

CzechTourism

U.S. & Canada Inbound Travel to the Czech Republic

Michaela Claudino
director CzechTourism USA &
Canada

● 19 ZZ 1 pobočka agentury CzechTourism

● 4 ZZ 2 zastoupení 2. stupně – PR agentura



www.czechtourism.com
www.kudyznudy.cz

CzechTourism's media gallery
<http://photo.czechtourism.com>

www.czechspecials.cz web site focused on traditional Czech gastronomy

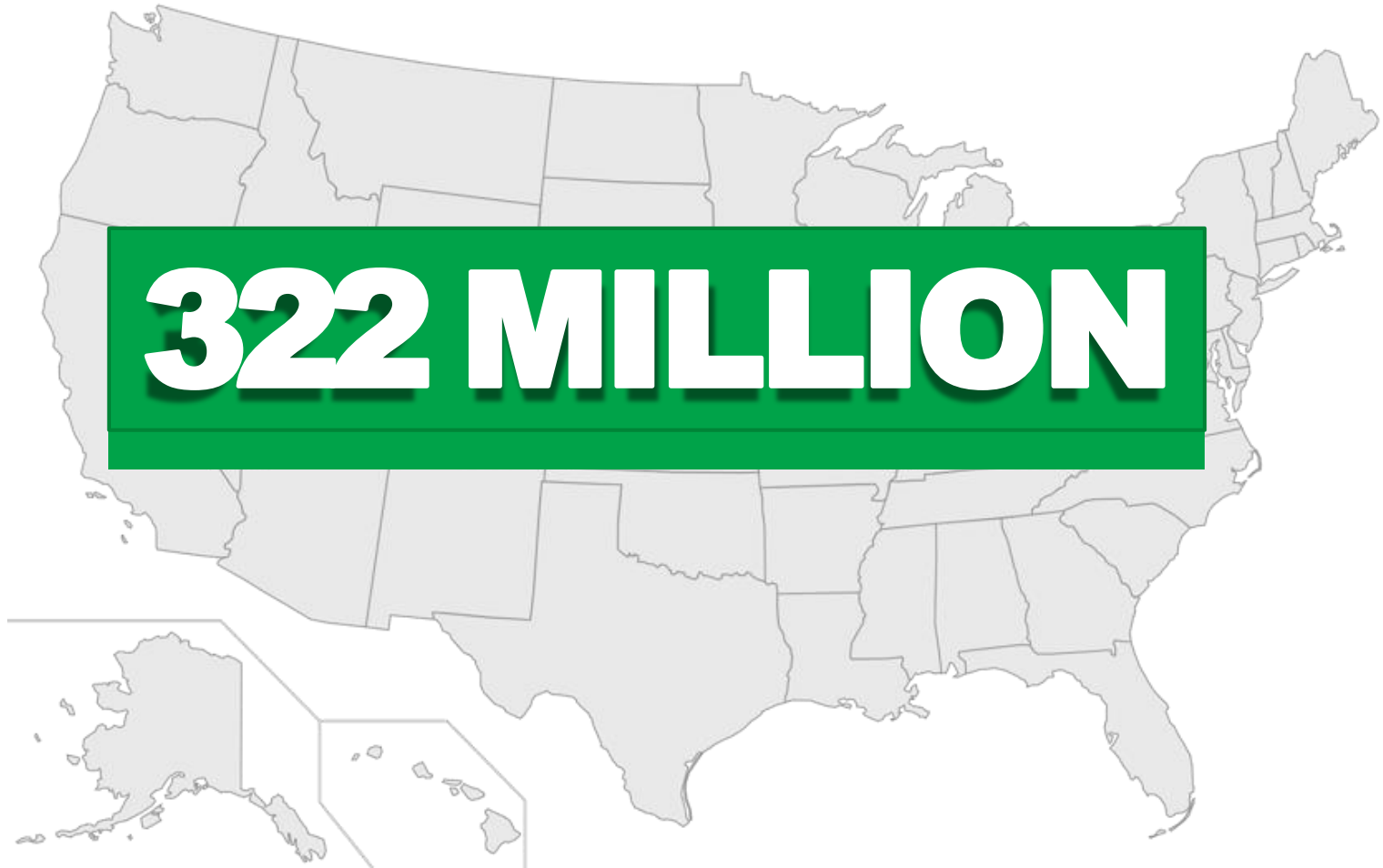
Discover
Central
Europe

www.european-quartet.com

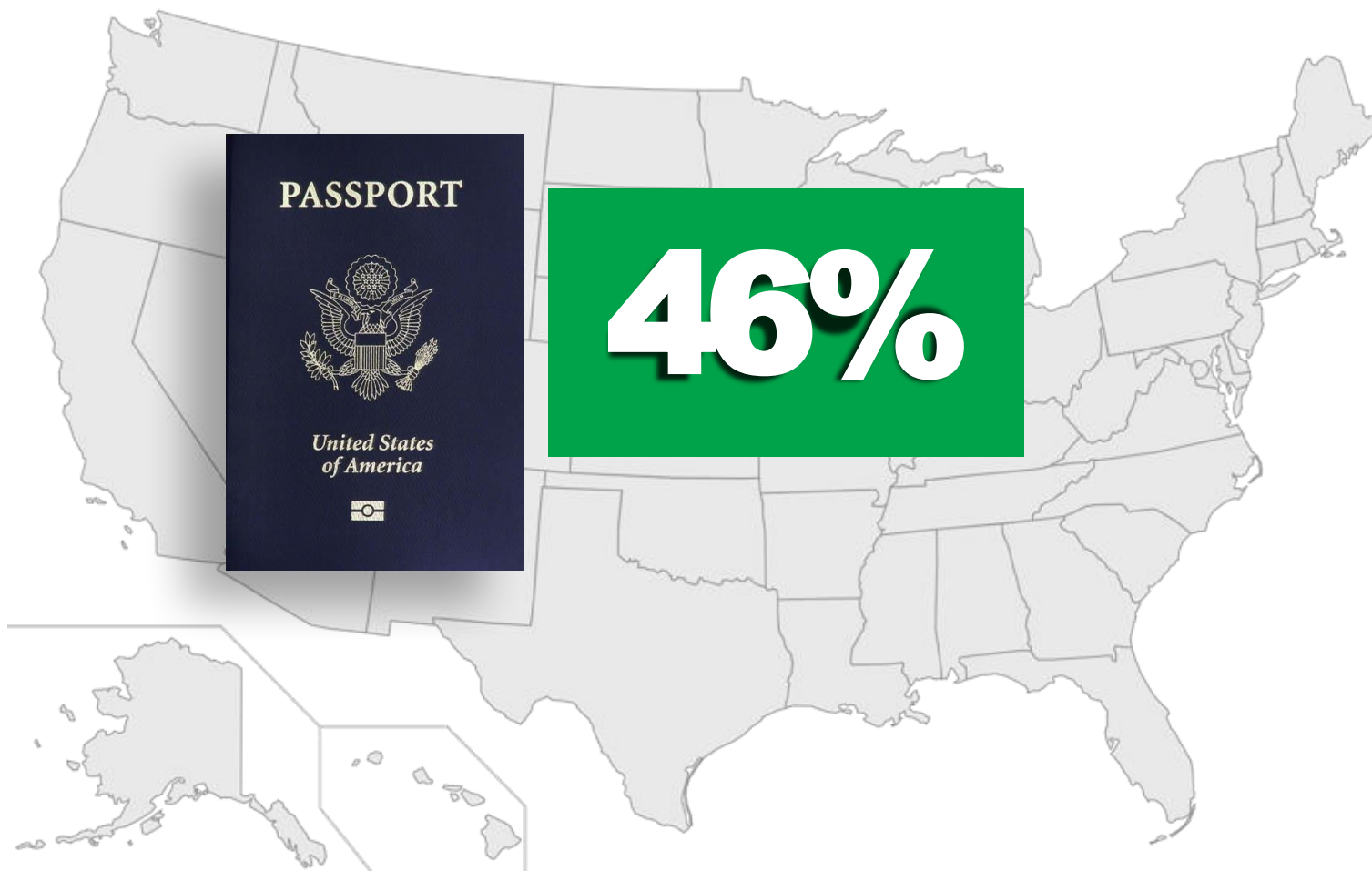


EUROPEAN
TRAVEL
COMMISSION

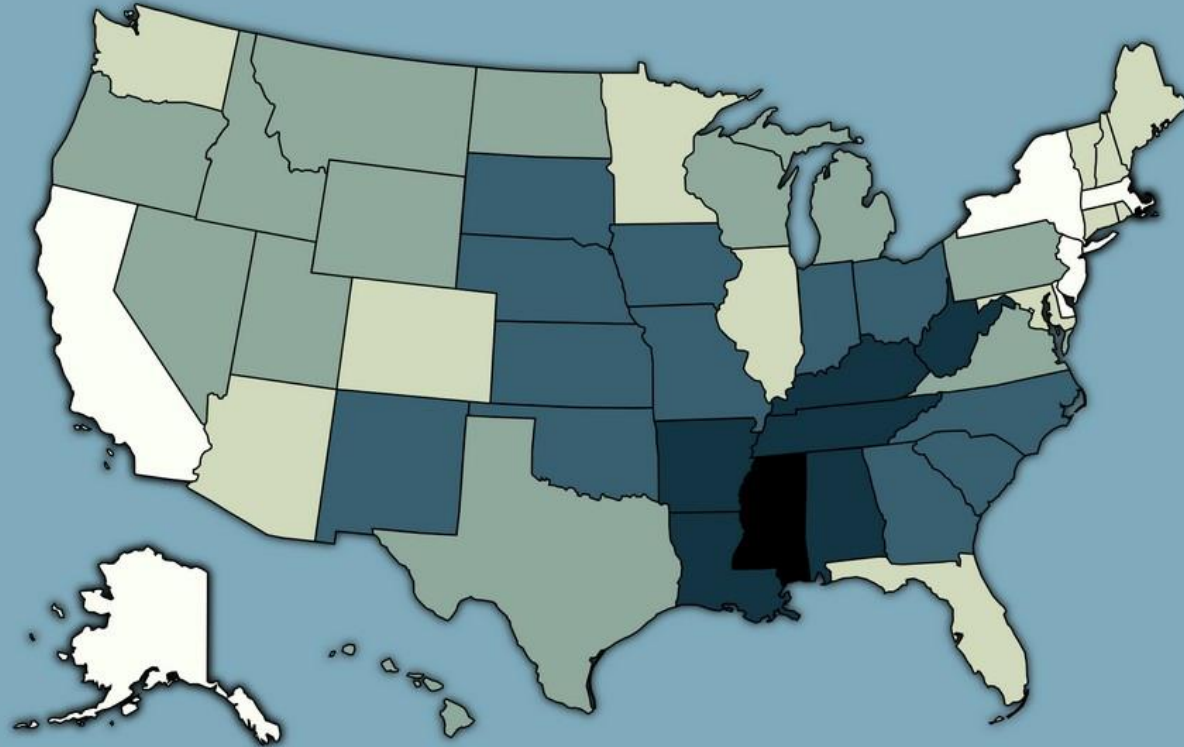
U.S. Population



