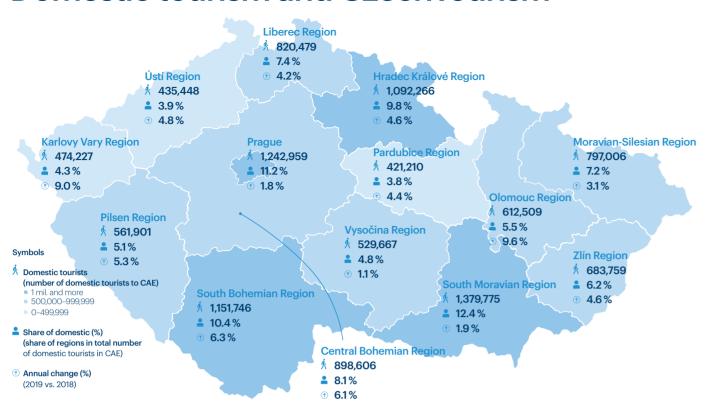
Domestic tourism and CzechTourism



Tourist attractions

Tourist attractions					
	Name of tourist attraction	Number of visitors (thous.)			
1	Prague Castle, Prague	2,587.5			
2	Petřín Funicular, Prague	2,230.4			
3	Prague Zoo, Prague	1,456.5			
4	Dolní Vítkovice, Ostrava	1,370.4			
5	AquaPalace Prague, Čestlice	1,013.9			
6	Aqualand Moravia, Pasohlávky	806.1			
7	Petřín Lookout Tower, Prague	701.6			
8	Old Town Hall, Prague	695.2			
9	Zlín ZOO, Zlín	682.6			
10	Old Jewish Cemetery (Pinkas Synagogue), Prague	640.8			
	Name of associated tourist attraction	Number of visitors (thous.)			
1	Dolní Vítkovice area and Landen park	1,675.0			
2	The city of Prague Museum	1,534.6			
3	DinoPark CzechRepublic	869.9			

Public Relations

2,690 articles about CzechTourism

AVE 14,560,000 \$ in domestic media

- 1,280 articles about projects Czech service quality system and CzechSpecials
- 510 articles about Kudy z nudy
- 219 articles about Tourism Institute, including CzechTourism









Content

Award Signum Laudis in silver in competition TAI WERBE Grand PRIX 2018/2019 in category Catalogs and destination prospects



Award TOP RATED in competition Zlatý středník 2018 in category - Best Company catalog/profile/ Disposable medium

- Czech treasures UNESCO

1st place in competition Fenix content marketing in category - Best photo and its use

- Prague, ArtDistrict 7, photo: UPVISION

3rd place in competition Fenix content marketing

- Cities, Gateways to Regions - Destination Manual

Photo gallery

More than 2,500 photos

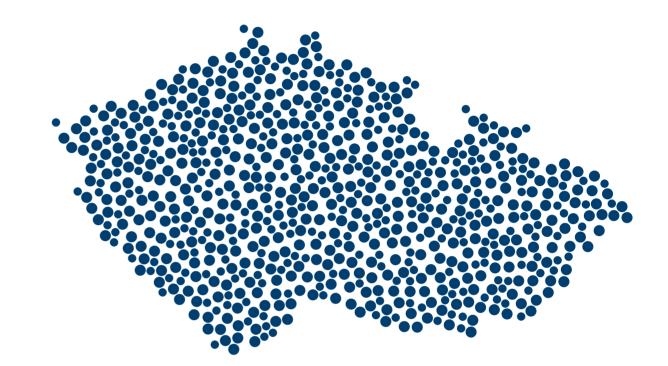
- Expansion of the photo gallery portfolio: main topics: Castles and Chateaux, Gems of regions, LGBT theme, blueprint, EDEN contest; winter resorts, etc.
- Produced new photos in the quality with the most extensive rights of use



Compiled by Institut turismu, institut@czechtourism.cz



Fact Sheet



2019

- **AVE 198.9 mln. USD**
- 18 mln. visits on Kudy z nudy website
- 959 thous. fans on **CzechTourism social media**



Incoming tourism and CzechTourism worldwide





Brazil

60,858

0 71.486

Social media - incoming

959,280 fans

1+6% compared to 2018

1 +13% compared to 2017

2.088.642\$

★ MegaFamtrip

Social media

Great Britain and Ireland 550,935 • 13.687.785\$ 0 8.447 * Regional Gateways press trips - AVE 282,131,760 CZK reach 67722 468 readers Campaign with Jet 2 aerolines

