

NEWSLETTER

for foreign offices

September 2022



Broumov churches

OBSAH

TRADE NEWS

[Hotels & Restaurants](#) | [Transportation](#) | [People](#) | [Data & Research](#)

PRODUCT NEWS

[Cities & regions](#) | [Culture](#) | [MICE](#)

CORPORATE

[News from the Czech Tourism Agency](#)

TRADE NEWS

Hotels & Restaurants

Occidental Praha Acquires Green Stay Sustainability Certificate



Occidental Praha, member of the Barceló Hotel Group, is now a proud holder of the **Green Stay Initiative** certificate awarded by the HRS company. The hotel received the highest award, the so-called A grade. Various parameters were evaluated in the process of certification. Among the most important criteria were **the hotel's carbon footprint, water consumption, electricity consumption and the hotel's waste strategy**. Occidental Prague entered the Green Stay audit process shortly after it was introduced in 2021 and, like other candidate hotels, underwent measurement, collection and reporting of up-to-date data for at least 12 months in order to obtain the certificate. More at www.pragueconvention.cz/hot-news/

Transportation

Passengers are returning, Czech Railways transported 25 million more of them in the first half of the year

Czech Railways transported 75 million passengers in the first half of this year, which is 25 million (49 percent) more than in the same period of the covid year **2021**. However, the carrier is still far from the numbers from the pre-covid period, it reported 92 million passengers in the first half of 2019. Source: Czech Railways

Prague Airport expands its services



With the increase in the number of passengers, the **Prague Airport is expanding its services**. The airport handles almost 45,000 passengers a day who can now enjoy the culinary arts of the **Vietnamese restaurant at Terminal 2, longer restaurant opening hours, or use the airport baggage wrapping service**. The number of airlines that support **baggage self-check-in** on flights within the Schengen area, i.e., departing from Terminal 2, has also increased. More at www.prg.aero/en/

SunExpress Extends Operations on Its Antalya Route

SunExpress is extending operations on its regular air route from Prague



to Antalya. As of the **end of October**, the carrier will service the route **once a week** on Sundays. In the past, Prague Airport did not offer regular direct flights to Antalya in winter.

More at www.prg.aero/en

People

Spa Velichovky 1897 has a new executive director

Petr Čermák, who had previously worked as the director of the Studánka Hotel in Rychnov nad Kněžnou, has been **appointed new executive director of the Spa Velichovky 1897**. The spa, located near Hradec Králové, specializes primarily in the treatment and rehabilitation of patients with diseases of the musculoskeletal system.

More at www.velichovky.cz

Data & Research

June sales of Prague hotels five times higher than last year

This June, RevPAR, or revenue per available room, reached **73.5 EUR in Prague hotels**, five times higher than last year. This is the highest increase in Europe and the value is already only 19 percent lower compared to the pre-crisis

year of 2019. **Occupancy** exceeded **69 percent** this June, while last June it was only 19 percent. Compared to the 86 percent occupancy in June 2019, this is still almost 17 percentage points less. The average achieved price per room was 106 EUR this June, which is 45 EUR more than last year and at the same level as before the crisis. Source: Cushman & Wakefield

Non-European tourists return to Prague but visitors from Czechia and neighboring countries still dominate

According to the Czech Statistical Office, more and **more tourists are coming to Prague**. During the **second quarter of this year**, i.e. from April to June, **1,610,631** tourists visited the Czech capital. Tourists from non-European countries, especially from the USA, who are third most numerous among international travelers, have also started to come to Prague again. At **430,930 Czech tourists** are still on top among the visitors of Prague.

More at www.praguecitytourism.cz/en

PRODUCT NEWS

Cities & Regions

Prague

New bistro in a decommissioned tram parked in Prague 6

A parked **renovated T3 tram in the newly restored Dlabačov tram loop in Prague 6** has fixed tables and tram seats so people can sit inside and enjoy a beverage or snack. There is additional seating around the tracks as well for



those who prefer to be outside. Food and beverages are available at a stand called **Bistro Točna**, which offers craft beer, homemade soft drinks, and a small menu of quiche, curry, and chicken strips. The cafe so far is only open **on weekends from 10 a.m. to 9 p.m.** The loop is also a terminal for the **historical tourist tram 42.**

Source: Prague Public Transport Company

The Central Bohemia region

Taste Europe



During **11 weekends**, the **Taste Europe festival** travels around the **largest cities in Central Bohemia** and presents **European cuisines** and their delicacies. In one day, you will taste everything that the gastronomy of the individual countries has to offer. Even the smallest visitors will have fun, with face painting, various games, a bouncy castle and an

entertainment corner waiting for them. You will enjoy interesting interviews, competitions and also concerts. In addition to the aromas, various tastes and getting to know new gastronomic gems, a lot of fun awaits you. As part of the event, visitors will also get to know what the presidency of the Czech Republic in the European Union entails, the importance of the European Union and its projects. The Taste Europe event is organized by the Central Bohemian Region in cooperation with its partners and Central Bohemian cities under the auspices of the Minister for European Affairs of the Czech Republic Mikuláš Bek. Through Oct. 15, 2022.

