

Exportní workshop – Zahraniční zastoupení Velká Británie

Současná ekonomická situace ve Velké Británii

- ❑ Inflace a životní náklady
- ❑ Rozhodování s ohledem na rozpočet
- ❑ Dopad na cestování

Cost remains a reason for choosing for domestic trips over overseas but there are other factors that drive overseas visits, not least the weather and new experiences 

Trip preferences and reasons for preference

■ More likely to choose UK than overseas ■ More likely to choose overseas than UK ■ Broadly the same as past 12 months ■ Don't know/it depends on the situation



TOP 5 reasons for UK preference

1. UK holidays are easier to plan (53%)
2. UK holidays are cheaper (51%)
3. Shorter / quicker travel (48%)
4. To avoid long queues at airports/cancelled flights (36%)
5. I want to take holidays in places I am familiar with (29%)

TOP 5 reasons for Overseas preference

1. Better weather (52%)
2. I want to visit new places/experience new cultures (41%)
3. Overseas holidays are cheaper (29%)
4. I'm prioritising overseas trips after missing out in the last few years (26%)
5. To visit friends or relatives (22%)

Source: VisitEngland domestic sentiment tracker run by BVA BDR. <https://www.visitbritain.org/research/insights/domestic-sentiment-tracker>
VBD: Why are you more likely to choose a UK trip than an overseas trip? June 2024 = 63% VBD: Why are you more likely to choose an overseas trip than a UK trip? June 2024 = 45%

May to June 2024

BVA BDR - PHE/NIHCF

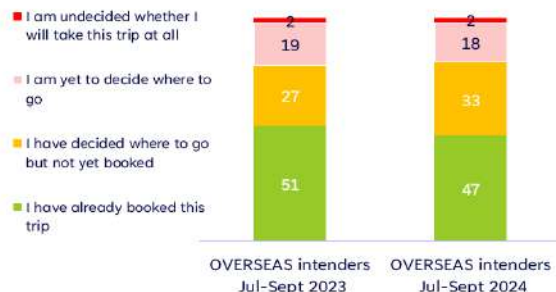
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Source: VisitEngland domestic sentiment tracker run by BVA BDR.
<https://www.visitbritain.org/research-insights/domestic-sentiment-tracker>

Booking status

Overnight trip booking status (%)



Overnight trip commitment (%)

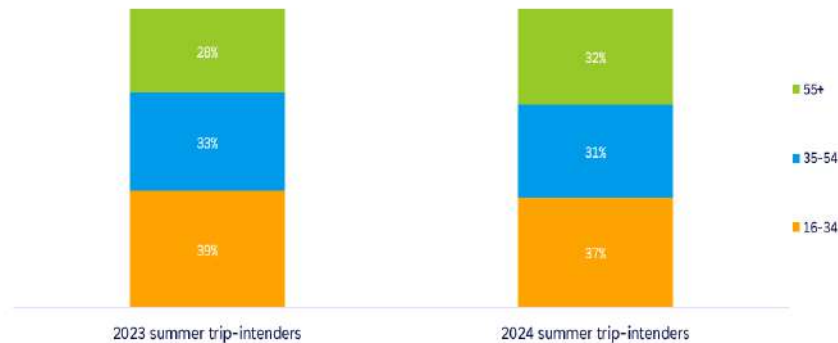


Stav rezervací zájezdů je v roce 2024 mírně nižší než v roce 2023, což naznačuje, že může dojít k mírnému poklesu zahraničních cest nebo k nárůstu pozdních rezervací.

Věkový profil

Věkový profil osob, které plánují zahraniční cesty, je v roce 2024 o něco vyšší než v roce 2023 – což odráží větší pohodlí starší generace při cestování do zahraničí a jejich menší ovlivnění krizí životních nákladů

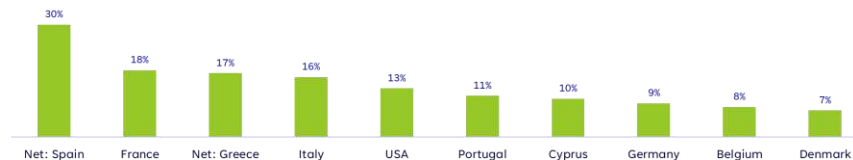
Age of overseas trip intenders this summer (%)



Cestovní návyky britských turistů

- ❑ Oblíbené destinace: Španělsko, Francie, Řecko a USA zůstávají top destinacemi díky své oblíbenosti a dostupnosti.
- ❑ Nové trendy: Roste zájem o střední a východní Evropu (včetně Česka), protože tyto destinace nabízejí bohaté kulturní zážitky za nižší ceny ve srovnání se západní Evropou
- ❑ Účel cestování: Dovolené jsou hlavním důvodem pro cestování, ale významné jsou také návštěvy přátel a rodiny (VFR), pracovní cesty a zážitková turistika (např. wellness, dobrodružství).

