

# 2019 Annual Report Prague City Tourism

Prague  
City Tourism

Prague:emotion



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# Prague:emotion

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## FOREWORD BY INTERIM CEO



*"Change is not just something to accept, but to initiate and turn to advantage."*

We are increasingly facing criticism from the media, Praguers, and the general public about the negatives of tourism. In addition to the above-mentioned overtourism, complaints most often relate to disturbing the peace at night and flouting rules and regulations, e.g. not to drink alcohol on the streets. That's why I'm personally very happy that we teamed up with the 'Night-watch mayor of Prague' and jointly put together an outdoor information campaign whose main goal was to encourage more acceptable behaviour at night. In the summer, we also jointly conducted a survey (STEM/MARK), whose findings will allow upcoming campaigns and measures to accurately target the most problematic areas.

In November we were given the welcome opportunity to organize the Member Forum of the A.T.I.C. CR, returning to Prague after a 10-year absence for its 25th anniversary meeting. Thanks to the excellent work of our staff, we managed to prepare a dignified celebration of the Association's quarter-century and to present the capital in the best light. I am particularly proud of one special conference at which participants also became acquainted with more unusual topics, e.g. trips into space or the geopolitics of tourism.

As a parent, I know how hard it is to come up with more and more new activities for children to enjoy. That is why I am delighted to note that one of the main priorities of 2019 was 'Families with children'. We built a children's workshop on the second floor of the Old Town Hall,

Tourism in Prague has changed beyond recognition in recent years. Long gone are the times when our main task was to attract as many visitors to Prague as possible. In many European capitals, the term overtourism is not unheard of, and Prague is no exception. Although the rapid growth of arrivals has slowed, we are beginning to approach the maximum visitor capacity of the city. We must therefore pay attention to the negatives that the increase in tourism brings and be more forthright in communicating them. Our approach is therefore to continue to encourage visitors to stay longer in Prague and make repeat visits. We continue to actively promote the appeal of places and neighbourhoods outside the city centre, and will also accentuate this in the coming year. I am glad that most of the city boroughs we have approached for cooperation are enthusiastically involved in our projects.

where as part of the special tours for our youngest visitors they can complete a pre-prepared model of the Town Hall buildings. Five years on, we published a 'Prague:kids' brochure and map, intended for parents and grandparents looking for tips and recommendations where in Prague to go with children. The map was published in seven languages and its users will find dozens of places where children will have fun and quite possibly learn something new.

We also focused on young visitors, in this case 2nd year pupils of elementary and secondary schools, and set up an event 'At the Old Town Hall' to mark the 30th anniversary of the Velvet Revolution, and make it clear that 'It wasn't just November'. The concept is that of an interactive tour through the 20th century, whereby each of the Town Hall rooms takes on the guise of one historical period. In cooperation with Post Bellum, we made use of audio recordings made with old-timers who were part of it all, as well as period sound tracks, dramatic etudes, unique props and worksheets. The project drew a huge response, and so is still on our agenda this coming year.

In 2019, we also focused on expanding our training programmes. We organized lectures for Czech secondary and higher education institutions in the field of tourism and hospitality. Apart from presenting what we do, in our talks we cover Prague tourism issues and challenges, the training of guides, the work of the TICs, statistics, analyses, as well as tourism-related media and PR. We are preparing a series of B2B supplementary courses for hotel and travel agency staff, mainly to update them on what is currently on offer in the metropolis beyond the obvious places. I am pleased to say we are able to welcome students, experts and attendees of our public courses in our modernized lecture rooms.

2019 in Prague City Tourism was notable also for the optimization of internal processes and reviewing our activities to date, in view of the major changes awaiting us in the coming year. In particular, the summer will see a 'transformation' of our public sector subsidized organization into a joint-stock company. In autumn we are also going to open new tour guide courses – almost 20 years on, we have decided to rework them and adapt them to the dynamic developments in today's tourist industry. We want our courses to be well-aligned with current trends, while reflecting the city's long-term strategic objectives. The curriculum now includes neighbourhoods outside the city centre.

From all of the above it follows that we have many challenging tasks and changes to meet, incomparable to what has gone before in our more than 60-year history, not just in scope. Nevertheless, I am confident that we are well prepared and will deal with every challenge without undue trouble. I trust that all the novelties will bring fresh energy and inspiration and help us move on together.

*Petr Slepíčka, Interim CEO*



## ORGANIZATION PROFILE

### ABOUT US

**PRAGUE CITY TOURISM (PCT)** is a marketing organization tasked with fostering 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 or to secure visitor traffic to the historical premises of the Old Town Hall.

The core activities of the organization cover the promotion and marketing of Prague to foster domestic and international tourism, both within the Czech Republic and abroad. The PCT represents active tourism management; a modern service organization. Our organization has a dynamic and yet unambiguous symbol – a stylized way-marker or signpost, to help visitors and Prague residents navigate the plethora of current tourist and cultural events.

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.

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 also the regional coordinator of tourism for the Capital City of Prague at the CR Ministry for Regional Development. The PCT actively collaborates with professional tourist associations at home and abroad, with the CzechTourism agency and Czech Centres, PCB, PFF, Prague Airport, the CR Ministry for Regional Development, the embassies of the CR Foreign Ministry, Czech Railways, Czech Airlines, Ropid and with international and national media. Together with other city organizations, we play an active part in the innovative Smart Prague project.

Prague City Tourism is publicly co-funded by the Capital City of Prague. It was founded on 1 January 1958 as the 'Prague information service' and is one of the oldest organizations of its kind in Europe. The Capital City of Prague Metropolitan Authority decided by its resolution 37/126 of 17 May 2018 to transform us from a subsidized organization to a joint-stock company. To this end, a new company was established, Prague City Tourism a.s. The expected migration date of the subsidized organization's activities to the joint-stock company is 1 July 2020.



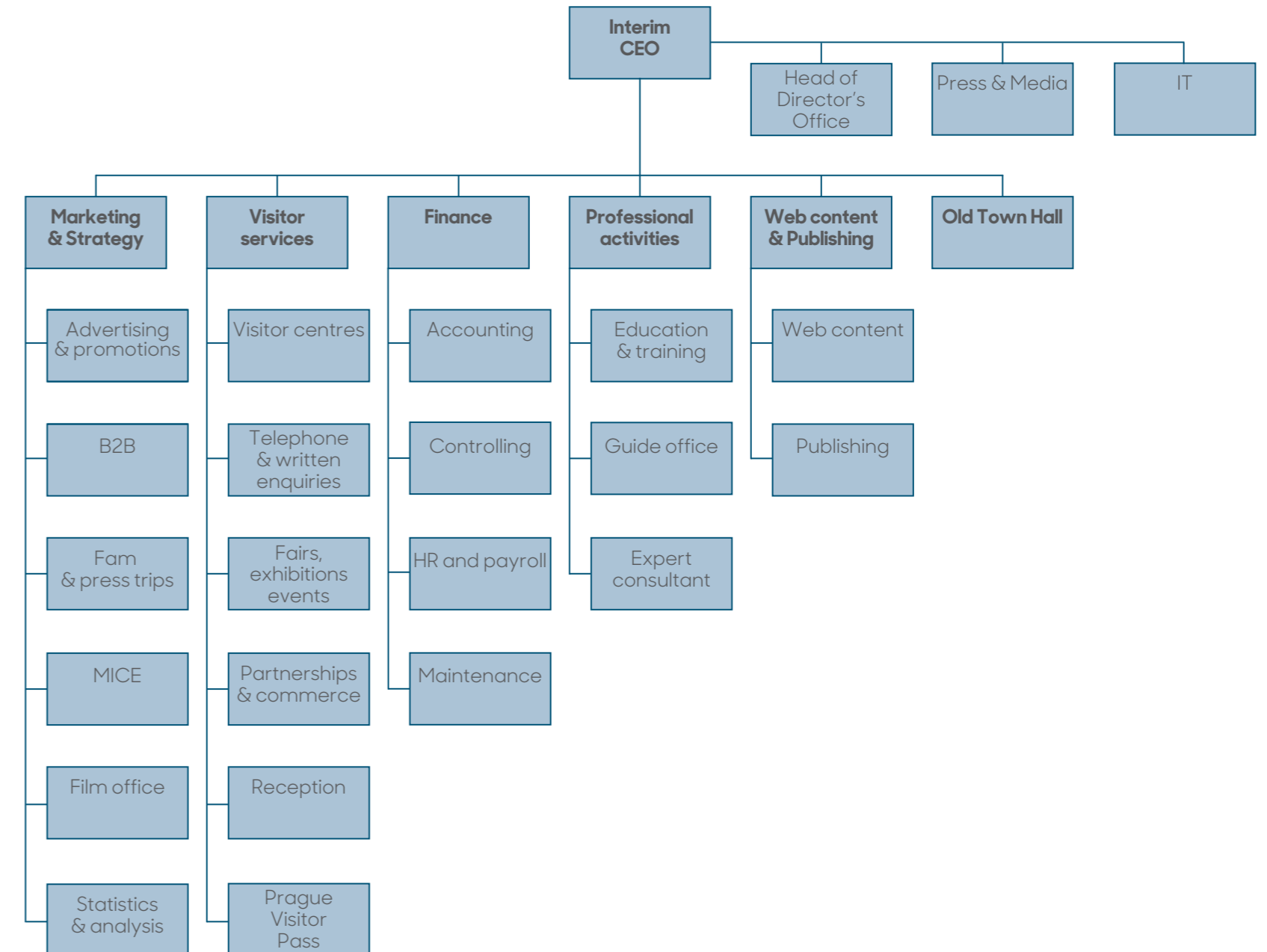
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## ORGANIZATIONAL CHART PRAGUE CITY TOURISM 2019



"Most guides to Žižkov start by mentioning how this was once a nondescript, working-class part of town – those days are long gone, and the district now has plenty to offer visitors. The controversial yet iconic TV Tower – once ranked the second ugliest building in the world..."

Culture Trip – Guide to Prague’s Districts and Neighbourhoods  
(John William Bills; Published: 1 July, 2019)



## MARKETING AND PUBLIC RELATIONS

### MARKETING COMMUNICATION OBJECTIVES AND MEANS

The long-term goal of Prague City marketing is not to achieve annual increases in arrivals. It is the **development of the kind of tourism that brings the city all economic, cultural and social benefits but does not jeopardize the quality of life of residents and is sustainable in the long term**. Prague City Tourism's marketing activity in 2019, in line with the organization's medium-term strategy, pursued the following objectives first and foremost:

1. Encouraging the media, tourism professionals and visitors to take an interest in **locations beyond the Old Town**, which is overloaded, especially during the tourist high season. Although it is not realistic to expect from anyone coming to Prague for the first time that their interest in the historical centre will be pipped by enclaves such as Letná, Holešovice or Karlín, it makes sense to promote the wider centre catchment to Prague's repeat visitors, to those with accommodation in these areas during their stay, and last but not least to tourists who stay in Prague for longer than the usual 2–3 nights.
2. This also leads to stimulating repeat visits to the city, by suggesting **novel places of interest, new activities and topics** that go beyond the traditional, hackneyed visitor repertoire.
3. Support for products and services focused on **cultural, experiential and luxury tourism**.
4. Support for **domestic tourism**, which in the case of Prague has long been lagging significantly behind the international incoming footfall.
5. Better **respect for local laws** and regulations from the minority of tourists who come to Prague for binge drinking and cheap entertainment, and through our efforts to improve the quality of life of residents in the most affected parts of the city.

#### Our marketing communication tools are primarily:

- social media – Facebook, Instagram, Twitter, Pinterest, YouTube
- our prague.eu website, electronic newsletters (B2C, B2B)
- printed titles (brochures and maps) distributed in our information centres, at trade shows, through partner organizations and other entities
- location photos, video clips and other media
- domestic and international media, including bloggers and influencers
- our tourist information and visitor centres
- advertising – outdoor, print and online.

