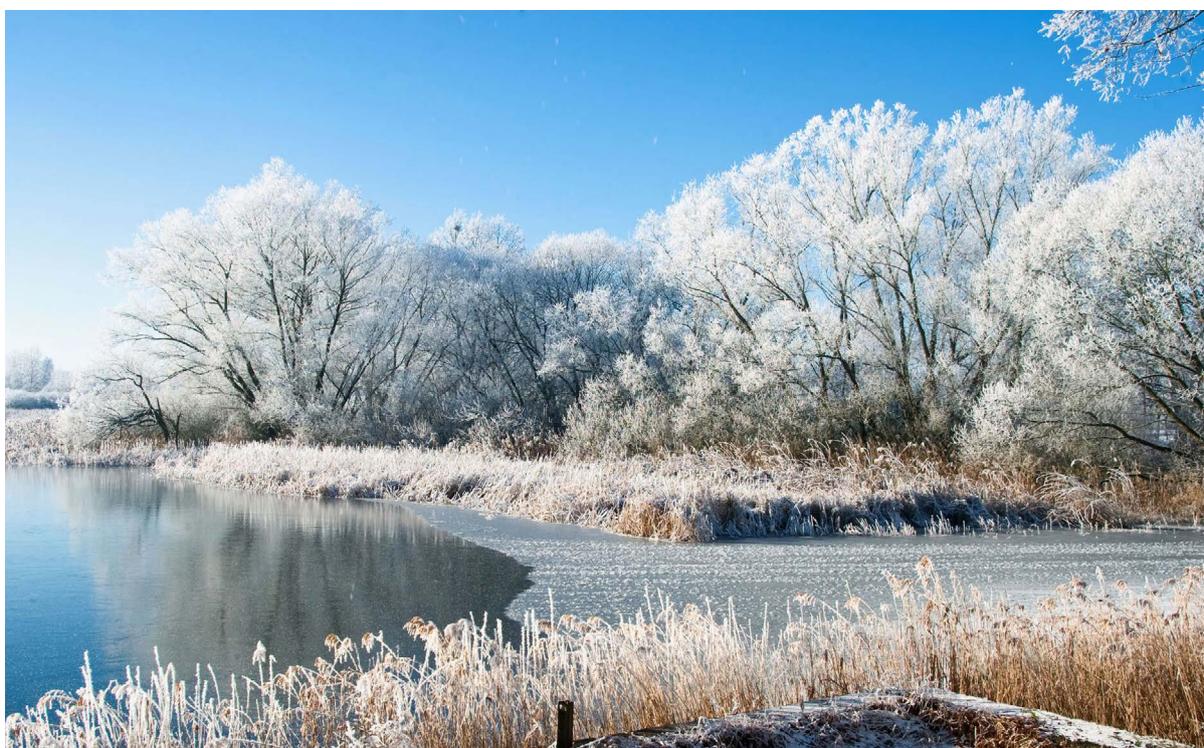


NEWSLETTER

for foreign offices

February 2022



South Bohemia

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TRADE NEWS

Hotels & Restaurants

Pytloun Hotels operates a hotel at Prague's Kampa



The Czech hotel chain **Pytloun Hotels**, which currently operates thirteen design, traditional and apartment hotels in the Czech Republic, has announced that it has expanded its hotel offer with the luxury 4 * Prague hotel **Pytloun Kampa Garden Hotel Prague**. The hotel is located in the historical center of Prague on the island of Kampa, just a few steps from famous Prague monuments such as the Charles Bridge, Prague Castle, Liechtenstein Palace, Lennon Wall or the St. Nicholas cathedral. Source: Pytloun Hotels.

The first ibis Styles hotel in the Czech Republic will open in Rožnov pod Radhoštěm

The **Accor** hotel group is expanding its portfolio in Central Europe. The group has entered into a franchise agreement with JR Management - Hotel for **the first ibis Styles hotel in the Czech Republic**. The hotel will open in **Rožnov pod Radhoštěm** and will welcome the

first guests in **December 2023**. The only hotel of this brand in the Czech Republic will offer 88 rooms, a restaurant with outdoor terrace, cafe and bar, 4 conference halls with a total capacity of 350 participants, fitness center, indoor and outdoor pool, wellness center including sauna, massages, hydrotherapy and electrotherapy, sports facilities such as mini golf, tennis courts, bowling, table tennis and playground. Source: Accor.

