



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

Useful mobile apps for your holidays in Czechia



Check out our websites

visitczechia.com



kudyznudy.cz



czechtourism.cz



Created by the Institute of Tourism
institut@czechtourism.cz

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)

→ 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



Legend

- Tourists: number of incoming foreign tourists at collective accommodation establishments
- Annual change (%): (2023 vs. 2022)
- Average period of stay (days)
- Social media fans
- Top selected activities at foreign offices

Online

kudyznudy.cz

28,485,528 visits
 (+25.4% compared to 2022)
 3.26 pages per visit
 (+5% compared to 2022)
 3:52 average length of visit
 (-45% compared to 2022)

visitczechia.com

2,437,123 visits
 (+10.2% compared to 2022)
 2.47 pages per visit
 (+39% compared to 2022)
 3:00 average length of visit
 (-29% compared to 2022)

Social media

Inbound tourism

1,389,447 fans
 (+3.8% compared to 2022)

931,226 fans on Facebook
 (+0.8% compared to 2022)

156,802 followers on Instagram
 (+12.4% compared to 2022)

Domestic tourism

659,615 fans
 (+2.0% compared to 2022)

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

125,350 followers on Instagram
 (+2.1% compared to 2022)



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
- Let it Roll
- Colours of Ostrava
- Beats for Love
- 57th Karlovy Vary International Film Festival



MICE

- 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