Switzerland

98,358

963,830\$

0 1,347

½ 261,843

28,068

2.750.603\$

* Radio promotion in coop

- AVE 4,900,000 CZK

Italy

with Onda Cero Barcelona

operators took part in the event

½ 409,623

38,782

3.904.519\$

Christmas

* Outdoor campaign

invited to Brno for

reached up to 14 milion

people in Milan and its visitors

6

Facebook | Weibo | Vkontakte

Twitter | Instagram

Вконтакте

★ Roadshow Choca los Cinco 2019

363,411 • 1.699.227\$ 0 6.539

- OTS 14,500,000

Czech Republic ★ Campaign Snow & Fun

Scandinavia

• 4.146.257\$

½ 402,091

0 9.542

★ Campaign with Swedish bloggers in region Karlovy Vary and South Moravia

½ 161,692

3.544

★ Travel trade fair

IMTM Tel Aviv

participation

★ Group fam trip

for selected

touroperators in

South Bohemia

★ Nordic Roadshow Discover

Germany **½** 2,075,956

- 14.933.664\$
- **38.698**
- ★ Campaign with WallDecaux - 1500,000 addres
- ★ Ski holidays in the Czechia

Poland and Baltic cou

- **792,023**
- 8,388,096\$
- **o** 56.862
- ★ Presentation of Czechia in TV show "Love Europe"
- ★ Presentation of Czechia in on-line travel show Onet on Tour

612.048

135,047

-1.0% © 2.5

in Czechia

FAMtrip Spa traditions

½ 749.977 **3.127.396**\$

- 0 19,194 ★ OOH backlight at the Bratislava international airport
- Discovering Film places in the Czechia Febio Fest and FF

½ 30,145

★ V4 Discover Central

Europe roadshow

participation in

Kuwait and UAE

Saudi Arabia,

BLOGtrip Christmas in Czechia

97.782

- **United Arab Emirates** 321,759\$
 - **4,333**
 - ★ B2B MICE workshop and fam trip in the regions of the CZ

564,794

1.099.483\$

Czech festival in Moscow

- 17,000 visitors from travel agencie

Microsite for tourism

professionals

and tour operators

26.086

★ Influencer trip for 4 famous fashion/lifestyle and travel bloggers

Saudi Arabia

½ 27.714

★ B2B MICE workshop and fam trip in cooperation with Emirates Airline for 6 important touroperators

Key for arrivals

① Annual change (%)

① Average period of stay

- **½** 146,738
- 4,392,410\$

Top selected campaigns at foreign offices

Number of incoming foreign tourists at collective

juivalent advertising space, value of advertising

- **15,528**
- ★ Touch Point campaign
- ★ Global cooperation with game Kingdom

South Korea

- **\$ 384.532**
- 10,021,520\$
- 0 29,284
- ★ Hertz Korea Fly&Drive trip to develop travel in regions and between Prague and

Hong Kong **½** 190.983

- ①50% ②2!
- 86,020,500\$
- 0 11.039
- * Travel Channel Thailand campaign MyCzech and MyPrague
- ★ Taiwan Off the grid

Australia

80,351

2.352

Corporate Events

Global Social Awards

- more than 100 posts were published with

regions of Czech Republic were organized

audience over 70 milion people

the #visitczechrepublic hashtag

Travel Trade Day

- Promotion of Czech Republic during the event,

- 47 influencers from around the world with total

- After the event several influencer trips to the other

- in cooperation with the South Bohemian Region

- more than 78 worldwide trade representatives

On-line

Kudyznudy.cz

18,043,036 visits

- 1.5% compared to 2018 ① +34.1% compared to 2017
- 3.24 pages per visit
- 2:45 average length of visit
- **483,357** fans on FB
 - 637 interactions per 1000 fans 89,189 average day reach
- 35,927 followers
 - on Instagram 3.247 interactions per 1000 fans
 - x kudyznudy.cz

Czechtourism.com

2,011,721 visits

- 1.55 pages per visit
- 1:33 average length of visit

CzechRepublic

VisitCZ

70,837 followers

on Instagram

6.176 interactions per 1000 fans

- 45 international trade fairs and 2 trade fairs in Czech Republic with official exhibition,

MICE and Trade Fairs

1,500,000 visitors reached

Convention venues

ranking	city/country	no. of congress	category
9.	Prague	136	Amongst cities
26.	Czech Republic	162	Amongst countries

Events (going beyond the meaning of borders)

- Karlovy Vary International Film Festiva

- Prague Spring











Earned Media Value

199,000\$

190,000\$

2,162\$

6,618\$



CzechTourism Forum annual conference of the CzechTourism agency,

Corporate Events

29. 5. 2019, Prague

28.-29. 11. 2018 in Brno in cooperation with the South Moravian Region

- Incoming B2B workshop, 8.-9. 4. 2018 in České Budějovice

- more than 150 tourism professionals

Press/Fam/Insta tripy

In 2019 CzechTourism organized 236 press, fam and influencers trips.

- nearly 1,100 worldwide journalists, tour operators and

Events

285,264

5,704

7,926,093\$

in Vienna

* Winter outdoor

campaign on tram

ws 1,200,000 people

★ South Bohemia in Linc

560,000 people

- Colours of Ostrava
- Smetanova Litomvšl
- Golden Spike Ostrava
- NHL Global series
- Ice hockey World Junior Championship
- Hrady CZ

Influencer trips

Posts

42

36



f





Engagement rate

72,600

4 321

122

74,300

=1,200

9 19

226





Reach

808,900

798,600

8,300

2.000

