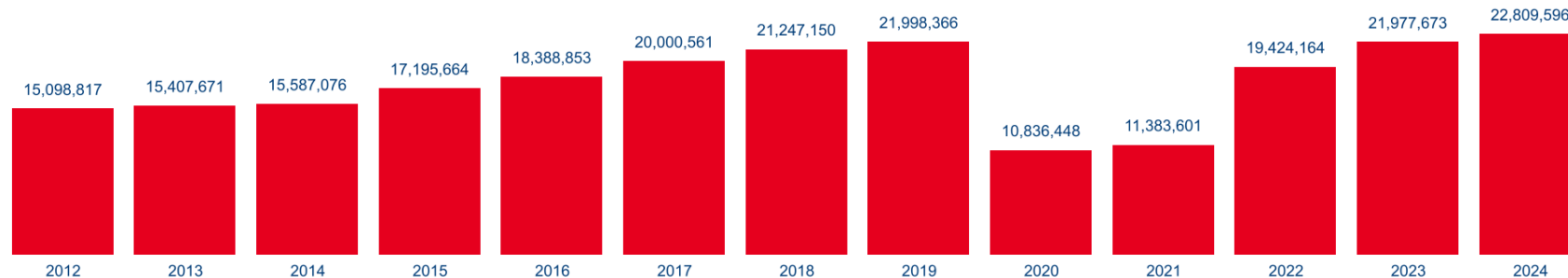


František Reismüller - Director of the Czech Tourist Authority – CzechTourism

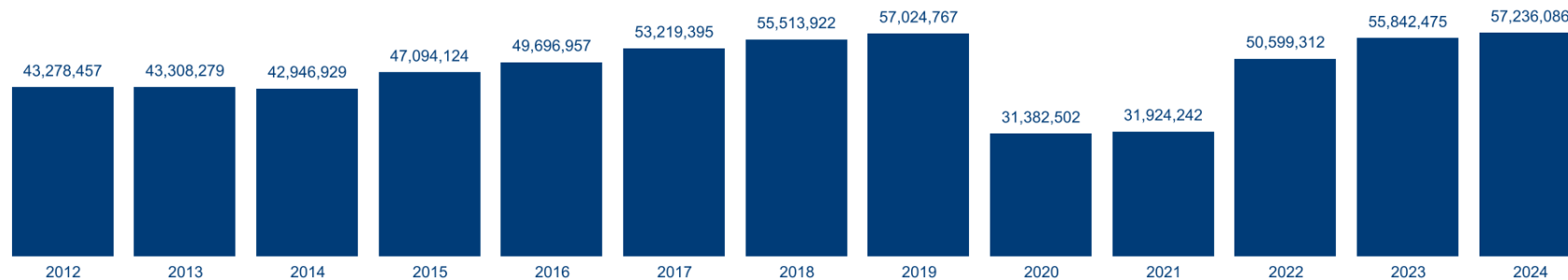
Czechia Travel Trade Day 2025 Ostrava

Current situation in tourism – Czechia 2024

