2017 was a truly challenging year for Prague City Tourism, for several reasons. Firstly, June saw the onset of scheduled extensive reconstruction of the Old Town Hall. Our activities were most affected by the near seven-month closure of the Town Hall tower observation gallery. The resulting drop in ticket sales had a major impact on the Organization's income and, of course, did not make things easy for Prague visitors. During the closure we did manage to establish cooperation with the New Town Hall leadership, enabling us to offer visitors access to the Old Town Hall and the New Town Hall tower on the same entrance ticket. This option was taken up by some 1,400 visitors monthly. The Old Town Hall viewing gallery was reopened on 18th December and this cooperation then came to an end.

Despite the ongoing reconstruction, we successfully celebrated the 679th anniversary of the Old Town Hall with the ‘City Hall Wide Open 2017’ event. This year’s main theme was the legend of the legendary clockmaker, Master Hanuš. Visitors got to see otherwise inaccessible spaces, and heard interesting snippets about the ongoing reconstruction and past repairs, as well as an account of the events of the 1945 Prague Uprising. The third season of this event was as well attended as ever; enthusiastic participant feedback testified to its excellent organization and overall success. Not just those who missed out last time can look forward to the fourth season, in September 2018.

The year began with a new business relationship. A newly selected agency was given the task of updating and expanding the destination brand and visual communication style. The company, Touch Branding, has created a visual style centred around emotions. While based on the previous style, it is more modern, more mature in style, and better reflects our need to market to a more discerning clientele.

One of the great successes of last year was expanding our website www.prague.eu to no fewer than 21 language versions, something quite unprecedented on a European scale. In April our website won first place in the cities and municipalities category of the Ministry for Regional Development’s Special Prize for the Best Tourist Web Presentations, as part of the Golden Coat of Arms competition.

A Memorandum of Cooperation on remote markets was signed in the spring, between Prague, Berlin and Vienna. Participation at trade fairs and marketing campaigns in Asia or America’s very costly, and so those Central European capitals have committed to cooperate with their marketing campaigns, PR events, press and foto trips, joint presentations for travel agencies and the public, and also in optimizing railway connections between the three destinations. As of April, Prague, together with both its Central European partners, has been promoting the ‘City of Prague’ brand, which is, with evident success to date is good grounds for its continuation in the years to come.

2017 also brought changes to the Professional Activities sector. The current guided tours portfolio has been expanded to include routes outside the Prague city centre and, with the uptake in free tours we have decided to offer regular Saturday outings as an alternative. Two-hour casual walking tours with a professional licensed tour guide take place as billed, every Saturday, in English or German. We can happily declare that the walks are very successful and in great demand.

Last year, we managed to raise Prague’s visibility at 60 airports in Europe thanks to an Austrian Airlines plane named the “City of Prague” bearing the Prague City Tourism destination brand. We targeted potential domestic visitors with our summer outdoor campaign, ‘Prague is yours, too.’ The rise in the number of domestic visitors at the end of the year was also help by an extensive domestic pre-Christmas campaign. Probably the most fundamental challenge to Prague City Tourism has been the abrupt change of leadership in the Organization, which took place mid-year. I can happily report with some relief that the transition went very smoothly, and ultimately did not affect any of our activities or their outcomes.

2018 is also going to bring us some tough challenges. In addition to the opening of our new Modern Visitor Centre at Vaclav Havel Airport (Terminal 2) or the centenary celebrations of the founding of Czechoslovakia, we are due to transition from a Prague City Hall public sector sponsored organisation to a pure stock company. Our proven experience gives me confidence that we shall face these forthcoming challenges head on, and cope with all changes without the slightest difficulty.

Petr Slepička, 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 foster domestic and international tourism, both within the Czech Republic and abroad.

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.

ORGANIZATION PROFILE

SEAT OF THE ORGANIZATION
Arkoseova nám. 70/4
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Tel: +420 221 714 714
www.praguecitytourism.cz
www.prague.eu

MANAGEMENT
Petr Slepička, statutory representative
Tel: +420 221 714 302
E-mail: director@prague.eu
www.praguecitytourism.cz
www.prague.eu

ORGANIZATIONAL CHART PRAGUE CITY TOURISM 2017
"I was told Prague was beautiful, but I was not prepared for this level of beauty. The city of 100 spires is one of romance and history. As opposed to many other European cities, it has remained untouched for centuries, making it a breathtaking mix of Baroque, Gothic and Renaissance architecture. Everywhere you look there are historic buildings from revolved times of opulence and ornamentation. And to all you Art Nouveau and Art Deco lovers, this is your dream come true."

Gerrit and the City
2017 can be considered a watershed for international tourism, in that the term and phenomenon of “overtourism” became frequent topics for mainstream media. Tourism overload of historical centres, massive growth in short term apartment rental and its impact on local residents, increasing tensions between the interests of the tourism industry and of those living in historic cities – all these negative aspects of tourism had been hinted at spoken of very cautiously and only at specialized forums. In 2017, this topic was picked up as a major subject by the media, with Prague described as a city at risk from overtourism, if not already affected by it.

Yet our Organization’s marketing efforts (as opposed to the national organization, CzechTourism) for several years now have been more deliberate than simply to set as its goal maximum annual increase in the number of visitors to Prague, especially in the high season; as capacity of the Old Town – the lure for many a visitor – is straining at its limits.

According to a survey conducted between 2014-2017, around 70% of those who come to Prague are first-time visitors; their average stay being less than 4 days. This implies that the Old Town is, and will continue to be, the principal destination of the overwhelming majority of Prague visitors.

The Prague City Tourism strategy is therefore to:

• to promote the less tourist-frequented sites (and to direct the promotion of them at markets with real potential for repeated and more frequent visits, such as Germany and other European countries)
• to promote forms of slow tourism, as more considerate to the destination (walks off the Royal Route, visits to authentic culinary establishments – cafés, restaurants, wine bars – outside the historical centre, visits to farmers’ markets and design fairs, outlets for genuine local products, etc.)
• to encourage a more sophisticated visitor stay agenda (culture, quality dining, relaxation, shopping …)
• to promote conference tourism (working with the Prague Convention Bureau)

Our marketing communications tools are primarily:

• social media (mainly Facebook, Instagram, Twitter)
• the Prague.eu website
• printed materials (brochures and maps) distributed in our information centres, at trade shows, through partner organizations and other entities
• domestic and foreign media, including bloggers
• advertising – outdoor, print and online.

