NEWSLETTER

for foreign offices

July 2020



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TRADE NEWS

Hotels & restaurants

Two Prague restaurants retain their Michelin Stars



Two Prague restaurants have retained their **Michelin one-star status** in the 2020 Main Cities of Europe Michelin Guide. While **La Degustation Bohême Bouregoise** has been holding its one-star status for over a decade, **Field**, one of the world's least expensive Michelin-starred restaurants, has maintained its star for four years in a row. The total number of Michelin-recommended restaurants in the Czech capital, however, remains at only two. More at www.guide.michelin.com.

After reconstruction, Grandhotel Pupp open again and fully booked

After an extensive reconstruction, Karlovy Vary's famous **Grandhotel Pupp has reopened**. Due to great demand among Czech guests, the hotel is opening also its second wing, offering accommodation in more than **200 rooms**. The hotel, known for the highest standard of service, also offers a Cinema Café in its Ceremonial hall and a private sun terrace and invites guests to its beautiful neighborhood too. Source: Grandhotel Pupp.

Transportation

Ryanair restores Prague scheduled flights, over twenty routes on sale



Ryanair said it would restore over **20 routes to/from Prague** as of July 1, 2020, as part of its 2020 summer schedule. Some selected routes are available already from the last week of June. More at www.prg.aero.

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.



Wizz Air to launch new route from Prague to Varna

The low-cost carrier **Wizz Air** has announced a new direct scheduled **connection between Prague and Varna**. The carrier will offer flights to the popular **Bulgarian** holiday destination twice a week, on Mondays and Fridays, from July 17, 2020. Airbus A320 Family aircraft for 189 passengers will be used to service the route. More at www.prg.aero.

Qatar Airways to resume flights on the Prague–Doha route



Qatar Airways plans to resume flights on its **Prague – Doha route** as of July 1, 2020, the first renewed long-haul flight from the Václav Havel Airport. The carrier will offer **three flights a week** – on Mondays, Wednesday and Fridays – operated by the Boeing 787 Dreamliner aircraft. Currently, 29 airlines have confirmed connections to over 80 destinations from Prague. More at www.prg.aero.

flydubai to resume flights on the Prague – Dubai route

The **flydubai** airline will resume flights on its **Prague–Dubai** route as of **July 4**, the second renewed long haul flight from the Václav Havel Airport. Initially, the carrier will offer one flight a week – on Saturdays, from July 27 there will be five flights per week. The route will be served by the Boeing 737 aircraft. Currently, 29 airlines have confirmed connections to over 80 destinations from Prague. More at www.flydubai.com.

airBaltic to resume flights from Prague to Riga

Latvian airline **airBaltic** plans to resume **direct flights from Prague to Riga** on July 27. The flights will be operated five times a week by the Airbus A220-300 aircraft. Full schedule and tickets are available on the airBaltic website. Also, a temporary offer for all new airBaltic reservations made by June 30, 2020 is available, allowing passengers to rebook for a new date without additional fee. Only one date change is allowed. More at www.prg.aero.

FlixBus renews its international routes

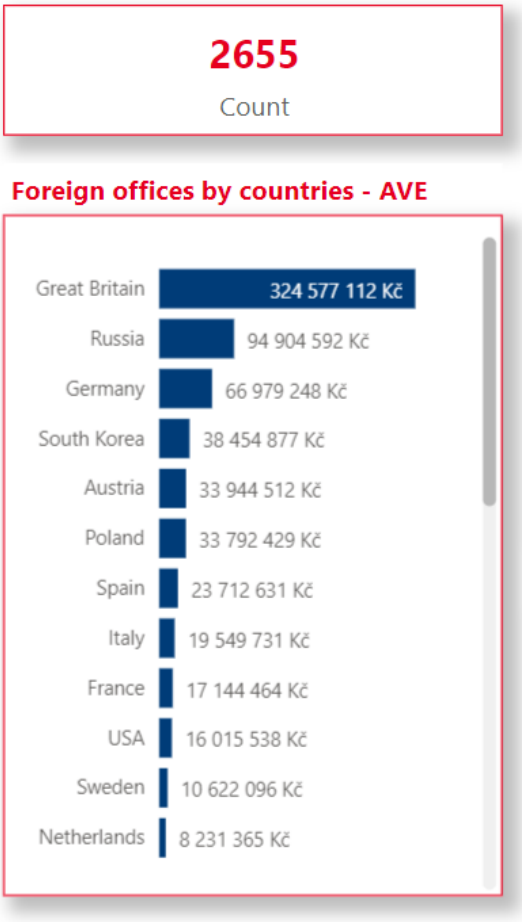
Europe's biggest bus carrier **FlixBus** is gradually renewing its **international lines**. As of **June 18**, FlixBus buses again connect the Czech Republic with several cities in Slovakia, Austria, Germany, Poland, Croatia, Slovenia and the Netherlands. More FlixBus connections will be added to the network depending on demand. Source: FlixBus.

