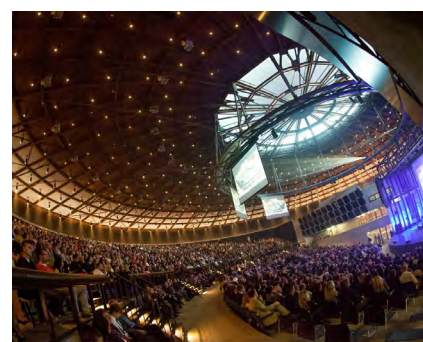
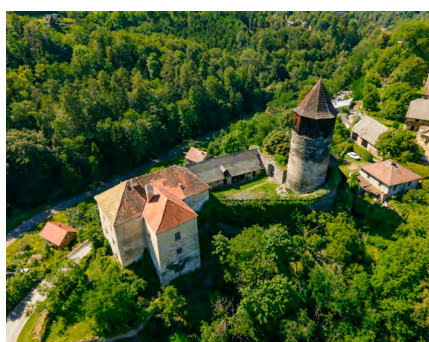


# Newsletter

## For Foreign Offices



Spring in Bohemian Switzerland



### Trade news

Hotels & Restaurants  
Transport  
Data and Research

### Product news

Cities & Regions  
Culture

### Corporate news

News from the Czech  
Tourist Authority





## Prague Issues a Tender for the Promotion of Conference Tourism

At a meeting on 12<sup>th</sup> of February, Prague city council took the decision to issue a tender for conference tourism promotion services in the capital between 2024 and 2027. The successful applicant will provide services to promote conference and event tourism as well as consulting services for organisers such as data collection and information on similar events in Prague. The estimated value of the contract is just short of 25 million crowns (before VAT).

Source: Prague City Hall

## Record 2023 for the Prague Marriott

The Prague Marriott was visited in 2023 by almost 120,000 guests, a 12.5% increase on 2022. More than half (57%) were business clients, but leisure guests (43%) also appreciated the quality of services and the hotel's attractive location in central Prague. "Most visitors came from the USA, their numbers more than tripling when compared to the pre-Covid years," states Robert Grader, general director of the Prague Marriott, adding that in addition to US tourists, the number of Taiwanese and Korean travellers also saw a significant rise last year. Their return to Prague was down to the reinstatement of direct flights between Prague and Seoul last March, and Taipei in July 2023. This year the hotel will focus on strengthening its F&B position.

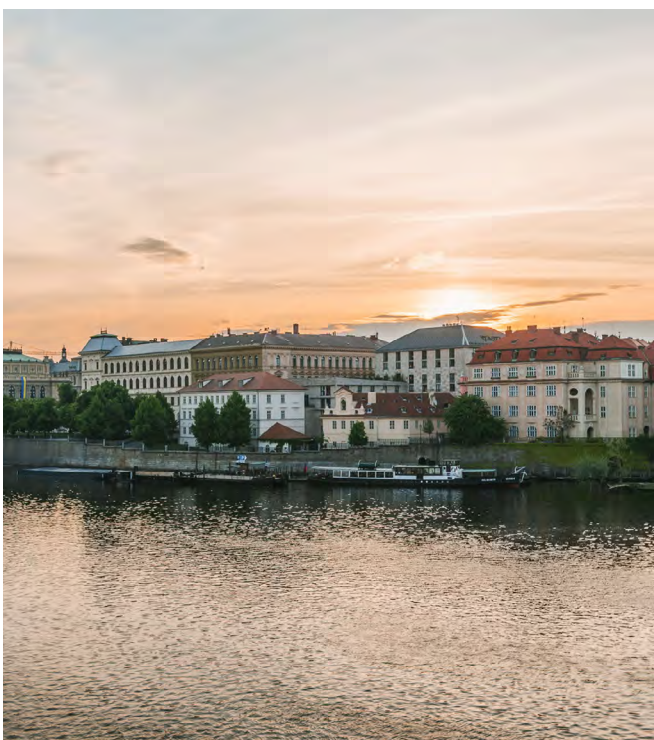
Source: Prague Marriott Hotel



## Prague Four Seasons Once Again Five-Star in the Forbes Travel Guide

The Four Seasons Hotel Prague was the only hotel in Czechia to hold onto its rating in the global Forbes Travel Guide 2024. It was awarded five stars for the fifth time in a row. "I am so happy that for the fifth time in a row we find ourselves among the best hotels in the world. Huge thanks goes to the whole team who create unique experiences for our guests," said Martin Dell, Four Seasons Prague general manager. The Forbes Travel Guide is a global rating system for luxury hotels, restaurants and spas. Anonymous professional inspectors rate establishments on 900 factors, focusing heavily on outstanding service, in order to help discerning travellers choose the best luxury experiences on the planet. A rating in the Forbes Travel Guide can only be achieved via this independent inspection process.

