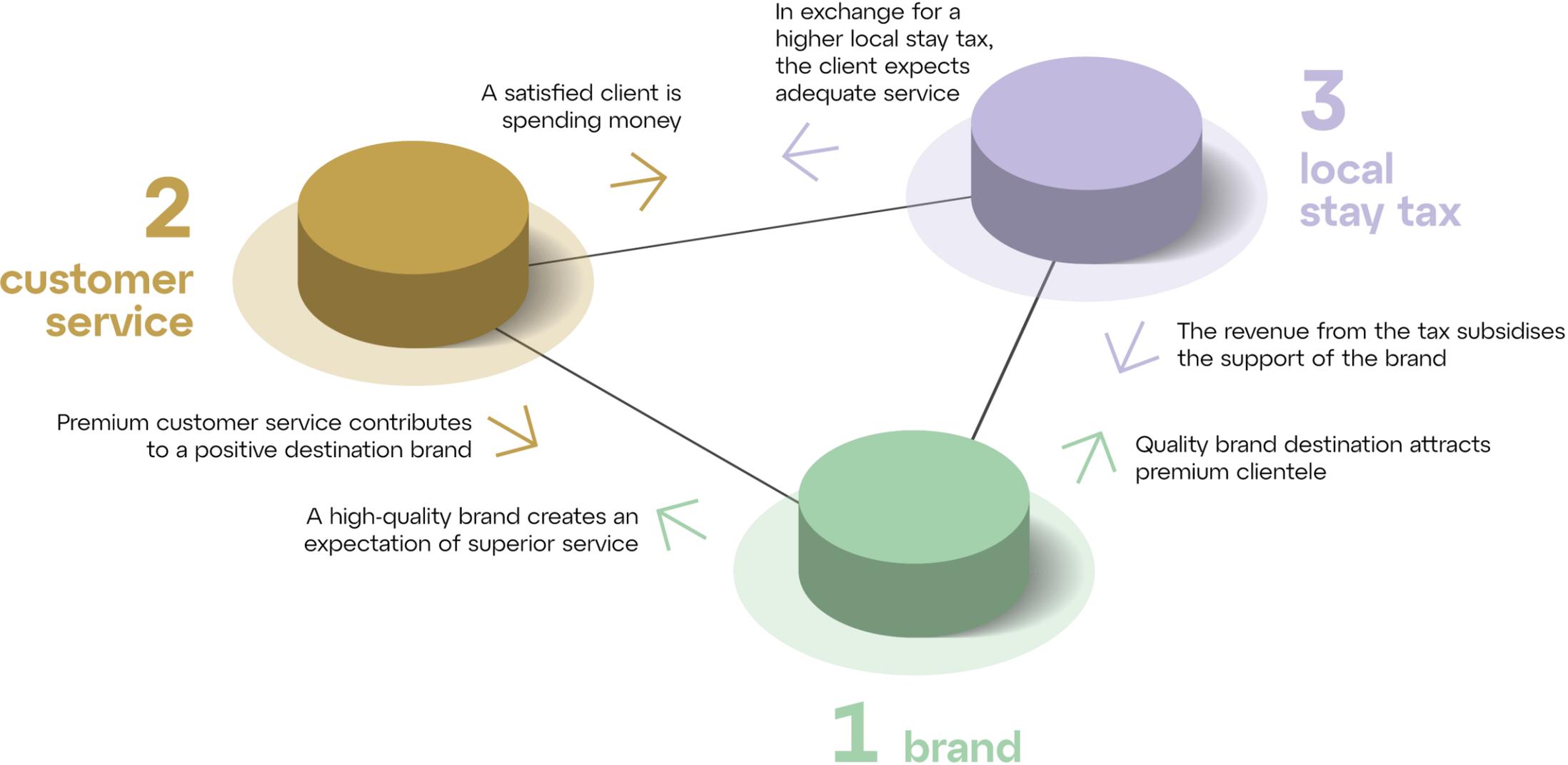


prague city tourism

**prague,
premium destination**

strategic shift



prague city tourism

systematic rebranding

Prague is allocating approximately **CZK 60 million** for its rebranding.