Passport ownership

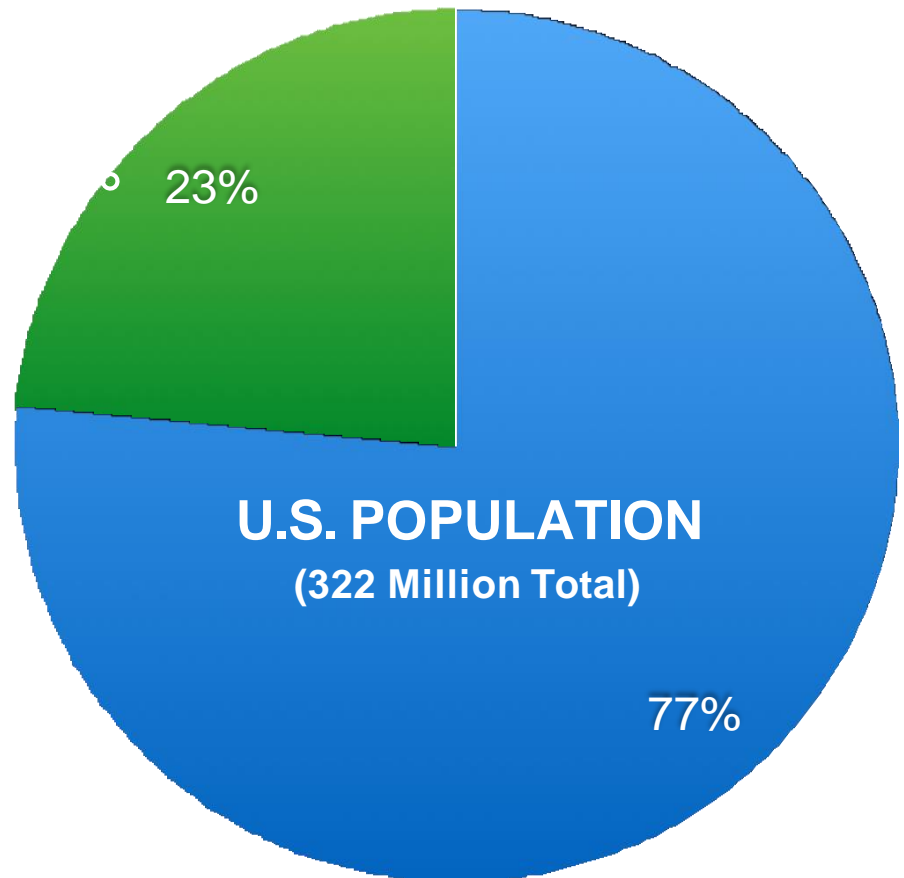


PASSPORT OWNERSHIP



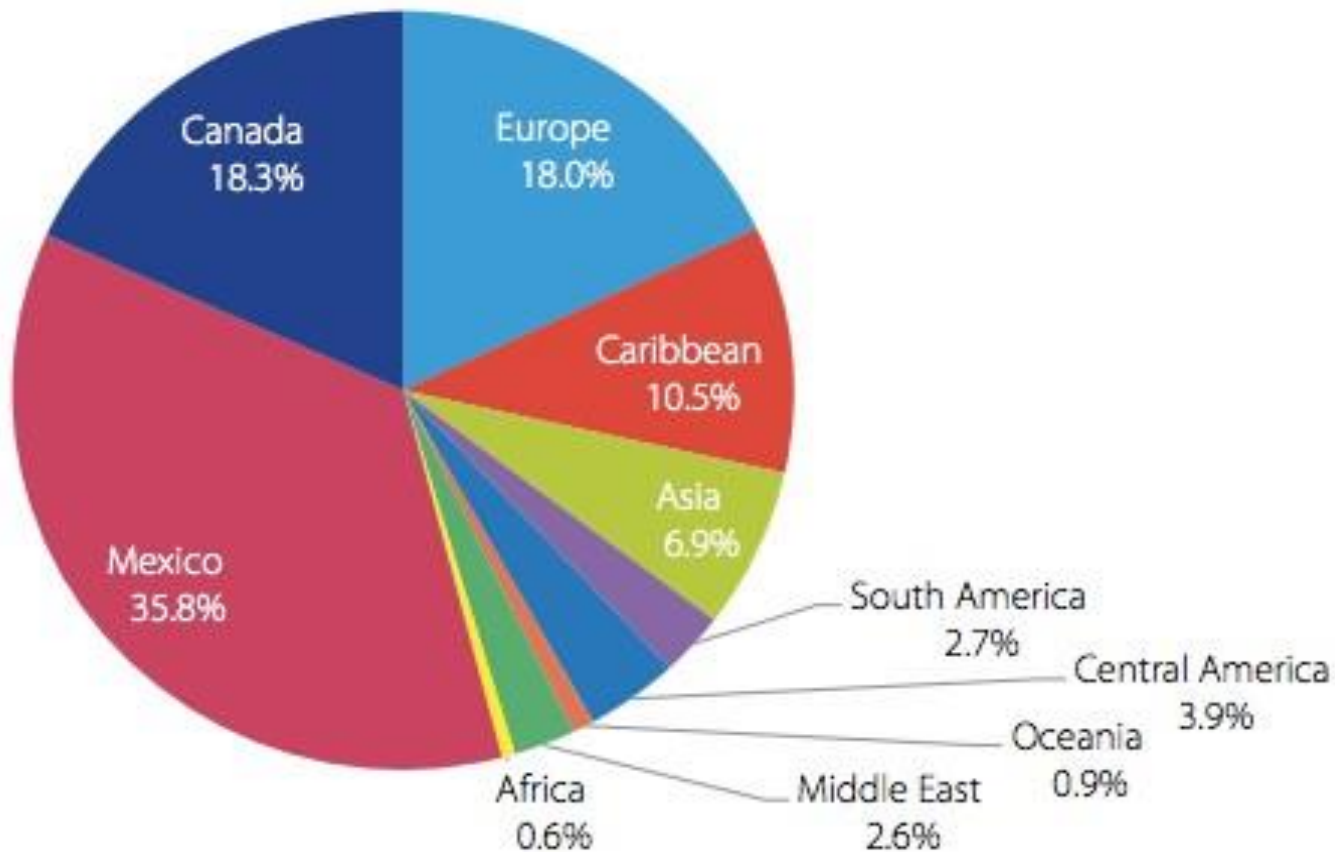
OUTBOUND TRAVEL

**75 million
Americans travel
internationally**



FAVORITE DESTINATIONS

Figure 13: Market Share of US Outbound Travel by Region 2011-2015



