Insights from Prague

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Prague City Tourism

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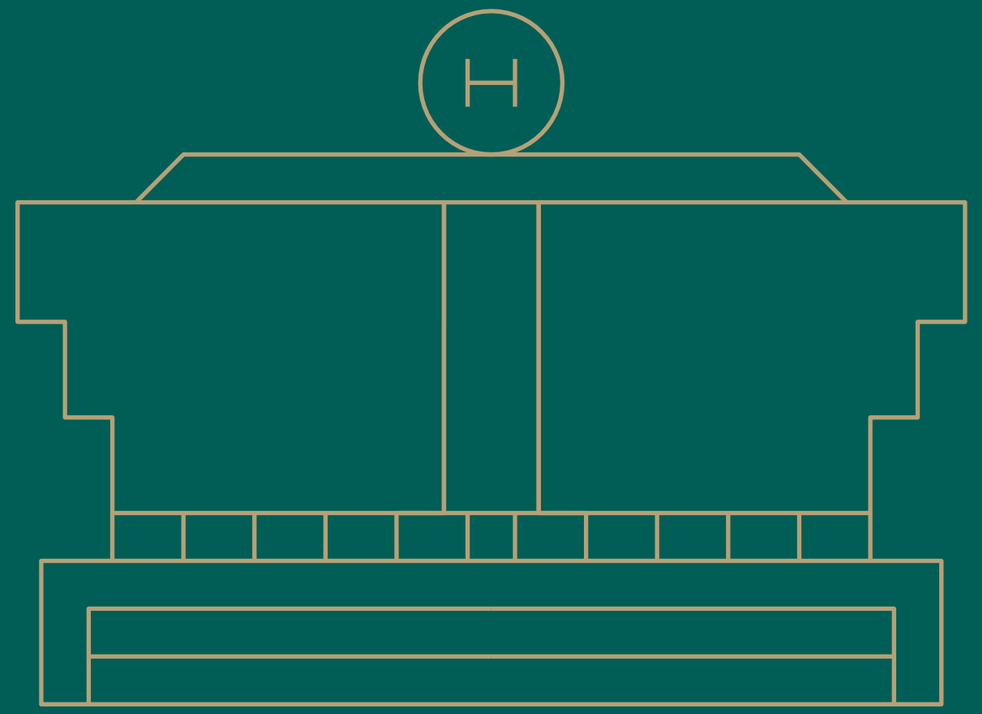
Statistics

State of tourism in 2020

- Prague to experience drastic drop in visitor numbers from March 2020
- Year-on-year decline in visitors: -72.9%
- Decline in domestic visitors: - 41%
- Decline in international visitors: -78.6%

Economic losses

- Tourism consumption: - CZK 82 billion
- (that's -77% compared to 2019)
- Consumption in multiplication: approx. CZK -160 billion
- Jobs: -56 thousand full-time jobs
- (that's -74% compared to 2019)
- Fall in public budgets: approx. CZK 25-30 billion



What covid didn‘t solve…

Covid has not solved the legacy of overtourism :

1. Unmanaged city branding
2. Low satisfaction of tourists with the quality of services
3. Little offer of cultivated and sustainable products and services

which results in much lower spending in Prague compared to other European cities.

1. It is necessary to systematically build the image of Prague

2. Decrease in the quantity of tourists will put competitive pressure on the quality (of services and products)

3. It is necessary to create a more sophisticated offer of products and services

and therefore, we will no longer compete on price.

…and we must

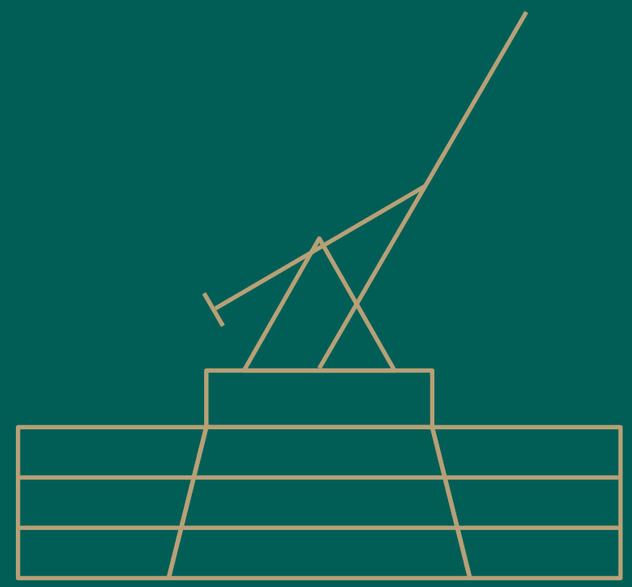
Two parallel paths to reboot

Short-term measures

- Programme „At home in Prague“
- Zero fees for front gardens
- Accomodation fee waiver

