In 2018, we commemorated 60 years since the creation of the subsidized Organization known as the Prague Information Service, today's Prague City Tourism, and we actively took part in celebrating an even more momentous anniversary – 100 years since the founding of Czechoslovakia. We offered visitors and Prague residents a large number of heuristic talks and guided walks, supported the commemorative events and public had little to be mourned about – without much hesitation until Prague 1918-2018 was launched in 2018, the annual number associated with 28th October, but above all an overview of the most interesting events to mark the anniversary. Our “catalogue”, bearing the slightly different title Prague:1918-1992 was exceptional in its scope and design, not just in terms of our editorial series; it was conceived as a retrospective of the works of art, architectural gems, technical achievements and cultural and social phenomena of the Czechoslovak era.

The topical landing page prague.eu/en/czechoslovakia was available in Czech, English, German and French, and achieved higher-than-expected visitor traffic. Information, visuals, and photos from the website were welcomed and used by many tourist media organizations and professionals.

2018 saw the next stage of refurbishment work on the Old Town Hall, which included taking the astronomical clock down from the tower. Naturally, this had an adverse impact on visitor numbers, but thanks to an unprecedentedly successful marketing campaign we managed to mitigate the negative impact, and revenues from admission tickets reached a historical high. We followed up on our cooperation with the management of the New Town Hall, already established in 2017, and jointly created a special Town Hall Pass. Its holders were able to visit both Town Halls and go up both their towers, even twice in the case of the Old Town Hall tower – by daylight and after dark, to enjoy the unparalleled view from the observation gallery to the full. The Town Hall Pass swiftly became one of our best-selling items.

We also welcomed visitors to the celebrations marking the 600th anniversary of the founding of the Old Town Hall. The jubilee season of our ‘City Hall wide open’ initiative spanned five days, during which more than 2000 visitors attended dozens of exceptional lectures and tours and explored normally inaccessible areas. The initiative also won great acclaim from the Prague City Hall, for whose staff we held a special follow-up event.

Among the major achievements of 2018 was the deepening of cooperation between Prague City Tourism and other organizations in the travel industry. At the end of June we signed a memorandum of cooperation in the TouchPoint project with the Centre Bohemian Region. In December we launched a joint campaign in the New York subway: “No Spoilers. See it Live”, produced for TouchPoint by the Loosers creative agency.

Our Visitor Centres underwent a big change right at the start of the year. On 1st February, we took possession of a new representative Visitor Centre in the Terminal 2 arrivals hall at Prague Airport. The new Centre is open from 8:00 to 22:00 hrs and instead of the previous single counter position, up to four staff attend to clients.

The Infocentre services have kept up very high standards. During the whole of last year we received only positive feedback for its services. In the case of this year, TIC staff were particularly pleased with the feedback they received on the Town Hall Pass project. In the spring and summer months we received glowing testimonials to the newly established exchange programme with tourist information centres in Czech cities. As part of the programme we exchanged visits with staff from Liberec, Ostrava, Karlovy Vary, the Beskydy region and Brno.

The Prague.eu tourist information website has seen a record number of 4,800,000 visits from 223 countries and territories worldwide. The website kept first place in the Cities category and the Minister of Regional Development’s Special Prize in the Zlatý erb (Gold-en Coat of Arms) competition. We were also delighted to be awarded 1st and 3rd place in the TURISTPROPAG competitive review of promotional materials. In 2018 we also won 1st place for the CityOfPrague Instagram profile and second place in the respective categories in the Fénix content marketing contest.

We achieved significant progress in service improvement and staff training and our responsibilities to current developments in the labour market. In addition to the aforementioned exchange programme we gave utmost attention to the personal development and training of our Arbesovo Square back office.

Petr Slepička, Interim CEO/Statutory Representative of the Organization
ABOUT US

PRAGUE CITY TOURISM (PCT) is a marketing organization tasked with the development of domestic and international tourism in the Czech capital.

The traditional tasks of the Organization are to provide professional information about Prague’s tourist opportunities, to mediate tourist services to existing and potential visitors to the capital, to organize educational courses on the historical and present-day life of the city for the professional and lay public, and to provide visitor services to the historical premises of the Old Town Hall.

The core activities of the organization cover the promotion and marketing of Prague to tour operators; and international tourism, both within the Czech Republic and abroad.

The PCT is a byword for active tourism management; a modern service organization.

Prague City Tourism is a member of the prestigious international organization ECM (European Cities Marketing), and within it a member of the TIC Knowledge Group. ECM brings together some 110 European cities and large towns. Since autumn 2016, PCT is also a presiding member of the WTCF (World Tourism Cities Federation).

Within the Czech Republic we are active in the A.T.I.C. CR (Association of Tourist Information Centres in the Czech Republic); an associate member of the CR Association of Tour guides; the CR Association of Travel Agencies, and the regional coordinator of tourism for the capital city of Prague at the CR Ministry of Regional Development. The PCT actively collaborates with professional tourist associations at home and abroad, with the CzechTourism agency and Czech Centres, with the CR Ministry for Regional Development, the embassies of the CR Foreign Ministry, Czech Railways, CSA, Ropid and with the media at home and abroad.

Prague City Tourism is publicly co-funded by the Capital City of Prague. It was founded on 1 January 1958 as the ‘Prague information service’ and is one of the oldest organizations of its kind in Europe.

The Capital City of Prague decided by its resolution 37/126 of 17 May 2018 to transform our organization from a subsidized Organization to a joint-stock Company. To this end, a new Company was established, Prague City Tourism a.s. The expected migration date of the subsidized Organization’s activities to the joint-stock Company is 30 June 2019.

