

Inbound Tourism – Prague, 2015 – Overall Assessment

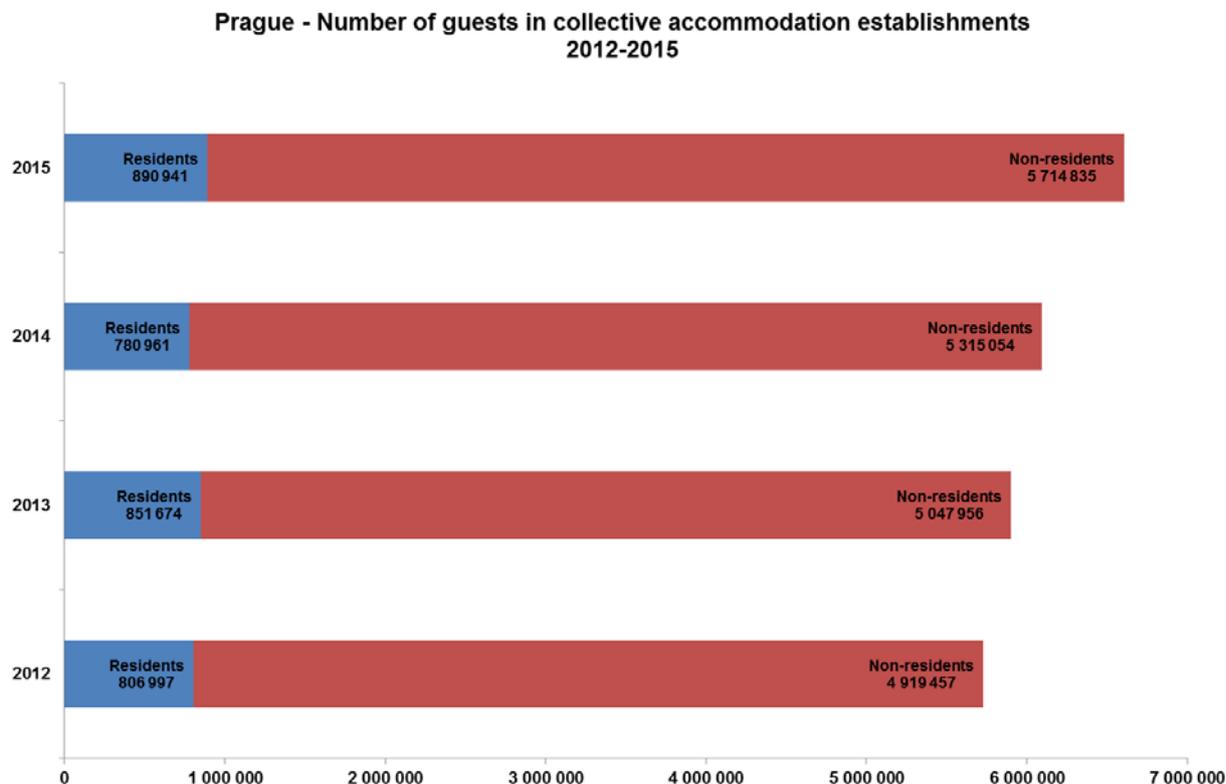
Facts and Figures:

- Total visitors: 6,605,776
foreign: 5,714,835 (86.5%)
domestic: 890,941 (13.5%)
- Total visitor growth in Prague: 509,761 visitors (8.4%)
foreign growth: 399,781 visitors (7.5%)
visitors from CR growth: 109,980 visitors (14.1%)
- Greatest number of visitors in Q3
- The number of visitors was greatest in August and smallest in January.
- Main countries of origin: Germany, USA, Great Britain
- 65.2% of all foreign visitors came from Europe (not counting Russia),
15.3% from Asia
Russia's share as an independent area fell to 5.2% from last year's 8.9% due to a nearly 40% drop in Russian visitors
Since Russian visitors tend to stay for longer times, however, Russia's share in the total number of foreign overnight stays came to 7.9%, while Asia's share was 13.3% due to the shorter visits.
- The total number of visitors has been growing steadily since June 2014: the Residents category since November 2014 and the Non-residents also since June 2014.
- Greatest growth: Germany, South Korea, USA
- Total overnight stays: 15,917,265
foreign: 14,341,089 (90.1%)
from CR: 1,576,176 (9.9%)
- Total growth in Prague overnight stays: 1,166,978 nights (7.9%)
foreign growth: 959,356 nights (7.2%)
residents growth: 207,622 nights (15.2%)
- Average length of overnight stays: 2.4 nights
non-residents: 2.5 nights; residents 1.8 nights
- Longest average length of stay: Russia (3.8 nights), Malta (3.7), Israel (3.3);
Shortest average length of stay: Republic of Korea (1.7 nights), China (1.8)
- Prague currently has 797 collective accommodation establishments registered, with 41,854 rooms, 91,059 beds and 1,062 spots for tents and caravans
- Hotel room use was at 61.8%, with net bed use at 55.1%.
- Five-star hotels report the greatest room and bed occupancy rates.

In **2015** Prague achieved additional significant growth in incoming tourism, setting a **new record in number of visitors** staying in collective accommodation establishments as well as **number of overnight stays**. Both of these numbers have been steadily rising each year since 2012, since the comparable time series have existed.

