

NEWSLETTER

for foreign offices

August 2022



Jizera mountains

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TRADE NEWS

Hotels & Restaurants

Newly opened Hotel Petřín offers accommodation with a beautiful view of Jablonec



The newly opened **Hotel Petřín in Jablonec nad Nisou** offers accommodation in **22 rooms, two halls for corporate and private events and a restaurant with a garden** that offers a beautiful view of the city and the Jizerské Mountains above it. Local lookout tower should be open in the nearest future. More at www.hotelpetrin.cz

The Julius Prague opened for guests



The **Julius Prague**, the first travel and tourism project from the House of Julius Meinl group in Prague, has recently opened. The Julius sits in the heart of Prague's **Senovazny Square 3** and presents a **new concept of short to long-term hospitality accommodation**, enabling guests to stay

from one night to months at a time. In its 168 rooms, The Julius Prague combines luxury and modern design with easy-to-use technologies that enables greater comfort and convenience. Source: House of Julius Meinl

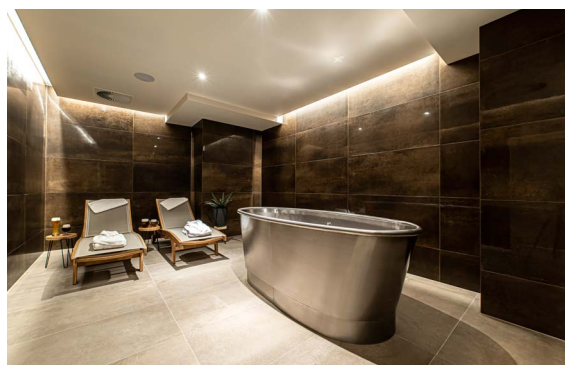
The Thaya winery near Znojmo opened a hotel



The famous **Thaya winery in Havraníky in the Znojmo region** has opened new **Thaya hotel** and the **Apri restaurant**, which offers venison from local forests, meat from Czech farms, local freshwater fish, all seasoned with herbs grown on the premises.

More at www.vinarstvithaya.cz

The Teplice Wellness Hotel Monopol now offers a beer spa



The extensively renovated **Brewery Monopol**, which was built around 1850, is located in the center of **Teplice** on the main street. The stylish brewery offers comfortable year-round accommodation in 7 luxurious double rooms and 6 apartments with a kitchenette, which evoke the atmosphere of the First Republic style. A honeymoon suite and

a wellness center are also available. An art nouveau restaurant and a cozy cafe offer a pleasant place to sit and eat. **The Wellness Hotel Monopol** now also offers a beer spa.

More at www.pivovarmonopol.cz/?lang=en

Transportation

Flight traffic over the Czech Republic is growing significantly slower than in the rest of Europe
Traffic in the Czech airspace increased by 96% year-on-year during the first half of the year.

However, it is still significantly behind the level it reached before the coronavirus pandemic. In the first six months of this year, controllers handled 268,977 flights in Czech airspace, compared to 136,673 last year. Traffic in the first half of this year reached **62% of the level of the first six months of 2019**. Source: Air navigation services of the Czech Republic

People

Jakub Kulhánek appointed director of the Central Bohemia Tourism Office



**Středočeská centrála
cestovního ruchu**

Jakub Kulhánek has been appointed new director of the Central Bohemia Tourism Office. The Central Bohemia Tourism Office is a contributory organization of the region and contributes to the creation of the tourist offer, strives to maximize the use of the region's tourist potential and promotes the region on the domestic and foreign markets. It also

includes a film office that communicates with film producers and productions, helps them to get contacts, recommends locations for filmmakers and offers free help in preparing for filming in the region. Source: Central Bohemia Tourism Office

PRODUCT NEWS

Cities & regions

Prague

Prague moves up on the Ranking of the World's Best Cities



The renowned British Magazine **Time Out** compiled its annual ranking of the **world's best cities. Prague has been ranked sixth this year, moving up one position** compared to the 2021 list. At the same time, Prague was voted **the world's third most beautiful city** in this year's Index. Visitors are discovering an increasingly attractive quality of life, demonstrated by a huge number of galleries and museums, and quality, affordable dining all over the shop. Locals stress it's easy to 'get around on public transport' too. For some peace and quiet, get back to nature, notably at Divoká Šárka Valley, which you can reach without even having to leave the city.