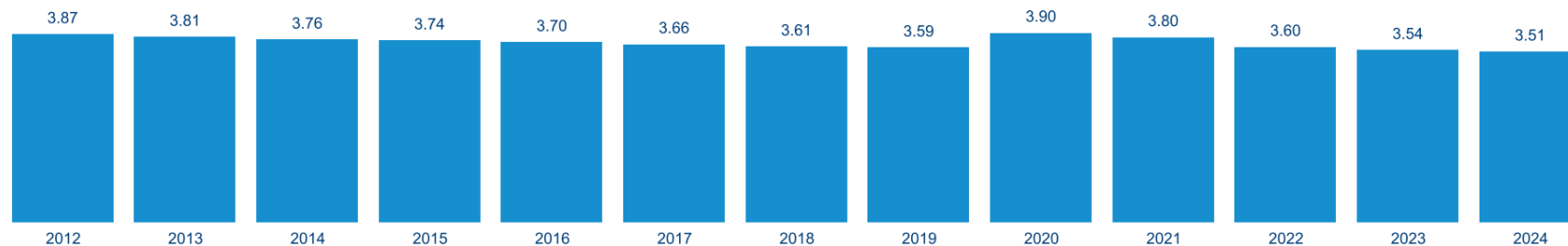
Number of Arrivals 2012 - 2024



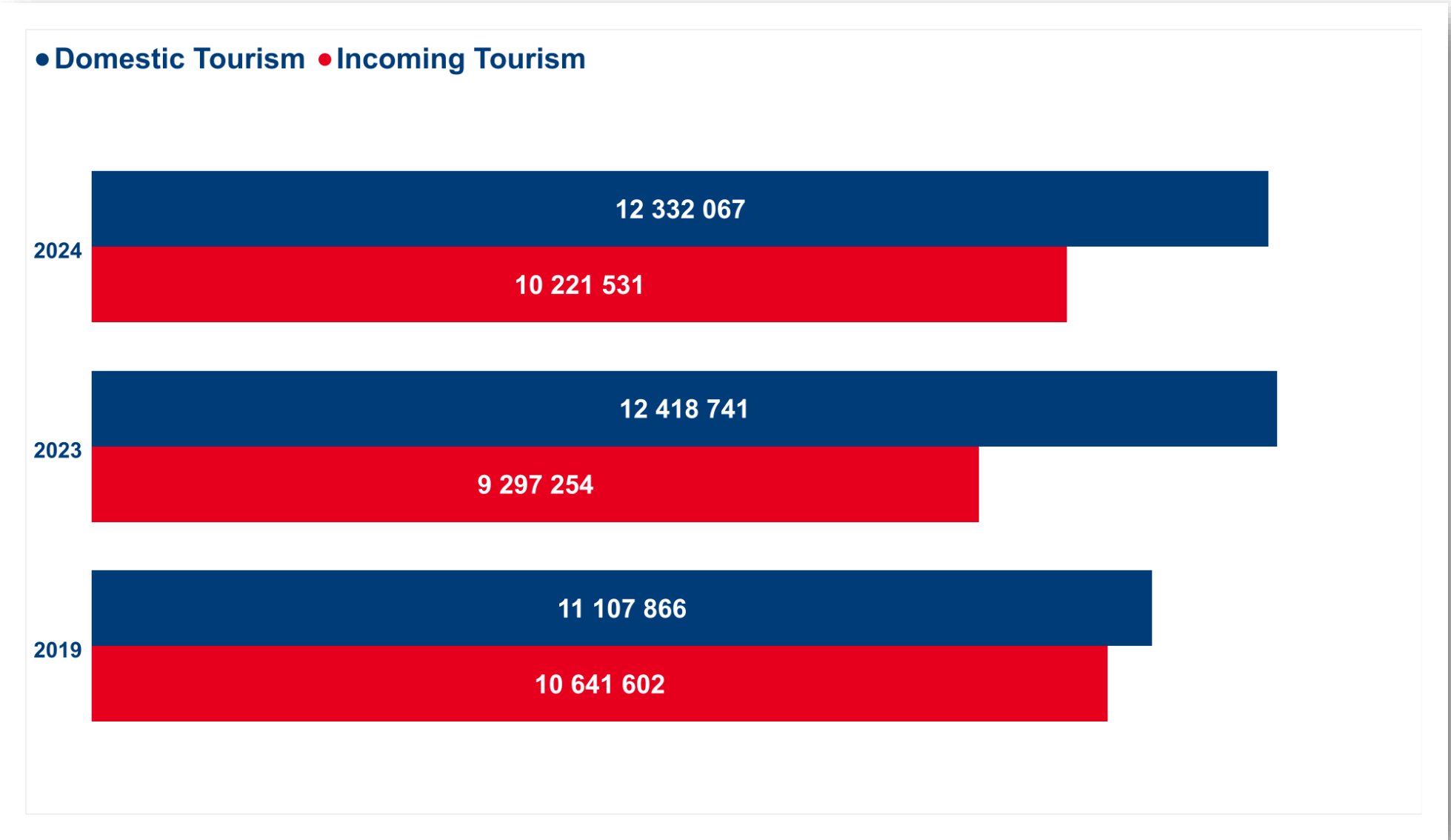
Number of Overnight Stays 2012 - 2024



Average Length of Stay 2012 - 2024



Domestic vs. foreign tourists – comparison of numbers and shares in 2019, 2023, and 2024



