

B2B Workshop

Czech Republic – Land of Stories

Tel Aviv, Israel
1st November 2017

Program

Presentation & B2B Workshop Czech Republic – Land of Stories

Sheraton Hotel Tel Aviv
115 Hayarkon Street, Tel Aviv, 63573, Israel

17:00–17:30	Registration
17:30–17:40	Welcome speech H. E. Mr. Ivo Schwarz, Ambassador, Embassy of the Czech Republic in Tel Aviv
17:40–17:55	Czech Republic presentation
17:55–18:00	Czech Centres presentation
18:00–18:15	SmartWings presentation
18:15–18:30	Czech participants introduction
18:30–20:30	B2B Workshop
20:30–21:30	Networking dinner
21:30–21:45	Lucky draw



Monika Palatková
Managing Director
Czech Tourist Authority
– CzechTourism

Dear business partners,

I would like to warmly welcome you to the B2B Workshop “Czech Republic – Land of Stories” in Tel Aviv which has been prepared for us by the newly opened foreign office of the Czech Tourist Authority – CzechTourism in Israel in cooperation with the Embassy of the Czech Republic in Israel and Smart Wings, the event’s general partner. Our aim is to present you the Czech Republic as an attractive tourist destination in the heart of Europe. A place where your clients can experience their own holiday story. At the same time, we will introduce you the services of our foreign office in Tel Aviv and the services of our partners and Czech companies who specialise in Israeli clients.

The Czech Republic is a land rich in stories. Come with us and discover UNESCO heritage sites, historical towns, romantic castles and stately homes, as well as rich Jewish history and original cultural or gastronomical experiences. We will show you new destinations beyond the boundaries of the capital Prague – romantic towns, spa resorts and countryside suitable for all kinds of active holidays across the regions of the Czech Republic. We believe that you will find this event to be a good opportunity for establishing new business contacts and strengthening our cooperation.

I wish you successful meetings.

Czech Tourist Authority – CzechTourism



Czech Tourist Authority – CzechTourism ensures successful presentation of the Czech Republic on the domestic and foreign markets.

Czech Tourist Authority – CzechTourism was established in 1993 as a state-funded organization administered by the Ministry for Regional Development of the Czech Republic. Along with its 23 foreign offices CzechTourism is engaged in the development of tourism in the Czech Republic through a number of key activities that promote tourism domestically and abroad.

The main vision of CzechTourism is to create a perception of the Czech Republic as an attractive location for tourists from all over the world. The network of CzechTourism foreign offices includes almost all European and a range of non-European countries. The offices perform the promotion



of the Czech Republic in the respective markets, build brand awareness of destinations and stimulate the volume of arrivals of foreign visitors. CzechTourism endeavours to inspire and convince domestic clients and foreign visitors to discover the beauty of the Czech Republic. In addition to the capital city of Prague, which has an exceptional reputation in the world, it primarily aims to show the potential of undiscovered regional places. Other objectives of CzechTourism include increasing the repeti-



tion of visits and the satisfaction of tourists. Since 2013 CzechTourism runs a new marketing campaign introducing the Czech Republic as a Land of Stories.

Czech Republic
Land of Stories







Company name: Czech Tourist Authority – CzechTourism
Address: Vinohradská 46
P.O.Box 32
120 41 Praha 2
Czech Republic
Phone: +420 221 580 111
Fax: +420 224 247 516

CzechTourism Foreign Offices and International Marketing Management

Results 2016

AVE: 4 billion CZK
OTS: 12,5 billion CZK

Social networks:

 626 193  45 432
 12 838  97 571
 29 180  18 911



In 2016 CzechTourism operated a total of twenty one foreign offices worldwide, of which nineteen were official CzechTourism offices and two were PR agencies. Their joint mission was to present the Czech Republic as a tourist destination abroad. In addition, International Markets Management department carried out presentations and promotional activities in different markets targeting those with good outbound tourism dynamics and affluent tourists – particularly in **India, Israel or Middle East**. Under the Visegrad Four countries (V4) cooperation CzechTourism performed further promotional activities focused on long-haul strategic markets – mainly Southeast Asia, USA and Latin America. The cohesive promotion of the Czech Republic brand by

CzechTourism branches on foreign markets achieved excellent results both in terms of an increase in the number of fans on social networks to a total of 835,000 (+ 35% year-on-year), and in the number of media outputs in global media to the AVE value of CZK 4 billion (+21%). In more than 40 countries, we carried out dozens of presentations, workshops, and matchmaking events focused on creating business opportunities for Czech entrepreneurs and regions, in collaboration with Czech as well as foreign strategic partners. Our activities also included a series of group press and fam trips. In 2017, the trips introduce new products and itineraries on the topic of the Czech Baroque to journalists and travel agencies from all over the world.

