

# Tourism Trends in Prague – January-September 2018

## Preliminary data

### Facts and Figures:

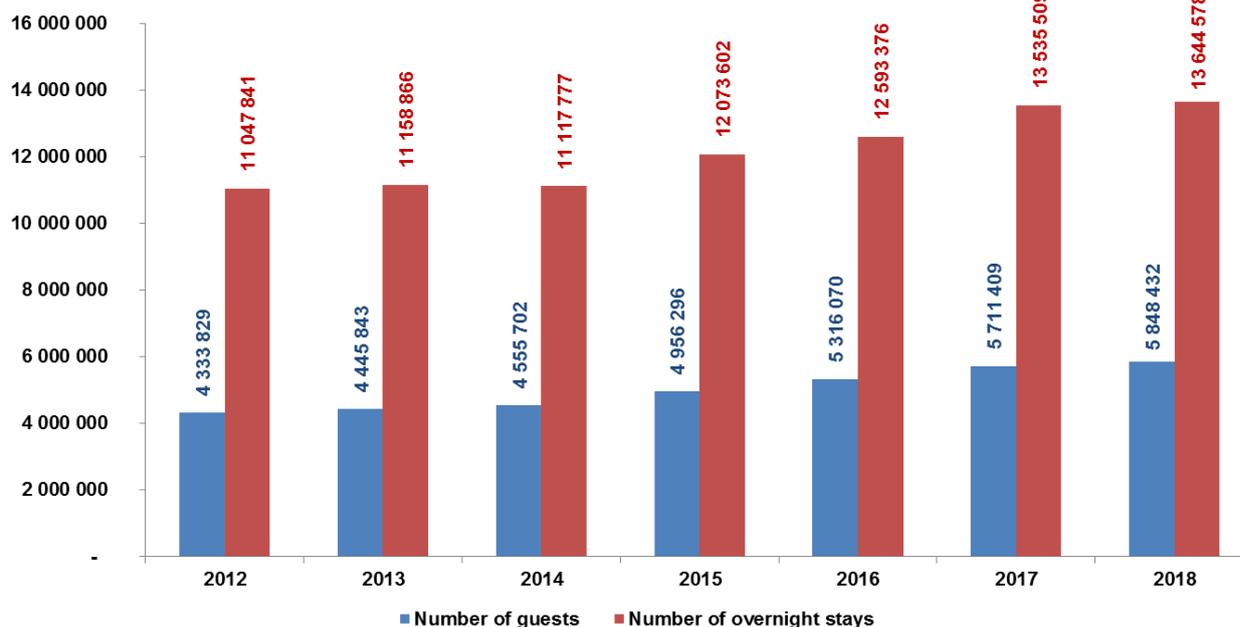
- Total visitors: 5,848,432  
foreign: 4,977,274 (85.1%)  
domestic: 871,158 (14.9%)
- Total visitor growth in Prague: 137,023 visitors (2.4%)  
foreign growth: 50,847 visitors (1.0%)  
visitors from CR growth: 86,176 visitors (11.0%)
- The most visitors came to Prague in August and July
- The number of visitors was smallest in January and February
- Main countries of origin: Germany, USA, Great Britain
- 59% of all foreign visitors came from TOP 10 source countries
- 67.6% of all foreign visitors came from Europe
- Germans remain the largest group of visitors by far
- Double-digit growth from Ukraine, China and Taiwan
- Nearly 27% of all Asian visitors come from China
- Total overnight stays: 13,644,578 nights  
foreign: 12,118,065 nights (88.8%)  
from CR: 1,526,513 (11.2%)
- Total growth in Prague overnight stays: 109,069 nights (0.8%)  
decline in non-residents by 9,248 nights (-0.1%)  
residents growth: 118,317 nights (8.4%)
- Average length of overnight stays: 2.3 nights  
non-residents: 2.4 nights; residents 1.8 nights
- Longest average length of stay: Russia (3.7 nights), Israel (3.2 nights)  
Shortest average length of stay: Republic of Korea (1.6) and China (1.7 nights)

**Inbound tourism in Prague between January and September 2018 continued its positive growth trend. So far this year has managed to top last year's record numbers. Czech and Moravian residents came in increasing numbers throughout the period being tracked, with overnight stays of more than 1.5 million for the first time, while in 2012 it took three months longer to reach that mark. The proportion of residents to overall visitors rose in comparison to previous years.**

**Foreign visitors came in only slightly greater numbers than in 2017, with the number of overnight stays practically the same overall. The biggest spike in visitors without a doubt came from Ukraine. The number of visitors from Ukraine has jumped by more than half and the number of overnight stays by a third. The number of visitors from Ukraine this year in the first three quarters alone is already greater than for the entire year the last four years.**

**Visitors from China also continue their rapid rise. The number of Chinese visitors and overnight stays has more than tripled since 2012.**

Prague - Number of guests and overnight stays  
January-September 2012-2018



## Visitors

The **total number of visitors** for the first nine months of 2018 is **5,848,432**, exceeding the **record-breaking** number for 2017.

