

# Newsletter

for Foreign Offices

Jeseníky



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## Trade news

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Hotels & Restaurants  
Transport  
Data & Research  
MICE  
Spas

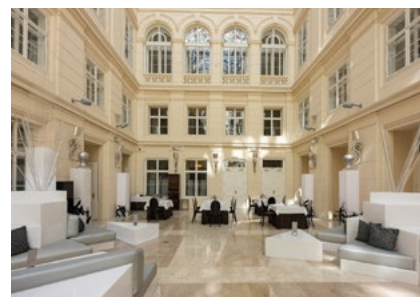


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## Product news

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Towns & Regions  
Culture & Sport





## Fairmont in Prague to open in March

The Fairmont Golden Prague hotel is set to open by 1st March of next year. This luxury hotel located in a listed brutalist building at the end of Pařížská Street in Prague will offer 320 rooms and suites. Guests can enjoy a spa offering saunas and steam baths as well as curative procedures based on traditional, tried-and-tested methods. Guests will also be able to make use of indoor and outdoor pools. Food service will be based on traditional cuisine but there will also be a few surprises served in the hotel's six eateries. We offer corporate clients everything from small meeting rooms for 8-10 people up to the iconic ballroom for 600 guests. For gala evenings and dinners, the hotel can arrange use of the Renaissance Martinický Palace.

[Find out more >](#)

## Chomutov attracts visitors with food experiences

In central Chomutov, a town in the Ústí Region, Hotel BOBR has reopened following reconstruction work. The hotel is located in a tranquil spot near the municipal park and the Kamencové Lake, and offers accommodation in rooms sleeping one to four people and suites, with a total capacity of 80 guests. There are also conference spaces for 25-35 people. A huge draw at the hotel is the luxury Grill Restaurant CASTOR where dishes are prepared under the watchful eye of Michelin chef Vítěk Růžička.

[Find out more >](#)



## Revamped Rusava Resort has MICE clientele in its sights

The Rusava Resort in Wallachia has undergone complete renovation. This stylish resort nestled in the Hostýnské Hills is made up of two hotels with wellness facilities, the Šenk Rusava offering regional food, cosy chalets and a sports area with bowling and an all-purpose pitch with an artificial surface. Reconstruction saw the hotel rooms fitted out in a simple Scandinavian style. For MICE events the resort has two halls available with a capacity of 800 and 100 guests. The wellness area includes a 12m-long pool which feel connected to the unspoilt natural surroundings thanks to glass walls.

[Find out more >](#)



## Etihad Airways to link Prague with Abu Dhabi

From June 2nd 2025, Etihad Airways will operate direct flights to Abu Dhabi. Prague's Václav Havel airport will once again be linked to the capital of the United Arab Emirates after almost eleven years. The airline will use a Boeing B787-9 Dreamliner with 270 seats for the route. There will be flights four times a week, every Monday, Wednesday, Friday and Sunday.

[Find out more >](#)

## airBaltic to fly between Vilnius and Prague

The Lithuanian airline airBaltic has announced its intention to expand its network by 16 new destinations. One of them is Prague. The airline plans to link the Lithuanian capital with Czechia from 30th March next year, with flights twice a week. The airBaltic fleet is made up exclusively of Airbus A220-300s configured for 148 passengers.

[Find out more >](#)



## Czechia remains at the top of world beer tourism

Czechia is attracting ever greater numbers of tourists with its rich beer traditions. According to the latest statistics from CzechTourism, Pilsen's Prazdroj Brewery which received almost 530,000 visitors last year, and beer attractions in Žatec such as the Temple of Hops and Beer and the Hop Museum are among the most popular beer destinations. Beer spas have seen significant increases, and their popularity is on the rise across the country.

