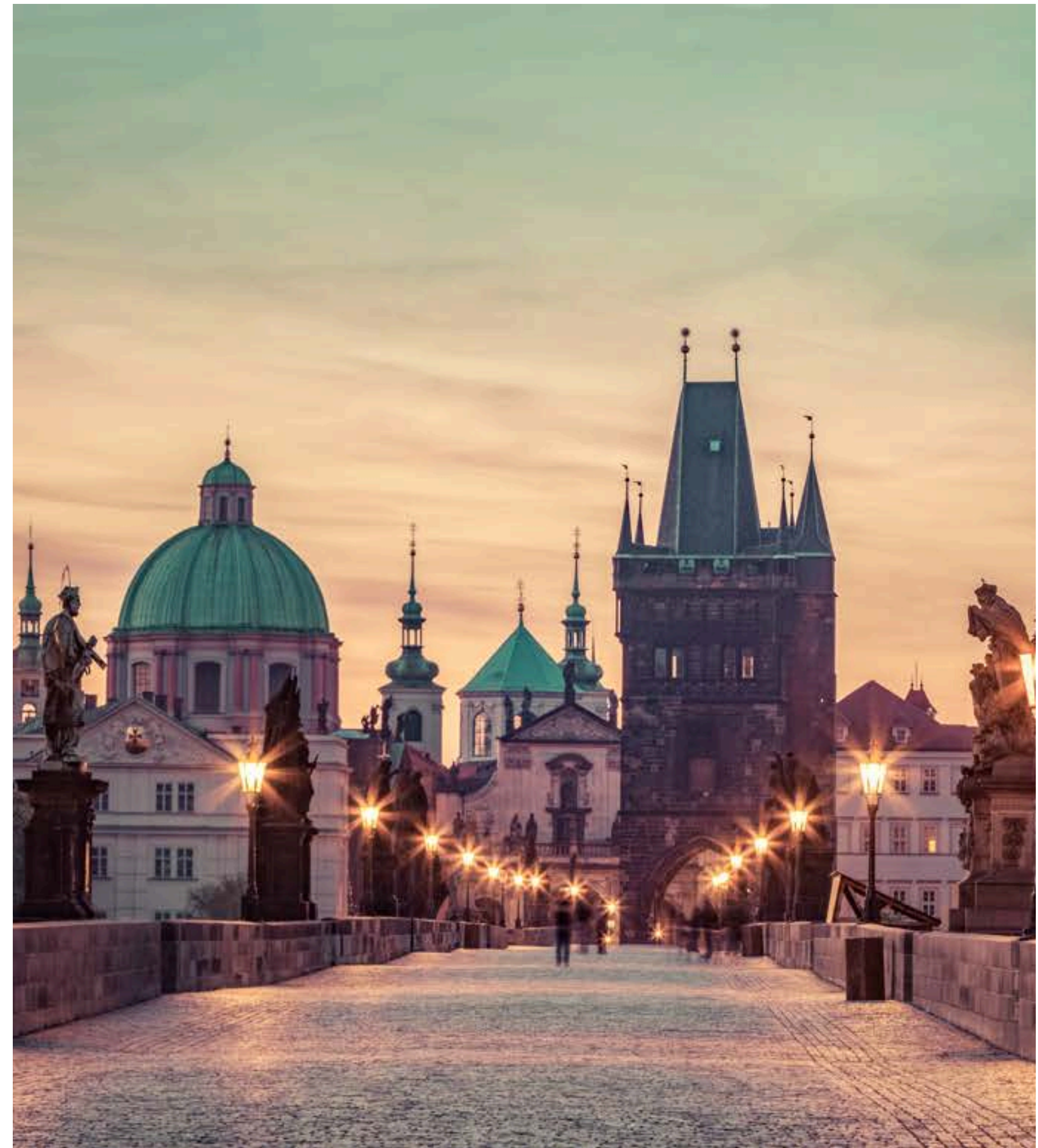


Czechia

Destination presentation



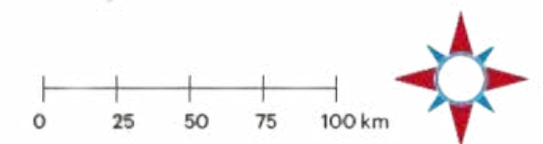
Basic information

Great accessibility:
6 international airports
excellent train connection to Vienna, Berlin,
Budapest

Prague airport: direct connection to more than 160
destinations

World 11th safest country
(Global Peace Index 2025)

World 17th most sustainable country
(Environmental Performance Index 2025)



Reasons to choose Czechia as your travel destination



17 sites UNESCO
Heritage List



more than
200 castles
and chateaux



more than
40 protected
historical towns



more than
30 spa towns



4 national parks,
6 UNESCO
Biosphere
reserves



more than 100
golf courses



more than
40 000 km
hiking trails



more than
37 000 km
cycling trails

UNESCO Treasures of Czechia

One of the highest densities of UNESCO sites in Europe

17 World Heritage Sites: historic cities, castles, cultural landscapes, architecture & nature

7 World Intangible Cultural Heritage: puppetry, Ride of the Kings, blueprinting

Highlights include medieval towns, Baroque landmarks, modernist architecture, and protected natural areas

A unique blend of heritage preservation, authenticity & living culture



A Country of Castles, Chateaux and Royal Experiences

With over 200 castles and chateaux, Czechia offers a rare journey through royal history.

