

PRAGUE – Inbound Tourism in 2018

In brief:

- **Visitors**

Total: 7,892,184

From abroad: 6,670,706 (84.5%)

From Czechia: 1,221,478 (15.5%)

- **Total visitors growth: +239,423 visitors (+3.1%)**

From abroad: +108,188 visitors (+1.65%)

From Czechia: +131,235 visitors (+12%)

- **Highest attendance:** 3rd quarter, July and August

- **Lowest attendance:** 1st quarter, January and February

- **Most international visitors:** Germany (912,667 visitors, -0.1%), United States (483,342 visitors, +2.2%), United Kingdom (427,758 visitors, +5.7%), Russia (384,182 visitors, -1.3%), Italy (332,389 visitors, +2.9%)

- **Europeans as share of total visits:** 62.8%

- **Above average rises:** Ukraine (+32.3%), Saudi Arabia (+21.1%) and China (+12.7%)

- About a quarter of Asian visitors came from China (26%) and almost a quarter from South Korea (24%)

- **Of the total number of international visitors to the Czech Republic, 63% head to Prague, of local visitors, 11.5% do.**

- **Overnight stays**

Total: 18,249,084

From abroad: 16,133,000 (88.4%)

From Czechia: 2,116,084 (11.6%)

- **Total overnights growth:** 193,246 (1.1%)

From abroad: 718 (0.004%)

From Czechia: 192,528 (9.1%)

- **Peak overnight stays by international visitors:** Germany (2,085,121 nights), Russia (1,395,127 nights), United States (1,184,703 nights), United Kingdom (1,091,130 nights), Italy (926,314 nights)

- **Peak percentage rises of overnight stays:** Liechtenstein (+35.4%), Ukraine (+24.4%), Iceland (+21%), Saudi Arabia (+16.8%)

- **Total overnight stays average:** 2.3

From abroad: 2.4

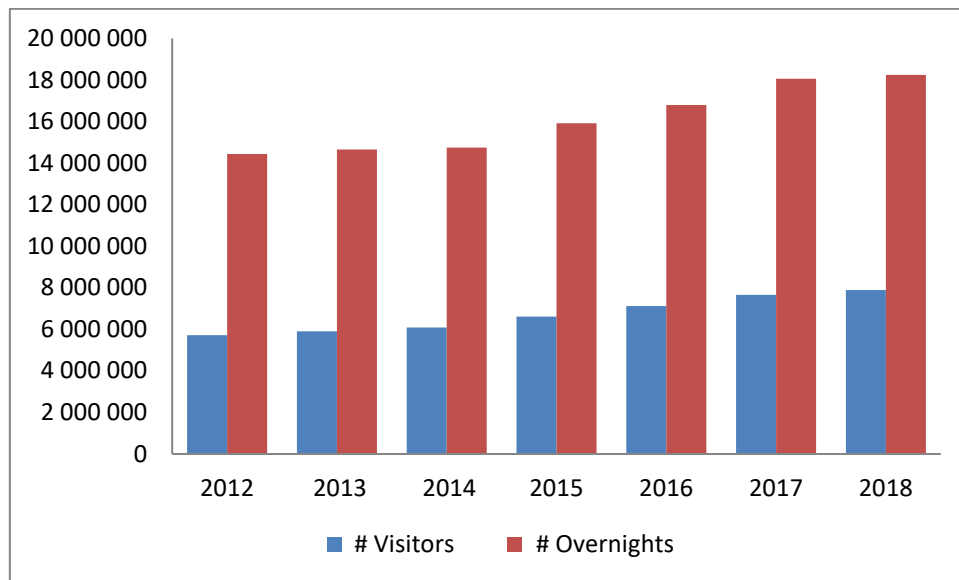
From Czechia: 1.7

- **Peak average length of stay:** Malta (3.9 nights)

- **Shortest average length of stay:** South Korea (1.6 nights)

- Numbers of group accommodation facilities: 816
42,487 Rooms, 93,169 beds, 1,122 places for tents and caravans
- **Net use of beds: 66%**

Prague – # of visitors and overnight stays 2012-2018



Visitors

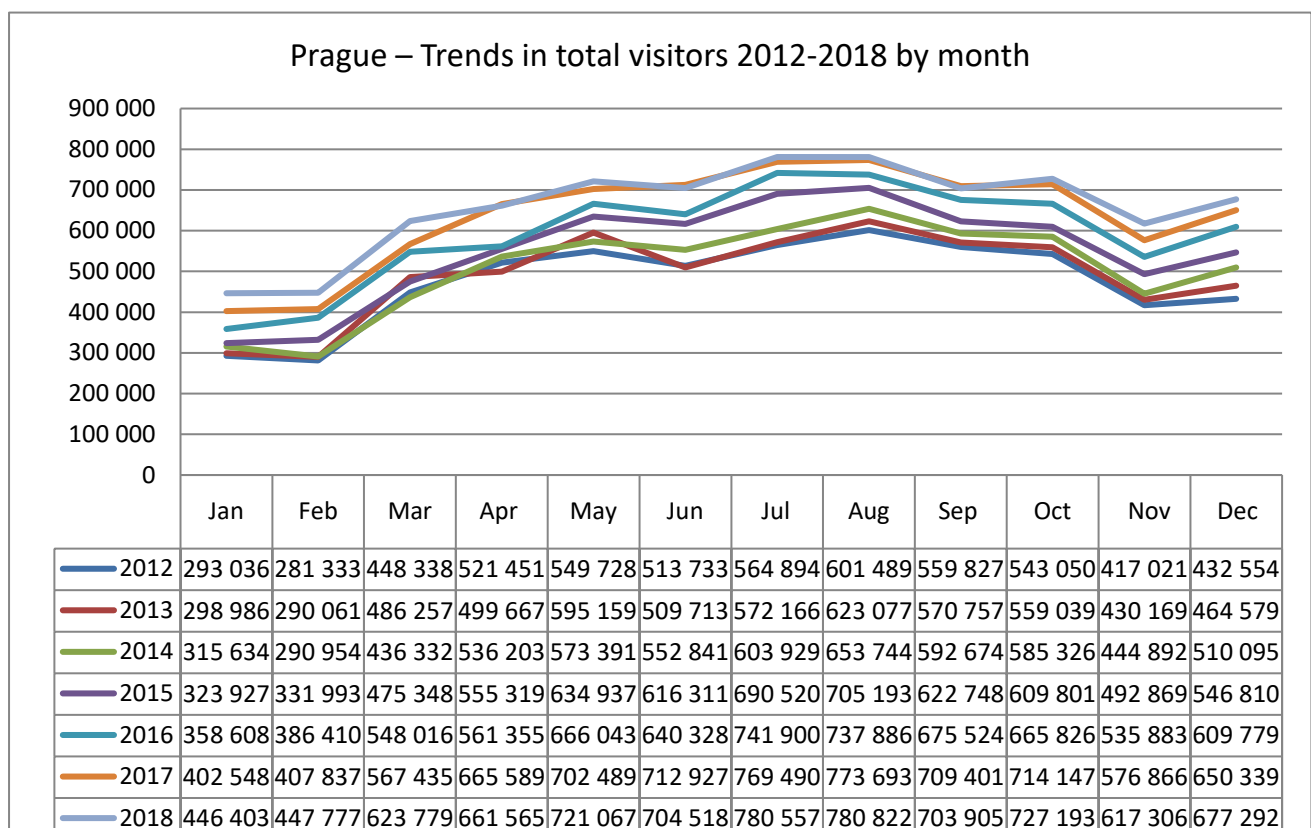
7,892,184 visitors stayed in Prague hotels, pensions, hostels, guesthouses and campsites during 2018. As in previous years, the greater proportion were **visitors from abroad**, of which Prague welcomed **6,670,706 (84.6%)**, whilst locals booked into accommodation establishments came to **1,221,478 (15.4%)**.