Long-term measures

- Fot the period after covid
- New Concept of incoming tourism of the capital city of Prague



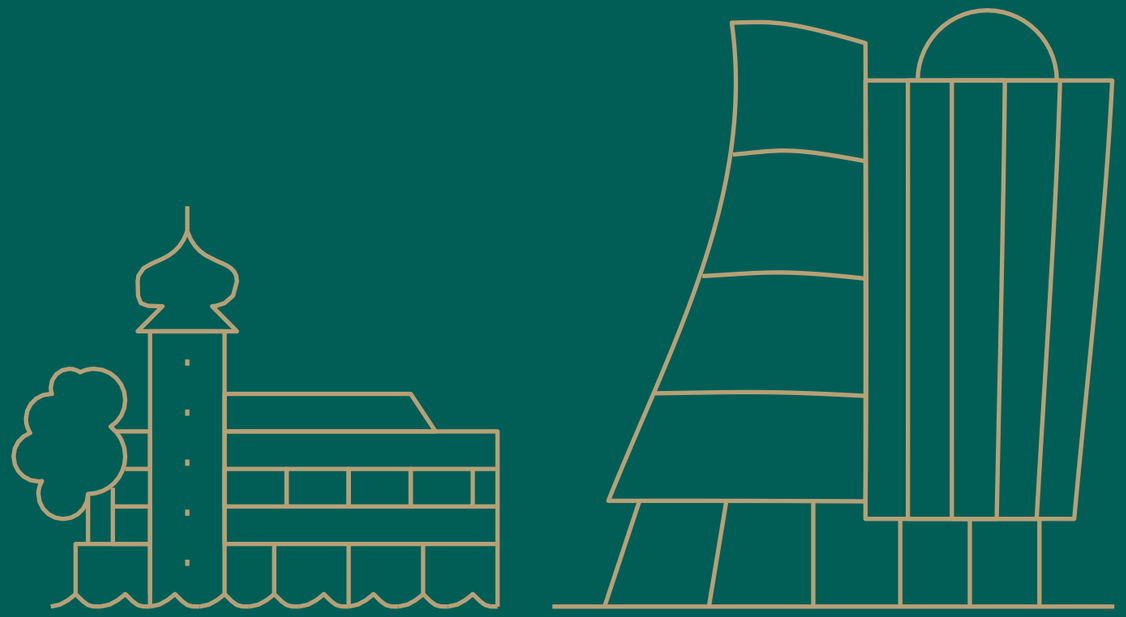
AT HOME *in* PRAGUE | Prague City Tourism

Example of innovation Nr. 1 #athomeinprague

The aim of the project was to mitigate the impact of the crisis on tourism in Prague.

Visitors received free admission to attractions for each night at the hotel. They received vouchers.

Duration from 1.7 to 30.9, extended until the end of 2020. Last two months dampened by Covid.



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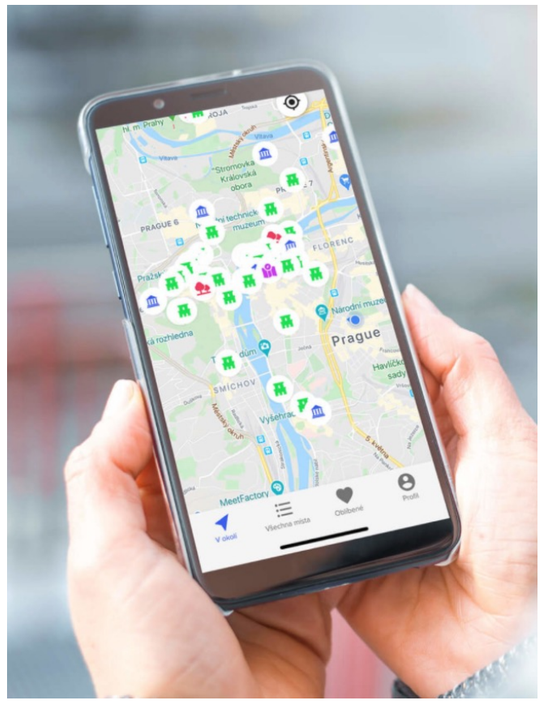
Entry Events Hotels Guides Excursion tips How does it work? EN

Spend one night in a hotel and unlock the entire city!