Average tourist spending in Czechia in 2024 per person/day in EUR

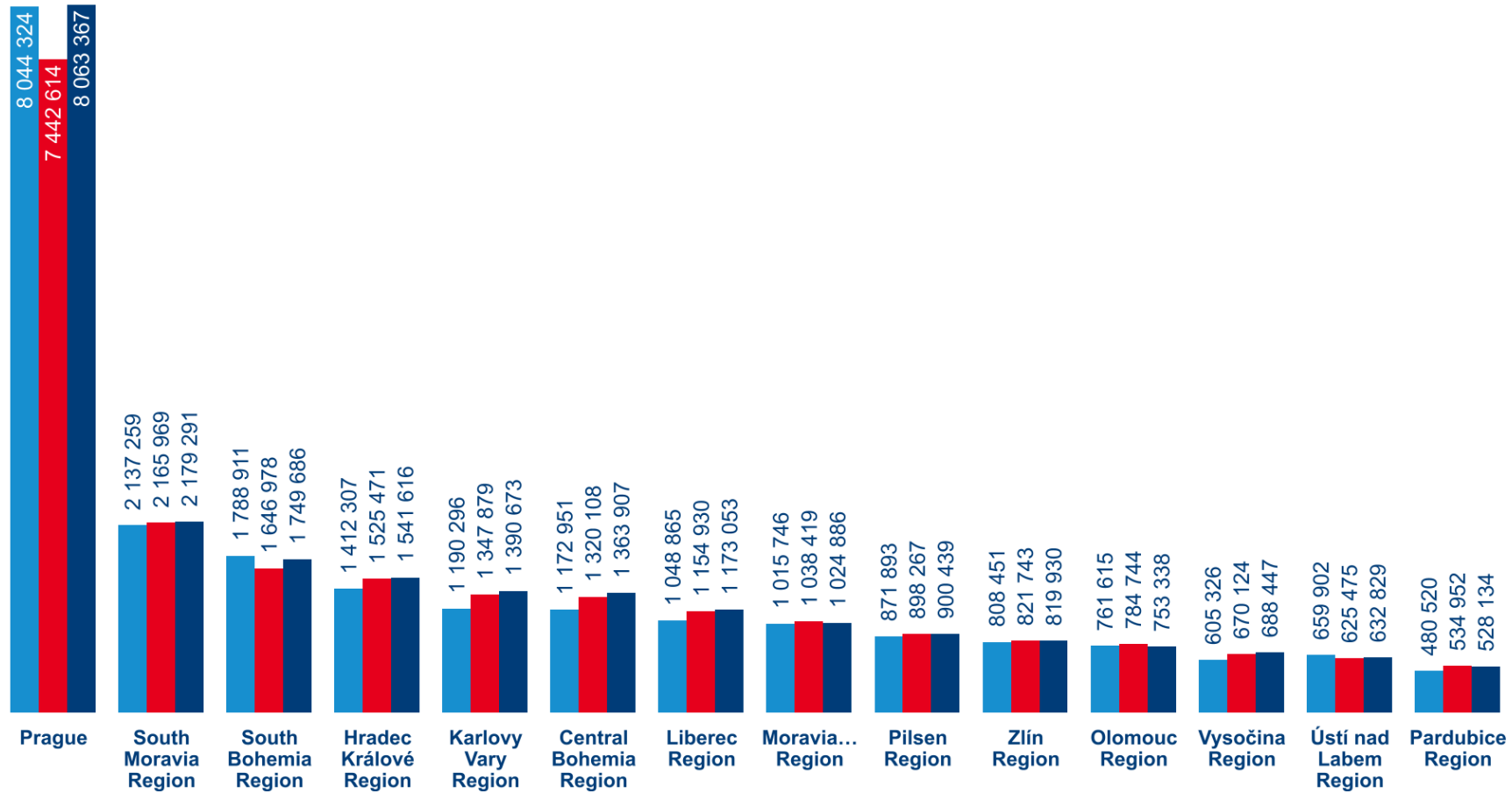


	TOTAL (EUR)	DURING TRIP (EUR)	BEFORE TRIP (EUR)
Average Spending	77.63	45.14	49.00
Domestic Tourists	40.21	40.22	
Foreign Tourists	98.03	47.82	49.00