Top 10 individual overseas destinations for trips planned in the next 12 months (% all respondents)



TOP 11-20 DESTINATIONS

11	Ireland	7%
12	Turkey	7%
13	Dubai	7%
14	Austria	6%
15	Croatia	5%
16	Canada	5%
17	Netherlands	5%
18	Morocco	5%
19	Finland	5%
20	Iceland	5%

TOP 21-30 DESTINATIONS

21	Netherlands	6%
22	Sweden	6%
23	Lapland	6%
24	Korea	6%
25	Sri Lanka	5%
26	Philippines	5%
27	Finland	5%
28	Jersey	5%
29	Malaysia	5%
30	Austria	5%

TOP 31-40 DESTINATIONS

31	Denmark	5%
32	Poland	4%
33	Isle of Man	4%
34	Guernsey	4%
35	Antigua & Barbuda	4%
36	Gibraltar	4%
37	Czech Republic	3%
38	Luxembourg	3%
39	Belgium - Flanders	2%
40	Estonia	2%

TOP 41-51 DESTINATIONS

41	Israel	2%
42	Nassau Paradise Island	2%
43	Tunisia	2%
44	Taiwan	2%
45	Slovenia	2%
46	Belgium - Wallonia	2%
47	Catalonia	2%
48	Montserrat	2%
49	Andorra	2%
50	Samoa	2%
51	Ras Al Khaimah	1%

Kdy a jak plánují Britové svou dovolenou?

•**Nadšení pro objevování: Britští turisté jsou známí svou láskou k cestování, v roce 2023 provedli 86,2 milionu návštěv do zahraničí**

•**Nejčastější důvody cestování: dovolené, návštěvy přátel a rodiny, obchodní cesty.**

Kdy a jak plánují Britové svou dovolenou?

•**19 % Britů si rezervuje dovolenou 4-5 měsíců dopředu**

•**Nejoblíbenější typ dovolené: mix kratších a delších cest(33 %)**

•**Větší zájem o kratší výlety (29 %) než o delší pobyty (21 %)**

•**Průměrné výdaje na dovolenou v roce 2023: 1 944 £**

•**46 % Britů překročilo rozpočet na dovolenou – nejvíce za jídlo a pití (68 %)**

•Source : AVIVA, ABTA



Leden až březen – „Novoroční rozhodnutí“

- Po vánočních a novoročních svátcích mnoho Britů začíná přemýšlet o letní dovolené.
- early bird

Duben až červen – „Jarní plánování“

- Rodiny s dětmi začínají upřesňovat plány na léto, protože se blíží konec školního roku. Duben a květen jsou poslední měsíce pro zajištění rezervací před hlavní sezónou.
- Rezervace v tomto období bývají o něco dražší než na začátku roku, ale stále ještě není vrcholná sezóna

Červenec až srpen – „Hlavní sezóna“

Září až říjen – „Mimosezónní cestování“

- populární mezi páry a jednotlivci, kteří nemají děti nebo jsou flexibilnější v cestovních termínech. Po prázdninách se ceny snižují, takže je ideální čas pro levnější dovolenou.
- Cestovní agentury nabízejí „post-season“ slevy, což je atraktivní pro lidi, kteří chtějí ušetřit a zároveň se vyhnout davům.

Listopad až prosinec – „Zimní úniky a vánoční plánování“

- tento čas je oblíbený pro krátké zimní úniky do teplejších destinací nebo pro vánoční trhy a lyžařské pobyty. Mnoho Britů také plánuje delší vánoční dovolenou

- ❑ **Online rezervace:** Britové často plánují svou dovolenou online přes cestovní portály, jako je Expedia, Booking.com, nebo prostřednictvím cestovních agentur. Často hledají nejlepší nabídky na srovnávacích webech.
- ❑ **Last-minute zájezdy:** Ačkoliv mnoho Britů plánuje s dostatečným předstihem, rostoucí počet turistů volí také last-minute nabídky.
- ❑ **Výběr podle doporučení:** Britové se silně spoléhají na recenze a doporučení, ať už od přátel, rodiny, nebo online recenzí na platformách, jako je TripAdvisor

Proces rozhodování

- ❑ **Klíčové faktory při rozhodování:** rozpočet, klimatický dopad, popularita destinace.
- ❑ **Hodnota za peníze:** Britští turisté mají rádi výhodné nabídky, takže nabídka atraktivních balíčků nebo zážitků, které spojují cenu a kvalitu, je klíčová.
- ❑ **Flexibilita:** Růst digitálního nomádství a hybridní práce znamená, že mnoho turistů hledá destinace, kde mohou kombinovat práci a volný čas.
- ❑ **Ekologické povědomí:** Udržitelnost získává na důležitosti. Destinace, které nabízejí ekologicky šetrné možnosti (např. zelené hotely, zážitky v přírodě), jsou atraktivnější
- ❑ **Výzkum a informace:** Silně spoléhají na recenze online, doporučení a sociální sítě, takže viditelnost na populárních platformách (TripAdvisor, Instagram) je zásadní.
- ❑ **Faktory ovlivňující rozhodování:** Důležité faktory při výběru destinace zahrnují dostupnost letů, kvalitu ubytování, snadnost cestování a zkušenosti z minulých dovolených.