Prague's Václav Havel Airport opens Runway Park right on the tarmac

The **Prague Airport** is opening a **Runway Park** that will offer education as well as entertainment. The Park will be located right **on the runway 22** next to the aircraft and will offer an exceptional experience from behind the scenes of an international airport. On weekdays, visitors will have the chance to admire the unique airport technology while on weekends the park will offer rich program that will change every week. The Runway Park will be open **from July 4 to August 30**. More at www.prg.aero/runwaypark.

Data & research

Ongoing marketing surveys and surveys in preparation of the CzechTourism agency



In late May, tracking of data from domestic tourism and incoming tourism. In summer, three waves of research of domestic tourism will be carried out that will include also consumption, sales and revenues for public budget indices (syndicated study by MindBridge and Economic impacT).

Mystery Shopping TIC tender has been published in June, data to be collected in August.

Report to monitor media outputs of the CzechTourism foreign offices has been created HERE.

Report for metrics – web sites and social media – has been created for the foreign offices and the agency itself and is available HERE.

Prague may lose a minimum of CZK 350 billion

According to a study made by **PricewaterhouseCoopers** for the **Prague** municipality, small and medium size firms registered in the Czech capital may lose the total of CZK **350 to 580 billion** from March 2020 to February 2021, due to the Covid-19 pandemic. While the mildest scenario expects quick return to normal, the projected maximum drop in the companies´ revenues reflect possible second wave of the pandemic. Tourism will be one of the hardest hit sectors, as Prague largely depends on foreign visitors. Although obstacles to travel are being gradually lifted, foreign clientele is not expected to return soon.

Laws and regulations

VAT on accommodation reduced by five percent

VAT on hotel accommodation has been **reduced** from fifteen **to ten percent**. The reduction is part of a tax reduction package aimed at easing the negative economic impact of the Covid-19 pandemic on Czech businesses. Same reduction applies also to admission to cultural and sports events.

People

Product News

Cities and regions

Bike resort Peklák opens in Česká Třebová



Bike resort Peklák in the town of **Česká Třebová** offers 15 kilometers of single tracks, four kilometers of reconstructed downhill trails and 25-kilometer circuit for mountain bikes. Admission to the resort is free of charge. The resort is run by the Česká Třebová city company EkoBi. Source: EkoBi.

Dancing House – Inaccessible Spaces

The **Dancing House**, one of the most interesting modern buildings in Prague designed by architects Vlado Milunić and Frank Gehry opened its normally inaccessible spaces to the public for the whole summer. Through Aug. 31, 2020. More at www.prague.eu.



Event calendar

Prague Harley Days

This year, **Prague Harley Days 2020** will get together with two other friendly events that take place at the same date at the Prague exhibition grounds. The first is the biggest burger and BBQ event in Europe – **Burgerfest**. The second associated event is the **Concert for 10 million** – a thank you to all health workers, rescuers and also delivery people, postmen and cashiers, who took the greatest risks in the Covid-19 crisis. Prague's Exhibition grounds, Holešovice, Sept. 4–6, 2020. More at www.prague harleydays.cz.

Culture

Sculpture Line Prague 2020



This year's **Sculpture Line festival** again presents sculptures and art objects of leading artists in the "open air" gallery.

The purpose of the exhibition is to enhance and enrich the public space and to offer a new view of the cities and the works of art themselves, both to residents and visitors. In Prague, **seven artworks by six artists** can be seen this year. More at www.sculptureline.cz.

New date of the International Music Festival Český Krumlov

Due to the Covid-19 pandemic, the **29th edition** of the festival will be postponed to a **new date: Sept. 18 – Oct. 3, 2020.** Bohuslav Martinů Philharmonics will open the festival in the Castle Riding Hall on Friday, Sept. 18. More at www.festivalkrumlov.cz.

Antonín Kratochvíl – Photo Essays



The retrospective exhibition presents works of Czech photographer **Antonín Kratochvíl**, one of the world's most prominent photographers. His photographs accentuate suffering, despair or poverty as well as the arrogance of power and its consequences. They capture **social as well as war conflicts** (Afghanistan, Bosna, Philippines, Haiti, Iraq, Rwanda) and humanitarian or nature catastrophes. Antonín Kratochvíl has also taken several **portraits** of famous musicians or actors, such as David Bowie, Bob Dylan or Jean Reno. Prague City Gallery – House at the Stone Bell, Old Town Square, Prague, through Oct. 18, 2020. More at www.prague.eu.

Alfons Mucha and Pasta Oner Elusive fusion

The Elusive fusion exhibition offers a meeting between two well-known figures – **Alfons Mucha,** one of the key initiators of art nouveau, and **Pasta Oner**, a leading figure of the street art scene, who has been creating art for over ten years. The motifs Alfons Mucha gave a unique form to on his posters have also become a permanent element of the contemporary world of advertising, whether this concerns alcoholic beverages or perfumes. They have found a distinctive successor in Oner's works. Immediate sources of sensory experience are often set within the broad cultural context of a blend of the ancient and barbarian world or ancient Greek mythology and technical innovations of the 20th century. Museum Kampa, Prague, through Oct. 25, 2020. More at www.museumkampa.cz.

