

# Czechia

Unique meeting destination in the heart of Europe



# Czechia at a Glance

## Why global planners are choosing Czechia

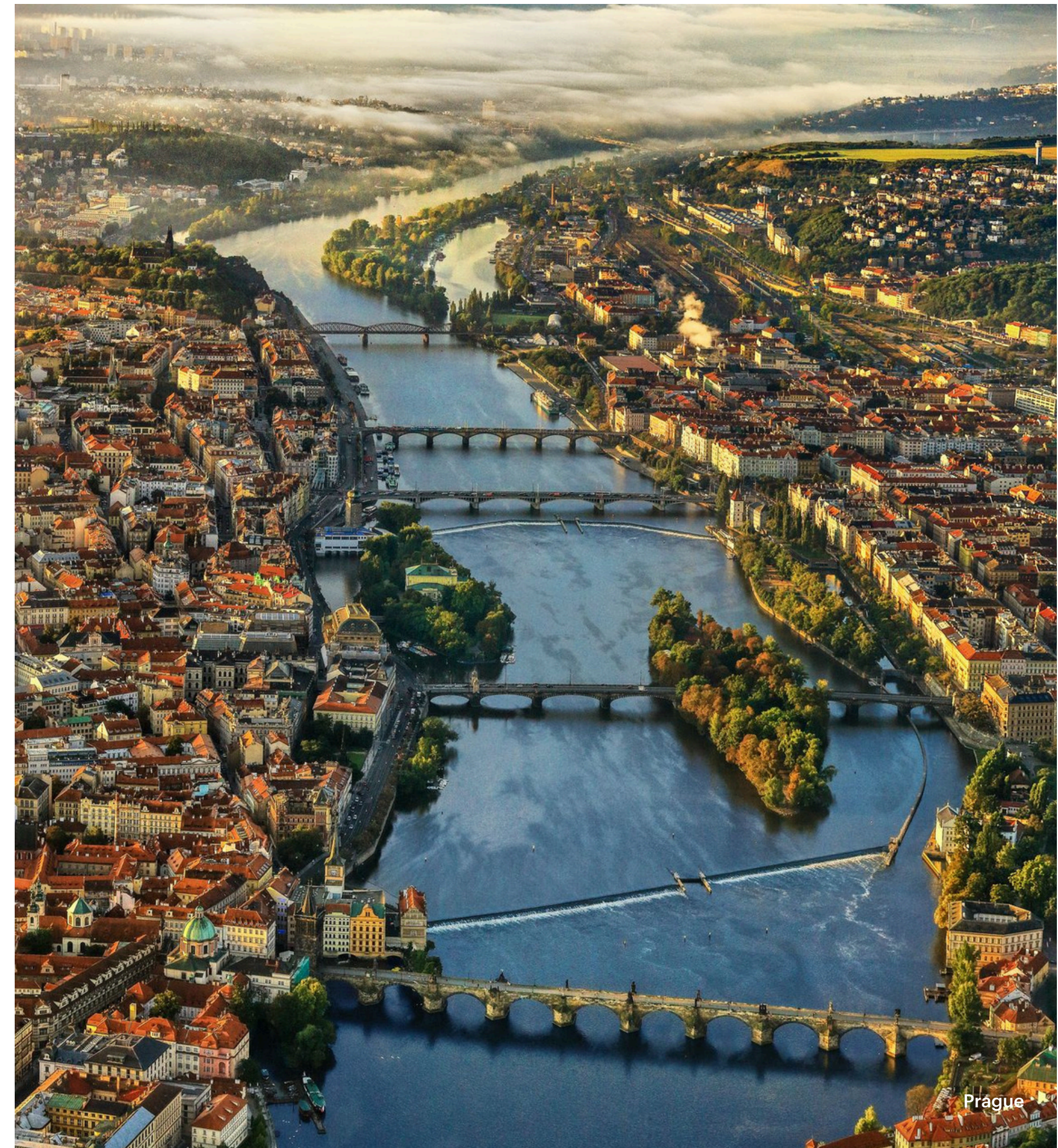
Prague - 6<sup>th</sup> globally as meeting destination  
(ICCA 2025)

