

# Newsletter

## for Foreign Offices



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CzechTourism News



## Czechia has much to offer in the field of gastrotourism

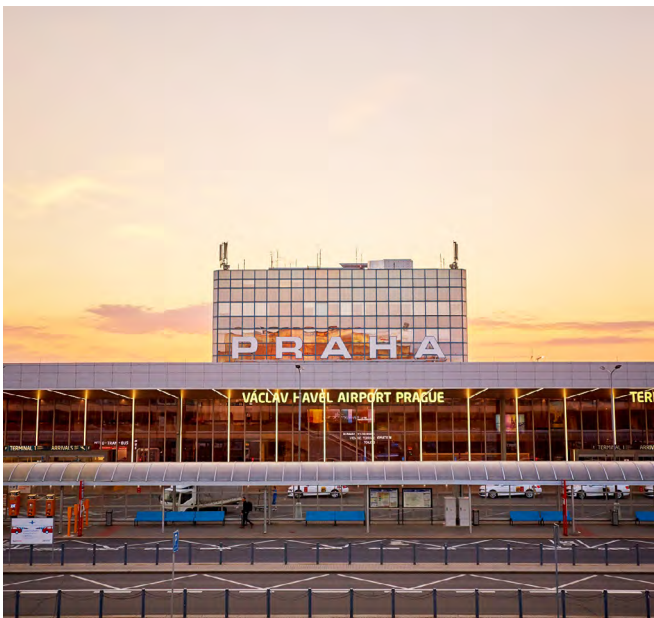
The Czech gastronomy scene is ready for discerning customers and the country's restaurants, cafes and other establishments have a lot to offer affluent clients. A joint effort with the world-famous Michelin restaurant guides will lead to initiatives to push Czechia forward in this respect, and attract to this country a higher number of affluent clients from other countries, as well as promoting the regions away from the capital.

[Find out more >](#)

## New hotel opens in Kutná Hora

The new hotel Barborský dvůr has opened on Komenského Square in the historical heart of Kutná Hora. It was created by carefully renovating the original late-17<sup>th</sup>-century home of the architect Jan Baptista Spinetti. The hotel offers accommodation in 19 double rooms in two categories - Comfort and Comfort Plus. Design-wise all the rooms are different and of varying sizes. In some places guests will discover period vaulting, original stone elements and timber beams, in others large French windows. The building houses the Kozlovna Barborský dvůr restaurant which also offers refreshments to hotel guests.

[Find out more >](#)



## Changes to Prague airport parking

The parking system at all car parks at Prague Václav Havel Airport is about to change. "From May, on arrival at the airport drivers will see one of the most advanced systems on the market, and one that will bring many benefits. We believe drivers will welcome the possibility to pay at the entrance gates using contactless payment methods or by smartphone using a QR code," stated Jakub Puchalský, member of the Prague Airport board. The new system only works with barcodes and QR codes and the barriers are equipped with lights and more sensitive cameras that can read registration numbers better. There will also be changes to tariffs.

[Find out more >](#)

## Georgian Wings now offering direct flights between Prague and Tbilisi

Another direct flight to the Caucasus will foster trade links between Czechia and Georgia as well as providing a great opportunity for Czech tourists to see undiscovered parts of the Georgian capital and the country beyond. The airline Georgian Wings will launch the route between Prague and Tbilisi, with flights twice weekly on Tuesdays and Saturdays from 4<sup>th</sup> May. A Boeing 737-300 seating 148 passengers will be used for the flight.

[Find out more >](#)



## New rail link between Brussels and Prague - no change required

Four countries and four European cities on a single route - an extended European Sleeper night express service between Brussels and Prague has been launched. From 26<sup>th</sup> March 2024, passengers can travel three times a week from Belgium to Czechia and back, with a journey time of around 15 hours. There are also new stops in Dresden, Bad Schandau, Děčín, Ústí nad Labem and Prague. Paris and London are now only one change in Brussels away from Prague.