A refresh of our destination brands and visual communication style for 2017-2019

In 2017 a tender was issued for the creation and management of the destination brand, including a remit to design a new or to revise the existing style of visual communication and the graphic design of all visual communication for the upcoming three years. The Touch Branding company emerged as the winner in the tender. Their adaptation of the existing visuals is based on the ‘emotional’ nature of the destination brand, but the previous interjections, ‘Wow’, ‘Oooh’, ‘Cheers’, etc., which had not always been well received, were replaced by the simple, visually sleek byline ‘Prague:emotion’. In place of the word emotion, other words can be used in a variety of contexts, abstracted to express a particular emotion. The new style keeps to the communication line set by previous campaigns, but is more acceptable to the older and wealthier visitor demographic, a segment we aim to reach all the better with our prospective marketing.

We have made use of the new visual style already in 2017 – with gradual modifications – for the first titles, among others being the second series of our popular booklets/guidebooks Five Prague Walks 2 or the brochure Prague:Jewish.

MARKETING AND PUBLIC RELATIONS
MARKETING TOPICS AND CAMPAIGNS

Unlike the preceding year, 2017 was not dominated by one central theme. During the year, we focused on three themes, namely Cafés, Design and Walks. Each of the topics was handled with its own printed materials, as well as a dedicated landing page with thematic content, with themed promotions on social networks, printed and outdoor advertising, and PR.

Prague Cafés
Café culture has undergone a significant boom in recent years, which is far from over. In addition to the classic cafés, Prague today offers a wide range of original establishments - even in locations outside the Old Town, combining premium coffee, an authentic, comfortable atmosphere, personal service and in some cases, a cultural programme. Cafés are an ideal marketing theme to encourage repeat visits, as one stay is clearly not enough to get to know them all.

www.prague.eu/en/cafe

Design
In our Design guide we focused on design destinations in Prague, on the cultural and historical context of Czech design, and its distinctiveness (especially in glass). But primarily on the selection of quality shops and showrooms featuring high quality Czech design, from paper goods and souvenirs through to glass and jewellery.

www.prague.eu/en/design

Five Prague Walks 2
After the success of the first series of walking routes we put together a second edition, subtitled Off the Beaten Path to Places Known and Unknown. The routes of the second edition are even more focused on areas less frequented by tourists, but which are of interest for their architecture or distinctive atmosphere. The second edition covers districts like Bubeneč, Troja, Holešovice, Žižkov, Střešovice and Dejvice.

www.prague.eu/en/walks

We also used the walks theme during the domestic spring campaign, which was communicated largely through outdoor advertising. The campaign slogan: Prague is yours, too.

Domestic market campaigns
In 2017 we conducted two campaigns focused on domestic tourism. The spring campaign focused on exploring the lesser-known parts of Prague, on foot. The winter campaign presented the renowned Prague Christmas markets and the magical atmosphere of Christmas as a reason to visit.

Other campaigns
Valentine's Day campaign with Deutsche Bahn
In January we conducted a joint online campaign with Deutsche Bahn promoting Prague as a Valentine’s Day getaway. The promotion was targeted at the markets of Hamburg, Berlin, and Dresden. The campaign achieved the best results in Hamburg, which is a positive outcome, given the longer stays typical of tourists from this area.

Top Prague events
In March 2017 we completed the Top Prague events 2016 campaign, which went on for over a year, promoting the seven most important cultural, sporting and entertainment events held each year in Prague.

Hotel Night
Prague City Tourism annually participates in the hotel night initiative, jointly organized by The Czech Association of Hotels and Restaurants, Prague Castle administration, the Prague City Museum and Prague City Tourism. The idea is to offer hotels a chance to experience hotels in their neighbourhood as reduced prices, as a way of thanking Prague residents for putting up with the occasionally less than pleasant aspects of living in a massively popular tourist destination.

www.prague.eu/en/design

www.prague.eu/en/walks

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SOCIAL MEDIA

In 2017 the management of @prague.eu profiles on social networks was entrusted to an independent consultant who had previously been managing the Prague City Tourism corporate profile (which was in turn entrusted to the PCT spokesperson). The engagement of M. Losekoot was originally intended as an interim solution (with a tender for a new provider originally mooted for the early part of the year but as decided by the Prague City Hall authorities it was put back to the period just before the 2017 year-end); it became a year-long arrangement. The consultant, alongside the PCT marketing team, worked with a budget many times lower than that of the previous service providers (Havas Prague and MediaCom), but even so all the profiles in her care achieved excellent results, both in their reach and in the interactions and growth of their fan/follower base, for all the managed profiles. (The campaign achievements will be followed up from February 2018 by another service provider, the winner of the tender, Nydrle). The success is first and foremost the result of high-quality original content, strong visuals (professional photography), a consistent frequency of new posts and excellent community management.

The most striking growth was seen in the number of followers and reactions on Instagram. At the end of 2017 it was decided by mutual agreement to merge the Instagram profiles @Prague and @Praha (a profile managed by the Prague City Hall) which were comparable in content and followers, under the new common profile @CityofPrague, which by year-end had 16,568 followers (up from 3,687 at the start of the year).

Facebook-Audience Demographics

<table>
<thead>
<tr>
<th>Country</th>
<th>Page Fans</th>
<th>People Reached</th>
<th>People Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>3,534</td>
<td>40,735</td>
<td>3,637</td>
</tr>
<tr>
<td>Spain</td>
<td>2,476</td>
<td>24,760</td>
<td>2,237</td>
</tr>
<tr>
<td>Germany</td>
<td>2,436</td>
<td>24,398</td>
<td>2,259</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2,385</td>
<td>23,820</td>
<td>2,191</td>
</tr>
<tr>
<td>Moscow, Russia</td>
<td>3,343</td>
<td>3,240</td>
<td>2,760</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>People Engaged %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>37.0%</td>
</tr>
<tr>
<td>Female</td>
<td>63.0%</td>
</tr>
</tbody>
</table>

Instagram Engagement

<table>
<thead>
<tr>
<th>Media Sent</th>
<th>Comments Received</th>
<th>Likes Received</th>
<th>Total Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>35K</td>
<td>1,345</td>
<td>136,483</td>
<td>137,826</td>
</tr>
<tr>
<td>21K</td>
<td>1,289</td>
<td>132,024</td>
<td>133,313</td>
</tr>
<tr>
<td>17K</td>
<td>1,234</td>
<td>127,585</td>
<td>128,819</td>
</tr>
<tr>
<td>13K</td>
<td>1,180</td>
<td>123,150</td>
<td>124,330</td>
</tr>
<tr>
<td>9K</td>
<td>1,126</td>
<td>118,721</td>
<td>119,847</td>
</tr>
</tbody>
</table>

The number of engagements increased by .19,477.6% since previous date range

The number of engagements per media increased by .-6,668.4% since previous date range
FOREIGN PRESS AND FAM TRIPS

During 2017 we received a total of 147 applications for support and cooperation in the preparation of sightseeing trips to Prague from media, bloggers and travel agencies abroad, as well as 18 requests from CzechTourist offices abroad. Most inquiries came from the USA, Great Britain, Germany, Canada, Italy, Spain, Brazil and Austria.