The total number of visitors in tourist accommodation establishments grew by 239,423 people (3%) year-on-year. Non-resident numbers rose in comparison with 2017 by 108,188 (+1.6%), and in-country residents by 131,235 (+10.7%), so that visitors from abroad contributed 45.2% of the total rise.

Visitor numbers rose throughout the year, during the second and the third quarter exceeding two million visitors. **Most** arrivals were recorded in **July and August** (in both months over 780,000 visitors), while in the first two months of the year the number choosing to visit the Czech capital came to some 446,000 visitors.

Prague attained its highest rise in visitors (+56 344 people) in March mainly because it coincided with Easter.

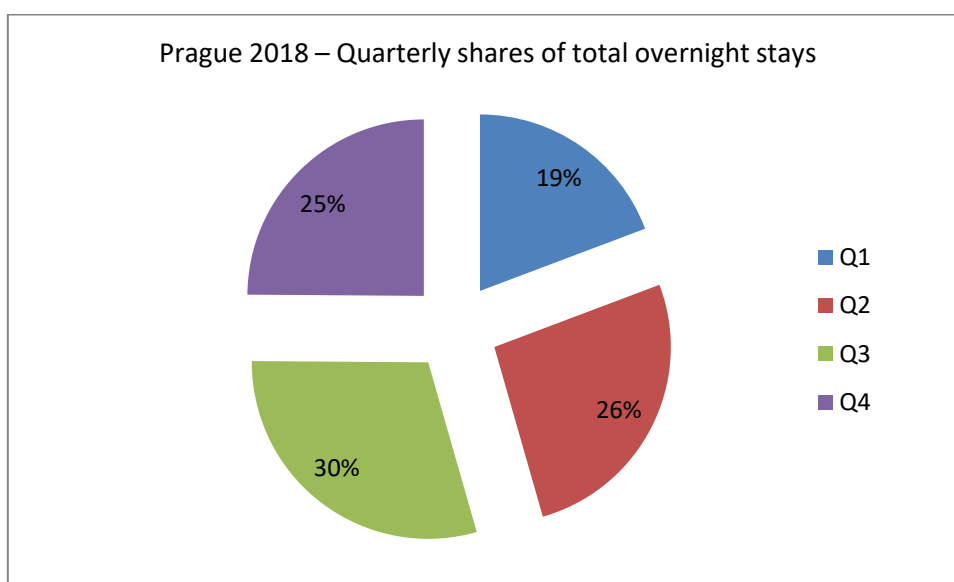


Overnight stays

The total number of overnight stays surpassed 18 million, of which 16,133,000 (88.4%) were from visitors from abroad and nearly 2116084 million (11.6%) were in-country visitors. In comparison with 2017, the number of overnight stays grew by 193,266 (1.1%).

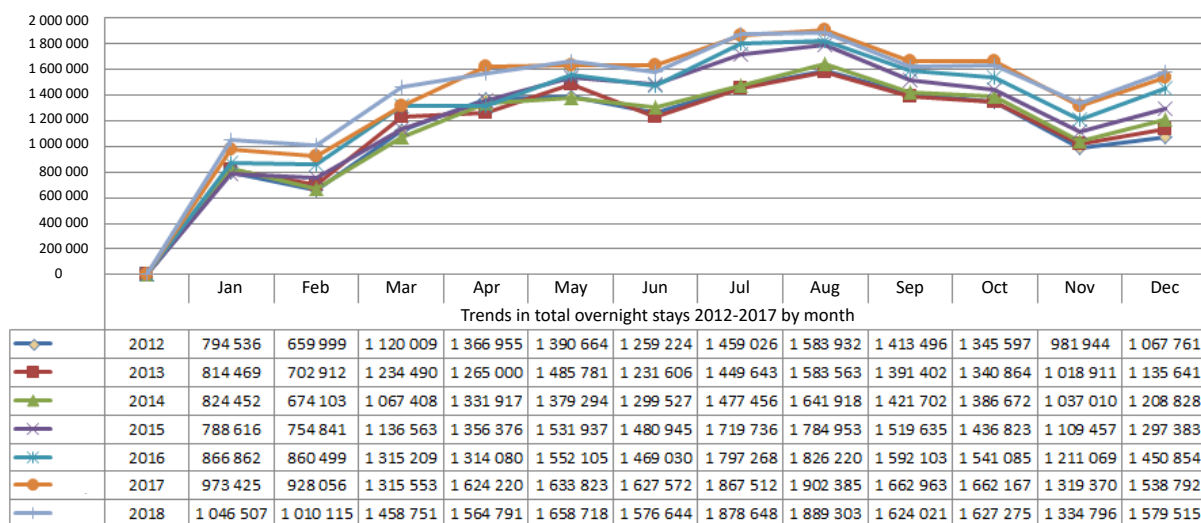
192,528 of the total number of overnight stays growth was down to locals, while visitors from abroad grew the annual statistic by only 718 nights.

