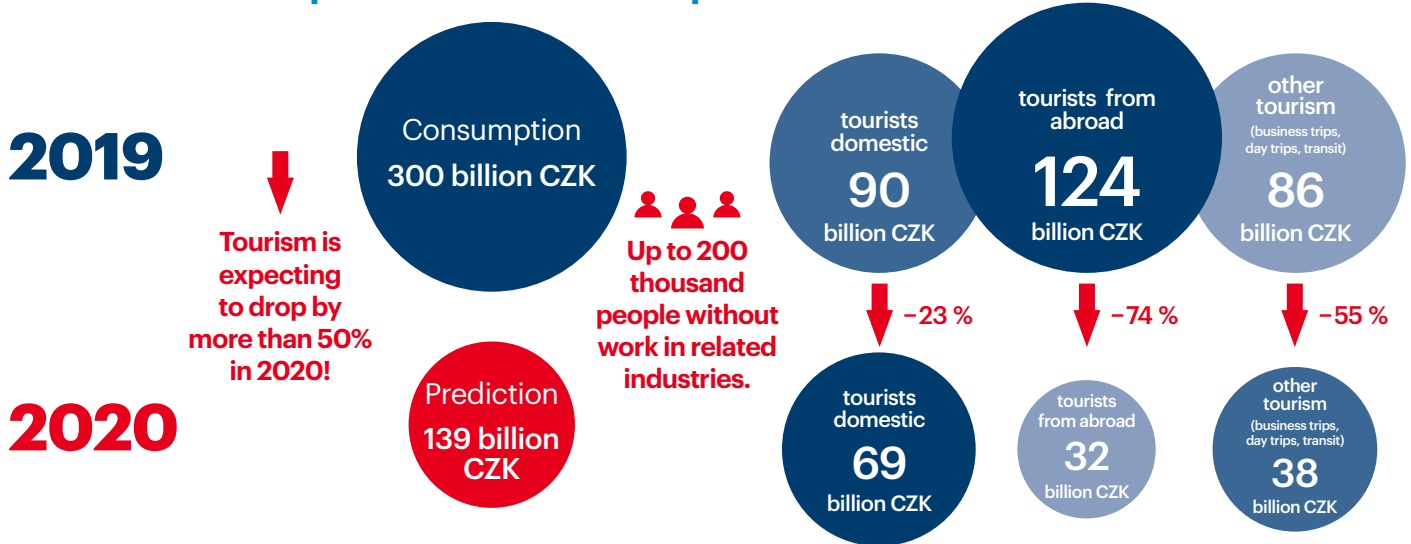
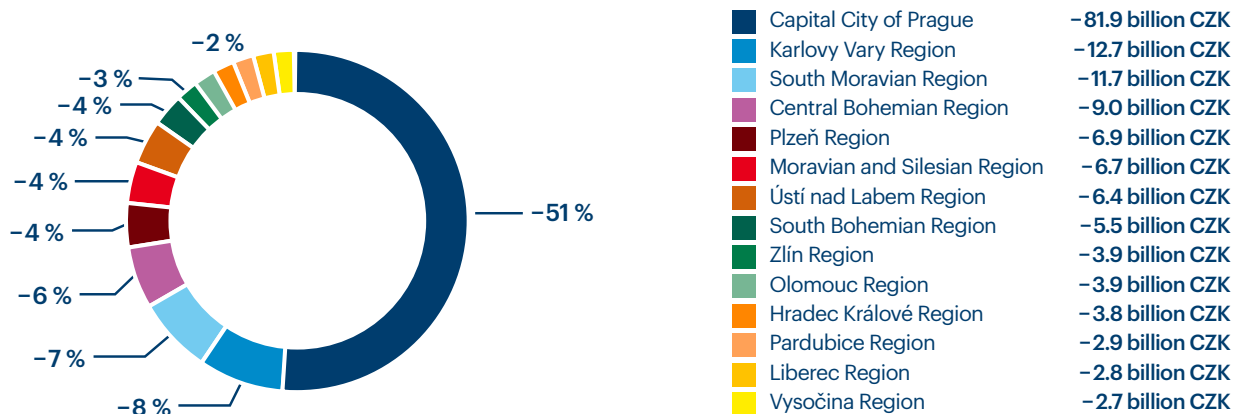