During the year, the PCT participated in the realization of 95 familiarization trips for international media, journalists, photographers and bloggers and 15 fam trips for representatives of international travel agencies. This collaboration has so far yielded 160 media hits (articles in print media, blogs, video and radio reports abroad). The most significant media cooperation was with in 2017 in the Austrian DeustcheÖsterreichische Nachrichten and Kurier daily, Czech TV's Real TV, Welt and SonntagsZeitung, France 2 and Frankfurter Allgemeine Zeitung; in the German Frankfurter Rundschau; in the Czech Radio and Czech Television, Blesk, Aha and Metro, and with the web portals prazskypatriot.cz and zakulturou.cz. TV destinations, as well as the comparative statistical findings by European Cities Marketing.

Each year, we exhibit at international and domestic fairs focusing on tourism and MICE (Meetings, Incentives, Conferences and Events). We also participate in special events at conventions, annual meetings and conferences. As part of these activities we cooperate with other tourist bodies, such as the A IT, CB, the CzechTourism agency, Prague City Hall, the Prague Convention Bureau, Czech Airlines, the Václav Havel Airport Prague, and others.

TRADE FAIRS WITH PCT PARTICIPATION IN 2017

| EXHIBITIONS, FAIRS AND SPECIAL EVENTS
| TRADE FAIRS WITH PCT PARTICIPATION IN 2017
| DOMESTIC TRADE SHOWS
| FOREIGN PRESS AND FAM TRIPS
| COOPERATION AND PARTNERSHIPS

16 Marketing and public relations
17 Marketing and public relations

The 2017 goal of the Press Office was to actively target journalists abroad. The first steps made in this direction included the translation of press releases into English, and registration in the Help-a-Reporter-Out database. The most notable result of this strategy was a 60-minute interview on radio Classic FM Johannesburg.

Our support for Congress Tourism was realized, as every year, primarily in cooperation with the Congress of congresses’ held the ICCA (International Congress and Convention Association) in Prague on 12-16 November 2017. This event in the world’s most prestigious convention industry professional’s gathering, and for Prague to host the Congress was a significant tribute and one of the highlights for the audience of the Domestick Convention industry.

The Congress drew together nearly 1200 delegates from around the world. The Congress programs were covered by media from the Czech Republic and abroad, as well as organized the sightseeing programme, including the classic and self-guided tours of interest for international media, journalists, photographers and bloggers and Prague as a city break destination.

The press office focus in 2017 was primarily on increasing awareness of Prague City Tourism as a reliable and high-quality source of information about Prague tourism, and on maintaining excellent relations with the media. During the year we issued a total of 24 press releases, which generated over 250 hits in digital and print media. As before, the greatest interest was shown in our statistical survey results, specifically the quarterly and annual analysis of visitor numbers, statistics regarding the popularity of tourist sights and destinations, as well as the comparative statistical findings by European Cities Marketing.

The most prolific cooperation was established with the daily MF Press, Právě deník, Blesk, Aha and Metro, and with the web portals prazskypatriot.cz and zakulturou.cz. TV destinations, as well as the comparative statistical findings by European Cities Marketing.

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“Prague is, quite simply, a feast for the eyes - and the best views in Prague were enough to make us stop in our tracks. From the intricate architecture of the buildings to the gorgeous orange rooftops that dot the city, and from the charming views from the Charles Bridge to the magnificent St. Vitus Cathedral looming commandingly over the city, everywhere we turned the views in Prague had us tripping over ourselves in an attempt to slow down and stare.”

Our Escape Clause
TOURIST INFORMATION CENTRES (TICs) / VISITOR CENTRE

The provision of tourist services is one of the flagship activities of Prague City Tourism. In 2017 we operated five tourist and visitor centres in the historic City Centre and at both terminals of Prague International Airport. Two of our centres (at Na Můstku and Terminal 1) already carry the internationally known masthead, Visitor Centre.

In the course of 2017 our TICs were visited by 2,150,071 people and we responded to 1,233,364 inquiries.

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-round information about Prague (on culture, tourism, orientation around the city, transport, accommodation and dining, commerce and services, nature, sports, service complaints, important addresses, monuments, museums, etc.)
- Information brochures about Prague, maps and leaflets for free
- Admission tickets to cultural events
- Accommodation bookings
- Sightseeing tours in Prague and its surroundings, excursions, boat trips
- Sale of public transport season tickets
- Sale of the Prague Card
- Sale of merchandising items

At both our information centres at the airport we also represent CzechTourism and Czech Railways. Under the terms of this cooperation we sold almost 30,000 passenger tickets for Czech Railways during the year.

In the interests of improving the quality of the services provided, our information centre staff attended a range of training courses and seminars, e.g. an Airport Prague a.s. – training workshops organized by the CzechTourism agency; ticket sales training at Czech Railways etc. They were also regularly familiarized with new exhibitions at museums, historical and tourist sites (ZOO Prague, Prague City Museum, the Museum of Decorative Arts, The Břevnov Monastery etc.).

Awards won by the TICs

In the ‘Most popular tourist centre of the Prague region for 2017’ contest organized by A.T.I.C. CR and the KAM publishing house, the information centre Na Můstku won first place and the T1 airport terminal information centre came in second.
In addition to the classic information and visitor centres, we have been operating a Mobile TIC since 2014, adapted from one of our delivery vans. It is primarily used for trips around the Czech Republic, to bring Prague closer to the locals as a destination. The mTIC thus turns up at various city and leisure-time festivals, as well as major tourism fairs.

An overview of events in 2017 undertaken with the mTIC:

- Holidays and the Region, Ostrava – tourism fair
  - 3-5 Mar
- Transfringe, České Budějovice – tourism fair
  - 4-4 Apr
- Ugra on the Elbe, Nymburk – waterside tourism
  - 4 May
- Opening of the Spa Season, Mariánské Lázně – city festival
  - 13 May
- City Festival, Olomouc – regional celebrations
  - 4 Jun
- A place in the Botanical, Prague – in a talk with the Czech-Romanian Association
  - 16 Jun
- The Liberec meeting – city festival
  - 9-11 Jun
- Lyga Ekonomie, Prague – city festival
  - 24 Jun
- Ladronkafest, Prague – leisure-time activity festival
  - 9 Sep

2017 once again confirmed the growing trend of website visitor traffic. We recorded an unprecedented 3,528,864 visits (about 20% up on 2016, amounting to 9700 visits per day) from 227 countries and administrative areas worldwide.

The website is a user-friendly source of information, not just for those visiting Prague. In addition to the monuments, museums and galleries, various tourism products, and gastronomic and accommodation services, visitors to the site can find a continuously updated almanac of articles, articles on interesting topics and many useful and well-organized databases. The emphasis is firmly on showing plenty of visuals.

