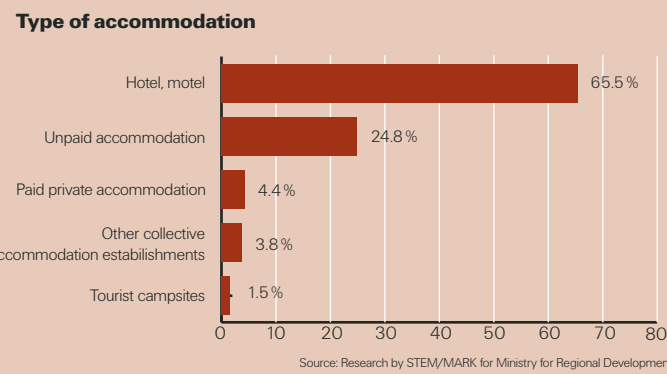


4.3 Type of accommodation

Foreign tourists most often stayed in hotel, motel (65.5%). 24.8% of foreign tourists used some kind of unpaid accommodation (e.g. stayed at friends or relatives). 4.4% of foreign tourists stayed in paid private accommodation (rented flat or room), 3.8% of respondents chose other collective accommodation establishments and almost 1.5% of foreign tourists stayed in tourist campsites.



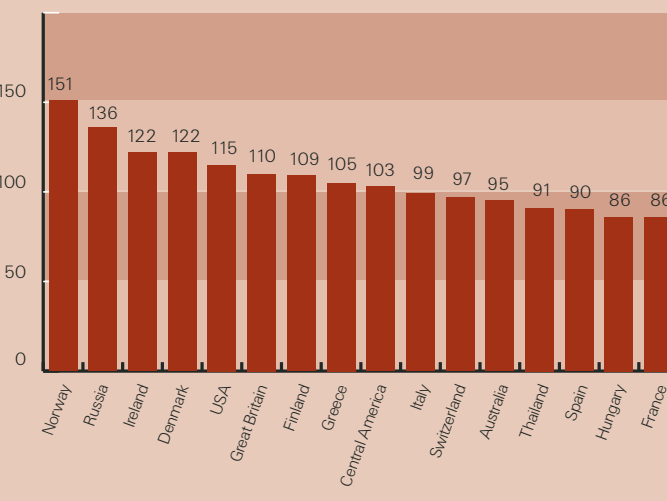
4.4 Expenditure of foreign visitors

Total expenditure of foreign visitors/person/day:

Foreign tourists	Expenditure per person and day – during the stay in the Czech Republic	1,505.0 CZK	88.2 USD
One-day visitors	Expenditure per person and day – during the stay in the Czech Republic	1,841.0 CZK	107.9 USD

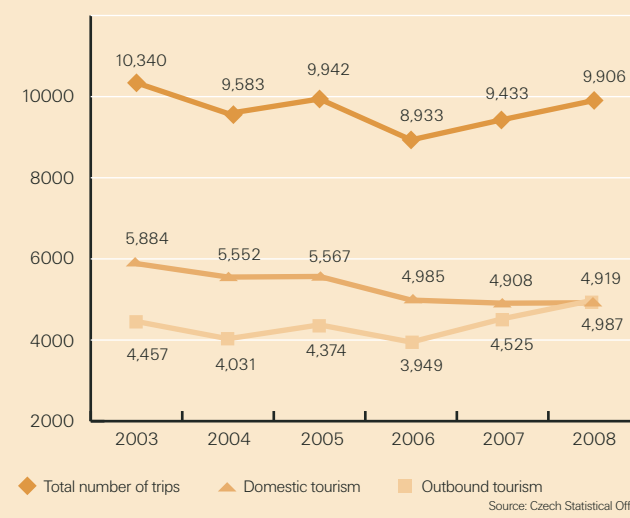
Source: Research by STEM/MARK for Ministry for Regional Development
Notes: Exchange rate: 2008 average 17.064 CZK/USD (Source: www.cia.gov)

Foreign tourists' expenditure in the Czech Republic, 2008 (in USD per person and day)



5 Domestic and outbound tourism

Number of holiday or leisure trips of 4 or more consecutive overnight stays (thous.), Czech citizens 2003–2008



Expenditures on holiday or leisure trips of 4 or more consecutive overnight stays: by main purpose of trip in 2008 (CZK mil.)

