

# NEWSLETTER

**for foreign offices**

September 2023



*Kyjov Valley*

## **CONTENTS**

### **TRADE NEWS**

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

### **PRODUCT NEWS**

[Cities & Regions](#) | [Culture](#) | [MICE](#)

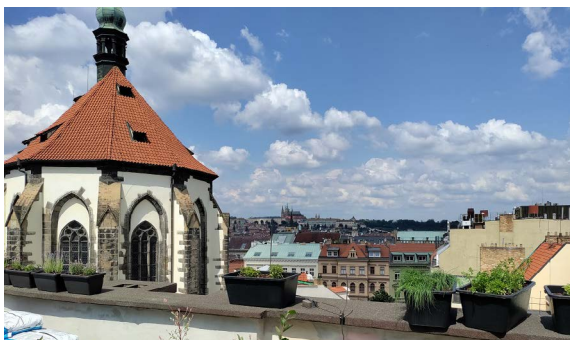
### **CORPORATE**

[News from the CzechTourism Agency](#)

## TRADE NEWS

### Hotels & Restaurants

**New Pytloun Sky Bar & Restaurant Prague offers first-class gastronomy with a unique panoramic view**



The newest addition to the portfolio of the Czech hotel chain Pytloun Hotels is the **Pytloun Sky Bar & Restaurant Prague** located on the roof terraces of the **Pytloun Boutique Hotel Prague on the Wenceslas Square**. With an area of 220 square meters, Pytloun Sky Bar & Restaurant Prague provides an exclusive environment with a wonderful 360° panoramic view of Prague Castle, the Franciscan Garden, Wenceslas Square and the entire panorama of Prague. With the opening of this unique space, the planned reconstruction and expansion of the hotel was completed, which led to its requalification from a 4-star to a 5-star standard. Source: Pytloun Hotels

### Transportation

**The SalamAir Prague-Muscat air connection suspended as of September**

**As of Sept. 1, 2023, the SalamAir airline is suspending operations on**



**the route from Prague to Muscat, Oman, until further notice.** As of July 3, 2023, SalamAir offered two flights a week between Prague and Muscat, on Mondays and Fridays. In the winter flight schedule (from Oct. 29, 2023), three flights per week were originally planned. Source: Discover Travel s.r.o.

### Data & Research

**Prague in the center of hotel operators' interest, its performance above pre-Covid levels**

**Prague is the second most attractive market in CEE for hotel operators** with a presence or interest in the region. Its popularity is backed up by the first half of this year being a period of healthy recovery for Prague hotels which achieved the second highest (after Budapest) **RevPAR** (revenue per available room) among the region's capitals. In this year's first six months, it reached EUR 69, which is an **increase of 57%** versus the same period of 2022, and already a 5% increase versus the pre-Covid first half of 2019. In Cushman & Wakefield's latest Hotel Operator Beat survey, **Prague** placed as the **second most attractive market in CEE, reaching 4.2 points on a 1–5 scale** where 5 means very high interest. Budapest is a little step ahead with 4.3 points, and Warsaw, Krakow and

Bucharest complete the top 5 markets targeted by hotel operators. Source: Cushman & Wakefield

## Almost as many tourists as in 2019 arrived in Czechia

Only 5 885 fewer tourists than before the coronavirus pandemic stayed in Czech hotels, pensions and apartments in the **second quarter of this year**. A total of **5,770,399 guests** stayed in the mass accommodation facilities, compared to 5,776,284 in the same period of 2019. Of the approximately 5.8 million guests, 3.2 million were domestic tourists, up 4% year-on-year, and 2.5 million foreigners, 32% more than last year. The largest number of foreign visitors to Czechia in the second quarter of this year came from Germany with 637,000 arrivals. This was followed by Slovaks, with 237 thousand arrivals, 212 thousand Poles, 143 thousand Americans and 113 thousand Britons. More at <https://www.czechtourism.cz/en-US/Novinky/Archiv/2023/08/V-Cesku-je-turistu-temer-stejne-jako-v-roce-2019>

## PRODUCT NEWS

### Cities & Regions

#### Prague

#### Prague to build expansive new water sports center in Troja

Prague's city council has given the green light for the construction of a cutting-edge **water sports park in the Troja area**. The ambitious project will transform the existing canoe slalom course in the area into a larger multi-purpose sports park with facilities that will cater to both professional athletes and the general



public. The new facility, set to occupy the banks of the Vltava River along Vodácká street, will feature enhanced infrastructure, including spectator stands. Source: The City of Prague