Visitors can stay overnight in noble residences, host private events in historic halls, and explore iconic landmarks surrounded by preserved landscapes and charming towns.



Lednice, South Moravia



Český Krumlov, South Bohemia

Land of Healing Spa Culture

Czechia stands among Europe's top wellness destinations

36 renowned spa towns

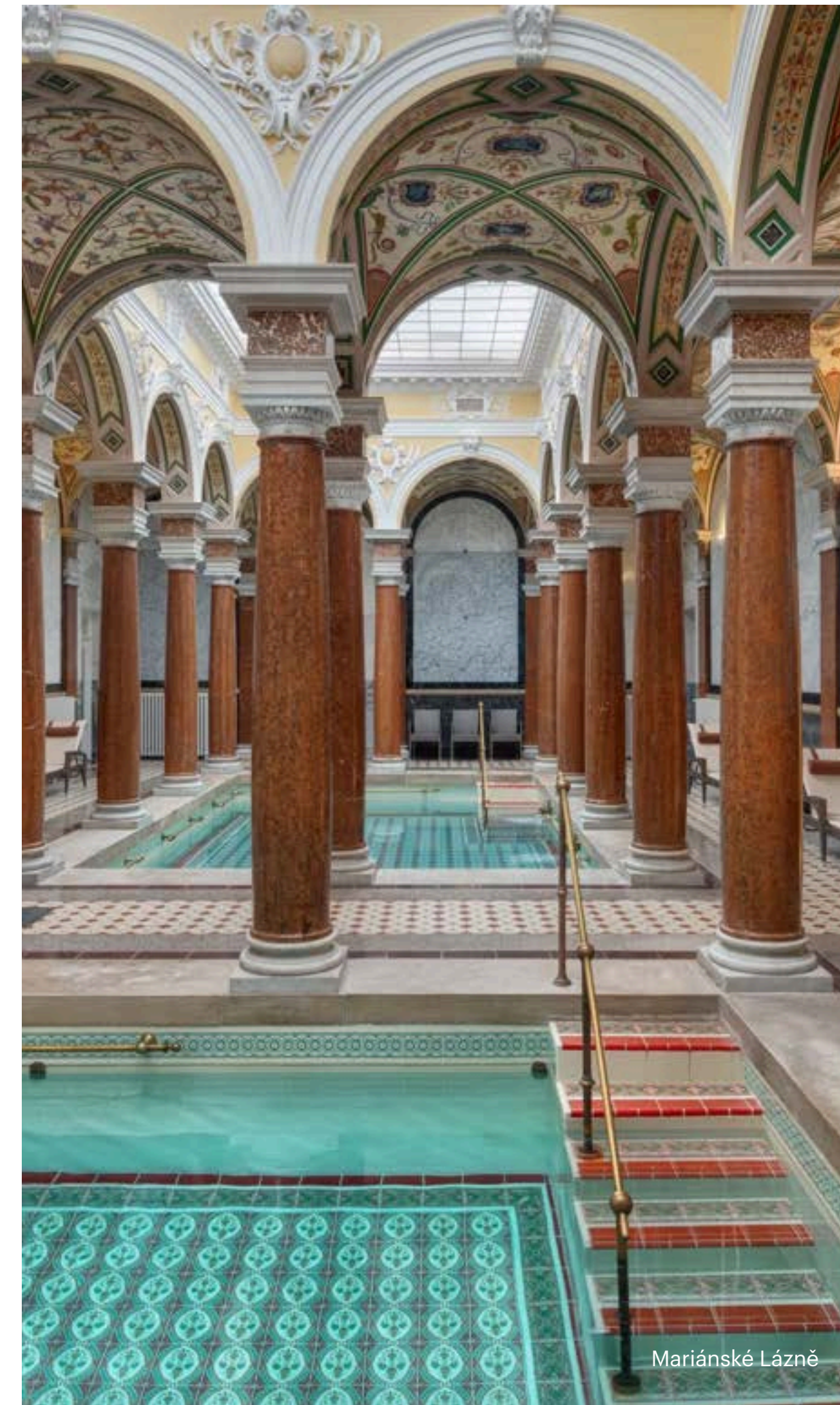
Over 200 spa facilities

Natural healing resources: Mineral springs, therapeutic muds, gases, climatic spa

Centuries of healing tradition

Medical tourism

Spa Triangle: Karlovy Vary, Mariánské lázně, Františkovy lázně - The Great Spa Towns of Europe (UNESCO)



Mariánské Lázně

Golf Paradise

More than 100 golf courses across the country

Play where kings once roamed – Courses near medieval castles and historic estates

Scenic countryside – Rolling hills, forests, and tranquil lakes create a unique golfing backdrop.

