

Corporate events

Czechia Travel Trade Day, Ostrava

- 8th edition of B2B incoming workshop
- 70 buyers from 22 countries, 100 Czech entities from the ranks of entrepreneurs, regions and other tourism service providers, the directors of the CzechTourism agency's foreign representations
- 15 foreign and 10 domestic media outlets
- over 1,600 individual B2B meetings
- development of inbound tourism and strengthening of the destination brand of Czechia
- support for the business activities of Czech entrepreneurs

Fórum cestovního ruchu

- 13th edition of the professional conference
- part of HOLIDAY WORLD & REGION WORLD fair
- focused on the topic of using data for planning in tourism

Check out our websites



Corporate PR

9,993 articles about CzechTourism

AVE 11,088,472 EUR in domestic media
Top themes – Kudy z nudy, Statistics and surveys, The Czech Trail
Top media – medium.seznam.cz, idnes.cz, centrum.cz, novinky.cz

Digital Media Library

More than 12,000 assets
 – over 3,400 registered users from 79 countries
 – expansion of the library's portfolio by 1,301 assets (videos, photos, logos, brochures)

Useful mobile apps for your holidays in Czechia

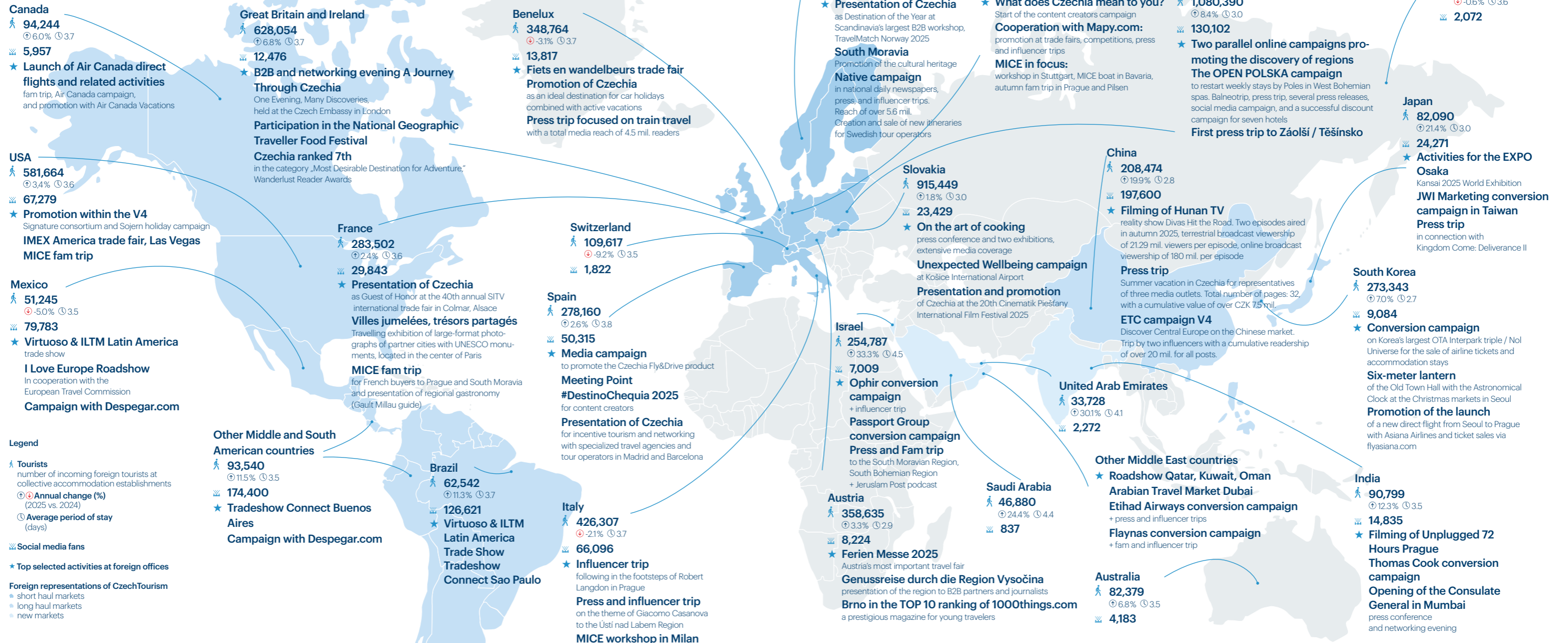


Created by the Institute of Tourism
 institut@czechtourism.cz



- **76.3 mil. EUR** income from tourist tax
- **43.4 mil. visits** on kudyznudy.cz website
- **2.12 mil. fans** on social media

Incoming tourism and CzechTourism worldwide



Legend

- 👤 **Tourists**
number of incoming foreign tourists at collective accommodation establishments
- 📈 **Annual change (%)**
(2025 vs. 2024)
- 🕒 **Average period of stay**
(days)
- 👥 **Social media fans**
- ★ **Top selected activities at foreign offices**
- Foreign representations of CzechTourism**
 - short haul markets
 - long haul markets
 - new markets

Online

kudyznudy.cz

👤 **43,353,833 visits**
 (+14.9% compared to 2024)
 3.67 views per session
 (+0.5% compared to 2024)
 3:21 average length of visit
 (-9.0% compared to 2024)

visitczechia.com

👤 **2,941,371 visits**
 (+18.5% compared to 2024)
 3.75 views per session
 (-5.5% compared to 2024)