#### The largest photovoltaic power plant in the center of Prague has started operations



The **new photovoltaic power plant on the roof of the Prague Congress Center started supplying electricity**. The emission-free source of electricity with 2,080 solar panels will cover **10% of the Congress Center's annual consumption** and save an estimated CZK 5.5 million per year in energy costs. Source: Congress Center Prague

#### Prague sheds its reputation as cheap party destination

STR (Smith Travel Research) reports that in the second quarter of this year **Prague** moved closer to other European destinations' average room rates as **it chips away at its reputation as a**

**cheap destination.** The average room rate in Prague has risen at a faster pace than for example Vienna and Berlin, and this upward trend is something the capital is keen to hold on to. In June, the year-on-year increase in the average room rate in Prague overtook Berlin and Vienna, recording price growth of more than 19%. More at <https://www.pragueconvention.cz/hot-news/prague-sheds-reputation-as-cheap-party-destination-boosting-its-profile-to-compete-with-other-european-capitals>

## The Pilsen region

### Pilsner Fest



The month of October is dedicated to Pilsen's beer, and it marks the celebration of this world-famous beverage. On **Oct. 6 – 7, 2023**, both the center of the city and the **Pilsner Urquell Brewery** come to life with rich musical performances and entertainment. Apart from the concerts, what else can visitors look forward to? Firstly, the **beer**, which is drawn by the best barmen in the country, and second comes the **draft beer workshops, examples of cooperage, beer-themed contests, and excellent food.** More at <https://www.visitpilsen.eu/events/pilsner-fest/>

### Sun in a Glass

Traditionally, the popular **festival “The Sun in a Glass”** is held every September in Pilsen, offering beer specialties both from Bohemia and abroad. Quite a few



breweries will offer their best beers for tasting on **Sept. 15 – 16, 2023** at the courtyard of the Purkmistr Brewery in Pilsen – Černice. More at <https://www.visitpilsen.eu/events/sun-in-a-glass>

## The South Bohemian region

### Saint Wenceslas celebrations in Český Krumlov



The last weekend of September, **Český Krumlov** becomes the venue of the **St Wenceslas Celebrations and the International Folklore Festival.** The traditional autumn festivities offer not only cultural but also rich gastronomic experience. The celebrations in honor of St. Wenceslas, the patron of the Czech land, are accompanied by plenty of good food, drink, entertainment, rich program for families and concerts. The St Wenceslas Fair and a parade of folklore groups that will perform throughout the town's historic center within the Folklore Festival will add to the warm atmosphere of the event. **Sept. 28 – Oct. 1, 2023.** More at <https://www.ckrumlov.info/en/topevents-105-saint-wenceslas-celebrations/>

## Wine Festival Český Krumlov



Over the course of **five weeks**, the **Wine Festival** will offer dozens of wine-tasting evenings and wine presentations. Visitors will often get a glimpse into places that normally remain hidden from them and they will learn a lot of interesting facts from leading Czech and foreign sommeliers and wine connoisseurs, gain insight into leading Czech and foreign wineries and taste delicious wines combined with culinary specialties from various parts of the world. **Oct. 6 – Dec. 2, 2023**. More at <https://www.ckrumlov.info/en/topevents-107-wine-festival-cesky-krumlov/>

## The Olomouc region

### An aardvark reared in Zoo Olomouc



The **Olomouc Zoo** reared an **aardvark** as the only zoo in Czechia and one among only three in Europe this

year. Although DNA analysis has yet to confirm it, the cub is most likely a girl. The aardvark is kept by approximately 25 European zoos, but breeding aardvarks in captivity is difficult, and only a few of the world's zoos manage it. In the Olomouc Zoo, the first was born on March 26, 2020. Source: Zoo Olomouc

## Culture

### Fashion Paradox



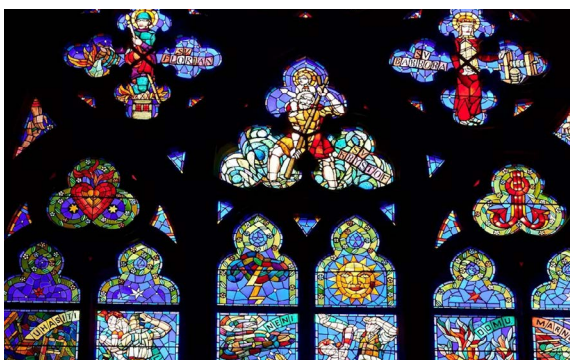
The exhibition features iconic **women's dresses mostly from the 1960s** by designers such as **Christian Dior, Coco Chanel, Paco Rabanne, Yves Saint-Laurent** and many others. The fashion is complemented and confronted by artworks from Museum Kampa's own collections. The fashion artefacts are on loan from Alexandre Vassiliev Foundation in Kaunas, Lithuania, one of the most important private collections related to fashion in the world with more than half a million models. Museum Kampa, Prague, through Nov. 15, 2023. More at <https://www.museumkampa.cz/vystava/fashion-paradox/>