#### CRM system

To improve the quality, flexibility and efficiency of our electronic communication and data collection, we implemented a new customer relationship management (CRM) system in 2019 that allows us to better adapt the frequency and targeted content of our communication to a broad range of addressees, be they those who frequent our educational walks and the Every-

man's University of Prague courses, or the customers of our e-shop, B2B contacts, journalists, domestic and international visitors or anyone else interested in Prague. Last but not least, the CRM system has saved us significant outlay, spent in previous years on the outsourced management of electronic newsletters.

#### Social media

Since 2018, our social media have been managed by the Kindred agency, who won the public tender. The contract scope covers profile management, content creation, advertising procurement and reporting on Instagram, Facebook, Twitter and Pinterest networks.

The most important goal of our activities on social media was to give relevant advice to tourists before they reach Prague, i.e. to expand their awareness of the **breadth on offer, of the places and activities in the destination**. Secondly, our social media presence serves to **maintain contact, emotional ties and interest** in the city, to actively communicate with potential and existing visitors, and to strengthen the **Prague brand** in line with the three key values of the destination (culture and inspiration – convivial living – in harmony with nature).

For social media communication, we chose to promote locations out of the mainstream. In so doing we tried to raise awareness of urban areas outside Prague 1, such as Letná and Holešovice, Vinohrady or Karlín. We also featured the classic, most popular places, but offered a fresh angle, new information or a story. This is evidenced by the diversity of posts on social networks: Facebook, Instagram and Twitter.

We set and maintained high standards in the quality of our graphic design, the use of stories and dynamic formats. Among our goals was also to have more interaction with the fan-base on social media. We started to make more use of our own photos of visitors to Prague, thus expanding interest in our activities, and subsequently growing awareness of the prague.eu website on social networks.

#### Campaign targeting and optimization

The indicators we tracked included reach and ad-recall. The target group were foreign nationals abroad, but also tourists currently in the Czech Republic. Tourists were offered tips on places, products and events taking place during the given period.

Selected countries included the USA, U.K., Germany, Scandinavia and others. During 2019, language tests were conducted comparing the success of posts in English with texts in the native language. The test findings led us to communicate in the native languages of Korea, France, Spain and Russia.

The posts we communicated targeted users aged over 30, with a variety of interests. Interest-group based targeting was adapted to fit the individual contributions and communications. The efforts of the performance evaluation team were aimed at building awareness of Prague and achieving the greatest possible degree of click-through and interaction for the respective posts.

#### Photos and Videos

In 2019 we significantly expanded our collection of photo and video materials about Prague. Pride of place went to a new video entitled **Prague:inside stories**, with several footage options. The video aims to present the city at domestic and international events, as well as B2B and B2C. Prague is shown in the video not through the eyes of tourists, but 'insiders' – as a confident contemporary city with interesting and creative residents; the spot features actual people and their work from artists and designers to restaurateurs, wine growers and a café proprietor.

Newly on the scene is a series of attractive videos partly taken by drone, partly by hand-held camera, with footage of both the historical centre and the 7th Prague district. Individual short video clips have been included in our online video library for downloading and subsequent use by our partners.

Our photobank has been expanded with hundreds of new shots, from attractive locations in the centre, as desired by partners, to landmarks, details and nooks in the various Prague districts.

#### Printed titles and their distribution

From the point of view of our marketing priorities, we consider quite salient our contribution to Prague districts through a mini-guide series under the title **Prague:neighbourhoods**. In 2019 we published three titles – Holešovice & Letná, Vinohrady & Vršovice, and Karlín. We focused on the widest possible distribution of these titles, especially to place them in local accommodation facilities, in the relevant borough zones. The goal of the mini-guides is not necessarily to create new tourist destinations out of these neighbourhoods, but rather to advise anyone staying there that Prague 1 is certainly not the only part of the city where you can have an entertaining, cultured and interesting time.

Distribution owes much to our newly created position of **B2B manager**, whose task is, among other things, to establish and maintain contacts with partners, especially hotels and other business entities, as distribution channels for our materials. There is a lot of interest in the mini-guides about Prague neighbourhoods; two titles have already had to be reprinted.

Another title – **Prague:hidden stories** and its version for children subtitled **The secret of golden poppyhead turrets and a dozen more Prague stories** – also have marketing aspirations. Due to global tourist trends and affordability, our city has largely become the target of superficial mass tourism, in which its monuments, history and culture are taken only as an aesthetic backdrop without greater relevance. The aim of the brochures, which contain real stories related to a number of places in the wider centre of Prague is to enrich the visitor experience with enough

cultural and historical context to encourage a more sensitive look at the surroundings. At the same time, which is especially true for the kids' brochure, complemented by original illustrations, we try to create a more meaningful emotional connection to the city and motivate a follow-up trip to Prague.



#### Merchandise

In 2019, we expanded our range of merchandising items with new products, e.g. a set of wooden block stamps with graphic motifs of Prague monuments, an eco-water-bottle with a map of Prague drinking points, bags out of organic cotton, or popular mugs with architectural icons of historical and modern Prague. We sell these items through the e-shop and in our tourist information and visitor centres and at the tour guide services office.

#### WORKING WITH THE MEDIA, FAM TRIPS AND DOMESTIC MEDIA

In 2019, we received a total of 198 requests for support and cooperation from international media, bloggers, influencers and tour operators preparing sightseeing trips to Prague, including 32 requests from CzechTourism's international offices. There were a total of 184 requests from media, bloggers and influencers and 16 requests from travel agencies representatives. More than 70 trips did not eventually take place or were postponed.

Press trips with PCT support .....	184
Fam trips with PCT support.....	16
Of these, events in cooperation with CzechTourism .....	32
Total number of Fam or Press trip requests received .....	200

The Press trips on which Prague City Tourism participated in 2019 have given rise to 157 media outputs – articles in international printed and online media as well as posts on blogs and social networks, videos and radio reports.

Among the leading media we've worked with are Deutsche Welle (DE), The Independent (U.K.), Daily Mail (U.K.), National Geographic Traveller (U.K.), The Telegraph (U.K.), Repubblica Saponi (IT), Fly Alitalia magazine (IT), New York Times (USA), Up (TAP Air Portugal in-flight magazine).

#### Domestic media

In 2019, we published 15 press releases, which the media in the Czech Republic and Slovakia took up a total of 224 times, published some 29 PR articles and provided 222 interviews and

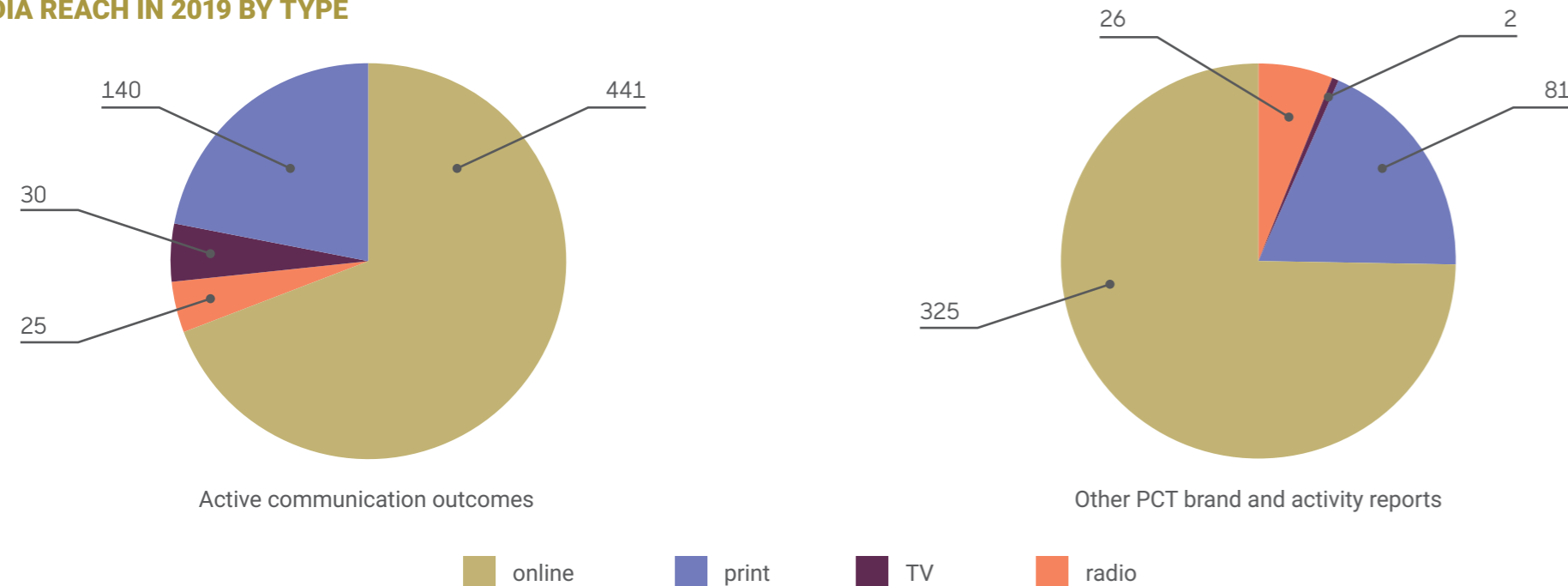
comments. We have seen a great deal of media uptake about our educational walks, generating 161 media outputs. In addition, the organization and its activities have featured in a further 434 printed, digital and audiovisual media.

The most attractive media items were, as always, the tourist arrivals statistics and football at the Old Town Hall. The largest number of journalist questions came in connection with the termination of the Prague – Beijing partnership agreement.

Successful cooperation continued notably with the editors of ČTK, the dailies Pražský deník, Metro and MF Dnes, the Pražský patriot portal, Seznam zprávy and Seznam TV, Czech Radio, Czech Television and Praha TV. In the past year, we have given interviews to e.g. KLM Flying Dutchman, The New York Times, The Guardian, the Dutch newspaper Algemeen Dagblad, and CNN.

In 2019 our press department secured regular advertising of our activity in the titles published by KAM po Česku, in the Metro daily paper, the COT magazine, the City magazine section of MF Dnes, the on-board magazine of train dining and sleeper cars, Meridian, in TTG and TTG

#### MEDIA REACH IN 2019 BY TYPE



Luxury magazines, the magazine Všudybyl, the catalogues of the Prague Symphony Orchestra and the Czech Tour guides Association as well as the book 'Best Czech Restaurants 2020'.

In the first half of the year we implemented two series of advertising spots on Praha TV to promote the education walks and courses for tour guides. In the journal Ekonom we published a five-part series about Prague districts outside the centre. In the spring we launched a combined promotion of the tour guide courses and the Prague:kids guide and map, via Sklik. We also established more regular cooperation with Moje země magazine, which will continue in the coming year.

#### DOMESTIC AND INTERNATIONAL MARKETING CAMPAIGNS

In addition to the information campaign for the already traditional January event, the 'Hotel Night', whose main organizer is the Association of Hotels and Restaurants of the Czech Republic, 2019 saw the following campaigns on the domestic market:

A somewhat smaller-scale June campaign focused on families with children and holiday trips. It involved public-transport screen displays in other cities and drew attention to a special brochure and landing page [www.prague.eu/deti](http://www.prague.eu/deti).



A winter campaign in the pre-Christmas period called Prague:present did not repeat the popular, but somewhat long-in-the-tooth theme of Christmas shopping and markets, but drew attention to Czech design – from iconic interiors to museums, shops and galleries. This encompassed a knowledge competition with a design weekend in Prague as the main prize.

