**Press release**

**10. 2. 2017**

**Prague attracted record number of visitors, more than 7 million**

**The number of tourists coming to Prague is continually increasing. In 2016 Czech capital hosted 7.07 million visitors, that is 460 000 people more than in previous year.**

*“Prague is a very popular destination. But we understand these numbers also as a result of our hard work and successful marketing strategy. I am especially glad to see a significant rise in domestic incoming tourism. For last three years we have been going around the country promoting Prague advertising cultural events and other interesting opportunities. This way we show visit to Prague as an appealing option to Czech public as well,”* says the Prague City Tourism CEO **Nora Dolanská**.

The number of foreign travellers was up 7% year-on-year the amount of Czech tourists increased by 14%. The quantity of nights spent in Prague reached record-breaking 16.5 million.

German visitors constituted the majority followed by tourists from USA, United Kingdom and Italy.

**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.