

# Wow pure emotion Prague

2015 Annual Report  
Prague City Tourism

# **2015 Annual Report Prague City Tourism**





## CONTENTS

4	INTRODUCTION BY THE CEO	34	PUBLISHING
6	PROFILE OF THE ORGANIZATION About Us Organization Chart	36	OLD TOWN HALL
10	MARKETING AND PUBLIC RELATIONS Online Campaign Facebook and other Social Media Marketing Themes and Campaigns International Media Relations and Press Trips Domestic Media Relations Partnerships and Collaborations Exhibitions, Trade Shows and Presentations	38	EDUCATION DEPARTMENT Prague Cultural History Walks Tour Guide Training and Continuing Education The Everyman's University of Prague
24	VISITOR SERVICES Tourist Information Centres Domestic and International Road Shows Prague.eu Web Site E-Shop Guide Office	40	RESEARCH: PRAGUE VISITORS POLL
		44	2015 IN PRAGUE CITY TOURISM FIGURES
		45	PRAGUE CITY TOURISM FINANCES AND ECONOMIC RESULTS IN 2015
		50	TOURISM IN PRAGUE 2015
		56	PRAGUE CITY TOURISM: 2016 OUTLOOK

## INTRODUCTION BY THE CEO



### From Visions to Results

2015 has been a year of significant professional advancements for our organization. Its new corporate name – Prague City Tourism – entered the public consciousness and began to be used by the public at large. A community of travel and tourism experts has voted me Person of the Year, and I was among the finalists of the Manager of the Year competition. Further recognition came from abroad; in the spring of 2015 I was unanimously voted onto the board of the European Cities Marketing organization, further cementing Prague's strong position within Europe.

2015 was a year of major sports events. Prague hosted the world's best hockey players, Europe's top track-and-field athletes, young European football players, beach volleyball players and chess grandmasters. All of these events attracted scores of sports fans to Prague, and thus our marketing focused on the theme of active holidays. Prague is a destination that lends itself well to leisure and sports. Our brochures, maps, web site and mobile applications show visitors and residents alike all the options our city offers for activities such as boating, jogging and running, inline skating, biking or skateboarding.

In addition to promoting active tourism, our organization took note of the 600<sup>th</sup> anniversary of the death of Jan Hus, a major mediaeval Czech religious thinker and reformer. The anniversary was the theme of a number of cultural events that took place primarily in the summer, reminding residents and visitors alike of Jan Hus' historical relevance and his legacy. We promoted themed exhibitions and concerts, as well as new tourist routes connected to Hus' life and work.

An important step forward was the opening of our new visitor centre at Na Můstku Street; its new interior and wide range of tourist services offered set a new standard for visitor services provided by our organization.

An inseparable part of our overall activities was supporting foreign media, journalists and bloggers, as well as tour operators and travel agents visiting our destination. We provided them with special-interest or general guided tours and shared insights on new and noteworthy attractions that might be of interest to their readers and clients, potential visitors to Prague.

Record numbers of visitors to our capital city also requires significant informational resources, whether printed (nearly 1,400,000 copies of publications in 13 language versions) or based online (we currently run 8 full language versions of our site, including Korean and Chinese which were launched in the autumn of 2015).

Last but not least, our education department's varied activities have registered growing interest among new, younger clientele. An online booking system was introduced for our guide training courses, the Everyman's University of Prague, continuing education for guides or our Prague cultural history walks (currently numbering nearly 500 per year). The online system streamlined the logistical agenda and prioritized customers with a strong interest in new themes and subjects.

Thanks to the support of the City of Prague, we were able to further improve upon the Prague Card project. Under the new business terms exclusively granted to our organization, the Prague Card had a banner year, with over 40,000 visitors from around the world purchasing the card from us.

2015 was a record year in terms of visitor numbers, and tourism confirmed its prime importance for the economic stability of our country. The overall financial effect is tricky to measure precisely; however, in a nutshell, we can state this: In 2015, Prague's accommodation facilities – hotels, hostels, and pensions/B&Bs have registered nearly 16 million overnights. If we set the average rate at 50 EUR per night, the resulting sum is EUR 800 mil., i.e. nearly CZK 21.6 billion – this sum being only a fraction of the total amount visitors spend in Prague. This is a result we are thrilled to have contributed to.

Nora Dolanská, PhD, MBA

Prague City Tourism



## ABOUT US

**PRAŽSKÁ INFORMAČNÍ SLUŽBA – PRAGUE CITY TOURISM (PCT)** is a modern marketing organization whose mission it is to promote the development of tourism in the Czech capital. PCT's traditional tasks include: providing professional information about available tourism products in Prague, offering relevant services to potential and existing visitors of the capital, organizing educational programmes about Prague's history and current life for tourism professionals and the general public, and managing visitor services in the historical building of the Old Town Hall.

Its core activities are the promotion and marketing of Prague as a destination in domestic and international tourism. Over the past three years, PCT has transformed itself into a marketing organization, abandoning the former concept centred on encyclopaedic knowledge of the city and becoming an active agent in the management of tourism as well as a modern service organization.

Prague City Tourism is a member of the prestigious European Cities Marketing – ECM international organization, with a representative on the organization's board since 2015. In the domestic context, it is a member of the Association of Tourist Information Centres of the Czech Republic (A.T.I.C. ČR), an associate member of the Czech Republic Guides' Association, as well as of The Association of Czech Travel Agents.

PCT collaborates with trade organizations at home and abroad, with CzechTourism, the Czech Centres, the Ministry for Regional Development of the Czech Republic, foreign missions under the Ministry of Foreign Affairs of the Czech Republic, and finally, the media, both domestic and international.

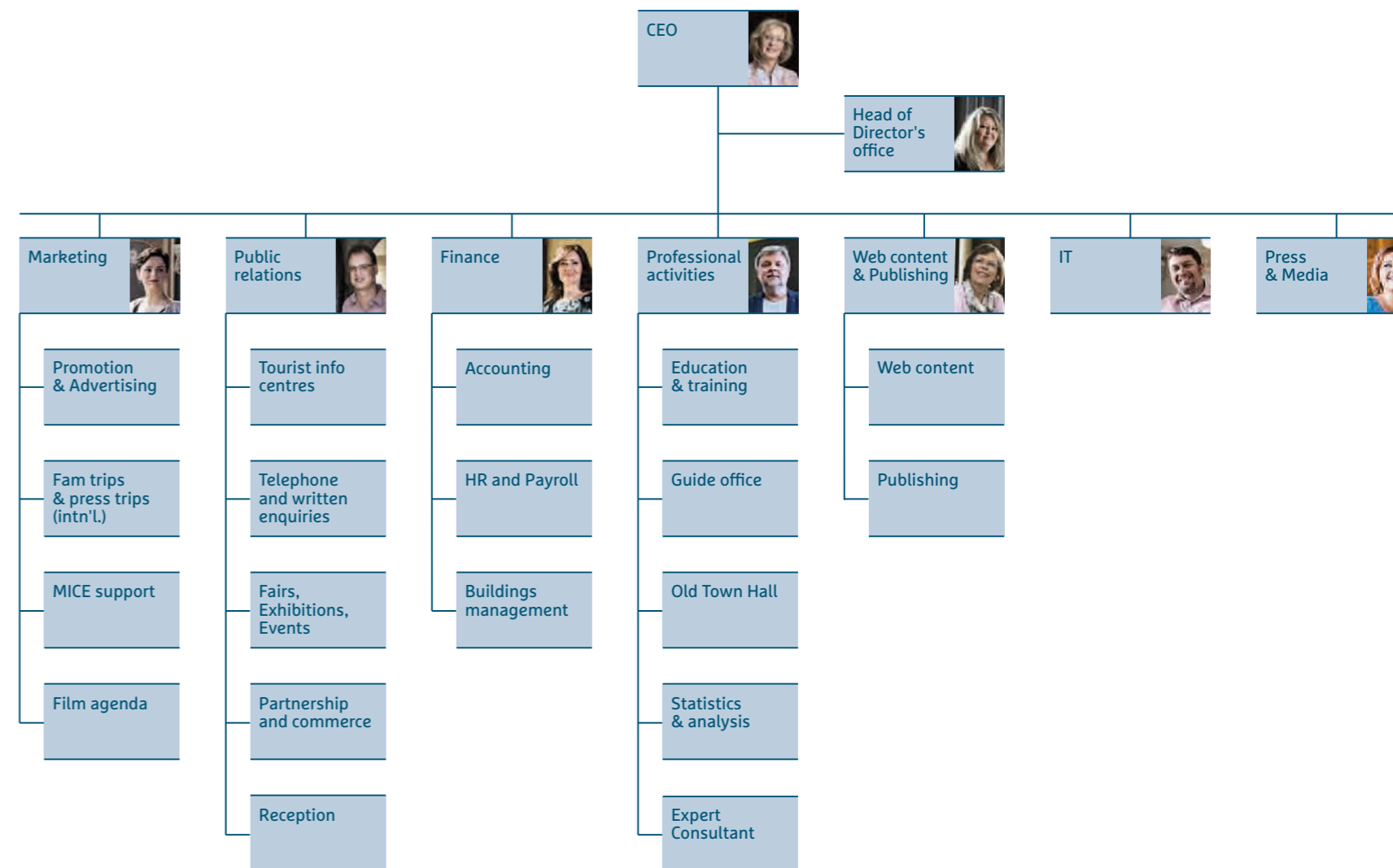
Prague City Tourism (PCT) is an organization established and funded by the City of Prague. It was founded on 1 January 1958 and is among the oldest organizations of its kind in all of Europe.

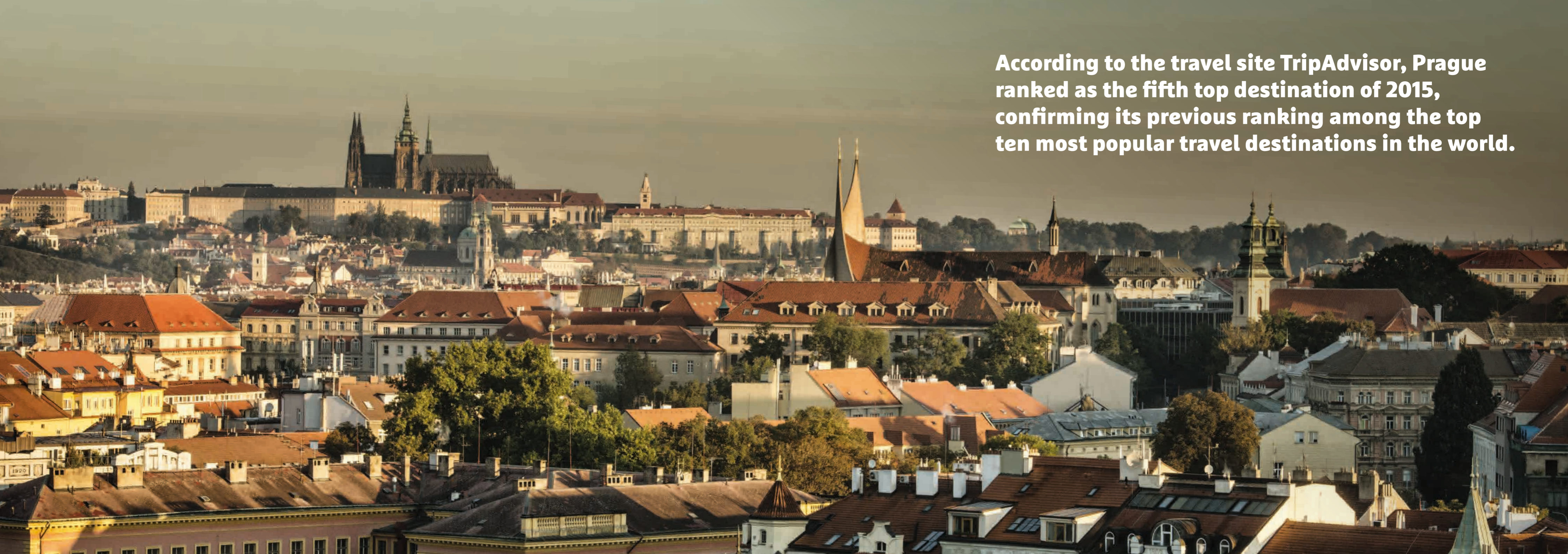
**Seat of the organization:**  
Arbesovo nám. 70/4  
150 00 Prague 5, Czech Republic  
tel. (+420) 221 714 714  
www.praguecitytourism.cz  
www.prague.eu

**Management:**  
Nora Dolanská, PhD., MBA  
tel. (+420) 221 714 301  
e-mail: director@prague.eu  
www.praguecitytourism.cz  
www.prague.eu



## ORGANIZATION CHART





**According to the travel site TripAdvisor, Prague ranked as the fifth top destination of 2015, confirming its previous ranking among the top ten most popular travel destinations in the world.**

## MARKETING AND PUBLIC RELATIONS

In 2015, Prague City Tourism's marketing efforts centred on the themes of active vacations and film tourism. The organization became a partner of several important events held in Prague during the year, such as the 2015 IIHF Ice Hockey World Championship, the 2015 European Athletics Indoor Championships, the Volkswagen Prague Marathon, and a meeting of the European Olympic Committee.

