

ooh pure emotion Prague



2013 Annual Report
Prague City Tourism



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INTRODUCTION BY THE CEO

The year 2013 represented an important turning point in Prague City Tourism's more than fifty-year-long history. The new founding charter by the Prague City Hall has entrusted our organization with a whole new set of tasks that required the restructuring of the entire agency. New departments were established, others underwent transformations. Many employees had to adapt to brand new roles; some perhaps felt that the agency's direction was a step into the unknown. The year 2013 brought not only such profound change, but also a new way of working, new rules of operation, and a number of measures necessary to increase both productivity and the quality of the work performed. At the start of 2014, it is safe to say that all of these measures have paid off.

An important impetus for the future direction of the organization was the establishment of the Commission for the Development of Tourism at the Prague City Hall, an advisory body to Václav Novotný, Deputy Mayor of Prague in charge of tourism; its members have contributed a number of seminal ideas, especially in the specific areas of their expertise. Two separate public tenders were held in 2013. The first one resulted in a new business name – Prague City Tourism – for the organization that had been known heretofore as Prague Information Service. The new name clearly conveys the organization's mission and scope of activities, eliminating any uncertainty – especially in the international context – as to whether the organization's main focus is tourism or intelligence. The second tender yielded a new comprehensive visual communication style for Prague as a destination, to be utilized in marketing communications and PR.

The renovation of the tourist information centre located in the Malá Strana Bridge Tower has brought about an improved quality of service in the very centre of tourist activity – on Charles Bridge; other tourist information centres have also undergone changes – whether in terms of location (the Václav Havel Airport) or interior design (Rytířská street). The poorly equipped information booth at the Main Railway Station was closed down and will be replaced in 2014 by a new information booth in Wenceslas Square.

The Old Town Hall, the management of which was transferred to Prague City Tourism in early 2013, contributed substantial revenue through ticket sales; the wide range of services provided by Prague City Tourism to domestic and international visitors warranted substantial investment by the City Hall, resulting in a well-funded operation.

Toward the end of the year, the publication of the popular monthly Přehled kulturních pořadů v Praze (“Prague Cultural Events Monthly”) was awarded via a public tender to the publisher of another tourism periodical, KAM po Česku (“Where to Go in the Czech Republic”). The printed version of the monthly will continue to be published under the auspices of Prague City Tourism, freeing up manpower within the organization that can be dedicated to other tasks. These include improvements to the web site, especially after the planned 2014 redesign, and several newsletters: one for an international audience, one for local incoming trade partners, another for Prague city guides, and additional publications directed at the general public.

A new area of our organization's work is support for domestic tourism. Under the slogan “Don't Let Praguers Keep Prague to Themselves”, the inaugural domestic campaign promoted Prague during the low season (November, December.) While the campaign achieved an increase in domestic arrivals during this period, getting across the message that Prague is interested in and welcomes visitors from within the Czech Republic was the campaign's chief objective, and as such it was well received.

Among our activities that remained essentially unchanged are the guide training programmes, educational programmes and the well-established guided walks programme. New programmes including a comprehensive series of lectures on Prague's history and contemporary life received a positive response; high praise was also given to the quality of services provided. Prague City Tourism downsized its translation and interpretation services, as this need is

well served by other agencies in the marketplace and its administration interfered with one of our core activities, namely providing guide services at a top professional level.

Prague City Tourism works with a number of important partners. In the area of MICE tourism, our collaboration with the Prague Convention Bureau (PCB) now includes a full-time Prague City Tourism employee working as a part of the PCB team. We also work closely with the Czech Film Commission in promoting Prague worldwide as a film-shooting location. Assorted government bodies and agencies such as the Ministry for Regional Development, Czech Tourism, Czech Centres, and diplomatic missions of the Ministry of Foreign Affairs have all become vital partners in all of our marketing and PR efforts.

Web searches for the Prague City Tourism site became far easier thanks to another major success – the acquisition of the prague.eu domain from the Prague City Hall. Anyone looking for information about Prague as a potential destination for their future visit can easily find the site, to which all other existing domains automatically redirect. Prague City Tourism can thus address a far wider segment of potential visitors from all over the world. Thanks to this acquisition, Prague City Tourism has once again appeared in the spotlight of local industry news, cementing its position as a key player in the incoming tourism business.



Nora Dolanská, PhD., MBA



A nighttime photograph of the Prague skyline. The Vltava River is in the foreground, reflecting the city lights. In the middle ground, a large, classical-style building with a central dome is brightly lit. Behind it, the Prague Castle complex is visible, including the illuminated spires of St. Vitus Cathedral. The sky is a mix of purple and pink, suggesting dusk or dawn.

Wow

Mmm

In 2013, the travel portal TripAdvisor declared Prague the ninth most popular tourism destination in the world.



Yay

Oooh

Gosh

Yeah

TOURISM IN PRAGUE IN 2013

The development of incoming tourism to Prague shows a long-term positive trend. In 2013, Prague welcomed a total of 5,502,591 visitors, which represents a year-on-year increase of 2%.

The majority of visitors were, as usual, from abroad, representing 86.4% of arrivals, an increase of 1.6% over 2012. Overall, Prague was visited by nearly five million (4,753,824) tourists. Domestic visitors represented a substantial 13.6% share; in total, 748,767 guests from the Czech Republic visited Prague in 2013, up 4.9% over 2012.

In terms of total overnights, Prague registered a year-on-year increase as well. With 13,668,892 overnights, there was a +0.5% increase over 2012. On average, visitors to Prague spend 2.5 nights in the city. This figure is substantially influenced by domestic visitors, who increased their overnights by 6.1%, while there was a slight decrease (-0.1%) in foreign visitors' overnight stays.

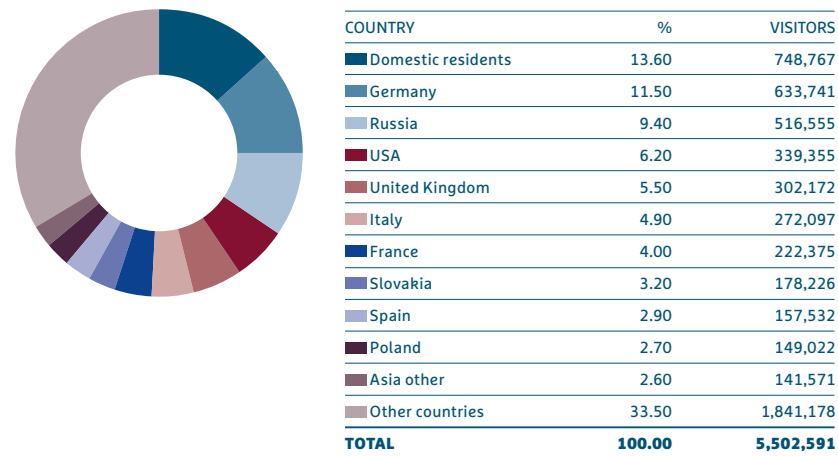
The length of stay is only minimally affected by this trend. On average, foreign guests stay for 2.6 nights, as opposed to 1.9 nights for domestic visitors.