For each night at a hotel, you get free access to museums, sights, the zoo, and many other attractions and experiences.

How it works? →



Allocated funds: CZK 121 million

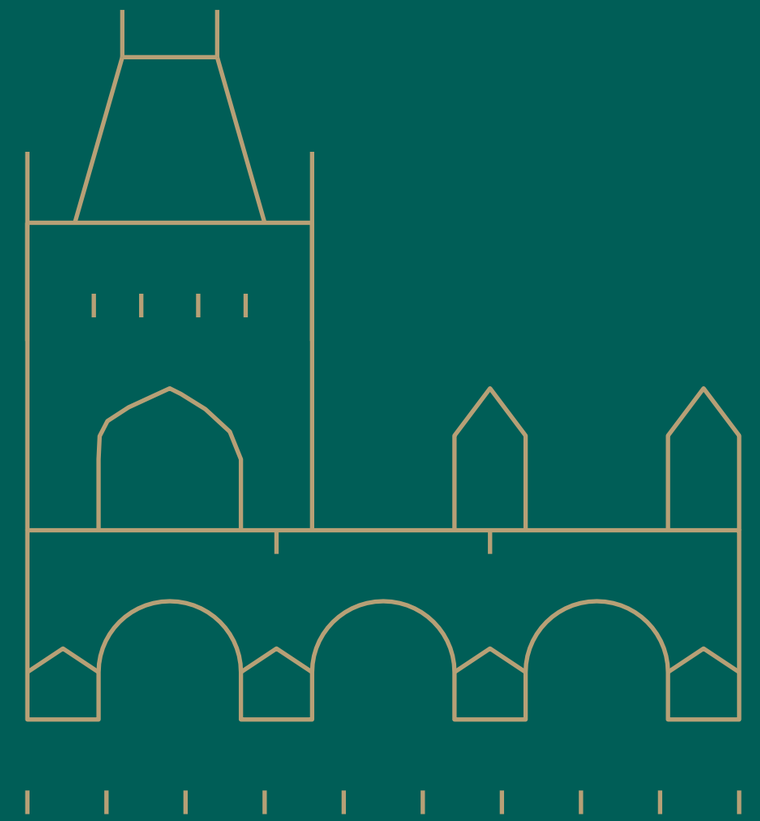
Actual cost: CZK 51 million
(Average tourist spent just half of all the benefits)

Statistics 2020

- Number of hotels involved: 434
- Number of attractions involved: 60
- Number of visitor: 73 855

The economic benefit: 202 141 135 CZK

Example of innovation Nr. 1 #athomeinprague



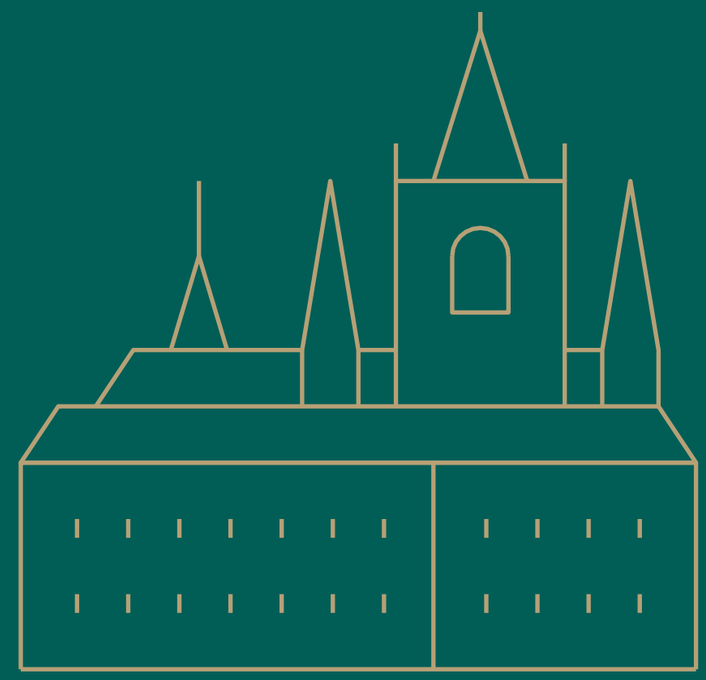
Long-term measures: New Concept

The new Concept has three main pillars:

- Caring for the destination
- Caring for the public space
- Caring for citizens' interests

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

- Sustainability
- Addressing the negative impacts of tourism
- Improving access to culture and heritage
- Relief of the tourist center
- Cultivation of public space



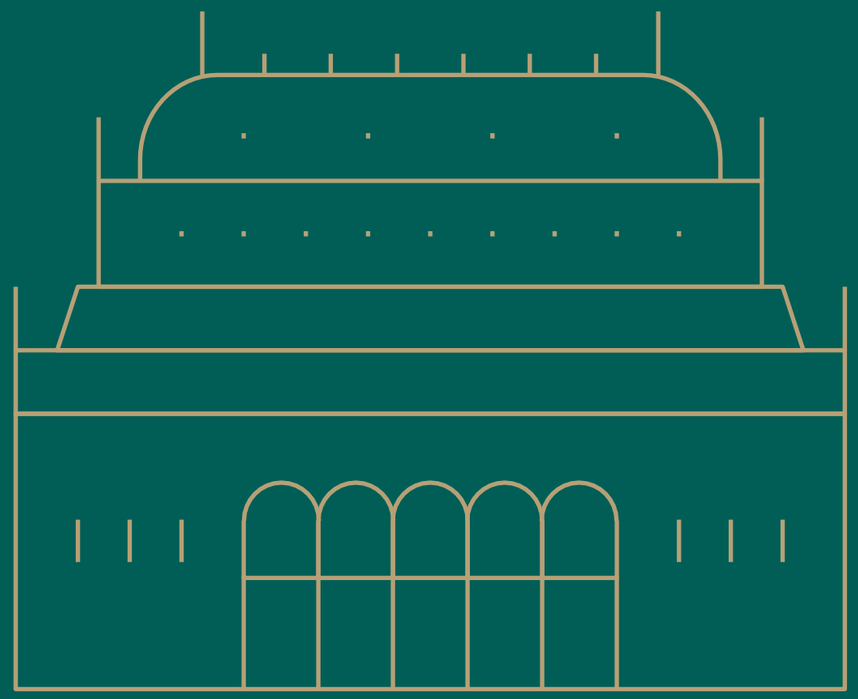
We have a new philosophy: cultural sustainability.

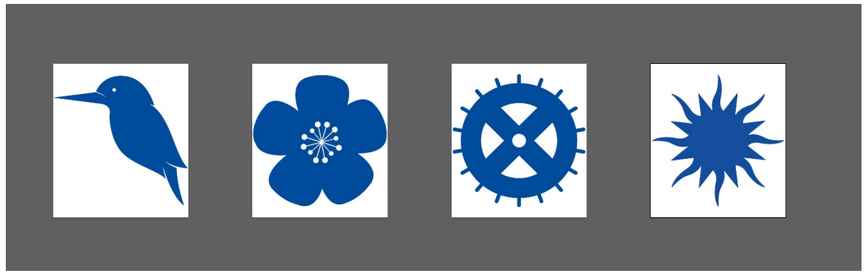
We will start to present Prague in connection with the free lifestyle of the people of Prague, their creativity and human stories.

The only way how to stay authentic is through the people.

That is why we begun to systematically involve Prague's cultural and creative industries in all our activities.