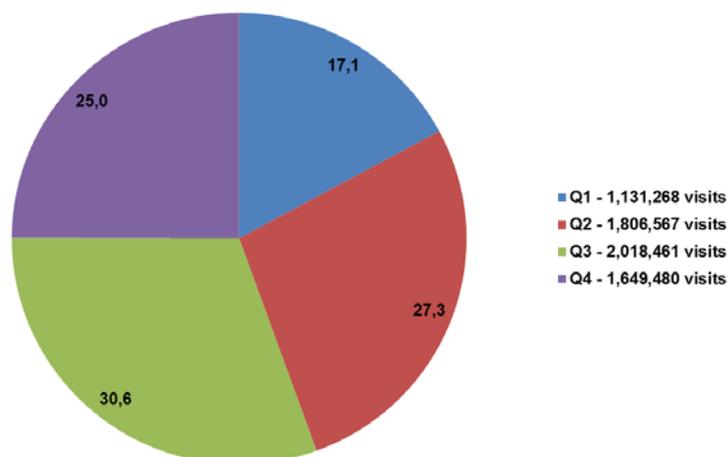
Visitors

In 2015 a total of 6,605,776 visitors stayed at collective accommodation establishments in Prague; 890,941 of these were residents (13.5%) and 5,714,835 were non-residents (i.e. 86.5%).



The strongest season for number of visits came in the **third quarter**, as usual, when collective accommodation establishments in Prague welcomed more than two million visitors. The fourth quarter was the weakest. The third quarter also saw the greatest increase in visitor numbers.

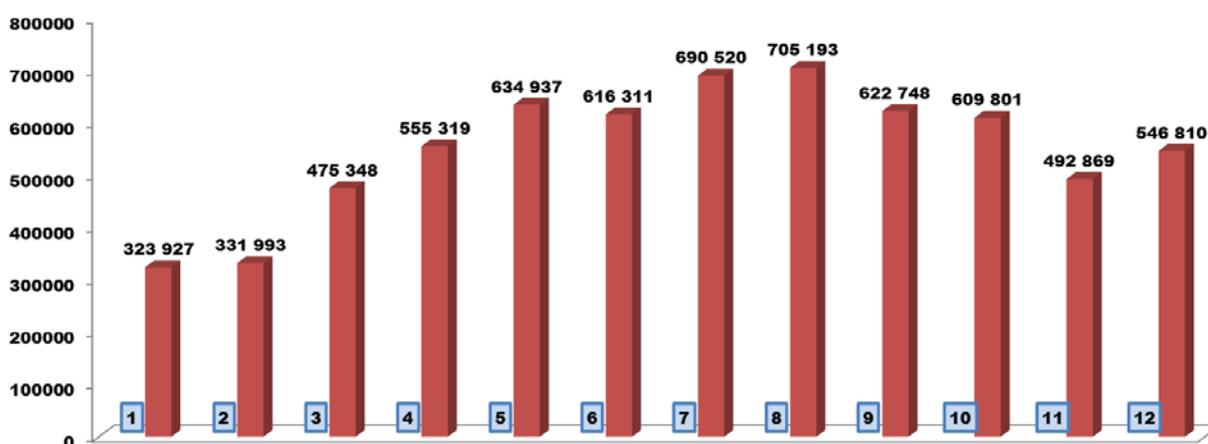
Prague 2015 – Total visits – broken down by quarter



The total **growth** in visitor numbers to the Czech capital **year-on-year** amounted to **509,761 visitors (8.4%)** in 2015, with foreign and domestic visitors to Prague both in significant proportion. **Resident visitors increased by 109,980 (14.1%)** and **non-resident visitors increased by 399,781 (7.5%)**.

In line with the usual developments over time, visits were not evenly spread throughout the year. Once again the month with the **most visitors** was August. July came in a close second, with just under 15,000 fewer visitors. May, June, September and October also had upwards of 600,000 visitors, however. January had the lowest number of visitors. Visitor numbers have been steadily increasing year-on-year since June 2014.

Prague – Total visits – strongest month of 2015



Overnight Stays

Prague hosted a total of **15,917,265 overnight stays** in 2015. **Foreign visitors had 14,341,089 (90.1%) overnight stays**, while **Czech residents had 1,576,176 (9.9%)**.

The **total number** of overnight stays in Prague collective accommodation establishments during 2015 **increased by 1,166,978 (7.9%)** compared to 2014. **Overnight stays by foreign visitors** increased by **959,356 (7.2%)**, while **domestic visitors** spent **207,622 more nights (15.2%)** in Prague compared to the previous year.

The **most** overnight stays in Prague occurred in **August**, and the fewest in February, with a difference of over one million between the two months.

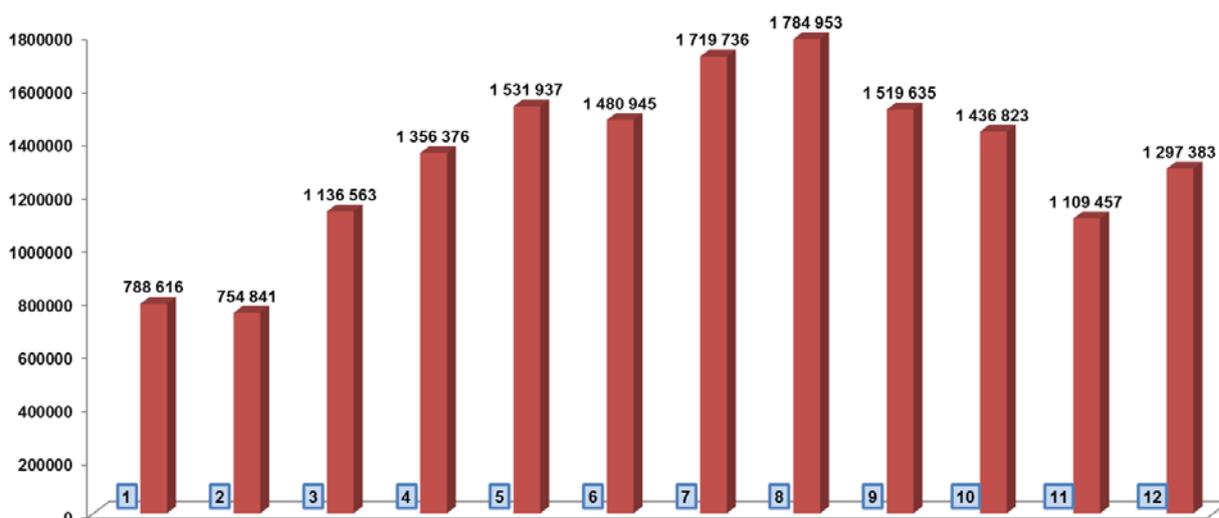
The **average length of overnight stays** remains the same as the previous year.

