**Press release**

**31. 10. 2017**

**Central Bohemia and the City of Prague bind the cooperation in tourism**

**Prague city Tourism and Central Bohemia - tourism hub for central Bohemian Region signed an official partnership memorandum. The document is a significant step towards closer more effective cooperation.**

From now for the upcoming three years, the organisations will support one another during trade fairs, press and fam trips for journalists and travel agents. They have agreed on a closer collaboration on incoming tourism as well. The Central Bohemia will offer attractive opportunities for accommodation outside Prague. Thus it will help relieve Prague's overcrowded city centre.

The memorandum was signed by the CEO of the Central Bohemia Nora Dolanská and the Interim CEO of Prague City Tourism Petr Slepička.

*"Our signatures on the memorandum convey mutual trust and strong will to collaborate across considerable regions in the field of tourism and travel",* says **Nora Dolanská** Central Bohemia CEO.

*"I am delighted to see the interest and willingness to join forces wherever it makes sense. Central Bohemia is amongst our highly respected partners. I appreciate the opportunity to be part of the mutual effort, and I am looking forward to the future activities",* says **Petr Slepička** Prague City Tourism interim CEO.

**Prague City Tourism** is a modern marketing organisation funded by the City of Prague. Our mission is to foster the development of both domestic and international tourism in the Czech capital. Prague City Tourism provides current and future visitors with the latest information on Prague’s attractions, experiences and services through its website and visitor centres. As Prague’s official tourism marketing organisation, we work with the media and travel trade partners in organising educational trips, workshops, and presentations.