Co Britové Chtějí ?

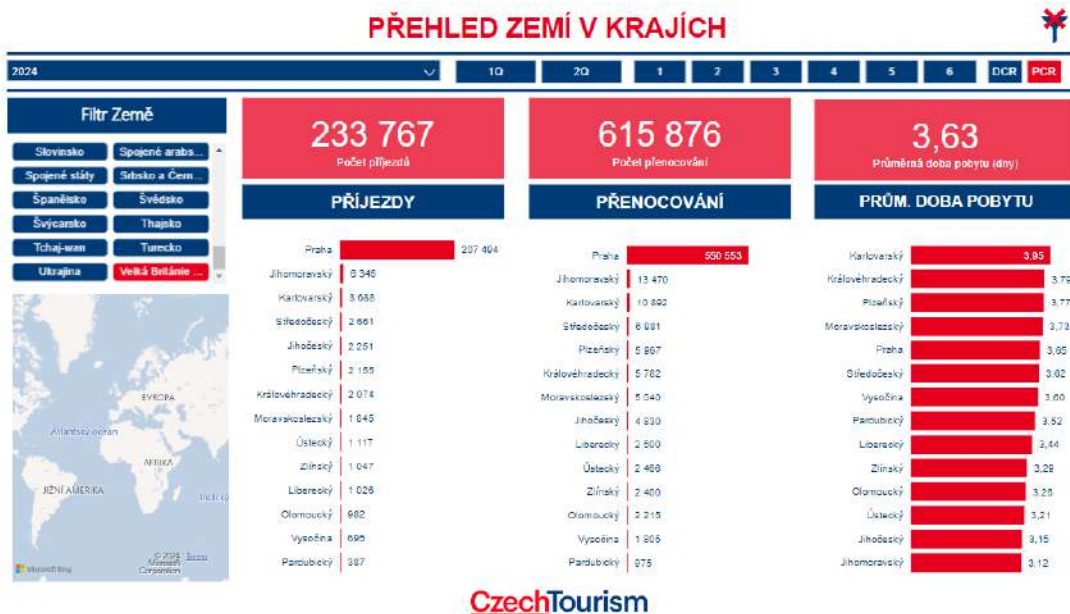
- ❑ **Zaměření se na zážitky:** Britští turisté vyhledávají kulturní a autentické zážitky. kulturu, lokální kuchyni a historii.
- ❑ **Personalizované nabídky:** cílené balíčky pro různé typy cestovatelů—rodiny, jednotlivce, digitální nomády apod
- ❑ **Jednoduchost cestování:** Britští turisté si cení pohodlí, takže hledají snadné letecké spojení, bezproblémová doprava a anglicky mluvící průvodci jsou velmi oceňováni.
- ❑ **Komunikace:** Britští turisté očekávají jasnou komunikaci a vysokou úroveň zákaznického servisu. Britští turisté si cení transparentnosti a rychle sdílejí své zkušenosti online, takže podporujte pozitivní recenze a rychle reagujte na stížnosti.

Letecká spojení Velká Británie - Česko

- ❑ London Heathrow (LHR) -> Prague: British Airways
- ❑ London Gatwick (LGW)-> Prague: EasyJet, Wizz Air
- ❑ London Stansted (STN)-> Brno, Prague, Ostrava: Ryanair, Jet2 (sezónní)
- ❑ London Luton (LTN)-> Prague: Wizz Air, EasyJet
- ❑ London City Airport (LCY) -> Prague: British Airways
- ❑ Manchester (MAN)-> Prague: EasyJet, Ryanair, Jet2
- ❑ Birmingham (BHX)-> Prague: Ryanair, Jet2, Smart Wings, EasyJet (sezónní)
- ❑ Liverpool (LPL) -> Prague: EasyJet, Jet2 (sezónní)
- ❑ Edinburgh (EDI) -> Prague: Ryanair, EasyJet, Jet2
- ❑ Bristol (BRS)-> Prague: EasyJet, Ryanair, Jet2 (sezónní)
- ❑ Leeds Bradford (LBA)-> Prague: Jet2
- ❑ Glasgow (GLA) -> Prague: Jet2, EasyJet (nova linka), Jet2 (sezónní)
- ❑ Newcastle (NCL)-> Prague: Jet2 (sezónní)
- ❑ East Midlands (EMA)-> Prague: Ryanair, Jet2 (sezónní)
- ❑ Belfast (BFS) -> Prague: Jet2, EasyJet (sezónní)
- ❑ Dublin (DUB) -> Airlingus, Ryanair

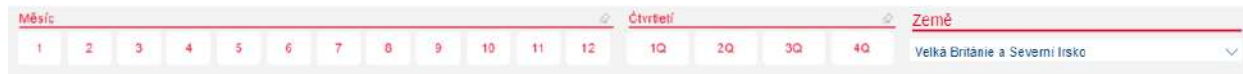


Cestování Britů v roce 2024



- Praha
- Jednodenní výlety
- Kutná Hora
- Karlovy Vary
- Plzeň
- Brno-
- Cestování vlakem

