

2017 Annual Report Prague City Tourism



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Prague:emotion

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FOREWORD BY THE STATUTORY REPRESENTATIVE



2017 was a truly challenging year for Prague City Tourism, for several reasons.

Firstly, June saw the onset of scheduled extensive reconstruction of the Old Town Hall. Our activities were most affected by the near seven-month closure of the Town Hall tower observation gallery. The resulting drop in ticket sales had a major impact on the Organization's income and, of course, did not make things easy for Prague visitors. During the closure we did manage to establish cooperation with the New Town Hall leadership, enabling us to offer visitors access to the Old Town Hall and the New Town Hall tower on the same entrance ticket. This option was taken up by some 1,400 visitors monthly. The Old Town Hall viewing gallery was reopened on 18th December and this cooperation then came to an end. To coincide with the reopening, we updated and extended our old website, as part of our tourist portal

www.prague.eu – which now offers information in a more attractive and more user-friendly format.

Despite the ongoing reconstruction, we successfully celebrated the 679th anniversary of the Old Town Hall with the 'City Hall Wide Open 2017' event. This year's main theme was the legend of the legendary clockmaker, Master Hanuš. Visitors got to see otherwise inaccessible spaces, and heard interesting snippets about the ongoing reconstruction and past repairs, as well as an account of the events of the 1945 Prague Uprising. The third season of this event was as well attended as ever, enthusiastic participant feedback testified to its excellent organization and overall success. Not just those who missed out last time can look forward to the fourth season, in September 2018.

The year began with a new business relationship. A newly selected agency was given the task of updating and expanding the destination brand and visual communication style. The company, Touch Branding, has created a visual style centred around emotions. While based on the previous style, it is more modern, more mature in style, and better reflects our need to market to a more discerning clientele.

One of the great successes of last year was expanding our website www.prague.eu to no fewer than 21 language versions, something quite unprecedented on a European scale. In April our website won first place in the cities and municipalities category of the Minister for Regional Development's Special Prize for the Best Tourist Web Presentation, as part of the Golden Coat of Arms competition.

A Memorandum of Cooperation on remote markets was signed in the spring, between Prague, Berlin and Vienna. Participation at trade fairs and marketing campaigns in Asia or America is very costly, and so these Central European capitals have committed to cooperate with their marketing campaigns, PR events, press and fam trips, joint presentations for travel agencies and the public, and also in optimizing railway connections between their destinations. As early as April, Prague, together with Berlin and Vienna, took part in a promotional tour of Brazil. The agreement has been signed for three years, but its evident success to date is good grounds for its continuation in the years to come.

2017 also brought changes to the Professional Activities sector. The current guided tours portfolio has been expanded to include routes outside the Prague city centre, and with the upturn in free tours we have decided to offer regular Saturday outings as an alternative. Two-hour casual walking tours with a professional licensed tour-guide take place as billed, every Saturday, in English or German. We can happily declare that the walks are very successful and in great demand.

Last year, we managed to raise Prague's visibility at 60 airports in Europe thanks to an Austrian Airlines plane named the "City of Prague" bearing the Prague City Tourism destination brand. We targeted potential domestic visitors with our summer outdoor campaign, 'Prague is yours, too'. The rise in the number of domestic visitors at the end of the year was also duly helped by an extensive domestic pre-Christmas campaign.

Probably the most fundamental challenge to Prague City Tourism has been the abrupt change of leadership in the Organization, which took place mid-year. I can happily report with some relief that the transition went very smoothly, and ultimately did not affect any of our activities or their outcomes.

2018 is also going to bring us some tough challenges. In addition to the opening of our new modern Visitor Centre at Václav Havel Airport (Terminal 2) or the centenary celebrations of the founding of Czechoslovakia, we are due to transition from a Prague City Hall public sector sponsored organization to a joint-stock company. Our proven experience gives me confidence that we shall face these forthcoming challenges head on, and cope with all changes without the slightest difficulty.

Petr Slepíčka, Statutory Representative of the Organization



ORGANIZATION PROFILE

ABOUT US

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

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

The core activities of the organization cover the promotion and marketing of Prague to foster domestic and international tourism, both within the Czech Republic and abroad.

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

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

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

SEAT OF THE ORGANIZATION

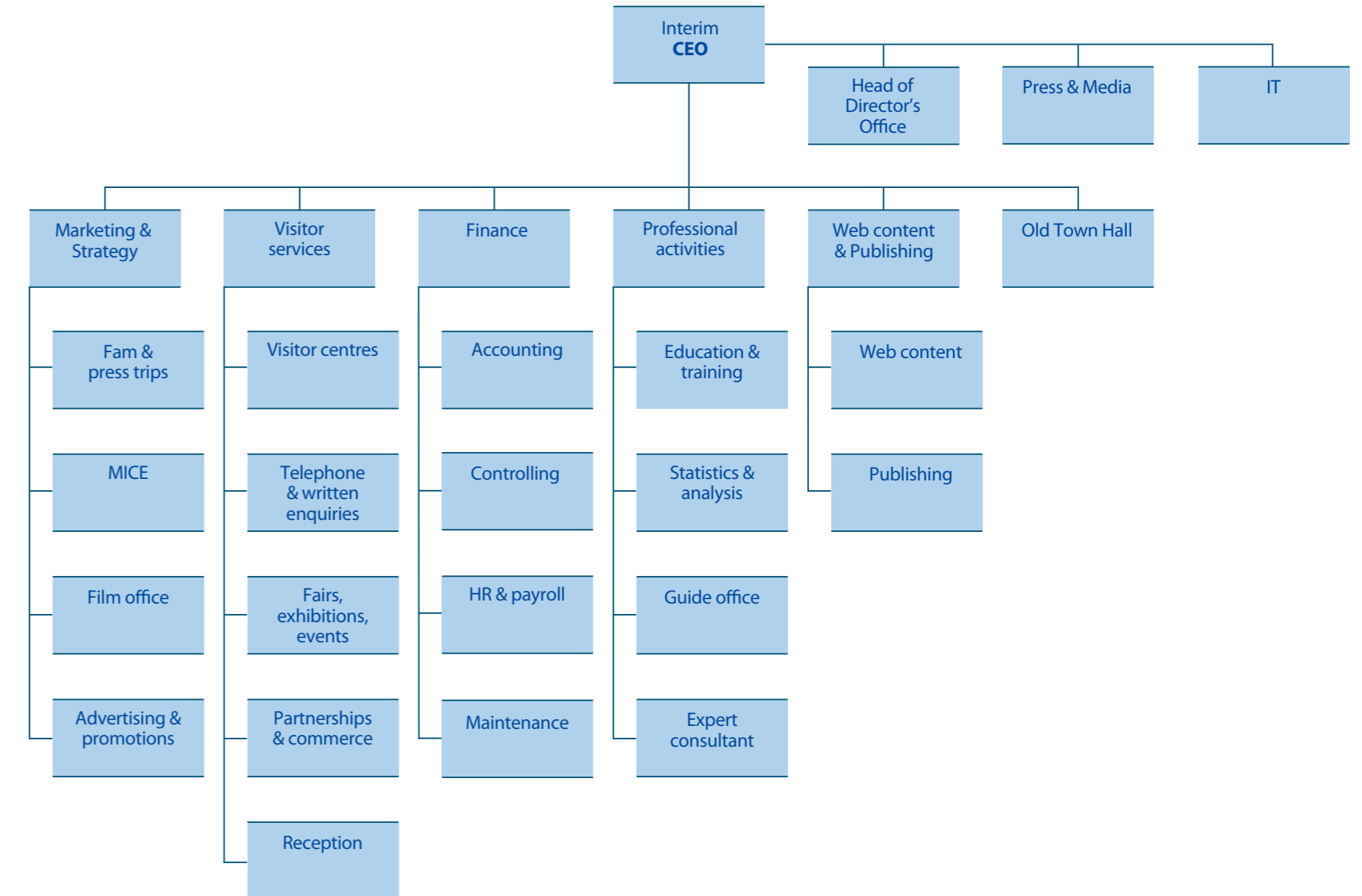
Arbesovo nám. 70/4
150 00 Prague 5
tel. +420 221 714 714
www.praguecitytourism.cz
www.prague.eu

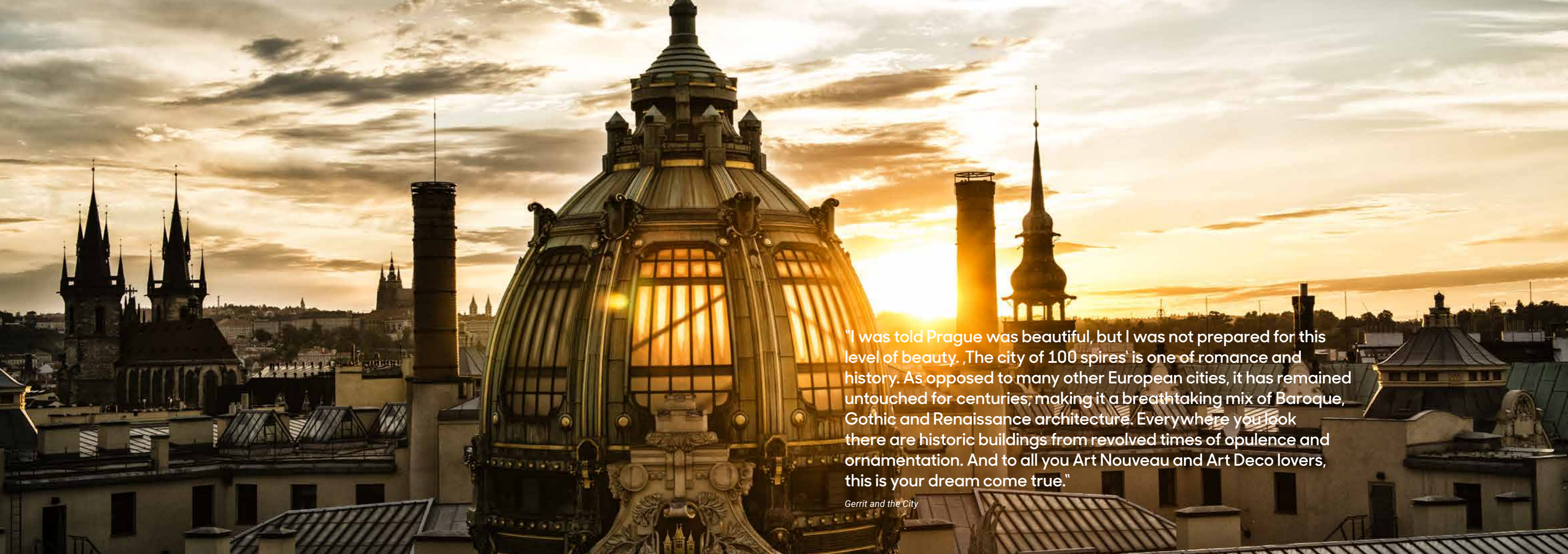
MANAGEMENT

Petr Slepíčka, statutory representative
tel. +420 221 714 302
e-mail: director@prague.eu
www.praguecitytourism.cz
www.prague.eu



ORGANIZATIONAL CHART PRAGUE CITY TOURISM 2017





"I was told Prague was beautiful, but I was not prepared for this level of beauty. 'The city of 100 spires' is one of romance and history. As opposed to many other European cities, it has remained untouched for centuries, making it a breathtaking mix of Baroque, Gothic and Renaissance architecture. Everywhere you look there are historic buildings from revolved times of opulence and ornamentation. And to all you Art Nouveau and Art Deco lovers, this is your dream come true."

Gerrit and the City

MARKETING AND PUBLIC RELATIONS

2017 can be considered a watershed for international tourism, in that the term and phenomenon of “overtourism” became frequent topics for mainstream media. Tourism overload of historical centres, massive growth in short term apartment rental and its impact on local residents, increasing tension between the interests of the tourism industry and of those living in historic cities – all these negative aspects of tourism had been hitherto spoken of only very cautiously and only at specialized forums. In 2017, this topic was picked up as a major subject by the media, with Prague described as a city at risk from overtourism, if not already affected by it.

Yet our Organization’s marketing efforts (as opposed to the national organization, CzechTourism) have for several years now been more deliberate than simply to set as its goal maximum annual increase in the number of visitors to Prague, especially in the high season; as capacity of the Old Town – the lure for many a visitor – is straining at its limits.

**According to a survey conducted between 2014-2017, around 70% of those who come to Prague are first-time visitors; their average stay being less than 4 days. This implies that the Old Town is, and will continue to be, the principal destination of the overwhelming majority of Prague visitors.*

The Prague City Tourism strategy is therefore:

- to promote the less tourist-frequented sites (and to direct the promotion of them at markets with real potential for repeated and more frequent visits, such as Germany and other European countries)
- to promote forms of slow tourism, as more considerate to the destination (walks off the Royal Route, visits to authentic culinary establishments – cafés, restaurants, wine bars – outside the historical centre, visits to farmers’ markets and design fairs, outlets for genuine local products, etc.)
- to encourage a more sophisticated visitor stay agenda (culture, quality dining, relaxation, shopping ...)
- to promote conference tourism (working with the Prague Convention Bureau)

Our marketing communications tools are primarily:

- social media (mainly Facebook, Instagram, Twitter)
- the Prague.eu website
- printed materials (brochures and maps) distributed in our information centres, at trade shows, through partner organizations and other entities
- domestic and foreign media, including bloggers
- our tourist information centres, directly
- advertising – outdoor, print and online.

A refresh of our destination brands and visual communication style for 2017-2019

In 2017 a tender was issued for the creation and management of the destination brand, including a remit to design a new or to revise the existing style of visual communication and the graphic design of all visual communication for the upcoming three years.