Czechia - 23<sup>rd</sup> globally as congress country  
(ICCA 2025)

5,100+ international events hosted in Prague in 2024

11<sup>th</sup> - Global Peace Index 2025 (score 1,435)

10<sup>th</sup> - Global SDG Index 2025 (81,9 points)



# Easy to reach. Easier to leave with a great story.

## Flight times:

- London - 2:00
- Frankfurt - 1:00
- Madrid - 2:50
- New York - 9:00
- Paris - 1:45
- Berlin - 1:00
- Istanbul - 2:30
- Dubai - 5:30

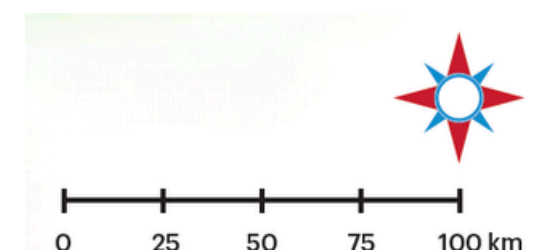
## Rail:

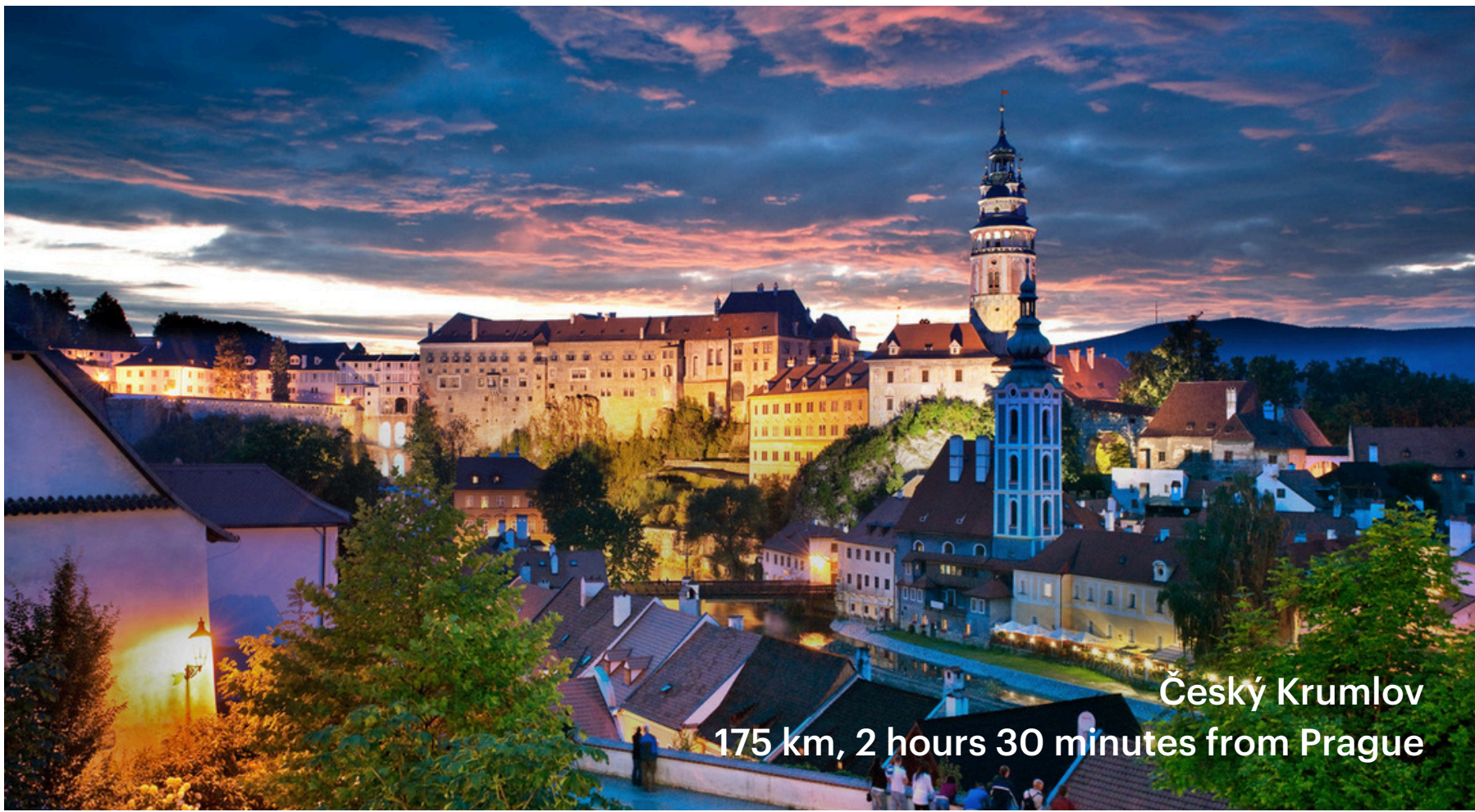
- Vienna - 4:00
- Berlin - 4:00
- Budapest - 6:00

