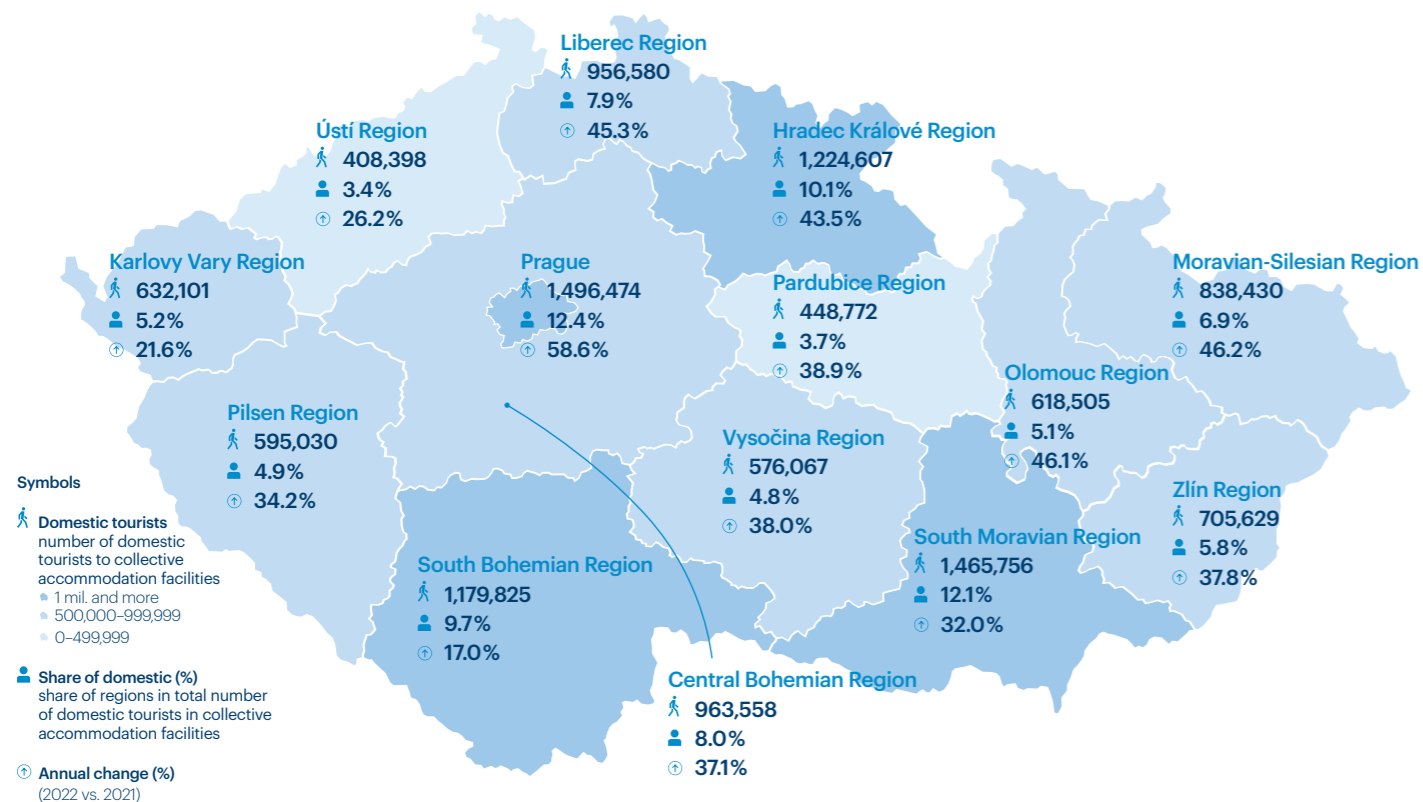
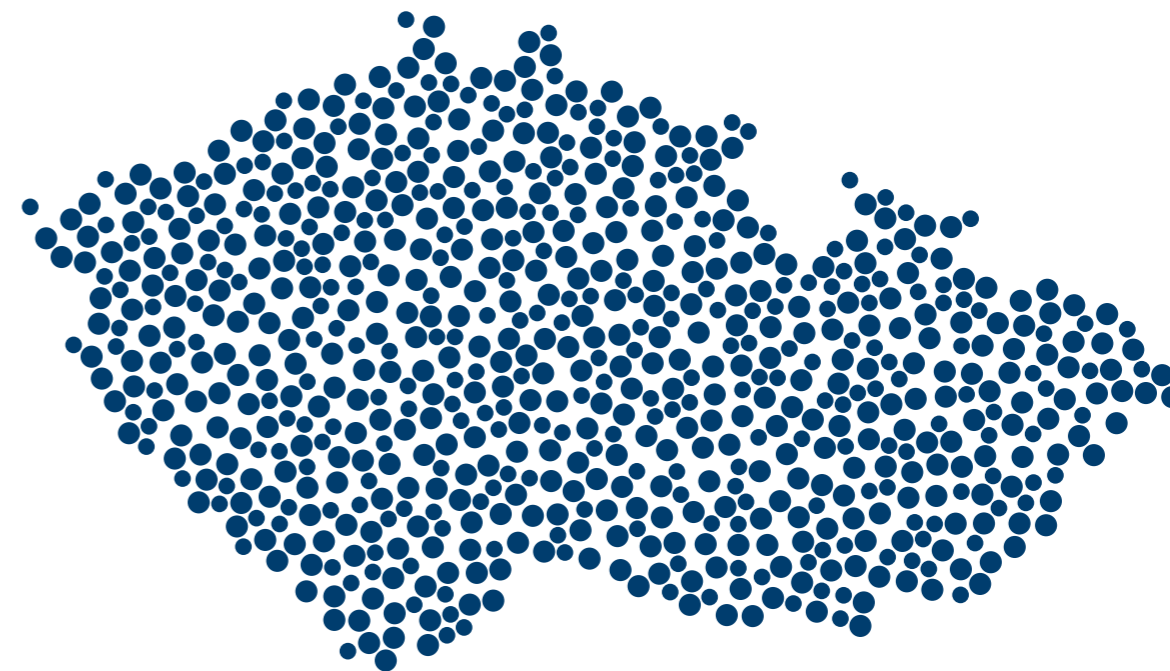