Our ongoing three-year online campaign executed by MediaCom and Havas Worldwide Digital Prague (Havas) in key target markets continued to promote Prague as an attractive destination that has much to offer at any time of the year, contributing to further growth in Prague visitor arrival figures.

Havas completed a series of themed promotional videos for online and offline use. We purchased a two-year license for an original video promoting Prague with the use of unique drone footage. We have significantly expanded our photo library with nearly 200 high-quality professional photographs of Prague. We continue to promote Prague as a MICE destination through our partnership with the Prague Convention Bureau, this time with a dedicated Prague booth for MICE trade shows. Our campaign with Czech Airlines, the national carrier, continued via the specially branded Airbus 319 promoting the destination. Finally, closer collaboration with CzechTourism, the national tourist office, was formalized in a new collaboration agreement.



### ONLINE CAMPAIGN

2015 marked the first full year of a three-year online campaign which was the result of a 2014 public tender for both the creative (won by Havas) and media buy (won by MediaCom) parts of the campaign. The campaign includes PPC, RTB, display ads, especially on the Skyscanner and Trivago web sites, search ads, promoted posts on Facebook, plus a video campaign on YouTube. For the video campaign, Havas created a series of themed videos featuring “ambassadors”, genuine international residents of Prague who guide potential visitors through the city's attractions and experiences. The themes are history and architecture, romance and weddings, culture (art and music), dining, and finally, sports; each of the videos is split into four separate “plot lines.” Additionally, we used the videos to create shorter teaser or compilation videos that can be used as general promotional spots.

The online campaign's geographical targeting changed throughout the year to maximize key travel planning periods in each market. Among the objectives was to increase traffic to individual language versions of the prague.eu web site, as well to grow the click-through rate to the reservation site booking.com.

### The campaign in figures

Communication in 9 target markets DE / RU / NL / UK / IT / USA / KOR / ISR / JP

### Chief campaign metrics

- overall banner ad impressions: 76,798,141 (excluding social media)
- engaging web site users: 600,000 paid clicks
- growing traffic to prague.eu: 692,000 visits (according to Google Analytics)
- effective campaign frequency: averaging 4 impressions per user
- growing interest in web site content: each new visitor to prague.eu averages three pages of content
- new, engaged Facebook fans: we acquired 94,726 new fans in 2015, with more than 279,584 post interactions

### Key campaign benefits

- unpaid search visits to prague.eu grew from 1,300 prior to campaign to 3,900 during the campaign
- the pay-per-click campaign inspired and enriched visitors via new multi-media content
- we gained relevant insights about visitor interests in individual markets through search words, click-through rates, and online behaviour; we were able to identify what type of content each target market seeks and prefers, e.g. concerts, exhibitions, and festivals in Germany and Russia; dining and nightlife in the UK and Italy; Jewish heritage in the US, etc.

The campaign will continue through 2016.



### FACEBOOK AND OTHER SOCIAL MEDIA

In addition to Facebook, PCT has active accounts on **Twitter, YouTube, Instagram, and Pinterest**. There are two separate Facebook accounts, one in English (Prague.eu) intended for a wide international audience, one in Czech (Prague City Tourism), aimed at the local audience. The English page is managed by Havas in close collaboration with the marketing department; the Czech page is managed by the PCT press and media department.

Of all PCT social media activities, the Prague.eu Facebook page has been the greatest success, partially thanks to targeted post promotion. In addition to a significant increase in page likes, there is an especially high engagement rate among the fans – the single most important success metric. The Prague.eu fan engagement rate handily exceeds those of well-established competitors like the international Facebook pages of Vienna and Berlin.

### Facebook page Prague.eu – overall 2015 figures

Fans

- total number: 134,866
- absolute annual increase: 104,726
- relative fans increase: +347.47 %

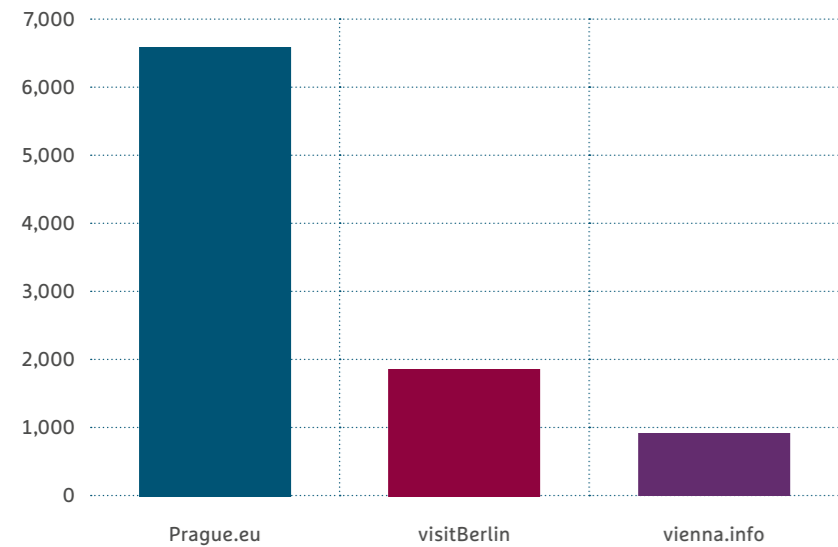
Content

- page posts: 369
- engagement rate: 18.06
- response rate: 66.67 %

Interactions

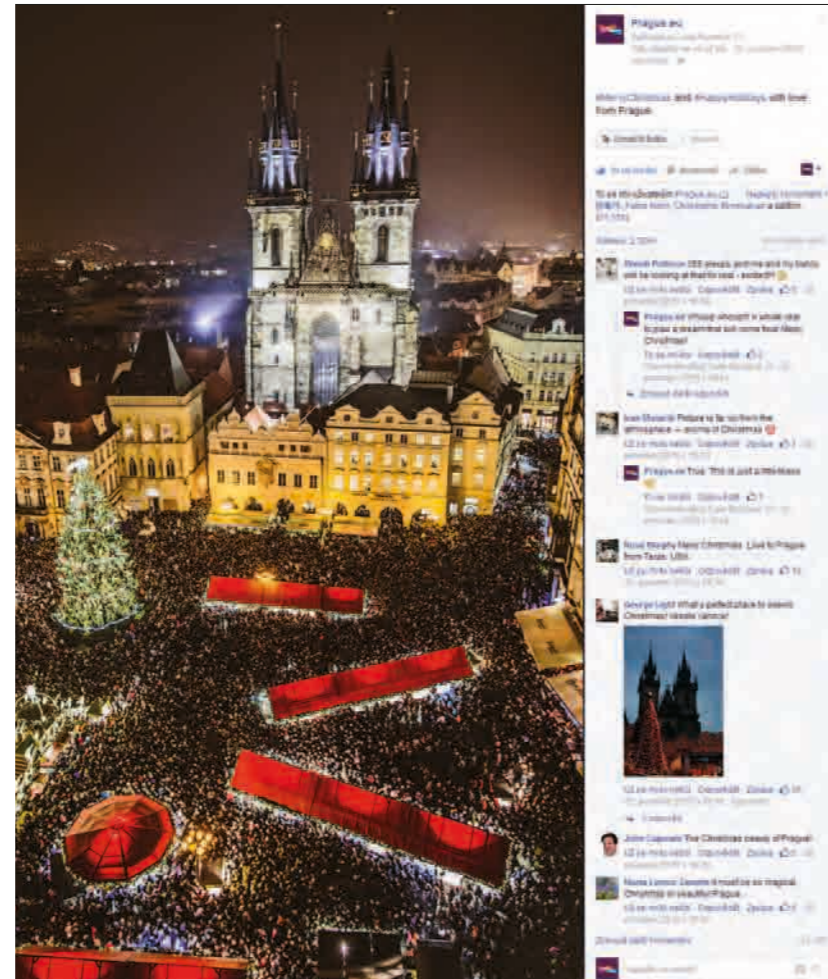
- total interactions: 537,517
- likes: 483,651
- comments: 11,478
- shares: 42,388

ENGAGEMENT RATES: COMPARING PRAGUE, BERLIN, VIENNA



Comparison	Interactions per 1,000 fans
Prague.eu	6,599.94
visitBerlin	1,866.43
vienna.info	921.00

The most popular posts are usually photos. As in 2014, a photo of the Christmas markets in Old Town Square scored the highest number of likes – over 31,000 – and was shared 2,300 times. The post was promoted.



Prague City Tourism

The most popular non-promoted post was a repost of an article of the Clementinum library as “the most beautiful library in the world” published by the media site Bored Panda. Our post received 3,400 organic likes and 916 shares, which again is more than the most popular 2015 posts by the Vienna or Berlin Facebook pages.

The numbers of our Twitter, Instagram, and Pinterest followers (none are promoted) continue to grow, as well. Twitter account followers grow the fastest, by 340% year-on-year; this organic growth can be exclusively attributed to the quality of our content.

#### Visuals, photography, videos

Since 2014, we have been marketing destination Prague using a consistent visual communication style, including a logo set and photography that express the city’s unique aesthetic appeal and verbalize it in the “Prague: pure emotion” tagline. The style is the work of Dynamo Design, which also created the corporate visual style of Prague City Tourism.

To achieve a consistent marketing message, it is necessary for all visual communication to maintain a unity of style that distinguishes Prague from competing destinations and expresses the emotional appeal of its “genius loci.” In 2015, we expanded our heretofore rather limited photo archive by nearly 200 images from different professional photographers whose shared characteristic is an emphasis on the mood of the moment, as well as an original or unusual angle. The most significant acquisition is a set of **140 images by photographer Marek Musil** represented by the FilmService agency; a public tender was held to choose the photographer. The photographs’ themes include Prague’s iconic beauty, its green areas, gardens, river, and its urban life, from farmers’ markets to festivals and dining.

The newly acquired photography included a themed visual for our Prague in Motion campaign. A photo of two runners running across Charles Bridge in the morning mist, with a detail of the bridge’s iconic cobblestones, was

so well received that the **City of Prague decided to use it as the official visual for 2016, a year in which Prague was awarded the title of European Capital of Sport.**

The “emotional” aesthetic is also present throughout the Havas-created promotional videos, as well as the drone-footage video titled A Magical Morning in Prague which we licensed from the Newman investment company for the duration of two years.





## MARKETING THEMES AND CAMPAIGNS

### Prague in Motion

Prague in Motion was the leading marketing theme for 2015 due to the fact that several major sports events took place in Prague this year. We published a **sports and relaxation map**, as well as an extensive **guide to Prague's sports and leisure** activities, venues and services.

We have significantly expanded the sports & relaxation section of [prague.eu](http://prague.eu) in six language versions, with listings for popular as well as new and unusual sports, including sports equipment rentals and other tourist services. An important part of the site is a calendar of sports events which is continually updated. As a parallel activity we created a new **microsite, Prague in Motion ([www.pragueinmotion.eu](http://www.pragueinmotion.eu))** featuring all of the above, plus a selection of running, jogging, and biking trails.

An important event was our **one-day Prague in Motion festival, held on April 4 in Old Town Square**. The goal was to showcase to Prague visitors and residents alike the wide range of options the city offers for all forms of physical activity, some of which – such as Nordic walking, jogging, or cycling – can become ways of discovering the city. Among the exhibitors were sports centres, clubs, and associations dedicated to individual sports such as slacklining, bouldering, orienteering, martial arts, yoga, and Zumba. Visitors to the festival could try a rowing machine, golf simulator, motorized and regular bicycles, and short guide-led Nordic walking tours. A unique spectacle was a highline performance by Czech slackline champions on a line strung from the Old Town Hall. It was the first time in history this popular discipline was demonstrated in the centre of Prague.

Our organization provided **VIP visitor services, an accompanying programme, and information during the IIHF Ice Hockey World Championship**; these included professional guided tours to accompanying VIPs, distribution of tourist literature to the hospitality desks in all accom-

modation facilities, a press event presentation, and more. Our Mobile Tourist Information Centre (mTIC) was placed in the fan zone throughout the championship. We provided a pop-up display and tourist brochures also during **the European Indoor Athletic Championships** and the **UEFA European Under-21 Championship**.



Prague City Tourism



### Film in Prague – Cinematic Prague

From a long-term perspective, film tourism appears to be a promising tourism segment whose potential remains largely untapped in Prague. Prague has all the prerequisites for becoming a popular film destination for domestic as well as international visitors. In addition to well-known film locations, Prague also has a well-established film studio with a large costumes and props archive accessible to visitors, its own film industry, a noted film school, a number of smaller (and a couple of mid-sized) film festivals, and several attractive historical cinemas and film clubs with unique atmosphere. An important player is also the Karel Zeman Museum featuring an interactive exhibit bringing to life the non-digital special effects and unique aesthetic of the famous Czech filmmaker whose brilliant work influenced such icons as Tim Burton and Terry Gilliam.

