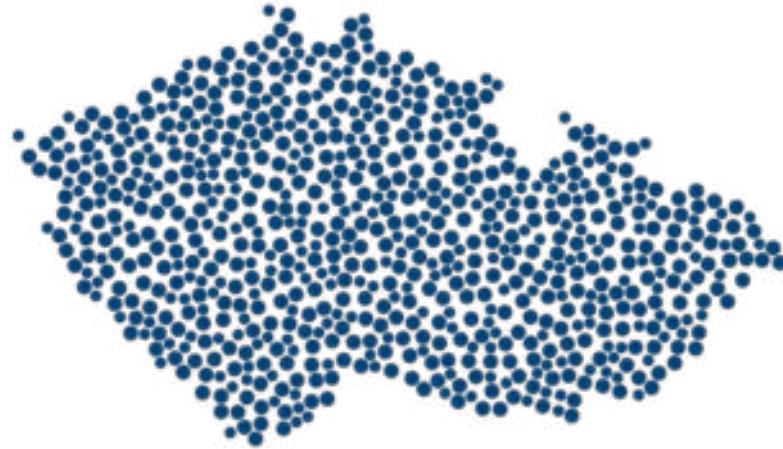


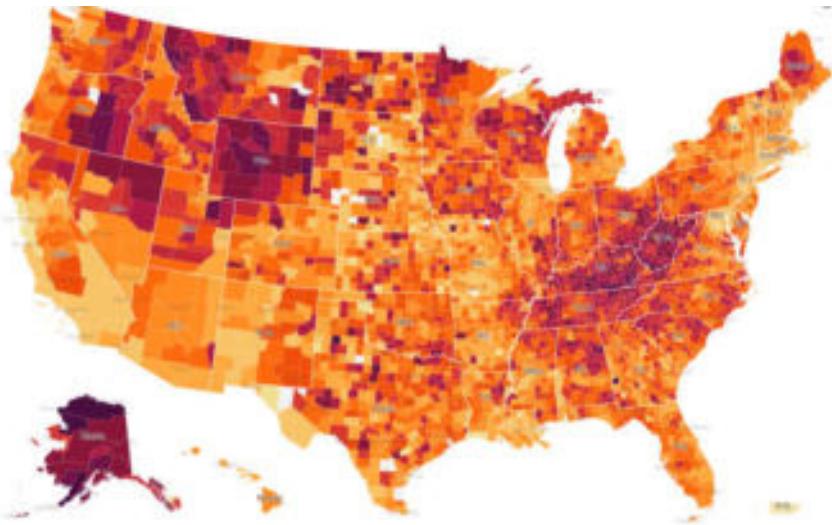
#VisitCzechRepublic



Exportní workshop – Zahraniční zastoupení USA a Kanada

Aktuální situace v USA

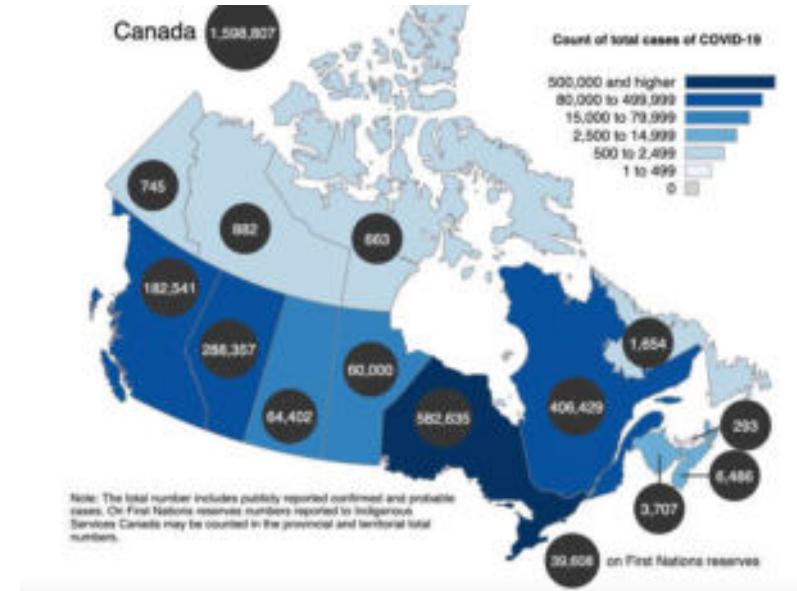
- USA je znovu zařazeno mezi země s velmi vysokou mírou rizika (tmavě červená), Delta variant
- Každý stát má jiná pravidla a omezení. Např. stát NY – roušky uvnitř, prokazování se očkováním v restauracích, divadlech, apod.
- Denní přírustky nových případů pohybují okolo 120,000, 700,000 úmrtí
- Američané mohou do EU a do Kanady, opačně je to horší. Možné změny v listopadu?
- USA zavřeno pro EU, Čínu, UK, Irsko, Indii, Jižní Afriku, Brazílii, Iran



CDC vaccination card se uznává, očkovaný Američan může cestovat do ČR (i když je tmavě červená) , bez nutnosti karantény , nutný test pro návrat do USA, neexistence federálního certifikátu

Aktuální situace v Kanadě

- Kanada je zařazena mezi země s nízkým rizikem nákazy
- Kolem 4,000 nových případů denně
- 27,000 úmrtí
- Pozemní hranice mezi USA a Kanadou zavřeny (zatím do 21.10), Kanadaňané mohou do USA létat, Američané do Kanady také
- Očkování podmínkou (mixed vaccines=problem), Covidshield (from India) , etc.



