

Czech Republic – China cooperation in tourism

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Czech Republic: Land of Stories

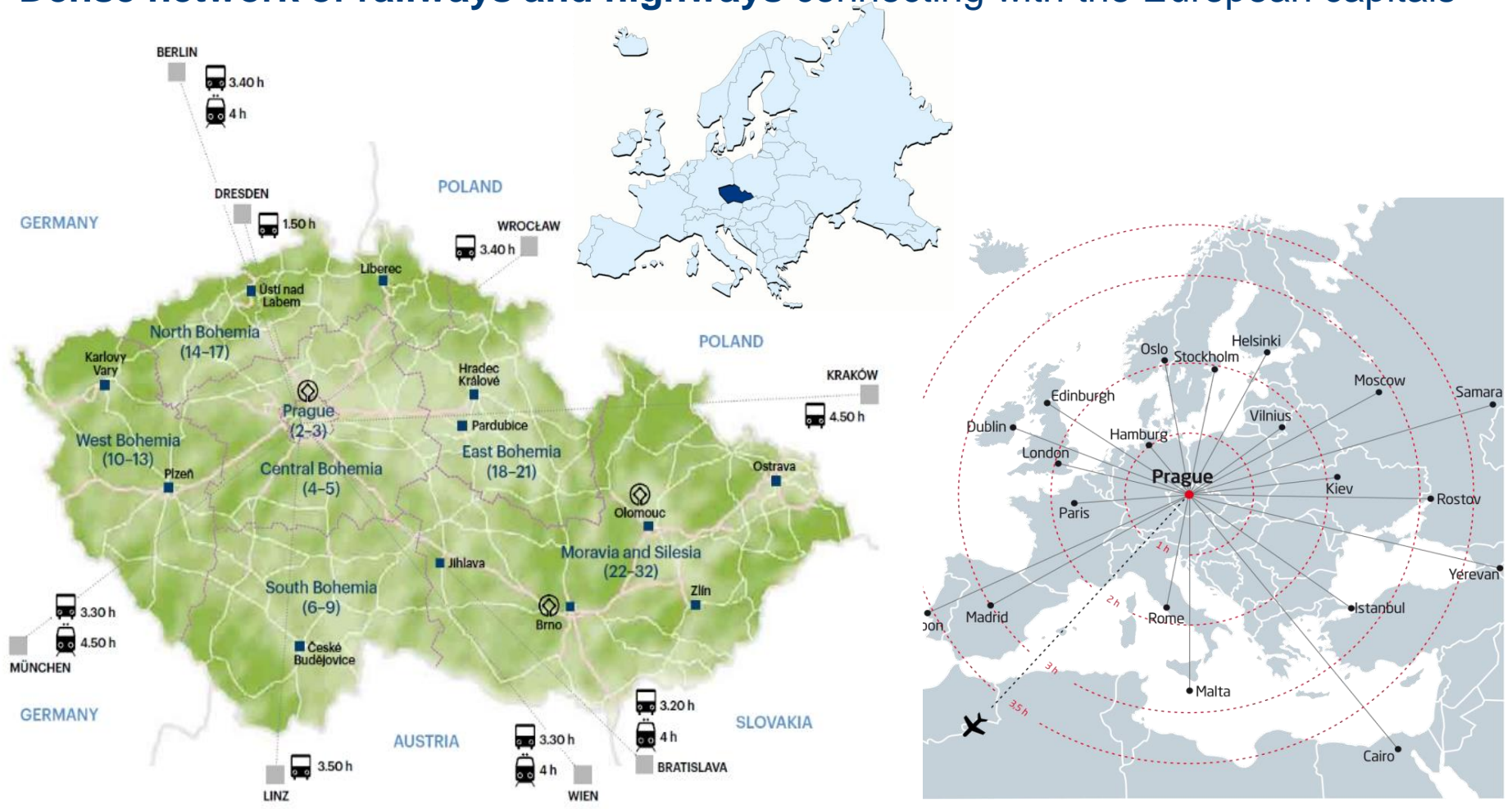


- 12 landmarks in the **UNESCO Heritage List** – Český Krumlov, Brno, Kutná Hora
- Over **200 castles and chateaux**
- More than **30 spa towns** – Karlovy Vary, Mariánské Lázně, Lázně Luhačovice
- More than **100 golf courses**
- **4 national parks**
- Great M.I.C.E. infrastructure, „value for money“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

AVE (CZK)



120 298 151

OTS



47 873 575

FANS



87 316
(Weibo)



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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



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 Czech Tourism 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



Discover
Central
Europe

www.european-quartet.com



International project: 16 CEEC + 1 / TCC

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 Chinese 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

Journeys of Discovery	Journeys through the landscape	Journeys for health
<p>Prague Royal experience in Prague, Cultural heritage, romance, shopping and luxury</p> <p>Central Bohemia Royal silver of Kutná Hora, Royal residences</p> <p>South Bohemia Royal feast, romance</p> <p>(South) Moravia Royal mystery with a glass of wine</p>	<p>East Bohemia Royal enjoyment, unique World Heritage sights</p>	<p>West Bohemia Royal care in relaxed spa towns</p>

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.

China: main marketing activities 2016

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

Thank you!
谢谢!

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