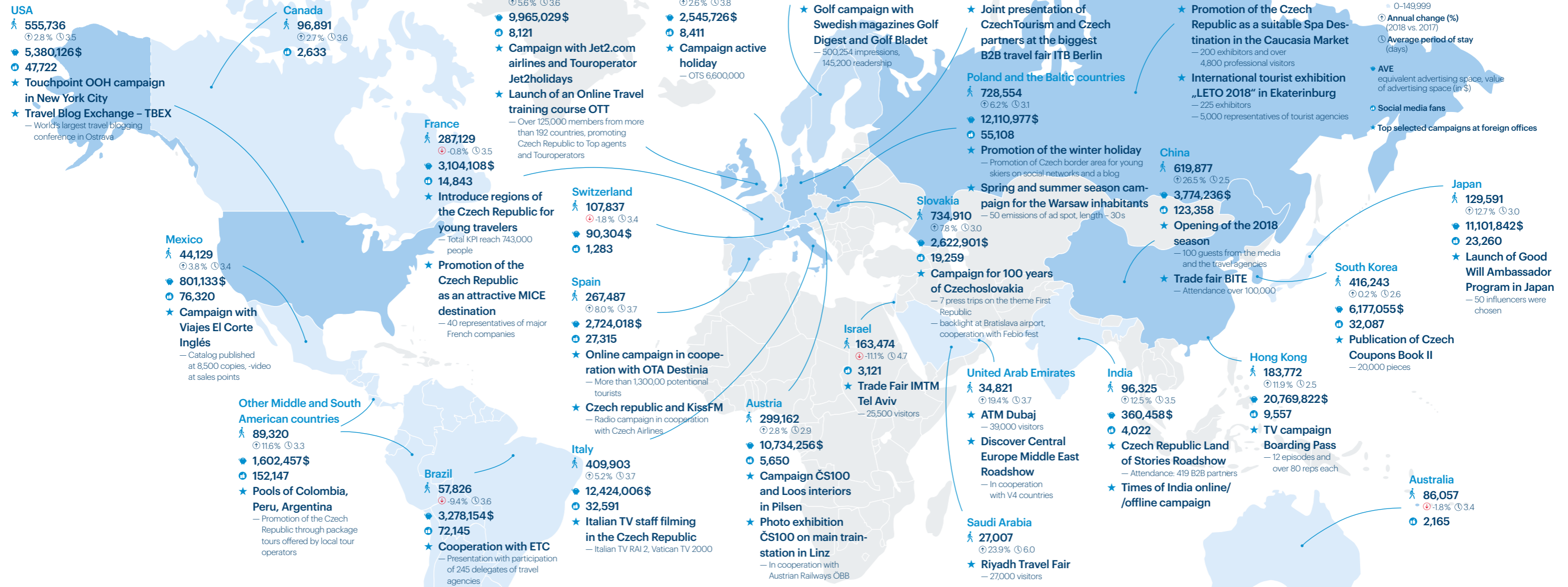




# Incoming tourism and Czech Tourism worldwide



## On-line

kudyznudy.cz

**16,330,092 visits**  
 +22% compared to 2017  
 +19% compared to 2016  
 3.45 pages per visit  
 3:00 average length of visit

**455,915 likes** on FB  
 +7% compared to 2017 (425,036)  
 +13% compared to 2016 (403,000)

**3,500 followers** on Instagram  
 more than 500 thousand people reached

kudyznudy.cz  
 CzechTourism

Czech and Slovak century

**1,670,733 visits**  
 1.48 pages per visit  
 0:42 average length of visit

**1918**  
**100**  
 CZECH AND SLOVAK CENTURY

czechtourism.com

**2,329,027 visits**  
 1.61 pages per visit  
 2:03 average length of visit



## Social media

Social media – Incoming

**903,599 fans**  
 +6% compared to 2017 (852,721) Facebook | Weibo | Vkontakte  
 +8% compared to 2016 (834,636) Twitter | Instagram

## MICE and Trade Fairs

Trade Fairs  
 – 72 international trade fairs and 2 trade fairs in Czech Republic with official exhibition, 1,700,000 visitors reached

ranking	city/country	no. of congress	category
8.	Prague	154	cities
23.	Czech Republic	187	countries

## Events

	Všesokolský slet	Prague spring	Castles of Czech republic
Financial event impact on tourism:	3,4 M \$	1,6 M \$	0,8 M \$
Macroeconomic event impacts:			
Event consumption	5,4 M \$	5,4 M \$	1,1 M \$
Event receipts (multiplied)	10,8 M \$	10,8 M \$	2,2 M \$
Total income for public budget by multiplication	2,2 M \$	2,2 M \$	0,5 M \$
Number of generated jobs	135	128	26
Irreplaceable income (government revenue from the event)	0,5 M \$	1,7 M \$	0,08 M \$

Events (going beyond the meaning of borders)  
 – Karlovy Vary International Film Festival  
 – Colours of Ostrava  
 – Smetanova Litomyšl  
 – Golden Spike Ostrava  
 – Beach Volleyball World tour  
 – Rock for People



## Actions

Actions

**TBEX Ostrava**  
 – the largest international gathering of internet content creators  
 – 500 participants from 43 worldwide countries  
 – more than 100 influencers attended 16 fam trips throughout the Czech Republic  
 – the estimated direct consumption of foreign participants in the Czech Republic was 845,722 \$

**Travel Trade Day**  
 – Incoming B2B workshop, 21.–22.5.2018, Liberec  
 – more than 81 worldwide trade representatives

**Tourism Forum**  
 – anniversary conference of the CzechTourism agency, 21.–22.11.2018  
 – more than 150 tourism professionals

Press/Fam/Insta trips  
**225 press trips, 64 fam trips, 12 instatrips, 8 TV crews in tourism**  
 more than 2,000 foreign guests