SEAT OF THE ORGANIZATION

Arbesovo nám. 70/4
150 00 Prague 5
tel. +420 221 714 714
praguecitytourism.cz
Prague.eu

MANAGEMENT

Petr Slepička, Statutory Representative
tel. +420 221 714 302
e-mail: director@prague.eu
praguecitytourism.cz
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ORGANIZATIONAL CHART PRAGUE CITY TOURISM 2018

ORIENTATION PROFILE

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ORGANIZATIONAL CHART PRAGUE CITY TOURISM 2018
A diverse neighbourhood with an industrial past, nowadays one of the most interesting Prague districts. The once dusty, industrial and commercial zone with a busy cargo port got its second wind in the new Millennium, as a rapidly blossoming and prosperous hotbed of art, creativity and design.
1. In comparison with other cities, Prague is relatively less visited by tourists. Our marketing goals are therefore:

a. to extend the zone of interest of visitors to include less exposed sites on the edges of the historical centre, outside of it, and in the wider environs of Prague, in particular when it comes to retaining them and also for future visitors to Prague.

b. to promote interest in the destination, targeting markets with the potential for increased visits to Prague even in Europe – currently, the United Kingdom is not included, and thus to increase the proportion of visitors returning to Prague repeatedly.

c. Compared to other capitals, Prague suffers from a reputation (not unjustifiably) of being a relatively cheap destination, combined with the fact that its main asset is its physical space – the essentially unchanged historical architecture. A lack of world-class prestigious cultural events further contributes to its attractiveness and makes it hard to attract the other types of tourism.

2. Downtown. A lack of world-class prestigious cultural events further contributes to its attractiveness and makes it hard to attract the other types of tourism.

3. Prague's historical centre is overburdened with tourism, except for the winter period. Yet, some 70% of those coming to Prague are first-timers. This implies that the historical centre is and will continue to be the primary goal of most visitors for a long time to come. One of the main reasons is how the historical centre is managed. Because of its urgent need for renovation, the historical centre is and will continue to be the primary goal of most visitors.

4. Yet, some 70% of those coming to Prague are first-timers. This implies that the historical centre is and will continue to be the primary goal of most visitors for a long time to come. One of the main reasons is how the historical centre is managed. Because of its urgent need for renovation, the historical centre is and will continue to be the primary goal of most visitors.

In 2018 Prague City Tourism continued in its medium-term marketing strategy, which is based on the following principles.

In line with the planned themes of campaigns we now focus on creating topical landing pages (e.g. Christmas, Czechoslovakia, etc.). The landing pages follow a similar concept and are completely integrated into the Prague.eu structure allowing quick and easy display of information on a specific topic, ideally applicable for campaigns with the option of redirecting to a distinct domain. The landing pages in most cases correspond to the printed thematic titles or short-term campaigns (e.g. Christmas, Czechoslovakia, etc.).

Our marketing communications tools are primarily:

- Printed titles (brochures and maps) distributed in our information centres, at trade shows, through partner organizations and other entities
- Our tourist information centre networks
- Advertising – outdoor, print, online

In 2018, we launched a public tender and contracted the provision of social media services with the third-party advertising agency.

The Prague.eu website is the main platform of our marketing communications. It is designed to promote Prague as a friendly, interesting and accessible city. Its main purpose is to promote interest in the destination, targeting markets with the potential for increased visits to Prague even in Europe – currently, the United Kingdom is not included, and thus to increase the proportion of visitors returning to Prague repeatedly.

The obvious benefits of using the Prague.eu website as the main platform of our marketing communications are:

- As a friendly, interesting and accessible city. Its main purpose is to promote interest in the destination, targeting markets with the potential for increased visits to Prague even in Europe – currently, the United Kingdom is not included, and thus to increase the proportion of visitors returning to Prague repeatedly.

In addition, we use social media in the following ways:

- Social media – Facebook, Instagram, Twitter, Pinterest
- Our tourist information centre networks

Social Media

Social Media
initiative organized largely by the Czech Association of Hotels and Restaurants, we ran a winter campaign to present the fabled Prague Christmas markets and the overall magic of assisting with the accompanying programme and providing promotional materials. The most successful was undoubtedly the City Hall wide open programme. In 2018 our Press department focused primarily on increasing awareness of Prague City Tourism’s activities, for whose delegates we prepared two special walking tours. The press conference, follow-up individual tours of the Town Hall as well as interviews yielded several dozen media outputs, not just in print, but also in radio and television broadcasting. In 2018, Prague City Tourism and our activities were covered in a total of 540 articles.

In 2018 we supported congress tourism, as every year, primarily in cooperation with Prague Congress Bureau, comprising the promotion of major congress events in Prague by way of assisting with the accompanying programme and providing promotional materials. During the year, the PCT participated in putting on 90 press trips for foreign media journalists, photographers and bloggers and 21 fam trips for representatives of international travel agencies. For this, the PCT held 131 media events in international print media, blogs, videos and radio reports. The most influential media we worked with include the French television channel TV5 Monde, the Austrian Kronen Zeitung, the British Lonely Planet Magazine and last but not least The New York Times. We established our most prolific cooperation with the editors at Czech Television, and PRAGUE TV; as for radio broadcasts, we featured on the airwaves of Czech Radio, as well as in the Prague nutshell programme on the Express and Classic radio stations. Regular bulletins on Prague’s attractions in the Jihlavské listy regional daily. We secured and arranged the promotion of Prague City Tourism in the Czech Republic – Guide Association catalogue, in the Prague Symphony Orchestra programme, in the Czech Tourist Club pro- fessional network in the Best Prague Restaurants, 2017 competition, in the Blonie maga- zine LUI, in Ekonom magazine and on the Woman.sk website. We worked together with international media – giving information, comments and interviews to e.g. Huffington Post India, Trip Advisor São Paulo, Radio France Inter and the Los Angeles Times. In 2018 our Press department secured regular advertising of our activity in titles published by KAM po Česku (‘WHERE-TO in Czechia’), in the Metro daily paper, the COT magazine, the City magazine section of MF Dnes, the CityMag magazine for foreign visitors and in the Mandarin-on-the-Magazine of train dining and leisure cars. In the summer months we put together an extensive supplement in the Jízda země (‘My Country’) mag- azine and in cooperation with KAM po Česku publishing house put together a five-part series on Prague’s attractions in the Jihlavské živnost regional daily. We secured and arranged the promotion of Prague City Tourism in the Czech Republic – Guide Association catalogue, in the Prague Symphony Orchestra programme, in the Czech Tourist Club pro- fessional network in the Best Prague Restaurants, 2017 competition, in the Blonie maga-
In 2018 the most significant congress hosted was the E.D.E. (European Association for Directors and Providers of Long-Term Care Services for the Elderly).