Cestování Britů v roce 2024



2023

Velká Británie a Severní Irsko



Hromadná ubytovací zařízení dle krajů



Příjezdy turistů do ČR 2024

Měsíc

1

2

3

4

5

6

Čtvrtletí

1Q

2Q

Země

Velká Británie a Severní Irsko

2024

Velká Británie a Severní Irsko



Hromadná ubytovací zařízení dle krajů



233 767

Počet turistů v HUZ



14,72 %

Meziroční změna



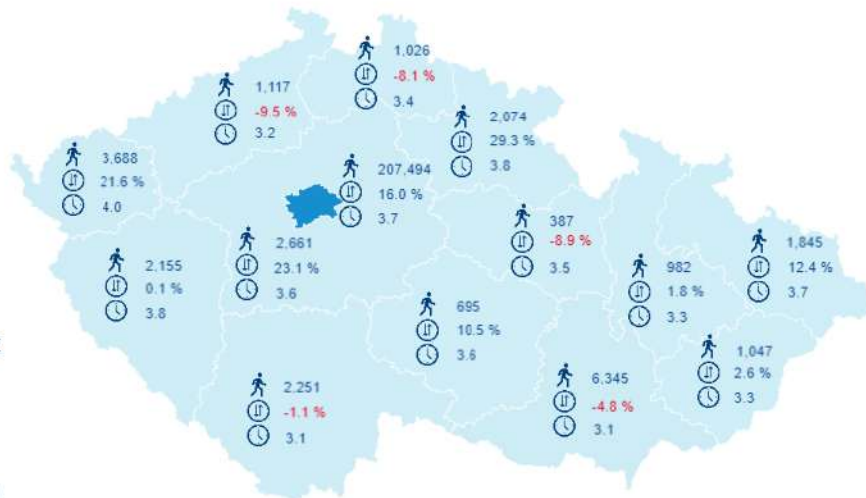
615 876

Počet nocí strávených v HUZ



3,63

Průměrná doba pobytu (dny)



Legenda

příjezdy turistů

- maximum
- střed
- minimum

Příjezdy turistů do ČR 2024 (HUZ)

Hosté v hromadných ubytovacích zařízeních podle zemí 1. pololetí 2024

Rezidenti / Nerezidenti	Počet příjezdů	YOY 24/23	Podíl	Počet přenocování	YOY 24/23	Podíl	Průměrná doba pobytu ve dnech
Rezidenti	5 359 945	0,01	53,22%	13 118 688	-0,02	53,57%	3,45
Nerezidenti	4 710 427	0,13	46,78%	11 369 396	0,11	46,43%	3,41
Německo	1 130 503	0,07	11,23%	3 095 062	0,05	12,64%	3,74
Slovensko	423 755	0,11	4,21%	815 538	0,09	3,33%	2,92
Polsko	395 940	0,15	3,93%	815 653	0,14	3,33%	3,06
Velká Británie a Severní Irálie	233 767	0,15	2,32%	615 876	0,16	2,52%	3,63
Spojené státy	224 819	0,14	2,23%	564 252	0,11	2,30%	3,51
Itálie	208 073	0,20	2,07%	558 076	0,21	2,28%	3,68
Rakousko	159 504	0,14	1,58%	302 291	0,11	1,23%	2,90
Ukrajina	149 745	-0,06	1,49%	319 332	-0,06	1,30%	3,13
Francie	129 489	0,16	1,29%	334 956	0,18	1,37%	3,59
Korejská republika	112 759	0,14	1,12%	181 335	0,17	0,74%	2,61
Španělsko	104 811	0,30	1,04%	299 729	0,32	1,22%	3,86
Nizozemsko	97 800	0,02	0,97%	258 485	-0,01	1,06%	3,64

Ve Velké Británii existuje „několik typů“ CK a TO

Cestovní kanceláře (Travel Agencies):

Tradiční cestovní kanceláře: Tyto kanceláře mají kamenné pobočky, kde klienti mohou osobně přijít a rezervovat si dovolené. Např. TUI, Hays Travel.

Online cestovní kanceláře (OTAs): Zákazníci si objednávají své dovolené online. Sem patří společnosti jako Expedia, Booking.com.

Cestovní kanceláře mohou být buď nezávislé, nebo spojené s velkými řetězci, a nabízejí balíčky touroperatorů i další doplňkové služby, jako je pojištění či pronájem aut.

2. Touroperátoři:

Plnohodnotní touroperátoři: Organizují celé balíky dovolených včetně letenek, ubytování a dalších služeb. Např. Jet2holidays, TUI.

Specializovaní touroperátoři: Zaměřují se na konkrétní typ dovolených, jako jsou luxusní dovolené, dobrodružné výlety nebo ekologické cestování. Např. Exodus Travels, G Adventures.