Perfect day trips – Just outside Prague, offering golf with a mix of history and nature.



Ostravice, North Moravia

Sport & adventure activities

Hiking

44 000 km marked hiking routes,
33 long-distance/pilgrimage trails

Rock towns

Home to spectacular rock towns carved by nature over millions of years

Cycling

32 long-distance cycling routes, Over 37 000 km of cycling routes

Mountainbiking

Over 70 epic MTB Parks & Bike Trails



Sport & adventure activities

Skiing

Hundreds of kilometers of cross-country trails

Water sports

Over 3 440 km of rivers suitable for canoeing

Ferratas

Over 60 Secured Routes Across the Country

Camping & caravanning

50+ Stellplatz Locations



Znojmo, South Moravia



Jeseníky, North Moravia

Meetings, Incentives, Congresses & Events

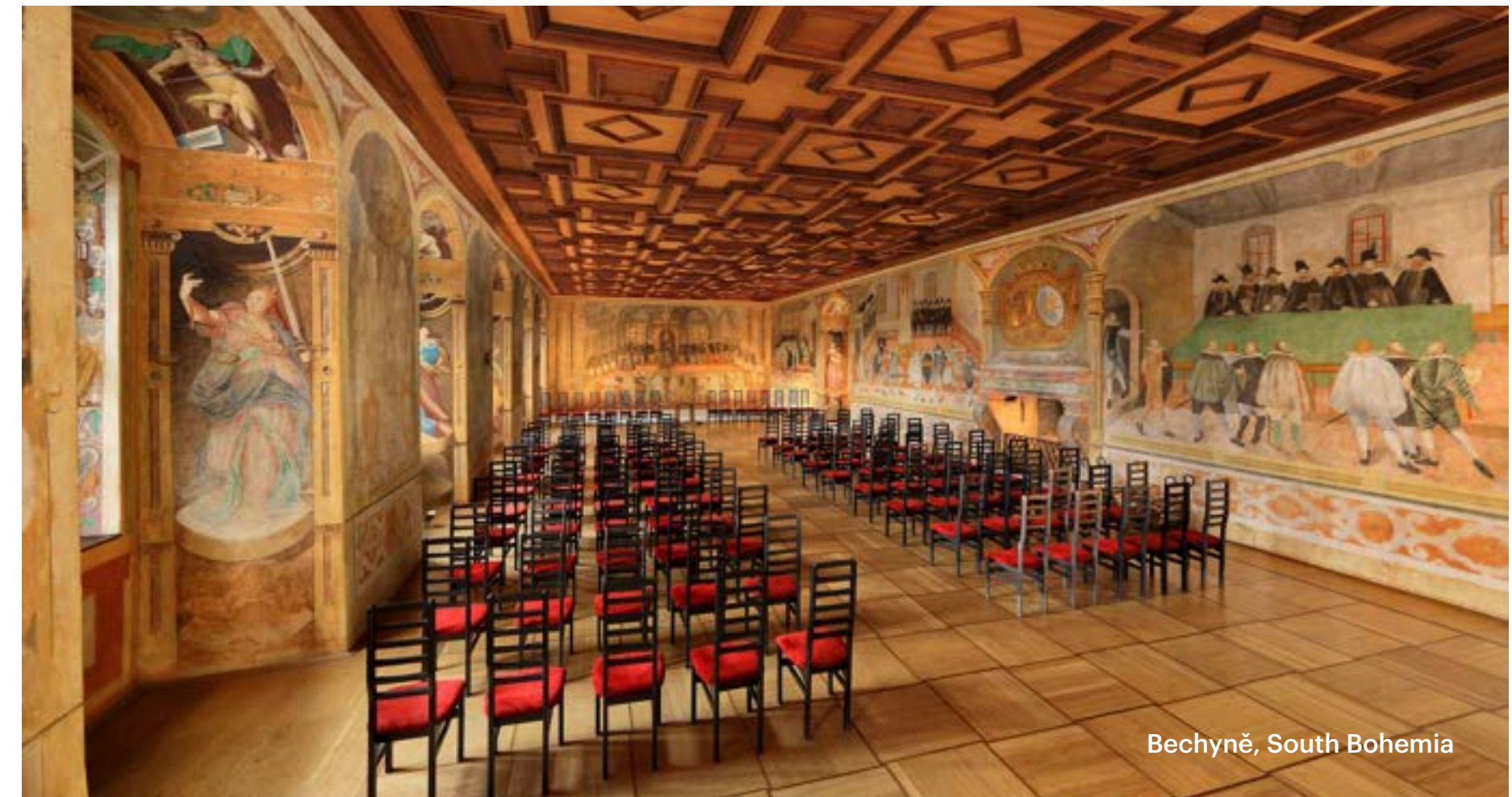
Czechia

World's 21st best meeting destination
(ICCA statistics 2024)

Prague

World's 5th leading city meeting destination
(ICCA Statistics 2024)

Modern congress venues with luxury hotels, heritage palaces, castles, chateaux, traditional breweries and stylish industrial spaces.