Transportation

Czech Airlines Technics to provide services to Eurowings and Bees Airline

Czech Airlines Technics (CSAT) has **expanded its customer portfolio**. **Eurowings**, German air carrier, that launched operations of its base at Václav Havel Airport Prague last November, now uses CSAT line maintenance services for its Airbus A320ceo and A320neo family aircraft based in Prague. Another carrier, **Bees Airline**, that has been operating its flights between Prague and Ukraine since October 2021, has ordered CSAT on-call line maintenance services for its Boeing 737-800 planes. More at <https://www.csatechnics.com/>.

Prague Airport handled nearly 4.4 million passengers in 2021

Last year, the **Prague Airport** handled a total of **4,388,826 passengers**, 20 percent more than in 2020. However, it still represents a drop of about 75 percent compared to the year 2019. Throughout 2021, **outbound tourism** was predominant. The greatest number of passengers flew from Prague to Spain, Greece, and Italy. Amsterdam, Paris, and

London were the most frequented among the cities connected with Prague by direct flights. More at www.prg.aero/en.

Smartwings carried over 2.7 million passengers last year

Last year, **Smartwings** carried more than 2.5 million (2,529,611) passengers on scheduled and charter flights, a year-on-year increase of 199%. The company carried another 159,000 passengers on board its aircraft on flights for other carriers: more than **2.7 million passengers** (2,716,299) used the services of Smartwings in the Czech Republic and abroad last year. Most passengers, 1.55 million, were carried by Smartwings from/to the Czech Republic (+ 221.5%), and over 981 thousand passengers on flights operated from the carrier's foreign bases. In addition to the Czech Republic, Smartwings operated flights from airports in Poland, France, Germany, Israel, Hungary, Slovakia and the Canary Islands. Source: Smartwings.

Laws & Regulations

Tourist fee for stay in Prague increased

Since the beginning of this year, **tourists in Prague pay a higher stay fee**. By increasing the fee from CZK 21 to **CZK 50**, Prague will receive funds needed to fulfill its long-term vision of cultivated and sustainable tourism, the development of the city as an attractive destination for congresses, conferences or exhibitions and for promotion of the city abroad. More at www.pragueconvention.cz.

People

The regional airport in Karlovy Vary has a new managing director



Karlovy Vary Airport will have **new management**. The Karlovy Vary Regional Council appointed **Alice Justina Undus**, who has previously served as Vice President of AERO Vodochody AEROSPACE, as the airport's **managing director**.

PRODUCT NEWS

Note: Due to Covid-19 government measures, current situation should be checked for each event.

Cities & regions

The South Bohemia region

Revitalization of the sports complex in Hluboká nad Vltavou

The **Sports and relaxation complex** in the town of **Hluboká nad Vltavou** is undergoing modernization to receive new background for bikers, a bar and a refreshment zone.

The South Moravia region

Reopening of the castle in Uherčice



In **April** of this year, the **Uherčice chateau** will **reopen to the public** after several years of reconstruction. The Uherčice Chateau is one of the largest chateau complexes in Moravia, its reconstruction culminated in 2019-2021. For example, the unique Banquet Hall, including the adjoining lounges as a background for organizing cultural events, stables and courtyards or small architecture in the gardens, underwent demanding restoration. More at www.zamek-uhercice.cz.

JazzFest Znojmo

The popular festival invites **world jazzmen** to various places in the center and in the vicinity of the town of **Znojmo**, offering also a swing dance hall, a club night or freezing jazz in the streets. Under the title “**Wine goes to Jazz!**”, individual concerts are always complemented by **tastings of quality wines from the Znojmo region**. Through March 12, 2022. www.jazzfestznojmo.cz.

The Karlovy Vary region

New newsletter from the destination agency Živý kraj

The **Živý kraj destination agency** has newly launched a monthly **newsletter** offering tips for trips across the Karlovy Vary region. Subscribe at www.zivykraj.cz.

CARDION Charles Run 2022

The **51st edition of the Charles Run** will take place on **Feb. 19 and 20, 2022 at Boží Dar**. Registration on the spot or online at <https://www.karluvbeh.cz/informace-k-zavodu/#> before 16. 2. 2022.

