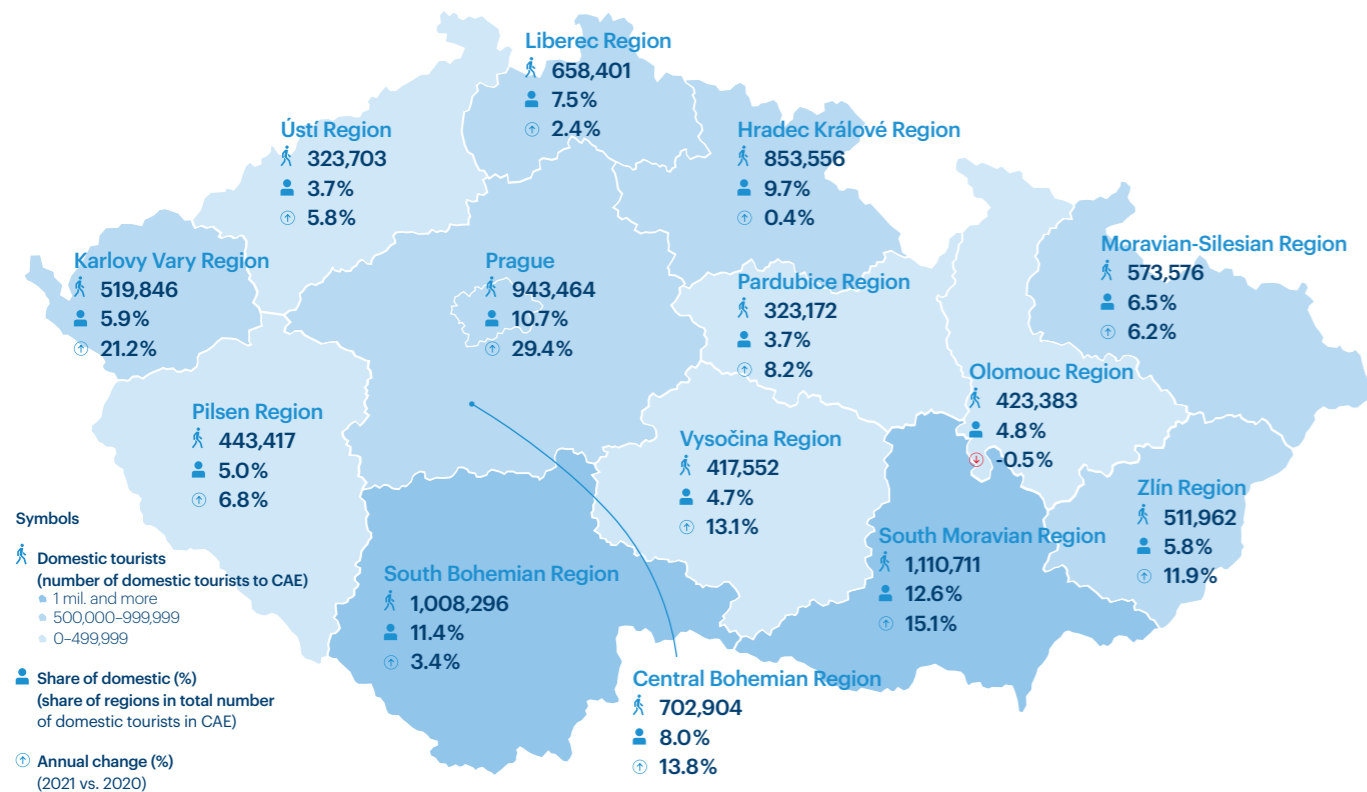


Domestic tourism and CzechTourism



Tourist attractions

Name of tourist attraction	Number of visitors (thous.)	% 21/20
1 Petřín Funicular, Prague	1,015.5	0.1%
2 Prague Zoo, Prague	963.0	13.1%
3 Zlín ZOO, Zlín	623.9	23.3%
4 Dolní Vítkovice, Ostrava	620.3	25.8%
5 AquaPalace Prague, Čestlice	618.0	15.1%
6 Safari Pak Dvůr Králové, Dvůr Králové nad Labem	543.7	20.6%
7 Plzeň Zoo, Plzeň	476.9	28.1%
8 Ostrava Zoo, Slezská Ostrava	462.1	10.2%
9 Prague Castle, Prague	444.0	-13.4%
10 Olomouc Zoo, Olomouc	409.2	39.4%
11 Aqualand Moravia, Pasohlávky	386.4	5.1%
12 Jihlava Zoo, Jihlava	342.5	54.4%
13 Liberec Zoo, Liberec	334.0	21.2%
14 Prague Botanical Garden, Troja	315.0	62.4%
15 Park Mirakulum, Milovice	282.5	47.3%
16 Svatý Kopeček (Holy Hill) – Way of the Cross, Mikulov	278.7	-0.1%
17 Wallachian Open Air Museum in Rožnov pod Radhoštěm	276.4	21.3%
18 South Bohemia Zoo in Hluboká nad Vltavou	269.6	33.8%
19 Zoo Brno, Brno	266.6	1.2%
20 IQLANDIA Science Centre, Liberec	250.0	15.2%