The Touch Branding company emerged as the winner in the tender. Their adaptation of the existing visuals is based on the ‘emotional’ nature of the destination brand, but the previous interjections, ‘Wow’, ‘Oooh’, ‘Cheers’, etc., which had not always been well-received, were replaced by the simple, visually sleek byline ‘Prague:emotion’. In place of the word emotion, other words can be used in a variety of contexts, abstracted to express a particular emotion (joy, fun, love, ...) or an experience, etc. The new style keeps to the communication line set by previous campaigns, but is more acceptable to the older and wealthier visitor demographic, a segment we aim to reach all the better with our prospective marketing.

We have made use of the new visual style already in 2017 – with gradual modifications – the first titles, among others being the second series of our popular booklets/guidebooks Five Prague Walks 2 or the brochure Prague:Jewish.



MARKETING TOPICS AND CAMPAIGNS

Unlike the preceding year, 2017 was not dominated by one central theme. During the year, we focused on three themes, namely **Cafés**, **Design** and **Walks**. Each of the topics was handled with its own printed materials, as well as a dedicated landing page with thematic content, with themed promotion on social networks, printed and outdoor advertising, and PR.

Prague Cafés

Prague café culture has undergone a significant boom in recent years, which is far from over. In addition to the classic cafés, Prague today offers a whole range of original establishments – even in locations outside the Old Town, combining premium coffee, an authentic, comfortable atmosphere, personal service and in some cases, a cultural programme. Cafés are an ideal marketing theme to encourage repeat visits, as one stay is clearly not enough to get to know them all.

📌 www.prague.eu/en/cafe

Design

In our Design guide we focused on design destinations in Prague, on the cultural and historical context of Czech design, and its distinctiveness (especially in glass), but primarily on the selection of quality shops and showrooms featuring high quality Czech design, from paper goods and souvenirs through to glass and jewellery.

📌 www.prague.eu/en/design

Five Prague Walks 2

After the success of the first series of walking routes we put together a second edition, subtitled Off the Beaten Path to Places Known and Unknown. The routes of the second edition are even more focused on areas less frequented by tourists, but which are of interest for their architecture or distinctive atmosphere. The second edition covers districts like Bubeneč, Troja, Holešovice, Žižkov, Střešovice and Dejvice.

📌 www.prague.eu/en/walks

We also used the walks theme during the domestic spring campaign, which was communicated largely through outdoor advertising. The campaign slogan: 'Prague is yours, too'.

Domestic market campaigns

In 2017 we conducted two campaigns focused on domestic tourism. The spring campaign focused on exploring the lesser-known parts of Prague, on foot. The winter campaign presented the renowned Prague Christmas markets and the magical atmosphere of Christmas as a reason to visit.

Other campaigns

Valentine's Day campaign with Deutsche Bahn

In January we conducted a joint on-line campaign with Deutsche Bahn promoting Prague as a Valentine's Day getaway. The promotion was targeted at the markets of Hamburg, Berlin, and Dresden. The campaign achieved the best results in Hamburg, which is a positive outcome, given the longer stays typical of visitors from this area.

Top Prague events

In March 2017 we completed the Top Prague events 2016 campaign, which went on for over a year, promoting the seven most important cultural, sporting and entertainment events held each year in Prague.

Hotel Night

Prague City Tourism also annually participates in the Hotel Night initiative, jointly organized by The Czech Association of Hotels and Restaurants, Prague Castle administration, the Prague City Museum and Prague City Tourism. The idea is to offer locals a chance to experience hotels in their neighbourhood as reduced prices, as a way of thanking Prague residents for putting up with the occasionally less than pleasant aspects of living in a massively popular tourist destination.



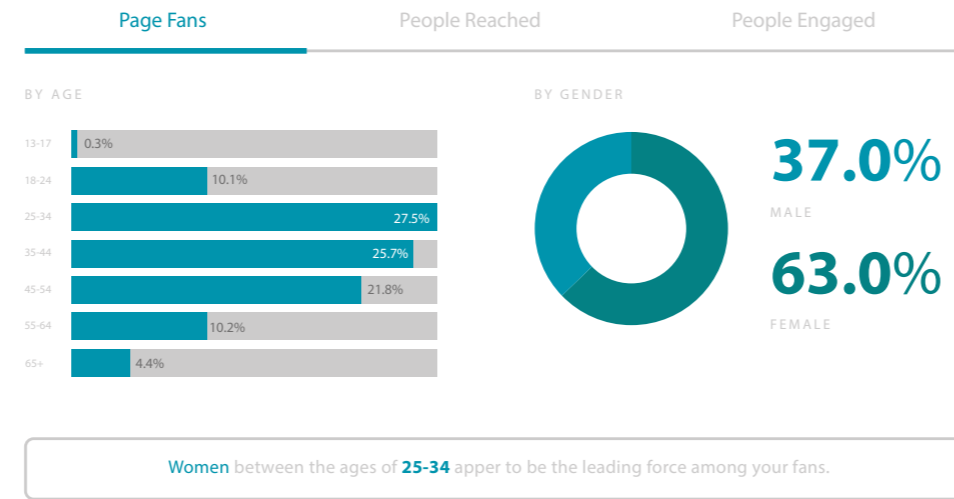
SOCIAL MEDIA

In 2017 the management of @prague.eu profiles on social networks was entrusted to an independent consultant who had previously been managing the Prague City Tourism corporate profile (which was in turn entrusted to the PCT spokesperson). The engagement of M. Losekoot was originally intended as an interim solution (with a tender for a new provider originally mooted for the early part of the year, but as decided by the Prague City Hall authorities it was put back to the period just before the 2017 year-end); it became a year-long arrangement. The consultant, alongside the PCT marketing team, worked with a budget many times lower than that of the previous service providers (Havas Prague and MediaCom), but even so all the profiles in her care achieved excellent results, both in their reach and in the interactions and growth of their fan/follower base, for all the managed profiles. (The campaign achievements will be followed up from February 2018 by another service provider, the winner of the tender, Nydrle). The success is first and foremost the result of high-quality original content, strong visuals (professional photography), a consistent frequency of new posts and excellent community management.

The most striking growth was seen in the number of followers and reactions on Instagram. At the end of 2017 it was decided by mutual agreement to merge the Instagram profiles @Prague and @Praha (a profile managed by the Prague City Hall) which were comparable in content and followers, under the new common profile @CityofPrague, which by year-end had **16,568 followers** (up from 3,687 at the start of the year).

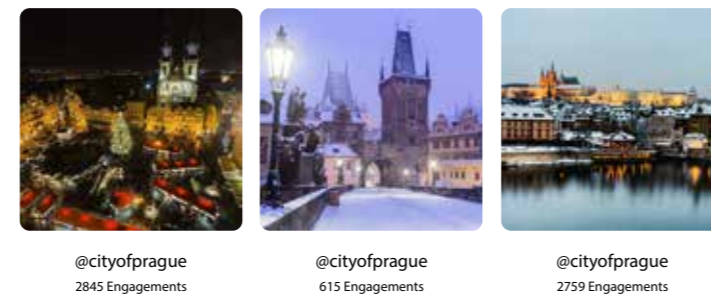
Post	Reactions	Comments	Engagement	Reach
<p>Prague.eu Morning Friends!</p> <p>(Post) by Michelle L. October 15, 2017 9:57 am</p>	31,643	1,169	13.8%	254,845
<p>Prague.eu Whoopee! Travelers' Choice puts Prague in the top 10 world destinations to visit this spring http://bit.ly/2qqf48j</p> <p>(Post) by Michelle L. May 02, 2017 7:52 pm</p>	28,621	1,130	8.8%	385,310
<p>Prague.eu Watch out, Prague will steal your heart.</p> <p>(Post) July 06, 2017 7:02 pm</p>	24,040	1,011	11.0%	238,515

Facebook Audience Demographics



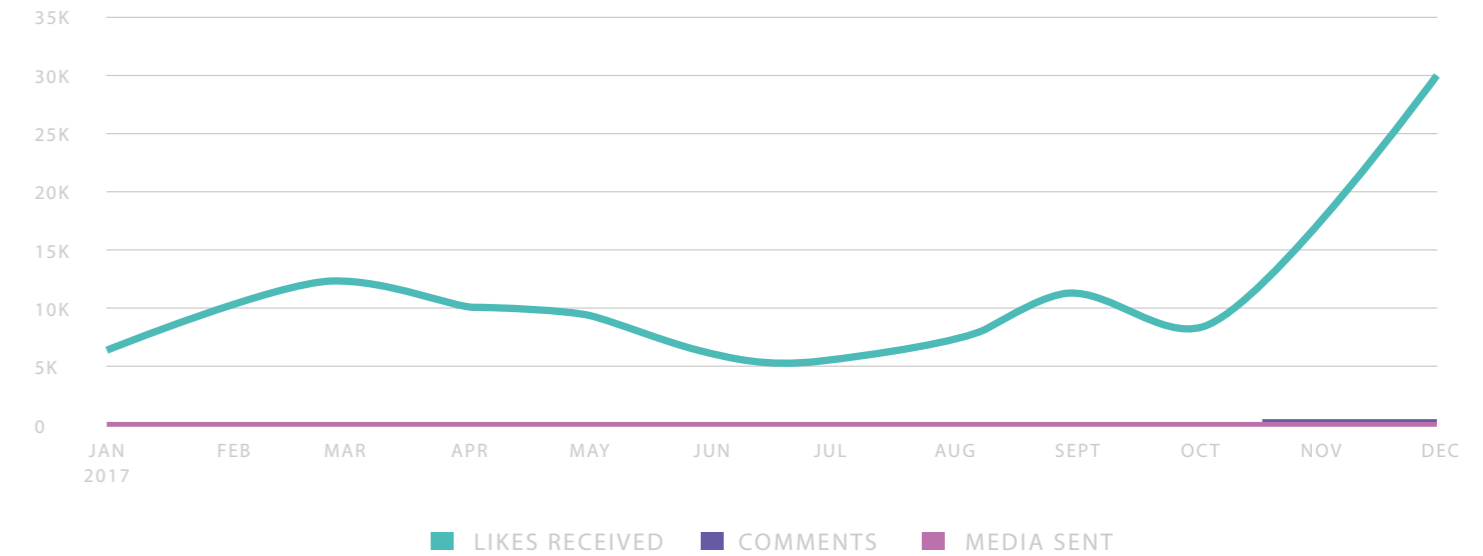
Top Countries	Top Cities
<ul style="list-style-type: none"> United States: 40,735 Italy: 35,433 Spain: 24,760 Germany: 24,398 United Kingdom: 19,950 	<ul style="list-style-type: none"> London, England, United Kingdom: 4,637 Rome, Lazio, Italy: 3,534 Moscow, Russia: 3,240 Milan, Lombardia, Italy: 3,182 Prague, Czech Republic: 2,760

Instagram Top Posts



Instagram Engagement

AUDIENCE ENGAGEMENT, BY MONTH



Engagement Metrics	Totals
Likes Received	136,483
Comments Received	1,343
Total Engagements	137,826
Engagements per Follower	8.32
Engagements per Media	512.36

The number of engagements increased by
-19,477.6%
since previous date range

The number of engagements per media increased by
-6,668.4%
since previous date range

FOREIGN PRESS AND FAM TRIPS

During 2017 we received a total of 147 applications for support and cooperation in the preparation of sightseeing trips to Prague from media, bloggers and travel agencies abroad, as well as 18 requests from CzechTourism offices abroad. Most inquiries came from the USA, Great Britain, Germany, Canada, Italy, Spain, Brazil and Austria.

During the year, the PCT participated in the realization of **95 familiarization trips** for international media, journalists, photographers and bloggers and **15 fam trips** for representatives of international travel agencies. This collaboration has so far yielded **100 media hits** (articles in print media, blogs, video and radio reports abroad). The most significant media we cooperated with in 2017 are the Austrian Oberösterreichische Nachrichten and Kurier dailies, Germany's Reisejournal, Welt am Sonntag and Frankfurter Allgemeine Zeitung, Britain's The Daily Telegraph, Daily Express, Sunday People and The Independent, and in the USA, The New York Times.

Also successful was the first press trip for 6 major Qatar influencers, organized in collaboration with Qatar Airways, and 4 Instagram takeovers. The most common themes of interest for international media representatives and bloggers were gastronomy, lesser-known locations in Prague, the arts, and Prague as a city break destination.

DOMESTIC MEDIA

The press office focus in 2017 was primarily on increasing awareness of Prague City Tourism as a reliable and high-quality source of information about Prague tourism, and on maintaining excellent relations with the media. During the year we issued a total of 24 press releases, which generated over **250 hits in digital and print media**. As before, the greatest interest was shown in our statistical survey results, specifically the quarterly and annual analysis of visitor numbers, statistics regarding the popularity of tourist sights and destinations, as well as the comparative statistical findings by European Cities Marketing.

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

In 2017 the Press Department secured promotion of our activities in titles such as the KAM po Česku ('WHERE in Czechia') in the Metro daily, in the (MF Dnes supplement) "City" magazine, in the CityMAG magazine for foreign visitors and in the railways' dining and sleeper carriage on-board magazine Meridian.

The 2017 goal of the Press Office was to actively target journalists abroad. The first steps made in this direction included the regular translation of press releases into English, and registration in the Help-a-Reporter-Out database. The most notable result of this strategy was a 60 minute interview on radio **Classic FM Johannesburg**.