6 international airports across Czechia

Prague Airport: 165 destinations, 75 carries

Shengen + EU visa-free for 95 source markets





Český Krumlov  
175 km, 2 hours 30 minutes from Prague



Karlovy Vary  
130 km, 1 hour 40 minutes from Prague



Pilsen  
95 km, 1 hour 10 minutes from Prague



Brno  
200 km, 2 hours 30 minutes from Prague

# Prague: Europe's Most Functional Beautiful Capital

Easy to reach.

Easier to leave with a great story.

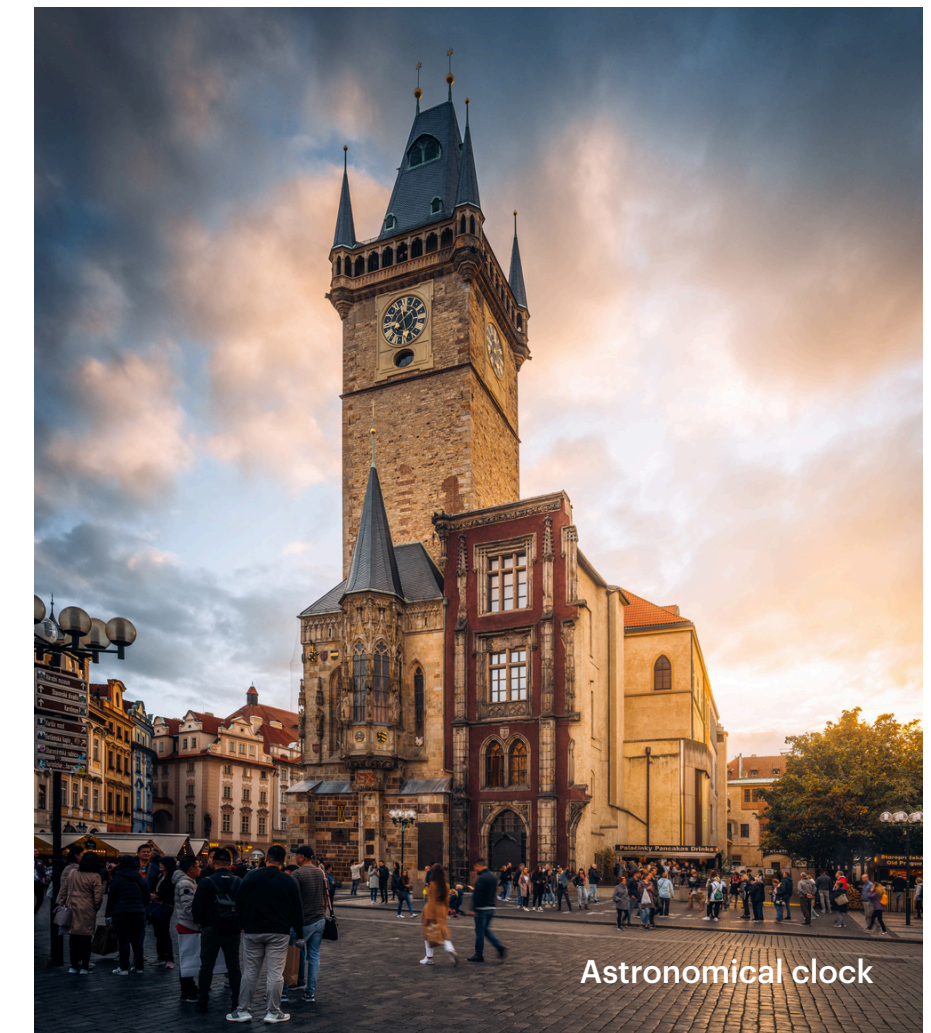
6<sup>th</sup> globally · 5<sup>th</sup> in Europe  
(ICCA 2025)