30% of all overnight stays in Prague took place in the third quarter, from July to September. The fewest overnight stays were in the first quarter, with the lowest number of 1,010,115 nights being in February.



The number of overnights rose in most months during the reference period. A slight decrease as against 2017 was recorded for June, August, September and October. The fewest overnight stays compared to 2017 were in April (-59,429 nights). Conversely, the biggest growth against the previous year was recorded in March (+143,198 nights).

Prague – Trends in total overnight stays 2012-2018 by month



The average length of stay has remained virtually unchanged in recent years.

Total: 2.3 nights

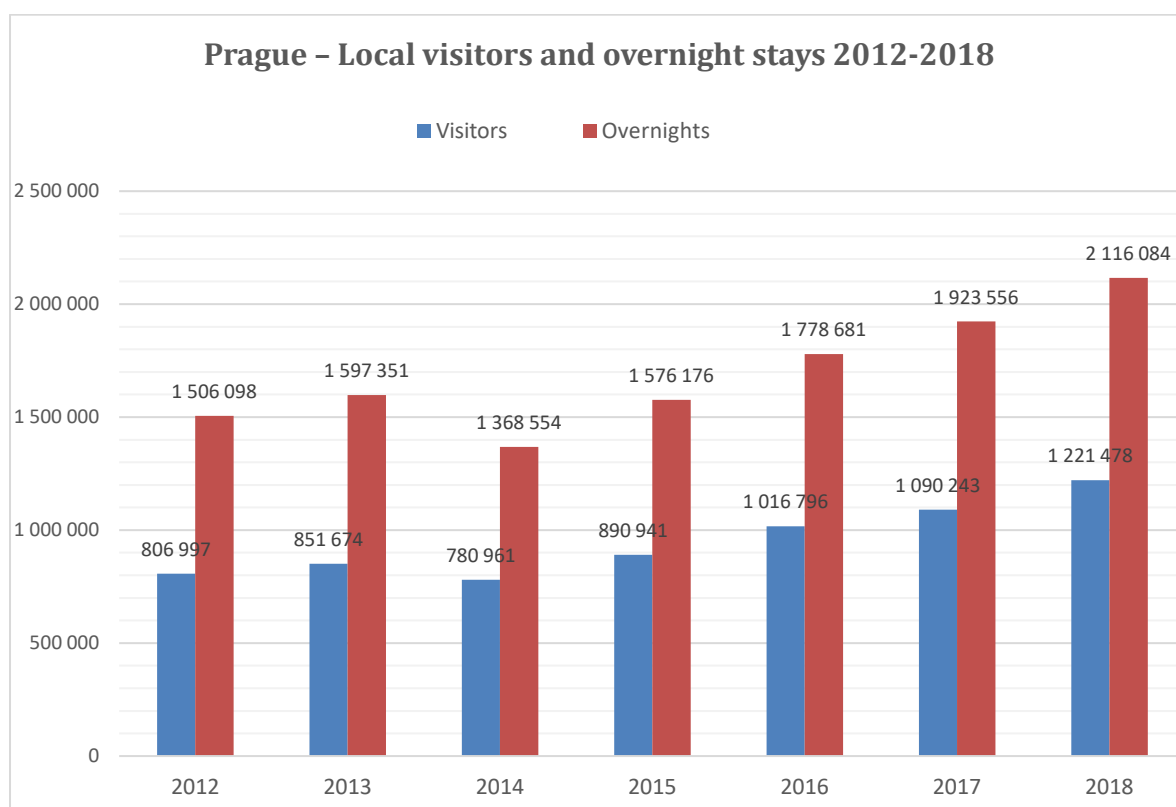
From abroad: 2.4 nights

From Czechia: 1.7 nights

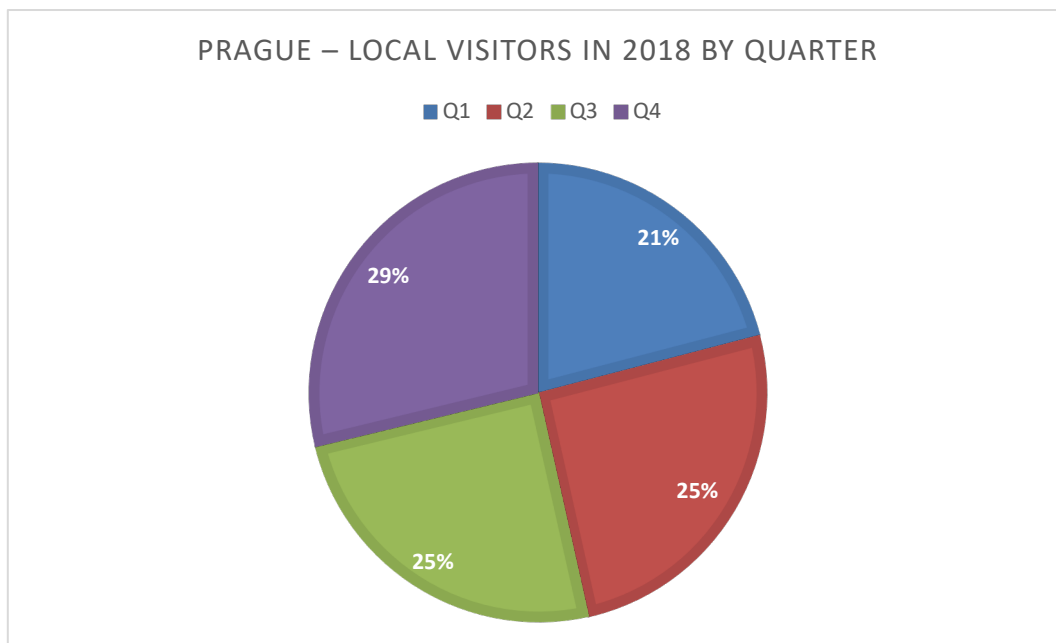
1. From Czechia

Visits by locals grew by **10.7% year-on-year (+131 235 visitors)**. In total, **1,221,478 local visitors** came to Prague accommodation establishments. Visitor number growth was recorded for all months of the reference period.