Total: 2.4 nights

Foreign: 2.5 nights

Residents: 1.8 nights

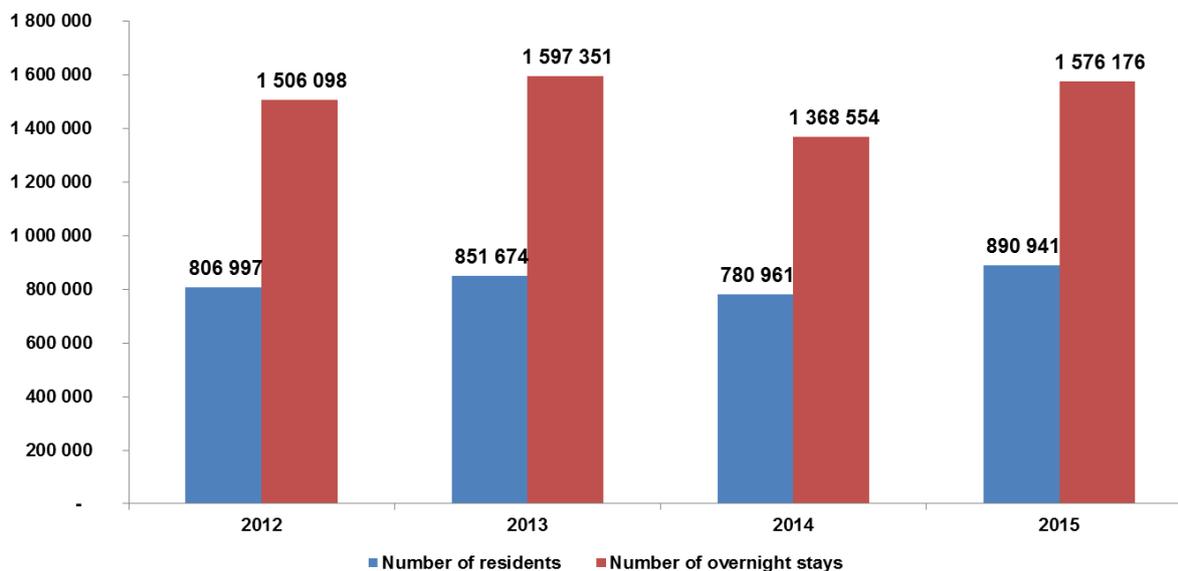
Prague - Overnight stays - strongest month of 2015



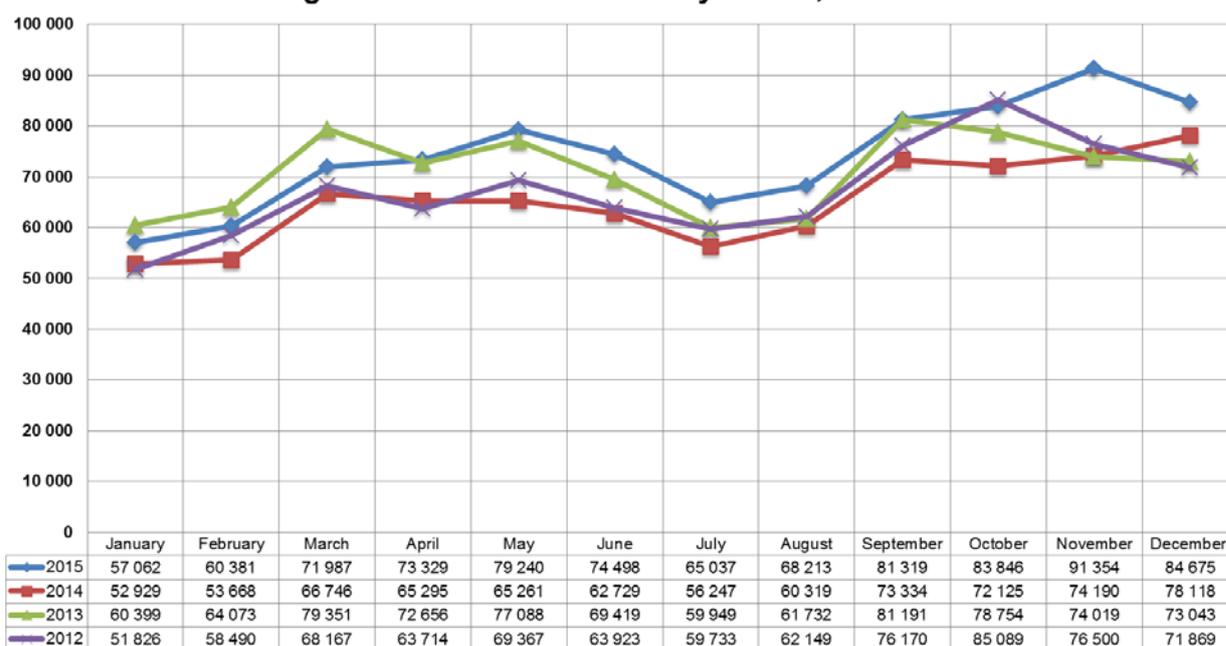
1. Domestic visitors to Prague

Czechs made up **890,941** (13.5%) of all visitors to Prague in 2015, which amounts to an **increase of 109,980 (14.1%) visitors** year-on-year. Resident visitors have been coming to Prague in steadily increasing numbers since November 2014.

