

NEWSLETTER

for foreign offices

March 2022



Svatošské rocks

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TRADE NEWS

Hotels & Restaurants

Hilton Prague and Hilton Prague Old Town have launched zero-carbon events



As part of Hilton's partnership with **South Pole**, **Hilton Prague** and **Hilton Prague Old Town** have begun offering **zero-carbon events**. The initiative is part of Hilton's "**Travel with Purpose**" program, which aims to **halve the environmental footprint by 2030**. Approximately 60 hotels in Europe, the Middle East and Africa now offer carbon footprint compensation for meetings and events at no additional cost to the client. Source: Hilton.

New Wellness Center in the ALA Hotel

The four-star **ALA Hotel in Bystřice nad Pernštejnem** has launched a new **Wellness Center**, which serves both guests and the public. The wellness center is open every day from 10:00 to 21:30, the visit must be booked on the hotel's website or by email at info@alahotel.cz. More at www.alahotel.cz/en/

Prague's Alcron will be the first hotel of the prestigious Almanac X series



Prague's hotel Alcron with 204 rooms located in the immediate vicinity of Wenceslas Square will undergo extensive **renovation** and will be renamed **Almanac X Prague**. It will become the first of a new prestigious series of hotels owned by the **Vienna's WSF Group**. Hotel Alcron was opened in 1932 and quickly became a popular place for both Prague residents and visitors, including prominent actors, producers, singers and writers, as well as foreign correspondents. The family company WSF Group has owned Alcron since 1995. Source: Almanac X Prague.

Transportation

Air Montenegro to connect Prague and Montenegro

Air Montenegro will operate **direct flights from Prague** to the Montenegrin airport of **Tivat from June 14 to October 2022**. The flight schedule will offer connections twice a week (always on Tuesdays and Saturdays). More at www.prg.aero/en/.

flynas is adding Prague to its foreign summer destinations from 1 May



flynas, Saudi Arabian's national airline and leading low-cost airline in the Middle East, will launch **direct flights from Saudi Arabia to Prague on May 1, 2022**. Direct flights between Riyadh and Prague will be available every **Wednesday, Friday and Sunday**. More at www.prg.aero/en/.

Ostrava-Warsaw route resumes operations



On March 28, flights between **Ostrava and Warsaw** will resume. **LOT Polish Airlines** will operate the route **5 times a week**, connecting the Moravian-Silesian region with the whole of Europe and destinations in North America and Asia with just one transfer in Warsaw. The route to the Polish capital was originally launched on Oct. 25, 2020. However, at the end of March of the following year, its operation was interrupted due to the

coronavirus crisis and subsequent travel restrictions.

More at www.airport-ostrava.cz.

Prague Airport reduced its carbon footprint by 72 percent

Last year, Prague Airport reduced its CO₂ emissions by 72 percent compared to 2009. At the same time, the airport upheld its carbon footprint management certificate under the Airport Carbon Accreditation (ACA) programme.

More at www.prg.aero/en/

Data & Research

Last year, 11.4 million tourists stayed in the Czech Republic, still significantly less than before covid

Last year, 11.4 million tourists stayed in the **Czech Republic**, up 5.2 percent year-on-year. Compared to the pre-covid year 2019, the number of visitors in the Czech Republic was only at 52 percent in 2021 and numbers of foreign tourists were low. Last year, **8.8 million Czech tourists** sought accommodation in the Czech Republic, 9.6 percent more than a year earlier. But again, the number of **foreign visitors** decreased. Only **2.6 million** of them arrived, 7.6 percent less year-on-year. Source: ČSÚ.

Results of Prague hotels in 2021

Last but one: such is **Prague's position in terms of occupancy rates in the hotels that were open last year** in a ranking of 35 metropolises across Europe. Whereas the European average according to STR data exceeded 43%,

only 26% of hotel capacity that was operational in Prague was occupied.

This represents a 26% improvement over last year, with last year's revenue per available room (RevPAR) growing by 36% in year-on-year terms. Still, this is just one-fourth of the figure for the pre-crisis year 2019, and occupancy rate is at one-third. With an occupancy rate of almost 80%, Prague was the fifth best in Europe in the pre-crisis year 2019. The restrictions brought by the coronavirus crisis hit the city hard, however: with 21%, Prague ended up at the bottom the year before last, and just one spot higher with 26% last year. Only Bratislava fared worse last year with 22%. Source: Cushman & Wakefield

People

Pavína Musilová appointed marketing manager at Prague Airport



Pavína Musilová has been appointed **new marketing manager of the Prague Airport** in February. From her position, she will coordinate the company's marketing projects and lead a five-member team of specialists. Pavína Musilová came to the airport from Porsche ČR. Source: Prague Airport.

