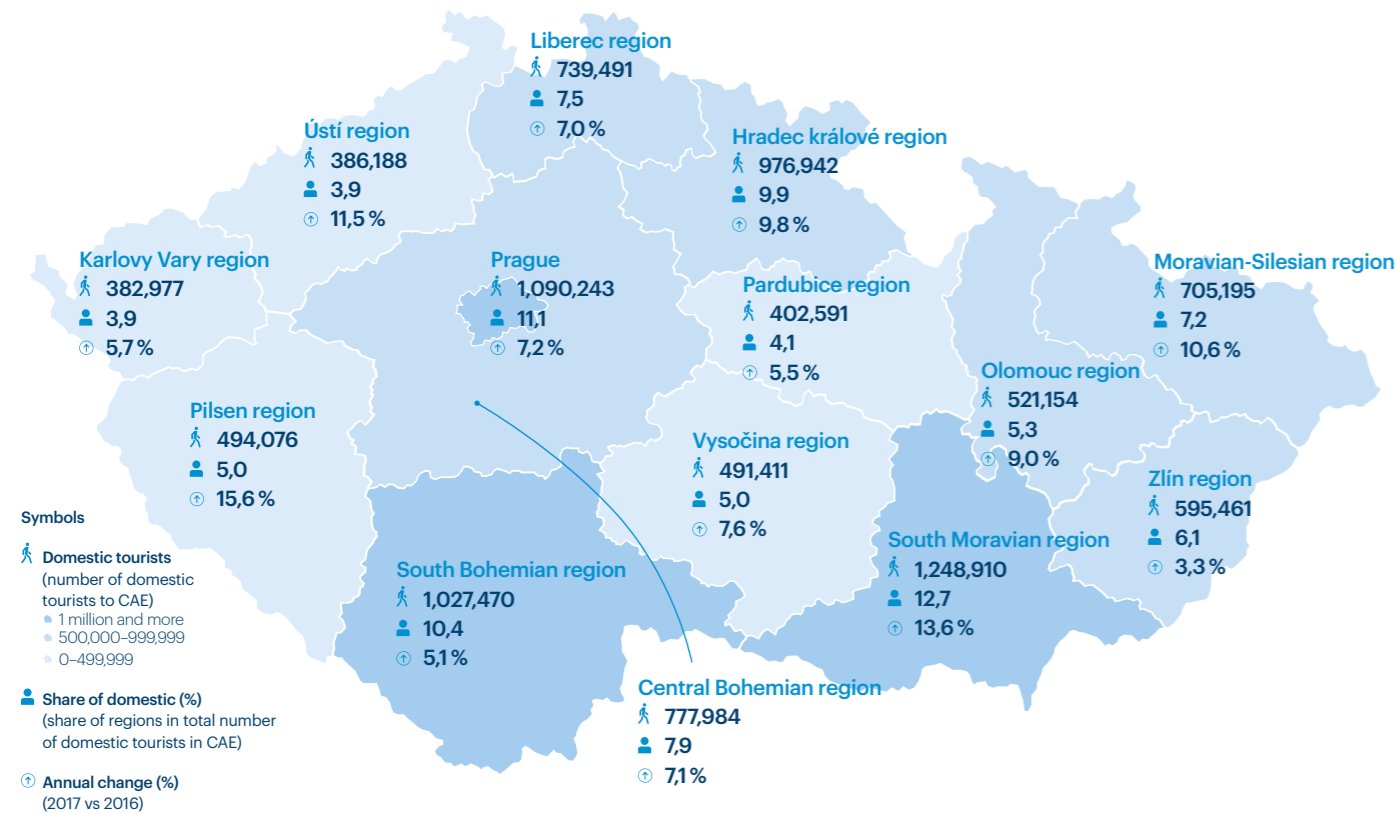


Domestic tourism and CzechTourism



Campaigns and media

Campaigns

- ★ New creative concept „Baroque by all senses“
- ★ Campaign for main communication theme **Baroque** on the Czech market – including the **BarokoPlay** project to reach younger target groups
- ★ Campaign for main communication theme **Baroque** on foreign markets
- ★ Campaigns on social media with online influencers from key foreign markets – total reach more than 11,000,000 people
- ★ YouTube **RoadTripBaroque** series focused on the Czech market