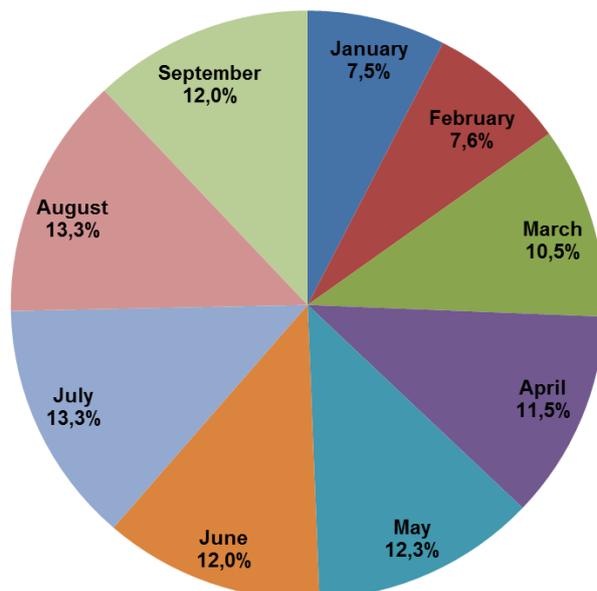
The number of foreign visitors peaked at just under five million (for a share of 85.1%), with more than 870,000 (14.9%) residents visiting Prague from within the Czech Republic. The total number of visitors to Prague **rose by 2.4%** (137,023 visitors). **The driving force** behind the growing visitor numbers were Czech and Moravian **residents**, with an increase of 11% year-on-year, as compared to just 1% among non-residents.

As in previous years, **Q3 was the busiest time of year**, with a total of 2,260,732 visitors to Prague during that time. However, **Q1** also holds the **same share** (88.5%) in the total **growth** in visitor numbers year-on-year. Both Q2 and Q3 remained nearly stagnant due to the slight decrease in foreign visitors during those months.

### Number of guests in collective accommodation establishments in Prague – January-September 2018:

Quarter	Number of guests	Growth	Growth (%)
Q1	1,499,044	121,224	8.8
Q2	2,088,656	7,651	0.4
Q3	2,260,732	8,148	0.4
<b>Total</b>	<b>5,848,432</b>	<b>137,023</b>	<b>2.4</b>

Monthly percentage breakdown of total guests  
January-September 2018



## Overnight Stays

The **number of overnight stays** for January-September also managed to just slightly **top last year's record**. Prague's collective accommodation facilities registered **13,644,578 overnight stays** during the first nine months of this year, an **increase of 0.8%** (109,069 overnight stays).

**Foreign visitors** make up **88.8%** of this number and **residents 11.2%**.

While overnight stays among residents rose by 8.4% year-on-year, the number of foreign visitors dipped slightly (-0.1%). A clear contrast can be seen between Q1 and the rest of the year.

### Number of nights in collective accommodation establishments in Prague – January-September 2018:

Quarter	Number of nights	Growth/Decline	Growth/Decline (%)
Q1	3,463,338	246,304	7.7
Q2	4,805,960	-79,655	-1.6
Q3	5,375,280	-57,580	-1.1
<b>Total</b>	<b>13,644,578</b>	<b>109,069</b>	<b>0.8</b>

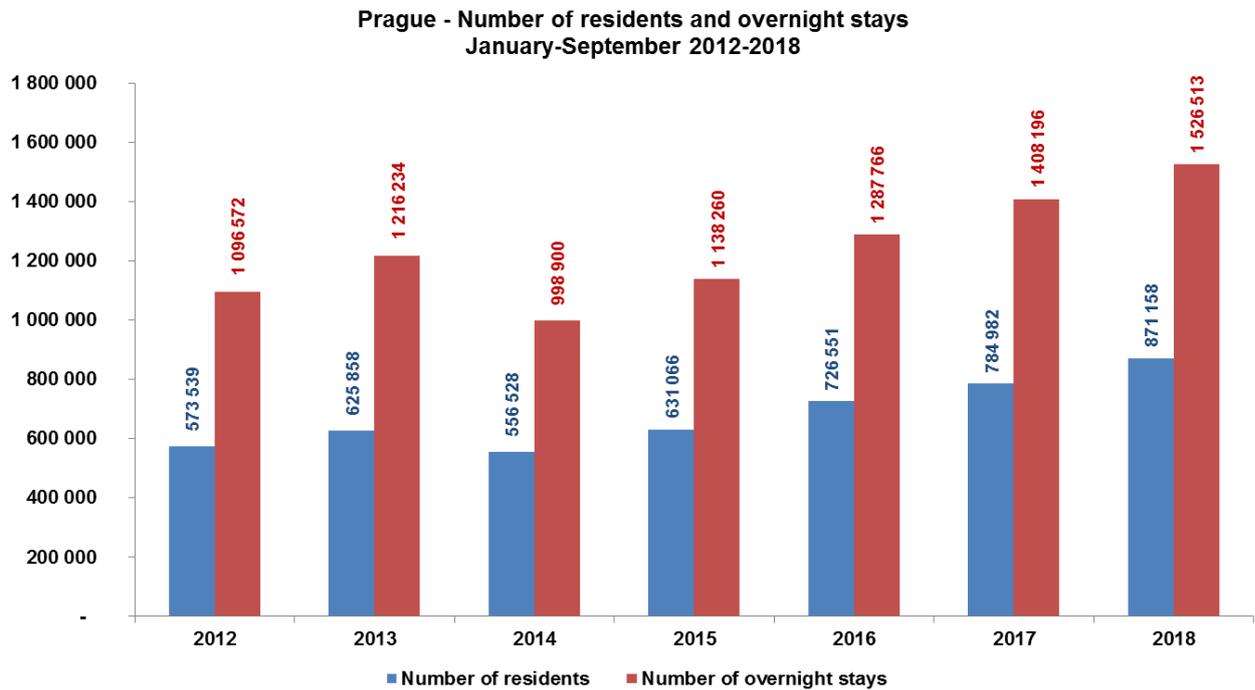
### Average length of overnight stays:

**Total: 2.3 nights**

**Foreign: 2.4 nights**

**Residents: 1.8 nights**

## 1. Domestic visitors to Prague



**Domestic visitors** achieved their highest numbers ever for number of visits and number of overnight stays.

Between January and September, a total of **871,158 visitors** made **1,526,513 overnight stays**.

Time of year makes very little difference in levels of domestic visitors. Individual months range between 9.4 and 12.4% for share in visitor numbers.

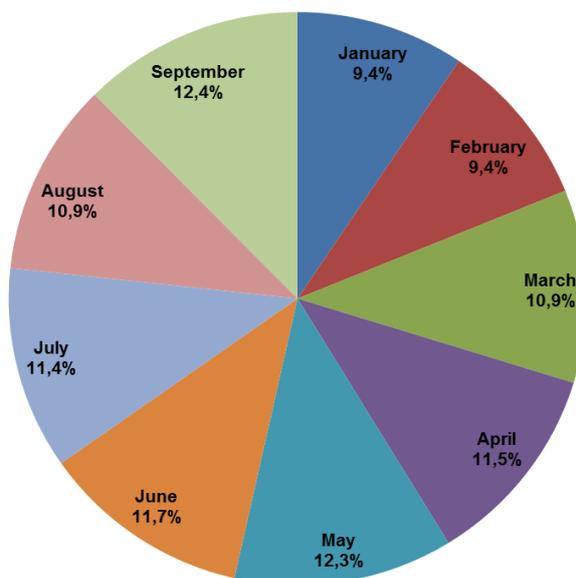
Czech and Moravian residents visited Prague in greater numbers throughout the first nine months of the year as compared to previous years. The biggest jump was recorded in July (+22.1%).

Residents took the **greatest share in number of visitors (14.9%) and overnight stays (11.2%) since 2012** (beating the previous record from 2013 of 14.1% and 10.9%). This share jumped by 1.2% for visitors and 0.8% for overnight stays as compared to 2017.

### Number of residents in collective accommodation establishments in Prague - January-September 2018:

Quarter	Number of residents	Growth	Growth (%)
Q1	259,196	21,017	8.8
Q2	309,261	36,417	13.3
Q3	302,701	28,742	10.5
<b>Total</b>	<b>871,158</b>	<b>86,176</b>	<b>11.0</b>

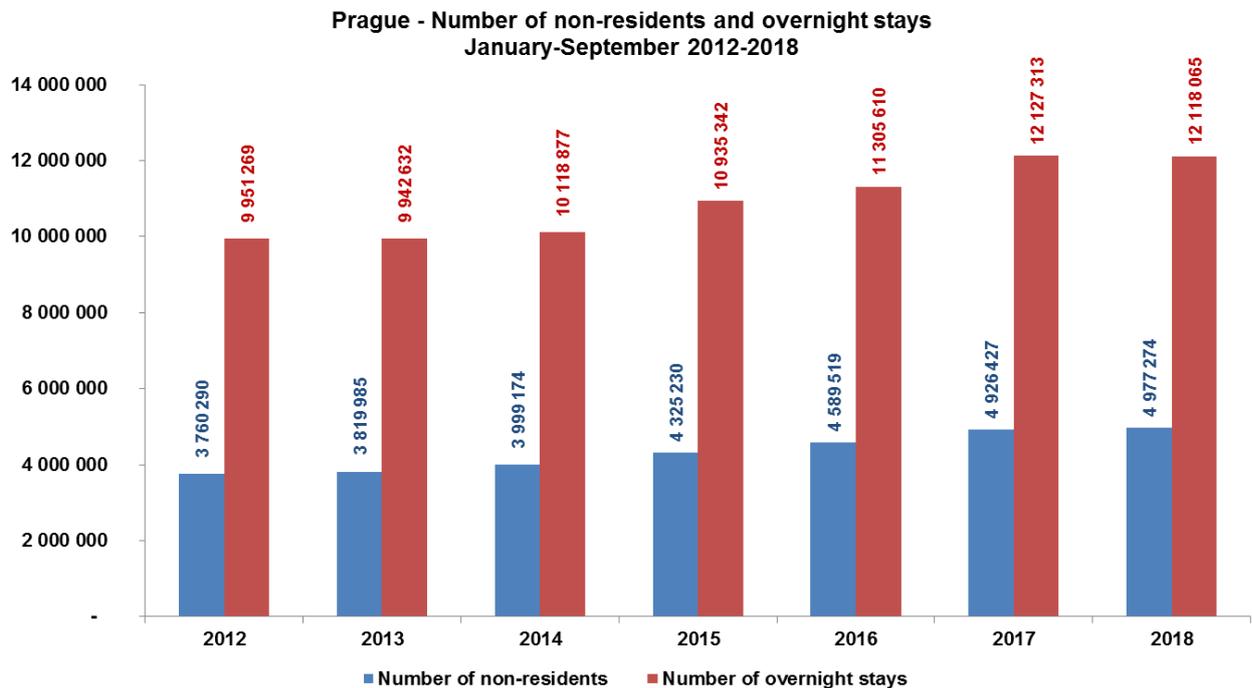
Monthly percentage breakdown of residents  
January-September 2018