[Find out more >](#)

## Czech Railways ready for the cycling season

Czech Railways now carry bicycles on almost all of the 9000 services listed in the 2024 timetable. Special tourist and cycle trains serve selected locations popular with cyclists and hikers throughout the tourist season. People looking to enjoy a cycling trip also have at their disposal tens of cycle hire points called ČD Bike. In some of these you can even hire a popular e-bike or scooter. "Bike transportation is one of our most widespread services. We can transport bikes on local on branch-line trains, on high-capacity suburban lines and even on expresses and international trains including the Pendolino and Railjets. We carry cyclists on day trips as well as on holiday epics along long-distance cycling trails or to cycling destinations both here and abroad," states Jiří Jeřeta, member of the board and deputy director for passenger transport at Czech Railways.

Source: Czech Railways





## FlixBus adds new stops in Switzerland

The Flix company, which operates coaches under the FlixBus brand, has announced the expansion of its network to include new stops in Switzerland. The current Zurich – Munich – Prague route has been extended in Switzerland to the tourist resort of Interlaken. A stop in the town of Zug has also been added. A company called Umbrella Coach and Buses runs the service between Prague and Interlaken on behalf of FlixBus.

[Find out more >](#)

## Trade news

## Data and Research

### Historical sights in Czechia are some of the main drivers of tourism

In the past year, cultural sights in Czechia were visited by 43% of foreigners and 36% of domestic tourists. This makes a total of over 21 million visits, a year-on-year increase of 3 million or 17%. The most visited places were castles and chateaux. A leading role is played by sights in Prague where visitors also spend the most money on this type of activity. Of all the foreign visitors to Czechia travellers from the USA, France, Spain and Italy most often visit such places.

[Find out more >](#)



## Trade news

## MICE



### Prague to support conference travel

Prague city council has approved further support for the conference tourism. This year the city will support the sector to the tune of CZK 3,745,000. This will finance a public tender called Promoting Conference Tourism in Prague which the successful bidder, the Prague Convention Bureau, will oversee. Investing into conference tourism is key to economic prosperity, and Prague's position as the fifth most popular conference destination show how successful it has been in this sector," stated deputy Prague mayor for culture Jiří Pospíšil.

[Find out more >](#)

## Prague

### Franz Kafka year to be lively

In a joint effort with Prague City Tourism and the Municipal Library in Prague, the Czech capital has kicked off Franz Kafka Year to mark the anniversary of the writer's death. A program which includes a series of projects with a Kafka theme has been put together. In addition to film, literature, theatre and music there will also be a marketing campaign which will include a specially decorated tram sporting motifs from Kafka's life. As part of the Kafka events, a website called Franz Kafka - Prague.eu has also been launched. Here the public can find basic information on the writer, iconic locations in Prague and guided walks around the places where Kafka lived.

[Find out more >](#)



### A new era for the Máj department store

On completion, this iconic historical building on the corner of Národní and Spálená streets will open to the public in June under the name Máj Národní. The reconstruction project has created a modern leisure facility for all ages within the Máj Národní department store, aimed at tourists and for the people of Prague. But the period character of the building has been preserved and that includes the 1970s architectural features. An area of 17,000m<sup>2</sup> in central Prague will be dedicated to retail space, gastronomy and an entertainment centre.

[Find out more >](#)

## Central Bohemian Region

### Průhonice Park boasts a new exhibition

Two new exhibitions have opened at a place called the Rybárna in Průhonice Park near Prague. The timber section is dedicated to water in the park and ecosystems in flowing and standing water. Visitors can learn what role water plays in the park, water organisms they can spot in the park's water courses and which ones inhabit flowing and standing water. The brick section of the building now reveals the secrets of Průhonice Park. You can learn about the principles of landscaping which the creators of the park used.

[Find out more >](#)





## New features in Toulava

“Toulava, from Tábor to us...”, “If you long to wander, head to Toulava” – the Toulava tourist area has some new slogans. The local authorities have launched a new program to promote four key themes – The Trails of Toulava, Wonderful Toulava, the Vltava and Toulavka Map. The spring marketing campaign has already been launched and the project Trails to Prčice will run all year. The Toulavka hiking map will be updated and work will also be done to update the Toulava Beer Trail and Mr Vok’s Trips. On 11<sup>th</sup> May the local bike park at Monínec will reopen, and on 1st of June the 6<sup>th</sup> edition of the ToulavaFEST touring festival will take place in Vysoký Chlumec.

