Czech Republic – China cooperation in tourism

Monika Palatková
managing director

18. 11. 2015
Czech Republic: Land of Stories

- 12 landmarks in the **UNESCO Heritage List** – Český Krumlov, Brno, Kutná Hora
- Over **200 castles and chateaux**
- More than **30 spa towns** – Karlovy Vary, Mariánské Lázně, Lázně Luhačovice
- More than **100 golf courses**
- **4 national parks**
- Great M.I.C.E. infrastructure, „value for money“ destination

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Czech Republic: central point in Europe

- **Easy travelling:** direct flight to Prague with Hainan Airlines
  5 international airports - Prague, Brno, Karlovy Vary, Ostrava, Pardubice
  2 hours from – Paris, Rome, London
- **Dense network of railways and highways** connecting with the European capitals
**Target market: China**

- **2014:** 211 014 tourist (+ 21.1 %) / 344 200 overnights (+ 23.8 %)
- **2,5 days** average length of stay (CSO)
- Average expenses per day app. **3 400 CZK** per day and visitor (STEM/MARK)
- Average shopping expenses per day app. **6.200 CZK**

**Czech Republic – „new European destination“**

**TOP POSITIONING IN THE CENTRAL AND EASTERN EUROPE REGION**

**Czech Republic promotion in China 2014**

<table>
<thead>
<tr>
<th>AVE (CZK)</th>
<th>OTS</th>
<th>FANS</th>
</tr>
</thead>
<tbody>
<tr>
<td>120 298 151</td>
<td>47 873 575</td>
<td>87 316 (Weibo)</td>
</tr>
</tbody>
</table>

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Promotional activities in China 2015
Czech Days in Shanghai: CSITF travel fair, B2B seminar, Czech Culture and Tourism Festival

Destination promotion within Czech Days in Shanghai

- Czech Republic exposition at CSITF – interactive presentation of the Czech regions, SOWK
- B2B meetings with key partners: Hainan Airlines, Caissa, BYTS, Ctrip
- Czech Republic B2B seminar in Hangzhou - 30 Chinese tour operators, 7 media, 7 Czech companies
- Czech Culture and Tourism Festival: Čechomor open-air concert, Czech Republic exposition
- Mobile app „Czech Days“
B2B / B2C presentations & workshops

2-2015: Sichuan
- In cooperation with Sichuan Tourism Board and Association of Sichuan Travel Agencies

2-2015: Shanghai
- At the occasion of Somewhere Only We Know premiere - Introduction of the new itinerary

3–2015: ANTOR Carnival (Hong Kong)
- Supported by „travel ambassadors“ – pop-music stars Alfred Hui and Vanessa Yang (B2C)

2 – 2015: Harborview hotel Praha opening (Hong Kong)
- Press conference and B2B event for 150 Chinese tour operators and 70 media
- Event for 1 000 VIP guests – business partners, Macao government and PRC government

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Czech Republic on TV: Day Day Up

- October 30th 2015 – Czech episode of the Day Day Up show was broadcasted on Hunan TV

- 73 million viewers on TV

- 9 million plays on Hunan TV website after 3 days

- Interviews with president Milos Zeman, foreign minister Lubomir Zaoralek and the football player Pavel Nedved, participation of Czech models, musicians, fashion designer and chef
Travel fairs

Presentation of the Czech Republic as an ideal destination for Chinese tourists at professional tourism fairs and other exhibitions

Events:
- BITE Beijing 2015 (26.-28.6.2015)
- EPFIC Beijing (3.-6.8.2015)
- CIBTM Beijing (5.-6.8.2015)
- CXSRITE Xi’an 2015 (11.-13.9.2015)
- CFDF Chengdu (26-28.3.2015)
- CLIETF Lanfang (17.-19.5.2015)
- CMISTF Mianyang (17.-20.9.2015)

In total over 500 000 visitors

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Hainan Airlines: promotional campaign 2015

Joint promotion of the first direct flight to Prague and the Czech Republic in cooperation with Hainan Airlines

• press conference at the premises of the Czech Embassy Beijing (9.7.2015)
• Press conference in Shanghai with Freytrag & Berndt in cooperation with Petrof piano company (11.8.2015)
• 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 Vaclav Havel Airport
• press trip of the First Flight (23.-28.9.2015) – Prague, Karlovy Vary
Hainan Airlines: promotional campaign 2016