5<sup>th</sup> globally for medical congresses · 8<sup>th</sup> for tech  
congresses

Founding member of Hybrid City Alliance

Europe's 2<sup>nd</sup> Best City for Nature Lovers  
(Compare The Market 2025)

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



# Prague: Infrastructure That Hosts the World

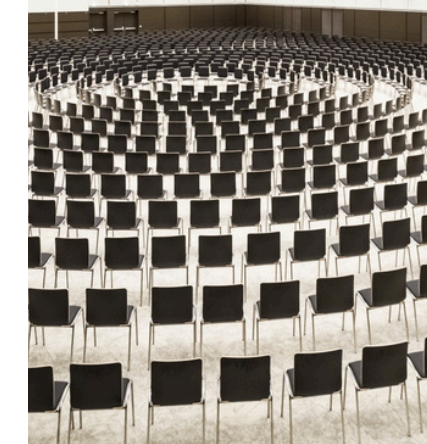
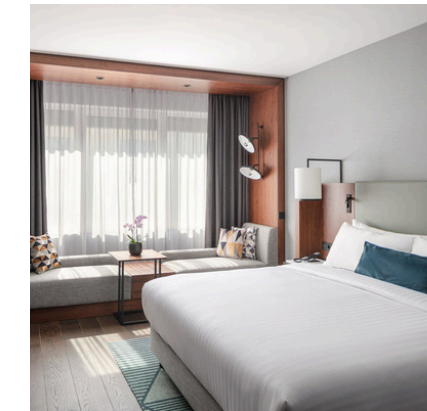
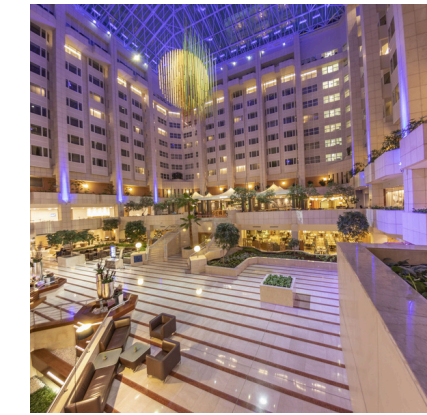
Capacity for every event scale.

## CONGRESS & MEETINGS CENTRES

- O2 Universum Prague (10 000 pax)
- Prague Congress Centre (9300 pax)
- Cubex Centre Prague (1 700 pax)
- Forum Karlín · Žofín Palace · Slavic House · Lobkowitz Palace · Prague Exhibition Grounds

## ACCOMMODATION

- 800+ hotels across all categories
- All major international chains - Marriott · Hilton · Hyatt · Mandarin Oriental · Four Seasons · Accor · NH, Holiday Inn · Choice Hotels · The Luxury Collection
- Most central hotels within 15 minutes of conference venues