Prague - Number of residents and overnight stays 2012-2015



Prague - Number of residents by month, 2012–2015



Looking at quarterly visitor numbers for residents, the last three months of the year were strongest.

November was the **most popular month** for Czech visitors to Prague with more than 90,000 domestic visitors. January, February, July and August saw less demand for accommodations in Prague.

Czechs made 1,576,176 overnight stays in Prague in 2015, representing a marked **increase of 207,622 overnight stays (15.2%)**.

2. Foreign visitors to Prague

The category of foreign visitors and their overnight stays coming to Prague also set a new record.

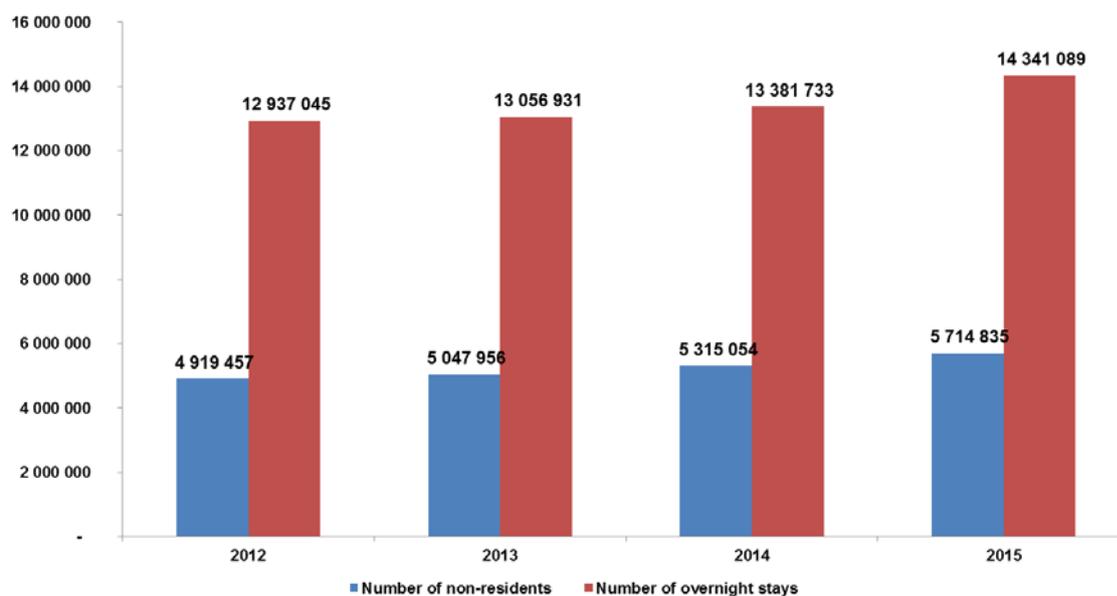
Prague welcomed a total of **5,714,835 foreign visitors** to its collective accommodation establishments in **2015**.

This number confirms an **increase of 399,781 visitors (7.5%) year-on-year**.

Non-residents spent a total of **14,341,089 nights** in the Czech capital in 2015.

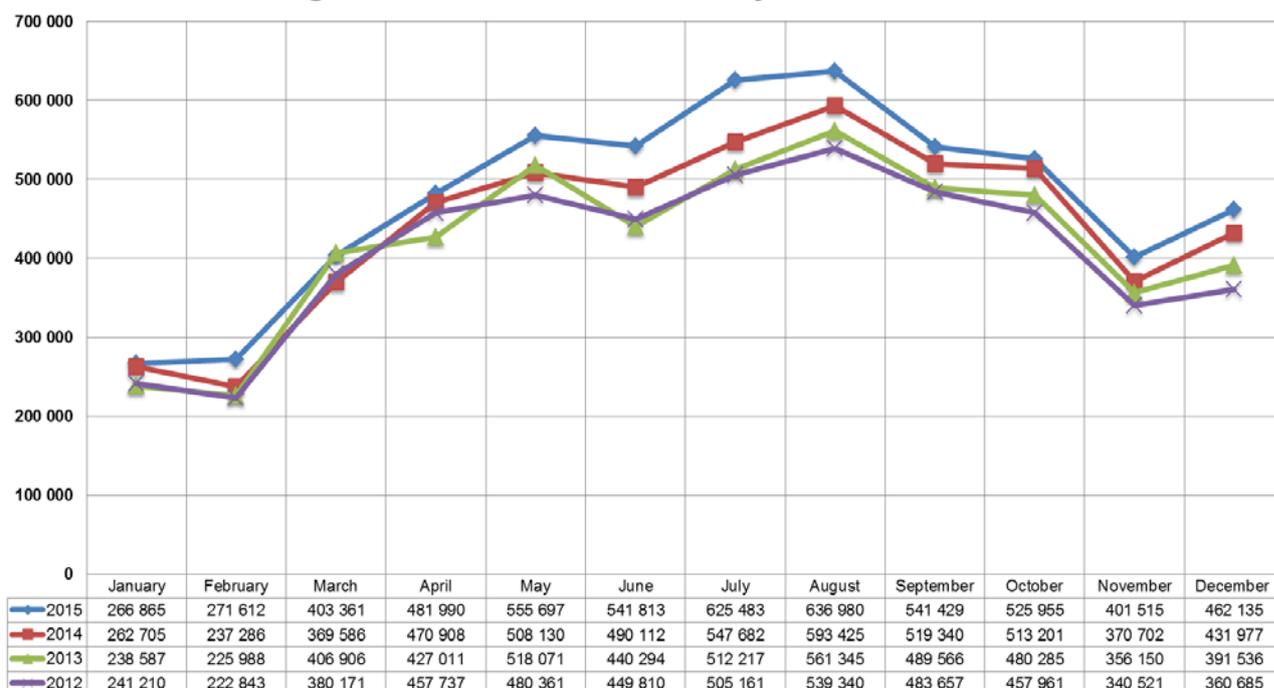
This is an increase of 7.2%, or 959,356, year-on-year.