PRODUCT NEWS

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

Cities & regions

The South Moravia region

New cultural center in Znojmo

A **cultural, educational and tourist information center** was established in the newly reconstructed building of the **Old School in the grounds of the Loucký Monastery in Znojmo**. In the basement, there is an exposition about the Loucký Monastery, on the ground floor there is a workshop for training in old crafts and restoration techniques. A new tourist information center that also offers guided tours was created on the first floor along with a large multi-purpose hall for up to 200 people. The hall will be used for exhibitions, conferences and other cultural or social events. More at www.znojmskabeseda.cz/en/

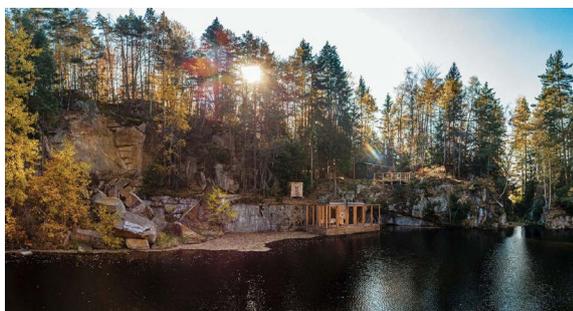
The Karlovy Vary region

Children's trail Aš

To mark its **150th anniversary**, the town of **Aš** has created an **educational trail** leading visitors through 15 places where the history of the town was created. More at <https://www.info-as.cz/150let/en/detska-stezka>

The Vysočina region

Floating sauna on the surface of a flooded quarry near Lipnice nad Sázavou



The **floating sauna Hidden Retreat** that grew up on the surface of the flooded quarry **Hranice near Lipnice nad Sázavou**, is now also offering **accommodation**. The cabin includes a furnished kitchen and a bathroom, and guests can enjoy a terrace above the quarry with barbecue, hot tub, the floating sauna, a boat and in summer a paddleboard. More at <https://www.facebook.com/hiddenretreat.cz>

Holocaust memorial service

On May 22, the **Rear Synagogue in Třebíč** will host an annual reverential event commemorating the **May transports of Jews from Třebíč in 1942**.

The Moravian-Silesian region

Ostrava region and the Shoah: on the occasion of the 80th anniversary of the Wannsee conference

The exhibition presents events that led to the Nazi “**final solution to the Jewish question**” in the Ostrava region,



taking into account the international context of the time. Attention is paid to the genesis of the Nazi persecution of the Jewish population, as well as to the Jewish emigration from the Protectorate. The exhibition also focuses on the participation of Jewish refugees from the region in foreign resistance, as well as on the fate of some members of the local Jewish community. Silesian Museum, Historical Exhibition Building, Komenského 10, Opava, until June 26, 2022. More at www.szm.cz.

The Pilsen region

New building of the MotoMuseum Chlumčany

The collections of the **MotoMuseum Chlumčany** include complete pre-war series of **JAWA, ČZ and Praga** motorcycles. The exhibition also includes a complete collection of motocross specials ČZ and ESO. Visitors will currently see **160 motorcycles**. More at www.motomuzeumchlumcany.cz

DEPO Street Food Market in Pilsen

On Saturday **March 19, 2022**, Pilsen's DEPO2015 is hosting the popular **DEPO Street Food Market**. Food trucks in the courtyard and in the bus hall of

DEPO2015 will offer dishes of various world cuisines, vegetarians and vegans will also enjoy themselves. Free entry. More at <https://www.visitplzen.eu/akce/depo-street-food-market/>

BLIK BLIK Festival of Light



Every year, various places around **Pilsen** light up during the festival, which offers a unique spectacle during an evening walk. This year, visitors can look forward to a **2.5 km long route with a total of 15 stops**, connecting the DEPO2015 cultural area with the Republic Square. The main role of the festival will be taken over by the newly restored interior of the **Cathedral of St. Bartholomew**, in which one of the largest interior video mappings will light up the gothic ceilings and altar in an impressive audiovisual installation **Heavenly Symphony**. Pilsen, March 25 – 26, 2022. More at <https://www.visitplzen.eu/akce/festival-svetla-blik-blik/>