Klára Vysloužilová

Director of foreign offices
vyslouzilova@czechtourism.cz
Phone: +420 221 580 454

Veronika Janečková

Head of international markets management
janeckova@czechtourism.cz
Phone: +420 221 580 637

Marek Kroutil

International marketing manager – India, Israel, Middle East
kroutil@czechtourism.cz
Phone: +420 221 580 610

Nir Grossman

Marketing & PR manager
grossman@czechtourism.com
Phone: +972 544 740 740

Travel Service – Smartwings



Travel Service is currently the biggest Czech airline company and at the same time, one of the most rapidly growing air carriers in Central Europe.

Travel Service operates regular flights under the SmartWings brand, charter flights and private flights in the Business Jet category. Apart from the Czech market, Travel Service is also present on the market in Slovakia, Poland and Hungary where the company has its subsidiary companies. Travel Service operates its flights from a total of 12 basis in seven countries. Aircraft are flying to 360 airports in 4 continents. Travel Service is certified IOSA (IATA Operational Safety Audit carrier), representing the most advanced standards of safety and quality in air transport.



Company name: Travel Service, a.s.
Address: K letišti 1068/30, Praha 6
Contact Person: Shai Marina
Position: General Sales Agent
(Travel Service Group Israel)
Phone: +420 220 115 069
E-mail: info@travelservice.aero
Web: www.travelservice.aero, www.smartwings.co

Tel Aviv → Prague up to 3 times per day



find a flight →

Click on
www.smartwings.com and fly!

smartwings 

100 Years of the Czech Republic Story

The major CzechTourism marketing theme of 2018 is 100 years of the Czech Republic Story.

In 2018 we will commemorate the 100th anniversary of the establishment of the independent Czechoslovakia. That is why we will focus on 20s and 30s of the 20th century, when our country became one of the centers of modern European life. Czech cities such as Brno, Hradec Králové, Plzeň or Prague proudly display its unique architecture of this era, known as functionalism. One can find the most appreciated paintings and sculptures coming from this time in galleries and museums, made by world famous artists such as Mucha, Kupka or Filla. The industrial heritage enthralles owing to its accuracy and timeless design - especially the automotive and glass industry. This period left in our country many original sights, pieces of art, cafés, sports, traditions and stories waiting for your discovery.

Strategy and marketing communication department
CTA – CzechTourism:



Radana Koppová
Strategy and Marketing Director
koppova@czechtourism.cz
Phone: +420 221 580 616

Martina Vlašínová
Head of Marketing
vlasinova@czechtourism.cz
Phone: +420 221 580 634

Tereza Matějková
Head of Trade Fairs
matejkova@czechtourism.cz
Phone: +420 221 580 404

Tomáš Seidl
Head of Publishing
seidl@czechtourism.cz
Phone: +420 221 580 485

Miratour

Destination management company based in Prague with 25 years of experience. Miratour provides the best service for the best price.

Miratour offers accommodation, transfers and additional services like tour guides, river cruises and entrance tickets to interesting tourist places and museums. Because we own four hotels and because we have special long term partner contracts with many other hotels, we can offer the best prices to you and your clients. Each trip is tailored individually depending on the request. With 25 years of experience we provide exceptional service for your guests. So try trips around Central Europe with us and see for yourself.



MIRATOUR

Company name: Miratour (CK Mira s.r.o.)
Address: Mělnická 13, Prague 5, 150 00
Contact Person: Veronika Rakušanová
Position: CEO
Phone: +420 251 510 044
E-mail: veronika.rakusanova@miratour.cz
Web: www.miratour.cz



Hotel Cristal Palace**** Hotel San Remo****



HOTEL CRISTAL PALACE and HOTEL SAN REMO are two 4 stars Spa & Wellness hotels in the spa town Mariánské Lázně in the Czech Republic.

Both hotels offer spa and wellness stays with many spa treatments. Many treatments are from natural resources. From April 2015 they use for healing and for drinking cure their own 2 unique mineral springs – Edward VII. & Augustin. They are first and only one, who work with this springs in Mariánské Lázně.

Hotel Cristal Palace is located in the centre of Mariánské Lázně, near to the spa parks and to the famous Singing Fountain. In the Cristal Palace are comfortably furnished rooms and suites, high quality gastronomy („Czech Specials“ certified hotel and restaurant),



new spa centre. The whole hotel is fully air-conditioned.

Hotel San Remo is a cosy hotel located in a quiet area of Mariánské Lázně, approx. 20 minutes from the Main Colonnade with the famous Singing Fountain away. Hotel is located in the sea of green - there is a picturesque small garden next to the hotel, with a garden pond and a garden pavilion. Accommodation in comfortably furnished rooms, delicious cuisine. The pleasant family atmosphere



is completed by lobby bar with fireplace and aquarium.