CONGRESS TOURISM SUPPORT

Our support for Congress Tourism was realized, as every year, primarily in cooperation with the Prague Convention Bureau. The key event of the whole year was the 'Congress of congresses' held by the **ICCA (International Congress and Convention Association)** in Prague on 12-15 November 2017. This event is the world's most prestigious convention industry professionals' gathering, and for Prague to host this Congress was a significant tribute and show of appreciation for the qualities of the domestic Convention industry. The Congress drew together nearly 1300 delegates from around the world. The Congress proper was held in the Congress Centre Prague, the evening social events at the Žofín Palace, the Karlín Forum and the Industrial Palace at the Exhibition grounds. The PCT contributed by organizing the sightseeing programme, including the classic and self-guided tours of the city. Prague was promoted at the event at the PCT stand, using the full range of our information materials.



EXHIBITIONS, FAIRS AND SPECIAL EVENTS

Each year, we exhibit at international and domestic trade fairs focusing on tourism and MICE (Meetings, Incentives, Conferences and Events). We also participate in special events at conventions, annual meetings and conferences. As part of these activities we cooperate with other tourism bodies, such as the A.T.I.C. CR, the CzechTourism agency, Prague City Hall, the Prague Convention Bureau, Czech Airlines, the Václav Havel Airport Prague, and others.

TRADE FAIRS WITH PCT PARTICIPATION IN 2017

DOMESTIC TRADE SHOWS

Holiday World, Prague – tourism fair 16-19 Feb
'Holidays and the Region', Ostrava – tourism fair 3-5 Mar
TravelFest, České Budějovice – tourism fair 6-8 Apr
Czech Travel Market, Prague – professional tourism fair 25-26 Oct

TRADE SHOWS ABROAD WITH PCT PARTICIPATION IN 2017

ITB Berlin – tourism fair 8-12 Mar
WTF, Shanghai, China – tourism fair 20-23 Apr
ILTM São Paulo, Brazil – tourism fair 25-28 Apr
IMEX, Frankfurt, Germany – tourism fair 16-18 May
BITE Beijing, China – tourism fair 16-18 Jun
WTM London, United Kingdom – tourism fair 6-8 Nov
ibtm world, Barcelona, Spain – tourism fair 28-30 Nov

PARTICIPATION AT OTHER PARTNER EVENTS IN 2017

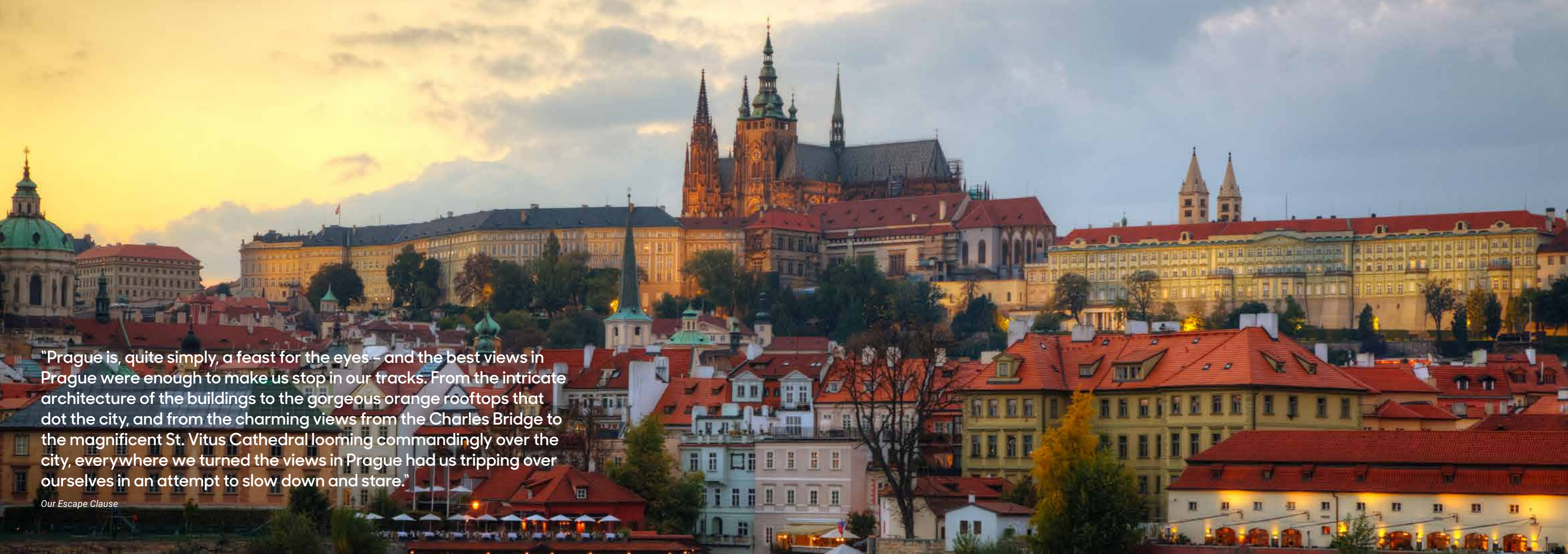
TVG – FTI Corinthia Hotel, Prague – an annual meeting of international travel agencies 25 Mar
Day of Europe, Prague – European festival/celebration of peace and unity in Europe 4 May
ESPGHAN, KCP Prague – medical congress (The European Society for Paediatric Gastroenterology Hepatology and Nutrition) 10-12 May
ESOC, KCP Prague – medical congress (European Stroke Organization) 16-18 Jun
ISMB, KCP Prague – academic conference (Intelligent Systems for Molecular Biology) 21-22 Jul
ITEP, Plzeň – tourism fair (promotional services) 21-23 Sep
FIT Buenos Aires, Argentina – tourism fair (promotional services) 28-31 Oct
56th ICCA Congress, KCP Prague – international association congress (International Congress and Convention Association) 12-15 Nov

COOPERATION AND PARTNERSHIPS

Our campaign with the national carrier ČSA continued to promote Prague via a specially branded **Airbus A319**; a similar form of cooperation is in place with **Austrian Airlines** and with the **Sabtour** and **Vega Tour** travel agencies, whereby the coaches of both companies are Prague-branded.

Mutual cooperation and coordination of marketing activities with the **CzechTourism** national tourism organization was carried out via shared agency booths at fairs and trade shows, along with jointly organized press trips and presentations; marketing cooperation with the **Prague Airport** was also kept up. A new partnership was established with Central Bohemia Tourism.





“Prague is, quite simply, a feast for the eyes – and the best views in Prague were enough to make us stop in our tracks. From the intricate architecture of the buildings to the gorgeous orange rooftops that dot the city, and from the charming views from the Charles Bridge to the magnificent St. Vitus Cathedral looming commandingly over the city, everywhere we turned the views in Prague had us tripping over ourselves in an attempt to slow down and stare.”

Our Escape Clause

TOURIST SERVICES

TOURIST INFORMATION CENTRES (TICs) / VISITOR CENTRE

The provision of tourist services is one of the flagship activities of Prague City Tourism. In 2017 we operated five tourist and visitor centres in the historic City Centre and at both terminals of Prague International Airport. Two of our centres (at Na Můstku and Terminal 1) already carry the internationally known masthead, Visitor Centre.

In the course of 2017 our TICs were visited by 2,150,071 people and we responded to 1,233,364 inquiries.

Overview of PCT tourist and visitor centres :

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

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



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

- all-round information about Prague (on culture, tourism, orientation around the city, transport, accommodation and dining, commerce and services, nature, sports, service complaints, important addresses, monuments, museums, etc.)
- information brochures about Prague, maps and leaflets for free
- admission tickets to cultural events
- accommodation bookings
- sightseeing tours in Prague and its surroundings, excursions, boat trips
- sale of public transport season tickets
- sale of the Prague Card
- sales of merchandising items

At both our information centres at the airport we also represent **CzechTourism** and **Czech Railways**. Under the terms of this cooperation we sold almost 30,000 passenger tickets for Czech Railways during the year.

In the interests of improving the quality of the services provided, our information centre staff attended a range of training courses and lectures, e.g. at Airport Prague a.s. – training workshops organized by the CzechTourism agency; ticket sales training at Czech Railways etc. They were also regularly familiarized with new exhibitions at museums, historical and tourist sites (ZOO Prague, Prague City Museum, the Museum of Decorative Arts, The Břevnov Monastery etc.).

Awards won by the TICs

In the 'most popular tourist centre of the Prague region for 2017' contest organized by A.T.I.C. CR and the KAM publishing house, the information centre Na Můstku won first place and the T1 airport terminal information centre came in second.



NUMBER OF VISITORS IN TIC 2010 - 2017



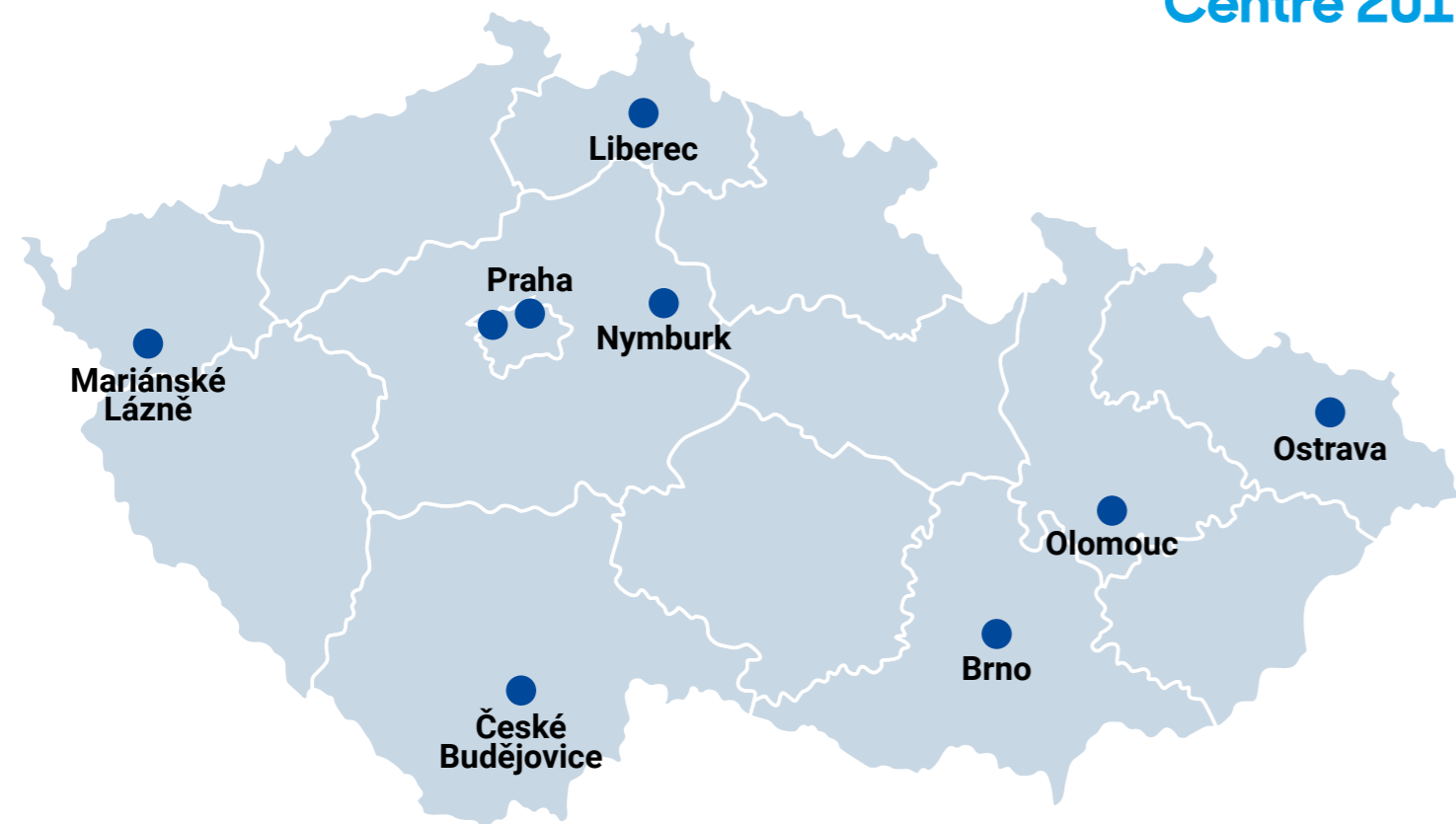
Mobile tourist information centre (mTIC)

In addition to the classic information and visitor centres, we have been operating a Mobile TIC since 2014, adapted from one of our delivery vans. It is primarily used for trips around the Czech Republic, to bring Prague closer to the locals as a destination. The mTIC thus turns up at various city and leisure-time festivals, as well as major tourism fairs.

An overview of events in 2017 undertaken with the mTIC:

'Holidays and the Region', Ostrava – tourism fair	3-5 Mar
TravelFest, České Budějovice – tourism fair.....	6-8 Apr
'Ships on the Elbe', Nymburk – waterside tourism	6 May
Opening of the Spa Season, Mariánské Lázně – city festival.....	13 May
City Festival, Olomouc – regional celebrations.....	4 Jun
A picnic in the Botanical, Prague – a hike with the Czech Ramblers Association	18 Jun
The Liberec market – city festival.....	10-11 Jun
Ignis Brunensis, Brno – city festival	24 Jun
Ladronkafest, Prague – leisure-time activity festival.....	9 Sep

Mobile Tourist Information Centre 2017



WWW.PRAGUE.EU TOURISM WEBSITE

2017 once again confirmed the growing trend of website visitor traffic. We recorded an **unprecedented 3,528,864 visits** (about 20% up on 2016, amounting to 9700 visits per day) **from 227 countries and administrative areas worldwide.**

The website is a user-friendly source of information, not just for those visiting Prague. In addition to the monuments, museums and galleries, various tourism products, and gastronomic and accommodation services, visitors to the site can find a continuously updated calendar of events, articles on interesting topics and many useful hints and suggestions. The emphasis is firmly on showing plenty of visuals.