Source: Four Seasons Hotel Prague







## RegioJet Launches Advance Tickets Sales for Spring and Summer 2024

The private rail and coach company RegioJet launched advance sale tickets for the spring and summer seasons. Tickets are on sale for all commercial train and coach services, including international routes to European cities. Advance tickets sales for domestic services linking Prague with Ostrava and Brno will also be launched. Passengers can also use the company's signature yellow trains and coaches to reach forthcoming significant cultural and sporting events taking place in Czechia and around Europe – the ice hockey world championships in Prague and Ostrava, and the summer Olympic Games in Paris, for instance.

Source: RegioJet

## Prague Airport awarded the best airlines of last year

For the third time, Prague Airport has recognised the best airlines for the past year. The most developing carrier was Ryanair. The Best Performing Airline in terms of traffic was Finnair. The title of the most sustainable carrier was awarded to easyJet. British Airways received the award for the best marketing campaign in cooperation with Prague Airport. Compared to last year, a new award category has been added, concretely it is the Most Developing Cargo Carrier. This title was presented to Korean Air.

[Find out more >](#)



## České dráhy: Record-breaking Number of Passengers with Impaired Mobility and Orientation Transported

Last year, České dráhy provided assistance to a record-breaking number of passengers with impaired mobility. More than 8,500 transport operations were made through the ordering system of the largest Czech railway carrier last year. Thanks to the expanding network of wheelchair-accessible trains, thousands of other people with impaired mobility travelled without the assistance of the carrier, and therefore they are not included in the statistics. Over the last six years, i.e. from 2018 to 2023, České dráhy provided travel assistance to more than 41,000 passengers with impaired mobility and orientation.

[Find out more >](#)





## Leo Express offers free ski and snowboard transport until the end of March

Until the end of March, Leo Express offers free transport of cross-country skis, skis and snowboards in the Czech Republic and Slovakia. Passengers can use the service, for example, when traveling to the Slovak Tatras to the stations of Liptovský Mikuláš, Štrba or Poprad, or on regional trains to the station of Králíky in the Dolní Morava region. The trains continue the commercial connection between Prague and Ostrava.

[Find out more >](#)

## Czechia to be directly connected with Kazakhstan

After a four-year break, it will be possible to use direct flights from Prague to Astana. This May, SCAT Airlines is to launch its service to Kazakhstan scheduled twice a week every Wednesday and Saturday operated by Boeing 737-800 aircraft for 189 passengers. A direct connection to Central Asia will promote interesting opportunities for business cooperation between the two countries, as well as tourism.

[Find out more >](#)



## Trade news

## Data and Research

### Performance of Accommodation Facilities in 2023

Data from the Association of Hotels and Restaurants (AHR ČR) indicates that last year Czechia saw a further increase in guest numbers, and that accommodation rates increased year-on-year by an average of 10%, 12% in Prague. Occupancy numbers were also affected by a further increase in domestic tourists who also display growing expectations when it comes to facilities and services. Prague's four- and five-star hotels achieved an average annual occupancy rate of almost 71%, 12% more than in 2022. The average price of accommodation was €110.4, which is €13 higher than in the previous year. Compared to neighbouring capitals, Prague is €21 cheaper than Vienna and €10 cheaper than Budapest and Berlin.

Source: AHR ČR







## Young people are more sensitive to the climate crisis, it affects where and how they travel

Most of them are still in high school, but they are already influencing the future of society, including the labour market. Generation Z, people born between 1996 and 2009. They don't know a world without the internet, smartphones or YouTubers, because - to put it simply - they have digital DNA. They have a keen awareness of global challenges, including the climate crisis. According to a survey by CzechTourism, 87% of Generation Z are affected by it, and a fifth of them want to actively address it.

[Find out more >](#)

## Tourists Numbers Reach Pre-Covid Levels

Last year almost ten million foreign tourists (43.3 % of the total number) stayed in official accommodation facilities in Czechia. Almost 12.5 million further guests were Czechs (56.7%) who stayed in these facilities while on holiday. In total, the number tourists who headed to Czechia came to over 22 million, a year-on-year increase of 13.5%. The data shows that tourism is back on the levels seen before the pandemic. The ratio of domestic to foreign tourists is also returning to pre-pandemic levels.