**Number of overnight stays by residents in collective accommodation establishments  
– January-September 2018:**

Quarter	Number of overnight stays	Growth	Growth (%)
Q1	433,755	24,294	5.9
Q2	524,870	44,784	9.3
Q3	567,888	49,239	9.5
<b>Total</b>	<b>1,526,513</b>	<b>118,317</b>	<b>8.4</b>

## 2. Foreign visitors to Prague



The number of non-residents visiting Prague during the first three quarters of 2018, **beat** the previous **record** from 2017 by **1%** (i.e. by 50,847 visitors) with a total of **4,977,274**. Q3 had the most foreign visitors to Prague in absolute numbers, but **only Q1 actually showed an increase** according to the Czech Statistical Office, with numbers dropping slightly between April and September (-1.3%). June had the steepest drop year-on-year (-3.7%).

### Number of non-residents in collective accommodation establishments in Prague - January-September 2018:

Quarter	Number of non-residents	Growth/Decline	Growth/Decline (%)
Q1	1,239,848	+100,207	+8.8
Q2	1,779,395	-28,766	-1.6
Q3	1,958,031	-20,594	-1.0
<b>Total</b>	<b>4,977,274</b>	<b>+50,847</b>	<b>+1.0</b>

## Source Countries

The TOP 10 countries by number of visitors are still **dominated by Germany** with 674,288 visitors, or **13.5% of the total volume of foreign visitors**.

The USA remained in second place with 7.5%, although it trailed behind Germany by about 300,000 visitors. The United Kingdom held steady in third and Russia in fourth place.

Given its significant increase of 13.6%, China jumped up two spots from last year's seventh. With more and more Spanish visitors visiting Prague recently, Spain took France's spot as #10 on the list.

### Top 10 markets with the highest total visits – January-September 2018:

Country	Number of guests	Growth/Decline	Growth/Decline (%)	Proportion of non-resident visitors (%)
Germany	674,288	-5,257	-0.8	13.5
USA	374,075	4,787	1.3	7.5
Great Britain	305,156	11,679	4.0	6.1
Russia	284,962	6,077	2.2	5.7
China	250,167	29,892	13.6	5.0
Italy	246,100	2,870	1.2	4.9
South Korea	231,821	-970	-0.4	4.7
Slovakia	210,345	2,948	1.4	4.2
Poland	184,562	3,743	2.1	3.7
Spain	174,275	8,829	5.3	3.5

## Absolute growth in foreign visitors to Prague

This year has seen an increase of just 1% among non-residents.

**Beyond the TOP 10 countries**, we can see rising interest in Prague on the part of **Ukrainian tourists**. Numbers have been climbing sharply since July 2017, with an **increase of 50.8% (31,848)** between January and September 2018 as compared to the same period last year.

Ukraine still only makes up just under 2% of all foreign visitors, but it jumped from 22nd place last year to 16th place this year overall.

Taiwan also had an increase in the double digits this year.

By contrast, declining numbers of visitors came from Israel (-12.9%), France (-6.0%) and Brazil (-11.9%), and Russia as well starting in the second quarter.

