**Press release**

**9. 5. 2017**

**Prague was introduced to the Brazilian travel market**

**At the end of April Prague City Tourism, WienTourismus and Visit Berlin presented their products and news to the representatives of travel agencies in Brazil. Together then representatives of Prague, Berlin and Vienna attended luxury travel trade fair Travelweek Sao Paulo by ILTM.**

In Rio de Janeiro and Sao Paulo, Czechtourism representatives organised two presentations where Prague, Berlin and Vienna presented themselves as attractive destinations that form an ideal path through Central Europe. As many as 300 travel agents attended said presentations. During the Travelweek trade fair Prague, Berlin and Vienna representatives had over 80 successful meetings and discussions with luxury travel agencies. The presentation trip was symbolically concluded by an opening of the promotional campaign in the shopping centre Shopping Villa Lobos. Here the Czechtourism representatives prepared an extensive visual presentation of Prague and Czech Republic combined with a contest for a trip to Prague.

The presentation in Brazil was the first conjoined event of Prague, Berlin and Vienna based on the recently ratified memorandum of cooperation at overseas markets.

*“Presentation of Prague in Rio de Janeiro and Sao Paulo was very successful. We had a chance to talk and establish cooperation with agencies with high-class clients. That was definitely a significant step that will have a positive influence on incoming tourism in the near future. Brazilians are interested in visiting Prague and Central Europe and we intend to maintain their attention,”* says **Barbora Hrubá**, Prague City Tourism spokesperson.

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