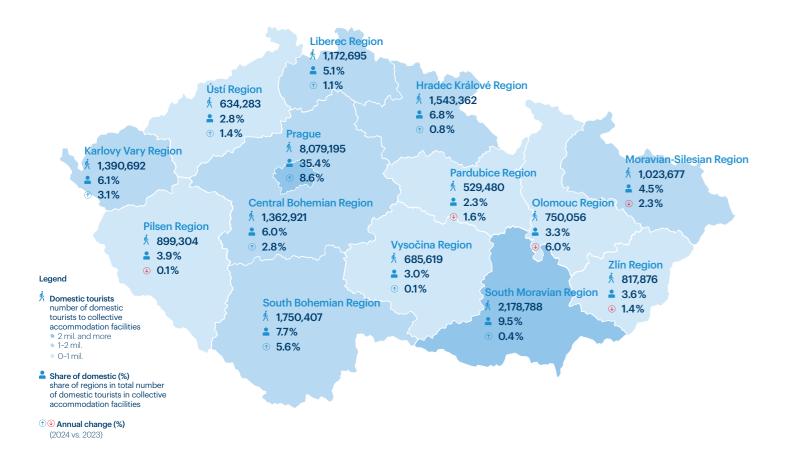
Domestic tourism and CzechTourism



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
- 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

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, blesk.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)

Check out our websites







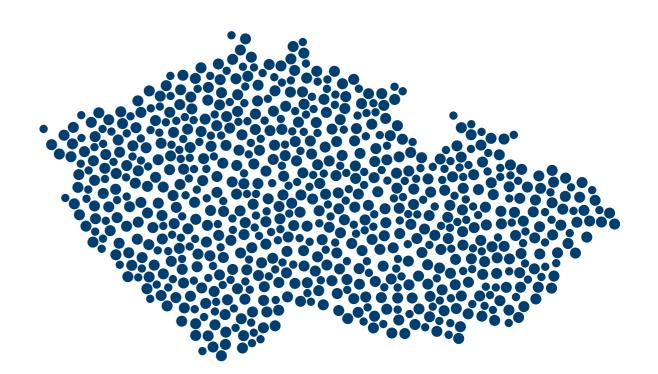
Useful mobile apps for your holidays in Czechia





Created by the Institute of Tourism institut@czechtourism.cz

Fact Sheet 2024



- 68.6 mil. EUR income from tourist tax
- 33 mil. visits on kudyznudy.cz website
- 2.06 mil. fans on social media



Incoming tourism and CzechTourism worldwide

Great Britain and Ireland Benelux Canada 530,442 359,853 **§** 88,929 **12.617** 0 12.363 ①286% (★ Promotion of the Brussels to Prague 0 5,998 National Geographic Traveller night train service European Sleeper ★ The Travel and Vacation Show **Food Festival** ★ Fiets en wandelbeurs fair – 160 participants at the workshop ★ MICE road show Toronto ★ Press/Fam trip in cooperation with Czech Christmas project **European Sleeper and Eurostar** ★ Activities supporting the Year of Czech Music **½** 276,867 USA Switzerland **§** 562,578 0 26,941 **½** 120,718 Filming of the travel show **o** 64,516 **Echappées Belles 1,950** * Year of Czech Music, for TV France 5 iHeartMedia campaign **Spain** ★ IFTM Top Resa 2024 **½** 271,014 ★ MICE road show (New York, LA), - 30,000 participants Imex Las Vegas **1** 42,437 ★ Presentation of Czechia in the **★** Destination presentations ★ Press trip new air connection fan zone of SOG 2024 Paris for active USTOA members Málaga - Ostrava **★** Meeting Point Destino Chequia 2024 Mexico 53,931 Other Middle and South ★ Press trip new air connection American countries Girona - Pardubice **0** 81,306 **§** 83.918 Brazil * IBTM Américas fair ⊕ 16% ⑤ 3.4 **56,172** 0 171,844 **★** Meeting Point ★ Virtuoso 2024 0 123,914 #DestinoChequia 435,446 - Czechia's partnership with Virtuoso ★ ILTM luxury tourism reached 13.895.000 people - presentations, workshops, e-learning fair in Sao Paulo **o** 57,882 ★ Vitrina Anato Colombia fair ★ Destination campaign Roadshow with Travel Audience "Brazil-Europe Marketplace 2024" ★ TTG fair in Rimini ★ OOH exhibition **Christmas Market Online** Social media OTS 910 000 people kudyznudy.cz Inbound tourism Domestic tourism 1,395,502 fans 664,389 fans **2** 33,043,314 visits 16% compared to 2023 ① 3.2% compared to 2023 ① 0.7% compared to 2023 3.65 pages per visit 12% compared to 2023 3:52 average length of visit **₩** 943,990 fans 336,776 fans ① 2.6% compared to 2023 on Facebook on Facebook 1.4% compared to 2023 ① 0.5% compared to 2023 visitczechia.com 127,613 followers 156,802 followers **2**,462,766 visits on Instagram on Instagram 1.1% compared to 2023 1.8% compared to 2023