Media

2069 Articles about CzechTourism

AVE 70 813 370CZK in domestic media

Top theme: Žebříček návštěvnosti turistických atrakcí
Tourfilm
Cena portálu Česko země příběhů v rámci Velké pardubické

Top spokesperson: Monika Palatková, Aleš Pangrác, Markéta Vogelová

Top media: Vltava Labe Media, Mafra, C.O.T. Media



↑ Have a look at our spots



↑ Have a look at our photos

Publications

Editions (selected publications)

Produced 23 publications in 11 language versions, 6 new publications in 4 language versions, 11 new language versions of original titles, 4 new Korean versions and 4 other reeditions for Winter Olympic games in 2018, supervision of 11 new publications and regular reeditions

- 👍 Production of publications for the **Czech House at Winter Olympic games in Pyeongchang 2018**
- 👍 Securing prints for the Czech exposition **EXPO 2017 in Astana**
- 👍 Preparation, visualization, realization and supervision of outputs of the intersectoral project **ČS100**

Awards

1st place **TuristPropag** in category **tourist information of the year** (Guide to Baroque Czech Republic)



2nd place **Fénix content marketing one-time media** – catalogue (B2B catalogue – Top baroque itineraries)



3rd place **Fénix content marketing one-time media** – calendar (Baroque Czech Republic 2017)



Award **Calendar of the year in category wall calendar** (Calendar Baroque Czech Republic 2017)



Photo gallery

More than 1,400 photos

- Expansion of the portfolio of the photo gallery – ČS100, UNESCO, outdoor
- More than 100 new photos in print quality

Compiled by Institut turismu, institut@czechtourism.cz



Fact Sheet

2017

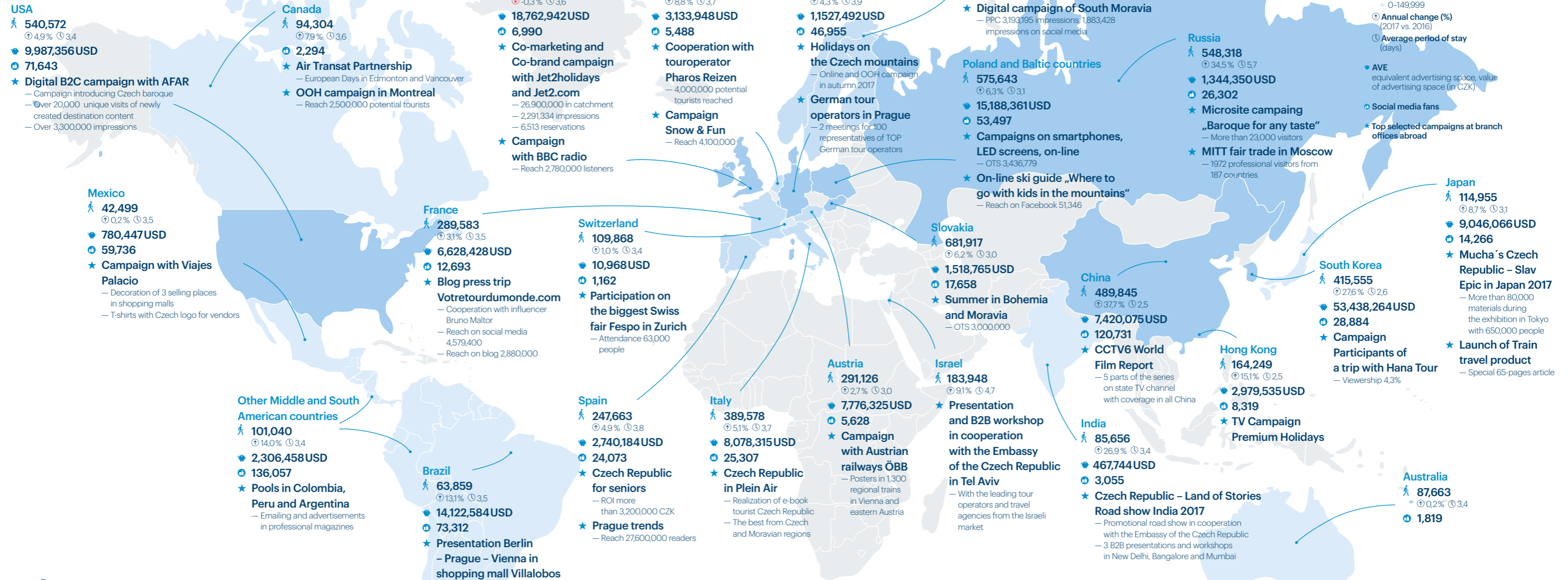
→ **AVE 178,6 mln. USD**
target 2017: 152,5 mln. USD

