

# NEWSLETTER

**for foreign offices**

May 2022



*Beskydy – Štramberk*

## **CONTENT**

### **TRADE NEWS**

[Hotels & Restaurants | Transportation](#)

### **PRODUCT NEWS**

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

### **CORPORATE**

[News from the Czech Tourism Agency](#)

## TRADE NEWS

### Hotels & Restaurants

#### Andaz Prague – First luxury lifestyle hotel in the Czech Republic



Prague is now home to its first **luxury lifestyle hotel**. **Five-star Andaz Prague** is situated in Senovážné square, in the building of the former Sugar Palace. Andaz Prague is the first hotel of the American hotel chain **Hyatt** in the Czech Republic and the fifth hotel of the Andaz brand in Europe. It offers 152 rooms, 24 suites and 5 event spaces, perfect for any kind of event management. More at [www.pragueconvention.cz/hot-news/](http://www.pragueconvention.cz/hot-news/)

#### New EA Congress Hotel Aldis \*\*\*\* opened in Hradec Králové



The **modern congress hotel** is located on the left bank of the river Elbe **near the historic center of Hradec Králové**. It is located close to the Aldis Congress Center, the Hradec Králové Philharmonic and the Aquapark. The hotel offers **101**

**rooms, a large and a small congress hall and VIP lounges**. The hotel also has a separate restaurant, a separate breakfast restaurant, a wellness center and a gym. The hotel also has a garage parking and an outdoor parking. More at [www.hotelaldis.cz](http://www.hotelaldis.cz)

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### Transportation

#### Jazeera Airways to connect Prague with Kuwait

**Jazeera Airways**, a fast-growing low-cost airline in the Middle East region, will launch **flights between Prague and Kuwait in June 2022**. The airline will fly between the two countries **twice a week**, every Tuesday and Sunday. The carrier will deploy Airbus A320Neo aircraft for 174 passengers on the route. The **very first direct air connection** between the two countries will open Prague to part of the Persian Gulf with considerable potential for inbound tourism. Thanks to Jazeera Airways, passengers can enjoy not only direct flights to Kuwait, but also connections to more distant destinations, especially India, one of the strongest markets without direct flights from Prague. Source: Prague Airport

#### Prague will again have direct connection with Azerbaijan

**Azerbaijan Airlines (AZAL)** will launch a seasonal flight **between Baku and Prague** from **June 17**. Tickets are already on sale. The new route will operate **twice a week**, on Mondays and Fridays. The carrier expects to deploy the Airbus A320 on the route. No other carrier flies to Azerbaijan from Prague. Source: AZAL

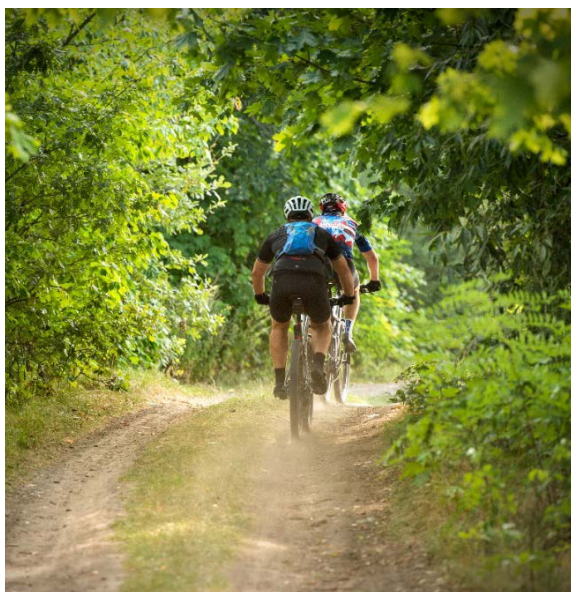
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## PRODUCT NEWS

### Cities & regions

#### The Vysočina region

#### Ride Vysočina on a bike and get the Highlands Crown



The **Highlands crown 2022** contest in the Vysočina region has started. The crown can be won by anyone who will conquer the **twenty prescribed peaks of the Vysočina region** on a bike by **Nov. 30**. The Highlands crown is held in many regions of the Czech Republic and in Slovakia, for Vysočina 2022 is the first year. All you have to do is conquer the peaks during the whole season or in one go, take a documentary photo of each and send a selfie from all peaks to the organizer via the [Vrchařská koruna](#) mobile application or to the e-mail [kvysociny@gmail.com](mailto:kvysociny@gmail.com). List of the required peaks and details are available at [vysocina.eu/en/](http://vysocina.eu/en/).