In the course of the year, this official tourism site for Prague has added four new language versions, specifically Dutch, Hindi, Hebrew, and Arabic. The total number of language versions thus reached an unparalleled twenty-one.

The topical landing pages (microsites) focus on promotions, seasonal events in the Capital and presentations of the current marketing topics. The seasonal topics we covered in 2017 included Valentine’s Day, Easter and Christmas in Prague. As for the marketing topics, the Hotel Night (aimed at Prague residents as a thank you for sharing their city with foreign visitors), Prague Cafés, Prague Walks (suggestions for walks to places outside of the congested historic centre), as well as the topic of Prague and Design. Towards the end of the year we also prepared a special landing page on the 100th anniversary of the Czechoslovak Republic, to be further expanded in 2018, as our main marketing theme.

The corporate site at praguecitytourism.cz in Czech and English versions is intended primarily for tourism professionals. These pages are used by the media and foreign media, those interested in expert analyses and statistics on tourism, by tour guides, or those attending tour guiding courses.

In April, the tourist portal www.prague.eu placed first in the cities and municipalities category of the Minister for Regional Development’s Special prize for the best tourist web presentation, as part of the ‘Golden Coat of Arms 2017’ competition.
VISITS TO PRAGUE.EU 2011 - 2017

VISITS TO PRAGUE.EU BY MONTHS 2016 - 2017
TOUR GUIDE SERVICES

Our tour guide services in 2017 provided tour guides for 1,189 events with 16,170 participants (9 events and 3,770 people more than in 2016). 30 events were for the marketing sector and there were 50 VIP events in all.

Regular cooperation with state administration continues, in particular with the Ministry of Foreign Affairs, the Ministry of Education, Youth and Sports as well as the Ministry of Agriculture and other institutions.

For the Ministry of Trade and the Ministry of Regional Development, we arrange Open days, which are always in great demand. We also organize tours for the City districts (Prague 2, Prague 3, Prague 8). We also provide guides for debates by the Mayor’s Office at Prague City Hall, in particular with the City districts (Prague 2, Prague 3, Prague 8). We also organize tours for the City districts (Prague 2, Prague 3, Prague 8). We also provide guides for initiatives by the Mayor’s Office at Prague City Hall, in general (Charles Bridge celebrations), for the Prague Convention Bureau, or for the branches of CzechTourism.

Significant events we have participated in include visits for Privat Bank, Meritis, The Chamber of Tax Advisors, EON, the Czech Senior Citizens Association, or the Erasmus programme at Charles University. In collaboration with the marketing department, we help organize events for journalists (press trips).

The high point of this year was the preparation and organization of tour guides for the ICCA congress (International Congress and Convention Association).

Starting in August 2017, we introduced regular Saturday group guided tours in English and on selected dates also in German; these met with great interest, as have the traditional Easter and Christmas walks.

ONLINE SALES SYSTEM

Our online sales system www.eshop.prague.eu serves as an online e-shop while also offering secure login facilities for staff in the tourist information centers, as a sales tool for the respective outlets. It is loosely associated with the official tourist portal of Prague City Hall www.prague.eu.

This system offers:

- tickets to the educational walks we organize
- accredited tour guide courses
- The Everyman’s University of Prague
- professional guides to Prague
- branded merchandise
- the Prague tourist card (Prague Card)

In 2017 we expanded our system to include online bookings for events held by Prague City Hall and its partner organizations. These are small events with free admission and limited capacity for the duration of the tour. Anyone interested can book a tour from the comfort of their home, and we send the organizer of the event the final list of candidates. For example, bookings for the Prague Mayor’s Residence Open Day were made by 468 interested parties.

Branded merchandise

In 2017, we expanded our assortment of souvenirs bearing the Prague logo. We now carry items such as travel bags, sports bags and tote bags, umbrellas with a selfie stick, cooler bags etc. Among the top-selling items remain decorative magnets, magic mugs, spectacular cleaning wips and reflective tapes. Our sales success collection also continues to sell well.

We offer merchandise items in our TICs, in the city center as well as the Prague guide services office in the Old Town Hall. The complete range is available through our e-shop.
"It’s been a great Friday walking all around this incredible city. The coffee, the food, the beer -- it’s all pretty freakin’ fantastic. Even better? The architecture. It really lives up to the hype and I just can’t get over those cobble streets with the old-timey trams."

Joe Baur, @baurjoe
Our own printed informative materials play an important role in our tourist services portfolio. They provide visitors with basic information about the city, or present the current seasonal marketing themes. Last but not least, these materials also promote Prague as a tourist destination, both domestically and abroad. In 2017 we published a total of 1,538,510 tourist information brochures, maps and leaflets, come in up to 13 languages.

Our regular cultural quarterly bulletin has a novelty format with plenty of space for the cultural offerings of the upcoming period, a wealth of illustrative images and numerous articles draw attention to interesting Prague districts and nooks, off the tourist-beaten road.

We have also published an introductory information brochure and practical tourist guidebook for Prague: Walking Tours, with broad-based content, an easy map, and plenty of photos – in an extended number of language versions.

Five Prague Walks 1 builds on the similarly named brochure from 2016, presenting another part of the walks around lesser-known, yet no less interesting places outside the crowded Old Town, rich with their own character, history, architecture and atmosphere.

In cooperation with Prague City Hall and the Prague Organisation of Wheelchair Users, we have put together Four Accessible Walks in Prague: Walking Tours, including the historic centre, designated for persons with disabilities. The booklet describes the terrain, access roads, as well as notable places along the route.

The little Prague Café book takes the reader around the current Prague café scene. There is no shortage of history background, however, as well as a wealth of pictures and a practical map. This brochure complements and completes our series focused on Prague gastronomy.

The Prague Jewish brochure gives an overview of the most important Jewish monuments and personalities, a glossary of Jewish terms and a historical insight into the more than one-thousand-year presence of Jews in Prague. It is no shortage of history background, however, as well as a wealth of pictures and a practical map. This brochure complements and completes our series focused on Prague gastronomy.

The Prague Jewesh brochure gives an overview of the most important Jewish monuments and personalities, a glossary of Jewish terms and a historical insight into the more than one-thousand-year presence of Jews in Prague.

The Prague Jewesh brochure gives an overview of the most important Jewish monuments and personalities, a glossary of Jewish terms and a historical insight into the more than one-thousand-year presence of Jews in Prague. It includes a handy map and overview of Prague’s best showrooms featuring Czech design.