Source: ITA National Travel & Tourism Office, 2016

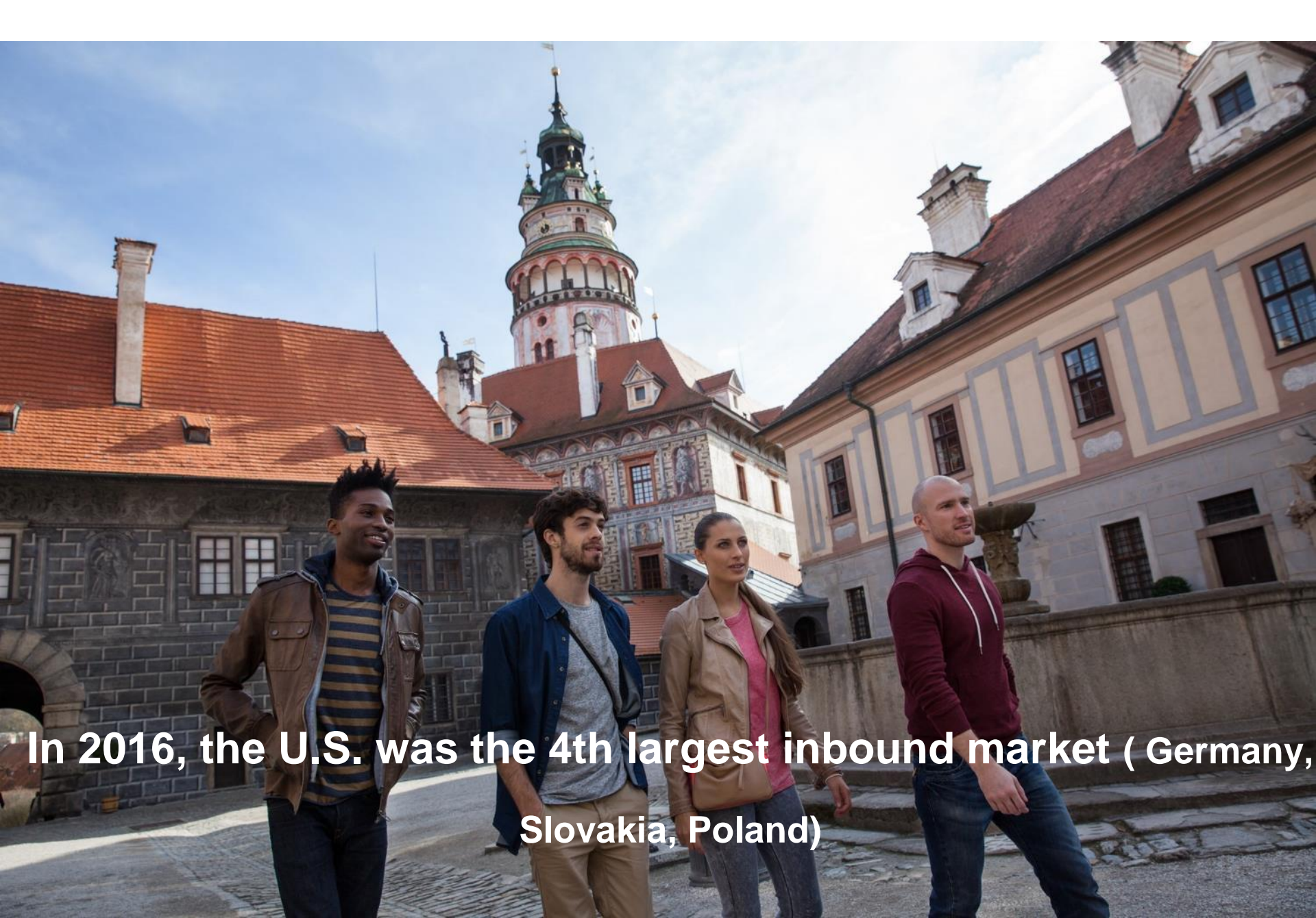
WORLD DESTINATIONS

Market	Total Travelers	Market Share
Europe	12.6million	17%
Asia	4.8million	6.6%
Central America	2.8million	3.8%
Middle East	2 million	13%
South America	1.8million	2.5%
Oceania	643,000	1%
Africa	350,000	0.5%