For guests is the WiFi access and access to the relax centre (swimming pool, sauna and whirlpool) free of charge in the both hotels.

HOTEL CRISTAL PALACE



Company name: Hotel Cristal Palace****,
Hotel San Remo****

Address: Hlavní 61, 353 01 Mariánské Lázně;

Zeyerova 161, 353 01 Mariánské Lázně

Contact Person: Bc. Natalie Staňková

Position: Sales manager

Phone: +420 354 615 106

E-mail: marketing@crystalpalace.cz

Web: www.crystalpalace.cz; www.sanremo.cz



Pardubice Airport



New terminal is a great opportunity. It means basically a whole new airport.

The military airport with the status of public international airport, has also been used for civilian flights since 1994. It is located only 100 km east of Prague and considered as Prague East airport. The proximity of Prague is considered as a main benefit. As other benefits of this regional airport we can count: easy access by public transport, free parking and a new passenger terminal which should be put into operation in the end of the year 2017. From 2017 has airport direct connection with London Stansted (3 x weekly) and with Moscow (2 x weekly). During summer there are also hundreds of charter flights to holiday destinations operated from here as well. During winter is very popular



for charter flights from Russia. In the moment is airport looking for partners to extend regular routes as well as portfolio of holiday destinations.



Company name: East Bohemian Airport, a.s.
Address: Pražská 179, 53006 Pardubice
Contact Person: Libor Kříž
Position: Sales Executive
Phone: +420 601 122 629
E-mail: kriz@airport-pardubice.cz
Web: www.airport-pardubice.cz



Roya Spa, Kur & Spa hotels



**Royal Spa hotels,
first-class spa
treatment combining
natural healing
resources and
medical expertise.**

ROYAL SPA is a private chain of hotels and resorts of the Czech Republic – Marienbad, Luhačovice, Velké Losiny and Ostrožská Nová Ves and has been operating in the Czech Republic for 20 years now. Total capacity is almost 1000 beds. Most of our hotels have four stars and offer their guests complex services under one roof, ranging from comfortable accommodation, excellent cooking, first-class spa treatment by highly qualified medical staff and, of course, a multitude of treatment procedures primarily based on natural healing resources and products. Our hotels provide spa stays, wellness stays and weekend stays.



We provide first-class spa treatment combining natural healing resources and medical expertise. To achieve the best results of spa treatment, which is based on our extensive working experience, our specialists have developed an innovative holistic approach HEALTH BALANCE POINT®. For every client's health involves an approach which respects every client's individual needs. Choose from our wide range of stays in four spa destinations – Mariánské



Lázně, Luhačovice, Ostrožská Nová Ves, Velké Losiny and see for yourself that nature is the best remedy. We are looking forward to welcoming you! Your ROYAL SPA hotels.



Company name: Roya Spa, Kur & Spa hotels
Address: Pod kamennou 1009, 763 26 Luhačovice
Contact Person: David Křepešský
Position: Sales Manager
Phone: + 420 739 426 324
E-mail: sales@royalspa.cz
Web: www.royalspa.cz



100 years of the Czech Republic story

Discover places that have become
a part of modern history.

Let us take you to the times of the unprecedented boom of Czech cultural and public life. To the times of grace and elegance, bold architecture, distinctive design and visionary brands.

www.czechtourism.com



Vila Tugendhat

B2B Workshop
Czech Republic – Land of Stories

Published by Česká centrála cestovního ruchu – CzechTourism
CzechTourism, Vínohradská 46, 120 41, Prague 2
Prague 2017 ©

Text and photos: CzechTourism, Travel Service, a.s., CK Mira s.r.o.,
Cristal Palace, Pardubice Airport, Royal Spa

Maps: Marketing Research Department of CzechTourism

Setting, graphic design: Formata v.o.s.

Despite making all efforts at correctness, the accuracy of the data is not guaranteed.

Official Tourist Presentation of the Czech Republic
czechtourism.com

CzechTourism for you

The successful presentation of the Czech Republic as a tourist destination in domestic and foreign markets has been the mission of CzechTourism and its foreign offices since 1993.

Which areas of cooperation are we offering?

- Sourcing, supporting and coordinating marketing activities in domestic and foreign markets
- Organization of over 50 trade fairs worldwide each year
- 23 foreign offices operating in more than 40 countries
- Implementation of roadshows, workshops and round tables for B2B partners
- Coordination of press and fam trips – participation in more than 600 trips for foreign journalists and tour operators in a year
- Organization of regular meetings with the regional and B2B partners, support of significant events
- Publishing promotional materials about the Czech Republic – dozens of publications in various language versions
- Supporting research and educational activities
- Media presentation of the Czech Republic and the tourism industry