During the year, in selected locations we also ran an outdoor campaign against undesirable tourist phenomena (appealing for more regard to be given to overnight peace and quiet, and advising that alcohol consumption in unlicensed public areas was prohibited) as well as an interviewer survey among visitors to these sites, focused on their demographics and patterns of behaviour.

#### International campaigns and other marketing activities

The most important international campaign was undoubtedly the joint campaign in Tokyo by Prague City Tourism, Prague Airport, CzechTourism and Central Bohemia Tourist Board, which followed a similar campaign in New York in 2018. With the tagline 'No Spoilers. See it Live' we presented iconic visuals of Prague and Central Bohemia as an authentic experience that can only be duly experienced in person. The campaign involved the complete branding of Tokyo's Shibuya metro station, as well as other visuals in railcars, and subsequent B2B events. It was organized by the Tokyo representative office of CzechTourism.

Prague was also showcased at a number of international presentations, in addition to the event in Tokyo these included roadshows in Guangzhou, Hong Kong and Taipei, as well as roadshows around Japan and Brazil.

#### Film industry

We operate a Film Office within the marketing department, tasked partly with support (helping film and television companies with the basics needed for 'making movies in Prague') and also marketing – using the film industry to present Prague as an attractive, versatile and popular film-making location, not forgetting film production centres with an exceptional concentration of local talent in all the cinematic professions. This sphere of our activity enjoys significant support from the Capital City of Prague through the Prague Film Fund.

#### Congress tourism support

Activities in the field of congress tourism were, as in previous years, mainly carried out in cooperation with the Prague Convention Bureau, supporting major congresses held in Prague. This comprises mainly preparation of the accompanying programme and the provision of information and promotional materials.



## COOPERATION AND PARTNERSHIPS

The international activities of Prague City Tourism benefit greatly from the synergy of four key players – Prague Airport, the Czech Tourism agency, Central Bohemia Tourist Board and our organization – in the **TouchPoint** initiative. This covers joint marketing projects, chiefly in the more distant markets, shared presentations and campaigns (see International campaigns above).

Czech Tourism and Prague Airport also remain our strategic partners outside the TouchPoint platform; mutual coordination of marketing activities through shared stalls at trade fairs, as well as participation in the organization of press trips and presentations. Our partners also include the Prague Film Fund, the National Gallery in Prague, the Prague Symphony Orchestra and the Prague Municipal Botanical Gardens. Other cooperating organizations we can mention include e.g.: RunCzech, Metronome and United Islands festivals, DOX and Prague Boats (especially when organizing programmes for journalists and international partners).

From a professional point of view, we find our partnering cooperation within the **European Cities Marketing** platform very valuable and we participate in a number of events throughout the year.

## TRADE FAIRS, CONFERENCES AND SPECIAL EVENTS

We regularly take part in important international and domestic fairs, conferences, workshops and other events focused on tourism. We participate in special events at festivals, congresses, annual meetings, etc.; mostly in cooperation with other entities and partners such as the Prague City Hall (MHMP), A.T.I.C. CR, Czech Tourism, Prague Convention Bureau, ČSA and others.

To the organizers of congresses and conferences we give the option to hire a conference info-stand with a **pop-up wall display**, including trained staff, as well as printed tourist information materials about Prague.

For the second year in a row we have showcased Prague in **cooperation with Prague City Hall on our own trade fair stand**, also offering free presentation space to municipal organizations. In 2019 this option was taken up by the Municipal Library, Prague City Gallery, Prague Municipal Zoo, Prague Municipal Botanical Gardens, Theatre in Dlouhá, Prague Academy of Arts, Architecture and Design, Prague City Hall Heritage Preservation Department, Vinohrady Theatre, Prague Planetarium and the Prague Public Transit.

## TRADE FAIRS WITH PCT PARTICIPATION IN 2019

### DOMESTIC FAIRS

Holiday World, Prague – tourism fair.....	21–24 Feb
Holidays and the Region, Ostrava – tourism fair .....	1–3 Mar
TravelFest, České Budějovice – tourism fair.....	26–28 Apr

ITEP, Plzeň – tourism fair.....	19–20 Sep
Czech Travel Market, Prague – professional tourism fair .....	30–31 Oct

### TRADE FAIRS ABROAD

ITF Bratislava, Slovakia – international tourism fair.....	24–27 Jan
ITB Berlin, Germany – international tourism fair.....	6–10 Mar
ILTM Latin America, Brazil – international tourism fair .....	11–25 May
WTM London, United Kingdom – international tourism fair.....	4–6 Nov

### PARTICIPATION AT OTHER PARTNERS' EVENTS

The European Association for Haemophilia and Allied Disorders (EAHAD), Prague – conference .....	6–8 Feb
Europe Day, Prague – European festival .....	9 May
Greater China B2B Road Show, China – roadshow in 3 Chinese cities .....	21–23 May
London City Fair, United Kingdom – workshop and conference.....	16–18 Jun
ATCM Conference (Antarctic Treaty Consultative Meeting), Prague .....	30 Jun–11 Jul
Mariánské Lázně at TIC Můstek, Prague – presentation of the spa town .....	13 Sep
B2B Road Show Japan, – roadshow in 4 Japanese cities.....	20–25 Sep
Opening the Mariánské, Prague – Prague City Hall event on Mariánské sq.....	21 Sep
Conference and Member Forum of the A.T.I.C. CR, Prague .....	6–8 Nov
ETAF Poznań, Poland – B2B conference .....	11–13 Nov
Eurocities, Prague – European Cities Members' Conference.....	21–22 Nov



# HOLEŠOVICE



"It took some time to seed that soil, but in the last few years, arty new arrivals have transformed Holešovice into a hub of trendy design as well as a beckoning food and drink scene. It's not all concrete and old rail tracks—two of Prague's best parks, Stromovka and Letná, border the area, offering a little greenery with all that industrial chic."

The Wall Street Journal – A Guide to Prague's Buzziest Neighborhood  
(Evan Rail; Published: 16 May, 2019)

## TOURIST SERVICES

### TOURIST INFORMATION CENTRES (TICs)/VISITOR CENTRE

In 2019 Prague City Tourism operated five tourist and visitor information centres, located in the historic heart of the City and at Václav Havel Airport in the arrivals halls of both terminals.

#### Overview of PCT tourist and visitor centres:

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

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

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

- all information about Prague (culture, tourism, getting around the city, transport, accommodation and catering, commerce and services, nature, sport, useful addresses, monuments, museums, etc.)
- information brochures about Prague, maps and leaflets for free
- admission tickets to cultural events – accommodation booking
- sightseeing tours through Prague and trips outside Prague, boating
- sale of public transport season tickets
- sale of merchandising items
- sale of tourist business cards

During 2019, 1,744,743 people visited the Prague City Tourism TIC, where we answered 2,043,093 questions.

In the Tourist Information Centres at the airport we also represent the **CzechTourism** agency, and handle some 200 queries about the Czech Republic per month. For the sixth year running we have also been representing the inland ticketing service of **Czech Railways**. Under this cooperation, in 2019 we sold Czech Railways tickets to 37,000 passengers.

#### Quality of services provided and mystery shopping

In order to improve the quality of the services provided, the staff of the TICs attended a number of training courses and lectures, e.g. courses from Prague Airport, regular courses from Czech Railways, seminars organized by the A.T.I.C. CR, excursions to museums and tourist sites, first aid training.

We regularly perform mystery shopping – during 2019 organized in cooperation with IPSOS, with two visits to every TIC (in Czech and English). The overall satisfaction index was at an excellent 92 percent. We monitor, actively respond to and evaluate the ratings and feedback of tourists on Google and TripAdvisor servers.

#### Internships and professional experience stays

TIC has been working with tourism colleges for a long time to provide students with work experience. Every year, we also avail specialised internships to a number of students from different European countries under the Erasmus scheme.

#### Readily accessible brochures and materials

We purchased a new cabinet for TIC Můstek, with pockets for our own brochures. The prototype is bespoke and to our own design, allowing interested parties to help themselves to the printed materials on their own, in limited quantities only. If they want more than 5 copies, they can order them through our e-shop or via the distribution channel at head office.



#### Work-shift scheduling software

For the second year in a row, we have been using the TIC shift-planning software "Plánuj směny" and providing regular feedback to the developers about the respective functions. This system is also newly available in a mobile app and so each staff member has a better overview of scheduled shifts, holidays, etc. There are also contacts for colleagues, payroll processing reports, etc.

#### A.T.I.C. CR and the Information Centres Day

Tourist Information and Visitor Centres run by Prague City Tourism are members of the Association of Tourist Information Centres of the Czech Republic, three of which are certified by the A.T.I.C. CR at the highest level. This year, airport Visitor Centre T2 attained said certification.

In cooperation with the A.T.I.C. CR, on 24 October 2019 we held an **Information Centres Day**. Visitors at the TIC Na Můstku were able to try out working in the tourist information centre; we also prepared for them, among other things, a quiz and a short tour around the area.

#### Prague Visitor Pass – new tourist card

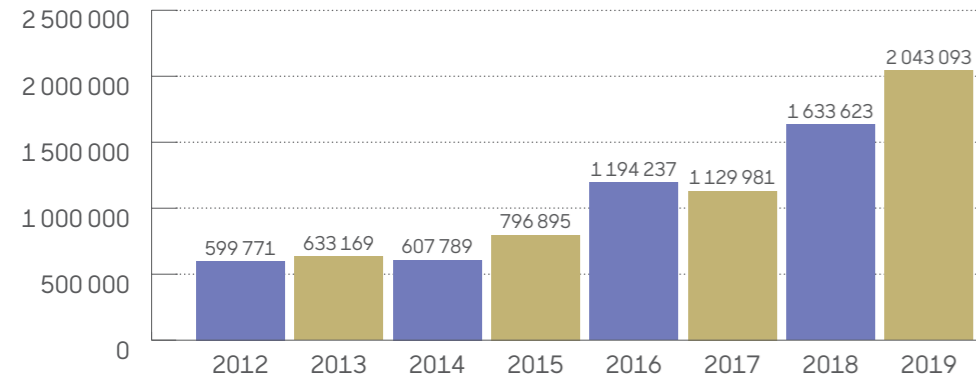
From June 2019 onward we began closely working together with the Prague City Hall Department of Culture and Tourism and Operator ICT to prepare the new Prague Visitor Pass tourist card. Our work largely comprised preparing the Visitor Pass card website, the logo for the manual, as well as the graphic design manual, visuals and the application. We also selected the buildings we will be cooperating with under the Visitor Pass scheme.

#### Awards won by the TICs

In the 2019 contest to find the most popular TIC in greater Prague, organized by the A.T.I.C. CR and the KAM po Česku publishing house, our Visitor Centre at Prague airport T2 won 1st place, the airport Visitor Centre at T1 won 2nd place and the downtown TIC at Na Můstku came 3rd.



## TOTAL NUMBER OF TIC QUERIES BETWEEN 2012–2019



## MOBILE TOURIST INFORMATION CENTRE (mTIC)

For several years now, our efforts to promote Prague and the Czech Republic around the border have been greatly facilitated by our mobile tourist information centre, created by remodelling and rebranding one of our vans. We first went on the road with it to the Regions in 2014. It is often to be seen participating at city festivals, leisure events and tourism fairs. Here, TIC professional staff provides information, printed maps and brochures and promotes Prague City Hall seasonal marketing activities.

