

Benefits of tourism for state budget and regions

20/6/2019

Volume of incoming tourism (Czech Statistical Office)

CzechTourism PŘÍJEZDOVÝ CESTOVNÍ RUCH - POČET TURISTŮ V ČESKÉ REPUBLICE



10.61M

10.16M

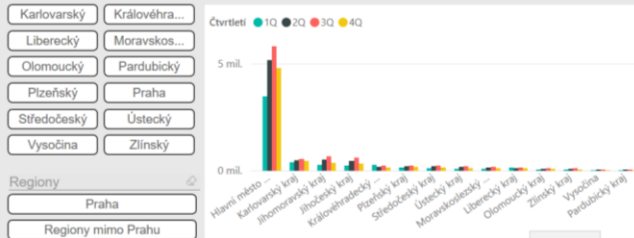
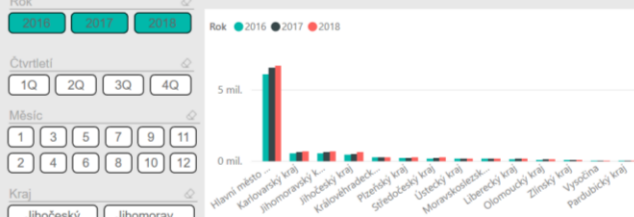
9.32M

4.44 %

8.97 %

Meziroční změna 18/17

Meziroční změna 17/16



CzechTourism DOMÁCÍ CESTOVNÍ RUCH - POČET TURISTŮ V ČESKÉ REPUBLICE



10.64M

9.84M

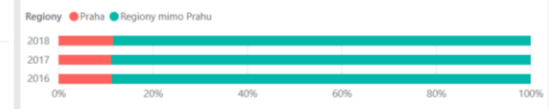
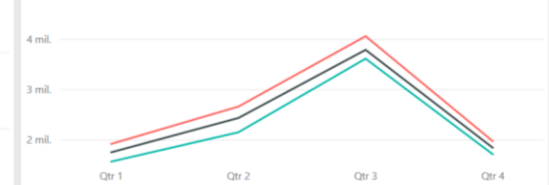
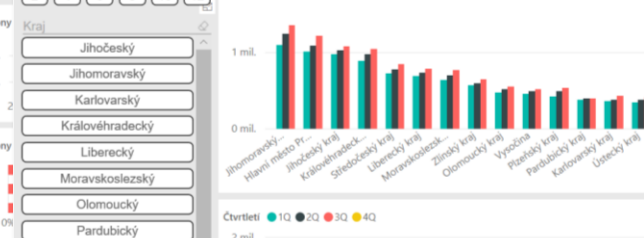
9.07M

8.09 %

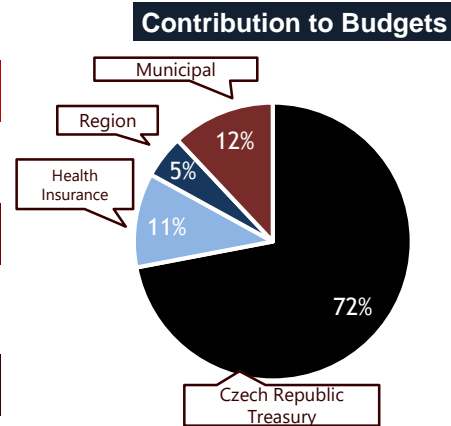
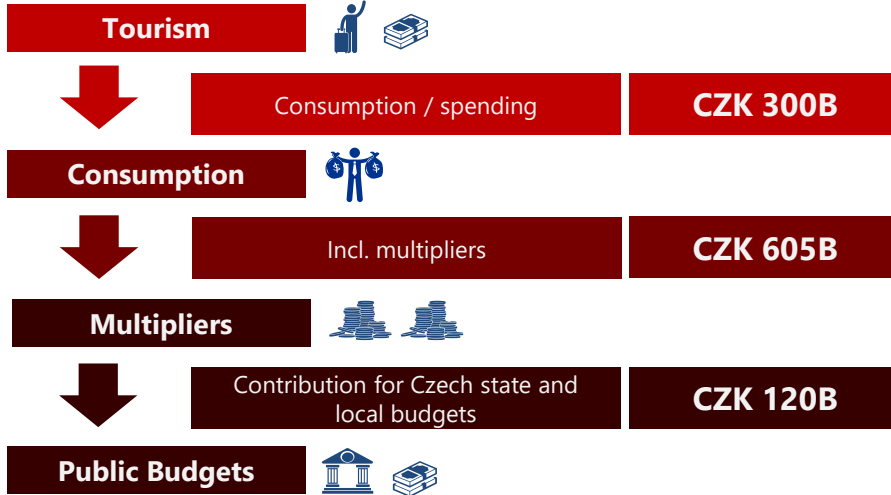
8.52 %