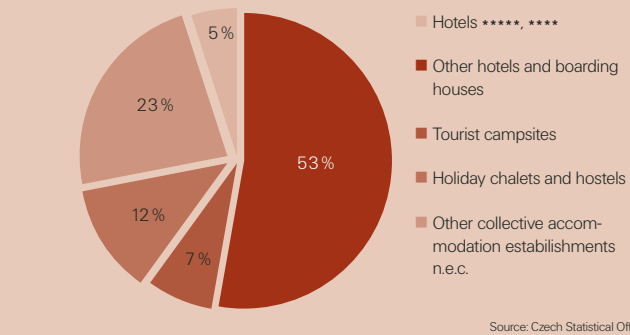
	Expenditure on long-term trips		
	Total	In CR	Abroad
Total number of trips	100,011.0	22,115.9	77,895.1
by main purpose of trip:			
Leisure time and sport	81,166.5	16,150.5	65,015.9
Health care stay	3,360.2	2,477.1	883.1
Visit relatives-friends	7,536.0	2,791.6	4,744.4
Other	7,948.4	696.6	7,251.8

Source: Czech Statistical Office



6 Accommodation in the Czech Republic

Type of collective accommodation establishments, Czech Republic 2008



Capacity survey of collective accommodation establishments in the Czech Republic 2008

	Nr. of accommodation establishments	Nr. of beds	Nr. of foreign tourists 2007
COLLECTIVE ACCOMMODATION ESTABLISHMENTS, TOTAL	7,705	466,832	6,649,410
HOTELS AND SIMILAR ACCOMMODATION ESTABLISHMENTS, TOTAL	4,483	258,076	6,134,720
Including:			
Hotels *****	41	11,280	722,197
Hotels ****	360	52,578	2,371,453
Other hotels and boarding houses	4,082	194,218	3,041,070
OTHER COLLECTIVE ACCOMMODATION ESTABLISHMENTS	3,222	208,756	514,690
Including:			
Tourist campsites	509	29,486	162,068
Holiday chalets and hostels for tourists	941	56,480	50,612
Other collective establishments n.e.c.	1,772	122,790	302,010

Source: Czech Statistical Office

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Tourism in the Czech Republic



1 Basic Facts about the Czech Republic

Area: 78,866 square kilometers
 Neighbouring states: Germany, Poland, Slovakia, Austria
 Population: 10 467 542
 Capital: Prague (population of 1.2 million)

What we can offer to the tourists:

- 12 historical monuments on the UNESCO Heritage List
- over 200 castles, chateaux and monuments
- more than 40 protected historical towns
- 36 spa towns and resorts
- 80 golf courses
- 4 national parks and 25 protected landscape areas
- 8 mountain ranges
- 40,219 km of walking trails
- 37,000 km of cycling routes
- 3,092.6 km of skiing tours
- 1,800 km of horse riding routes

Accommodation facilities:

- 7,705 collective accommodation facilities
- 41 five-star and 360 four-star hotels
- 4,082 other hotels and boarding houses
- 509 tourist campsites
- 941 holiday chalets and hostels for tourists



2

2 Economic role of tourism in the Czech Republic



	2004	2005	2006	2007	2008
International tourism receipts (bn USD)	4.2	4.7	5.5	6.6	7.7
International tourism expenditure (bn USD)	2.3	2.4	2.8	3.6	4.6
International tourism balance (bn USD)	1.9	2.3	2.8	3.0	3.1
Share of tourism receipts on GDP (in %)	3.8	3.7	3.9	3.8	3.5
Share of tourism receipts on exports (in %)	6.2	6.0	5.8	5.4	5.5
Share of tourism receipts on service receipts (in %)	43.4	39.7	39.7	38.7	34.7