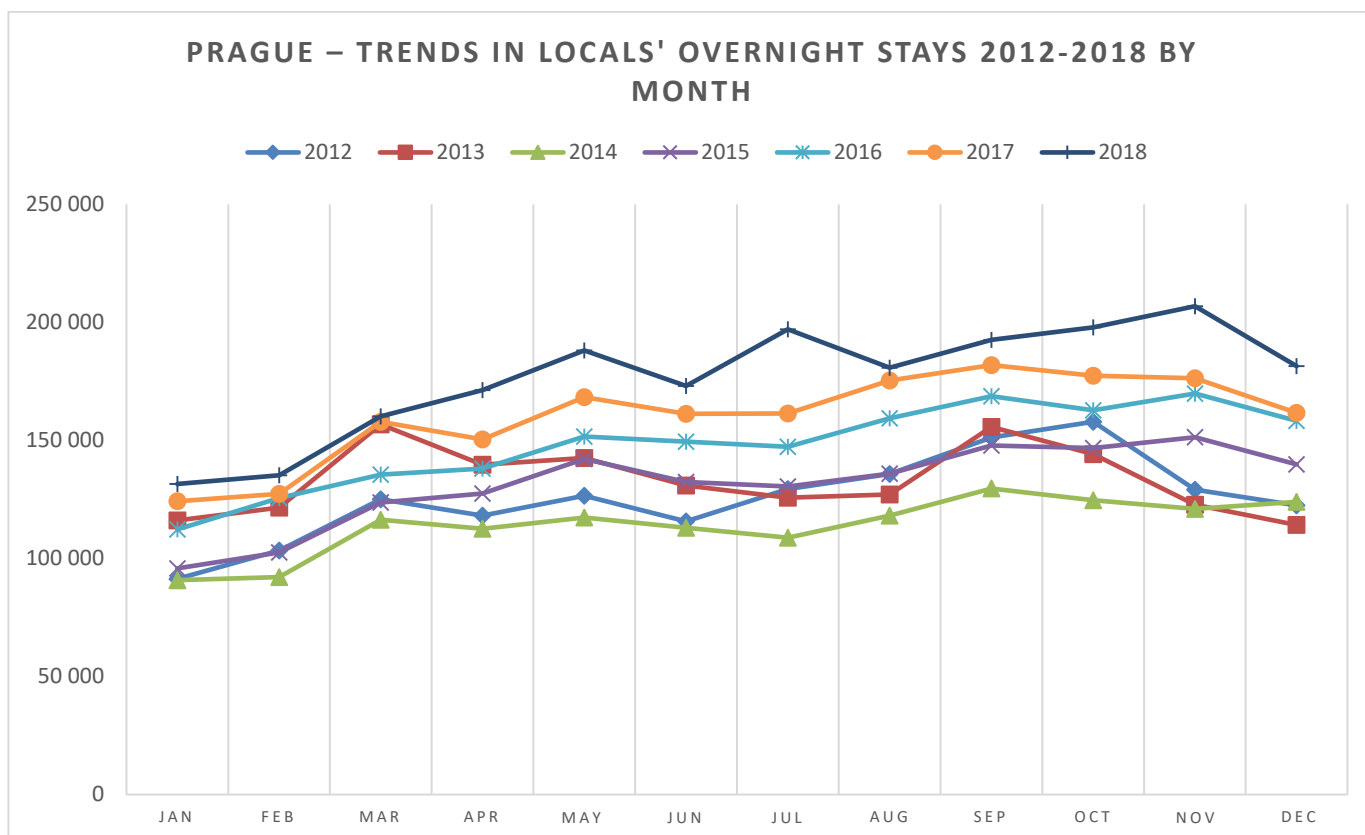
Local visitors undertook **2,116,084 overnight stays** in the Czech capital in the January to December period, which is **9.1% (+192,528 nights)** up on the previous year. Their share of the total number of overnight stays was 11.6%.



Visitors from other regions of the Czech Republic came to the capital city much as they tend to do, particularly in the latter part of the year, with more than 100 thousand arrivals monthly from September to December. The largest rise was recorded in November, up 21,277 visitors (+16.9%).