Look at our spots



Look at our Instagram

Public Relations

4,512 articles about CzechTourism

AVE 5,232,421 € in domestic media

Top theme – Active tourism
Statistic information
Marketing

Top events – Jízdenka OneTicket, tipy pro vozíčkáře, projekt Světové Česko

Top media – icot.cz, ttg.cz, parlamentnilisty.cz

Photo gallery

More than 2,800 photos

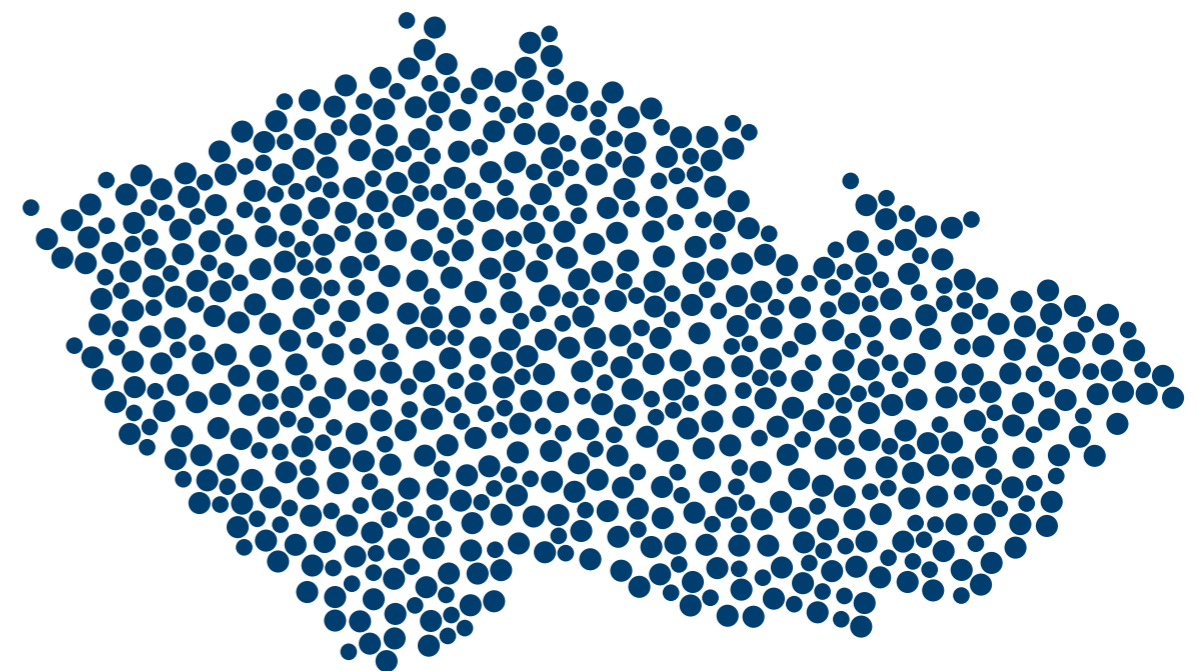
– Expansion of the photo gallery portfolio: agrotourism, rural tourism, sights, photos of traditions etc.