More at www.ochutnejevropu.eu

The Karlovy Vary region

New trampoline center at Klínovec



A new **trampoline center** was opened at the U Staré lanovky restaurant at the top of **Klínovec**. The center connects directly to the restaurant's terrace, so guests have a direct view of their children while eating. The entrance fee is CZK 100 per day, children can return to the center repeatedly during the day. The trampolines are close to a newly adapted **pump track**, suitable for both beginners and advanced bikers.

More at www.klinovec.cz/en

The Vysočina region

Biathlon World Cup 2023 Nové Město in Moravia

The best Czech biathletes will once again compete with the world's elite, this time on their home soil. The Biathlon World Cup races in the Vysočina Arena in Nové Město na Moravě will take place from Feb. 27 to March 5, 2023.

More at www.biathlonmm.cz/en

Mahler-Jihlava the Music of Thousands



The autumn part of the Mahler-Jihlava the Music of Thousands Festival will begin with an extraordinary concert by violinist Silvia Hessová and harpist Kateřina Englichová on Sept. 21, 2022 in the Gothic Hall in Jihlava. Violinist Václav Hudeček will come to Jihlava to celebrate his life anniversary, and will perform on Oct. 18 with the ensemble Barocco semper giovane. The final concert will be performed by Austrian musicians from the Allegro Vivo partner festival on Oct. 23 in the Church of the Advancement of Holy Cross. More at www.mahler2000.cz/en

The Červená Řečice Castle is undergoing reconstruction

The **Červená Řečice Castle** near Pelhřimov is undergoing extensive **reconstruction** worth about CZK 100 million. The entrance wing, facades and



windows are being repaired. The owners started the restoration of the building, which was once a Gothic castle and is still the only preserved fortress-type Renaissance castle in the Czech Republic, last fall, and the **first stage of repairs is scheduled to be completed by the end of this year**. The **opening** of the castle to the public is planned for **next season**. More at www.cervenarecice.cz

The Moravian-Silesian region

NATO Days

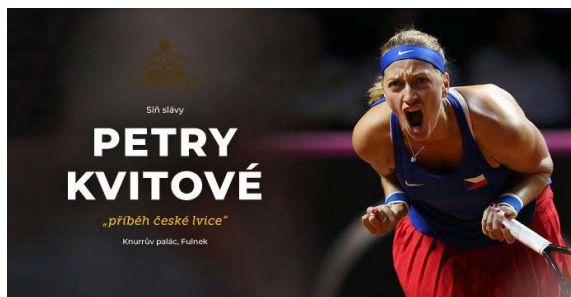


NATO Days in Ostrava & Czech Air Force Days are the biggest security show in Europe. The motto of the event is: **“Our security cannot be taken for granted and there is no prosperity without security”**, therefore the event's aim is to present the wide spectrum of the resources and the capabilities of the Czech Republic and its allies in the field of security to the general public. NATO Days

in Ostrava belong to a “club of prestigious European shows” and in spite of the annually rising costs the public had, has and always is going to have free entry to the event. Sept. 17-18, 2022.

Mošnov Airport. More at www.natodays.cz

Petra Kvitová's Hall of Fame



The famous Czech tennis player **Petra Kvitová** has her own **hall of fame in Fulnek near Nový Jičín**. Visitors can see, for example, her **Wimbledon trophies**. By the hall of fame, the town wants to present its famous native and, after Jan Amos Comenius, probably the second most important person associated with the city. The Hall of Fame is divided into several parts and maps the **entire sporting life of Petra Kvitová**. There is also a video projection.