In 2015 we launched the Film in Prague microsite in Czech ([www.filmvpraze.cz](http://www.filmvpraze.cz)) which provides an overview of film-related attractions in Prague, including feature articles and a calendar of events. In addition to the existing **map of famous Prague film locations**, we have published an extensive **brochure titled Film in Prague**, which is a varied and entertaining guide to Prague's film locations and experiences, from walks in the footsteps of famous (international and Czech) movies to film festivals, film clubs, outdoor movie theatres, and other film-related venues and locations. The brochure was enthusiastically received and is being distributed through our own information centres as well as through film clubs, film festivals, and other events.

In the autumn months, we ran a small film tourism campaign focused on domestic visitors to Prague. The campaign offered reduced admission to the Karel Zeman Museum, the Barrandov Studio, the Musée Grévin wax museum, and film-themed city tours by Segway and boat. For the first time, the programme also offered reduced fares on Czech Railways as part of the VLAK+ (TRAIN+) programme.

The Film in Prague project was awarded first place in the Best Tourism Product category of the 2015 Grand Tourism Prizes at the Go & Regiontour travel show in Brno.

### Jan Hus anniversary

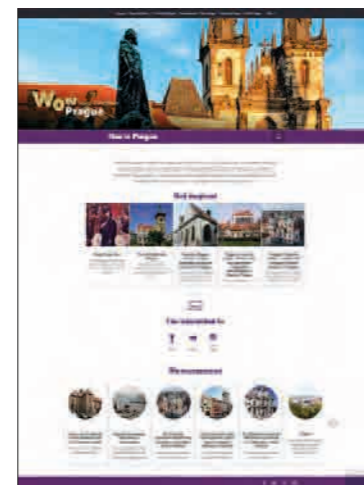
The 600<sup>th</sup> anniversary of the immolation of Jan Hus at the stake was another notable event of 2015. The life and legacy of this medieval Czech religious thinker and reformer hold significance especially for the Czech public. A number of commemorative and educational events were held in Prague, all of which we showcased by means of a special brochure, microsite, and outdoor campaign financed directly by the City of Prague.

### The Prague Portal mobile application

The official portal for mobile applications of the city of Prague, titled the Prague Portal, is an easy way to bring a number of current, reliable applications with information about Prague to potential visitors. After the user downloads this umbrella application, he or she can browse and choose further applications to download and use. The list of applications is constantly updated and verified. The applications listed include guide-type applications, maps, visual presentations of individual monuments and cultural institutions, and more.



Prague City Tourism



### INTERNATIONAL MEDIA RELATIONS AND PRESS TRIPS

In 2015, over 120 international media, bloggers, and travel industry professionals have requested our support in planning and realizing their study trips to Prague, including 23 that came via the foreign offices of CzechTourism. The largest number of requests came from the United States, the United Kingdom, and Latin America.

Throughout the year, we participated in 95 media and blogger trips to Prague, as well as 26 travel trade visits. This resulted, to date, in **112 international media hits** (articles, blogs, radio and TV reports).

Among the most important media we have collaborated with were the dailies The New York Times and The Guardian, the Al Arabiya Dubai TV channel, the Japanese magazine Kateu Gaho, the Jet2 in-flight magazine, the Polish online magazine Pasazer.com, and the Korean publication AB-Road. The most notable blogs that featured Prague were the globetrotting, luxury-centred BonVoyageurs ([www.bonvoyageurs.com](http://www.bonvoyageurs.com)) who published a series of Prague articles including restaurant reviews, and the blog of American photographer Noel Morata (<http://travelphotodiscovery.com>).

The most written-about topics explored by international media and bloggers were off-the-beaten spots in Prague, the dining scene, street art, and film tourism.

- requests to support a press/trade visit: 122
- press trips: 96
- fam trips: 26
- total number of people: 330

Total media hits (excluding social media) to date: 113

### DOMESTIC MEDIA RELATIONS

In 2015, Prague City Tourism was fully established among Czech media as a reliable source of information on tourism and Prague tourism products and trends. The media department is regularly approached by the leading Czech new agency, ČTK, as well as a variety of news and lifestyle media. Thanks to effective media relations, Prague City Tourism was featured in approximately **350 news and media items**, both in traditional and digital media. The main source of publicity was press releases with statistical data and tourism predictions for Prague. On average, the organization, its activities and statements were featured 29 times each month.

The media most effectively working with Prague City Tourism as a new source include the regional editorial offices of the dailies **MF Dnes, Právo, Metro, Pražský deník**, and their national supplements (such as the Víkend MF Dnes, Magazín Práva, and Pátek LN magazines.) We succeeded in reaching a national audience thanks to our collaboration with Czech TV, mainly through live broadcasts from the Prague in Motion event, plus our participation in talk/news programmes and newscasts. We also worked with the commercial TV stations Prima and Nova, as well as Czech Radio's Radiožurnál channel, and commercial radios Impuls and Blaník.

The media department has also overseen paid promotion of our projects Prague in Motion, Hussite Prague, and Film in Prague, as well as promoting the destination prior to the Christmas holidays. The promotion took place both in print and online media including Facebook. The department also regularly updates our corporate web site [praguecitytourism.cz](http://praguecitytourism.cz). Over 115,498 people from around the world used the site in 2015 to find out more about our activities and services.

In 2015, the PCT media department started communicating with the domestic audience via the **Czech-language Facebook site**. Between March and

December, we managed to acquire 11,657 new fans, creating a stable and engaged Prague City Tourism community.

#### Press events

In September 2015, Prague City Tourism and the City of Prague held a joint press conference presenting the record results of incoming tourism to Prague over the first half of 2015 and opening the brand-new Visitor Centre in Na Můstku Street. Another media event was held at the seat of Havas Worldwide Prague, where the Havas team presented the results of the first part of our online marketing campaign; invited social media and online marketing experts and journalists had a chance to ask questions about its strategy and efficiency. Finally, Nora Dolanská, the CEO, was a guest speaker at a press conference organized by the USE-IT organization, publishers of an annual Prague map for young independent travellers.



## PARTNERSHIPS AND COLLABORATIONS

### Collaboration with CzechTourism

Synergy between national, regional, and municipal tourist offices and destination management agencies is critical to the success of Czech incoming tourism. In addition to collaborating on a number of smaller projects, Prague City Tourism and CzechTourism met several times throughout 2015 in order to coordinate their promotional activities. The tangible result of these meetings was an agreement on mutual co-branding and use of an approved set of visuals provided by PCT. Further collaboration pertains to publishing activities so that the individual Prague-related titles published by each organization complement rather than duplicate each other. We also continue our collaboration on press and fam trips and film tourism promotion. Furthermore, we collaborate in the area of guide training via annual educational seminars.

### Promoting MICE tourism / Collaboration with the Prague Convention Bureau

In 2014, PCT started a closer collaboration with the Prague Convention Bureau (PCB) in promoting incoming MICE tourism to Prague; over the period of three years, PCB will deliver promotional activities on the MICE market in the value of nearly CZK 3 mil. per year.

In connection with the upcoming ICCA (International Congress and Convention Association) congress to be held in Prague in 2017, it was decided that Prague needed to promote itself in a more significant way at MICE events throughout 2015–2017, namely by presenting its own stand at the relevant trade shows. (Previously, Prague was among a number of co-exhibitors at the Czech Republic stand operated by CzechTourism.) The winner of the public tender, the BVV Company from Brno, launched the Prague stand at two events in 2015, the **IMEX** show in Frankfurt and **ibtm world** in Barcelona. The new stand was well received and a large number of co-exhibitors signed up for both shows.

Thanks to the two organization's close ties, PCT again became a partner of several PCB-organized events, such as the 6<sup>th</sup> annual Ambassador Award Evening and 4<sup>th</sup> annual international educational seminar, this time on the theme of "Keeping Pace in MICE: From Knowledge to Skills."



### Collaboration with Czech Airlines

Collaboration with the national airline, which commenced in 2014, continued throughout 2015. The most visible aspect of the collaboration was the continued display of a large-scale decal on an Airbus 319 aircraft, depicting the Prague Castle panorama and bearing the destination logo.

### Other activities

In January of 2015, the 16th international congress of the **World Federation of Tour Guide Associations** was held in Prague, bringing over 500 participants from around the world to the capital. PCT was the event's main partner, contributing activities and tours, a display booth with materials and promotional items, and was involved in the expert part of the agenda. Our programme at Old Town Hall dedicated to guiding children and deaf visitors was of special note and was highly praised.

At the turn of 2014/2015, Prague hosted the Christian gathering **TAIZÉ – Young Adult European Meeting**, which brought together over 30,000 people from around the globe. A rich spiritual programme was accompanied by tourist activities focused on getting to know Prague, its history and current life. PCT was involved in some activities, with our tourist information centres serving as key information points for arriving participants.

We have promoted destination Prague at the **Czech Film Festival** held in September 2015 in Nice, France.

We launched a collaboration with the **Václav Havel Library** and the Vize 97 organization aimed at promoting Prague in connection with the legacy of Václav Havel.

Additionally, we have supported a number of important cultural and social events through non-commercial partnerships, including:

- **Night of Churches**
- **Faith Days**
- **European Athletics Indoor Championships**
- **IIHF Ice Hockey World Championship**
- **The Žofín Forum**
- **UEFA European Under-21 Championship**
- **Children's Day in Braník**
- **Jan Hus Day**
- **Golf Czech Masters**
- **Sculpture Line festival**
- **Colourful Nine festival**
- **Prague Quadrennial**
- **Landronkafest**
- **Architecture Week**
- **Signal Light Festival**
- **European Olympic Committee session – InterContinental Prague**



Prague City Tourism

## EXHIBITIONS, TRADE SHOWS AND PRESENTATIONS

We regularly take part in important domestic and international trade shows, exhibitions, conferences, and other tourism events. Typically, we exhibit alongside other partners such as CzechTourism, the City of Prague, the Prague Convention Bureau, Czech Airlines, and others. The objectives are presenting the tourism potential of destination Prague, exchanging ideas, regular contact with tourism and travel professionals, presenting our marketing activities, and last but not least, keeping up with tourism's latest trends.



## 2015 TRADE SHOWS, CONFERENCES, PRESENTATIONS ATTENDED BY PCT

International trade show	Date
ITB Berlin	4–8 March
MITT Moskva	18–21 March
CSITF Shanghai	21–24 April
IMEX Frankfurt	19–21 May
Travel Expo Luzern	23–25 October
WTM London	2–5 November
SITV Colmar*	13–15 November
ibtm world Barcelona	17–19 November

Domestic travel shows	Date
Holiday World	19–22 February
Dovolená and Region, Ostrava	5–8 March
Travel Meeting Point	20–21 October

Special events	Date
Czech Airlines Roadshow – Rome	5 February
Czech Trade Event Belfast	4–5 June

City Hall of Prague events	Date
Prague Days in Berlin	9–12 June
Prague Days in Chicago	9–15 June
Prague Days in Copenhagen	14–20 September
Prague Days in Dublin	22–25 September

\*printed materials only



**The Christmas markets in Old Town Square make Prague the most beautiful Christmas destination in the world: so thought the readers of USA Today who helped Prague win in an online poll.**

## VISITOR SERVICES

### TOURIST INFORMATION CENTRES (TICs)

In 2015, Prague City Tourism operated **six tourist information centres (TICs)**, located in the city's historical centre and at the Václav Havel International Airport. Five of these were open daily.

The TICs provide comprehensive, objective, and current **information** about Prague (culture, tourism, directions and orientation, transportation, accommodations and dining, shopping and services, nature, sport, important addresses, etc.) The TIC workers also help visitors resolve emergency situations and other issues such as lost items, theft, complaints against exchange offices and other service providers in the city.

Visitors receive **free** general and themed city maps, PCT flyers and brochures in a variety of languages, as well as printed materials by city institutions and other types of useful literature.

Visitors have the option to purchase tickets to cultural, sports and social events, city tours, public transit tickets and passes (24 and 72 hours), as well as the Prague Card, and can also book accommodations via our partner, booking.com.

Since 1 May 2015, our airport TICs have been providing information and services also on behalf of the national tourist office, **CzechTourism**. On average, we answer between 300–800 questions pertaining to the Czech Republic. Additionally, for the second year running we serve as a domestic ticket seller for **Czech Railways**, a service much appreciated by both tourists and the airport authorities.

In the course of any given month, there are between 28 and 40 employees working at our TICs. In order to cover our extensive opening hours and the fluctuating traffic volume depending on the day of the week and high/low season, we also employ external workers working on a contract basis,

primarily **university students** with excellent knowledge of Prague and world languages. In high season, they cover 60% of our service hours.

The TICs hold long-standing relationships with **tourism and hospitality schools**, providing internship options to their students.

