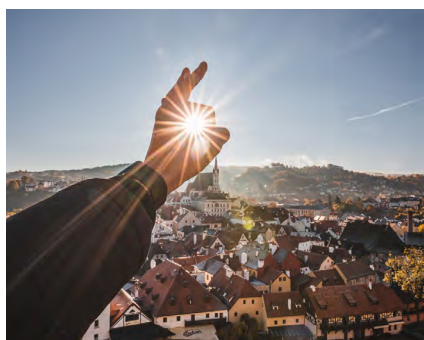


Newsletter

for Foreign Offices



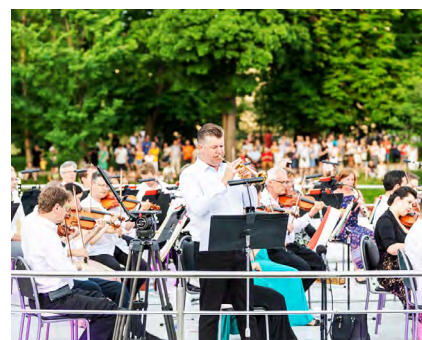
Trade news

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CzechTourism News



Prague's Emblem wins award

The Boutique hotel Emblem in Prague's Old Town has been ranked among worldwide luxury brands selected by New York's Luxury Lifestyle Awards across 100 countries. "This prestigious award for our hotel is of course reward for the day-to-day work of the whole team, but is also proof that we are able to offer services of the highest international level right here in the centre of Prague," stated hotel manager Helena Valtrová. The hotel in Platněská Street offers 59 rooms, the M Lounge relaxation zone, a very modern restaurant and bar called George Prime Steak as well as a wellness centre with a roof terrace. The Hotel Emblem was created in 2013 by completely rebuilding a former office complex. The interior is sensitively designed in Art Deco style with modern elements.

Source: ČTK/Protext

Pardubice has a new hotel

Last autumn, a new hotel - Hotel Zámecká 17 – opened in the historical centre of Pardubice offering two floors of rooms and luxury apartments. The modern rooms enjoy views across town. The hotel also lays on a rich breakfast buffet and station and airport transfers. On the premises there is a shared lounge, room service and free Wi-Fi in all areas. Guests can also hire bikes. The hotel stands right beside Pardubice Castle and Pernštýnské Square.

[Find out more >](#)



Paseky apartment resort Studnice

This autumn, an apartment resort aimed at families with children was opened in the village of Studnice, not far from Žďár nad Sázavou. This provides accommodation in 13 apartments with a total capacity of 39 guests. Each apartment has one or more bedrooms, its own kitchen and a bathroom. There's also access to a games room, common room, sauna and in the summer season to other outdoor activities and relaxation areas. There are also bike and ski storage facilities and an e-bikes charging station. There's also a wide range of activities for adults and children, from table football, darts and snooker to table tennis, plus a common room with a bar and a sauna. In the summer months there will also be a swimming lake, a playground, a trampoline and much more.

Source: Vysočina Tourism





Sokolov: Golf course to gain modern hotel with wellness facilities

Respecting the surrounding landscape and against a backdrop of finely manicured golf greens in Sokolov, the SUAS GROUP and Sokolovská uhelná are building a new hotel called Hotel Marshall. This will offer a high level of services for golf players, other sports enthusiasts and visitors in general. The hotel will significantly expand the range of quality accommodation on offer in the Sokolov district which fulfils the high expectations of hotel guests from Czechia and nearby Germany. This three-storey hotel with disabled access will have 36 double rooms with extra beds if needed. Two rooms will have disabled facilities. Naturally, there is direct access to the Marshall restaurant, today a popular place thanks to its varied cuisine and pleasant atmosphere. There will be 33 new parking spaces including a charging station by the hotel. Building work is expected to end in 2025.