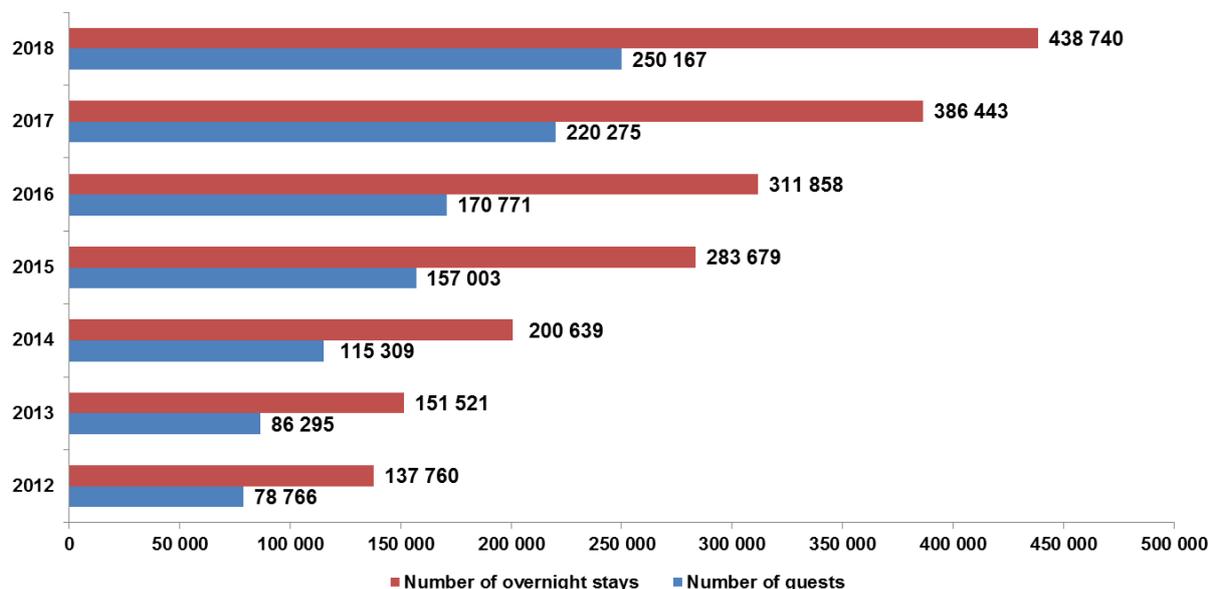
### Fastest growing markets by volume compared to January-September 2017:

Country	Growth	Growth (%)
Ukraine	31,848	50.8
China	29,892	13.6
Great Britain	11,679	4.0
Spain	8,829	5.3
Netherlands	7,864	7.1
Russia	6,077	2.2
Tchaj-wan	5,993	12.7
Japan	4,903	7.9
India	4,853	7.8
USA	4,787	1.3

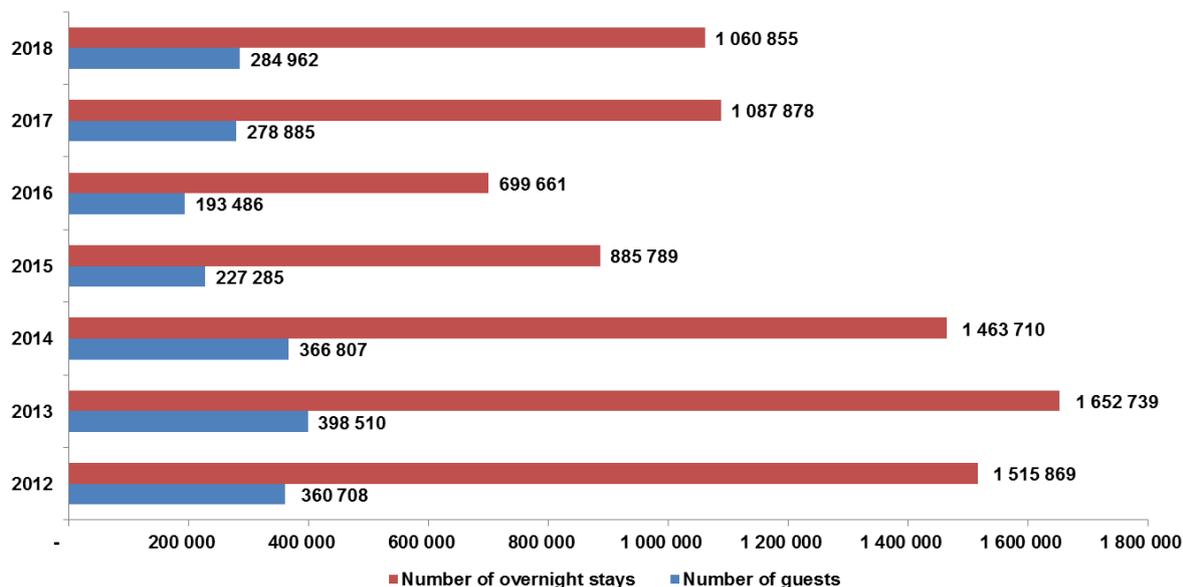
**The greatest losses in inbound guests compared to January-September 2017 are from the following countries:**

Country	Decline	Decline (%)
Israel	-14,626	-12.9
France	-10,486	-6.0
Other Asian Countries	-10,015	-7.0
Other American Countries	-8,863	-11.7
Other European Countries	-7,543	-10.6
Brazil	-5,464	-11.9