### New Visitor Centre at Na Můstku Street

To get even closer to Prague visitors, we accepted the City of Prague's generous offer and moved one of our information centres from its previous location on Rytířská Street No. 31 to a better location. The new branch, called a **Visitor Centre**, was opened on **1 September 2015** on the corner of Na Můstku and Rytířská streets in Prague 1 – Old Town. The move proved to be the right decision as the visitor numbers grew quickly and the modern, fresh look was widely praised. In addition to standard services, we also offer a small resting area, free Wi-Fi connection, and the sale of officially branded Prague souvenirs.

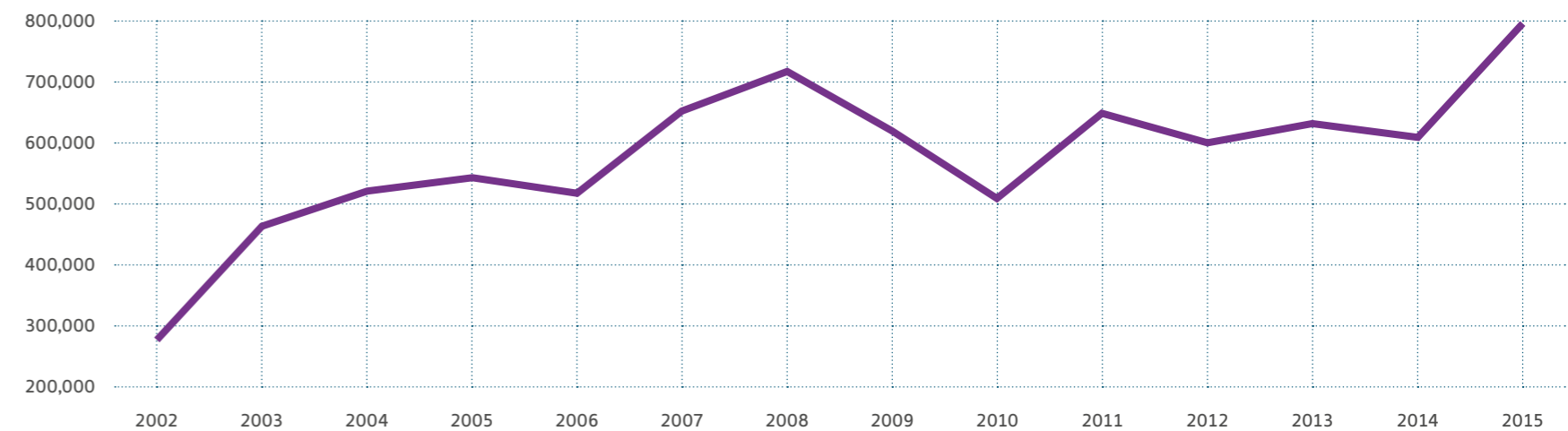


The TICs are regular members of the Association of Tourist Information Centres of the Czech Republic (A.T.I.C. ČR), with a Prague City Tourism representative serving on the organization's board as well as on the national certification committee.

### 2015 TIC VISITORS AND ENQUIRIES

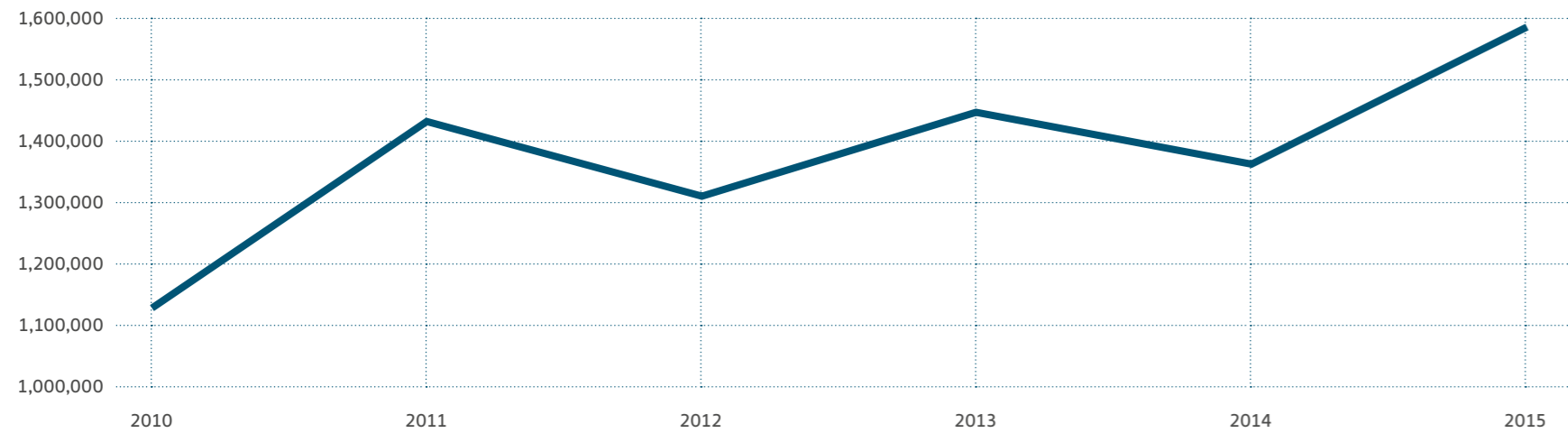
TIC	visitors per year	enquiries per year
Old Town Hall	859,337	358,057
Rytířská No. 31 (operation terminated on 31 July 2015)	108,719	54,366
Na Můstku (operating since 1 September 2015)	196,000	97,994
Wenceslas Square	83,857	119,795
Malá Strana bridge tower	65,360	32,680
Airport, Terminal 1	46,868	58,585
Airport, Terminal 2	226,254	75,418
<b>Total</b>	<b>1,586,395</b>	<b>796,895</b>

### TOURIST ENQUIRIES ANSWERED 2012–2015



Years	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>Enquiries</b>	<b>287,264</b>	<b>469,887</b>	<b>519,888</b>	<b>548,010</b>	<b>514,669</b>	<b>656,814</b>	<b>712,679</b>	<b>613,127</b>	<b>505,852</b>	<b>648,433</b>	<b>599,771</b>	<b>633,169</b>	<b>607,789</b>	<b>796,895</b>

TIC VISITOR NUMBERS 2010–2015



Year	2010	2011	2012	2013	2014	2015
<b>Visitors</b>	<b>1,128,702</b>	<b>1,436,728</b>	<b>1,309,792</b>	<b>1,441,441</b>	<b>1,364,464</b>	<b>1,586,395</b>

### DOMESTIC AND INTERNATIONAL ROAD SHOWS

For two years, we have been operating a mobile tourist information centre (mTIC) which was created by modifying one of our vans. Its mission is both to function as a regular tourist information centre at important Prague cultural events and trade shows, and to promote Prague as a destination around the country and abroad.

Among the most important events we brought our mTIC to in 2015 are the annual Holiday World travel trade show and the IIHF Ice Hockey World Championship.

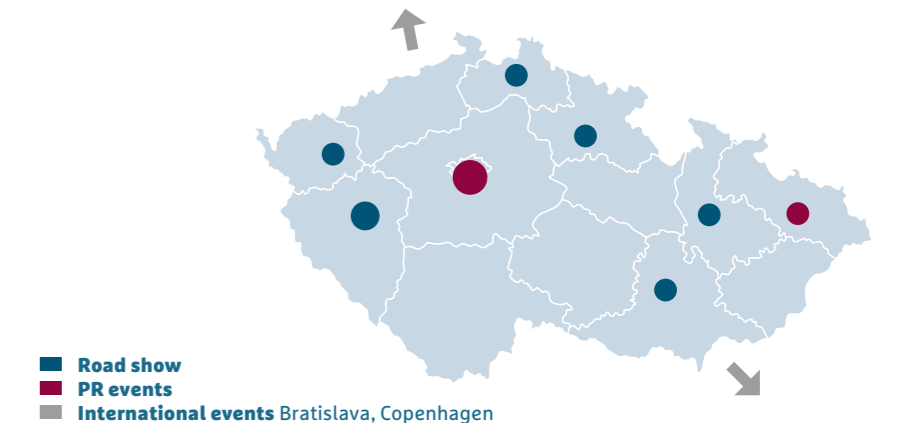
**A total of 5,320 km was covered by the mTIC in 2015, participating in 14 events in Prague, the Czech Republic, and abroad.**



### 2015 EVENTS WITH PCT MTIC PARTICIPATION

Event	Location	Date
Holiday World travel show	Prague	19–22 February
Dovolená and Region travel show	Ostrava	5–8 March
Days of Bavarian Culture	Pilsen	24 April
IIHF Ice Hockey World Championship	Prague	1–18 May
Čirkul-art / Ubránili sme sa / Slovak Food Festival	Bratislava	22–24 May
Ignis Brunensis	Brno	29–31 May
Olomouc festivities	Olomouc	5–6 June
Regional Festivities / The Liberec Fair	Liberec	13 June
Picnic at the Botanical Garden	Prague	21 June
Czech International Air Fest	Hradec Králové	5 September
Giant Puppets in Pilsen	Pilsen	28–30 August
Ladronkafest	Prague	12 September
Prague Days in Copenhagen	Copenhagen	14–20 September
48 <sup>th</sup> Tourfilm Karlovy Vary festival	Karlovy Vary	9–11 October

### MOBILE TOURIST INFORMATION CENTRE 2015



## PRAGUE.EU WEB SITE

We have been providing online information for 20 years. Our first web site was launched in 1995. Since then, the web site has gone through many transformations, changing its concept, structure, language versions, and look; its high quality content, high traffic volume, and user-friendliness have, however, remained constant features.

The last significant redesign was done in the autumn of 2014 when the web site received a new look and a modified concept. Now, the site is available in **8 language versions** – in 2015 we added the **Italian, Spanish, Chinese** and **Korean** versions. Prague is only the second European metropolis to respond to the growing interest of Korean visitors in this way.

The address [www.prague.eu](http://www.prague.eu) provides visitors with all of the information they need might need for their planning and enjoying their stay in Prague. Additionally, the web site offers suggestions to families with children, gourmets, sports and leisure enthusiasts, and those interested in the modern aspects of life in the city. Our copywriters are intimately familiar with the city and can offer detailed, insightful suggestions in the areas of their expertise. We present their texts in the form of inspiring spotlight articles.

The web site's greatest strengths are its daily updates and simple graphic design. Its user-friendliness means navigating it is easy and follows simple logic.

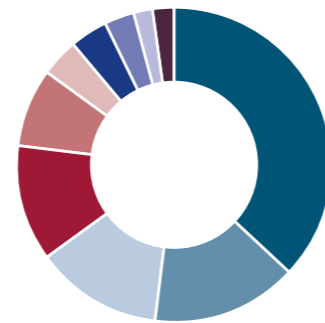
We also place great emphasis on attractive visuals and friendly, easy-to-read copy.

The web site's goal is to engage and inspire its visitors, making their decision to visit Prague a very easy one.

**A record 2.3 million users from 183 countries of the world visited the web site in 2015.**

MOST IMPORTANT WEB SITE TRAFFIC SOURCE COUNTRIES 2015

Country	% share
Czech Republic	37
Germany	15
United States	13
United Kingdom	12
Italy	8
Russia	4
Netherlands	4
Spain	3
France	2
India	2
<b>Total</b>	<b>100</b>



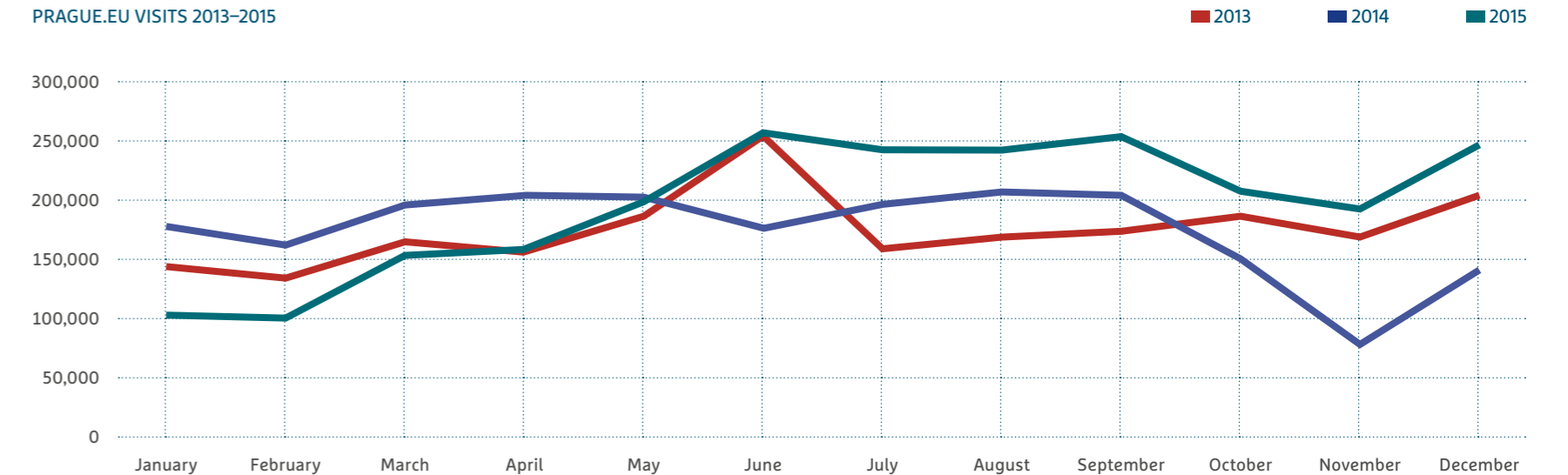
The web site is an important tool in promoting our marketing activities and seasonal offerings. For this purpose, we use **special themed microsites** in Czech and English. These include:

- [www.christmasinprague.com](http://www.christmasinprague.com)
- [www.valentinesinprague.com](http://www.valentinesinprague.com)
- [www.easterinprague.com](http://www.easterinprague.com)
- [www.beerinprague.com](http://www.beerinprague.com)
- [www.staromestskaradnicepraha.cz/en](http://www.staromestskaradnicepraha.cz/en) (“Old Town Hall in Prague”)

In 2015, we added the following:

- [www.pragueinmotion.eu](http://www.pragueinmotion.eu)
- [www.filmvpraze.cz](http://www.filmvpraze.cz) (“Film in Prague”, English version to come in 2016)
- [www.husovapraha.cz/en](http://www.husovapraha.cz/en) (“Hussite Prague”)
- [www.charlesivinprague.com](http://www.charlesivinprague.com)

PRAGUE.EU VISITS 2013–2015

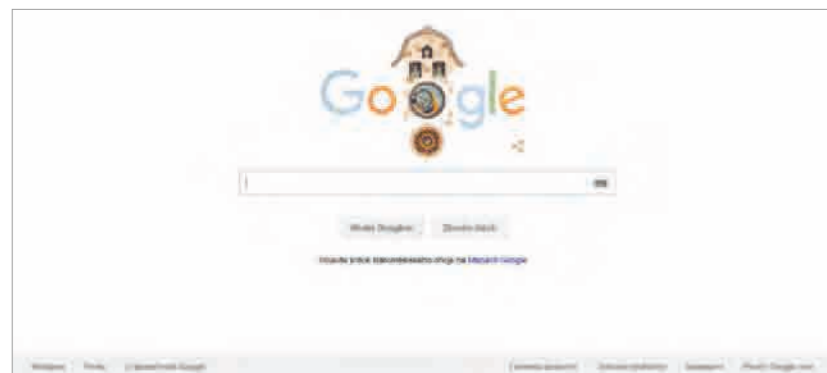


Number of visits	2013	2014	2015
January	149,053	177,096	102,629
February	133,890	160,460	100,518
March	166,824	192,329	151,644
April	159,886	205,893	163,231
May	178,154	201,042	195,315
June	255,666	176,306	256,397
July	159,031	191,701	237,521
August	170,143	207,794	237,686
September	173,686	204,761	252,061
October	186,686	151,365	214,193
November	168,737	77,920	188,020
December	201,896	144,624	245,543
Daily average	5,664	5,730	6,424
<b>Yearly total</b>	<b>1,925,498</b>	<b>2,091,291</b>	<b>2,344,758</b>



### 9 October 2015: Prague astronomical clock Google Doodle

Google commemorated the 605<sup>th</sup> anniversary of the famous monument by publishing a special Doodle, which was visible all day on October 9 on a number of national domains. As a result, our microsite [www.staromestskaradnicepraha.cz/en/](http://www.staromestskaradnicepraha.cz/en/) was seen by **72,513 visitors** from an impressive **130 countries** of the world. The largest numbers came from the United Kingdom, Spain, Japan, Mexico, and Germany. The countries able to learn how to properly read the time on the clock included even such far-flung nations as Fiji, Mongolia, and Zambia.



### E-SHOP

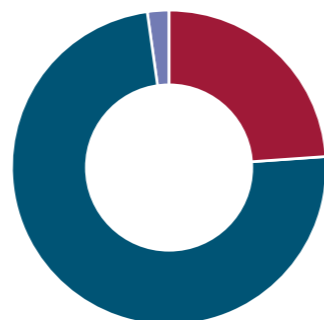
In the second half of 2015, our e-shop at [www.eshop.prague.eu](http://www.eshop.prague.eu) was completely overhauled and updated. Among the most popular items offered is admission to our (mostly Czech-language) Prague cultural history walks. Online tickets were purchased not just by Prague residents but also by customers in Brno, Ostrava, and Olomouc, and even those based as far as Dubai, Moscow, Brussels, Munich, and Bratislava.

As a new service, the e-shop started offering our **branded Prague merchandise**, the Prague Card, tour guide training courses, and group admissions to Old Town Hall.

Another popular new feature is the possibility **to order any of our maps or brochures** free of charge, with only the shipping cost being paid by the customer. This service now represents 74% of all transactions, with 14,000 items being distributed in 2015 to 43 countries around the world.

There were a total of 2,051 transactions in 2015, totalling CZK 946,285. The e-shop has an excellent conversion rate of 4.78%.

Walks	24 %
Brochures	74 %
Other	2 %



### GUIDE OFFICE

**In 2015, the guide office booked guides for 1,155 events attended by 9,600 people. Additionally, it provided guide services for 61 VIP events.**

We have a long-term working relationship with 210 tour guides. English-language tour guides are most frequently booked (557 events), followed by those guiding in German (249 events) and French (249 events). Among more unusual languages we occasionally receive requests for are Vietnamese, Korean, Indonesian, Thai, and Albanian.

We continue **working with government organizations**, providing guide services for events by the Czech Ministry of Foreign Affairs, the Ministry of Education, the Ministry of Trade, and the Ministry of Regional Development. Additionally, we provide guide services to events organized by the Mayor of Prague's protocol office and the City Hall in general.

The Guide office also offers catalogues of themed walks which customers can choose from directly at the guide office. Special events, such as advent walks held on advent Saturdays, were very successful.

### Merchandise

In addition to booking guide services, the guide office also offers our branded merchandise for sale. The most popular items include photo magnets, eyeglass wipes, and silk scarves hand-printed with Prague motifs, but also postcards and cookie cutters. The selection of items was updated in 2015 by additional items such as pop-up laser-cut greeting cards, decorative magnets, and new scarf designs and colours. Visitors to Prague can thus bring home more tasteful, high-quality souvenirs. The merchandise collection is also offered at the Old Town Square ticket office and our TICs in the city centre.



### VIP Guides Club

The VIP Guides Club's activities continued in 2015 with several educational events and meetings with interesting people, such as architecture theorist Adam Gebrian, director of the Václav Havel Library Michael Žantovský, and Jan Škroud of the Musée Grévin. Members of the VIP Guides Club were featured on the [prague.eu](http://prague.eu) web site. A total of 10 new members were accepted in 2015.

### Replacing Prague Guide license cards

Being the primary tour guide licensing authority, Prague City Tourism has always guaranteed the quality of tour guiding services in the city. In the autumn of 2015, at the behest of the City Hall, we launched the process of replacing the guides' license cards, which among other provide free access to many sights and other privileges. The new, more practical cards also include a badge which was previously a separate part of the guide license. The gradual process of replacing the cards will help us revise the tour guides' ranks, stay in touch with the active guides, update our info on their language skills, and establish better contact between Prague City Tourism and the Prague tour guide community. The card replacement process is due to be completed in March 2016.



**In 2015, Old Town Hall registered an all-time record in visitor numbers. One of the most popular sights in the Czech Republic, it was visited by 796,913 people, a roughly 8% increase over 2014.**



## PUBLISHING

In 2015, the publishing department oversaw the publication of 1,392,100 tourist brochures, maps and flyers in 13 language versions.

Publishing is among our organization's core activities. Providing visitors with printed materials is something we consider a standard courtesy which is expected from popular tourist destinations.

Apart from providing visitors with information needed for their stay in Prague, these materials serve as promotional materials both at home and abroad. They are provided free of charge in tourist information centres, at domestic and international travel trade shows, from hotel and restaurant associations, travel agents, tour companies, and at international events such as congresses, conventions, conferences, and the like. They are also distributed via Czech Republic diplomatic missions abroad and the foreign offices of CzechTourism.

The publishing plan includes **flyers, general and themed maps of Prague, as well as brochures**. Among our most popular titles are quarterly cultural brochures listing the most important events of each season. Our 2015 summer brochure had a special feature highlighting the 600<sup>th</sup> anniversary of the immolation of Jan Hus at the stake. Each year, a special Christmas edition is published in addition to the four seasonal issues.

An indispensable item, especially for our TICs, is the ever-popular **tear-off map**. The themed **Prague in Motion** map, along with the eponymous extensive brochure detailing all manner of sports and active leisure options in Prague, was instrumental in promoting 2015's chief marketing theme of active tourism.

The domestic tourism campaign would not have been possible without the **Film in Prague (Film v Praze)** brochure published in the autumn.

Visitors to Old Town Hall, one of the country's most popular sights, are the recipients of both a basic flyer and a much more extensive illustrated brochure; both titles were published in 13 language versions.

Certain titles have been published in collaboration with the Prague City Hall, namely the English version of the **Guide to Industrial and Technical Structures in Prague** and the two-volume, extensive **Treasures of Religious Architecture in Prague** brochure. The first volume focusing on the left bank of the Vltava River was published in 2015; the second volume is slated for early 2016.

All of these materials are available for free download from prague.eu as well as our corporate web site, praguecitytourism.cz. They can also be ordered free of charge (shipping charges only) via our e-shop.

### Graphic icons for Prague monuments

Working with Dynamo Design, the graphic studio behind the Prague visual communication style, we have commissioned a series of visual icons representing important Prague monuments in several colours, to be used in maps and other materials. The icons or pictograms are to be jointly presented together with the Institute for the Planning and Development of the City of Prague (IPR), a municipal organization we have a close relationship with; for example, IPR provides free map templates for our printed materials while we provide free data for IPR's use.



Prague City Tourism

### TITLES PUBLISHED IN 2015

Title	Total print run	Language versions
Spring in Prague (events brochure)	20,000	CZ, EN
Prague in Motion (map)	40,000	CZ, EN, DE
Prague in Motion (brochure)	40,000	CZ, EN, DE
Hussite Prague/Summer in Prague 2015	20,000	CZ, EN, DE
Guide to Industrial and Technical Structures in Prague	10,000	EN
Autumn in Prague	20,000	CZ, EN
Prague in Your Pocket (practical guide)	40,000	FR, IT, ESP, CHIN, KOR, JAP
Film in Prague	10,000	CZ
Old Town Hall (flyer)	260,000	CZ, EN, DE, IT, FR, ESP, RUS, POL, POR, NL, CHIN, JAP, KOR
Old Town Hall – interiors (brochure)	300,000	CZ, EN, DE, IT, FR, ESP, RUS, POL, POR, NL, CHIN, JAP, KOR
Tear-off map of Prague (pads)	500,000	CZ/EN/DE/RUS
Christmas in Prague (events brochure)	20,000	CZ, EN, DE, RUS
Winter in Prague 2015	20,000	CZ, EN
Prague Tour Guide's handbook	400	CZ
Prague Cultural History Walks – monthly programme	81,200	CZ
Treasures of Religious Architecture in Prague	10,500	CZ
<b>Total</b>	<b>1,392,100</b>	

### Newsletters

We regularly publish two types of electronic newsletters. The monthly Czech-language **Incoming and Tour Guide Newsletter** is primarily dedicated to the local travel and hospitality industry community, hotels, tour guides, and the like; it is a detailed resource of industry news, cultural events, and other relevant information.

The international e-newsletter, titled the **Prague Preview**, is published bimonthly in English, German, and Russian. It highlights the most relevant news affecting visitors, as well as information about other events in a 6-month horizon. It serves the international travel trade community as well as foreign media.

Both newsletters are sent to more than 7,000 addresses including tour operators, travel agents, trade associations, the media, tour guides, and the public at large. A form on the web site makes it easy for anyone to sign up for either newsletter.



## OLD TOWN HALL

The Old Town Hall is among the Czech Republic's most popular monuments. Visitors can enjoy a guided tour of its historical interiors or a view from the top of its Gothic tower. **In 2015 both visitor routes sold a record number of tickets; overall, a total of 796,913 visitors came to the Old Town Hall, an 8% increase over the previous year.**

In early 2015 we completely overhauled the ticket office area on the Town Hall's ground floor, so that at the start of the new tourist season we could welcome visitors in a new, pleasant environment.

Throughout the year we held a number of public events at the Town Hall. In April, Old Town Square became the venue of the **Prague in Motion** one-day festival organized by Prague City Tourism. We prepared special 10-minute "high-speed" tours of the building concluded by a quiz with prizes. As a parallel activity we held a race combining visits to all four historical town halls in the heart of Prague, which concluded with a special evening tour of Old Town Hall with an entertaining programme.