Source: Živý kraj

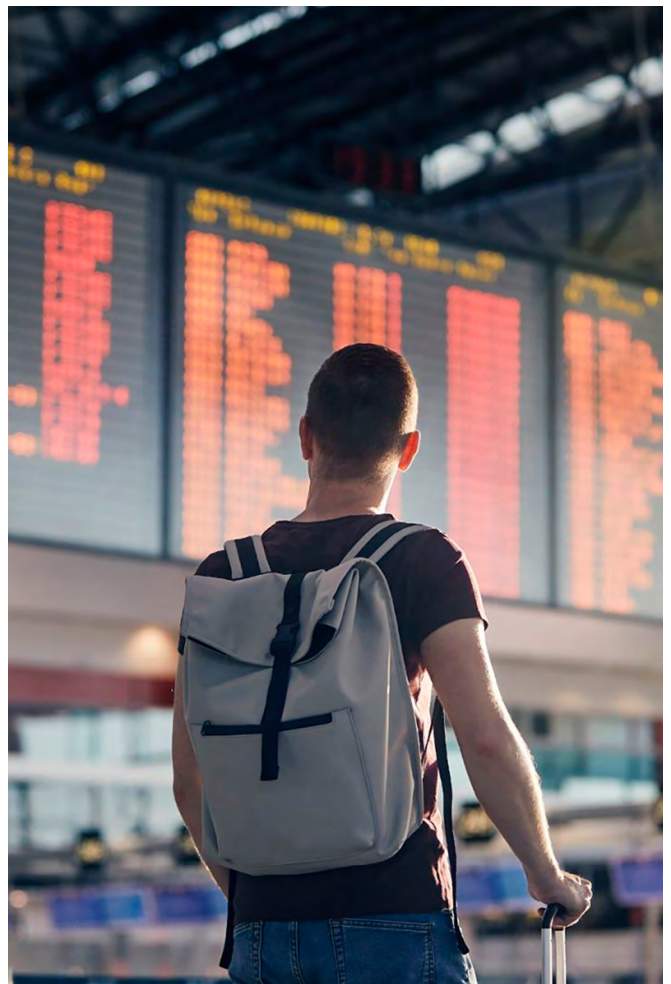
Trade news

Transport

Prague airport summer season: flights to almost 170 destinations

Astana, Tallinn, Florence or Verona - these are just some of the destinations Prague airport is adding to its new direct flight schedule for the summer season which came into effect on the last day of March. There are now flights to 167 destinations operated by 68 airlines. There will also be new flights to popular holiday destinations such as Brindisi, Izmir, La Palma and Ponta Delgada. As far as the number of destinations and airlines is concerned, Prague airport will reach almost 90% of those listed in the record year 2019. Jiří Pos, Chairman of the Board of Directors of Prague Airport, spoke more about developments the airport expects by the end of the year. "A priority for ongoing flight expansion remains long-haul services to Asia and North America. We are in discussions with airlines about flights to Hanoi, Beijing, Delhi, Bangkok and New York. All of these destinations have business potential, not only as far as inbound tourism is concerned but also from the point of view of the holiday market, the transportation of goods and demand from business travellers."

[Find out more >](#)





Prague has new flights to Tashkent

Easier travel to Central Asia and interesting development possibilities for commercial ties between Czechia and Uzbekistan – this is what new direct scheduled flights between Prague and Tashkent which Qanot Sharq Airlines will be offering from 18th April are expected to bring. Flights to the Uzbek capital will leave on Thursdays and tickets can already be purchased through the airline website at www.qanotsharq.com. Jaroslav Filip, Director of Aviation Business at Prague Airport, confirmed that flights to Uzbekistan were one of this year's top priorities: "Direct flights to Tashkent were our long-term goal. This service is the result of over a year's discussions with Qanot Sharq Airlines. In 2019, before the Covid-19 pandemic struck almost 70 thousand tourists from Central Asia visited Czechia. We anticipate that in the first year of operations this new service will be used by over 15,000 passengers."

[Find out more >](#)

New from Smartwings: Izmir

On 30th May, Smartwings will launch flights between Prague and the Turkish city of Izmir. The new scheduled flight will operate twice a week on Mondays and Thursdays. Izmir is the 5th new destination for the summer 2024 season. Passengers can also now enjoy direct flights with Smartwings to Athens, La Palma in the Canary Islands, the Italian city of Brindisi and the Azores.

[Find out more >](#)



RegioJet: New services between Prague and Chop (Ukraine)

At the end of March, RegioJet launched a direct rail service from Prague via Košice in Slovakia to the Ukrainian town of Chop, the gateway to the Zakarpattia Region. In addition to the Prague-Přemyšl train service, this is an alternative way of travelling, without changing, on comfortable sleeper trains to the Ukrainian border where you can connect to Ukrainian Railways services. The biggest advantage of this service is the easy border crossing between Slovakia and Ukraine where there is no waiting in queues on the border, as is the case with coaches, which can last many hours and lengthen journey times in an unpredictable way. Passengers will receive free breakfast, dinner, internet access, coffee and water. The train will run every day.

