NEWSLETTER

for foreign offices

August 2020



CONTENT

TRADE NEWS
Hotels & restaurants – Transportation – Data & research – Laws & regulations – People

PRODUCT NEWS
Cities & regions – Event calendar – Culture – Spa – Active tourism – MICE

CORPORATE
News from CzechTourism agency

TRADE NEWS

Hotels & restaurants



Sculptures on the roof of Orea Resort Horal

The **Cimex** investment group installed a group of sculptures by one of the most prominent Czech sculptors **Michal Gabriel** on the roof of its **Orea Resort Horal** hotel in **Špindlerův Mlýn.** The group has fully refurbished the hotel last year, renovating the rooms, lobby bar, restaurant and the lobby. The group also built a luxury wellness center and a giant two-storey playroom for children as part of the reconstruction. Source: Orea.

A new hotel with 200 beds opens in Pec pod Sněžkou



After three years' construction, **Grand Hotel Hradec** has been opened in the centre of the mountain resort **Pec pod Sněžkou** in the **Krkonoše (**the **Giant Mountains)**, replacing the former Hradec Hotel. The investment by Nordic Investors has been worth CZK 300 million. Grand Hotel Pec is the first ****+ "classic" hotel in the resort owned by a single owner.

Prague Airport launches the Runway Restaurant

Prague Airport has opened the refurbished **Runway Restaurant** at **Terminal 1**. The restaurants can be used both by passengers and airport visitors. Opening hours: every day from 6am till 11pm. More at www.prg.aero.

Transportation

Wizz Air announces new routs from Pardubice to Lviv and Kyiv, Ukraine

Low-cost carrier **Wizz Air** announced two new routes from **Pardubice** airport to the **Ukrainian** cities **Lviv** and **Kyiv**. Both routes will be operated three times a week, on Tuesdays, Thursdays and Saturdays. The new routes will be launched on September 9th. The price of a one-way ticket starts at CZK 539. Source: Wizz Air.

Czech Railways renews night train connection to the Alps, the Tatra and the Baltic Sea

Czech Railways and its international partners have renewed direct night train connections from the Czech Republic to the **Alps** (**Austria**, **Switzerland**), to **Slovakia** and to the **Polish cost** of the **Baltic Sea**. Particularly, it is the night train with sleeping cars on the route Prague–Ostrava–Poprad-Tatry–Košice–Humenné, a direct sleeping car on the route Prague–Linz–Innsbruck–Zürich and direct trains on routes Bohumín–Świnoujście, Bohumín–Hel and Bohumín–Kołobrzeg. All trains, of course, go also in the opposite directions. For details, see www.cd.cz.

RegioJet launches connection to Croatia and Hungary

RegioJet, a transportation company, continues expanding in summer. On June 30, the yellow night trains started to carry passengers to **Croatia** (the city of **Rijeka**). Starting from July 31, 2 pairs of connections will be extended from Prague to **Budapest, Hungary**. RegioJet will be

operating a total of 3 pairs of connection on this route. The price of a one-way ticket from Prague to Budapest starts at CZK 394. Source: RegioJet.

Smartwings Group restores routes to further 25 destinations

Smartwings and **Czech Airlines**, members of the Smartwings Group, in July restored routes to **further 25 destinations** of their network, including some routes from the regional airports in Brno and Ostrava. Operation on further routes is to be restored depending on the epidemiological situation in particular countries. Source: Smartwings.

Ryanair launches two new Prague routes to Košice, Slovakia and Cyprus



Ryanair announced two new routes to/from Prague, starting from August, as a part of its extended summer 2020 schedule. Ryanair will now operate 23 routes from Prague, including the new connections to **Košice**, Slovakia, and **Paphos**, **Cyprus**, both with two weekly services, and extra flights to Corfu, Mallorca and Rhodes. More at www.prg.aero.

Emirates to operate three flights a week between Prague and Dubai

Emirates will resume regular operation at the Prague–**Dubai** route on **August 2**. The carrier will fly three times a week from Prague, on Sundays, Wednesdays and Fridays. Source: Emirates.

Air Arabia returns to Prague Airport

Air Arabia returns to **Prague** Airport, its first flight to UAE is planned for August 16. The carrier will operate four flights a week on the Prague–**Sharjah** route and will increase the number of flights to five in October. Source: Air Arabia.