The Vysočina region

Campaign promoting Vysočina in winter

A **campaign attracts visitors to Vysočina** offering a **ten-percent discount on ski passes** in selected ski resorts. The campaign was launched on Jan. 17 and will last throughout the school spring vacations until the end of March. The campaign aims at supporting local ski resorts and increasing visitor numbers to the Vysočina region in the winter months. A discount voucher can be found on the www.vysocina.eu tourist portal, just register and you will receive it by e-mail. Print it and present it at the office box of a relevant ski resort to receive a ten-percent discount on ski pass. The voucher is valid **until March 31, 2022** and can be obtained repeatedly.

New accommodation offers in the Vysočina region



New is the offer of accommodation in apartments in a charming **villa in Nové Město na Moravě** (<https://www.vilanmm.cz/>), accommodation in double and triple rooms in the **Kästle Residence** also in Nové Město na Moravě (<https://www.kaestleresidence.cz>), or in the Apartment at the Glassblower in the **Karlov Glassworks** (<https://www.megaubytko.cz/apartman-u-sklare>). The **Žďár nad Sázavou Chateau** now offers accommodation in its **Gardener's house** (<https://www.zamekzdar.cz/ubytovani/>).

UNESCO sites in photos by Věra Zadinová

The **Museum of Vysočina Jihlava in Telč** and the **Telč University Center** invite you to an **exhibition to mark the 30th anniversary of Telč's inscription on the UNESCO World Heritage List**. The opening will take place on Feb. 7, 2022. Through March 31, 2022. More at <https://www.telc.eu/kalendar/2178>.

The Liberec region

Jizerská 50



The **55th year** of the traditional cross-country race **Jizerská 50** will take place on **Feb. 11 – 13, 2022**. The race, which is intended both for professional racers and amateur runners, is the largest mass cross-country skiing race in Central Europe. More at <https://jiz50.cz/en/>

The Moravian-Silesian region

Children's world in new shape



The popular **Children's World in Dolní Vítkovice**, Ostrava, **reopened to the public** in January after renovation. The world of adults, built on a children's scale, is built on more than 950 m². It is intended for children aged 2 to 6 years accompanied by an adult. More at <https://www.dolnivitkovice.cz/detsky-svet/>

The Olomouc region

New online service for cross-country skiers in Jeseníky

Lovers of **cross-country skiing in the Jeseníky Mountains** can use a **new online service**. The jdemenabezky.cz website will show them where the grooming machines are moving and the condition of trails. The routes are divided into several circuits and distinguished by colors. After hovering the mouse cursor over an appropriate symbol, cross-country skiers will see if the trail has been groomed and when the grooming machine passed it for the last time. Additional symbols indicate dangers such as logging or icy surfaces.

The Plzeň region

Pilsner Urquell draft beer workshop

The **program** at the **Pilsner Urquell brewery** is intended only **for adults**. The price of the program includes, among other things, a tour of the brewery, workshop of beer tapping and care for beer, or unlimited consumption of Pilsner Urquell beer. More at <https://www.prazdrojvisit.cz/en/experiences/pilsner-urquell-draft-beer-workshop/>

Prague

The Stay in Prague marketing campaign in support of tourism in Prague took over tourists from neighboring Vienna and Berlin

The **Stay in Prague** digital marketing **campaign**, launched by Prague City Tourism and its partners last autumn, received **almost 800 million impressions in selected markets**.

The campaign was most successful in Poland, Italy, Spain, Israel and Germany. According to available data, Prague has become much more sought after in some target markets than the neighboring competing cities such as Vienna and Berlin. The campaign began in mid-October and ended at the end of December. More at www.praguecitytourism.cz.

The largest amusement park with virtual reality in the Czech Republic opened in Brumlovka



The largest **amusement park with virtual reality** in the Czech Republic has opened in Prague's **Brumlovka**. On its 500 square meters, the **Avatar Park** offers a simulated fall from a skyscraper, a roller coaster ride, participation in the defense of a medieval castle and much more. The whole park is open for all ages including children. More at <https://avatarherna.cz/>

The Central Bohemia region

Cleaning of the Sázava river

The Sázava River will be cleaned for the seventeenth time this year. The event will take place on April 8 – 10,

2022. Volunteers can register at www.cistarekasazava.cz.

Salon of artists of the Benešov region 2022



The aim of the **traditional salon**, which takes place in the **Benešov Museum of Art and Design**, is to present **regional artistic works** in the widest possible range from painting, through graphics to photography and architecture. Feb. 20 – May 1, 2022. More at <https://mudbenesov.cz/>

The Ústí region

New cross-country ski trails

The **Lusatian Mountains** and **Bohemian Switzerland** will be connected by **130 km of cross-country ski trails** this winter season. To the existing 100 km of maintained tracks in the Lusatian Mountains, another 30 km of maintained tracks in the Ústí region will be added. More at <https://www.ceskesvycarsko.cz/en>.