Source: RegioJet





Extra EuroCity train to link Prague and Berlin in summer.

From the night of 10th/11th June until 14th/15th September 2024, Czech Railways and DB Fernverkehr will run daily extra EuroCity trains in the evening and at night. The two companies would like to offer passengers the chance to enjoy both cities more, spend as much time as possible in them and save on accommodation. The new connections will also help take the pressure off heavily frequented services. The extra EuroCity Berliner departs at 00:36 from Berlin's main station and between 02:53 and 03:01 makes a stop in Dresden. The train arrives at Prague's main station at 05:24.

[Find out more >](#)

Leo Express introduces new spring menu

Despite inflationary pressures on the price of electricity and food, Leo Express have decided not to raise the price of on-board refreshments and to keep the fare between Prague and Ostrava to 99Kč and upward. Leo Express also recorded a year-on-year growth in refreshments business of 70%. The new on-board menu which Leo Express changes every three months includes Czech, Asian and Balkan cuisine, and in spring the menu will also feature ice cream.

Source: Leo Express



Trade news

Data and Research

Tourism in Czechia reaching pre-Covid levels thanks to CzechTourism promotion

Although when compared to 2019 the number of businesses and workers in tourism is lower (due to the pandemic), it's still the case that tourism makes a significant contribution to the Czech state budget. In 2022 the industry accounted for 2.22 % of GDP and employed 225,500 people. These are statistics from the Czech Statistical Office taken from the country's tourism satellite account. This confirms that promoting Czechia abroad as well as at home bears fruit, and this is something CzechTourism will continue to do. For this year the agency is preparing a campaign aimed at attracting a wealthier clientele to the country.

[Find out more >](#)





The majority of women want to relax and spend time with their partner or family on vacation

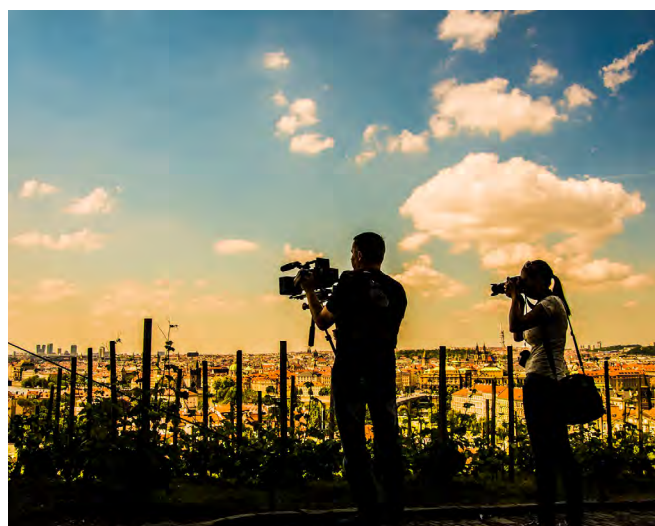
Independent recreation spent with a partner in organised accommodation – that's the way most women who arrive in Czechia from abroad like to holiday, just like women from this country. Both groups prefer the same mode of transport to their chosen destinations - by car or other motor vehicle. However, there is a difference in the activities they prefer – while women from abroad mainly go for culture, Czech women prefer hiking. These are the findings of a study on domestic and incoming tourism in 2023.

[Find out more >](#)

Czechia irresistible for film buffs as enthusiasts seek out film locations

Almost half the tourists in Czechia in the last five years visited places where films or series have been shot. According to a CzechTourism study, the most common destinations were castles such as those at Hluboká nad Vltavou, Bouzov, Červená Lhota and Karlštejn, and the towns of Český Krumlov and Prague, in particular their historical centres. Film tourists also often seek out Lednice, Telč, Hořovice and Karlovy Vary.

[Find out more >](#)



Product news

Cities & Regions

Central Bohemian Region



New exhibition at the National Brewing Museum

This museum in Kostelec nad Černými lesy near Prague is putting the finishing touches to a three-year project to bring a historical building and brewing equipment back to life. Even a functional, wood-fired 1930s brewhouse, the largest of its kind in the world, has been renovated. The exhibition has been supported by EHP Funds with 1.45 million euros. The museum covers 4000m² of the former Černokostelecký Brewery. On show is brewing technology from the days of Austro-Hungary.