In the course of the year, this official tourism site for Prague has added **four new language versions**, specifically Dutch, Hindi, Hebrew, and Arabic. The total number of language versions thus reached an unparalleled twenty-one.

The topical **landing pages** (microsites) focus on promotions, seasonal events in the Capital and presentations of our current marketing topics. The seasonal topics we covered in 2017 included **Valentine's Day, Easter and Christmas** in Prague. As for the marketing topics; **the Hotel Night** (aimed at Prague residents as a thank you for sharing 'their' city with foreign visitors), **Prague Cafés, Prague Walks** (suggestions for walks to places outside of the congested historic centre), as well as the topic of **Prague and Design**. Towards the end of the year we also prepared a special landing page on **the 100th anniversary of the Czechoslovak Republic**, to be further expanded in 2018, as our main marketing theme.

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

In April, the tourist portal **www.prague.eu** **placed first** in the cities and municipalities category of the Minister for Regional Development's Special prize for the best tourist web presentation, as part of the **'Golden Coat of Arms 2017'** competition.



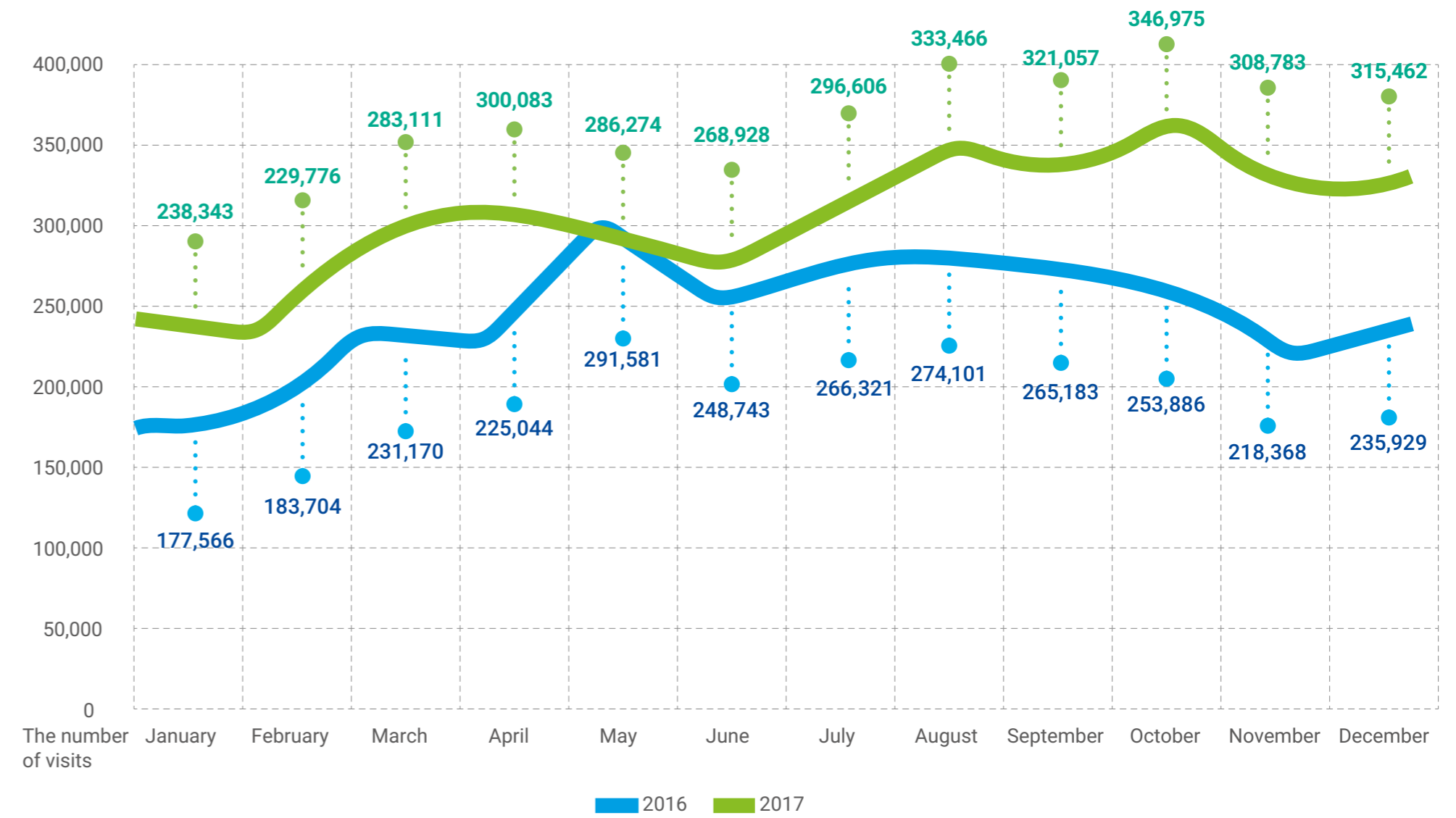
MAIN SOURCE COUNTRIES IN 2017

Country	Visits	% share
Czech Republic	1,443,840	41
Germany	375,203	11
Italy	256,640	7
USA	164,103	5
U.K.	159,829	5
Spain	130,973	4
France	130,294	4
Russia	71,448	2
Austria	64,479	2
Slovakia	58,809	2
other countries and administrative areas	673,246	19
Total	3,528,864	100

VISITS TO PRAGUE.EU 2011 - 2017



VISITS TO PRAGUE.EU BY MONTHS 2016 - 2017



TOUR GUIDE SERVICES

Our tour guide services in 2017 provided **tour guides for 1,189 events** with **16,170 participants** (9 events and 3,770 people more than in 2016). 30 events were for the marketing sector and there were 50 VIP events in all.

Regular cooperation with State administration continues, in particular with the Ministry of Foreign Affairs, the Ministry of Education, Youth and Sports as well as the Ministry of Agriculture and other institutions.

For the Ministry of Trade and the Ministry of Regional Development, we arrange **Open days**, which are always in great demand. We also organize tours for the City districts (Prague 2, Prague 3, Prague 8). We also provide guides for initiatives by the Mayor's Office at Prague City Hall in general (Charles Bridge celebrations), for the Prague Convebtion Bureau, or for the branch offices of CzechTourism.

Significant events we have participated in include visits for Privat Bank, Meritis, The Chamber of Tax Advisors, EON, the Czech Senior Citizens Association, or the Erasmus programme at Charles University.

In collaboration with the marketing department, we help organize events for journalists (press trips). The high point of the year was the preparation and organization of tour guides for the **ICCA congress** (International Congress and Convention Association).

Starting in August 2017, we introduced regular **Saturday group guided tours** in English and on selected dates also in German; these met with great interest, as have the traditional Easter and Christmas walks.

ONLINE SALES SYSTEM

Our online sales system **www.eshop.prague.eu** serves as an online e-shop while also offering secure login facilities for staff in the tourist information centres, as a sales tool for the respective outlets. It is loosely associated with the official tourist portal of Prague City Hall www.prague.eu.

This system offers:

- tickets to the educational walks we organize
- accredited tour guide courses
- The Everyman's University of Prague
- professional guides to Prague
- branded merchandise
- the Prague tourist card (Prague Card)

In 2017 we expanded our system to include **online bookings** for events held by Prague City Hall and its partner organizations. These are one-off events with free admission and limited capacity for the duration of the tour. Anyone interested can book a tour from the comfort of their home, and we send the organizer of the initiative the final list of candidates. For example, bookings for the Prague Mayor's Residence Open Day were made by 450 interested parties.

Ever more popular is the option to order the maps and brochures we provide free of charge, excepting shipping. In 2017 we provided **83,600 maps and brochures**, about 30% up on the previous year. Most orders from the e-shop are shipped to the CR and Europe – most often to Germany, the United Kingdom, Spain, Belgium, Italy; and those outside Europe, to the USA, Canada and Mexico.

Using the online sales system, we successfully handled almost 11,000 orders in 2017, of which 67% were processed online. The system is being successfully used by seniors in the 65+ age group. The overall conversion rate of the e-shop was an excellent 7.5%.

Branded merchandise

In 2017, we expanded our assortment of souvenirs bearing the Prague logo. We now carry items such as travel bags, sports bags and toiletry bags, umbrellas with a selfie stick, cooler bags etc. Among the top selling items remain decorative magnets, magic mugs, spectacle-cleansing wipes and reflective tapes. Our silk scarves collection also continues to sell well.

We offer merchandising items in our TICs in the city centre, at the tour guide services office and in the Old Town Hall. The complete range is available through our e-shop.





"It's been a great Friday walking all around this incredible city. The coffee, the food, the beer -- it's all pretty freakin' fantastic. Even better? The architecture. It really lives up to the hype and I just can't get over those cobble streets with the old-timey trams."

Joe Baur, @baurjoe

PUBLISHING ACTIVITIES

Our own printed informative materials play an important role in our tourist services portfolio. They provide visitors with basic information about the city, or present the current seasonal marketing themes. Last but not least, these materials also promote Prague as a tourist destination, both domestically and abroad. **In 2017 we published a total of 2,158,110 tourist information brochures, maps and leaflets, some in up to 13 languages.**

Our regular cultural **quarterly** bulletins have a novelty format with plenty of space for the cultural offerings of the upcoming period; a wealth of illustrative images and numerous articles draw attention to interesting Prague districts and nooks, off the tourist-beaten track.

We have also published an introductory information brochure and practical tourist guidebook in one – the **'Prague Pocket Guide'** brochure, with broad-based content, an easy map, and plenty of photos – in an extended number of language versions.

Five Prague Walks 2 builds on the similarly named brochure from 2016, presenting another set of five walks around lesser-known, yet no less interesting places outside the crowded Old Town, rich with their own character, history, architecture and atmosphere.

In cooperation with Prague City Hall and the Prague Organisation of Wheelchair Users, we have put together **Four Accessible Walks in Prague** including the historic centre, designated for persons with disabilities. The booklet describes the terrain, access roads, as well as notable places along the route.

The new title **Prague Cafés** takes the reader around the current Prague café scene. There is no shortage of history background, however, as well as a wealth of pictures and a practical map. This brochure complements and completes our series focused on Prague gastronomy.

The Prague:Jewish brochure gives an overview of the most important Jewish monuments and personalities, a glossary of Jewish terms and a historical insight into the more than one-thousand-year presence of Jews in Prague.

Prague:design is a guidebook with a range of interesting information and tips on contemporary Czech design. It includes a handy map and overview of Prague's best shops, studios and showrooms featuring Czech design.

An overview of all our issued printed materials, including the print-run and language versions is given in the following table:

Flyers
 Maps
 Brochures

TITLES PUBLISHED IN 2017

TITLE	PRINT RUN/ COPIES	LANGUAGE VERSION
Spring in Prague	25,000	CZ, EN
Summer in Prague	25,000	CZ, EN
Autumn in Prague	25,000	CZ, EN
Prague: Winter and Christmas	25,000	CZ, EN
Old Town Hall in Prague	405,000	CZ, EN, DE, FR, IT, ESP, RUS, POL, POR, NED, JAP, KOR, CHI
Praga	5,000	POR
Inbound Tourism in Prague 2016	500	EN
Your Prague	1,400	EN
Prague:Walking Tours	5,000	EN
Old Town Hall New Town Hall	10,000	CZ/EN
Pražská vlastivěda - monthly programme	86,400	CZ
Memory game - Prague Full of Monuments	2,000	CZ
City Map of Prague tear-off pad	800,000	CZ/EN/DE/RUS
Prague Cafés	37,510	CZ, EN, DE
Prague Pocket Guide	400,000	CZ, EN, DE, FR, IT, ESP, POR, RUS, POL, JAP, KOR, CHI, ARAB
Top Prague Events 2017	25,000	CZ/EN
Five Prague Walks 2	80,000	CZ, EN, DE, FR, IT, ESP, RUS
Four Accessible Walks in Prague	35,000	CZ, EN, ESP
Prague:Jewish	100,000	CZ, EN, DE, FR, IT, ESP, RUS
Prague:design	35,000	CZ, EN, DE
Five Prague Walks 1 (additional print run)	10,000	CZ
The Beer Guide to Prague (additional print run)	20,000	EN
Prague Tour Guide's Handbook	300	CZ

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

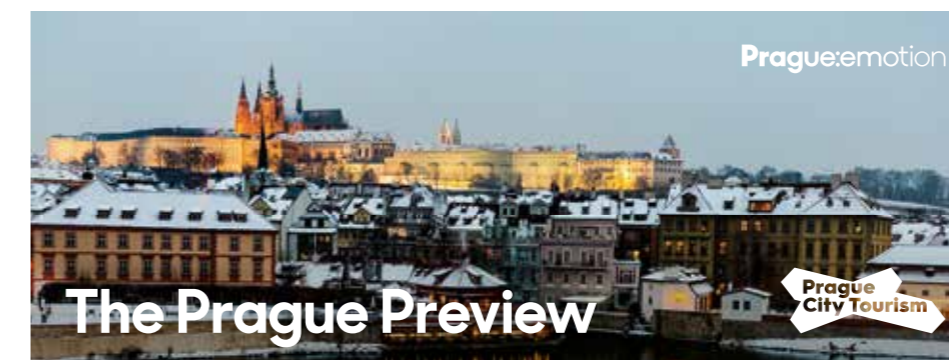
All our production in **digital form** and for free download can be found on our website www.prague.eu and the corporate website www.praguecitytourism.cz. We also offer the option to order and have our information materials delivered via our e-shop.