More at www.petrakvitovafulnek.cz

Culture

The Masterpieces of the Prague Castle Picture Gallery

The **exhibition at the Imperial Stables of Prague Castle** presents the artworks of the so-called New Picture Gallery and simultaneously continues the representative exhibition of the same name that was held in the National Gallery of Slovenia in Ljubljana in 2020. The current exhibition at the Imperial Stables was expanded by paintings that have been restored since then. Moreover, the larger exhibition space allowed



for a substantially larger exhibition that showcases more than half of the paintings that were originally displayed in the Prague Castle Picture Gallery. Highlighting the masterpieces of many great artists such as **Hans von Aachen, Bartholomeus Spranger, Joseph Heintz, Joos van Cleve, Peter Paul Rubens, Lucas Cranach, Hans Holbein, Tiziano Vecelio, Paolo Caliari called Veronese, Jacopo Robusti called Tintoretto**, and many others, the exhibition assures a high-quality experience. Through Nov. 30, 2022. More at www.hrad.cz/en

Serial Killer Festival



The **fifth year of the Serial Killer international festival of television and web series** will take place in **Brno from Sept. 20 to Sept. 25, 2022**. Part of the festival, which offers premieres of the best new series from all over Europe, is also the TV Days conference intended for television and film professionals. More at www.gotobrna.cz/en

The Oldest of European Printmaking



The **art of printmaking** on the European continent emerged specifically in German-speaking countries in the course of the **15th century**. Originally, only single sheets with impressions from wooden or metal blocks were printed. The first woodcuts, metal cuts, and, later on, engravings were initially made as **single-sheet prints** that mainly dealt with religious subjects. With the invention and development of book printing, illustration prints were also incorporated into printed books beginning roughly in the 1470s. The oldest single-sheets are very rare today. Their visual language is highly expressive owing to the technique used that required considerable stylization and conciseness. During the 15th century, printmaking was very much improved, and great masters such as **Martin Schongauer** and later **Albrecht Dürer** recognized the creative potential of printmaking – a process that was elevated in the late 15th century to an art of its own. The National Gallery's Collection of Prints and Drawings preserves a group of rare early metal cuts and woodcuts, as well as works of artists who heralded the future development of printmaking. It is from these prints that a collection for the small **exhibition in the Schwarzenberg Palace** was compiled. Sept. 9 – Nov. 27, 2022, Schwarzenberg Palace. More at www.ngprague.cz/en

Vincenc Morstadt – The Early Drawings of a Bohemian Vedute Luminary

Vincenc Morstadt (1802–1875) was a lawyer, and he devoted most of his life to the profession. It is all the more admirable that he also became the **greatest figure of the 19th-century Bohemian veduta painting**. We owe to Morstadt for his faithful depictions of Prague's streets and panoramic views created before the invention and expansion of photography. In his work, he combined minute detail with the general atmosphere of a site. The National Gallery's Graphic Arts Cabinet features almost unknown works dating from the artist's youth, which attest to his innate drawing mastery. Through Nov. 27, 2022, Trade Fair Palace.

More at www.ngprague.cz/en

TARAS Exhibition - photographs of nudes and period portraits



The **exhibition in the Regional Museum in Český Krumlov** bearing the prosaic name “**Taras**” presents the legendary Czech photographer of Ukrainian origin, **Taras Kuščynský**, whose work is commemorated by a selection from an extensive collection of nude photography and pictures now viewed as iconic period portraits of the Czechoslovak cultural and artistic scene (Jan Werich, Magda Vašáryová, Josef Sudek and others). Through Oct. 23, 2022. More at www.ckrumlov.info/en/

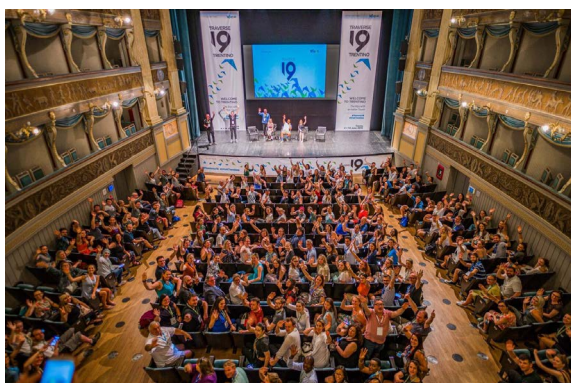
Sting in Prague



Sting will perform a special **My Songs** concert in Prague at O2 arena on **Oct. 28, 2022**. Sting's My Songs concert is an exuberant and dynamic show featuring his most beloved songs, written throughout the 17-time Grammy Award winner's illustrious career both with The Police and as a solo artist. Fans can expect to hear 'Englishman In New York,' 'Every Breath You Take,' 'Roxanne,' 'Message In A Bottle' and many more. Special guest Joe Sumner will appear at the concert. More at www.o2arena.cz/en

MICE

Traverse 2022



The 9th year of the largest conference for digital content

creators in Europe, Traverse, will be held in Brno on Sept. 16-18, 2022. Up to four hundred of the best **European and global influencers, bloggers, Instagrammers and YouTubers** are expected in the South Moravian metropolis. The conference's co-organizers are the CzechTourism agency, the City of Brno and the South Moravian Tourist Board. The Traverse Conference is an educational platform that attracts **hundreds of digital content creators from around the world every year.** During the two conference days, dozens of seminars and presentations dealing with online marketing and content creation will take place. More at www.traverse-events.com/traverse22/

ITEP – the Pilsen Region's Tourism Fair

Veletrh cestovního ruchu
Plzeňského kraje

15 – 17/9/2022

Haly TJ Lokomotiva Plzeň
Ct-Pá: 10.00–18.00 / So: 10.00–17.00

Slovika vystavovatelů z České republiky i zahraničí.