TOP European destinations

Destinations Visited

Visitation to Destinations ⁽¹⁾	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
EUROPE	100.0	10,804	100.0	11,378
United Kingdom	26.1	2,820	25.4	2,890
France	19.5	2,107	20.8	2,367
Italy	17.7	1,912	17.8	2,025
Germany	17.3	1,869	15.5	1,764
Spain	10.7	1,156	11.5	1,308
Netherlands	6.4	691	7.1	808
Ireland	6.5	702	7.0	796
Switzerland	5.1	551	4.9	558
Austria	4.4	475	4.1	466
Greece	3.9	421	3.7	421
Czech Republic	3.2	346	3.0	341
Hungary	3.1	335	2.8	319
Poland	**	**	1.9	216
Russia	1.9	205	**	**



**In 2016, the U.S. was the 4th largest inbound market (Germany,
Slovakia, Poland)**

Latest numbers

2016

511,629 U.S. visitors
1,243,075 nights spent

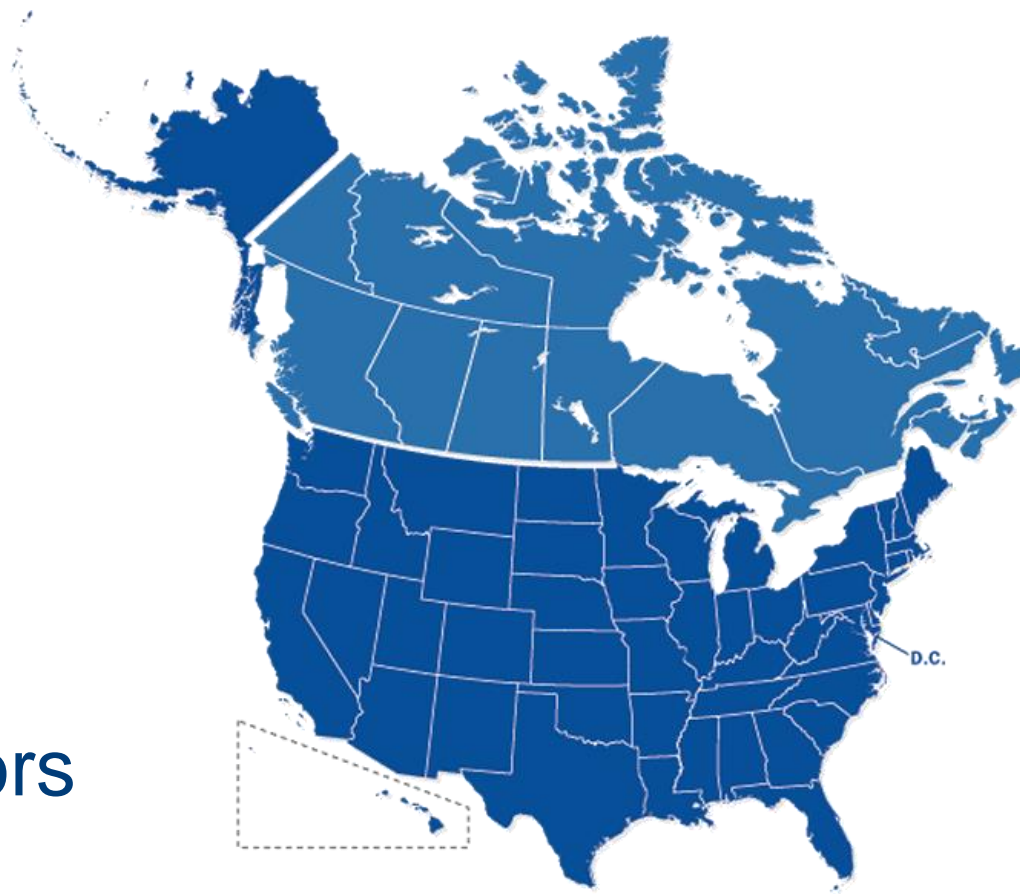
86,259 Canadian visitors
225,817 nights spent

1st half of 2017

+8,5% USA and + 9,4% Canada

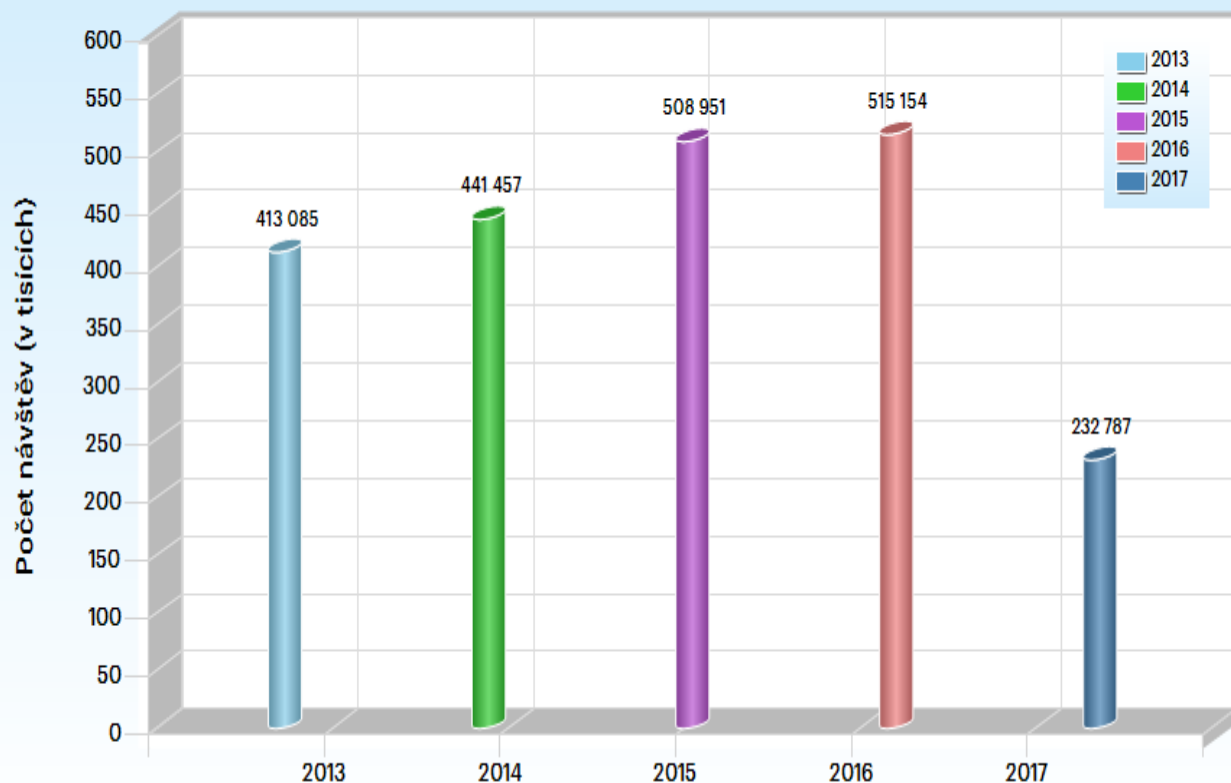
US Visitors spend on average 3.4 days in the Czech Republic
and spend about 5,000CZK/ 220USD/ per day.

