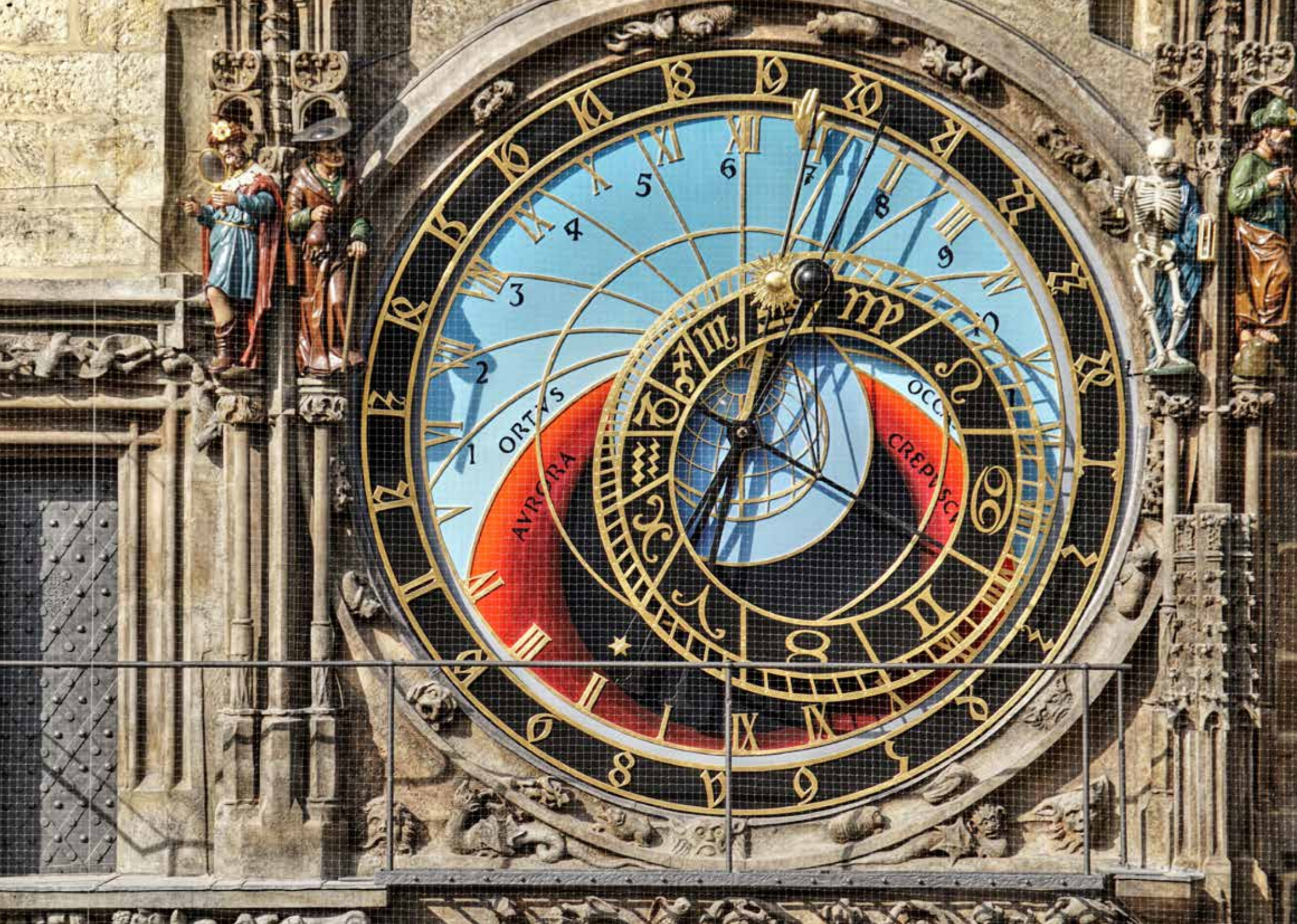


2018 Annual Report Prague City Tourism



Prague
City Tourism

Prague:emotion



2018 Annual Report Prague City Tourism

Prague:emotion

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FOREWORD BY INTERIM CEO



In 2018, we commemorated 60 years since the creation of the subsidized Organization known as the Prague Information Service, today's Prague City Tourism, and we actively took part in celebrating an even more momentous anniversary – 100 years since the founding of Czechoslovakia. We offered visitors and Prague residents a large number of thematic talks and guided walks, launched a dedicated website, and published two titles that aroused considerable interest. Our brochure entitled Prague:1918-2018 acquainted readers with the milestone events of the past 100 years, the key figures associated with 28th October, but above all an overview of the most interesting events to mark the anniversary. Our "catalogue", bearing the slightly different title Prague:1918-1992 was exceptional in its scope and design, not just in terms of our editorial series; it was conceived as a retrospective of the works of art, architectural gems, technical achievements and cultural and social phenomena of the Czechoslovak era.

The topical landing page prague.eu/en/czechoslovakia was available in Czech, English, German and French, and achieved

higher-than-expected visitor traffic. Information, visuals, and photos from the website were welcomed and used by many tourist media organizations and professionals.

2018 saw the next stage of refurbishment work on the Old Town Hall, which included taking the astronomical clock down from the tower. Naturally, this had an adverse impact on visitor numbers, but thanks to an unprecedentedly successful marketing campaign we managed to mitigate the negative impact, and revenues from admission tickets reached a historical high. We followed up on our cooperation with the management of the New Town Hall, already established in 2017, and jointly created a special Town Hall Pass. Its holders were able to visit both Town Halls and go up both their towers, even twice in the case of the Old Town Hall tower – by daylight and after dark, to enjoy the unparalleled view from the observation gallery to the full. The Town Hall Pass swiftly became one of our best-selling items.

We also welcomed visitors to the celebrations marking the 680th anniversary of the founding of the Old Town Hall. The jubilee season of our 'City Hall wide open' initiative spanned five days, during which more than 2000 visitors attended dozens of exceptional lectures and tours and explored normally inaccessible areas. The initiative also won great acclaim from the Prague City Hall, for whose staff we held a special follow-up event.

Among the major achievements of 2018 was the deepening of cooperation between Prague City Tourism and other organizations in the travel industry. At the end of June we signed a memorandum of cooperation on the TouchPoint project with the Central Bohemian Region, Prague Airport and CzechTourism agencies. It did not take long to bear first fruit – already in December we launched a joint campaign in the New York subway: "No Spoilers. See it Live", produced for TouchPoint by the Loosers creative agency.

Our Visitor Centres underwent a big change right at the start of the year. On 1st February, we took possession of a new representative Visitor Centre in the Terminal 2 arrivals hall at Prague Airport. The new Centre is open from 8:00 to 22:00 hrs and instead of the previous single counter position, up to four staff attend to clients.

The Infocentre services have kept up very high standards. During the whole of last year we received only positive feedback on its services. In the course of the year, our TIC staff were issued new uniforms. The original uniforms were carefully recycled in cooperation with the Forewear project. In the spring and summer months we received glowing testimonials to the newly established exchange programme with tourist information centres in Czech cities. As part of the programme we exchanged visits with staff from Liberec, Ostrava, Karlovy Vary, the Beskydy region and Brno.

The Prague.eu tourist information website has seen a record number of 4,800,000 visits from 223 countries and territories worldwide. The website kept first place in the Cities category and the Minister of Regional Development's Special Prize in the Zlatý erb (Golden Coat of Arms) competition. We were also delighted to be awarded 1st and 3rd place in the TURISTPROPAG competitive review of promotional materials. In 2018 we also received recognition in the social media domain – the Prague.eu Facebook page and @CityOfPrague Instagram profile won second and third place in the respective categories in the Fénix content marketing contest.

We achieved significant progress in service improvement and staff training and our responsiveness to current developments in the labour market. In addition to the aforementioned exchange programme we gave unstinting attention to the personal development and training of staff in our Arbesovo Square back office.

Petr Slepíčka, Interim CEO/Statutory Representative of the Organization



ORGANIZATION PROFILE

ABOUT US

PRAGUE CITY TOURISM (PCT) is a marketing organization tasked with the development of domestic and international tourism in the Czech capital.

The traditional tasks of the Organization are to provide professional information about Prague's tourist opportunities, to mediate tourist services to existing and potential visitors to the capital, to organize educational courses on the historical and present-day life of the city for the professional and lay public, and to provide visitor services to the historical premises of the Old Town Hall.

The core activities of the organization cover the promotion and marketing of Prague to foster domestic and international tourism, both within the Czech Republic and abroad. The PCT is a byword for active tourism management; a modern service organization.

Prague City Tourism is a member of the prestigious international organization ECM (European Cities Marketing), and within it a member of the TIC Knowledge Group. ECM brings together some 110 European cities and large towns. Since autumn 2016, PCT is also a presiding member of the WTCF (World Tourism Cities Federation).

Within the Czech Republic we are active in the A.T.I.C. CR (Association of Tourist Information Centres in the Czech Republic); an associate member of the CR Association of Tour guides; the CR Association of Travel Agencies, and the regional coordinator of tourism for the capital city of Prague at the CR Ministry of Regional Development. The PCT actively collaborates with professional tourist associations at home and abroad, with the CzechTourism agency and Czech Centres, with the CR Ministry for Regional Development, the embassies of the CR Foreign Ministry, Czech Railways, CSA, Ropid and with the media at home and abroad.

Prague City Tourism is publicly co-funded by the Capital City of Prague. It was founded on 1 January 1958 as the 'Prague information service' and is one of the oldest organizations of its kind in Europe.

The Capital City of Prague decided by its resolution 37/126 of 17 May 2018 to transform our organization from a subsidized Organization to a joint-stock Company. To this end, a new Company was established, Prague City Tourism a.s. The expected migration date of the subsidized Organization's activities to the joint-stock Company is 30 June 2019.

SEAT OF THE ORGANIZATION

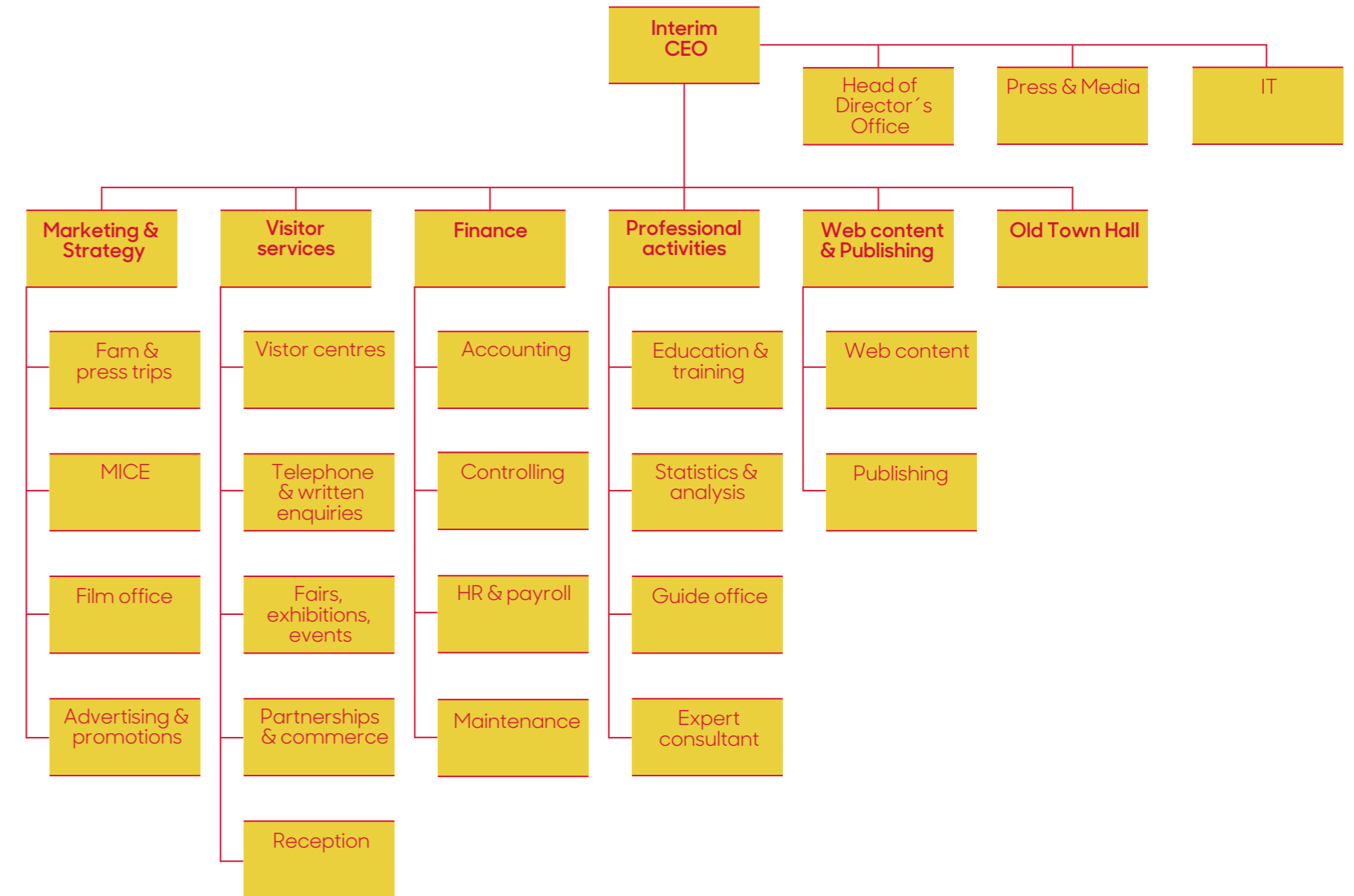
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ORGANIZATIONAL CHART PRAGUE CITY TOURISM 2018





Prague:Holešovice

A diverse neighbourhood with an industrial past, nowadays one of the most interesting Prague districts. The once dusty, industrial and commercial zone with a busy cargo port got its second wind in the new Millennium, as a rapidly blossoming and prosperous hotbed of art, creativity and design.

