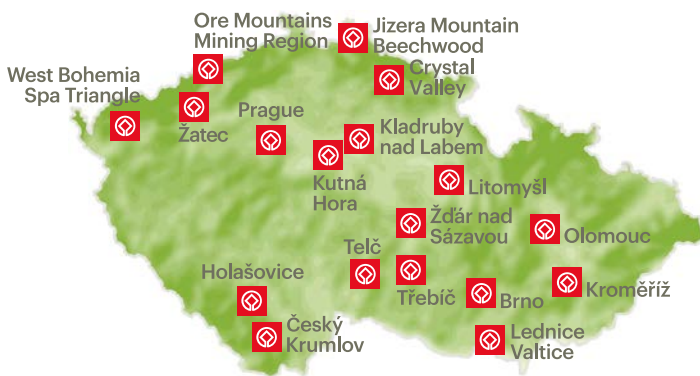


2024:

All Eyes On Czechia

Vranov nad Dyjí
Château

All eyes on the Czech Republic in 2024. Lonely Planet and Afar Magazine put their spotlights on Prague and Brno as top destinations for 2024. UNESCO continued to recognize Czechia World Heritage treasures, adding Žatec Hops and Czechia's renowned Handmade Glass to the prestigious list. This year the air will swell as "music expresses that which cannot be said" at events, festivals, and concerts to celebrate our Year of Czech Music. And Prague continues its rise to the top of the tourism and hospitality landscape as it welcomes the luxe Fairmont Hotel and the chic W Hotel to the cityscape.



18 historical sites on the UNESCO Heritage List



18 historical sites on the UNESCO Heritage List



UNESCO Intangible Cultural Heritage:
8 traditions (Slovácko Verbuňk, Shrovetide, Falconry, Kings' Ride, Puppetry, Glass Christmas Ornaments & Blueprint), Timber Rafting



5 UNESCO Biosphere Reserves (nearly 6% of total area)



More than 200 castles, chateaux



More than 40 protected historical towns



33 spas



More than 100 golf courses



4 national parks and 26 protected landscape areas (nearly 16% of total area)



More than 25,000 miles of walking trails



More than 27,000 miles of cycling routes

What's New

- ... Czechia is hopping. **Žatec Hops** became the country's latest UNESCO World Heritage site, acknowledging the cultural and agricultural significance of this key ingredient to the world's best beers. The UNESCO recognitions continued with the Czechia's **Handmade Glass Production** landing on the Intangible Cultural Heritage list. This ancient craft, dating from 1250, thrives in Kamenický Šenov and **Nový Bor**.
- ... The Czech Republic welcomes the opulent **Fairmont Hotel** and the stylish **W Hotel**, making chic additions to the cityscape.
- ... **Lonely Planet** crowned **Prague** as one of its Top 10 Cities for 2024, celebrating the rich history, stunning architecture, and vibrant cultural scene of our enchanting city.
- ... In 2024, the Czech Republic celebrates the "Year of Czech Music," honoring its rich musical heritage. From classical maestros like Bedřich Smetana to contemporary sounds, the country's diverse musical landscape takes center stage all year. Concerts, festivals, and events showcase the enduring influence and innovation of Czech composers and musicians.
- ... **Afar Magazine** recognized **Brno** among its top 25 destinations for 2024 for its renowned music scene, and quirky charm. Brno's unique cultural experiences, exceptional cuisine, and artistic vibe make it must-see. Plus, **Brno** has been honored as the European Capital of Christmas for 2024.

Experiences We Love in 2024

We Like to Move It

From hiking the **Ridge Trail** through **Bohemian Switzerland** to cycling along the Elbe River, Czechia offers outdoor enthusiasts a playground of adventure. With opportunities for active exploration amid diverse terrains throughout the country, there's an unforgettable and invigorating experience for every adventurer.

Solo Empowered Female Takeover

Take an empowering solo female journey in the Czechia. Recognized as the world's safest destinations, Prague and the Czech Republic beckons solo female travelers with its rich history, vibrant culture, and welcoming atmosphere.

Deep Immersion

Immerse yourself in the captivating culture of **Prague**, rated the world's second-best city for culture. From Gothic Architectural masterpieces to vibrant food, art and music, Prague's rich heritage comes with a budget-friendly charm.

The Ahhh...Crowd

The body, mind and soul find solace in Czechia's famed Spa Colonnades. The UNESCO World Heritage **Spa Triangle** forms a haven of wellness and relaxation in the West Bohemian towns of **Karlovy Vary**, **Mariánské Lázně** and **Františkovy Lázně**. You'll be in good company, Beethoven and James Bond indulged in the healing properties of the hot mineral water, making it a perfect escape for the Ahhh...crowd.



Czech Philharmonic



Jakubské square, Brno



Glass Factory and Brewery NOVOSAD & SON



Rudolfův kámen, Bohemian Switzerland National Park

2024: Stories to Explore

... **Follow the Beat All Year:** Go on a magical musical tour in the Czech Republic during the **2024 Year of Czech Music**. Discover the rich tapestry of Czech's musical identity all year, from classical compositions to contemporary beats. + Bedřich Smetana's 200th Anniversary

... **100th Anniversary of Kafka:** Discover the 100th anniversary of Franz Kafka from the perspective of the modern world. "**Kafkaesque**," an exhibition at DOX Centre for Contemporary Art, celebrates the author's legacy and life.