Spas

Karlovy Vary - the city of adventure



The town of **Karlovy Vary** has launched a **'City of adventure" campaign** to attract Czech clients to come and spend an adventure vacation in the spa town. Suitable also for families with children. All information is available HERE. The town also started to offer **accommodation vouchers** worth the total of CZK 10 million: www.karlovyvary.cz/cs/voucher.

Lázně Darkov purchased Kúpele Brusno

The spa **Lázně Darkov** in the north Moravian Karviná **has acquired the Slovakia's legendary spa Kúpele Brusno** that fell into bankruptcy after a couple of years of severe problems. The deal was signed in early June and is worth EUR 5.6 million. Lázně Darkov plans to invest heavily in the Slovak spa and complete several unfinished projects, such

as the wellness center with a Roman spa. Source: Lázně Darkov.

Active tourism

MICE

Czech Convention Bureau to accept commercial entities covering more than one region

At its June session, the **Czech Convention Bureau** voted to accept **commercial entities** whose operation is exceeding the borders of one region. Any commercial entity will have the chance to become an **associated member**, provided it complies with the membership conditions. PCO and DMC agencies and hotel chains have already shown interest in the membership.

Ten international congresses selected within the spring round of the Candidacy Campaign

Ten international congresses have been selected in the spring round of 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. The autumn round to submit new applications within the program will open in mid-September.

Nocovid. Together again

The **CzechTourism** agency supports the **Nocovid. Together again** initiative, aiming at setting rules for a safe organization of events. The rules are set by companies active in the MICE industry. More at www.nocovid.cz.

New program of cooperation in organization of national and international association conferences

On July 1, registration into a **new program of cooperation** in organization of national and international **association congresses and conferences** will open. The program has two categories – events with up to 500 participants and events with over 500 participants. Conditions for participation will be posted on the www.czechtourism.cz web site on the opening day of the registration.

Corporate

News from CzechTourism agency

CzechTourism adopts set of measures to support domestic tourism

Reacting to the Covid-19 pandemic and related measures, the CzechTourism agency has adopted a **set of tools to support domestic tourism.**

As of late March, the agency has been publishing the series **"To see and experience #world class Czechia"** on its Kudy z nudy portal and related social networks. As of June 22, about 100 stories have been published and one hundred more will be published by the year's end.

As of the second half of June, the theme of world class Czechia has been appearing in paid media space on the **ČT1, TV Nova and TV Seznam** television channels **and on the Frekvence 1 and Evropa 2** radio stations**.**

TV Nova:
In the **Breakfast with Nova show**, **five-minute stories** from the Pardubice and Moravian-Silesian region were broadcast in June, more stories will follow starting in September. **Daily quizzes** on the South Moravia, Pardubice, Plzeň and Olomouc regions were also broadcast in June, more will follow in September. June **weekly quizzes** covered the Olomouc and Vysočina regions, more will follow again in September.

In the **Loskuták on the road** show, a special show made in cooperation with the CzechTourism agency, **stories** from the regions of Vysočina and South Bohemia were already broadcast, the Pardubice and

Hradec Králové regions are planned for **July 4,** the Moravian-Silesian region for **July 11,** the Liberec region for **July 18** and the Central Bohemia region for **July 25.** Stories from the remaining regions will be broadcast in **August.**

Evropa 2:
Quizzes about the South Bohemia, Vysočina, Ústí, Moravia-Silesia and Olomouc regions were broadcast in June, more quizzes will follow as of September.

Frekvence 1:

Morning quizzes about Hradec Králové, Moravia-Silesia, South Bohemia, Plzeň and South Moravia regions were broadcast in June, more quizzes will follow in September.

Spots on TV Seznam and ČT1 are being broadcast from mid-June.

The **CzechTourism agency** is planning three waves of **influencer trips** – in June, September and December. In each wave, six influencers are to visit two regions of the country.

A **series of promo articles** by actor and connoisseur of good food **Lukáš Hejlík** recommends **14 kinds of eateries** (such as restaurants, bistros, cafés, hotel restaurants etc.) **in 14 regions** of the Czech Republic: https://www.kudyznudy.cz/aktuality/lukas-hejlik-doporucuje-gastronautum-kudy-z-nudy.

CzechTourism agency releases list of tenders for June –November, 2020

The CzechTourism agency has released on its web page list of **planned tenders for June – November, 2020.** All tenders with detailed specifications can be found in the NeN system on the contractor´s profile, the profile is accessible from the home page "o czechtourismu-veřejné zakázky-profil zadavatele." The list of tenders may be altered depending on the actual needs of the agency and the travel industry.