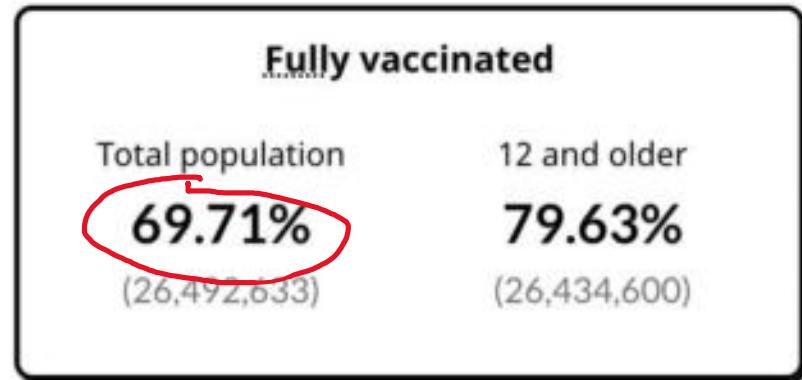
Kanada je "zelená", nicméně je problém s unáváním očkovacích certifikátů, to znamená opakované testování v ČR, není nutná karanténa po příletu do ČR



Očkování v USA/ Kanadě



| People Vaccinated | At Least One Dose | Fully Vaccinated |
|-----------------------------------|-------------------|------------------|
| Total | 213,752,856 | 185,265,610 |
| % of Total Population | 64.4% | 55.8% |
| Population ≥ 12 Years of Age | 213,521,176 | 183,932,963 |
| % of Population ≥ 12 Years of Age | 75.3% | 64.9% |
| Population ≥ 18 Years of Age | 199,183,448 | 172,279,662 |
| % of Population ≥ 18 Years of Age | 77.1% | 66.7% |
| Population ≥ 65 Years of Age | 51,158,818 | 45,516,260 |
| % of Population ≥ 65 Years of Age | 93.5% | 83.2% |



Celkový počet naočkovaných
versus počet cestujících (USA)

185 milionů x 42 milionů overseas (17 milionů Evropa)



1. Vermont
2. Connecticut
3. Rhode Island
4. Maine
5. Massachusetts



1. West Virginia
2. Idaho
3. Wyoming
4. Alabama
5. Mississippi

Trendy a travel sentiment

**Global Search
Window Remains Short**

**Making Up for Lost Time
with Longer Trips**

**Global Vaccine Rollouts
Spur the Return of Travel**

**Health & Hygiene
Expectations Continue
to Evolve**

**Domestic Travel
Here for the
Foreseeable Future**

**Travel searches
continue to
fluctuate**

**Visitors are
dreaming**



82% of travelers say the pandemic has made them want to travel more responsibly in the future



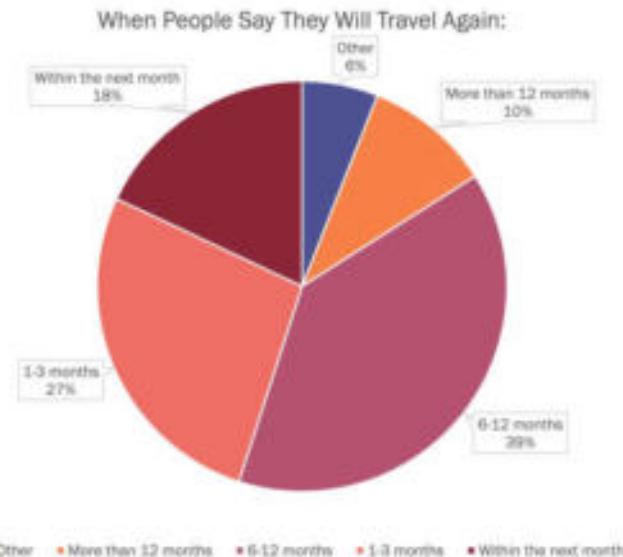
78% say it's somewhat to very important to choose travel companies that have a strong sustainability policy



70% agree traveling sustainably enhances their vacation experience

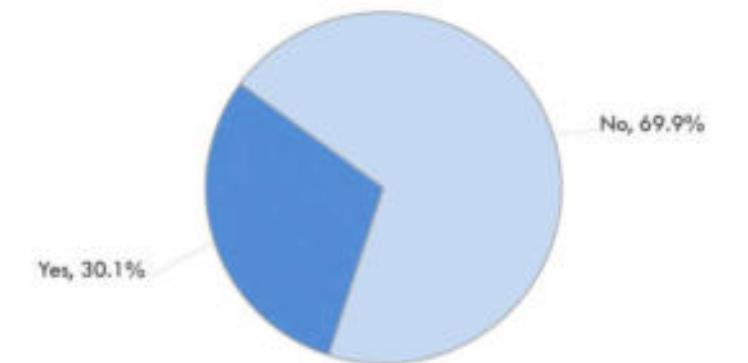
Kdy plánujete cestovat ?

- 39% v rozmezí 6-9 měsíců
- 27% v rozmezí 1-3 měsíců
- **10 %** plánuje cestovat až za rok



Odložili jste cestu kvůli Delta variant?

69% NE



Cestování & Obavy & Sentiment

Question: In a few words,
please tell us how the COVID-19
issue is impacting your ability to
have meaningful travel
experiences?