... **They Came and Already Built It:** Prague sits alone in the world of Architecture with structures from almost every age, including Gothic, Baroque, Rococo, Renaissance, **Modern** and Roman. Spared from the bombs of WWII, the old town looks much as it did 100 years ago. Prague also ups the game with cutting-edge creativity showcased at the renowned **Designblok**, the world's premier design event.

... **Don't Forget the Wine:** Since the first grape was crushed in Bohemia and **Moravia** about 2,000 years ago to appease Roman thirst, Czech winemakers have quietly grown a viticulture empire little known beyond the borders. We've been selfish, but the time has come for the world to discover what's been hiding in all those barrels.

2024: Trade Updates

Prague Visitor Pass. Unlimited travel on public transport throughout Prague, including airport round trips. Plus, more than 70 experiences, including Prague's historical monuments, museums, galleries, guided tours and the Vltava River cruise.

Prague's hotel scene in the spotlight. The **Mosaic House Design Sustainable and Eco-Hotel** has garnered accolades and recently been voted among the 25 Best Hotels in Europe.

Michelin-starred cuisine in the heart of Prague. Chef Radek Kašpárek helms the **420 Restaurant** offering modern elevated Czech cuisine that has gained an international reputation for gastronomic excellence.

The **European Sleeper Train** extension into Prague arrives in March 2024. With one of Europe's most extensive rail networks, Prague will now connect directly to European hubs via this new international route.

2024: Press Trips

May – Discover Znojmo wine region

Embark on an enchanting press trip to the Znojmo region, where Podyjí National Park's unspoiled beauty meets picturesque vineyards.

July – Colours of Ostrava: music festival in a former ironworks

The Colours of Ostrava Festival is a huge music festival that takes place in the shadow of the ironworks, highlighting the city's transition from industrial, to cultural powerhouse.

September – Conquer the '3 Peaks Challenge' Czech-Style

Join us for a thrilling press trip in the Czech mountains, offering a unique twist on the classic UK challenge. Ascend three majestic peaks, each with its own charm, and experience a diverse range of landscapes.

September – Pilsen: Sun in the Glass Festival

A modern day beer pilgrimage. The two-day microbrewery festival in Pilsen celebrates the rich tradition of Czech brewing in a picturesque location.

September/October – Unwind and Tee Off in West Bohemia

Join us on a press trip to West Bohemia, where wellness and golfing intertwine seamlessly. Immerse yourself in world-class spas, rejuvenate amidst natural springs, and swing your clubs on pristine golf courses.

September – Beer culture in Prague and Central Bohemia

Embark on an immersive press trip that delves into the heart of beer culture in Prague and the surrounding region of Central Bohemia.

2024: Events

Jan-Feb

New Year's Day Celebrations [visitczechia.com](https://www.visitczechia.com)
Jizerská 50 Cross Country Ski Race [jiz50.cz/en](https://www.jiz50.cz/en)

March-April

Masopust (the Czech version of Carnivale) [carnivaland.net/prague-carnival/](https://www.carnivaland.net/prague-carnival/)
Prague Easter Markets, [trhypraha.cz/en](https://www.trhypraha.cz/en)

May-June

Pilsen Liberation Festival [slavnostisvobody.cz/en](https://www.slavnostisvobody.cz/en)
Prague Spring Classical Music Festival [festival.cz/en](https://www.festival.cz/en)
Ride of the Kings Vlčnov [rideofthekings.com](https://www.rideofthekings.com)
Volkswagen Marathon Weekend in Prague [runczech.com/en](https://www.runczech.com/en)
Strážnice International Folklore festival [festivalstraznice.cz/en/?lang=en](https://www.festivalstraznice.cz/en/?lang=en)
The Ice Hockey World Championships 2024, [visitczechia.com/iifh](https://www.visitczechia.com/iifh)

July-August

Smetana's Litomyšl Festival [smetanovalitomysl.cz/en](https://www.smetanovalitomysl.cz/en)
Colours of Ostrava Music Festival [colours.cz](https://www.colours.cz)
Karlovy Vary International Film Festival [kviff.com/en/homepage](https://www.kviff.com/en/homepage)
Prague Pride [praguepride.cz/en](https://www.praguepride.cz/en)

Sept-Oct

Znojmo's Historical Grape Harvest festival [znojemskevinobrani.cz/en](https://www.znojemskevinobrani.cz/en)
Prague Signal Festival [signalfestival.com/en](https://www.signalfestival.com/en)
Designblok & Prague Fashion Week [designblok.cz/en](https://www.designblok.cz/en)
Velká Pardubická Horse Races [zavodistepardubice.cz/en](https://www.zavodistepardubice.cz/en)

Nov-Dec

Mezipatra Queer Film Festival [mezipatra.cz/en](https://www.mezipatra.cz/en)
Christmas Markets [visitczechia.com](https://www.visitczechia.com)

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