EXHIBITIONS, FAIRS AND SPECIAL EVENTS
Each year, we participate in trade fairs focusing on tourism at home and abroad. We participate in special events at festivals, conventions, annual meetings and conferences. At these events, we collaborate with other tourism bodies, such as A.T.I.C. ČR, CzechTourism, Prague City Hall (MHP), Prague Convention Bureau, Czech Airlines, etc.

In 2018 we launched a new concept with its own booth – in cooperation with the MHP along with other municipal organizations. For example, at trade fairs like Holiday World and ITB Berlin the option to include free-of-charge displays on our stand was taken up by the MHP, Cultural Heritage Department, the City Library, Prague City Gallery, Prague Zoo, Prague Botanical Gardens, Prague City Theatres, and the City of Prague Museum.

TRADE FAIRS WITH PCT PARTICIPATION IN 2018

DOMESTIC FAIRS
- Holiday World, Prague – tourism fair .........................................................15-18 Feb
- Holidays and the Region, Ostrava – tourism fair ............................................2-4 Mar
- TravelFest, České Budějovice – tourism fair .....................................................13-14 Apr
- ITE P, Plzeň – tourism fair .............................................................................20-22 Sep
- Czech Travel Market, Prague – professional tourism fair .................................22-23 Nov

FAIRS ABROAD WITH PCT PARTICIPATION IN 2018
- ITB Berlin, Germany – tourism fair ........................................................................7-11 Mar
- British Tourism and Travel Show Birmingham, UK – tourism fair .....................21-23 Mar
- ITF Bratislava, Slovakia – tourism fair .................................................................24-28 Mar
- ILTM Latin America, Brazil – tourism fair and presentation .......................................9-16 May
- BITE Beijing, China – tourism fair ........................................................................15-17 Jun
- World Travel Show, Warsaw, Poland – tourism fair .............................................19-21 Oct
- WTM London, United Kingdom – tourism fair .....................................................5-7 Nov

PARTICIPATION AT OTHER PARTNER EVENTS IN 2018
- 'The Magnificent 7', Prague – sports event .........................................................7-8 Apr
- ‘Ships on the Elbe’, Nymburk – water tourism, festival ........................................5 May
- Czechoslovak festival, Prague – Czechoslovakia founding centennial ...............8-9 Sep
- Tourfilm Karlovy Vary – film festival (mTIC) .......................................................5-6 Oct

COOPERATION AND PARTNERSHIPS
One of the key steps in marketing our destination is the synergy between four stakeholders – Prague City Tourism, Prague Airport, CzechTourism and the Central Bohemia Region – in the TouchPoint initiative. This means joint marketing activities primarily on the more distant markets, joint presentations and marketing campaigns (see International Campaigns above).

CzechTourism and Prague Airport also continue to be our strategic partners beyond the TouchPoint initiative, as partners we engage in mutual coordination through shared marketing procedures, shared stands at trade fairs and joint participation in the organization of press trips and presentations.

Our campaign with ČSA Czech Airlines, the national carrier, continues to promote Prague with a branded Airbus A319 and there is also a similar cooperation with Austrian Airlines.

The marketing cooperation between PCT and ČSA has also included the creation of stylish promotional bags, branded on both sides.

From a professional point of view, an invaluable source of information and inspiration continues to be PCT membership in the European Cities Marketing organization, whose activities (e.g. the 2018 City Marketing Masterclass in Amsterdam) and its dynamic recognition of and response to changes in the industry have been invaluable to us.

Dresden Festival, Dresden, Germany – city festival (mTIC) ........................................17-19 Aug
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Every cloud has a silver lining. And this is doubly true for Karlín. After the disastrous floods of 2002 this neglected neighbourhood rose like a Phoenix from the ashes and radically changed its look and feel. Today it is a popular and modern part of the metropolis, full of cafés, pubs, restaurants and diverse cultural life.
TOURIST SERVICES

TOURIST INFORMATION CENTRES (TICs) / VISITOR CENTRE

In 2018 Prague City Tourism operated five tourist and visitor information centres, located in the historic heart of the City and at Václav Havel Airport in the arrivals halls of both terminals.

Overview of PCT tourist and visitor centres:
- Old Town Hall, Old Town Square 1, Prague 1 – Old Town
- Na Můstku (Rytířská 12), Prague 1 – Old Town
- Wenceslas Square (corner of Štěpánská Street), Prague 1 – New Town
- Václav Havel Airport, Terminal 1 – arrivals hall, Prague 6 – Ruzyně
- Václav Havel Airport, Terminal 2 – arrivals hall, Prague 6 – Ruzyně

With the exception of the information centre on Wenceslas Square, all TICs are open 365 days a year.

In the information centres we cover (among other things):
- all information about Prague (culture, tourism, getting around the city, transport, accommodation and dining, commerce and services, nature, sport, useful addresses, monuments, museums, etc.)
- information brochures about Prague, maps and leaflets for free
- entrance tickets to cultural events (Ticketmaster, Colosseum Ticket)
- accommodation bookings
- sightseeing tours in Prague and surroundings, excursions, boat trips
- sales of public transport season tickets
- sale of the Prague Card
- sales of merchandising items

In the course of 2018 our TICs were visited by 1,304,710 people and we responded to 1,633,623 inquiries.

