

# NEWSLETTER

**for foreign offices**

July 2023



*Adršpach Rocks*

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## TRADE NEWS

### Hotels & Restaurants

#### MOSAIC HOUSE Design Hotel Among the 25 Best Hotels in Europe



**MOSAIC HOUSE Design Hotel** has been recognized by **Tripadvisor®** as the 2023 Travelers' Choice® Best of the Best, Top Hotels – Europe. The Prague hotel was the only hotel from Czechia to be included in the **top 25 hotels in Europe**, thanks to excellent reviews and ratings from visitors. More at <https://www.pragueconvention.cz/hot-news/mosaic-house-design-hotel-among-the-25-best-hotels-in-europe>

#### NH Collection Prague Carlo IV presents new 1890 Restaurant & Bar

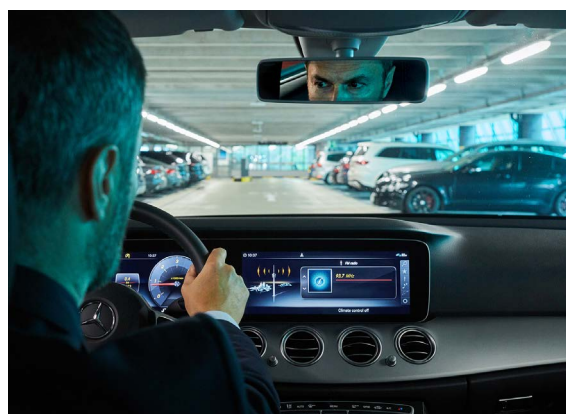


**1890 Restaurant & Bar** invites guests to a dining experience rooted in history

and full of creative flavors. Located in a magnificent neo-Renaissance palace that once housed the First Land Mortgage Bank, this bar pays homage to the year the bank opened. Under the direction of Executive Chef **Radek Benetka**, the menu at 1890 Restaurant & Bar presents a harmonious blend of international influences and Czech inspiration. More at <https://www.pragueconvention.cz/hot-news/a-new-era-of-gastronomy-at-the-nh-collection-prague-carlo-iv>

### Transportation

#### New Premium Valet Parking service at Prague airport



Faster and **easier parking**, these are the main benefits of the new **PC PREMIUM VALET** service provided at **Václav Havel Airport Prague**. After ordering the service at [www.aeroparking.cz](http://www.aeroparking.cz), the customer needs to arrive at one of the express parking areas, which are located directly in front of the terminal buildings. A driver will be waiting for the client at the meeting point to take over their vehicle and ensure its safe parking in a nearby parking building. Upon the client's return, the vehicle will be brought to the same place and returned. More at <https://www.prg.aero/en/new-airport-premium-valet-parking-service-rids-passengers-vehicle-parking-worries>

## Data & Research

### Czech hotels saw as many guests as before the covid-19 pandemic in April

Czech hotels recorded by **0.3% more guests in April** this year than before the coronavirus pandemic. This happened for the first time since 2019. A total of **1,256,308 people** stayed in Czech hotels in the fourth month of 2023. Of these, **711,945 were guests from abroad and 544,363 were residents**. The year-on-year increase of the number of tourists in Czech hotels in April 2023 was 24%. Increase in the number of Czech tourists was 5%, in the number of foreign guests 44%. Among foreign guests, Germans prevailed (188,415), followed by Slovaks (55,581), Poles (52,891), Americans (32,905) and Italians (32,478). Source: CzechTourism

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## PRODUCT NEWS

### Cities & Regions

#### Prague

### Baseball European Championship 2023



For the third time in history, **Czechia will host the European Men's Baseball Championships**. From **Sept. 24 to Oct. 1, 2023**, the country

will welcome the best players of Europe. Teams of Group D – Israel, Germany, Belgium and Switzerland will play in Prague, other matches will be played in Blansko, Brno, Ostrava and Třebíč. More at <https://www.eurobaseball2023.com/>

### The Ústí region

#### A new ferry line connects Litoměřice with Terezín



**A new ferry line connecting Litoměřice and Terezín** opened in June and will run throughout the tourist season. The pier of this unique shipping line is located in Litoměřice on Lodní Square and in Terezín near the place of worship by the Ohře river, where a completely new floating pier and an access road to it have been built. The line is operated by a small boat with a maximum capacity of 11 people, a larger vessel cannot be used because the Ohře river is too shallow. The line ferry **runs daily from 09:00 to 17:00 at hourly intervals, with the exception of Mondays**. There is an hour break at noon. More at <https://www.kr-ustecky.cz/nova-lodni-linka-spojuje-litomerice-s-terezinem/d-1777413>

### The Moravian-Silesian region

#### NATO Days

**NATO Days in Ostrava & Czech Air Force Days** are the **biggest security show in Europe**. The main program, taking place at **Leoš Janáček Airport**