(Note: CNB exchange rate as of April 24, 2025 – 1 EUR = 24.99 CZK, Data source: Tracking of domestic and foreign tourists, N = 26,499)

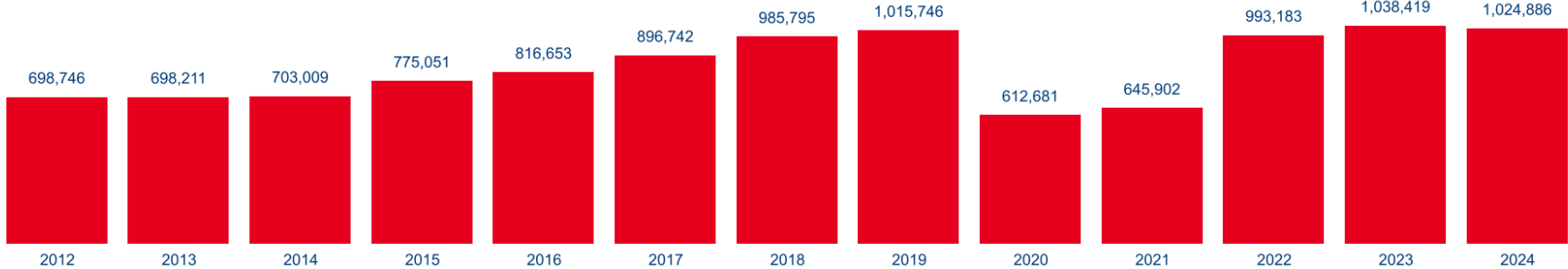
Tourist visits by region

● 2019 ● 2023 ● 2024

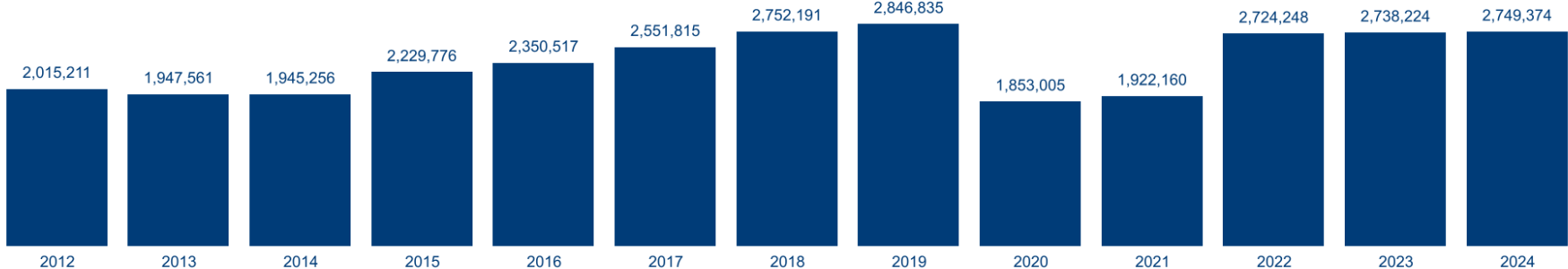


Tourist visits in the Moravian-Silesian Region 2024 – development

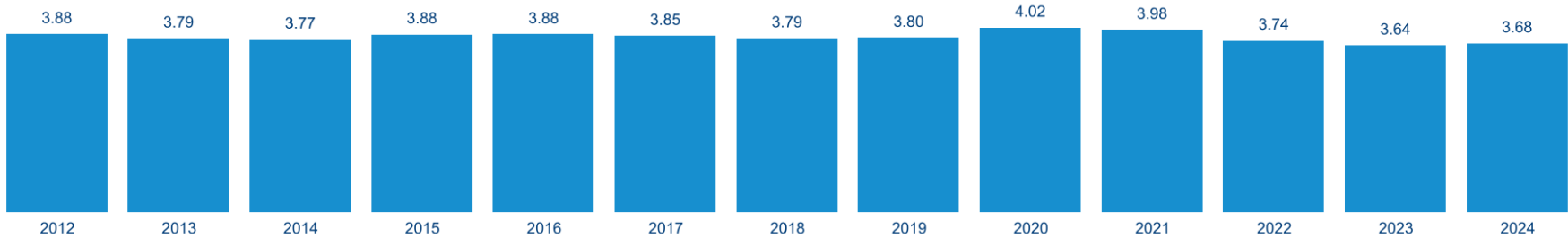
Number of Arrivals 2012 - 2024



Number of Overnight Stays 2012 - 2024



Average Length of Stay 2012 - 2024



Attendance at collective accommodation establishments in the Moravian-Silesian Region 2024