Moody's affirms Prague Airport's Aa3 rating with stable outlook

Moody's Investors Service has affirmed the **Prague Airport Group's** the **Aa3** long-term issuer rating. The rating outlook remains **stable**. The rating indicates the airport is a safe investment with low credit risk. Moody's affirmed the high rating, especially with regard to the strong financial profile of Prague Airport, perceived as resilient even to uncertain operating prospects. The company maintained the rating despite the current unprecedented impact of the crisis caused by the spread of Covid-19. More at www.prg.aero.

Data & research

Three quarters of Czechs using air transport wish to travel abroad within two months at the latest

If possible, **78% of Czechs who have travelled by air** at least once in the last two years **would like to travel** to their favourite foreign destination within two months at the latest, according to a survey conducted for the **Prague Airport** by the **Median** agency. At the beginning of June, the survey was conducted among 1,549 respondents over the age of eighteen

who travelled abroad by air at least once in the last 24 months. The survey also showed that 71% of respondents will use air transport for foreign travel as often, or even more, than before the current crisis caused by the spread of Covid-19. More at www.prg.aero.

Laws & regulations

Czech government approves subsidies for hotels



The Czech government has approved a program of **subsidies for accommodation facilities** that will allow operators to apply for up **to CZK 330** per room and day when their hotels were closed under the **state of emergency**. The Covid–accommodation program still needs approval by the European Commission. Source: AHR ČR.

Rules for events and conferences

As of June 25, all **public and private events** with participation of **more than 1,000 people** are **forbidden**. At the same time, **face masks** must be worn at all indoor organized mass events with attendance of more than **100 persons**. As of Monday, July 27, **indoor events** can be attended by no more than **500 people**. Organizers will be able to set up at maximum **5 sectors**, each for 500 people. Source: Ministry of Health, mzcr.cz.

People

Jakub Puchalský – a new member of the Prague Airport Board of Directors

Jakub Puchalský who comes to the board from the post of the airport's Non-Aviation Business Executive Director will oversee **aviation and non-aviation business, marketing and**



communication departments in his new position. The board remains a four-member body, its former member, Milan Špaček, will assume the post of the airport's Security Department Executive Director. More at www.prg.aero.

Product News

Cities & regions



JazzFestBrno

JazzFestBrno is an international jazz festival established in 2002. Since then it has come to rank among the most impactful **jazz events** in the Czech Republic, with over **10,000 visitors** each year. The festival maps the current state of the genre and gives space to both mainstream jazz and modern trends. Its program offers the greatest jazz masters of the world and laureates of prestigious artistic awards, including the Grammys. In recent years, the festival has welcomed the likes of Chick Corea, Pat Metheny, Herbie Hancock, Wayne Shorter, Bobby McFerrin, Jazz at Lincoln Center Orchestra with Wynton Marsalis, Dianne

Reeves, John Scofield, Gregory Porter, Diana Krall, Richard Bona, or Brad Mehldau. Brno, various venues, Sept. 3 and 9, Oct. 5, 14, 15, 24 and 28, Nov. 13 and 15, 2020. More at www.jazzfestbrno.cz.

Event calendar

Futnet World Championship 2020

For the first time, Prague will host the **UNIF Futnet World Championships** that will be attended by over 250 players from more than twenty countries from all over the world. The Czech players will try to defend their title from the last championships held in Cluj, Romania in 2018, where they won gold medals in all categories. **O2 universum**, Prague, Nov. 27 – 29, 2020. More at www.msnohejbal.cz.

2020 ECA Canoe Slalom European Championship



Prague will host the continental **canoe slalom championship** for the second time in the history. The championships, originally to be held in London in May, event will be held in Prague from **18 to 20 September 2020** instead of the planned ICF Canoe Slalom World Cup. Water sports area Prague–Troja, Sept. 18–19, 2020. More at www.slalomtroja.cz.

European Judo Championship 2020

The top **European tournament** of the season will be held in Prague's **O2 arena** from **8 to 10 November**. The championships remain part of the qualification for the Summer Olympics in Tokyo, 2021. It is for the second time that Prague will host the championship. The tournament was held in Prague also in 1991. O2 arena, Prague, Nov. 8–10, 2020. More at www.czechjudo.org

Open day – Kramář's Villa

The **villa** of the first Czechoslovak Prime Minister **Karel Kramář** (1860–1937) will be open to public. Since 1998, it has been the official residence of the Prime Minister of the Czech Republic. Although it is difficult to categorize the architectural style of the building as its Neo-Baroque features are complemented by typically Art Nouveau elements, the villa is considered one of the most significant examples of **Prague villa architecture**. Kramář's Villa, Gogolova 212/1, Prague, Hradčany, Aug. 8 and 29, and Oct. 5, 2020, 9am – 5 pm. More at www.prague.eu.