Example of innovation Nr. 2 Cultural sustainability





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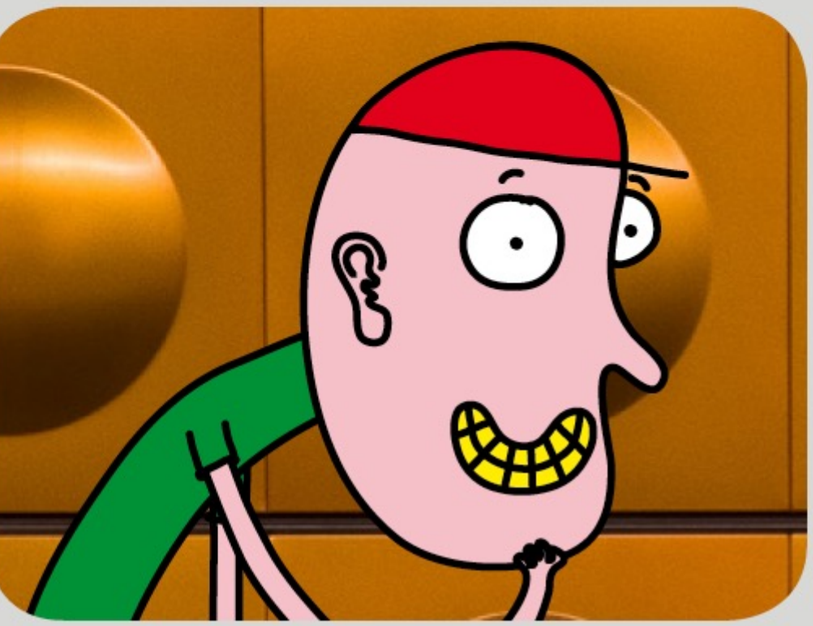
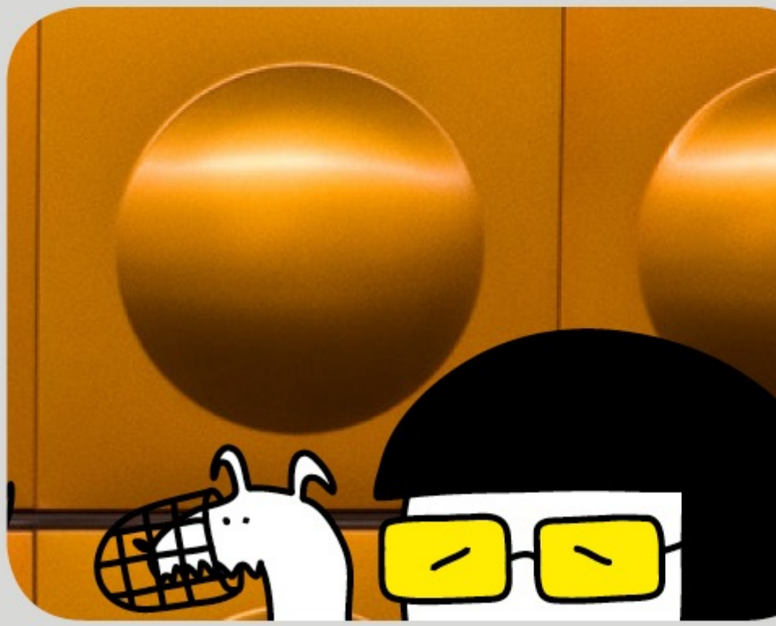