(Base: Wave 74 data. Respondents whose travel experiences were impacted by COVID-19, 873 completed surveys. Data collected September 15-17, 2021)



USTOA , průzkum, pohled B2B



- 69% aktivních členů USTOA je "opatrň optimistických ", že se business vrádí do normálu.
- 20% je spíše skeptických až negativních

- 56 % funguje normálně a prodává balíčky , z těch je 65% cest je mezinárodních a 35% domácích

- Markantní většina 96% aktivních členů zaznamenala nárůst rezervací

- 2 typy rezervací - buď 1-3 měsíce před odjezdem (34%) nebo 7-12 měsíců před odjezdem (39%)

| What percentage of 2021 passenger bookings are international and domestic? | |
|---|-----|
| International: | 69% |
| Domestic: | 31% |

| What percentage of 2022 passenger bookings are international and domestic? | |
|---|-----|
| International: | 83% |
| Domestic: | 17% |



Key finding

- Vetšina tripů odložena, nezrušena**
- Američané většinou kombinují destinace, 60 % plánuje strávit vice času v jedné destinaci**
- Více FITs, menší skupiny**
- Cena není až tak důležitá, health protocols, safety, flexibilita , “travelling with purpose”**
- Důraz na lokální zažitek, méně exponovaná místa, exklusivita.**
- Gen Z , millennials a affluent travelers vedou v počtu cest**



- Delta variant mírně zpomalila návrat k normálu
- Američané nemají problem dodržovat pravidla a regulace, ale vše musí být jasně vysvětleno a komunikováno
- Je znát větší “odolnost” a zájem cestovat
- ”flexcation“ - kombinace dovolené a možnosti pracovat odkudkoliv. 67 % procent rodin zvažuje tento způsob cestování i pro příští rok.

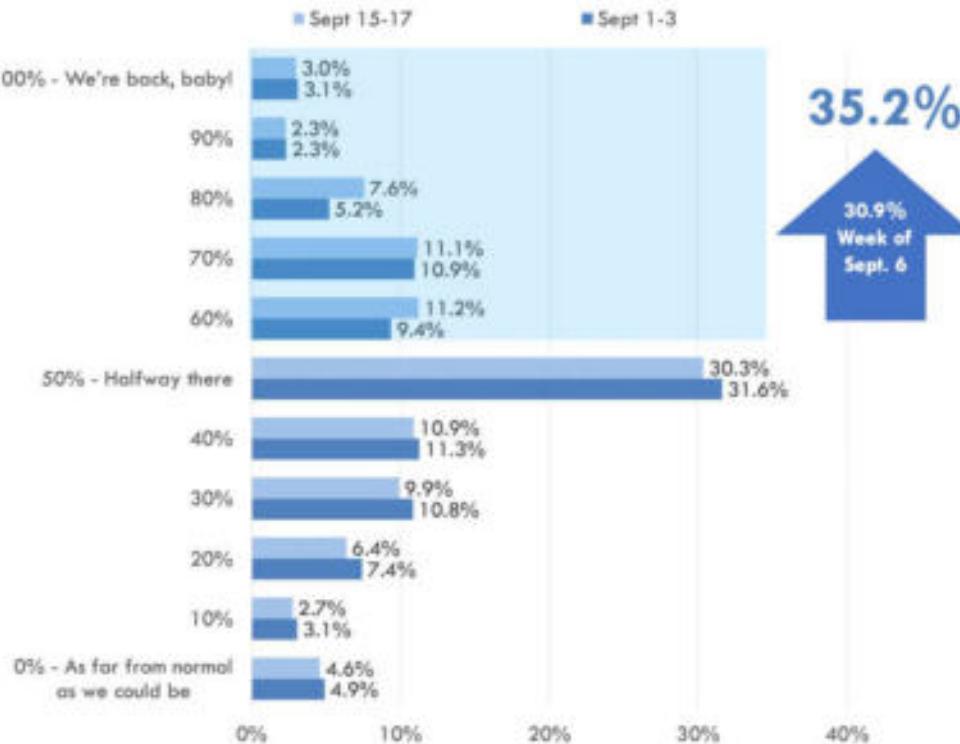


Návrat k normálu.. Opatrný

Question: Overall, how close to

"normal" is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

(Base: Wave 74 data. All respondents, 1,209 completed surveys. Data collected September 15-17, 2021)

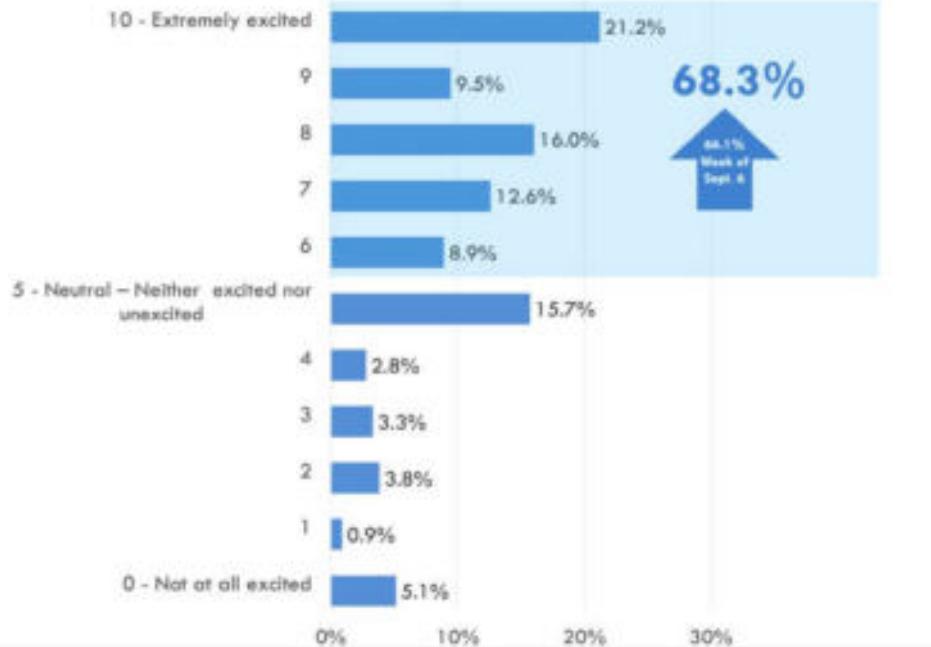


Těšíte se na cestování ? ANO !

EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)



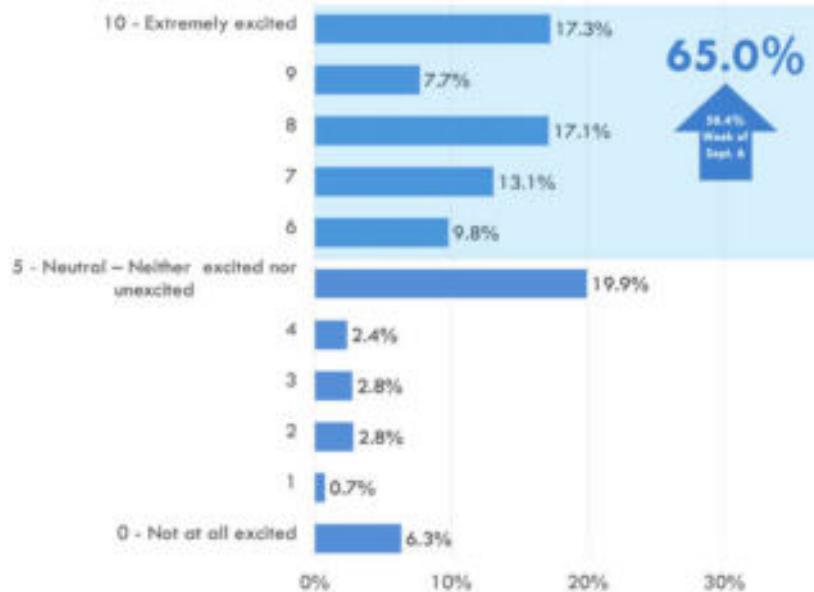
(Base: Wave 7.4 data. All respondents; 1,209 completed surveys. Data collected September 15-17, 2021)

Máte chuť se nechat inspirovat novými zážitky a destinacemi ?

OPENNESS TO TRAVEL INSPIRATION

Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 74 data. All respondents, 1,209 completed surveys. Data collected September 15-17, 2021)



Změnil Covid něco ? Budou lidé cestovat jinak ?



82% of travelers say the pandemic has made them want to travel more responsibly in the future



78% say it's somewhat to very important to choose travel companies that have a strong sustainability policy



70% agree traveling sustainably enhances their vacation experience

Lidé chtějí cestovat šetrněji a jsou ochotni utratit více peněz, jedná se hlavně o mladší generaci

Hledají společnosti, které mají v programu trvale udržitelný cestovní ruch

Věří, že zážitek z destinace bude hlubší, když bude zakomponován prvek trvale udržitelného tourism

Např. Recyklovatelné lahve na pití, návštěva lokálních míst, green certifikáty v hotelu, apod.

Spojené Státy Americké

VÝVOJ PŘÍJEZDŮ TURISTŮ 2012 - 2021

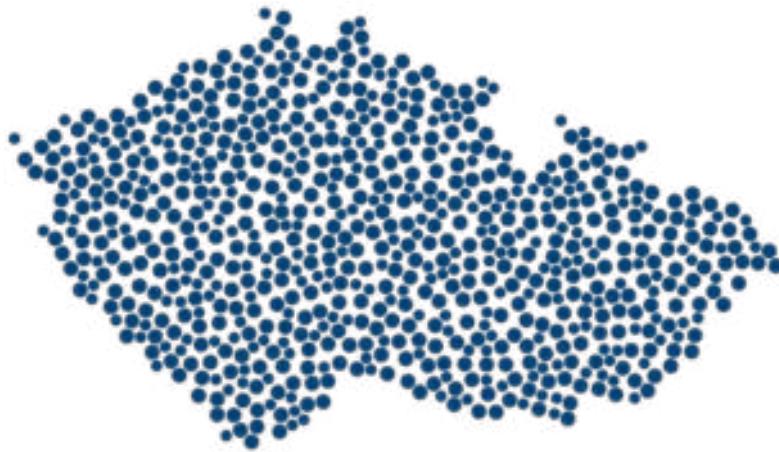


Kanada

VÝVOJ PŘÍJEZDŮ TURISTŮ 2012 - 2021



#VisitCzechRepublic



Marketingové aktivity

CzechTourism

B2C a B2B virtuální veletrhy



#VisitCzechRepublic

LGBTQ guide to CZECH REPUBLIC / OVERVIEW

Most travelers equate the Czech Republic with Prague, this proud nation's capital and largest city. Prague is one of the most visited cities in Europe and has a long history of welcoming tourists from all over the world.

Throughout Prague and Brno, they are scattered throughout neighborhoods, bars, restaurants, and events are scattered throughout Prague and Brno; they are everywhere.

Attitude towards queer people, of course, makes Prague a nice place to visit, but it's not the only place in the country where you can feel safe. In fact, the rest of the country is even more accepting than Prague.

Czech citizens may say we're tolerant of LGBTQ people but don't let that fool you. They are, after all, a very conservative society.

Homosexuality per se is very characteristic of someone "factual" that is, someone who is not gay or lesbian.

That's why it's important to remember that while the attitude towards queer people may be changing, it's still not as accepting as it could be.

It's also important to remember that while the attitude towards queer people may be changing, it's still not as accepting as it could be.

That's why it's important to remember that while the attitude towards queer people may be changing, it's still not as accepting as it could be.