Meziroční změna 18/17

Meziroční změna 17/16



Economic benefits



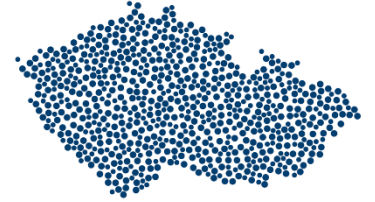
Employment

240,000 jobs

Tourism incl. multipliers contributes with 5% to GDP

The share of contribution from tourism to public budgets is 7%.

The direct public support provided to tourism in the Czech Republic is CZK 1.5B/year.



Support for regions and entrepreneurs

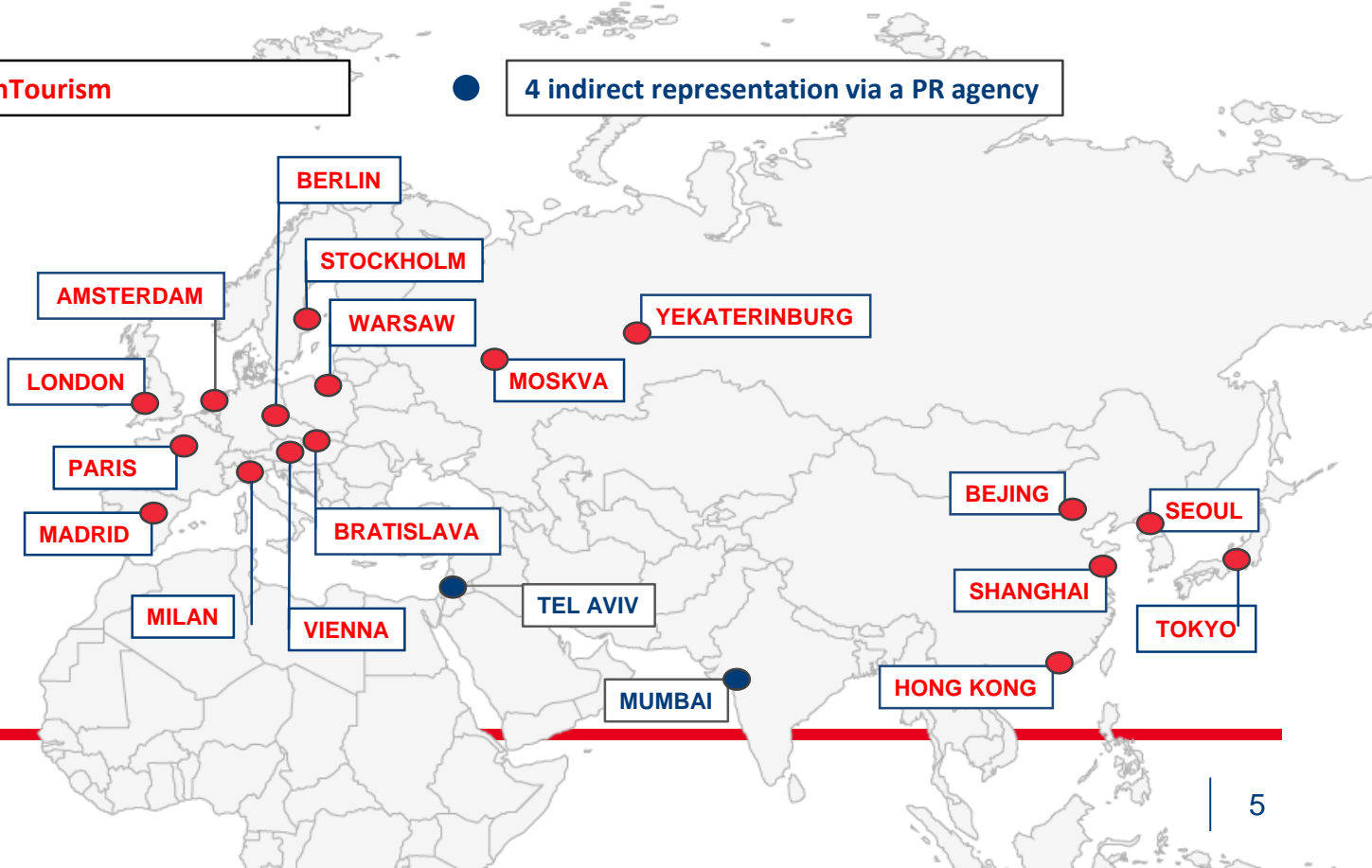
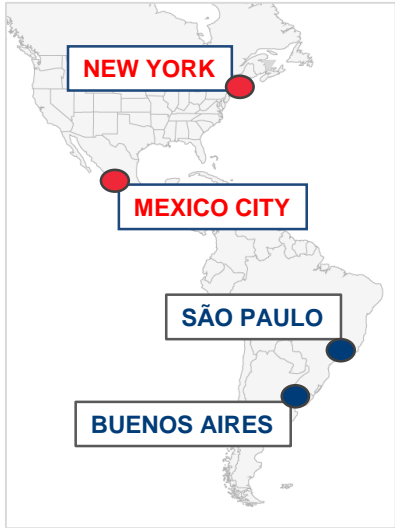
Foreign subsidiaries in 2019



19 subsidiaries of CzechTourism



4 indirect representation via a PR agency



Promotion of direct flights

Aims:

- Increase the volume of incoming affluent tourists
- Support new direct flights and increase capacity of direct flights from key markets in cooperation with flight operators

Activities:

- 12/2018 'SEE IT LIVE' campaign in the USA/New York
- 7/2019 'SEE IT LIVE' campaign in Japan/Tokyo

Results:

- Kazakhstan: Astana – Prague, Scat Airlines
- China: Shenzhen – Prague, Sichuan Airlines
- Thailand: Bangkok – Praha, Air Asia