CZK 26 million is earmarked for campaigns such as Prague.eu, In Prague as at Home, and Enjoy Respect Prague.



An additional **CZK 31 million** is allocated to support products and services targeted at premium clientele.

the luxury segment is growing

average monthly spending of visitors to the city is increasing significantly

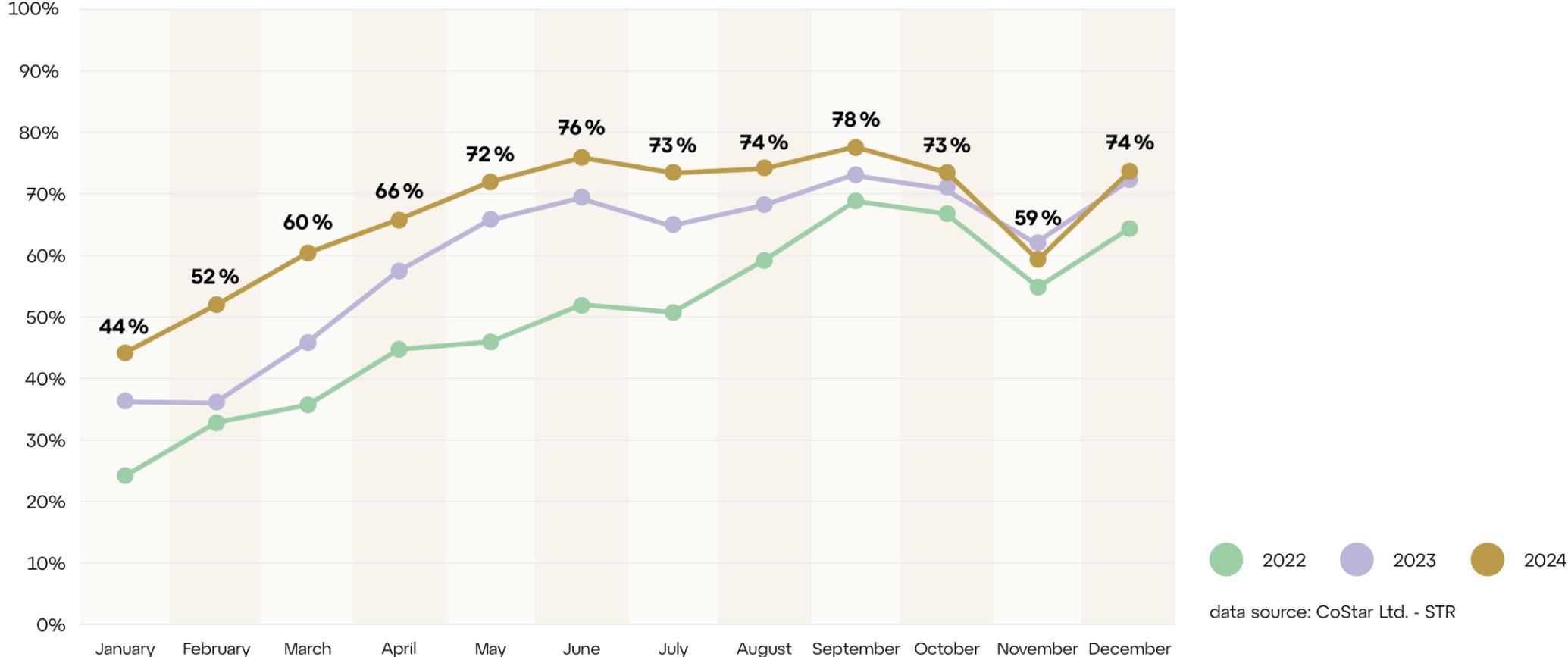