[Find out more >](#)



## South Bohemian Region attracts culture tourists from all over the world

In the second quarter of this year the hotels, guesthouses and suites of Prague, South Moravia and South Bohemia regions accommodated the most guests in the country - 2.1 million, 589,000 and 454,000 respectively. Tourists stayed longest in the Carlsbad Region, spending 4.66 days there on average. The national average was 3.34 days, in South Bohemia, where the Český Krumlov International Music Festival takes place, travellers stayed an average of 3.35 days. This is the data from Tourdata.cz, a website operated by CzechTourism, a partner of the 33rd edition of the Krumlov festival.

[Find out more >](#)

### Trade news

MICE

## Prague announces tourism support program for 2025

The capital will once again support tourism with subsidies. Prague has allocated 21.4 million crowns for next year which applicants can use to support association congresses and conferences, and to fund multi-day events with supra-regional or international significance.

[Find out more >](#)



### Trade news

Spas



## Schroth spa opens Hotel Slezský dům

Following reconstruction work, the Hotel Slezský dům reopened this September at the Schroth spa in Dolní Lipová. This new gateway to the spa saw rebuilding work take place on buildings in the spa park. The hotel received a completely new spa reception and comfortable accommodation for spa guests. The new reception is adorned with a unique chandelier from the Herbarium collection by the world-famous Lasvit company who produced it exclusively for the spa. The design includes gilt prints of linden flowers symbolizing the connection between the spa and nature. By the end of the year, work at the hotel will be completed with the addition of a timber café and colonnade.

Source: Olomouc Region Tourist Authority

## Prague



## Prague extends the Prague Visitor Pass into Central Bohemia

The capital and the Central Bohemia Region have signed an agreement to trial the Prague Visitor Pass outside of the capital. In the pilot phase, it will be possible to use the card to visit attractions in Kutná Hora. If the project proves successful, this will be extended to other places. People will be able to use the card as a ticket to tourist spots such as museums, galleries, zoos as well as on public transport. The pilot project was approved by Prague city council in mid-September.

[Find out more >](#)

## Central Bohemian Region

## Region to support destination management companies with 9.6 million crowns

The Central Bohemia Regional Assembly has announced a subsidy program to promote the development of destination management companies within the region. The aim of the program is to professionalize certified destination management companies. Applications can be submitted between 29th October and 12th November 2024. For 2025, the Central Bohemia Region has once again allocated a sum of 9.6 million crowns to support destination management companies. The subsidies are aimed at the development of tourist products, publication of promotional materials, the creation of multimedia presentations, training, workshops and other key activities. The money will also cover web admin, social media and staff wages.



[Find out more >](#)

## Ústí Region



## Emil Filla at Peruc Chateau

The Emil Filla Memorial Hall has opened at Peruc Chateau. Working with the Emil Filla Foundation and the Benedikt Rejt Gallery in Louny, Filla's works are presented in a way that this great Czech artist of the first half of the 20th century deserves. The initiator of the exhibition is the art historian Tomáš Winter. Bearing the title "The Eagle will tear apart the Eagle: Emil Filla, Chinese art and the ghosts of the Totalitarian System", Emil Filla's is displayed in context with his collection of Asian art, his later depictions of the landscapes of the České Středohoří Mountains and his Cubist still life paintings that make up the lion's share of the gallery's collections.

[Find out more >](#)

## South Bohemian Region



### Reconstruction of the Bellaria Summer Mansion in Český Krumlov

In the last two years, this well-preserved rococo building in the gardens at Český Krumlov chateau has undergone complete reconstruction. In the Bellaria's cellars visitors can see the baroque kitchens and food preparation areas complete with 18th-century lifts – the largest could carry food from the kitchen up three storeys to the Upper Hall while the smaller "Magic Table" elevated dishes to the food preparation room where it was arranged for serving in the dining room. Another interesting spot is the grotto with its stucco decorated with thousands of clam shells, fragments of glass and mirrors. The walls of the halls on both upper floors boast frescoes by František Jakub Prokyš dating from the 18th century.