Source: National Brewing Museum

Dobříš Chateau has a new multimedia exhibition

for this year's season a new, modern, multimedia exhibition tracing the story of the Colloredo and Mannsfeld families has been installed in the south wing of the chateau. Museum exhibits, multimedia screens and authentic photographs and recordings are part of the tour that tells the story of two old noble families and relates the history of this rococo pile with particular emphasis on the troubled 20th century. From late March, the French park, the Orangery (housing an interactive exhibition) and the JCM Gallery featuring an exhibition called The Magic of Discovery: From hieroglyphs to Tutankhamun, will be open to visitors.

[Find out more >](#)



Ústí Region



A new section of the Elbe Cycle Path to be added

The Ústí Region has begun work on a new section of the Elbe Trail between Roudnice nad Labem and Litoměřice, a 1km section near the village of Nučnice. The new trail will link up the existing cycle path between Třeboutice, Křešice and Nučnice and onwards towards Roudnice it will join a trail into the village of Lounky. This new piece of infrastructure will include a bridge across the Úštěcký Stream. Work is planned for this year, meaning cyclists will be able to use a new, safe stretch of the Elbe cycle path in the 2025 cycling season.

[Find out more >](#)

Žatec – A town of hops

For the upcoming season the Temple of Hops and Beer has prepared new tours in the town of Žatec as well as trips out into the landscape of hops – recently added to UNESCO's world cultural heritage list. Visitors can also look forward to an interactive game – Grow your own Hops - which will be launched at the start of the summer holidays.

[Find out more >](#)



Pilsen Region



Pilsner Urquell: Tour receives prize at World Travel Awards 2024

The tour at the Pilsner Urquell Brewery has been declared the best brewery tour in Europe. It was handed the accolade at the World Travel Awards 2024, with representatives of Pilsner Urquell receiving the prize at the 31st awards ceremony during the international ITB BERLIN trade fair.

Source: Pilsner Urquell

South Bohemian Region

A Year in Tábor with Jan Žižka

This year marks 600 years since the death of the Hussite warlord Jan Žižka. On the occasion of this anniversary, the town of Tábor is planning a number of events. A large exhibition of works by local schoolchildren on the theme of Jan Žižka will run until the end of November on the shores of Lake Jordán, and in June an open-air festival will take place on Žižkovo Square. In July visitors to the town can look forward to a re-enactment of the Battle for Příběnice Castle, and in September the historical town centre will witness an international history festival called Tábor Encounters. Žižka Weekend, a commemorative event to honour the memory of Jan Žižka, is set for 10th to 12th October during which the public will have the chance to visit Žižka's military camp.

Source: Toulava.cz



Liberec Region



Region to provide millions to tourist areas

The Liberec Region is working with the Czech Paradise area, the Jizerské mountains, the Krkonoše, the Lužické mountains and Mácha's Land to develop tourism in the region. This year, each of them will receive a grant of two million crowns from the regional authority budget. The grant is conditional on fulfilling certain tasks over the course of the year. In this way the Liberec Region hopes to encourage the further professionalisation of destination management companies that oversee tourism in the region.

Source: Liberec Region

Hradec Králové Region



Fairytale Krkonoše wins prize at Tourism Grand Prix

A tourism product called Fairytale Krkonoše secured second place in the Best Tourist Product category at the Tourism Grand Prix 2024. This product offers a complete overview of activities for families with children. The project networks suitable places for this target group and works on the principle of partnership between destination companies and information centres, traditional services providers, charitable organisations and regional producers, all with the theme of the mythical figure of Krakonoš. The judges appreciated the fact the project motivates families to visit lesser-known places.

Source: Krkonoše – Association of Towns and Municipalities

Pardubice Region

Litomyšl launches spa season

Visitors to the East Bohemian town of Litomyšl would look in vain for curative springs or mud packs! Nevertheless, they can attend the grand opening of the thirteenth spa season in a town often dubbed “spa for the soul”. This year’s traditional, slightly tongue-in-cheek cultural event is dedicated to Bedřich Smetana. Those attending can look forward to various types of concerts, the launch of an escape game, a spa procession, an exhibition marking the Year of Czech Music and contests to find the most attractive women’s hat and spa couple. Organisers haven’t forgotten about “spa refreshments”, in this case ample amounts of great food. Litomyšl will celebrate its faux spa season opener from Wednesday 24th to Sunday 28th April 2024.