# Prague Unique Meeting Venues

Beyond the Congress Centre

Where receptions and galas become memorable

Baroque venues

·

Vltava river events

·

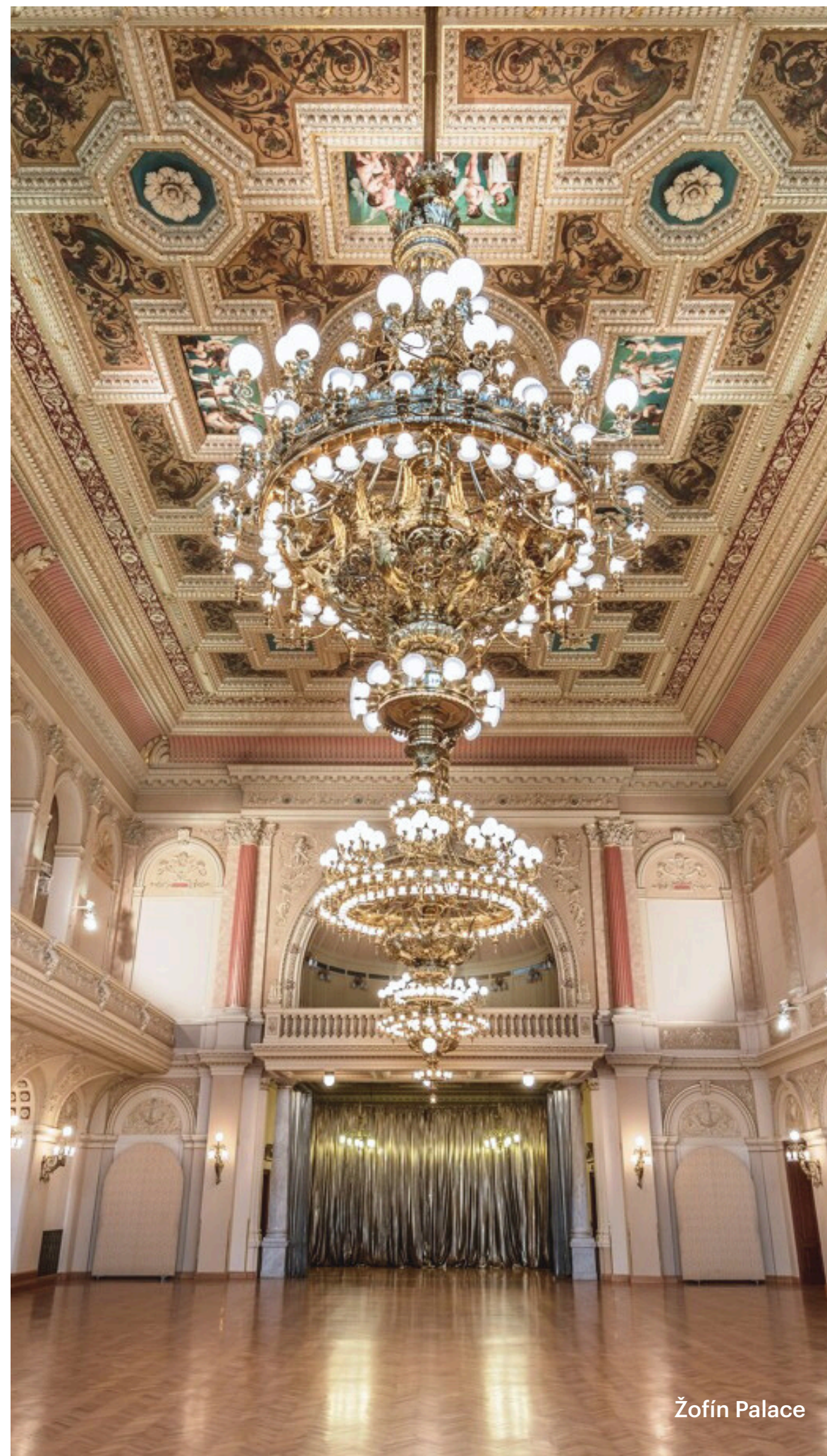
Rooftop networking

·

Michelin starred private dinners

·

Industrial cool spaces





# Incentive ideas in Prague



# Compact Diversity

5 Event Worlds. 14 Regions.  
One Compact Country.

## Heritage & Prestige

baroque places, UNESCO castles across Bohemia & Moravia

## Wine, Gastronomy & Authenticity

Moravian vineyards, brewing legacy, Michelin scene

## Wellness & Slow Luxury

the European Spa Triangle and regional spa towns

