**Press release**

**20. 5. 2017**

**Russian tourists returning to Prague**

**In the first quarter of 2017 1 380 000 people visited Prague, who altogether spend 3 200 000 nights here. Prague City Tourism recorded a significant increase in a number of visitors coming from Russia. In the first three months of 2017, we see 52.3 % more than the previous year.**

*‘We are delighted to see increasing numbers of Russians visiting Prague. We are expecting a positive impact on income from tourism. For some time now we register higher interest in visiting Prague from domestic tourists as well. Statistical data from the first quarter indicate that this trend will continue. We are very glad to see that and we intend to support domestic tourism henceforth. That’s why at the beginning of May we launched an outdoor campaign all around the country which targets potential domestic visitors,’* says **Nora Dolanská** Prague City Tourism CEO.

In the first quarter of 2017 Prague was visited by 83 000 more tourists than in the first quarter of 2016. In the said period almost quarter of a million domestic tourists visited Prague that means 9.6 % increase compared to previous year. In January the data for domestic visitors was impacted by the Night of hotels within which almost 1400 beds in hotels were offered to residents of Prague. Regarding international visitors 5.7% increase was recorded. Approximately 41% of the whole amount of tourists came in March.

Main source markets in the first quarter of 2017 remain without a change. Most tourists came to Prague from Germany, Russia, United Kingdom, Italy, and Slovakia. A number of visitors from Asia are continuously growing as well. In comparison with 2016, we see 24.8% increase, while half of the visitors come from China and South Korea.

**Prague City Tourism** is a modern marketing organisation 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 website and visitor centres. As Prague’s official tourism marketing organisation, we work with the media and travel trade partners in organising educational trips, workshops, and presentations.