

Oman

Qatar

KSA

Kuwait

UAE

Bahrain

GCC Market Overview

GCC Market Overview



The GCC has the fastest growing population in the world. **The vast majority will be under 25 years of age**



The trend of **more women entering the workforce** is likely to continue



Spending on education is rising across the GCC and there is an **increasing focus on the quality of education**



The affluence, economic diversification and abundant natural resources, **point to a continued strong growth.**



GCC travelers spend **6.5x** more than the global average



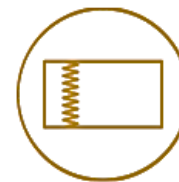
40% of the GCC travelers spent over **USD10K** on their last trip to Europe



The GCC accounts for **64%** of total international departures from Middle East



Travelers from Saudi are said to be the **highest travel spenders** globally



Qatar has the **highest tourism** per capita expenditure followed by Kuwait and UAE in the GCC

GCC Outbound Tourism Overview



PERCENTAGE OF EXPATS IN GCC COUNTRIES' POPULATION

SAUDI ARABIA



30%

OMAN



40.8%

BAHRAIN



54%

KUWAIT



70%

UAE



88.52%

QATAR



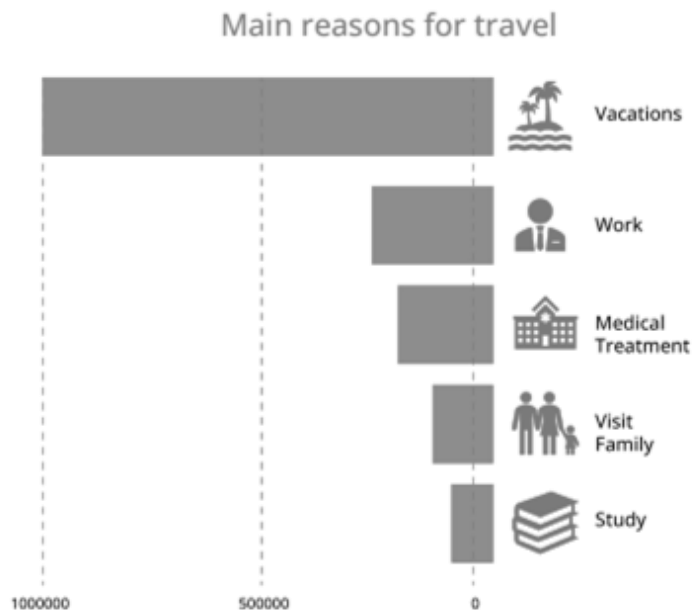
89.5%



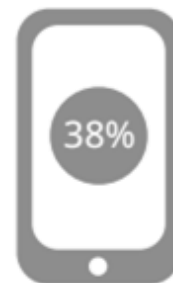
GCC Traveller – Notable traits



GCC Traveller – Reasons to travel

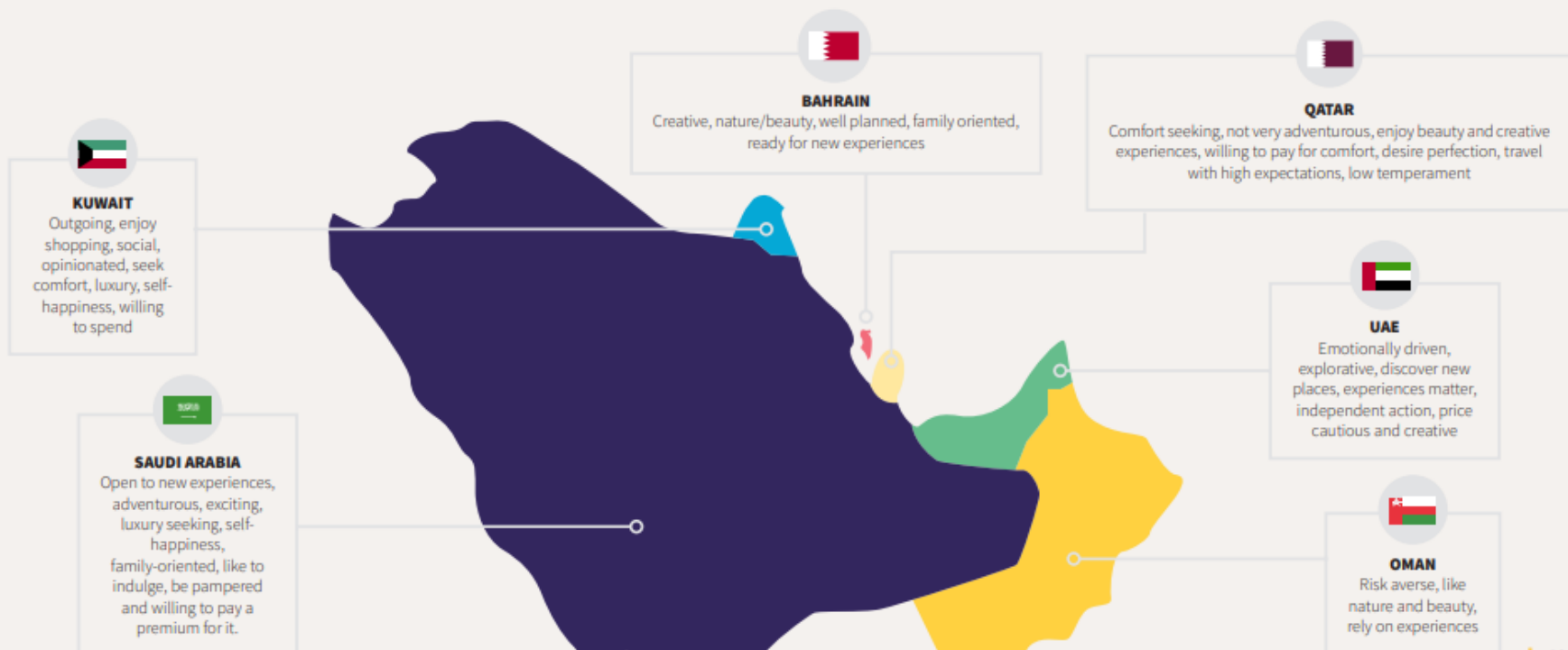


Main seasons for travel



Booking Preference
38% people search and book from app

Key elements for travellers from each of the markets



Ideal Consumer target segments in the GCC



**Arab
Locals**

- Prefers Luxury, high-end travel and convenience
- Safety and security is the main factor for choosing travel destination
- High spending capacity
- Highly influenced by family, word of mouth, social media and popular trends while choosing a destination



Expats

- Seeking new international destinations
- Opportunities for experiential travel
- Highly influenced by travel package pricing, promotions and social media trends while choosing a destination

GCC traveller segments



Family travelers: Middle East travelers like to take at least one trip every year as a family, if not more. Often, family travel includes not only one's family but is rather more multi-generational, including grandparents, cousins, and siblings. Though bookings are often made for each of these family units separately, they all meet at the destination and stay together.



Weekend travelers: These are more frequent travelers and use every long weekend opportunity to travel and explore destinations at shorter distances. They are looking for a quick break from the routine & mundane of life. They travel with their families or friends and enjoy nightlife, sightseeing, and indulging in shopping.



Niche: These travel for sports, adventure, events and festivals and Czech Republic is the perfect match offering all these experiences. These travel to either participate or attend a specific event or activity such as a sports tournament, music festival, art exhibition etc.



Residents: These are individuals who are citizens of other countries who reside & work in Dubai, they travel for various reasons and a major large segments of the UAE population. They travel for business, weekend trips, sports, events etc.