Bechyně, South Bohemia



Imperial spa, Karlovy Vary

Gastronomy & Food Culture

Traditional Cuisine

Hearty dishes with local meats, dumplings, root veggies, and forest mushrooms.

Focus on local ingredients

Seasonal produce, freshwater fish, wild herbs, wild berries, and small-farm products.

Sustainability at the Core

Strong commitment to farm-to-table practices, reduced waste, organic farming, and respect for seasonal regional ingredients.

Michelin starred restaurants

A growing network of acclaimed restaurants emphasizing local sourcing and culinary craftsmanship.



Gastronomy & Food Culture

Czech Brewing Legacy

Home to world-famous beers like Pilsner Urquell and Budvar, along with a thriving craft and microbrewery scene. Beer is a national pride and social ritual, enjoyed in historic pubs, lively gardens, and modern taprooms.

Wine Beyond Tradition

Moravian and Bohemian wineries blending tradition and innovation—wine cellars, tastings, festivals, and characterful regional varietals.

Roasters & Modern Cafés

A fast-growing specialty coffee scene featuring artisan roasters, minimalist cafés, and refined brewing methods.



Czech Traditions & Craft Heritage

Glassmaking & Crystal

- World-famous Czech glass and crystal
- Crystal Valley – heart of Bohemian glassmaking
- Renowned for hand-blown glass, cut crystal, chandeliers & jewelry

Textiles & Blueprint

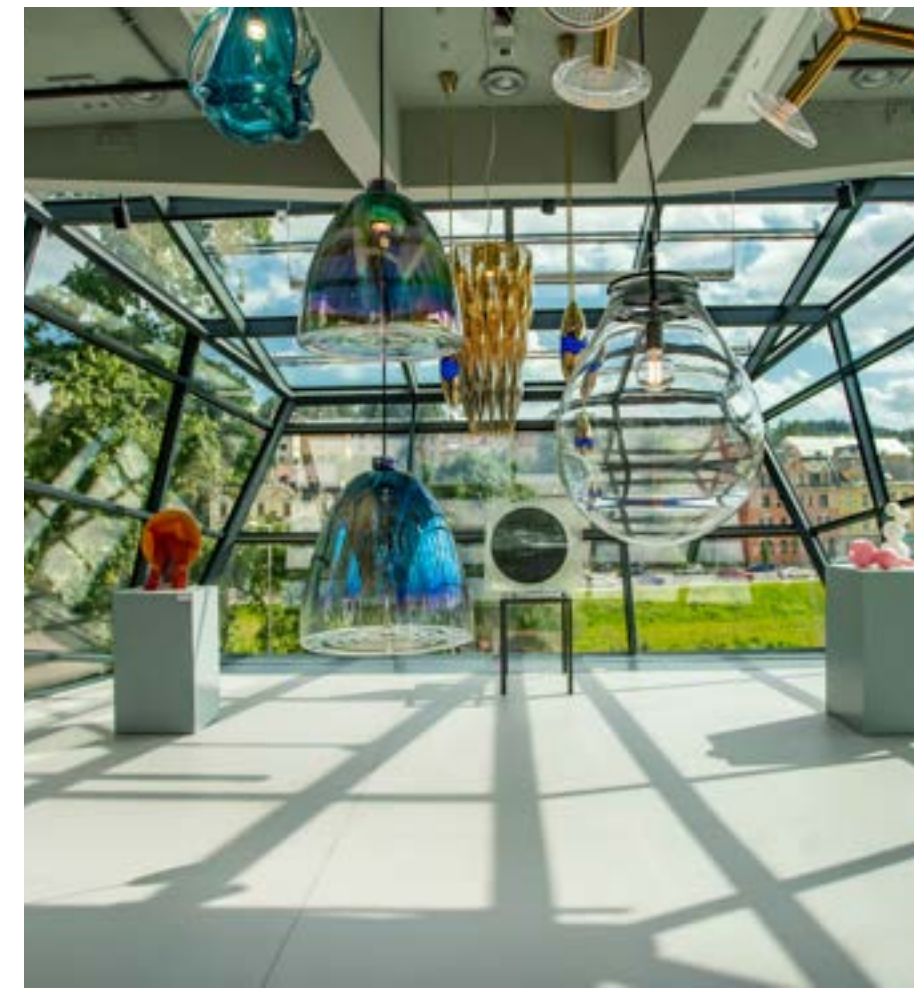
- Traditional blueprint (indigo resist printing, UNESCO-listed)
- UNESCO-listed craft with centuries-old techniques

