NEWSLETTER

for foreign offices

June 2020



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TRADE NEWS

Hotels & restaurants

Svatá Kateřina Resort reopens



Svatá Kateřina Resort reopened on May 25 after closure forced by spread of the Covid-19 coronavirus. The wellness resort reopened with fully **refurbished rooms** in its hotels – Hotel Svatá Kateřina, Hotel Garnison and Hotel Gymnasion. The resort offers brand new summer menu as of June 1 that is inspired by Italian cuisine. More at www.katerinaresort.cz.

Prague's Hotel Ambassador Zlatá Husa to reopen in July

Luxury **Hotel Ambassador Zlatá Husa** which is celebrating its 100th anniversary this, **reopened on June 1**. The hotel, situated at the Prague's central Wenceslas Square, saw over 8 million guests over the 100 years, most of them foreigners. Due to the coronavirus crisis, the hotel expects mainly domestic quests this year. Source: Hotel Ambassador Zlatá Husa.

Hotel International Prague welcomes guests in new rooms

Hotel International Prague reopens in June 2020 and is prepared to welcome guests in its 65 newly designed superior rooms. While being closed due to the Covid-19 pandemic, the hotel improved its F&B offer and prepared new healthy concept with focus on traditional home-made cuisine. Private hotel garden suitable for almost 1000 guests is suitable for afternoon drink, farewell / welcome cocktail or evening BBQ, the hotel´s highlight, tower with original mosaic by Max Švabinský, is suitable for cocktails and private parties. More at www.internationalprague.cz.

New Beer Garden Karlín at Hilton Prague Hotel



New Beer Garden Karlín opened at **Hilton Hotel Prague** sunny terraces overlooking the Vltava River. The restaurant offers five beers on tap including lager, semi-dark or wheat, or the signature dark beer marinated ribs. Open every day from 11 am to 9 pm, seats 250. More at www.hiltonprague.com.

Transportation

Wizzair launches new route Prague – Tirana



The low-cost carrier **Wizzair** announced it would launch new **route from Prague**

to Tirana on July 3, with two flights a week – on Mondays and Fridays. The airline will serve the line to the **Albanian** capital with the Airbus A320 Family aircraft with a capacity of up to 189 passengers. Tickets can be purchased at www.wizzair.com.

Swiss to resume flights between Prague and Zurich

Swiss International Air Lines will resume flights between **Prague and Zurich** on June 5 with up to four flights a week. The Swiss carrier is the 7th airline to resume flights to/from the Prague Airport following the coronavirus crisis. Traffic at the Prague Airport is slowly renewing after only 5,031 passengers were served there in April, a decline by 99.6 per cent. Source: Prague Airport.

Smartwings to resume further flights

Carriers of the **Smartwings Group**, Smartwings and Czech Airlines, plan to resume more flights in June and July, with a brand new daily connection from Prague to London´s **Heathrow** by the Czech Airlines. As of June 10, Smartwings will offer flights to **Split**, Croatia (up to three flights a week.) In July, Smartwings plans to resume flights to 12 Greek destinations – **Crete, Rhodos, Kos, Zakynthos, Corfu, Lefkada, Samos, Santorini, Kefallonia, Karpathos, Thesaloniki and Kavala**. As of June 15, the Czech Airlines will resume flights to Slovakia´s Košice (three flights per week) and as of June 16, the carrier will resume flights to Budapest (3 flights a week) and on June 17 to Iceland (two flights a week.) The Czech Airlines has recently resumed flights to Frankfurt, Amsterdam, Paris, Stockholm and Bucharest. Source: Smartwings Group.

FlixBus resumes operation on more Czech domestic routes

The bus carrier **Flixbus** has resumed operation on two more routes within the Czech Republic. As of May 22, Flixbus buses again connect Prague with the town of Český Krumlov via Písek and České Budějovice or via Benešov, Tábor and Třeboň. A week later, service between Prague and Brno has resumed. The operation, however, is still limited, as is on the earlier renewed lines from Prague to Karlovy Vary, Liberec and Most. More at www.flixbus.cz.