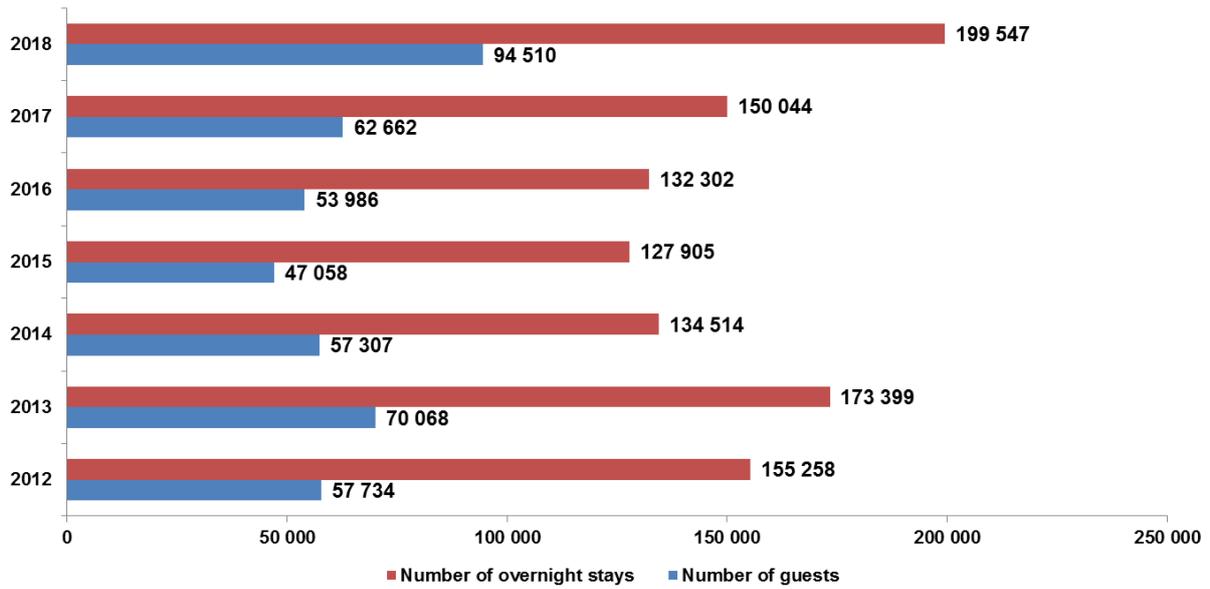
**Prague - China - Number of guests and overnight stays  
January-September 2012-2018**



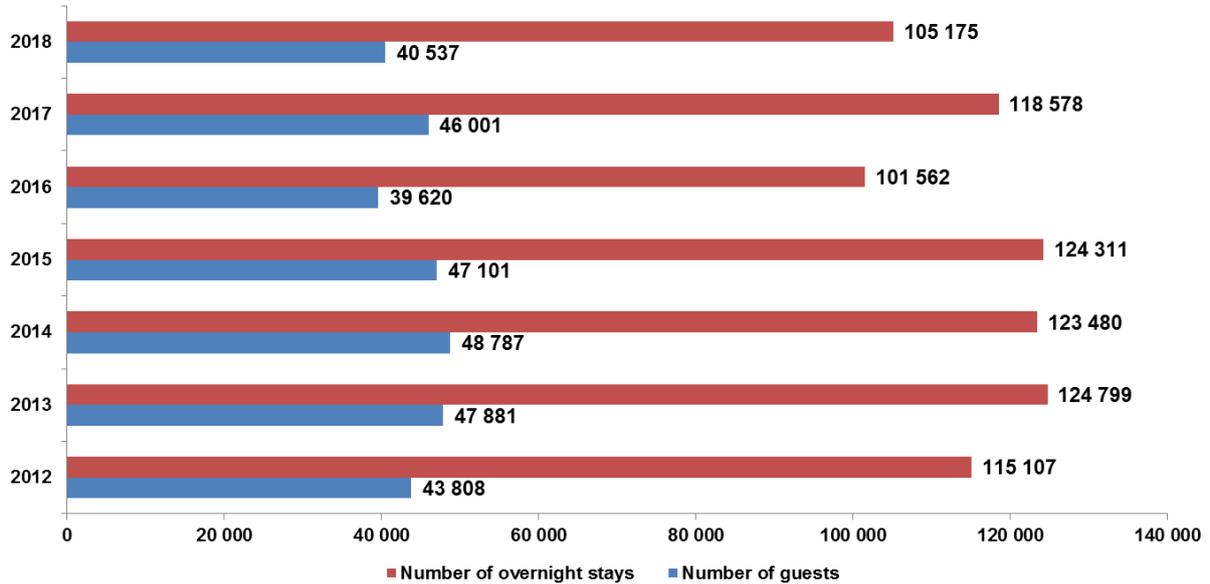
**Russia - Number of guests and overnight stays  
January-September 2012-2018**