Prague - Number of non-residents and overnight stays 2012-2015



Non-resident visitors to Prague found the **third quarter** the most attractive, with **August** as the strongest month with July trailing just behind it. January and February, however, did not draw many visitors.

Prague - Number of non-residents by month, 2012-2015



Source Countries

As in previous years, the **greatest number of foreign visitors** came from **Germany**. The United States came in second and the United Kingdom third.

The **TOP 10 countries for number of visits** remained practically **unchanged** from the previous year (South Korea bumped Spain off the list with a small lead), although several countries **switched order**. The most dramatic change was Russia falling from second to fifth place, while the USA, UK and China solidified their positions.

Top 10 markets with the highest total visits – 2015:

Country	Number of guests	Growth/Decline	Growth/Decline (%)
Germany	829,558	+96,317	+13.1
USA	450,097	+61,280	+15.8
United Kingdom	383,764	+46,391	+13.8
Italy	308,062	+3,492	+1.1
Russia	295,358	-178,213	-37.6
Slovakia	241,218	+27,551	+12.9
Other Asian countries*	219,230	+53,849	+32.6
France	214,831	-5,241	-2.4
China	198,885	+49,482	+33.1
Poland	196,615	+9,045	+4.8
South Korea	189,989	+64,815	+51.8

*Note: "Other Asian countries" do not include China, India, Israel, Japan or South Korea, which are tracked separately by the Czech Statistical Office. The Czech Statistical Office started tracking these Asian countries in 2015: Taiwan, Saudi Arabia and the United Arab Emirates, which were split off from the Other Asian Countries category. However, since the increases and decreases in visitor numbers and overnight stays year-on-year cannot be reported for the newly tracked countries due to lack of information for last year, the increase in 2015 is reported along with the entire Other Asian Countries group.

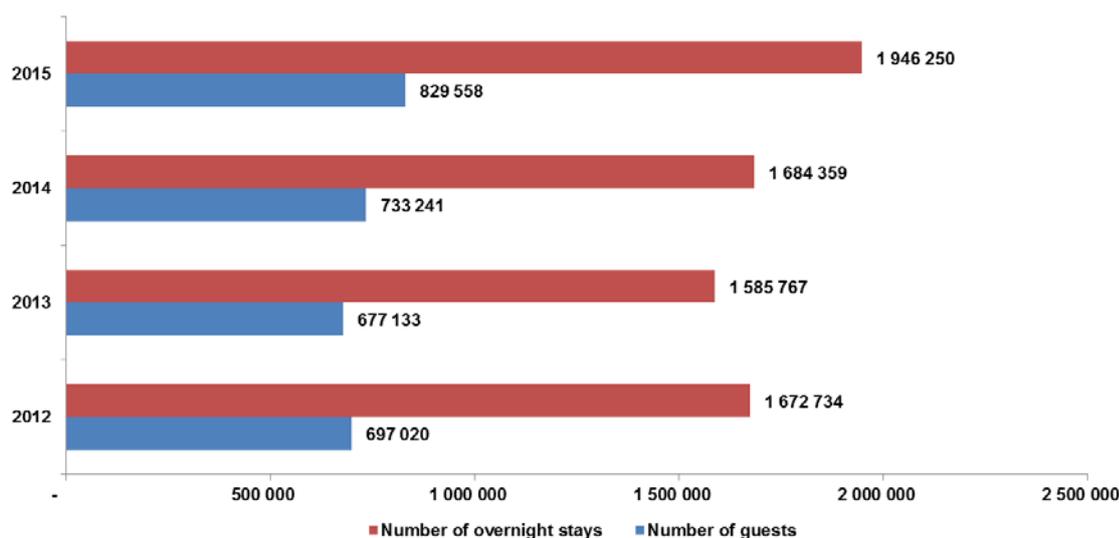
Top markets by total nights:

Country	Number of overnight stays	Growth/Decline	Growth/Decline (%)
Germany	1,946,250	+261,891	+15.5
Russia	1,134,416	-749,809	-39.8
USA	1,108,210	+171,744	+18.3
United Kingdom	989,632	+170,038	+20.7
Italy	883,584	+23,696	+2.8
France	558,652	+45	+0.0
Spain	510,010	+47,517	+10.3
Other Asian countries*	508,254	+147,115	+40.7
Slovakia	466,443	+67,624	+17.0
Israel	394,722	+93,991	+31.3

Germany

Germany holds the top position in all categories: number of visitors, growth in visitor numbers, number of overnight stays, growth in number of overnight stays. It came in first for number of visitors with a lead of 379,461 visitors. Visitors from Germany make up 14.5% of the total number of foreign visitors (12.6% of the total number of visitors including residents).

**Germany - Number of guests and overnight stays
2012-2015**



USA

Due to the drop-off in visitors from Russia and its own nearly 16% increase in number of visitors, the United States moved from third place to second based on its number of visitors. The ratio of visitors from the USA to total foreign visitors to Prague was 7.9% (or 6.8% of total visitors).

In number of overnight stays the USA maintained its previous position in third place, even though the actual number of overnight stays increased by over 18%.

United Kingdom

The United Kingdom moved one step up in number of visitors since last year, for the same reason as the United States. The ratio of visitors from the UK to total foreign visitors to Prague was 6.7% (or 5.8% of total visitors). In number of overnight stays, the UK also moved up a step due to its increase of 20.7% in overnight stays.

