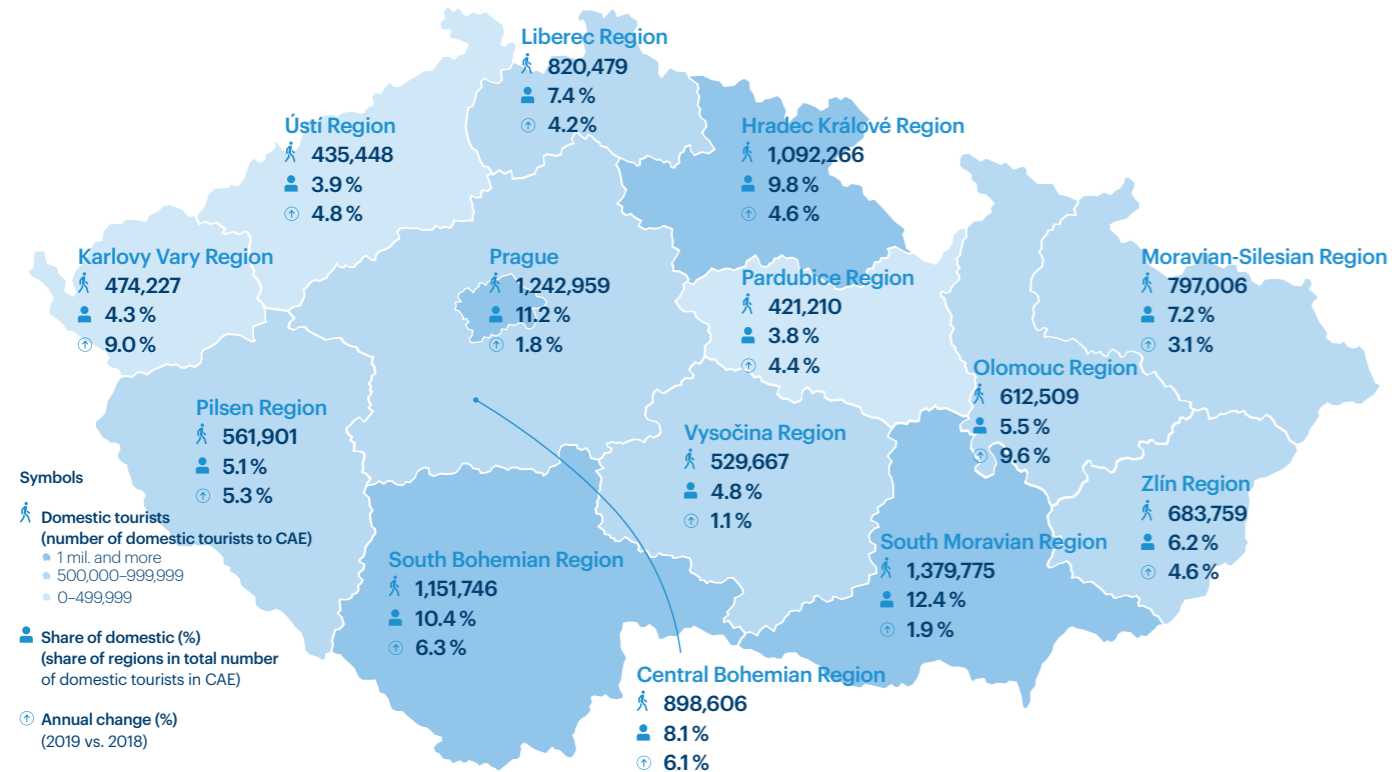


Domestic tourism and CzechTourism



Tourist attractions

Name of tourist attraction	Number of visitors (thous.)
1 Prague Castle, Prague	2,587.5
2 Petřín Funicular, Prague	2,230.4
3 Prague Zoo, Prague	1,456.5
4 Dolní Vítkovice, Ostrava	1,370.4
5 AquaPalace Prague, Čestlice	1,013.9
6 Aqualand Moravia, Pasohlávky	806.1
7 Petřín Lookout Tower, Prague	701.6
8 Old Town Hall, Prague	695.2
9 Zlín ZOO, Zlín	682.6
10 Old Jewish Cemetery (Pinkas Synagogue), Prague	640.8

Name of associated tourist attraction	Number of visitors (thous.)
1 Dolní Vítkovice area and Landen park	1,675.0
2 The city of Prague Museum	1,534.6
3 DinoPark CzechRepublic	869.9

Public Relations

2,690 articles about CzechTourism

AVE 14,560,000 \$ in domestic media

- 1,280 articles about projects Czech service quality system and CzechSpecials
- 510 articles about Kudy z nudy
- 219 articles about Tourism Institute, including CzechTourism Forum 2019



Look at our spots



Look at our Instagram

Content

Awards

Award Signum Laudis in silver in competition TAI WERBE Grand PRIX 2018/2019 in category Catalogs and destination prospects – A guide to the Czech century



Award TOP RATED in competition Zlatý středník 2018 in category – Best Company catalog/profile/ Disposable medium – Czech treasures UNESCO



1st place in competition Fenix content marketing in category – Best photo and its use – Prague, ArtDistrict 7, photo: UPVISION



3rd place in competition Fenix content marketing in category – B2B magazines – Cities, Gateways to Regions – Destination Manual