Prague is a popular destination for international visitors. The largest numbers arrived, as usual, from Germany, despite a year-on-year drop of nearly 4%. Their share, however, remains very high at over 13%. By contrast, Russian and American visitors confirmed their strong interest in Prague; the Russian arrivals grew by 10% year-on-year, while American arrivals grew by 6%. The share of Russian tourists in overall arrivals has reached close to 11%. Other source markets registering growth on arrivals were the United Kingdom, Slovakia, and the Nordic countries.¹⁾

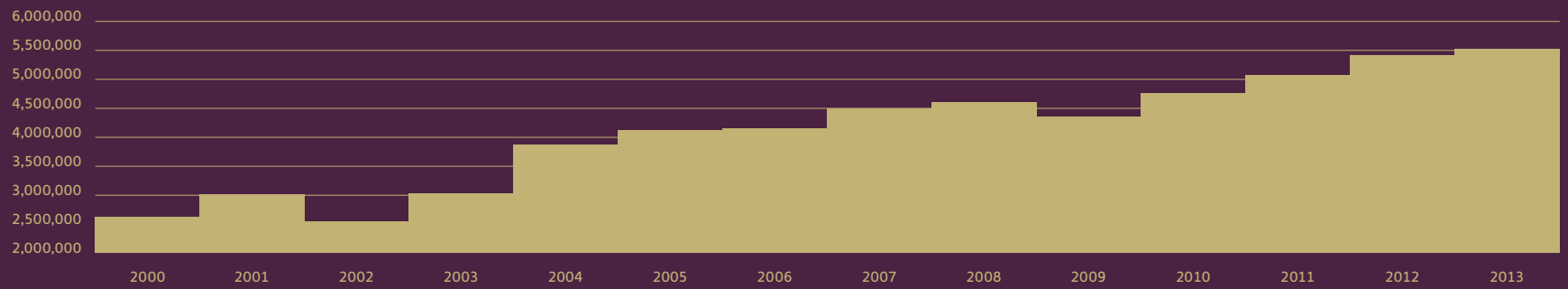
In comparison with other regions of the Czech Republic, Prague occupies a preeminent position, both in terms of its share of foreign tourists and in terms of tourism receipts. For 2013, Prague contributed CZK 29.5 billion to the national budget, or 33% of all public revenues.

While the above numbers²⁾ paint a rather positive picture, another interesting estimate is the number of day (non-overnight) visitors to Prague. Such arrivals cannot be tallied based on accommodation statistics. It is estimated that in 2013, a total of 22,900,000 day visitors made Prague their destination.

¹⁾ ARRIVALS BY COUNTRY IN 2013



2) TOURISM IN PRAGUE – NUMBER OF VISITORS



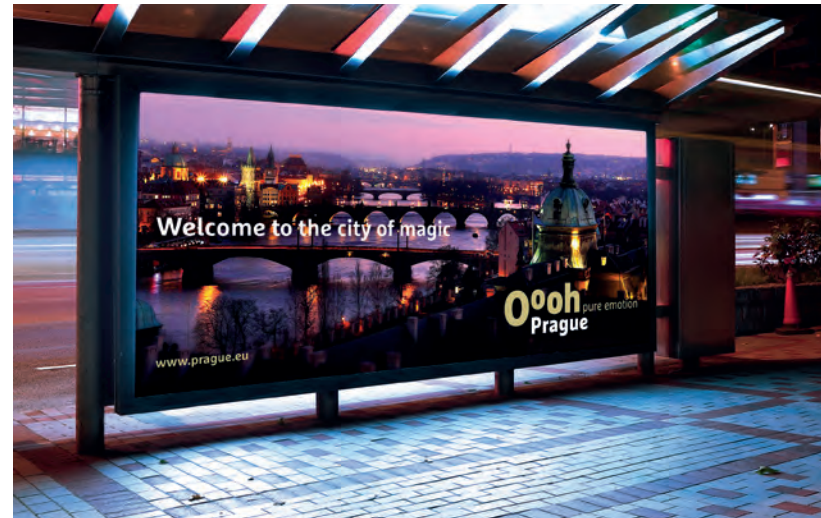
years	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
visitors	2,619,395	3,008,277	2,534,126	3,024,575	3,863,894	4,108,565	4,142,538	4,485,372	4,587,483	4,346,839	4,743,373	5,050,923	5,394,283	5,502,591

NEW VISUAL COMMUNICATION STYLE FOR DESTINATION PRAGUE AND PRAGUE CITY TOURISM

In the second half of 2013, Prague City Hall initiated two public tenders. The first was to identify an agency that would create a unified communication style for Prague as a tourist destination; the second, to create a new name, logo and visual style for our organization, formerly known as Prague Information Service.

In both tenders, the expert evaluation committee selected bids by the agency Dynamo Design, whose proposals for the two marketing brands were deemed the most original and, at the same time, most comprehensive. Thanks to its new visual style, Prague will present itself to international audiences as a confident, open, and lively city that offers unforgettable experiences and can compete with any European destination. Prague is magical, multifaceted, and inspiring, but its unique charm is ineffable in nature. This is why the new visual style is derived from the emotions and feelings that visitors to Prague experience. Its clear, positive and internationally comprehensible message is complemented by the claim “Pure emotion”. Each type of experience offered by the city is accented with one from a variable set of interjections (Oooh, Wow, Mmm, Yeah, etc.) Thus, for example, the theme of culinary Prague is tied in with Yum; children are characterised by a joyful Yippee; a music experience is expressed through a Shhh. The chosen symbolism is modern, dynamic and expressive, evokes the destination’s openness, and invites the audience to come and visit. The style becomes Prague’s calling card for tourism both at home and abroad.

The travel industry and general public will start seeing Prague’s new visual communication style in early 2014.



Prague City Tourism (PCT) has acquired a new, easy-to-understand international corporate identity: a new name, logo, and visual style. The old name, Pražská informační služba (Prague Information Service) is now, in the Czech context, hyphenated and combined with the new English name, Prague City Tourism. In the international context, the old name is dropped altogether and only Prague City Tourism is used. The new name conveys the organization's mission, is simple, unmistakable, and easily understood.

The new brand name, which the agency has been using since 1 October 2013, should significantly alter the way the organization is perceived both at home and abroad. The logo of the organization is a stylized four-way guidepost – helping visitors find their way through the maze of tourist and cultural attractions. The new logo represents the four cardinal directions, the four seasons, and four basic areas of the organization's activity.

The four colours used carry their own symbolic message. Red is one of Prague's chief colours; it is noble, dynamic, and energetic, projecting a sense of élan and confidence. Purple is the magical colour of kings and majesty, evoking a mystical atmosphere. Orange associates the sun, harvest, and generally the richness of life, inviting a feeling of hopefulness and joy, projecting a heartfelt cheerfulness. And finally, the last of the four colours, blue, is the counterpoint to red – projecting a calm kindness, tradition, reliability, and communication.

The visual presentations of Prague City Tourism and of Prague itself both have clearly stated principles of application, so that they do not compete with one another; instead, they complement each other aesthetically as well as semantically.



An aerial photograph of a diverse crowd of people walking on a cobblestone plaza. The image is overlaid with several large, white, sans-serif text labels representing different expressions or reactions. The labels are: 'Yum' in the top left, 'Oooh' in the top right, 'Yippeee' in the middle left, 'Wow' in the center, 'Yay' in the middle right, 'Cheers' in the bottom left, and 'whoa' in the bottom right. The people are dressed in winter clothing, and the ground is made of grey and dark grey cobblestones in a grid pattern.