More at www.timeout.com

Pilsner Urquell will open an interactive beer center at Prague's Wenceslas Square



An interactive exhibit will open next year in Prague in the City Palais building at the Wenceslas Square. The center will be spread out over three floors with a total area of more than 3,000 square meters and will employ approximately 100 people. The entire first floor will be dedicated to the history of Pilsner beer. On the other floors, people can find a multifunction beer hall, a beer tapping school, a premium tasting bar, a restaurant, and a shop. Pilsner Urquell already has a visitor center and museum in Plzeň, which offers tours of the brewery. Source: Pilsner Urquell

Prague City Tourism has launched its summer campaigns

Prague City Tourism has launched marketing campaigns to support inbound and domestic tourism, while informing visitors about rules and standards of behavior in the metropolis. In addition to the digital international campaign #stayinprague which is attracting cultured visitors from abroad to Prague, the #vprazejakodoma / #pragueunlocked campaign has been launched. This year, the campaign brings motivational packages for longer stays to Czech holidaymakers. Together with the Prague 1 city district, the company also launched the Enjoy Respect Prague awareness campaign. The **V Praze jako doma / Prague Unlocked** and **Enjoy**

Respect Prague campaigns are planned until the end of the year, while the Stay in Prague campaign will run until the end of September. More at [vprazejakodoma](https://vprazejakodoma.prague.eu/enjoyrespect), www.prague.eu/enjoyrespect, stayinprague.eu

The Pardubice region

The world's longest pedestrian suspension bridge in Dolní Morava among the World's Greatest Places by Time magazine



The world's longest pedestrian suspension bridge in Dolní Morava appeared among the World's Greatest Places for 2022 by the Time magazine and even made it to the magazine's cover. **Sky Bridge 721** which opened in May after two years of construction, is a new attraction named for the 721 m (nearly half a mile) it spans in the foothills of the Jeseníky Mountains. Hanging more than 95 m above the cloud-shrouded valley and the Mlýnský Stream, it offers panoramic views on a heart-pumping walkway that is less than 4 ft. wide. Sky Bridge 721 has usurped the current Guinness World Record for longest pedestrian suspension bridge, gaining 154 m on the previous record holder, Baglung Parbat Footbridge in Gandaki province, Nepal.

The Olomouc region

International meeting of artistic blacksmiths Hefaiston



Several hundred blacksmiths from all over the world actively participate in **Hefaiston** every year. Every last weekend in August, **Helfštýn Castle** is transformed into a huge open-air gallery, hundreds of exhibits are installed in all the castle's premises. The exhibition is competitive. The work is evaluated in various categories by an expert jury usually composed of art historians and theoreticians, architects, artists and masters of blacksmithing. Helfštýn Castle, Aug. 26 – 28, 2022.

More at www.hefaiston-helfstyn.cz

The Pilsen region

The Na Spilce pub reopened



After a hiatus of over two years, the legendary **Na Spilce pub opened again**. It is located directly on the grounds of the Pilsen brewery and is one

of the largest in the Czech Republic. For the past two years, the Na Spilce pub was first closed due to the Covid pandemic and then for renovation, only a beer bar operated in the courtyard of the brewery. More at www.naspilce.cz/en

Culture

Adam Plachetka – Concert for Freedom



Live performance by one of the most successful Czech opera singers **Adam Plachetka** and pianist David Švec within the program “**CONCERT FOR FREEDOM**” will take place on the Summer Stage of the **Kampa Museum** in Prague on **Aug. 21 at 7:00 p.m.**, on the anniversary of the 1968 Warsaw Pact invasion of Czechoslovakia.

More at www.letniscenamuseakampa.cz

Letní Letná 2022



For nineteen years, the **International festival of contemporary circus and theater Letní Letná** has been setting the trends of contemporary circus in the Czech Republic and has become an integral part of the annual Czech and

European map of cultural events. Since its very beginning, the festival has presented the crème de la crème of international contemporary circus. It also systematically supports the local circus scene and has helped numerous artists enter the world of circus tents. Among foreign stars this year, visitors can look forward to the Swedish ensemble **Cirkus Cirkör**, the circus legend **Johann le Guillermo** or Spanish **COMPañÍA DE CIRCO “EIA”**. The festival area, which has been located since the very beginning in Letenské sady, one of the largest green parks in the center of Prague, has several relaxation zones, refreshment stands and bars. Visitors can comfortably spend the whole day in it. **The space is also adapted for the disabled.** Aug 11 – 31, 2022.