We noted a trend toward a lower number of visitors asking more questions. Visitors were more inquisitive and had more questions than in years past, in view of the growing range of printed thematic guides. Visitors also showed more interest in places beyond Prague’s historical centre.

In our information centres at the airport we also represent CzechTourism and Czech Railways. Under this cooperation agreement we sold nearly 65% more rail tickets year-on-year against 2017. Our staff are very well briefed on selling inland railway tickets.

New Visitor Centre in the Terminal 2 arrivals hall
At the end of January 2018 we closed our original information centre in the Terminal 2 arrivals hall and on 1st February we took charge of a brand-new visitor centre that we obtained from Prague Airport, expanding the previous one-person counter to 4 positions.

The T2 Visitor Centre provides comprehensive services to visitors every day from 8:00 to 22:00 hrs.; the first months of operation have already quadrupled the number of queries, doubling our sales compared with the previous year.

New graphics for the Wenceslas Square TIC
In the autumn of 2018 and 4 years after it first opened we revamped the TIC on Wenceslas Square and rebranded it per our design manual in cooperation with Touch Branding, decking our kiosk in new colours and design.

New staff outfits in the TIC
At the start of 2018 we contacted costume designer Stáňa Šlosserová with a request to design uniforms that were not just smart and professional but functional and comfortable all-year-round. Our cooperation saw a success and in the autumn all TIC staff received their new outfits.

Service quality provided
In the interest of improving the quality of the services provided we had our TIC staff attend a variety of training courses and talks including those run by Prague Airport; training seminars organized by the A.T.I.C. ČR, as well as visits to museums and tourist destinations (the National Technical Library, the Lobkowicz Palace, the ZOO, etc.)

In 2018 we also started a new exchange programme between the PCT TIC staff and staff at selected TICs in the Czech Republic. Our staff visited information centres in Liberec, Ostrava, Karlovy Vary, in the Beskydy region and in Brno and staff from these locations came to our TICs to exchange and share experiences and knowledge.

Awards won by the TICs
In the 2018 contest to find the most popular TIC in greater Prague, organized by the A.T.I.C. and the KAM po Česku publishing house our TIC at Prague airport T1 won first place and the downtown TIC at Na Můstku came second.

TOURIST SERVICES
Since 2014 we have also been running a mobile information centre (mTIC) in addition to the classic TICs, using an adapted delivery van. It is primarily used for short trips around the Czech Republic, where it promotes Prague as an attractive tourist destination, e.g. by supporting seasonal marketing activities. It also makes an appearance at the various urban festivities, late-night time festivals as well as tourism trade fairs and in the border regions. In 2018 we unified the visual design and rebranded the mTIC along the lines of the “Prague:emotion” branding, using the slogans ‘Prague:so near’, and ‘Prague:joy’. An overview of events undertaken in 2018 with the mTIC:

- ‘Holidays and the Region’, Ostrava – tourism fair ...................................................2-4 Mar
- TravelFest, České Budějovice – tourism fair ........................................................13-14 Apr
- ‘Ships on the Elbe’, Nymburk – water tourism, festival  .............................................5 May
- Opening of the Spa season, Mariánské Lázně – city festival ..........................12 May
- 60th anniversary of the Prague Information Service, Prague-Vyšehrad ....13 May
- City festival, Olomouc – regional celebrations ......................................................3-4 Jun
- Liberec Fair – city festival .............................................................................19 Jun
- A picnic in the Botanical, Prague – Czech rambler’s association hike ..........10 Jun
- Dresden Festival, Dresden, Germany – city festival ........................................17-19 Aug
- ITEP, Plzeň – tourism fair .............................................................................20-22 Sep
- Tourfilm Karlovy Vary – film festival .......................................................5-6 Oct
- World Travel Show, Warsaw, Poland – tourism fair ......................................19-21 Oct
Our official tourism website was upgraded during 2018 in keeping with our new visual identity and usability. Its popularity is on the rise and visits show an upward trend. In 2018, we saw a record number of 4,802,203 visits from 223 countries and independent territories of the world (some 36% more than in 2017 and about 105% compared with 2015). For the first time in the website’s history we passed the milestone mark for visits in a single month. The ever-growing interest in the website is handled by three dedicated servers and a Content Delivery Network (CDN) service that simplifies data transfer.

The tourism website is a user-friendly information source for the Czech and international public, especially for current and prospective tourists. In addition to monuments, museums, galleries, shopping, events and other interesting places and activities in Prague, the website offers a comprehensive calendar of events, updated daily, interesting topical articles and many other hints and tips. The website is available in 21 languages and features many photographic images, including virtual 3D tours of the most famous Prague landmarks.

The popular landing pages (microsites) focus on promotions, seasonal propositions of the capital and provinces of our current marketing topics. The pages always have an easy to remember address, under the Prague.eu domain.

The main theme for 2018 was a special landing page to mark the 100th anniversary of the Czechoslovak Republic – a page formed at the end of 2017 with progressively added content (prague.eu/czechoslovakia).

As for seasonal topics we focused on Valentine’s Day (prague.eu/valentine-in-prague), and Easter and Christmas in Prague (prague.eu/easter, prague.eu/christmas).

As for marketing topics, these included the Hotel Night (prague.eu/cs/noc-hotelu), a more in-depth look at the Prague café scene (prague.eu/cafes), Prague walks off the tourist-beaten path (prague.eu/walks), as well as Prague and design (prague.eu/design).

In cooperation with the Prague Municipal Authority we promoted the Prague vineyards 2018 initiative (prague.eu/cs/vinice).

The corporate site, located at praguecitytourism.cz, in Czech and English versions, is aimed primarily at tourism professionals. These pages are used by the domestic and foreign media, by tour guides, or those attending tourism courses.

In April, our tourism website Prague.eu successfully retained the first place it successfully retained in 2017 in the category of the Minister for Local Development’s Special prize for the best tourism web presentation, as part of the Zlatý erb 2018 competition.
TOUR GUIDE SERVICES

In 2018 our tour guide office provided guides for 1,426 occasions and events (up 237 on 2017) attended by a total of 15,458 people.