Yum

Oooh

Yippeee

Wow

Yay

Cheers

whoa



In 2013, Prague was visited by 5,502,591 tourists. The top three countries of origin were Germany, Russia, and the United States.

Mmm

Gosh

MARKETING AND PUBLIC RELATIONS

MARKETING STRATEGY AND REBRANDING

In 2013, we created a new strategy which includes short-term, medium-term, and long-term marketing campaign themes to be promoted. In the first half of 2013, the central theme was Art Nouveau art and architecture in Prague. The leading theme for 2014 is music, since a national campaign celebrating Czech music is taking place throughout the year. In terms of longer-term goals, we have decided to focus on Prague's romantic aspect and highlight its special atmosphere for occasions like marriage proposals, engagements, weddings, honeymoons, anniversaries, renewals of vows, and the like.

The change of the organization's brand represented a key moment in its marketing efforts. Along with the new corporate identity for PCT, a new visual identity for Prague as a destination was adopted, presenting – for the first time in history – a well-defined communication identity including a logo, slogan, and photos emphasizing the city's magical atmosphere.

Part of the rebranding process is also the acquisition of new high-quality photographs, intended not just for new promotional materials, but also as a resource to be utilized by various commercial and non-commercial entities involved in promoting Prague as a destination. The photographer Petr Šálek won the public tender for a set of forty new photographs with exclusive lifetime copyrights granted to PCT. This set of photos will become the foundation of our new photo database.





MARKETING CAMPAIGNS, PROMOTIONS AND ADVERTISING

In 2013, Prague City Tourism ran two marketing campaigns:

Art Nouveau in Prague

The first half was dedicated to promoting Prague's Art Nouveau art and architecture. The campaign highlighted several concurrent Art Nouveau-themed exhibitions held in Prague and set them within the broader context of Art Nouveau art and architecture in the city. In addition to printed advertisements, a PR campaign, lighted billboards and the like, the campaign was communicated through a special flyer. A dedicated microsite, www.artnouveauprague.com, was created and continues to be updated even after the campaign ran its course. The Art Nouveau theme was met with great interest by foreign media, proving once again the perennial appeal of this style in the international context.

“Don't Let Praguers Keep Prague to Themselves!”

The second half of 2013 was dedicated to preparations for and launch of the first campaign by PCT focused on promoting domestic incoming tourism, specifically for the low season (November-January). The campaign's objective was to attract more domestic visitors to the capital city during a period when hotels struggle with occupancy, but also to communicate the message that Prague is a friendly, affordable destination keen to attract domestic visitors.

Throughout the campaign, PCT offered domestic visitors an attractively priced overnight package that included one night's hotel accommodation, admission to a major exhibition at the National Gallery, and admission to Old Town Hall. The campaign's slogan, “Don't Let Praguers Keep Prague to Themselves!” was deliberately chosen for its gently provocative tone. The campaign involved partnership with 54 participating hotels (invited via the Czech Federation of Hotels and Restaurants) as well as the National Gallery in Prague. Visitors were able to view and select their preferred accommodation options via a special web site, www.zimavpraze.cz (“Winter in Prague”) while the payment transactions were handled by the hotels.

Promotional merchandise is an important marketing tool. In 2013 PCT issued its own calendar and had a merchandise series produced that included flash disks, lapel pins, eco-friendly shopping bags with a Prague motif, cookie cutters made in the shapes of Prague landmarks, stickers, and other items.



TRAVEL SHOWS, TRADE FAIRS, OTHER PROMOTIONAL EVENTS

Prague City Tourism typically participates in travel trade shows, fairs, and similar promotional events alongside its partners, most frequently Czech-Tourism, the Prague Convention Bureau, Czech Centres, Czech Airlines, and the Václav Havel International Airport. In 2013, PCT participated in five leisure-oriented trade fairs, six MICE (meetings/incentives/conferences/events) trade fairs where it was represented by Prague Convention Bureau, three domestic travel shows, and six other promotional events.¹⁾

1)

EVENT NAME (INTERNATIONAL, PCT PARTICIPATION)	DATES (2013)
Ferienmesse, Vienna	10 Jan – 13 Jan
ITF Slovakiaitour, Bratislava	23 Jan – 28 Jan
Fitur, Madrid	29 Jan – 04 Feb
ITB, Berlin	05 Mar – 11 Mar
WTM, London	02 Nov – 08 Nov
OTHER EVENTS	DATES (2013)
Czech Republic road show, Moscow & environs	20 Sep – 26 Sep
Tourism promotion programme, Dresden	08 Nov – 10 Nov
Art Nouveau Prague, Czech Centre Vienna	13 Jun – 16 Jun
Czech Street Party, Brussels	13 Jun – 16 Jun
City Fair, London	23 Jun – 25 Jun
Prague Squares – press conference, Czech Centre Vienna	02 Jul – 05 Jul
EVENT NAME (INTERNATIONAL, PARTICIPATION VIA PCB)	DATES (2013)
Confex UK, 2013, London	19 Mar – 21 Mar
IMEX, Frankfurt	21 May – 23 May
M & I Asia Pacific Forum, Manila	28 May – 01 Jun
AIBTM America, Chicago	11 Jun – 13 Jun
IMEX America, Las Vegas	15 Oct – 17 Oct
EIBTM The Global Meeting & Events Expo Barcelona	19 Nov – 21 Nov
EVENT NAME (DOMESTIC)	DATES (2013)
Holiday World, Prague	07 Feb – 10 Feb
Památky (Monuments) Fair, Prague	03 Oct – 05 Oct
MADI Travel Trade Fair, Prague	30 Oct – 31 Oct

INTERNATIONAL PUBLIC RELATIONS

Prague City Tourism works with the international media in the following ways:

- organizing its own press trips (24 in 2013, focusing especially on the German-speaking markets with an emphasis on the romance theme)
- participating in press trips organized by partners, primarily the foreign offices of CzechTourism (the national tourist office of the Czech Republic), hotel companies, etc.
- collaboration with individual journalists, bloggers and TV crews on an ad-hoc basis
- targeted pitching, press releases, promotion of individual events to PCT's media contacts, newsletter
- media workshops, press conferences, media presentations (in 2013 London, Dublin, Berlin, New York, Vienna, Barcelona)
- media service (responding to media enquiries, sending photos, researching contacts, fact-checking articles)
- in 2013, over 40 bloggers and journalists from 13 countries and 4 continents visited Prague as part of a PCT-organized or co-organized press trip, including media like Le Monde (France), Kurier, Kronen Zeitung (Austria), Hamburger Abendblatt (Germany), Metro Herald (Ireland), TravelSquire (USA), and many others

These media visits resulted in 35 media hits to date, ranging from articles to blog entries and radio shows.

WORKING WITH TRAVEL AGENTS AND TOUR OPERATORS (FAM TRIPS)

In 2013, PCT has co-organized the programme for three group fam trips (15 companies) brought in by the CzechTourism representatives in Ireland and South Korea. Additionally, on an individual basis, PCT has helped create Prague-based programmes for dozens of other agents and operators, for example the leading US provider of bar/bat mitzvah vacations to Europe.

PROMOTING MICE TOURISM

PCT officially started promoting MICE tourism on 1 March 2013, by commencing a close collaboration with the Prague Convention Bureau, a professional organization dedicated to promoting Prague as a MICE destination. This includes dedicating a full-time PCT employee to the MICE agenda; the employee works primarily from the PCB premises. The collaboration also takes the form of joint participation in international MICE trade shows and fairs (see above), and resulted in 14 bid requests for the organization of congresses, conferences, and incentive events in Prague.

