



MINISTRY
OF REGIONAL
DEVELOPMENT CZ

**CHINA INVESTMENT FORUM 2015
PRAGUE,
NOVEMBER 9 – 11, 2015**

Cooperation in the Field of Tourism

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Minister of Regional Development**



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Ministry of Regional Development CZ

Central Government Authority on tourism - represented by the Tourism Department

Main activities:

- Preparation of strategic and legislative documents in tourism
- Support of tourism entrepreneurship
- Consumer protection
- International co-operation in tourism
- Monitoring of tourism development (statistics), Tourism Satellite Account
- Improving the quality of tourism services
- Co-ordination of tourism at the national and regional levels
- Implementation of tourism support programmes
- Founding of the Czech Tourism Authority – CzechTourism agency



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CzechTourism

CzechTourist Authority - CzechTourism

- Established in **1993** as a state-funded organization
- Contributory organization of the Ministry for Regional Development.
- **22 Foreign Offices** worldwide (in China: Beijing, Shanghai, Hong Kong)

Visions and Objectives:

- Develop and promote tourism in the Czech Republic (CR) both at home and abroad
- Inspire both domestic and foreign visitors to discover the beauty of the CR and make sure they want to return for another visit
- Increase the repetition of visits and the satisfaction of tourists



A growing number of Chinese tourist travelling abroad – challenge for destination countries

- Chinese outbound travel – a booming market
- Outbound tourism continues to increase. The second-tier tourist generating regions have great potential to grow
- Tourists demands are increasingly diversified, personalized and fragmented.
- Quality tourism suppliers more and more welcomed and recognized by Chinese buyers and tourists.
- Fast increase in spending of Chinese outbound tourists overseas, but will eventually become rational.



Milestones in tourism cooperation with China

- **Memorandum of Understanding on Cooperation in the area of Tourism** - signed in November 2014 between the Ministry and CNTA
- **Opening of direct flight Prague – Beijing** - opened in September 2015
- **Cooperation in the framework of the 16 + 1** countries of Central, Eastern and South-eastern Europe and China.
- In preparations - **partnership of Peoples Republic of China at the Holiday World Tourism Fair** - held in February 2016 in Prague



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Direct flight Beijing – Prague

- Since **September 23rd 2015** - Operated by Hainan Airlines
- **Less than 11 hours flight**
- **Frequency:** APR to NOV 1/3/5
DEC to MAR 1/5
- **Boeing (B767)** - capacity - 233 seats in Economy Class, 34 seats in Business Class





Direct flight Promotion

Promotion of the historically first direct flight between Beijing and Prague
- „Czech Republic: Land of Stories“ in cooperation with Hainan Airlines

Events:

- press conference at the premises of the **Czech Embassy Beijing** (9. 7. 2015)
- B2C Promo Activity at APM Shopping Mall Wangfujing street Beijing
- **opening of the Direct Flight**
 - on September 22nd at the Beijing Capital International Airport
 - and on September 23rd on Prague V. Havel Airport
- **press trip of the First Flight** (23. - 28. 9. 2015) – Prague, Karlovy Vary



16+1 cooperation

A new level of tourism cooperation between China and the Central and Eastern European Countries.

- May 2014 - Tourism Coordination Centre in Budapest (TCC) established
- March 2015 - series of events organized by TCC – meetings of representatives of tourism offices and tourism businesses from the 16+1 participating countries.
- September 2015 - Bled Strategic Forum on Tourism and Second High Level Meeting of representatives of 16 + 1 in Bled – Slovenia.



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China as Honoured Country of Holiday World Tourism Fair 2016

The Holiday World Fair in numbers:

- Term: **18th – 21st February, 2016**
- Exhibitions space: **18 800 m2 gross**
- Number of countries: **45**
- Number of tourist boards: **25**
- Number of professionals: **7 000**
- Media representatives: **650**
- Number of participants: approx. **30 000**

Options for presentation of the Peoples Republic of China as Honoured country:

- Press conference
- Opening ceremony
- Official Gala Evening and Dinner
- etc.

25 YEARS
ON THE ROAD

HOLIDAY WORLD
25th CENTRAL EUROPEAN TOURISM TRADE FAIR

18. - 21. 2. 2016
Prague Exhibition Grounds Holesovice

www.holidayworld.cz

INCHEBA
EXPO PRAHA



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Thank you for your attention.