Source: CzechTourism



## Product news

## Cities & Regions

### Prague



## Prague Provides PCT with 22 million crowns for Tourism Promotion

Prague City Council has approved a 22 million crown funding package for marketing campaigns aimed at promoting incoming tourism. This financing will be used by Prague City Tourism for various campaigns and other promotional activities aimed at attracting tourists to the capital. Two million crowns have been earmarked for events to commemorate the 100<sup>th</sup> anniversary of Franz Kafka's death and the 200<sup>th</sup> anniversary of the birth of Bedřich Smetana.

Source: Prague City Hall



## Central Bohemian Region

### Jindřich From Kingdom Come: Deliverance – Themed Walking Tours

It's six years since the RPG game Kingdom Come: Deliverance was launched. In that time the game has become popular with both Czech and foreign fans, and ranks among the best-selling games. This realistic game by Warhorse Studios, offering a unique gaming experience set against Central Bohemia's Posázaví area in medieval times, has sold over six million copies. The Sázava Valley is the main backdrop and for several years fans of the game have been exploring how the landscape and architecture have changed over time. The Central Bohemia Tourist Board has come up with a new themed walk visitors can take.

[Find out more >](#)



### Posázaví Electronic Tourist Card

The Posázaví tourist region has a new tourist card that can guide visitors around local tourist attractions and recommends services during their stay. The regional card uses a mobile app called Uneeqlly that promotes businesses and the Posázaví tourist area to clients and tourists through digital loyalty programmes and other innovative tools. It thus expands the possibilities of connecting supply with demand and contributes to establishing, improving and maintaining a relationship with the customer.

Source: Posazavi.com

## Pilsen Region

### Pilsen's historic Underground Once Again Open for Tourists

The medieval underground spaces beneath Pilsen city centre have reopened once again after the January break and will operate until the end of the year. The over 800m-long tour route, nine to 12 metres below street level, is open to visitors daily from 10am until 6pm. This popular tourist attraction saw record visitor numbers last year with almost 40,000 people coming through its doors. The tour lasting an hour is fascinating for its mysterious atmosphere and archaeological finds. Visitors also learn how these underground spaces were created.

[Find out more >](#)





## Ústí Region



### The region will make it easier for tourists to travel around Bohemian Switzerland

Transport of the Ústí Region has prepared the timetables of tourist lines for the new season. It will fully start in Bohemian Switzerland at the end of March. In addition to the traditional routes, there are also changes that will improve the connection and interconnection of the most sought-after tourist destinations in the area of the national park.

[Find out more >](#)

## Vysočina Region

### The Vír Factory Set to Open Soon

The revitalisation of the former Rotter Factory near the Vířská Dam on the River Svratka is in full swing. The erstwhile textile plant is being transformed into a complex that will contribute to the quality of tourist services in the region. On opening this spring, it will offer good-quality and affordable accommodation, conference facilities, a cafeteria offering dishes made using fresh regional produce, an outdoor shop, a sports equipment hire shop and other services. Further additions such as a hydroponic farm, a fish farm, a fruit drying facility, a juicing plant and a farmer's shop are also planned. A newly certified tourist information centre is also part of the complex.

Source: Továrna Vír

**TOVÁRNA** Úvod Továrna Farma Uheřna Areál E-shop Novinky Kontakt

**Továrna Vír**

Vstupte s námi do projektu revitalizace areálu bývalé továrny Rotter ve Vírú

**Jedinečné „genius loci“**

Svým rozsahem a pojetím je projekt Továrna Vír v řadě věcí zcela unikátní.

Nevztídný a dlouhodobě chátrající areál přestavujeme na živé místo, které se znovu stává přirozenou součástí obce Vír a celého regionu.

## Olomouc Region



### Olomouc Cheese Festival

The biggest city in the Haná Region invites visitors to take part in the 7th edition of this festival involving cheese tasting and regional beers. This will take place 13<sup>th</sup> and 14<sup>th</sup> April on the Horní and Dolní squares in Olomouc. Visitors can look forward to a wide selection of food specialities at local and regional restaurants, as well as a competition to find the top restaurant and the 'King of Cheese'. Regional specialities and products made by breweries and microbreweries will naturally also be on sale. A program of side events will include performances by Petr Bende Band, Rock & Roll Band Marcela Woodmana and various folklore ensembles.

[Find out more >](#)



## Liberec Region



## Discover the Crystal Paradise

At Crystal Paradise in Jablonec nad Nisou you'll find 5000 styles of Czech costume jewellery from 25 producers, pieces from Preciosa and Granát Turnov, a wide selection of glass products from leading Czech glassworks glass gifts from the region and popular Czech Christmas baubles. Visitors can even take courses and workshops to learn the skills of the jewellers and glass makers. Tour operators and organized groups of 40 or less can buy beads, costume jewellery, glass, Christmas decorations and hobby items, as well as visiting the year-round interactive workshops where they can fashion their own glass bead bracelets, glass paintings and alike.

