

Newsletter

for Foreign Offices



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The Julius Prague awarded Green Key certificate

Hotel Julius Prague has let it be known that it has achieved a prestigious Green Key certificate, recognition of its commitment to ecological sustainability and responsible management in the accommodation and dining services sector. Green Key is an international eco award for tourist facilities, overseen by the Foundation for Environmental Education (FEE). Since 1994 it has set the standard of excellence when it comes to the environment and sustainable operations in the tourist industry. Facilities are assessed according to strict criteria, among which are energy efficiency, water saving measures, waste management, sustainable resources and guest involvement.

[Find out more >](#)

Almanac X at Alcron Prague has a new head chef

New head chef Richard Bielik will now be responsible for food experiences for hotel guests, conference groups and locals at the popular Almanac X restaurant within Prague's Alcron hotel. In an exclusive interview he gave to the Prague Convention Bureau, you'll find out tasty dishes guests can look forward to on the new menu, as well as learn a bit about the man himself.

[Find out more >](#)



New RegioFox arrives in the South Bohemia Region

Czech Railways have put the first modern RegioFox trains into regular passenger operations in the South Bohemia Region. The "foxes" as these two-carriage diesel units have been nicknamed began temporary service on the line between Veselí nad Lužnicí and České Velenice. When the new timetable is published in December, passengers in the south of the country will be transported by seven RegioFoxes that will link the major South Bohemian towns of Tábor, Písek and Strakonice. Czech Railways has ordered a total of 106 RegioFoxes from the Polish company PESA. This year, almost 60 will be brought into service.

[Find out more >](#)



Interest in the Czech wine producing regions grows

Wine tourism in Czechia is experiencing dynamic developments and is becoming an important part of the tourist industry. One of the most popular wine destinations is South Moravia, in particular Mikulov and the surrounding area. Just last year, 27% of domestic and almost 43% of foreign visitors took the decision to enjoy the region's food experiences and wine tasting. Confirmation of the growing trend is the fact that next year the prestigious wine tourism conference, IWINETC 2025, will take place in Czechia.

[Find out more >](#)

Trade news

MICE

Conference sector in Prague prospering - PCC posts record takings

Prague Congress Centre (PCC) continues to grow and has another successful year under its belt. Results for 2023 show a 15% growth in overall takings which reached a record 609.6 million crowns. Takings in the conference sector of the centre increased by 10% to 441.7 million and the hotel Holiday Inn Prague, which is owned by the PCC, saw a 30% increase in turnover to 167.9 million crowns. In the long-term, the PCC is successfully moving into the area of premium provider of international conference services, a fact underlined by continuing growth in business in the short-term rentals sector.

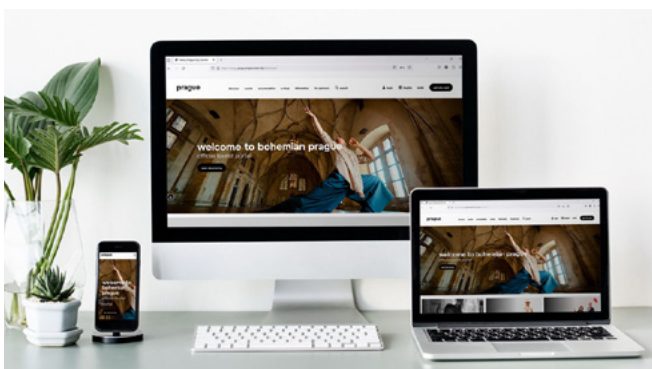
[Find out more >](#)



Product news

Towns & Regions

Prague



Prague City Tourism smart online tool to make visits to Prague simpler

Prague City Tourism has launched a pilot version of the largest destination website in Prague - prague.eu. The new smart tourism tool which Prague City Tourism had tailor made, will serve visitors to Prague and make their stay in the capital easier. Content will change according to which country the visitor is from. Over the summer the platform will gain more functions and will be brought into full service within months.

[Find out more >](#)

Ústí Region



Litoměřice: Museum to gain new exhibition

The Litoměřice Regional Museum is preparing a new permanent exhibition featuring interactive elements. For visitors this will mean some restrictions, but the museum will continue to offer an interesting program. Visitors can see an exhibition called "Renovation of the old town hall" on the first floor of the renovated old town hall which adorns the town's main square. The museum courtyard now holds an open-air exhibition entitled "The History of the Old Town Hall". According to project plans, the new exhibition should be ready in December 2026, but the Ústí Region is doing all it can for the exhibition opening to take place by December 2025.