**Ostrava**, consists of presentation of heavy military hardware, police and rescue equipment, dynamic displays of special forces' training, flying displays and presentations of armaments, equipment and gear of individual units. Leoš Janáček Airport Ostrava, **Sept. 14 – 17, 2023**. More at <https://www.natodays.cz/about-the-event>

## The Vysočina region

### The castle in Telč to fully open at the end of July after a three-year renovation



The **castle in Telč** will present the newly renovated premises to the public for the first time **on July 27**, all five sightseeing routes will open the next day. So far, tourists can only visit one route with the residence of the last owner of the castle. The castle is part of the historical center of Telč registered in the UNESCO list and its **three-year renovation** cost over CZK 200 million. Visitors can now look forward to a tour of the restored Renaissance halls, the Castle Museum's exhibitions and tours of the depository installed in the former castle brewery. Source: The Telč Castle

## Holidays in Telč



The **41st year of the multi-genre festival Holidays in Telč** will take place from **July 28 to Aug. 13, 2023** and will once again offer not only concerts, but also theater performances, fairy tales, creative workshops and debates. Source: Holidays in Telč

## The Zlín region

### Hradiště open cellars

**Until October** of this year, **winemakers from Uherské Hradiště will open their cellars**, always on **Fridays and Saturdays from 4 p.m.** A total of five winemakers will offer their wines, with at least one winemaker opening his cellars on the given days. Source: Uherské Hradiště

## The South Moravian region

### Open wine cellars



The **wine cellars in Dolní Dunajovice and Březí** will be open **until Sept.**

**3** every day without the need for prior booking, in **Bavory**, twelve winemakers will open their cellars on **Sept. 2**, and in **Pavlovice** the cellars will be open all summer **until Sept. 3**. Source: Mikulov region

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## Culture

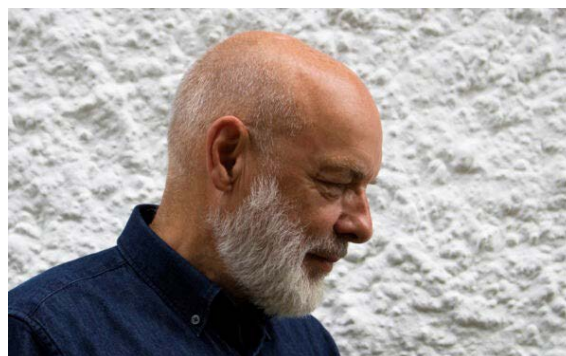
### Colours of Ostrava



**Colours of Ostrava** is an international music festival organized annually since 2002 in the city of Ostrava. This year, the festival will take place on **July 19 – 22** again in the amazing industrial area of **Dolní Vítkovice**. This time too, the festival will offer, apart from concerts by over 100 Czech and foreign bands, discussions within the Meltingpot international forum, theater productions, workshops and art installations. US bands OneRepublic and Gangstagrass or Burna Boy, Grammy award-winning singer from Nigeria, will be among the festival highlights. More at <https://www.colours.cz/about-festival>

### NAVE

Silence and peace are the theme of the **NAVE installation** designed by the Czech artist **Jiří Příhoda** with the British artist and music producer **Brian Eno**, who has created a sound experience of ambient music. Brian Eno, musician,



producer, visual artist and activist first came to international prominence in the early seventies as a founding member of British band, Roxy Music, followed by a series of solo albums and collaborations. His long list of collaborations includes recordings with David Bowie, Jon Hassell, Harold Budd, John Cale or David Byrne. Brian Eno will be honored with the Golden Lion for Lifetime Achievement at the Venice Biennale Musica in October 2023 and there will be a live premiere of the orchestral performance of his project Ships at Teatro la Fenice. Jiří Příhoda is a Czech artist living in the United States. Galerie Rudolfinum organized the largest show of his work to date under the title **Jiří Příhoda VOID** in the summer of 2022. Rudolfinum Gallery, Prague, July 7 – Sept. 24, 2023. More at <https://www.galerierudolfinum.cz/en/exhibitions/upcoming-exhibition/nave/>

### Infamous Beauty



**Andres Serrano** is an American artist born in 1950 in New York, where he lives until today. The **exhibition Infamous Beauty** in Prague's Dox consists of two separate parts, which complement each other and are thematically intertwined. In the exhibition hall under the title Beauty, a collection of more than sixty works is presented, selected from the artist's long artistic career. The comprehensive series Infamous, created in 2019, is presented in the mezzanine. Center of contemporary art Dox, Prague, through Jan. 7, 2024. More at <https://www.dox.cz/en/whats-on/infamous-beauty>