[Find out more >](#)

## South Moravian Region

### The Slovácko Region Set to Open Two New Houses of Nature

Nature is one of the greatest treasures the Slovácko Region possesses and this fact will be highlighted at two new Houses of Nature. One of these will be the gateway to the White Carpathians, the other to Hodonínské Důbravy area. Both facilities will be modern and feature interactive exhibitions. The White Carpathians House of Nature was created by renovating an old house on the historical Bartolomějské Square in Veselí nad Moravou. It will open on 16<sup>th</sup> March. The Hodonínská Důbrava House of Nature is also a rebuild – this was once an eco-educational centre. This is set to open in May or June of 2024. Both houses will focus heavily on education but will also serve as new, attractive places for visitors to the Slovácko Region to enjoy.

Source: Moravian Slovácko Region Association for Tourism Development



## Brno Opens Žlutý kopec Reservoirs

The mysterious Žlutý kopec reservoirs will become part of Brno's tourist landscape from 22<sup>nd</sup> March. Tourists will be able to visit three underground reservoirs, a visitors centre and a public park. Over the first weekend (22<sup>nd</sup>–24<sup>th</sup> March) Brno Tourist Information Centre will have extended opening hours as well as an intriguing audiovisual installation.

[Find out more >](#)





## Zlín Region



### The Roof Terrace of the Baťa Skyscraper Now Reopened

Following reconstruction work, the roof terrace atop the Baťa skyscraper in Zlín reopened in February. At 77.5m, iconic building No. 21 was the tallest building in prewar Czechoslovakia and in its time the second tallest building in Europe. It was opened as the headquarters of the Baťa company in 1939. Nicknamed the Zlín skyscraper, the building is now open to the public, and following renovation work tourists can see its without scaffolding, take a ride in the legendary lift containing the office of Baťa's directors or jump aboard the high-speed lift to the 16th floor where they can have a coffee on the roof terrace.

[Find out more >](#)

### Joint Tours of the Baťa and Zikmund Villas

Following successful pilot tours at the end of last year, visitors to Zlín now have the chance to see two important cultural attractions on one ticket and learn a little about the story and legacy of the personalities behind them. The Baťa villa, known for its modernist design and history associated with the Baťa family of industrialists, and the Zikmund Villa, symbolising adventure and the yearning for discovery so typical of Miroslav Zikmund, make up a fascinating double act that reflects the depth of Czech history and culture. The first guided tour of the year is set to take place on Saturday 30<sup>th</sup> March.

[Find out more >](#)



## Moravian-Silesian Region



### Těšínská Silesia Has a New Guest Card

Since the beginning of this year, tourists arriving in the Těšínská Silesia area have had access to a new guest card. The Těšínská Silesia Region Card 2024+ is a system that provides discounts in the form of vouchers for selected attractions in the area. Visitors will receive the discount vouchers by e-mail after registering in the system via a link obtained from the companies participating in the project.

Source: Těšínská Silesia





## New 55-Hole Golf Resort in the Beskydy Mountains

Golf lovers are looking forward to April when the largest golf resort in central and Eastern Europe is scheduled to open. The project called “Golf Resort 55 Holes – Golf and More in the Heart of the Beskydy Mountains” links up two existing championship courses in Čeladná with a similar course in nearby Ostravice. In addition to the 55 holes, visitors will also have a full golf infrastructure, accommodation and facilities for holding conferences, company events, parties and other events at their disposal. The grand opening of the resort with the participation of the media and a number of VIP guests is scheduled for 18<sup>th</sup> and 19<sup>th</sup> April. The resort will be promoted in Czechia as well as other target markets abroad such as the UK, Sweden, Finland, Lithuania, Latvia, Estonia, Slovakia and Spain.

Source: Golf Resort 55 HOLES

## Product news

## Culture

### Ed Sheeran Hits Hradec Králové - Twice

One of the biggest stars in the world, British singer Ed Sheeran, is returning to Czechia after five years. The singer's MATHEMATICS TOUR follows on from his hugely successful US tour which saw Ed break several attendance records. His gigs in Czechia – a double header of concerts on the 27<sup>th</sup> and 28<sup>th</sup> of July 2024 – will take place at Hradec Králové's multipurpose Park 360 as part of the Rock for People event.