Direct flights to Prague

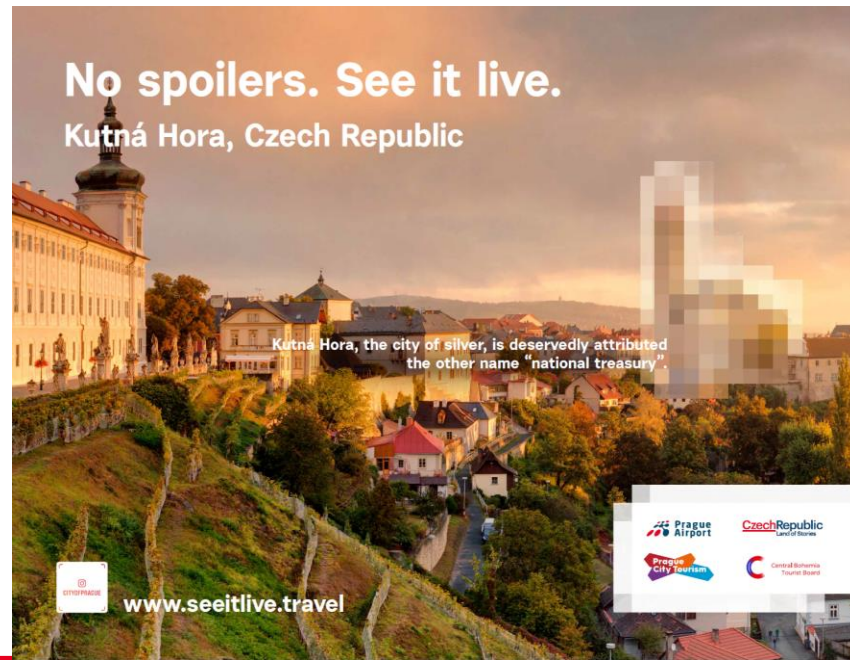


No spoilers. See it live.
Prague, Czech Republic

Old Town Square
The Christmas markets are full of charm, but this square is gorgeous all year long.


 www.seeitlive.travel





 
 



No spoilers. See it live.
Kutná Hora, Czech Republic

Kutná Hora, the city of silver, is deservedly attributed the other name "national treasury".

 www.seeitlive.travel

Support for regions

Marketing of Czech regions in Italy

- Change in reservations: +26%
- Value generated: CZK 4M

Marketing of Southern Bohemia in Spain

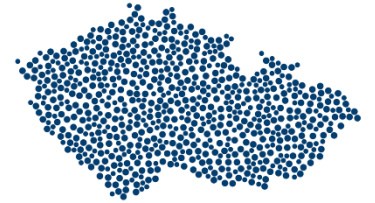
- Visit packages sold: 750 persons
- Value generated: CZK 15.6M



Support for entrepreneurs

- **Workshop with 78 foreign buyers from 23 countries**
- **Selling existing tours creating new offer**
- **Marketing in key territories**





Economic diplomacy, cooperation with state agencies and state ministries

Priorities for economic diplomacy

Tourism is integral to economic diplomacy

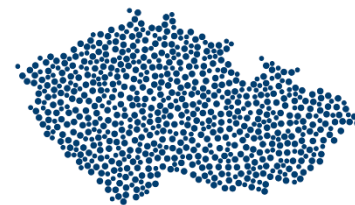
- Incoming tourism

More partner organisations need to join forces to promote tourism as part of economic diplomacy

- Regions, professional and expert associations, regional convention bureaus
- Entrepreneurs

A need to develop a product portfolio in tourism as part of economic diplomacy

- Priority areas: cultural tourism, wellness, medical tourism, sport/active tourism, and MICE (Meetings, Incentives, Conferencing, Exhibition) tourism



The CzechTourism's vision

Vision

Cooperation with regions and businesses

- State provides a balanced and efficient support of tourism, co-financed by regions and businesses – Austrian and Swiss model
- Services in packages intended for regions and businesses
- Measuring economic contribution of CzechTourism's services

Efficient services

- Focusing on online marketing and tracking deliverables
- Phasing out expensive and less effective activities, e.g. fairs
- More B2B workshops with Czech and foreign tour operators, familiarization (fam) trips
- Strengthen media relations and engage with influencers
- Services reflect trends are sustainable, via on-line and mobile apps

CzechTourism

- **Operation centred on clients**
- **Supports export and domestic tourism**
- **Provides service to stakeholders**
 - State (Ministry of Regional Development, NPÚ – Heritage Protection Service)
 - Regions
 - Businesses
 - Airport and transport companies (airlines, railway operators)



Priorities

WWW, social networks, own channels

Developing network of foreign subsidiaries

Creating Content

Product Campaigns

Education

Jan Herget

ČCCR – CzechTourism
Vinohradská 46
120 41 Praha 2
www.czechtourism.cz