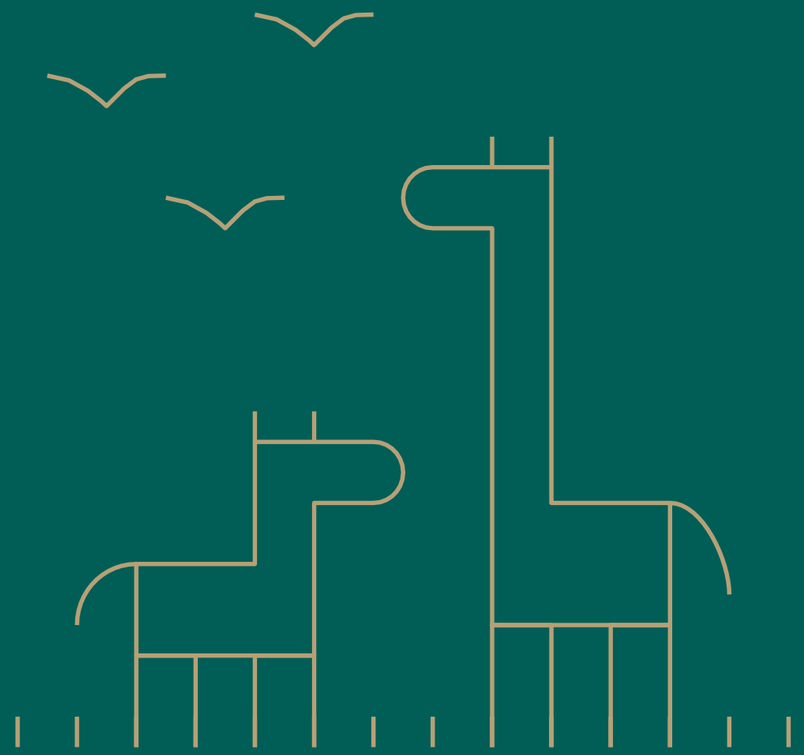
METROPEA

PŘÍBĚHY UMĚNÍ V METRU

We are developing VISITIS, a software for dynamic tourism management

- It will collect, analyze and evaluate data
- It will be used to create new products for end users (tourists, citizens, local community)
- It will enable the integration of existing products and services.
- It will provide a user-friendly comprehensive environment for users, in the form of web and mobile applications.

Example of innovation Nr. 3 dynamic tourism management



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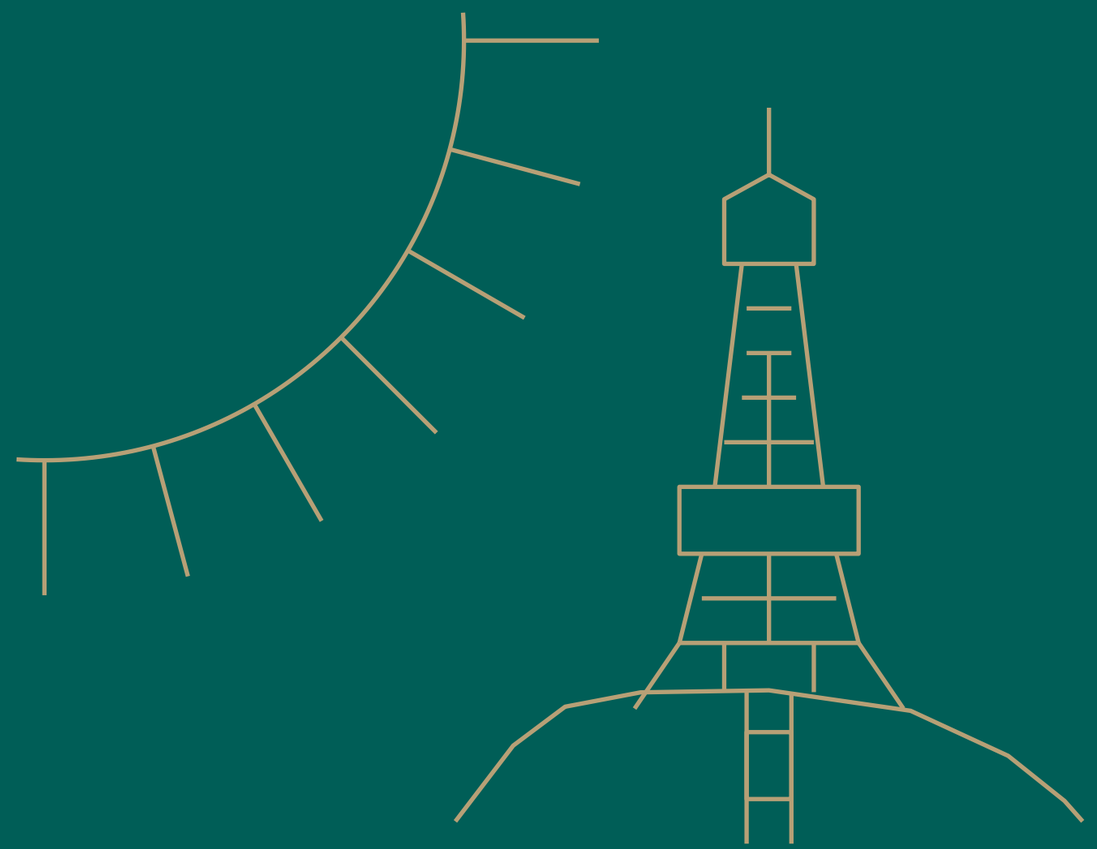
We have much more but time‘s up