Travel Trends 2023

- Growth in outdoor and nature travel
- More Focus on Safety and Security
- Set- Jetters
- Extended WFH Stays
- Family Travel
- Sustainable and conservative travel
- Wellness and Spa Tourism
- Revenge travel
- Solo travel

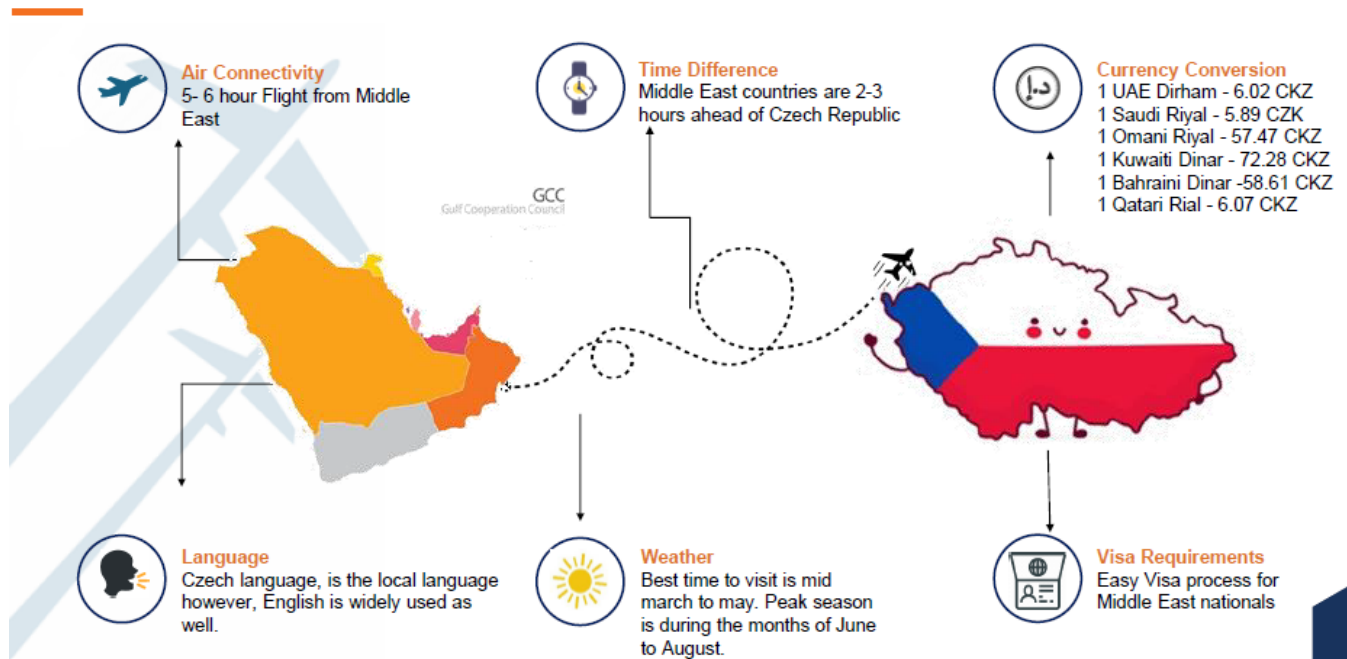
Best potential customer segments for Europe

- Led by GCC nationals and expat travellers
- Family travellers; 35-54 years
- Millennial travellers; 18-34 years



Czech Republic for GCC Travellers

In 2019, **57,859** GCC travelers visited the Czech Republic from UAE and Saudi Arabia for an average length of 3-4 days and Saudi Arabia having the highest length of days being 7-8 days. Travel from Saudi Arabia to the Czech Republic has seen a surge in 2021 with a year on year increase of 182% in the average no. of nights over 2020.



Airline Connectivity

Czech Republic is connected very well in the GCC region through main local airlines

- Emirates Airline
- Qatar Airways
- Flynas
- Air Arabia
- Jazeera
- Flydubai
- Smartwings
- Salam Air



Key Products promoted in the GCC

- Spa & Wellness
- Adventure & Outdoor
- Family Holiday
- Shopping
- MICE
- Niche experiences - Golf
- Christmas Markets
- Winter Activities



Key packages promoted in the GCC

- The travel packages for Czech Republic in the market entail operators 5N6D with an approx. cost of **AED 8000 – 9000** wellness packages and 2N3D Central European packages for **AED 4000 - 5000**
- Most of the Itineraries include spa regions or the packages are combined as golden triangle with Prague, Budapest and Vienna



Explore & Experience
CZECH REPUBLIC
PRAGUE NEW YEAR PACKAGE

05 NIGHTS / 06 DAYS

DEPARTURE DATES 28 DEC - 02 JAN 2023

Starting from **AED 8,600**

PACKAGE INCLUSIONS:

- TURKISH AIRLINES
- HOTEL
- BREAKFAST
- SIGHTSEEING
- TRANSFERS

» Package rate is starting from per person on sharing basis.
» Full Day Dresden Shopping

» New Year's Eve Gala Dinner
» Booking terms & conditions apply.

For booking inquiries please WhatsApp/call 00971561986642 or call any Al Rais Travel Outlets

HOLIDAYS : 04-355 7700	TRAVEL SHOP : 04 352 0200	CALL CENTRE : 04 508 6777
ABU DHABI : 02-645 4050	FUJAIRAH : 09-223 1112	SHARJAH : 06-572 4421
ABRA : 04-223 6060	WAFI MALL : 04-396 0988	

AL RAIS TRAVEL

For online bookings of flights or hotels visit www.alraisetravel.com

Almusafer AED العربية Retrieve my booking +966554400000 Sign in

Prague 18 Jul 2022 23 Jul 2022 1 Room, 2 Adults, 0 Children Search

Search hotel name... [Book with free cancellation and get a full refund in case your plans change](#) [Filter by free cancellation](#)

Price

Total for stay

Avg. price per night

AED 729 AED 32,902


Popular filters

Free cancellation (409)

COVID-19 safety info (331)

Breakfast included (222)

Availability



Augustine, a Luxury Collection Hotel, Prague ★★★★★ (Hotel)

Letenská 12/23

◆ 2.7 km from city center of Prague

[Free Cancellation](#) [Breakfast](#)

[COVID-19 safety info](#)

Superb 9.5
186 Guest reviews


SAVE 24%

AED 10,674 **AED 8,111**

Total for 5 nights (incl. VAT)

Price includes breakfast

[See rooms](#)



Mandarin Oriental, Prague ★★★★★ (Hotel)

Nebotická 45/1

◆ 2.5 km from city center of Prague

[Free Cancellation](#)


[COVID-19 safety info](#)

Superb 9.5
434 Guest reviews

al tayer holidays inquiries@altayer-travel.com CALL US: +971 4 2055000

HOME ABOUT US SPECIALS HOLIDAY PACKAGES PRODUCTS DISNEY DESTINATIONS CONTACT US

Austria & Czech Republic Home Holidays Packages Europe Austria & Czech Republic



Starting from **6,990 AED**

9 Days 8 Nights

Duration: 9 days 8 nights

Region: Austria & Prague

Validity: 01 Jun 2022 to 31 Dec 2022

Destination: Europe

Need Assistance

BOOK AN APPOINTMENT
with our travel expert

Telephone: +971 4 2055000

Support: 800288465

[BOOK NOW](#) [SEND EMAIL REQUEST](#)