CzechTourism



U.S. visitors in the Czech Republic 2013 - 2016

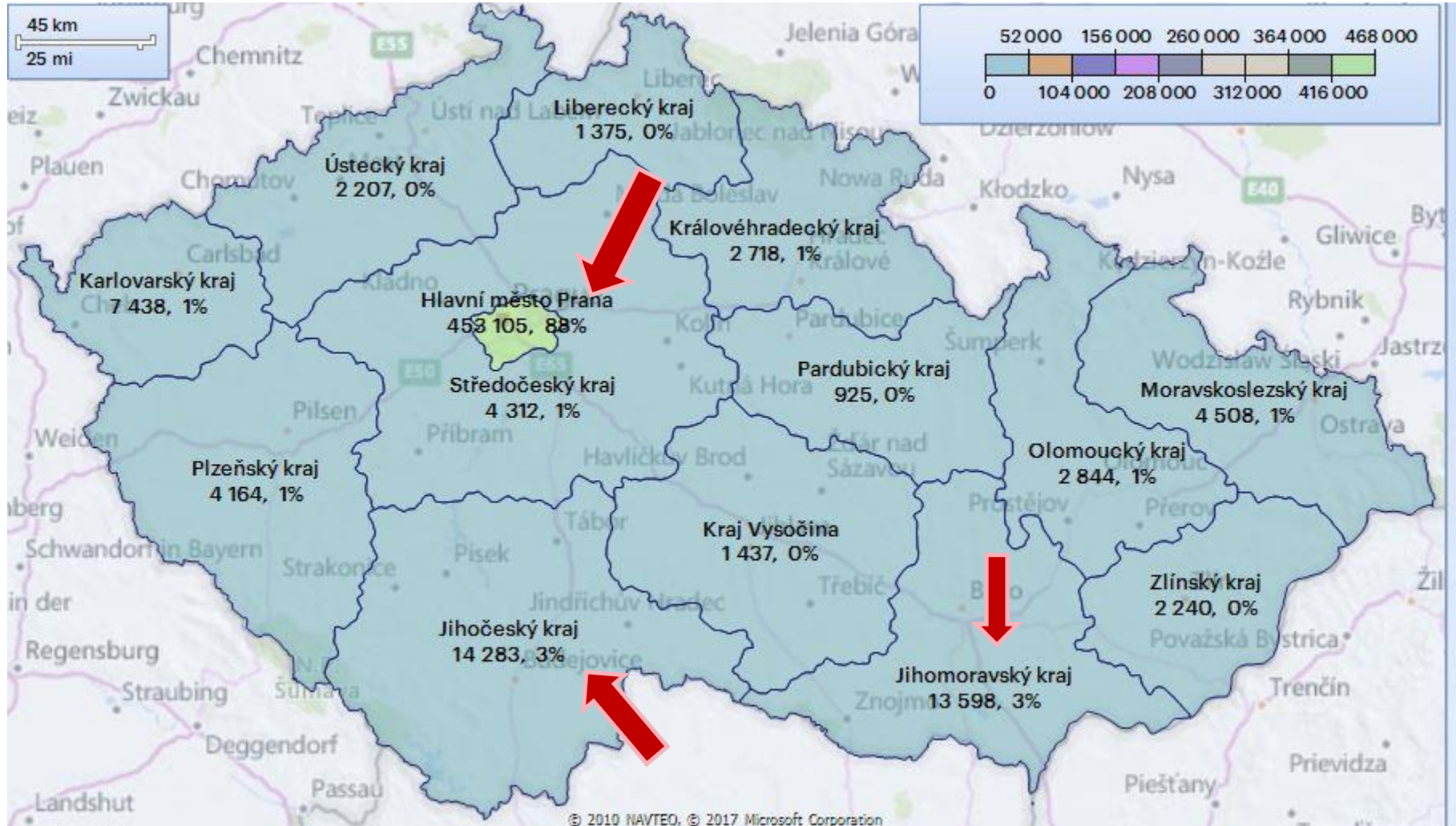
Srovnatelný vývoj počtu návštěv během roku



TOP cities

1. New York
2. Los Angeles
3. Washington, D.C.
4. Houston
5. Philadelphia
6. Portland

U.S. visitors in the regions



Direct flights in 2017/18



New York (JFK)



Philadelphia , as of May 4th,
2018



Toronto, Montreal



Toronto

Press and fam activities

Jewish Heritage of Prague

By Barbara Angelakis



Old New Synagogue. Credit: Barbara Angelakis

NEW YORK — "And God blessed Noah and his sons and said to them, 'Be fruitful and multiply, and fill the earth - and so they did.' (Genesis 9:1)" Since that commandment, Jews have migrated to almost every land and left indelible marks in the culture of their host countries, most especially in East Central Europe. They rarely received a warm welcome but there were periods when Jews were accepted as full citizens and contributed much to the countries they inhabited. Missionaries, the People of the Covenant, and other religious groups

right to remain. Common cause, safety and language made it easier for the Jews to gather together into designated quarters or ghettos. Today, in Prague this area is known as Jewish Town or Josefov.