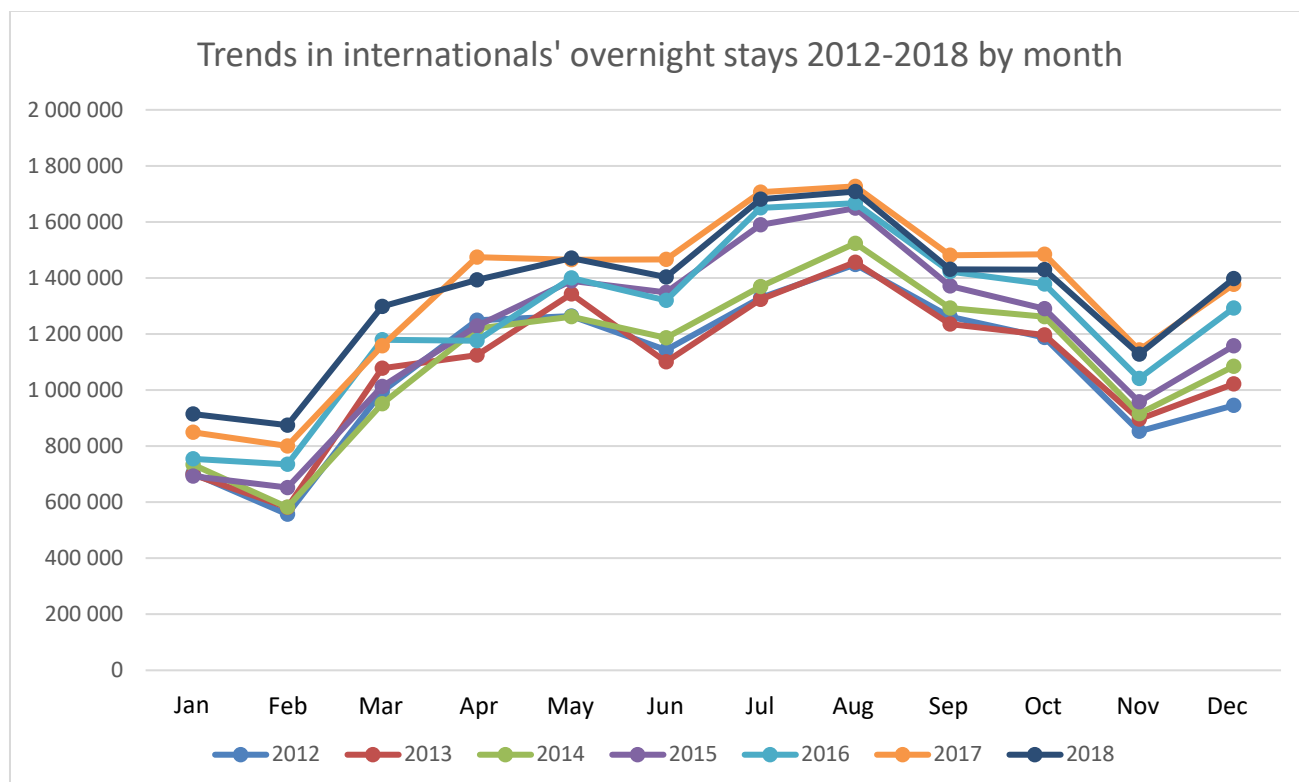
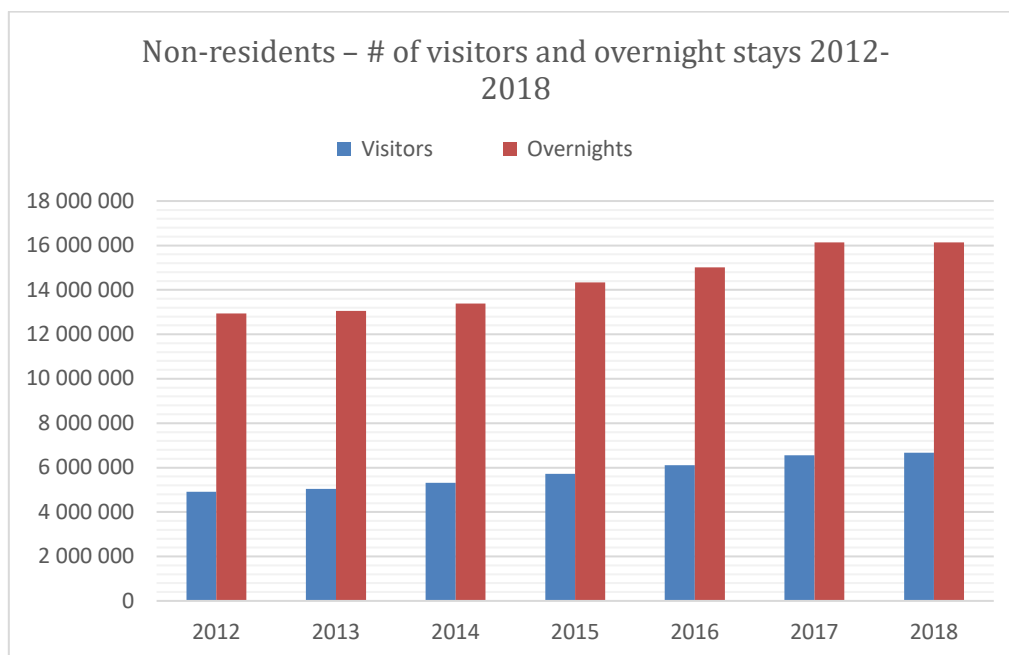
The highest numbers of overnight stays by locals were seen from May to December, in November the monthly level topped 206,000 nights. There was an annual increase in the number of locals overnighiting in all the monitored months. The highest share of total annual growth was for July (+18.5%).



2. From abroad

For visitors from abroad, greater Prague is traditionally the most popular destination. It is also the region with the highest proportion of visitors from abroad nationwide. 2018 was no exception; of the total **10,611,394 international visitors** to the Czech Republic, almost 63% came to Prague.

Statistics for non-residents showed **6,670,706 arrivals** during 2018 and their **16,133,000 overnight stays**. International **visitor numbers grew by 108,188 (+1.6%), but overnight stays by only 718 nights**.



The **peak** of the Prague tourist **season** was in the traditional July and August period, when the number of international visitors topped 680 thousand, with over 1.68 million overnight stays. Conversely, only some 360 thousand non-residents opted for January or February, which are the only two months in the year when the number of overnight stays did not pass one million.

Originating countries

The mix of TOP 10 countries by number of arrivals remains identical to the previous year. Within this group, only the positions of China, Poland and Spain strengthened.