Air Serbia to resume flights on its Prague – Belgrade route

On June 15, **Air Serbia** restarts operation on its regular Prague-Belgrade route with three flights per week – on Mondays, Wednesdays and Fridays. The airline also plans to resume flights to other destinations in June, with return flights from Prague to **Tirana, Sarajevo, Podgorica, Tivat, Sofia, Bucharest** and Istanbul. In July, the airline will again add Athens and Thessaloniki to its operation from Prague. Source: Air Serbia.

Data & research

Number of visitors to Prague drops by one third in the 1st quarter of the year

In the first quarter of the year, **1.1 million** tourists visited **Prague**, a decrease by **27.7 percent** compared to the same period of 2019. While in January, number of tourists in Prague rose by 7.7 percent, due to the Covid-19 pandemic dropped by 1.1 percent in February and by 73.5 percent in March. More at www.praguecitytourism.cz.

Laws and regulations

Events up to 300 participants again allowed

As of May 25, events with up to 300 participants have been allowed again. From June 8, number of participants can rise to **500** and from **June 22** to **1,000**. However, organizers will have to observe strict hygienic measures, such as regular disinfection of the conference rooms and their thorough ventilation. Disinfectants must be available for the participants. More at www.mzcr.cz.

People



Jan Ferjenčík Appointed new Director of Sales and Marketing at Prague Congress Centre

Jan Ferjenčík was **appointed Director of Sales and Marketing of the Prague Congress Center.** He replaced Lenka Žlebková, the new CEO of the center, at the post. Jan Ferjenčík spent many years working in the IT sector and recently started a new career as Business Development Manager at PCC. He was appointed Director of Sales and Marketing by the PCC Board following a multi-round selection procedure. More at www.prague convention.cz.

Product News

Cities and regions

Prague Castle reopens to public

The Prague Castle reopened to public on May 25 with **security checks at its gates temporarily suspended**. The President´s Office said the checks were not necessary as the country has now renewed checks at the borders due to the coronavirus pandemic. The Castle complex was completely closed for two month because of the pandemic. More at www.hrad.cz.

Vila Tugendhat reopens to public

Vila Tugendhat designed by architect Ludwig Mies van der Rohe will reopen to public on June 2. Opening of the Brno famous vila, part of the UNESCO heritage, includes the garden, exhibitions on the technical floor and sightseeing tours. From June 2, a new entrance to the garden of Villa Tugendhat will be opened from the garden of Villa Löw-Beer. Visitors are requested to purchase their tickets online, as the box office at Villa Tugendhat remains closed. More at www.tugednhat.eu.

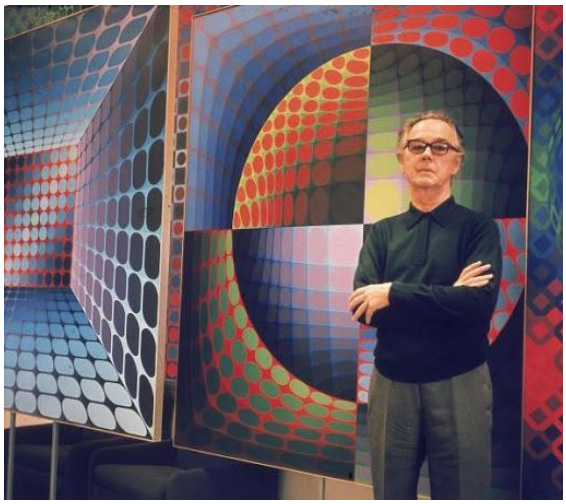
Event calendar

Culture



Dvořákova Praha to take place as planned

The international music **festival Dvořákova Prah**a will take place as originally planned from **Sept. 4 to Sept. 20** in Rudolfinum, although foreign artists will be absent this year due to the coronavirus crisis. Semyon Bychkov, chief conductor of the Czech Philharmonic, will be the only exception. He will open the festival on Sept. 4 with Antonín Dvořák's Concerto for Violoncello and Orchestra in B minor, Op. 104, B. 191 and Dvořák's Symphony No. 9 in E minor, Op. 95, B. 178, 'From the New World'. More at www.dvorakovapraha.cz.



