

NEWSLETTER

for foreign offices

March 2023



Lower Moravia

CONTENT

TRADE NEWS

[Hotels & Restaurants](#) | [Transportation](#) | [Data & Research](#) | [People](#)

PRODUCT NEWS

[Cities & regions](#) | [Culture](#) | [Spa](#) | [MICE](#)

CORPORATE

[News from the Czech Tourism Agency](#)

TRADE NEWS

Hotels & Restaurants

Pytloun Hotels opened new Old Armory Prague restaurant near Kampa Park



The Czech hotel chain **Pytloun Hotels** opened a **new restaurant, Old Armory Prague**, on the ground floor of the **Pytloun Old Armory Prague hotel**, which is part of the chain since last October. The hotel with restaurant is located in a building from the 17th century in the beautiful surroundings of Prague's Lesser Town, next to Kampa Park not far from the Charles Bridge. The restaurant is open from **7:00 a.m. to 11:00 a.m. for breakfast** served in the form of a rich hot and cold buffet, which can also be enjoyed by those who do not live in the hotel. The restaurant is closed during lunch. **Dinner** is served from **18:00 to 22:00** and the restaurant is **open until 23:00**. The restaurant's terrace is accessible via a bridge directly from Kampa and offers unique opportunity to enjoy local cuisine with a view of the romantic Kampa park. The restaurant has 200 seats and up to 250 standing places and is therefore suitable for various social and corporate functions. Source: Pytloun Hotels

Transportation

Ryanair opens new Prague to Rimini route for summer 2023

The low-cost carrier **Ryanair** announced a new route from **Prague to Rimini**, which will operate **twice a week from April** as part of its Summer '23 schedule. Source: Ryanair

Kiwi.com started cooperation with Ostrava Airport



Kiwi.com has started **cooperation with the Leoš Janáček Airport Ostrava**. The integration of the travel-tech company's widget in the search engine on the airport's website expands the possibilities of travel from the region to the whole world. The Kiwi.com widget offers people traveling from Ostrava airport an unlimited number of destinations around the world through its search algorithm allowing self-transfer. Now, when searching for a connection, travelers' choices are not limited to flights of cooperating airlines. From the small but regionally important airport, passengers can get to wherever they need although airlines flying to Ostrava may not offer flights to these destinations. Source: Kiwi.com

Data & Research

Almost 6 million tourists came to Prague in 2022

According to data from the Czech Statistical Office, **5,976,267 travelers arrived in Prague last year**. Up to **one quarter of them were Czech tourists**, whose attendance increased by more than 20% compared to 2019. After previous years marked by pandemics, **tourists from Asian countries slowly began to return** to the Czech capital, their number increased by almost 400% compared to 2021. Most Asian travelers last year came from South Korea (47,416) and India (40,886). However, the numbers are still at less than 25% of the year 2019, when more than a million Asian tourists came to Prague.

Source: Prague City Tourism

In 2022, the Vysočina region saw the highest number of tourists over the last ten years.



646,772 tourists visited the **Vysočina region last year**, 40,000 more than in the most successful year of 2019.

According to the Czech Statistical Office, **576,000 Czech tourists** visited Vysočina in 2022. **Foreign visitors** are also returning, their numbers increased by half to **71 thousand** compared to the previous year. Among foreign tourists, visitors from Slovakia, Germany and Poland are the most numerous. Source: Vysočina Tourism

People

Robert Grader appointed new General manager of the Prague Marriott Hotel



The **Prague Marriott Hotel** has appointed **Robert Grader** new **General Manager**. Grader replaced William Boulton-Smith at the post. More at <https://www.pragueconvention.cz/hot-news/robert-grader-named-new-general-manager-of-the-prague-marriott-hotel>

PRODUCT NEWS

Cities & Regions

Prague

Easter markets at Prague squares

The historic center of Prague, namely the **Old Town Square, the Wenceslas Square, the Náměstí Republiky Square and the Náměstí Míru Square** will welcome the spring holidays with traditional **Easter markets**, which



will open their doors to visitors **from March 25 to April 16.**

Legends



Legends is the largest Czech motor show, which brings **over 1,000 vehicles** exhibited by more than 750 private owners. **Exhibition Grounds Prague, 27 – 28 May 2023.**

Source: Legends – motoring festival

Prague City Tourism is celebrating its 65th anniversary and offers symbolic entrance fee of CZK 65 to Prague's towers

The **Prague City Tourism** agency has prepared year-round **celebrations** on the occasion of the anniversary of its foundation, which will **culminate in the fall**. Discounted admission fees, themed historical rides on tram No. 42, retro walks, special souvenirs or an exhibition – this is just a small portion of what residents and visitors of the capital can expect. The organization is celebrating **65 years** since it was founded as The Prague Information Service. During the

time, the agency has undergone major transformation and with its activities now improves the quality of life of the citizens of Prague and visitors alike.