MARKETING AND PUBLIC RELATIONS

MARKETING COMMUNICATION OBJECTIVES AND MEANS

In 2018 Prague City Tourism continued in its medium-term marketing strategy, which is based on the following principles.

1. PCT marketing activities do not aim to achieve year-on-year growth in the number of arrivals of (foreign) tourists. The long-term goal of our marketing is to work toward a balance between the interests of residents, domestic visitors, foreign visitors and regular tax-paying providers of tourist services, primarily by means of targeted communication initiatives.

2. Prague's historical centre is overburdened with tourism, except for the winter period. Yet, some 70% of those coming to Prague are first-timers. This implies that **the historical centre is and will continue to be the primary goal of most visitors.** Our marketing goals are therefore:

- to extend the zone of interest of visitors to include less exposed sites on the edges of the historical centre, outside of it, and in the wider environs of Prague, in particular when it comes to revisiting, but also for current visitors to Prague, through communications directly on-site
- to promote interest in the destination, targeting markets with the potential for repeated visits to Prague (primarily in Europe – Germany, the United Kingdom, Italy, Scandinavia), and thus to increase the proportion of visitors returning to Prague repeatedly.

3. Compared to some other capitals, Prague suffers from a reputation (not unwarranted) of being a **relatively cheap destination**, combined with the fact that its main asset is the city's physical space – the essentially unchanged historical architecture downtown. A lack of world-class prestigious cultural events further contributes to lower visitor spend, while inexpensive and widely available alcohol attracts undesirable forms of tourism. Our marketing goals are therefore:

- to support the destination's prestige by drawing attention to cultural aspects and the quality on offer (cultural events and places of interest, quality gastronomy, shopping)
- in markets where Prague's image is problematic, to support the propositions of quality tourist services to a desirable clientele (couples, families, LGBT).

4. In comparison with other cities, Prague is relatively less visited by **the domestic clientele**, whilst most Czech visitors do not make use of accommodation in hotels or other hospitality facilities. Furthermore, Czech clients tend to consider Prague an expensive city. Our marketing goals are therefore:

- to foster domestic interest in Prague through seasonal campaigns
- to promote awareness of new products, experiences and exceptional aspects of the destination to the domestic audience, encouraging the perception of Prague as a friendly, interesting and accessible city.

Our marketing communications tools are primarily

- Social media – Facebook, Instagram, Twitter, Pinterest
- the Prague.eu portal (official tourism website)
- printed titles (brochures and maps) distributed in our information centres, at trade shows, through partner organizations and other entities
- domestic and foreign media, including bloggers
- our tourist information centres themselves
- advertising – outdoor, print, online.

Social Media

In 2018, we launched a public tender and contracted the provision of social media services with the Nydrle/Kindred agency. The contract scope covers profile management, content creation, post promotion and reporting, on Instagram, Facebook, Twitter and Pinterest networks.

The main difference from prior practice is the more pronounced role of paid posts and changing the focus of key metrics, with greater emphasis on ad recall, rather than reach or interaction (engagement). This metric is somewhat harder to measure than the other two, but a key brand-building factor.

There have also been emphasis changes in postings, whereby, in line with our communication priorities, the thrust is to provide specific tips about appealing venues, businesses and events to visit during a stay in Prague, and only secondarily to bring less specific, visually appealing posts that build general brand awareness.

The Prague.eu website

In line with the planned themes of campaigns we now focus on creating topical landing pages as subdomains (prague.eu/topic). The landing pages follow a similar concept and are completely integrated into the Prague.eu structure allowing quick and easy displaying of information on a specific topic, ideally applicable for campaigns with the option of redirecting to a distinct domain. The landing pages in most cases correspond to the printed thematic titles or short-term campaigns (e.g. Christmas, Czechoslovakia, etc.).

Publications

In cooperation with our editorial team we prepare numerous printed materials. In addition to the 'Prague:1918-1992' catalogue, our focus in 2018 was on reprinting a range of titles – 'Prague:walks I', a guide to wine Prague's wine culture and vineyards, a beer guide, a café brochure, etc. Since we don't plan to extend our range of titles indefinitely, in forthcoming years our focus will be primarily on re-issues with some re-working of titles that have been successful to date.

DOMESTIC MARKETING CAMPAIGNS

In addition to the smaller-scale information campaign about the 'Hotel Night' January





initiative organized largely by the Czech Association of Hotels and Restaurants, we ran a **winter campaign** to present the fabled Prague Christmas markets and the overall magical Advent atmosphere of the city as a good reason to visit.

Every year periodically we re-run lesser promotional campaigns accompanying outdoor and indoor advertising displayed on media rented from the Prague Metropolitan Authority. In 2018 we used these to present the topic of Prague walks and Prague café culture.

Toward the year-end we made use of a great opportunity to communicate beyond the historical centre, by way of a two-month campaign on the premises of Václav Havel Airport, with novel backlit display surfaces. Their rental was paid out of Prague Metropolitan Authority funds, our Organization was tasked with providing the concept and execution. We used large-format photographs several metres across to present sites ranging from Břevnov through Nusle to Vítkov, predominantly making use of excellent and exclusive photos by photographer Marek Musil. Short captions encouraged people to visit and informed about the proximity of these sites to Prague's historical centre.

INTERNATIONAL CAMPAIGNS

The most significant international campaign was undoubtedly the joint promotional campaign by Prague City Tourism, Prague Airport, CzechTourism and the Central Bohemian tourist office realized in New York City. Under the tagline "No Spoilers. See it Live" we presented the iconic visuals of Prague and Central Bohemia as an authentic experience to be seen live, on the spot. The campaign took the form of complete branding ("station domination" in advertising parlance) of the 5th Ave./53rd St. subway stop, including further visuals in the respective train cars. The campaign, created by the Prague-based Loosers agency, met with considerable acclaim (even in the trade press); its online extension was hosted on seeitlive.travel.

Other campaigns took the form of three separate activities focused exclusively on the British market, which had declined in 2017. These were always done in collaboration with one or more of our Czech partners including CzechTourism. The partners on the British side were:

- Expedia Media Solutions (a bookings website, with a campaign for November to January bookings in 4-star and 5-star hotels)
- Jet2Holidays – a campaign for winter vacation packages, in the November-January period, focused on the premium hotel category
- Belfast Airport – a campaign about the start of regular EasyJet flights to Prague from Belfast over the winter.

WORKING WITH THE MEDIA, FAM TRIPS

In 2018 we continued our successful cooperation on trips by journalist and bloggers organized together with our partners, such as the international branches of CzechTourism, Prague Airport, Central Bohemia Tourism or other partners. At the same time, we supported a variety of independent journalists, television crews, bloggers, and other media. The most significant event was our participation at the TBEX Europe international conference, for whose delegates we prepared two special walking tours.

During the year, the PCT participated in putting on **169 press trips** for foreign media, journalists, photographers and bloggers and **21 fam trips** for representatives of international travel agencies. So far this has yielded **111 media hits** (articles in international print media, blogs, videos and radio reports). The most influential media we have worked with include the French television channel TV5 Monde, the Austrian Kronen Zeitung, the British Lonely Planet Magazine and last but not least The New York Times.

DOMESTIC MEDIA

Our Press department focused primarily on increasing awareness of Prague City Tourism as a reliable and high-quality source of information on tourism in Prague, while maintaining excellent relations with the media. During the year we issued a total of **13 press releases**. As always, the greatest interest was shown in our statistical survey results, specifically the quarterly and annual analysis of visits to the city. In terms of media reach, the most successful was undoubtedly the **City Hall wide open** initiative, about which we held a press conference attended by representatives of over 20 domestic media channels. The press conference, follow-up individual tours of the Town Hall as well as interviews yielded several dozen media outputs, not just in print, but also in radio and television broadcasting. In 2018, Prague City Tourism and our activities were covered in a total of **540 articles**.

We established our most prolific cooperation with the dailies MF Dnes, Pražský deník, Blesk, Aha, and Metro and the website pazskypatriot.cz. TV coverage of our activities was secured largely through our cooperation with the editors at Czech Television, and PRAHA TV; as for radio broadcasts, we featured on the airwaves of Czech Radio, including its English-broadcasting channel Radio Prague, as well as in the Pražská kostka ('Prague nutshell') programme on the Express and Classic radio stations. Regular bulletins on the Organization's activities also appeared in the professional journals TTG, and COT.

In 2018 our Press department secured **regular advertising** of our activity in titles published by KAM po Česku ('WHERE-TO in Czechia'), in the Metro daily paper, the COT magazine, the City magazine section of MF Dnes, the CityMAG magazine for foreign visitors and in the Meridian on-board magazine of train dining and sleeper cars. In the summer months we put together an extensive supplement in the Moje země ('My Country') magazine and in cooperation with KAM po Česku publishing house put together a five-part serial on Prague's attractions in the Jihlavské listy regional daily. We secured and arranged the promotion of Prague City Tourism in the Czech Republic Guides Association catalogue, in the Prague Symphony Orchestra yearbook, in the Czech Tourist Club picturebook atlas, in the Best Prague Restaurants 2019 compendium, in the lifestyle magazine LUI, in Ekonom magazine and on the Woman.sk website. We worked together with international media – giving information, comments and interviews to e.g. Huffington Post India, Trip Aditor São Paulo, Radio France Inter and the Los Angeles Times.

CONGRESS TOURISM SUPPORT

We supported congress tourism, as every year, primarily in cooperation with Prague Convention Bureau, comprising the promotion of major congress events in Prague by way of assisting with the accompanying programme and providing promotional materials.

In 2018 the most significant congress hosted was the E.D.E. (European Association for Directors and Providers of Long-Term Care Services for the Elderly).

EXHIBITIONS, FAIRS AND SPECIAL EVENTS

Each year, we participate in trade fairs focusing on tourism at home and abroad. We participate in special events at festivals, conventions, annual meetings and conferences. At these events, we collaborate with other tourism bodies, such as A.T.I.C. ČR, CzechTourism, Prague City Hall (MHMP), Prague Convention Bureau, Czech Airlines, etc.

In 2018 we launched a new concept with its own booth – in cooperation with the MHMP along with other municipal organizations. For example, at trade fairs like Holiday World and ITF Bratislava the option to include free-of-charge displays on our stand was taken up by the MHMP Cultural Heritage Department, the City Library, Prague City Gallery, Prague Zoo, Prague Botanical Gardens, Prague City Theatres, and the City of Prague Museum.