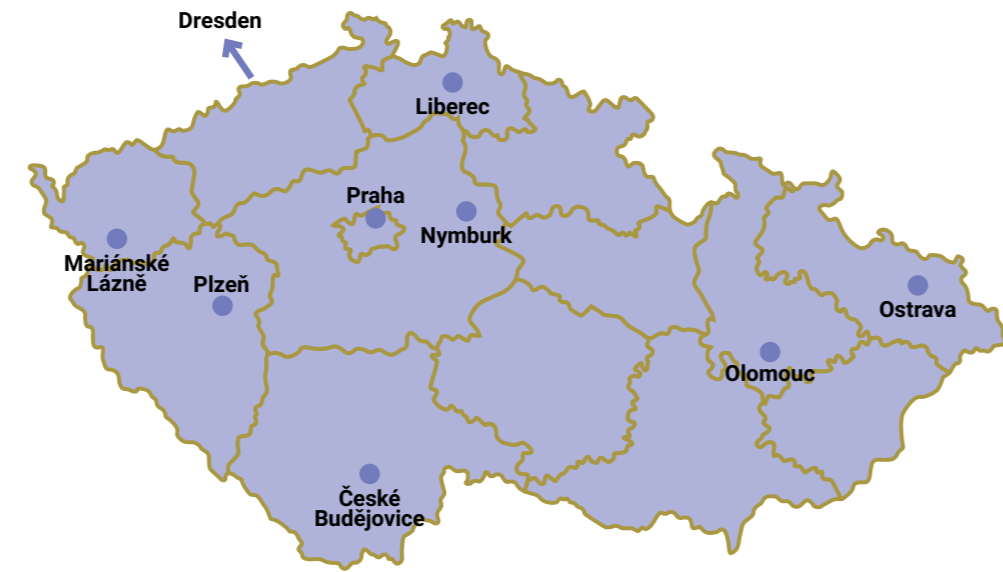
### An overview of events undertaken with the mTIC in 2019:

Ostrava: Holidays and the Region, Ostrava – tourism fair	1–3 Mar
České Budějovice: TravelFest – tourism fair	26–28 Apr
Mariánské Lázně: Opening of the Spa season – city festival	11 May
Nymburk: Ships on the Elbe – city festival	12 May
Olomouc: City festival, Olomouc – regional celebrations	30 May–1 Jun
Liberec: Liberec Fair – city festival	8 Jun
Dresden: Canaletto Festival – city festival	16–18 Aug
Pilsen: ITEP Plzeň – tourism fair	19–20 Sep
Prague: Opening the Mariánské – Prague City Hall event	21 Sep

## ATTENDANCE AND NUMBER OF TIC QUERIES IN 2019

TIC	VISITORS	QUERIES ANSWERED
Old Town Hall	813 599	581 142
Na Můstku	291 864	416 949
Wenceslas Square	81 484	162 967
Václav Havel airport, Terminal 1	200 026	285 752
Václav Havel airport, Terminal 2	357 770	596 283
<b>TOTAL</b>	<b>1 744 743</b>	<b>2 043 093</b>

## OVERVIEW OF 2019 mTIC EVENTS



## PRAGUE.EU WEBSITE

Under our [www.prague.eu](http://www.prague.eu) domain we run interconnected websites focused on tourist information and services for the Czech, international and professional public. This is an important platform for showcasing Prague as a tourist destination and encouraging visits to the metropolis, to provide potential and existing visitors with fully-fledged tourist information, tips on interesting events, places and experiences as well as keeping professionals up-to-date with relevant information from the field of tourism.

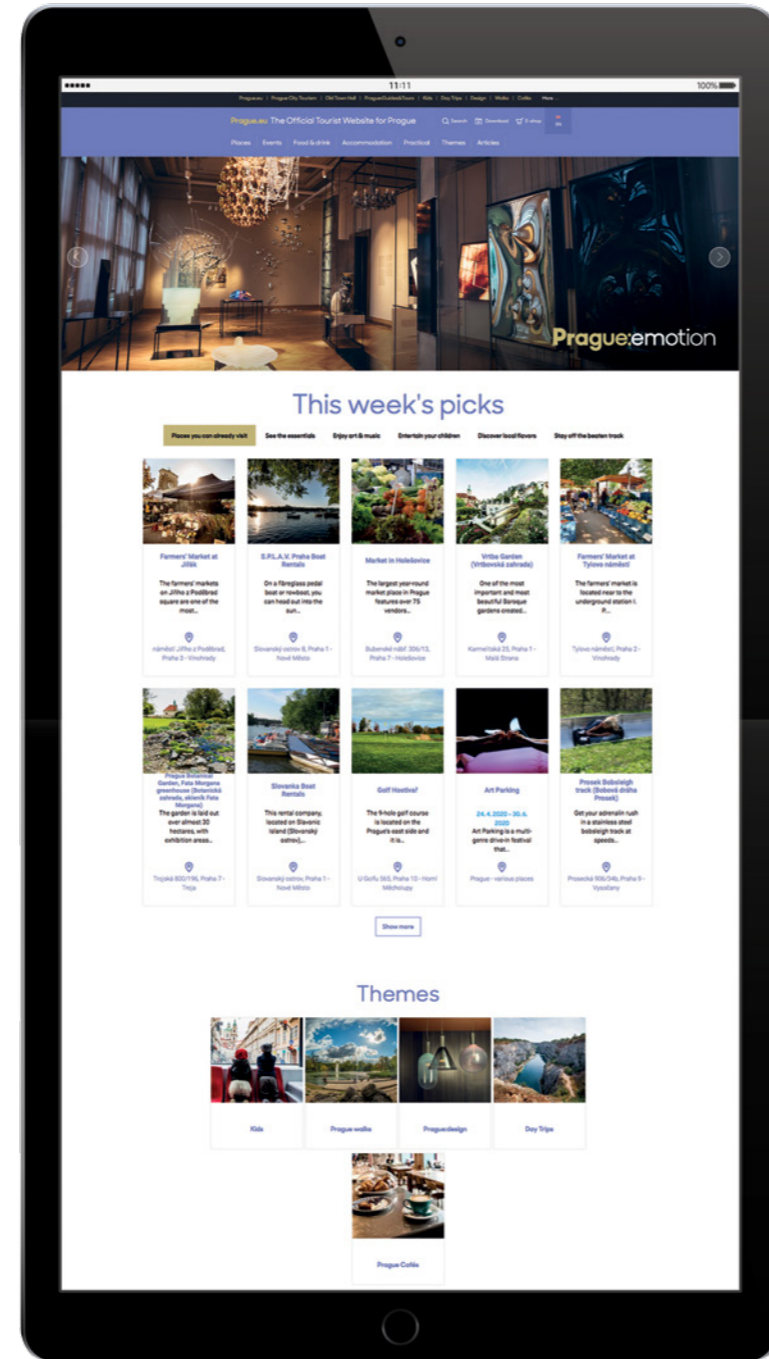
### Record visits

2019 confirmed the trend of several prior years, interest in the site gradually growing –our total **5,008,338** visits broke the previous record from 2018. The site was searched out by **13,721** users per day on average, the best month being September, with **480,683** visits. The site brings the benefits of a broad spectrum of verified information with modern intuitive graphics, which makes the pages clear and user-friendly, coupled with attractive images, and last but not least a whole range of language versions.

### Thematic landing page

Current marketing topics, important anniversaries, seasonal propositions in the metropolis or other priorities are dealt with through the tried and tested format of a topical landing page with an easily memorable address based on the *prague.eu* domain.

OVERVIEW OF LANDING PAGES PREPARED IN 2019	LANGUAGE VARIANTS
Prague.eu/1989	CZ, EN, DE
Prague.eu/vinice (in cooperation with the Prague City Hall)	CZ
Prague.eu/valentine-in-prague	CZ, EN
Prague.eu/golf	CZ, EN
Prague.eu/spring	CZ, EN, DE
Prague.eu/easter	CZ, EN, DE
Prague.eu/kids	CZ, EN, DE, FR, IT, ESP, RUS
Prague.eu/summer	CZ, EN, DE
Prague.eu/autumn	CZ, EN, DE
Prague.eu/christmas	CZ, EN, DE
Prague.eu/darek	CZ
Prague.eu/daytrips	CZ, EN, DE, FR, IT, ESP, RUS
Prague.eu/prague-guidetours	CZ, EN



### Corporate site

The [www.praguecitytourism.eu](http://www.praguecitytourism.eu) portal is the B2B communication tool of our organization with representatives of domestic and international media, bloggers, tour operators, guides and other tourism experts. The most sought-after sections in 2019 were the photobank, as well as the statistics and analysis on Prague tourist arrivals.

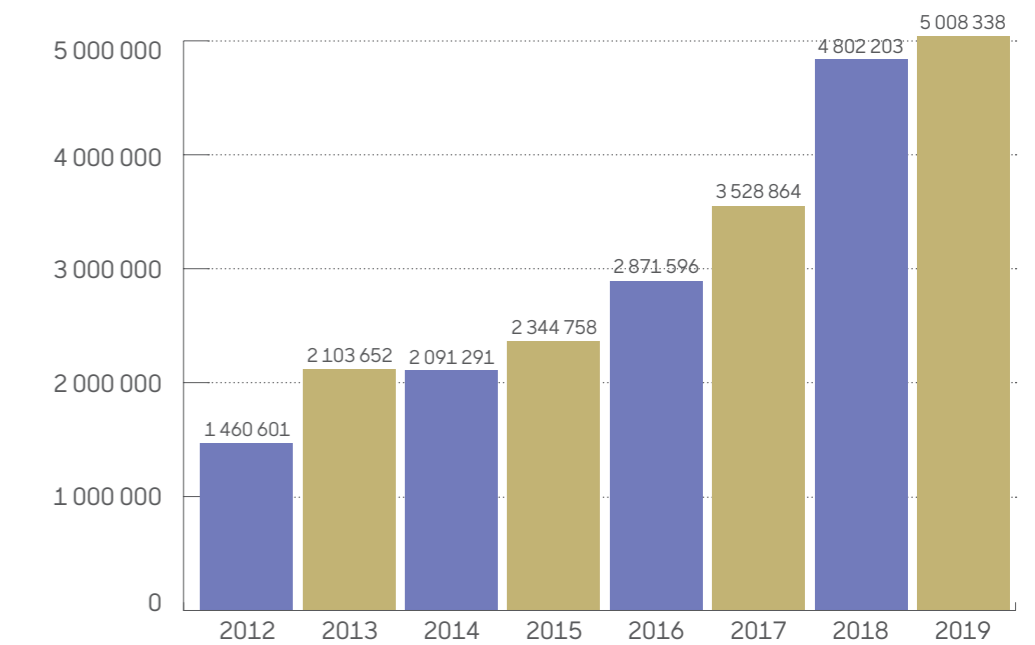
## MAIN SOURCE COUNTRIES IN 2019

COUNTRY	VISITS	% SHARE
Czech Republic	1 462 756	29 %
Germany	439 827	9 %
Italy	196 827	4 %
U.K.	189 458	4 %
USA	185 023	4 %
France	157 366	3 %
Spain	123 860	2 %
Austria	74 170	1 %
Slovakia	64 489	1 %
Russia	57 371	1 %
other countries and administrative areas	2 057 191	41 %
<b>TOTAL</b>	<b>5 008 338</b>	<b>100 %</b>

### Awards

For the third time in a row, our web portal [www.prague.eu](http://www.prague.eu) won first place in the **Zlatý erb 2019** competition for the best tourist presentation on a website.

## VISITS TO PRAGUE.EU 2012–2019



## TOUR GUIDE SERVICES

In 2019 our tour guide office provided guides for 1280 occasions and events, attended by a total of 14,972 people.

We organized group walks (so-called walking tours) in the Old Town and Josefov with English commentary on a daily basis since the summer, on selected dates due to high demand also in German, and later added a walk around the Lesser Town and to Charles Bridge. A total of 3386 people took part in group walks. To go with the walking tours we issued special leaflets and distributed them directly to accommodation facilities and cultural institutions. These walks can now be booked on the Get Your Guide, Booking Experience and Trip Advisor servers.