This partnership also made possible the organization of events such as the fourth annual Ambassador Award Evening. PCT also participated in the second annual educational seminar entitled How to Win International Congresses. The latter was attended by 150 participants who appreciated a chance to exchange insights and relevant information with key figures from the international meetings industry.

Another area of collaboration between PCT and PCB was the organization of press trips to Prague for selected MICE media, resulting in three press trips with ten media attending, e.g. Møde & Eventmagasinet, ICJ MICE Magazine, Travel Daily News International, Turizmcinin Gazetesi, and Meet In.

PROMOTING THE FILM INDUSTRY & FILM TOURISM

Special attention was given in 2013 to supporting the film industry and film tourism, promoting Prague as a location for international film productions and a destination for film fans. Efforts in this area are coordinated with the Czech Film Commission as industry experts.

To date, PCT has accomplished the following:

- Created a database of essential contacts, rules and regulations for commercial as well as non-commercial TV and film shoots and turned it into a mini-manual, available for download at www.prague.eu. This document provides a summary of important contacts as well as the chief legal and logistical aspects of shooting in Prague.
- Created a special section within the web site dedicated to film and TV crews
- Provided logistical support to non-commercial TV shoots in Prague with tourism potential (e.g., the Great Continental Railway Journeys series by BBC 2)
- Worked with other organizations (Czech Film Commission, Czech Centres) in organizing scouting and fam trips for important film/TV industry representatives from Brazil, China, and India

COMMUNICATING WITH THE DOMESTIC TRAVEL INDUSTRY

Prague City Tourism places great emphasis on communicating with the domestic travel industry. In April 2013, a meeting with industry experts and organizations served to present the agency's new direction, inviting closer mutual collaboration that would result in improved quality of services to visitors and residents alike.

A formal meeting with honorary consuls of the Czech Republic from around the world and a conference with representatives of all Prague city districts, both held in the autumn of 2013, reiterated this message.

Free seminars held by the PCT for travel industry employees, held in the spring and autumn and focusing on current tourism themes in Prague, were very successful and received an enthusiastic response from the industry.

COMMUNICATING WITH CZECH MEDIA

For Czech media, Prague City Tourism is a sought-after source of information on tourism, Prague's history, and the city's contemporary life. In 2013, Prague City Tourism achieved 141 media hits as a result of press releases, media reports, interviews, and PR articles. The agency works with industry and specialized periodicals (COT Business, TTG, ČSA Revue, TIM) and its representatives are frequently invited to speak on various radio and TV talk shows.

Between September and December 2013, PCT's press department was involved in the production of several dozen reports for the Metropol TV channel, focusing on current attractions and important anniversaries in the capital.

PARTNERSHIPS

In 2013, PCT became a partner of a number of important cultural and social events and conferences in the city. These included The 48 Hour Film Project, the Prague Spring International Music Festival, the Signal festival of light and video art, the Prague Food Festival, Easter and Christmas markets, the Carnevale, the United Islands festival, the Museum Night, and the Night of Churches.

TOURIST INFORMATION AND TOURISM SERVICES

We provide visitors to Prague with a range of current information regarding cultural events, transportation, and leisure activities; we assist with accommodation bookings and handle complaints. We provide information online, in person, by e-mail and telephone, and through a variety of printed media in several different languages.

TOURIST INFORMATION CENTRES

Our tourist information centres (TICs) are located at the busiest spots in Prague. In addition to their primary purpose, they also serve as distribution points for a variety of printed brochures and other media, tourist maps in several language versions, and transportation maps and flyers. TIC workers also assist visitors with orientation in the city and addressing practical issues related to their stay. Our TICs currently sell tickets to cultural events, city tours, excursions, and the Prague Card. Since June 2013, we also provide much sought-after transportation tickets.¹⁾

Prague City Tourism tourist information centres:

- Old Town Hall – Staroměstské náměstí (Old Town Square) 1
- Rytířská 31
- Václav Havel International Airport, Terminal 2
- Malá Strana Bridge Tower, Charles Bridge (open during high season)
- Main Railway Station (closed as of June 2013)

In the course of 2013, our TICs underwent renovations and changes resulting in improved service quality.

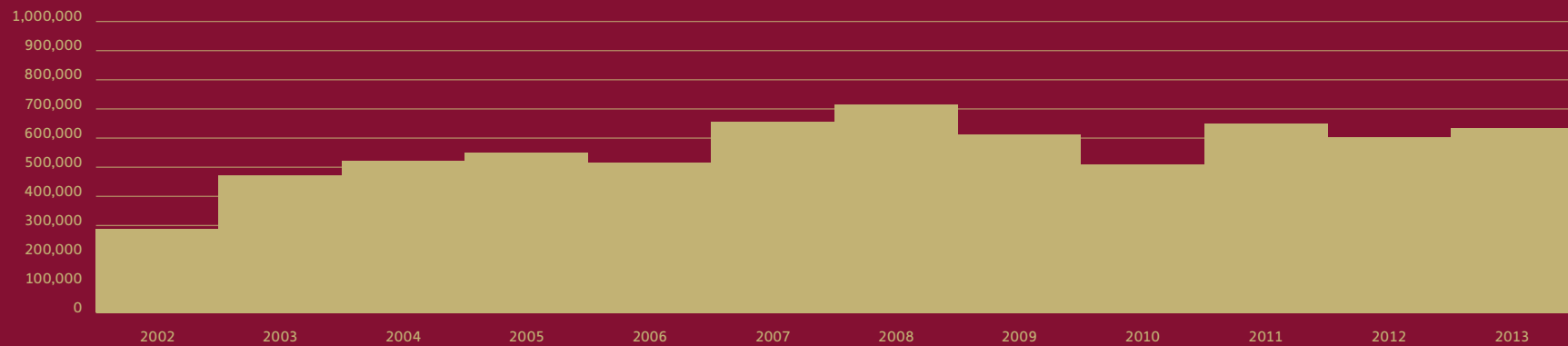
- The TIC at the Václav Havel International Airport moved from the restricted arrivals area of Terminal 2 into the public area.
- The TIC in Rytířská Street now provides ticket sales for the National Theatre. This has made it possible for us to extend the hours of operation to include weekends, without an increase in costs. The display windows were completely redesigned.

- The TIC located in the Malá Strana Bridge Tower has been completely redesigned, including new furniture with an information display and sales point on the ground floor. Operation resumed in June 2013.
- The TIC in Old Town Hall underwent a back-office renovation. A currency exchange machine run by Travelex, offering transparent exchange rates on foreign currency, was installed by the entrance.

In 2013, the TIC in Rytířská Street was voted the most popular information centre in the capital district of Prague in a competition run by the Association of Tourist Information Centres, the Vltava-Labe-Press publishing house, and CzechTourism. The PCT information centres work with both domestic and international schools in providing internship opportunities to their students.