Prague Czech Republic
data source: MasterCard

prague city tourism

the luxury segment is growing

hotel occupancy in the luxury segment

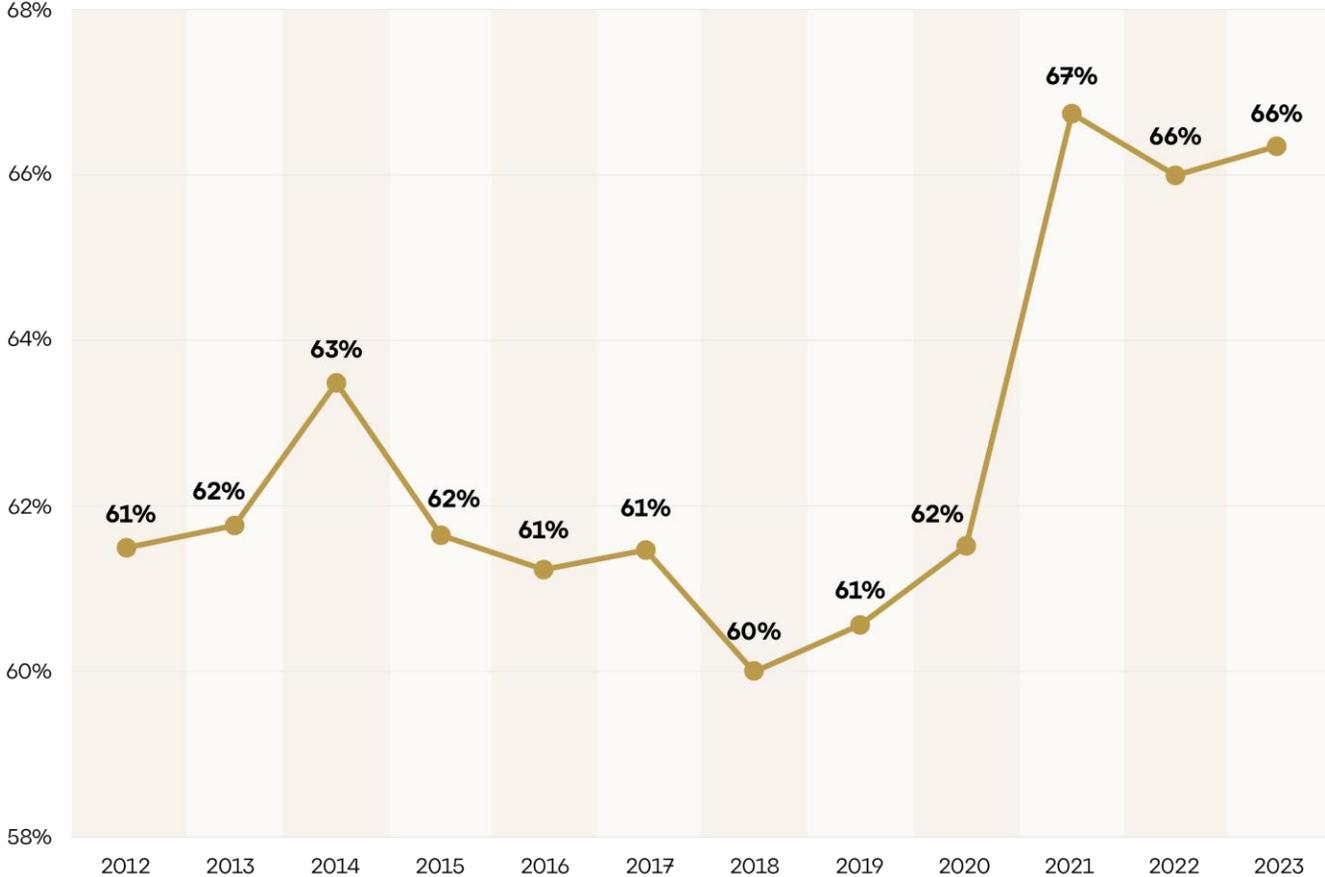


data source: CoStar Ltd. - STR

prague city tourism

the luxury segment is growing

share of visitors staying in 4 and 5 star hotels

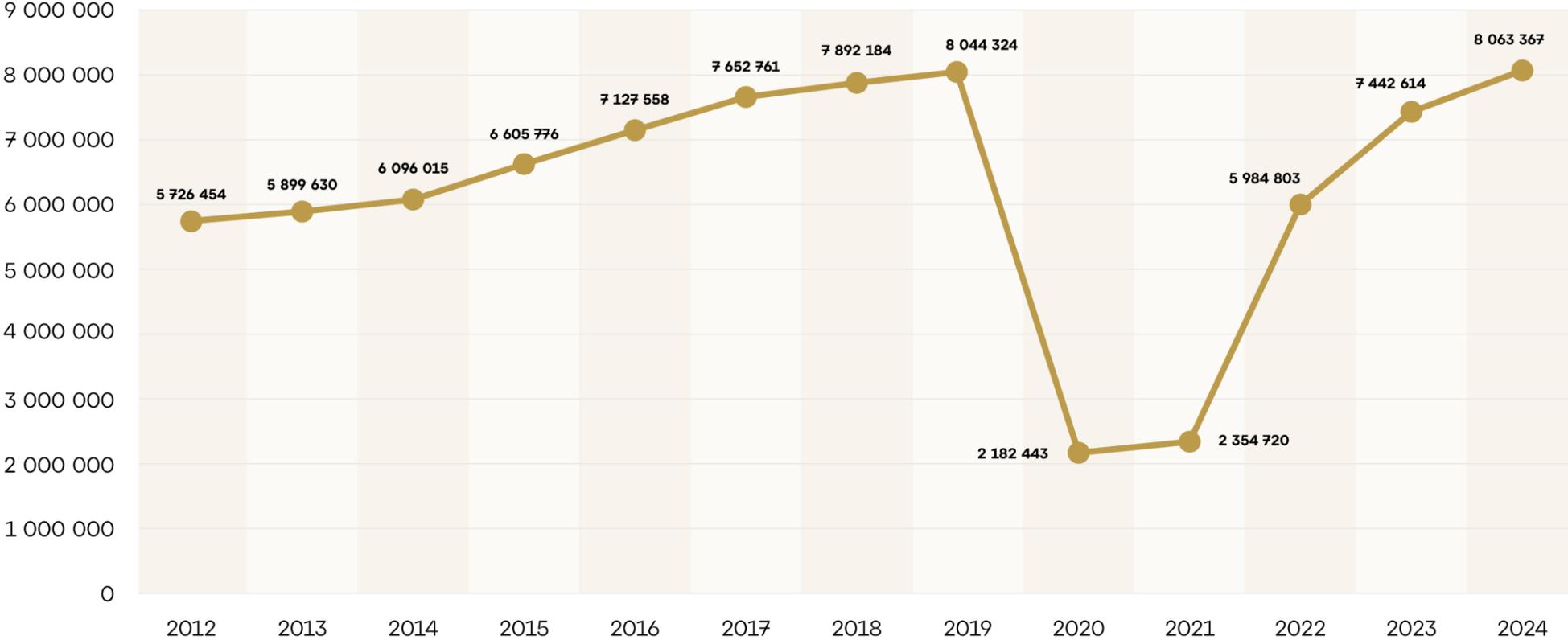


data source: CZSO

prague city tourism

the luxury segment is growing

numbers of tourists



prague city tourism

new exclusive experiences

prague city tourism



official city partner



Membership in the partner program is an extension of the standard level of cooperation with hotels, in which PCT provides basic B2B services for all entities.