An overview of all our issued printed materials, including the print-run and language versions is given in the following table.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PRINT RUN</th>
<th>LANGUAGE VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prague Café</td>
<td>37,510</td>
<td>CZ, EN, DE</td>
</tr>
<tr>
<td>Prague Café</td>
<td>400,000</td>
<td>CZ, EN, DE, FR, IT, ESP, POL, ROU, RUS, UKR, AUS, CHI, ARAB</td>
</tr>
<tr>
<td>Top Prague Events 2017</td>
<td>25,000</td>
<td>CZ/EN</td>
</tr>
<tr>
<td>Prague Walks 2</td>
<td>80,000</td>
<td>CZ, EN, DE, FR, IT, ESP, RUS</td>
</tr>
<tr>
<td>Prague: Winter and Christmas</td>
<td>25,000</td>
<td>CZ, EN, DE, FR, IT, ESP, POL, RUS, UKR, AUS, CHI, ARAB</td>
</tr>
<tr>
<td>Prague:Jewish</td>
<td>100,000</td>
<td>CZ, EN, DE, FR, IT, ESP, RUS</td>
</tr>
<tr>
<td>Prague City Map of Prague tear-off pad</td>
<td>800,000</td>
<td>CZ/EN/DE/ES/RUS</td>
</tr>
<tr>
<td>Prague Guidebook</td>
<td>400,000</td>
<td>CZ, EN, DE, FR, IT, ESP, POL, RUS, UKR, AUS, CHI, ARAB</td>
</tr>
<tr>
<td>Prague:Jewish</td>
<td>100,000</td>
<td>CZ, EN, DE, FR, IT, ESP, RUS</td>
</tr>
<tr>
<td>Prague: Walking Tours</td>
<td>4,000</td>
<td>CZ</td>
</tr>
<tr>
<td>Prague: Walking Tours</td>
<td>10,000</td>
<td>CZ/EN</td>
</tr>
<tr>
<td>Prague Group</td>
<td>2,000</td>
<td>CZ</td>
</tr>
<tr>
<td>Prague: Walking Tours</td>
<td>35,000</td>
<td>CZ, EN, ESP</td>
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<tr>
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<td>Prague Group</td>
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<td>CZ</td>
</tr>
</tbody>
</table>

The Prague Preview is intended for readers abroad, in particular for the professional public. It is published twice a year, always in English, German and Russian, and brings the latest news and information about cultural events in the longer term, to help with planning a trip to Prague. It is a source of key information for the media abroad. We send the newsletter out to some 7,600 targeted addresses that are continually being extended and updated; new orders can be placed on our website.

The Incoming tourism and tour guides’ newsletter is published each month in Czech. It summarizes news, attractions, and current information in the tourism field, and also informs about current cultural events in Prague. It also covers current events within Prague City Tourism. This newsletter is an important tool for Prague guides, the domestic media and workers in the tourism industry.

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The Old Town Hall is among the most popular tourist destinations in the Czech Republic and steadily keeps its place among the most frequented sights of old Prague. The trend of increasing traffic, evident in recent years, is something this national cultural monument has maintained chiefly in the first quarter of 2017, when the site was visited by some 8.6% more than in the same period in 2016.

With the onset of the tourist season, operations and the total attendance of the Old Town Hall was set to the weights and measures set by building works. The observation gallery, which is a fundamental part of the visitor circuit, was off-limits from 1 June to 17 December 2017 due to renovations. The drop in visitor numbers resulting from such a closure was countered with marketing initiatives and intense cooperation with organizations active in tourism, the press, Austrian Railways, Booking Experiences. This led to a significant increase in traffic to the historical interiors – peaking in August 2017, when the state halls were visited by a record 14,500 people (almost 50% up on the prior record of March 2014).

To provide tourists an alternative to the closed-off vista, we established cooperation with the New Town Hall, which meant the ticket to the Interior the Old Town Hall also covered access to the New Town Hall tower at Karlovo square. Some 1,400 visitors per month took advantage of this option.

In 2017, we diligently supported tourism initiatives (Hotel Night), children’s events (Ice Prague), charity-focused events (‘We’re not alone in the world’, the Happy Hearts Fund, etc.), Prague’s top events (the Volkswagen Prague Marathon) and exhibition projects (Czech Press Photo). We put on a range of exceptional tours with an accompanying programme for VIP visitors to the city (e.g. the Belgian Royal family), and pride of place among public events went to the ‘City Hall Wide Open 2017’ initiative. The third annual Open house event – called ‘Old Town Hall Wide Open’ - presented the Town Hall to Prague citizens and tourists alike, with the community experience enhanced by new internal features and their renditions of Christmas carols, becoming out of the Town Hall windows.

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We contacted Prague City Tourism and they recommended a tour of the Old City Hall and it was great! Not too long, informative, and fun. The guide we had was full of jokes and you can tell he enjoys his job. We got to see underground tunnels, learn the history of the city and the building, and see fantastic paintings. Included in the tour is the ability to climb to the top of the tower for a breathtaking view of the city.

Aaron & Emily Edwards, www.lifetravelerstravelinglife.com
EDUCATIONAL TOURS
Our awareness and education activities have a long tradition and still enjoy great public interest. The Prague Local History programme aims to educate and inform the public about Prague’s historical and architectural development. We organise tours in the historic centre of Prague and the surrounding districts and suburbs, including pedestrian walking tours of various styles and speciality walks. In 2017, we organised 523 such events, attended by almost 15,300 people. In addition, we organised or participated in 54 bespoke events.

Prague Local History guides also provided support at Open Days in the Chamber of Deputies of the Czech Parliament, at the Czech Ministry of Transport, and took part in the Bedřichovská Night Light. Also well established was our cooperation with the urban districts of Prague 10 and Prague 8.

There are also tours for the public in a joint initiative between the PCT and the National Theatre. We also continue to organise one-day courses in the Prague City Gallery. We also organise excursions for seniors’ clubs or school groups. During 2017, we expanded our portfolio of walks on Prague topics, during major figures of history whose lives were connected with the capital city. May 2017 saw the culmination of our popular series of walks entitled Walks in the City and Courtyards. The Prague Local History guides also provided support at Open Days in Prague.

For the professional public, tour guides, course students and staff there is a specialist library with some 12,000 volumes. The book catalogue can be found at www.praguecitytourism.cz. Throughout 2017 we continued renewing and issuing Prague guide license cards – a total of 111 cards were issued. Tour guides requesting a licence card renewal or issue were able to submit their professional tour guide credentials on the www.prague.eu website. This process helped review active guides and significantly helped improve the already well-established communication between tour guides and the PCT.

In addition to the accredited courses, we also held very sought-after follow-up training and the Prague Guide courses, as well as follow-up training for existing guides. In the course of the year we organised 3 training courses for aspiring professional tour guides – the Prague Guide courses, as well as follow-up training for existing guides. In the course of the year we also prepared a professional qualification exam for Prague tour guides – the PK 65 028 N, taken by 23 candidates, 16 of whom passed. One candidate successfully completed the Czech national tour guide test – PK 65 021 N. The examinations also covered tour guide language proficiency.