Source: Prague City Tourism

Free admission to Winternitz's villa with the Prague Visitor Pass



The **Prague Visitor Pass** has expanded its offer with new acceptance points, including the **Winternitz villa by the architect Adolf Loos**. Visitors can use the Prague Visitor Pass tourist card to get **free entry** to the villa, or take advantage of a **30% discount on a guided tour**.

Source: Prague City Tourism

The Hradec Králové region

The Krkonoše National Park celebrates 60th anniversary



On **Wednesday, May 17, 2023**, **60 years** will pass since the **establishment of the Krkonoše National Park** located in the Czech Republic's two regions, the Hradec Králové and Liberec region. Celebrations

of the anniversary will take place throughout the year. The main event will come on Friday, **May 19** in the town of **Vrchlabí**, where a series of afternoon concerts will be topped with a video mapping illustrating the history of the park projected onto the southern facade of the former Augustinian monastery, the future KRNAP Visitor Center. Source: KRNAP

The Central Bohemia region

Equinox in the Cathedral of the Assumption of the Virgin Mary in Sedlec near Kutná Hora



The **Cathedral of the Assumption of the Virgin Mary**, like many other sacred buildings, is oriented with the entrance to the west and the main altar to the east. The builders of the cathedral in the 13th century very precisely determined the axis of the sunset to the floor plan of the building and built the Sedlec temple in a way that allows a **ray of the setting sun on the days of the spring and autumn equinoxes to fall** through the largest window in the western facade of the cathedral directly **onto the main altar**. This year, the traditional journey of rays will be accompanied by music by the Ambient Zephyr group from Kutná Hora. Cathedral of the Assumption of the Virgin Mary, Sedlec, March 20, 2023, at 16:30. Source: Roman Catholic Parish Kutná Hora – Sedlec



Easter in the Central Bohemia

At the **Konopiště castle**, the Museum of St George prepares a beautiful Easter decoration that also includes **Jesus riding a donkey**. Two unique processional figures of Jesus riding a donkey, which were carried in the liturgical procession on Palm Sunday to commemorate Jesus' famous entry into Jerusalem, have been preserved in the castle fund of the Konopiště castle. Easter celebrations in the **Vysoký Chlumec open-air museum** will offer examples of traditional customs in the authentic environment of rural cottages, and in the Mining Museum in **Příbram**, visitors will be reminded of how the most important Christian holiday, Easter, was celebrated by the miners at the turn of the 19th and 20th centuries.

The Prague – Prčice march



The 56th year of the **Prague – Prčice** march, the best-known long-distance march in the Czechia, whose history dates back to 1966, will take place on **May 20, 2023**. Registration will start on May 5 and last until May 19. You can only register in advance electronically by registering to a chosen route: <https://praha-prcice.cz/trasa>

The South Moravian region

Easter in the South Moravian region

The Easter celebrations in **Mikulov** will offer music and dance performances, theater performances for children, an Easter fair and wine tasting. Easter will also be celebrated at **Valtice Castle**, where the courtyard will be decorated with giant eggs and dulcimer music will be played.

The Ústí region

Ridge trail across the Bohemian Switzerland to officially open Hřebenovka, a ridge trail across the Bohemian Switzerland, will officially open on **April 25, 2023**.