Designblok 2020 / Prague International Design Festival

Designblok 2020 will take place Oct 7–11 in a unique historical space of St Gabriel Monastery, a cultural heritage site since 1964. The monastery and its premises are located in the vicinity of the Kinsky Garden in the Holečkova street in Prague's Smíchov neighbourhood. Designblok, Prague International Design Festival, is the biggest festival of design and fashion in Central Europe. Designblok shows works by designers and producers from all over Europe and presents novelties by established prestigious brands as well as prototypes by young designers and designer's studios. Every year, the Prague design week is attended by exhibitors in the main space of Designblok, i.e. **Superstudio**, **Openstudio**, **Exterior** and **Art House**. Alongside these spaces, **galleries**, **showrooms** and **pop-up stores** in Prague open their doors and offer visitors special program created for this occasion. More at www.designblok.cz.

Comenius 1592–1670: Jan Amos Komenský a jeho doba

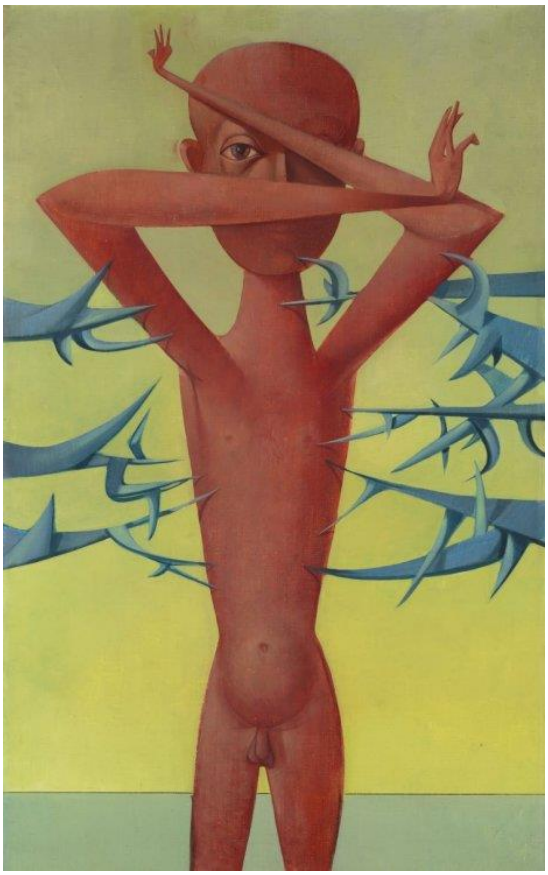
The exhibition at the **Prague Castle Riding School** will commemorate the 350th anniversary of death of **Jan Amos Komenský**, Czech philosopher, pedagogue and theologian. The exhibition that will take place from Dec. 4, 2020 to March 28, 2021 will be part of a national project of thirteen events commemorating the anniversary. More at www.comenius350.cz.

Culture

The Slav Epic by Alfons Mucha will not be accessible to public before winter

The **Slav Epic** by **Alfons Mucha** that will be moved from Prague back to the castle in **Moravský Krumlov**, will not be accessible to public this summer. Exposition of the twenty large canvases depicting the history of Slavic peoples from the years 1912-1926 will likely be open in winter.

Mikuláš Medek: Naked in a thorn bush



The exhibition will introduce **Mikuláš Medek** as an artist who stands comparison with his international contemporaries, presenting him as not only a painter but also a person whose worldview influenced a number of prominent artists of his generation. The exhibition will be one of the most comprehensive overviews of Medek's wide-ranging oeuvre, while also showcasing artworks that are not commonly presented at exhibitions. **National Gallery Prague – Wallenstein Riding School**, Sept. 11, 2020 – Jan. 10, 2021. More at www.ngprague.cz.

František Muzika: Drawings & Prints



The exhibition presents **František Muzika** (1900–1974) and his imaginatively conceived drawings and prints from the National Gallery Prague's collection. All of them serve as a stage for lyrical metamorphoses filled with enigmatic references. The exhibition has been organized to mark the **120th anniversary of the artist's birth**. National Gallery Prague, Trade Fair Palace, July 14, 2020 – Jan. 3, 2021. More at www.ngprague.cz.

