

NEWSLETTER

for foreign offices

October 2023



Czech Switzerland

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TRADE NEWS

Hotels & Restaurants

New burger restaurant in downtown Prague



Burger Service, new fast-casual restaurant at the busy **Revoluční Street**, offers three types of burgers – classic cheeseburger, bacon cheeseburger, and double smash burger, fries, soft drinks and beer. Vegetarians can enjoy fried cheese on a bun. The new restaurant of the **Ambiente** group also pays extraordinary attention to the freshly baked buns. Rather than slicing through each bun half, the staff bake them separately to achieve the lightness and structure to hold the burger without becoming soggy. Burger Service is open from Monday to Sunday from 11:00 a.m. to 11:00 p.m.
Source: Ambiente

Kayak Beach Bar kicks off the winter season

Kayak Beach Bar, a multifunctional floating bar with a volleyball court right in the center of Prague on the embankment, **starts the winter season on Oct. 9.**



It will not only offer a covered and heated space just above the Vltava River which can seat up to 90 people, but also a hot whirlpool tub and sauna with a beautiful view of the Vltava River and Prague Castle.

More at <https://www.kayakbeachbar.cz/en/>

Transportation

Czech Airlines resumes flights to Yerevan



As of Oct. 2, Czech Airlines (ČSA) resumes flights on the Prague-Yerevan route. ČSA is returning to this route after five years. The line to the capital of Armenia will be operated **twice**

a week, on Mondays and Thursdays. Czech Airlines will celebrate its 100th anniversary on October 6. The company is among the five oldest airlines in the world. ČSA are founding members of the International Air Transport Association (IATA) and, since 2001, also member of the SkyTeam global airline alliance. Source: ČSA

Ryanair will launch six new routes from Prague

The low-cost carrier **Ryanair will add a fourth plane to the Prague Airport for the winter season and launch six new routes.** It will serve the total of 27 routes from Prague. The airline will also increase frequency of the already existing lines. Ryanair will now fly from Prague to Catania, East Midlands, Gdansk, Malaga, Sevilla and Tirana in winter. It will also increase the number of frequencies for another 12 connections, for example to Barcelona, Madrid, Paris or Rome and add a fourth aircraft to its base at the Prague Airport. Source: Ryanair

Smartwings opens new regular route from Prague to Cairo



The airline **Smartwings will start regular direct flights from Prague to Cairo**, the capital of Egypt, **from Nov. 1.**

The line will operate **twice a week**, on Wednesdays and Saturdays. Cairo is Smartwings' seventh destination in Egypt, alongside Hurghada, Marsa Alam, Sharm Al Sheikh, Al Alamein, Taba and Marsa Matrouh.

Source: Smartwings

Smartwings will open regular route from Prague to the Azores next summer

From April 26, 2024, the airline **Smartwings will start direct flights from Prague to Ponta Delgada Airport in the Azores.** The regular line will operate **twice a week**, on Tuesdays and Fridays. Getting to the Azores Islands in the Atlantic by direct flight without transfers from Prague has been so far impossible.

Source: Smartwings

Data & Research

According to German companies, Czechia is one of the most attractive countries for hosting events

Czechia is the most attractive European country for German companies in terms of organizing congresses, conferences, trade fairs, exhibitions and motivational events for employees, according to a survey by the Institute of Tourism of the CzechTourism agency. Approximately 35% (in the context of congress tourism) and 34% (in the context of incentive tourism) of German companies think so. 65% of them are likely to hold a congress or other event in Czechia within two years. More at <https://www.czechtourism.cz/en-US/Novinky/Archiv/2023/09/Cesko-podle-nemeckych-firem-patri-mezí-nejatraktiv>