# COVID-19 Fact Sheet

## Visitors Consumption in the Czech Republic



## Share of CZ Regions in the Expected Model Consumption Fall



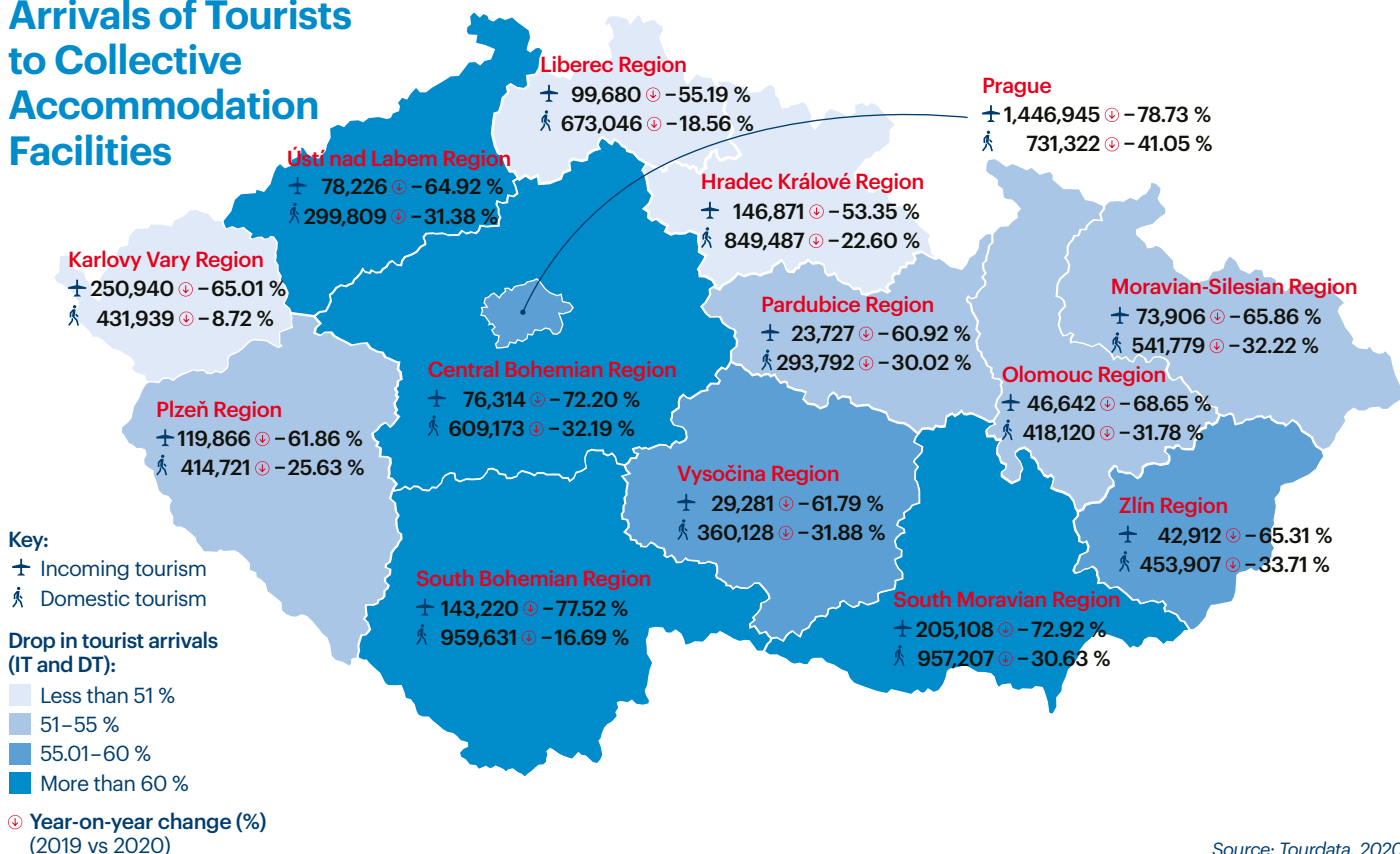
Source: Economic Impact, 2020

## Impact on Group Events

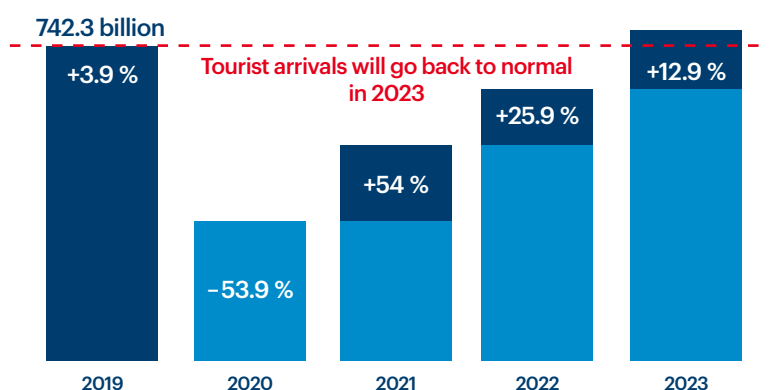
	2020 version without Covid-19 (billions of CZK)	2020 version (billions of CZK)	Drop due to Covid-19	2021 version (billions of CZK)	Drop due to Covid-19
<b>Total consumption</b>	99.0–131.5	27.1–39.3	-71.30 %	73.1–103.6	-23.70 %
Congresses and conferences	27.5–37.5	6.9–0.3	-73.80 %	17.2–25.3	-35.00 %
Fairs and business events	10.0–13.0	2.5–3.6	-73.80 %	6.7–9.4	-30.00 %
Sports events	33.5–45.5	10.1–14.8	-68.80 %	26.8–38.7	-17.50 %
Cultural events	28.0–35.5	7.7–10.6	-71.30 %	22.4–30.2	-17.50 %

Source: Economic Impact, 2020

## Arrivals of Tourists to Collective Accommodation Facilities



## Prediction of Tourist Arrivals in Europe



## Promotion of Tourism at the Time of Covid by CzechTourism

### #světovéČesko

- a national media campaign to promote domestic tourism (OOH, press, on-line)

### covid spa

- a sponsorship message on national TV, presentation of spa facilities and system for downloading a discount voucher
- support of spas on kudzynudy.cz portal using vouchers, of which were downloaded over 158,000 as of 16 December 2020

### visitczechrepublic.com

- launching a modernised version of the incoming tourism portal

### kudzynudy.cz

- a new mobile version of the portal and mobile application
- "Tips for Weekend Trips" allowing to display destinations in a map, trip planning and other functions

### newsletters

- we send tips for trips and holiday in the Czech Republic on a weekly basis
- the number of sent newsletters as of 16 December 2020 is 52,800

### social media

- support of domestic tourism by campaign #světovéČesko and using Czech influencers, who were promoting fewer known places
- incoming tourism is supported by banners Save tourism and the amount of virtual tours and videos representing Czech Republic

### foreign offices

- Christmas and product campaigns on 5 short-haul markets
- image campaigns on 17 long-haul markets

### education

- Destination management in the post-covid period: online course for partners
- CzechTourism Strategy day: online introduction of Strategy 2021–2025