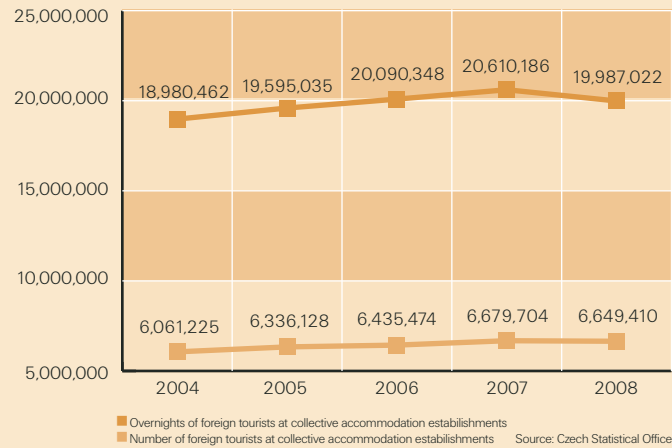
Source: Czech National Bank, Czech Statistical Office



Source: Czech National Bank

3

3 Inbound tourism



Source: Czech Statistical Office

Foreign tourists at collective accommodation establishments in the Czech Republic by country of origin (TOP 20)

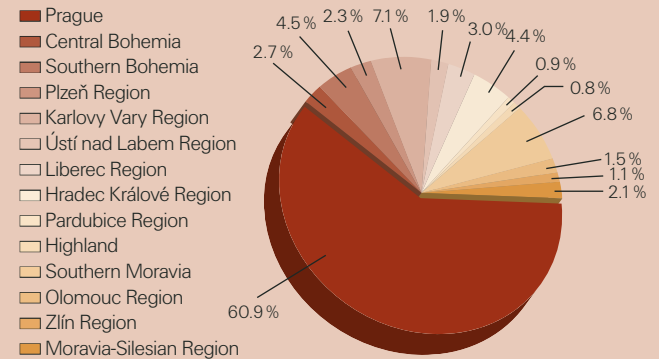
Country	Order	Number of guests	% share	Average length of stay	Order	Number of nights	% share
Foreign guests total		6,649,410	100.0 %	3.0		19,987,022	100.0 %
Germany	1.	1,475,858	22.2%	3.6	1.	5,291,228	26.5%
UK	2.	484,279	7.3%	2.6	3.	1,251,930	6.3%
Russia	3.	418,184	6.3%	5.0	2.	2,111,252	10.6%
Poland	4.	376,592	5.7%	2.1	7.	786,381	3.9%
Italy	5.	374,632	5.6%	2.9	4.	1,073,038	5.4%
U.S.A.	6.	305,057	4.6%	2.8	6.	845,031	4.2%
Slovakia	7.	299,278	4.5%	2.2	9.	655,858	3.3%
Spain	8.	247,240	3.7%	3.1	8.	754,290	3.8%
The Netherlands	9.	236,193	3.6%	3.7	5.	869,668	4.4%
France	10.	235,654	3.5%	2.5	10.	593,443	3.0%
Austria	11.	170,663	2.6%	2.1	11.	357,826	1.8%
Japan	12.	123,275	1.9%	2.0	14.	249,603	1.2%
Denmark	13.	108,552	1.6%	3.2	12.	350,938	1.8%
Hungary	14.	103,826	1.6%	2.2	18.	230,114	1.2%
Belgium	15.	87,240	1.3%	2.8	15.	243,160	1.2%
Sweden	16.	84,185	1.3%	2.6	20.	221,040	1.1%
Norway	17.	79,773	1.2%	2.9	17.	231,944	1.2%
Ukraine	18.	76,126	1.1%	3.9	13.	294,050	1.5%
Greece	19.	74,737	1.1%	3.1	19.	228,943	1.1%
Republic of Korea	20.	68,478	1.0%	1.5	28.	104,337	0.5%
Top 20 countries total		5,429,822	81.7%			16,744,074	83.8%
Others		1,219,588	18.3%			3,242,948	16.2%