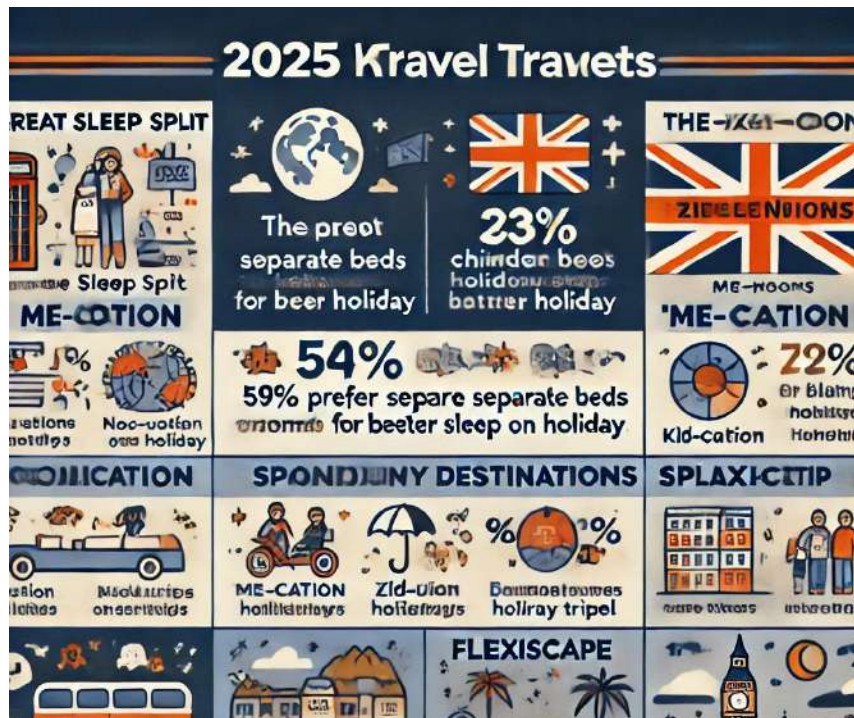
Touroperátoři obvykle přímo organizují celé zájezdy (letenky, hotely, transfery) a následně tyto balíčky prodávají přes cestovní kanceláře nebo online.

3. Homeworking cestovní agentury:

Tento systém je velmi rozšířený v Británii. Agenti pracují z domova a nabízejí personalizované služby, často se specializují na konkrétní typ dovolených. Příkladem je společnost Travel Counsellors, která umožňuje svým agentům pracovat na dálku a zároveň poskytuje podporu přes centrálu.

Home-based travel agents jsou často nezávislí a pracují buď sami, nebo pod hlavičkou větších společností, jako jsou Travel Counsellors, přičemž se specializují na osobní přístup a budování dlouhodobých vztahů s klienty.

Zajímavost: Trendy cestování ve Velké Británii pro rok 2025 podle zprávy Hilton:



The Great Sleep Split: Páry čím dál častěji rezervují oddělené postele nebo dokonce samostatné pokoje pro lepší spánek na dovolené. 59 % říká, že spí lépe, když jsou sami.

Me-Mooning: Růst sólo cestování, 34 % plánuje samostatné cesty do roku 2025, 23 % přijímá "Me-Moons" pro seberealizaci.

Nostalgication: Rodinné cestování poháněné nostalgií, 45 % rodin navštěvuje místa, kde trávili dovolenou v dětství, se svými dětmi

Kidcation: Děti nyní výrazně ovlivňují plánování dovolené, 60 % rodin vybírá aktivity na základě zájmů svých dětí.

DINK-ury Destinations: Zillennials (generace bez dětí) rádi utrácejí za luxus, 79 % je ochotno utratit více za prémiové zážitky.

Ex-cursions: Cesty po rozchodech jsou na vzestupu, 52 % Zillennials volí spontánní "YOLO" výlety po rozchodu.

Spontanitrip: Spontánní cestování získává na popularitě, 76 % Britů nechává plány otevřené, často rezervují ubytování na poslední chvíli

Flexiscape: Cestovatelé hledají kombinaci odpočinku a dobrodružství, 74 % spojuje pracovní a rekreační cestování