We run guided group tours in English 3 times a week. Overall, in 2018 we ran 220 such tours for 471 persons.

One innovation as of 1 July 2018 is to provide guide services aboard the historical trams run by the Prague Public Transport Co. As ever, we organise Easter and Christmas walks and events for the VIP Guide Club’s events. Together with the marketing department, we arranged press and fan trips as well as programmes for bloggers and influencers (47 events).

We have ongoing cooperation with government departments, notably the Ministries of Foreign Affairs, Agriculture, Education, Youth and Sports, with the Czech Academy of Sciences, Charles University (Erasmus programmes), and others. We arrange well-attended and appreciated Open Days for the Czech Ministry of Trade and the Ministry for Regional Development.

We organise Easter and Christmas walks and events for the VIP Guides’ club (61 events). Together with the marketing department, we arranged press and fan trips as well as programmes for bloggers and influencers (47 events).

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In terms of participation in notable initiatives we have organised tours for congress, events and conferences such as V-MIS France, Prague Events, Regensburger Kantorei, Alliance Française, the State Office for Nuclear Safety, Korut and Karfer Wmn, Manna Shop Prague, Wide Web, Český Sport OP golf, Winch-O-Chetney, All Sweng, MoveES, Denmark, and others.

ONLINE SALES SYSTEM

The online sales system eShop.prague.eu serves as an online store (e-shop) and at the same time is used by workers in the TICs as a sales tool for the respective branches. It is affiliated to the Prague City official tourism website, Prague.eu.

This system offers:

- tickets to the educational walks we organise
- accredited tour guide courses
- Employers’ University of Prague
- Foreign language group walking tours
- merchandising items
- online reservations to events run by the City Hall and our partners
- in 2018 we were updated towards their user interface, and optimised for mobile viewing.

In 2018 we expanded our professional photo portfolio to include product videos. The e-shop is now available in 3 languages. In 2014 German was added to existing Czech and English versions.

One of the most appreciated services is the online ordering of maps and brochures free of charge, for shipping costs only. We provided some 75,800 copies of maps and brochures in this way in 2018. In terms of our merchandising items, we made some 600 transactions. Additionally, some 12,500 educational tours were booked via the e-shop. In total, 5,039 transactions were successfully processed. Online sales accounted for 75% of all sales.

Every Thursday, Friday, Saturday
Start at 11 a.m. and 2 p.m.
Duration 2 hours
Price 300 CZK per person
Professional guides

Are you a born explorer? Then leave the crowds behind and book one of our private Prague Neighbourhood Tours
» Vyšehrad:
The legendary seat of Czech princes, incredible views and Prague’s most famous cemetery
» Under green arches:
A spectacular walk through some of Prague’s most beautiful parks and gardens (with views)
» The Karlín story:
From rags to riches, the decline and rise of a neighbourhood reborn
» Vinohrady/uni2008/Vršovice:
Two neighbourhoods with Belle-Epoque flair and a passion for the good life
… and more
Find them all at www.eshop.prague.eu/tours
Price example:
900 CZK per person for two people for a 3-hour tour. For the same tour with four people, the price is 550 CZK per person. To confirm your tour price, kindly contact us.

To book a private walking tour:
In person at the guide office in the Old Town Hall
guides@prague.eu
+420 221 714 569
www.eshop.prague.eu/tours
Prague: Stromovka
An oasis of peace and quiet, an island of greenery in the midst of a busy capital city, Prague's own 'Central Park'. The former royal hunting reserve has a unique character and a heartbeat with its own rhythm. Every day, a diverse range of visitors come here for relaxation - be they 'bohemian' hipsters, families with kids, romantic couples or dog-walkers, lovers of jogging or in-line skating.
In 2018, we published 24 different brochures, maps and leaflets with a combined press run of over 2,700,000 – in some up to 13 languages. Printed materials are an integral part of our range of tourism services and constant promotional activities. They provide essential information about the city, present current marketing topics and are a platform for promoting Prague as a destination tough at home and abroad.

The Centenary of the Czechoslovakia Republic was a major theme for our advertising activity. Early in 2018 we launched the publication Prague 1918-2018, mapping out the places and personalities key to the country’s inception. The brochure was complemented by a calendar of events and a photography exhibition throughout the city.

The Old Town Hall in Prague was listed as a UNESCO World Heritage Site in 1992 and has been regarded as a representative of antique works of art, architectural gems, technical achievements and cultural and social phenomena of the Czechoslovakia era.

Prague is one of the greenest capitals in the world. Prague’s historical gardens, parks, ornamental and rare edible species and city suburban parks offer space for recreation or sports activities, but can often bring some discomfort. Visitors can find all they need to know about Prague’s gardens, including list of practicables in our dedicated booklet Prague Green Spaces.

We also publish special brochures popular with residents that highlight the city’s cultural offerings in the current period, more space is given to significant national holidays and anniversaries (e.g. Easter, Ash Wednesday). 100 years of Czechoslovakia, colloquially known as the Great War, 1918-1919, and 2014-2018 are commemorated in these brochures as well as the Prague’s quarters also cover interesting locations or districts off the tourist-beaten path.

In the Prague culture brochure we mapped out Prague’s diverse cultural offerings throughout the year. In 2018 we also cover music, opera and theatre, including the major events taking place in public space. The brochure contains a wealth of information about the city’s vibrant culture. 2018 was a watershed year for one of the most visited cultural monuments in Prague – the Old Town Hall, where every year since 1992 the astronomical clock, was undergoing renovation. From 2018, it was replaced by a new Astronomical Clock, developed in cooperation with the Prague clock master. The new publication brings a comprehensive and local account of the marked market, not forgetting issues pertaining to its recent recording. The booklet includes a number of impressively photographed panoramas.