PRODUCT NEWS

Cities & Regions

Prague

Prague opens Czechia's first eco-friendly cemetery



Prague has opened Czechia's first nature-based cemetery, providing an ecologically-friendly burial option. Located within the grounds of **Ďáblice Cemetery**, the meadow-like **Lucná Cemetery** is the first burial site in the country designated for direct soil burials. The natural space, supplemented by an open-air pavilion, has a capacity of 350 plots. Unique among Prague's cemeteries, Lucná takes on the **appearance of a flowering meadow**. Burial plots are delineated by mown paths between sections of lawns, maintaining the landscape's natural character. Services will occur within a simple pavilion located at the site's center. Individual graves will not have visible markers, monuments, or headstones, to avoid disrupting the meadow environment. The deceased will be commemorated with only wooden plaques listing names, dates, and optional inscriptions. Source: City of Prague

Old Town Hall renovates its ground floor



The City of Prague along with Prague City Tourism, has opened the renovated lower section of the Old Town Hall and a new tourist facility. It includes a tourist information centre, Guides&Tours (guide services), and a shop with souvenirs that Prague City Tourism has carefully curated exclusively in partnership with local artists. The stone passage connecting the Old Town Square with Mikulášská Lane has also been opened to the public.

More at <https://www.praguecitytourism.cz/en/media/press-releases/prague-opens-facility-symbolising-how-it-is-cultivating-tourism.-old-town-hall-renovates-ground-floor-and-new-tourist-facility-19887>

The Vysočina Region

Ji.hlava International Documentary Film Festival

The program of **the 27th edition of Ji.hlava IDFF** to be held in the town of Jihlava on **Oct. 24 -29** will once again introduce prominent directors as well as significant contemporary topics. This year, the festival will focus mainly on female directors, with Claire Simon visiting with her film *Our Body*, and Japanese director Naomi Kawase returning to Jihlava after



18 years with her film *Still the Water*. Audiences can also look forward to an expanded virtual reality section with a special focus on American VR production. More at <https://www.ji-hlava.com/tiskove-zpravy/sedmadvacata-ji-hlava-se-zameri-na-zenske-reziserky-prijede-naomi-kawase-i-claire-simon>

The Ústí Region

Czech hop region enters UNESCO World Heritage List



The town of **Žatec and its hop-growing area** have been officially inscribed into the **UNESCO World Heritage List**. It is Czechia's 17th entry on the list and the world's first ever hop-growing area to be recognized by UNESCO. This newly designated UNESCO site comprises **two integral parts**. The **first segment** encompasses a picturesque landscape featuring **hop farms, the villages of Trnovany and Stekník, and the eponymous castle**. The **second part** represents the **historic center of Žatec**, along with its 19th-century industrial district, home to the highest concentration of structures associated with hop

processing and trading. These two elements are interconnected by the Ohře River. Source: The Ministry of Culture

The South Moravian Region

EKOFILM IFF



Forty-two filmmakers from 36 countries submitted their works to the 49th edition of the **EKOFILM IFF** to be held on **Oct. 5 – 8, 2023 in Brno**. The festival's programming team selected the 25 most attractive of them to compete in **three categories: the Beauty of Nature, the Visions of Nature and In Short**. EKOFILM is an international film festival about the environment, natural and cultural heritage. More at <https://www.ekofilm.cz/en/about-festival-ekofilm/48th-ekofilm-iff/>

Culture

Czech and Slovak architecture

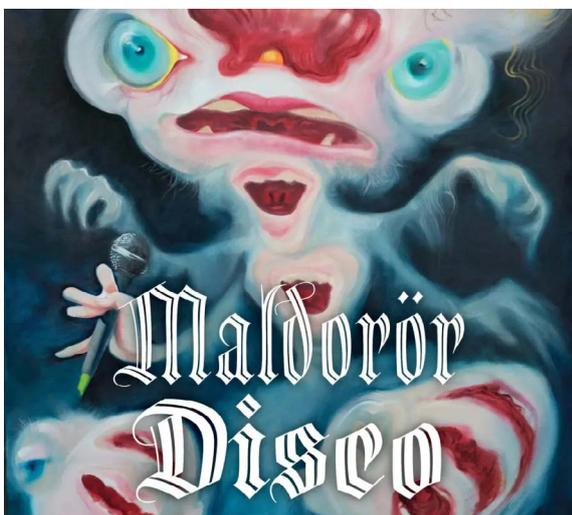
Held on the occasion of **the 30th anniversary of the independent Czech and Slovak republics**, the **exhibition is an extensive retrospective of Czech and Slovak architecture**. On an area of over 2,000 square meters, more than 500 of the most important architectural works by hundreds of architects active from the end of the 19th century to the present, both in