[Find out more >](#)

## Ústí Region

### New addition to the open-air museum in Zubrnice

The museum in Zubrnice is the only one in the north of the country that examines the way of life, culture and the connection of the original inhabitants with the landscape in the former Sudetenland and the area’s postwar transformation. At the open-air museum craftsmen now work in a barn brought from Zadní Lhota u Těchlovic, with outbuildings from Loubí. In the barn visitors can see a unique timber treadmill dating from 1814.

[Find out more >](#)



## Karlovy Vary Region



### New additions to Smrčiny Bike Centre

Those into all-terrain cycling can look forward to further developments at the popular venue near Aš. For pro riders in Aš there is the 4-cross course where high jumps make it one of the hardest in Europe. Near the sports area there are now two downhill trails (Jahn, Koerner) which start at the top of Háj Hill (near the Háj Tower) and one lighter trail (Bismarck) which begins near the sports facilities and leads to the start of the other trails. Another trail is a long, technical route (Faust) which takes riders through the wider area around Háj. This year the operator is set to complete construction work on more new trails.

[Find out more >](#)

## Pilsen Region

### Pilsen Ethnographic Museum opens following renovation

Following extensive renovation work, in late April the Pilsen Ethnographic Museum opened its doors once again. The two museum buildings have been entirely revamped and now boast two completely new, modern tour routes. The first examines the years 1830 – 1900 tracing the life of an individual from the countryside. The second tour is dedicated to clothing and selected professions in the city of Pilsen and its outskirts.

[Find out more >](#)



### Svěťce Riding School: Visit a unique location

After 23 years of reconstruction work Tachov's national cultural monument – the neo-Romanesque and neo-Renaissance Svěťce Riding School - reopened at the beginning of the new tourist season. The school was built on the initiative of General Windischgrätz 162 years ago, and now visitors can access all the interiors and take a fascinating tour. "For visitors we have prepared a new exhibition on herbalism and the Bohemian Forest, an exhibition on period clothing and on the stables featuring information panels. There's a blacksmith's forge, a blacksmith's cottage, a display dealing with ironmongery, carriages and an exhibition on the rooms inhabited by the local aristocracy and their visitors," lists the warden Pavel Voltr. The riding school will also serve as a venue for cultural events.

[Find out more >](#)

## Pardubice Region

### Litomyšl: Smetana's birthplace to open in June

On Sunday the 9<sup>th</sup> of June, on the occasion of the 200<sup>th</sup> anniversary of Bedřich Smetana's birth the public will once again have access to the flat where he was born in Litomyšl. This is located on the ground-floor of the former chateau brewery. Visitors can look forward to new exhibition, to experiencing the atmosphere of the 19th century and enjoying a multimedia show. The exhibition examines Smetana's life and work.

[Find out more >](#)





## Three new cycle bus routes for the new season

Traditional summer cycle buses are set to return, services that transport lovers of life on two wheels around the beauty spots of East Bohemia from late May until late September. Although the public's interest in the service is waning, the Pardubice Region still intends to fund most of the costs associated with it. However, changes will be made to the timetable. Over time it has been shown that of the seven services only three are used regularly. This summer, cyclists can travel from Lanškroun, Litomyšl and Pardubice to Deštné in the Orlické Mountains.

[Find out more >](#)

## South Bohemian Region

### New cycling trail near Lipno

The inauguration of a new section of the Vltava Cycle Path between Loučovice and Vyšší Brod on Saturday 4<sup>th</sup> May launched this year's cycling season in South Bohemia. The new stretch of cycle path is 5.5km long and begins in front of the Chapel of St Procopius in Loučovice, ending in Vyšší Brod at the entrance to the Pod Hrází campsite. At the beginning of the trail the route hugs the left bank of the Vltava, passing between the river and built up area of Loučovice as far as the bridge. From there it heads along the right bank of the Vltava towards Čertova stěna, then to Lipno II reservoir to the aforementioned camp.