We have reprinted or updated our most popular titles, especially our gastronomy guides describing the beer, café and wine scenes as well as brochures focused on Prague walks outside the centre, Czech design and Prague’s Jewish heritage.

The materials are available free-of-charge at our information desks and our websites, and are also available in English, French, German, Italian and Spanish via our dedicated website. These brochures are distributed in the Prague City Tourism outlets, events and congresses, international trade fairs and events in Prague.

The whole range is available in electronic format for downloads from the Prague as well and from our corporate pages praguecitytourism.cz. We now offer the option to browse through the brochures online, thanks to the digital publishing tool issuu.com. We also offer the option to order and have our information materials delivered via our shop for the cost of postage.

TITLES PUBLISHED IN 2018

<table>
<thead>
<tr>
<th>TITLE</th>
<th>FIRST-PRINT DATE</th>
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<td>Prague Summer</td>
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<td>Prague New Year’s Eve</td>
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Awards

In April 2018 we received valued recognition for our printed materials. In the 3rd annual TOURIST&DEAL competition showcasing tourist promotional materials we won 1st and 3rd place in the Tourism products category. The professional jury has made its choice from amongst 101 entries from nearly 40 different countries. First place among the tourist guidebooks went to Prague Jewish, the first book went to our Prague 1918-1945 catalogue.

PRAGUE CITY TOURISM

www.prague.eu

To find out more about our services and future events subscribe to our newsletter.

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The Prague Preview
Early in 2018 we finished a complete makeover of all our sales outlets. The counters were updated with a more appealing appearance and brand new, practical arrangements. The modifications also brought a new sales point for single tickets. Demand for our products grew, as the visitors’ interest in our Old Town Hall building and its history also increased.

As a result of the improvements, the admission sales were significantly increased. The seasonally impacted admission numbers. Early in the year we drew up a detailed plan for the construction of the Old Town Hall Tower. The plan included the construction of a temporary rest area on the building roof, and the installation of new lighting and information boards. The plan was approved in December 2017, and the work began in February 2018.

In May 2018 we finally opened the Old Town Hall Tower. The tower, which was closed due to the restoration work, was reopened in December 2017.

In 2018, the Old Town Hall became the venue for a series of commemorative events. In May 2018 it was one of the venues for celebrating 60 years since the founding of our organization with a range of topical and tailored tours. At the same time the reception area was improved, and new exhibition space was created. The castle was also the site of the Defenestration of Prague, an event that took place on November 10, 1618.

The Defenestration of Prague was a significant event in the history of the Old Town Hall. It was a result of the political situation in the 17th century, when the ruling class was calling for a change in government. The event culminated on the anniversary date with a ceremonial unveiling of the Neo-Gothic altar damaged in the fighting of 1945, now returned to the Old Town Hall Chapel after 73 years.

The culmination of the Old Town Hall Foundation's 60th anniversary was the opening of the Red Room. The Red Room is a new exhibition space opened on the second floor of the Old Town Hall Tower. The Red Room is dedicated to the history of the Old Town Hall and its role in the development of Prague.

The Red Room is the result of the foundation's efforts to preserve and promote the history of the Old Town Hall. The foundation is a non-profit organization that works to preserve and promote the history of the Old Town Hall and its role in the development of Prague.

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Prague: Vršovice

This originally working-class district, somewhat overlooked and with a rural feel has gained popularity in just a few years thanks to the lively cultural life in local cafés, clubs and bars. Unmistakably part of the appeal of Vršovice is its matchless inter-war church architecture.
EDUCATIONAL TOURS
The Prague local history educational tours offer visitors, whether from Prague or further afield, the chance to get acquainted with the history and architecture of major Prague buildings and entire neighborhoods. Those interested can join tours outdoors as well as guided tours of significant buildings in downtown Prague and beyond. Key natural sites and special Nordic-walking tours and other regular events for our youngest visitors. In addition to the scheduled tours we also arrange for personally booked viewings and tours. For schools, churches, clubs or institutions. In 2018 the Prague educational tours for the public were supported by the Czech Museum of Natural History and Czechia’s Ministry of Transport and Development. The full program for the 2018 season included guided tours and talks held between 17-21 October (for a fee of 100Kč). We marked our 60th anniversary of the Prague Information Service with events at Vyšehrad.

The Prague tour guide service has been joined by 108 new members since the last report. The new members have all been instructed in various tours and talks held between 17-21 October (for a fee of 100Kč). We marked our 60th anniversary of the Prague Information Service with events at Vyšehrad.

TOUR GUIDE TRAINING
For those interested in working as licenced tour guides we provided accredited courses and further education opportunities. Throughout 2018 we organized six courses for the Prague Guide and Tourist Guide aspiring licence holders. In cooperation with the Jewish Museum in Prague we also organized 2 courses on ‘Tour Guiding the Jewish Museum in Prague’. Applicants from among existing tour guides were offered a total of 135 follow-up education events, attended by 1,738 tour guides.

We also continued renewing and issuing Prague guide pass cards. In 2018 a total of 80 passcards were issued, bringing the total number of holders to 1,461. Under the education remit we also prepared a professional qualification exam for Prague tour guides – undertaken by 16 candidates, 10 of whom passed.

THE EVERMANN’S UNIVERSITY OF PRAGUE
2018 marked 100 years since the founding of independent Czechoslovakia. The Evermann’s University of Prague put together a special course on the subject, which met with such interest that it was repeated in the autumn, as well as a special set of lectures and tours organized in cooperation with the National Museum (giving Prague a new role of a capital of the First Republic). We offered quite new topical treatments on the history, architecture and attractions of Prague (the ‘fated eights’ historical years, Interesting chapters in Prague’s history, etc.). One highly appreciated novelty was a separate set of tours about JewishLEGEND, and a special set of tours about JewishLEGEND. As in previous years, this year’s attendees had the option to book their places in both semesters at preferential rates, which was taken up by over two-thirds of the candidates. The course was made available for all ages, and took the form of a four-week course. In the autumn a newly conceived lecture series dedicated to genealogy research.