In 2019, in cooperation with the Prague Public Transit Company we continued providing guides on historical trams. As ever, our tour guides coordination office organized private thematic walks on request and conducted the scheduled walks as offered in our e-shop. Our clients for these were both individual visitors and tourist trade professionals, travel bureaux and agencies, companies, and schools. Our established public sector partners were the Municipal Districts of Prague 1, 2 and 8, the Ministry of Industry and Trade, the Ministry of Regional Development, the State Agricultural and Intervention Fund, the Senate of the Czech Republic and Prague City Hall.

In close synergy with the marketing sector, we provided guides for press and fam trips, journalists, bloggers and influencers. Important events included the ATCM conference – the Antarctic Treaty Consultative Meeting, the Prague Vineyard Project, the A.T.I.C. CR member forum. The Prague Airport and the Prague Convention Bureau also booked our tour guide services.

The tour guide office is located on the ground floor of the Old Town Hall and, in addition to the services already mentioned, on sale on its premises you'll find merchandising items from our own portfolio. Toward the end of 2019 it was decided to change the original name of the tour guide coordination office from the Czech "Dispečink průvodců" to the more apt Prague: Guides&Tours. We have prepared a special landing page of the same name comprehensively presenting our tour guide services offering.

## ONLINE SALES SYSTEM

The online sales system [www.eshop.prague.eu](http://www.eshop.prague.eu) serves as an e-shop and is also used by staff in our TICs as a sales tool, whether at individual branches or at our contracted partners. The e-shop is tri-lingual – in Czech, English and German.

### This system offers:

- **educational walks:** guided thematic walks
- **private walks:** individual tours with our professional guides
- **courses:** educational courses of lectures and walks
- **souvenirs:** practical gift items with Prague themes

- **brochures, maps:** tourist and thematic maps, brochures about Prague
- **exceptional events:** online bookings for Prague City Hall and their partners' events
- **follow-up training:** various activities for professional guides
- **Everyman's University of Prague:** educational series of lectures and walks


In 2019, we introduced the online selling of training events that serve for the further professional development of tour guides. We have also increased the number of educational courses and lectures on offer. One novelty is the option to sell on commission, whereby our contractual partners can offer clients our professional services.

Ever popular are maps and brochures from our own production, available to order free of charge, or for the price of postage only. In 2019, we sent out 63,500 maps and brochures all around the world. We also had much success in selling merchandising items and local educational walks.

In all, 9583 transactions were successfully processed.



# VIEW OF PRAGUE FROM LETNÁ



An iconic place with a sad history. It was here that a monument to Stalin became the then largest monument in the world... Standing in its place today is a huge metronome, surrounded by a park where Praguers meet, ride skateboards, relax, drink beer and enjoy looking at the city as it lies at their feet...

10 miejsc, które warto odwiedzić w Pradze; Łukasz Grzesiczak, Anna Maślanka; 12. 05. 2019; [www.vogue.pl](http://www.vogue.pl)

"Kultowe miejsce ze smutną historią. To na tym wzgórzu stał kiedyś okryty złą sławą największy na świecie pomnik Stalina... Dziś na jego miejscu stoi ogromny metronom, a wokół rozciąga się park, w którym prażanie chętnie się spotykają, jeżdżą na deskorolkach, odpoczywają i popijają piwo, u stóp mając całe miasto."

10 miejsc, które warto odwiedzić w Pradze; Łukasz Grzesiczak, Anna Maślanka; 12. 05. 2019; [www.vogue.pl](http://www.vogue.pl)

## PUBLISHING ACTIVITIES

Printed information materials remain an important segment of our tourist services. Continued interest in them by both visitors and the professional public demonstrates that they still have their place in today's digitized world. Tourists can pick them up **free of charge** in our and our partners' **information centres**, order them in our **e-shop** or take a look and download them in electronic form from our tourist information portal **www.prague.eu** as well as the corporate website **www.praguecitytourism.eu**. We present them at trade fairs and other tourism events at home and abroad, and also distribute them to professional organizations and organizers at congresses, conferences, workshops and other events of international reach.

The brochures, maps and leaflets **showcase Prague** as an attractive destination, provide basic information for the tourist public, present current marketing priorities or important anniversaries. In addition to their text, we place great emphasis on lively visuals and plenty of top-notch, highly professional photos.

**During 2019 we published 22 booklets, map and leaflet titles with a total print run of 1,182,200**, most of them in multiple language versions; particularly highlighting the 30th anniversary of the Velvet Revolution, our strategic focus on promoting districts outside the historical centre, not forgetting families with children coming to Prague.

At the start of the year we printed a commemorative brochure to mark the anniversary of the Velvet Revolution, titled **Prague:1989** with the apt subtitle '30 Years of Freedom. Places, Events, Histories'. In addition to the calendar of key commemorative events, with ongoing supplemental updates on the web landing-page of the same name, the publication briefly acquainted readers with important historical milestones, leading figures of this watershed event, as well as the respective places in Prague that witnessed the 1989 'velvet' overthrow of the regime.

Taking the form of a more unusual 10-section foldout, our **Prague:neighbourhoods** pilot project launched 3 leaflets focused on Holešovice & Letná, Vinohrady & Vršovice, and Karlín. The aim was to advise tourists of attractive Prague locations beyond the well-trodden historical centre. Many places have undergone unprecedented transformation and offer plenty of sights worth seeing and getting to know, despite being overlooked by the usual guidebooks. This project will continue in the coming years with presentations of other Prague districts.

A whole new area was our 'mysterious Prague' theme, bringing together a number of mysteries and fascinating, sometimes dark stories from the history of the city, but also some peculiarities and curiosities. We prepared two publications, namely a brochure for adult readers **Prague:hidden stories** with the subtitle 'The histories, mysteries and symbolism of Prague's monuments' and for youngsters, **Prague:kids**, subtitled 'The secret of golden poppyhead turrets and a dozen more Prague stories'.

We regularly publish popular **cultural quarterlies** with a cross-genre selection of the most interesting events for the coming time of year; key public holidays and anniversaries have their own sections and enough space is devoted to thematic articles promoting interesting sites outside the centre or in its wider surroundings. We responded to interest from German-speaking countries and as of 2019 we also publish our quarterlies in this language version. The idea has been fully vindicated by the way every print run has seen a matching level of demand.

In cooperation with Prague City Hall and the Prague Wheelchair Organisation, we issued the 2nd part of our publication for people with reduced mobility – the brochure **Prague:four accessible walks 2**. It covers four outings beyond the historical centre, geared toward this target group. Each route is also inclusive of a clear map.

We entered into a **long-term framework contract for printing services** at the end of 2019, having gone out to tender. This form of relationship with the printer will allow us to print only as many brochures and leaflets as are actually needed, not least because this will reduce our potential warehousing costs. We will also be able to meet unexpected demand with due supply.

### AWARDS

We regularly take part with our publications in the **TURISTPROPAG** competitive showcasing of tourism promotional materials. In April 2019, for the second time in a row, we had success – placing third in the 'Tear-off Map' category and second in the 'Maps of Cities and Regions' category.



The following table gives an overview of all titles issued during 2019, including print runs and language versions:

## OVERVIEW OF TITLES PUBLISHED IN 2019

TITLE	PRINT RUN/COPIES	LANGUAGE VERSIONS
<b>FLYERS</b>		
Prague:spring	25 000	CZ, EN, DE
Prague:summer	30 000	CZ, EN, DE
Prague:autumn	20 000	CZ, EN, DE
Prague:winter	25 000	CZ, EN, DE
Prague:neighbourhoods – Holešovice & Letná	35 000	EN
Prague:neighbourhoods – Vinohrady & Vršovice	30 000	EN
Prague:neighbourhoods – Karlín	30 000	EN
Old Town Hall in Prague	200 000	CZ, EN, DE, FR, IT, ESP, RUS, POL, POR, KOR, CHI
Prague:Walking Tours	55 000	EN
Prague:Town Hall Pass	30 000	CZ, EN
Prague City Tourism	10 000	EN
Praha:staňte se průvodcem	5 000	CZ
Inbound Tourism in Prague 2018	200	EN
Pražská vlastivěda – monthly programme	77 000	CZ
<b>MAPS</b>		
Prague:kids	85 000	CZ, EN, DE, FR, IT, ESP, RUS
<b>BROCHURES</b>		
Prague:1989	15 000	CZ, EN, DE
Prague:walks 2	60 000	CZ, EN, DE, FR, IT, ESP, RUS
Prague:Pocket Guide	173 000	CZ, EN, DE, FR, IT, ESP, POL, RUS
Prague:hidden stories	100 000	CZ, EN, DE, FR, IT, ESP, RUS
Prague:Jewish	80 000	CZ, EN, DE, FR, IT, ESP, RUS
Prague:four accessible walks 2	12 000	CZ, EN
Prague:kids	85 000	CZ, EN, DE, FR, IT, ESP, RUS
<b>TOTAL</b>	<b>1 182 200</b>	