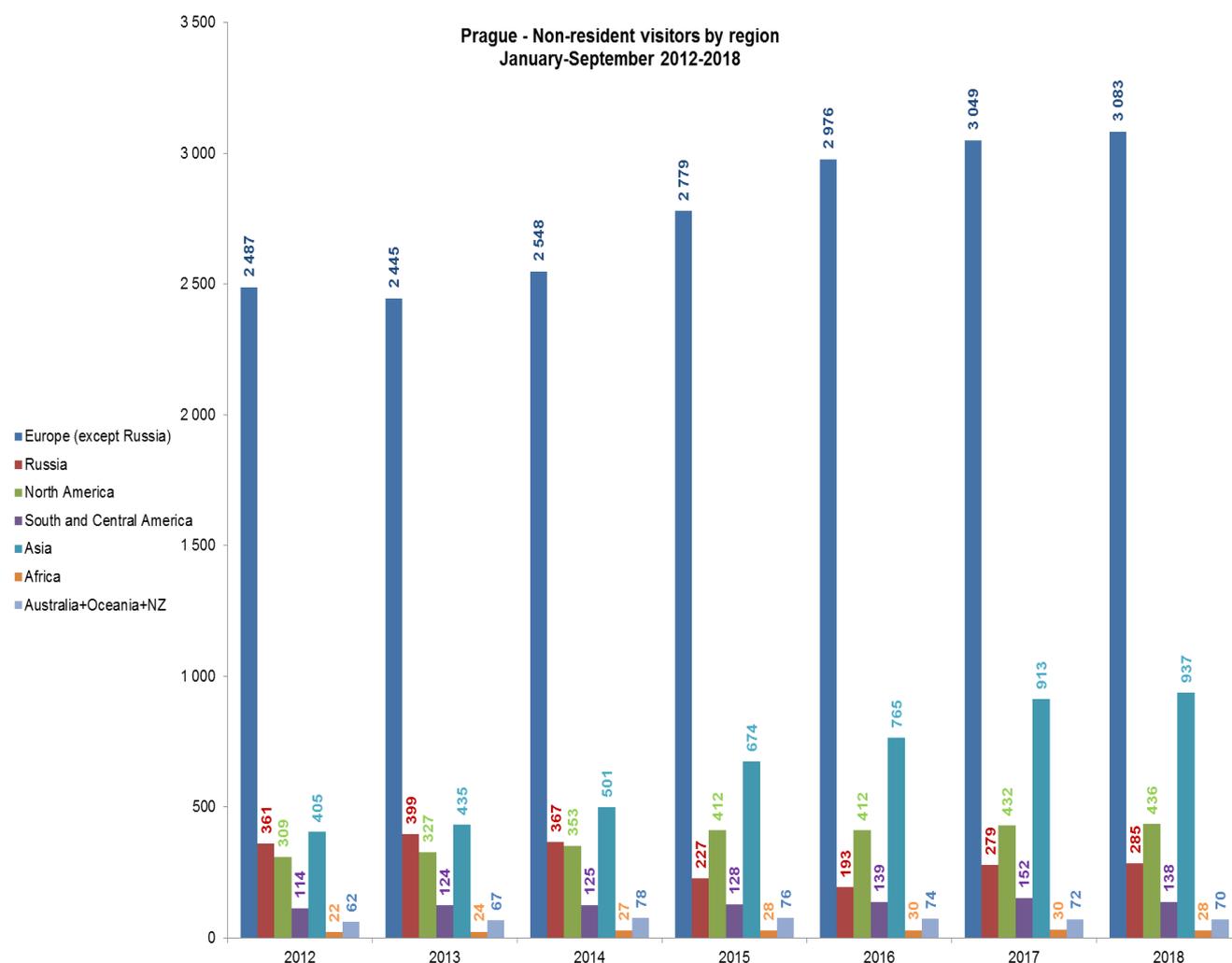


Prague - Ukraine - Number of guests and overnight stays  
January-September 2012-2018



Prague - Brazil - Number of guests and overnight stays  
January-September 2012-2018





**Looking at regions as a whole, Europe is holding on to its pre-eminent place**, as the source region for **61.9%** of visitors to Prague (not counting Russia), followed by 18.8% from Asia, 8.8% from North America, 5.7% from Russia, 2.8% from South and Central America, 1.4% from Australia, Oceania and New Zealand, and 0.6% from Africa.

In general, the rate of increase has slowed dramatically. Europeans make up the greatest increase nominally, with more than 34,000, while visitor numbers from Asia grew by 2.7% and visitor numbers from South and Central America dropped by 9% (mainly in Q2).

Nearly 22% of all visitors from Europe came from Germany, with about one in ten Europeans coming from the UK, while 26.7% of Asians visiting Prague came from China.

## Total number of overnight stays from foreign visitors

**Foreign visitors** made a total of **12,118,065 overnight stays** in Prague during the period under discussion.

Of that number, Germans made more than 1.5 million overnight stays (12.8%) and Russians more than one million (8.8%). This represented stagnating numbers of overnight stays by Germans and a slight decline among Russians (-2.5%) as compared to 2017. Russian visitors increased by 2.2%, but they shortened their stays by 0.2 nights.

The total number of overnight stays by non-residents fell just short of 2017 – **dropping by 0.1% (-9,248 nights)**.

China moved up the TOP 10 ladder in number of overnight stays as well (climbing from ninth place to seventh with growth of 13.5%).

This year's lineup remains identical to last year down to sixth place.

The number of overnight stays by Ukrainian visitors grew by a full third (i.e. 49,503 overnight stays).

By contrast, falling numbers were recorded from Israel (-13.2%), Nordic countries other than Iceland, and Brazil.

