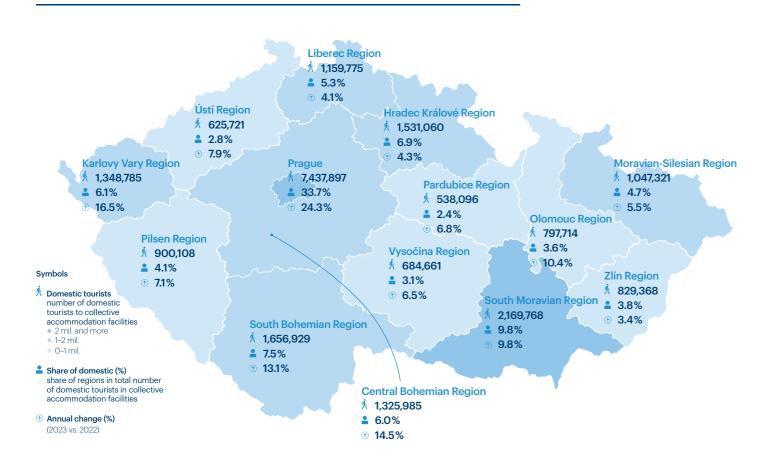
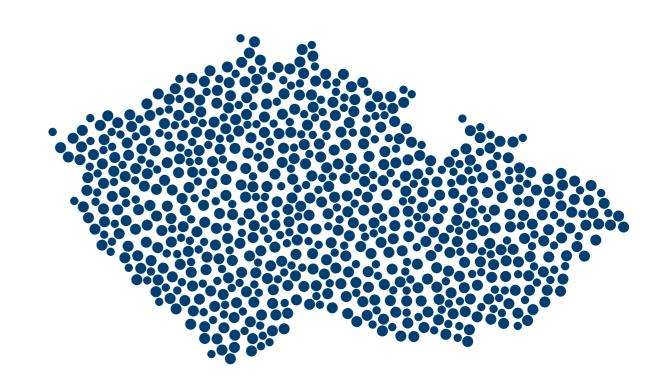
Domestic tourism and CzechTourism



Fact Sheet 2023



Corporate events

Czechia Travel Trade Day, Brno

- 6th edition of B2B incoming workshop
- 74 buyers from 23 countries, 100 Czech entities from the ranks of entrepreneurs, regions and other tourism service providers, the directors of the CzechTourism agency's foreign representations.
- support of business activities of Czech entrepreneurs - development of inbound tourism and strengthening of the destination brand of Czechia

Fórum cestovního ruchu

- 11th edition of the professional conference - part of HOLIDAY WORLD & REGION WORLD fair
- focused on sustainability
- domestic and international experts brought a lot of inspiration for both destination management and entrepreneurs

Corporate PR

9.185 articles about CzechTourism

AVE 12,074,405 EUR in domestic media

Top events - Statistics and surveys, Kudy z nudy, The Czech Trail Top media – Deník, denik.cz, blesk.cz, idnes.cz

Czechia Digital Media Library

More than 9.600 assets

- media.visitczechia.com
- over 1,800 registered users from 73 countries
- expansion of the library's portfolio by 1,496 assets (videos, photos, logos, brochures)