#### Mountain Bike World Cup 2022 – Nové Město na Moravě

**Mountain Bike World Cup**, the most important cycling event in the Czech Republic, which has been held in **Nové Město na Moravě** since 2011, will take place this year from **May 13 to 15**. Competitors from about 45 countries will take part in the race. Nové Město na Moravě will be the third stop of the World Cup this year after Petropolis, Brazil, and Albstadt, Germany. After the two Covid years without spectators, public will be welcome in Nové Město na Moravě this year. More at [www.mtbnmm.com](http://www.mtbnmm.com)

#### Festival Pelhřimov - the city of records



**The 32nd Pelhřimov - City of Records festival** will take place in Pelhřimov on Saturday, **June 11, 2022**, and will be preceded by a 5-day series of record attempts. During the festival days, for example, the only parrot zoo in Europe or the largest choir singing Beethoven's Ode to Joy will perform (the European anthem will be sung by more than thousand children in one place). The main day of the festival will end with a concert by the legendary band STROMBOLI with Michal Pavlíček and Bára Basiková. More at [www.dobryden.cz/en/](http://www.dobryden.cz/en/)



## XIX. Pacov Circuit 2022



The 19th annual **Vintage Motorcycle Rally, the Pacov Circuit**, will take place in the town of Pacov on **June 18, 2022**. The rally is held in memory of the first motorcycle race on the territory of Austria-Hungary, which took place in 1906 and the town of Pacov was authorized to organize it.

More at [www.amkpacov.cz](http://www.amkpacov.cz)

## Prague

### Prague City Tourism is innovating its traditional guide services

#### under the **Pragensia viva** brand

**Prague City Tourism** has launched a new offer of **guide and educational services**. By offering experiential and slow tourism, the company aims to appeal to more differentiated visitors, in line with the goals of sustainable tourism. These products will newly be branded as **Pragensia viva**. Pragensia viva's portfolio includes premium educational and guide services that the company has innovated and adapted to modern trends. The product portfolio offers services for all

age groups, from junior to more mature clients. Among the first novelties is the **Experience Prague** product, aimed at the young generation and expats who have been living in the capital for some time already.

More at [www.praguecitytourism.cz/en/](http://www.praguecitytourism.cz/en/)

## The Central Bohemia region

### Gastrofestival in Kutná Hora



The **festival** is one of the most important gastronomic festivities in the region.

This year it will focus on **organic food and organic culinary products**. The festival will again take place in the vicinity of the Church of St Barbara and in the areas adjacent to the Jesuit College, this year on **May 28 from 11 a.m.**

More at [www.gastrofestival-kh.cz](http://www.gastrofestival-kh.cz)

## The South Bohemia region

### Five-Petalled Rose Festival



After a hiatus of two years, **historical festivities** will again take over the center of the town of **Český Krumlov**. The

**Five-Petalled Rose Festival**, one of the biggest of its kind in Europe, takes visitors back to the reign of the last members of the noble Rožmberk family, Vilém and Petr Vok of Rožmberk. The festival, this year under the title **Return of the Five-Petalled Rose**, will take place from June 17 to June 19.

More at [www.slavnostipetilisteruze.eu/en/](http://www.slavnostipetilisteruze.eu/en/)

## The South Moravia region

### Timeless Mucha: Connecting the Worlds



**Timeless Mucha: Connecting the Worlds** is a series of exhibitions that will take place **from May to October 2022** in four unique locations in South Moravia: **Ivančice, Mikulov, Hrušovany nad Jevišovkou and Moravský Krumlov**. This beautiful region is very closely connected with the life of Alfons Mucha (1860-1939). It was not only his birthplace, but also great inspiration for his work and the Art Nouveau art style, which he breathed life into and which later conquered the whole world. Each of the four exhibition venues in the Timeless Mucha: Connecting the Worlds series displays a meticulous selection of Mucha's works of art and the venues are referring one to another.  
Source: Mucha Foundation

## The Liberec region

### ANIFILM Liberec 2022



The **ANIFILM** International Animated Film Festival will take place **in Liberec from May 10 to May 15**. The best of animation will be presented here, with many creators and fans of animation attending. In the international **feature film competition**, **11** films out of 40 entries will compete, and **31** out of a total of 513 entries made it to the **short film competition**. More at [www.anifilm.cz/en/](http://www.anifilm.cz/en/)

## The Moravian-Silesian region

### Freedom Fest Ostrava



The third year of the **Freedom Fest Ostrava** festival will take place on Saturday, **May 21**, near the **Silesian-Ostrava Castle**. In addition to concerts and an interesting program for children, the festival will also offer rich



refreshments. Proceeds from the entrance fee will be used to aid Ukraine. More at [www.centrum-pant.eu](http://www.centrum-pant.eu)

## The Ústí region

### Small leisure boats can now land at a new pier in the center of Děčín



A new **public dock for small leisure boats** opened **in the center of Děčín**. A new 36-meter-long pier was built by the Smetana embankment under the municipal library. It is equipped with columns for connecting vessels to electricity and drinking water. Boats can stay at the dock for **up to 48 hours**. There was no public dock for visitors arriving by boat in Děčín in the past.

