

# NEWSLETTER

**for foreign offices**

May 2023



*Letná Park*

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## TRADE NEWS

### Hotels & Restaurants

#### Rough construction of Motel One completed



A new building is rising right in the center of Prague, at the intersection of Hybernská and Opletalova streets. **Motel One** will be part of the revitalization of the brownfield near Masaryk railway station, an extensive development between the railway station and the highway. The building will have seven above-ground floors, which will offer a total of **382 rooms**, and one underground floor with garages and technical facilities. The last receding floor will have a terrace, similar to the roofs of neighboring houses. The rough construction of the hotel is already finished. Source: Penta Real Estate

### Transportation

#### Václav Havel Airport Prague Gastronomy News

**Václav Havel Airport Prague** will soon offer passengers several new gastronomic choices. These include, for example, the **Natoo** concept with its healthier version of fast food including fresh juices and salads, and a stand of the world-famous **Lavazza** Italian brand, specialized in the sale of coffee and small snacks. **Bageterie**

**Boulevard** combining French pastry with typical European gastronomic delicacies will be among the local brands and should open in the autumn. More at <https://www.prg.aero/en/healthy-fast-food-and-boutique-bistro-vaclav-havel-airport-prague-gastronomy-news>

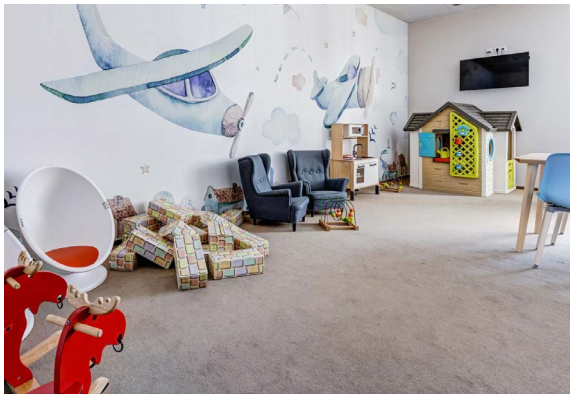
#### Prague Airport launches a campaign to support travel targeting also the German market



**Prague Airport** wants to support the desire to travel and switch to the flight mode with a creative **campaign** using direct flights to Seoul, New York and Taiwan. The new campaign will also appear on the German market. The campaign uses the mobile **phones' flight mode icon** which the airport wants to use in the long term. Just by switching to the flight mode on your mobile phone, the real vacation begins. Prague Airport will also support new lines that will start operating from Prague in 2023 and head to popular tourist destinations, such as Rhodes, Bilbao, Gdansk, Seville or Reykjavík. Source: Prague Airport

#### Baby rooms at both terminals of Prague Airport have been renovated

Ahead of the summer season, the **baby rooms** in Terminals 1 and 2 intended primarily for children under 4 years of age have been **refurbished**. Children can look forward to new toys while parents will be pleased with practical equipment such as a changing table with a mat or a microwave oven. Both rooms are also



equipped with a departure board so that passengers do not lose track of their flight. **At both terminals**, baby rooms are **located in the transit zone**, in Terminal 1 behind the passport control and in Terminal 2 behind the security control and are marked on the navigation systems. Source: Prague Airport

**Prague Airport is planning a gradual replacement of X-ray systems from 2024. Security checks will be more comfortable for passengers**



**The security check at Václav Havel Airport Prague at the second Terminal should gradually become more comfortable by 2026.** Passengers would not have to worry about how much liquid they can have when going through the X-ray check with their carry-on luggage and they could keep electronic devices in their suitcases. That will be allowed by new detection technologies the airport plans to install. Source: Prague Airport