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In 2017 as before, those interested in tour guiding could select from a choice of accredited courses on ‘Tour guiding the Jewish Museum in Prague’. In cooperation with the Jewish Museum in Prague we also ran 2 ‘Tour guiding the Jewish Museum in Prague’ courses, with 58 students in all.

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Through the Everyman’s programme we also provided support for the Prague National Theatre’s 2017/2018 virtuoso season Prague State Opera, which was marked by a special series, rerun in the autumn by huge popular demand. Other new series proved so popular with the general public that they were completely sold out in a few days. The specialized walkabout series featuring Prague’s gardens also met with much success. The Everyman’s programme attracted 709 people, comprising 188 sessions in 11 series. They were able to buy into both semesters for the 2017/2018 academic year at preferential rates, which more than two-thirds of the candidates took up. We also made it possible to buy into these series through the e-shop, which is becoming the preferred purchase method. All students receive information via e-mail and web interface.

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The Everyman’s University of Prague was the 300th anniversary of the birth of Empress Maria Theresa, which we marked by a special series, rerun in the autumn by huge popular demand. Other new series proved so popular with the general public that they were completely sold out in a few days. The specialized walkabout series featuring Prague’s gardens also met with much success. The Everyman’s University of Prague classes were attended by 709 people, comprising 188 sessions in 11 series. They were able to buy into both semesters for the 2017/2018 academic year at preferential rates, which more than two-thirds of the candidates took up. We also made it possible to buy into these series through the e-shop, which is becoming the preferred purchase method. All students receive information via e-mail and web interface.

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“Castles, churches, and huge clock towers are soon in plenty in Prague. This city is an absolute delight for tourists, especially if they have a keen eye towards history. The city is also famous for its excellent quality of beer.”

Rosiya Hali, UpAndNet.com
The target group of the survey were multi-day and overnight, domestic and foreign visitors – whether they will come back again to Prague.

- what do they like the most and what would they like to improve
- what is their spending and service usage profile
- do they get here on their own or is their trip organized
- what other cities or places they combine with their trip to Prague
- which monuments, sites, and attractions they used
- what is their first impression of Prague
- what typical tourist activities do they pursue
- what they consider to be the most important in Prague
- what is their recommendation for Prague for their friends and family
- how would they rate their stay in Prague
- what do they consider their best and least interesting experience
- what will they remember most about Prague
- where in Prague do they plan to stay
- what are their future plans
- what other reasons do they have for coming back to Prague

The primary findings of the project are available on the www.praguecitytourism.cz website.
<table>
<thead>
<tr>
<th>2017 IN PRAGUE CITY TOURISM NUMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,528,864 visitors from 227 countries and administrative areas worldwide to Prague</td>
</tr>
<tr>
<td>2,158,110 items of tourist brochures, maps and leaflets issued</td>
</tr>
<tr>
<td>2,150,071 visitors to tourist information and visitor centres</td>
</tr>
<tr>
<td>1,233,364 queries answered at tourist information centres</td>
</tr>
<tr>
<td>377,554 visitors to the Old Town Hall</td>
</tr>
<tr>
<td>214,611 Prague.eu Facebook fans</td>
</tr>
<tr>
<td>83,600 items of printed tourist materials ordered through the e-shop</td>
</tr>
<tr>
<td>24,997 Prague Tourism Facebook fans</td>
</tr>
<tr>
<td>16,938 participants in educational walks</td>
</tr>
<tr>
<td>12,000 volumes in the PCT professional library</td>
</tr>
<tr>
<td>9,648 (average) daily visits to the <a href="http://www.prague.eu">www.prague.eu</a> portal</td>
</tr>
<tr>
<td>7,500 merchandise items sold</td>
</tr>
<tr>
<td>3,841 written and phoned-in queries settled</td>
</tr>
<tr>
<td>1,189 events provided with tour guides</td>
</tr>
<tr>
<td>709 students at The Everyman’s University of Prague</td>
</tr>
<tr>
<td>563 orders shipped from the e-shop</td>
</tr>
<tr>
<td>523 local educational walks</td>
</tr>
<tr>
<td>388 fam-tips and press trip participants</td>
</tr>
<tr>
<td>255 featured items in the press and digital domestic media</td>
</tr>
<tr>
<td>111 Prague Guide license cards issued</td>
</tr>
<tr>
<td>110 fam trips and press trips with PCT participation</td>
</tr>
<tr>
<td>98 follow-up training workshops for tour guides</td>
</tr>
<tr>
<td>21 language versions of the <a href="http://www.prague.eu">www.prague.eu</a> tourist portal</td>
</tr>
<tr>
<td>11 trade fairs in the CR and abroad with PCT participation</td>
</tr>
<tr>
<td>5 tourist information and visitor centres under PCT management</td>
</tr>
</tbody>
</table>
The PCT business performance in 2017 was ongoing in Prague City Tourism (PCT) in 2017 has been the ongoing all-round promotion of Prague as an attractive tourist destination, abroad and within the Czech Republic. To this end, specific themes were communicated, aimed at repeat visitors and their inclination to visit urban districts outside the historic city centre. Marketing communications on the internet and social networking sites (Facebook, Twitter, Instagram) played a fundamental role. No less important was the localization of our own website into 23 languages, including improved optimization for mobile devices, and the ongoing improvement and expansion of both content and site-support.

There was also significant publishing activity, especially our own edition of specialized guide brochures, tourist information folders, brochures, leaflets, and maps. These publications are targeted at both tourists and have the potential to affect the stay visitors spend time in the capital during their present or future visits. According to the survey, 55% of tourists welcomed all these influences. Services for tourists are also closely allied to the PCT tourist and cultural information centres activities, which were treated to 2,023,071 people during 2017.

In June 2017, repairs commenced at the Old Town Hall, closing-off the tower for nearly 7 months. The income budget had been set on the expectation that instead of the tower, visitors would get to see the Old Town Hall interiors. This expectation was met thanks to ongoing improvement and expansion of both content and site-support.

At the end of September, the PCT received from Prague City Hall an increase in the non-capital investment contribution in the amount of 18,670,680 CZK to cover losses from the tower, of which the Organization spent only 10,867,660 CZK. The revenue shortfall anticipated here was higher. This positive situation had been influenced by the following: On 1 April 2017 we unified the entrance tickets to the Old Town Hall, the tower admission ticket. These measures ensured that the entrance ticket to the Old Town Hall remained attractive for visitors despite the tower closure. Our cooperation with the New City Tower had permitted us to keep the price of the Old Town Hall ticket.