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EVERMANN’S UNIVERSITY OF PRAGUE IN NUMBERS
Total series offered: 11
Total events: 196
Total attendees: 513
Professional library
The library holds some 12,000 volumes and is aimed at tour guides, course-takers, employees and interested parties from among the professional public. In 2018, we registered 51 new readers. Anyone can find the book catalogue on the praguecitytourism.cz website, with books taken out and returned daily via reception.

TOUR GUIDE TRAINING IN NUMBERS
Total courses: 8
Total course attendees: 108
Total training events: 135
Total follow-up education participants: 1,738
Total Prague Guide passcards issued: 80
Total number of Prague tour guide passcard holders: 1,461
PRAGUE LOCAL HISTORY IN NUMBERS
Total tours: 506
Total visitors: 15,894
Total advance tickets sold: 12,525
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Total visitors: 15,894
Total advance tickets sold: 12,525
The ostentatious and palatial district with a hint of old Paris was built at the turn of the 19th and 20th century to an overall urbanistic design. The historicist and Art Nouveau houses are arranged in regular rectangular blocs, interspersed with broad boulevards. The elegant mosaic of Vinohrady is tastefully complemented by cozy parks and spacious squares.
<table>
<thead>
<tr>
<th><strong>2018 IN PRAGUE CITY TOURISM NUMBERS</strong></th>
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<tbody>
<tr>
<td><strong>12,464,956</strong> web page views</td>
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<tr>
<td><strong>4,802,203</strong> visits to the PCT websites from 223 countries and administrative areas worldwide</td>
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<td><strong>2,700,500</strong> tourist brochures, maps and leaflets issued</td>
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<td><strong>1,533,623</strong> inquiries answered at the TICs</td>
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<td><strong>1,304,710</strong> visitors to the TICs</td>
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<td><strong>999,409</strong> visitors to the Old Town Hall</td>
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<td><strong>220,000</strong> Prague.eu Facebook fans</td>
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<td><strong>75,800</strong> copies of printed tourist materials ordered through the e-shop</td>
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<td><strong>23,200</strong> Prague City Tourism Facebook fans</td>
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<tr>
<td><strong>12,625</strong> volumes in the PCT professional library</td>
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<td><strong>12,525</strong> inquiries answered</td>
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<td><strong>220</strong> organized group outings</td>
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<td><strong>190</strong> tour guides taking up follow-up education classes</td>
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<td><strong>1,424</strong> events provisioned by the tour guide office</td>
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<td><strong>800</strong> orders shipped from the e-shop</td>
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<td><strong>540</strong> features in the press and digital domestic media</td>
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<td><strong>513</strong> students at The Everyman’s University of Prague</td>
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<tr>
<td><strong>506</strong> volumes in the PCT professional library</td>
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<td><strong>600</strong> orders shipped from the e-shop</td>
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<td><strong>540</strong> features in the press and digital domestic media</td>
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<td><strong>80</strong> Prague Guide passcards issued</td>
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<td><strong>10</strong> trade fairs in the CR and abroad with PCT participation</td>
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<td><strong>3</strong> tourist information centres under PCT stewardship</td>
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### PCT BUSINESS PERFORMANCE IN 2018

#### Key communication themes for Prague in 2018 were the 100-year anniversary of the founding of Czechoslovakia, the Prague Castle Fire, and the Prague Castle historical building.

#### Services for visitors were closely related to the activities of the PCT TICs, which saw an increase in sales of 12.3% in 2018, driven by an increase in the number of visitors to Prague. Total sales were in the range of 55 million CZK.

#### On the financial side, 2018 has been very successful for the PCT. Total sales for 2018 amounted to 117.3 million CZK, representing a 5.5% increase from the previous year. Cash inflow amounted to 47.6 million CZK, an increase of 25.8% compared to 2017. Total operating expenses were 74.3 million CZK, a 22.7% increase from 2017.

#### Key figures for 2018:
- **Total Sales**: 117.3 million CZK
- **Cash Inflow**: 47.6 million CZK
- **Total Operating Expenses**: 74.3 million CZK
- **Net Profit**: 29.6 million CZK

#### PCT BUSINESS PERFORMANCE IN 2018 (In thous. CZK)

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<th>Category</th>
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<td>State subsidies</td>
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<td>30,956,500</td>
<td>30,885,500</td>
</tr>
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</table>

#### PCT: 2018 FINANCIAL BREAKDOWN

- **Non-capital contribution**: 27,702,500 CZK
- **Income tax**: 5,759,000 CZK
- **Total sales**: 117,277,300 CZK
- **Total operating expenses**: 74,364,500 CZK
- **Total profit**: 42,912,800 CZK

#### Key activities for 2018:
- **Professional information services**: 2,326,000 CZK
- **Promotional activities and marketing communications on many channels**: 828,400 CZK
- **Supplemental activities**: 793,000 CZK
- ** Purchased transport fares and sales items**: 7,648,100 CZK

#### Key metrics for 2018:
- **Total profit**: 42,912,800 CZK
- **Total sales**: 117,277,300 CZK
- **Total operating expenses**: 74,364,500 CZK
- **Depreciation of fixed assets**: 239,000 CZK
- **Energy consumption**: 128,000 CZK
- **Consumed purchases**: 8,467,300 CZK
- **Consumables**: 7,648,100 CZK
- **Travel expenses**: 657,600 CZK

#### Key figures for 2018:
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**Note**: The data includes all relevant metrics related to the business performance of the Prague City Tourism and Information Centre (PCT) for the year 2018. The fiscal year for the PCT is January 1 to December 31. All financial figures are in Czech koruna (CZK).
Prague: Žižkov

This quirky enclave spread over hilly terrain has always had a rather nonconformist bohemian character, by dint of its populace – labourers, hustlers, students and artists of all kinds. Although the wheel of history has moved on a great deal since then, luckily the local ‘free-wheeling’ atmosphere remains.
For the sixth time in a row Prague broke records in terms of the total number of overnight stays as well as the total number of guests. Growing interest in the Czech capital was evident not only among domestic visitors but also from abroad. 2018 was typified by growing demand from the Chinese, but also Ukrainians and the British. Prague has kept its place as the most visited city and region of the Czech Republic.