## PRODUCT NEWS

### Cities & Regions

#### Prague

**Prague City Tourism adds a unique tourist route through the Clementinum to its offer**



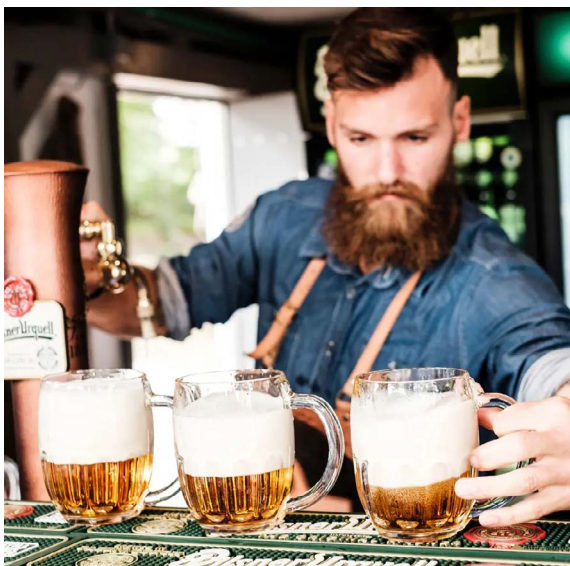
**The Prague City Tourism in cooperation with the National Library of the Czech Republic has launched a new route through the premises of Prague's Clementinum.** The Baroque Tour can be taken exclusively with a qualified guide, giving tourists the chance to admire the unique building including its Baroque library. The special tourist route will also include the Clementinum's Astronomical Tower. The operators expect over 50,000 visitors to the Clementinum in the course of the year. More at <https://www.praguecitytourism.cz/en/media/press-releases/prague-city-tourism-adds-a-unique-tourist-route-through-the-clementinum-to-its-offer-19523>

## TimeOut ranks Prague's public transport as the second best in the world



Prague has the **second-best transport system in the world**, according to a survey by leisure magazine **TimeOut**. A study that encompassed over 50 cities asked about 20 thousand locals one question: "Is it easy to get around your city by public transport?" Remarkably, 96 percent of people in Czechia's capital agreed it is very easy. Source: TimeOut

## Pilsner Urquell: The Original Beer Experience



Pilsner Urquell opened an interactive beer center near Prague's Wenceslas Square in April under the name of **Pilsner Urquell: The Original Beer**

**Experience.** The exposition will guide visitors through the story of Pilsner Urquell beer, the flagship brand of the Czech Republic's largest beer producer. Visitors will find out how the first ever golden pilsner was brewed, how it's crafted today, how to pour it perfectly with foam the Czech way, and much more. The center spreads out over **three floors** with a total area of more than 3,000 square meters, with the first floor being dedicated to the story 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. More at <https://www.pilsnerexperience.com/en/>

## The South Bohemia region

### Holašovice Peasant Festival 2023



The **Holašovice village square** will be the venue of the traditional **Peasant Festival** from **Friday 21st to Sunday 23rd July, 2023**. The craft fair will take place in the backdrop of the picturesque Holašovice estates for the twenty-fourth time. A rich cultural program will be prepared for the visitors with more than 220 stands and a shuttle service from the town of České Budějovice and back. More at <https://www.jiznicechy.cz/en/calendar/7881-selske-slavnosti-holasovice-2023>

## The Central Bohemia region

### The Day of Kozel 2023



The 28th year of the Day of Kozel will take place in the brewery of Velké Popovice on June 10, 2023. In addition to tasting the excellent lager, the event will also offer a tour of the brewery, delicious food and concerts by well-known bands. Source: Velké Popovice Brewery

### Karlštejn Castle ceremonially reopened after three-year reconstruction



Karlštejn Castle reopened in full after having been partially closed for over three years due to extensive reconstruction works. The redevelopment of the Gothic castle – costing over CZK 160 million – sought to restore the basement of the Imperial Palace among other areas. The managers of the castle also added new exhibitions and a modern visitor center in the widescale renovation that began in March 2020. One new exhibition is dedicated to the creation of the castle and its past renovators, and another shows the history of winemaking in the Karlštejn area. Source: CTK

## The Vysočina region

### UCI MTB World Series 2023 – Nové Město na Moravě



On May 12 – 14, 2023, a UCI Mountain Bike World Series event will be held in Nové Město na Moravě. The racing weekend also includes World Junior Series races. This race is the most important cycling event in the Czech Republic and has been held regularly since 2011, with the exception of 2016, when the World Championship was held here. Every year the race was announced by the international cycling federation as the best event of the season. Competitors from approximately 45 countries of the world participate in the race. More at <https://www.mtbnmm.com/>

## Culture

### Uncensored – Polish Independent art of the 1980s

Uncensored is a unique exhibition providing an overview of independent Polish art of the 1980s. It presents the Polish equivalent of the post-1968 Czech unofficial art scene, which in Poland responded to the reality of Solidarity and the state of martial law proclaimed in 1981. Though deeply rooted in a historical context, this socially engaged art also has topical



relevance to the present day. The Gallery of the Central Bohemian Region will be showing **around 130 works** (paintings, sculptures, installations, posters, photographs and films) by **60 artists** who, out of protest against martial law, boycotted the cultural policies of the Communist functionaries of the Polish People's Republic. The exhibition is being staged in collaboration between the Gallery of the Central Bohemian Region, Ujazdowski Castle – Centre for Contemporary Art in Warsaw, the Adam Mickiewicz Institute and the Polish Institute in Prague. Gask, Kutná Hora, May 28 – Sept. 17, 2023. <https://gask.art/future-exhibitions/>