Puppets & Wooden Crafts

- Iconic Czech marionette puppets and puppet theatre tradition (UNESCO)
- Skilled woodcarving and hand-painted designs

Local Products & Specialties

- Famous Czech herbal liqueurs and bitters (e.g., Becherovka)
- Traditional spa wafers from historic spa towns
- Natural cosmetics inspired by mineral springs, herbs & local botanicals



Where Stories Come to Life

Dan Brown - Secret of Secrets (2025)

- Prague historic architecture, hidden symbols, and mysterious atmosphere form the backdrop of a modern thriller.
- Prague as a place of secrets, history, and intellectual intrigue.

Kingdom Come Deliverance I, II (2018, 2025)

- The games showcase Czechia's landscapes and history to a global gaming audience.
- Rataje nad Sázavou, Sázava Monastery, Talmberk, Stříbrná Skalice.
- Kutná Hora, Bohemian Paradise, Trosky Castle

Czechia as a movie destination

- Mission Impossible (1996, 2011): Prague
- Casino Royale (2006): Karlovy Vary, Prague, Locket
- Spider-Man: Far From Home (2019): Prague, Liberec
- The Chronicles of Narnia (2005, 2008): Czech Switzerland, Prague
- Anthropoid (2016): Prague
- Last Holiday (2006): Prague, Karlovy Vary
- Ballerina (2025): Kutná Hora



Prague

A city with genius loci,
combining history, gastronomy,
culture, and modern tourist
services of world-class quality



Why Prague

Top 5 global meeting destination (ICCA Statistics 2024).

Direct flights to 165+ destinations.

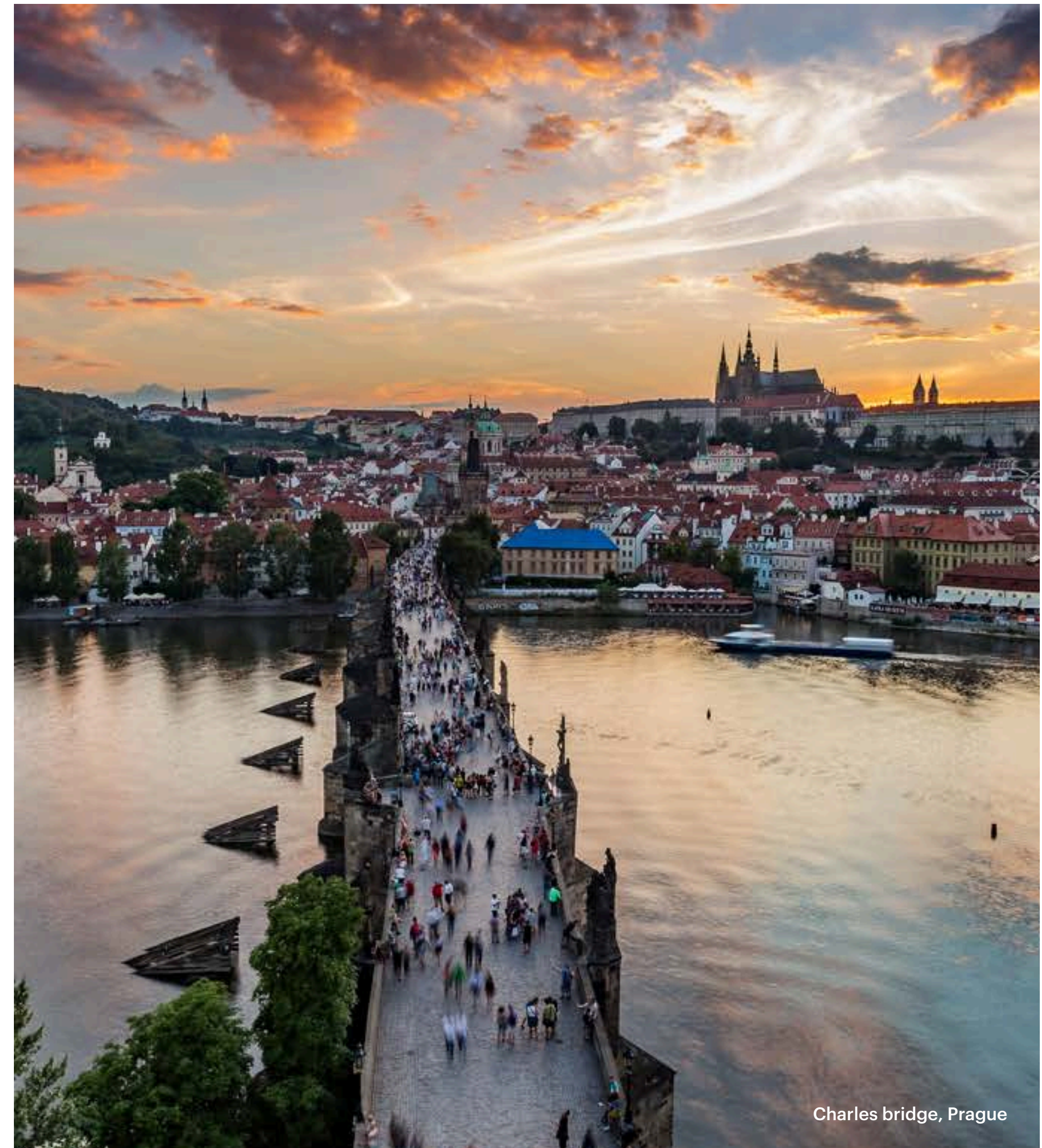
One of Europe's most efficient transportation systems.