DETAILED ITINERARY TOUR COST, TERMS & CONDITIONS INCLUSIONS & EXCLUSIONS TRAVEL TIPS

Strategy to promote Czech Republic in the market

Primary Audience

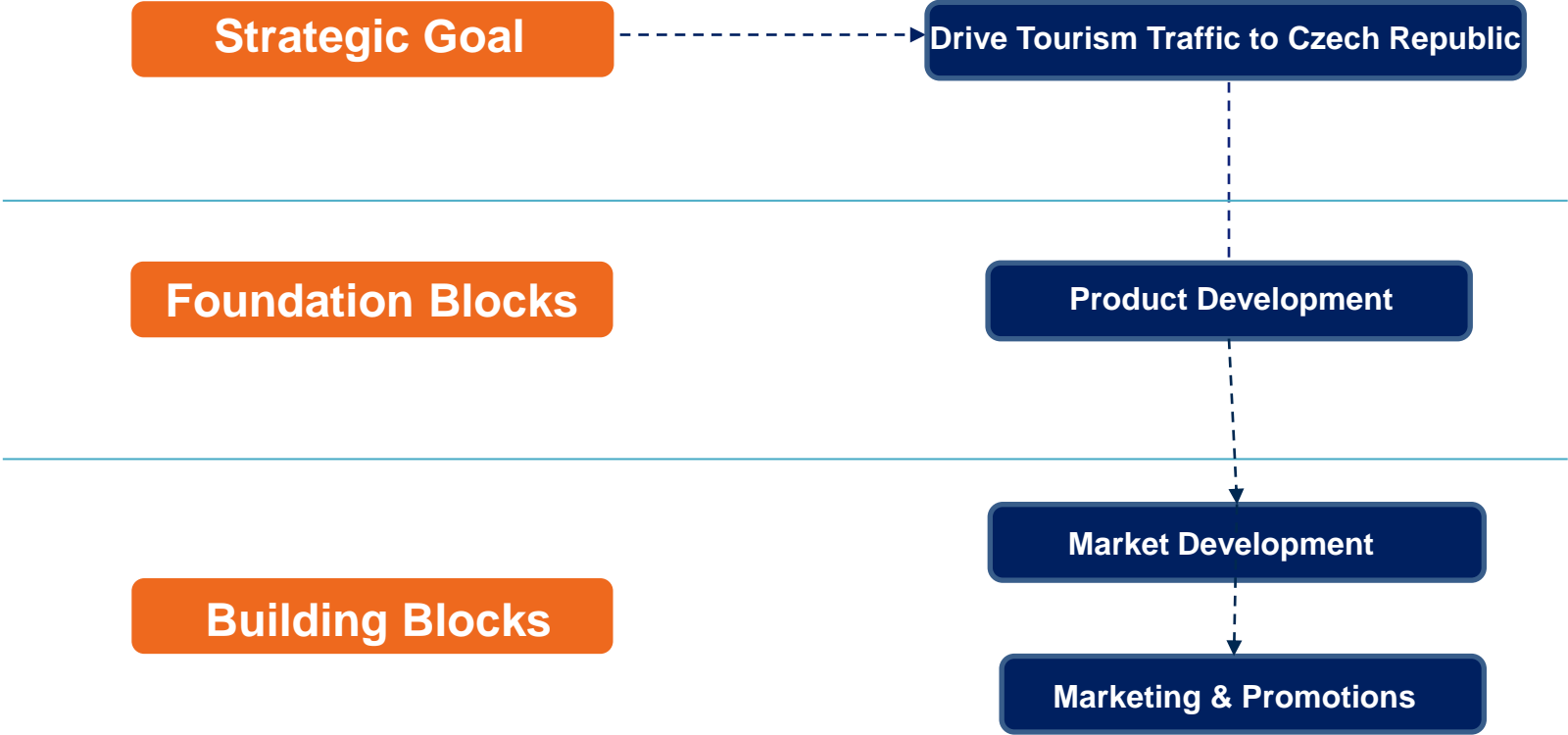
- Family
- Millennials
- Honeymooners
- Wellness



Secondary Audience

- MICE

Strategy to promote Czech Republic in the market



Market Development - Trade



onata
travel



Roadshows

Trade Co-ops

Trade Fams

Trade Workshops

Destination Training

Market Development – Media and PR



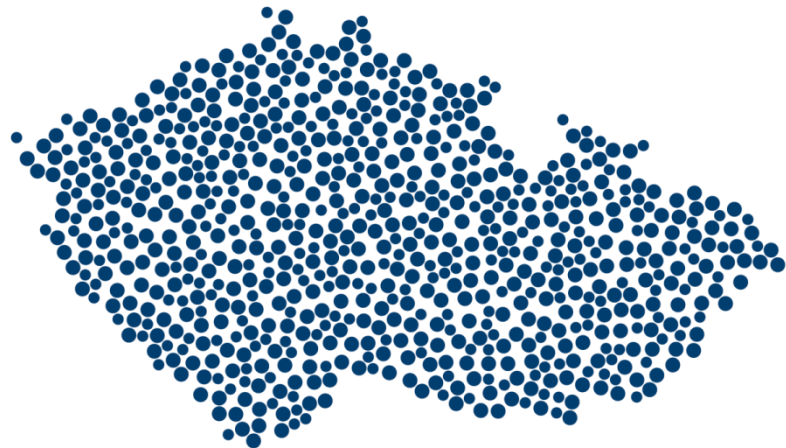
Khaleej Times



Condé Nast
Traveller
MIDDLE EAST

Travel & Tourism News Middle East
TTN
www.ttnworldwide.com

البيان
Al Bayan



Work done in the GCC market- 2022

Trade B2B Networking Events



Kuwait B2B Workshop in May 2022



Czech Networking Evening at Embassy in Riyadh in May 2022

Participation in events and trade fairs in UAE & Saudi Arabia



Visit Czech Republic participation at Riyadh Travel Fair 2022



Participation at MALT Congress 2022

Czech Republic Roadshow 2022- Riyadh, Jeddah, & Al-Khobar

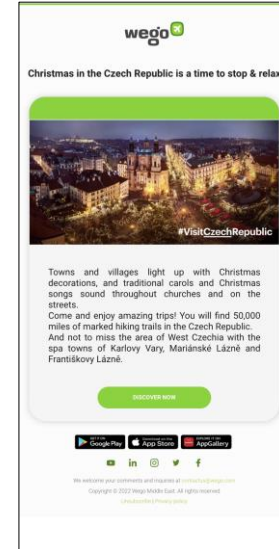
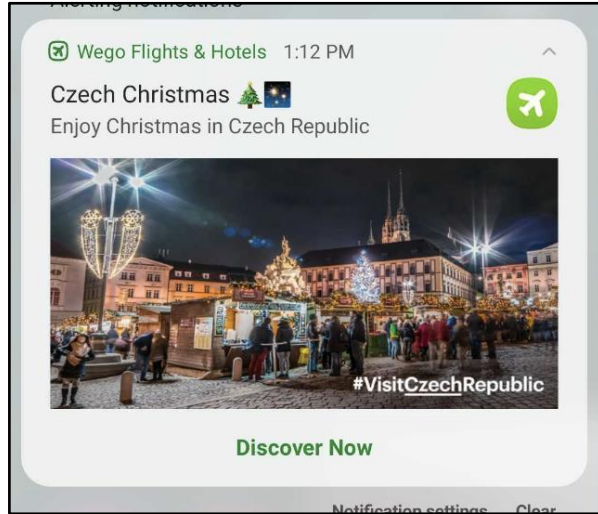


**200+ local agents
across 3 cities**



Visit Czech Republic Roadshow in Saudi Arabia 2022

Czech Republic digital campaign with Wego- Saudi Arabia & Kuwait



Campaign objective: Create destination awareness and drive bookings to Czech from KSA targeting the winter holidays 2022-23.