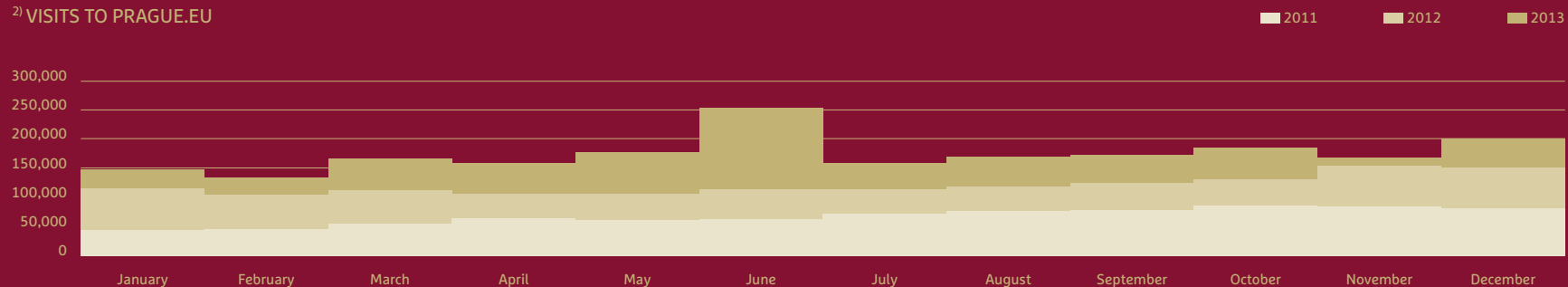
¹⁾ NUMBER OF ENQUIRIES PROCESSED, 2002 – 2013



years	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
enquiries	287,264	469,887	519,888	548,010	514,669	656,814	712,679	613,127	505,852	648,433	599,771	633,169

The above figures are numbers of enquiries processed, not the numbers of visitors to TICs, which are approximately 2.2 – 2.8 times higher.

2) VISITS TO PRAGUE.EU



NUMBER OF VISITS	2011	2012	2013	INCREASE 2011/2012 IN %	INCREASE 2012/2013 IN %
January	44,457	115,622	149,053	160	29
February	45,960	105,252	133,890	129	27
March	55,224	112,486	166,824	104	48
April	63,855	106,453	159,886	67	50
May	61,089	107,420	178,154	76	66
June	63,219	114,076	255,666	80	124
July	71,993	115,088	159,031	60	38
August	77,070	118,763	170,143	54	43
September	79,176	125,393	173,686	58	39
October	86,194	132,172	186,686	53	41
November	84,523	155,903	168,737	84	8
December	81,878	151,973	201,896	86	33
DAILY AVERAGE	2,232	4,002	5,664	79	42
TOTAL	814,638	1,460,601	1,925,498	79	32

THE FLOODS OF JUNE 2013

During the floods of June 2013, which coincided with peak tourism season, Prague City Tourism kept tens of thousands of tourists updated via a special section of our web site, our tourist information centres, and a special issue of our electronic newsletter. During this period, the number of enquiries received by e-mail and telephone marked a sharp increase over the usual average.

Between 2 and 9 June, the flood updates section of our site was seen by nearly 55,000 visitors, with the most frequently displayed feature being the web camera placed on the Malá Strana Bridge Tower, monitoring Charles Bridge and the Vltava River level.

Our TIC workers also worked shifts at the information desk of the emergency task force headquarters at the Prague City Hall.

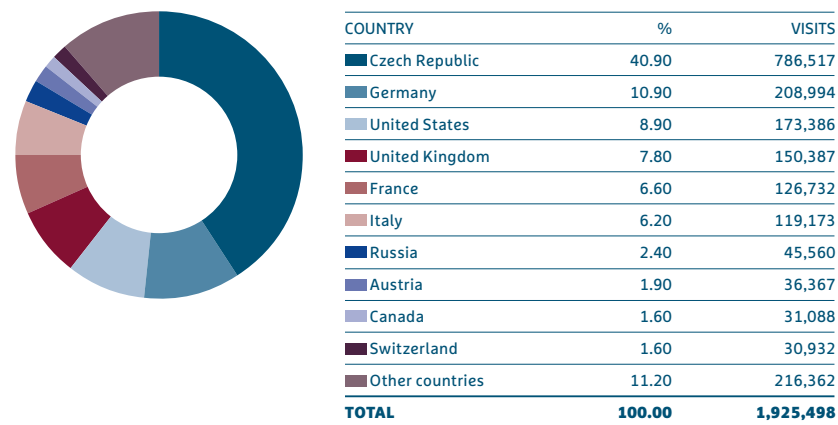
THE WEB PORTAL WWW.PRAGUEWELCOME.CZ → WWW.PRAGUE.EU

Our comprehensive tourist information web portal in several language versions offers a wealth of objective, updated information about Prague which is useful to actual and potential visitors, travel industry professionals, and the media. In 2013, both the B2B and calendar sections (the latter being popular especially with a Czech audience) were partially restructured. The chief parts of the English language version were updated and copy-edited by a professional editor who is a native speaker of English.

The web portal is an important platform for the presentation of various marketing projects. During 2013, several different microsites within prague.eu were created, highlighting themes ranging from Art Nouveau art and architecture (www.artnouveauprague.com) to key events and activities held during a particular season (www.autumninprague.com) and the domestic tourism campaign (www.zimavpraze.cz.) These domains, however, serve solely to redirect traffic to the relevant section of the main www.prague.eu web site.

After negotiations with the Prague City Hall, the prague.eu domain which originally served the Prague City Hall itself was transferred to Prague City Tourism. The shorter and simpler domain name (www.praguewelcome.cz → www.prague.eu), which has been in effect since November 2013, resulted in an increased number of visitors to the web site – in 2013, that number totalled nearly 2,000,000 visitors from all parts of the world.^{2), 3)}

³⁾ VISITORS TO PRAGUE.EU IN 2013 BY COUNTRY



GUIDE OFFICE

In 2013, a total of 1,134 guided walking tours, plus eight additional turnkey events (inclusive of accommodations and other services) were booked via the Prague City Tourism guide office. This represents an increase of 5% over 2012. PCT works with 180 guides, of whom 120 receive regular commissions. Guiding services are offered in 16 languages including Chinese, Korean, the Scandinavian languages, and Dutch. Altogether, events and tours organized by the guide office were enjoyed by 12,144 satisfied customers; 32 separate events were organized for the media. While during the first quarter the most requested languages were French, German, and Italian, the second quarter saw the greatest demand for English and the third, for Asian languages such as Chinese and Malaysian.⁴⁾

Club serves as an organization guaranteeing the quality of the guiding professionals in the city. Working with the Prague Castle and the Archbishopric of Prague, we held a spring conference for the active members of our guiding community; the event was personally attended by Msgr. Dominik Duka, the Archbishop of Prague.

⁴⁾ EVENTS/TOURS BOOKED THROUGH THE GUIDE OFFICE

LANGUAGE	NUMBER OF EVENTS IN 2013
English	309
German	279
French	203
Italian	80
Czech	83
Russian	60
Spanish	52
Other languages	68

Continuing education for guides is an important part of our efforts; to that end, we organize ongoing training sessions and lectures. Working with the Czech Republic Guides Association, we have established a new platform to support and promote the officially licensed guides in Prague. The VIP Guides

In 2013, the Capital City of Prague was visited by 22,900,000 day visitors.