- **Campaign** on CzechTourism social media – WEIBO, WEIXIN

- **Cooperation** on the destination presentations in Beijing and Hebei Province – targeting the future travelers

- **Microsite** of Hainan Airlines on WEIXIN Czech Republic Land of Stories

- **Press trip** in cooperation with **Nubia ZTE** – promoting Nubia My Prague mobile phone
International project: Visegrad Group (V4)

9 – 2015: Discover Central Europe Greater China Roadshow 2015
• Beijing, Nanjing, Shanghai, Guangzhou, Taipei
• 13 European participants, average 34 Chinese TOs per city
• in cooperation with Hainan Airlines and Prague Airport

12 – 2015: Press trip

2015 – all year: Pocket guide mobile app in Chinese
• Free download: www.v4.pocketguideapp.com
China - Central and Eastern European Countries
Tourism Coordination Centre

- Joint project of Central-Eastern European Countries and China in tourism (16+1),
- TCC – Tourism Coordination Centre: established 5/2014 in Budapest run by Hungarian Tourism

Performed activities:
- **Holiday World 2-2015**: TCC activities introduction for the Czech travel trade - almost 100 participants
- „**CEECs Tourism Promotion Year“ 3/2015**, Budapest
  - Focus: incoming tourism from China – presentations, workshops, conferences and networking
  - More than 40 Czech and 30 Czech companies
- **China International Consumer Goods Fair + China CEE Tourism Event 8 - 2015**
  - Presentation and Q&A for ca. 300 tour operators and media from Southeast China
  - Early announcement of the **new direct flight Beijing – Prague**
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Marketing plan & products 2016
**China: tourism products 2016**

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<tr>
<th>Journeys of Discovery</th>
<th>Journeys through the landscape</th>
<th>Journeys for health</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prague</strong></td>
<td><strong>East Bohemia</strong></td>
<td><strong>West Bohemia</strong></td>
</tr>
<tr>
<td>Royal experience in Prague, Cultural heritage, romance, shopping and luxury</td>
<td>Royal enjoyment, unique World Heritage sights</td>
<td>Royal care in relaxed spa towns</td>
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<tr>
<td><strong>Central Bohemia</strong></td>
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<tr>
<td>Royal silver of Kutná Hora, Royal residences</td>
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<tr>
<td><strong>South Bohemia</strong></td>
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<tr>
<td>Royal feast, romance</td>
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<tr>
<td><strong>(South) Moravia</strong></td>
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<tr>
<td>Royal mystery with a glass of wine</td>
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**Special Product: Czech Republic – Shopping Paradise**

Czech Republic – shopping destination. Ideal place for purchasing national and international products for the best price and tax free.

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## China: main marketing activities 2016

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<tr>
<th>Campaigns</th>
<th>Fairs &amp; Exhibitions</th>
<th>PR / Events / Workshops</th>
<th>Strategic B2B Partnership</th>
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</thead>
<tbody>
<tr>
<td>Co-branding campaigns: Hainan Airlines, ZTE (Nubia)</td>
<td>BITE Beijing</td>
<td>Press events: beginning of new season</td>
<td>Hainan Airlines</td>
</tr>
<tr>
<td>Online campaigns: Weibo, Weixin (Wechat)</td>
<td>WTF Shanghai</td>
<td>Czech Gastronomy Days in Shanghai</td>
<td>ZTE (Nubia)</td>
</tr>
<tr>
<td>Display campaign: Ctrip portal</td>
<td>CITM Shanghai</td>
<td>Medical Tourism: workshop in Beijing and Hebei</td>
<td>Alpine Pro</td>
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<tr>
<td>Online campaign: „Czech Republic – Shopping Paradise“</td>
<td>CITIE Guangzhou</td>
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<td>Global Blue</td>
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<td>Wedding campaign</td>
<td>ICIF Shenzhen</td>
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<td>Czech Embassy in Beijing</td>
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<td>Harbin Ice Festival</td>
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<td>China Wedding Expo</td>
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<td>Permanent exhibition of the Czech wine in Xi’an</td>
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<td>Workshops for TOs in Southeast China</td>
<td>Czech Consulate in Shanghai</td>
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<td>Individual and group Press and Fam trips</td>
<td>CzechTrade</td>
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<td>CzechInvest</td>
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