Czechia and Slovakia, will be presented.
**Oct. 10 – Nov. 30, 2023, Prague
Castle Riding School.**

Source: Prague Castle

František Štorm – Maldorör Disco



The title of the **latest art and music project** by typographer, painter, printmaker, founder of the legendary Střešovice type foundry and musician/songwriter **František Štorm**, **Maldorör Disco**, combines the seemingly incompatible – entirely in the spirit of the legendary ‘chance encounter of a sewing machine and an umbrella on an operating table’. The artist lets visitors peer into his studio, where he works on several fronts simultaneously – along with musical experiments, group practice sessions and demo recordings, the project has produced a series of wildly colorful psychedelic paintings, which form the basis for the original graphic design that Štorm has used for the entire project and

which features the widespread use of the dominant original typeface. **GASK, Kutná Hora, through Jan. 28, 2024.**

More at <https://gask.art/exhibition/frantisek-storm-maldoror-disco-2/>

Petr Brandl: The Story of a Bohemian



After over fifty years, this **exhibition** will show the work of the most important Baroque artist in Bohemia – **Petr Brandl** (1668 Prague – 1735 Kutná Hora). It will present his monumental altarpieces, which have been restored specially for the occasion, as well as his portraits and genre paintings of very interesting subject matter. Visitors will also see newly discovered works by Brandl for the very first time. **The exhibition is organized around two parallel narratives: the painter’s works and his life.** We have numerous archival documents of Brandl’s life of bohemian revolt, which is remarkable even today and also offers interesting contexts for the problems of our time. For instance, Brandl was a lifelong debtor due to his penchant for the luxury lifestyle of nobility, which he was keen to enjoy himself. It also led him to court battles with his wife Helena over alimony. Brandl was also in trouble with his commissioners, as he often failed to comply with the terms of his contracts. He, however, was the best-paid artist

of his time. **Oct. 20, 2023 – Feb. 11, 2024, Waldstein Riding School, Prague.** More at <https://www.ngprague.cz/en/event/3601/petr-brandl-the-story-of-a-bohemia>

Spa

Darkov Spa opened a specialized children's treatment institute



Children with movement and neurological problems can now be treated at the **Darkov Spa in Karvina**. After several years of preparation, the spa opened a **Specialized Treatment Institute for Children**. It offers the most modern methods, including top robotic rehabilitation. The institute has a capacity of **34 beds** and parents can stay here with their children. The new children's department also has a playroom for children or a kitchenette for mothers. The facility also provides school classes and leisure activities. Diseases of the nervous and locomotor system, conditions after injuries, neurosurgical or orthopedic procedures, and conditions after cerebral palsy are treated here.

Source: The Darkov Spa

MICE

Two new monthly magazines of the Czech Convention Bureau

The **Czech Convention Bureau** has published its **two latest monthly magazines**. One of them is focused on unusual venues suitable for MICE, the other on spaces suitable for Christmas parties. These and also the previous magazines can be downloaded at: <https://www.czechtourism.cz/cs-CZ/Marketingove-aktivita/Czech-Convention-Bureau/Ke-stazeni>

CORPORATE

News from the CzechTourism agency

Traditions 23



Until the end of November, the **autumn wave of a global foreign online campaign called Traditions 23** is running to support tourism in Czechia. The campaign consists of 3 main themes related to individual regions. These are Christmas markets in towns and castles, downhill skiing and cross-country skiing. The campaign is targeting Germany, Poland, Slovakia, the United Kingdom, the USA, the Netherlands, France, Italy, Spain, Sweden, Denmark, Austria, Hungary and Israel. It runs on Facebook and Instagram and on the Teads banner network.