For a long while Jews were segregated from the general population but allowed to practice their religion and perform their rituals in relative safety. The First Crusade of the 11th century ended all that when they were butchered by Christian mobs passing through on their way to the holy land. It was a harsh period of time, but it ended with the restoration

of the Temple of Jerusalem with the understanding that when the Temple was restored the stones would be returned. The Old-New is the oldest surviving synagogue with a medieval double nave. It has other unique features, i.e. the floor level of the building is a few degrees below street level (as a sign of humility) and there are twelve narrow pointed windows (the number of the tribes of Israel). The main structure has smaller side annexes, one of which was the women's section and was connected to the main hall by large stairs in the walls from which



Old Jewish cemetery gravestones. Credit: Barbara Angelakis

should plan on spending at least 1 or 2 full days exploring the four historic synagogues, the world-famous Old Jewish Cemetery, archives, library, educational and cultural center, with their abundance of fascinating stories and relics, not to mention the early 16th century mikvah. During excavations in the 1990's it was discovered that originally the flowing water was from the river and was heated by adding hot stones from the fireplace in the adjoining room.

Entering the Old Jewish Cemetery is like entering holy ground. It contains more than 12,000 tombstones in an area the size of a football field and it holds the history of all of Prague's Jews from 1439 on, rich and poor, famous and in-

with the names of the 79,000 Holocaust victims from the Czech Republic. The family name and the first letter of the given name are inscribed in bright red, while the birth date and when known, the date of death, are written in black. There was a constant hum in the background which I could not make sense of until my wonderful guide, Jana Pehe pointed out it was the reading of each of the 79,000 names over and over again least they ever be forgotten. Jana is not Jewish but has schooled herself in the history of the Jewish people of Prague and has limitless knowledge. www.geoprague.cz

The entire site is somewhat overwhelming but Jana made sure I didn't miss the memorial to the

feature

Global Traveler

ABOUT GTO DESTINATIONS DEPARTMENTS SELEVISION SUBSCRIPTIONS MEMBERS

The World's Most Cultural Destinations

Daily

By Nicole Quast - April 8, 2017



VIRTUOSO

Destinations Experiences Tips & Trends Magazines

THE VIRTUOSO LIFE

The Art of Travel



PRAGUE'S BEST BEER GARDENS

August 21, 2017 Justin Paul Europe, Food & Drinks

LUA DE MEL

República Tcheca além de Praga

Um Roteiro Romântico

Por André Dibich

Castelos medievais, vinhedos, ruas cheias de história e natureza de tirar o fôlego. A República Tcheca é mais linda e romântica do que muita gente imagina. É o destino perfeito para o Top de Mel de quem não quer mais de férias. Europa não está cansada dos roteiros de viagens tradicionais.

Quando se fala em República Tcheca duas coisas vêm à mente: Praga e Comê. São o país e a famosa paisagem europeia e deliciosa. É no belíssimo de Praga já conhecida do mundo para lá de, além e longe. Mas existe um outro lado da República Tcheca que ainda é pouco explorado pelos brasileiros, e que é ainda mais bonito, mais subversivo e super romântico.

Não importa o estilo de casal, ou seja, seja na Europa Central tem atividades e atrações para todos os gostos. Agências que correm, esportistas, coreógrafos, dançarinos de voo, esportistas e aventureiros, a República Tcheca está esperando de braços abertos.



TOP publishers

- ✓ Virtuoso Life
- ✓ Global Traveler
- ✓ Globe and Mail
- ✓ NY Times
- ✓ Chicago Tribune