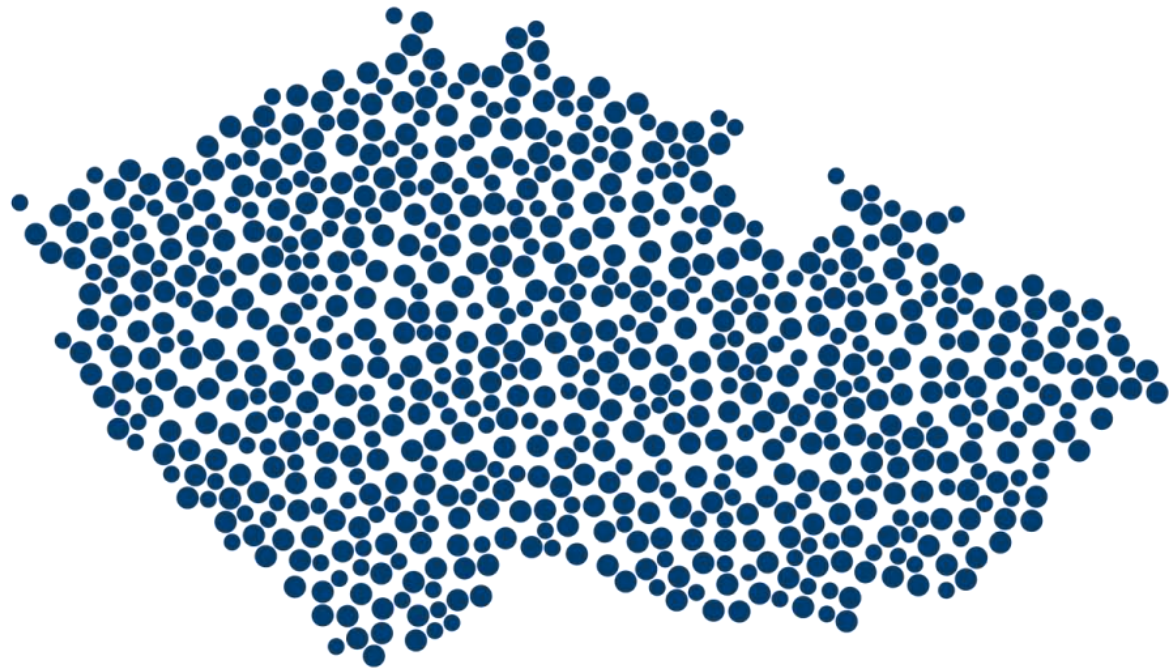
<https://stories.hilton.com/emea/releases/2025-travel-trends-uk-eng>

Zajímavost :2024 / 2025 UK Travel Trends British Airways:

- **Shoulder Season Growth:** Více lidí cestuje mimo hlavní letní sezónu, zaznamenává se nárůst rezervací v květnu a červnu.
- **TikTok Travel Influence:** 23 % britských spotřebitelů používá TikTok jako inspiraci pro dovolenou, 18 % rezervuje cesty na základě obsahu, který tam vidí.
- **Destination Swaps:** 31 % cestovatelů volí méně známé destinace místo populárních míst jako Dubaj a Maledivy.
- **Film & TV Tourism:** 78 % cestovatelů je ovlivněno filmy nebo TV pořady, 24 % si rezervuje dovolenou na základě toho, co sledují.
- **Holiday Stress:** 42 % dospělých nevyužije celé své roční volno, 37 % se cítí ve stresu ohledně práce i během dovolené.

<https://mediacentre.britishairways.com/pressrelease/details/19736>





Marketingové aktivity

Cíle marketingových aktivit

- ❑ Udržování dobré image ČR – blízká, bezpečná, zajímavá a neobjevená evropska destinace s velmi dobrou infrastrukturou
- ❑ Prodlužování pobytu v Praze – aktivity, zážitky, jednodenní výlety
- ❑ Zvyšování útraty
- ❑ Rozvoj produktu Česko vlakem – citybreaky v regionech

National Geographic Traveller Festival 2024



CzechRepublic

Prezentace a Workshop UNEXPECTED Czechia with Travel Gossip pro CK a TO



Prezentace ČR – rok České hudby



Nirvan B. Norton Letter from...
Letter from Prague
 Exploring the capital of Czechia through Smetana and his remarkable operatic history

By Leah Broad



On Smetana

When it is possible to walk down the streets of Prague and see a sign for a restaurant or a shop, it is not surprising to find a sign for a restaurant or a shop that is named after Smetana. One of the reasons for this is that Smetana is one of the most famous Czech composers. His music is loved by many people, and his operas are still performed in Prague. Smetana's music is a reflection of the Czech people's love for their country and their culture. His operas are a testament to the power of music to tell a story and to connect people from different parts of the world.

Prague is a city with a rich history and a vibrant culture. It is a city that has been the center of many important events in Czech history. Smetana's music is a part of this history, and it is a testament to the power of music to connect people from different parts of the world. His operas are a reflection of the Czech people's love for their country and their culture. His music is a testament to the power of music to tell a story and to connect people from different parts of the world.

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Smetana Unveiled: Exploring the Man, the Music, and the Myths

Tuesday, 12 March 2024, at 19:00, Czech Centre London, Embassy of the Czech Republic in London

In celebration of the bicentenary of Bedřich Smetana and Czech Year of Music, Czech Tourism and the Czech Centres in London invite you to a distinguished event dedicated to unveiling the life, music, and myths of a maestro whose works have become symbols of Czech culture.

This special evening will feature a panel of esteemed experts, including Jan Smaczny, Dr. Thomas Jaermann, and Sandra Bergmannová, who will delve into Smetana's illustrious career, his contributions to Czech musical heritage, and his nationalist spirit. Furthermore, Tomáš Hanus will join us via ZOOM to discuss his recent work on Smetana's opera, "Dalibor".

Hosted in collaboration with Czech Centres London, this event promises an enlightening journey through Smetana's world, offering unique insights into his enduring legacy.

Join us for an unforgettable exploration of one of the most pivotal figures in Czech music history. More information about the event can be accessed [here](#).

