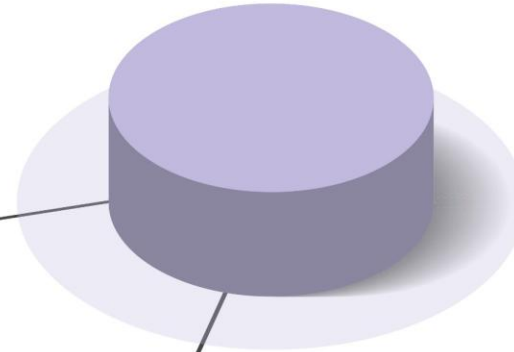
prague city tourism

key activities

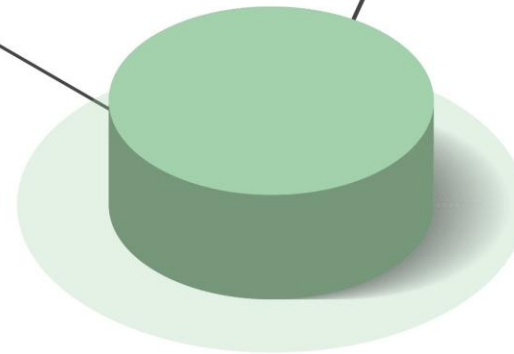
1
marketing
campaigns



2
smart tourism
projects
& innovations



3
strategic partnerships



playing prague

prague city tourism



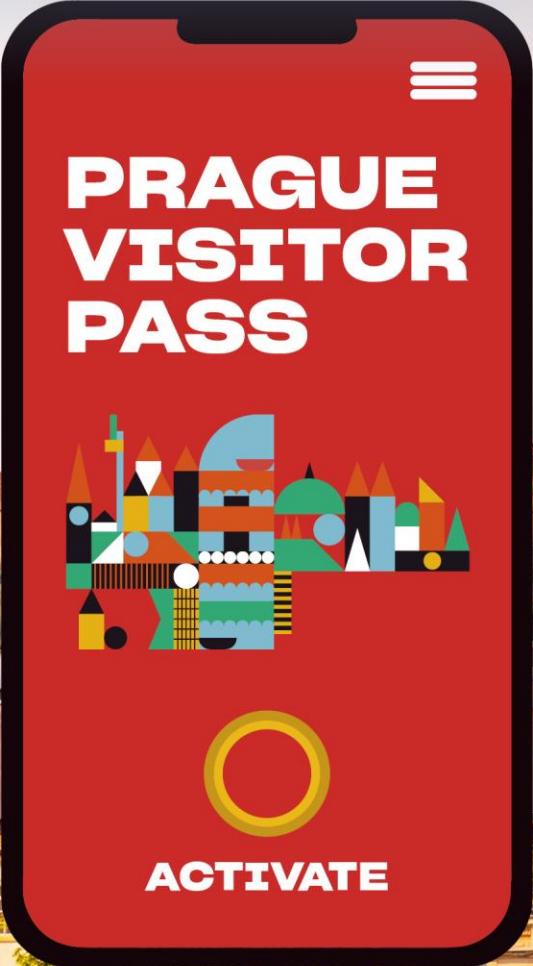


Quiet hours when? After ten.

Please kindly keep noise down
after 10pm. The residents of
Old Town will be grateful to you.
Thank you.

→prague.eu/enjoyrespect

smart projects & innovations



prague city tourism

prague visitor pass innovative & smart



complexity and high added value



incentive tool for longer stays



data collection and analysis



guarantee of high-quality and reliable partners

best rated city card



Prague | Anytime | 1 traveler

- Filters 1
- City cards X
- Boat cruises
- For kids
- Sailing
- Museums
- Day trips
- Guided tours
- For couples

3 results: Prague



Prague: Official City Pass with Public Transport

2 - 5 days

4.4 ★ (1,820)

From €110

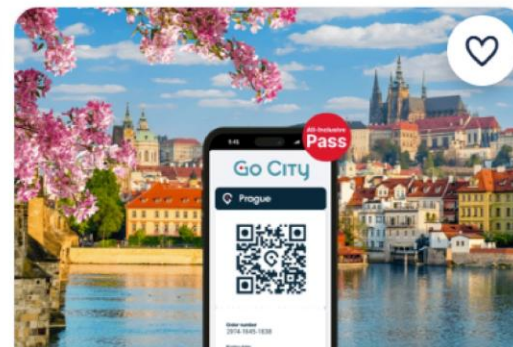


Prague: CoolPass with Access to 90+ Attractions

1 - 6 days

4.1 ★ (4,052)