 4:54 average length of visit
 (-10.6% compared to 2024)

Social media

Inbound tourism

👥 **1,448,071 fans**
 (+3.8% compared to 2024)

👥 **974,547 fans on Facebook**
 (+3.2% compared to 2024)

👥 **221,688 followers on Instagram**
 (+21% compared to 2024)

Domestic tourism

👥 **667,848 fans**
 (+0.5% compared to 2024)

👥 **538,243 fans on Facebook**
 (+0.3% compared to 2024)

👥 **129,605 followers on Instagram**
 (+1.6% compared to 2024)

Event cooperation

34th annual International Music Festival Český Krumlov
 58. ČEZ Jizerská 50
 Austerlitz
 Barum Rally Zlín
 Beats for Love
 BMW IBU Biathlon World Cup – Nové Město na Moravě
 Crystal Valley Week
 Czech Ladies Open Beroun
 Czech Republic Grand Prix
 Czech Truck Prix Most and Nascar
 CzechTour
 FIBA Women's Eurobasket
 FIM Speedway Grand Prix of Czech Republic Prague
 Golden Spike Ostrava
 Hradý CZ
 JT Bank Ostrava Beach Pro
 Nové Město na Moravě Mountain Bike Championships
 Rock for People
 Women's Floorball World Championships in Brno and Ostrava
 World Championships in Water Slalom Prague
 WorldSBK – Czech Round

MICE

- 3rd Czech Convention Bureau Inspirational Afternoon
- 4th Annual Czech Convention Bureau regional workshop
- 4th Annual Events Club Forum in Prague
- 3rd Annual Global Forum of National Convention Bureaus
- 4 MICE fairs (IMEX Frankfurt, IMEX America, Meeting Show UK, IBTM World)
- 6 MICE workshops in foreign markets (Barcelona, Madrid, Poznań, Krakow, Munich, London)
- 5 MICE trips for foreign buyers (France, Latin America, USA, Germany, Business Events Industry Club)
- 5 international MICE sales (Oslo Travel Match, MCE Central & Eastern Europe, All in Too Katowice, Events Club Association Forum, MICE&More Milano)
- 8 MICE trips for domestic agencies
- 12 educational MICE workshops, 153 expert consultations
- Support of 8 regional MICE events
- 12 inspiring monthly newsletters from the Czech Convention Bureau

Press / Fam / Influencer trips

In 2025 CzechTourism organized 322 press, fam and influencers trips.

- more than 1,080 worldwide journalists, tour operators and influencers
- cumulative media reach of more than 773 mil. people