To sign up, please contact us at london@czechtourism.com

Get in touch for more information:

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#VisitCzechia



Propagace leteckého spojení London City – Prague



Prague Under the Stars: A Rooftop Cinema Night

Save the date: 6th September 2024 /

Time: Door time 07:45pm, Movie 8:10pm

Rooftop Film Club

(Roof East, Great Eastern Rd, London, E15 1BB)

You are invited to join us for an exciting aviation-themed night at the Rooftop Cinema (London) in association with British Airways and Prague Airport.

This is no ordinary cinema night out... Imagine just chilling out under the stars at this cool event where there will be an open air screening of the hit movie *The Bourne Identity* which was filmed in the Czech capital. How many of Prague's landmarks will you spot?

CzechTourism proudly partners with BA and Prague Airport to showcase the seamless journey from London City Airport to the heart of Prague, highlighting the convenience of BA CityFlyer's direct flights to Václav Havel Airport. Let's drive engagement and discover the ease of exploring Prague with BA!

...

Extra fun...

During the event, there will be a photo booth with a stunning Prague background. You can enter the competition by sharing your pictures. Simply tag CzechTourism, British Airways, Rooftop Cinema, and the Almanac X Alcron Prague on social media.

RSVP to:
Katerina Hobbs
Director Czech Tourism UK & Ireland
hobbs@czechtourism.com

The event will take place at the
Rooftop Cinema Stratford
Venue:
Rooftop Film Club, Roof East, Stratford
Nearest station: Stratford
MAP: [HERE](#)


CzechTourism

Letiště
Praha

BRITISH AIRWAYS

ALMANAC X
ALACRON PRAGUE





BRITISH AIRWAYS

PRESENTS

UPGRADE YOUR POPCORN



POPPIN' OLD TOWN SQUARE

Cobble your tastebuds through Old Town Prague with our classic Apple Strudel popcorn, topped with candy apples, juicy raisins & a dusting of cinnamon.

PIKNIK ON THE CHARLES BRIDGE

Our Piknik popcorn will be the bridge between you and The Czech Republic! Introducing the Czechs favourite childhood treat, a sticky sweet condensed milk sauce with chocolatey chunks on the top.

STANDING	SHOWING	DATE
PRAGUE	BOURNE IDENTITY	6TH SEPTEMBER


#VisitCzechia


CzechRepublic

PT – výběr regionů



Czechia THIS OUT



Explore castles and cathedrals beyond the bustling streets of the capital and uncover the hidden treasures of this enchanting country

BY SARA COLOHAN

Local delights from above, a barman making a cocktail in the Altmann's bar, Karlova Café, and the lobby of the Altmann's & Arcion hotel

high-end shopping. From his second-hand tuxedo stores to vintage shops in the central district, we'd they'd like to have a vintage clothing store. Don't be afraid to ask locals for recommendations. In Prague, it's not just the food and wine that are special, but the people who make it so.

When you visit Prague, you'll find a mix of old and new. The city is a blend of history and modernity, with a vibrant cultural scene. From the historic streets of the Old Town to the modern architecture of the New Town, there's something for everyone.

Prague is a city of contrasts. It's a city where the past meets the present, where the old and the new coexist. It's a city where the beauty of the past is preserved, and the beauty of the present is celebrated.

Prague is a city of beauty. It's a city where the beauty of the past is preserved, and the beauty of the present is celebrated. It's a city where the beauty of the past is preserved, and the beauty of the present is celebrated.

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CzechRepublic



BEAUTIFUL CZECHIA

The whole area is very beautiful, and it's a great spot for yoga. The views are amazing, and the atmosphere is peaceful. It's a perfect place to relax and enjoy the beauty of nature.

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Brno travel guide: A gem just two hours from Prague – where you can avoid tourist crowds

By PHILIPPA CORRIE, Senior Lifestyle Reporter



Brno is a beautiful city with a rich history and a vibrant cultural scene. It's a city where the beauty of the past is preserved, and the beauty of the present is celebrated. It's a city where the beauty of the past is preserved, and the beauty of the present is celebrated.

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My exhilarating rail adventure to the intellectual hub of the universe

Through greatest cities for art, music and architecture across the main road to the heart of Europe, from Prague to Vienna and beyond.

THE JOURNALS OF PHILIPPA CORRIE

ICON

ARCHITECTURE DESIGN SPACES DIGITAL ISSUE NEWSLETTER ABOUT

Architecture Icon: Mies van der Rohe's domestic masterpiece in Brno has survived everything the 20th century could throw at it

Nearly a century after its construction – including time when its owners were forced to flee for their lives – this iconic living room was used to stable horses – the original inspiration of Mies van der Rohe's villa together once again shines through