Familiarization Trips – Trade and Media



Trade trip with Jazeera Airways – Kuwait



Influencer Trip with Jazeera Airways – Kuwait

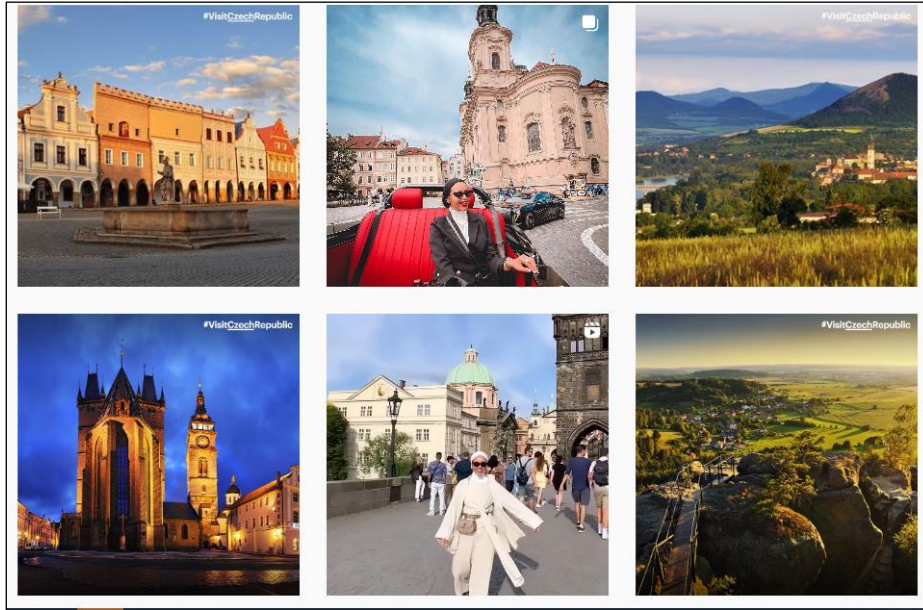


Influencer for Traverse – UAE

Social Media handles



1,824 IG followers



Press Coverage



Home >> Travel, Tourism & Hospitality >> Story

CzechTourism concludes roadshow in Saudi Arabia

RIYADH, Saudi Arabia, 21 days ago

Czech Tourist Authority – CzechTourism in cooperation with the Embassy of the Czech Republic and in association with Flynas recently concluded its exclusive Saudi Arabia Roadshow covering Riyadh, Jeddah and Al-Khobar.

The aim of the roadshow was to highlight the multifaceted attractions of the country with a focus on its spa and wellness products, visa seminar by the Embassy of the Czech Republic and airline connectivity by Flynas, the airline partner for the roadshow.

The presentations were followed by B2B meetings and networking dinner with travel agents and lucky prize vouchers by Czech partners and Flynas. The roadshow hosted a delegation of 14 partners ranging from DMC's, hotels, spa resorts and medical tourism who joined from the Czech Republic. The workshop welcomed over 66 agents in Riyadh, 70 agents in Jeddah and 40 agents in Al-Khobar.

Travel from Saudi Arabia to the Czech Republic has seen a surge in 2021 with a year on year increase of 182% in average number of nights over 2020 and there has been a gradual increase in the length of stay to 7-8 days. In 2019, Czech Republic welcomed over 30,000 travellers from Saudi Arabia for an average length of stay of 6 days.

Opening the roadshow in Riyadh, Juraj Koudełka, Ambassador of the Czech Republic to Saudi Arabia, said: "We are very excited to be a part of Czech Republic Roadshow focusing on Saudi Arabia exclusively this year."

Travel, Tourism & Hospitality

CzechTourism concludes roadshow in Saudi Arabia

CzechTourism concludes roadshow in Saudi Arabia · November 2022 · 443

Czech Tourist Authority – CzechTourism in cooperation with the Embassy of the Czech Republic and in association with Flynas recently concluded its exclusive Saudi Arabia Roadshow covering Riyadh, Jeddah and Al-Khobar.

f t w p e 0

Press Releases
in 2022 :50+
Print, Online &
Newswires

Upcoming Activities for 2023

Dubai Festival City Mall Promotion with Al Rais Travel

- February 2023

Arabian Travel Market

- May 2023

MICE Arabia & Luxury Travel Congress (MALT 2023)

- September 2023

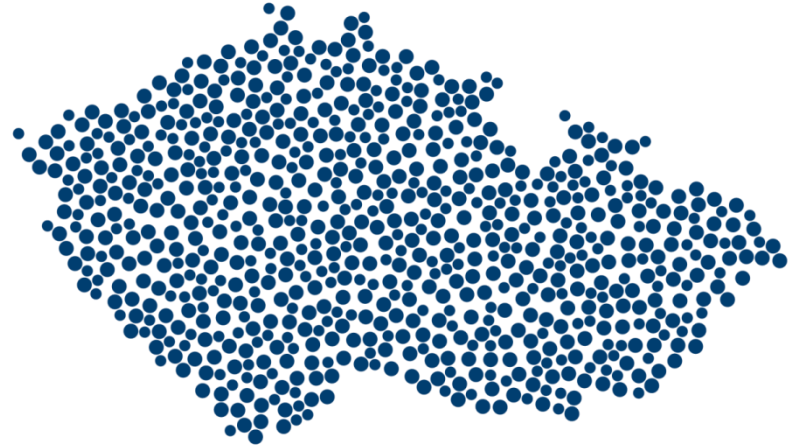
Riyadh Travel Fair

- Dates TBC

Familiarization Trips

- Q3 – Q4 2023 Dates TBC





India Market Overview 2022

Socio Economic and Political overview



India, the world's most populous democracy, with roughly one-sixth of the world's total population, India is the second most populous country, after China.



India's GDP grew by 20.1 % in the April - June quarter of the fiscal year 2021-2022



The FDI equity inflow grew by 168 % in the first three months of FY 2021-2022



Indian travelers have accepted the New Normal way of life and are more eager to travel to new destinations

1.39 
Billion
population

24 
International
airports

65% 
Under the
age of 35

27 
Million outbound
travellers in 2019

90 
Million Indian
passport holders

Source: Ministry of External Affairs

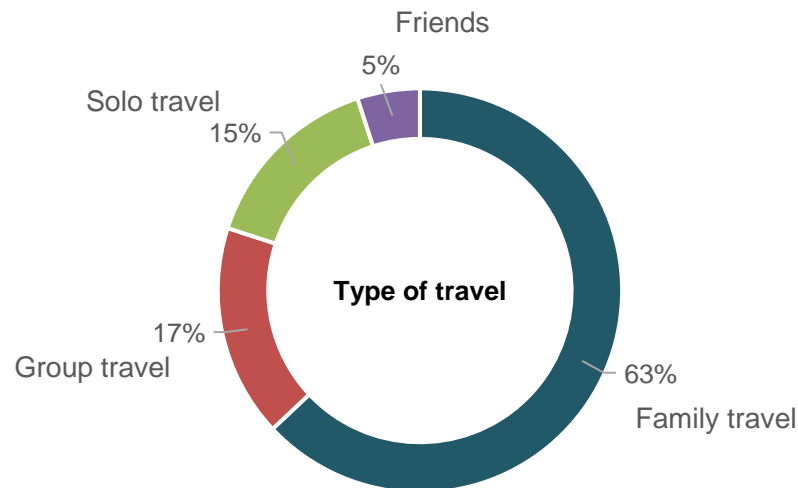
India outbound travel market overview

India's outbound tourism market is set to surpass **US\$ 40 billion by 2026** with an impressive double-digit growth rate during the forecast period 2021 - 2026.