Mikulov mine shaft

In May or June, **two** more **gallery floors** will be opened in the **Mikulov mine**

shaft making accessible a large piece of underground space. Visitors will see it as it was during the mine operations in the past. <https://www.stolamikulov.cz/>

The Zlín region

Tourist guide to Wallachia

The **Destination company Wallachia** has published a **tourist guide** offering tourist attractions in the region, from tips for trips to the rocks, lookout towers and monuments, to bicycle trips. It offers inspiration where to enjoy relaxation and wellness or tips for the winter season on skis, cross-country skis or alpine trails. The tourist guide is available **free of charge at all information centers in Wallachia**. www.visit-valassko.cz

Culture

Kunsthalle Prague

Kunsthalle Prague is a new center of modern and contemporary art to open in Klárov, Prague. The term Kunsthalle generally refers to an art institution that bases its program on temporary exhibitions. Kunsthalle Prague is a private non-profit organization founded by The Pudil Family Foundation. The opening is slated for **February 22, 2022**. More at <https://www.kunsthallepraha.org/en>.

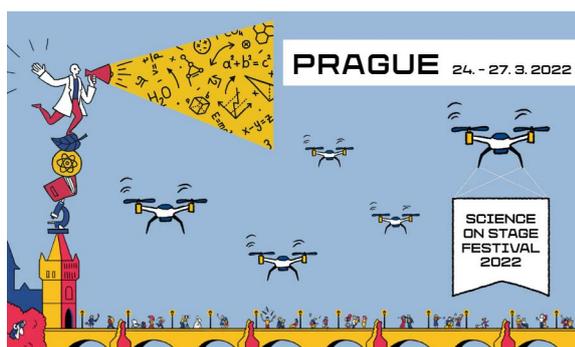
Jindra Čapek's World of fantasy



The exhibition of two hundred original children books' illustrations by the world-renowned artist **Jindra Čapek** uncovers a fantastic world full of children's tales, mysterious landscapes, picturesque figures, animals, and creatures. In its new exhibition spaces, **Monasteries Český Krumlov** introduce the author's lifelong work dedicated to adults and children alike. Through May 1, 2022. More at www.ckrumlov.info/en.

MICE

Science on Stage festival 2022



The **12th European Science on Stage festival** will take place on **March 24-27, 2022 at the Clarion Congress Hotel Prague**. At the largest European educational fair for STEM teachers (science, technology, engineering, mathematics), around **450** primary and secondary school **teachers** from over **30 countries** come together to exchange

best practice teaching concepts. More at <http://www.science-on-stage.eu/>.

Dovolená Tourism Fair

The next year of the **Dovolená** (Holiday) tourism **fair** will take place on **March 11-12, 2022 at Černá louka in Ostrava**. The deadline for online applications for exhibitors is on Feb. 25, 2022. <https://www.dovolenaostrava.cz/cz/vystavujici/pro-vystavujici/>

CORPORATE

News from the CzechTourism agency

Moravia Convention Bureau changes name to Brno Convention Bureau

The change of the name of the Moravia Convention Bureau to the Brno Convention Bureau follows a clear trend from abroad, where most convention bureaux are named after the relevant metropolis. The new name better reflects the scope of the company and more precisely **defines the South Moravian region with its center in Brno**. The company has a new logo and a new website will be launched soon. More at <https://www.moraviaconvention.com/introduction/>.

Cooperation of the CzechTourism agency with the Wine Salon

The **CzechTourism** agency has signed a **memorandum of cooperation with**

the Wine Salon to allow planning joint activities and wider promotion of wine tourism this and next year.

Travel Trade Day to be held in Karlovy Vary

The **Czech Republic Travel Trade Day** will be held on **May 23 -24, 2022** in the city of **Karlovy Vary**. The B2B event offers foreign buyers the opportunity to meet with dozens of Czech suppliers from tourism and hospitality industry including travel agencies, hotels, transportation companies, cultural, active, spa & wellness tourism providers and regional tourism authorities.