Hosté:
Lukáš Hejlík, divadelní a filmový herec, který je známý svým blogem a projektem *Gastromap* o českých restauracích, kavárnách a bistroch.
Tereza Bebarová, česká herečka, obdivka, moderátorka pořadu *Právo sází* Česká – se svojí novou knihou.
Čas na pečání, kterou vyrobte společně s pekařským guru Josefem Maršálem.

Vstup zdarma

Ziskejte jedinečný
nafukovací kruh
TURISTŮRÁJ
z limitované edice.

Stačí pouze plít na veletrh cestovního ruchu ITEP a úspěšně absolvovat interaktivní pouť s kuchařkou. Konečně unikátní nafukovací kruhu na Vltavě na veletrhu čekají i další hodnotné ceny.

www.itep-plzen.cz

This year, **ITEP** will again welcome interesting **guests**, such as Czech theater and film actor **Lukáš Hejlík**, who is also known for his blog and project *Gastromap* about Czech restaurants, cafes and bistros. Actress and host of the culinary program *The Whole Czechia is Baking* **Tereza Bebarová** will also bring her new book *Time to Bake*, which she published together with baking guru Josef Maršálek, to Pilsen. She also will assist in the gastro shows presented by the Pilsen Hotel School. Exhibitors will arrive not only from **the Pilsen region and the Czech**

Republic, but also from Germany, Romania and Slovakia. The neighboring **Ústí region** will also have an extensive and interesting exhibition. Sept. 15 – 17, 2022. More at www.itep-plzen.cz

CORPORATE

News from the CzechTourism agency

Heroes of Tourism 2022

The special prize of **Heroes of Tourism** is awarded by the **CzechTourism agency** with the aim to choose figures and projects that help the most in a given area. Because tourism has been going through a very challenging period in recent years in due to the coronavirus pandemic, this year's award is called the **COVID Avengers**. The award has **three categories: fight to support tourism, digitization and product development**. The results of the year 2022 will be ceremonially announced at a networking evening on Wednesday, **Sept. 7, 2022**, which will take place in Prague's **Mánes** exhibition hall. Minister for Regional Development and Deputy Prime Minister for Digitization Ivan Bartoš also promised to participate. More at <https://www.czechtourism.cz/en-US/Novinky/Archiv/2022/08/Dejte-hlas-hrdinum-cestovniho-ruchu>

Research by the CzechTourism agency: Tourists were satisfied with services in the tourism industry in the first half of the year

There is nothing that I miss in this location in terms of the services provided, this is the opinion of **96%**

of guests from abroad and 92% of domestic guests, which was voiced in a survey of the behavior of travelers in the Czech Republic in the first half of this year. An investigation by the **Institute of Tourism of the CzechTourism agency** also showed that while tourists from abroad spent 1,811 CZK per person and day in the Czech Republic, the daily expenditure of domestic travelers was 810 CZK. Most foreign (67%) and domestic (55%) tourists stayed in mass accommodation facilities, such as hotels, motels, boatels or boarding houses. While residents of the Czech Republic most often spent 2 nights in them when traveling (30%), guests from abroad stayed 1-2 days longer (37%). Both groups traveled to/from the Czech Republic mainly by their own car/motorcycle (70%) and traveled mainly with their partners (49%). More at <https://www.czechtourism.cz/en-US/Novinky/Archiv/2022/08/Se-sluzbami-v-cestovnim-ruchu-byli-turiste-v-1-pol>

Research by the CzechToursim agency: Travel to/around the Czech Republic is nearing pre-covid levels

Arrivals to the Czech Republic in the 2nd quarter of this year increased by 3.3 times compared to last year. The number of **overnight stays also increased - 2.9 times**, according to a report of the **Institute of Tourism** published on www.tourdata.cz based on data released by the Czech Statistical Office. Good news is that interest in traveling to/around the Czech Republic is approaching the levels before the covid-19 pandemic. Tourists traditionally visited **Prague** the most (1,610,631 guests), followed by **South Moravia** (533,120 travelers) and **South Bohemia** (351,039 visitors). In Prague, foreigners made up 73% of those accommodated, in other regions domestic clientele prevailed. Source: CzechTourism