prague city tourism

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Introduction of the company,
its products and services

prague

prague.eu



Limited edition Rückl glasses from designer Rony Plesl made of Bohemian crystal with golden symbols of the Prague towers

the mission of prague city tourism

Prague City Tourism is the official certified destination management organisation of the City of Prague. It was established in 2020 by transforming the Prague Information Service into a new joint stock company. The company's priority is to develop sustainable tourism in a way that preserves the genius loci of the city and is in harmony with the everyday life of Prague's citizens.



a new vision for tourism

In October 2020, the Arrival Tourism Strategy of the City of Prague — Putting Prague First, was unanimously approved by the Prague City Council. The Strategy sets a new, comprehensive and sustainable approach to the issue of tourism in the area of the capital city and is the first of its kind in tourism in Prague.

Tourism is perceived as one of the pillars of the sustainable development of the city with respect for the cultural heritage and quality of life of the local community.

The Strategy is being actively pursued through 70 specific projects, e.g. increasing the quality of client service, the greening of transport in the city centre, better accessibility of sites for disabled groups, and creation of alternative routes or Smart Tourism tools such as the Visitis app to spread tourist interest beyond the overcrowded landmark zone.

The included projects also focus on the issue of commercial smog and its reduction, on solving the negative impacts of short-term rentals or on educating and informing tourists about the culture and rules of behaviour in the capital.

In support of sustainability, a project of returnable cups is being implemented to promote the use of a sustainable option of tableware at cultural events instead of disposable consumer plastics.







↗ *Collection of deluxe notepads with colour illustrations from Czech illustrator Michal Bačák*

→ *The creation of lollipops by the Záluškýs combines something sweet with art and the beauty of nature*

→ *Limited edition postcards from the Prague Merch studio presents the fresh designs of young illustrators*

the new philosophy of the prague brand

Without real everyday life, every city is just a backdrop and an open-air museum. That is why the Prague brand is presented only in connection with the free lifestyle of the people of Prague, their creativity and human stories. This is the new brand philosophy of the city, to which sophisticated visitors from all over the world are invited to the capital. The aim of Prague City Tourism is to transform the perception of Prague from the current cheap party destination into a confident, welcoming and cultural metropolis of world-class status.

Prague's new brand is built on 3 pillars:
Bohemian
Unconventional and full of art, both planned and spontaneous

Classy
Stylish and sophisticated, based on the specific atmosphere given by a rich tradition and a solid cultural foundation

Fused
Diverse yet never dull, influenced by historical and social events blending into an exceptional whole

The change in the brand's position was also supported by a new visual style created by top Prague graphic designers Bohumil Vašák and Petr Štěpán and world-renowned typographer Tomáš Brousil. The new visual style represents the Prague artistic community and with its humility and minimalism gives space for the presentation of Prague and its inhabitants.

Prague City Tourism also takes care of its credibility and brand value by joining the Nelež (No Lying) initiative and not advertising on misinformation websites as a public procurer. For the same reason, it obliges its employees and contractors, including cooperating guides, to abide by the Code of Ethics and the Company's Code of Conduct, which define high standards of professionalism and adherence to ethical values. Prague City Tourism promotes responsible public procurement, which also takes into account social and environmental aspects.

→ *Grammy award winner Onřej Pivec jams in front of the Powder Tower in a PCT campaign*





cultural sustainability

Behind every method of presenting the Prague brand, there is a specific Prague artist — whether it is the design of a souvenir, illustrations for print, photography or audiovisual work.

Prague City Tourism, as a public commissioner, has a direct influence on the promotion of cultural sustainability. It therefore focuses on systematically involving the Prague artisan and craft community in the company's activities, thereby supporting it economically and through marketing. Not only payment for services, but also a share of the margin on product sales is a way to help creators generate economic income and thus motivate them to continue and improve.

↑ *Adam Řehák (Bohemia Paper)*
↑ *Lenka Malíská (Studio Malíská)*
↑ *The Záluškýs (Lumon Sweet)*
↖ *Luboš Korbička (Korbička)*
↖ *Rony Plesl (Rückl)*
↖ *David Kalika (ilustrátor)*
← *Vladimír Strejček (DRAWetc.)*
← *Alena Ježková (spisovatelka)*
← *Blanka Hovorková (Blaho)*
← *Matouš Bitto (Prague Merch)*

motivating tourists to a deeper interest

The cultivated tourist is interested in learning more about the culture and history of the destination. Prague City Tourism is therefore looking for ways to attract such visitors as much as possible and turn their attention to a deeper understanding of the capital city.

That is why we are developing the Visitis app, which has a twofold positive effect — it introduces the ambitious tourist to places and routes that he or she will not find in tourist books, and at the same time relieves busy places by „dispersing" tourists to peripheral areas. Together with a team from the Academy of Sciences of the Czech Republic, applied research is underway to find deeper motivating factors for visiting Prague among cultivated travellers from the main source markets.

The company also motivates tourists to take a deeper interest in the history of the capital in a playful way. For example, each of the Prague towers under its management is associated with a typical symbol, either based on fact or legend.