[Find out more >](#)



## Liberec Region



### Butterfly house opens in Liberec

After Carlsbad, Prague, Brno, Ostrava and other places around Czechia, exotic butterflies can now be admired in Liberec. In early April, Papilonia butterfly house opened a permanent exhibition in the town. And don't worry if you have already seen the other butterfly houses in the rest of the country – each one is different. The Liberec branch can be found in the Forum Liberec shopping centre in the city centre itself. It attracts visitors with the most beautiful butterfly species in the world as well as the mystery of a plane that came down in the middle of the jungle.

[Find out more >](#)



## Vysočina Region

### The region will once again support UNESCO heritage

Žďár nad Sázavou, Třebíč and Telč, towns with UNESCO-listed sites, will this year receive a subsidy of 350,000 crowns from the Highlands Region. This will allow Žďár to embark on a project called Thirty Years on the List of Stars which brings together history, culture and 21<sup>st</sup>-century experiences. The climax will come in mid-August when among other things there will be concerts at the Konvent pond. Visitors to Třebíč can look forward to a rejuvenated model of the Jewish Quarter and an audio guide (in Czech English and German) to the local Jewish sites, in Telč to the cultural program for the autumn Saint Wenceslas festival, an exhibition of pictures by David Bartoň at the Municipal Gallery, the Firefighters House and improvements to infrastructure.

[Find out more >](#)



## Olomouc Region

### The Holba Brewery has a new visitor centre

For two years, teams of specialists have been working on a complete rebuild of the visitor centre at the Holba Brewery in Hanušovice. The reception, the audiovisual hall and the Brewery Museum tracing the creation and development of the brewery in Hanušovice have all undergone a transformation. “We have mapped out the development of the brewery from its very beginnings until the present day. A collection of period cooper’s tools which introduces the public to the skill of craftsmen who breweries employed from the very beginning has been added to the traditional exhibition,” explains Blanka Strnadová, Brewery Museum director. “The second reinstated exhibition is dedicated to the flagship Holba beer, Šerák, and the third to the Brewery Walk event. With the last two themes we have managed to bring together a whole array of period materials,” says Strnadová. Brewery tours add meat to the bones of history, acquainting visitors with brewing techniques, raw ingredients and technology used here.



[Find out more >](#)

## South Moravian Region

### Vranov Dam celebrates 90 years

This year it will be 90 years since the Vranov reservoir was built. This has become one of the most popular recreational areas in South Moravia. The “Moravian Adriatic” is one of the warmest and cleanest reservoirs in Czechia, and the landscapes around attract visitors with picturesque views, unspoilt nature and hiking opportunities. For the anniversary a number of cultural, sporting and gastronomic events is planned. Events kick off over the weekend of 25<sup>th</sup>-26<sup>th</sup> of May, with the programme running until October.

[Find out more >](#)



## Zlín Region



### Velehrad named European heritage site

A European Heritage Label has been awarded to Velehrad and 16 other Cistercian monastery landscapes in five different countries by the European Commission. This has been achieved through cooperation with CISTERSCAPES (Cistercian Landscapes across Europe) to which Vyšší Brod, Žďár nad Sázavou, Plasy and Velehrad belong.

[Find out more >](#)

### Lázně Luhačovice returns to the Sun Spa

By renovating some disused spa houses in Luhačovice a facility has been created that documents the spa industry and the cultural ambience of the 20<sup>th</sup> century. A new exhibition has been installed in the building of the erstwhile Hydrotherapy Institute which is dedicated to the history of the town, works by Slovak architect Dušan Jurkovič and the relationship of the composer Leoš Janáček to Luhačovice. The River and Sun spas with their distinctive timber cabins have also been renovated, the former pool there has been transformed into a decorative biotope. Over the last weekend in May the Sun Season will be officially launched including a program for the general public. The facility will serve as a venue for cultural events for all ages, themed days and exhibitions.