## Preparatory Work for Murder in the House: Study Drawings of Jakub Schikaneder



The painting **Murder in the House** (1890), represented in the permanent exhibition Art of the Long Century, is one of the foremost masterpieces of Czech painting of the 19th century. The artist **Jakub Schikaneder** (1855 – 1924) depicted in it the unusual theme of the violent death of a young woman, found by her neighbors in the courtyard of an old house. The **preparatory sketches** on display, showing the onlookers and the dead woman, give us a glimpse of the artist's conception of this outstanding work and a better understanding of what still makes this painting so attractive and mysterious for audiences today. National Gallery, Trade Fair Palace, through Nov. 5, 2023., More at <https://www.ngprague.cz/en/event/3717/priprava-na-vrazdu-v-dome-kresebne-studie-jakuba-schikanedera>

## Windows of St. Vitus Cathedral



The **colorful stain glass windows** are very important and extremely impressive part of the **Cathedral of St. Vitus, Wenceslaus and Adalbert**. They were created in a period of approximately **one hundred years** (1865-1969) based on designs of prominent artists. The exhibition in the Imperial Stables of Prague Castle will present all **23 chapels with individually placed windows** as well as examples of preserved original glass. The exhibition also includes a presentation of window design plans. Sept. 22 – Dec. 31, 2023, Prague Castle, Imperial Stables. Source: Prague Castle

## MICE

### European Spa and Balneology Congress

This fall, Karlovy Vary will become an international center for health and balneology. On **Oct. 4 – 6, 2023**, the **European Spa and Balneology Congress** will take place here, one of the largest and most recognized events of its kind, organized by the Karlovy Vary region together with the European Spa Association. This year's congress has the subtitle "**European spas - the path to a healthy life**". The central topics, such as the consequences of the COVID-19 pandemic on tourism and especially the spa industry, will be presented by prominent professionals with extensive experience in the field. Important information regarding the impact of societal topics such as sustainability, digitization and education on the spa sphere will also be heard. Czech influencer Karel Kovář will talk about the influence of online media on medical tourism. In the block on new trends in spas and balneology, Ladislav Špišák, chairman

of the Council of the Institute of Spas and Balneology v.v.i., will explain how effective the drinking cure of the Karlovy Vary springs is on its own. CEO of Centre Thermal of Loreal in La Roche Posay, Julien Prince will introduce a successful project with management structures of spa resort and sustainable solutions. More at <https://europeanspas.eu/congress/>

## GO and Regiontour



The **GO and Regiontour** travel fairs will take place on **Nov. 2 – 5, 2023** at the Brno exhibition grounds. While Regiontour is aimed at supporting domestic and incoming tourism in Czechia, the GO fair focuses on outgoing tourism. More at <https://www.bvv.cz/en/go-regiontour>

## CORPORATE

### News from the CzechTourism agency

#### Czechia to lead V4 campaign on creative cities

**Creative Cities of Central Europe.** This is the main **motto of the online campaign aimed at the US market.** It will be launched during the Czech presidency of the Visegrad Four (V4) countries on 1 July this year. The

campaign will cost CZK 8 million, of which Czechia will pay CZK 1 million. Four million will be paid by the European Commission for Tourism (ETC). The campaign, designed and organized by **CzechTourism**, will showcase the modern side of cities and their creative culture. The aim of the campaign is to attract travelers from the USA, to appeal especially to lovers of contemporary, lively culture who are not looking for the first-rate tourism to the most famous monuments, but for authentic local atmosphere and new places. The campaign will not only address and reach the target group, but also actually **sell tours to the V4 countries.** More at <https://www.czechtourism.cz/en-US/Novinky/Archiv/2023/08/Cesko-v-cele-V4-spusti-kampan-zamerenou-na-kreativ>

## Traditions 23



**From mid-September to the end of November, the autumn wave of a global foreign online campaign called Traditions 23** will take place, aiming to support tourism in Czechia. The campaign will consist of 3 main themes related to individual regions. These are Christmas markets in towns and castles, downhill skiing and cross-country skiing. From October, a new autumn themed creative will be used in the campaign. The campaign will target Germany, Poland, Slovakia, the United Kingdom, the USA, the Netherlands, France, Italy, Spain, Sweden, Denmark, Austria, Hungary and Israel. It will run on Facebook and Instagram and on the Teads banner network. Source: CzechTourism