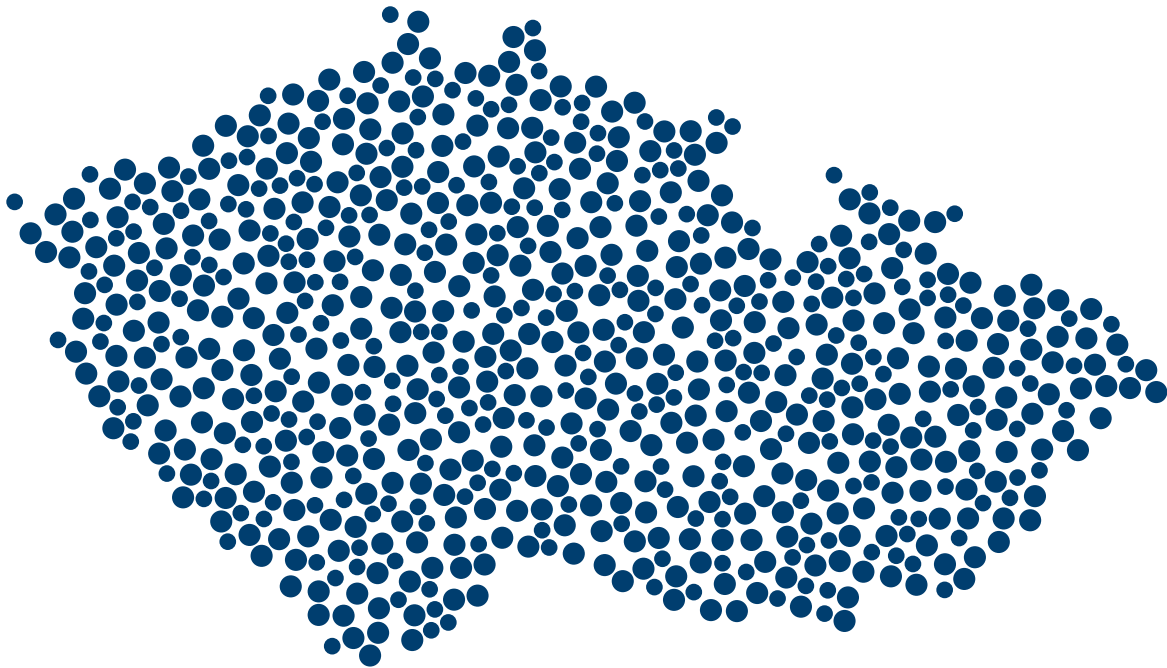


Fact Sheet 2024



Corporate events

Czechia Travel Trade Day, Hradec Králové

- 7th edition of B2B incoming workshop
- 76 buyers and 13 B2B journalists from 30 countries, 101 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

- 12th edition of the professional conference
- part of HOLIDAY WORLD & REGION WORLD fair
- focused on ESG
- The Forum included two panel discussions on the topics of active and spa tourism

Corporate PR

8,182 articles about CzechTourism

AVE 10,670,885 EUR in domestic media
Top events – Statistics and surveys, Kudy z nudy, The Czech Trail
Top media – medium.seznam.cz, blesek.cz, novinky.cz, idnes.cz

Digital Media Library

More than 11,000 assets

- media.visitczechia.com
- over 2,700 registered users from 73 countries
- expansion of the library's portfolio by 1,416 assets (videos, photos, logos, brochures)

→ 68.6 mil. EUR income from tourist tax

→ 33 mil. visits on kudyznudy.cz website

→ 2.06 mil. fans on social media

Check out our websites

visitczechia.com



kudyznudy.cz



czechtourism.cz



Useful mobile apps for your holidays in Czechia



Created by the Institute of Tourism
institut@czechtourism.cz

CzechTourism

Incoming tourism and CzechTourism worldwide



Online

kudyznudy.cz

👤 33,043,314 visits
⬆️ 16% compared to 2023
3.65 pages per visit
⬆️ 12% compared to 2023
3:52 average length of visit
⬆️ 2.6% compared to 2023

visitczechia.com

👤 2,462,766 visits
⬆️ 1.1% compared to 2023
3.97 pages per visit
⬆️ 60.7% compared to 2023
5:29 average length of visit
⬆️ 82.8% compared to 2023

Social media

Inbound tourism

👤 1,395,502 fans
⬆️ 3.2% compared to 2023

👤 943,990 fans on Facebook
⬆️ 1.4% compared to 2023

👤 156,802 followers on Instagram
⬆️ 16.8% compared to 2023

Domestic tourism

👤 664,389 fans
⬆️ 0.7% compared to 2023

👤 536,776 fans on Facebook
⬆️ 0.5% compared to 2023

👤 127,613 followers on Instagram
⬆️ 1.8% compared to 2023

Events

With international significance

IIHF Ice Hockey World Championship
World Championships Biathlon
Nové Město na Moravě
Let it Roll
Colours of Ostrava
Beats for Love
Rock for People
Prague Spring
58th Karlovy Vary International Film Festival
Superbike World Championship
D+D Real Czech Masters
Barum Czech Rally Zlin
Jizerská 50

MICE

— 2nd Czech Convention Bureau Inspirational Afternoon
— 3rd Annual Czech Convention Bureau regional workshop
— 2nd Annual Global Forum of National Convention Bureaus
— 3rd Annual Events Club Forum in Prague
— 4 MICE fairs (IMEX Frankfurt, IMEX America, IBTM Americas, IBTM World)
— Participation in international MICE events (MCE Central & Eastern Europe, Events Club Associations Forum, International Congress and Conference Association Annual Conference)
— 6 regional fam trips, 7 presentations and conferences, 15 educational workshops
— MICE trips for international buyers (Spain, Japan, Germany, Mexico, Brazil)
— MICE workshops and presentations (presentation Spain, workshop Munich, roadshow post-IBTM, roadshow pre-IMEX, workshop Poznan, MICE event UK)

Press/ Fam/ Influencer trips

In 2024 CzechTourism organized 349 press, fam and influencers trips

— more than 1,100 worldwide journalists, tour operators and influencers
— cumulative media reach of more than 634 million people