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The supplemental activities of the Organization in 2017 brought in earnings of 1,513 thous. CZK.

Significant supplemental profitability comes from the Prague Card product (PK). The card remains popular among Prague visitors for its convenience (to price includes the fee for public transport). Revenues from sales of the Prague Card came to 46,696,000 CZK, derived from 128,000 tickets. From April 2017 the PK price went up and the commission system between PCT and Hello Prague was revised.

The total sales for 2017 came to 63,063,000 CZK, of which 46,696,000 CZK were Prague Card sales.

The total costs for supplemental activities for 2017 came to 61,900,000 CZK. The supplemental activities of the Organization in 2017 brought in earnings of 1,513 thous. CZK.

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Core activities

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Total sales</td>
<td>63,063,000</td>
<td>63,063,000</td>
<td>63,063,000</td>
<td>63,063,000</td>
</tr>
<tr>
<td>PK sales</td>
<td>46,696,000</td>
<td>46,696,000</td>
<td>46,696,000</td>
<td>46,696,000</td>
</tr>
<tr>
<td>Total costs</td>
<td>61,900,000</td>
<td>61,900,000</td>
<td>61,900,000</td>
<td>61,900,000</td>
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<tr>
<td>Earnings</td>
<td>1,513,000</td>
<td>1,513,000</td>
<td>1,513,000</td>
<td>1,513,000</td>
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Supplemental activities

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</thead>
<tbody>
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<td>46,696,000</td>
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<tr>
<td>Total costs</td>
<td>61,900,000</td>
<td>61,900,000</td>
<td>61,900,000</td>
<td>61,900,000</td>
</tr>
<tr>
<td>Earnings</td>
<td>1,513,000</td>
<td>1,513,000</td>
<td>1,513,000</td>
<td>1,513,000</td>
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</tbody>
</table>
Prague is a party! At least that’s what it felt like, as I walked the streets of the Old Town surrounded by locals and tourists alike enjoying the excitement Prague seems to radiate at every turn. […] Prague is a city that explodes with youthful bustle and energy.
For the fifth year running Prague set new record figures in terms of overnight stays, as well as total visitor numbers. Growing interest in the Czech capital was evident not only among locals, but also visitors from abroad. 2017 was characterized by a remarkable growth in visitor numbers, as total visitor numbers surpassed 20 million for the first time, while overnight stays topped 50 million. Visitor numbers and overnight stays grew year-on-year in all regions. Prague accounted for 64.6% of visits from abroad, and 11.1% for in-country visits.

<table>
<thead>
<tr>
<th>Year</th>
<th>Overnight Stays</th>
<th>Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>14,443,143</td>
<td>15,917,265</td>
</tr>
<tr>
<td>2013</td>
<td>14,654,282</td>
<td>16,796,384</td>
</tr>
<tr>
<td>2014</td>
<td>14,750,287</td>
<td>17,652,761</td>
</tr>
<tr>
<td>2015</td>
<td>15,917,265</td>
<td>18,055,838</td>
</tr>
<tr>
<td>2016</td>
<td>16,796,384</td>
<td>18,864,556</td>
</tr>
<tr>
<td>2017</td>
<td>18,055,838</td>
<td>20,000,000</td>
</tr>
</tbody>
</table>

As in previous years, these were mainly visitors from abroad, totaling 5,622,518 (85.6%), while locals in registered tourist accommodation totaled 1,091,243 (14.2%).

The total number of visitors in tourist accommodation establishments grew by more than half a million (7.4% year-on-year). In comparison with 2016 there were 415,736 (7.2%) more local tourists, while in-country visitors grew by 73,447 (7.2%) so that external visitors made up 90% of the total increment.

Visitor numbers rose throughout the year, during the second and the third quarter exceeding the level of the same period in the last quarter. Most arrivals were recorded in August and in July (some 770,000 visitors in both months), while in the first two months of the year, visits dropped to around 700,000 (2,087,227).

Prague attained the highest growth in visitor numbers (+104,234) in April, largely due to the 2017 fourth-month timing of Easter. Construction of the Pilsen Exhibition Centre opened for the summer (except for the Russians, who favour December and January), visitors from other regions of the Czech Republic visited the capital as tradition had it, largely in the summer (peaking in November).

Europe apart, the proportion of total foreign visitors represented by Europeans amounted to 62.4%, while 16.3% came from Asia and 4% from North America. The Russians made up 7% of arrivals, while South and Central America 2.9%. For Africa, Oceania, and New Zealand, these made up 1.4%, and Africa made up 0.05%.

The year-on-year growth from among Asians was 19.1% i.e. almost 200,000, among Russians 108,424 (38.6%) and Europeans 109,725 (2.8%). Asia’s share of the total grew by 1.8% against 2016, while Europe’s declined by 2.8%.

The total number of overnight stays surpassed 18 million, of which 16,132,282 (89.3%) were from abroad and nearly 2 million (10.7%) from country Czech visitors. In comparison with 2016, the number of overnight stays recorded in the Czech capital reached some 400,000.

The total number of overnight stays surpassed 18 million, of which 16,132,282 (89.3%) were from abroad and nearly 2 million (10.7%) from country Czech visitors. In comparison with 2016, the number of overnight stays recorded in the Czech capital reached approximately 1.2 million overnight stays.

Nearly half of the 1.2 million Asian new arrivals came from South Korea (+26.8%), or China (+15.1%). Brief visits to Prague were made by South Koreans (1.7) and the Chinese (1.8). From North America 8.3%, and from South and Central America 2.9%.

Year-on-year growth from among Russians was 38.6%. Growth from other parts of Europe was up by nearly half a million (7.4%) year-on-year, while Europe’s declined by 2.8%.

The total number of overnight stays surpassed 18 million, of which 16,132,282 (89.3%) were from abroad and nearly 2 million (10.7%) from country Czech visitors. In comparison with 2016, the number of overnight stays recorded in the Czech capital reached some 400,000.

In comparison with 2016, the number of overnight stays recorded in the Czech capital reached approximately 1.2 million overnight stays.

Nearly half of the 1.2 million Asian new arrivals came from South Korea (+26.8%), or China (+25.6%). Also notable was the growth from India (+27.1%) and Taiwan (+9.1%). From now on, visitor traffic from Japan also showed a promising trend (+4.6%).

About 44% of arrivals were from Asia; South Korea (+26.8%), China (+15.1%), Japan (+10.5%), and India (+7.1%). Nearly half of the 1.2 million Asian new arrivals came from South Korea (+26.8%), or China (+25.6%). Also notable was the growth from India (+27.1%) and Taiwan (+9.1%). From now on, visitor traffic from Japan also showed a promising trend (+4.6%).

The total occupancy of beds rose year-on-year to 88% and of rooms to 95%. The highest room occupancy rates were evident in the five-star hotels.