Domestic tourism and CzechTourism



Fact Sheet 2022



Corporate events

European Tourism Forum

- the event was prepared in cooperation with the European Commission within the framework of the Czech Presidency of the Council of the European Union
- more than 200 tourism professionals

Czechia Travel Trade Day, Karlovy Vary

- the fifth year of the B2B incoming workshop
- 71 buyers from 23 countries, 85 Czech entities

Traverse 22, Brno

- the largest conference for digital content creators in Europe
- over 250 content creators attending, including Instagrammers, bloggers, YouTubers, TikTokers, podcasters and many more

Useful mobile apps for your holidays in Czechia



Check out our websites

visitczechia.com



kudyznudy.cz



czechtourism.cz



Public Relations

5,190 articles about CzechTourism

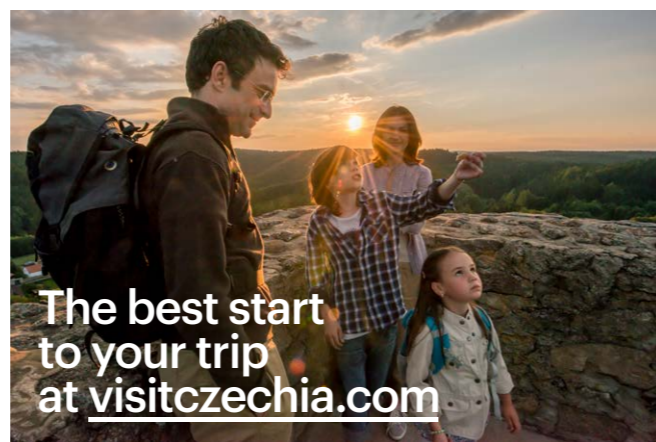
AVE 5,148,788 EUR in domestic media

- Top events – 70 tips for barrier-free trips, OneTicket, kudyznudy.cz
- Top media – ttg.cz, parlamentnilisty.cz, ČRo Radiožurnál, ČT24

media.visitczechia.com

More than 4,500 photos

- expansion of the media library portfolio with new topics such as new UNESCO monuments, advent, wine tourism, rural tourism, spas and wellness, hiking, winter fun, winter cities



The best start to your trip at [visitczechia.com](https://www.visitczechia.com)

→ 45.3 mil. EUR tourist tax

→ 21.3 mil. visits on kudyznudy.cz website

→ 1.98 mil. fans on social media

Incoming tourism and Czech Tourism worldwide



Online

kudyznudy.cz

21 262 279 visits
 -1.1% compared to 2021
 +11.6% compared to 2020
 3.11 pages per visit
 +16.0% compared to 2021
 7:03 average length of visit
 +164% compared to 2021

visitczechia.com
 (in 2022 - visitczechrepublic.com)

2 188 216 visits
 1.78 pages per visit
 +17.0% compared to 2021
 4:12 average length of visit
 +133% compared to 2021

Social media

Inbound tourism

1 311 063 fans
 +10.7% compared to 2021

905 457 fans on Facebook
 0.87% engagement rate
 7 677 number of posts
 118 average interactions per post

139 521 followers on Instagrammers
 4.43% engagement rate
 4 133 number of posts
 143 average interactions per post

Domestic tourism

674 036 fans
 +5.2% compared to 2021

549 589 fans on Facebook
 0.04% engagement rate
 1 589 number of posts
 63 average interactions per post

139 521 followers on Instagrammers
 0.73% engagement rate
 455 number of posts
 869 average interactions per post



Events

- Going beyond the meaning of borders
- Superbike World Championship
 - D+D Real Czech Masters
 - AGEL Open 2022
 - Colours of Ostrava
 - NHL Global Series
 - Rock for People
 - Karlovy Vary International film festival
 - Barum Czech Rally Zlin
 - RunCzech races 2022
 - 2022 World Rowing Championships



MICE

- 1st year of the Events Club Forum in Prague
- 4 MICE fairs (IMEX Frankfurt, IBTM World, IMEX America and IBTM Mexico)
- 4 MICE sales forums (Fitur MICE, MCE Europe Central, m&i Healthcare and m&i Spring)
- 2 MICE fam trips (Latin America)
- 2 meeting of the Czech Convention Bureau

Press/Fam/Influencer trips

In 2022 CzechTourism organized 212 press, fam and influencers trips

- 1,227 worldwide journalists, tour operators and influencers
- Acquired media space in AVE: over 11.8 mil. EUR