Mmm

Yippe



Wow

O°oh

Cheers

PUBLISHING PROGRAMME

TOURIST MAPS

One of Prague City Tourism's ongoing tasks is the publication of information materials to promote Prague as a destination both domestically and abroad. In 2013, we published two new maps – Children's Prague and the Musical Map of Prague, the latter coinciding with the 2014 Year of Czech Music. These two titles are the first in a new series of city maps which will focus either on attractive and relevant themes, or on the needs of a particular type of visitor. Both titles are published in 200,000 copies, in the major world languages plus Czech.

OLD TOWN HALL, PRAGUE

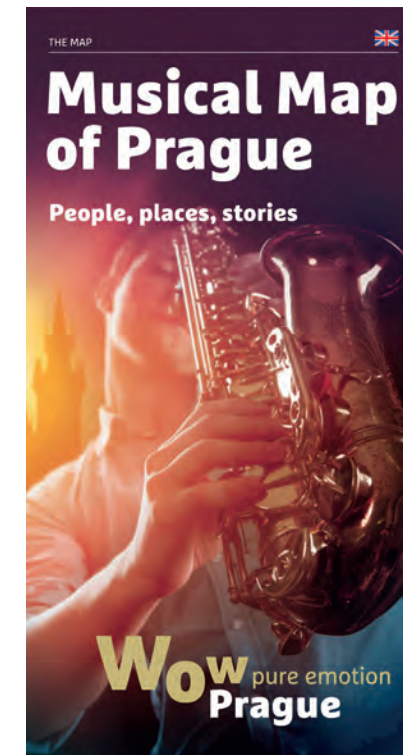
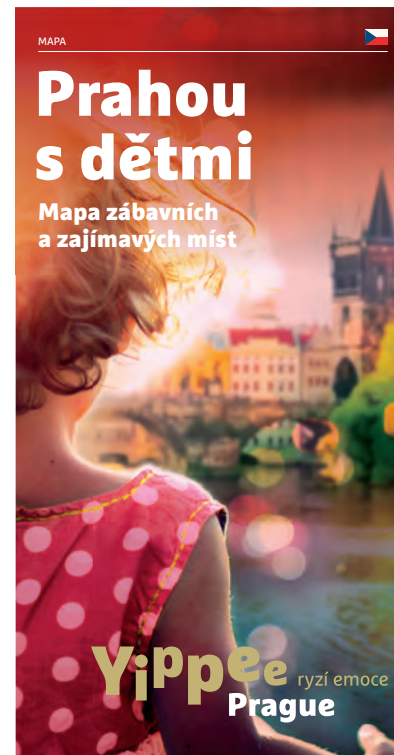
The Old Town Hall, the operation of which was entrusted to Prague City Tourism in January 2013, is one of the most visited monuments in the Czech Republic. An information leaflet for visitors was published in the major world languages plus Korean and Czech.

CHRISTMAS IN PRAGUE

The period around Christmas and New Year's is among the most popular times for visitors to Prague. In the autumn of 2013 we published a leaflet summarizing the most important information relating to this festive season. The English, German, Polish, and Czech versions were also made available for free download from the prague.eu site.

PRAGUE CULTURAL EVENTS MONTHLY

Since 1958, Prague City Tourism has published the Prague Cultural Events Monthly. The magazine chiefly provides a comprehensive monthly schedule of cultural events in the city, but also features interviews, articles about upcoming events, and popular readers' contests.



The magazine was published in a total of 90,720 copies in 2013; the average monthly run was 7,560 copies. The electronic version of the publication, in Czech as well as English, was available on the prague.eu web site. Since publishing such a periodical is not part of the organization's new mission, the publication, still under the Prague City Tourism brand, was entrusted as of 1 January 2014 to the KAM po Česku civic association which won the publication contract through a public tender.

PRAGUE GUIDES HANDBOOK

Each year, before the start of the tourist season, PCT publishes a brochure providing the latest practical information essential to working guides. In 2013, this brochure was published in its seventh edition.

SPECIAL PRAGUE MAGAZINE ISSUE

Working with the KAM po Česku ("Where to Go in the Czech Republic") publisher, we prepared a special magazine issue subtitled Prague Unknown. The magazine (in Czech) was distributed to tourist information centres throughout the Czech Republic. Its success has prompted other destinations to enquire about a similar presentation.

NEWSLETTERS

We regularly publish electronic newsletters for several different audiences. The Prague Newsletter (new title in 2014: the Prague Preview) brings a six-month preview of upcoming events in Prague, assisting travel agents and tour operators in planning trips to Prague. The newsletter has been published in

English only, but German and Russian versions will appear in 2014. In 2013, we published three issues, plus a special Christmas-themed edition. This newsletter has become a useful source of information for international media as well.

OLD TOWN HALL

As of 20 January 2013, Prague City Hall transferred the task of providing tourist services at the Old Town Hall, a national cultural monument, to Prague City Tourism. Prague City Hall remains in charge as the building's official administrator.

Practical tasks thus facing Prague City Tourism included tackling various operational issues as well as installing a new network of cash registers and GSM payment terminals. Additionally, parts of the premises had to be adapted or remodelled to better serve their new purpose. The following modifications were carried out throughout 2013:

- renovation of the entrance area including the cross-vaulted corridor and former chapel; installation of new furniture and technical equipment in the chapel for potential future use as a meeting/presentation venue by PCT
- complete renovation of the back-office area
- decorative features of the historical underground space were renovated as required

Immediately upon taking over the tourist operation at the Old Town Hall, we improved the quality of the tourism services provided on-site as follows:

- A Czech/English microsite was launched within the Prague.eu portal dedicated to the Old Town Hall (www.staromestskaradnice.cz)
- We reintroduced guided tours of the entire building; foreign-language tours take place every half-hour
- In March 2013, traditional buglers have returned to the tower gallery
- In March 2013, Old Town Hall was included in the Prague Card programme
- In 2013, a total of 60 contract workers worked at Old Town Hall, with 11–13 employed on duty every day
- All contract workers passed compulsory language tests
- The exhibition “A Prague Christmas” installed in the historical underground further promoted visits to Old Town Hall and Prague in general

- As a novelty, evening guided tours of Old Town Hall began to be offered also in English, German, and Russian



In 2013, the Old Town Hall was visited by 689,358 people.¹⁾

¹⁾ VISITORS TO OLD TOWN HALL

The Tower	65,819 visitors
Historical halls	623,539 visitors

The largest number of people visited in August and December 2013; by contrast, the figure was markedly low during June as a result of the flood. Even though Prague was not significantly damaged during the floods, some source countries were (e.g. Germany, especially Bavaria, Austria et al.).

Visitor numbers for the historical halls of the Old Town Hall are significantly affected by the fact that the Mayor of Prague has priority use of the venue for ceremonial purposes. Our collaboration with the Prague Card company and the Euroscope and Eurostar travel agencies, which regularly bring Korean tour groups to Old Town Hall, proved to be successful.



EDUCATIONAL PROGRAMMES, PRAGUE WALKS

Well-trained and educated guides are an important part of the overall quality of a city's tourism services. In 2013, Prague City Tourism held four comprehensive courses for future guides to Prague, as well as three retraining courses for general tour guides. Each course includes 200 hours of instruction and 68 lectures or training sessions.

