**Press release**

**27. 3. 2017**

**Prague will cooperate with Berlin and Vienna in the field of tourism**

**Nora Dolanská Prague City Tourism CEO, Burkhard Kieker Visit Berlin CEO and Norbert Kettner WienTourismus CEO signed the Memorandum of cooperation between Prague, Berlin and Vienna at ITB trade fair in Berlin.**

Representatives of three capitals signed an agreement about collective presentation especially at overseas markets. The arrangement is valid from the year 2017 until the end of 2019. Involved partners have agreed on joined marketing campaigns, PR events, press and fam trips, conjoined presentations for travel agencies and public, and optimisation of the train connection between the cities.

The first active step towards cooperation in 2017 will be mutual presentation at trade fairs and workshops for travel agencies in Latin America. In April representatives of Prague, Berlin and Vienna will attend together trade fair Travelweek Sao Paulo by ILTM and launch a joint campaign targeted at travel agencies in Rio de Janeiro in the same period. Other future means of cooperation will be discussed accordingly to current marketing plans.

**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.