Italy

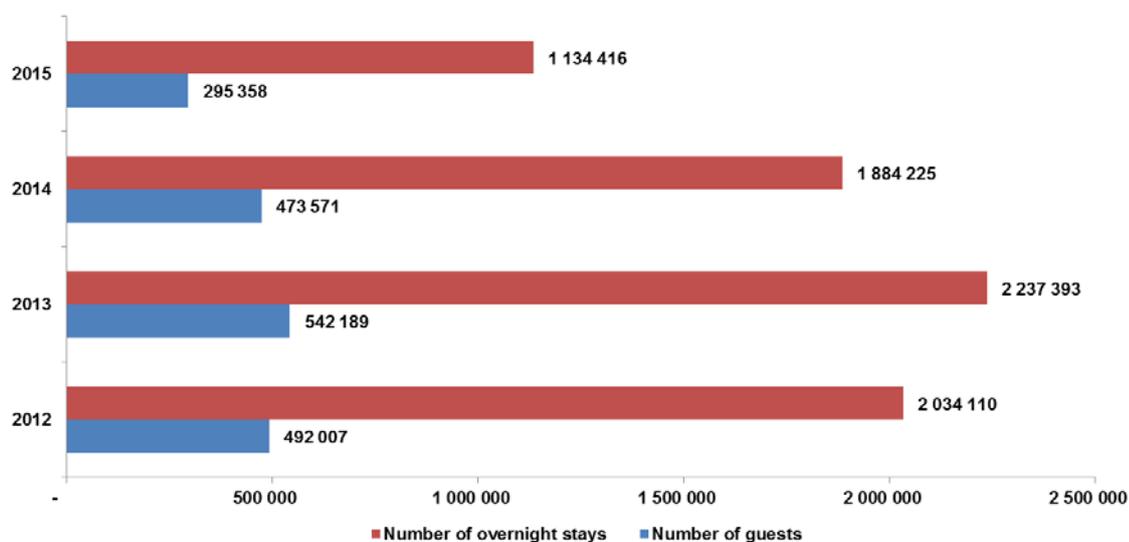
Although the number of Italian visitors to Prague remained nearly the same as the previous year, the drop in Russian visitors meant that Italy also moved up a step in visitor numbers.

Russia

Following on from developments in 2014, the marked decline in visitors from Russia continued throughout 2015, not slowing down even in December. Prague saw 178,213 fewer Russians than in the previous year (-37.6%), which sent it from second place to fifth place in number of visitors.

It moved from first place down to second place in number of overnight stays, dropping by 39.8%, or 749,809 nights. This high placement is due to the long stays by Russian visitors, amounting to 4.8 nights on average.

**Russia - Number of guests and overnight stays
2012-2015**



Slovakia

The increase in visitors from Slovakia looks quite promising, more than double the 2014/13 increase. Slovakia moved from seventh to sixth place in number of visitors.

France

Visitors from France declined slightly, by 2.4%.

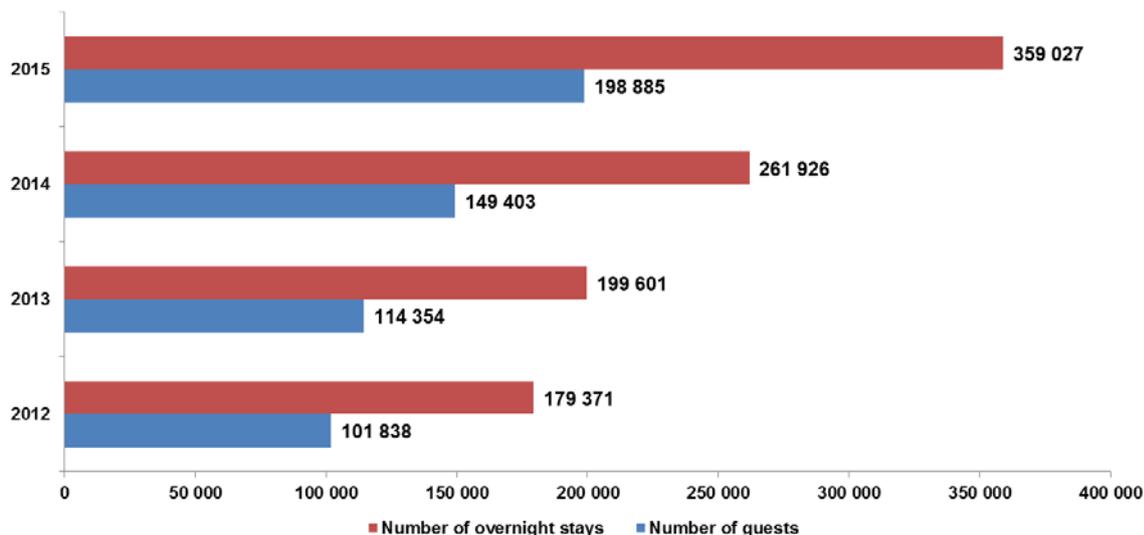
Spain

For the second year in a row visitors from Spain have shown increased interest in Prague.