Compiled by Institut turismu, institut@czechtourism.cz



Fact Sheet



2021

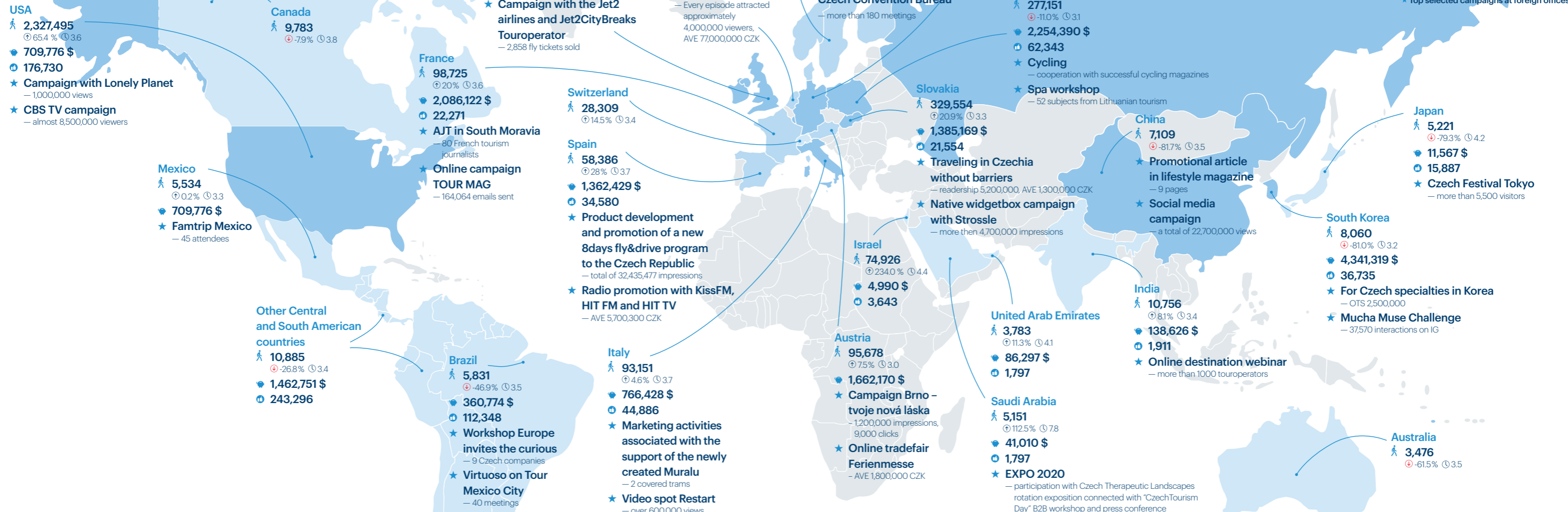
→ AVE 34 mln. €

→ 21,5 mln. visits on Kudy z nudy website

→ 1,44 mln. fans on CzechTourism social media



Incoming tourism and Czech Tourism worldwide



Key for arrivals
 Tourists
 Number of incoming foreign tourists at collective accommodation establishments
 Annual change (%) (2021 vs 2020)
 Average period of stay (days)
 AVE
 equivalent advertising space, value of advertising space (in USD)
 Social media fans
 Top selected campaigns at foreign offices

On-line

Kudyznudy.cz

21,488,750 visits
 +14.3% compared to 2020
 +19.1% compared to 2019
 2.68 pages per visit
 2:40 average length of visit

kudyznudy.cz
 CzechTourism

VisitCzechRepublic.com

3,486,390 visits
 1.52 pages per visit
 1:48 average length of visit

#VisitCzechRepublic

Social media

1,757,893 fans
 +5% compared to 2020

Facebook | Weibo | V Kontakte | Twitter | Instagram

1,406,509 fans
 on FB
 4,935 interactions per 1000 fans
 28,955,629 impressions

235,355 followers
 on Instagram
 9,317 interactions per 1000 fans

Post with most interactions on FB profile Kudy z nudy

255 komentářů 322 sdílení

Events

Going beyond the meaning of borders

- Biathlon World Cup - Nové Město na Moravě
- Prague spring
- Golden Spike Ostrava
- Para Hockey World Championship Ostrava
- Smetanova Litomyšl
- Rock for People
- Karlovy Vary International film festival
- Barum Czech Rally Zlín
- Let It Roll: Save the Rave
- European Men's Volleyball Championship

Press/ Fam/ Influencer trips

In 2021 CzechTourism organized 148 press, fam and influencers trips
 - 645 worldwide journalists, tour operators and influencers
 - Acquired media space in AVE: 5,522,510 €

Cooperation

Campaign #Světové Česko
 - Campaign worth of 15 000 000 CZK
 - Through media cooperation with Evropa 2, a summer special program on TV Nova, online media and the placement of supplements with a tourist offer of lesser-known places in the Czech Republic in magazines

Fórum cestovního ruchu
 - anniversary conference of the CzechTourism agency, 23. 11. 2021
 - in cooperation with the capital city Prague
 - more than 100 tourism professionals

Safe Travels Stamp
 - award for destinations and companies that have accepted SafeTravels' global standardized health and hygiene recommendations