	ARRIVALS	CHANGE 2024/2023	OVERNIGHT STAYS	CHANGE 2024/2023	AVERAGE STAY 2024
Domestic Tourists	812 384	-2.57 %	2 279 374	-0.59 %	3.81
Foreign Tourists	212 502	+3.85 %	470 000	+5.56 %	3.21

Tourist profile in the Moravian-Silesian Region 2024

Most common activities during the stay

Domestic Tourists

- Hiking 55 %
- Gastronomy 40 %
- Natural monuments 33 %

Foreign Tourists

- Hiking 57 %
- Natural monuments 38 %
- Gastronomy 34 %

Average total spending during the stay

Domestic tourists
33.09 EUR

Foreign tourists
29.17 EUR

(Note: CNB exchange rate as of April 24, 2025 – 1 EUR = 24.99 CZK, Data source: Tracking of domestic and foreign tourists, N = 26,499)

Key MICE events in 2025

- **4th Regional Workshop of the Czech Convention Bureau –** February 2025 (meeting of all representatives of regional convention bureaus with DMCs, event agencies, corporates, associations)
- **Participation in key MICE trade fairs:** IMEX Frankfurt, IMEX America, IBTM Barcelona, Meeting Show UK
- **4th Events Club Forum Prague –** September 7–10, 2025
- **3rd Czech Convention Bureau Inspirational Afternoon –** September 25, 2025
- **Series of workshops, presentations and fam trips in key source markets –** Germany, Italy, Spain, France, UK, Scandinavia, Mexico
- **Cooperation within the Strategic Alliance of European National Convention Bureaus**



Czechia Travel Trade Day

It has been held since 2016,
with a break during the
COVID years 2020 and 2021



Each year in a different
region

- Olomouc 2016
- Pilsen 2017
- Liberec 2018
- České Budějovice 2019
- Karlovy Vary 2022
- Brno 2023
- Hradec Králové 2024
- Ostrava 2025

Main objectives

- Support the development of business activities of Czech entrepreneurs
- Promote the rich tourism offer of Czechia

Programme


- Study tours
- B2B workshops for buyers from all over the world
- Support for direct cooperation between Czech businesses, regions and partners with directors of foreign CzechTourism offices through
 - Presentation of new products and their potential for international markets
 - Mutual synergies in tourism business

Czechia Travel Trade Day Ostrava 2025

- 8th edition – April 28–29, 2025 in Ostrava
- Cooperation of CzechTourism with the Moravian-Silesian Region, the statutory city of Ostrava, the Northern Moravia destination and the Ostrava tourist area
- Presentation of the Moravian-Silesian Region's tourism offer through thematic study tours around the region

PARTICIPATION

- 66 foreign companies from about 30 countries worldwide
- 91 representatives of Czech incoming agencies, hotels, destination management organizations and other tourism service providers
- 15 international journalists
- 2 days full of B2B meetings



Czechia Travel Trade Day
CzechTourism

Vážení partneři,

s potěšením si Vás dovoluujeme pozvat na akci

Czechia Travel Trade Day 2025,

kteřá se bude konat ve dnech
28. a 29. dubna 2025 v Ostravě.

Letošní ročník pořádá agentura CzechTourism ve spolupráci s Moravskoslezským krajem, statutárním městem Ostrava, destinací Severní Morava a turistickou oblastí Ostrava.