TRADE FAIRS WITH PCT PARTICIPATION IN 2018

DOMESTIC FAIRS

Holiday World, Prague – tourism fair.....	15-18 Feb
'Holidays and the Region', Ostrava – tourism fair	2-4 Mar
TravelFest, České Budějovice – tourism fair	13-14 Apr
ITEP, Plzeň – tourism fair	20-22 Sep
Czech Travel Market, Prague – professional tourism fair	22-23 Nov

FAIRS ABROAD WITH PCT PARTICIPATION IN 2018

ITB Berlin, Germany – tourism fair	7-11 Mar
British Tourism and Travel Show Birmingham, UK – tourism fair	21-23 Mar
ITF Bratislava, Slovakia – tourism fair	24-28 Mar
ILTM LatAm, Brazil – tourism fair and presentation	9-16 May
BITE Beijing, China – tourism fair	15-17 Jun
World Travel Show, Warsaw, Poland – tourism fair.....	19-21 Oct
WTM London, United Kingdom – tourism fair	5-7 Nov

PARTICIPATION AT OTHER PARTNER EVENTS IN 2018

'The Magnificent 7', Prague – sports event.....	7-8 Apr
'Ships on the Elbe', Nymburk – water tourism, festival	(mTIC) 5 May
Europe day, Střelecký ostrov, Prague – European festival.....	9 May
'Opening of the Spa season', Mariánské Lázně – city festival (mTIC)	12 May
60th anniversary of the Prague Information Service, Prague (mTIC)	13 May
City festival, Olomouc – regional celebrations (mTIC)	2-3 Jun
Liberec Fair – city festival (mTIC).....	9 Jun
A picnic in the Botanical, Prague – Czech Ramblers Association hike (mTIC)	10 Jun

Dresden Festival, Dresden, Germany – city festival (mTIC)	17-19 Aug
Czechoslovak festival, Prague – Czechoslovakia founding centennial.....	8-9 Sep
Tourfilm Karlovy Vary – film festival (mTIC)	5-6 Oct

COOPERATION AND PARTNERSHIPS

One of the key steps in marketing our destination is the synergy between four stakeholders – Prague City Tourism, Prague Airport, CzechTourism and the Central Bohemia Region – in the TouchPoint initiative. This means joint marketing activities primarily on the more distant markets, joint presentations and marketing campaigns (see International Campaigns above).

CzechTourism and Prague Airport also continue to be our strategic partners beyond the TouchPoint initiative; as partners we engage in mutual coordination through shared marketing procedures, shared stands at trade fairs and joint participation in the organization of press trips and presentations.

Our campaign with ČSA Czech Airlines, the national carrier, continues to promote Prague with a branded Airbus A319' there is also a similar cooperation with Austrian Airlines.

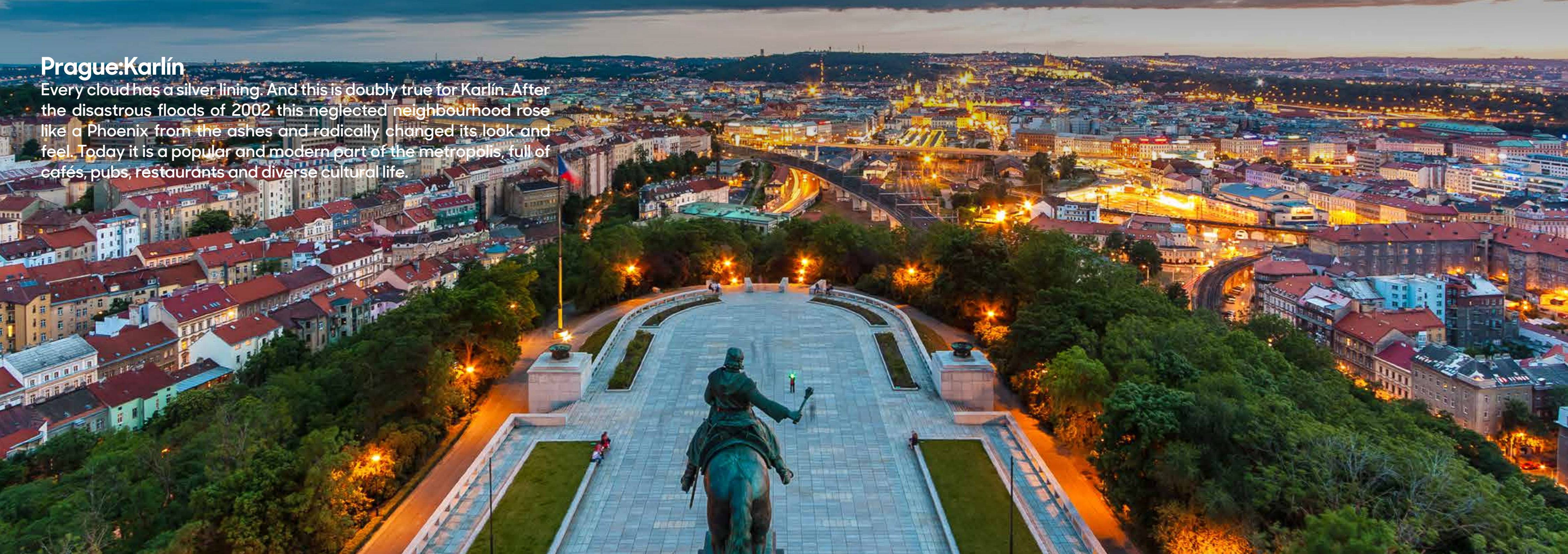
The marketing cooperation between PCT and ČSA has also included the creation of stylish promotional bags, branded on both sides.

From a professional point of view, an invaluable source of information and inspiration continues to be PCT membership in the European Cities Marketing organization, whose activities (e.g. the 2018 City Marketing Masterclass in Amsterdam) and its dynamic recognition of and response to changes in the industry have been invaluable to us.



Prague:Karlín

Every cloud has a silver lining. And this is doubly true for Karlín. After the disastrous floods of 2002 this neglected neighbourhood rose like a Phoenix from the ashes and radically changed its look and feel. Today it is a popular and modern part of the metropolis, full of cafés, pubs, restaurants and diverse cultural life.



TOURIST SERVICES

TOURIST INFORMATION CENTRES (TICs) / VISITOR CENTRE

In 2018 Prague City Tourism operated five tourist and visitor information centres, located in the historic heart of the City and at Václav Havel Airport in the arrivals halls of both terminals.

Overview of PCT tourist and visitor centres :

- Old Town Hall, Old Town Square 1, Prague 1 – Old Town
- Na Můstku (Rytířská 12), Prague 1 – Old Town
- Wenceslas Square (corner of Štěpánská Street), Prague 1 – New Town
- Václav Havel Airport, Terminal 1 – arrivals hall, Prague 6 – Ruzyně
- Václav Havel Airport, Terminal 2 – arrivals hall, Prague 6 – Ruzyně

With the exception of the information centre on Wenceslas Square, all TICs are open 365 days a year.

In the information centres we cover (among other things):

- all information about Prague (culture, tourism, getting around the city, transport, accommodation and dining, commerce and services, nature, sport, useful addresses, monuments, museums, etc.)
- information brochures about Prague, maps and leaflets for free
- entrance tickets to cultural events (Ticketmaster, Colosseum Ticket)
- accommodation bookings
- sightseeing tours in Prague and surroundings, excursions, boat trips
- sale of public transport season tickets
- sale of the Prague Card
- sales of merchandising items

In the course of 2018 our TICs were visited by 1,304,710 people and we responded to 1,633,623 inquiries. We noted a trend toward a lower number of visitors asking more questions. Visitors were more inquisitive and had more questions than in years past, in view of the growing range of printed thematic guides. Visitors also showed more interest in places beyond Prague's historical centre.

In our information centres at the airport we also represent **CzechTourism** and **Czech Railways**. Under this cooperation agreement we sold nearly 65% more rail tickets year-on-year against 2017. Our staff are very well briefed on selling inland railway tickets.

New Visitor Centre in the Terminal 2 arrivals hall

At the end of January 2018 we closed our original information centre in the Terminal 2 arrivals hall and on 1st February we took charge of a brand-new visitor centre that we obtained from Prague Airport, expanding the previous one-person counter to 4 positions. The T2 Visitor Centre provides comprehensive services to visitors every day from 8:00 to 22:00 hrs.; the first months of operation have already quadrupled the number of queries, doubling our sales compared with the previous year.

New graphics for the Wenceslas Square TIC

In the autumn of 2018 and 4 years after it first opened we revamped the TIC on Wenceslas Square and rebranded it per our design manual in cooperation with Touch Branding, decking our kiosk in new colours and design.

New staff outfits in the TIC

At the start of 2018 we contacted costume designer Stáňa Šlosserová with a request to design uniforms that were not just smart and professional but functional and comfortable all-year-round. Our cooperation was a success and in the autumn all TIC staff received their new outfits.

Service quality provided

In the interest of improving the quality of the services provided we had our TIC staff attend a variety of training courses and talks including those run by Prague Airport, training seminars organized by the A.T.I.C. ČR, as well as visits to museums and tourist destinations (the National Technical Library, the Lobkowicz Palace, the ZOO, etc.).

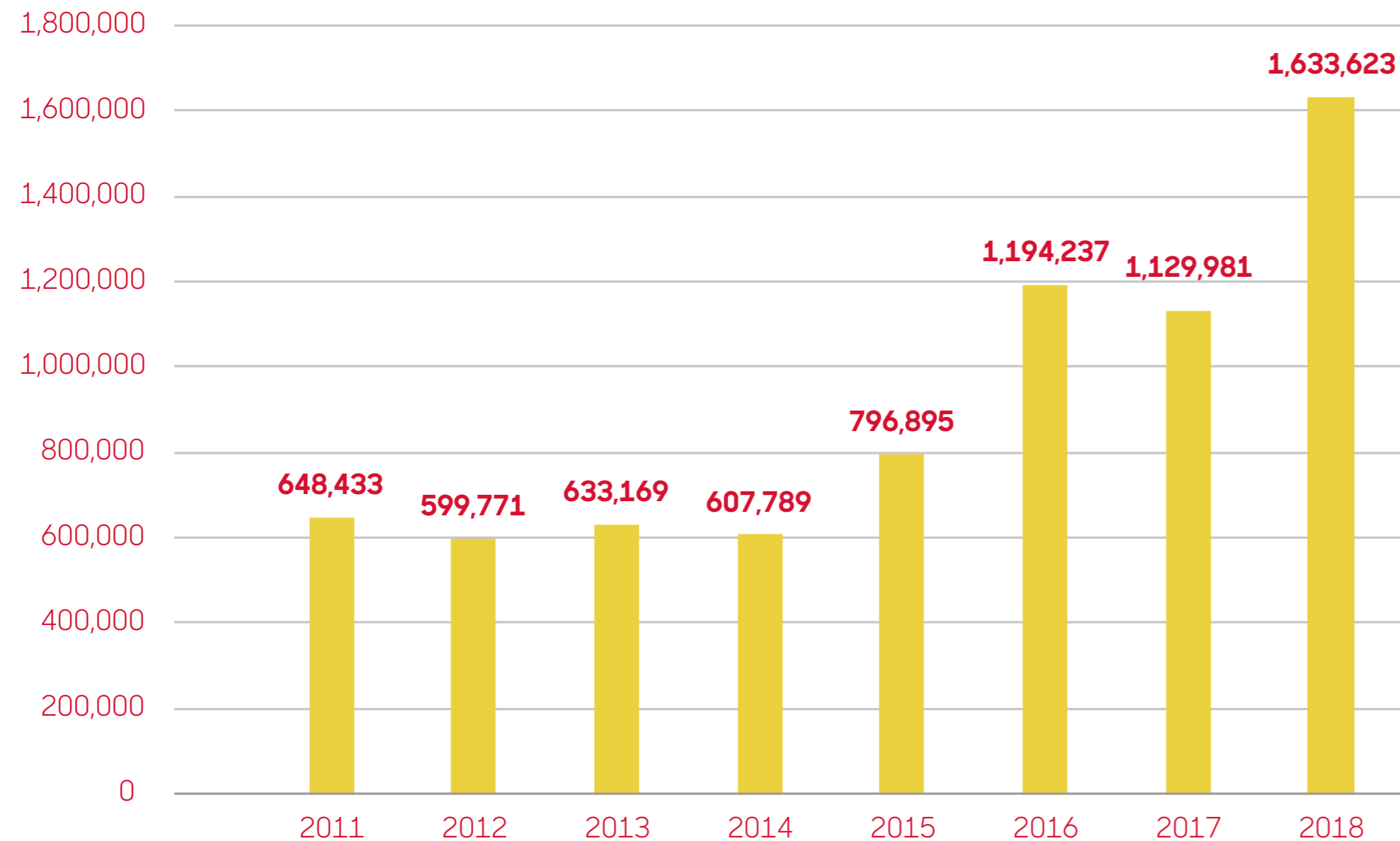
In 2018 we also started a new exchange programme between the PCT TIC staff and staff at selected TICs in the Czech Republic. Our staff visited information centres in Liberec, Ostrava, Karlovy Vary, in the Beskydy region and in Brno and staff from these locations came to our TICs to exchange and share experiences and knowledge.