The trail continues the tradition of the now-forgotten long-distance route, the so called Blue Hřebenovka or Blauer Kammweg from the beginning of last century. The ceremony will take place in the Hřebenová bouda hotel in the village of Sněžník. Source: Bohemian Switzerland

Culture

Czech Press Photo



For the **28th** year of the **Czech Press Photo** contest, eight photographic

categories were announced. 234 photographers participated, sending in over six thousand photographs. The exhibition in the **Historical building of the National Museum** presents the award-winning pictures and other selected photographs that characterize the past dramatic year. Along with the pictures by Czech and Slovak photojournalists, the emerging young generation is also presented. Through July 31, 2023. More at <https://www.nm.cz/en/program/exhibitions/czech-press-photo-2022>

The Expansion of Silence – Olaf Hanel



The **small exhibition** and accompanying symposium, which will take place at GASK on Saturday 11th March with the participation of the artist's contemporary and close collaborator Eugen Brikcius, will present **Olaf Hanel** as an artist and curator in the context of both totalitarian oppression and renewed democracy after 1989. The project is taking place to mark what would have been Olaf Hanel's **80th birthday**. GASK, Kutná Hora, March 12 – June 11, 2023. More at <https://gask.art/exhibition/the-expansion-of-silence-olaf-hanel/>

Spa

The Spa Velké Losiny opened a Telerehabilitation Laboratory and introduced a new interactive treatment



A new **telerehabilitation laboratory** equipped with devices developed by a team of experts from the joint workplace of the 1st Faculty of Medicine of Charles University and the Faculty of Biomedical Engineering of the Czech Technical University in Prague has opened in the **Spa Velké Losiny**. It is a special **Homebalance** interactive system for the **therapy of balance and movement coordination disorders**, which uses biological audio-visual feedback. Source: Spa Velké Losiny

Opening of the spa season



Every year in May, the season in Czech spas officially begins. In **Karlovy Vary**, the opening will take place on **May 5-7**. As every year, the three-day

program will include, for example, the blessing of the springs and a solemn mass, the procession of the entourage of Charles IV. or a craft market with period attractions for children free of charge. In **Mariánské Lázně**, the opening of the season traditionally falls on the **second weekend of May**, from the 12th to the 14th. The celebrations include the consecration of the springs, a festive parade, a concert by the West Bohemian Symphony Orchestra, mass and a rich accompanying program. On **May 20**, the town of **Františkovy Lázně** will start its 230th spa season, in **Teplice** the spa season will start on **May 26-28**, in **Luhačovice** on **May 12-14**, in **Poděbrady** on **May 13**, in **Jáchymov** on **May 27**. and **Lázně Bělohrad** will open the season on **May 20**. **Konstantinovy Lázně** will also offer a rich cultural program on **May 19-21**, including a vintage car ride and a promenade concert.

MICE

Renovated Bohemia Restaurant to offer unique facilities for events



The former **Bohemia restaurant** at the **Prague Exhibition Grounds** has undergone a complete and very demanding reconstruction. The building of the former Pilsen restaurant from 1891 now **opens its doors to the public**, and it will serve for various purposes

such as **conferences**, exhibitions, fashion shows, chamber music concerts and other cultural events and social or business meetings. The Bohemia building was originally built as a restaurant for the Jubilee Exhibition in 1891, making it one of the oldest buildings at the Exhibition Grounds. The building offers a spacious ground floor hall and two lounges on the upper floor. There is also a kitchen equipped with top technology for the most demanding catering services. The **capacity of the building is 164 persons**. More at <https://www.pragueconvention.cz/hot-news/renovated-bohemia-restaurant-to-offer-unique-facilities-for-events>

CORPORATE

News from the CzechTourism agency

AITF Baku 2023



Czechia is returning to the AIFT trade fair in **Baku**, Azerbaijan, which will be held on **April 4-6, 2023**, after a covid break with a **shared stand**. Czechia is traditionally perceived here as a spa destination. Due to the great interest of exhibitors in participating in the fair, area of the Czech exposition had to be expanded, and now **6 Czech partners from the spa industry** will also participate in the fair.

IWINETC – International Wine Tourism Conference



Czechia and its wines will be presented for the first time at the **international conference on wine tourism**, which will be held in **Tarragona, Spain on March 23 and 24, 2023**. The CzechTourism agency, in cooperation with the South Moravian Tourism Center and the National Wine Center, will present Czechia as a destination for wine tourism at the conference. The event has been held annually since 2011 and is mainly attended by tour operators specializing in wine tourism and gastro tourism from all over the world. The name of the Czech contribution to the conference is **Czech Wine Escapes: Where Wine Pairs with Folklore, Heritage and Design**, the contribution will be followed by the Czech Wine Masterclass, which will offer six samples of Czech and Moravian wines for tasting.

More at <https://www.iwinetc.com/>