NEWSLETTERS

We publish 2 kinds of e-newsletters:

The Prague Preview is intended for readers abroad, in particular for the professional public. It is published six times a year, always in English, German and Russian, and brings the latest news and information about cultural events in the longer term, to help with planning a trip to Prague. It is a source of key information for the media abroad. We send the newsletter out to some 7600 targeted addresses that are continually being extended and updated; new orders can be placed on our website.

The **'Incoming tourism and tour guides' newsletter** is published each month in Czech. It summarizes news, attractions, and current information in the tourism field, and also informs about current cultural events in Prague. It also covers current events within Prague City Tourism. This newsletter is an important tool for Prague guides, the domestic media and workers in the tourism industry.



OLD TOWN HALL

The Old Town Hall is among the most popular tourist destinations in the Czech Republic and steadily keeps its place among the **most frequented sights** of old Prague. The trend of increasing traffic, evident in recent years, is something this national cultural monument has maintained chiefly in the first quarter of 2017, when the site was visited by some 8.6% more than in the same period in 2016.

With the onset of the tourist season, operations and the total attendance of the Old Town Hall were to a significant degree set-back by building works. The observation gallery, which is a fundamental part of the visitor circuit, was off-limits from 1 June to 17 December 2017 due to renovations. The drop in visitor numbers resulting from such a closure was countered with **marketing initiatives** and intense cooperation with organizations active in tourism (the press, Austrian Railways, Booking Experiences). This led to a significant increase in traffic to the historical interiors – peaking in August 2017, when the state halls were visited by a record 14,500 people (almost 50% up on the prior record of March 2014).

To provide tourists an alternative to the closed-off vista, we established cooperation with the **New Town Hall**, which meant the ticket to the Interior the Old Town Hall also covered access to the New Town Hall tower at Karlovo square. Some 1,400 visitors per month took advantage of this option.

Offsetting to some extent the closed-off observation gallery on top of the Old Town Hall tower was the greatly increased footfall in the Town Hall interior, which remained unhampered by building work. The tourist traffic in the interiors was also stimulated by **our innovated Old Town Hall operational scheme**, as launched in April 2017. For visitors this meant bringing the sightseeing routes together – one ticket allows entry to all the historic parts of the building, immediately raising attendance of the Town Hall's showpiece chambers. One popular new feature is the free-format tour – those who prefer can explore the halls independently, without a guide. Conversely, the guided tours were given a firmer structure and their language variants a firmer schedule.

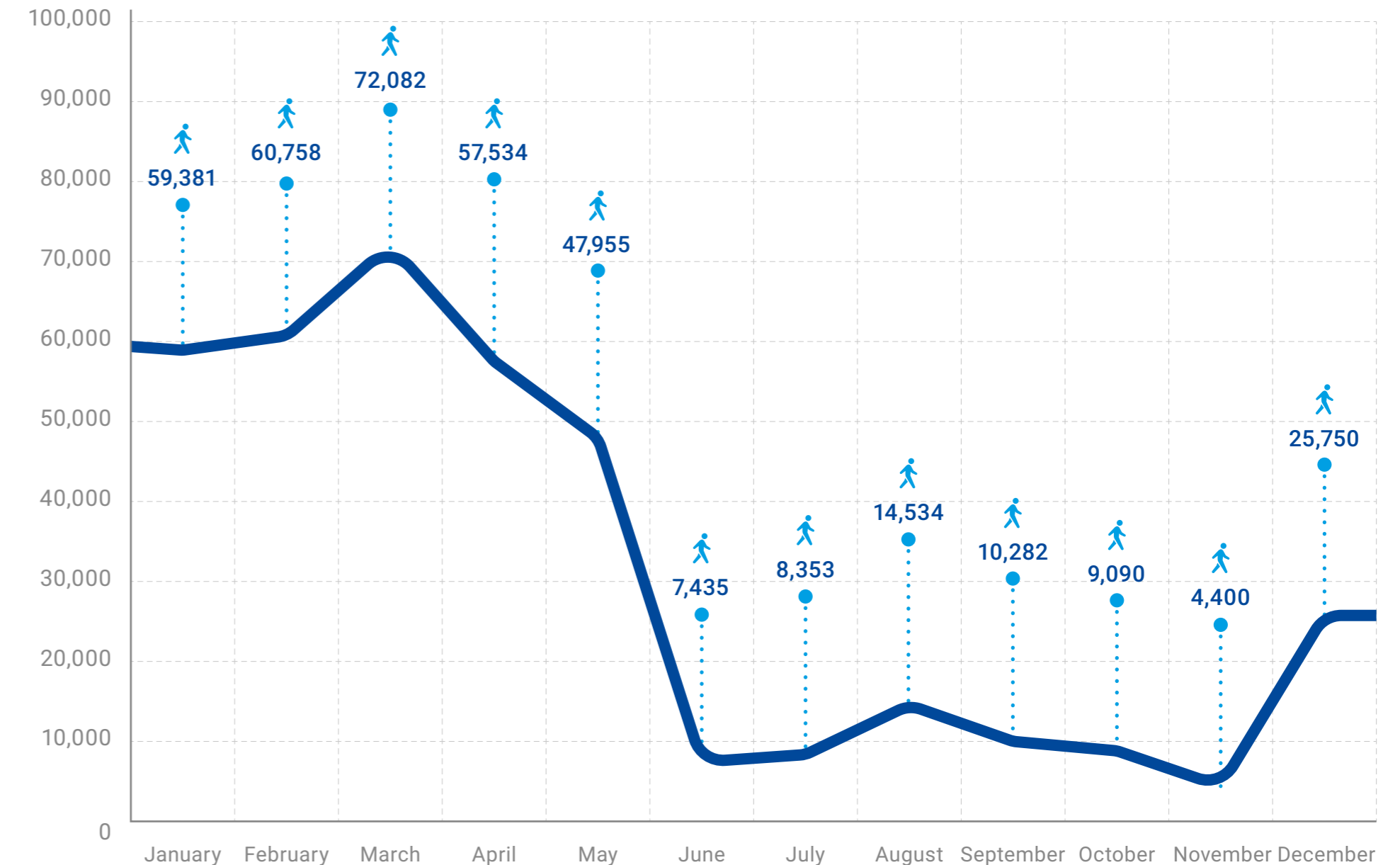
As part of the operational changes we **upgraded the mobile entrance ticket system** and extended the mTickets to the whole building. Printed tickets also underwent major change – a brand new look with attractive graphics and a new depiction of Prague. The **admission pricelist** saw a radical transformation – thanks to the unification of the tourist operations of the Town Hall it could be streamlined; some of the categories (school or family tickets) are now more affordable.

In parallel with the reconstruction of the façade, the tower stairway hall and the staircase itself underwent repairs. The third-floor **ticket office also faced an overhaul**. The corridors and other interiors were fitted out with **new signage**. Even the **web presentation of the Old Town Hall** saw a complete redesign.

In 2017, we diligently **supported tourism initiatives** (Hotel Night), children's events (Ice Prague), charity-focused events ('We're not alone in the world', the Happy Hearts Fund, etc.), Prague's top events (the Volkswagen Prague Marathon) and exhibition projects (Czech Press Photo). We put on a range of **exceptional tours** with an accompanying programme for VIP visitors to the city (e.g. the Belgian Royal family), and pride of place among public events went to the **'City Hall Wide Open 2017'** initiative. The third annual Open house event – called 'Old Town Hall Wide Open' – presented the Town Hall to Prague citizens and tourists alike, to an exceptional degree. The three-day programme gave access to normally off-limits areas, not forgetting the ongoing reconstruction of the tower – the participants were shown the results of repair efforts on the tower façade and historical artifacts found during the works. The **Christmas concert**, held in the Old Town Hall during the Holidays was much acclaimed as ever. The festive experience was enhanced by our trumpeters, and their rendition of **Christmas carols**, booming out of the Town Hall windows.



Overall visitor figures, Old Town Hall in 2017





"We contacted Prague City Tourism and they recommended a tour of the Old City Hall and it was great! Not too long, informative, and fun. The guide we had was full of jokes and you can tell he enjoys his job. We got to see underground tunnels, learn the history of the city and the building, and see fantastic paintings. Included in the tour is the ability to climb to the top of the tower for a breathtaking view of the city..."

Aaron & Emily Edwards, www.lifetravelerstravelinglife.com

PRAGUE LOCAL HISTORY AND EDUCATION

EDUCATIONAL TOURS

Our awareness and education activities have a long tradition and still enjoy great public interest. The Prague Local History programme aims to educate and inform the public about Prague's historical and architectural development. We organize tours in the historic centre of Prague and the surrounding districts and suburbs, including nordic-walking style speciality walks. **In 2017, we organized 523 such events, attended by almost 17,000 people.** In addition, we organized or participated in 54 bespoke events.

Prague Local History guides also provided support at **Open days** in the Chamber of deputies of the Czech Parliament, at the Czech Ministry of Transport, and took part in the 'Bethlehem cultural night'. Also well-established is our cooperation with the urban districts of Prague 10 and Prague 8.

There are also tours for the public in a joint-initiative between the PCT and the **National Theatre** sites, with the **Rudolfinum** or the **Prague City Gallery**. We also organize on-request outings for seniors' clubs or school groups. During 2017 our portfolio expanded to offer the most popular and well-attended tours – a series focused on Prague **quadrangles** and **courtyards** in the Old Town and the Lesser Quarter. We also expanded our portfolio of talks on Prague topics or devoted to major figures of history whose lives were connected with the capital city. May 2017 saw the culmination of our popular series of walks entitled 'Kids, get to know Prague II' charting Prague landmark buildings.

PRAGUE LOCAL HISTORY IN NUMBERS

Total walks 523
Total visitors 16,938
Total advance tickets sold 12,523

TOUR GUIDE TRAINING

In 2017 as before, those interested in tour guiding could select from a choice of accredited courses, as well as follow-up training for existing guides. In the course of the year we organized 3 training courses for aspiring professional tour guides – the '**Prague Guide**' and the '**Tourist Guide**'. In cooperation with the Jewish Museum in Prague we also ran 2 courses on '**Tour guiding the Jewish Museum in Prague**' with 58 students in all.

In addition to the accredited courses, we also held very sought-after follow-up training events for tour guides, 97 in all, attended by 1,878 guides. The follow-up courses for Prague guides were particularly popular among the Chinese guides, for whom we organized four events; yet more were arranged for guides from Poland.

At the beginning of the year we issued a practical **Information compendium for Prague tour guides for the 2017 season**.

Throughout 2017 we continued renewing and issuing **Prague guide license cards** – a total of 111 cards were issued. Tour guides requesting a license card renewal or issue were able to submit their professional tour guide credentials on the www.prague.eu website. This process helped review active guides and significantly helped improve the already well established communication between tour guides and the PCT.

Under the education remit we also prepared a professional qualification exam for Prague tour guides – the PK 65 028 N, taken by 23 candidates, 16 of whom passed. One candidate successfully completed the Czech national tour guide test – PK 65 021 N. The examinations also covered tour guide language proficiency.

TOUR GUIDE TRAINING IN NUMBERS

Total courses 6
Total course attendees 55
Total training events 98
Total follow-up training participants 1,897
Total Prague Guide license cards issued 111

EVERYMAN'S UNIVERSITY OF PRAGUE

2017 was the 300th anniversary of the birth of Empress Maria Theresa, which we marked by a special series, rerun in the autumn by huge popular demand. Other new series proved so popular with the general public they were completely sold out in a few days. The specialized walkabout series featuring Prague's gardens also met with much success.

The Everyman's University of Prague classes were attended by **709 people, comprising 188 sessions in 11 series**. They were able to buy-in to both semesters for the 2017/2018 academic year at preferential rates, which more than two-thirds of the candidates took up. We also made it possible to buy into these series through the e-shop, which is becoming the preferred purchase method. All students receive information via a web interface.

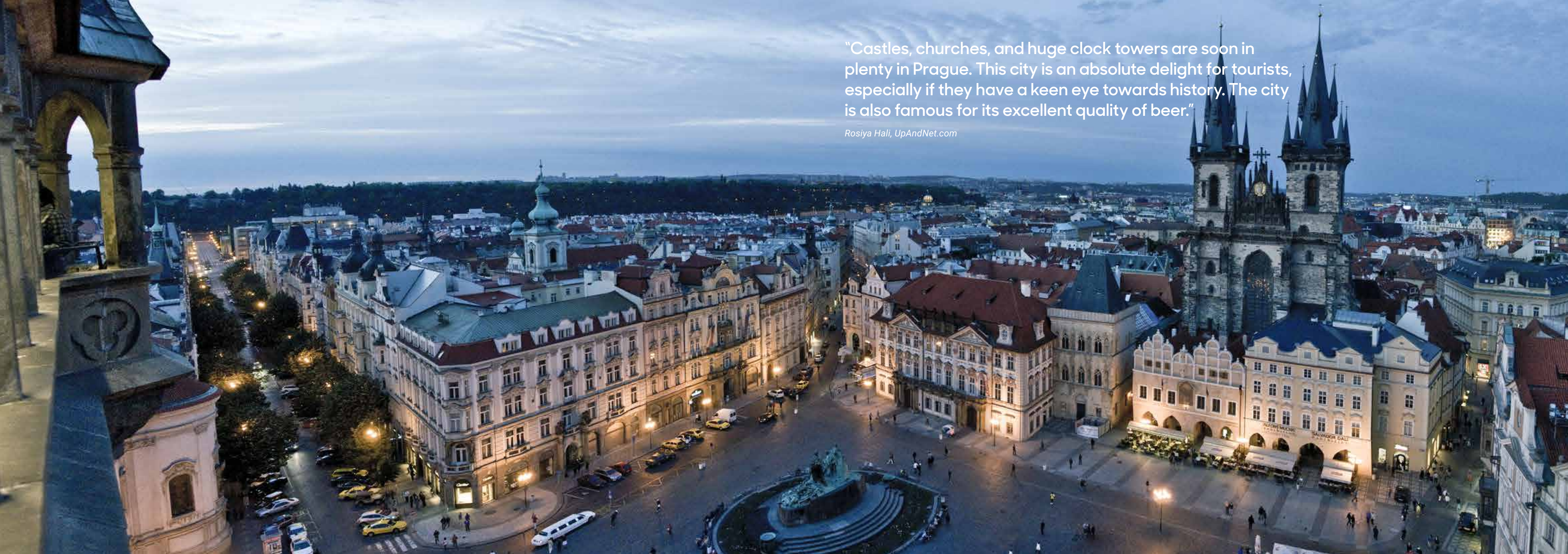
EVERYMAN'S UNIVERSITY OF PRAGUE IN NUMBERS

Total series offered 11
Total events 188
Total attendees 709

The Library

For the professional public, tour guides, course students and staff there is a specialist library with some 12,000 volumes. The book catalogue can be found at www.praguecitytourism.cz.