CzechTourism

Over 20 press trips every year

Working with bloggers / influencers

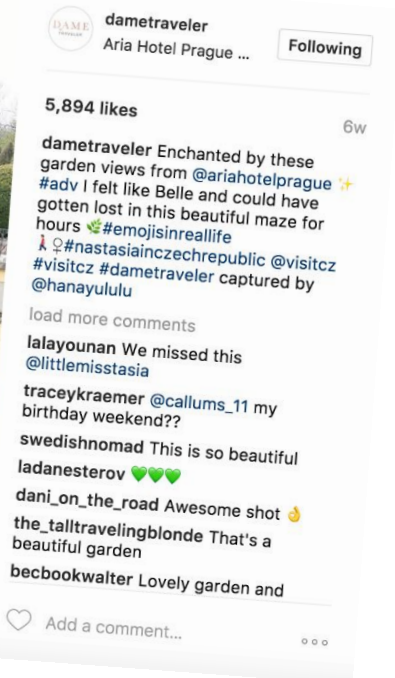
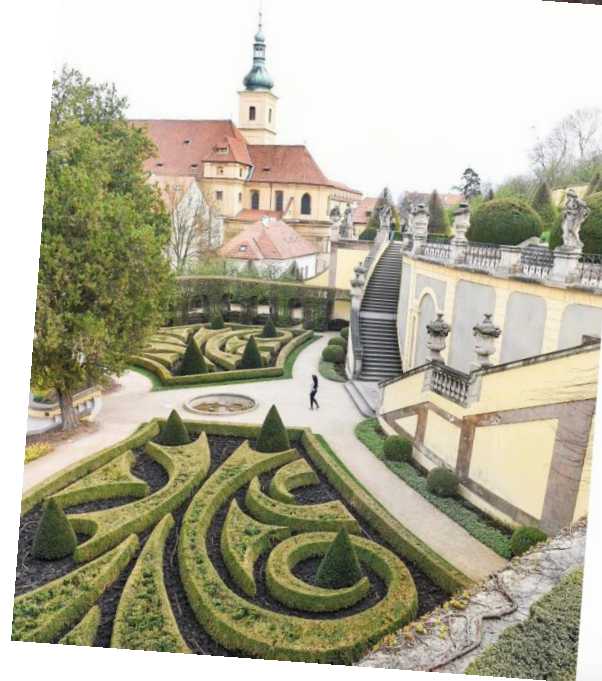
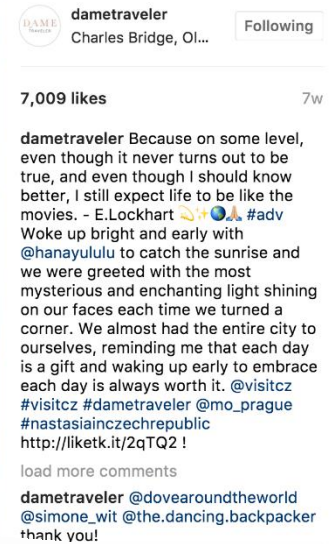
TOP bloggers

- ✓ **Hopscotch the Globe** – 150K subscribers on Youtube
- ✓ **Damme Traveler** – 386 K followers on Instagram
- ✓ **The Travel Vlogger** – 12 6m videos on the Czech Republic

Advantages:

- Newly created content
- Immediate distribution through SM
- Bigger flexibility
- Traveling to less know / off the beaten path places

CzechTourism





Two week long biking trip of two american bloggers across the Czech Republic

12 videos, promoted on Your Tube and other social media channels

Reach : 300 000 views so far



Biking the Czech Republic - DAY 10 [EPISODE 10]

305 views • 19 hours ago
CC



Biking the Czech Republic - DAY 9 [EPISODE 9]

9.5K views • 1 week ago
CC



Biking the Czech Republic - DAY 8 [EPISODE 8]

7.2K views • 2 weeks ago
CC



Biking the Czech Republic - DAY 7 [EPISODE 7]

7.5K views • 3 weeks ago
CC



Biking the Czech Republic - DAY 6 [EPISODE 6]

7.6K views • 4 weeks ago
CC



Biking the Czech Republic - DAY 5 [EPISODE 5]

8.4K views • 1 month ago



Biking the Czech Republic - DAY 4 [EPISODE 4]

8K views • 1 month ago



Biking the Czech Republic - DAY 3 [EPISODE 3]

11K views • 1 month ago



Biking the Czech Republic - DAY 2 [EPISODE 2]

13K views • 1 month ago



Biking the Czech Republic - DAY 1 [EPISODE 1]

14K views • 2 months ago

Trade activities

Trade shows, mostly B2B

The New York Times

TRAVELSHOW

- ✓ Panel discussions
- ✓ Czech partners
- ✓ Workshops/ B2B meetings

incentiveworks™
CANADA'S MEETINGS + EVENTS SHOW



Professional partnerships & joint events

**TRAVEL
MASSiVE**



CzechTourism



Coop marketing (over 60 TO actively selling the Czech Republic)

Airline coop marketing



- ✓ OOH- shopping mall in Montreal
- ✓ Destination training for 250 travel agents
- ✓ New itinerary in the Czech Republic

Tour operators coop marketing



- ✓ New itineraries
- ✓ Fam trips
- ✓ Content campaigns with sales push and call to action activation incentives

100 years of the Czech Republic



Stories of Czech design and architecture

Functionalism & modernism

Cities with unique architecture :

Zlin, Hradec Kralove, Brno, Plzen



Lifestyle: spas, cafes and Czech beer

Prague café phenomenon and its revival

Unique spa architecture: Luhacovice, Marianske Lazne, Janske Lazne, Karlovy Vary.

Czech Beer: microbreweries, beer trails and festivals



Industrial heritage : stories of Czech brands

Glass making – Northern Bohemia

Zlin – the city of Tomas Bata and his story

Czech industrial heritage – Doni Vitkovice and Landen Park in Ostrava



Stories of the formation of the Republic

The funding of Czechoslovakia and the First Republic

Homecoming
In the footsteps of TG Masaryk

2018: 100 years of the Czech republic story

Activities in the USA & Canada

- **Media Tour** promoting the 100 years
- Group **press trip for Canadian** journalists with emphasis on Bata and his heritage
- **B2B Road Show** with partners
- **Campaigns with influencers** – promoting Czech events to New Yorker and inspire them to travel to the Czech Republic.
- Homecoming- trip for a journalist who will trace his roots+campaign

Events in the Czech Republic:

- **TBEX**- the largest travel bloggers' conference in the world. CzechTourism USA and the City of Ostrava submitted a bid for 2018. Over 700 bloggers
- **SATW** – Western USA chapter conference in Brno , 50 TOP travel writers
- **TTD (Travel Trade Day)**- incoming workshop for tour operators, CzechTourism hosts up to 80 international buyers who meet with Czech suppliers.



Thank you for your attention

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CzechTourism USA &
Canada

CzechTourism

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