We are the only organization in Prague offering continuing education programmes to guides. In 2013 we organized 82 continuing education events for a total of 1,317 participants. We provide instruction on such themes as church interiors (for example, the Church of the Virgin Mary and Charles the Great at Karlov), new exhibitions (e.g., CM 863. Saints Cyril and Methodius, French Art from Aristocratic Collections, Ivan Lendl: Alfons Mucha), and lesser-known sights (e.g., the old Jewish cemetery in Prague-Radlice, the Barrandov Film Studios, and the renovated Žižkov TV tower.).¹⁾

¹⁾ GUIDE TRAINING AND EDUCATION

Guide training course, number of participants	74
Official Prague Guide badges issued	102
Continuing education courses for guides – number of courses	82
Continuing education courses – number of participants	1,317

PRAGUE WALKS

Our programme of guided walks helps maintain awareness of Prague's historical buildings and its past and present life. In 2013 alone, we organized a total of 430 events which were attended by more than 11,000 people.

Our expert staff also organized guiding services for open house events at both chambers of the Czech Parliament – the Chamber of Deputies and the Senate, as well as a similar event at the Ministry of Transportation of the Czech Republic, which was attended by a record-breaking 5,000 people. We provide

regular tours of the National Theatre, the Prague State Opera, the Theatre of the Estates, and the Rudolfinum. We provided complimentary guides for the Women's League Against Breast Cancer conference, the meeting of honorary consuls, an international conference organized by Shell, and other events.

Additionally, the department organized four events for Architecture Week, an international festival of architecture and urbanism; five events for the Prague 5 city district as part of the European Heritage Days, twenty walks for the Prague 10 city district, and a special programme for the Supreme Public Prosecutor's Office. Events organized for children's groups and schools are much in demand, as well.²⁾

²⁾ GUIDED WALKS ATTENDANCE, JANUARY – DECEMBER 2013

MONTH	NUMBER OF WALKS	ATTENDANCE
January	34	1,045
February	36	1,087
March	38	1,249
April	33	1,218
May	42	1,012
June	40	706
July	28	469
August	26	466
September	36	614
October	40	1,169
November	36	901
December	41	1,122
TOTAL	430	11,058

**PRAGUE'S EVERYMAN UNIVERSITY
(PRAŽSKÁ UNIVERZITA PRO KAŽDÉHO)**

A series of popular lectures and walks held for the general public. In 2013, its two- and three-semester courses were attended by 927 people and included 165 lectures and walks. In the summer, two additional courses were held for students and/or long-term visitors to Prague.

Among the most popular subjects were: the Villas and Summer Houses of Prague; Prague's Convents and Monasteries; Jews in the History of Prague; Notable Aristocratic Families of Prague; and Women in the History of Prague.

LIBRARY

Prague City Tourism owns a library of Prague-themed literature, which is made available to professionals and which is continually expanded with new titles. The library is used by PCT employees, guides, course attendees, and travel agents.

In 2013, a total of 689,358 people visited the Old Town Hall. During the last month of the year, a new monthly record was set with 77,020 visitors.

Yay

whoa

Yum





Wow

Mmm

Oooh

Yeah

THE YEAR 2013 IN PRAGUE CITY TOURISM FIGURES

1,925,498 visited www.prague.eu

689,358 visited the Old Town Hall

633,169 enquiries answered via the PCT information centres

410,000 maps published

55,000 visited the flood updates section of prague.eu

3,068 enquiries answered via e-mail

1,134 events booked via the guide office

430 guided walks held

927 attended Prague's Everyman University courses

374 contract workers for PCT (guides, translators, lecturers)

82 continuing education events

51 average number of full-time employees

14 trade fairs attended, international and domestic

5 tourist information centres operated by PCT

2013 ECONOMIC RESULTS

CORE ACTIVITIES

The core activities of Prague City Tourism for 2013 were defined in accordance with the organization's new strategic priorities and goals as set forth by the new management in the first quarter of 2013.

There were significant changes from prior years, both resulting directly from the newly-defined goals and priorities, as well as the fact that the management of the majority of buildings heretofore operated by Prague City Tourism was transferred to the Prague City Museum. The only building whose tourist operation remained under Prague City Tourism management was the Old Town Hall. These changes, clearly, had a major impact not only on the amounts of revenue and cost, but also their structure. Simultaneously, a number of operational projects and processes were launched in the first half of 2013, leading to significant savings in terms of supplier costs.

Financially, 2013 was a fairly successful year as the organization managed to keep costs at the budgeted level while increasing revenue significantly. The core activities yielded a revenue of CZK 58.5 mil., exceeding the budgeted figure by 93%. The majority of revenue stemmed from admission sales to Old Town Hall, which is owned by the City of Prague.

Overall costs amounted to CZK 69.5 mil., which did exceed the budgeted level but did so by a mere 11%. Moreover, this was largely caused by a higher income tax rate for legal entities, a result of the organization's new tax status. Among cost items, the largest items were marketing projects as a pillar activity of the organization, plus payroll; together, these two items represented 70% of the overall costs.

As a result of markedly increased revenue and better effectiveness on the cost side, significant savings were realized in the amount of non-investment contributions, which were lowered from the adjusted amount of CZK 32 mil. down to CZK 11 mil.

SUPPLEMENTARY ACTIVITIES

From a financial standpoint, the organization achieved improved revenues from supplementary activities, namely CZK 2.3 mil. as opposed to the budgeted CZK 1 mil.; this was a result of revenues amounting to CZK 12.8 mil. exceeding the budget by an entire 45%. Costs rose as well but less, exceeding the originally projected 7.8 mil. by only 35%.

The supplementary activities of 2013 were similar to those of the prior years, except Old Town Hall admission sales which contributed a significant amount. The chief source of revenue was the publication of the Prague Cultural Events Monthly, representing roughly half of all supplementary activities. This was followed by Old Town Hall receipts and revenue from the tourist information centres.

2013 ECONOMIC ANALYSIS
CORE ACTIVITIES

in thousands CZK

	Approved budget 2013	Adjusted budget 2013	Actual 2013	% Fulfilment of revised budget	Actual 2012
TOTAL REVENUE	20,350	30,306	58,495	193	41,872
of which:					
Admission sales	18,000	27,956	53,935	193	0
Service sales	1,600	1,600	2,857	179	1,676
Other revenue	750	750	1,703	227	40,196
TOTAL COSTS	56,786	62,742	69,489	111	64,617
of which:					
Purchases realized – of which:	2,090	2,090	3,195	153	3,255
Materials consumed	1,100	1,100	2,358	214	1,980
Energies consumed	990	990	837	85	1,275
Services – of which:	30,582	26,582	18,230	69	26,802
Repairs and maintenance	8,880	8,880	341	4	10,661
Travel expenses	750	750	626	83	271
Entertainment expenses	100	100	201	201	40
Lease and services of non-residential premises	1,390	1,390	2,343	169	1,673
Facility cleanup	640	640	501	78	590
Telecommunications	350	350	656	187	715
Facility security	190	190	99	52	627
Promotion, advertising	11,600	7,600	5,618	74	901
Personnel costs – of which:	17,595	26,370	29,902	113	22,185
Payroll	11,500	18,000	17,674	98	14,809
Other personnel costs	1,500	1,500	4,685	312	1,509
Compulsory social insurance	3,910	6,120	6,703	110	5,151
Compulsory social insurance –Cultural and Social Needs Fund	115	180	177	98	149
Taxes and fees	150	150	38	25	23