An aerial view of Prague, Czech Republic, at dusk. The city is illuminated by streetlights and building lights, creating a warm glow against the darkening sky. The architecture is a mix of Gothic and Baroque styles, with many buildings featuring red-tiled roofs. In the foreground, a large square is visible, featuring a central fountain and several multi-story buildings. The background shows a dense urban landscape extending to the horizon. The overall atmosphere is serene and historic.

"Castles, churches, and huge clock towers are soon in plenty in Prague. This city is an absolute delight for tourists, especially if they have a keen eye towards history. The city is also famous for its excellent quality of beer."

Rosiya Hali, UpAndNet.com

STATISTICS AND ANALYSES

In terms of statistics and analyses, in 2017 we built on the systematic efforts of preceding years and continued with thorough analyses of tourism based on data published by the Czech Statistical Office. We completed the fundamental reconnaissance project **'Inbound tourism in Prague 2014-2017'** (see below). Thanks to excellent cooperation with the majority of visited sites on Prague city territory, we were able to establish an overview of visitor numbers to these sights, attractions and cultural event highlights of the previous year. Also significant is our cooperation with the Austria-wide information system TourMIS, allowing benchmarking between European cities and countries.

The statistical topics are covered in Czech and English at www.praguecitytourism.cz.

SURVEY OF PRAGUE VISITORS BETWEEN 2014-2017

In 2017 a three-year exploratory project was successfully completed and evaluated – the **Comparative analysis of tourism in Prague in the period 2014-2017**, undertaken by Prague City Tourism in cooperation with the company **GfK Czech**. These newly established findings about the motives, behaviour, and satisfaction of visitors to Prague are a very valuable activity planning resource for us.

Over time, **six waves of field-based research** were conducted, evenly divided between the summer and winter seasons. **9306 respondents from 127 countries** took part.

The Survey objectives

were to enrich the data obtained from the Czech Statistical Office with qualitative characteristics, and to find out in particular:

- what motivates both foreign and domestic visitors to travel to Prague
- what other cities or places they combine with their trip to Prague
- what are the reasons for their stay
- do they get here on their own or is their trip organized
- what kind of overnight stay do they opt for
- what is their spending and service usage profile
- are the tourists satisfied with their visit
- what do they like the most and what would they like to improve
- where do they draw their information from
- what is their approach to using modern technology during the trip
- whether they will come back again to Prague.

Method and target group

The target group of the survey were multi-day and overnight, domestic and foreign visitors to Prague over 15 years old. Potential respondents were contacted based on random selection to make the resulting sample representative. The interviewers, sited in 36 preset

locations turned to every third tourist, but always just one out of any group. The TAPI method was used (personal polling using tablet PCs). The questionnaire was available in 12 languages, the per-language quota upper limit being set at 120 people per wave.

The respondents' demographic structure and region of permanent residence

The survey captured the views of all visitor age groups. Most strongly represented were 20-29 year-olds (37%), most notably so in wintertime. In the summer, the older generations' interest in Prague goes up, and the age profile is more balanced. Men were slightly more represented in the sample surveyed (52%).

From a macroscopic territorial perspective, the visitors surveyed were mostly from Europe (58%), followed by Asia (18%). Apart from the most notably represented countries such as the United Kingdom, Germany, France, Russia or the United States, also evaluated were respondent views from more exotic countries, e.g. Madagascar, Trinidad and Tobago, Eritrea or Kyrgyzstan.

Main destination

The most common visitor behaviour strategy was to head solely to Prague (58%). About a third of Prague visitors also visited another city, or another place in Europe, the most frequently chosen being another nearby capital – Vienna, Budapest or Berlin. 8% of tourists visiting Prague combined this with other destinations in the Czech Republic, most often with Český Krumlov, Karlovy Vary, Brno or Kutná Hora.

Trip novelty and organization

The vast majority of visitors (71%) were visiting Prague for the first time. Conversely, more than a tenth of the respondents have been here at least four times already. Most typical repeat visitors, apart from residents, are those from neighbouring countries – Slovaks, Germans and Poles.

Prague generally attracts more self-made tourists – 88% had organized their trip themselves or had it done for them by family members or friends. If visitors had arrived on a package tour, this was most often with a foreign travel agent (8%).

Main reason and stimulus for the trip

Prague is most definitely a city that attracts lovers of architecture, history and monuments, first and foremost. For 71% of the respondents this was the main reason for the trip and all other reasons fell some way behind.

The most common stimulus to visit Prague for 43% of the respondents was the recommendation of relatives and acquaintances, 16% of them were drawn to its location (the city being well-situated) and 13% came back repeatedly, based on positive experiences from previous visits.

Length of stay and type of accommodation

Prague certainly is not the kind of city that visitors leave on the day they arrive. 97% of the visitors spent at least one night here. Almost half of the one-day visitors were Czechs.

For overnight stays in Prague, tourists tend to use collective accommodation establishments such as hotels and B&Bs (77%). 17% preferred to rent a private room, apartment, etc. , 5% stayed with friends or relatives. Only half a percent of visitors chose a free accommodation-sharing platform (e.g. CouchSurfing).

Information sources and use of modern technologies

By far the most widely used source of information before the trip to Prague was internet search, in every one of the survey samples. More than three quarters of all respondents used it (76%). 62% of visitors took advantage of travel web portals or social networks, 43% turned to the official website of Prague, or the Czech Republic, and the like. About a third of visitors took advice from friends or relatives who had visited Prague before, almost every fourth respondent drew inspiration from a printed guidebook.

After arriving in Prague, most of the visitors (67%) sought information electronically (smartphone, tablet, etc.). Quite a few visitors, however, still use traditional printed sources – more than half of them used a paper map for directions and 28% made use of guidebooks or printed brochures. Almost a third of the tourists were advised by local tourism professionals.

The most active users of mobile phones and the web are those aged 30-49, Prague visitors on business, and generally, the Czechs themselves.

Satisfaction with services

Visitors to Prague were given nine kinds of services to assess, and their evaluation was mostly positive. Prague is appreciated as a safe and clean city with a well functioning public transport system, high-quality information centres and knowledgeable tour guides.

Spending

During their stay in Prague (i.e. after deduction of travel expenses) visitors spent an average of 7,799 CZK each, or 1,688 CZK per day pro rata. The main items of expenditure were accommodation (822 CZK/day) and dining (530 CZK/day). Unquestionably the most lavish spenders in the Czech capital were visitors from Russia.

Favourite places

Tourists often enthusiastically rated Prague as a beautiful city with amazing atmosphere and history, an extensive cultural offering and many well-preserved unique historical monuments. The list of places that most charmed the visitors is dominated by the famous

Charles Bridge and Prague Castle. Guests were also very keen on Old Town Square, and in terms of urban districts, the Old Town especially.

Coming back to Prague

Thanks to being highly satisfied with their visit 84% of those visiting the Czech capital aim to see it again. This desire was shown by at least three quarters of respondents from all regions. Not quite 3% of visitors to Prague would rather or certainly not want to return.

The primary findings of the project are available on the www.praguecitytourism.cz website.



2017 IN PRAGUE CITY TOURISM NUMBERS

- 3,528,864** visitors from 227 countries and administrative areas worldwide to www.prague.eu
- 2,158,110** items of tourist brochures, maps and leaflets issued
- 2,150,071** visitors to tourist information and visitor centres
- 1,233,364** queries answered at tourist information centres
- 377,554** visitors to the Old Town Hall
- 214,611** Prague.eu Facebook fans
- 83,600** items of printed tourist materials ordered through the e-shop
- 24,997** Prague City Tourism Facebook fans
- 16,938** participants in educational walks
- 12,000** volumes in the PCT professional library
- 9,668** (average) daily visits to the www.prague.eu portal
- 7,600** merchandising items sold
- 3,843** written and phoned-in queries settled
- 1,189** events provided with tour guides
- 709** students at The Everyman's University of Prague
- 563** orders shipped from the e-shop
- 523** local educational walks
- 388** fam-trip and press trip participants
- 250** featured items in the press and digital domestic media
- 111** Prague Guide license cards issued
- 110** fam trips and press trips with PCT participation
- 98** follow-up training workshops for tour guides
- 21** language versions of the www.prague.eu tourist portal
- 11** trade fairs in the CR and abroad with PCT participation
- 5** tourist information and visitor centres under PCT management



PCT BUSINESS PERFORMANCE IN 2017

CORE ACTIVITIES

The core business activity of Prague City Tourism (PCT) in 2017 has been the ongoing all-round promotion of Prague as an attractive tourist destination, abroad and within the Czech Republic. To this end, specific themes were communicated, aimed at repeat visitors and their inclination to visit urban districts outside the historic City centre. Marketing communications on the Internet and social networking sites (Facebook, Twitter, Instagram) played a fundamental role. No less important was the localization of our own website into 21 languages, including improved optimization for mobile devices, and the ongoing improvement and expansion of both content and site-visit support.

There was also significant publishing activity, especially our own edition of specialized guide brochures, maps and information booklets or leaflets that both inform and have the potential to affect the way visitors spend time in the capital during their present or future visits. According to the survey, 55% of visitors respond well to these influences. Services to visitors are also closely allied to the PCT tourist and visitor information centre activities, visited by 2,150,071 people during 2017.

In June 2017, repairs commenced at the Old Town Hall, closing-off the tower for nearly 7 months. The income budget had been set on the expectation that instead of the tower, visitors would get to see the Old Town Hall interiors. This expectation was met thanks to our marketing campaigns, and the number of visitors to the stately rooms was higher (sometimes twice over) compared to the prior situation. From 1 April the Organization unified the ticket prices (one ticket for admission to three premises). The tower was once again opened to the public on 18 December 2017.

The main promotion topics in 2017 were: design and fashion in Prague, Prague café culture, Prague architecture of the urban districts outside the Old Town, and romance. The design and fashion topic fits into the long-term concept of thematic guides and is a cultural topic universally of interest for most markets. The same is true of the topic of cafés, following on from the established series of gastronomic guides, which continue to meet with great demand. The aim of the new series of Prague walks (first published in 2016) was to motivate visitors to venture beyond Prague's historical centre, since there are a whole host of remarkable places and architectural monuments to be found. In cooperation with Prague City Hall and the Prague Organisation of Wheelchair Users we put together 'Four Accessible Walks in Prague'.

Overall, 2017 was a successful year, given we managed to fund the running of the Organization despite the tower closure at the Old Town Hall. The revenue from this significant historical site, which makes up 91% of all our own income and is our most important revenue stream, dropped by 40%. To avoid an even greater revenue shortfall, the

Organization signed an agreement with the New Town Hall. During the period of repairs, visits of the New Tom Hall tower at Karlovo Square were bundled into the Old Town Hall admission ticket. These measures ensured that the entrance ticket to the Old Town Hall remained attractive for visitors despite the tower closure. Our cooperation with the New Town Hall precluded us having to lower the price of admission to the Old Town Hall.

At the end of September, the PCT received from Prague City Hall an increase in the non-capital investment contribution in the amount of 18,670,200 CZK to cover losses from the tower, of which the Organization spent only 10,867,660 CZK. The revenue shortfall anticipated had been much higher. This positive situation had been influenced by the following: On 1 April 2017 we unified the entrance tickets to the Old Town Hall, the tower was closed-off only from 1 June 2017 and because we were keeping our costs down all year, **we saved 21 million CZK** compared with 2016.

SUPPLEMENTAL ACTIVITIES

The supplemental activities of the Organization in 2017 brought in earnings of 1,163 thous. CZK.

Significant supplemental profitability comes from the Prague Card product (PK). The card remains popular among Prague visitors for its convenience (its price includes the fare for public transport). Revenues from sales of the Prague Card came to 46,696 thousand CZK, derived from 52,089 items. From April 2017 the PK price went up and the commission system between PCT and Hello Prague was revised.

The total sales for 2017 came to 63,063,000 CZK, of which 46,696,000 CZK were Prague Card sales.

The total costs for supplemental activities for 2017 came to 61,900,000 CZK. Out of the highest cost items, purchases relating to sales of goods deserve a special mention – the Prague Card, including the buying of public transport fare credits.