TOP 10 leading visitor number countries in 2018:

Country	Number of visitors	Rise/Fall	Rise/Fall in%	Share of international visitors (%)
Germany	912,664	-1,286	-0.1%	13.7%
United States	483,342	10,605	2.2%	7.2%
United Kingdom	427,758	24,205	5.7%	6.4%
Russia	384,182	-4,883	-1.3%	5.8%
Italy	332,389	9,645	2.9%	5.0%
China	326,070	41,468	12.7%	4.9%
Slovakia	296,904	9,263	3.1%	4.5%
South Korea	295,743	-4,184	-1.4%	4.4%
Poland	232,142	7,022	3.0%	3.5%
Spain	230,922	15,422	6.7%	3.5%

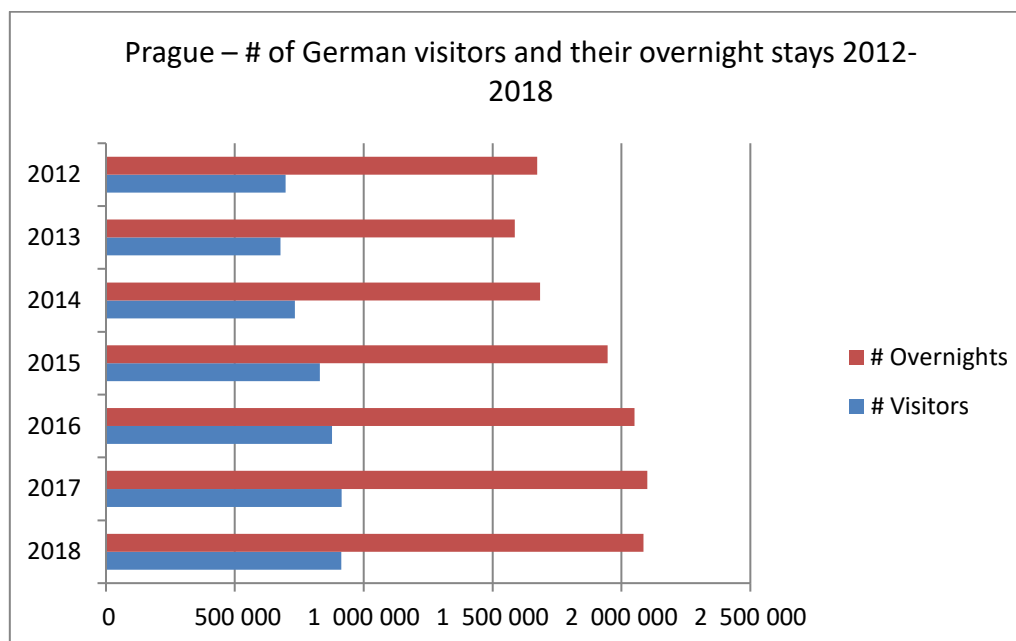
The mix of the top ten countries with the highest number of overnight stays has not been changing long-term and in 2018 remained the same as in 2017. Only China strengthened its position within the group. China also recorded the highest rise (+11.8%), but the largest fall was recorded for Russia (-7.6%).

TOP 10 countries with most overnight stays in 2018:

Country	Number of overnights	Rise/Fall	Rise/Fall in%	Share of internationals' overnight stays (%)
Germany	2,085,121	-14,632	-0.7%	12.9%
Russia	1,395,127	-106,490	-7.6%	8.6%
United States	1,184,703	46,577	3.9%	7.3%
United Kingdom	1,091,130	54,206	5.0%	6.8%
Italy	926,314	5,088	0.5%	5.7%
Spain	640,590	29,567	4.6%	4.0%
France	590,544	-4,411	-0.7%	3.7%
China	567,286	66,882	11.8%	3.5%
Slovakia	551,890	9,253	1.7%	3.4%
South Korea	487,697	-13,827	-2.8%	3.0%

Germany

The leading originating country by a margin of 528 482 visitors and almost 700 thousand overnights was again Germany. The German **share** of international visits was **13.7%**, accounting for **12.9%** of overnight stays. The Germans came in mainly from March to October, with May and October numbers topping the 90 thousand visitor mark. Compared to last year, the visitor numbers rise reduced by 1,286 visitors and the number of overnights fell by 14,632.

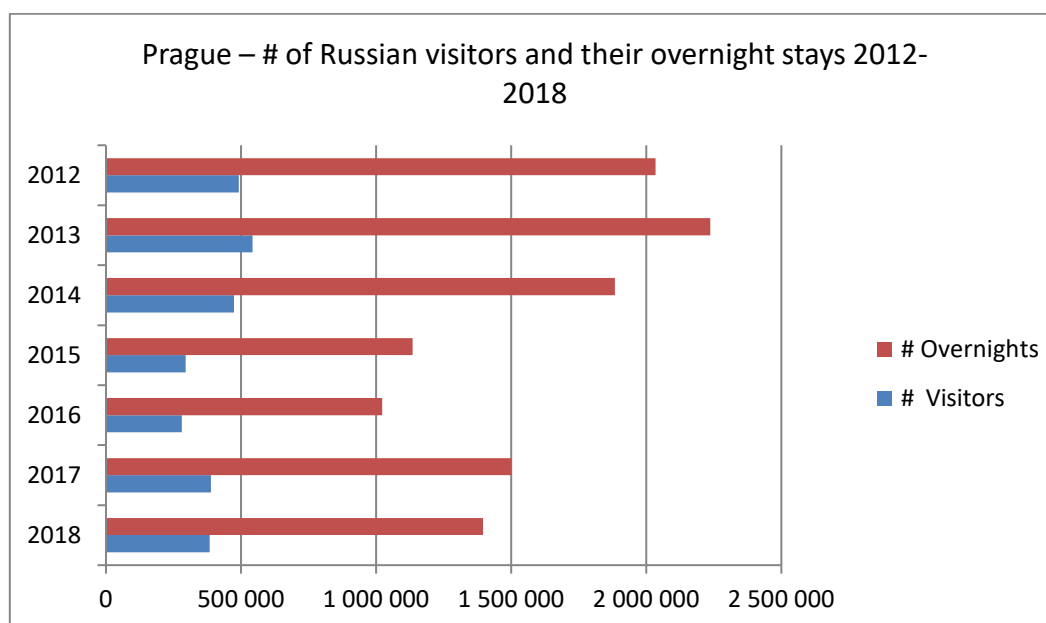


Russia

Visits from Russia declined slightly compared to last year (-1.3%) to 384 thousand visitors for the year. The number of nights fell by 7.6% to 1,395 thousand.