Spas

Profiles of spa facilities at the Kudy z Nudy website

Profiles of **spa establishments** at the **Kudy z Nudy** website have been **updated** to be coordinated with the campaign **Světové Česko (World-Class Czechia)** and the "**Let's go to spa**" campaign by SLM (Association of spa resorts) that is partially linked also to the CzechTourism web site. Source: CzechTourism.

Presstrip for Austrian media



Representatives of seven **Austrian media attended** a press trip on **July 12–14** that was organized in cooperation with the CzechTourism foreign office in **Vienna**, the Ústí nad Labem region, Destination management agency for the Karlovy Vary region, the Spa of Teplice and the Grand Hotel Pupp. The journalists visited the **Bohemian Spa** of **Teplice** and **Karlovy Vary** during the trip which focused on the 250th anniversary of the birth of **Ludwig van Beethoven** and his links to Czech spas. Source: CzechTourism.

Great demand for spa vouchers

Customers download **spa vouchers** also from the **Kudy z Nudy** website. The demand, however, is huge and many summer terms are already fully booked. There are still free capacities for autumn and winter stays. The government program to support the spa sector has been launched on July 1 and offers a subsidy of **CZK 4,000 per person** and **six-night stay**. Source: CzechTourism.

Campaigns to support international arrivals in Czech spa

Campaigns to attract **German and Austrian guests** to **Czech spas** have been launched in various media in cooperation with foreign offices of the CzechTourism agency in **Berlin** and **Vienna**. Source: CzechTourism

MICE

Tender to find a provider of an online platform for B2B workshops underway

A tender to find a **provider** of a platform that would allow holding **online B2B workshops** and **conferences** is underway. A brief training about the system is planned for **August**. From September, the platform will be available to all. Source: CzechTourism.

New web site of Strategic Alliance of the National Convention Bureaux of Europe launched

The **Strategic Alliance of the National Convention Bureaux of Europe** has launched a **new website** in July: www.convention-europe.com. The alliance is a **network** of national destination marketing organizations concentrating on strengthening Europe's position as a leading destination for international business events. The Czech Republic has been one of the alliances founding members since 2014. Source: CzechTourism.

First series of fam trips took place in South Moravia

The first series of **fam trips** for representatives of **Czech DMCs** and **event agencies** was organized by the **Moravia Convention Bureau** in cooperation with the Czech Convention Bureau to show the participants what **South Moravia** has to offer in terms of the MICE industry. Trips to other regions are planned for autumn. Source: CzechTourism.

Corporate

News from CzechTourism agency

Cooperation with Lukáš Hejlík continues



The cooperation with actor and connoisseur of good food **Lukáš Hejlík** continues. In a series of promo articles on the **Kudy z Nudy** website, Hejlík recommends **14 kinds of eateries** (such as restaurants, bistros, cafés, hotel restaurants etc.) in **14 regions** of the Czech Republic: www.kudyznudy.cz/aktuality/lukas-hejlik-doporucuje-gastronautum-kudy-z-nudy.

The UNESCO brochure is being updated

The **UNESCO brochure** is currently being **updated** to include three new Czech items on the UNESCO heritage list. The brochure will be ready and available for download from the CzechTourism website in **October** the latest.

News from the advertising department

A **campaign for the incoming tourism to regions in the Czech Republic** has been launched. The campaign uses about 500 websites according to the requirements of the regions. With a budget of almost CZK 11 million, the first wave of the campaign will be launched on neighbouring countries, while the second wave is intended for other, more distant markets.

New **promotional videos** for **Poland** and **Spain** have been created. More videos promoting the **Czech Republic** have been prepared. The production of a promotional video for **Moto GP** in Brno is currently under way. Preparations for the production of a **MICE video** and a video focusing on **food & drink** will follow.



The campaign **World-Class Czechia** has been launched within the **ČSKS project** and CzechTourism's **social media**. The visuals will be published in September, when the media space will have been bought based on a competition.

CzechTourism's **brand** has been **updated continuously**. A new subfolder – 2020 Campaign – has been created and a new tab – World-Class Czechia – has been added, to be used by employees only. Photos from the campaign will be saved into this subfolder.

A **new colleague Daniel Brachtl** will join the advertising department these days.

The promotion of winning films of the **Tourfilm** festival in the Czech Republic and Slovakia is now ready. The films will be screened during the International **Outdoor Film Festival** in various cities and towns in the Czech Republic and Slovakia from Oct. 9 – Dec. 15, 2020. The films will be screened also in Těšín, Poland.