2013 ECONOMIC ANALYSIS
CORE ACTIVITIES (cont.)

in thousands CZK

	Approved budget 2013	Adjusted budget 2013	Actual 2013	% fulfilment of adjusted budget	Actual 2012
Other costs – of which:	725	725	3,486	481	1,387
Contractual penalties and interest on late payment	25	25	0	0	0
Other penalties and fines	700	700	2	0	23
Deficits and damages	0	0	0	0	699
Fixed asset depreciation	2,944	4,125	4,026	98	5,395
from City of Prague subsidies	2,944	4,125	4,026	98	5,395
from government and foreign subsidies	0	0	0	0	0
Small-scale fixed assets	350	350	1,532	438	737
Income tax	2,350	2,350	9,080	386	4,833
Net income (NI)	36,436	32,436	10,994	34	22,745
(costs – revenues)					
*) Non-investment subsidies (NIS)	36,436	32,436	32,436	100	50,500
*) Government subsidies	0	0	0	0	0
Other	0	0	0	0	0
Total income					
NIS savings (+) or decreased NI (-)	0	0	21,442	0	27,755

2013 ECONOMIC ANALYSIS
SUPPLEMENTAL ACTIVITIES

in thousands CZK

	Approved budget 2013	Actual 2013	% fulfilment	Actual 2012
TOTAL REVENUE	8,795	12,767	145	9,981
TOTAL COSTS	7,778	10,480	135	9,937
of which:				
Purchases realized – of which:	295	2,417	819	295
Materials consumed	200	57	29	156
Energies consumed	95	52	55	97
Services – of which:	4,605	4,920	107	5,706
Repairs and maintenance	35	25	71	34
Travel expenses	40	28	70	1
Lease and services of non-residential premises	10	132	1,320	163
Facility cleaning	60	64	107	60
Telecommunications	130	277	213	135
Personnel costs – of which:	1,983	2,021	102	2,445
Payroll	1,330	1,338	101	1,661
Other personnel costs	120	147	123	136
Compulsory social insurance	450	481	107	593
Compulsory social insurance – Cultural and Social Needs Fund	13	13	100	17
Taxes and fees	5	2	40	3
Other costs – of which:	90	102	113	77
Contractual penalties and interest on late payments	0	0	0	0
Other penalties and fines	90	3	3	2
Deficits and damages	0	0	0	2

2013 ECONOMIC ANALYSIS
 SUPPLEMENTAL ACTIVITIES (cont.)

in thousands CZK

	Approved budget 2013	Actual 2013	% fulfilment	Actual 2012
Fixed asset depreciation	500	457	91	1,182
from City of Prague subsidies	0	0	0	0
from government and foreign subsidies	500	457	91	1,182
Small-scale fixed assets	50	76	152	42
Income tax	250	485	194	187
NET INCOME (NI) (+ profit, - loss)	1,017	2,287	225	44



Wow **Yay**

whoa

In 2013, CNN listed Prague as the number one city destination ideal for a winter holiday.



O°oh

Shhh

Yeah

Mmmm

PRAGUE CITY TOURISM IN 2014

The year 2014 should, in terms of the perception of Prague as a tourist destination, bring the first results stemming from a complete transformation of Prague City Tourism.

Marketing remains the organization's essential priority for 2014, aiming to improve the prestige of destination Prague over the long term.

By following its strategic marketing plan, PCT intends to achieve the following:

- increase visitor spending
- increase overnights
- increase arrivals, or reverse the long-term decline in arrivals from specific markets
- motivate key target groups to become repeat visitors
- improve visitor numbers during low season
- increase visitor interest in areas outside the historical core
- improve Prague's image with domestic visitors, eliminate negative stereotypes

For the immediate future, we have set several key marketing themes. In 2014, the theme is Music in Prague, a tie-in with the countrywide campaign Year of Czech Music. A longer-term theme is Prague as a romance destination perfect for weddings, honeymoons, and celebrations. Prague will also present itself as a vibrant city (with a revitalized riverside, street festivals and events, new cultural projects, etc.) and a city offering a wide range of flavours (restaurants, bars, cooking schools.) Additionally, we will also continue emphasizing the beauty and tranquil charm of the shoulder seasons; and last but not least, a special programme dedicated to the personality of writer Bohumil Hrabal.

Geographically, the primary source markets will be Russia, Germany, the United States, the United Kingdom, Italy, Spain, and South Korea; secondary markets include Brazil, China, Poland, Austria and Slovakia. Through a public tender, Prague City Tourism will select a creative and media agency to create online campaigns for the next three years. The objective is to improve the

general awareness of Prague as a destination and improve its standing in important international lists of the world's most attractive destinations.

We will continue promoting domestic tourism. In the spring of 2014, the new mobile information centre will set out on a road show of Czech cities, participating in regional fairs, festivities and celebrations. The successful project "Don't Let Praguers Keep Prague to Themselves" will be followed up with a new campaign, this time with a culinary theme.

New content will be created for prague.eu; the existing web site will be re-designed with new graphics, more intuitive architecture, and friendlier user experience; various language versions will be expanded. The new web site will be far more interactive and will incorporate social media content.

Our work with the media will directly reflect our priority themes for 2014. Our PR agenda will continue to include media presentations, themed press trips, regular newsletters, press releases and materials, and professional media service including a new photo database.

We will continue publishing maps and tourist brochures which will in some cases be supplemented by smartphone and tablet applications.

With our partners at CzechTourism we will exhibit at the most important European tourism events such as ITB (Berlin), WTM (London), and MTT (Moscow). We plan to utilize the city partnership platform (in Hamburg) and with the Prague Convention Bureau, promote the Czech capital at key MICE events such as the IMEX and EITBM trade shows.

The quality of our tourism services should improve even further, with a new tourist information centre to open in Wenceslas Square and the mobile information centre appearing at key events both in and outside of Prague. We also plan to open a second tourist information centre at the Václav Havel International Airport, this time in Terminal 1.

ABOUT US

Prague City Tourism is a contributory organization of the Capital City of Prague. It was established on 1 January 1958 as a cultural, information, and education agency created in order to promote tourism to and in Prague.

The organization's traditional tasks are: informing actual and potential visitors about the full range of tourism services and experiences in Prague, booking or mediating relevant services, offering educational programmes about Prague's history and present life for both a professional and general audience, and managing the tourist operations in the historical Old Town Hall.

Our chief mission is the promotion and marketing of Prague as a destination, to both domestic and international audiences. PCT is currently being transformed into a full-fledged marketing organization. The concept of encyclopaedic knowledge of the capital is being replaced by a new role, that of an active manager of tourism to the city and a modern service organization.

In 2013, PCT underwent a number of changes. Its new priorities are marketing, public relations, and an active promotion of Prague through lively contact with the world. The current structure of the agency's work no longer corresponded to the ideas with which it was founded over half a century ago. Hence the new name – Prague City Tourism, intended to improve the perception of the organization at home and abroad.

Along with its mission, the organization's visual style has changed, too. Its new dynamic, unambiguous symbol is a four-way guidepost, pointing the way for visitors and residents alike, helping them find their way in the latest tourism and cultural offerings. Simultaneously, it depicts Prague as a cross-roads of cultures.

Prague City Tourism is a member of both the international consortium ECM (European Cities Marketing) and the Association of the Tourist Information Centres of the Czech Republic. We actively work with professional organizations both at home and abroad, with CzechTourism, Czech Centres, the Ministry for Regional Development, diplomatic missions of the Ministry of Foreign Affairs, and domestic and international media.

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