Prague

The reconstruction of the Industrial Palace has begun



Reconstruction of Industrial Palace, the dominant feature of Výstaviště Praha (Prague Exhibition Grounds), has begun 13 years after its left wing was destroyed by fire. Construction works at the palace should be finished within three years at costs estimated at **CZK 2.3 billion plus VAT**. The Industrial Palace opened in 1891 on the occasion of the Jubilee Land Centennial Exhibition and today is a listed cultural monument. It is an important venue of trade fairs, exhibitions, festivals and corporate events. The left wing of the palace which completely burnt down in 2008 will be rebuilt at its original site and will get a new underground floor for technical background. The right wing and central hall will be sensitively refurbished. More at www.pragueconvention.cz/hot-news/

The Central Bohemia region

Audio video tour of the Sázava Monastery

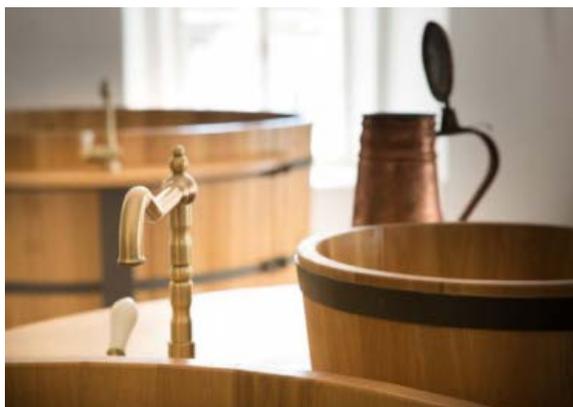
From the beginning of **April**, those interested will be able to buy an **audio video tour** and, with the help of a

QR code downloaded to their phone, walk through the Sázava monastery complex **at their own pace** with a commentary given by a professional actor and accompanied by photographs from archaeological excavations.

New GASK café in Kutná Hora

The **Art Gallery Café** in the premises of the **Jesuit College**, where the visitor is surrounded by modern art, is intended for both gallery visitors and the public. The café also offers takeaway snacks in ecologically sustainable packaging, some of which can be returned at the Art Gallery Café or in the Kafirnictví café on the Palackého square. More at www.gask.cz/en.

Svijany Beer Spa



The **Svijany Beer Spa** located in the building of a former school opposite the Svijany Chateau is to open within the next couple of days. A hot bath in the quality Svijany water enriched with Svijany beer, hop malt and brewer's yeast in a whirling oak bath has a beneficial effect on the human psyche and has a number of proven healing effects on the human body. The whole beer bath, including the subsequent rest in bed, lasts 60 minutes. The recommended bath time is 20-30 minutes. More at www.hotelzameksvijany.cz/en.

The Zlín region

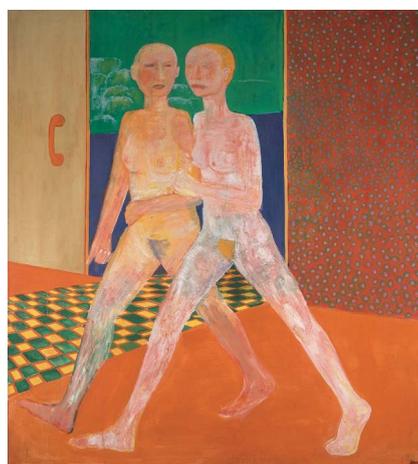
Opening of the municipal museum in Holešov



After a hiatus of twelve years, the town of **Holešov** will again have its **municipal museum and its museum gallery**. Grand **opening** of the museum located at the town's Baroque castle is planned for the **beginning of May**. A month earlier, **new castle tour** will be launched. The tour will be extended with rooms equipped with furniture lent to Holešov by the castles in Náměšť nad Oslavou and Jaroměřice nad Rokytinou. The castle will welcome the first tourists on April 2.

Culture

Jiří Sopko: Retrospective



From March, the **Kampa Museum** will display about a hundred paintings by **Jiří Sopko** and several dozen of his drawings and watercolors from 1969 to 2021. Sopko is one of the most prominent figures in Czech post-war painting. His work is characterized by strong colors, interest in the human figure and a special sense of humor. For more than a quarter of a century, Jiří Sopko ran a painting studio at the Prague Academy and held the position of the school's rector for two terms. The exhibition takes place on the occasion of the painter's **80th birthday**, which he celebrated on Feb. 20, 2022. Sopko's last major exhibition in Prague took place fifteen years ago in the Rudolfinum Gallery. The Kampa Museum is preparing the painter's retrospective in cooperation with the Gema Gallery. Kampa Museum, Prague, March 11 - May 29, 2022. More at www.museumkampa.cz.