Program

Pondělí 28. dubna 2025	Úterý 29. dubna 2025
Workshop s mezinárodními nákupčími Clarion Congress hotel Ostrava	Workshop s řediteli zahraničních zastoupení CzechTourism Clarion Congress hotel Ostrava
9:30 Registrace	9:00 Registrace
10:30 Slavnostní zahájení	9:20 Workshop I. část
10:48 Workshop I. část	11:00 Coffee break
12:36 Oběd	11:20 Workshop II. část
13:30 Workshop II. část	13:00 Zakončení workshopu
15:06 Coffee break	13:00 Oběd
15:30 Workshop III. část	14:00 Závěr
16:30 Zakončení workshopu	
19:00 Galavečeř	

Czechia **Moravskoslezský kraj** **Severní Morava** **VISIT OSTRAVA!!!**

Study tours for foreign tour operators and journalists (April 25–27, 2025)

❑ 5 themed programmes

❑ Locations:

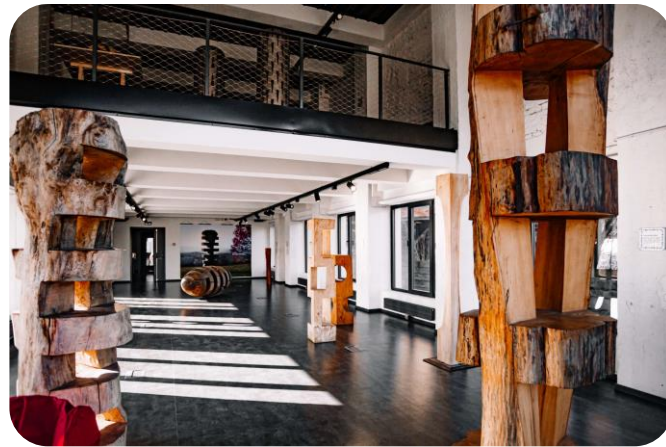
- Štramberk Castle
- Pustevny
- Radegast Brewery
- Tours of Marlenka
- Čeladná
- Ostravice
- Resort Bílá
- Walkway Valaška
- Hradec nad Moravicí
- Chateau
- Opava
- Karviná
- Ostrava city tour: DOV, Plato Gallery, Mining Museum Landek, ...



Location tours

- ❑ Location tours for international journalists – April 28, 2025
- ❑ Location tours for international journalists and tour operators – April 29, 2025

- U6 Interactive Technical Museum, Dolní Vítkovice
- Futureum Creative Centre, Dolní Vítkovice
- Michal Mine, Ostrava
- Architecture: Villa Grossmann
- Active: Bike tour Ostrava
- MICE: Hotel tours



Network of CzechTourism foreign offices

- 15 Foreign Representations
- 4 Foreign Representations of 2nd degree



Planned campaigns in 2025 - Global Image

- ❑ **Objective:** Support active tourism and spa sector – the concept Unexpected Wellbeing
- ❑ 7 video spots (15 seconds each) and 14 versions of visuals prepared for six selected tourist activities
- ❑ Each region represented by one visual
- ❑ Theme for Moravian-Silesian Region: GOLF
- ❑ **Budget:** CZK 30 million incl. VAT
- ❑ **Scope:** Main campaign to run in 10 countries selected by purchasing power and media prices in 3 priority groups:
 1. Germany, Poland, UK, Slovakia,
 2. France, Spain, Netherlands, Italy, Austria
 3. Denmark
- ❑ **Two phases:** spring and autumn, each lasting 6 weeks



Planned campaigns in 2025

Search, conversion, product

Always on PPC search 1 - 12/25

Conversion
8/25

Conversion
9/25

Conv. USA
10/25

Golf
8/25

Spa
11/25

EUR 168,000
(4.2 mil. CZK)

EUR 400,160 (10 mil. CZK)

EUR 20,008 (0.5 mil. CZK) &
EUR 60,024 (1.5 mil. CZK)



- ❑ **Search** campaign to reach travellers who haven't yet decided on their destination and bring them to special websites
- ❑ **Focus:** Neighbouring countries & UK
- ❑ **Conversion campaign** (with measurable impact)
- ❑ **Objective:** Raise awareness of the destination + support stay bookings
 - Part of the campaign will run in the USA; selection of other countries and forms of promotion will be based on evaluation of ongoing campaigns to ensure maximum effect
- ❑ **Promoted products:** Golf – targeting Scandinavia, Spas – targeting Germany