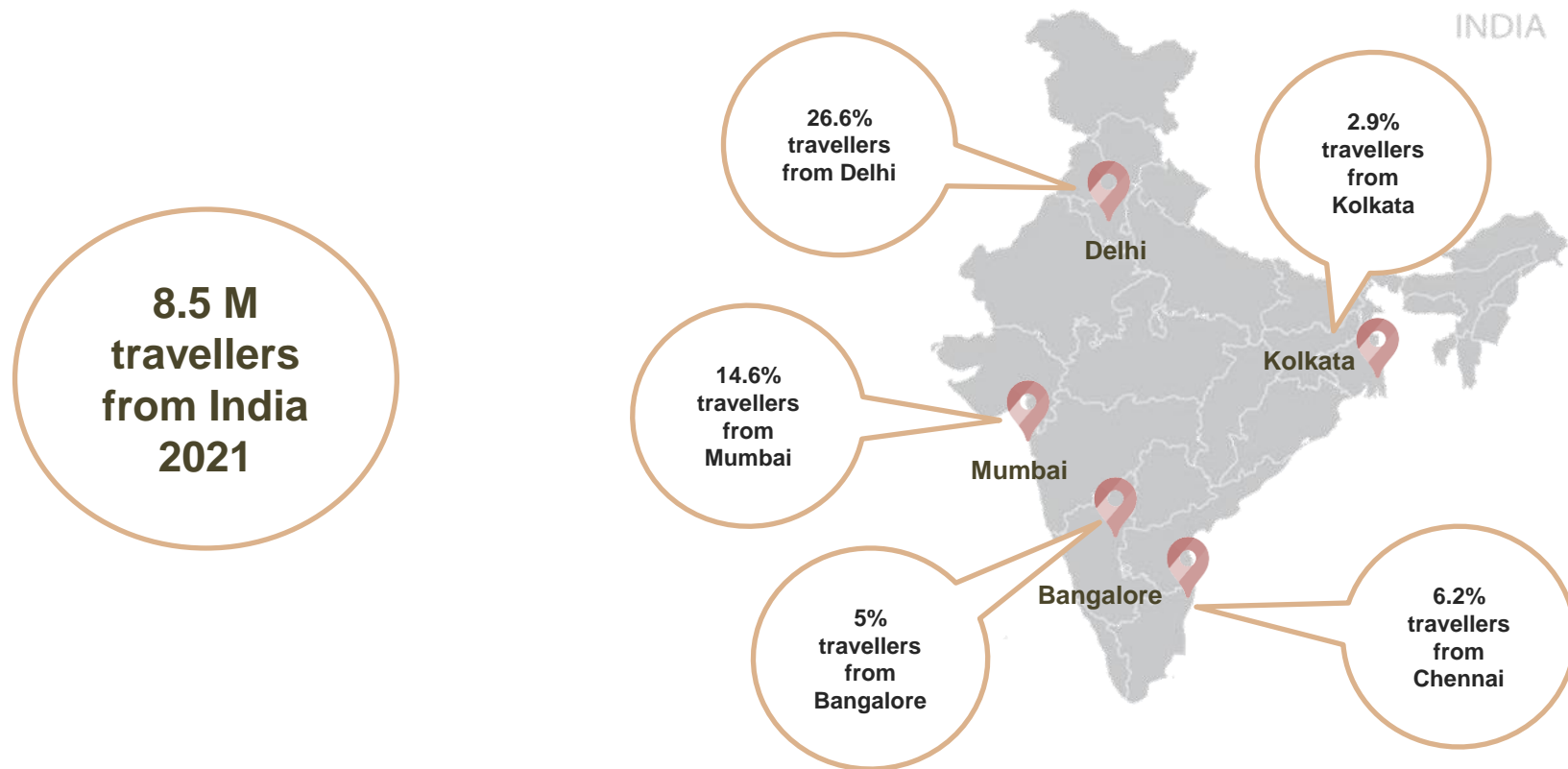


India is home to 300K agents

- 750 Large agents with monthly revenue of EUR 1,70,000 – EUR 5,70,000
- 60,000 Medium agents with monthly revenue of EUR 28,800 – EUR 1,70,000
- 230,000 Small agents with monthly revenue of EUR 1,100 – EUR 28,800



Top contributors to outbound travel - 2021



A massive pent-up demand of Indians waiting to travel...

Indians, among the most travelled before the COVID-19 pandemic struck, are the most confident in the world about resuming their international adventures once they allowed to do so.

ETPrime

Travel demand could rise in India in coming months: report

Tourism sector rebounds to pre-pandemic levels, here are factors driving growth

EaseMyTrip clocks record sales as pent-up demand boosts travel agency

Nishant Pitti, chief executive and co-founder of EaseMyTrip, said, "The festive season in India is regarded as one of the busiest travel periods in the world, and we are overwhelmed by the response to the sales."

SHIVANGINI GUPTA | NOVEMBER 01, 2022 / 12:02 PM IST

Strong pent up demand for hotels driving consumption: Crisil

2 min read . Updated: 27 Apr 2022, 11:24 AM IST

Travel season – when Indian's like to travel

The non-summer outbound travel is steadily growing



Travel trends to look out for in 2023

Reflecting the great change within the travel industry, we have identified emerging travel styles and segments that will pave the way for the future success for the destination.

Adventure Travel



Solo Travel



Bleisure Travel



Sustainable Tourism



Culinary Tourism



Cruising Holidays



Wellness Tourism



**Film Tourism /
Reel to Real Life Experiences**



**Multi-generational
Travel**



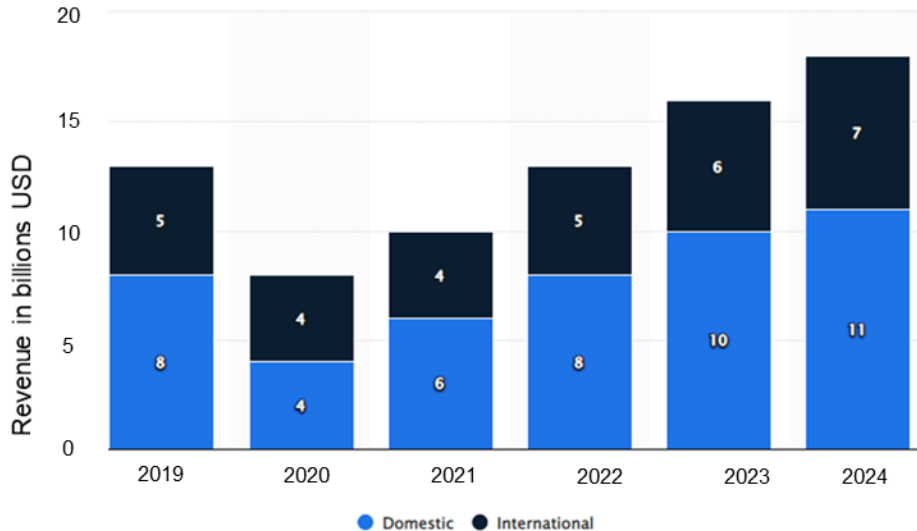
MICE Tourism



India's luxury travel market potential

Statistics peg the number of luxury outbound travellers from India at about 3.6 million and growing...

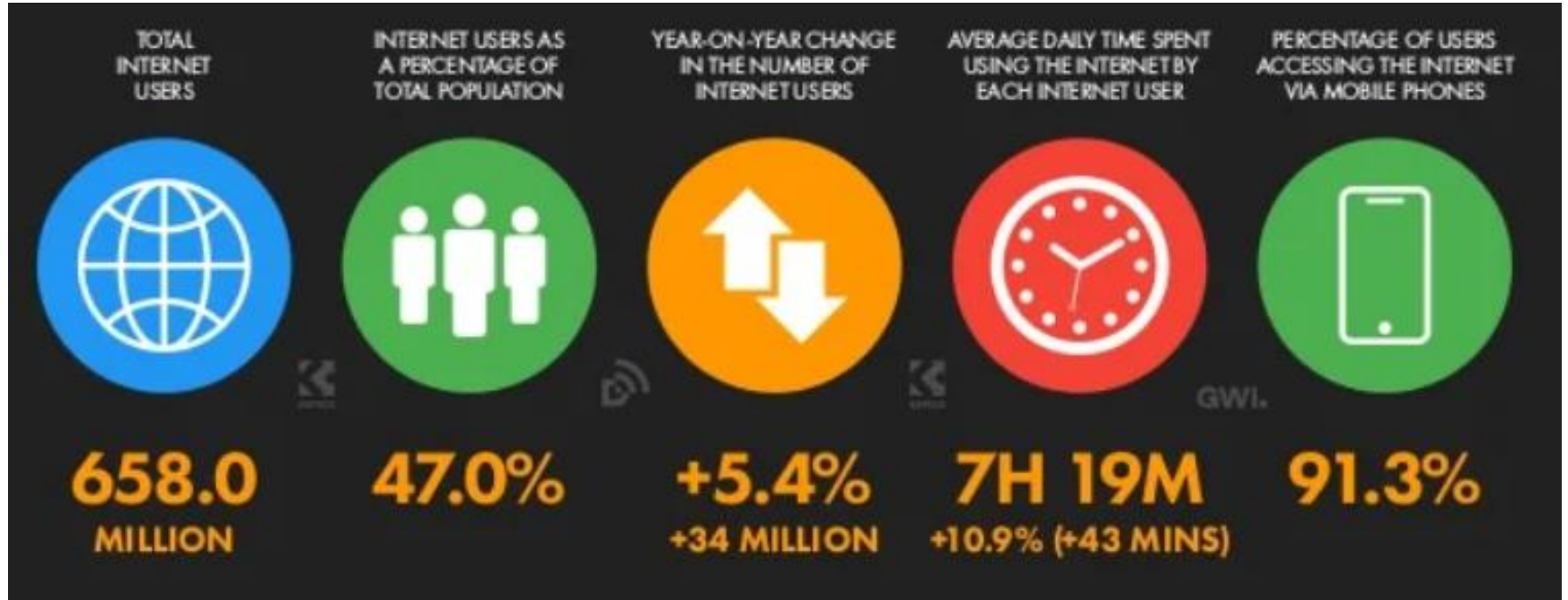
Luxury tourism revenue in India from 2019 to 2024