Due to the profitability margins of activities realized, PCT showed a lower profit than in 2016. From January 2017 there were directive-based cost booking adjustments between core and supplemental activities. This led to a more precise allocation of tourist information centre costs. There was a reduction in rental costs, our having had to withdraw from contracts at the beginning of 2017 due to the Old Town Hall repair work. This also brought a reduction in merchandising revenue.

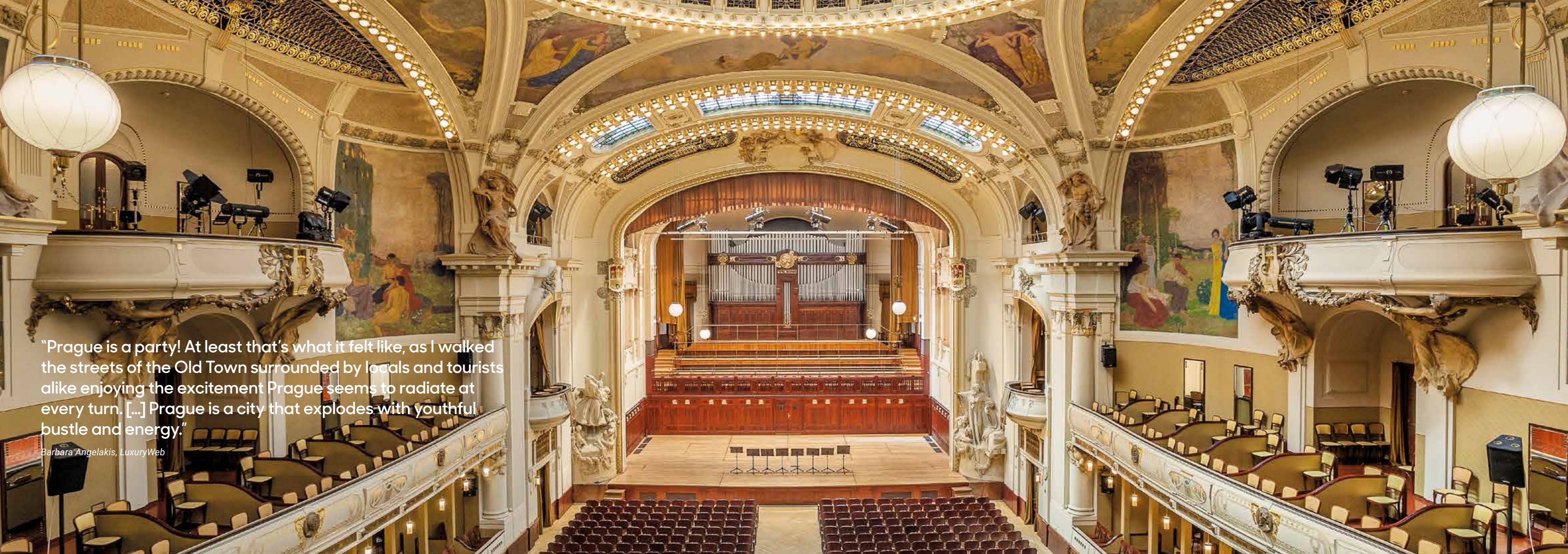
PCT: 2017 FINANCIAL BREAKDOWN

Core activities

	in thousand CZK			
	BUDGET 2017	Adjusted budget 31.12.2017	Actual as of 31.12.2017	Actual as of 31.12.2016
TOTAL REVENUE	51,000,0	52,500,0	55,935,0	91,443,0
Revenue from own goods and services sold	46,500,0	52,468,0	55,731,0	86,511,0
Other revenue	4,500,0	0,0	173,0	3,281,0
Financial revenue	0,0	32,0	31,0	1,651,0
TOTAL COSTS	77,940,5	125,543,0	92,680,0	113,575,0
Consumed purchases	4,700,0	8,200,0	6,497,0	4,540,0
Services	12,240,5	50,054,7	29,173,0	40,108,0
of which: travel expenses	800,0	630,0	621,0	678,0
entertainment expenses	250,0	250,0	250,0	242,0
Personnel costs	40,000,0	43,482,3	40,775,0	39,289,0
of which: Employee payroll	22,995,0	25,560,9	23,785,0	22,295,8
Other personnel costs	7,200,0	7,095,0	6,555,0	6,959,0
Taxes and fees	300,0	300,0	266,0	343,0
Other costs	4,000,0	4,836,0	4,835,0	7,692,0
of which: Contractual penalties and interest on late payments	0,0	2,0	1,0	0,0
Other penalties & fines	0,0	0,0	0,0	3,0
Deficits & damages	0,0	0,0	0,0	0,0
Fixed asset depreciation, provisions, and adjustments	3,700,0	5,530,0	5,236,0	4,048,0
of which: depreciation as a source 416	3,200,0	3,200,0	3,196,0	3,587,0
depreciation covered by government subsidy (403/672)	0,0	0,0	0,0	0,0
Financial costs	0,0	140,0	139,0	0,0
Income tax	13,000,0	13,000,0	5,759,0	17,555,0
Financial result (revenues - costs)	-26,940,5	-73,043,0	-36,745,0	-22,132,0
Non-investment subsidies from founding body's budget	23,945,5	70,048,0	70,048,0	38,507,0
Non-investment subsidies mediated through founding body's	0,0	0,0	0,0	0,0
Other subsidies outside of founding body's budget	0,0	0,0	0,0	0,0
Overall financial result	-2,995,0	-2,995,0	33,303,0	16,375,0

Supplemental activities

	in thousand CZK	
	BUDGET 2017	Actual as of 31.12.2017
TOTAL REVENUE	61,000,0	63,063,0
TOTAL COSTS	59,000,0	61,900,0
Consumed purchases	50,710,0	49,913,0
Services	3,850,0	4,892,0
Personnel costs	3,150,0	5,153,0
of which: payroll (minus other personnel costs)	2,090,0	3,148,0
other personnel costs	270,0	665,0
Taxes and fees	20,0	57,0
Other costs	650,0	1 153,0
Fixed asset depreciation, provisions, and adjustments	270,0	420,0
of which: depreciation as a source 416	220,0	221,0
depreciation covered by government subsidy (403/672)	0,0	0,0
Financial costs	0,0	9,0
Income tax	350,0	303,0
Financial result (+revenues - costs)	2,000,0	1,163,0



"Prague is a party! At least that's what it felt like, as I walked the streets of the Old Town surrounded by locals and tourists alike enjoying the excitement Prague seems to radiate at every turn. [...] Prague is a city that explodes with youthful bustle and energy."

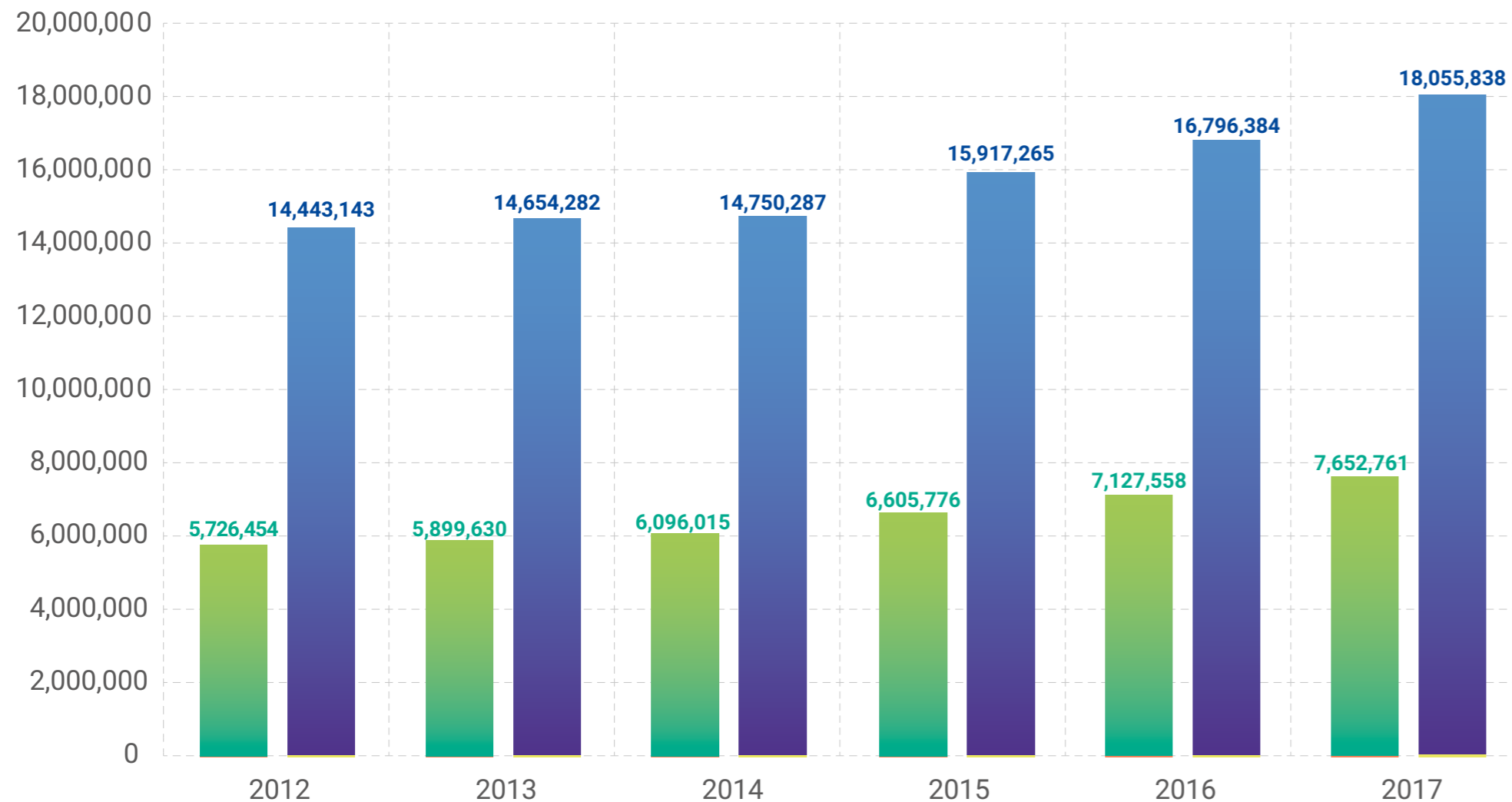
Barbara Angelakis, LuxuryWeb

2017 INCOMING TOURISM IN PRAGUE

For the fifth year running Prague set **new record figures in terms of overnight stays, as well as total visitor numbers**. Growing interest in the Czech capital was evident not only among locals, but also visitors from abroad. 2017 was characterized by a **major resurgence of visitors from Russia and rising demand from South Koreans and Chinese**. Prague has kept its place as the most visited city and region of the Czech Republic.

Prague hotels, guesthouses, hostels and campsites accommodated **7,652,761 visitors** in the year, amounting to **18,055,838 overnight stays**.

■ GUESTS
■ OVERNIGHTS



As in previous years, these were mainly **visitors from abroad**, totalling **6,562,518 (85.8%)**, while locals in registered tourist accommodation totalled **1,090,243 (14.2%)**.

The total number of visitors in tourist accommodation establishments **grew by more than half a million (7.4%) year-on-year**. In comparison with 2016 there were 451,756 (7.4%) more non-locals, while in-country visitors grew by 73,447 (7.2%), so that external visitors made up 86% of the total increment.

Visitor numbers rose throughout the year, during the second and the third quarter exceeding two million visitors, closely matched in the last quarter. Most arrivals were recorded in August and in July (some 770,000 visitors in both months), while in the first two months of the year the number choosing to visit the Czech capital reached some 400,000.

Prague attained the highest growth in visitor numbers (+104,234) in April, largely due to the 2017 fourth-month timing of Easter.

While non-locals generally opted for the summer (except for the Russians, who favour December and January), visitors from other regions of the Czech Republic visited the capital as they traditionally do, largely in the autumn (peaking in November).

Russia apart, the proportion of total foreign visitors represented by Europeans amounted to 62.4%, while 18.3% came from Asia and 8.4% from North America. The Russians made up 5.9%, while South and Central America 2.9%. As for Australia, Oceania and New Zealand, these made up 1.4%, and Africa made up 0.6%.

Year-on-year growth from among Asians was 19.1% i.e. almost 200,000, among Russians 108,424 (38.6%) and Europeans 109,725 (2.8%). Asia's share of the total grew by 1.8% against 2016, while Europe's declined by 2.8%.

The TOP 10 countries by number of arrivals remained the same as the year before, the rankings of Russia, South Korea and China having strengthened.

Approximately every fifth arriving European was from Germany, their share being 913,950 visitors or 13.9% of the total number of external visitors. Second place among non-locals went to the USA (7.2%), the third to the UK (6.1%).

Throughout 2017 visits from Russia rose significantly, a trend which began in the autumn of 2016. The total surge in Russian visitors came to 38.6%. Growth from other parts of Europe was seen especially among Germans (36.6 thousands), Italians (20.5 thousand), Swedes and Ukrainians (about 15 thousand apiece).

Nearly half of the 1.2 million Asian new arrivals came from South Korea (+26.8%), or China (+25.9%). Also notable was the growth from India (+27.7%), and Taiwan (+19.2%). From May onward, visitor traffic from Japan also showed a promising rise (+8.6%).

Of the 55 countries and territories tracked by the Czech Statistical Office, 39 showed more and 16 showed fewer visitors to Prague.

The total number of overnight stays surpassed 18 million, of which 16,132,282 (89.3%) were from abroad and nearly 2 million (10.7%) from in-country Czech visitors. In comparison with 2016, the number of overnight stays **grew by 1,259,454 (7.5%)**. More than one million of the total growth in overnight stays was due to foreign visitors, 144,875 nights were spent by visiting locals.