Other events commemorated important historical milestones. On the occasion of the **70<sup>th</sup> anniversary of the Prague Uprising** of 1945 we created a special guided tour that included the underground space of the Old Town Hall which served as a sort of headquarters for the uprising. This marked the first time we made this space accessible to the public. We also reopened the renovated chapel with renovated historical furnishings that were returned to it after 70 years.

On this occasion, we mounted an exhibition in the chapel acquainting visitors with the chapel's history and architectural transformations through the centuries, with the May 1945 historical events, and with the restored items and furnishings returned to it after many decades.

In June 2015 we opened a permanent exhibition installed along the Tower staircase, detailing the history of the building. Titled **Old Town Hall through**

**the Centuries**, the exhibition includes nearly 100 heretofore unpublished historical photographs and other depictions of the Old Town Hall, describing its most important sections, history, and the personalities who shaped its fate.

The Old Town Hall joined in the commemorative events of the **600<sup>th</sup> Jan Hus anniversary**. On the first July weekend we prepared a special tour for children, acquainting them in an engaging way with the most important moments of this towering figure of Czech history. Those who participated in the evening tour got a chance to meet the radical Hussite preacher Jan Želivský.

On the anniversary itself, 6 July, we opened the Brožík Hall to the general public with a special commentary on the monumental painting by Václav Brožík entitled "Jan Hus before the Konstanz Council", accompanied by a live performance of a Hussite chorale.

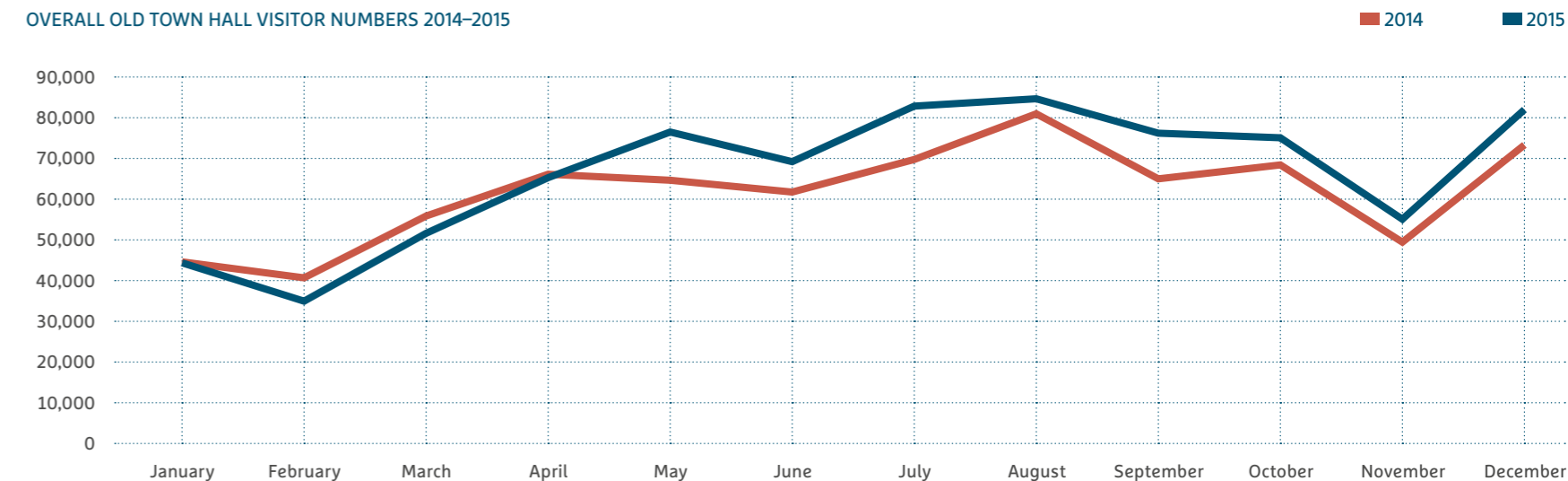


In September we organized the **first-ever celebrations of the founding of Old Town Hall**. For the first time in history, visitors were able to view the entire town hall complex including those interiors that are normally off-limits to visitors. We opened the historical underground sewage system, as well as the U Minuty house and the wedding hall. The tours had a rich accompanying programme – music, theatre, trumpeters, a wedding salon presentation, organ music and a mock wedding ceremony. The event, titled Radnice dokořán – **"Old Town Hall Open Wide"** – was a massive success, with over 2,000 participants and significant media coverage.

The 2015 visitor season was symbolically wrapped up with an **advent string quartet concert** which took place in the Jiří of Poděbrady Hall.

Throughout the year, we offered the ever-popular **evening tours** of the Old Town Hall as well as themed tours for children. We paid much attention to printed materials, as well. Since September, we have been distributing new attractive **flyers**, as well as a complete novelty for all guided tour participants, an extensive **brochure** detailing the Town Hall's historical interiors. These materials were published in 13 languages.

OVERALL OLD TOWN HALL VISITOR NUMBERS 2014–2015



Month	January	February	March	April	May	June	July	August	September	October	November	December
2015	44,287	34,867	51,536	65,200	76,417	69,125	82,777	84,581	76,128	75,042	55,044	81,909
2014	44,530	40,607	55,787	66,044	64,564	61,824	69,681	80,882	64,905	68,369	49,369	73,231

## EDUCATION DEPARTMENT

### PRAGUE CULTURAL HISTORY WALKS

The education department aims to increase awareness among the public at large about Prague's history and development. The department organizes guided walks in and outside the historical centre, including special walks using Nordic Walking poles. **In 2015, we held 467 cultural history walks which were attended by over 14,000 people.**

Our guides have also worked during the **open house events** at the Chamber of Deputies of the Parliament of the Czech Republic and the building of the Ministry of Transport. We have long-standing collaborations with the National Theatre, the Estates' Theatre, the Rudolfinum, and the Prague City gallery. We hold regular walks in Prague districts 3 and 10 and collaborate with the Prague Spring International Music Festival. Increasingly popular are our private (closed group) walks which can be ordered from our catalogue.

In 2015 we held special Jan Hus walks commemorating his anniversary and promoted active, faster-paced walks as part of our Prague in Motion marketing campaign. In the autumn we launched a new series titled **"Children, Get to Know Prague!!!"** which has been popular with children and parents alike.

Among the most popular walks of 2015 were children's walks and a series about the **courtyards and backyards of Prague**, focusing on lesser-known Prague areas and nooks.

#### PRAGUE CULTURAL HISTORY WALKS IN FIGURES

Walks total	467
Participants total	14,204
Tickets sold through advance sales	8,305

### TOUR GUIDE TRAINING AND CONTINUING EDUCATION

In 2015, aspiring tour guides could choose from several accredited courses, and working tour guides were offered a number of continuing education events.

We organized 4 guide training courses (two for a Prague tour guide license, two for a general tour guide license), plus an additional two specialized courses for Jewish Museum guides.

In addition to accredited courses we held a total of **94 continuing education events** which were **attended by 1,847 guides**. As in every year, we issued a **2015 Tour Guide Handbook** in early 2015.



Prague City Tourism

In the area of professional training, we prepared language tests for our Old Town Hall workers who are in daily contact with our foreign visitors.

#### GUIDE EDUCATION IN NUMBERS

Courses taught	6
Course participants	100
Continuing education for guides lectures	94
Continuing education participants	1,847
Prague Guide license cards issued	73
Prague Guide card replacement requests received	445

### THE EVERYMAN'S UNIVERSITY OF PRAGUE

In 2015 we continued offering our popular educational lecture and walk series to the general public. These are so popular that some series sold out within a few days. The Everyman's University of Prague offered **13 series totalling 138 events, which were altogether attended by 758 participants**. As a new feature, all relevant information is now available online, which simplifies communication between the students and the education department.

#### THE EVERYMAN'S UNIVERSITY OF PRAGUE IN FIGURES

Series taught	13
Events total	138
Students enrolled	758

### Library

The Prague City Tourism library holds a 12,000 volume book collection available to guides, students, and the professional public. In 2015 we updated and catalogued the entire collection, increasing its quality. 50 new readers

registered during the year. The complete catalogue is available online on the PCT corporate web site.

### Statistics and analyses

Among the cornerstones of any activity performed by Prague City Tourism – especially marketing – is data supplied by our department of statistics and analyses. In addition to continuous, near-daily statistical updates, the department issues detailed quarterly reports on incoming tourism in Prague, incorporating data published by the Czech Statistical Office. In the spring, the department released a report on 2014 visitor data for major monuments, attractions, and cultural events.

Since the end of 2014, the department has been working closely with the research firm GfK Czech on a three-year research project bearing the title Comparative Analysis of Incoming Tourism in Prague, 2014–2017. For details, see a separate chapter on pg. 40.

Essential statistical data useful to travel professionals, journalists, and tourism students is regularly published in Czech and English on [praguecitytourism.cz](http://praguecitytourism.cz).

The statistics department also regularly contributes to the Austrian information system TourMIS, whose data is used by international organizations such as European Cities Marketing and the European Travel Commission.

## RESEARCH: PRAGUE VISITORS POLL

Prague City Tourism strives to provide its visitors with quality service, which would not be possible without detailed information on those who arrive in our capital. To that end, in December 2014 we launched a three-year research project with the respected public opinion polling agency GfK, titled **Comparative Analysis of Incoming Tourism in Prague, 2014–2017**.

In 2015, the first two rounds of field interviews among Prague visitors were completed. The results are as yet incomplete and will be further refined through four more rounds of interviews. After the final round is completed, the agency will generate a comprehensive comparative study expounding on the poll results received in 2014–2017.

**The project's objective** is to expand available official tourism data as presented by the Czech Statistical Office, and to determine especially the following:

- motivating factors for domestic and international visitors to Prague
- reasons for their stay in Prague
- cost structure, services used
- satisfaction with stay
- positive impressions, favourite aspects
- negatives, what needs improvement
- frequency and likelihood of return visits
- information sources used
- willingness to utilize modern technologies

### Methodology and targeting

The study's purpose is to record and evaluate opinions of a varied group of visitors to Prague. In addition to tourists, the study also includes one-day visitors, transit passengers, residents and non-residents. The lower age limit is 15 years.

The respondents are addressed in 26 pre-selected locations, are chosen randomly, and are interviewed using the TAPI (Tablet Aided Personal Interviewing) method.

The respondents answer up to 21 questions, part of which help to classify them into groups and part of which are focussed on specific behaviours. To maximize the variety of source markets, 12 different language versions of the questionnaire are available.

### Respondents

The first two interview rounds included 3,087 respondents from 100 countries.

	Period	Respondents total	Countries total
<b>First round</b>	Dec 2014 – Jan 2015	1,543	85
<b>Second round</b>	Jun – July 2015	1,535	88

The strongest source countries were represented the most (Germany, Italy, France, United Kingdom, United States.) In each round of interviews, no more than 120 people of the same nationality can be questioned. In general, European nationals prevailed, however some respondents hailed from such distant and exotic lands such as New Caledonia, Guatemala, Malaysia, the Sudan, and Uganda.

In both rounds, the 20–29 age category was the most frequently represented, however the summer round saw the age categories more evenly spread. For this reason, the second round yielded a higher percentage of opinions by older age groups. The genders were split evenly in both interview rounds.

The first two rounds indicate that while there are certain differences in responses related to the season, they are not very pronounced.

### Main trip destination

A high percentage of respondents stated Prague as the only destination of their trip, however when comparing the two interview rounds, summer visitors more frequently included other European destinations, as well. Prague is most frequently combined with Vienna, Budapest, and Berlin. There are significantly fewer people planning to visit other places within the Czech

Republic; among those most frequently stated were Český Krumlov, Karlovy Vary, Kutná Hora, and Brno.

### Number of visits, reasons and motives for visit

The vast majority of respondents, nearly three-fourths, was in Prague for the first time. Business/work trips to Prague were far less frequent than private/leisure trips. The most visitors came to see Prague's monuments, history and architecture; all other motivations were rated significantly lower.

In both rounds, the majority of guests decided to visit Prague based on recommendations by their family and friends who had visited before. In the winter, the second leading motive was personal experience from a prior visit; in the summer, it was the city's convenient location.

Prague is a destination where most visitors come independently; if using a travel agent/tour operator, it is nearly always one based abroad.

### Sources of information, using modern technology

The leading source of information prior to the trip was the Internet; in the winter, 65% used it for inspiration; in the summer, it was 76%. TripAdvisor reviews and social media were used more frequently than the official web sites for Prague or the Czech Republic. During their stay, visitors most frequently used electronic information and a paper map; nearly a third used a printed guidebook.

Using mobile phones and the Internet by foreign visitors during their stay in Prague was less frequent in the summer. In all age categories there are people who use modern technologies frequently, as well as those who don't do so at all. The most frequent users are in the 30–39 age group. Both mobile phones and the Internet are steadily used by business travelers much more frequently than by leisure ones. In both rounds, Czechs have reported significantly higher mobile phone and internet use than any other nationality.