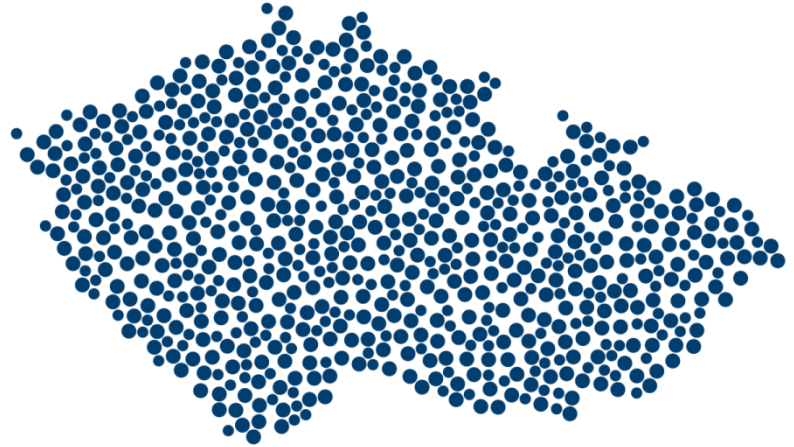


Statista 2022

- **65% of Luxury travel** queries originate from the cities of **Mumbai, Delhi and Bengaluru**
- **In India Gen X and Boomers** are the driving force behind the market growth, however there is an increasing trend of **Millennials opting for shorter luxury holidays**
- India has **great potential for luxury weddings as well as honeymoons**, owing to financial dependency on family wealth till much later stages of life
- Affluent Indian consumers remain very upbeat about the future, **over 70% believe that their economic well-being, disposable income and wealth will keep growing**

India's digital wave





Work done in the India market in 2022

Czech culinary activity with celebrity foodie

Concept – To bring the local flavors of Czech Republic to India through an online masterclass with celebrity food blogger Kunal Vijayakar. The idea behind the video was to influence and encourage Indians traveling to the Czech Republic to try the Czech Cuisine.



CZECHIA
Easy Chicken Recipe | Czech Republic Recipe Indian Style | Braised Chicken | Kunal Vijayakar
Khaane Mein Kya Hai 243K subscribers

35K+ views on Kunal's YouTube page



40K+ views on social media posts



The videos were posted as reels on Kunal Vijayakar's social media handles, along with one complete episode on his YouTube channel

Czech Republic webinar

Organized and hosted a webinar in association with the Czech Republic embassy in New Delhi in May 2022 to emphasize and disseminate information with the Indian business community regarding the most recent developments pertaining to the visa application and entry procedures.



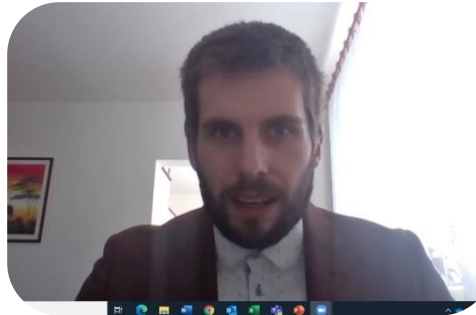
Participation from
215 attendees and
over **500+**
registrations



Mr Roman Masarik
Talking about Czech
Republic for Indian
Travelers.

Ms Nicole Machova
Sharing updates with the
trade on Czech Republic
visas.

Mr. Marek Kroutil
Giving the destination
presentation to the trade



WhatsApp promotions to the travel trade fraternity

WhatsApp Groups are a great medium to reach out to many travel agents at once. We would share postcards every month with 10+ groups sharing relevant information and destination updates.



Shared with
1500+
participants in
10+
WhatsApp
groups



#VisitCzechRepublic

Traveling to the Czech Republic Just Got A Whole Lot Easier!

EXCITING NEWS!



As of 14th April 2022, there are no longer any Covid-19 restrictions for entry into the Czech Republic. Travelers are no longer required to show any COVID-19 vaccination proof upon their arrival. While country has opened up completely safety protocols are still in place to ensure the safety of people in the destination



Follow Us: [visitczechrepublic.cz](https://www.visitczechrepublic.cz)

CzechRepublic March 2022

Planning a Trip to Czech Republic?
HERE'S WHAT YOU NEED TO KNOW TO ENTER OUR COUNTRY!



ARRIVALS FROM EU COUNTRIES

Fill the passenger location form

1

To have a digital EU COVID certificate or
To have a confirmation of suffering from COVID-19 disease in the past
or
To have a confirmation of negative PCR test on regular antigen (RAT) test before arrival

ARRIVALS FROM COUNTRIES OUTSIDE EU

Fill the passenger location form

2

To have a digital EU COVID certificate or
To have a confirmation of suffering from COVID-19 disease in the past
or
To have a confirmation of negative PCR test before arrival + a serology PCR test after arrival between the 5th and 7th day of stay

Additional information:
EU digital COVID certificate is valid 14-270 days after the completion of vaccination (2nd/3rd), this period is extended after the booster dose. (The certificate must be recognized by the EU (European Vaccination Certificate) as recognized by the EU.)
Confirmation of suffering from covid-19 disease is valid 11-180 days after a positive test.
Confirmation of negative PCR test valid only for 72 hours before the trip. RAT up to 24 hours.
Children under 12 years of age have an exception from all hygiene measures.
Children 12-18 years of age do not have a free-limited validity of the vaccination certificate.
Exception from all hygiene measures applies only for passengers travelling by land directly from neighboring country for journeys not exceeding 24 hours.
Movement in the Czech Republic: All services operate without restrictions. The only obligation is to wear a FFP2 mask indoors.
Passenger/owner forms to be filled before arrival to provide it on request either at the Airport of departure.
Cost of test after arrival in the Czech Republic: Antigen test, € - 10 EUR and PCR test, 20 - 35 EUR.
For more information visit: <https://www.visitczechrepublic.com/en-US>

Follow Us: [visitczechrepublic.cz](https://www.visitczechrepublic.cz)

#VisitCzechRepublic

Adventure Activities in the Czech Republic



Live your dreams when traveling to the Czech Republic and enjoy all the unique marvels and wonders. It has to offer.
Enjoy days of adventure, adrenalin and new experiences on your next visit to Czech Republic!



Sky Diving in Prague
If you are a thrill seeker and you are in Prague then you shouldn't miss this adrenaline-fueled sport experience. Even if it is your first time, there's no need to worry as you will be strapped in with your instructor for this high-flying adventure experience. Enjoy the thrill and adrenaline rush of jumping from an aircraft and experience the free fall while you enjoy the amazing view of Czech Republic. You can also take home souvenir photos or a recording.



Off road Action
Have you always wanted to try something special? Something adventurous raising your level of adrenaline? Visit Off-road Action, where you can try driving a battle tank, 4x4 off road or quadbikes and many more. Which one will you choose?
The Off-road Action located in Milovice in the Central Bohemian region about 50km far from Prague offers unforgettable experience for individuals. The dedicated off-road and military area has up to 250 hectares of Czech countryside to explore.