Most nights (2,099,753) were spent in Prague by visitors from Germany. Their share of the total number of foreign visitor overnight stays was 13%. Second-placed by number of nights was Russia (1,501,617), while Prague visitors from the USA and the UK topped one million overnight stays.

After a two-year lull Russia once again greatly improved its standing, with a sizeable rise in the number of nights spent, up by nearly half a million (+47%) and moved from last year's fourth place in the overall rankings to the runner-up slot among foreign visitors. 38.1% of the total growth in overnight stays came from the Russians.

This year's new entrants among the top 10 countries by overnight stays (not counting locals) were South Korea and China, whose growth topped 20% (i.e. 90,000 nights).

European visitors made up 61.7% of the total number of overnight stays by non-locals, Asians accounted for 15.8%, the Russians with their above-average length of stay 9.3%, visitors from North America 8.3%, and from South and Central America 2.9%.

The overall average length of stay was 2.4 nights. For locals, it was 1.8 nights, for visitors from abroad 2.5 nights. Exceptional lengths of stay are characteristic of Russians (3.9) and Israelis (3.3). Brief visits to Prague were made by South Koreans (1.7) and the Chinese (1.8).

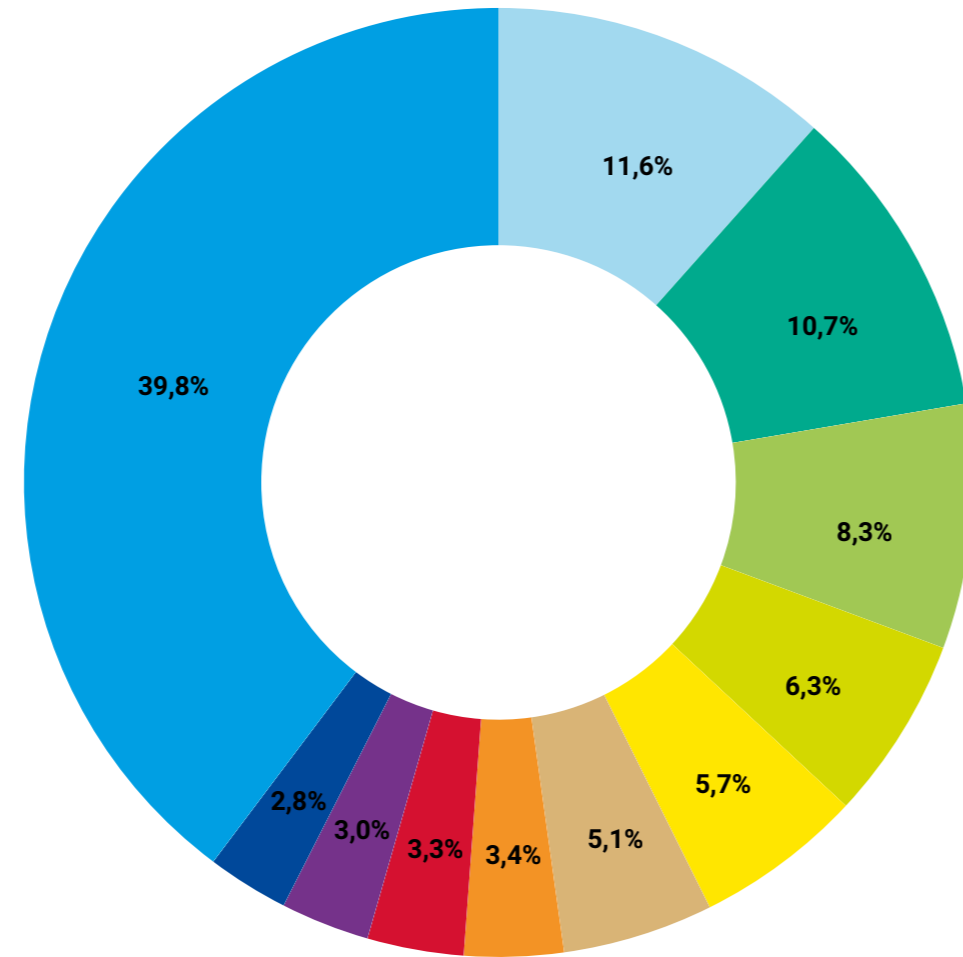
The total **accommodation capacity** in Prague consisted of **787 accommodation establishments**; 526 hotels, 94 guesthouses, 20 camps, 48 hostels and 99 other facilities. Accordingly, Prague's capacity in 2017 was 41,617 rooms, 90,891 beds and 1,096 places for tents and caravans. Of the hotels 39.9% were three-star, 41.4% four-star, and 8.7% five-star.

Occupancy of beds rose year-on-year to **67%** and of rooms to 69.5%. The highest room occupancy rates were evident in the five-star hotels.

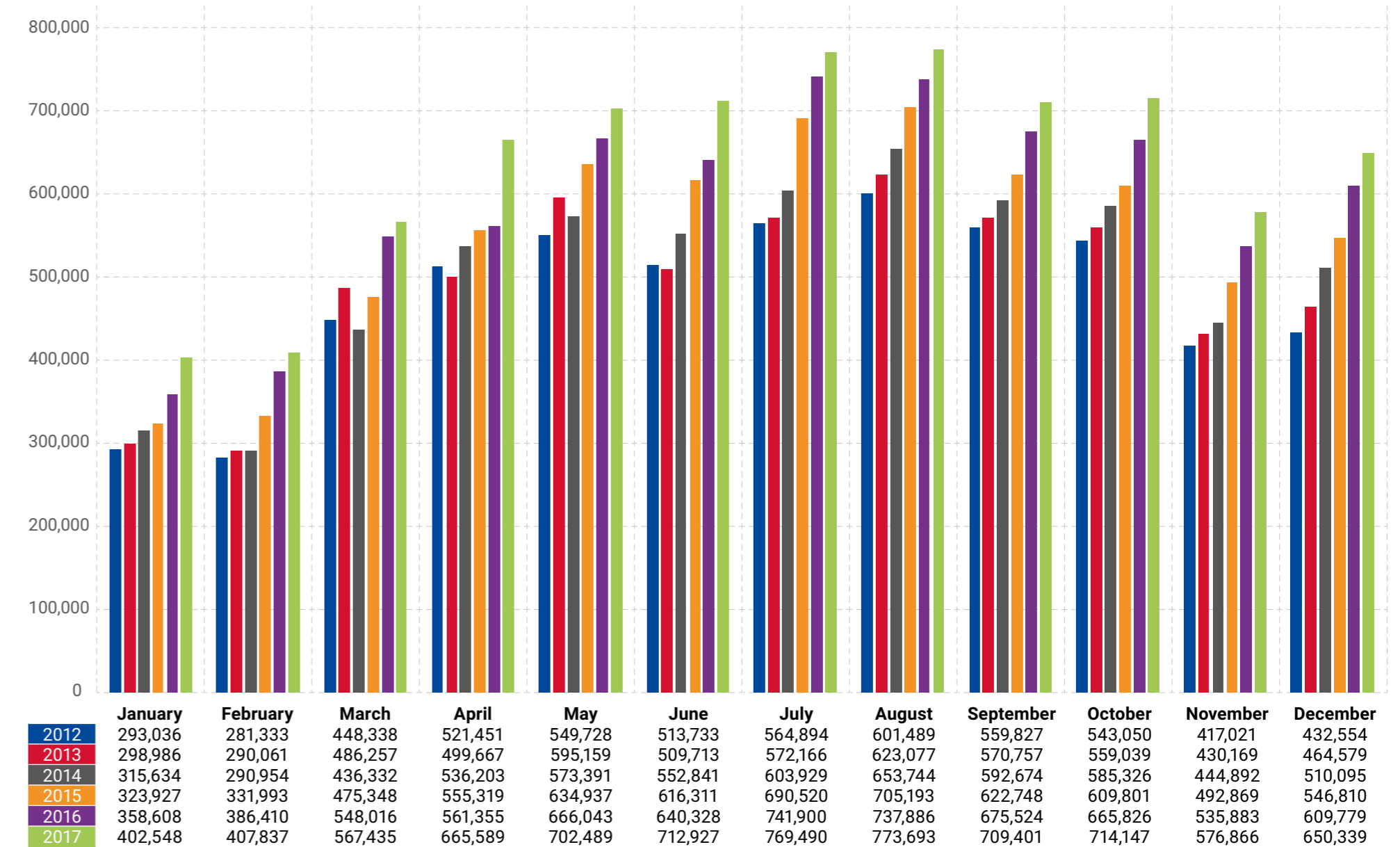
Inbound tourism was up **in the Czech Republic** as a whole. **Total visitors surpassed 20 million for the first time, while overnight stays topped 50 million**. Visitor numbers and overnight stays grew year-on-year in all regions. Prague accounted for 64.6% of visits from abroad, and for 11.1% of in-country visits.

OVERNIGHTS BY MAIN SOURCE COUNTRIES 2017

Country	Overnights
Germany	2,099,753
Czech Republic	1,923,556
Russia	1,501,617
USA	1,138,126
United Kingdom	1,036,924
Italy	921,226
Spain	611,023
France	594,955
Slovakia	542,637
South Korea	501,524
Other countries	7,184,497
Total	18,055,838



GUESTS BY MONTH 2012 - 2017



"Prague's pristinely preserved streets and buildings make any visitor fall in love with its beauty and elegant detail. Perhaps the most beautiful city ever, Prague awaits with open arms to show off its shine and romanticism."

Brian Webb, TheHomoculture.com



OUTLOOK FOR 2018

2018 will not see any marked change in our marketing strategy, but will incorporate new findings from the survey of Prague visitors between 2014-2017. We shall continue to promote lesser-known Prague locations, and focus more on culture, architecture and history.

The theme of the 100th anniversary of the founding of Czechoslovakia is not entirely ideal from an international marketing perspective, as 1918 was a year of tremendous change throughout Europe, and Czechoslovakia was far from the only new country established in Europe that year. We thus take this centenary as a marketing opportunity to show visitors the sights, culture and artifacts of not only the famed First Czechoslovak Republic, but also of the ensuing decades, including times under occupation and communism. We know that 20th century history is a topic of interest for many visitors, but easily overshadowed by the impressive historical architecture of the city centre. We will therefore focus on promoting the various commemorative events organized around the centenary, as well as the distinctive mementos of the 1920s-80s Czechoslovak era; all there is to be seen, experienced or bought in today's Prague, from the iconic buildings or emotive memorials to WWII events, right through to Botas shoes or Kofola drinks.

At the beginning of the year we will reopen the refurbished Visitor Centre in the arrivals hall of Terminal 2 at Ruzyně Airport. Our approach here is well-proven, modelled on providing information and other services at Terminal 1. In addition, we will extend the daily opening hours until 10pm. We are taking an active part in the creation of the new tourist card, which is to be piloted in the autumn of 2018.

In January 2018 we go out into the world with our new trade-fair stand, its operation secured for three years. The first stop will be at ITF SlovakiaTour in Bratislava. Along with our traditional partners (Prague City Hall, PCB, CzechTourism) as well as on our own behalf, we are participating in several key trade fairs, presentations and other events focused on tourism, e.g. Holiday World, ITB Berlin, IMEX Frankfurt, WTM London etc. For the fifth year in a row we have organized a roadshow around the Czech Republic, complete with our mTIC, to promote in-country tourism to Prague.

Also, in the publishing domain, we shall be reflecting the main marketing theme of 2018, i.e. the centenary of the Czechoslovak Republic and other significant historical anniversaries. We will start 2018 by publishing a brochure summarizing these occasions, together with a calendar of events. This will be followed by a 'Czechoslovak digest', charting the major events, figures or achievements of the entire 74 years of Czechoslovak history. As for new titles we will focus on greenery (Parks, gardens and nature retreats in Prague) and Prague culture (Culture and entertainment in Prague), and will continue to issue regular cultural quarterly bulletins. A considerable part of our forthcoming production will go to re-editions and reprints of our successful and low-inventory titles, in particular the gastro series.

In the field of digital technologies, we envisage intense cooperation on strategic projects with the City of Prague regarding attractive tourism under the Smart Cities concept framework.

Our goal is to use 3D technology and augmented reality as a tool to promote the less tourist-frequented locations. We also plan to make greater use of artificial intelligence (Chatbot) for entry-level communication on social networks.

The Old Town Hall will continue to face construction works in 2018, which will impact its operation. The remedial work on its outer shell, due for completion in 2018, will then be followed up by a general overhaul of the building interiors. Our Organization will participate in revising and creating new Town Hall content, not only operationally, but in professional and educational terms.

We have a whole host of events and lectures planned in 2018 on the anniversary of the founding of the Czechoslovak Republic and each of the key anniversaries of our history linked by the number eight. Within these series of lectures and outings the Everyman's University of Prague programme will cover the following special topics: The architecture of Czechoslovak statehood, the Fated eights of our history or Prominent figures of Czech statehood. A series of Prague Local History tours and lectures, whose current programme is published monthly will cover the topics of developing statehood and the figures of history who contributed. Prague City Tourism tour guides will also be familiarized with the major themes of modern Czech history and current exhibitions, through follow-up training sessions. We shall also continue to run regular Saturday group tours with a professional licensed tour guide, which we will augment with further languages.

We will continue to raise awareness about Prague City Tourism and its activities in the domestic and international media. We will remind the public of the 60th anniversary of the founding of the Prague information service with suitable initiatives.



2017 Annual Report

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

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www.prague.eu

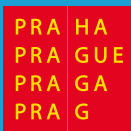
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