From €72



Go City Prague Pass - Top Attractions and Hop-On Hop-Off Bus

1 - 5 days

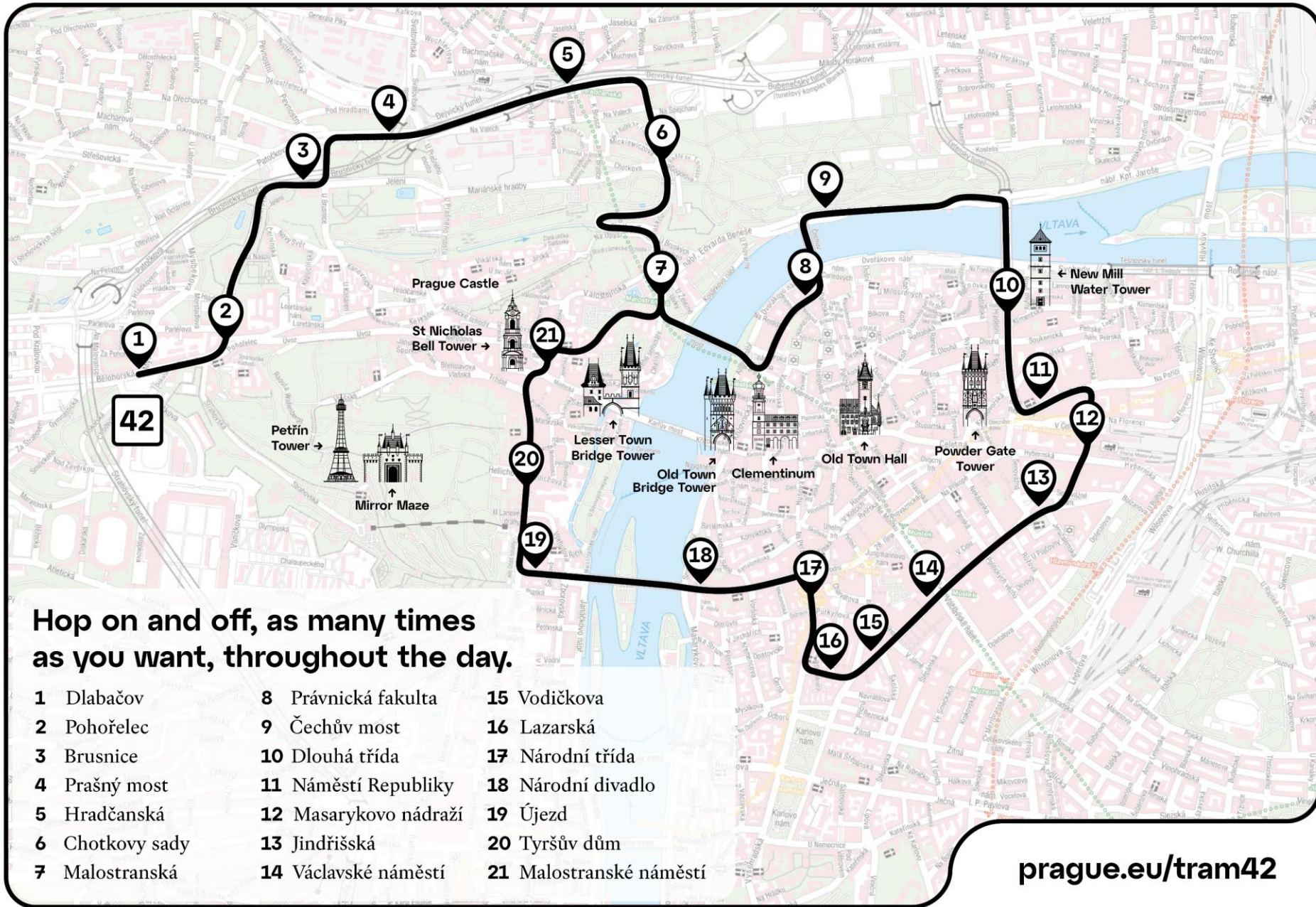
3.8 ★ (78)

From €64

prague city tourism

vintage tram no. 42







prague city tourism

thank you