### Service quality satisfaction

Respondents evaluated a total of nine types of services; most were rated as satisfactory. The most highly rated aspects of the city were public transit, safety, and cleanliness. Tourist information centres and guides were also perceived in a positive light. While there was no area with a predominantly negative perception, there was criticism of Prague's taxis, exchange offices, its orientation and navigation systems, and the language skills and friendliness of service staff.

### Expenditures

Expenditures during stay were another monitored category. Aside from the cost of travel to Prague, the highest-priced item is accommodation. Overall, Russian visitors reported the highest expenditures during their stay in Prague. Winter expenditures were generally higher than those in the summer. The two most frequent methods of exchanging money were using a bank teller machine and an exchange office.

### Favourite places

Among the respondents' favourite places were largely well-known sights: Prague Castle and Charles Bridge. The Old Town Square and Old Town as a whole were also highly rated. In the summer, visitors were less likely to name places outside the centre or off the beaten track.

### Return visits

Over 80% respondents stated a desire to return to Prague, with 51% stating they "definitely" wished to do so. The number of respondents stating no desire to return is very low. The most frequently cited reason for not considering a return visit was the fact that the respondents didn't consider Prague to be sufficiently interesting of a city to merit a repeat visit.

Basic results of the poll were published on [praguecitytourism.cz](http://praguecitytourism.cz); this is also where further partial results from the next two rounds will be published over the course of 2016.



**In 2015, Prague achieved an all-time record in visitor arrivals. In total, it was visited by 6,573,349 tourists, representing a 7.8% increase over 2014. The highest numbers of tourists came from Germany, the United States, and the United Kingdom.**

## 2015 IN PRAGUE CITY TOURISM FIGURES

- 2,344,758** prague.eu web site visits from 183 countries
- 1,586,395** visitors at tourist information centres
- 1,392,100** distributed brochures, maps, and flyers
  - 796,913** visitors to the Old Town Hall
  - 796,895** enquiries answered by tourist information centres
- 134,866** Prague.eu Facebook fans
- 84,581** visitors per month is the new record for Old Town Hall
- 40,000** Prague Cards sold
- 14,204** participants in Prague cultural history walks
- 14,000** brochures, maps, and flyers ordered via our e-shop
  - 6,424** average daily visits to prague.eu
  - 5,320** km covered by our mobile tourist information centre
  - 2,630** tourist enquiries answered via e-mail or phone
  - 1,155** events with guides provided via the guide office
    - 758** participants enrolled in the Everyman's University of Prague
    - 467** cultural history walks realized
    - 350** domestic media hits mentioning Prague City Tourism
    - 330** foreign media served
    - 113** fam and press trips supported
    - 95** VIP Guides Club members
    - 94** continuing education lectures for tour guides provided
    - 11** travel trade shows, domestic and international
    - 8** full language versions of prague.eu
    - 6** tourist information centres operated by Prague City Tourism



Prague City Tourism

## PRAGUE CITY TOURISM FINANCES AND ECONOMIC RESULTS IN 2015

### Core activities

Prague City Tourism's core activities in 2015 were closely tied to the marketing plan. It has as its pillars marketing activities resulting from major public procurement tenders realized in previous years, namely promotion of Prague tourism online and via social media. The project consists of two major contracts totalling CZK 50 mil. spread over three years, 2014–2017, with the contracts representing a cohesive online marketing strategy with emphasis on social media. The results of these two contracts are continuously monitored, evaluated and presented.

We also realized a number of smaller, nonetheless significant marketing projects, such as Prague in Motion, Film in Prague, and the ongoing Czech Airlines branded aircraft campaign.

Last but not least, we participated in major domestic and international travel trade shows (MITT Moscow, WTM London, ITB Berlin) and MICE fairs (IMEX Frankfurt, ibtm world Barcelona) and supported a number of press and fam trips.

From a financial standpoint, 2015 was a successful year, with the organization staying within its allotted budget while increasing revenue both in its core and supplemental activities. The financial result was a savings of CZK 10.2 mil. in core activities and a profit of CZK 2.5 mil. in supplemental activities. This significant savings will be gradually utilized to fund another large-scale project, aimed at effective promotion and continuous marketing of seven significant events in Prague (the Prague Spring international music festival, the SIGNAL light festival, Designblok, Volkswagen Marathon Prague, Letní Letná, FebioFest, and United Islands of Prague).

At several points during the year the organization struggled with defaulted payments; for the first time during the first quarter when our funding was insufficient for the major expenditures needed before the start of the tourist

season, and again in the fourth quarter when it was necessary to complete the financing and accounting for several year-long marketing projects.

In its core activities, PCT achieved a revenue of CZK 78 mil., which represents 24% over the planned budget. The main revenue component was income from Old Town Hall admission sales; the tourism operation of the building, owned by the City of Prague, is entrusted to Prague City Tourism. In 2015, the Old Town Hall registered a record high of 796,913 visitors.

Overall costs were CZK 105 mil., which is 5% over the planned budget. The largest expenditures were marketing and promotional projects as well as payroll costs.

### Supplemental activities

The main source of revenue from supplemental activities was the Prague Card project, which yielded a positive balance of CZK 2.7 mil. Other sources were commissions from the sale of services and goods at our tourist information centres, Old Town Hall, and the e-shop. For the first time, the Prague Card incorporated a public transit ticket valid for 2, 3 or 4 days.

From a financial standpoint, the organization achieved a net profit of CZK 2.5 mil., which is 235% over the planned budget. Overall revenue was CZK 45 mil., representing 438% over budget.

PCT's overall costs in supplemental activities were CZK 42 mil., which represents a cost increase of 461% over budget; however, it must be noted that the annual budget did not include the Prague Card project, which was only launched in April 2015.



2015 PRAGUE CITY TOURISM ECONOMIC ANALYSIS  
CORE ACTIVITIES

in thousand CZK

	Budget 2015	Actual 2015	% fulfilment of budget	Actual 2014
<b>Total revenue</b>	<b>63,000.0</b>	<b>78,293.0</b>	<b>124 %</b>	<b>68,278.0</b>
of which:				
Admission sales	59,500.0	72,665.0	122 %	59,414.0
Service sales	3,000.0	5,337.0	178 %	8,283.0
Other revenue	500.0	291.0	58 %	581.0
<b>Total costs</b>	<b>100,341.4</b>	<b>105,403.0</b>	<b>105 %</b>	<b>134,579.0</b>
of which:				
Materials consumed	3,635.0	3,254.0	90 %	8,384.0
Energy consumed	1,200.0	693.0	58 %	684.0
<b>Services</b>	<b>49,131.5</b>	<b>44,049.0</b>	<b>90 %</b>	<b>63,384.0</b>
of which:				
Repairs and maintenance	1,500.0	329.0	22 %	1,430.0
Travel expenses	1,000.0	840.0	84 %	1,007.0
Entertainment expenses	250.0	92.0	37 %	2,195.0
Lease and services of non-residential premises	2,000.0	1,881.0	94 %	1,760.0
Cleaning	700.0	481.0	69 %	416.0
Telecommunications	800.0	962.0	120 %	824.0
Facility security	700.0	782.0	112 %	127.0
Promotion, advertising	35,333.5	29,898.0	85 %	46,149.0
<b>Personnel costs</b>	<b>33,178.9</b>	<b>36,454.0</b>	<b>110 %</b>	<b>32,384.0</b>
of which:				
Payroll	21,060.0	20,917.0	99 %	18,454.0
Other personnel costs	4,023.5	6,441.0	160 %	5,815.0
Mandatory social insurance	7,160.4	8,144.0	114 %	7,242.0
Mandatory social costs – Cultural and Social Needs Fund	210.0	209.0	100 %	185.0
<b>Taxes and fees</b>	<b>150.0</b>	<b>339.0</b>	<b>226 %</b>	<b>211.0</b>

2015 PRAGUE CITY TOURISM ECONOMIC ANALYSIS  
CORE ACTIVITIES (cont'd.)

in thousand CZK

	Budget 2015	Actual 2015	% fulfilment of budget	Actual 2014
<b>Other costs</b>	<b>0.0</b>	<b>4,231.0</b>		<b>13,178.0</b>
of which:				
Contractual penalties and interest on late payments	0.0			0.0
Other penalties & fines	0.0			95.0
Deficits and damages	0.0			0.0
<b>Fixed asset depreciation</b>	<b>4,835.0</b>	<b>3,933.0</b>	<b>81 %</b>	<b>4,531.0</b>
From City of Prague subsidies	4,835.0	3,933.0	81 %	4,531.0
From government & foreign subsidies	0.0			0.0
<b>Small-scale fixed assets</b>	<b>1,900.0</b>	<b>704.0</b>	<b>37 %</b>	<b>1,163.0</b>
<b>Income tax</b>	<b>6,311.0</b>	<b>11,746.0</b>	<b>186 %</b>	<b>10,230.0</b>
<b>Net income (NI)</b>	<b>-37,341.4</b>	<b>-27,110.0</b>	<b>73 %</b>	<b>-66,301.0</b>
<b>Non-investment subsidies (NIS)</b>	<b>37,341.4</b>	<b>37,341.4</b>	<b>100 %</b>	<b>66,771.0</b>
Government subsidies	0.0			
Other	0.0			
<b>NET INCOME (NI)</b>	<b>0.0</b>	<b>10,231.4</b>		<b>470.0</b>

(+ profit, - loss)

2015 PRAGUE CITY TOURISM ECONOMIC ANALYSIS  
SUPPLEMENTAL ACTIVITIES

in thousand CZK

	Budget 2015	Actual 2015	% budget fulfilment	Actual 2014
<b>Total revenue</b>	<b>10,200</b>	<b>44,650</b>	<b>438 %</b>	<b>9,235</b>
Revenue from goods sold		38,977		
<b>Total costs</b>	<b>9,146</b>	<b>42,171</b>	<b>461 %</b>	<b>8,775</b>
of which:				
<b>Purchases</b>	<b>3,000</b>	<b>36,144</b>	<b>1,205 %</b>	<b>3,647</b>
of which:				
Materials consumed	250	101	40 %	260
Energy consumed	60	35	58 %	43
Goods sold	0	36,008		
<b>Services</b>	<b>2,780</b>	<b>2,815</b>	<b>101 %</b>	<b>2,570</b>
of which:				
Repairs and maintenance	50	14	28 %	77
Travel expenses	30	15	50 %	25
Lease and services of non-residential premises	140	142	101 %	143
Cleaning	50	40	80 %	28
Telecommunications	100	48	48 %	45
<b>Personnel costs</b>	<b>2,386</b>	<b>2,068</b>	<b>87 %</b>	<b>1,739</b>
of which:				
Payroll	1,480	1,294	87 %	1,115
Other personnel costs	365	247	68 %	228
Mandatory social insurance	503	473	94 %	356
Mandatory social costs – Cultural and Social Needs Fund	15	13	87 %	11
<b>Taxes and fees</b>	<b>5</b>	<b>18</b>	<b>360 %</b>	<b>6</b>

2015 PRAGUE CITY TOURISM ECONOMIC ANALYSIS  
SUPPLEMENTAL ACTIVITIES (cont'd.)

in thousand CZK

	Budget 2015	Actual 2015	% budget fulfilment	Actual 2014
<b>Other costs</b>	<b>0</b>	<b>13</b>		<b>19</b>
of which:				
Contractual penalties and interest on late payment	0	0		0
Other penalties & fines	0	0		0
Deficits and damages	0	0		0
<b>Fixed asset depreciation</b>	<b>650</b>	<b>496</b>	<b>76 %</b>	<b>513</b>
of which:				
Buildings and structures	0	0		0
Facilities & equipment	650	496	76 %	513
<b>Small-scale fixed assets</b>	<b>75</b>	<b>10</b>	<b>13 %</b>	<b>53</b>
<b>Income tax</b>	<b>250</b>	<b>607</b>	<b>243 %</b>	<b>228</b>
<b>NET INCOME (NI)</b>	<b>1,054</b>	<b>2,479</b>	<b>235 %</b>	<b>460</b>
(+ profit, - loss)				

In 2015, incoming tourism in Prague registered further significant growth. New records were set both in the number of guests staying in collective accommodation facilities (CAFs), and the number of their overnights. Both values have been rising steadily since 2012, from which date the figures can be reasonably compared.

Over the course of 2015, Prague's CAFs registered 6,573,349 arrivals and 15,907,932 overnights. The share of foreign guests represented 86.4% at 5,679,602 arrivals; Czech residents represented 13.6% with 893,747 arrivals.

In terms of incoming tourism, 2015 was a very successful year for the entire Czech Republic. As in previous years, Prague was the most visited Czech region, visited by 65.4% of all foreign visitors.

The overall increase in Prague arrivals was 477,334 persons (+7.8%), which represented an increase in both domestic and foreign arrivals. There were an additional 112,786 (14.4 %) domestic arrivals and 364,548 (6.9%) additional foreign arrivals over 2014 figures. In terms of monthly figures, there was a continuous year-on-year increase in foreign arrivals since June 2014; in terms of domestic arrivals, since November 2014.