evening at the eat!berlin performances, press trip Poland and Baltic countries festival **997.078** ★ Ferie for Alle fair ★ ITB Berlin 2024 0 90,707 event Unexpected ★ MICE workshop * Adventur Vilnius **Czech Treasures** - 16 Czech entities * MTT Wroclaw fair ★ Press trip Baltic Express Slovensko **½** 173,814 **§** 899,174 0 196,985 **22.614** * ITB China ★ OOH Architectural Heritage of Czechia at Bratislava airport ★ ITE Hong Kong 33.000 people Year of Czech Music * Hainan Airlines campaign ★ Summer in Czechia and Moravia to the SME daily newspape **§** 191,168 ership 225,000 people **\$ 80,838** 0 3,954 **13,209** ★ Campaigns: Abroad with Kids, **MICE India and Luxury United Arab Emirates** Secret Flights. **Travel Congress ½** 25,924 Teusa, Ophir Tours, in Jaipur **SBD** Group 0 2.192 Austria **½** 347,152 Saudi Arabia **1**8.7% **()**2.9 **½** 37,700 0 8,224 ⊕ 35.3% ⑤ 4.6 * Argus Bike Festival **0** 801 ★ The fair Ferienmesse Wien **½** 77,110 ★ Cooperation with TO Railtours ⊕6.4% ⊕3.5

Germany

52,885

½ 2,377,682

★ South Moravian culinary

335,505

★ Year of Czech Music

Austria and Railtour

With international significance

World Championships Biathlon

Nové Město na Moravě

Colours of Ostrava

Beats for Love

Rock for People

Prague Spring

Jizerská 50

Let it Roll

IIHF Ice Hockey World Championship

58th Karlovy Vary International Film

Superbike World Championship

D+D Real Czech Masters

Barum Czech Rally Zlín

Events

12,626

MICE

4,167

- 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)

Russia **½** 40,764

2,369

South Korea

½ 255,424

7,974

T3% © 2.7

with Emirates

★ Czech season

★ Building a new itinerary

- reach 1,000,000 people

Legend

★ Tourists

in Hyundai Department Store

★ Prague Spring Music media trip

number of incoming foreign tourists at

* Top selected activities at foreign offices

Foreign representations of CzechTourism

⊕ Annual change (%)

() Average period of stay

Social media fans

long haul markets

Japan

§ 67,643

22,811

★ ITF fair

- 33 buvers

① 27% (V31

★ Destination Ostrava & Czech Year of Music

★ Travel Award Ceremony

& UNESCO Exhibition

- 350,000 visitors

- 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

3.97 pages per visit

① 60.7% compared to 2023

5:29 average length of visit

① 82.8% compared to 2023

16.8% compared to 2023