## Rony Plesl: Trees Grow from the Sky



**Rony Plesl** ranks among the world's top artists in the field of glass sculpture. **The Trees Grow from the Sky** exhibition

is divided into two parts. The first one presents an eponymous installation featured at the prestigious contemporary art exhibition La Biennale di Venezia – Biennale Arte 2022, bringing it from Venice to the Czech public. The second part of the exhibition reveals the most current positions of Plesl's work in the medium of glass. Museum Kampa, Prague, through July 2, 2023. More at <https://www.museumkampa.cz/vystava/rony-plesl-trees-grow-from-the-sky/>

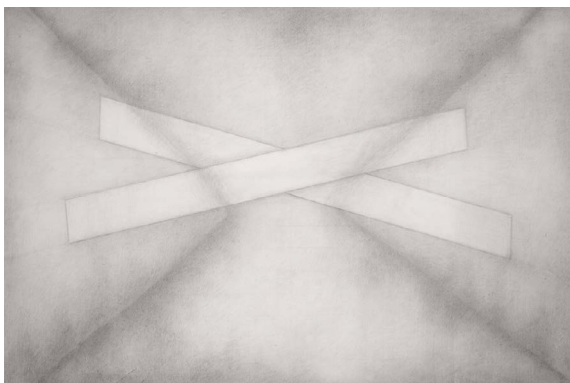
## Slavkov Open 2023



This year, the **Slavkov Open music festival** returns to the castle park in Slavkov near Brno as a **two-day event**. On **July 15**, the British rock legend **Deep Purple** will perform, and **a day later** the castle grounds will welcome the American rock supergroup **Hollywood Vampires** formed by Johnny Depp, Aerosmith guitarist Joe Perry or singer Alice Cooper. Slavkov near Brno, 15 – 16 July 2023. Source: Slavkov Castle – Austerlitz

## Jitka Svobodová: Beyond the Edge of the Visible

The first **retrospective exhibition** of the legendary artist **Jitka Svobodová** will take place in Prague's **Municipal Library**. In the first half of the 1970s, Svobodová decided to move away from painting and focus on drawing. The exhibition and publication project will



present a selection of the artist's work, complete series as well as thematic groups of her artworks that are not in chronological order to show how the artist continuously transforms a single theme. GHMP, Municipal Library, through Aug. 20, 2023. More at <https://www.ghmp.cz/en/exhibitions/jitka-svobodova-beyond-the-edge-of-the-visible/>

## CORPORATE

### News from the CzechTourism agency

#### Prima Fresh Festival - festival of good food and drink



This year's **Prima Fresh Festival** will be attended also by the **National Team of Chefs and Pastry Chefs of the Czech Republic**. The team will present Czech cuisine cooking menu stemming from the **Czech Specials** project throughout the festival, and not only at its stand but

also within a cooking show on the stage. This year, the festival will be held in five cities (Plzen, Olomouc, Brno, Pardubice, Liberec) and will take place on Fridays and Saturdays during May and June. Czech Specials will once again be a proud partner of the National Team. Program and tickets at <https://www.freshfestival.cz/>

#### The winter season was difficult for ski resorts but visitors were satisfied

Despite significant weather fluctuations, the ski resorts managed to prepare **good conditions for skiers** this winter. Especially thanks to the investments in high-quality technical snowmaking, visitors were satisfied with the quality of the downhill tracks and the interest in Czech mountains was relatively high, even though the overall attendance and sales in ski areas and mountain resorts were below the long-term normal this season. The **CzechTourism** agency also this year helped with the promotion of the Czech mountains, for example on its **Kudy z nudy** tourist portal. It also ran an **online campaign abroad** with the main topics being skiing, winter cities and the Valentine's Day. The campaign ran on Facebook/Instagram in nine countries of Europe: Belgium, the Netherlands, Denmark, France, Germany, Poland, Austria, Spain and Sweden. For foreign tourists, CzechTourism has also continuously updated information on its incoming portal **visitczechia.com**.