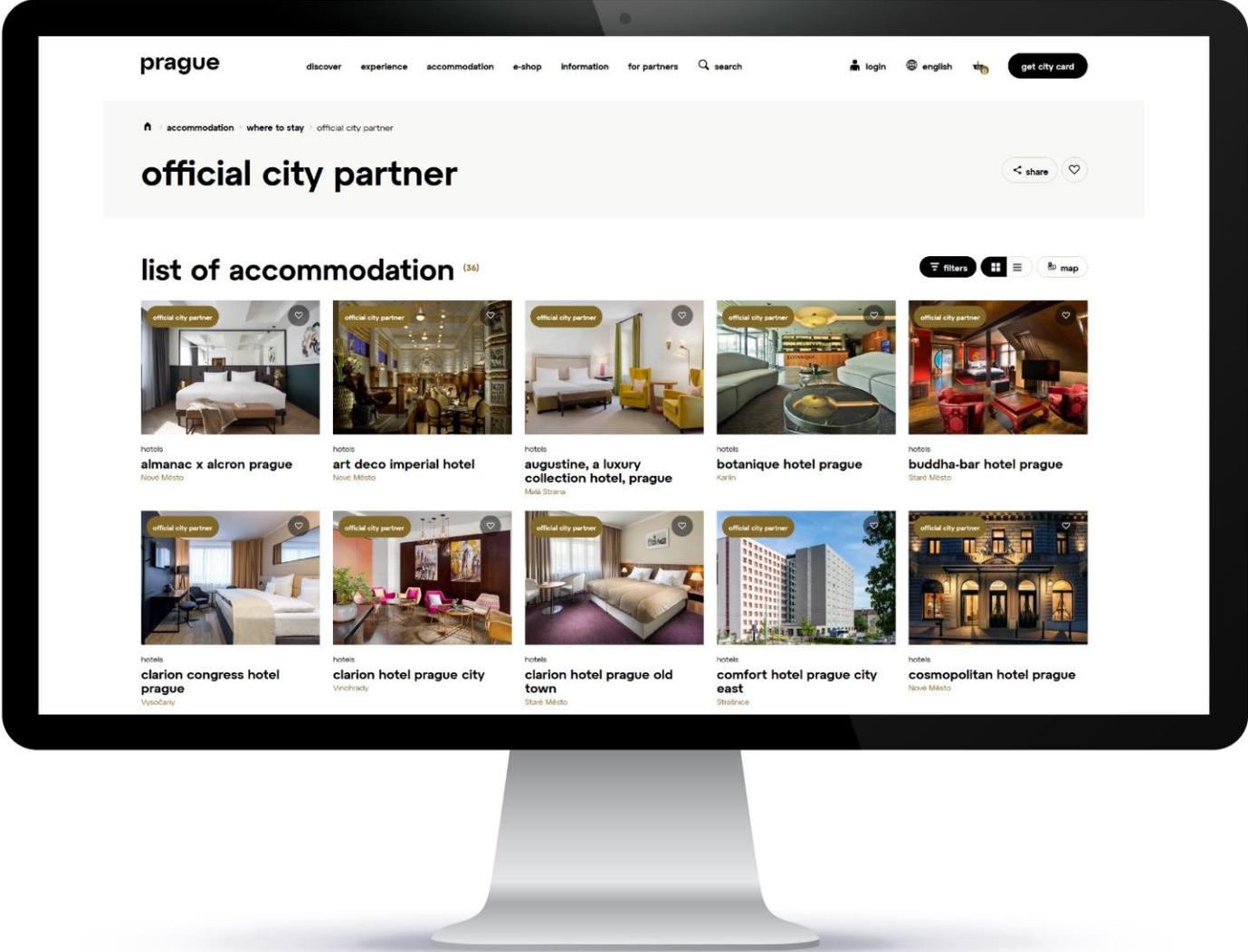


Based on partnership members have increased marketing support, access to sales of PCT products and services, access to statistics and reports.



We currently work with 36 hotels.