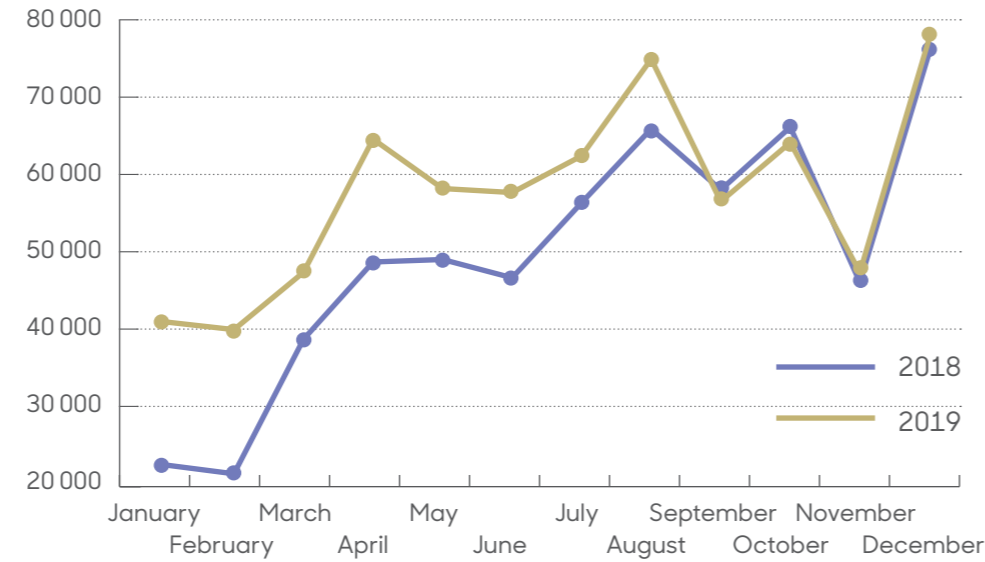


## OLD TOWN HALL

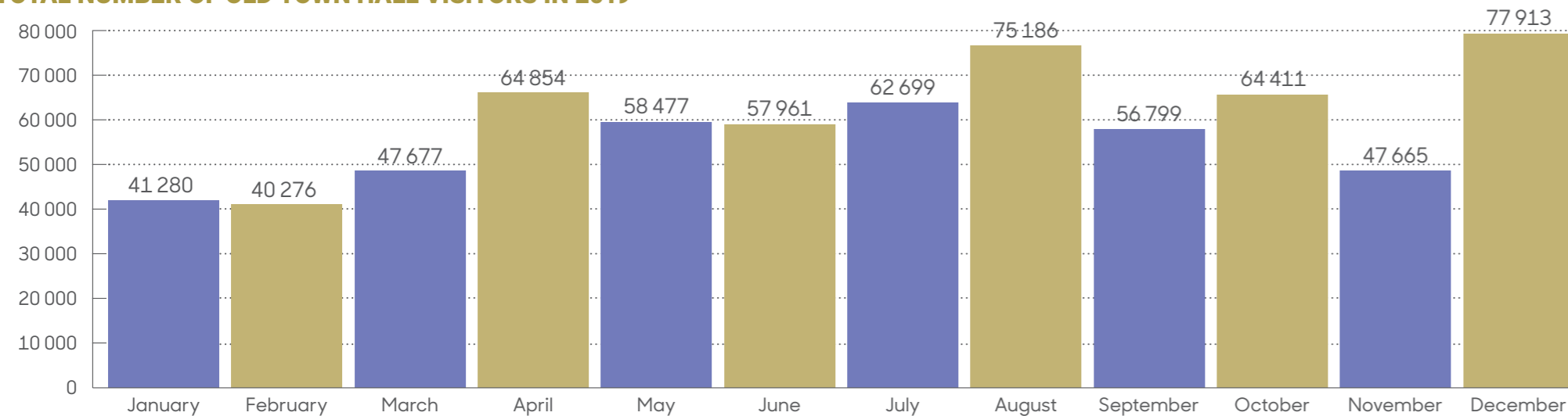
The Old Town Hall has long been a popular destination for inland and international visitors to Prague. The recently completed overhaul of the oldest parts of the building has added to its appeal. The building work took two years and tourism related activities had faced numerous restrictions. Compared to the previous year, 2019 saw significantly **greater footfall**, which grew by an average of 63% per month in the first quarter, and showed an overall increase of more than 30% in the first half-year. This fact, undoubtedly related to the refurbishment of the Prague Astronomical Clock in the first half of 2018, is a testament to the great importance of this integral part of the Old Town Hall. It is also an interesting indicator of how one missing feature can affect visits to the whole building. The high point of 2019 was December, with a record of 2,500 visitors a day.

Visitor access to the Old Town Hall is by a single ticket covering both tour circuits, i.e. the Town Hall Tower, and the historical interiors. Our **Town Hall Pass** – a combined ticket to the New Town Hall and Old Town Hall is a popular item. After its very successful pilot operation in 2018, it has become a permanent item in our ticketing offer and interest in it continues to rise – up to 1000 people buy it per month. Following on from our successful cooperation with Booking Experiences and Viator websites, we also started distributing tickets to the building through the **Get Your Guide** portal in 2019.

### YEAR-ON-YEAR COMPARISON OF OLD TOWN HALL VISITS JAN-DEC 2018 AND JAN-DEC 2019



### TOTAL NUMBER OF OLD TOWN HALL VISITORS IN 2019



With the onset of the summer season we modified our **mobile admission ticket purchase portal** to keep things running smoothly. The interface has had changes made both technically and to content as well as a facelift, in keeping with our organization's corporate style. Accordingly, **time-slots were introduced** as part of buying mVstupenky mobile tickets – a limit to the number of people buying within each half-hour. We have thus precluded demand overload to some parts of the building and, above all, despite the steeply growing footfall kept the greatest benefit of mobile tickets, which is the priority admission. There is growing interest in this benefit – the more than 7000 tickets purchased in December have set a new record.

On the technical side, we also improved the payment systems, since July 2019 operating on a modern **online server** basis that guarantees their stability, and enables better use and monitoring. In connection with this upgrade, new **barcode readers** were put into operation to enable the online verification of the printed and mobile ticket validity. This innovation has greatly increased the security of our sales systems.

Some changes were made to our procedures and processes in light of last year's security audit. At the beginning of the year we modified the **orientation and information system at the Town Hall** – we improved the marking of sales points, admission rate notices, the navigation info for smoother flow when joining the tour circuits, and introduced tickets in English. Our **mystery shopping** feedback exercises during the summer months confirmed our good understanding of the products we offer. Ten random visits evaluated the overall surroundings while visiting the heritage site, tourist materials availability and, above all, customer service. Some shortcomings were identified and will be addressed by new operational measures.

One negative development accompanying growing attendance is pickpocketing. We responded to this adverse news in the summer months by **increasing the number of security agency staff**, and so quelled this criminal activity altogether.

During the summer period, we reconstructed some of the interiors, including office space and employee facilities. **Opening a children's workshop** in the previously unused halls of the second floor was a big novelty. The creative activities that are traditionally included in tours for children have thus found a new and suitable home.

The end of the high season belonged to the **'City Hall Wide Open'** initiative, whose fifth year became the largest event ever experienced by the Old Town Hall. In less than ten days the heritage site came to life with numerous themed tours, musical performances, lectures, and access to normally inaccessible spaces. The unifying theme of the programme was commemoration of King Wenceslas IV, 600 years after his death. The spectacular staging culminated with an interactive spectacle in the Town Hall basement – the cellars were taken over by twenty archaeologists, who put on a convincing show of everyday medieval activities and specialized crafts. More than 2,600 took the opportunity to experience the City Hall Wide Open project in 2019.

To mark the 30th anniversary of the Velvet Revolution, we joined forces with the Post Bellum organization and put on a special event called **'It wasn't just November'**. To this end we created a brand new visitor route, which presents the representative halls of the site as a journey through 20th century Czech history. This exceptional awareness-building project, led by two presenters, was complemented by a full-featured accompanying programme – the narrative was accompanied by scenes acted out in period costumes and uniforms, the recollections of eye witnesses, or utilizing a whole range of unusual prospectuses. The event is meant primarily for educational institutions and will be on the regular agenda next year, too.

During autumn 2019, a new five-part series called **'The Town Hall, step by step, house by house'** was added to the range of kids' tours on offer. Each of its episodes, always focused on a particular topic, takes place in another of the Town Hall's five buildings. The new children's workshop where the tour ends is equipped to let our small visitors make a model of the Town Hall building that hosted the tour. Those who visit all five parts of the series will ultimately get a model of the entire Town Hall, by combining the respective houses. We launched the first two episodes at the end of 2019, the remaining three will be run in the first half of the year after.

Throughout the year we organized the traditional **evening tours** of the Old Town Hall. We also played an important role as a partner to the **'Hotel Night 2019'** and **'Icy Prague 2019'** initiatives.





# KARLÍN

After the floods in 2002 this neighbourhood was rebuilt and transformed into a modern centre. Today, Karlín is a cool hipster neighbourhood and just the place to go for good drinking, eating and... partying until morning, if that's what you want.

8 coups de coeur pour découvrir Prague comme un vrai de vrai Pragois; Sarah-Émilie Nault; 5 avril 2019; [www.journaldemontreal.com](http://www.journaldemontreal.com)

## MACHINEHOUSE

"C'est à la suite des inondations de 2002 que le quartier a été reconstruit et a été transformé en centre plus moderne. Aujourd'hui, Karlín se veut LE quartier hipster de Prague et l'endroit où l'on se rend pour bien boire, bien manger et... faire la fête toute la nuit si tel est notre désir."

8 coups de coeur pour découvrir Prague comme un vrai de vrai Pragois; Sarah-Émilie Nault; 5 avril 2019; [www.journaldemontreal.com](http://www.journaldemontreal.com)

## PRAGUE LOCAL HISTORY AND EDUCATION

### EDUCATIONAL TOURS

The term **Prague local history (Educational tours)** covers a wide range of thematically varied and educational walks around Prague and its surroundings. Lectures are also included in the educational programme, conducted in the newly renovated lecture rooms of Prague City Tourism headquarters. Walks are led by experienced and licensed guides or lecturers from professional institutions. The broad knowledge base of the well-established team of guides allows us to map-out not only Prague's city centre locations, but also the surrounding districts, sometimes beyond the borders of the capital.

**In 2019 we and the guides organized 509 such events, attended by 17,940 people.** In addition, we put on 34 individual events, among them bespoke walking tours for private customers, senior clubs or state institutions, e.g. for Prague City Hall or the Prague 7 City District. We also participated in the SenSen project and the Bethlehem Cultural Nights, in the City Hall Wide Open 2019 project, and in Pragodent 2019.

To mark the **30th anniversary of the Velvet Revolution** we devoted a significant part of our November programme to walks and lectures revisiting this important topical milestone in our history. Prague's local history programme didn't overlook even **the smallest participants on our walks** with special popular educational walks laid on. In 2019 we also once again offered our popular **Nordic-walking** tours, either with a guide or a sports coach. We continued our lasting cooperation with many institutions such as the National Gallery in Prague, Prague City Gallery, The Chamber of Deputies, The National Theatre, Rudolfinum, Prague Castle, Prague Academy of Arts, Architecture and Design, and Břevnov Monastery among many others. We also renewed cooperation with the Jewish Community and the Jewish Museum in Prague.

Among the most successful walks in 2019 were the ever-popular 'Courts, Courtyards, Backyards', 'Secret Gardens', 'Prague Malls and Passageways', 'Romanesque Prague', a series of walks around the heritage sites of the Jewish Community and the Jewish Museum in Prague, walks **'to the Černošice villas'** or the Lesser Town palaces.

### EDUCATIONAL TOURS IN NUMBERS

**Total walks** ..... 509  
**Total visitors** ..... 17 940

### TOUR GUIDE TRAINING

In 2019, we offered 201 teaching-hour accredited retraining courses for those interested in tour guide work. In all, 7 courses were run:

- Prague Guide retraining courses (with weekend study option)
- Prague Guide and Tourist Guide retraining courses
- Tourist Guide retraining courses

We organized **11 professional exams** for the Prague Guide programme, attended by 26 applicants, and 1 exam for the Tourist Guide programme. In cooperation with the Jewish Museum in Prague, we have arranged 2 courses and 9 exams.

In addition to the above activities, we also organize interest-based supplementary training for our guides on various topics. In 2019, we had **42 follow-up education events** for 690 guides.

Old Prague Guide accreditation passcards were exchanged for new ones, which was completed mid-year and from July onward only new passcards were issued. A total of 130 guides applied for this service during the year.

As of 31 December 2019 we said goodbye to the **VIP Guides Club** which no longer met the needs of modern day tourism in concept. Instead, we will offer all-day seminars on interesting contemporary topics to the guides interested.

### TOUR GUIDE TRAINING IN NUMBERS

**Total courses** ..... 9  
**Total course attendees** ..... 117  
**Total training events** ..... 42  
**Total training event participants** ..... 690  
**Total Prague Guide passcards issued** ..... 130  
**Total Prague Guide passcard holders** ..... 1591

### THE EVERYMAN'S UNIVERSITY OF PRAGUE

During 2019, The Everyman's University of Prague prepared 5 lecture cycles for its students. Apart from the ongoing courses from the previous period, these **newly prepared course cycles** were on sale from June:

- Prague, the Mother of Cities
- Anniversaries Almanac 2019–2020
- Aristocratic Families
- Châteaux, Castles, Follies
- Prague's Film Industry

As a novelty, we offered interested parties the opportunity to attend lectures not just in the afternoon and evening, but also in the morning. There is always a lot of interest in the Everyman's University of Prague – most of the lecture cycles sold out within 14 days of becoming available.

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

**Total courses offered** ..... 10  
**Total events** ..... 190  
**Total attendees** ..... 462

### PROFESSIONAL LIBRARY

The library is intended for course attendees, guides, employees and interested parties from the professional public. At the end of the year, it held some 14,000 books and is continuously growing with new titles, mainly on Prague topics, as well as on history of art, technical heritage monuments, etc. The book **catalogue** is available to readers on [www.praguecitytourism.eu](http://www.praguecitytourism.eu).



# VYŠEHRAD

If you'd rather avoid the crowds of tourists besieging Prague Castle every day, head to the thousand-year-old fortress of Vyšehrad, in many ways as beautiful as the Castle, but far less well-known and visited.