You can't expect to find a lot of queer people here, but if you do, you'll be welcomed with a smile. Brno, the second largest city, and the undulating Moravian countryside in the north, are also great places to explore. The southern parts of the country are some of the most beautiful in Europe.

Also, the country is known for its excellent food and drink, so if you're looking for a good meal or a drink, you won't be disappointed.

Also, there's a little anti-LGBTQ violence and harassment and very little tolerance for queer people. So, if you're looking for a vacation, consider the Czech Republic.

Most North American travelers tour Prague first, followed by Vienna and Berlin. If you're looking for a vacation in Prague, then consider the Czech Republic.

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visitczechrepublic.com



- Luxury Travel Show
- Adventure Travel Show
- LGBTQ Travel Show
- ASTA, USTOA, ETOA

- přesnější zacílení
- více B2B schůzek
- nové kontakty

Kulaté stoly , panelové diskuze



- Afar
- Insider Travel Media
- Travpro
- Destinations for
Destinations Forum

INSIDER TRAVEL
REPORT



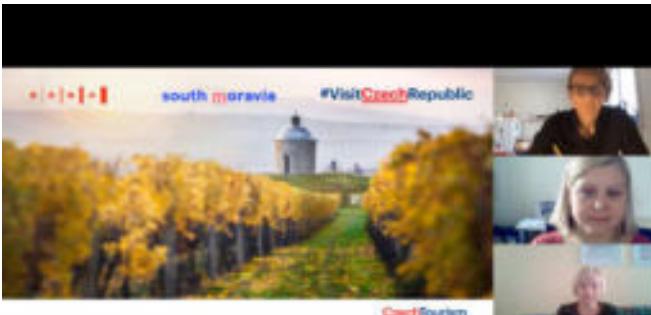
The Destination
for Destinations



AFAR

TravPRO
mobile

Série webinářů prezentující regiony České Republiky/ live tours



CzechTourism

- Praha
- Plzeň
- Západní Čechy / Lázeňství
- Jižní Čechy
- Jižní Morava / Brno
- Greenways

**200-300 účastníků na každém webináři
150 účastníků na virtuální tour**

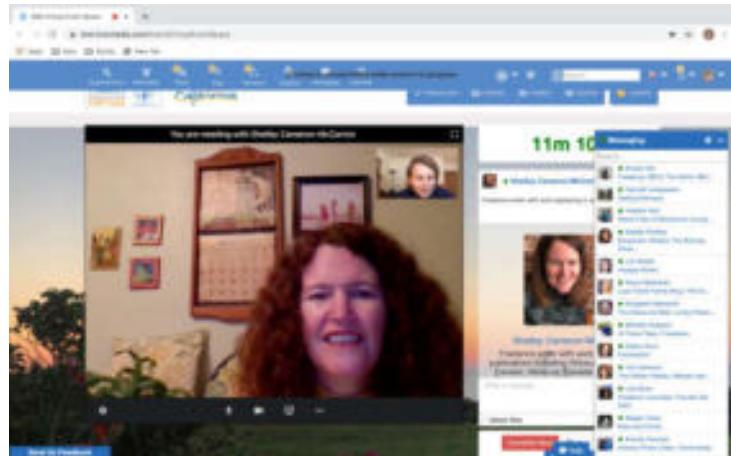
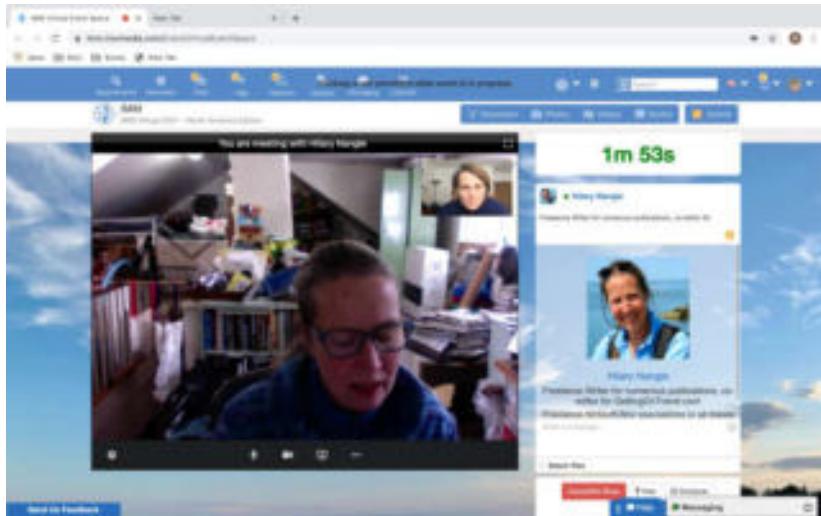
MICE, ve spolupráci s Prague Convention Bureau

- Ve spolupráci s Prague Convention Bureau
- Účast 80 odborníků z kongresového průmyslu
- 40 schůzek
- SITE, Texas, Květen
- CONNECT, Florida, Září



IMM média workshop 2021

- ❑ Největší 2 - denní média workshop v USA
- ❑ 20 schůzek denně



INTERNATIONAL
MEDIA
marketplace
VIRTUAL

TravMedia
A TravMedia Event

VIRTUOSO – spolupráce v rámci V4

- Celoroční propagace regionu pro TOP producing travel advisors
- B2B workshopy pro USA, Mexico, Čínu a Brazílii
- Webináře (6x)
- Advertorial & Ads
- Immersion Series
- E-mailing



AN (UNEXPECTED) BREATH OF FRESH AIR

Discover Central Europe www.visitcentral.eu

One part adventure, one part idyllic vacation. These unique experiences take you off the beaten path. From sky-high walkways and scenic cycling paths to outdoor UNESCO sites.

