



Ministry of Regional
Development
of the Czech Republic

How Does Czechia View its Tourism Industry

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Deputy Minister

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Tourism and its Economic Importance

Tourism industry represents a significant part of the Czech economy.

433 bn CZK

was the value of the tourism production in 2024



2,5 %

of our GDP comes from tourism industry. That is 202 bn CZK or 8,3 bn €.



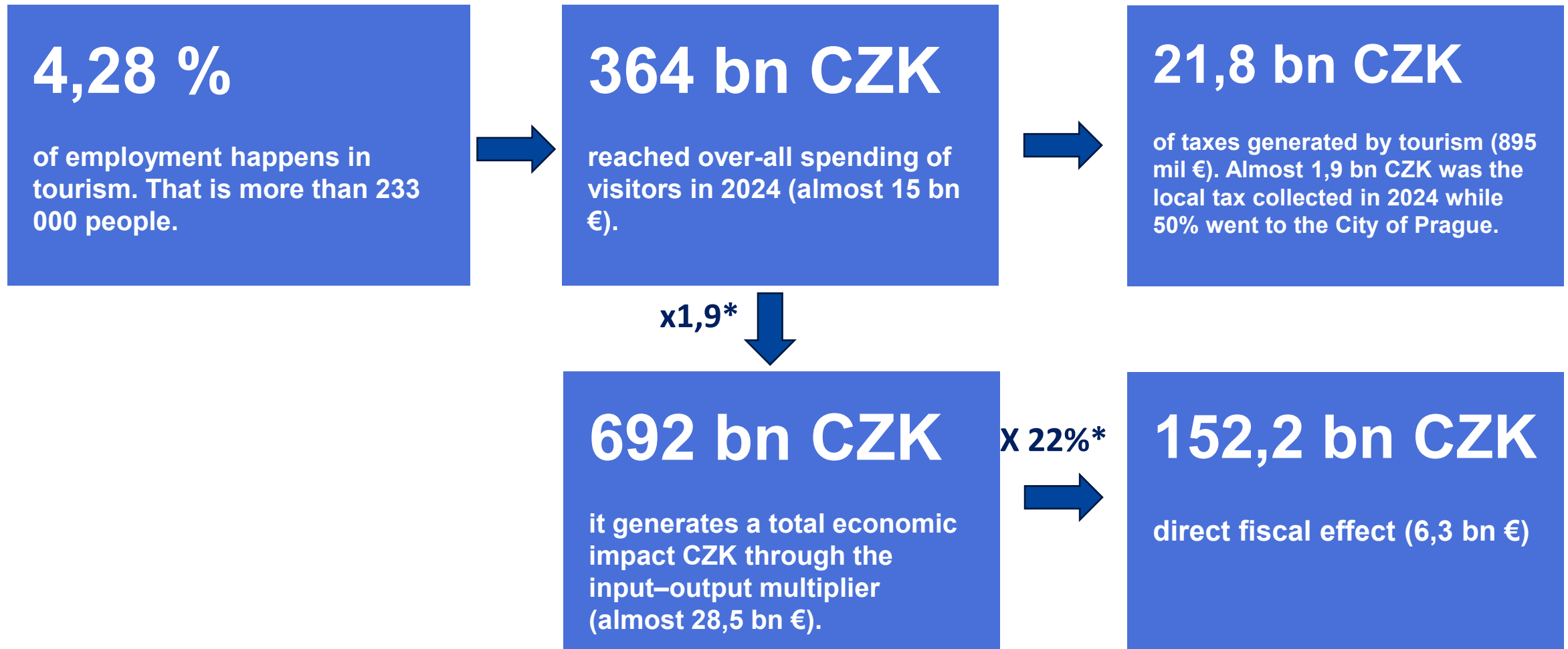
180 bn CZK

Gross Value Added generated by tourism in 2024.



What Tourism Gives Czechia

The industry brings major economic benefits to the country.





Our Plan and Next Steps

eTurista Registry

National online tool for registering guests in hotels and other types of accommodation (implementation of Regulation EU 2024/1028)

It will facilitate data management and allow local tax collection. It should be a key instrument of short-term rentals evidence.

Destination Management

Allocated 85 mil. CZK to regional destination management organizations and 15,7 mil. CZK to other NGOs active in tourism.

Tourism Development in the Regions is a key strategy.

Direct Flights Support

Flights to Prague from distant locations in Asia and America receive our financial subsidy to support marketing.

Support for the development of regional airports in connection with destination management (new direct flights within Europe)



Our Plan and Next Steps

UN Tourism

Since 2023 we actively participate at the UN Tourism Executive Council.

We take part in its Commission for Europe and the Education Committee.

OECD cooperation

We actively participate in OECD work on sustainable tourism policy making, contributing to discussions on current trends, policy approaches and other emerging issues relevant to the sector.

V4 Cooperation

Our government sees Visegrad 4 cooperation as vital.

Tourism perfectly fits into the picture.



Our Plan and Next Steps

Economic Diplomacy

Together with the Ministry of Foreign Affairs we co-finance projects that support Czech economic diplomacy in spheres of tourism.

For 2026 15 mil CZK.

Data Based Policy

Together with CzechTourism we analyze data from GSM networks and card payment systems.

Our decision making should be data-based.

Strategic Priority

Tourism as the part of the new Economic Strategy of the Czech Republic.

The Czech Republic is seeking to include tourism as a strategic sector in the 2028–2034 Multiannual Financial Framework (MFF) as well.



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Q&A