Source: Czech Statistical Office

4

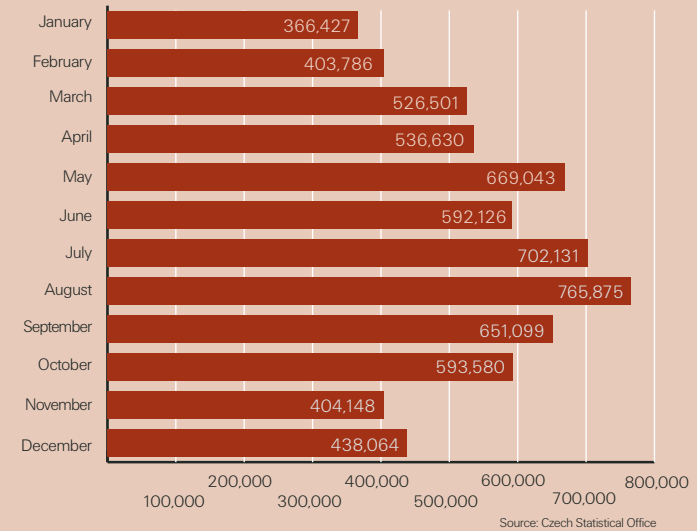
Foreign tourists in the Czech regions

Foreign guests at collective accommodation establishments, Czech Republic by region, 2008



Source: Czech Statistical Office

Seasonality of foreign tourists in the Czech Republic



Source: Czech Statistical Office



5

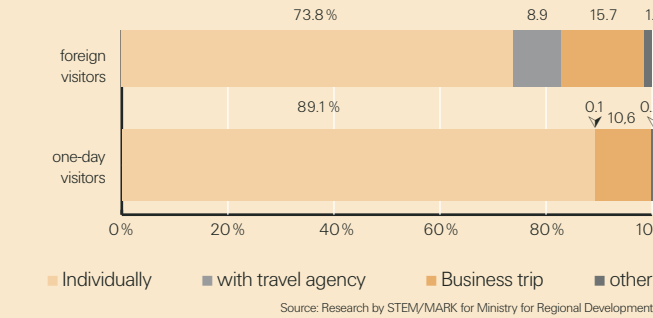
4 Results of border crossings survey

The survey 'Incoming Tourism – Number of Visitors and Their Expenditure in the Czech Republic' was commissioned and financed by the Ministry of Regional Development and carried out by STEM/MARK, a.s. in January 2008 – December 2008. The main objective was to find out the number of foreign visitors coming to the Czech Republic and their consumer behaviour. The data were collected in the above mentioned period at selected border crossings, the Ruzyně airport in Prague and 2 railway stations in Prague.

4.1 Organization of trip

According to the survey, 73.8% of the foreign tourists travel individually to the Czech Republic. Only 8.9% of the tourists arrived with a travel agency and 1.6% otherwise. As few as 0.1% of the one-day visitors used the services of travel agencies for organizing their visit to the Czech Republic. In contrary, the proportion of the one-day visitors travelling individually to the Czech Republic is 89.1%.

Organization of trip

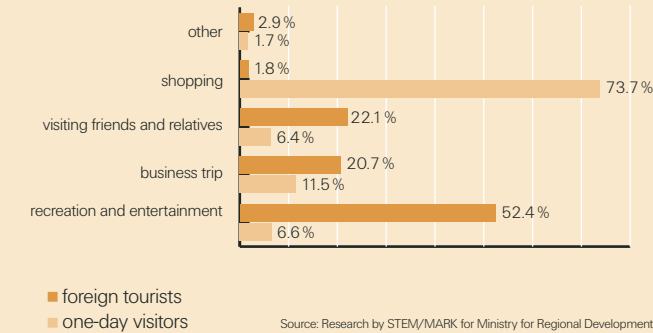


Source: Research by STEM/MARK for Ministry for Regional Development

4.2 Main purposes for visit

The main reason for visiting the Czech Republic for foreign tourists was recreation and entertainment (52.4%), visiting friends and relatives (22.1%), business trip (20.7%), and others (2.9%). The main purpose of the one-day visitors coming to the Czech Republic was shopping (73.7%), business trip (11.5%), recreation and entertainment (6.6%) and visiting friends and relatives (6.4%).

Main purposes of visits to the Czech Republic, 2008



Source: Research by STEM/MARK for Ministry for Regional Development