NEWSLETTER

for foreign offices

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Hotels & restaurants



Courtyard by Marriott Prague City Hotel moves events to online world

Courtyard by Marriott Prague City Hotel offers the opportunity to use its meeting space for streaming the events around the world. In cooperation with the Mikena company, the hotel has created a **professional virtual studio** in one of its meeting rooms. More at www.prague convention.cz.

Barceló (Occidental) Praha Succeeded in the BIO 9000 Certification



The four-star **Barceló (Occidental) Praha** hotel, part of the international hotel chain Barceló Hotel Group, has succeeded in the **BIO 9000 certification**. The certification belongs to the set of rules of the safety and hygiene program **WCAY** (WeCareAboutYou) to ensure maximum safety and trust for guests and staff. The program was created in accordance with the regulations of the World Health Organization by a team of medical experts and the top management of the chain. The hotel must always be ready for an unannounced audit from the companys headquarters which takes place every eight weeks. The hotel is open, adapted to the actual governmental restrictions. It offers the possibility of **hybrid events** in its spacious conference rooms with daylight and unfixed windows. More at www.prague convention.cz.

Transportation



Airports Council International (ACI) has named Prague Airport the winner of the Voice of the Customer award.

This award goes to airports which, despite the demanding and unprecedented year 2020, took extra steps to provide **comfort and safety** to their passengers. The ACI Airport Health Accreditation certificate, obtained last autumn, and the current **Voice of the Customer** award confirm that **Prague Airport** has been moving in the right direction since the beginning of the Covid-19 pandemic. The Voice of the Customer award is supported also by ACI's new partner, Amadeus. More at www.prg.aero.



Emirates increases number of flights on its Prague–Dubai route to five per week

As of March 2, 2021, **Emirates increases number of flights on its**

Prague – Dubai route from four to **five per week**. The route is served by the Boeing 777-300ER aircraft on Tuesdays, Wednesdays, Fridays, Saturdays and Sundays. More at www.emirates.com.

Czech-Afghan agreement on cooperation in the development of air traffic management in Afghanistan

An **agreement** between Jan Klas , **Air Navigation Services CR** Director General, and Mohammad Qasim Wafayezada, head of the **Afghan Civil Aviation Authority,** on cooperation and support in the **development of ATM in Afghanistan** has been signed in mid-February. The signed document identifies the basic area of cooperation in building the necessary capacity of the air traffic management system in Afghanistan, including the introduction and development of modern technologies or training of air traffic controllers and technical specialists. One of the key areas of the cooperation will be the use of Czech experience in the area of recruitment, selection and training of air traffic controllers and technical specialists with respect to the needs of the newly implemented systems and technologies in local conditions. More at www.rlp.cz.

Data & research

Prague saw only 2.2 million visitors in 2020

Last year, **tourism in Prague** suffered huge losses with only 2,178,267 visitors, a mere **27 percent compared to the previous year**. However, during the summer holidays, Prague saw a 16 percent year-on-year increase in the number of domestic tourists, partly thanks to the "At Home in Prague" campaign. According to available data, most of the Prague's visitors last year – 700 thousand - came within the Czech Republic, among foreign visitors, Germans, Poles and Slovaks were the most numerous. More at www.praguecitytourism.cz

Number of foreign visitors to the Czech Republic drops to 25 percent in 2020

The **2020 number of foreign visitors** to the Czech Republic dropped to 2.8 million, or **25 percent compared to 2019.** Number of overnight stays dropped by some 20 million compared to the previous year. German tourists were the most numerous among foreign visitors, their number, however, dropped by 61 percent year-on-year. Visitor numbers decreased in all region of the Czech Republic, with **Prague recording the most dramatic fall.** More at www.czso.cz.