[Find out more >](#)

## Vysočina Region

### Industrial via ferrata and chimney bungee jumps

Part of the Vír Factory, which is located near an eponymous reservoir on the River Svatka, has undergone a transformation and is becoming a place of fun and thrills. Visitors can try out a unique via ferrata here which climbs a 46m-tall chimney and an adjacent granary. You can climb to the top of the chimney on metal steps, and you can spice up the descent with a daring bungee jump from a height of 26m. Or you can abseil.

[Find out more >](#)



## Hradec Králové Region



### All change at the top of the regional tourist board

Martin Soukup, director of the Hradec Králové Region Tourist Board, has resigned and will leave the organisation at the end of the year. The region has announced a selection process to find a new director. The application deadline is 11th October. "Those with a university education, ideally in tourism or marketing, and with a minimum of five years' experience plus the necessary skills to head up our organisation can apply," stated regional deputy governor Martina Berdychová, whose remit includes tourism. The main activities of the tourist board are to promote tourism in the region, cooperate with destination management companies and nurture common interests with consultative bodies in the development of the tourism industry.

[Find out more >](#)

## Liberec Region



### Region to buy back and restore Ještěd – support for project preparation

Efforts by the Liberec Region to bring the hotel at Ještěd back to life are continuing. In June, a memorandum was signed on the possibility of purchasing the structure and joining the Ještěd 73 association. The actual preparation for the project to attain the building permit for the restoration of this national cultural monument is thus a step closer. When they are finalise, these plans might also put an exact sum on how much modernization would cost. The regional council in August agreed to provide a special-purpose subsidy for the aforementioned plans to the tune of five million crowns from the Liberec Region budget.

[Find out more >](#)

## Olomouc Region

### New tours at Šternberk Castle

Šternberk Castle is offering tourists a new tour called Technology at the castle. This physically challenging tour shows visitors the lifts for food and people (regarded as a real gem at the castle), the servants' quarters, the rooms belonging to the former owners of the castle and the attic. The last place is where visitors can see the still-functional lift machine room and Šternberk Castle's extensive attic space. The route takes visitors to the reconstructed Liechtenstein kitchen which was the "operational nerve centre" of every noble residence. Another new stop is the Ledovna building in the castle park.

[Find out more >](#)



## Moravian-Silesian Region



### Region to support electric boats on Slezská Harta reservoir and selected tourist trains

Over the next three years, the Moravia-Silesia Region will support water transport on the Slezská Harta reservoir and will also contribute the operation of special trains. The Hvozdnický express, the Osoblažka service and specials run by the Silesian Railway Association will all receive regional funds. Between 2025 and 2027, some 6.1 million crowns will go towards supporting this branch of the tourist industry.

[Find out more >](#)



## Doupě music club podcast

Are you a fan of podcasts? But do you have the feeling, that among the many podcasts out there, one focusing on music and famous musicians is missing? Well, one such podcast has recently been launched in Prague. And it's a podcast with global ambitions. It's called dopeYEAH talk and is recorded by a group of friends around the famous Prague music club Doupě. They are definitely serious when they say they want to be the biggest music podcast in the world. It is hosted by the famous British music producer Rob Cass who is associated with the Abbey Road recording studios. Guests to have appeared on the show include Raye, Milky Chance, Marc Rebillet, White Lies, Kosheen, Morcheeba and many others.

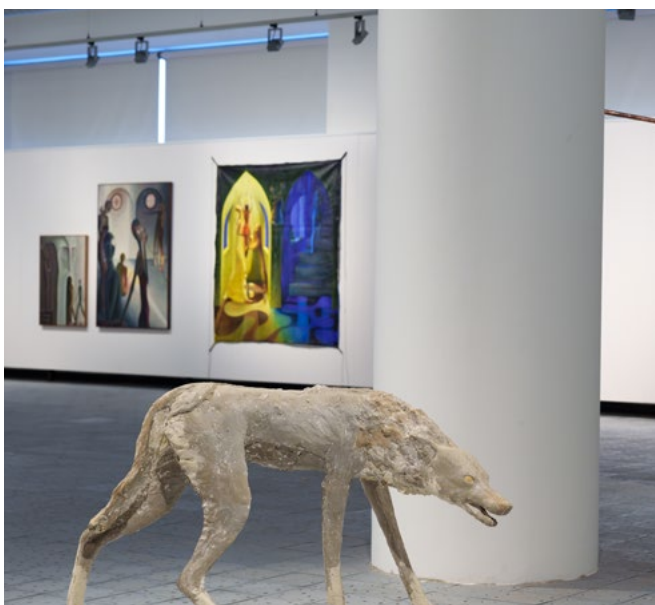
[Find out more >](#)