Editor's choice

Christophe Beaud discusses his innovative local approach to terraces

Editor's Picks: The best new spaces discovered in Italy's landscape

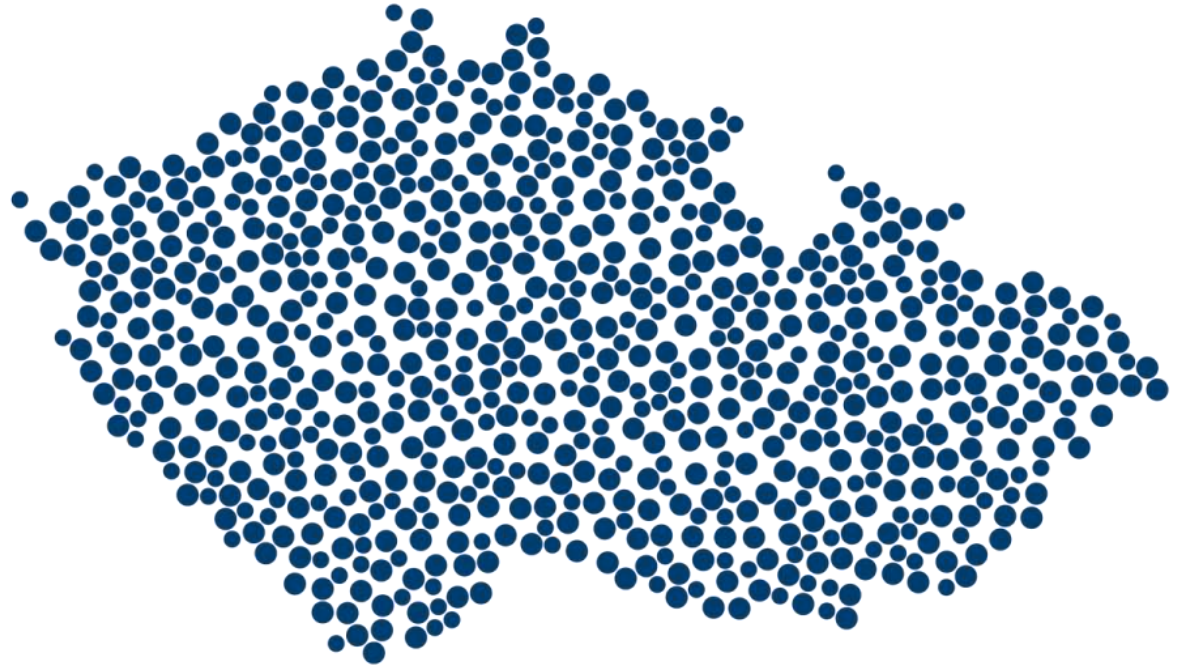
From Helsinki with love: How Finnish architects are redefining modern design and human-centred values

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Architecture

Photography by David Dujak



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☐ Listopad

Advent a České Vánoce

Veletrh WTM

MICE 24 hours retreat

Press trip Vánoce s Easyjet – Lety Glasgow - Praha

Plánované akce 2025

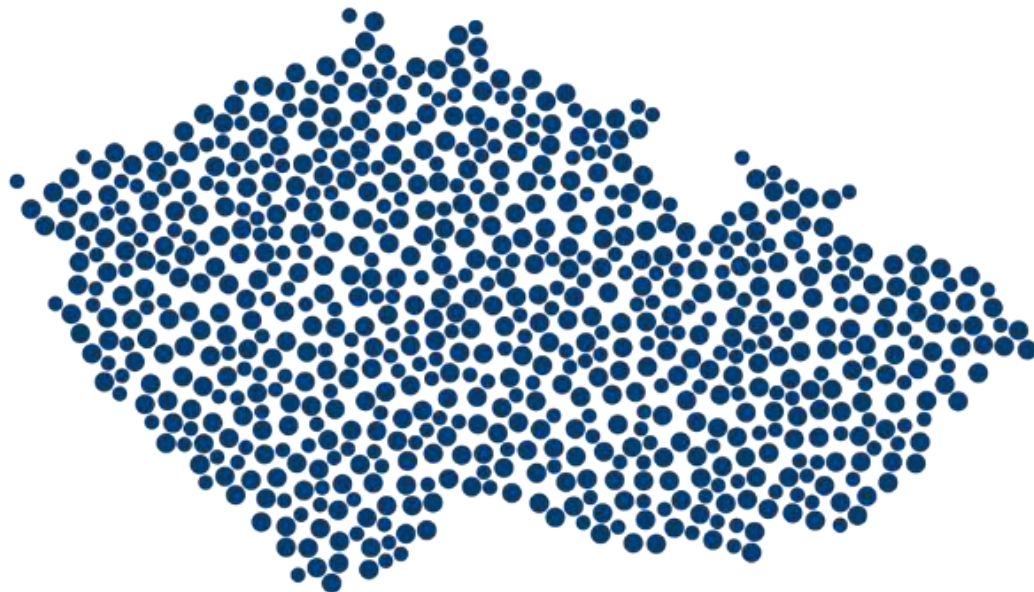
☐ Červenec 19-20

National Geographic food traveller festival
London

☐ Červenec 16-17

Road show pro CK a TO
Manchester , London, TBC

Děkuji za pozornost!



Katarína Hobbs

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Tel: +44 7766 073 793