Awards won by the TICs

In the 2018 contest to find the most popular TIC in greater Prague, organized by the A.T.I.C. ČR and the KAM po Česku publishing house our TIC at Prague airport T1 won first place and the downtown TIC at Na Můstku came second.



TOTAL NUMBER OF TIC QUERIES BETWEEN 2011 - 2018



Mobile tourist information centre (mTIC)

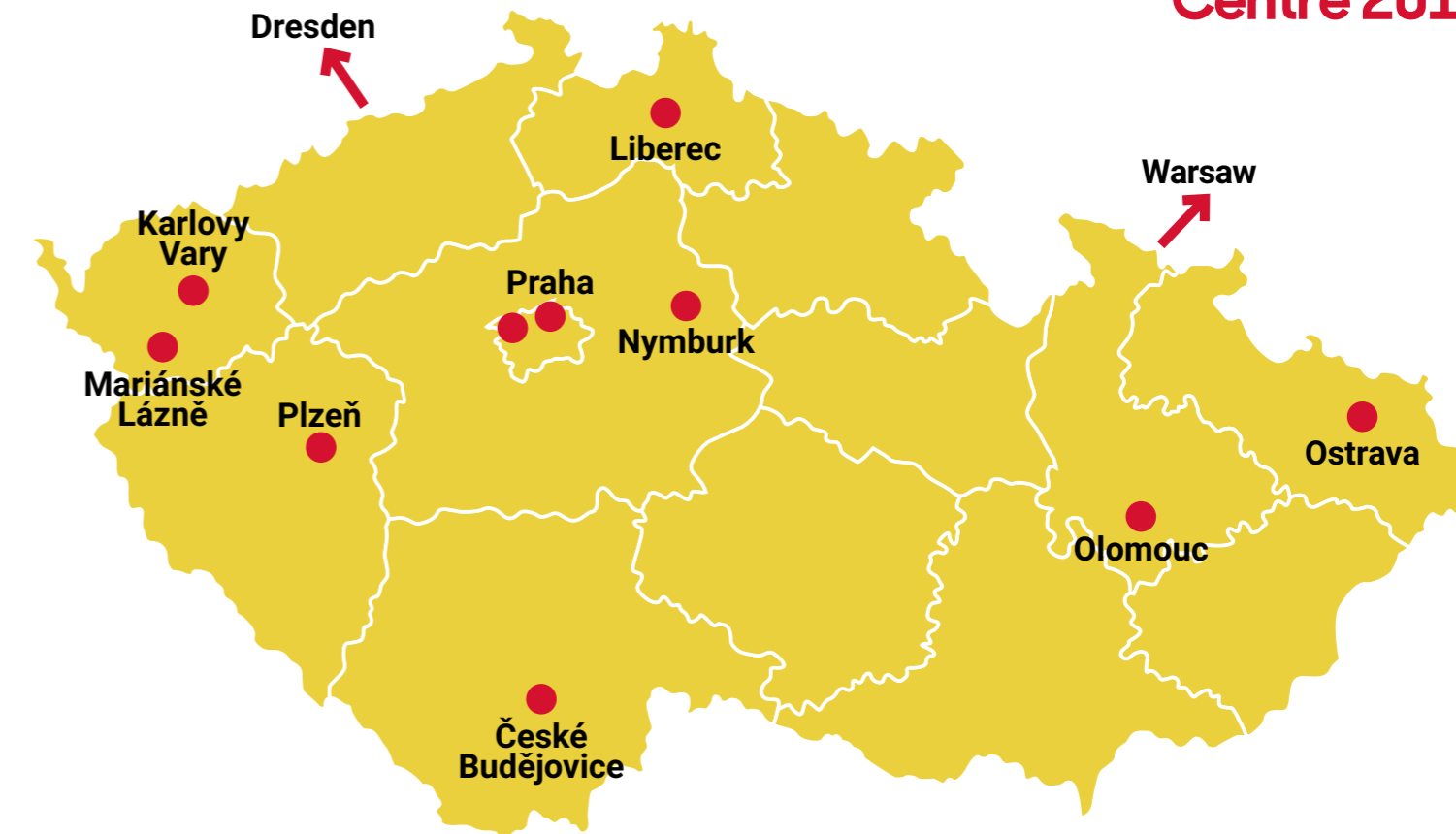
Since 2014 we have also been running a mobile information centre (mTIC) in addition to the classic TICs, using an adapted delivery van. It is primarily used for short trips around the Czech Republic, where it promotes Prague as an attractive tourist destination, e.g. by supporting seasonal marketing activities. It also makes an appearance at the various urban festivities, leisure-time festivals as well as tourism trade fairs and in the border regions. In 2018 we unified the visual design and rebranded the mTIC along the lines of the "Prague:emotion" branding, using the slogans 'Prague:so near', and 'Prague:joy'.

An overview of events undertaken in 2018 with the mTIC:

'Holidays and the Region', Ostrava – tourism fair 2-4 Mar
 TravelFest, České Budějovice – tourism fair 13-14 Apr

'Ships on the Elbe', Nymburk – water tourism, festival 5 May
 Opening of the Spa season, Mariánské Lázně – city festival 12 May
 60th anniversary of the Prague Information Service, Prague-Vyšehrad 13 May
 City festival, Olomouc – regional celebrations 2-3 Jun
 Liberec Fair – city festival 9 Jun
 A picnic in the Botanical, Prague – Czech ramblers association hike 10 Jun
 Dresden Festival, Dresden, Germany – city festival 17-19 Aug
 ITEP, Plzeň – tourism fair 20-22 Sep
 Tourfilm Karlovy Vary – film festival 5-6 Oct
 World Travel Show, Warsaw, Poland – tourism fair 19-21 Oct

Mobile Tourist Information Centre 2018



PRAGUE.EU WEBSITE

Our official tourism website was upgraded during 2018 in keeping with our new visual style and with the emphasis on clarity and usability. Its popularity is ever-growing and visits show an upward trend. In 2018, we saw a **record number of 4,802,203 visits from 223 countries and independent territories of the world** (some 36% more than in 2017 and about 105% compared with 2015). For the first time in the website's history we passed the million mark for visits in a single month. The ever-growing interest in the website is handled by three dedicated servers and a Content Delivery Network (CDN) service that simplifies data transfer.

The tourism website is a user-friendly information source for the Czech and international public, especially for current and prospective tourists. In addition to monuments, museums and galleries, dining and accommodation services, users will find here a very comprehensive calendar of events, updated daily, interesting topical articles and many other hints and tips. The website is available in 21 languages and features many photographic images, including virtual 3D tours of the most famous Prague landmarks.

The topical **landing pages** (microsites) focus on promotions, seasonal propositions of the capital and presentations of our current marketing topics. The pages always have an easy to remember address, under the Prague.eu domain.

The main theme for 2018 was a special landing page to mark the **100th anniversary of the Czechoslovak Republic** – a page formed at the end of 2017 with progressively added content (prague.eu/czechoslovakia).

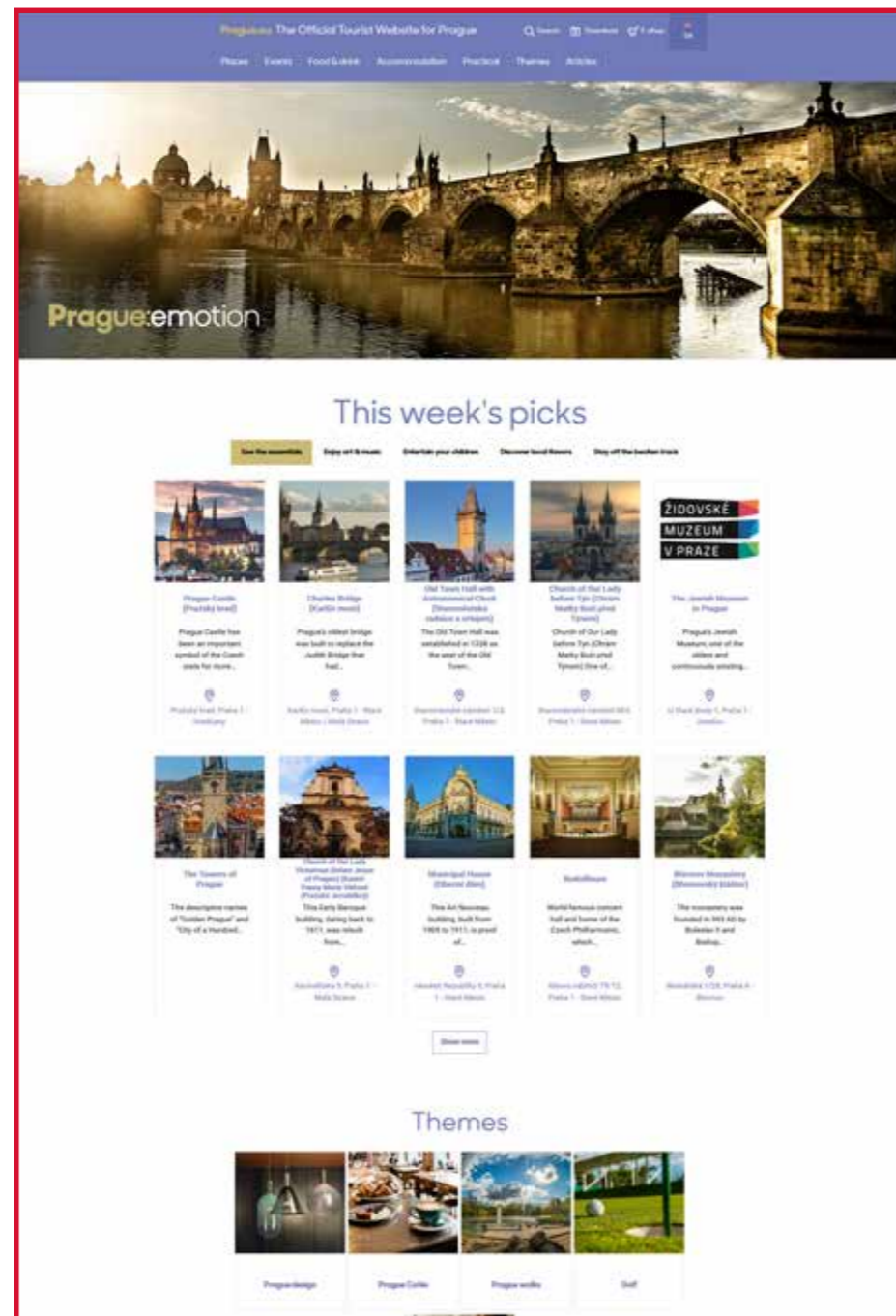
As for seasonal topics we focused on **Valentine's Day** (prague.eu/valentine-in-prague), and **Easter and Christmas** in Prague (prague.eu/easter, prague.eu/christmas).

As for marketing topics, these included the **Hotel Night** (prague.eu/cs/noc-hotelu) a more in-depth look at the **Prague café scene** (prague.eu/cafes), Prague walks off the tourist-beaten path (prague.eu/walks), as well as **Prague and design** (prague.eu/design).

In cooperation with the Prague Municipal Authority we promoted the **Prague vineyards 2018** initiative (prague.eu/cs/vinice).

The corporate site, located at praguecitytourism.cz, in Czech and English versions, is aimed primarily at tourism professionals. These pages are used by the domestic and foreign media, those interested in expert analyses and statistics on tourism, by tour guides, or those attending tourguiding courses.