Among the safest cities in Europe.

Year-round appeal & high repeat visitation.

One of Europe's most visited urban destinations.

Europe's 2nd Best City for Nature Lovers (Compare The Market 2025).



Charles bridge, Prague

Experience Prague

Historical icons

Charles bridge, Prague Castle, Old Town Square

Unique viewpoints

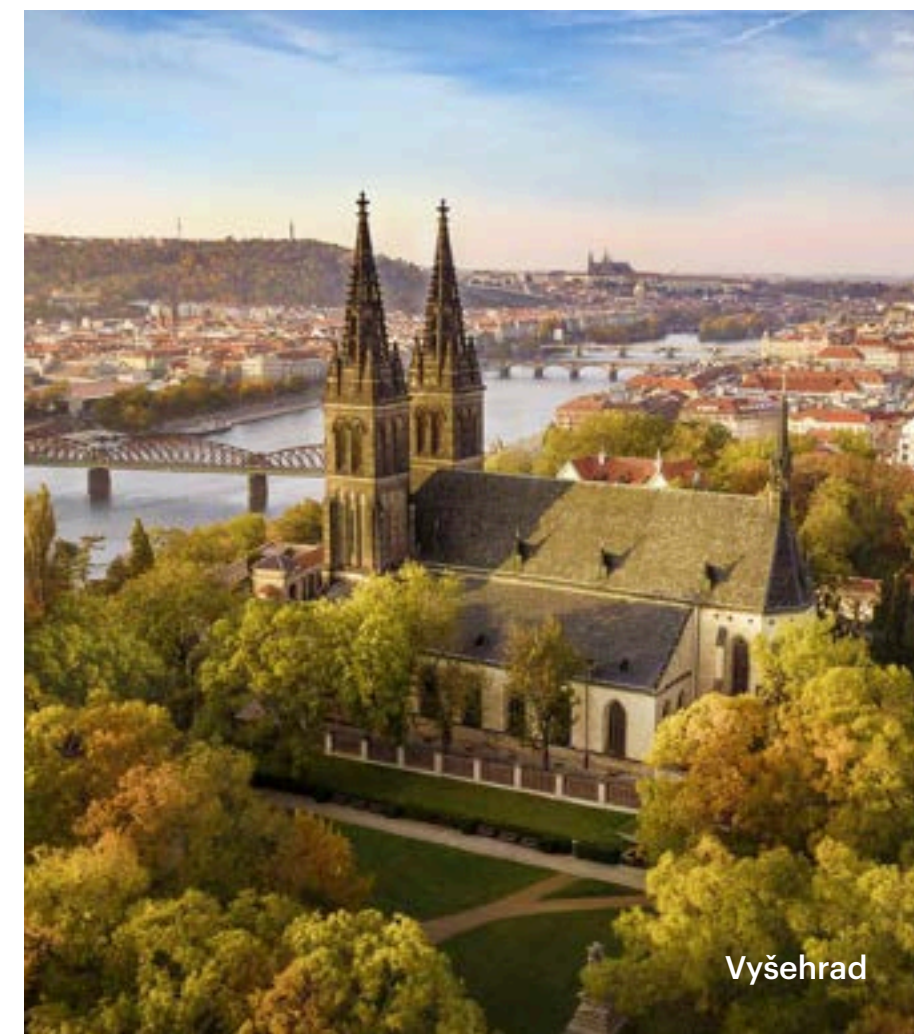
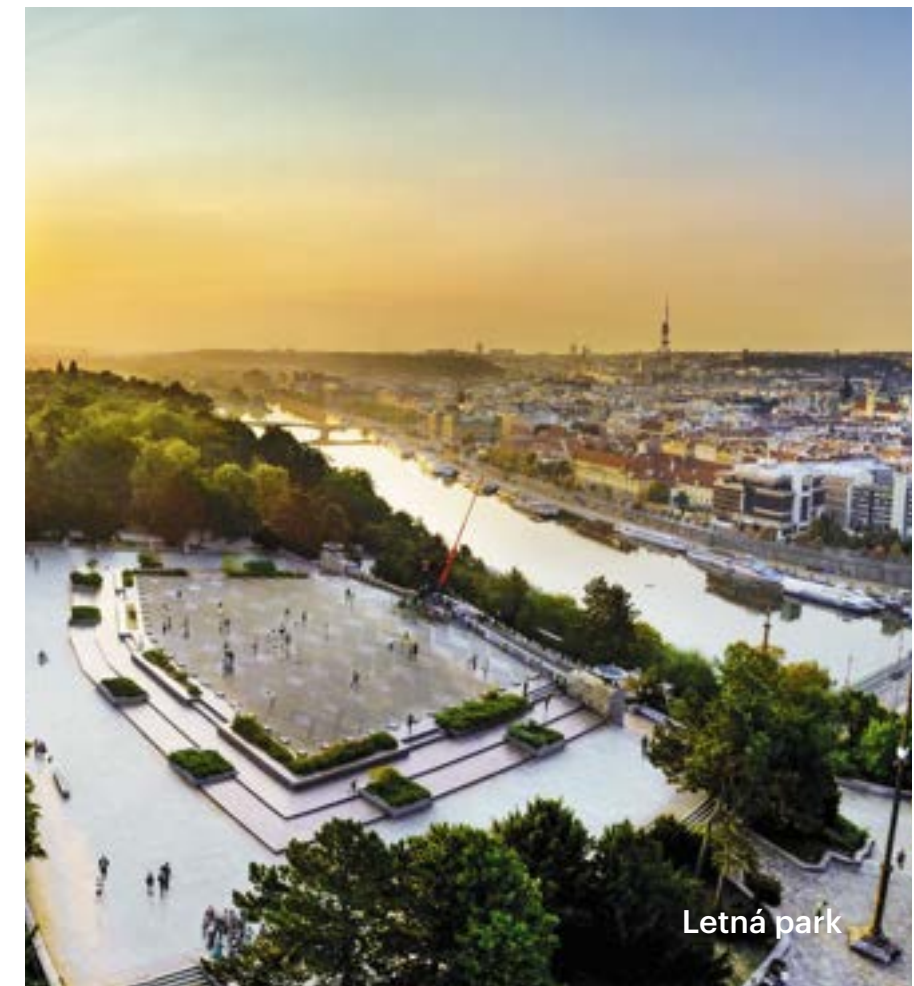
Petřín hill, Žižkov tower, Letná parks, Rieger garden