Photo gallery

More than 2,500 photos

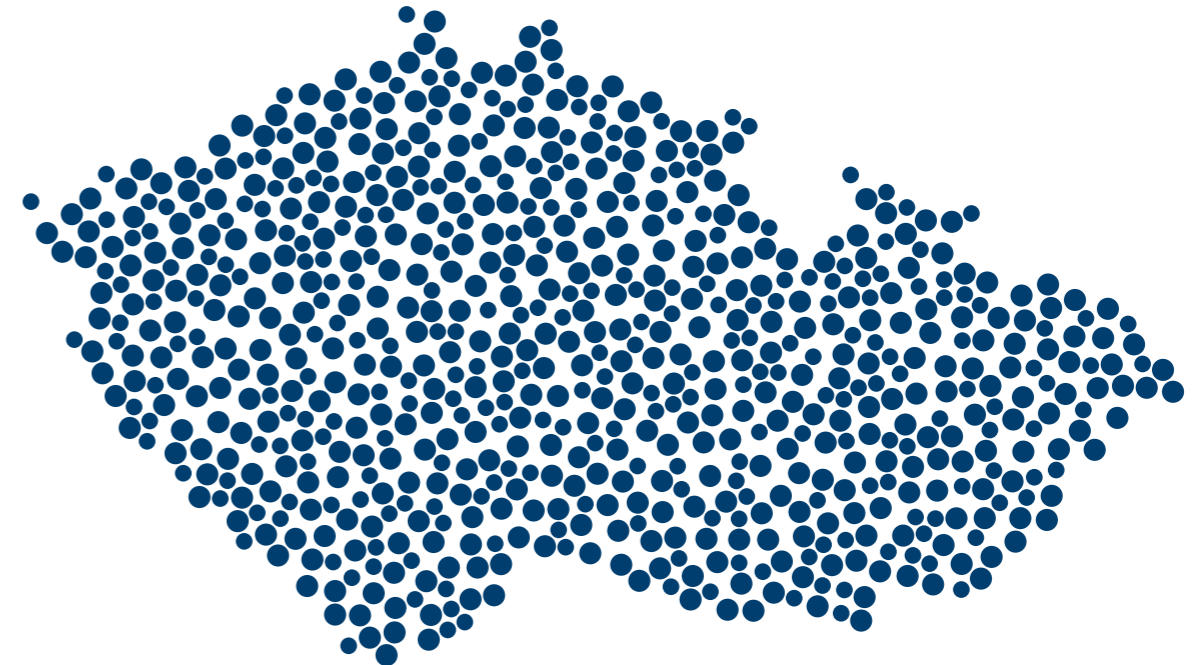
- Expansion of the photo gallery portfolio: main topics: Castles and Chateaux, Gems of regions, LGBT theme, blueprint, EDEN contest; winter resorts, etc.
- Produced new photos in the quality with the most extensive rights of use



Compiled by Institut turismu, institut@czechtourism.cz



Fact Sheet



2019

→ AVE 198.9 mln. USD

→ 18 mln. visits on Kudy z nudy website

→ 959 thous. fans on CzechTourism social media



Incoming tourism and Czech Tourism worldwide



On-line

Kudyznudy.cz
 18,043,036 visits (+10.5% compared to 2018, +34.1% compared to 2017)
 3.24 pages per visit
 2:45 average length of visit

CzechTourism.com
 2,011,721 visits (1.55 pages per visit, 1:33 average length of visit)
 CzechRepublic

VisitCZ
 70,837 followers on Instagram (6.176 interactions per 1000 fans)

483,357 fans on FB (637 interactions per 1000 fans, 89,189 average day reach)

35,927 followers on Instagram (3.247 interactions per 1000 fans)

Social media

Social media - incoming
 959,280 fans (+6% compared to 2018, +13% compared to 2017)
 Facebook | Weibo | Vkontakte
 Twitter | Instagram

MICE and Trade Fairs

Trade Fairs
 - 45 international trade fairs and 2 trade fairs in Czech Republic with official exhibition, 1,500,000 visitors reached

ranking	city/country	no. of congress	category
9.	Prague	136	Amongst cities
26.	Czech Republic	162	Amongst countries

Events

Events (going beyond the meaning of borders)
 - Karlovy Vary International Film Festival
 - Colours of Ostrava
 - Smetanova Litomyšl
 - Golden Spike Ostrava
 - NHL Global series
 - Ice hockey World Junior Championship
 - Prague Spring
 - Hradý CZ



Influencer trips

	Posts	Engagement rate	Reach	Earned Media Value
	42	74,300	808,900	199,000 \$
Instagram	36	♥72,600 💬1,200	798,600	190,000 \$
Facebook	3	👍321 💬19	8,300	2,162 \$
YouTube	3	👍122 💬26	2,000	6,618 \$

Corporate Events

Corporate Events
Global Social Awards
 - Promotion of Czech Republic during the event, 29. 5. 2019, Prague
 - 47 influencers from around the world with total audience over 70 million people
 - more than 100 posts were published with the #visitczechrepublic hashtag
 - After the event several influencer trips to the other regions of Czech Republic were organized

Travel Trade Day
 - Incoming B2B workshop, 8.-9. 4. 2018 in Česká Budějovice
 - in cooperation with the South Bohemian Region
 - more than 78 worldwide trade representatives

CzechTourism Forum
 - annual conference of the CzechTourism agency, 28.-29. 11. 2018 in Brno in cooperation with the South Moravian Region
 - more than 150 tourism professionals

Press/Fam/Insta tripy
In 2019 CzechTourism organized 236 press, fam and influencers trips.
 - nearly 1,100 worldwide journalists, tour operators and influencers