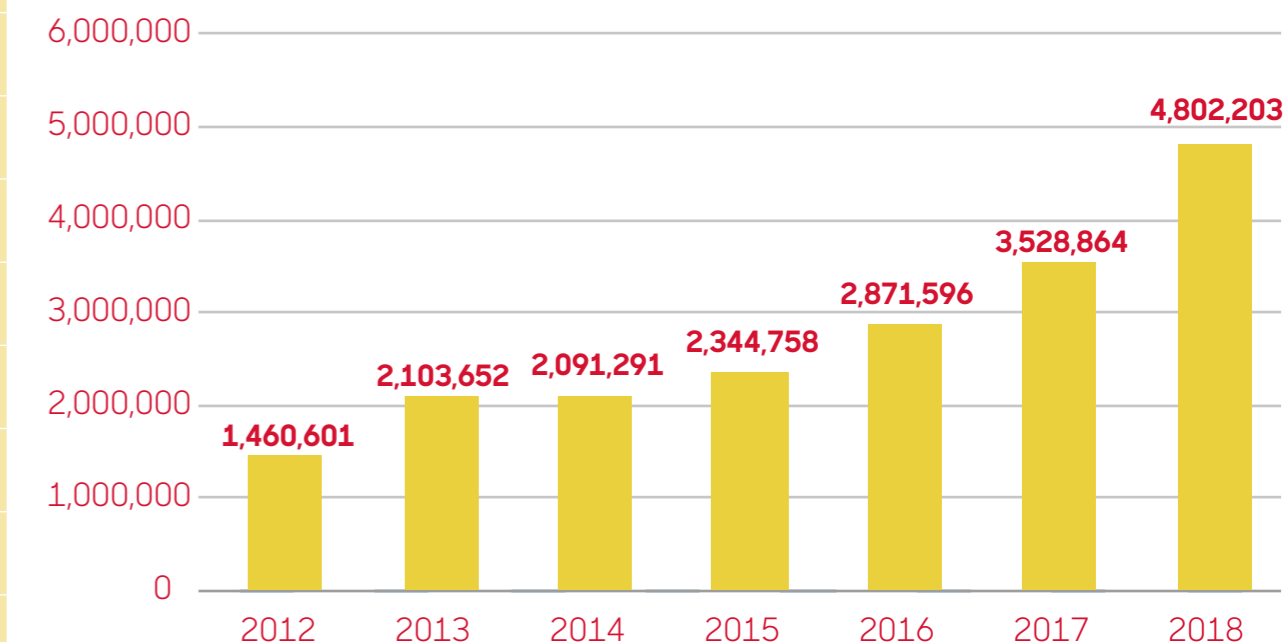
In April, our tourism website Prague.eu successfully retained the first place it holds in the cities and municipalities category of the Minister for Local Development's Special prize for the best tourist web presentation, as part of the **Zlatý erb 2018** competition.



MAIN SOURCE COUNTRIES IN 2018

Country	Visits	% share
Czech Republic	1,943,629	41
Germany	514,468	11
Italy	297,266	6
USA	230,073	5
U.K.	218,732	5
France	214,516	4
Spain	194,807	4
Austria	87,275	2
Russia	86,442	2
Slovakia	69,629	1
other countries and administrative areas	945,366	20
Total	4,802,203	100

VISITS TO PRAGUE.EU 2012-2018



TOUR GUIDE SERVICES

In 2018 our tour guide office provided guides for 1,426 occasions and events (up 237 on 2017) attended by a total of 15,458 people.

We run guided group tours in English 3 times a week. Overall, in 2018 we ran 220 such tours for 471 persons.

One innovation as of 1 July 2018 is to provide guide services aboard the historical trams run by the Prague Public Transport Co. As ever, we organize Easter and Christmas walks and events for the VIP Guides' club (61 events). Together with the marketing department, we arranged press and fam trips as well as programmes for bloggers and influencers (47 events).

We have ongoing cooperation with government departments, notably the Ministries of Foreign Affairs, Agriculture, Education, Youth and Sports, with the Czech Academy of Sciences, Charles University (Erasmus programme), and others. We arrange well-attended and appreciated Open Days for the Czech Ministry of Trade and the Ministry for Regional Development. We also provide other tours for Prague's city district authorities (Prague 2, Prague 3, Prague 8), special events for the Mayor's Office and the City Hall in general, for the Prague Convention Bureau, CzechTourism, Prague Airport, etc.

In terms of participation in notable initiatives we have organized tours for congresses, events and institutions such as V-MIS France, Prague Events, Regensburger Kantorei, Alliance Française, the State Office for Nuclear Safety, Kunst und Kultur Wien, Mama Shelter Prague, Widex Line, Coloplast SPA Bologna, Rohde+Schwarz, AK Saxinger, NODES Denmark, and others.

ONLINE SALES SYSTEM

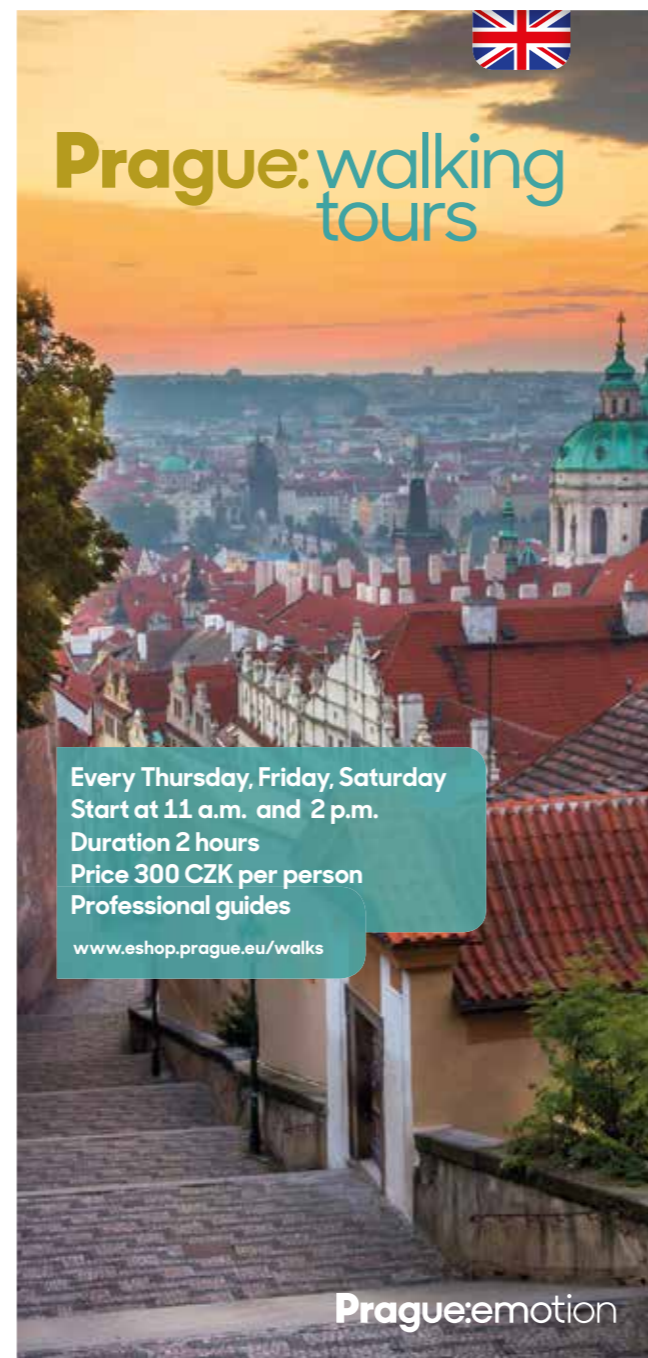
The online sales system eshop.prague.eu serves as an online store (e-shop) and at the same time is used by workers in the TICs as a sales tool for the respective branches. It is affiliated to the Prague City official tourism website, Prague.eu.

This system offers:

- tickets to the educational walks we organize
- accredited tour guide courses
- Everyman's University of Prague
- professional guides to Prague
- foreign-language group walking tours
- merchandising items
- online reservations to events run by the City Hall and our partners

In 2018 the site was also updated to match the new visual style and optimized for mobile viewing. Navigation elements were adapted and product presentations improved to facilitate purchasing. We expanded our professional photo portfolio to include product videos. The e-shop is now available in 3 languages. In 2018 German was added to existing Czech and English versions.

One of the most appreciated services is the online ordering of maps and brochures free of charge, for shipping costs only. We provided some **75,800 copies of maps and brochures** in this way in 2018. In terms of our merchandising items, we made some 600 transactions. Additionally, some 12,500 educational tours were booked via the e-shop. In all, 5,039 transactions were successfully processed. Online sales accounted for 75% of all sales.



Prague:Stromovka

An oasis of peace and quiet, an island of greenery in the midst of a busy capital city, Prague's own 'Central Park'. The former royal hunting reserve has a unique character and a heartbeat with its own rhythm. Every day, a diverse range of visitors come here for relaxation – be they 'bohemian' hipsters, families with kids, romantic couples or dog-walkers, lovers of jogging or in-line skating.



PUBLISHING ACTIVITIES

In 2018, we published 24 different booklets, maps and leaflets with a combined print run of 2,700,500 – some in up to 13 languages. Printed materials are an integral part of our range of tourism services and in constant demand from visitors. They provide essential information about the city, present current marketing topics and are a platform for promoting Prague as a tourist destinations both at home and abroad.

The Centenary of the Czechoslovak Republic was a major theme for our editorial activity. Early in 2018 we launched the publication **Prague:1918-2018**, mapping out the places and personages key to the country's inception. The brochure was complemented by a calendar of events taking place to mark the occasion throughout the year in Prague. Following closely behind we published an ambitious "catalogue" entitled **Prague:1918-1992**, conceived as a retrospective of unique works of art, architectural gems, technical achievements and cultural and social phenomena of the Czechoslovak era.

Prague is one of the greenest capitals in the world. Prague's historical gardens, parks, orchards and vast natural expanses in the city suburbs not only offer space for recreation or sports activities, but can often bring some 'edification'. Visitors can find all they need to know about Prague's greenery, including lots of practicalities in our dedicated booklet **Prague:Green Spaces**.

We also publish special **quarterlies** popular with readers that highlight the city's cultural offerings in the coming period; more space is given to significant national holidays and anniversaries (e.g. Easter, Advent and Christmas, 100 years of Czechoslovakia), commensurate with increased visitor demand. The quarterlies also cover interesting locations or districts off the tourist-beaten path.

In the **Prague:culture** brochure we mapped out Prague's diverse cultural offerings throughout the year. In addition to the art scene we also cover music, opera and theatre, including the fringe scene and art in public spaces. The brochure contains a wealth of practical information and is richly illustrated.

2018 was a watershed year for one of the most visited cultural monuments in Prague – the Old Town Hall, whose tower, including the Prague astronomical clock, was undergoing complete renovation. To go with the renovation we published a booklet on the **Prague Astronomical Clock**, developed in cooperation with the Prague clock master. The glossy publication brings a comprehensive and lucid account of the ancient mechanism, not forgetting issues pertaining to its latest reworking. The booklet includes a number of previously unpublished photographs.

We have reprinted or updated our most popular titles, especially our gastronomy guides describing Prague's beer, café and wine scenes as well as brochures focused on Prague walks outside the centre, Czech design and Prague's Jewish heritage.

The materials are available **free-of-charge** at our tourist information and visitors' centres, in our partners' information centres, at domestic and international trade fairs and other tourism events. We also provide them to professional associations and organizers of major international events held in Prague (conferences, congresses, workshops, etc.).

The whole range is available in electronic format for download from the Prague.eu website and from our corporate pages praguecitytourism.cz. We now offer the option to

browse through the brochures online, thanks to the digital publishing tool issuu.com. We also offer the option to order and have our information materials delivered via our e-shop for the cost of postage.

Awards

In April 2018 we received valued recognition for our printed materials. In the 3rd annual TURISTPROPAG competition showcasing tourist promotional materials we won 1st and 3rd place in the Tourist guides category. The professional jury had made its choice from among 151 entries from nearly 40 different contestants. First place among the tourist guidebooks went to Prague:Jewish, the third place went to our Prague:1918-1992 catalogue.