PRAG: Zlatni grad u srcu Evrope; Tanja Marković;  
Nov 15, 2019; [www.medium.com](http://www.medium.com)

"Ukoliko biste radije izbjegli horde turista koji svakodnevno opsjedaju Praški dvorac, zaputite se onda do tvrđave Vyšehrad, stare hiljadu godina, koja je podjednako lijepa kao i dvorac samo mnogo manje znana i posjećena."

PRAG: Zlatni grad u srcu Evrope; Tanja Marković;  
Nov 15, 2019; [www.medium.com](http://www.medium.com)

## 2019 IN PRAGUE CITY TOURISM NUMBERS

5 008 338	visits to the PCT websites from 228 countries and administrative areas worldwide
2 043 093	inquiries answered at the TICs
1 744 743	visitors to the TICs
1 182 200	tourist brochures, maps and leaflets issued
695 198	visitors to the Old Town Hall
223 287	Prague.eu Facebook fans
63 500	copies of printed tourist materials ordered through the e-shop
25 381	Prague City Tourism Facebook fans
17 940	educational tours participants
14 280	volumes in the PCT professional library
13 721	daily (average) visits to the Prague.eu websites
9583	transactions ordered through the e-shop
7246	merchandising items sold
4362	written and phone inquiries answered
3386	walking tours participants
2600	visitors to the City Hall Wide Open 2019 event
1280	events provisioned by the tour guide office
690	guides at our follow-up education events
636	features in the press and digital domestic media
509	local education walks
462	students at the Everyman's University of Prague
232	fam trips and press trips with the PCT participation
130	Prague Guide passcards issued
42	follow-up training workshops for the guides
21	languages of the Prague.eu tourism website
9	trade fairs in the CR and abroad with the PCT participation
5	tourist information centres under PCT stewardship



## PCT BUSINESS PERFORMANCE IN 2019

### CORE ACTIVITIES

The main activities of Prague City Tourism (PCT) was to promote Prague as an attractive tourist destination on the domestic and international market, as well as providing tourist services to visitors, training guides and providing visitor services in the Old Town Hall.

Marketing communication took place through various channels in both online and offline environments.

1. **WEB and online advertising.** In the online environment, we have our web portal [www.prague.eu](http://www.prague.eu), which generates a high volume of spontaneous traffic, SEO – Search Engine Optimization related. This traffic was appropriately supplemented by PPC campaigns.
2. **Social media.** As regards social networks, we communicated actively via Instagram, Facebook and Twitter through the tender-winning digital agency Nydrle.
3. **E-mailing and sales support.** As for automated e-mail communication, we have begun using a novel automatic communication tool integrated in our CRM system. In addition to the traditional published newsletters we have started to actively promote our products, which we sell online.
4. **Our offline advertising** largely took the form of printed advertising in relevant domestic and international media, as well as outdoor advertising boards.
5. **Public Relations** comprised our publishing press releases and organizing meetings for journalists, as well as keeping up personal and electronic contact with media, bloggers and influencers, creating hardcopy documents and materials and distributing them.

The key communication themes about Prague in 2019 were the hidden history of Prague (with the aim to let the visitors see more of what lies behind the visual side of the city), promotion of neighbourhoods outside the historical centre, the 30th anniversary of the November 1989 uprising, and Prague for families with children.

In the field of tour guide services we further expanded and improved our portfolio of walks for international clients, both in the historical centre of Prague and beyond. We continued to educate guides and offer popular educational programmes, including local history educational walks for the general public.

We also undertook the remodelling of both our classrooms, which now reflect a wholly modern concept and are prepared for providing a wider range of services. We bought modern office furniture for the offices, classrooms and the Old Town Hall, where a children's workshop has been created.

**From a financial point of view, 2019 has been very successful. We managed to achieve all-time record sales of 142,822.7 thousand CZK. The main component of our total revenues of 133,025.4 thousand CZK were sales from the Old Town Hall. Total costs were 138,232.8 thousand CZK, making a profit of 4,589.9 thousand CZK, without having to draw a revenue contribution.**

Unlike previous years, in 2019 our operations in the Old Town Hall were not hampered by any construction work or partial repairs. Thanks to the restoration of the oldest parts of the building in 2017 – 2018, the attractiveness of the edifice from a tourist point of view has grown yet more. As a result, visitor numbers were high, with a commensurate volume of sales revenue. Attendance of the Old Town Hall was also significantly influenced by intensive cooperation



with other tourism operators (the tourist portal Get Your Guide, etc.) and supported by popular products (Town Hall Pass and mTicket). In the first quarter of 2019, this increased the number of visitors by an average of 63% per month compared to the same period in 2018, with the first half of 2019 showing an overall increase of more than 30% compared to the previous year.

### SUPPLEMENTAL ACTIVITIES

The supplemental activities of the organization in 2019 do not include sales of the Prague Card product, which had a significant economic impact on our supplementary activity figures for 2018 and prior years. Our contract with Hello Prague Card ended on 31 January 2019. This is due to a new and comparable tourist card product newly being provided by Prague City Hall (MHMP), instead of a private operator, as in the case of the Prague Card. PCT was closely involved in the creation of the new card and will take over its management for MHMP in the future.

**The supplemental P&L was negative: –2,235.6 thousand CZK.**

The loss was caused by the tourist card, in that it ran up costs, mostly payroll, without any sales. The organization took action to change the accounting split between main and supplemental activities, due to the termination of the tourist card as of 31 January 2019.

Revenues of 24.9 million CZK are made up of the sale of public transport tickets, tour guide activities – guides office, e-shop sales, merchandising items sales, and agency services. Of these 13.5 million CZK derives from public transport fares and 1.2 million CZK from our e-shop sales commissions, and 3.9 million CZK from guide services in the professional activities sector, as well as 3 million CZK from agency services, 740 thousand CZK from leases and 2.4 million CZK from Prague Card sales in January 2019.

Total costs in the supplemental activity category were 27.1 million CZK. The highest proportion are consumed purchases of 16 million CZK of which sold goods is by far the largest component at 15.7 million CZK. However, this item corresponds to revenues from public transport tickets and TIC goods sales. Other significant items are staff costs, amounting to 5.6 million CZK and services at 3.5 million CZK, which saw a significant increase in rental costs due to increased floorspace, just as in our core activity.



## PCT: 2019 FINANCIAL BREAKDOWN

### CORE ACTIVITIES

	IN THOUS. CZK			
	APPROVED BUDGET 2019	REVISED BUDGET AS AT 31/12/2019	ACTUAL AS AT 31/12/2019	ACTUAL AS AT 31/12/2018
<b>TOTAL REVENUES</b>	<b>91 300,0</b>	<b>98 000,0</b>	<b>142 822,7</b>	<b>117 277,3</b>
of which: admission	89 000,0	84 180,0	133 025,4	115 245,3
sale of services	0,0	4 820,0	3 147,5	0,0
other revenues	2 300,0	9 000,0	6 649,8	2 032,0
<b>TOTAL COSTS</b>	<b>108 554,0</b>	<b>149 100,1</b>	<b>138 232,8</b>	<b>115 362,1</b>
of which selected items				
Consumed purchases – of which:	6 650,0	9 352,5	7 275,8	8 467,3
consumables	5 800,0	8 141,5	6 280,6	7 648,1
energy consumption	850,0	1 211,0	995,2	819,2
Services – of which:	30 200,0	56 678,1	34 598,5	31 591,3
repairs and maintenance	950,0	1 244,5	1 194,4	928,7
travel expenses	700,0	971,5	921,1	657,6
costs of representation	250,0	250,0	237,5	245,0
rent and services (non-residential space)	2 400,0	3 297,8	3 280,5	2 326,0
cleaning	490,0	655,3	654,5	465,3
communications	830,0	901,0	900,5	828,4
buildings security	980,0	2 980,0	1 479,4	978,6
promotions	17 000,0	36 850,0	16 466,7	17 207,6
Staff costs – of which:	51 918,7	59 700,0	60 708,1	50 996,1
salary costs	27 205,3	34 700,4	34 412,2	28 990,9
sundry staff costs	9 100,0	9 100,0	11 029,1	9 034,0
statutory social insurance	11 500,0	11 786,2	13 207,3	11 104,4
statutory social & cultural costs	560,0	691,0	690,7	581,4
Taxes and fees	350,0	479,2	470,6	347,4
Other costs – of which:	1 735,3	3 753,8	7 046,0	1 726,6
contractual penalties and interest on late payment	0,0	0,0	0,0	0,0
other fines and penalties	0,0	0,0	0,0	44,5
deficits and damage	0,0	2,0	1,9	263,9
Depreciation of fixed assets	3 500,0	3 990,0	3 870,8	3 246,5
Prague City grant funded	3 500,0	3 990,0	3 870,8	3 246,5
State subsidies and overseas funds	0,0	0,0	0,0	0,0
Small-value assets	3 200,0	4 140,0	4 139,0	1 070,0
Income tax	11 000,0	11 006,5	20 124,0	17 916,9
Business Performance	-17 254,0	-51 100,1	4 589,9	1 915,2
Non-capital contribution	15 000,0	48 846,1	48 846,1	27 702,5
State subsidies	0,0	0,0	0,0	0,0
Other	0,0	0,0	0,0	0,0
<b>TOTAL PROFIT/LOSS</b>	<b>-2 254,0</b>	<b>-2 254,0</b>	<b>53 436,0</b>	<b>29 617,7</b>

### SUPPLEMENTAL ACTIVITIES

	IN THOUS. CZK	
	APPROVED BUDGET 2019	ACTUAL AS AT 31/12/2019
<b>TOTAL REVENUES</b>	<b>15 000</b>	<b>24 894,00</b>
<b>TOTAL COSTS</b>	<b>14 931</b>	<b>27 129,60</b>
of which selected items		
Consumed purchases	6 900	15 983,90
of which: consumables	122	122,30
energy consumption	90	132,90
Services	3 400	3 505,20
of which: repairs and maintenance	35	139,40
travel expenses	20	22,60
rent and services (non-residential space)	255	352,90
cleaning	78	120,50
communications	88	95,20
Staff costs – of which:	4 000	5 597,50
payroll costs	2 520	3 458,80
sundry staff costs	650	619,30
statutory social insurance	750	1 274,40
statutory social & cultural costs	50	70,00
Taxes and fees	40	170,40
Other costs – of which:	78	372,50
contractual penalties and interest on late payment	0	2,00
other fines and penalties	0	0,00
deficits and damage	0	0,00
Depreciation of fixed assets	211	239,00
of which: buildings and structures	76	54,00
facilities	135	185,00
Small-value assets	289	201,90
Income tax	13	1 059,20
<b>BUSINESS PERFORMANCE</b>	<b>69</b>	<b>-2 235,60</b>
(+ revenues, – costs)		



# PETŘÍN

300 m high Petřín hill features a two-kilometre sightseeing trail, starting in the gardens of Strahov Monastery. Well-maintained paths lead to secluded places and various points of interest. The local parks and gardens are ideal for a stroll – wherever you have come from, near or far.

Praga. Zwiedzanie najciekawszych atrakcji w stolicy Czech; Podróże Radia Z; 7. 2. 2019; [www.radiozet.pl](http://www.radiozet.pl)

"Przez ponad 300-metrowe wzgórze Petřín prowadzi dwukilometrowy szlak widokowy – rozpoczyna się w ogrodzie klasztornym na Strahowie. Starannie utrzymane alejki prowadzą do ustronnych zakątków i licznych atrakcji. Tutejsze parki i ogrody są idealnym miejscem dla wielbicieli spacerów – mieszkańców i turystów."