In terms of seasonality, the most arrivals and overnights were, as always, registered in the third quarter, with August being the strongest month while July saw the greatest year-on-year increase. The weakest periods were the first quarter and the month of January.

Domestic visitors generally favour the summer months much less than international ones, choosing to visit especially during the advent period and Christmas. The highest domestic arrivals to Prague were registered in November.

In terms of source countries, following long-term trends, the most visitors came to Prague from Germany, with 821,561 people representing an increase

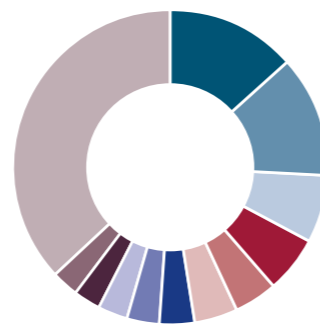
of 88,320 (12.0%) over 2014. Germany thus topped the charts in both overall arrivals and the greatest year-on-year increase. The second place was taken by the United States, however lagging 375,177 behind Germany. The third most important source country was the United Kingdom of Great Britain and Northern Ireland at 379,745 arrivals.

The composition of the top ten source countries remained the same as in 2014, however there were several significant shifts in order. The most notable one is Russia's descent from No. 2 to No. 5 while the United States, United Kingdom, and China all gained.

Continuing the 2014 trend, there was a steady and marked decline in visits from Russia, which did not stop even in December.

VISITOR ARRIVALS FROM MAIN SOURCE COUNTRIES IN 2015

Country	Guests	Share in %
Czech Republic	893,747	13.6
Germany	821,561	12.5
United States	446,384	6.8
Great Britain	379,745	5.8
Italy	304,817	4.6
Russia	292,156	4.4
Slovakia	238,294	3.6
France	213,698	3.3
China	196,563	3.0
Poland	193,408	2.9
Spain	180,852	2.8
Other countries	2,412,124	36.7
<b>Total</b>	<b>6,573,349</b>	<b>100.0</b>



Among Prague's chief advantages is its ever-growing diversity of source markets. Losses from one market are steadily replaced by gains from others, while year-on-year growth is marked especially in the case of Korea (+44.1%) and China (+31.6 %.) Great potential is also seen in the Israel market (+23.7%) which also shows one of the longest average lengths of stay.

Taken globally, the decisive share of arrivals came from Europe at 65.1%, followed by Asia at 15.3% (with Russia alone at 5.1%), North America (9.1%), South America (2.9%), Australia (1.7%) and Africa (0.7%).

Considering Russia as a separate entity when evaluating visitor numbers from different parts of the world, the greatest overall increase was contributed by Europe (an increase of 266,743 arrivals), with Asia a close second (an increase of 205,176). Russia registered a year-on-year decrease of 181,415.

Looking at accommodation figures, there were 1,157,645 more overnights in Prague's collective accommodation facilities in 2015 over 2014, representing an increase of 7.8%. Foreign guests accounted for an increase of 219,740 overnights (16.1%) while domestic visitor overnights grew by 219,740 (16.1 %.) The share of foreign guests in the overall figure was 90%, domestic tourists represented 10%.

The greatest number of overnights in Prague was contributed by German visitors. Despite an enormous decrease over 2014, Russia took the second place thanks to its exceptionally long average stay at 4.9 days. The United States took the third place, with only a small difference of less than 30,000 overnights as compared to Russia.

While globally speaking, the percentages of European arrivals and European overnights are very similar, the case is different with Asia due to the generally short duration of stays. While Asia accounted for 15.3% of international arrivals, its share of overnights is only 13.4%. This ratio is

reversed in the case of Russia, with Russia representing only 5.1% arrivals but 7.9% of overnights.

Of the overall number of 52 monitored source countries and territories, the Czech Statistical Office registered an increase in arrivals from 43 markets, with a decrease in only 9 source markets.

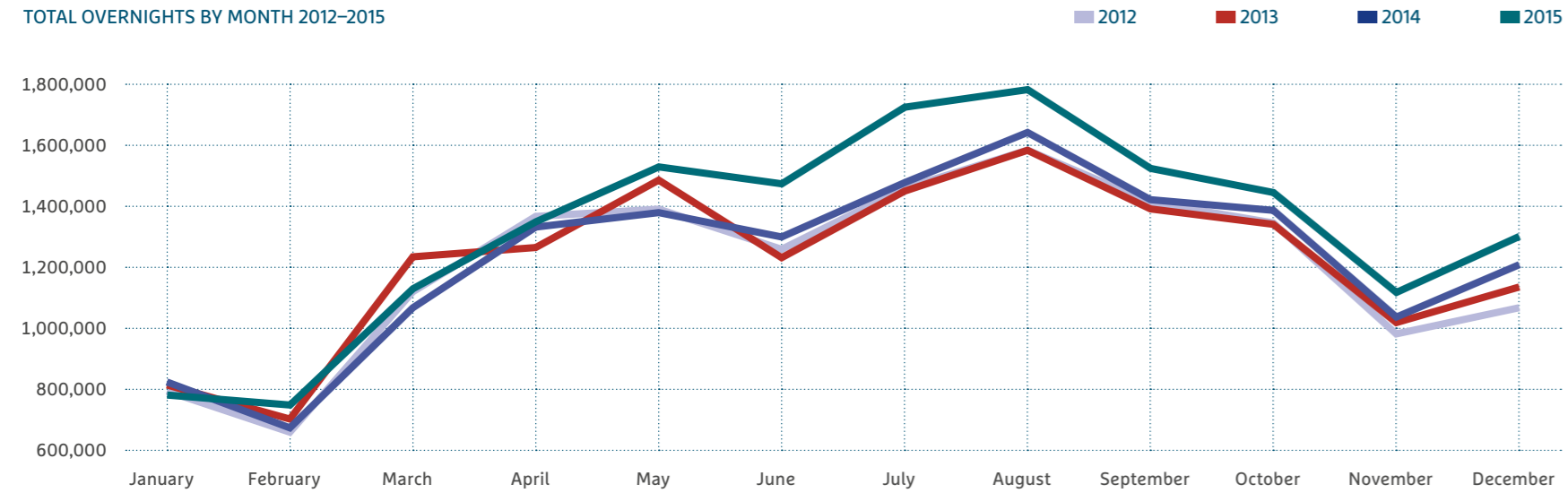
The overall average length of stay was 2.4 nights, with international visitors staying an average of 2.5 nights and domestic visitors staying an average 1.8 nights. These figures are unchanged from 2014.

Prague currently has 757 collective accommodation facilities with 40,520 rooms, 87,961 beds and 967 spaces for tents and caravans.

There has been an increase in net bed occupancy, with 55.2% in 2015. Room occupancy was 62.1%, with the highest occupancy rates being reported by five-star hotels.

On the next page you will find a chart showing the development of overnight figures for Prague between 2012 and 2015.

TOTAL OVERNIGHTS BY MONTH 2012-2015



Overnights	2012	2013	2014	2015
January	794,536	814,469	824,452	781,292
February	659,999	702,912	674,103	748,645
March	1,120,009	1,234,490	1,067,408	1,129,836
April	1,366,955	1,265,000	1,331,917	1,349,328
May	1,390,664	1,485,781	1,379,294	1,529,220
June	1,259,224	1,231,606	1,299,527	1,473,757
July	1,459,026	1,449,643	1,477,456	1,724,853
August	1,583,932	1,583,563	1,641,918	1,782,512
September	1,413,496	1,391,402	1,421,702	1,524,330
October	1,345,597	1,340,864	1,386,672	1,445,161
November	981,944	1,018,911	1,037,010	1,117,660
December	1,067,761	1,135,641	1,208,828	1,301,338
<b>Total per year</b>	<b>14,443,143</b>	<b>14,654,282</b>	<b>14,750,287</b>	<b>15,907,932</b>





**There are a growing number of domestic visitors coming to Prague. In 2015, a total of 893,747 Czech residents visited Prague, an increase of 14.4% over 2014.**

In 2016, Prague City Tourism will focus on marketing the events and places connected with the 700<sup>th</sup> anniversary of Emperor Charles IV, whose 14<sup>th</sup>-century rule represented the period of the greatest architectural and cultural blossoming of Prague. There will be several internationally notable events taking place in Prague in connection with the anniversary that stand a good chance of attracting the attention of visitors with an interest in history and culture. The Charles IV theme will be promoted alongside a parallel campaign by CzechTourism which also chose the anniversary as the central theme of their 2016 marketing efforts.

As a secondary theme related to Charles IV, we will promote the current wine culture in Prague which is going through a period of dynamic growth. The success of our materials focusing on modern beer gastronomy in Prague has shown that this type of topic is attractive for visitors and the wine theme is highly relevant especially for the French but also other European markets.

Since Prague was awarded the European Capital of Sport title for 2016, we will continue promoting sports and active leisure activities in the city. We will continue updating our extensive [pragueinmotion.eu](http://pragueinmotion.eu) microsite and its database of sports facilities, venues, services and events. We will also publish a special brochure dedicated to scenic urban walks through Prague, taking visitors to charming locations outside of the historical city centre.

A small part of our marketing activity will focus on the 100<sup>th</sup> anniversary of the death of Franz Josef I, the last emperor of Austria-Hungary.

We plan to continue our marketing efforts in other areas, as well, launching the English language version of the Film in Prague microsite and creating a microsite dedicated to wedding and romantic tourism in Prague, our long-term marketing theme. A Charles IV-themed microsite was launched in late 2015 and will be much expanded, updated and translated in 2016.

Working with our partners the Prague Airport Authority and the Czech Aeroholding, we will open a brand-new visitor centre in Terminal 1 of the Václav Havel Airport with an expanded range of services. Located in the arrivals hall, visitors to Prague will be able to avail themselves of all standard tourist services immediately upon arrival, in a pleasant modern environment. We plan to further improve the appearance of our tourist information centres and their services so that they are in line with the latest European trends. Our membership in the European Cities Marketing group of experts will enable us to work more closely with other European tourist information centres in major cities.

We plan to attend several important trade events, either in partnerships with our long-standing partners (the City of Prague, CzechTourism, Prague Convention Bureau) or independently. In chronological order, these include Ferien-Messe Vienna, Holiday World Prague, ITB Berlin, IMEX Frankfurt, WTM London, ibtm world Barcelona, Prague Days in Bratislava, the Czech Travel Market in Prague, and others.

We will expand our online presence with more language versions of [prague.eu](http://prague.eu), namely the French and Japanese versions, bringing the number of available language versions to ten. Visitors from all relevant source markets will thus be able to find useful information in their native tongue. We plan to launch several reduced-content versions of the web site, essentially creating a welcome page in each of the following languages: Slovak, Ukrainian, Hungarian, Portuguese, Hebrew, Arabic, and the Nordic languages.

Our publishing activity will reflect our chief marketing theme, the Charles IV anniversary, for which we will issue a special brochure in a number of different language versions. The brochure will introduce this historical personage and his importance for both European history and the city of Prague to a wider international audience; also included will be a calendar of events held in Prague in connection with the anniversary.

We will re-issue the popular Beer Guide to Prague, adding two new language versions – German and Russian. We will issue a new city map of Prague. Our quarterly cultural newsletters will undergo a change, expanding their content and adding topical articles on seasonal topics relevant to Prague visitors.

In 2016, the Old Town Hall will offer programmes focused on the Charles IV anniversary, as well as its established and popular events such as the open house day. It will expand its tours of the historical building, as well. The ticket sale system will be optimized with new IT solutions, bringing a more comfortable experience and quicker entry process to visitors. Major changes are to be expected due to the long-planned reconstruction and operational overhaul of the entire Old Town Hall.

The education department will focus on new, interesting spots in the city, highlighting them in our Prague cultural history walks attended by both residents and visitors of Prague. Special Charles IV-themed walks will be offered as well. We plan to further develop our partnerships with Prague monuments and cultural institutions. Also in the works is a new series of walks for children.

The spring and autumn seasons will see our mobile tourist information centre setting out on our traditional Czech Republic road show, promoting destination Prague in cities including Brno, Ostrava, Karlovy Vary, and more; we also plan to venture abroad. Our first domestic mTIC presentation will be the Holiday World trade show held in Prague in February.

Two new rounds of visitor interviews will continue our research project with GfK Czech, titled Comparative Analysis of Incoming Tourism in Prague, 2014–2017. Partial results and analysis will be published on our corporate web site, [praguecitytourism.cz](http://praguecitytourism.cz).



2015 Annual Report

Text and photo: © Pražská informační služba – Prague City Tourism

Arbesovo nám. 70/4 / Praha 5 / 150 00

[www.prague.eu](http://www.prague.eu)

Design and typesetting: © Dynamo design s.r.o.

Printed by: 24print s.r.o. divize iDigitisk



**ooh** pure emotion  
**Prague**