(Note: CNB exchange rate as of April 24, 2025 – 1 EUR = 24.99 CZK)

CzechTourism



Contract with Michelin to promote Czechia as a culinary destination (from 2025, for 3 years)



Annual selection of restaurants:

- Annual creation of Michelin Guide e-guide for Czechia
- Press release and article on the yearly selection

Online and social media:

- Instagram story series (in English) for each edition
- Creation and management of Czechia page on Michelin Guide website on <https://guide.michelin.com/cz/en>
- Annual content updates

Content and marketing:

- Production of three articles per edition
- Paid campaigns on Instagram and Facebook for the articles
- Video introducing Czech gastronomy and destination
- Acquisition of the title Michelin Partner

Coordination and management:

- Editorial calendar management for Guide.michelin.com
- Coordination with CzechTourism

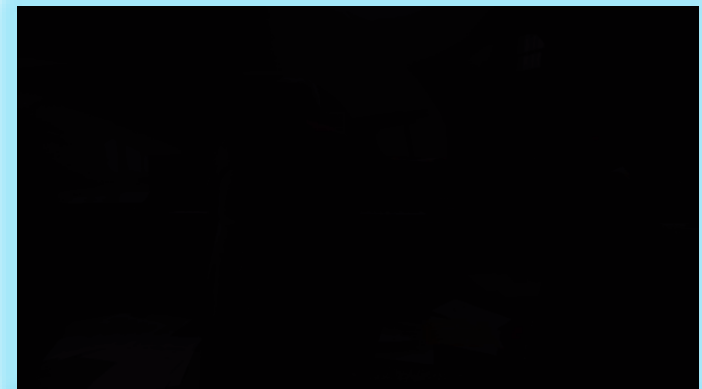
Total cost for 3 years: €1,350,000

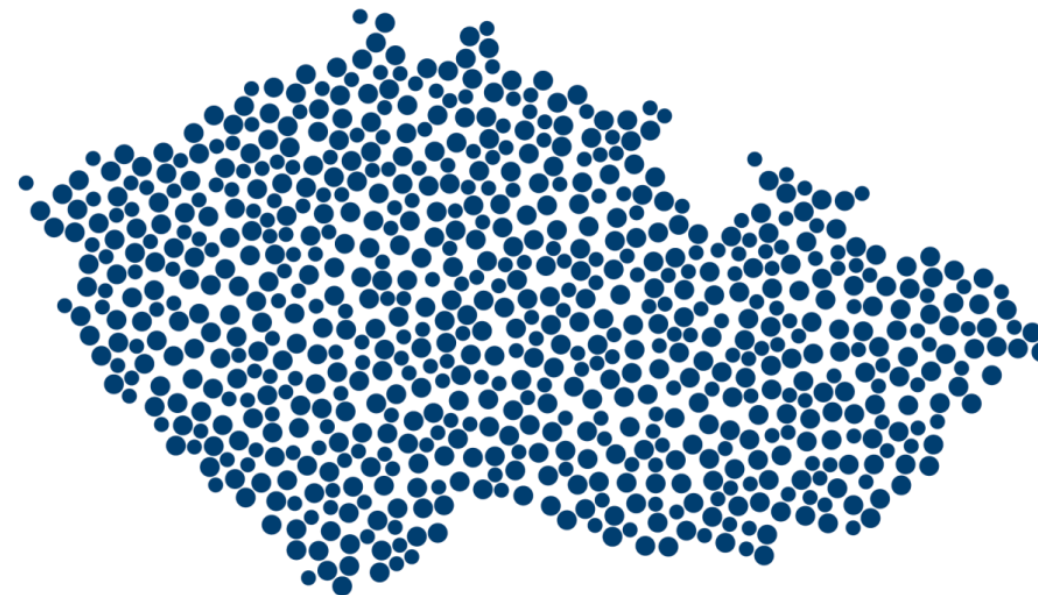


CzechTourism at World Expo 2025



- ❑ Czech Pavilion rental for B2C presentation and B2B days: May 3–6 and May 8, 2025
- ❑ Czech partners will be present on site along with CzechTourism
- ❑ Objective: Facilitate connections with Japanese travel agencies
- ❑ CzechTourism agency provides three videos





Thank you for your attention!