Prague hotels, guesthouses, hostels and campsite accommodated 7,895,002 visitors in the year, amounting to 18,256,481 overnight stays. As in previous years, the predominant contingent were visitors from abroad, of whom Prague welcomed 6,674,368 (84.54%) with 1,220,634 (15.46%) residents staying in registered tourist accommodation.

Of the 55 countries and territories tracked by the CSO, 33 showed increased and 22 decreased arrivals to Prague. The total number of overnight stays topped 18 million, of which 16,342,147 (87.1%) were non-residents and over 2 million (12.9%) visitors from the Czech Republic.

Compared with 2017 the number of overnight stays grew by 200,643 (1.1%). Residents contributed to this increase by 190,551 overnight stays.

The overall average length of stay reached 2.3 nights. For locals, it was 1.7 nights, for visitors from abroad 2.4 nights. Exceptional lengths of stay are characteristic of Russians (3.6 nights) and Israelis (3.3 nights). Brief visits to Prague were made by South Koreans (1.6 nights) and the Chinese (1.7 nights).

Net occupancy of bed-places in 2018 reached 66.4% and room occupancy 69.3%. The highest room occupancy rates were evident in the five star hotels.

During 2018 Prague hosted a total of 4,534 conferences, attended by 536,232 participants, up 146 events on 2017.

Inbound tourism developed positively in the Czech Republic as a whole. Total visitor numbers surpassed 21 million for the first time, while overnight stays topped 55 million. Visitor numbers and overnight stays grew year-on-year in all regions. Prague accounted for 37.1% of visits from abroad, and 11.47% of in-country visits.

Detailed statistics and analysis of incoming tourism to Prague including international comparisons and other interesting numbers about Prague, visitor traffic to sites, etc. is available in the specialist Statistics and Analyses section of praguecitytourism.cz.
Prague: Střešovice

Střešovice is a showroom of modern architecture of the inter-war period. The local garden suburb full of original and imaginative villas draws the imagination back to the First Republic and its Prague high society.
In 2019, our Organization will keep to much the same marketing priorities. We aim to improve and better document our digital communications with our clients, partners and visitors to Prague, by deploying an executive CRM system. We need to streamline the distribution of our printed materials. 2019 is to be a year for optimizing internal processes.

A major year-long marketing theme will be the Prague districts of Letná & Holešovice, Karlín & Vinohrady, each of which has the potential to become a popular destination for visitors to Prague, the marketing focus will be towards the events of November 1989, and we shall actively focus on families with children. We aim to devote more time to communication on the domestic market, better promotion of our own activities and products and to improve our merchandising programme.

We shall terminate our sales of and cooperation with the Prague Card in early 2019 and continue help create the new Prague Visitor Pass tourist card. We expect lower TIC revenues in the first half of the year due to dropping the tourist card. At the same time, we will seek out new opportunities in the services provided by the TICs.

Training TIC staff and organizing follow-up education (e.g. visits to museums, exhibitions and extra-normative and extra-accessible buildings) will remain our priority. We will continue to arrange for TIC staff exchange programmes with information centres, not only in Czechia, but also abroad. We will also pay close attention to the personal development and training of back-office staff.

At the Old Town Hall through activities for residents we will mark anniversaries of major historical events and historical figures (the first Prague defenestration, Václav IV., the Velvet Revolution). We will make changes in our scheme for children-focused and evening tours and revise how we present national cultural monuments to the public (via the web). We will build on the results of the safety audit from 2018 and take steps towards giving more clarity about our services portfolio (e.g. by introducing foreign language entrance tickets).

Much attention will be paid to preparations for the upcoming reconstruction of the interiors of the Old Town Hall, which will very significantly impact the existing running of the whole historical building, including the TIC and tour guide services office.

For 2019 we have a range of events, lectures, and local history educational tours planned, particularly to mark 30 years since the Velvet Revolution. In this respect we will focus on bringing to attention other ‘figure nine’ anniversaries e.g. the introduction of the Czechoslovak currency, the occupation of Czechoslovakia by Nazi Germany or the CR joining NATO. Within these series of lectures and outings the Everyman’s University of Prague programme will cover these special topics: Prague during the First Republic, interesting chapters from the history of Prague, and a lecture series focused on exceptional Prague Villas.

PCT-affiliated tour guides will also be made aware of the major themes of modern Czech history, as well as news of Prague’s cultural and social life through supplemental training.

We will hold regular group tours with professional licensed guides in the English language, which have been well-received and stand for the highest standards of guide services in Prague.

Both independently and in cooperation with our traditional partners (Prague City Hall, CzechTourism, Prague Convention Bureau, etc.) we will participate at major tourism trade fairs and presentations in Czechia and abroad, e.g. FIT Shakhtar, Holiday World, ITB Berlin, WTM London. Our mobile Tourist Information Centre will be out on the road again, traveling the Czech Republic and the border regions with a view to promoting Prague as a tourist destination, especially to Czech tourists.

In our publishing activities we will also reflect on the 30th anniversary of the Velvet Revolution. We will prepare a special brochure for our visitors working key figures and places associated with 1989, as well as an anniversary events calendar. We will also handle the site on a purpose-built landing page on the website. We will pay great attention to tourism visiting with children. We will issue a modified map of ‘Prague with the kids’, and a new brochure about mysterious Prague tales. Following up on our main marketing theme we will launch a special series of publications dedicated to the districts outside the tourist-congested historical centre.

Working with the media and professional public we will further build awareness about the identity and values of Prague City Tourism.

OUTLOOK FOR 2019

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