### Top markets by total nights

Country	Number of overnight stays	Growth/Decline	Growth/Decline (%)	Proportion of non-resident overnight stays (%)
Germany	1,555,125	549	0.0	12.8
Russia	1,060,855	-27,023	-2.5	8.8
USA	918,263	27,615	3.1	7.6
Great Britain	780,040	29,419	3.9	6.4
Italy	699,224	-5,268	-0.7	5.8
Spain	487,093	17,366	3.7	4.0
China	438,740	52,297	13.5	3.6
France	422,903	-21,210	-4.8	3.5
Slovakia	397,290	-505	-0.1	3.3
South Korea	378,917	-6,232	-1.6	3.1

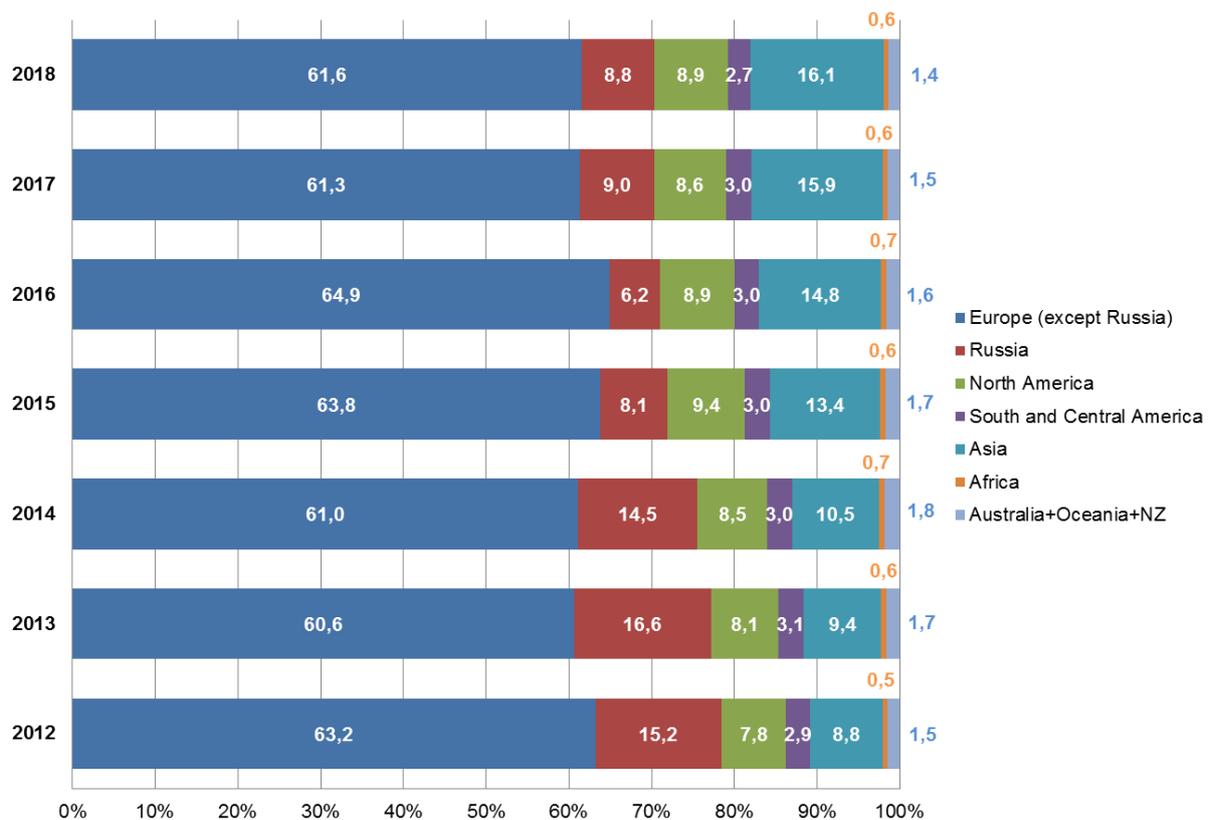
### Greatest increases in nights compared to January-September 2017

Country	Growth	Growth (%)
China	52,297	13.5
Ukraine	49,503	33.0
Great Britain	29,419	3.9
USA	27,615	3.1
Spain	17,366	3.7
Netherlands	16,116	5.8
Poland	15,320	4.3
Tchaj-wan	12,889	12.4
India	12,082	8.2
Hungary	10,062	6.6

### The greatest losses compared to January-September 2017

Country	Decline	Decline (%)
Israel	-48,789	-13.2
Russia	-27,023	-2.5
Other Asian Countries	-24,613	-7.5
Other European Countries	-23,532	-13.8
Other American Countries	-22,591	-12.5
France	-21,210	-4.8
Denmark	-20,078	-11.3
Finland	-15,054	-10.2
Brazil	-13,403	-11.3
Sweden	-10,385	-4.1

Prague - Non-resident overnight stays by region  
January-September 2012-2018 (%)



Only minor changes can be seen in the proportions of individual regions, with long-term increases from Asia and declines from Russia.

North and South America show opposite trends between January and September 2018. While North Americans made 2.8% more overnight stays than previously, South and Central Americans made 10% fewer.

## **Average length of overnight stays for foreign visitors**

### **Countries with particularly long average length of stays:**

Russia	3.7 nights
Israel	3.2 nights

### **Countries with particularly short average length of stays:**

South Korea	1.6 nights
China	1.8 nights

*Based on data from the Czech Statistical Office published on 7 November 2018*

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