Russia's **share** of visits from abroad was **5.8%**, their share of overnight stays by non-residents even more at **8.6%**, since Russians **stay longer than average (3.6 nights)**.

While non-residents mostly preferred to stay in Prague during the summer period, for Russians visits peaked in January, March, April and December, when visits reached almost 40 thousand.



United States

The USA is in second place by number of visitors and third by number of overnight stays. The share of US visitors is approximately half as much as for Germany, the number of overnights is almost a million less. Both the **numbers** of US visitors and their overnight stays **rose** slightly in the year **(+10,605 visitors)**, **(+46 577 nights)**. The main visiting period by Americans in 2018 was from May to October.

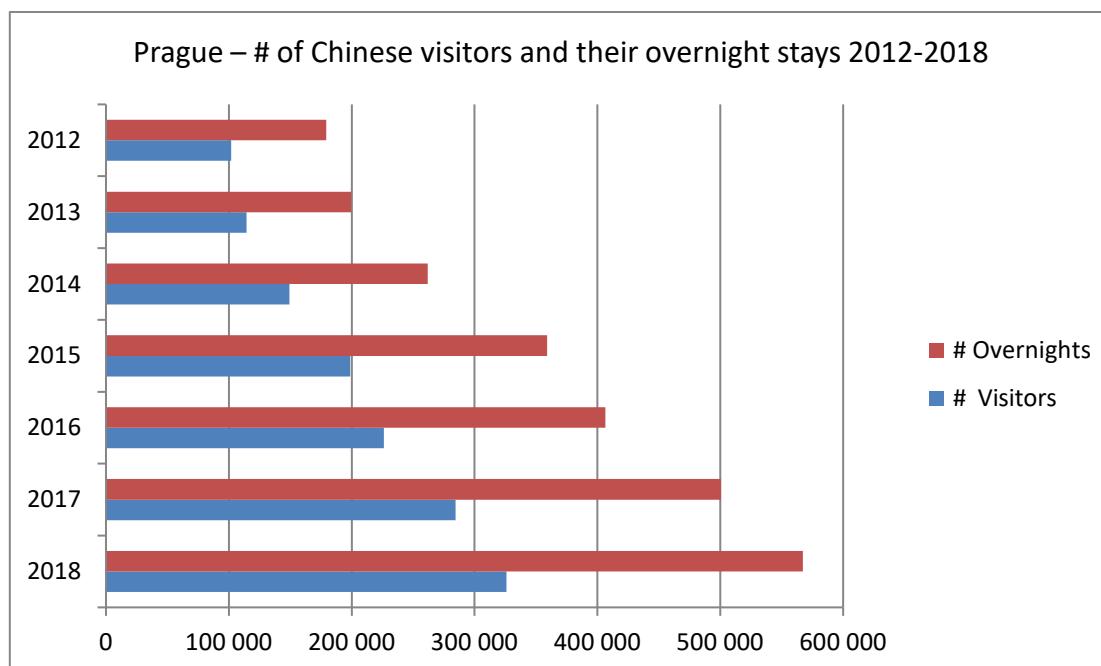
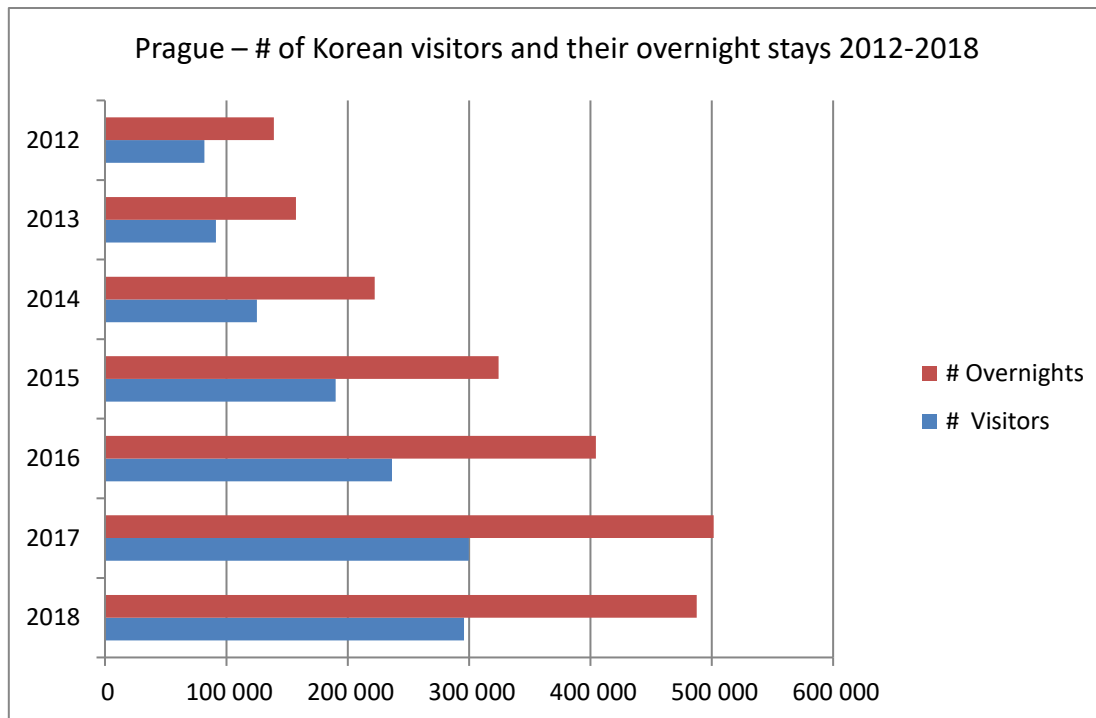
United Kingdom

Visits from the United Kingdom keep rising gently. In terms of visitor numbers, the UK ranks third and by overnight stays, fourth. The **number of visitors** rose by **5.7%** year-on-year and their overnight stays rose by **4.2%**. Most Britons came to Prague in **December (43,800 visitors)**.