Enchanting Balloon Ride
Float over the hills and forests of the Czech Republic countryside in a hot air balloon. Enjoy the views of historical castles, and nature spots other breathtaking panoramas of the Czech Republic from a few thousand feet above the ground. You can also make it romantic by watching the sunrise or sunset with a loved one. There's no better way to see Czech Republic.

Follow Us: [visitczechrepublic.cz](https://www.visitczechrepublic.cz)

Trade and Media meetings

To stay connected and maintain a relationship with the travel trade fraternity, airlines and media publications in the Indian market, we would on a regular basis have meetings in person or virtually.

100+ meetings with
trade agents,
promoting Czech
Republic.

60+ meetings with
media publications,
to promoting Czech
Republic.



Social Media handles



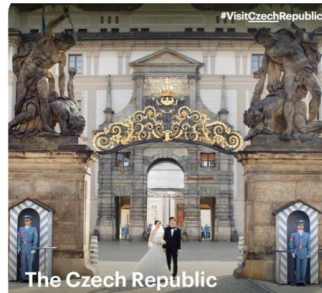
1,987 IG followers

64 posts from Jan 2022 - Jun 2022

Covering different aspects and offerings of the destination

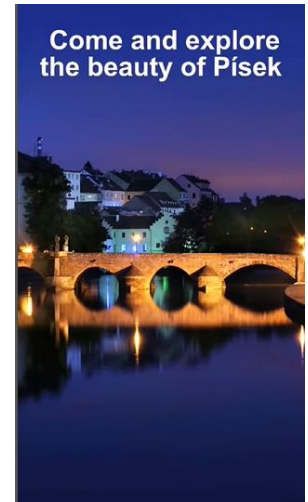


2,253 views · Liked by thecrazyindianfoodie kunalvijayakar Of late I'm missing travelling and the work cuisine.. One place and it's food that I was craving f... nvr



Liked by marek.kroutil and 3 others

visitczechrepublic_in Did you know that Praue is also a



Press Releases

Press Releases and destination updates were drafted and disseminated to media database of **500+ publications** on a monthly basis.



THE DAILY BRUNCH
Conversations That Inspire

Home Food Travel & Hospitality Lifestyle Health Expert Speaks For Her Videos Others

Home > Travel > #Czech Back into Czech Republic

#Czech Back into Czech Republic

by NAM TON

#Czech Back into Czech Republic

With the way the last year has been, we are all looking forward to better days where we can pack our bags and go back to planning vacations and exploring the world a little more.

But what inspires us to travel and explore a country? Is it the round the clock luxurious amenities or the breath-taking scenic beauty or the adrenaline adventure sports or the taste buds tickling food and traditions?

If staying home all this while has reignited your wanderlust, then you'll love this selection of activities to do in the Czech Republic. Well no matter what your travel preference is the Czech Republic is going to have you spoilt for choice.

1. **Have you "Czeched" out Czech's UNESCO Heritage sites**

Did you know that there are less than a thousand heritage sites in the world and out of those 16 of them are in the Czech Republic? The historic town centres of Český Krumlov, Telč, Prague and Kutná Hora with St. Barbara's Cathedral, the Lednice-Valtice Cultural Landscape Area, the Column of the Holy Trinity in Olomouc, the Tugendhat Villa in Brno, Vyščina boasts three UNESCO Heritage Sites, the most of any Czech region. The historic

LATEST POSTS

- Christie's Asian Art Week Totals \$67,890,084 | 11 Lots Above \$1M and 3 Auction Records
- Time to Travel: Czech Republic eases Travel Restrictions for travelers
- Nandhan's Group expands to 31 Stores: Bengaluru
- Embark On A 'Taj Holiday' This Summer
- Columbia Pacific Commends Positive Aging Report: Seniors outdo youth in pursuing conscious diet and fitness
- FIICI Flo, Bengaluru hosts Royal Fabrics' first edition in the garden city
- Rediscover New York with 7 top new reasons to visit
- Best Power Equipments (EPS) Launches Nrgo 5000 UPS with Li-Ion Battery EXL Series (ES) ...
- IHCL Launches Paathya - An Industry Leading Initiative To Chart A New Tomorrow

FEMINA
FASHION RELATIONSHIPS BEAUTY FOOD BRIDES WELLNESS GOOD LIVING C

Home > Travel > International > Taste Your Way Through The Czech Republic

Taste Your Way Through The Czech Republic

by Felina Travel | March 4, 2022, 17:35 IST

Testing the flavours and specialties of the Czech Republic is a wonderful – and delicious – way to immerse yourself in the local way of life

For many of us, when we plan our travels, food could be that one important element that sways our choice of destination. But whether or not we are travelling for food, testing local flavours and delicacies is on every discerning visitor's bucket list.

Expect interesting fare when you travel to the Czech Republic. Czech cuisine, whether in a traditional or modern guise, is a showcase of many influences. You know that you are in for delicious food, a treat for your taste buds.



Home > Travel > International > Taste Your Way Through The Czech Republic

Time to Travel: Czech Republic eases Travel Restrictions for travelers

by Piyel Roy

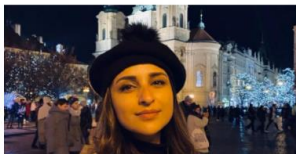
With the global pandemic easing out and travel resuming, one of the many questions in the

Press Releases



5 Things to do in Prague if you wish to jet off to Europe like Parineeti Chopra

by [adish](#) - February 4, 2022 - In [Travel](#)



Because the 'Metropolis of a Thousand Spires', Prague is one in every of Europe's architectural gems, Romanesque chapels and castles, Gothic cathedrals, Baroque palaces and gardens, worldy Art Nouveau buildings, and distinctive Cubist structures make it place with no parallel on this planet. The town has been designated as a UNESCO World Heritage Website, attracting an growing variety of vacationers annually.

Press Releases
in 2022 :70+
Print, Online &
Newswires



Czech Tourism along with the Embassy of the Czech Republic hosted their first webinar of 2022.

The Czech Tourism India team along with the Embassy of the Czech Republic organized and hosted their first zoom webinar of 2022 titled 'It's time to Czech it again!' to update the Indian travel trade fraternity about the re-opening of the Czech Republic for tourism from India and the process for applying for a visa to the country. With over 250+ participants from across India, the webinar was surely a hit!



Czech Republic is ninth among the ten most peaceful countries in the globe: Global Peace Index 2021



The Global Peace Index (GPI) identifies those that rate the countries as peaceful or at least of low level of violence and armed conflict. The index is based on the absence of internal and external armed conflict, terrorism, political violence, military expenditure, military personnel, nuclear power, nuclear weapons, international and foreign military presence, military expenditure, military personnel, nuclear power, nuclear weapons, international and foreign military presence, military expenditure, military personnel, nuclear power, nuclear weapons, international and foreign military presence...



Czech Republic travel update: Indian travellers can enter the country without many restrictions

NEWSINDIA.COM / Created: 4/11/2022, 08:08:57



YOU'RE READING

- Czech Republic travel update: Indian travellers can enter the...
- Woman donates blood plasma to fund her trip to visit father...
- Kerala Tourism promotes Czechian Tourism package...
- Masks continue to be mandatory for airports and flight...

Synopsis

All the shops are reopened without any restrictions on operating hours. The cultural and sporting events, concerts, theatres are also ready to function and hotels are...



The Czech Republic has become the latest European Nation to ease travel restrictions for international travellers. Now that tourism is opening internationally, Indians are eager to travel the world. The country has removed quarantine requirements for travellers. Also, the nation is not asking for proof of illness or vaccination.

All the shops are reopened without any restrictions on operating hours. The cultural and sporting events, concerts, theatres are also ready to function and hotels are waiting to welcome travellers. The country has reopened all its museums, galleries, monuments and zoos, among others at full capacity.