TITLES PUBLISHED IN 2018

TITLE	PRINT RUN/ COPIES	LANGUAGE VERSIONS
Prague:spring	25,000	CZ, EN
Prague:summer	30,000	CZ, EN
Prague:autumn	20,000	CZ, EN
Praha:Winter and Christmas	25,000	CZ, EN
Old Town Hall in Prague	570,000	CZ, EN, DE, FR, IT, ESP, RUS, POL, POR, NED, JAP, KOR, CHI
Praga:inspiração	5,000	POR
Inbound Tourism in Prague 2017	500	EN
Prague:Walking Tours	26,000	EN
Prague:Town Hall Pass	55,000	CZ/EN
Pražská vlastivěda - monthly programme	77,000	CZ
Prague:map	200,000	CZ, EN, FR, ESP
City Map of Prague tear-off pad	800,000	EN
Prague:1918-2018	50,000	CZ, EN, DE, FR
Prague:1918-1992	70,000	CZ, EN, DE, FR
Prague:Green Spaces	100,000	CZ, EN, DE
Prague:walks 1	90,000	CZ, EN, DE, FR, IT, ESP, RUS
Prague:wine	30,000	CZ, EN
Prague:cafés	40,000	CZ, EN, DE
Prague:beer	70,000	CZ, EN, DE
Prague:culture	100,000	CZ, EN, DE, FR, IT, ESP, RUS
Prague:design	5,000	CZ
Prague:Jewish	5,000	CZ
Prague Pocket Guide	7,000	CZ, POL
Prague Astronomical Clock	300,000	CZ, EN

Total 2,700,500

Flyers

Maps

Brochures



NEWSLETTERS

The Prague Preview – newsletter for foreign professionals

We provide our international professional public and media with essential news in the travel industry, our projects and major events well ahead of time in English, German and Russian. The newsletter comes out 6 times a year, sent to some 7,500 recipients.

The Incoming tourism and tour guides' newsletter

For the Czech professional public, Prague guides and workers in the tourism industry we publish a monthly newsletter in Czech, summarizing the latest news and relevant information about tourism and culture.

Both newsletters are available from praguecitytourism.cz.



OLD TOWN HALL

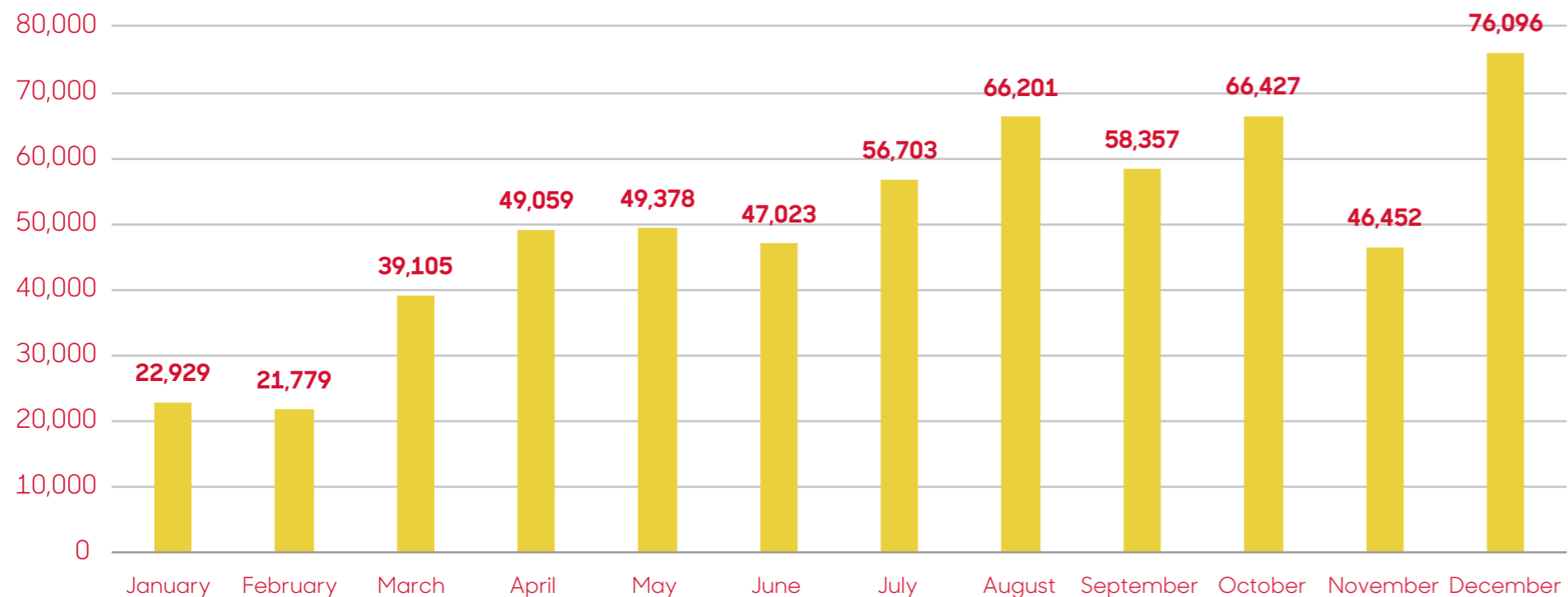
2018 was marked by extensive repairs to the oldest parts of the Old Town Hall façade. The **overhaul of the Town Hall Tower**, the most extensive work of its kind on the listed building since the end of WWII entered its second phase. Whereas the viewing gallery of the tower, easily the most visited part of the building, was reopened in December 2017, works in 2018 affected the most visually stunning part of the tower, the Prague astronomical clock and the Town Hall Chapel.

The temporarily removed medieval clockwork, one of the iconic sights of Prague, inevitably impacted admission numbers. Early in the year we drew up a detailed **analysis of visitor traffic**, based on which we adopted successful measures to sustainably increase the traffic to the site, getting close to the figures for previous years. In January, we faced

a drop in admission sales of 59% compared to January in 2013-2017, whereas in March the shortfall amounted to only 26%. Indeed, the Easter holidays saw record attendance to the historical building.

A significant proportion of the attendance came from **mobile tickets (mTicket)**, ever more popular since their introduction in 2016. In December 2018 they accounted for some 8% of the total volume of tickets bought – with the then figure of 6,000 mTicket holders, nearly four times as many as the prior record level in December 2016. In overall admission sales, December was also the best month of the year. The next best month was October, for the first time ever (probably due to the completion of the tower repairs). **599,509 visitors came to the Old Town Hall in 2018.**

Overall visitor figures, Old Town Hall in 2018



Early in 2018 we finished a complete **revamp of all our sales outlets**. The counters were updated with a more upmarket image and brand new, practical arrangements. The modification also brought a new rest area for visitors on the third floor of the building. In the autumn the refurbishing of the counter spaces was rounded off with a complete replacement of all POS systems.

Following up our successful cooperation with the New Town Hall, in May we launched the **Town Hall Pass** – a combined admission ticket to visit both premises. This was also a response to many customer requests seeking re-entry on a single ticket. In addition to access to the New Town Hall, the Town Hall Pass covers two visits to the Old Town Hall tower at times of one's choosing during a three-day period. The product swiftly became one of our most popular offerings.

In March we launched a **social media campaign** to raise awareness of the Old Town Hall and inform about tour options, despite the restoration works underway. We invited our international visitors through regular posts and addressed the home audience with interesting items about the restoration work. We also encouraged interest with our advertising in local print media (e.g. the Prague Visitor).

The **marketing campaign** we prepared was timed for the main tourist season. Just as the restoration work on the astronomical clock was at its height, visitors to the metropolis were seeing our adverts around the city inviting them to visit the Old Town Hall, emphasizing the panoramic views. The advertising panels were on display in the main transport hubs (underground and railway stations) as well as attractive tourist sites. Our outdoor advertising was complemented by a leaflet campaign, distributed to 70 accommodation facilities throughout the capital. We also had **professional promoters** directly encouraging visitors to see the Old Town Hall. A further prompt came from an eye-catcher included in the **large-format display screen** visualization mimicking the clockface during the restoration work, by arrangement with the City. To help visitors find their way around we modified and updated information panels on the building-site fence, as well as the interior and exterior signage of the building. Our summer marketing campaign, combined with other measures, yielded excellent results and record revenues.



Improved ticket sales were also helped by working in **synergy with local hotels**. Thanks to this cooperation, in the form of prepaid vouchers, the Old Town Hall came to be included in the holiday packages offered to hotel guests booking for two or more nights. Growth in site visits was in part due to our collaboration with the **Booking Experiences** website. Early in the year we gave the Old Town Hall promotion a content facelift and grew the numbers of ticket buyers through

this platform over the next three months by 500%. Building on this success we established cooperation with Viator, an organization now offering its clients tickets to the Old Town Hall on a similar basis. One novel benefit we introduced at the start of the tourist season designed to foster mutual cooperation and bring more group traffic was presented to **Prague City Tourism affiliated tour guides**. On showing their Prague tour guide credentials, they would automatically secure the group admission rate.

We also devoted much attention to preparing for the major **architectural-operational reconstruction** of the Old Town Hall, scheduled for 2019-2020. Under the terms of the Old Town Hall interior remodelling, a new visitor information centre, visitors hall, exhibition and tour routes will come into being and the historical fittings and furnishings of the building will be modified and updated. Our Organization aims to be an active participant in the project, working with the building's management to return the Old Town Hall to its pre-war condition, restore its full worth and maximize its potential.

In 2018, the Old Town Hall became the venue for a series of commemorative events. In May 2018 it was one of the venues for celebrating **60 years since the founding of our Organization** with a range of topical and tailored tours. At the same time the reception halls of the Town Hall hosted the event held to mark **400 years since the Second Prague Defenestration**. We put on extra viewings for participants in the panel discussion, accompanied by numerous experts on the subject.

One very notable occasion in the autumn was the **City Hall wide open** event, when we commemorated 680 years since its founding. Over the period 13-18 September we acquainted Prague locals and domestic visitors with Town Hall spaces normally inaccessible; by way of costumed tours and talks highlighted historical milestones and figures connected with the Town Hall, and put on a whole range of musical events. We also encompassed venues historically or functionally connected with the Old Town Hall – the otherwise inaccessible Mayoral Residence and the new City Hall, the Romanesque subterranean former Angels College or the New Town Hall. The programme included several outputs relating to the progress and achievements of the Town Hall Tower overhaul. The event culminated on the anniversary date with a ceremonial unveiling of the Neo-Gothic altar damaged in the fighting of 1945, now returned to the Old Town Hall Chapel after 73 years and a full restoration. The City Hall wide open initiative became the biggest event for the public ever held at the Old Town Hall. The week-long programme brought in over 2,000 people.

The culmination of the Old Town Hall founding commemoration was the **ceremonial unveiling of the restored clock-mechanism of the medieval horologe** – scheduled to start up again after its long pause on **28 September**. The two-year restoration work on the tower was thus brought to a close. The occasion was also marked by the opening of an exhibition entitled the **Re-birth of the Old Town Hall Tower**, documenting these repairs.

The end of the year at the Old Town Hall was marked by the traditional **Christmas concert**, this time held in the Chapel.





Prague: Vršovice

This originally working-class district, somewhat overlooked and with a rural feel has gained popularity in just a few years thanks to the lively cultural life in local cafés, clubs and bars. Unmistakably part of the appeal of Vršovice is its matchless inter-war church architecture.

PRAGUE LOCAL HISTORY AND EDUCATION

EDUCATIONAL TOURS

The Prague local history educational tours offer visitors, whether from Prague or further afield, the chance to get acquainted with the history and architecture of major Prague buildings and entire neighbourhoods. Those interested can join tours outdoors as well as guided tours of significant buildings in downtown Prague and beyond. Key natural sites and suburban municipalities have not been overlooked. From March to December we also host special Nordic-walking tours and offer regular events for our youngest visitors.

In addition to the scheduled tours we also arrange for privately booked viewings and tours, for individuals, schools, clubs or institutions. In 2018 the Prague educational tour guides participated in the planning of tours for Prague 8 and Prague 10, arranged for open days in the Parliamentary Chamber of Deputies and at the Ministry of Transport, and took part at the Bethlehem cultural night and the City Hall wide open initiatives.

As part of the Centenary of the Republic, the year was peppered with tours, lectures and visits to sites connected with the occasion. This culminated in a series of tours and talks held between 17-21 October, for a token fee. We marked our own 60th anniversary of the Prague Information Service with events at Vyšehrad.