Useful mobile apps for your holidays in Czechia



Check out our websites







Created by the Institute of Tourism institut@czechtourism.cz





59.2 mil. EUR income from tourist tax

28 mil. visits on kudyznudy.cz website

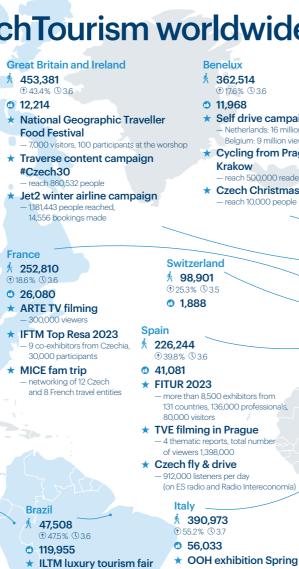
2.05 mil. fans on social media

Incoming tourism and CzechTourism worldwide



1 +39% compared to 2022

3:00 average length of visit







```
- more than 8.500 exhibitors from
      131 countries, 136,000 professionals,
     80,000 visitors
★ TVE filming in Prague
```

```
    4 thematic reports, tota

     of viewers 1398 000
★ Czech fly & drive
                   ners per dav
     (on FS radio and Radio Interecc
```

```
<u>/</u>, 390,973
⑦55.2% ($)3.
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```
0 56,033
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```
city break
in Sao Paulo
```

```
900000 neopl
★ TTG Incontri fair in Rimini
     70.000 visitors
```

```
★ Cooperation with GK Milano
    - OOH exhibition

    OTS 1.8 million people
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Facebook

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Instagram

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YouTube

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Weibo

6

WeChat

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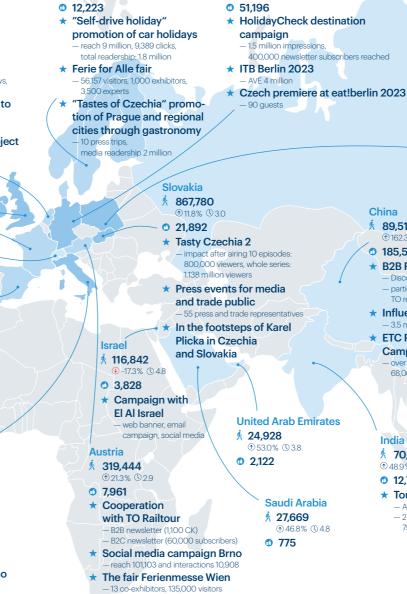
TikTok

659,615 fans 1 +2.0% compared to 2022

534,265 fans on Facebook (1) +2.0% compared to 2022

Domestic tourism

..... 125,350 followers on Instagram 1 +2.1% compared to 2022



Scandinavia

16.0% (3.6

\$ 325,126

Germany

2,289,175

①24.2% ①3.

Events

Going beyond the meaning of borders

- Superbike World Championship
- D+D Real Czech Masters
- Barum Czech Rally Zlín
- Jizerská 50
- World Championships Biathlon Nové Město na Moravě





D+D REAL CZECH MASTERS



Colours

- Let it Roll

- Colours of Ostrava

- Beats for Love

Film Festival

China

\$ 89,517

0 185,528

India

^{*} 70,220

① 48.9% ① 3.4

12,787







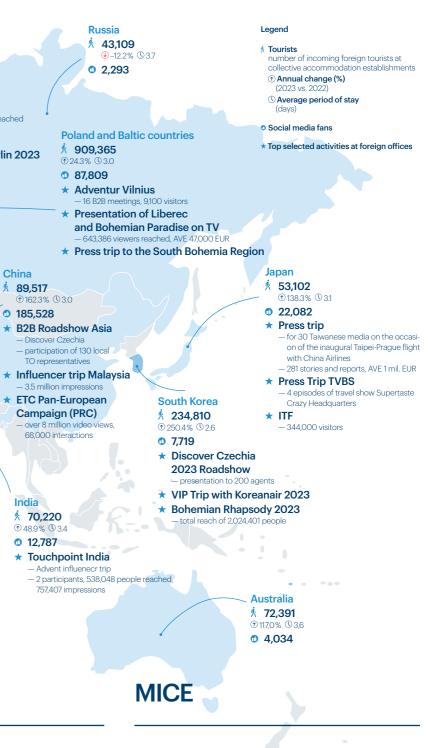


LET ROLL

IIIII







- 1st Czech Convention Bureau Inspirational Afternoon
- meeting of the Strategic Alliance of European National Convention Bureaus for the first time in Prague
- 1st Global Forum of National Convention Bureaus
- 2nd Annual Czech Convention Bureau Regional Workshop
- 2nd Annual Events Club Forum in Prague
- 4 MICE fairs (IMEX Frankfurt, IMEX America, IBTM Americas, IBTM World)
- 4 MICE sales forums (Meet the Bidder, Events Club Association Forum, Meet Berlin, MICE & More Milan)
- many MICE fam trips, workshops, presentations

Press/Fam/Influencer trips

In 2023 CzechTourism organized 337 press, fam and influencers trips

- more than 930 worldwide journalists, tour operators and influencers
- cumulative media reach of more than 345 million people

– 57th Karlovy Vary International