IN THE CLOUDS IN THE CZECH REPUBLIC. You'll find great views, heart-pounding thrills, and unexpected views at the Karpacz Treetop Walkway (check out the 147-foot high lookout tower), Lipno Treetop Walkway, and Bohemian Sky Walk.

HUNGARY, BEYOND BUDAPEST. Follow the Danube out of the city to offbeat hot springs and romantic promenades, or pass the Kunyhócs cutting path for the medieval town of Győr - and try an loaf of Soproni (sourdough bread) while you're there.

POLAND'S GREAT OUTDOORS. Swap the resorts and city center spots for an unique perspective of Poland's history and culture. Several UNESCO sites are open-air settings, like Murowaniec Park and the Churches of Peace in Jawor and Jawiszowice.

SLOVAKIAN NATIONAL TREASURES. If you choose just one of Slovakia's national parks (there are nine) don't miss Tatra National Park, home to the iconic Tatras mountains, or Slovenské Rudohorie National Park, the largest karst area in Central Europe.

Get outside with more insider tips, exclusively from your Virtuoso travel advisor.

CzechRepublic HUNGARY TATRA SLOVAKIA POLAND



THE PERFECT PLACE TO FEED THE SOUL

Discover Central Europe www.visitcentral.eu

Brewed wine routes, multi-course meals, and ports of hand-crafted microbrews will make you want to eat and drink your way through Central Europe's thriving gastronomic revolutions.

CZECH REPUBLIC. This country is full of the microbrewery trend, with 800 to 900 new breweries established each year. Tasting everything from lagers to stouts. Wine lovers can sample white wines paired with specialties like schnitzel and traditional cheeses.

HUNGARY. Have fine dining and friendly family eateries to street food vendors and no less than 22 wine growing regions, you'll find something to satisfy every craving. Like local, fresh renditions of Hungarian paprikash, and Tokaji Aszú, a flavorful dessert wine.

POLAND. Muścikava includes cheese, a chilled red beetroot soup and kawka, a powdered sugar dessert pastry. Another Polish tradition? High-proof liqueurs and liqueurs, especially liqueur produced from local ingredients like honey, rye, and potatoes.

SLOVAKIA. Want to really eat like a local? Start with the national meal of dumplings made from potato dough and salty sheep curd. Then, wash it down with one of the exceptional ales from the lowlands and southern slopes of the Carpathians or Žitný.

Raise a glass to new adventures with the help of your Virtuoso travel advisor.

CzechRepublic WOW TATRA SLOVAKIA POLAND

Práce s bloggery a influencery / Women in Travel Summit / Živá virtuální tour

- Propagace České republiky jakožto atraktivní turistické destinace prostřednictvím akce WITS
- Bližší spolupráce s 15ti vybrannými influencery
- Tvorba obsahu
- Virtuální tour Prague Jewish Quarter



AD - Recently I took a virtual tour of Prague's Jewish Quarter with @VisitCZ and @PragueUA to learn more about the lives of Jewish People in Prague, in particular during the Second World War:
ed.gr/delly
#visitCZ #visitczechrepublic #praguecityadventures
#WITSOnline



Práce s bloggery a influencery

10 Amazing Czech Republic Road Trip Destinations [Guide & Video]

MIKE SHUBIC · FEBRUARY 22ND, 2021 · 2 COMMENTS



In this article I feature my top-10 favorite Czech Republic road trip destinations, including distances from Prague, as well as hotel, restaurant and activity suggestions. This post is full of links to help your planning, including a road trip map at the bottom.
<https://youtu.be/U8n0mbiU68k> I have road tripped all over...

READ MORE

1,943 views
2H, 14 MIN 2 MIN
View video

1,502 views
133 subscribers 7H, 58 MIN 2 MIN
View video

Thumbnail 1: A yellow building with a clock tower and a church spire in the background.

Thumbnail 2: A barn with a red roof and a person standing in front of it.

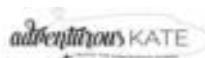
Caption 1: Visit a Great Czech Brewery in a Town

Caption 2: Visiting the Famous Hýrský Goat Farm in the Czech Republic

Buttons: View on Blog

Spolupráce s bloggery a influencery na tvorbě nového obsahu v období pandemie.

- Mike's Road Trip
- Adventurous Kate
- Traveling Mitch



ABOUT • HOME • DESTINATIONS • ROAD TRIPS • TRAVEL INSPIRATION • CONTACT

How to Survive a Pandemic: A Czech Story

Czech Republic

Adventurous Kate contains affiliate links. If you make a purchase through those links, I will earn a commission at no extra cost to you. Thank you!



How do you survive a pandemic when you work in hospitality? So many people have lost their businesses this year, to great sadness. But others have done truly innovative things and come back stronger than ever.

Recently, the Czech Tourism board highlighted the stories of locals in Prague who creatively pivoted their businesses to survive during the pandemic. They found a way to survive — though they're hoping to welcome more travellers back soon.

Meet Kate



At age 26, I quit my job to travel the world alone. I spent six fantastic months in Southeast Asia and turned my travel blog into a full-time business. Nine years later, I'm still traveling ...

8,934 subscribers
779 tweets
8 Miles after April, Charles Bridge, Prague.

7,050 subscribers
381 tweets
@adventurous_kate
100% Prague to hospitality, she needs to get outside the Czech city to fully understand the country.

4,744 subscribers
167 tweets
@adventurous_kate
From the next week, I'll be going by Instagram to reflect on my travels. No travel hashtags, just reflecting because it's better to have a visual memory and writing afterwards.