THE DEADLY SINS OF JAMES ENSOR



Exhibition of works by Belgian painter **James Ensor** (1860-1949) who due to his dismissal of convention, use of the aesthetic of ugliness, simplified color scheme and the provocative nature of his themes became a **direct forerunner of Expressionism and modern art in general**. Ensor's inclination to planar abstraction of forms was aptly interpreted through the print medium that represented the black-and-white

antipole to his painting oeuvre. In a set of etchings, published in 1904, he grasped the classical subject of the Seven Deadly Sins, though with an originality of his own that rejected the traditional ways of visual representation of this theme. National Gallery, **Trade Fair Palace**, through **May 15, 2022**. More at www.ngprague.cz/en

MICE

Czech Convention Bureau has joined the Net Zero Carbon Events initiative

The **Czech Convention Bureau** joined the **Net Zero Carbon Events** initiative to ensure that congress and incentive tourism activities in the Czech Republic will halve its greenhouse gas emissions by 2030 and achieve **net zero by 2050**. More at www.pragueconvention.cz/hot-news/

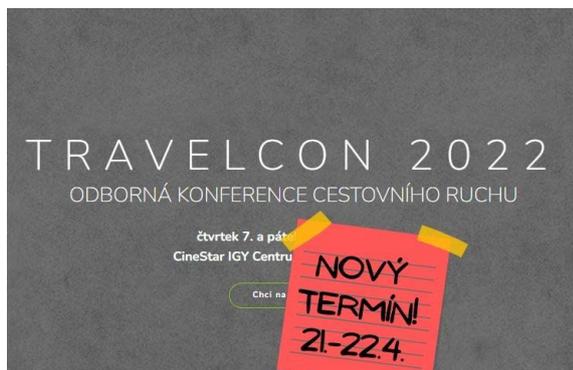
Holiday World 2022

The **jubilee 30th year** of the traditional **Holiday World & Region World** fairs will take place **on March 18-20, 2022**, returning to their regular date. The popular fairs will take place in the modern **PVA EXPO PRAGUE exhibition center in Letňany**. The Holiday World tourism fair is the most important event of its kind not only in the Czech Republic, but also in the whole region of Central Europe. National tourist centers of European countries will be among the exhibitors, regions of the Czech Republic will present their tourist attractions, and dozens of travel agencies will offer tours around the world.

Prague Congress Centre to host informal EU Council meeting during the Czech EU Presidency in 2022

The **Prague Congress Centre** (PCC) will be the venue for **informal meetings of the EU Councils**. **Fourteen such meetings** will take place in the Czech Republic during the **Czech EU Presidency**. KCP has extensive experience in organizing large international meetings at a high level. In 2000, for example, the International Monetary Fund and World Bank meetings were held here, followed two years later by the NATO Summit. More at www.pragueconvention.cz/hot-news/.

The date of this year's Travelcon moved from April 7 and 8 to April 21 and 22



The **sixth** annual professional conference on domestic tourism **Travelcon**, traditionally organized by the South Bohemian Tourist Board (JCCR), originally scheduled for April 7 and 8, will take place on **April 21 and 22**. The event returns to its original on-site form after two online years.

CORPORATE

News from the CzechTourism agency

Meeting of regional coordinators

A **meeting of Regional Coordinators** will take place **in Prague** from **March 21 to March 22**. The meeting will follow the Holiday World trade fair (March 18 – 20, 2022).

TV show Hidden Gems

The **documentary series** was created in **collaboration with the National heritage institute (NPÚ)** and in **ten thirty-minute parts** will present castles hidden in the forests, chateaux with beautiful parks, monasteries that radiate spiritual power for centuries, or a coal mine left as if the miners had just left. The show is hosted by Jaroslav Plesl. The premiere of the first part will be broadcast by **ČT 2 on Thursday 24. 3**. The individual parts will show **Hrádek u Nechanic, Jezeří, Rožmberk, Grabštejn, Vila Stiassni, Kynžvart, Manětín, the Michal mine, Jaroměřice nad Rokytnou and Buchlovice**.