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EN



B2B products and services catalogue

prague

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Introducing Prague City Tourism

Prague City Tourism is the official destination management organization of Prague City Hall.

One of the pillars of our vision is the sustainable development of the city with respect to our cultural heritage and the quality of life of the local community.

We are the certification authority for licensed guides, whose services we offers to domestic and international visitors.

We manage some of **the best known historic sights** of the capital, namely the Old Town Hall, the Petřín Lookout Tower, the Mirror Maze on Petřín, the Powder Tower, the Lesser Town Bridge Tower, the Old Town Bridge Tower, the St Nicholas Bell Tower and the New Mill Water Tower.

We operate **tourist information centres** and provide tourist information in Czech and other languages.

We run the **prague.eu** website, offering verified and up-to-date information on tourist attractions and cultural events in the capital.

We provide a comprehensive **concierge service** within the framework of Prague's premium tourism services. We create exclusive tailor-made packages to meet client wishes.

We offer a wide range of **B2B services** for tourism professionals.



Historic interiors visit

We offer our clients access to the following unique historical buildings managed by Prague City Tourism:

- **Old Town Hall**
- **Petřín Lookout Tower**
- **Petřín Mirror Maze**
- **Powder Tower**
- **Lesser Town Bridge Tower**
- **Old Town Bridge Tower**
- **St Nicholas Bell Tower**
- **New Mill Water Tower**

A visit of the building always comes with a tour from a licensed guide. We recommend individual tours of the buildings.

We can also arrange a tour of normally inaccessible areas or a tailor-made special-interest tour.



Event venue hire

For exceptional or private events, the rental of space in the heritage buildings managed by Prague City Tourism is available upon request.

The historic buildings vary in technical infrastructure and each event must be individually discussed.

Upon agreement, we can also involve partners in the vicinity of the heritage buildings.

We offer the option of renting space for organizing e.g.:

- VIP events
- Catering, receptions
- Festive commemorative toasts
- Exclusive rental of towers for sunrise or sunset viewing, with refreshments
- Special-interest tours



Original gifts

Prague City Tourism offers a collection of original gift items created by top Prague artists and artisans. The items meet all our criteria of authenticity, refinement, respect for tradition, sustainability, originality and high quality craftsmanship.

They represent the essence of the Prague brand, which is bohemian, fused, and classy.

As prospective souvenirs they are subject to a thorough curatorial selection and approvals process, where, in addition to the above, we also focus on the broadest possible promotion and support of contemporary local artists and artisans. We have the items made in limited editions, which we then exhibit and sell at some of Prague's most prestigious tourist locations.

Any souvenir that the visitor takes home from Prague should remind them of our distinctive combination of breathtaking scenery, interwoven with the creative and freedom-loving spirit of the populace.

The complete price list can be found in the attached catalogue. The items are delivered in paper carrier bags bearing the Prague logo.



Information materials

Prague City Tourism provides a number of specialized printed materials about sights and attractions in the capital, including several maps.

Individual printed materials have a strong thematic focus, and are available in the form of printed maps, brochures and catalogues.

All types of printed matter can be adapted to the needs of clients (incl. co-branding, accompanying forewords, co-packing and other options) agreed and priced on a case-by-case basis. We are also able to create easy-orientation maps or other printed materials tailored to your needs.



Guided tours

Prague City Tourism has been providing guided tours in Prague since 1958, making us one of the longest-serving organizations facilitating professional guide services.

As the official organization of destination management of the Capital City of Prague, we educate and license professional guides. We offer the very best guides, both in terms of subject matter expertise and client service.

We provide a wide range of thematic walks through Prague, an overview of which can be found online at **eshop.prague.eu**.

Premium walks with highly qualified guides can be ordered for any group size. The theme and route of the walk can be fully tailored to client specification. If so wished, we can also arrange hotel pick-up, limousine service, light refreshments or gift packages.



Private tours

We offer a wide range of private guided tours with a professional guide in the historical centre of Prague, but also further afield.

Popular tours include:

- Your First Time in Prague
- Prague Castle & Hradčany
- In the Footsteps of Prague's Jews
- Famous Personalities

Based on individual preferences, we will prepare a tailor-made walk according to your chosen topic of interest. Getting picked-up by our guide from the hotel, or providing other accompanying services is no problem.