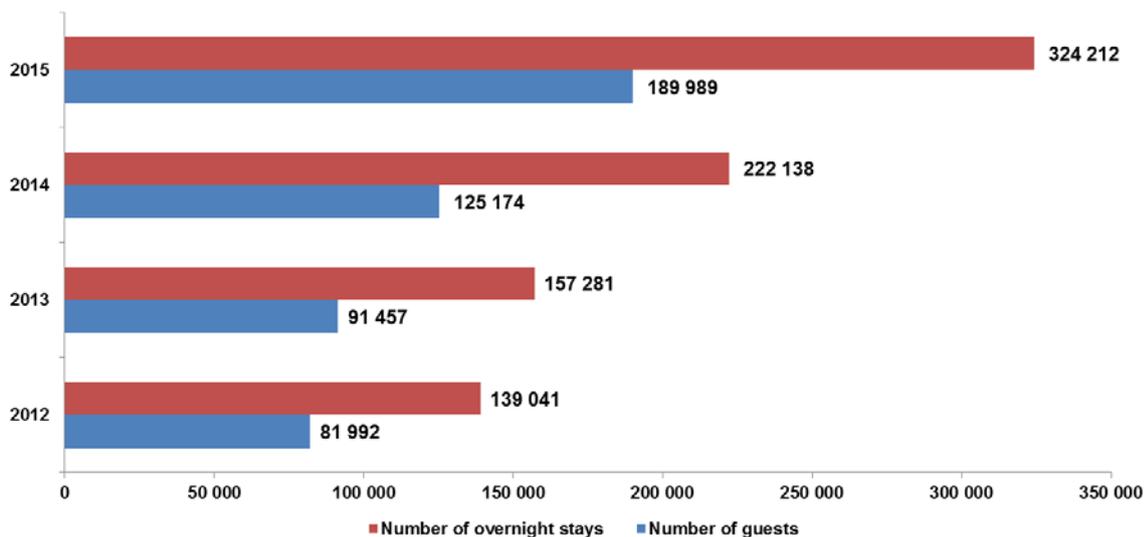
Asian countries

One of Prague's key advantages is its ever-increasing diversification of source markets. Losses in visitors from one area are easily made up by increased visitor numbers from other regions, with particularly strong growth year-on-year originating from South Korea (+51.8%) and China (+33.1%). Nearly 200,000 visitors from each of these countries came to Prague in the last year. Heightened interest from Israeli visitors (+22.9%) looks very promising, especially their longer than average length of stay – one of the longest, in fact, of any country.

Prague - China - Number of guests and overnight stays 2012-2015



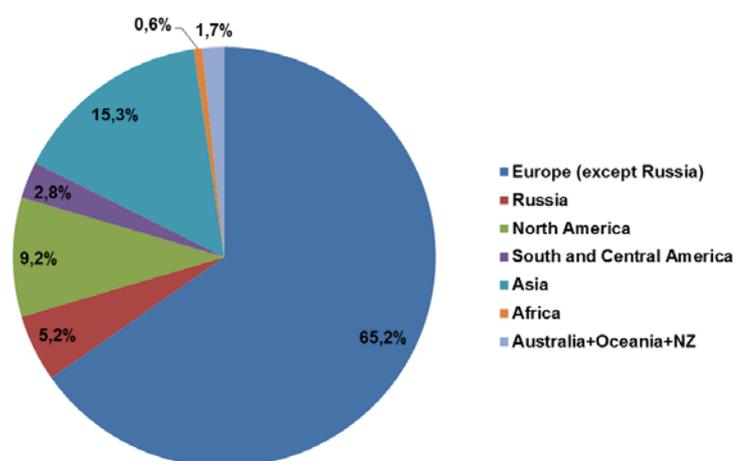
South Korea - Number of guests and overnight stays 2012-2015



Share in Prague tourism from different parts of the world

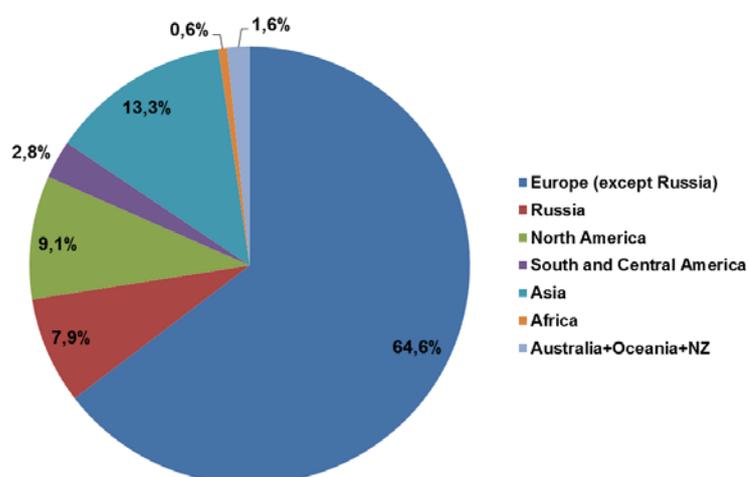
Breaking down the numbers by region, **the majority of foreign visitors to Prague came from Europe (65.2%)**. Visitors from Asia made up 15.3% of foreign visitors, which was an increase of almost 3% year-on-year. Russia on its own represented 5.2%, a decline of 3.7% compared to 2014. The percentages for North America, South America, Australia and Africa remained more or less unchanged. In absolute numbers, **the greatest increase** in visitors from different regions came from **Europe, with 298,720 more visitors**, although with 207,867 more visitors Asia is not far behind.

Prague 2015 – share in total number of foreign guests from different parts of the world by region



The ratio of European visitors to all non-resident visitors and the ratio of their overnight stays to all non-resident overnight stays are nearly identical in percentages, but for Asian visitors these numbers diverge markedly due to the typically short duration of their stay. Asian visitors made up 15.3% of all foreign visitors, but only 13.3% of all foreign overnight stays in Prague. Looking at Russia separately the trend is the opposite. Russians made up 5.2% of foreign visitors, but made 7.9% of all foreign overnight stays.

Prague 2015 – share in total number of overnight stays from different parts of the world by region



Absolute growth in foreign visitors to Prague

The **total growth** in non-residents for 2015 came to **399,781 visitors (+7.5%)**.

Out of a total of 52 countries and territories being tracked, the Czech Statistical Office recorded increased numbers for 42 and decreased numbers for just 10 in visits to Prague.