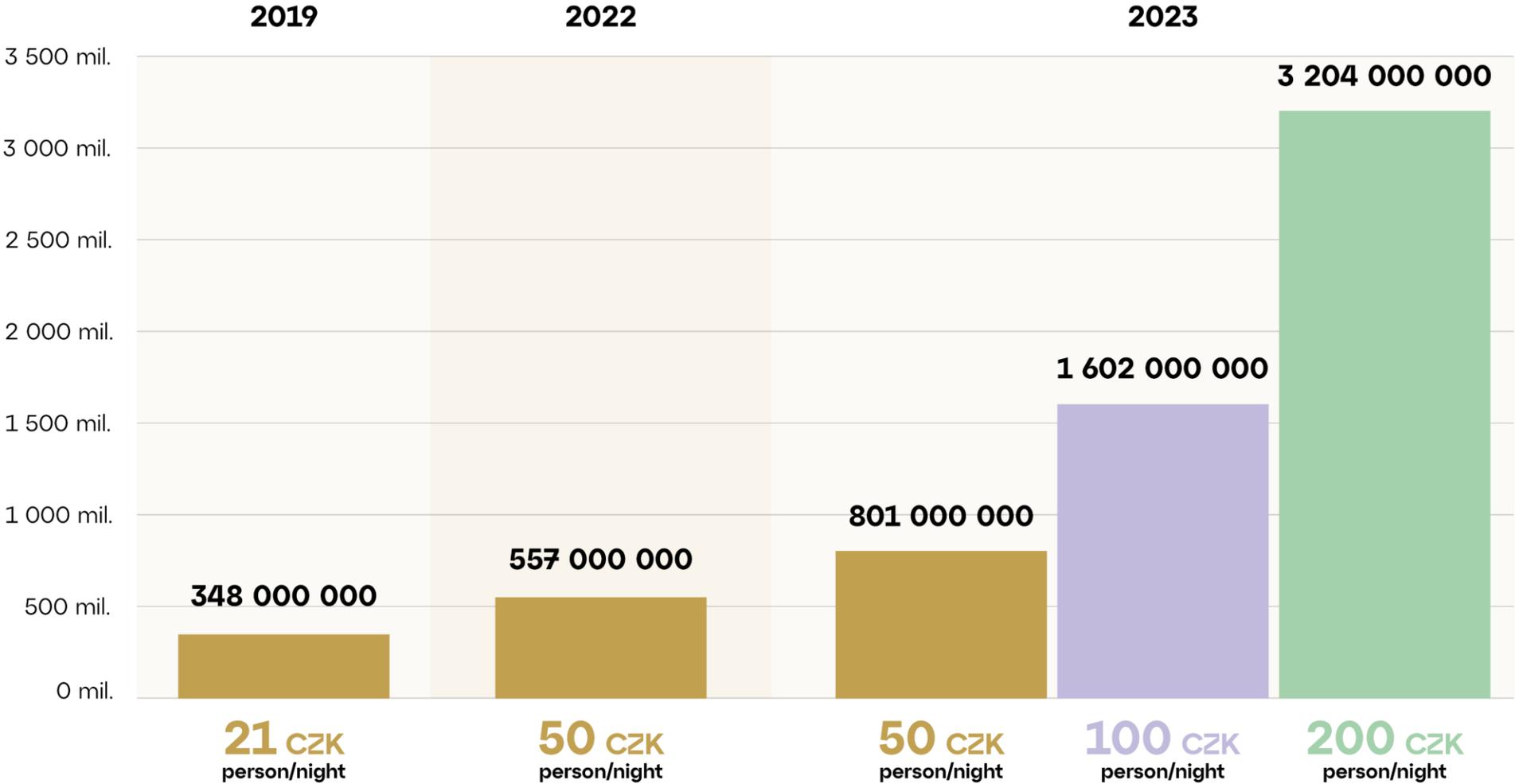
official city partner



prague city tourism

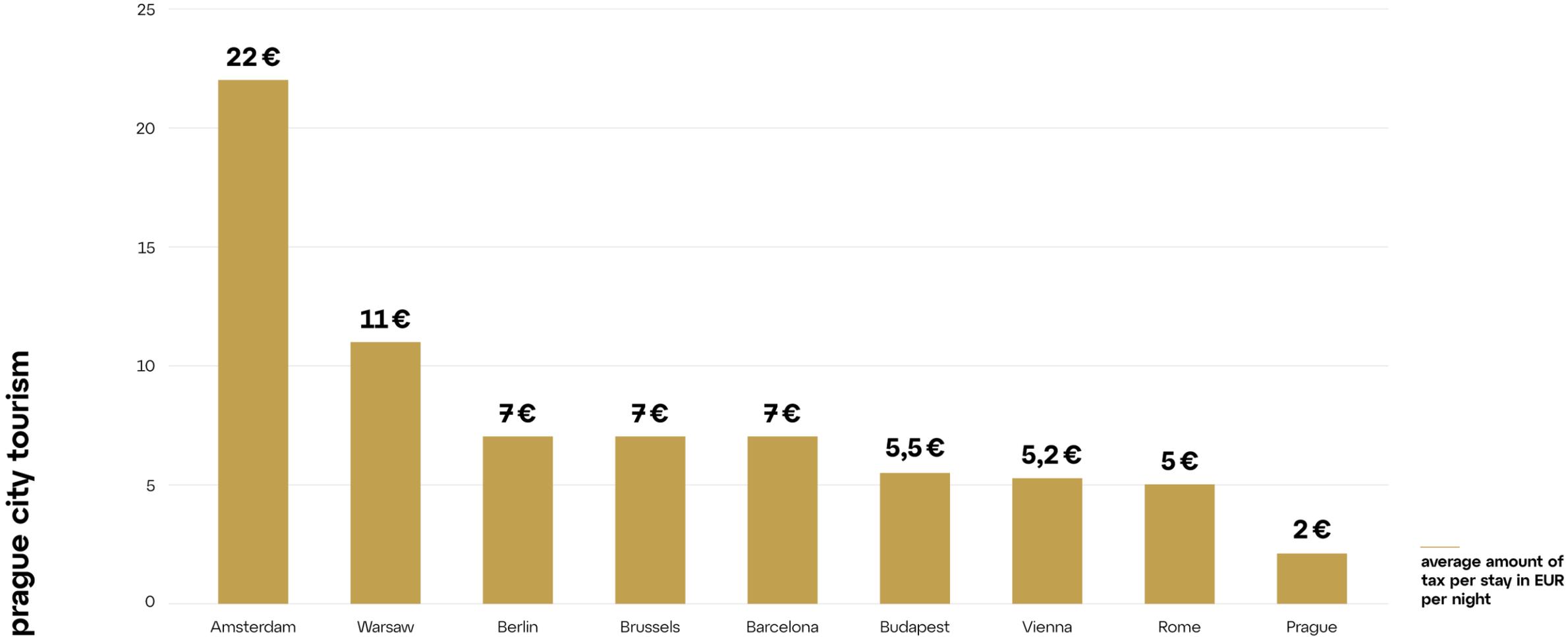
city tax must grow

prague city tourism



model of the local stay tax when it is increased to 100 and 200 crowns

city tax must grow



tourists change their behavior

1

Traveling for gastronomic experiences.

4

Large sports events are also key driver.

2

Wellness travel has grown in recent years.

5

Literary tourism as a new phenomenon.

3

Meaningful experiences.

prague — city of secrets



prague city tourism

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vice chairman of the board
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602 370 131



APPENDIX

Understanding travelers' needs and motivations will unlock new opportunities



2024 Champions League Final, London:

- Spending in **restaurants and bars** within a 3km radius of the stadium rose by **7.4%**.
- **Cross-border spending** was **67 times higher** than on a typical weekend.



UEFA Euro 2024 Final, Berlin:

- **Restaurant and bar spending** surging **130%** within a 3km of the stadium.
 - Driven by cross-border spending (21.7 times (2,170%) higher within a 3km radius)
- **Spending** remained **4.6 times** (460%) higher within a 10km radius.



Adele and Taylor Swift's Tour 2024, Munich

- **Adele's** first two concerts in Munich generated a real 'Funflation':
 - Spending on **accommodation** in Munich skyrocketed by **57%** vs previous year
- **Taylor Swift's** two Eras concerts in Munich drove a **43% increase** year on year in **accommodation** spending