Victor Vasarely

Sales **exhibition** of the world-famous painter, graphic artist, sculptor and OP-ART pioneer **Victor Vasarely** (1906-1997) will display his paintings and lesser known graphic works. Works of the French-Hungarian artist are currently held in the collections of the Art Institute of Chicago, the Tate Gallery in London or the Peggy Guggenheim Collection in Venice. Chodovská tvrz, Prague 4. June 1-July 26, 2020. More at www.prague.eu.

Festival Open House Praha 2020 postponed

Open House Praha Festival brings unforgettable **architectural experiences** every year, providing an opportunity to walk and explore the city, to share one's perceptions and to discover the architecture and its historic and urbanistic context through all senses.

The concept of the festival is based on a direct experience, which cannot be replace by virtual tours. That is why the organizers have decided to postpone the festival. The 6th Open House Praha will take place from 1st till 6th September 2020.

Spas



Třeboň completes a major refurbishment of Bertiny Lázně (spa)

Slatinné lázně Třeboň (Peat Spa Třeboň) has finished the refurbishment of its **Bertiny lázně** facility for CZK 250 million. This major investment included the refurbishment of 87 rooms, of which some double rooms were converted into single rooms. The current capacity is 178 beds. The dining room and the kitchen have also been modernized.

"The price of accommodation will increase by CZK 300–700. There are now 480 clients in the Třeboň spa, which is a half of the full capacity. Most stays are paid by health insurance companies. Revenues dropped by CZK 40 million due to the Covid-19 crisis," said Vilém Kahoun, executive director of the spa.

Active tourism

MICE

Hotel Passage in Brno reopens after reconstruction



Congress Hotel Passage in Brno reopened after several years of

reconstruction. The hotel, located in a metropolitan palace designed in 1928 by the famous architect **Bohuslav Fuchs**, offers accommodation in 103 luxury rooms, seven unique conference halls and a premium Bar & Lounge Passage restaurant. The hotel that after nationalization was given the name Slovan now regained its original name. More at www.hotelpassage.eu.

Prague holds on to the ninth position among world congress cities by ICCA

In 2019, **Prague** upheld **the 9th position** in the **ICCA** (International Congress and Convention Association) rating of congress cities with 138 events. The Czech Republic gained the 24th position, two places higher than in 2018. Paris was the winner among cities, followed by Lisbon and Berlin, Tokyo placed tenth. Among countries, the USA came first, followed by Germany and France. More at www.iccaworld.org.

Spring round of submitting applications within the Candidacy Campaign closed

The spring round of submitting applications within **the Candidacy Campaign**, a program allowing congress organizers to receive both financial and non-financial **support** when bidding for an international **congress** to be held in the Czech Republic, has closed. List of the winners will be available in June, the autumn round to submit new applications within the program will open in mid-September.

Reconstruction of Hotel Holiday Inn Prague Congress Center completed

Holiday Inn Prague Congress Center has completed the last phase of its reconstruction by refurbishing the last 54 rooms, improving quality and comfort of the accommodation. The hotel also provides a brand new service – it offers rooms to rent and use as office. The price includes room rental, coffee/tea maker, Wi-Fi connection and parking in the hotel garage. More at www.prague convention.cz

DIGIBREAK KIT by Zátiší Catering

The Zátiší Catering Group is offering participants of **online conferences** a **catering package** delivered to them on the morning of the conference. Refreshments for each planned break in the program allow every participant to concentrate fully on the conference all day long without worrying about what to eat during the breaks. More at www.prague convention.cz.