[Find out more >](#)





## Baťa region attracts visitors

Symbolically coinciding with the date on which Tomáš Baťa was born (April 3<sup>rd</sup>), a new tourism product called Baťa Region has been launched. On that day the website [www.batuvregion.cz](http://www.batuvregion.cz) also went live, bringing an overview of what's on offer as far as attractions and places associated with the Baťa story are concerned, from the iconic Baťa skyscraper to the Tomáš Baťa Monument and the Baťa Canal. DMO Zlínsko a Luhačovice and the city of Zlín, the East Moravia Tourist Board and the individual tourist sights worked on this tourism product for over a year.

[Find out more >](#)

## Moravian-Silesian Region

### Photo point brings surroundings of Vrbno pod Pradědem to life

A giant chair and two swings are set to attract visitors to take walks around Vrbno pod Pradědem. These will serve as newly installed photo points offering a fun way to see the town's surroundings as well as an opportunity to share the beauty of Vrbno with others. "The idea for the project to create a photo point came thanks to the swing near Železná, which was until recently a popular attraction due to the views it afforded of Vrbno. The swing was, however, situated on privately-owned land and so the idea came about to create an interesting tourist attraction on a municipally-owned plot", stated Monika Návojevová, city project manager and public relations officer.

[Find out more >](#)



## Product news



## Culture & Sport

### Puppetry in Chrudim

This amateur puppetry show and workshop was first held in 1951 making it the longest running puppetry festival in the world. The program of the 73<sup>rd</sup> edition will include amateur puppet shows, an open program, shows by municipal, independent and amateur theatres, concerts, a street puppetry festival, exhibitions, lectures, puppet film screenings and many other events.

**Chrudim, 28. 6. – 4. 7. 2024**

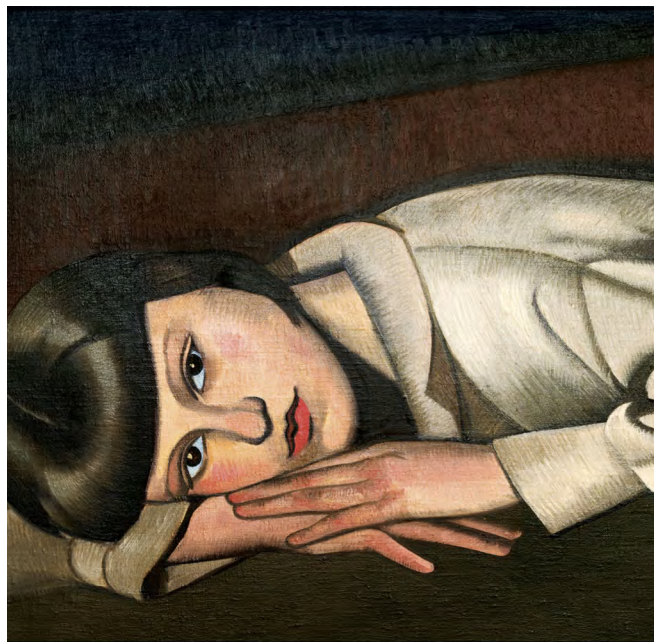
[Find out more >](#)

## New Realisms at Prague's Municipal Library

Scenes from a coffeehouse, captured joy and the flipside to life in the city and the countryside. Female emancipation, ethnic minorities, fashion and technology. An exhibition called New Realisms at the GHMP examines all these themes and more through paintings, sculpture, photography, film and advertising. The exhibition takes a fresh look at the perception of culture and art between 1918 and 1945 in 313 works. Visitors can view Karel Čapek's and Josef Sudek's photographs, paintings by Jan Zrzavý and Milada Marešová, sculpture by Otto Gutfreund and works by several "forgotten" painters.

**Municipal Library, Prague, until 25. 8. 2024**

[Find out more >](#)



## New circus festival in Ostrava

The Slezskoostravský Castle in Ostrava will come to life on June the 8<sup>th</sup> when the new circus festival called CIRKULUM will take place there. This spectacle promises many an unforgettable moment packed with new circus talent. Visitors can look forward to acrobats from all over the world, a grand opening performance and new pieces from Ostrava's performers working with international new circus ensembles. The star of the festival will be the Franco-Italian artist Circo Zoé with his enthralling performance called Deserance.

