

Press release

Ostrava to Host Czechia Travel Trade Day 2025

(Ostrava, 28th April 2025) Last year, the Moravian-Silesian Region welcomed over one million tourists, reaching pre-COVID levels in terms of arrivals. Of the total number of visitors, 80% were domestic and 20% came from abroad. In a nationwide comparison, the region ranks as the eighth most visited. Supporting this growing interest, especially from international markets, is Czechia's largest inbound tourism event – Czechia Travel Trade Day 2025, which has just kicked off in Ostrava. The event is organized by the Czech Tourist Authority – CzechTourism in cooperation with the Moravian-Silesian Region, the City of Ostrava, the North Moravia destination management organization, and the Ostrava tourist area.

[Czechia Travel Trade Day](#), also known as TTD, is one of the largest domestic events supporting inbound tourism. It is organized by the Czech Tourist Authority – CzechTourism in cooperation with partners from regional and city administrations, destination management organizations, and other stakeholders active in the tourism sector. The goal is to promote the rich tourism offerings of Czech regions and support the development of inbound tourism. TTD is a two-day event filled with pre-arranged business meetings and negotiations between foreign travel agencies and Czech tourism professionals. It also includes familiarization trips around the host region, which this year showcases the tourism potential of the Moravian-Silesian Region.

"About 70 representatives of travel agencies, buyers, and tour operators from around the world have gathered in Ostrava, along with more than 200 tourism professionals from Czechia. The familiarization trips and the two-day event are also attended by 15 international journalists from both Europe and distant markets such as the USA and South Korea. Together, they visited key tourist destinations in the Moravian-Silesian Region and established valuable business contacts. They experienced firsthand that this is a unique and distinctive region – one that blends the stunning natural beauty of the Beskydy and Jeseníky mountains with fascinating industrial heritage sites, which are among the main tourist draws in northern Moravia and Czechia overall," said Director of the Czech Tourist Authority – CzechTourism František Reismüller and adds: "Experiencing the region firsthand allows participants to better inform and inspire their end clients to visit. Events like TTD clearly demonstrate that this kind of communication is the right approach. I believe this year's TTD will also provide much-needed support to areas affected by the September floods."

Šárka Šimoňáková, First Deputy Governor of the Moravian-Silesian Region, stated: *"The Moravian-Silesian Region offers not only a rich industrial history but also beautiful nature, folklore, and modern experiences. Personal experience is key to truly appreciating the region's appeal. That's why we're pleased that Czechia Travel Trade Day gives tourism professionals and media representatives the chance to discover our region through business meetings and carefully planned familiarization trips. We believe this will help include our region in many international travel itineraries."* She also highlighted the growing tourism trend in the region: *"We've embraced the rising popularity of caravan tourism by creating new caravan sites and improving conditions at local campsites. We're also continuing to support cycling tourism by funding both project documentation and the construction of new trails."*

The locations for Czechia Travel Trade Day are selected to present a comprehensive picture of the country. Previous editions have taken place in Brno, Karlovy Vary, České Budějovice, Liberec, Plzeň, Olomouc, and Hradec Králové.

Jan Dohnal, Mayor of the Statutory City of Ostrava, said: *"I'm very pleased that Ostrava is hosting Czechia Travel Trade Day. Our city is currently undergoing projects that will not only improve the quality of life for locals but also attract tourists from around the world. Ostrava offers industrial landmarks, historical monuments, and is among the greenest cities in the country. Visitors often head to the zoo and other attractions. Sports fans are eagerly anticipating the new Bazaly football stadium, and we're also preparing the new Ice Sports Center and improving the city's infrastructure and transport. I believe that Czechia Travel Trade Day guests will see Ostrava as a modern, attractive, and safe destination well worth a visit."*

The Moravian-Silesian Region has been gaining increasing popularity among visitors in recent years – and it's no wonder. In addition to industrial heritage and green spaces, it also boasts popular festivals, world-class sports events, the country's largest golf course, and an increasingly sophisticated culinary scene. In fact, several establishments in the region have earned recognition from the prestigious [Gault & Millau](#) guide, which evaluates restaurants, chefs, and dining concepts around the world. Unlike the Michelin Guide, which awards stars, Gault & Millau uses a 1–20 point system and awards "toques" (chef's hats) – the more hats, the better the restaurant.

Petr Koudela, Managing Director of Moravian-Silesian Tourism, concluded: *"For several years now, we've been running a project called Pojez, which connects the best restaurants, bistros, cafés, local farms, and bars – showing that northern Moravia and Silesia are regions full of flavor, stories, and unforgettable experiences. We want to inspire both locals and visitors from Czechia and abroad to explore the region with all their senses. Pojez also includes food festivals, which this year are taking place in Dolní Vítkovice, Karlova Studánka, and Ostravice. Pojez proves that our gastronomic scene is thriving, and that food and drink lovers will find many places worth visiting. At the same time, our flagship project remains Technotrasa, which connects industrial monuments and sites related to craftsmanship."*