[Find out more >](#)

Karlovy Vary Region

Region enters destination management company Postřelí

After the regional assembly signed off this move, the Carlsbad Region joined the Postřelí DMC in early August. This was motivated by a common interest to promote tourism in the Žlutice, Toužim and Bochov areas. Deputy governor for tourism Vojtěch Franta stated that the main reason for the move was to achieve a higher degree of coordination in tourist activities to make more effective use of potential in the given area. "Through its activities the region will be able to oversee that the benefits from tourism are evenly distributed over the entire region. Positive and well-managed tourism development should lead to a greater sense of satisfaction and improve the quality of life of the local people," he added.

[Find out more >](#)



Pilsen Region



Pilsner Urquell Brewery takes visitors to lesser-known corners

A special, normally unavailable experience has been arranged for visitors on selected dates from August 5th to 22nd: the tour will take in parts of the brewery complex which aren't ordinarily visited. "Visitors will travel by bus to see for themselves the sheer size of our production facility. They'll see the legendary Water Tower and the malt-house up close, as well as the filtration hall, the central bottling plant – one of the most modern in Europe with a capacity of 120,000 bottles an hour - and our stores including the automated facility opened in 2023, a new dominant feature of the brewery," states Rudolf Šlehofer, tourism manager at the Pilsner Urquell Brewery.

[Find out more >](#)

South Bohemian Region



South Bohemia's brochures and maps for computers and smartphones

Over 100 different promotional materials and brochures produced by the South Bohemia tourist board (JCCR) can now all be found in one place online – at the website www.jiznicechy.cz (to download, click on the Materiály link). The latest hits are themed cycling maps which include tips for long-distance trips as well as family-oriented and experience tourism. There are also beer-themed excursions and kayaking routes. The total number of publications issued by the JCCR is now over 100. A significant part of them is available in various foreign languages. English and German versions are common, but the “South Bohemia – Pearl of the Czech Republic” brochure is available in nine languages in addition to Czech. Translations into English and German are available especially for more recent brochures and other promotional materials.

[Find out more >](#)

Hradec Králové Region

The 1866 War in Chlum to have new exhibition

The Hradec Králové Region has chosen a contractor for the new permanent exhibition on the Austro-Prussian War of 1866. “This fresh, permanent exhibition at the Museum of the 1866 War in Chlum will utilise the building to the maximum and give visitors a memorable experience. It has been designed to provide information on the conflict in an engaging way. This means visitors will be drawn into the story and perceive it with more senses than just their eyes. The new exhibition at the Museum of the 1866 War is set to open to coincide with the 160th anniversary of the Battle of Hradec Králové in 2026,” stated the deputy minister for culture Martina Berdychová.

[Find out more >](#)



South Moravian Region



Virtual reality at Boskovice Castle

Boskovice Castle has come up with a unique idea that will enhance tours of the castle complex. Virtual reality technology means visitors can see the historical development and long-since defunct features of the castle courtyard. Using VR headsets they can watch a five-minute 3D video of the courtyard. Five VR headsets will be available in a special area of the castle courtyard.

[Find out more >](#)

Olomouc Region



New tour at Bouzov

As part of this year's theme at sites administered by the NPÚ - "Habsburgs in the Czech Lands" - Bouzov Castle has prepared a new feature - the Archdukes Tour. This allows visitors to learn about the Grand Masters of the Order of the Teutonic Knights who came from the Habsburg family. The tour will take visitors to the private quarters of Archduke Evžen, the man who commissioned and partially designed the reconstruction of Bouzov Castle at the turn of the 19th and 20th century. Visitors can also play a game called "Getting to know Bouzov". This is downloaded onto their smartphone and takes them through the castle park as far as the first courtyard.

[Find out more >](#)

Zlín Region

Baťa's Region now in English

The Baťa's Region project is aiming to attract home-grown and foreign visitors by making special places, industrial heritage sites and modern architecture in Zlín, Otrokovice, Luhačovice and other places in the region more welcoming. To this end, all important information on the batuvregion.cz website is now available in English. "The English version will make the Baťa region more competitive with other regions, and will help us build the region's reputation as an attractive tourist destination in other countries," explains Žaneta Kögler, manager of the project.