[Find out more >](#)



### Disegno Intero

The Gallery of Central Bohemia - GASK – has organised an exhibition on the life's work of world-famous artist Jan Švankmajer and his wife Eva. Taking place to mark Jan Švankmajer's 90<sup>th</sup> birthday, the show examines all the artistic realms the Czech surrealist inhabits, from collages, graphic art, book illustrations and drawings to tactile experiments, collections and of course film. An important section of the exhibition is dedicated to paintings by his wife Eva Švankmajerová. **GASK, Kutná Hora. 3. 3. – 4. 8. 2024**

[Find out more >](#)





## The National Gallery in Prague to Hold Mannerist Exhibition

An exhibition entitled “From Michelangelo to Callot. The Art of Mannerist Printmaking” will open at the Wallenstein Riding School in mid-May. The exhibition will present Mannerism as an artistic style whose refined elegance, imagination and symbolism are superbly displayed in prints. Visitors can view over 200 exhibits including drawings by Michelangelo Buonarroti.

**Wallenstein Riding School, Prague. 17. 5. – 11. 8. 2024**

[Find out more >](#)

## KAFKAesque at DOX

DOX Contemporary Arts Centre in Prague’s Holešovice neighbourhood is putting on a new exhibition to mark the 100<sup>th</sup> anniversary of the death of Franz Kafka, native of Prague and key 20<sup>th</sup> century author. Works by 33 internationally renowned artists from Czechia and abroad who have found inspiration in Kafka’s work will be exhibited. The KAFKAesque exhibition focuses on Kafka’s work and poetry in contemporary art. It offers a historical view of his work, but one that also reflects the current situation in the world with all its complexities and ambiguities.

**DOX Contemporary Arts Centre, Prague.**

**9. 2. – 22. 9. 2024**

[Find out more >](#)



## France’s famous Cirque Inextremiste at Summer Letná 2024

The first star act at the 21<sup>st</sup> International festival of new circus and theatre called Summer Letná has been announced! Visitors can already buy tickets for the daredevil Cirque Inextremiste from France, which is accompanied by an 18-member improvisational orchestra called the Surnatural Orchestra. The cooperation between these two ensembles results in a grand, dramatic but sometimes almost intimate experience. Some 34 performers, 3 dimensions, a 360° stage and one giant trampoline go into making a show that defies gravity.

**Letná, Prague. 15. 8. – 1. 9. 2024**

[Find out more >](#)



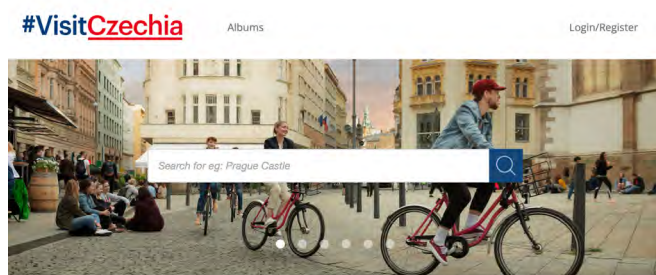
## New Monthly Publication from the Czech Convention Bureau

The Czech Convention Bureau has published a new monthly bullet-in. This edition contains tips on co-working facilities in every region of Czechia. As always, the publication can be downloaded from the CzechTourism website.

[Find out more >](#)



## Czechia Promotional Content Available from Digital Media Library



### Welcome to Czechia Digital Media Library

The Digital Media Library is a central hub for all of CzechTourism branded assets. It is a tool intended to support the tourism industry by providing assets for people to use to promote Czechia as a visitor destination.

The Digital Media Library is free to use as long as you follow our [Terms of Use](#), Licence rules, Usage instructions, and Expiry dates for each asset.

Do you need images, video, logos or entire brochures in your work promoting Czechia? You'll find them on a cloud storage facility called Digital Media Library that CzechTourism launched in 2022. The multimedia travel-themed content can be accessed at [media.visitczechia.com](https://media.visitczechia.com) and is (depending on the specific rights) designed for professionals and the wider public. Just in the last year some 1496 items were added to this digital library, and at present you can choose from 9610 files. Over 1800 users from 73 countries have registered to use the Digital Media Library, and most are satisfied with the content, the library gaining 8.7 points from a possible 10 in a customer satisfaction survey. The most popular searches were Český Krumlov (over 7,500 searches) and Prague (over 3,500 searches). Since it was launched, the library has registered over 22,000 downloads.

[Find out more >](#)

## Spring meeting of the Czech Convention Bureau brought new challenges and strengthened cooperation

Joint activities this year, future development strategies and international cooperation or the need to ensure sustainability in connection with congress tourism. These were the main topics of the spring meeting of the Czech Convention Bureau, which was attended by representatives of all Czech and Moravian regional convention bureaus.

[Find out more >](#)