## Zlín Salon of Youth 2024

The Regional Art Gallery in Zlín will host the ninth Triennale, a show featuring work from the up-and-coming generation Czech and Slovak artists. The exhibition will feature a wide selection of pictures, sculpture and art installations, which reflect current trends and themes resonating in the world of art. The exhibition also includes a program of side events – there will be guided tours by curators and workshops for the public. The Zlín salon is a prestigious, one-of-a-kind event and follows a tradition started in the days of the First Republic – these kinds of events have taken place in Zlín since 1936.

**Zlín, until 10. 11. 2024**

[Find out more >](#)



## Christmas in Brno

Brno has been declared European Christmas Capital 2024 in the category of towns of over 100,000 people. This year's Christmas festival will include the famous Christmas markets at several locations in central Brno that will once again be all about fun, food and friendly welcomes. Visitors to the city will also be able to see the famous Brno Dragon in a sweater, be amazed by the Brno Underground, admire the view from the tower of the Old Town Hall and take a ride on a Christmas tram. They can ring the Christmas bell, have their photo taken by the large timber Nativity scene and listen to carols under the Christmas tree.

**Brno, 22. 11. – 23. 12. 2024**

[Find out more >](#)





## Travel Trade Heroes 2024: Exceptional personalities who have put Czechia on the tourist map of the world

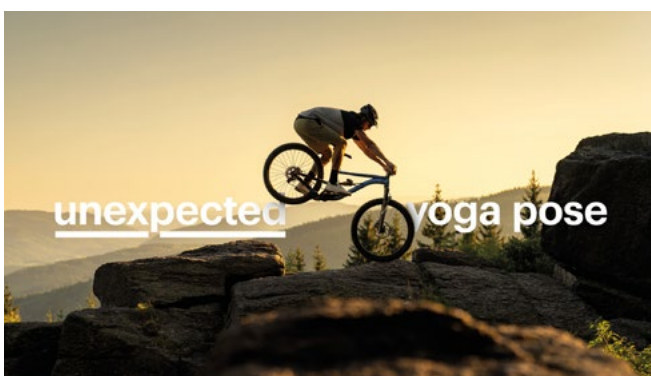
For the third time in its history Czechia has some new Travel Trade Heroes. A prestigious survey carried out by CzechTourism awards the title to those who have contributed to the development of the Czech tourism industry through their ideas, innovation and determination, those who have helped promote the beauty and diverse nature of this country and spread the good name of Czechia on the international tourism scene.

[Find out more >](#)

## Autumn phase of the Unexpected Wellbeing campaign highlights Czechia as an oasis of active rest

CzechTourism has launched the autumn phase of this year's keynote campaign entitled Unexpected Wellbeing. This section shows foreign tourists how they can enjoy sport, relax and take it easy when travelling in Czechia. It places emphasis on unique possibilities that Czechia offers as far as active tourism is concerned. The autumn phase runs from September 1st until the end of October. In November, a winter phase follows on from that and will focus on snow sports and Christmas markets. Original visuals for the campaign were created for CzechTourism by the VCCP agency.

[Find out more >](#)



## New Czech Convention Bureau monthly

This inspirational monthly publication brings readers a carefully selected overview of the best hotels in each region of Czechia. Look forward to discovering amazing places that guarantee your and/or your clients' stay here will be memorable indeed.

[Download here >](#)