The entire project of Prague educational tours for the public has come about in cooperation with many institutions, including the National Theatre, and its various drama groups, the Rudolfinum Gallery, The City Gallery and the National Gallery in Prague.

2018 saw 506 events, attended by 15,894 participants, and a further 38 individually booked events.

PRAGUE LOCAL HISTORY IN NUMBERS

Total tours..... 506

Total visitors15,894

Total advance tickets sold 12,525

TOUR GUIDE TRAINING

For those interested in working as licenced tour guides we provided accredited courses and further education opportunities. Throughout 2018 we organized six courses for the Prague Guide and Tourist Guide aspiring licence holders. In cooperation with the Jewish Museum in Prague we also organized 2 courses on 'Tour Guiding the Jewish Museum in Prague'.

Applicants from among existing tour guides were offered a total of 135 follow-up education events, attended by 1,738 tour guides.

We also continued renewing and issuing Prague tour guide pass cards. In 2018 a total of 80 passcards were issued, bringing the total number of holders to 1,461.

Under the education remit we also prepared a professional qualification exam for Prague tour guides – undertaken by 16 candidates, 10 of whom passed.

TOUR GUIDE TRAINING IN NUMBERS

Total courses 8

Total course attendees 108

Total training events 135

Total follow-up education participants1,738

Total Prague Guide passcards issued 80

Total number of Prague tour guide passcard holders1,461

THE EVERYMAN'S UNIVERSITY OF PRAGUE

2018 marked 100 years since the founding of independent Czechoslovakia. The Everyman's University of Prague put together a special course on the subject, which met with such interest it was repeated in the autumn, as well as a special set of lectures and tours (on architecture, Czech statehood, the major figures of Czech statehood, Prague during the First Republic). We offered quite new topical treatments on the history, architecture and attractions of Prague (the 'fated eights' historical years, Interesting chapters in Prague's history, etc.). One highly appreciated novelty was a separate set of tours about Prague vineyards, and in the autumn a newly conceived lecture series dedicated to genealogy research.

As in previous years, this year's attendees had the option to book their places in both semesters at preferential rates, which was taken up by over two-thirds of the candidates. Most were purchased through the e-shop. We also began accepting payment cards. The lectures were streamed to their audiences online. Thanks to the new mix, a significant number of novice attendees signed up.

EVERYMAN'S UNIVERSITY OF PRAGUE IN NUMBERS

Total series offered.....11

Total events 196

Total attendees 513

Professional library

The library holds some 12,000 volumes and is aimed at tour guides, course-takers, employees and interested parties from among the professional public. In 2018, we registered 51 new readers. Anyone can find the book catalogue on the praguecitytourism.cz website, with books taken out and returned daily via reception.



Prague: Vinohrady

The ostentatious and palatial district with a hint of old Paris was built at the turn of the 19th and 20th century to an overall urbanistic design. The historicist and Art Nouveau houses are arranged in regular rectangular blocs, interspersed with broad boulevards. The elegant mosaic of Vinohrady is tastefully complemented by cosy parks and spacious squares.



2018 IN PRAGUE CITY TOURISM NUMBERS

12,464,956	web page views
4,802,203	visits to the PCT websites from 223 countries and administrative areas worldwide
2,700,500	tourist brochures, maps and leaflets issued
1,633,623	inquiries answered at the TICs
1,304,710	visitors to the TICs
599,509	visitors to the Old Town Hall
220,000	Prague.eu Facebook fans
75,800	copies of printed tourist materials ordered through the e-shop
25,000	Prague City Tourism Facebook fans
15,894	educational tour participants
13,157	daily (average) visits to the Prague.eu website
12,525	tours ordered through the e-shop
12,000	volumes in the PCT professional library
4,447	written and phoned inquiries answered
1,738	tour guides taking up follow-up education classes
1,426	events provisioned by the tour guide office
600	orders shipped from the e-shop
540	features in the press and digital domestic media
513	students at The Everyman's University of Prague
506	local educational walks
220	organized group outings
190	fam trips and press trips with PCT participation
135	follow-up training workshops for tour guides
80	Prague Guide passcards issued
21	languages on the Prague.eu tourism website
12	trade fairs in the CR and abroad with PCT participation
5	tourist information centres under PCT stewardship



PCT BUSINESS PERFORMANCE IN 2018

CORE ACTIVITIES

The main activities of the Organization in 2018 have been to provide professional information about the tourism products and services in Prague, the mediation of tourist services, organizing training courses on the history and current situation of the city as well as to secure visitor traffic to the Old Town Hall historical building.

Promotional activities and marketing communications on many channels: 1) digitally, through our own website Prague.eu and online advertising, 2) on social networks (chiefly Facebook, Twitter, and Instagram), 3) through our own printed materials, 4) through advertising, both in the traditional printed media, as well as outdoor and indoor advertising surfaces 5) through PR activities.

Key communication themes for Prague in 2018 were the 100-year anniversary of the founding of Czechoslovakia; the ongoing topic of design (and upscale shopping) in Prague; and the promotion of tourist-attractive neighbourhoods out of Prague's city centre. Other communication topics covered Prague greenery (parks, gardens, green zones) and Prague cultural events. A topic in its own right, however marginal for the domestic audience was the 60th anniversary of the Prague Information Service.

Services for visitors were closely related to the activities of the PCT TICs, which saw further improvement in 2018. We managed to expand the current TIC at Prague's Václav Havel Airport Terminal 2. Planned for the future is a move from the unsuitable and visually outdated premises in the Old Town Hall to a new location in the cloister.

From a financial point of view, 2018 has been very successful. We managed to achieve the highest sales in our Organization's history, totalling cca 117,277.3 thous. CZK, despite ongoing repair work at the Old Town Hall. Total costs were cca 115,362.1 thous. CZK, with profits of 1,915.2 thous. CZK, without having to call on a revenue funding contribution.

2018 marked the second phase of work on the Old Town Hall tower façade overhaul. Although the Tower viewing gallery reopened in December 2017, the scaffolding remained in situ for the major part of 2018. Despite being progressively removed from the upper reaches of the tower until the summer of 2018 the Astronomical Clock remained shrouded in scaffolding until the end of September. The scaffolding and building site hindrances and the absence of the astronomical clock adversely impacted visitor attendance.

Early in 2018 we drew up a detailed analysis of visitor traffic to the Old Town Hall and on its basis adopted measures that allowed us to increase traffic to the site in the longer term, getting close to the figures for previous years. The major marketing campaign we prepared was timed for the main tourist season, when works on restoring the astronomical clock were at their height. Our outdoor advertising was complemented by a leaflet campaign and promotions held on the premises of the Old Town Hall itself. The measures taken, designed to maximize admission sales during the height of the culminating repairs to the tower brought excellent results and record financial profits in the form of annual sales of 111.5 million CZK.

The main source of income was undoubtedly admission to the Old Town Hall, a **sum of 111,487 thous. CZK and 95% of the Organization's revenues.** Other sources of income

for the Organization were the homeland educational tours and the Everyman's University of Prague as well as tour guide courses and follow-up training. Other income came from sundry items (such as commissions).

Total costs for 2018 were **115,362.1 thous. CZK**, which is 7% over the revised budget. The Organization reckoned on 7 million CZK lower costs. The increase in costs by 7 million CZK is due to the increase in corporate income tax (DZPPO) based on higher sales. The budgeted DZPPO was 10 million, and the actual tax 17 million CZK.

The total costs of the Organization are largely in absolute terms made up of personnel costs and services (72%), while service costs are dominated by marketing projects and promotions, totalling 17.2 million CZK.

The record profit exceeded all expectations regarding sales income levels, overcoming all the obstacles the Organization faced. For the first time in the history our total sales reached 117 million and did so without drawing on any non-investment subsidy. The highest sales hitherto have been in 2016, totalling 91 million CZK. In 2017 total revenue were 55 million CZK.

SUPPLEMENTAL ACTIVITIES

The supplemental activities of the Organization in 2018 brought in earnings of 858 thous. CZK.

The Prague Card product had a profound effect on profit attained by supplemental activities. The card remains popular among Prague visitors for its convenience (its price includes the fare for public transport). Sales of the Prague Card amounted to 47,487 thous. CZK, translating to a gross profit of 5,702.6 thous. CZK with 61,101 items sold.

The total sales for 2018 came to 65,831 thous. CZK, of which 47,487 thous. CZK were Prague Card sales.

Additional revenues were 512.7 thous. CZK of which the sale of public transport tickets brought in 445.6 thous. CZK and the rest came from sales in our e-shop and the TICs. A further 345.7 thous. CZK came from commissions on sales and 1,420 thous. CZK from tour guide services. 1,284.9 thous. CZK related to services providers (Ticketmaster, IRSNET, Premiant City Tour, Martin Tour, etc.).

The total costs for supplemental activities for 2018 came to 64,973 thous. CZK.

Among the highest cost items were consumed purchases, of which sold goods totalled 41,776 thous. CZK in the case of the Prague Card. A further 10,949 thous. CZK went on the purchase of public transport fares and sales items. The remainder comprises promotion services, advertisements, tour guide services, phones, postage and bank charges. The Taxes and Fees item includes road tax, toll and administrative fees, and parking charges. The last of the notable cost items is corporate income tax, affected by the Prague Card.

PCT: 2018 FINANCIAL BREAKDOWN

Core activities

	in thous. CZK			
	Approved budget. 2018	Revised budget. as at 31/12/2018	Actual as at 31/12/2018	Actual as at 31/12/2017
TOTAL REVENUES	74,364,5	76,754,5	117,277,3	55,935,0
of which: admission	74,114,5	74,554,5	115,245,3	55,731,0
sale of services	0,0	0,0	0,0	0,0
other revenues	250,0	2,200,0	2,032,0	204,0
TOTAL COSTS	105,250,0	107,711,0	115,362,1	92,680,0
of which selected items				
Consumed purchases – of which:	6,500,0	6,500,0	8,467,3	6,497,0
consumables	5,850,0	5,850,0	7,648,1	5,860,0
energy consumption	650,0	650,0	819,2	637,0
Services – of which:	36,000,0	36,071,0	31,591,3	29,173,0
repairs and maintenance	750,0	750,0	928,7	563,0
travel expenses	720,0	720,0	657,6	621,0
costs of representation	250,0	250,0	245,0	250,0
rent and services (non-residential space)	2,000,0	2,000,0	2,326,0	1,920,0
cleaning	380,0	380,0	465,3	357,0
communications	800,0	800,0	828,4	793,0
buildings security	750,0	750,0	978,6	646,0
promotions	23,000,0	22,539,0	17,207,6	16,442,0
Staff costs – of which:	46,000,0	48,000,0	50,996,1	40,775,0
salary costs	27,205,3	29,205,3	28,990,9	23,785,0
sundry staff costs	7,300,0	7,300,0	9,034,0	6,555,0
statutory social insurance	10,250,0	10,250,0	11,104,4	8,998,0
statutory social & cultural costs	544,0	544,0	581,4	476,0
Taxes and fees	300,0	300,0	347,4	266,0
Other costs – of which:	2,500,0	2,500,0	1,726,6	4,835,0
contractual penalties and interest on late payment	0,0	0,0	0,0	1,0
other fines and penalties	0,0	0,0	44,5	0,0
deficits and damage	0,0	0,0	263,9	0,0
Depreciation of fixed assets	3,450,0	3,840,0	3,246,5	4,854,0
Prague City grant funded	2,920,0	3,310,0	3,246,5	3,196,0
State subsidies and overseas funds	0,0	0,0	0,0	0,0
Small-value assets	500,0	500,0	1,070,0	521,0
Income tax	10,000,0	10,000,0	17,916,9	5,759,0
Business Performance	-30,885,5	-30,956,5	1,915,2	-36,745,0
Non-capital contribution	27,631,5	27,702,5	27,702,5	70,048,0
State subsidies	0,0	0,0	0,0	0,0
Other	0,0	0,0	0,0	0,0
TOTAL PROFIT/LOSS	-3,254,0	-3,254,0	29,617,7	33,303,0

