**Press release**

**10. 3. 2017**

**Prague was presented at the Holiday World trade fair**

**From 16th to 19th of February the 26th trade fair Holiday World was held in Prague. Visitors had a chance to go to a stand of the City of Prague where the activities of the City Hall and its organizations were presented.**

Main organizers of the presentation were Prague City Tourism and Heritage department of the City of Prague. Beside these another eight city organizations presented their output, projects and news namely Prague Botanical Garden, Prague ZOO, Municipal Library of Prague, Prague City Gallery, The City of Prague Museum, The Municipal Theatres of Prague, Theatre v Dlouhé and Karlín Musical Theatre.

Visitors could attend lectures *Prague café as a phenomenon of urban culture* organised by Prague City Tourism. The lectures are a part of the wider campaign Prague cafés. The specialised guidebook Prague cafés was published in the frame of the campaign as well. On Friday visitors had an opportunity to come to the presentation of the Heritage departments’ new project Prague vineyards 2017.

‘*We are very grateful for the opportunity to participate at Holiday World and to present activities and events Prague Botanical Garden has planned for this year to hundreds of visitors. Attendants were particularly interested into the exhibitions of orchids, butterflies, bonsais, pumpkins and American houseplants. Information and leaflets were provided by our experienced guides. Current head of the Botanical Garden Bohumil Černý attended the official opening ceremony on Thursday. On Friday 17th of February at 11 AM Eliška Muchnová introduced St. Claire’s Vineyard during the Prague vineyards 2017 presentation. Prague Botanical Garden will play an active role in Prague vineyards project. Over the weekend 24th and 25th of June there will be an interesting programme with a possibility of purchasing unique wines in the St. Claire’s winery and the option of viewing of the technology of wine production,*’ says **Ing. Lenka Prokopová**, Marketing and PR department of Prague Botanical Garden.

*‘Collective presentation of the City of Prague at Holiday World trade fair was definitely a major success. Hundreds of content clients and thousands of leaflets that were distributed substantiate the claim. We are especially excited by the astonishing success of Prague cafés and Five Prague walks guidebooks*,’ says **Barbora Hrubá** spokesperson of Prague City Tourism.

**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.