Concierge services

We can also offer special tailor-made concierge services that are designed for VIP clients. We provide a reception office, complete with professionally trained staff and informative materials.

On request, premium services can also be provided:

- closure of a heritage site to the public
- visit of areas normally inaccessible to the public
- limousine service
- catering
- private cultural programme
- interpreting services
- photo/video documentation



Leisure activities

We will be happy to provide you or your clients with a leisure programme, or an exclusive tailor-made experience.

1) Historical tram ride

Among the ever popular are private rides aboard an **authentic historical tram**, accompanied by a professional guide.

The duration of the tram-ride as well as the route can be customized to client preferences. The traditional route leads through the historical city centre with a view of the Vtava river and Prague's most enchanting landmarks.



2) Private tour of the Mayor’s Residence

This exclusive tour includes access to the Mayor’s Residence, some light refreshments with a celebratory toast, and a live piano concert. Also included is a licensed guide, who will pick up guests from their hotel and accompany them to the Mayor’s Residence, and there conduct a guided tour.

The recommended group size is up to 5 people.

3) Private tour of the Old Town Hall

Experience a unique private tour of the Old Town Hall with your own guide and the chance to ‘go behind the velvet ropes’, into areas normally inaccessible to the public. Quite exceptional is the chance to meet the horloge-keeper and venture among the inner workings of the astronomical clock.

The recommended group size is up to 5 people.

4) Sunrise from the Petřín Lookout Tower

Welcome the new day with a private tour of the Petřín Lookout Tower, and the chance to witness an amazing sunrise. During the two-hour experience, a licensed guide will be fully dedicated to you. The package also includes light refreshments and morning coffee or tea.

The recommended group size is up to 8 people.



You can also order sightseeing boat cruises on the Vltava river with the option of a guided tour.

5) Sightseeing cruises — Prague Venice

The maximum capacity is 20 people per boat, but multiple boats can be made available. The cruise lasts from 45 to 60 minutes, including the services of a licensed guide.

The price also includes light refreshments. Departures can be arranged for any time of the day. The departure point is on Křižovnické square in Prague 1.

On request, exclusive cruises can also be arranged, including catering and/or musical accompaniment. Prices are determined by the particular arrangements.

6) Sightseeing cruises — Prague Boats

Boats of greater capacity, suitable for larger groups, offering a beautiful view of Prague's landmarks from the panoramic windows of modern boats or from a rooftop terrace. The arrangements can vary from a simple sightseeing cruise, to a cruise with light refreshments or, e.g. an evening cruise with dinner and live music.

The cruise lasts for 1-3 hours depending on the type. Departure is from the dock at Čechův bridge in Prague 1.

Prices are determined by the particular arrangements, group size and cruise type.



B2B services for professionals

Information sources

1) Prague's official destination portal
We run the official tourist portal **prague.eu** and for the B2B sphere also the corporate website **praguecitytourism.eu**.

2) B2B newsletter
We regularly publish a well-arranged summary of the latest topics for professionals. Subscribe via the **praguecitytourism.eu** website.

3) Data and Analyses
We regularly publish statistics, reports and analyses in the field of tourism, which we make freely available to partners on the **praguecitytourism.eu** website or through press releases.

4) Information materials
Tourism entrepreneurs can take advantage of our high-quality information materials available in both electronic and printed form.

For non-commercial promotions of Prague we also provide **photos and videos in high-quality resolution**.

See **prague.eu** for current downloadable materials.



Presentation of Prague to professionals

We provide destination presentations to the professional public.

Throughout the year, we participate in selected trade fairs, webinars and tourism workshops.

At events for the professional public we generally present the current tourism options in Prague.

We also organize press and fam trips for members of the professional public.

We are a local partner to business entities across the tourism industry, including hotels, transport companies, travel or facilities agencies, tour operators, OTAs or the public sector.

We also engage in a number of strategic cooperations, e.g. with Prague Airport, CzechTourism or AHR ČR — the Czech Hotels and Restaurants Association.



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