Supplemental activities

	in thous. CZK	
	Approved budget 2018	Actual as at 31/12/2018
TOTAL REVENUES	63,500	65,831
TOTAL COSTS	62,187	64,973
of which selected items		
Consumed purchases	50,500	53,039
of which: consumables	250	186
energy consumption	100	128
Services	5,000	3,683
of which: repairs and maintenance	50	38
travel expenses	35	33
rent and services (non-residential space)	400	415
cleaning	75	88
communications	130	123
Staff costs – of which:	5,290	6,546
payroll costs	3,450	3,895
sundry staff costs	700	923
statutory social insurance	1,050	1,479
statutory social & cultural costs	69	78
Taxes and fees	58	65
Other costs – of which:	800	349
contractual penalties and interest on late payment	0	0
other fines and penalties	0	64
deficits and damage	0	2
Depreciation of fixed assets	239	234
of which: buildings and structures	40	48
facilities	180	186
Small-value assets	70	116
Income tax	230	943
BUSINESS PERFORMANCE	1,313	858
(+ revenues, - costs)		



Prague:Žižkov

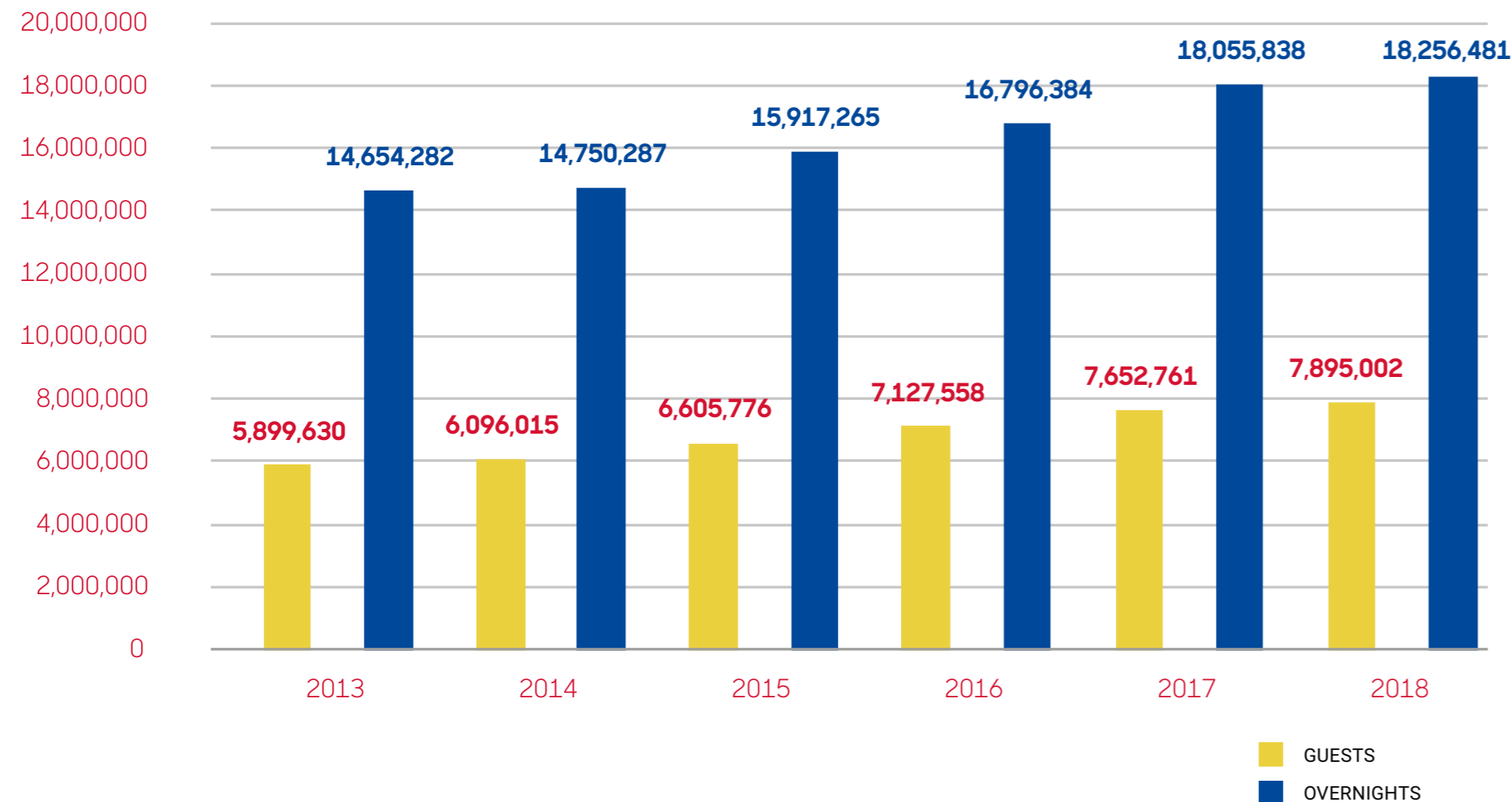
This quirky enclave spread over hilly terrain has always had a rather nonconformist bohemian character, by dint of its populace – labourers, hustlers, students and artists of all kinds. Although the wheel of history has moved on a great deal since then, luckily the local 'free-wheeling' atmosphere remains.

PRAGUE TOURISM IN 2018

For the sixth time in a row Prague **broke records in terms of the total number of overnight stays as well as the total number of guests**. Growing interest in the Czech capital was evident not only among domestic visitors but also from abroad. 2018 was typified by **growing demand from the Chinese, but also Ukrainians and the British**. Prague has kept its place as the most visited city and region of the Czech Republic.

Prague hotels, guesthouses, hostels and campsites accommodated **7,895,002 visitors** in the year, amounting to **18,256,481 overnight stays**.

As in previous years, the predominant contingent were visitors from abroad, of whom Prague welcomed 6,674,368 (84.54%) with 1,220,634 (15.46%) residents staying in registered tourist accommodation.



The total number staying in collective tourist accommodation establishments **grew by more than two hundred thousand (1.1%)**. Non-resident numbers rose in comparison with 2017 by 10,092 (0.1%), and domestic stays by 190,551 (9.9%), so visitors from abroad contributed only 5% to the total increment.

The composition of the TOP 10 countries by number of arrivals remains similar to the year before. Within this group, China ranked higher and South Korea lower than before.

Approximately every fifth arriving European was from Germany, the country share being 912,649 visitors or 11.6% of the total number of foreign visitors. Second place among non-locals went to the USA (6.1%), the third to the UK (5.4%).

Of the 55 countries and territories tracked by the CSO, 33 showed increased and 22 decreased arrivals to Prague.

The total number of overnight stays topped 18 million, of which 16,342,147 (87.1%) were non-residents and over 2 million (12.9%) visitors from the Czech Republic. Compared with 2017 the number of overnight stays grew by 200,643 (1.1%). Residents contributed to this increase by 190,551 overnight stays.

The most nights (2,087,048) excepting the residents, were spent in Prague by visitors from Germany. Their share of the total number of international visitor staying overnight was 11.4%. Placed second by the number of nights was Russia (1,395,958 nights), while over a million overnight stays in Prague are attributable to guests from the USA and the United Kingdom.

The year's leader in incremental overnight stays was Ukraine, with a rise against 2017 of some 68,712 nights, up 32.3%. Second place went to China with 67,645 nights, and the third to the United Kingdom with 54,390 more nights.

The overall average length of stay reached 2.3 nights. For locals, it was 1.7 nights, for visitors from abroad 2.4 nights. Exceptional lengths of stay are characteristic of Russians (3.6 nights) and Israelis (3.3 nights). Brief visits to Prague were made by South Koreans (1.6 nights) and the Chinese (1.7 nights).

Net occupancy of bed-places in 2018 reached 66.4% and room occupancy 69.3%. The highest room occupancy rates were evident in the five-star hotels.

During 2018 Prague hosted a total of 4,534 conferences, attended by 536,232 participants, up 146 events on 2017.

Inbound tourism developed positively in the Czech Republic as a whole. Total visitors surpassed 21 million for the first time, while overnight stays topped 55 million. Visitor numbers and overnight stays grew year-on-year in all regions. Prague accounted for 37.1% of visits from abroad, and 11.47% of in-country visits.

Detailed statistics and analysis of incoming tourism to Prague including international comparisons and other interesting numbers about Prague, visitor traffic to sites, etc. is available in the specialist Statistics and Analyses section of praguecitytourism.cz.

OVERNIGHTS BY MAIN SOURCE COUNTRIES 2018

Country	Overnights	% share
Czech Republic	2,114,107	11,6
Germany	2,087,048	11,4
Russia	1,395,958	7,6
USA	1,185,298	6,5
United Kingdom	1,091,314	6
Italy	926,576	5
Spain	641,011	3,5
France	590,835	3,2
China	568,049	3,1
Slovakia	551,864	3
South Korea	488,078	2,7
other countries	6,616,343	36,4
Total	18,256,481	100

Prague: Střešovice

Střešovice is a showroom of modern architecture of the inter-war period. The local garden suburb full of original and imaginative villas draws the imagination back to the First Republic and its Prague high society.



OUTLOOK FOR 2019

In 2019, our Organization will keep to much the same marketing priorities.

We aim to improve and better document our digital communications with our clients, partners and visitors to Prague, by deploying an executive CRM system. We need to streamline the distribution of our printed materials. 2019 is to be a year for optimizing internal processes.

A major year-long marketing theme will be the Prague districts of Letná & Holešovice, Karlín & Vinohrady, each of which has the potential to become a popular destination for visitors to Prague; one marketing focus will be to mark the events of November 1989, and we shall actively focus on families with children. We aim to devote more time to communication on the domestic market, better promotion of our own activities and products and to improve our merchandising programme.

We shall terminate our sales of and cooperation with the Prague Card in early 2019 and continue help create the new Prague Visitor Pass tourist card. We expect lower TIC revenues in the first half of the year due to dropping the tourist card. At the same time, we will seek out new opportunities in the services provided by the TICs.

Training TIC staff and organizing follow-up education (e.g. visits to museums, exhibitions and interesting and newly accessible buildings) will remain our priority. We will continue to arrange for TIC staff exchange programmes with information centres, not only in Czechia, but also abroad. We will also pay close attention to the personal development and training of back-office staff.

At the Old Town Hall through activities for residents we will mark anniversaries of major historical events and historical figures (the first Prague defenestration, Václav IV., the Velvet Revolution). We will make changes in our scheme for children-focused and evening tours and revise how we present national cultural monuments to the public (via the web). We will build on the results of the safety audit from 2018 and take steps towards giving more clarity about our services portfolio (e.g. by introducing foreign-language entrance tickets).

Much attention will be paid to preparations for the upcoming reconstruction of the interiors of the Old Town Hall, which will very significantly impact the existing running of the whole historical building, including the TIC and tour guide services office.

For 2019 we have a range of events, lectures, and local history educational tours planned, particularly to mark 30 years since the Velvet Revolution. In this respect we will focus

on bringing to attention other 'figure nine' anniversaries e.g. the introduction of the Czechoslovak currency, the occupation of Czechoslovakia by Nazi Germany or the CR joining NATO. Within these series of lectures and outings the Everyman's University of Prague programme will cover these special topics: Prague during the First Republic; interesting chapters from the history of Prague; and a lecture series focused on exceptional Prague Villas.

PCT-affiliated tour guides will also be made aware of the major themes of modern Czech history, as well as news of Prague's cultural and social life through supplemental training.

We will hold regular group tours with professional licensed guides in the English language, which have been well received and stand for the highest standards of guide services in the metropolis.

Both independently and in cooperation with our traditional partners (Prague City Hall, CzechTourism, Prague Convention Bureau, etc.) we will participate at major tourism trade fairs and presentations in Czechia and broad, e.g. ITF SlovakiaTour, Holiday World, ITB Berlin, WTM London. Our mobile Tourist Information Centre will be out on the road as usual, travelling the Czech Republic and the border regions with a view to promoting Prague as a tourist destination, especially to Czech visitors.

In our publishing activities we will also reflect on the 30th anniversary of the Velvet Revolution. We will prepare a special brochure for our visitors evoking key figures and places associated with 1989, as well as an anniversary events calendar. We will also handle this via a purpose-built landing page on the website. We will pay great attention to tourists visiting with children. We will issue a modified map of 'Prague with the kids', and a new brochure about mysterious Prague tales. Following up on our main marketing theme we will launch a special series of publications dedicated to the districts outside the tourist-congested historical centre.

Working with the media and professional public we will further build awareness about the identity and values of Prague City Tourism.



2018 Annual Report

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