## Culture

### Dan Zollman / Minyan

The word 'minyan' comes from Hebrew and describes a community of ten adult men – the smallest number needed to gather together for public prayer. **Minyan** is also the title of **two exhibitions (in GASK and in the art.to gallery at Uhelný Mlýn)** by the Belgian photographer **Dan Zollmann**, who is a silent chronicler of the Orthodox Jewish



community in Antwerp. May 8 – Aug. 28, 2022. More at [www.gask.cz/en/](http://www.gask.cz/en/)

### Eric Clapton at the O2 Arena



Prague's **O2 Arena**, the largest hall in the Czech Republic, will be the first of 15 stops on the month-long European tour by British singer and guitarist **Eric Clapton**. The concert will take place on **June 5**. More at [www.o2arena.cz/en/](http://www.o2arena.cz/en/)

### Clay Sculptures: Terracotas by 15th–18th Century Italian Masters in the Collection of the National Gallery Prague

**Clay Sculptures: Terracotas by 15th–18th Century Italian Masters in the Collection of the National Gallery Prague** is an exhibition organized by the National Gallery Prague in collaboration with the University of Chemistry and Technology Prague and the Institute of Archaeology of the Czech Academy of Sciences. This small exhibition will offer visitors insight into the **research methods** used for the analysis of works of art not only



from the artistic and historical points of view, but also from the perspective of natural sciences. The exhibition's attractive format will be instrumental in revealing the benefits of the interdisciplinary collaboration among art historians, restorers, natural scientists, and specialists from the University of Chemistry and Technology. June 17 – Nov. 27, 2022, Schwarzenberg Palace, Sternberk Palace, Prague.  
More at [www.ngprague.cz/en/](http://www.ngprague.cz/en/)

### Tutankhamun - his tomb and his treasures

The exhibition **Tutankhamun - his tomb and his treasures** takes place at the **Brno Exhibition Grounds in Hall C**. On an area of over 2,000 m<sup>2</sup>, the exhibition presents the king's burial chambers and treasures as they were discovered in 1922 by Howard Carter. There is also an audio guide to the exhibition, both for adults and children.



The guide is in Czech. The exhibition will run **until Sept. 30, 2022**.  
More at [www.gotobrna.cz/en/](http://www.gotobrna.cz/en/)

### Exhibition Alfons Mucha - Czech, European and World Citizen in the Wallenstein Riding School



From **July 1 to Oct. 30, 2022**, the Mucha Foundation will present **an exhibition of Alfons Mucha's work** in the **Wallenstein Riding School**. The exhibition under the auspices of the Senate of the Parliament of the Czech Republic will be held on the occasion of the **Czech Presidency of the EU**. The unique exhibition tells the story of the genius artist as it has not been presented before. The exhibition will also include **works that will be exhibited for the very first time**. Source: Mucha Foundation

### Spa

#### Festive opening of the spa season 2022

**The opening of the spa season** is one of the most important events of every spa town. As every year, this year the festivities will take place in all spa towns in the Karlovy Vary region. You can look forward to parades in historical costumes, fairs, concerts, performances and other

accompanying events. The season will start in each city on the following days:  
**Karlovy Vary:** May 6 – 8, **Františkovy Lázně:** May 21, **Jáchymov:** May 28, **Mariánské Lázně:** May 13 – 15, **Kynžvart:** June 4.

## MICE

### Events Club Forum in Prague to welcome delegates in June



**Europe Congress**, the organizer of B2B events for MICE professionals has created a completely new event format choosing the Czech capital to host it. The main program of the event under the title “**Events Club Forum**” will take place at the **Prague Congress Centre** from **June 20 to 21**. The event will take place with the support of local partners, including the Prague Convention Bureau, which will also organize two thematically focused **fam trips** following the forum. The aim of the forum is to create a platform for meetings, networking and establishing or developing existing business contacts for exhibitors from the ranks of congress service providers and individual buyers. Events Club Forum will bring a combination of not only pre-arranged **B2B meetings and workshops**, but will also offer top speakers and an opportunity to participate in subsequent fam trips. These will take place not only in Prague, but also in a couple of selected regions of the Czech Republic. More at [www.pragueconvention.cz/hot-news/](http://www.pragueconvention.cz/hot-news/)

## CORPORATE

### News from the CzechTourism agency

#### New addition to CzechTourism in Media Relations

Since mid-April, **Štěpánka Filipová** has been working with the **CzechTourism** agency as an **external Senior PR consultant** and is in charge of **larger media relations projects for the Czech Republic**. Filipová previously worked as the head of the press department and spokesperson of the Ministry of Labor and Social Affairs, director of the marketing and communications department of the state agency CzechInvest or as a spokesperson for Karlovy Vary Mineral Waters. As a spokesperson and director of the communication department, she implemented the communication strategy of the Czech Social Security Administration.

#### Through the trails across the mountains 2022

Just like last year, this year we set off together with **Czech Television** “**Through the trails across the mountains.**” In this year’s series, we will visit **8 biker-attractive locations** with a visit to local bike parks or trail centers. However, we will not stay only in the Czech Republic. In two episodes, we will visit our eastern neighbors in Slovakia and in other two, we will check the level of German bike parks. The series starts at Klínovec in the Ore Mountains and then comes Slovakia - namely Mýto pod Ďumbierom and Žilina. Other stops are Karlov, Kouty and Lipno. We will end the journey in Rabenberg and Schöneck, Germany. The crew remains the same as in the last series, our guides are the cycling omniscient Teodor Kováč with ČT sports commentator Jiří Hölzel. Will be broadcast on **ČT Sport from May 7.**