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## Spa

### Spas in Czechia need a restart



Although more than 842,000 guests came to spas in Czechia last year and the total number of visitors approached the pre-covid numbers, numbers of foreign clients barely reached 300,000. For domestic spas and the towns connected to them, the **loss of guests from abroad** means economic losses and the need to change approach. Last year, Germans prevailed among the most foreign guests of Czech spas (200,870), followed by Slovaks (12,444) and Ukrainians (6,747). **Due to the covid pandemic, numbers of guests from Asia have dropped in recent years and clients from Russia stopped coming due to the war in Ukraine.** To compensate for

the loss of Russian-speaking guests, the industry needs to focus on the Gulf countries and/or Israel and on the so-called secondary markets such as Azerbaijan, Kazakhstan, Uzbekistan - countries with regular air connections with Czechia, creditworthy clientele and historically traditional popularity of Czech spas. Spas should also be seen as **part of prophylaxis** and this area should be significantly supported in the future. A great opportunity for the modernization and overall shift of the domestic spa industry is the **Spa Research Center project**, which is being prepared by the Institute of Spa and Balneology in Karlovy Vary. The fact that the European spa treatment has been registered on the **UNESCO World Heritage List** since 2021 should help increase interest, the spa triangle of Karlovy Vary, Mariánské Lázně and Františkovy Lázně is part of the international list of Great Spa Towns of Europe along with 8 other European spas. Source: CzechTourism

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## MICE

### Prague is the fifth most sought-after meetings destination in the world

**Prague is fifth in the ranking of the world's most sought-after meeting destinations**, improving by four positions since 2019. The ranking is compiled on an annual basis, except for 2021 and 2022, by the International Congress and Convention Association (**ICCA**) and includes only the number of international association meetings held. Vienna topped the list this year, followed by Lisbon, Paris and Barcelona. The TOP 10 cities are complemented by Madrid, Berlin, Athens, Brussels and London. Compared with previous years, Asian destinations such as Singapore, Bangkok, Seoul and Tokyo dropped out of the

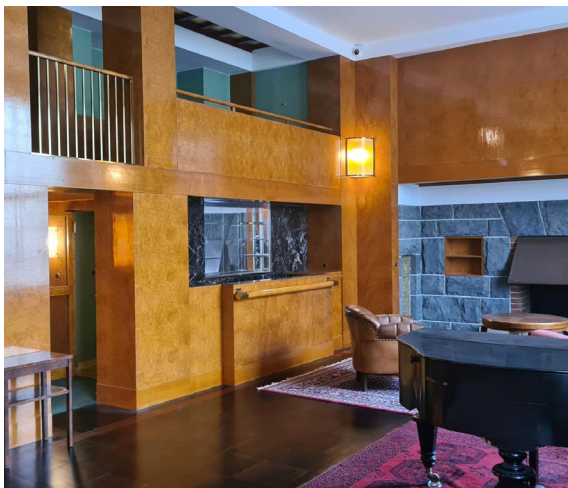
TOP 10 ranking. More at <https://www.pragueconvention.cz/hot-news/prague-retained-international-congresses-and-conferences-in-2022-ascending-to-the-top-5-sought-after-meeting-destinations>

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## CORPORATE

### News from the CzechTourism agency

#### Czechia's undiscovered gems



**Based on tips from individual regions, CzechTourism has selected 42 undiscovered gems of Czechia for this year.** The list includes twelve museums, seven castles, three galleries, but also a brewery, an observatory or a baroque cemetery. The regions tipped such places with a potential to be among the most popular locations but numbers of visitors are low. Prague offers, for example, the 68-meter Astronomical Tower in Clementinum or the Clam-Gallas Palace in the Old Town, the Ústí Region the State Castle of Velké Březno, one of the youngest and smallest castles in the country, and Pilsen the unique Semler Residence designed by Adolf Loos. All the undiscovered gems of 2023 are described in detail by the portal [Kudyznudy.cz](https://www.kudyznudy.cz). The

portal also offers contacts and up-to-date information on opening hours or entrance fees.

#### CzechTrail TV project



The **Czech Trail** is the first official Czech thru-hike trail. **1,000 km of the Northern Trail** and **1,000 km of the Southern Trail** will take you around Czechia and grant you 2,000 km of immense experiences, diverse nature and extraordinary stories. The trail is part of the most widespread application farOut <https://faroutguides.com/> and belongs among the most important long-distance walking routes in the world. The planned **TV show** will present in **10 parts** the walking parts and surrounding attractions of the Northern Trail. The show, hosted by actor Miroslav Vladyka, will be broadcast in the **spring of 2024 on the ČT2 channel**. Selected regions and regional tourism headquarters participate in the project with the aim to support domestic tourism in the border regions. More at <https://www.visitczechrepublic.com/en-US/Things-to-Do/Places/Summer-Sports/Hiking-and-Nordic-Walking/s-czech-trail> or at [www.czechtrail.cz](https://www.czechtrail.cz)

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