Laws & regulations

New program to help Czech organizers of trade fairs and meetings

Czech government has approved a **new program to help entrepreneurs in the trade fair, meeting and event industry**. The state will provide assistance of up to 60% of uncovered costs or 40% for entities with state, regional or local authority's equity stake. **Limit of the support per applicant is CZK 20 million.** Uncovered costs are understood as loss for the period of March to October 2020 reduced by other subsidies from programs such as COVID - Rent, COVID - Culture and the Antivirus Program. The program will be open for applications as soon as it receives the European Commission's notification. More at www.prague convention.cz.

Product News

Cities & regions

The Zlín region

New sections of the BEVLAVA (rivers Bečva – Vlára – Váh) **international bicycle track** that will, when completed, connect the towns of Vsetín, Horní Lideč, Valašské Klobouky, Brumov-Bylnice, Nemšová and Trenčín are available to

bikers. Currently, sections of the track from Vsetín to Lužná and from Valašské Klobouky to Brumov - Bylnice are available. The South Moravian tourist board has published a map BEVLAVA – southern Wallachia.



Ride of the Kings in Vlčnov will take part as usually on the **last weekend of May**, although this year with minimum public attendance. The Ride of the Kings has been listed the **Representative List of the Intangible Cultural Heritage of Humanity** in 2011 and the practices and responsibilities of the Ride of the Kings have been transmitted from generation to generation for several centuries.

The Zlín region is **reconstructing a Baroque farmstead in the village of Rymice near Kroměříž.** After the reconstruction is completed, the farmstead that is managed by the Kroměříž Museum will offer an **exceptional architectural complex with expositions showing the agricultural life of our ancestors**. It will also serve as venue for various cultural and educational events. https://www.kr-zlinsky.cz/v-rymicich-zdarne-pokracuje-rozsahla-obnova-hospodarskeho-dvora-aktuality-16781.html.



The Central Bohemia region

2021 is the **International Year of Caves and Karst**. Exhibitions, lectures and excursions are planned at relevant locations, in Central Bohemia, it will be mainly the **Koněprusy caves and the protected area of Bohemian Karst.**

This year marks the **1100th anniversary of the death of St Ludmila**. Most of the related placed are located in Central Bohemia. Should the Covid-19 situation allow, the anniversary will culminate by a nationwide pilgrimage.

The Bohemian Paradise (Český ráj) has launched a new web site www.ceskyrajdetem.cz.

The **Region of the Blaník knights** has launched a new shared calendar for tourists and organizers of events: https://www.blanik.net/darek-pro-turisty-i-poradatele-akci-novy-sdileny-kalendar/.

Kutná Hora placed first in the **regional round of the Historical Town of 2020 competition** and **proceeds to the national round** of the contest. The contest is organized by The Association of Historical Settlements in Bohemia, Moravia and Silesia in cooperation with the Ministry of culture. **Reconstruction works** on the famous Kutná Hora **Ossuary** are underway and can be watched online at https://youtu.be/NK5DISYACcE. In the Kutná Hora **Mint**, a **new exposition** was opened: https://www.facebook.com/watch/?v=687456972133704.

The Plzeň region

Across Šumava in any circumstances and any weather – The micro region Šumava –west has created interesting tourist packages that would allow spread visitors across the whole area. The campaign offers interesting topics to all target groups and promotes tourist products in accordance with valid epidemiological measures.

The 300th anniversary of the beatification of St John of Nepomuk in the town of Nepomuk, the micro region of Nepomuk and the parish of Nepomuk. Celebration of the anniversary in the town of Nepomuk in 2021 is the biggest event in the modern history of the town where the best-know Czech saint was born around 1340. Schedule of the celebrations to take place from **March 20 to May 17** includes masses and church programs, concerts, lectures and exhibitions. The celebrations will take place under the auspices of Cardinal Dominik Duka.

Šumava glassworks – the tradition of glass production in Šumava – is a **video** combining footage from museums with footage showing the actual glass production. It is available in three versions, with music only, with Czech voice over and with Czech voice over and German subtitles.