Buttons: View on Twitter

B2C kampaň s Lonely Planet / PROPED

- Prezentace České republiky/ regionů v kombinaci s představením tradičních designových a gastronomických značek
- Kampaň v měsíci červnu
- Zásah 1 milion shlédnutí



The Czech Republic isn't just known for beer. Slivovitz, or plum brandy, is another popular drink they're known for. Rudolf Jelensk is a distillery that has been crafting spirits with fruits grown around the Slivovice Highlands since 1894.

[LEARN MORE](#)

For more Czech Crystal, head to the Crystal Valley in the northern part of the country, near Liberec, it's home to some of the oldest and most renowned glass institutions. Another important glassmaker here is Preciosa, best known for their jewelry.

[LEARN MORE](#)

For more royal history in Prague, visit the storefront for Bohemia Paper. They use specialty handmade paper and engraving processes dating from the first Czechoslovak Republic to create stationery used by the likes of Queen Elizabeth II and Madonna.

[LEARN MORE](#)

The town of Karlovy Vary is a main-sight destination. It has been a popular resort town since the 19th century, thanks to the area's hot springs. Today, visitors can enjoy the ornate architecture of the grand hotels and unique spa treatments.

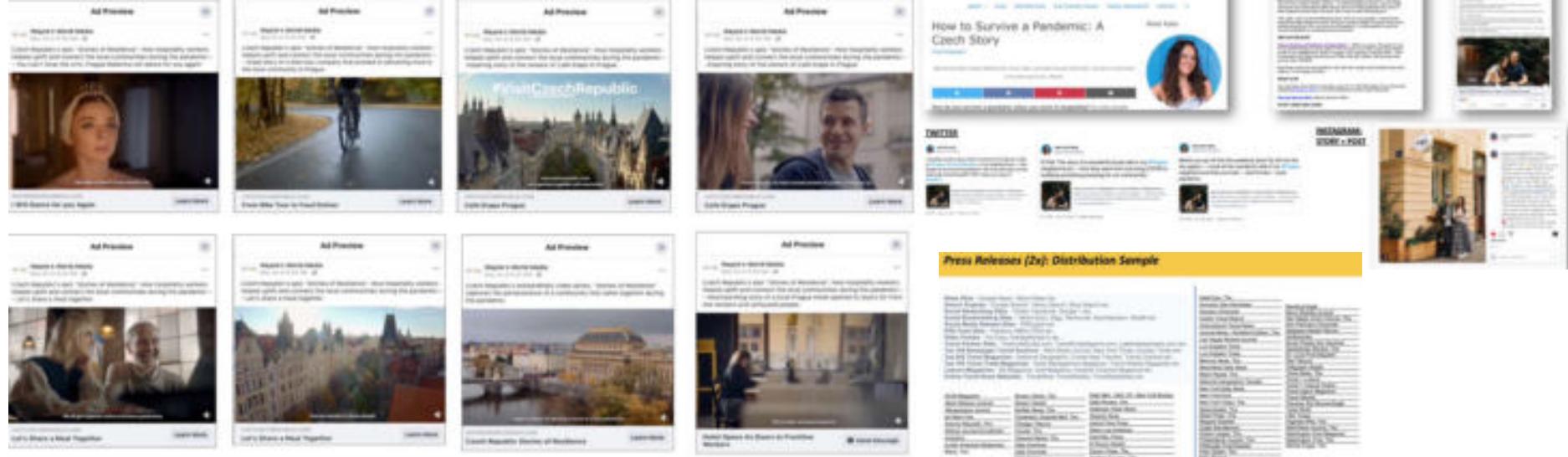
Prague is just the beginning of what the Czech Republic has to offer.

Venture outside the city to discover a world of natural beauty, fascinating history, colorful towns, and incredible museums.



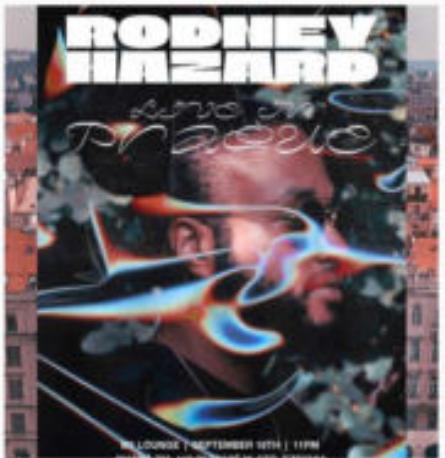
Kampaň Stories of Resilience , pokračování z 2020

- ❑ Měsíční kampaň s Adventures Kate and Wayne's World Media na SoMe
 - ❑ Cílem kampaně bylo ukázat příběh 5ti lidí pracujících ve službách a jak se jejich každodenní život změnil a jak přizpůsobili svou práci během pandemie.
 - ❑ Kumulovaný zásah - 1 mil shlédnutí



Rodney Hazard

- ❑ Pokračování ve spolupráci s muzikantem a bloggerem, Rodney Hazard
- ❑ Propagace Prahy, klubové scény a hudebních festivalů



Tvorba a distribuce obsahu, B2B média

EUROPE

A collage of travel-related images. The top left shows a couple riding bicycles on a bridge over water. The top right shows a city skyline at sunset with a prominent church tower. The bottom right shows a beach scene with people in the water and a city skyline in the background.