Corporate

News from CzechTourism agency



Nine out of ten Czechs know Kudyznudy.cz

87 percent of Czechs know Kudyznudy.cz, a travel portal operated by CzechTourism. A half of Czechs visit the portal to find inspiration for their holidays or trips in the Czech Republic. According to a research by IPSOS and CzechTourism, the awareness and visits of the portal kudyznudy.cz is by far the highest in comparison with similar Czech travel portals.

The website czechtourism.com to become visitczechrepublic.com

Migration to the new website **visitczechrepublic.com** is underway and the new site should become live in mid June.The new content will be more than before based on input from the CzechTourism's foreign offices, with stories having somewhat post-corona accent at the beginning.

At the same time, CzechTourism starts releasing interviews with interesting people who may address foreign readers too. The first to be interviewed will be the minister for local development and the foreign minister. Other personalities will follow, such as Zdeněk Štybar, a cyclist extremely popular in Belgium, Bohdan Pomahač, a plastic surgeon living in Boston, or the film director Václav Marhoul.

News from the advertisement department

Hashtag **#VisitCzechRepublic** has been uploaded into the **brand manual**. It is up to each of CzechTourism foreign offices whether they will use the hash tag or the Czech Republic logo.

Work on the final shape of the graphic manual setting the agency´s new visual style is underway. CzechTourism will start using this new visual style gradually when and where needed, without officially informing partners or media. Once the graphic manual is ready, it will be send to the agency´s foreign offices for comments, expectedly in the first half of June.



CzechTourism to launch a campaign to support domestic tourism

In mid June, the CzechTourism agency plans to officially launch **#světovéČesko**, a campaign in the media to support domestic tourism. Since the end of March, the campaign has been running on CzechTourism's own channels. The main topic will be Světové Česko (Worldwide Czechia), promoting destinations that can be compared to similar destination all over the world. The campaign will include the presentation of Czech Republic's products and individual regions. The first wave of the campaign is scheduled for June, and should use TV channels, radios, web portals, print and OOH. During the summer holidays, the campaign will be limited only to TV and web portals. Starting from September, communication on radios, in print and in OOH channels will be resumed.

CzechTourism to support the country´s spa sector

The CzechTourism Agency will support the **spa sector** that was very hard hit by the Covid-19 pandemic. The agency will try to at least partially compensate the drop in foreign clientele of the spas by domestic clients. It will include the spas in its #světovéČesko campaign and will also co-finance a campaign by the Spa places association. Depending on the gradual reopening of borders, the agency will revise its marketing plan with focus mainly on markets important for the Czech spa sector, such as Germany, Slovakia, Austria, Russia and Arab countries.

Czech Specials

Certification fee for restaurants registered in **the Czech Specials** project, joint project of the CzechTourism Agency, the Czech Association of Hotels and Restaurants and the Czech Association of

Cooks and Confectioners, has been reduced to CZK 750 plus VAT to ease the hardship of Czech gastronomy in the Covid-19 crisis. This measure will be valid until April 30, 2021. Promotional video about Czech Specials and Czech gastronomy is under work and in June, video clips on how to cook Czech dishes will be shot. The clips will be available in five languages – in Czech, English, German, French and Russian.

Brochure of all Czech winners of the EDEN project will be available in June

An **on-line brochure** of all winning destinations of the **European Commission's EDEN** project from the years 2009-20019 will be available in mid-June. Its Czech version will be posted on the www.eden-czechtourism.cz website, the English version will be available at www.czechtourism.com. Printed version in both languages is scheduled for the autumn.

CzechTourism to offer discount prices to exhibitors at travel fairs in autumn

The agency aims at allowing travel trade companies promotion at very favourable prices. It also wants to help easing the impact of the Covid-19 pandemic on the travel trade and restarting the so important segment of the economy. The offer applies to the following fairs where the agency will have an **official exposition**: TTG Rimini (Oct. 14–16,) Reisen & Caravan Erfurt (Oct. 28 – Nov. 1,) Touristik & Caravaning Leipzig (Nov. 18–22) and ITB Barcelona (Dec. 1–3.) Participation, however, will depend on the actual situation in the respective destinations. Acquisition is to commence in July, 2020.