[Find out more >](#)



Vysočina Region



Mountain Bike World Cup 2024

This year’s Mountain Bike World Cup will take place between 24th and 26th of May in Nové Město na Moravě and will include an attractive new feature - elite category races in the XCC Short Track discipline will not be held on Friday evening, as has been the custom until now, but on Saturday around lunchtime. Spectators can look forward to four elite races in two days as well as a programme of side events. Nové Město will also be the last major race in Olympic qualifying. Cycling’s mega-star Peter Sagan is expected to be in the starting line-up.

[Find out more >](#)

Olomouc Region

Olomouc's Poesiomat in six languages

A new Poesiomat was installed on Svatováclavské Hill in Olomouc in March featuring songs by Karel Plíhal, Jaroslav Hutka and Karel Kryl, the poems of Jiří Wolker, poetry in German, Polish and Hungarian and a symphony that Mozart composed during a stay in Olomouc. "We have tried to capture the historical and cultural diversity of our city as best possible. Many prominent German-speaking authors once lived and worked in Olomouc. Two tracks are dedicated to the Václav Burian Prize and there are recordings of poems in Polish, Slovak and Hungarian," lists David Voda, chairman of the committee for the Václav Burian Prize. "When we add this to Czech, German and English, our six-language Poesiomat has an almost Babylonian feel," concludes Voda with a smile.

Source: Olomouc Museum of Art



Zlín Region



Ploština – A new tourist attraction in Eastern Moravia

A former shepherds settlement called Ploština witnessed a terrible event during WWII. On 19th April 1945 the village was burnt to the ground. This tragic event is commemorated at three different sites. The first of them is Ploština Memorial consisting of five concrete obelisks symbolising five raised fingers. The second site is the new, futuristic-looking structure of the visitors centre where you will find an exhibition called "Tragedy at Ploština". This building has a particularly interesting design - the oval building with a green roof is partially buried in the slope of the meadow and blends seamlessly with the surrounding landscape. The exhibition inside tells the story of the tragic events. Nearby farm buildings host the third site, an exhibition called "New Ploština" which traces the history of the village after 1945.

Source: East Moravian Tourist Authority

New features at the Archbishop's Palace in Kroměříž

The baroque archbishop's palace has come up with attractive new features for visitors. For instance, an exhibition on the archbishop's guard will open in the Mlýnská Gate. Visitors will also have access to the second floor and the tour route will now include the library, the Chapel of St Sebastian and the coin collection. For the first time the public will be able to take a look into the Treasury – pictures by the Renaissance artist Lucase Cranacha the Elder and a Burgundy Bible dating from the 13th century will be exhibited in this late Gothic space. In the picture gallery there will be an audio guide, and children will be able to try out the interactive game called Bishop Karl's Dream.

[Find out more >](#)



Wallachia Region: Rest and Admire the View

You might here this phrase a lot on the border between Moravia and Slovakia and that's what gave this project its title. Visitors to the ridges of the border mountains can enjoy some wonderful scenery as well as recharge their batteries and get information for the way ahead. Those behind the project have positioned 20 carved timber benches and information boards on the ridge of the Javorníky and Vsetín Beskydy Mountains. Visitors can sit on these benches and admire the view across the landscape. There are also QR codes on the information board which download a myth or story relating to the given place to your smartphone.

[Find out more >](#)

Moravian-Silesian Region

Ostrava to host Ice Hockey World Championships

Between 10th and 26th May, the largest city in North Moravian will host the Ice Hockey World Championships. Matches in group B will take place at the Ostrava Arena – this includes teams from the USA, Germany, Sweden, Slovakia, Latvia, France, Kazakhstan and Poland. The venue in Vítkovice can hold 10,000 spectators and hosted world championship matches in 2004 and 2015.

[Find out more >](#)





Children and Youth Olympics

The 11th competition for young Olympic hopefuls will welcome 3,395 competitors and offer 78 disciplines over 20 different sports. The opening ceremony for the multisport event will take place in České Budějovice which will also be the epicentre of the games. Competitors will lock horns at 27 different sports facilities.

České Budějovice, 23.–27. 6. 2024

Source: Czech Olympic Committee

Tim Burton returns to Prague!

The US film maestro invites visitors to take a peek into the innermost corners of his mind. Burton's storyboards, sketches, scenery designs, puppets and photography from film classics such as Beetlejuice, Batman, Edward Scissorhands, Charlie and the Chocolate Factory and Mars Attacks! will be on show at Prague Municipal House.