More at www.letniletna.cz/en

Theodor Pištěk | Sensational realism



For the first time, the painter **Theodor Pištěk** appeared together with American and European hyper-, photo- and other realists of the 60s and 70s in 2011 at the broadly conceived exhibition East of Eden in the Ludwig Museum in Budapest. Now, **Aleš's South Bohemian Gallery** has decided on Pištěk's unique realistic presentation with slight overlaps with his European and American types. Pištěk himself is presented in this exhibition project **exclusively with his realistic works**. They arose mainly from the beginning of the 1970s to the first half of the following decade. In addition to Pištěk's paintings, visitors can also see works by **Richard Estes, Gérard Gasiorowski, Gottfried Helnwein, Jacques Monory and Gerhard**

Richter. Several works, on loan from the Ludwig Museums in Vienna, Budapest and Koblenz, as well as from two Czech collections, enable a comparison of individual artistic strategies and prove that Pištěk's work is an integral part of the world artistic events of the given epoch and realistic styles. Castle Riding Hall in Hluboká nad Vltavou, through Oct. 30, 2022. More at www.ajg.cz

Mácháč Festival



Mácháč is one of the most important **dance open air festivals in the Czech Republic**.

The magic combination of nature, dance music and beautiful scenery **on the shore of Macha Lake with a sandy beach** is exactly what makes the festival unique atmosphere and soon became the most visited event of electronic dance music in the Czech Republic. The first year of the festival took place in 1999 and over 250,000 visitors have attended it throughout its history. Doksy, Macha Lake, Klůček beach, Aug. 19 – 20, 2022. More at www.machac.cz/en

MICE

Prague again among TOP 10 meeting destinations of the world

Although the meeting industry has been one of the most affected by the COVID-19 pandemic in the last two



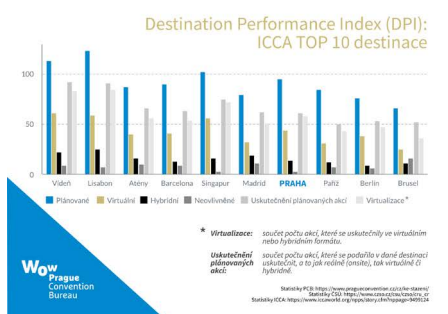
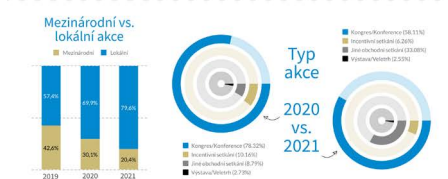
7 Praha se v nové představené indexu Mezinárodní kongresové asociace ICCA umístila na sedmém místě. Index hodnotí úspěšnost destinace na základě setu kritérií, jakož i uskutečnění plánovaných akcí a virtualizace eventů.

V roce 2021 Praha hostila na základě agreeovaných dat více a CSJ celkem 1 220 hybridních & on-site kongresů a konferencí.

146 tisíc delegátů

1,2 tisíce akcí

Cílem do Prahy na základě agreeovaných dat zavítalo 146 372 osob, což je o 18,5 % méně než v předchozím roce.



years, **Prague** has managed to maintain its international **position in the TOP 10 world meeting destinations**. The COVID-19 pandemic has affected almost every meeting destination in the world, in different extent. This year, the International Congress & Convention Association (ICCA) has innovated its current ranking of the most popular meeting destinations and created a new Destination Performance Index (DPI) based on several sets of data. In an international context, it evaluates destinations considering the number of planned, carried out, virtual and hybrid association events and the level of virtualization. **Prague performed best in terms of planned association events (5th place)**, which means that if the criteria of previous ICCA rankings according to the number of confirmed events for Prague were maintained, the Czech capital would rank in the TOP 5 congress destinations in the world. The

Czech capital also succeeded **in the virtualization ranking, where it took 6th place**. Source: Prague Convention Bureau

CORPORATE

News from the CzechTourism agency

New Czech Specials website



As part of improving the quality of services for our certified restaurants and raising awareness of the project, the **new Czech Specials website** was launched on July 1, 2022. All content is currently in **Czech version**, English version will be created within a month. The entire **certification process**, applications, profiles of certified restaurants and pastry shops, news, articles, recommended recipes, videos, glosses and an overview of gastro festivals are available on the website and serve for certified restaurants and the professional public. **B2C content in English and other languages** is moving to [#VisitCzechRepublic](#) to the Gastronomy section, where you can find restaurant profiles, project information, traditional Czech recipes and short cooking videos. **B2C content Czech** is now on [Kudy z nudy - Ochutnejte Česko!](#), where you can find profiles of certified restaurants. We will continue to publish offers of our certified restaurants on the website and Facebook Czech Specials [\(20+\) CzechSpecials aneb Ochutnejte ČR | Facebook](#), Kudy z nudy and Visit Czech Republic.