[Find out more >](#)



Moravian-Silesian Region

"Techno trail" adds new places of interest

A so-called "techno trail", a route linking industrial heritage sites and places associated with various crafts and trades in the Moravia-Silesia Region has added some new destinations. For instance, people can now visit FUTUREUM, which was created from a former tipper and coal mill in the Dolní Vítkovice complex. Other new features include the Koníček brewery, Imaginárium Břidlice u Budišova nad Budišovkou, and the birthplace of the father of genetics, J. G. Mendel in Vražné where people can see an exhibition of agricultural machinery. The fifth new place on the trail is a medieval silver mine located in the village of Horní Město u Rýmařova. This is a unique site where silver and iron ore were mined from the late 15th to the late 19th century.

[Find out more >](#)





Prague International Marathon celebrates its 30th year

Over two days, this year's 29th Prague International Marathon attracted 11,000 participants, 53% of which were from other countries - 93 different ones to be exact. RunCzech also organizes exciting running events in other beautiful towns across Czechia. All of them attracted huge interest among the running community and led runners through some fascinating locations. In the first half of this year, organizers drew over 61,000 runners to nine events in Czechia and Italy. In September, registration for the 30th Prague International Marathon will be launched.

Prague, 4. 5. 2025

[Find out more >](#)

Freemasonry-inspired music in Lednice and Valtice

The 9th Lednice-Valtice Music Festival will once again be a novel experience – it will feature pieces by composers who used freemasonry as an inspiration, names such as Mozart, Hummel, Haydn, Sibelius, Ellington and many more. Their works will be performed by top musicians - the main star of the festival will be violin virtuoso Maxim Vengerov. Czech artists and ensembles set to perform at the festival include the Prague Philharmonic, flutist Jana Semerádová, the Clarimonia Ensemble with Irvin Venyš, Musica Florea, the Czech Ensemble Baroque Orchestra & Choir, Collegium Marianum and several others. Performances can be enjoyed in the Lednice-Valtice area (UNESCO), a place steeped in history and art, as well as in some nearby towns.

Lednice-Valtice area, 14. 9. – 12. 10. 2024

[Find out more >](#)



Karlštejn wine festival

Historical celebrations of wine, "burčák" (young wine), food events and period-themed events enjoy a long tradition in Karlštejn. Each year the village welcomes tens of thousands of visitors and it's no wonder. The access road to the castle is lined with medieval stalls and in addition to wine and burčák tasting there's a colourful program of period-themed events for visitors. Part of the celebrations include gothic-era clothing, performances by dancers and musicians, sword fights, magic shows and much more besides. The climax of the whole event is a historical procession led by the master of the guild and Karlštejn's vintners. Participants are often dressed in period costume.

Karlštejn, 28.-29. 9. 2024

[Find out more >](#)



Tourists discover the beauty of Czechia through sport

Hiking, wellness, fitness and cycling – these are “sporting” activities in which Czechia has seen the greatest interest recently on the part of domestic and foreign tourists. Those looking for active breaks head in number to the Adršpach-Teplice Rocks, to Mount Lysá in the Beskydy Mountains and to the Punkevní Caves. According to data from the Institute of tourism, home-grown and foreign tourists who decide to take an active break in Czechia prefer hiking. Last year the figure was 36.5%, in the 1st Quarter of 2024 this rose to 38.8% of visitors.

[Find out more >](#)

Ostrava to host Czechia Travel Trade Day 2025

Another edition of a significant event called Czechia Travel Trade Day 2025 will take place in Ostrava on the 28th and 29th of April 2025. Participants will learn about the tourist potential of the Moravia-Silesia Region. Travel Trade Day (TTD) is one of the largest events promoting incoming tourism in the country. It is organised in cooperation with representatives of the regions, towns, destination management companies and the like. CzechTourism's aim is to promote what the regions of Czechia have to offer in the way of tourist attractions and thus contribute to the development of incoming tourism.

[Find out more >](#)



New Czech Convention Bureau monthly publication

The June edition of this monthly publication is dedicated to one-of-a-kind experiences, venues and accommodation suitable for discerning VIP clients. In Czechia there are countless memorable experiences to choose from which meet even the most demanding of expectations. In each of the regions you can have superb activities.

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