Municipal House, Prague, 1. 5.– 30. 9. 2024

[Find out more >](#)



Strážnice International Folk Festival

Wonder at the beauty of folk songs, dance, costume, processions and shows, try out dances from exotic parts of the world and sing along to folk music – all this and much more will be part of the 79th Strážnice International Folklore Festival taking place in South Moravia.

Strážnice, 27.–30. 6. 2024

[Find out more >](#)

Smetana's Litomyšl

The Smetana's Litomyšl Festival, the focal point of the celebrations marking the 200th anniversary of Bedřich Smetana's birth, will include all the operas composed by the town's most celebrated son. One of the highlights of the 66th festival will be a concert by the British-Italian tenor Freddie De Tommaso.

Litomyšl, 8. 6. – 7. 7. 2024

[Find out more >](#)





Beer at the Castle

A section of the Royal Garden at Prague Castle beneath the Royal Summer Palace will host another edition of the Micro-breweries Festival at Prague Castle. The event presents beers from all over the country and three foreign breweries. The tasting event offers beer lovers the opportunity to peek into the world of beer and the imagination of brewers who choose the best of their output. Brewers and owners from each brewery will provide visitors with the most comprehensive and accurate information possible.

Prague, Royal Garden, Prague Castle, 7.–8. 6. 2024

Source: Czech-Moravian Association of Microbreweries

The Golden Spike

In the year the Vítkovice Athletics Club celebrates its 100th anniversary, this event promises top athletics performances and a unique chance to see the best athletes performing at their peak just before the Olympics. The women's 100m returns to the programme and the 10,000m and mixed 4 × 400m relay promise to be exception races. Spectators can look forward to Bahaman sprinter Steven Gardiner, javelin thrower Jakub Vadlejch, shot putter Tomáš Staněk and Haruka Kitaguchi, currently the world's best javelin thrower.

Ostrava, 28. 5. 2024

[Find out more >](#)



Air Show

Pardubice Airport will host its 32nd air show, a very popular event. As always, many period planes powered by radial motors, as well as acrobatic and military planes, will be on show. There will also be a programme on the ground with many activities and demonstrations for adults and children alike. This large-scale theatre will depict scenes from the history of aviation and famous war scenes.

Pardubice, 1.–2. 6. 2024

Source: Sdružení Aviatické pouti



The first art trade customs warehouse

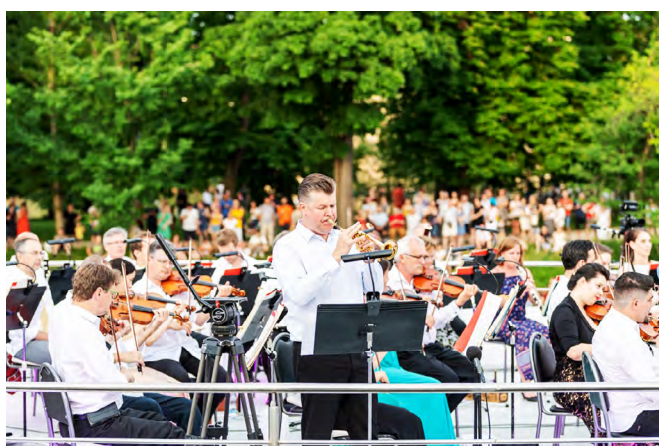
Czechia has joined five other European countries in setting up a customs warehouse intended for the art trade. A company called Artex received permission to set this up in Měšice near Prague in the autumn. This will make it easier for collectors, investors and those trading in art to import and export works of art that originate in countries outside the EU. When placing an imported work in the customs warehouse no VAT is paid until the owner picks the work up from the warehouse in order to display it at home or trade it elsewhere in Czechia or the rest of the EU. In the 460 m² depository and showroom anyone can view and choose from over 800 works of art from a whole array of artists, which means the facility also serves as a commercial gallery.

[Find out more >](#)



Corporate news

CzechTourism News



Classical music? Czechia is the destination for you

Classical music is one of the top cultural tourism themes for CzechTourism, coinciding with the Year of Czech Music. The current year ending in a magical number 4 will offer a unique opportunity to promote Czechia in this respect across the world. CzechTourism has a whole range of activities at the ready designed to showcase this country as a musical superpower.

[Find out more >](#)

New Convention Bureau Publication

A department of the Czech Convention Bureau has published a new monthly bulletin – this time it contains team building tips in each of the regions of the country. As always this can be downloaded from the CzechTourism website.

Source: Czech Convention Bureau