HOT DEALS

Sale! Premium Sharp AIO... \$1299 **SAVE \$100**

Save Military Black Lashes... \$79.99 **SAVE \$10**

POPULAR GALLERIES

Lesser-known temple towns in India

Best ways to experience the Andamans

Uttrakhand's best-kept secrets revealed!

Coverage in lifestyle and trade magazines in India like Condenast Taveler, Times Travel, BOTT, TTJ, etc.



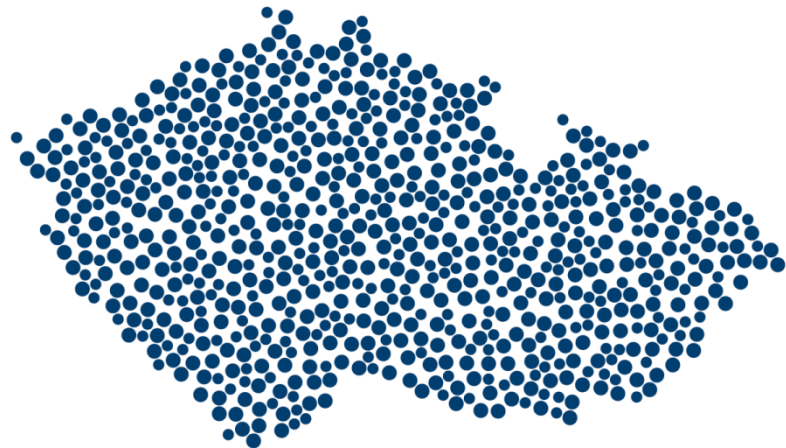
Czech Republic eases travel restrictions

by [Neha Paul](#) - April 31, 2022



Travellers will no longer need to fill in an arrival form or submit proof of vaccination or a previous infection when returning from abroad. However, it is still recommended travellers to verify the conditions of transport (including proof of infectivity, i.e. test, vaccination, illness) directly with the agreed public transport carrier (plane, bus, train).

Jan Herget, director at Czech Tourism, said: 'The Czech Republic has maintained its place in the world's top ten - between Ireland and Canada. This topic is important in the marketing communication of the destination across segments, both towards the tourists themselves and especially at the level of B2B marketing, when it is necessary to assure our partners from large travel...

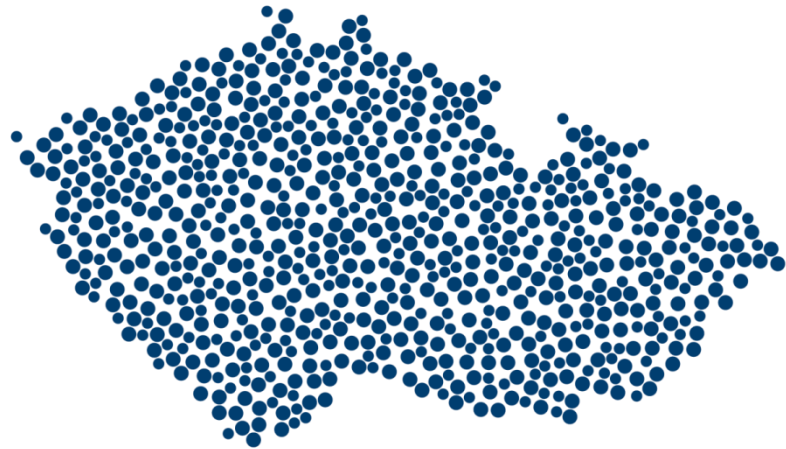


2023 activities in India

India 2023+

- In 2023, CzechTourism will mainly focus on activities leading to the launch of the direct flight to the Czech Republic
- Online campaign to promote the Czech Republic
- Focus on visa issue





Israel Market Overview

Israel's Market Overview

**Italy &
Greece**

Top international
destinations

**€1000 -
€2000**

Spent on an
avg. per trip

29%

use services of travel
agencies

71%

of people organize
travel on their own.

7 Million

Israelis are aged 25+
YFS

of which

3.6 Million

travel once a year

Israel's travel booking trends

51%

of Israeli's travel abroad
at least once a year

**4-6
days**

Is the average trip duration
for most Israeli's

60%

Travel accompanied by a partner
without children

31%

Travel with partner and
children

31%

Travel with friends

Peak travel seasons



Dec - Jan



Mar - Apr



Jul - Aug



Sep - Oct

Jews celebrate many holidays throughout the year but some stand out in terms of travel

The non-summer outbound travel is steadily growing



Israeli Traveler segments



Family travel with children are usually made to Europe. These trips last 7-14 days mainly during the spring and summer holidays. A combination of city and nature with attractions for the whole family (parks, beaches, lakes, and rural culture). Rental cars are used to travel outside the big cities.



Concept trips like ski vacations, music performances, sports events, wellness, health (hair implants, thermo baths etc.) Preference for a package that includes flight, hotel and tickets /equipment /guide.



Business travel to meetings, conferences and business relationships. It is usually short trips where the flights and hotels coordination is done through a travel agency



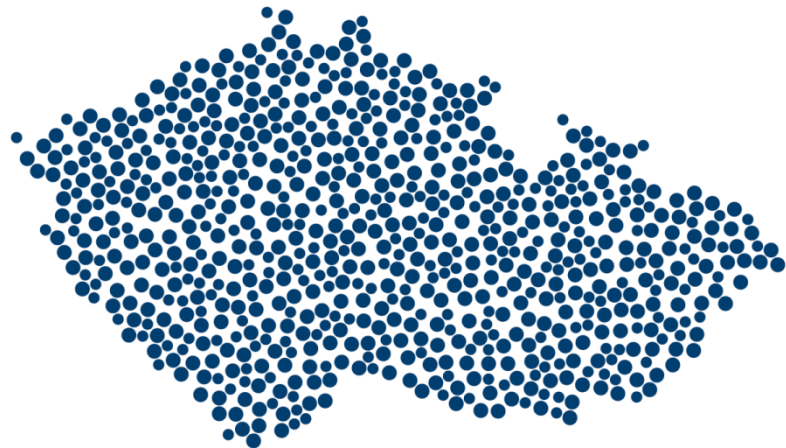
Explorers usually 2-5 days trips without children; as a couple or in a group of friends; preferably for weekends; sometimes in a package that includes a flight and a hotel to reduce costs and the hassle of planning. These trips take place at unique city sites, restaurants and cafes, with a combination of shopping and culture.



CzechTourism

Israeli Traveller





2022 activities in Israel

V4 workshop in Tel Aviv

B2B workshop organised by Slovakia Travel (V4 cooperation) in Tel Aviv to promote the Central Europe in Israel.

- 6 CZ partners (24 V4 total)
- 50 Israeli partners including touroperators and media representatives

Date: 12. 7. 2022



« כנס בינלאומי

נפגשים בתל אביב: בניר ענף התיירות ממרכז אירופה הגיעו לישראל

לאירוע, שצפוי להינעל היום, הגיעו ברכבת אווירית לישראל סיטונאי תיירות, סוכני נסיעות, בכירים בתעשיית התיירות ומנהלי בתי מלון מסלובקיה, פולין, צ'כיה והונגריה

צילום: חגית שיל, תמרים לקיטום תיירות

באי הכנס: חיוק הקשרים

Press/fam trip participation

- Cooperation with Prague City Tourism on a press trip for 2 journalists from The Jerusalem Post in June 2022
 - Media outputs: 2x podcast (1 h each) + article in JP
 - Topics: Prague, Jewish History, Experiences
- Cooperation with Živý Kraj on a fam trip from Israel for 10 Touroperators in November 2022
 - Topic: Spa region of the Czech Republic



Upcoming Activities for 2023

IMTM 2023

- February 2023

Online and Promotional B2B campaigns

- Q2 2023

Sports Tourism and Yoga/Wellness Activity

- Dates TBC

B2B Workshop and Seminars

- Dates TBC

