Restart of Tourism in Prague

Pavel Vyhnánek, Deputy Mayor of the City of Prague
State of tourism in 2020

- Since March 2020, Prague has been experiencing a drastic decline in the number of visitors
- Year-on-year decline in visitors: -72.9%
- Decline in domestic visitors: -41%
- Decline in foreign visitors: -78.6%

Economic losses

- Tourism consumption: CZK -82 billion (-77% compared to 2019)
- Consumption multiplied: approx. CZK -160 billion
- Jobs: -56 thousand full-time jobs (-74% compared to 2019)
- Loss in public budgets: approx. CZK 25–30 billion
Two parallel paths

Short-term measures
- “V Praze jako doma” (“At Home in Prague”) programme
- Outdoor seating free of charge
- Waived accommodation fees

Long-term measure
- Time after covid
- Concept of incoming tourism in the city of Prague
The aim of the project was to mitigate the impact of the crisis on tourism in the capital.

Originally scheduled from 1 July to 30 September, extended until the end of 2020. The last two months were dampened by covid.

- **Real campaign costs**: CZK 51 mil.
- **Statistics for 2020**
  - Number of accommodation facilities involved: 434
  - Number of attractions involved: 60
  - Number of visitors: 73,855
  - Points issued: 317,812

- The economic benefit was **CZK 202,141,135**

Because the campaign was successful, it is being repeated this year. The second year was launched on 1 July 2021.
Jedna noc v hotelu vám odemkne celé město!

Za každou noc v hotelu dostanete volný vstup do muzea, na památky, do zoo a na spoustu dalších atrakcí a zážitků.
The new Concept has three main pillars:

• destination care,
• care for public space,
• care for the interests of citizens.

The implementation plan has 67 project cards in five main areas:

• Sustainability
• Addressing the negative phenomena of tourism
• Improving access to culture and cultural heritage
• Easing the burden on the tourist centre
• Cultivation of public space
• Quality of life for local citizens

Concept of incoming tourism in the city of Prague
Covid has not solved the legacy of overtourism:

1. Uncontrolled city branding
2. Low satisfaction of tourists with the quality of services
3. Small offer of sophisticated and sustainable products and services

which means that spending in Prague is much lower than in other European cities.
1. We need to systematically work on the image of Prague

2. The decline in tourism will put competitive pressure on quality (of both services and products)

3. We need to create an offer of more sophisticated products and services and stop competing with low prices.
Without real everyday life, every city becomes just an open-air museum or a movie set.

That is why we will continue to promote Prague with a focus on the free lifestyle of the people of Prague, their creativity and human stories.

The new essence of the city’s brand should attract sophisticated visitors from all over the world.

- **Bohemian**
- **Fused**
- **Classy**
• We have introduced client service training for all Prague City Tourism employees

• We have introduced an internal system for checking the quality of services provided by Prague City Tourism

• We have introduced client service training for tour guides which will enable them to increase their fees by up to 40% – increasing quality alongside price

2. Quality of services
We have created a new merchandising strategy and are running a pilot project on Petřín.

We’re planning a renovation of the ground floor of the Old Town Hall to meet the requirements of demanding tourists.

We are developing new sophisticated products (printed materials for children, offers for schools, new routes...)

The new visual identity will improve the aesthetics of signage and the presentation of main tourist sights.

3. Cultivation of products and services
Thank you for your attention