The play with symbols is reflected in the complex presentation of historical sites: in the creation of web content, in the dress code or in the development of limited collections of sophisticated souvenirs and custom editions.

cooperation on tourism renewal

Together with Prague Airport and the Czech Tourism agency, Prague City Tourism signed an agreement on a long-term joint approach to the renewal and development of sustainable tourism to Prague and the entire Czech Republic. Tourism is seen by all partners as one of the prerequisites for economic recovery from the Covid-19 pandemic and subsequent economic growth.

The aim of the cooperation is also the development and promotion of sustainable tourism, which will contribute to the positive development of Prague and other regions of the Czech Republic and will not negatively interfere with everyday life in tourist-exposed places, such as the city centre.

reinvestment of revenue from the sojourn tax in tourism

The City of Prague was the first municipality in the Czech Republic to commit 50% of all revenue from the sojourn tax back into tourism development.

It will use the revenue mainly for its cultivation, for marketing campaigns implemented by Prague City Tourism or for MICE activities such as congresses or international conferences.

The redistribution system is valid from 2023 and follows the previously signed memorandum between the City of Prague, the Association of Hotels and Restaurants of the Czech Republic and Prague City Tourism regarding the increase of the stay fee to CZK 50/EUR 2.



products and services

historical sites

Prague City Tourism operates 8 historical sites of exeptional value: the Old Town Hall, Petřín Tower & Mirror Maze, Lesser Town Bridge Towers, Old Town Bridge Tower, Powder Tower, St Nicholas Bell Tower and the New Mill Water Tower.

Visitors to the capital are offered a tour of the historical buildings, which can be accompanied by an official licensed guide on request.

The tours can be carried out individually or in groups; it is also possible to prepare special thematic tours or to create a combined tour of several landmarks.

In the case of the historical buildings, the company also offers their rental, but under very strict conditions with regard to the care and protection they deserve as cultural monuments and only for purposes that meet the requirements of sophisticated tourism.

tourist information centers

Prague City Tourism operates tourist information centres at the Old Town Hall, Můstek metro station and both terminals of Václav Havel Airport, where we provide tourist information in Czech and other languages.

In the tourist information centres, we sell our own products and services, such as guided walks, printed brochures and maps, and sophisticated souvenirs. We also distribute partner products: concerts, events, experiences, sightseeing tours, cruises and more.



prague visitor pass

In June 2022, the city together with Prague City Tourism introduced a new city tourist card. It makes visiting Prague much easier, especially for foreign tourists. In addition to free admission to more than 60 major tourist attractions, the card offers free use of public transport and the Airport Express and includes a number of other benefits, including cultural and sporting events or guided tours of Prague. The Prague Visitor Pass has a wide range of activities outside the longtime overcrowded centre of Prague, reflecting a new sustainable approach to tourism.

digital marketing

As the official DMO of the capital, we operate the central website **prague.eu**. This site offers both domestic and international visitors the most up-to-date verified tourist information on Prague's major sights, architecture, gardens and parks, culture, entertainment, sports and relaxation. They can also find information about tourist services or shopping. The website also has an updated database of mass accommodation facilities, catering establishments and other information.

The online shop **eshop.prague.eu** provides a wide range of products from souvenirs, tours and walks to open courses, guide training and Prague University for Everyone, a series of semester-long themed lectures and walks.

We present the capital city in both Czech and English on the social networks Facebook, Instagram, Pinterest, LinkedIn and others. In total, our social media have more than 330,000 followers. We also send out regular newsletters with up-to-date information to our clients and partners.

publishing activities

We publish a number of printed publications presenting monuments and various tourist topics, such as culture, gastronomy, architecture and design, as well as various tourist maps. For business partners, we offer the development and production of specialised printed materials, for example for the needs of conference delegates or event participants.





public relations

We regularly present the results and benefits of our individual activities within the framework of tourism in the capital city to the residents of Prague, the media and the professional public. At professional forums and platforms we communicate with the main players of the tourism industry, the capital and its districts.

We organise press trips and fam trips for domestic and foreign media, through which we introduce domestic and foreign visitors to the sites, realia and the cultural and social programme of Prague.

statistics and analysis

We regularly analyse and process statistical data from the Czech Statistical Office, Mastercard, the Association of Hotels and Restaurants of the Czech Republic, academic institutions and sister institutions such as the Institute of Planning and Development (IPR) or the ICT Operator. We use data to define and modify strategic plans and to identify relevant source markets, trends and target groups, enabling us to precisely target marketing activities.

tram no. 42

In order to improve the quality of the experience and comfort of domestic and foreign clients and to contribute to sustainable tourism in the capital city, Prague City Tourism started to operate the tourist tram line No. 42.

The line is circular and connects the city's most important sights. The tourist tram is a more environmentally friendly alternative to other services of a similar type and at the same time reduces the burden placed on public transport, which is commonly used by Prague residents.

training and education

We regularly prepare training courses, webinars and online courses for tourism workers from hotels, destination tourism organisations, travel agencies and tourist information centres.