Celebrations of the **completion of the ambulatory in Mariánská Týnice according to Santini's plans** are to be held in early June. Mariánská Týnice near Kralovice is a former pilgrimage destination the Baroque Church of the Annunciation, ambulatories and the Provost Office built by Jan Santini Achiel in 1711–1768. The pilgrimage complex has been inscribed on the list of national monuments and is related to unique West Bohemian Baroque brand.

https://www.santini.cz/cz/aktuality-a-pozvanky/696-dostavba-vychodniho-ambitu-v-marianske-tynici.

The Pardubice region

Litomyšl – The City Gallery of Litomy'l invites tourists to walks through the town´s historical center and to selected nearby villages to visit selected monuments included in the Litomyšl Architectural Manual (LAM.)

Pardubice – The East Bohemian Museum: The Castle of Pardubice invites to online visits to the museum – Museum Virtualis.
https://www.vcm.cz/virtualni-prohlidka/,
https://www.vcm.cz/en/virtual-tour/

The Moravian-Silesian region

The campaign **Fine Winter** – micro site www.fajnzima.cz – presents opportunities for walking trips, cross country skiing and skialps in the **Moravian-Silesian region**. Aim of the campaign is to offer less known places and spread the visitors across the region.

Moravian – Silesian Tourism, the Moravian – Silesian region´s destination company organized, in cooperation with the regional authority, a contest "**Tourism awards 2020**". Voting was held on the www.cenycr.cz web site from Jan 18 to Feb. 28, 2021. The contest presented extraordinary tourist products and prominent personalities developing tourism in the region. Awards will be handed out in five categories: leading personality of tourism, the best deed in tourism, yet undiscovered gem, the most picturesque place in winter and a place of world class quality in the Moravian – Silesian region. The personality and best deed winner will be chosen by travel professionals, winners in the remaining categories will be chosen by public.

The **Tourist area Wallachia** is preparing for this year a new "**Beskydy beer trail**" that will connect 14 breweries and offer 25 bike trips with a competition for the best beer and best dish.
https://www.beskydyportal.cz/cz/gastronomie/beskydska-pivni-stezka.

The Liberec region

The **Liberec region** has divided its **marketing topics** for this year into three groups – the Liberec region in an active way: Sports A to Z; Hidden gems – this is a continuing project; The adventure starts on the rails – experience transport. Big influencer campaigns are also in the works: Relaxing weekend. The projects realization is affected by the current anti-Covid measures.



The Lusatian Mountains – the picturesque region in the **Czech-German borderland** offers a unique mix of natural scenery, historic towns and tradition of Czech glassmaking. It is an ideal destination for those who want to discover new adventures. Complete offer is available at http://doluzihor.cz/.

Crystal Valley is a **project created by the Liberec region** to present the best of the works by regional jewelers, glassblowers and bijouterie manufacturers. The current epidemiological situation unfortunately prohibits visits to the manufactures. That is why the Liberec region has created a series of videos to be watched on internet under the title "Cheers to the craft." https://crystalvalley.cz/cs/na-zdravi-remeslu

The UNESCO Geopark Český ráj (Bohemian Paradise) has been expanded early this year, adding three new areas: the Železná Ruda area, the Nová Paka area and the Mnichovo Hradiště area. More at : https://www.liberecky-kraj.cz/dr-cs/28199-rozsireni-uzemi-geoparku-unesco-cesky-raj.html

The Hradec Králové region

The region has chosen **marketing topics for this year**: castles, chateaux and monuments; active vacations and cycling; tradition and regional products. Each of the topics will have its own marketing campaign.

New lookout towers within the Hřebenovka project have been opened in the Hradec Králové region: a lookout tower on the Feist's hill in Olešnice in Orlické mountains, a lookout tower on the Šibeník hill over Nový Hrádek, and a lookout tower at Vrchmezí at the border with Poland. Yet another tower, Žalman in the Jestřebí mountains, has been opened, this one, however, not belonging to the Hřebenovka project. The Dobrošov stronghold is undergoing a thorough reconstruction. The Adršpach rocks introduced an admission reservation system for tourists. New network of single tracks for bikers is being built in Zdobnice in the Orlické mountains. **The Kost castle is undergoing a thorough reconstruction**.

