

# Strategy for PRC

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# Czech Tourism Foreign Offices in Mainland China



# Basic Figures for Mainland China

## Number of visitors:

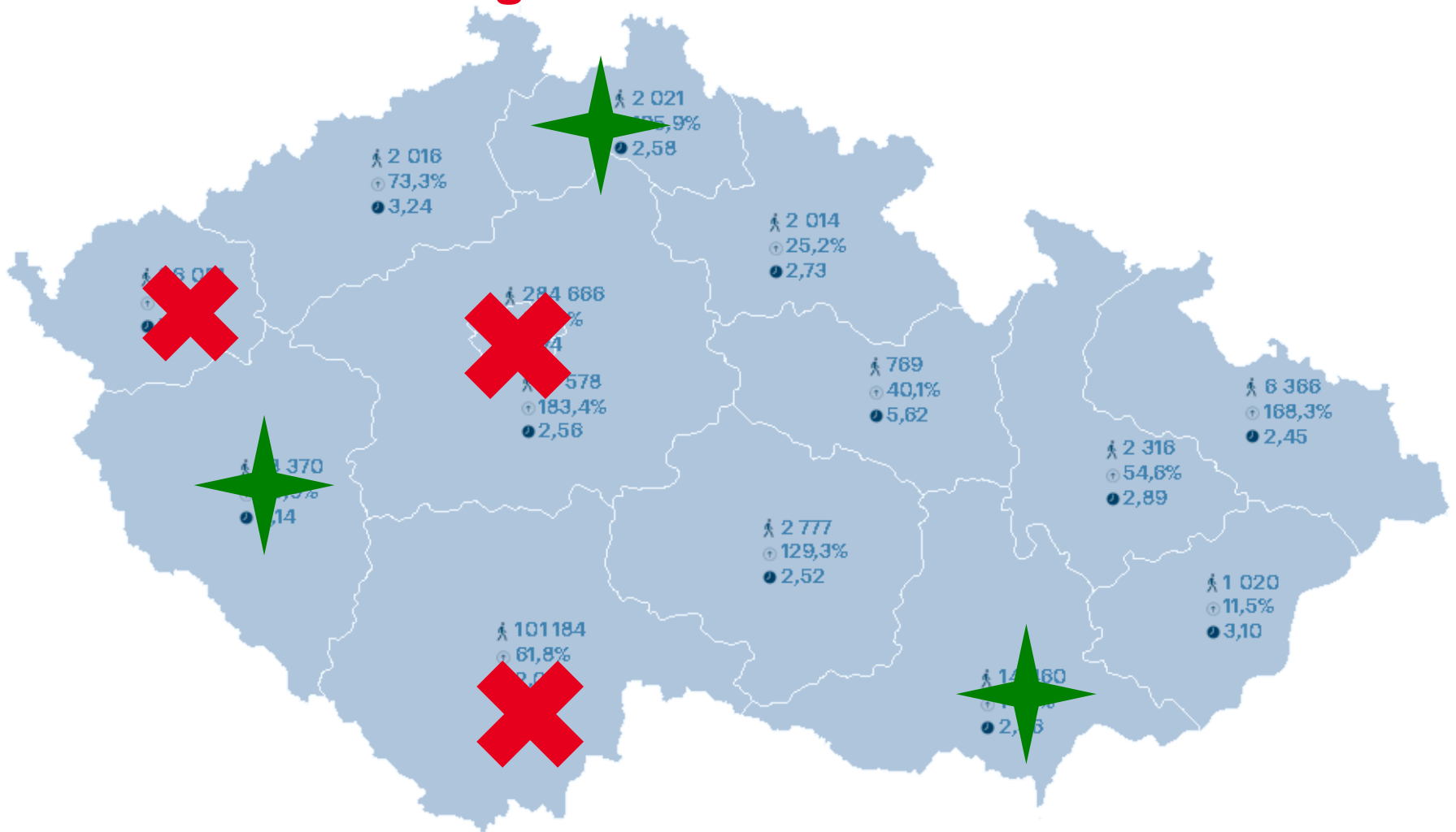
2017	491.648	ca 5 %
2018	80.847	ca 4 %

Average length of stay: **2,5** days

Average expenses: CNY **1.468,-** / person / day  
(65 % before the trip)

Annual growth: **38,2 %**

# Distribution in regions



# Targets



# Strategy

Product lines	Products	Means
<ul style="list-style-type: none"><li>– Cultural tourism</li><li>– Active tourism</li><li>– Spa and Wellness</li><li>– M.I.C.E.</li></ul>	<ul style="list-style-type: none"><li>– Crystal and glass</li><li>– Beer and wine</li><li>– Old brands</li><li>– Design</li></ul>	<ul style="list-style-type: none"><li>– education of providers</li><li>– co-operation with OTA</li><li>– focus on FIT</li><li>– strategic partnership</li></ul>

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**CzechTourism**

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The background features a complex, abstract geometric design. It consists of several overlapping, angular shapes in shades of blue, red, and white. The shapes are layered, creating a sense of depth and movement. The colors are vibrant and saturated. The overall composition is dynamic and modern.

[www.czechtourism.cz](http://www.czechtourism.cz)