

Czechia - leading the way in MICE tourism

Prague and Brno set to attract top business travellers in 2025

(Czechia, January 2025)

The capital city of Prague and second city Brno are expecting to see a rise in business tourism this year, especially among organisations hoping to offer their delegates a little more than the view of a conference room.

As the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry evolves, Czechia is emerging as a top destination for 2025 events with a wide choice of hotels and conference centres set against the backdrop of two of the most beautiful cities in the world.

Cost-Effectiveness

Compared to other European destinations, Czechia offers high-quality services at affordable prices, making it attractive for companies looking to stretch their event budget a bit further.

Where to do business?

Prague's sustained success in the MICE sector can be attributed to its rich cultural heritage, modern infrastructure, and strategic location in Central Europe. The city offers a diverse range of venues, including the [Prague Congress Centre](#), which features 20 halls and 50 meeting rooms. There are several hotels equipped with conference facilities and meeting rooms, and the city's [Hilton Prague](#) was awarded the title of Best MICE Hotel in the Czech Republic at the 2024 World MICE Awards. [Fairmont Golden Prague](#) reopens this spring after a multi-million pound facelift and will offer business guests a 600-square-meter column-free ballroom, exemplary event spaces, and three exclusive C-Suite Rooftop Boardrooms, all offering private terraces and the latest audio-visual equipment.

To add to the business travel offering, Marriott International recently opened its first W Hotel in the Czech capital with the debut of the W Prague which boasts seven rooms available for meetings and events.

Prague's accessibility plays a crucial role in bolstering the city's position as a top European tourist and business destination. Václav Havel Airport Prague, is one of the busiest airports in Central Europe, serving as a hub for both domestic and international flights. **Prague Airport** connects to over 150 destinations worldwide.

Furthermore, the 'bleisure' trend has stuck, showing no sign of slowing down and corporate travellers around the world are embracing it. Visitors in the city on business are able to take advantage of the sights and attractions in Prague, extending their stay with some much needed downtime after brainstorming in conferences.

CzechTourism is proud to be partnering one of the largest MICE events taking place this year. The [Events Club Forum 2025](#) will take place at Prague Congress Centre in September. Katarina Hobbs, Director of CzechTourism in the UK & Ireland said:

"This major event will offer three days of B2B meetings, keynote speeches and great networking opportunities." She added: "It's just as important to show our impressive facilities and offering to business and trade visitors as well as leisure travellers in Czechia"

Beyond Prague

With one of the most efficient public transport systems in Europe, wider Czechia is within easy reach of the capital.

Prague's appeal for business travel in Czechia is obvious but [Brno](#) has also been gaining recognition as a notable destination for meetings, incentives, conferences, and exhibitions (MICE). [Brno Exhibition Centre](#) is a top choice for hosting corporate events and the city

As well as cutting-edge technology and superb facilities, Czechia's second city offers unique venues, rich history, and the stunning [South Moravian countryside](#). The region is famous for its world class vineyards and tasting tours can be arranged for travelling business groups - perfect for adding social and leisure networking to MICE events and experiences.

From the boardroom to the great outdoors.

Additionally, for delegates who enjoy the outdoors, business travellers can take advantage of the Czech Republic's beautiful landscapes. Go hiking, cycling, or boating in national parks, nature reserves, and scenic regions like Bohemian Switzerland, Moravian Karst, or Šumava National Park. It's an ideal way to let off steam after a busy few days in the corporate world and all within easy reach of the major cities.

After the intensity of the conference room, get out and about and explore the beautiful hiking and cycling trails through breath-taking scenery or give it some pedal power by cycling along one of the many tried and tested [bike routes](#).

[Czechia's spas](#), castles, and charming small towns also provide excellent options for post-congress tours and incentive programs and companies can benefit from strong support from local authorities. The [Czech Convention Bureau](#) and regional tourism boards offer comprehensive support for organizing MICE events, including venue recommendations, local suppliers, and promotional materials.

A neutral partner for anyone considering a MICE event in the Czech Republic, **The Czech Convention Bureau has 14 regional partners and can assist you in:**

- Planning your event
- Organizing Site Inspections
- Drawing up a social program
- Finding a unique venue
- Achieving your budget goals

Everything the business traveller needs is here.

Are you ready to mix business with pleasure? Let's meet in Czechia!

-ENDS-

For more information on Czechia, click [here](#).

To discuss press trips, organise an interview, or have any questions for CzechTourism, please contact: deborah@welcometoama.com