Fastest growing markets by volume compared to 2014:

Country	Growth	Growth (%)
Germany	96,317	+13.1
South Korea	64,815	+51.8
USA	61,280	+15.8
Other Asian countries*	53,849	+32.6
China	49,482	+33.1
United Kingdom	46,391	+13.8
Slovakia	27,551	+12.9
Turkey	25,380	+43.0
Israel	22,267	+22.9
India	17,468	+52.9

*Note: "Other Asian countries" do not include China, India, Israel, Japan or South Korea, which are tracked separately by the Czech Statistical Office. The Czech Statistical Office started tracking these Asian countries in 2015: Taiwan, Saudi Arabia and the United Arab Emirates, which were split off from the Other Asian Countries category. However, since the increases and decreases in visitor numbers and overnight stays year-on-year cannot be reported for the newly tracked countries due to lack of information for last year, the increase in 2015 is reported along with the entire Other Asian Countries group.

The greatest losses in inbound guests compared to 2014 are from the following countries:

Country	Decline	Decline (%)
Russia	-178,213	-37.6
Other European Countries	-13,583	-12.1
Ukraine	-10,863	-14.0
France	-5,241	-2.4
Brazil	-5,138	-8.0
Australia	-1,990	-2.5

Note: "Other European countries" includes European countries that are not individually monitored by the Czech Statistical Office.

Average length of overnight stays for foreign visitors

The average length of stay for non-residents in 2015 was 2.5 nights (3.5 days). Visitors from Russia had the longest stays in Prague – 3.8 nights. The Czech Statistical Office also records above-average length of stay in visitors from Malta (3.7 nights) and Israel (3.3 nights). In contrast, Koreans spent only 1.7 nights in Prague and Chinese visitors 1.8 nights.

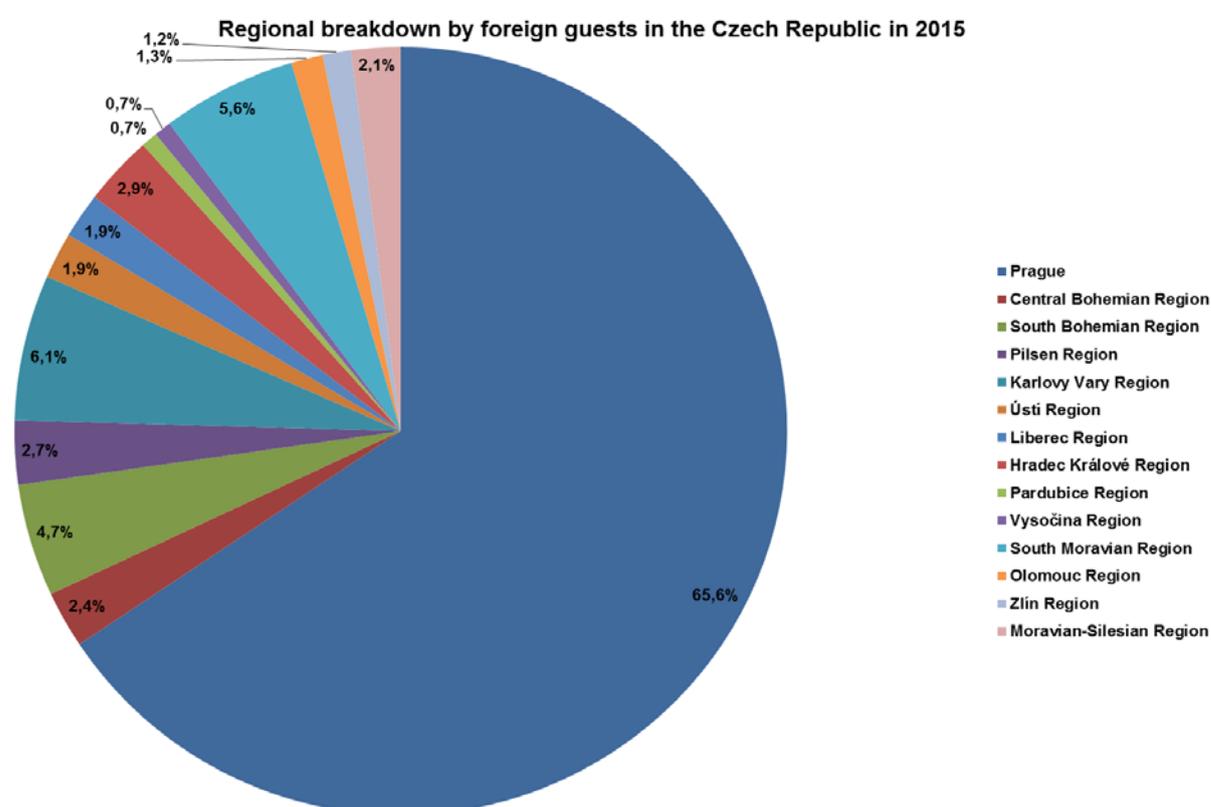
Comparing Prague tourism with total tourism in the CR

This year was a major success in incoming tourism to Prague as well as the rest of the Czech Republic.

Various collective accommodation establishments in the Czech Republic housed a total of **17,195,550 visitors**. Residents make up 49.4% of this number and non-residents 50.6%.

The **overall growth in visitors numbers** came to **1,608,474 visitors (i.e. 10.3%)**, with increases from resident visitors (+13.3%) and foreign visitors (+7.5%). The **highest visitor numbers** came from **Germany** (1,766,539; +13.7%), with Slovakia in second place (578,216; +17.4%), and the United States in third (508,951; +15.3%).

As in previous years, the region with the greatest number of visitors was **Prague**. A total of **65.6% of all foreign visitors to the Czech Republic came to Prague**.



The total number of overnight stays in the Czech Republic was **47,093,906**, evenly divided between with non-resident and resident visitors. This represented an **increase of 9.7% year-on-year**, or in absolute numbers more than **four million nights**. The number of overnight stays increased for residents and non-residents alike. Prague held a 61.6% share in the non-resident overnight stays in the country.

The number of visitors and overnight stays increased in all regions of the Czech Republic.

Based on data from the Czech Statistical Office published on 31 March 2016

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