Praga. Zwiedzanie najciekawszych atrakcji w stolicy Czech; Podróże Radia Z; 7. 2. 2019; [www.radiozet.pl](http://www.radiozet.pl)



## PRAGUE TOURISM IN 2019

For the first time in its history, Prague has topped the 8 million visitors mark and, as in many previous years, **seen a record number of guests and overnight stays**. Prague's group accommodation facilities, which include hotels, pensions, hostels, hostleries and campsites, welcomed **8,029,110 guests** during 2019. Their overnighing totalled **18,456,261 nights**.

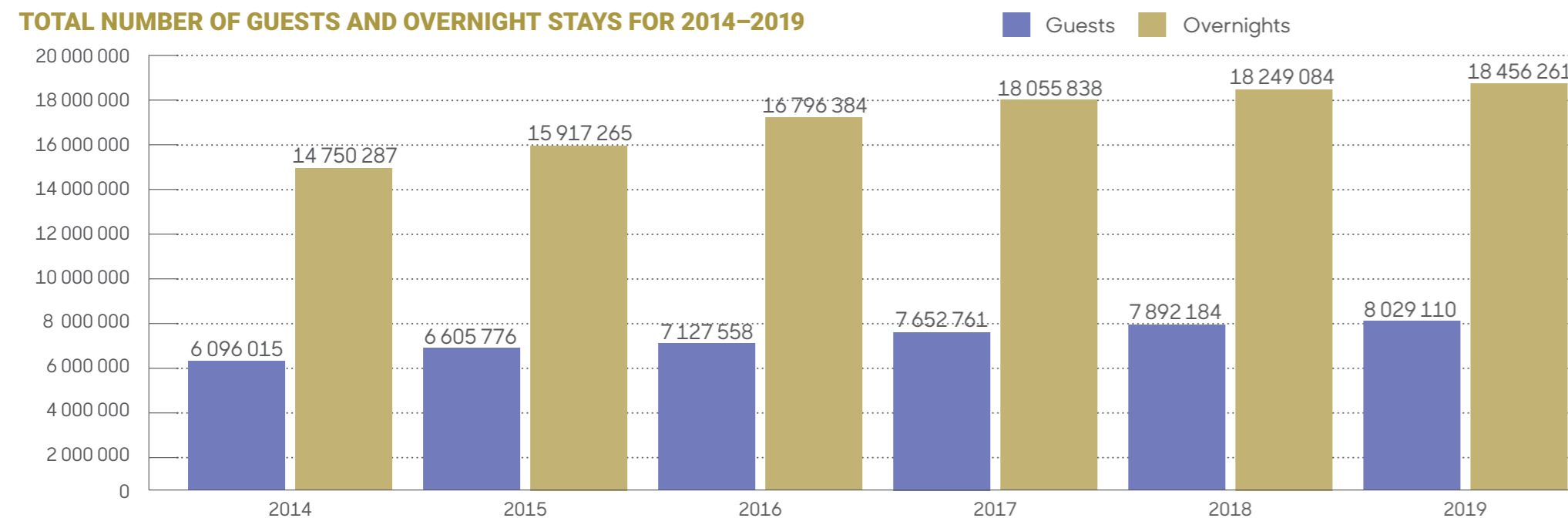
Compared to 2018, the number of visitors grew by **136,926**, the year-on-year equivalent increase of **1.7%**. The same percentage increase also applies to guests from the non-resident group, whose number increased by **115,445** guests compared to last year. The increase in visits from in-country resident guests was **21,481** so the percentage year-on-year increase is slightly higher than for non-residents, at **1.8%**.

While **6,786,151** non-residents i.e. guests from abroad were registered during 2019, only **1,242,959** residents stayed in Prague's group accommodation facilities. As in the previous year, the share of international guests accounted for **84.5%** of the total number of visitors, significantly exceeding the percentage of visitors from the domestic population, who made up **15.5%** of the total number of visitors to Prague.

The list of **TOP 10 source countries** (see table), from which Prague records the most arrivals each year, was in 2019 virtually unchanged compared to previous years. As in 2018, the top five slots go to Germany, the United States of America and the United Kingdom, followed by Russia and Italy. Compared to 2018, 6th place went to Slovakia, beating China by 129 visitors into 7th place in terms of guest numbers. Also keeping their places in this group are South Korea and Poland stable in 8th and 9th position. France took last place in the TOP 10 by incoming country, with a year-on-year percentage increase of 8.2% and deposed Spain, which had taken that place the previous year. In most monitored areas (**30 territories out of 55**), there was also an **increase** in the number of guests.

As well as the number of guests, the number of overnight stays reached a record high of **18,456,261** nights, with non-residents totalling **16,340,315 (88.5%)** overnight stays, and in-country residents **2,115,946 (11.5%)** stays in group accommodation. Compared to 2018, there was a **1.1%** increase in overnighing, equivalent to a total of **207,177** more nights. We owe this growth largely to international guests, whose number of overnight stays grew by **207,315** year-on-year, i.e. by **1.3%**. Conversely, the number of overnight stays in Prague accommodation among in-country residents decreased by **138** nights.

### TOTAL NUMBER OF GUESTS AND OVERNIGHT STAYS FOR 2014–2019



Of the international visitors, those from Germany spent the most nights, (**2,048,576 nights**), making **11%** of the total number of overnight stays. Like the previous year, visitors from Russia took second place among the countries with the highest number of overnight stays with **1,380,287** overnights, contributing **7.5%** to the total number of overnight stays. Guests from other major source countries, such as the United States and the United Kingdom, whose total overnight stays also exceeded one million, are significantly represented in the number of overnight stays.

The average length of stay in group accommodation facilities in Prague held steady at **2.3 nights**, as in 2018. The average length of stay of residents (**1.7 nights**) and non-residents (**2.4 nights**) saw no change either. Traditionally the longest staying visitors in the capital are from Russia (**3.5 nights**), and other above-average visitors come from Malta (**3.4 nights**) and Israel (**3.3 nights**). The fewest nights are spent by residents (**1.68 nights**), visitors from South Korea (**1.7 nights**) and China (**1.75 nights**).

In 2019 net use of beds in group accommodation reached **68.4%**, with **70.1%** occupancy of rooms. Most guests were staying in four-star hotels.

Tourist arrivals also developed positively in other parts of the Czech Republic, with a year-on-year **2.6%** increase of international guests heading to the Czech Republic, surpassing the year-on-year increase of Prague guests. Taking the Czech Republic as a whole, Prague remained the most frequently visited city and region, as ever.

*Detailed statistics and analyses of Prague tourist arrivals including international comparison and other interesting figures about Prague, attendance of heritage sites etc. can be found in the dedicated Statistics and Analysis section of [www.praguecitytourism.eu](http://www.praguecitytourism.eu).*

### MAIN SOURCE COUNTRIES IN TERMS OF GUEST NUMBERS IN 2019

COUNTRY	GUESTS	% SHARE
Czech Republic	1 242 959	15,5%
Germany	898 339	11,2%
USA	510 720	6,4%
U.K.	432 188	5,4%
Russia	392 996	4,9%
Italy	334 560	4,2%
Slovakia	310 478	3,9%
China	310 349	3,9%
South Korea	269 407	3,4%
Poland	252 452	3,1%
France	248 792	3,1%
other countries	2 825 870	35,2%
<b>TOTAL</b>	<b>8 029 110</b>	<b>100,0%</b>

*Data source: CSO 2/2020; for 2019, the data are unrevised.*



"Much quieter than the centre, but still boasting plenty of magnificent architecture – Neo-gothic, Baroque revival and Renaissance pastiche can be found within a few metres of each other – Vinohrady is where Prague's well-heeled live. That makes for a lot of good eating and a thriving coffee bar scene. It's directly south of Žižkov, and the two neighbourhoods make for an interesting contrast."

Travel Weekly – Prague neighbourhoods: Go beyond the Charles Bridge (David Whitley; Published: 3 October, 2019)

## OUTLOOK FOR 2020

In the middle of 2020, a fundamental conceptual transformation awaits us, namely the transition of our legal basis to a joint stock company. While long-term marketing and communication priorities remain unchanged, the importance of both commercial B2B and B2C activities will grow, given that joint campaigns can be implemented. Central to our performance will remain the sales of our own products and services to finance our activities, as well as the development and sale of the new Prague Visitor Pass city tourist card, together with expansion and improvement of the merchandising range. We plan to make further videos showcasing individual Prague districts.

Cooperation in remote markets will continue as part of the TouchPoint initiative, although the concrete form of the 2020 campaign has to be finalised.

With regard to other international marketing activities, we will focus on promoting culture, gastronomy and experiential tourism in accordance with our priorities, as well as promoting Prague districts outside the centre. The Bachtrack.com portal, as the largest website dedicated to live classical music in European countries, will run a year-round campaign with articles, interviews, competitions and reviews of Prague concerts, and opera and ballet performances. We are also preparing thematic press trips.

Another phase of the communication campaign aimed at preventing negative phenomena in urban tourism will follow, mainly through online media.

At the Old Town Hall we will be expanding our portfolio of thematic tours – completing the series of tours for children, preparing tours for the elderly, and adding premium tours of the underground levels. We anticipate major changes for our operations with the possible implementation of a new permanent exhibition on the history and development of the Old Town Hall. A far-reaching and long-planned reconstruction of the interiors is likely to significantly affect our current operations in the entire building. We will build on the findings of our mystery shopping to continue improving the quality of our customer service. We will once again organize the increasingly popular City Hall Wide Open events project.

In accordance with our strategy aimed at accentuating interesting locations outside the tourist-overloaded historical centre, we will focus our publishing activities on the popularization of other districts, namely Žižkov, Smíchov, and Vyšehrad & the New Town. We will publish the popular brochure on the Prague Astronomical Clock in yet more of the world's languages and completely revise our publication on the historical interiors of the Old Town Hall. We will continue to publish regular cultural quarterlies and re-publish a number of proven brochures and maps.

We will also work on developing the prague.eu website and also promote neighbourhoods outside the historical centre on this platform. This aim will require major reworking of not only the site's own content, but will also significantly affect its structure.

Following the successful mystery shopping in the TICs in 2019, we also want to maintain the high standards of service and professional quality of our staff in the future. We will therefore organize other interesting courses focused on customer service, visits to museums, exhibitions and interesting buildings. We will complete one of the most demanding projects of recent years, namely the new city tourist card, the Prague Visitor Pass. The tourist public will be able to purchase it from our TICs, our partners, our e-shop and through an app.

We will participate in several trade fairs and other tourism events at home and abroad, both in concert with our traditional partners and independently, e.g. ITF Slovakia Tour Bratislava, Holiday World Prague, ITB Berlin, ILTM Latin America or WTM London. We will be taking our mobile information centre to the outlying regions of the Czech Republic and abroad in order to promote popular and lesser known parts of Prague, as well as current marketing topics.

Prague's local history initiative will add new lectures and fresh thematic walks around the metropolis and beyond, featuring, among others, one of the main themes of 2020, namely Czech Cubism. We will continue with our popular walks for children and also have technical heritage monuments in our sights.

The Everyman's University of Prague will take its participants out of the centre of Prague and acquaint them with the history and attractions of less-touristified Prague districts. Under our education agenda we are preparing a brand new concept of courses for guides and we will offer our existing guides all-day seminars on engaging topics, not confined to the tourism industry.

For 2020 we plan to publish a new comprehensive catalogue of Prague:Guides&Tours (formerly the "Dispečink průvodců" or tour guide coordination office), including active expansion of our portfolio of commercial partners. At the same time, it will be more focused on travel bureaus and agencies; enabling individual visitors to buy private or group walks from where they are staying, i.e. we will establish close cooperation with group accommodation providers.



**2019 Annual Report**

Text & photo © Pražská informační služba – Prague City Tourism

📍 Arbesovo náměstí 70/4, Prague 5

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

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## 2019 Annual Report

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