We provide internships and professional consultations for students of Czech and foreign high schools and universities, especially in the preparation of seminary, diploma or doctoral theses.

pragensia viva official guides

We have been providing guided tours of Prague since 1958, making us one of the longest-established organisations offering guiding services. We offer a wide range of group and individual themed walks; the usual length of a group walk is 2–3 hours. Very popular are authentic historical tram rides, sightseeing boat cruises with the possibility of a guided tour or slow tourism walks called Experience Prague.

For the residents of the capital city, we provide a wide range of education about Prague under the **Pragensia Viva brand**. We organise lectures and educational trips to cultural and historical monuments of Prague or educational cycles for the public.

At the same time we provide the training, examinations and licensing of guides. We organise lectures and commentaries in the field for potential future guides. Thanks to this, we can offer our clients the absolute top of Prague guides both in terms of expertise and client service.

→ *Our professional guides*

sophisticated souvenirs

Prague City Tourism continually develops collections of original gift items, created by top Prague artists, in an effort to contribute to the cultivation of public space and to support local artists and craftsmen.

The souvenirs meet the criteria of authenticity, sophistication, respect for tradition, sustainability, originality and high quality craftsmanship.

They represent the essence of the Prague brand, which is a layered and refined unconventionality.

The souvenirs come in three editions. The **Bohemian edition** contains small gifts and souvenirs for every day use, such as postcards, magnets, notebooks, illustrated maps and stationery accesories. The **Signature edition** offers the best of contemporary arts and crafts from Prague-based artists, such as a collection of crystal glasses, porcelain mugs, luxury notebooks, organic candles, key chains and a comic book about art in the subway. **Collector's choice** is an exclusive



limited edition collection for the most discerning clientele and is exclusively by appointment. The product and its packaging can be personalised. It includes, for example, watches, bracelets, brooches or earrings.

Special gift items can also be developed on request, for example for delegates of congresses and conferences, diplomatic and business delegations or guests of Prague.

campaigns

To build a new image of Prague as a tourist destination attractive to sophisticated clientele, we regularly implement marketing campaigns. We involve tourism institutions from the public administration, business representations and our sister city organisations in their preparation.

As far as domestic tourism is concerned, we are building the brand **V Praze jako doma** (**In Prague at Home**) with our own website **vprazejakodoma.cz**. In 2020 and 2021, the campaign served as a benefit program to help boost the tourism industry, which was hit hard after the Covid-19 pandemic. For a night in Prague, the visitor received a voucher, which was used as a free entry to sights or live culture programmes, or as a ticket for the tourist tram. The economic benefit of the programme for this period was CZK 0.446 billion, with almost 150,000 vouchers issued, corresponding to a total of 345,000 overnight stays.

The source code for the IT system for the V Praze jako doma (In Prague at Home) benefit programme was offered free of charge by the City of Prague through Prague City Tourism and the ICT Operator to all cities and municipalities in the Czech Republic so that they could easily use the system to prepare their own projects to support vulnerable segments of the domestic economy.

Since 2022, the V Praze jako doma (In Prague at Home) campaign has systematically continued and attracts mainly domestic tourists to Prague, whose share in total tourism has been low for a long time compared to other European capitals – in 2019 it was only 15%. Thanks to the V Praze jako doma campaign (In Prague at Home), it will be 27% in 2022.

Regarding arrival tourism, the **Stay in Prague** campaign has been running since 2020 with its own website **stayinprague.eu**. It is a digital marketing campaign based on a behavioural data analysis. Prague City Tourism presents Prague to foreign markets as a cultural destination offering quality services; it has already been viewed by more than one billion users.

The campaign mainly targets visitors aged 30 to 55.

In accordance with the Arrival Tourism Strategy, the **Enjoy Respect Prague educational campaign** was launched on 1 July 2022, which in a non-violent way, using advertising leaflets and billboards, draws the attention of tourists to the rules of behaviour in the centre of Prague, such as the observance of the night peace, reserved parking for shared bicycles, etc. The aim is to minimise the negative impact of tourism.



convention tourism

We ensure the presentation of Prague as a tourist destination at professional forums, conferences and trade fairs, including in the sector of MICE. As an example, we create promotional videos presenting authentic Prague and the free lifestyle of the Prague residents and provide them free of charge to our tourism partners. We work closely with professional congress tourism organisations.

service for international guests

For international guests, delegations or VIP clients, we provide special tailor-made services, including professionally-trained staff. It offers individual content creation, exclusive experiences in the form of private sightseeing tours or private walks with expert official guides.

A concierge service is available for clients by email **concierge@prague.eu** or by phone **+420 221 714 714**.

welcome office

To facilitate the orientation of conference delegates, we provide a mobile welcome office service. This is a portable stand where professionally trained Prague City Tourism information staff are available. In addition, the information personnel are always specially trained for the specific conference.

We offer the possibility to prepare welcome packages with information materials for conference delegates, which include a map of the capital city of Prague or a route with a marked walk around Prague prepared to suit the conference delegates.

gift certificates

For employees, clients or foreign delegations, we offer fine gift vouchers for tours of historical buildings, guided tours or the purchase of limited edition gift items.




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