Hidden gems

The New World (Nový Svět), Vinohrady, Holešovice, Vyšehrad

Seasonal Magic

Christmas markets, spring in the parks, summer festivals



Experience Prague

Arts & Culture

World class concert halls, theaters, opera, galleries & museums

Architectural tours

Gothic, Cubism, Modernism, Art Noveau

In the footsteps of Czech Legends

F. Kafka, A. Dvořák , B. Smetana

Gastronomy tours

Prague cafés, Craft beer tours, Tasting programs

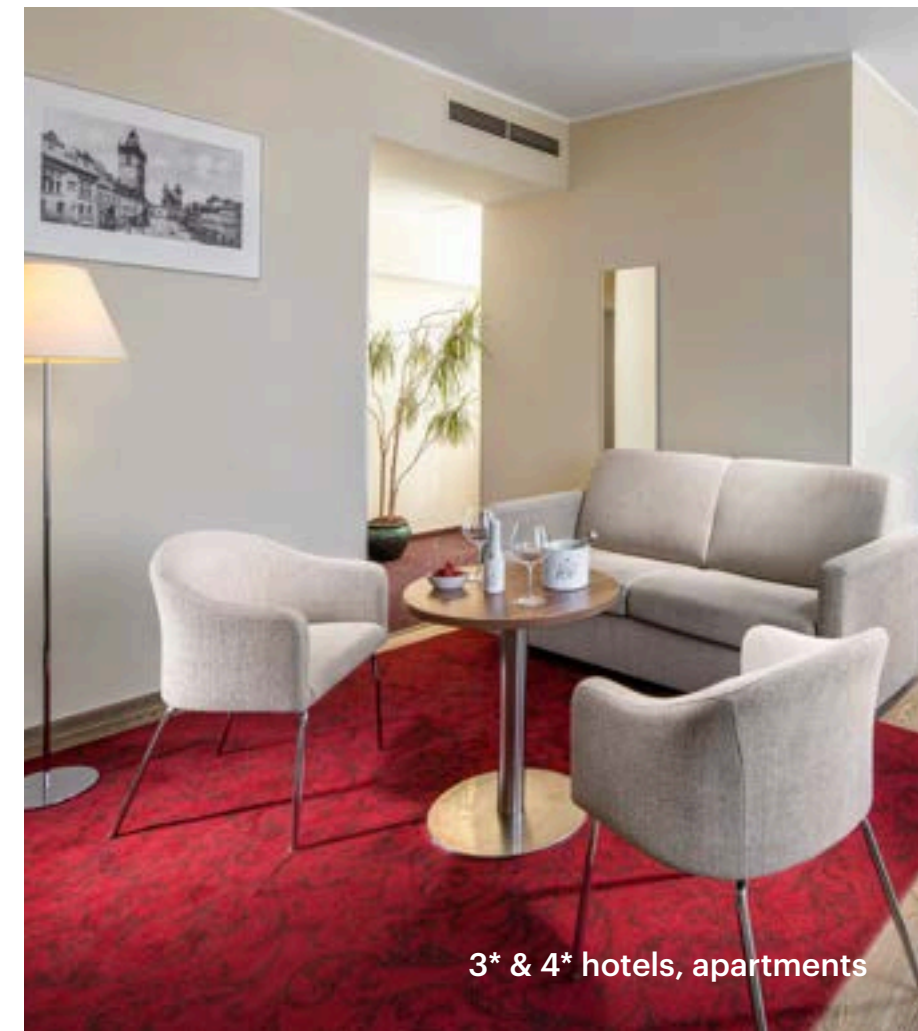
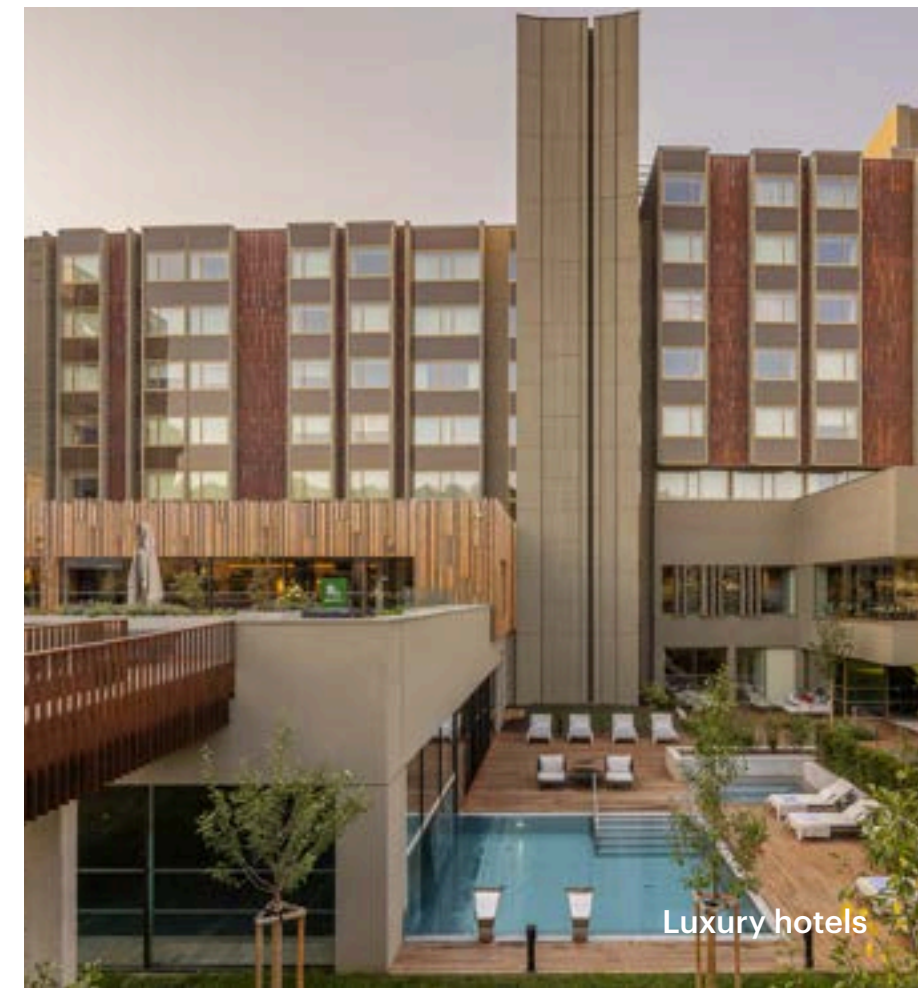


Accommodation offer

800+ hotels in all categories

International chains

Marriott, Hilton Hotels, Choice Hotels, Hyatt, Wyndham, NH Hotel Group, Accor Hotels, The Luxury Collection, The Sircle Collection, Holiday Inn, Mandarin Oriental, Four Seasons



Sustainable Prague

A green capital in the heart of Europe

Top-tier public transport: explore the city by tram, metro & foot

Discover hidden parks & riverbanks

Support local makers & communities

Enjoy natural swimming spots

Carbon-neutral 2050 vision



visitczechia.com
czechtourism.com
czechconvention.com

Can't wait to welcome you in Czechia!

#VisitCzechia