The Vysočina region

Vysočina Tourism has launched a **campaign on social networks Všude dobře, na Vysočině nejlíp** #navysocinenejlip (There´no place like Vysočina) to present unique and untraditional accommodation in the region – the tree house Stvořidla, tree stands in Poříčí, accommodation in a mill in the Resort Mlýn Černovice, Fairytale village Podlesíčko, sleeping on the furnace in the cottage Růžená, Farmstead Bohuslavice or wooden cottages in the middle of nature – hotel Kouty.

Humpolec presents Vysočina´s first **educational trail for wheelchairs**. The trail, paid for by the Czech government with the support of the Vysočina region and the town of Humpolec, is three kilometers long with the elevation of 72 meters. https://www.vysocina.eu/vylety/3377-prvni-turisticka-trasa-pro-vozickare-v-kraji-vysocina%20-%20#instavysocina

The Destination company Koruna Vysočiny is launching a banner campaign

on Facebook **The quest for statues by Michal Olšiak** across the Koruna Vysočiny region https://www.korunavysociny.cz/tematicke-vylety/putovani-po-sochach-michala-olsiaka, and the campaign **Instagram** Trail showing yet undiscovered places in the Koruna Vysočiny area: https://www.korunavysociny.cz/tematicke-vylety/instagramova-stezka.

The South Bohemia region



Lužnice Valley Hiking Trail is soon to be open. The trail is the first in the Czech Republic with the Leading Quality Trails Best of Europe certificate. The trail and related programs will be offered, depending on the Covid situation, as the TOP touristic product to the nearby markets, such as Germany and Austria. www.toulava.cz/stezkaluznice

Šumava for wanderers – 10 walking and 10 biking trails, both known and less known will lead visitors to the most beautiful Šumava places.



Travelcon – online conference for travel professionals is slated for **Thursday, April 15 and Friday April 16, 2021.** Over three days, the event will offer over 20 lectures, workshops and debates about the current trends in tourism, hosting more than 40 speakers. More at www.travelcon.cz

The town of **Český Krumlov** is preparing several events, such as the Krumlov Carnival, Easter, the Magic Krumlov and many others, dependent of the Covid-19 situation.



The town of **Tábor** has renovated its **Hussite monuments –** the Gothic City Hall, the Medieval Bechyně Gate and the Kotnov castle. New exhibition opened at the castle under the name of Tábor – stronghold of the righteous and a royal city. http://www.husitskemuzeum.cz/expozice-tabor-pevnost/ The region has created a tourist product – **Across the Hussite region** – that connects the Hussite monuments with other locations nearby.

Spas



COVID –Spa program extended till the year's end

The Czech government voted to **extend the COVID – Spa program till the end of 2021** to give people more time to use their spa vouchers. "Due to the continuing bad epidemiological situation, I consider it important to ... extend the program till Dec. 31, 2021, **pending the notification by the European Commission**, to allow people use all the vouchers they have purchased," said Minister for regional development Klára Dostálová. Spas are particularly hard hit by the Cvid-19 pandemic and the COVID – Spa program started last year prevented them from being shut down. More at www.mmr.cz.

The Eventtia platform proves useful during the Czech Republic – your ideal SPA and wellness destination workshop

When organizing workshops and webinars, the CzechTourism uses **the Eventtia platform that provides a simple way to prepare online events** with different participant profiles, their matchmaking and a number of other tools. The number of possible events is unlimited, number of participants may range from just a couple to hundreds. The platform proved particularly useful during the **Czech Republic – your ideal spa and wellness destination** attended by Czech providers of spa care and representatives of Lithuanian travel agencies and organized in cooperation with the CzechTourism office in Poland.

MICE

Holiday World to be held in early October

The jubilee **30th edition of the Holiday World and Region World fairs will be held on Oct. 1 – 3, 2021** again at the PVA EXPO Letňany exhibition grounds. Central Bohemia will be the partner region, the partner country has yet to be named. More at www.holidayworld.cz