If your clients begin their Czech adventure in Prague, a must see is one of Prague's newest attractions, the legendary Lucerna Palace concert hall's rooftop. It is an historic art deco concert hall that has seen the likes of the Beach Boys and Eliza Fitzgerald. Now, visitors can see sweeping views of the city's cultural sites, dominated by Prague Castle. From Friday through Sunday evenings, visitors enjoy the view while sipping local brews, wines, and soft drinks. A wide variety of cultural activities are programmed for the Lucerna Palace rooftop. <http://streichbalcony.cz/en>

JAX FAX / WWW.JAXFAX.COM

CzechTourism



Czech Castles, Chateaux, and a Villa for Your Clients to Explore

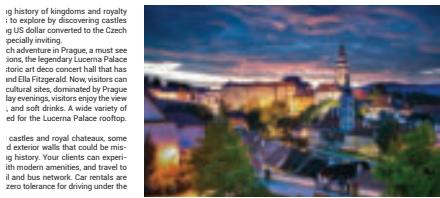
By Mark Laios

influence of alcohol is strictly enfor

7,000 miles of bike paths, making it easy to explore the area. The ten-mile ride between Prague and Labem-Stará Boleslav passes through several photo opportunities before dinner at the hotel in Stará Boleslav.

, and a sampling of moods to

ČESKÝ KRUMLOV
Music and garden enthusiasts will have much to explore in the UNESCO listed Český Krumlov. The centerpiece is the colorful six-story tower. The chateau has one of the best-preserved Baroque theaters that presents period operas with a costumed and wigged orchestra and cast. Garden lovers can stroll through the chateau's formal gardens, including the English-style garden, the Neptune Palace and revolving outdoor amphitheater that uses the park as a backdrop. Street performers, jugglers, buskers, and acrobats fill the streets of the old town during the Five-Petal Rose celebrations. <https://cecztourism.com/cs/cesky-krumlov-unesco>



PRESS & FAM Trips 2021

- ❑ Propagace České Republiky jako ideální destinace pro Golfovou turistiku na sezónu 2022 a dale
- ❑ FAM trip, Říjen 2021
- ❑ Press trip, jaro 2022
- ❑ Bike press trip s Davidem Lipscomb, říjen 2021
"Even coaches need vacation"
- ❑ Spolupráce s Rachel of Duty, 11 - 12/ 2021
Propagace destinace, kultury, jedinečného ubytování (Amazing Places), vánoční atmosféry, tradice (Krásná Práce) optikou ženského cestování a prací na dálku.



Europe's Little-Known Golf Destination
Add nearly 100 golf courses to your list of reasons to visit the Czech Republic.
New York, N.Y., September 23, 2021 — Golfers from North America (and the world) should add the Czech Republic to their future travel plans. The Czech Republic offers no less than Ninety-seven golf courses spread across eight Czech regions. The natural and undulating landscapes of this terrain provide countless panoramic views, with a number of courses having hosted numerous European PGA Tour and LPGA Tour Events.



Career - Friendly Travel Advice

ARE YOU LOOKING TO TRAVEL THE WORLD, OR AVAIL YOURSELF OF A CAREER OPPORTUNITY? SOONER OR LATER, YOU WILL NEED SOME TRAVEL ADVICE. READ ON FOR SOME USEFUL TIPS AND ADVICE ON EASING YOUR JOURNEY.

Learn more



PLÁNOVANÉ AKTIVITY 2022

- ASTA Global River Cruise Expo 2022, Budapešť (pre tour)
- Road Show Jaro / Podzim
- České tradice:
(Propagace v rámci press a FAM tripů, kampaně)
- Creator House Concept
(Určené pro tvůrce obsahu, kteří budou mít možnost zůstat ve vybraném regionu po dobu 5ti dnů a utvořit si svůj vlastní itinerář)
- Rozvoj leteckých spojení – květen 2022, United EWR- PRG



Nad dopisy diváků:)

Good morning,

I'll be in Europe this upcoming weekend and I intended to visit Prague.
I live in Chicago, I am a Spanish citizen with a Spanish passport, fully vaccinated
in the US.
Can I enter Prague as a visitor/tourist for 4 days?

I've read the official documents online but I need clarification.

Regarding masking requirements, for any PRIVATE transportation (so on any busses or trams or dinner cruise boats reserved privately for our group), would masks NOT be required for any of these, based on our group size of no more than 115 people? (I ask because your information below references PUBLIC transportation, not private transportation.)

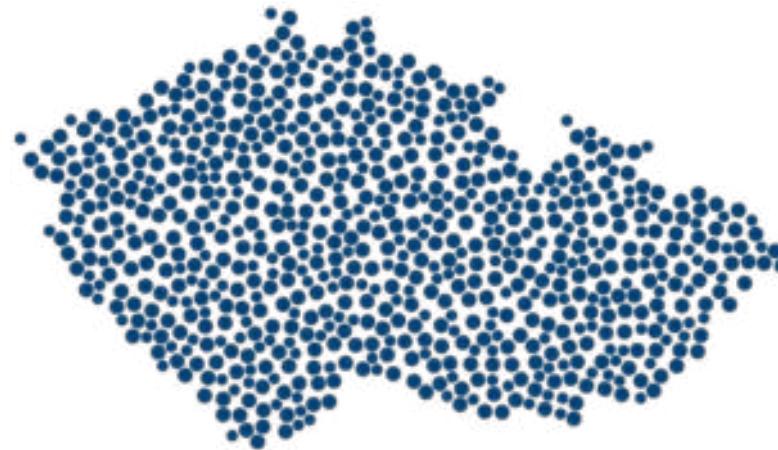


To whom it may concern,

I am escorting about 20 people to Prague from Vilshofen, Germany on the 17th of November post cruise tour. I understand before entering Prague we must get test in Vilshofen, correct? Once in Prague before returning home where centrally located are testing sites? What are the hours? How long does the test take and what days of the week open. How far in advance before returning home is the test required. Most people will be returning the 20 November and others the 21 November.

#VisitCzechRepublic

Děkuji za pozornost !



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