**Slezskoostravský Castle, Ostrava, 5. –9. 6. 2024**

[Find out more >](#)

## Three decades of the Kutná Hora Silver Festival

The annual Gothic celebration, the symbolic opening of the tourist season in the town of Kutná Hora (a UNESCO world cultural heritage site) will take place this year for the 30<sup>th</sup> time. The Royal Silver Festival in Kutná Hora sees the Czech royal mining town return to the early 15<sup>th</sup> century. For two days, the entire town and the mint in the Italian Court come to life, the event based around the fictitious story of the arrival of Czech King and Holy Roman Emperor Václav IV and his entourage. Rich and proud "miners" welcome the king, a fair is opened, Saint John's fire is lit and a huge folk bash begins in honour of the popular ruler.

**Kutná Hora, 22.–23. 6. 2024**

[Find out more >](#)





## Vintage cars in Slavkov

Admirers of vintage cars, motorcycles, tractors, bicycles and other vehicles will gather once again against a backdrop of the park around Slavkov Chateau. The newest exhibit at the show dates from 1989, but every year Slavkov welcomes unique vehicles, some of which were around in the days of the First Republic. The event always draws thousands of history and vintage car fans from this country and abroad, and is lent extra attraction by ladies in period dress including hats and sun shades dating back to interwar Czechoslovakia. People dance the swing between the exhibited cars and there's lots of fun laid on for children, too. The event includes a large spare parts and antiques fair. **Slavkov u Brna, 29. 6. 2024**

[Find out more >](#)

## Ride of the Kings in Vičnov

Multi-hued costumes and traditional equestrian ornament, song, music, local treats and great wines, all amid the blossoms of spring – the Ride of the Kings in Vičnov is a grand spectacle and a piece of pure tradition native to the Slovácko region of Moravia. The celebrations always attract thousands of visitors, many of whom come back time and time again. Since 2011, the Vičnov Ride of the Kings has been listed by UNESCO as a piece of intangible world heritage. **Vičnov, 25-26. 5. 2024**

[Find out more >](#)



## Superbike World Championship in Most

Most racing track is set to host the WorldSBK championship, the world championships for superbikes, the fastest class of road motorcycle racing. Last year the event attracted 54,000 visitors. Over the weekend spectators will watch races in the WorldSSP300, WorldSSP and WorldSBK categories. There will also be a wide selection of side events for them to enjoy, too. The WorldSBK championships always include a lot of interaction with spectators who can enter the paddock and see the teams' technical areas close up. In the paddock there will also be autograph signing, meet-the-riders events, a stage show and other traditional events for fans of the Superbike world championships.

**Most racing track, 19.-21. 7. 2024**

[Find out more >](#)



## Czechia – A unique country just made for active breaks and spa stays. CzechTourism’s foreign marketing campaign has begun

CzechTourism’s key promotional campaign for this year is entitled “Unexpected Wellbeing” and shows foreign tourists how they can get active on holiday as well as relax and take it easy. This follows on from the striking, award-winning 2023 visual “Unexpected Traditions” and, working closely with the regions, takes the theme of active tourism into unconventional waters. So, what is the aim? To attract to Czechia as many travellers from across the globe as possible. The visuals, which highlight the main themes of active and spa breaks in Czechia minus the stereotypes, were created for CzechTourism by the VCCP agency.

[Find out more >](#)



## Czechia becomes an ever more popular golf destination

Golf tourism is one of the most significant sources of income for the tourist industry. Golf is popular both among domestic and foreign tourists. In this respect Czechia can offer entertainment for all the family. The country’s position as a leader in Eastern Europe is underscored by the opening of the largest golf destination in the country, the 55 HOLES Golf Destination which came about by joining together two golf resorts - Prosper Golf Resort Čeladná and Golf & Ski Resort Ostravice.

[Find out more >](#)