Asian countries

Visitors from Asia in 2018 numbered **1,236,960** showing a year-on-year rise of **2.8%**. About half of those arriving were South Koreans and the Chinese, although the number of visitors from South Korea declined slightly (by 1.4%). Conversely, from China there were 12.7% more visitors than in 2017. However, in the rankings of countries by length of the stay, these two countries placed at the very end, with **South Koreans** spending **1.6 nights** and the **Chinese 1.7 nights** in Prague on average.

The highest rise compared to 2017 was recorded for visits from **Saudi Arabia**, which grew by **21.1%**.

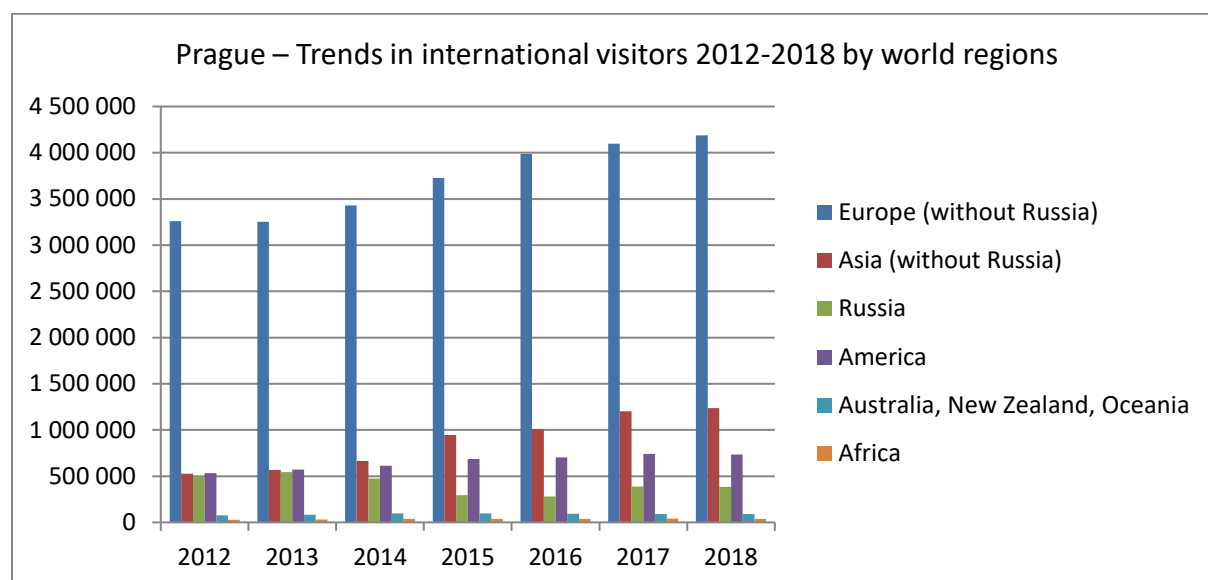


Prague tourism proportions from different parts of the world

Treating Russia as its own separate area, **Europeans** accounted for **62.8%** of total traffic from abroad, the **Asian** share was **18.5%**, the **Americas (North, Central and South America)** at **11%**. The Russians accounted for 5.8%, the Australia, New Zealand and Oceania zone brought 1.3% and 0.6% of visitors came from Africa.

Asian numbers rose 2.8% year on year, by almost 35 thousand, while from Europe by 2.1% for the year, 89,853 to be exact. The numbers of visitors from Russia decreased slightly by 1.3% (-4,883), as did those from America, by 1% (-7,441).

The ranking of the regions by number of nights spent is very similar. Typical differences are seen for the Russians and Asians, the two groups showing significantly different lengths of stay compared to the average. Visitors from Europe made up 62.3% of the total number of overnight stays by non-residents, Asians accounted for 15.9%, the Russians 8.6%, visitors from the Americas 11.2%, the Australia, Oceania and New Zealand zone 1.3% and Africa 0.6%.



Prague international visitor growth in absolute terms

Annual records since 2012 show the numbers of visitors arriving from abroad setting new peaks. In 2018, the year-on-year rise was 1.6% (+108,188).

Greatest growth in visitors compared with 2017:

Country	Growth	Growth in %
Ukraine	43,036	32.3%
China	41,468	12.7%
United Kingdom	24,205	5.7%
Spain	15,422	6.7%
United States	10,605	2.2%
Italy	9,645	2.9%
Japan	9,523	1.0%
Slovakia	9,263	3.1%
India	8,975	10.4%
Poland	7,022	3.0%

Greatest decline in visitor numbers compared with 2017:

Country	Decline	Decline in %
Israel	-18,757	-14.0%
Other Asian countries *	-14,259	-7.8%
Other American countries *	-13,192	-15.9%
Other European countries *	-10,502	-11.8%
Turkey	-6,939	-9.1%
Brazil	-6,750	-13.0%
Russia	-4,883	-1.3%
Korea	-4,184	-1.4%
France	-3,737	-1.6%
Australia	-3,204	-4.4%

Greatest growth in overnight stays compared with 2017 by country:

Country	Growth	Growth in %
Ukraine	68,616	24.4%
China	66,882	11.8%
United Kingdom	54,206	5.0%
United States	46,577	3.9%
Spain	29,567	4.6%
Poland	24,108	5.2%
India	22,947	11.1%
Taiwan	13,780	8.7%
Hungary	12,954	5.7%
Netherlands	11,682	3.0%

Greatest decline in overnight stays compared with 2017 by country:

Country	Decline	Decline in %
Russia	-106,490	-7.6%
Israel	-59,259	-13.6%
Other Asian countries *	-36,467	-8.9%
Other American countries *	-31,667	-16.2%
Other European countries *	-29,310	-14.4%
Turkey	-23,305	-12.4%
Denmark	-18,299	-9.3%
Brazil	-16,175	-12.0%
Germany	-14,632	-0.7%
South Korea	-13,827	-2.8%

** Groups of Asian, American and European countries not individually monitored by the CSO*

Written by: Prague City Tourism, 13.9.2019; Data sourced from the CSO