→ **OTS 8,9 bln. display of campaigns**
target 2017: 10 bln.

→ **Tourism revenue 7,6 bln. USD**
target 2017: 7 bln. USD

CzechTourism

Incoming tourism and Czech Tourism worldwide



Key for arrivals

- 👤 Tourists
Number of incoming foreign tourists at collective accommodation establishments
- 💰 Annual change (%) (2017 vs. 2016)
- 📅 Average period of stay (days)
- 📊 AVE
equivalent advertising space, value of advertising space (in CZK)
- 📱 Social media fans
- ★ Top selected campaigns at branch offices abroad

On-line

Czech Republic Land of Stories	kudyznudy.cz Czech tourism	Česko země příběhů
Visits to czechtourism.com	kudyznudy.cz	ceskozemepribehu.cz
2,918,273 visits	13,450,776 visits	555,918 visits
-16% compared to 2016 (3,463,190) +4% compared to 2015 (2,812,732) 2,09 pages per visit 2:19 average length of visit	-2% compared to 2016 -1% compared to 2015 3,53 pages per visit 3:11 average length of visit	-54% compared to 2016 -13% compared to 2015 2,32 pages per visit 1:41 average length of visit

Social media (as of 31 December 2017)

852,721 likes	425,036 likes	74,835 likes
+2% compared to 2016 (834,636)	on FB	on FB
+57% compared to 2015 (543,665)		

Trade fairs and events

Trade Fairs
 17 international trade fairs
 with official exhibition, 1,800,000 visitors reached

Another 91 trade fairs
 organized by foreign offices

Events (going beyond the meaning of borders)

- Prague Spring
- Karlovy Vary International Film Festival
- Colours of Ostrava
- Laver Cup
- Series of regional runs RunCzech
- Golden Spike Ostrava
- Barum Czech Rally Zlín
- Velká pardubická



Conferences/actions

Press/Fam
 15 Press Trips
 for 87 worldwide journalists

4 Fam Trips
 for 28 tourism professionals

1 Action
 for Oman delegation, 10 people participated

Czech Republic Travel Trade Day
 more than 70 worldwide trade representatives

MICE (TOP congresses and winning candidacies)

- 85th EAS – European Atherosclerosis Society Congress
- 50th Meeting of the European Society of Pediatric Gastroenterology, Hepatology and Nutrition with 4000 delegates

56th ICCA – The International Congress and Convention Association Congress

6th Ministerial Conference on Environment and Health

Convention venues

Ranking	City	No. of congress
1	Paris	196
2	Vienna	186
3	Barcelona	181
4	Berlin	176
7	Amsterdam	144
11	Prague	126
23	Brusel	91
392	Ankara	5

Ranking	City	No. of congress
1	USA	934
2	Germany	689
3	Great Britain	582
12	Austria	268
20	Switzerland	184
27	Czech Republic	156
33	Hungary	129
63	Slovakia	33
98	Ukraine	8

Source: ICCA

Facebook | Weibo | Vkontakte | Twitter | Instagram