Inbound tourism was up in the Czech Republic as a whole. Visitors surpassed 20 million for the first time, while overnight stays topped 50 million. Visitor numbers and overnight stays grew year-on-year in all regions. Prague accounted for 64.6% of visits from abroad, and for 11.1% in country visits.

Outbound tourism was up in the Czech Republic as a whole. Visitors surpassed 20 million for the first time, while overnight stays topped 50 million. Visitor numbers and overnight stays grew year-on-year in all regions. Prague accounted for 64.6% of visits from abroad, and for 11.1% in country visits.
OVERNIGHTS BY MAIN SOURCE COUNTRIES 2017

<table>
<thead>
<tr>
<th>Country</th>
<th>Overnights</th>
</tr>
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<tbody>
<tr>
<td>Germany</td>
<td>2,099,753</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>1,923,556</td>
</tr>
<tr>
<td>Russia</td>
<td>1,501,617</td>
</tr>
<tr>
<td>USA</td>
<td>1,138,126</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1,036,924</td>
</tr>
<tr>
<td>Italy</td>
<td>921,226</td>
</tr>
<tr>
<td>Spain</td>
<td>611,023</td>
</tr>
<tr>
<td>France</td>
<td>594,955</td>
</tr>
<tr>
<td>Slovakia</td>
<td>542,637</td>
</tr>
<tr>
<td>South Korea</td>
<td>501,524</td>
</tr>
<tr>
<td>Other countries</td>
<td>7,184,497</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18,055,838</strong></td>
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</tbody>
</table>

GUESTS BY MONTH 2012 - 2017

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>2012</td>
<td>293,036</td>
<td>281,333</td>
<td>448,338</td>
<td>521,451</td>
<td>549,728</td>
<td>513,733</td>
<td>564,894</td>
<td>601,489</td>
<td>559,827</td>
<td>543,050</td>
<td>417,021</td>
<td>432,554</td>
</tr>
<tr>
<td>2014</td>
<td>315,634</td>
<td>290,954</td>
<td>436,257</td>
<td>536,203</td>
<td>573,391</td>
<td>552,841</td>
<td>603,929</td>
<td>653,744</td>
<td>592,674</td>
<td>444,169</td>
<td>510,995</td>
<td>502,919</td>
</tr>
<tr>
<td>2015</td>
<td>323,927</td>
<td>331,993</td>
<td>475,348</td>
<td>555,319</td>
<td>634,937</td>
<td>616,311</td>
<td>690,520</td>
<td>705,193</td>
<td>622,748</td>
<td>599,029</td>
<td>431,169</td>
<td>464,579</td>
</tr>
<tr>
<td>2016</td>
<td>358,608</td>
<td>360,419</td>
<td>548,416</td>
<td>561,355</td>
<td>664,204</td>
<td>562,441</td>
<td>712,407</td>
<td>741,390</td>
<td>766,492</td>
<td>675,524</td>
<td>665,826</td>
<td>609,779</td>
</tr>
</tbody>
</table>
“Prague’s pristinely preserved streets and buildings make any visitor fall in love with its beauty and elegant detail. Perhaps the most beautiful city ever, Prague awaits with open arms to show off its shine and romanticism.”

Brian Webb, ThHomoculture.com
The theme of the 100th anniversary of the founding of Czechoslovakia is not entirely ideal from an international marketing perspective, as 1918 was a year of tremendous change throughout Europe, and Czechoslovakia was far from the only new country established in Europe that year. We thus take this centenary as a marketing opportunity to show visitors the sights, culture and artifacts of not only the famed First Czechoslovak Republic, but also of the ensuing decades, including times under occupation and communism. We know that 20th century history is a topic of interest for many visitors, but easily overshadowed by the impressive historical architecture of the city centre. We will therefore focus on promoting the various commemorative events organized around the centenary, as well as the distinctive moments of the 1920s-80s. Czechoslovakia was, all there is to be seen, experienced or bought in today’s Prague, from the iconic buildings or emotive memorials to WWII events, right through to Botas shoes or Kofola drinks.

At the beginning of the year we will reopen the refurbished Visitor Centre in the arrivals hall of Terminal 2 at Ruzyně Airport. Our approach here is well-proven, modelled on providing information and other services at Terminal 1. In addition, we will extend the daily opening hours until 10pm. We are taking an active part in the creation of the new tourist card, which is to be piloted in the autumn of 2018.

In January 2018 we will continue to market our new trade-fair stand, its operation secured for three years. The first stop will be at ITF SlovakiaTour in Bratislava. Along with our traditional partners (Prague City Hall, PCB, CzechTourism) as well as on our own behalf, we are participating in several key trade fairs, presentations and other events focused on tourism, e.g. Holiday World, ITB Berlin, IMEX Frankfurt, WTM London etc. For the fifth year in a row we have organized a roadshow around the Czech Republic, complete with our mTIC, to promote in-country tourism to Prague.

Also, in the publishing domain, we shall be reflecting the main marketing theme of 2018, i.e. the centenary of the Czechoslovak Republic and other significant historical anniversaries. We will start 2018 by publishing a brochure summarizing these occasions, together with a calendar of events. This will be followed by a "Czechoslovak digest", charting the major events, figures or achievements of the entire 74 years of Czechoslovak history. As for new titles we will focus on greenery (Parks, gardens and nature retreats in Prague) and Prague culture (Culture and entertainment in Prague), and will continue to issue regular cultural bulletin. A considerable part of our forthcoming publications will go to re-editions and reprints of our successful and low-inventory titles, in particular the gastro series.

In the field of digital technologies, we envisage intense cooperation on strategic projects with the City of Prague regarding attractive tourism under the Smart Cities concept framework. Our goal is to use 3D technology and augmented reality as a tool to promote the less tourist-frequented locations. We plan to make greater use of artificial intelligence (Chatbot) for entry-level communication on social networks.

We have a whole host of events and lectures planned in 2018 on the anniversary of the founding of the Czechoslovak Republic and each of the key anniversaries of our nationhood. The annual events include the opening of the Evertman's University of Prague programme which will cover the following special topics: The architecture of Czechoslovak statehood, the Fated eights of our history or Prominent figures of Czech statehood. A series of Prague Local History tours and lectures, whose current programme is published monthly will cover the topics of developing statehood and the figures of history who contributed. Prague City Tourist tour guides will also be familiarized with the major themes of modern Czech history and current exhibitions, through follow-up training sessions. We shall also continue to run regular Saturday group tours with a professional licensed tour guide, which we will augment with further languages.

We will continue to raise awareness about Prague City Tourism and its activities in the domestic and international media. We will remind the public of the 60th anniversary of the founding of Prague information service with suitable initiatives.
2017 Annual Report
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www.praguecitytourism.cz
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