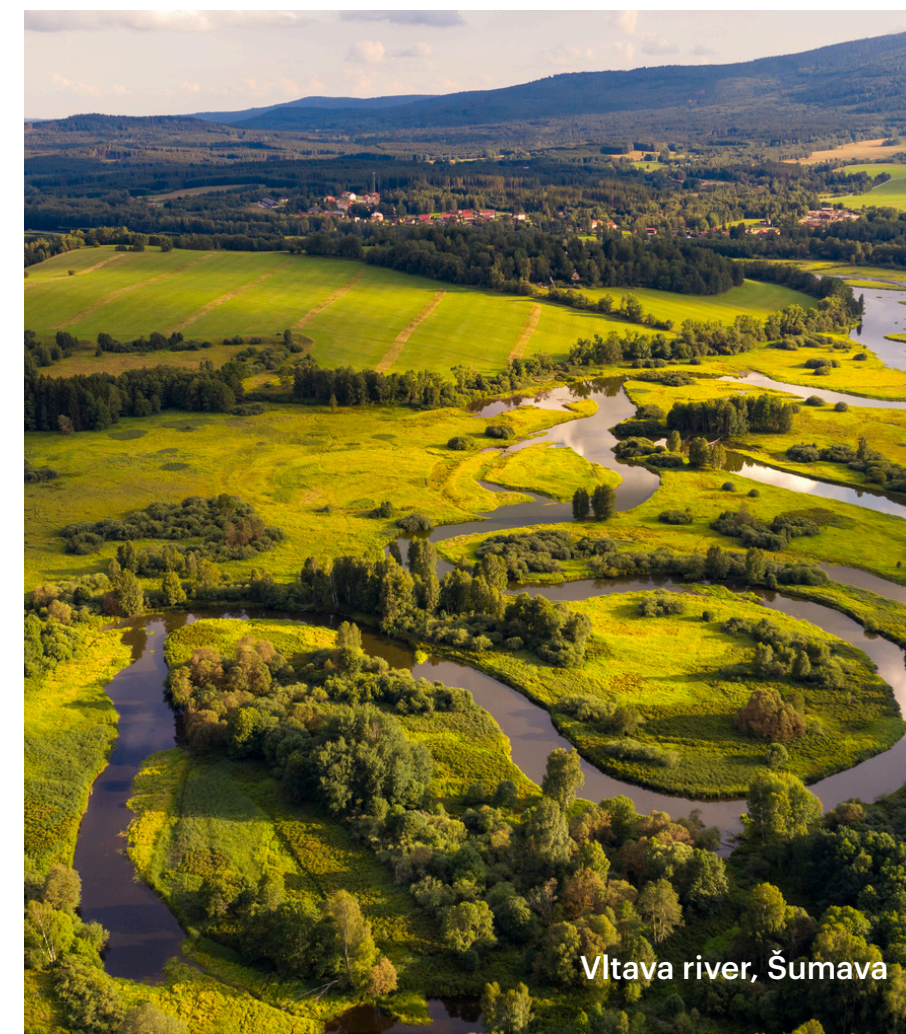
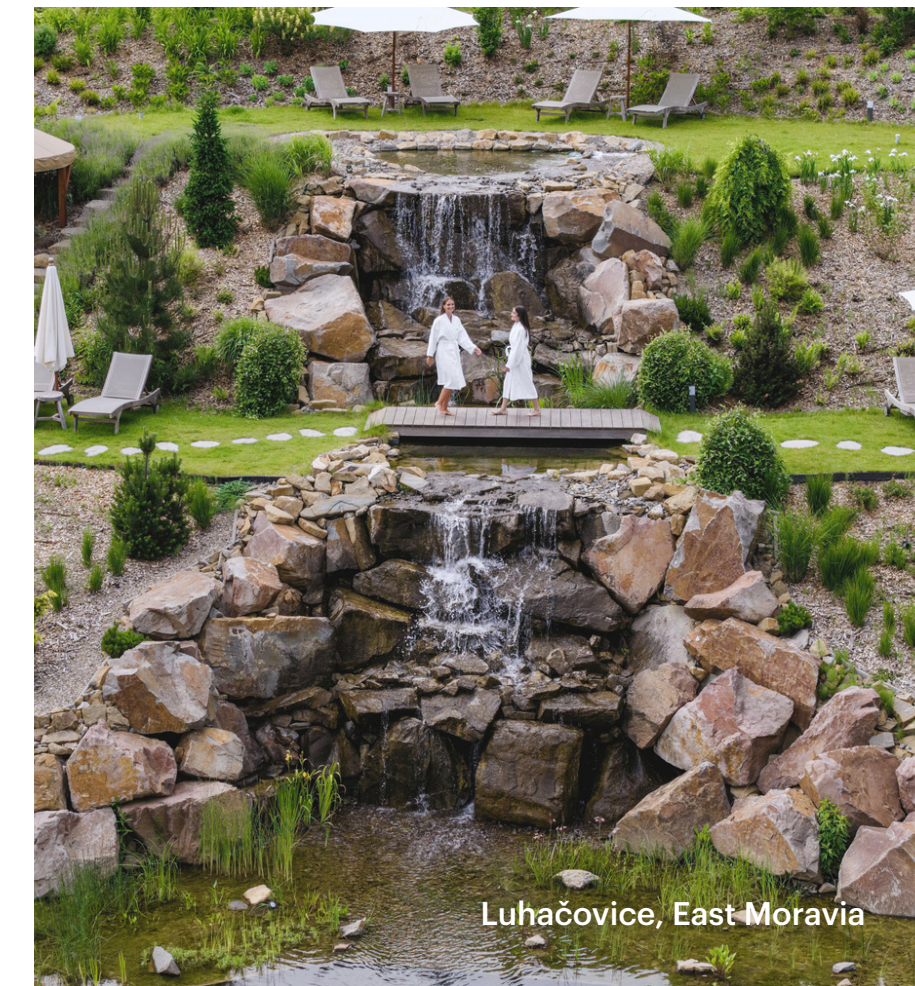
## Innovation & Industrial Energy

Brno tech hub, post-industrial venues in Ostrava and beyond

## Nature & Adventure

4 national parks, UNESCO biospheres, the world longest footbridge

No domestic flights needed. Everything  
within 2-3 hours.





- Legend**
- hiking
  - downhill skiing
  - bike path
  - golf
  - racecourse
  - airport
  - UNESCO monument
  - spa
  - cave
  - lookout tower
  - religious monument
  - summit
  - national park
- Place ↗ see opposite for more

# Heritage & Prestige

Where history becomes your backdrop

## Destinations

Prague · Český Krumlov · Lednice-Valtice Area ·  
Kutná Hora · Telč · Litomyšl

## Ideal for:

Gala dinners · VIP receptions · Executive  
retreats · Brand launches

17 UNESCO sites · 200+ castles · highest  
castle density in Europe





Karlštejn, Central Bohemia



Hluboká, South Bohemia



Hradec nad Moravicí, North Moravia



Kutná Hora, Central Bohemia

# Wine, Gastronomy & Authenticity

Authenticity your delegates will talk about

## Destinations

South Moravia (wine culture) · Pilsen (brewing legacy) · Regional gastronomy (Prague, Brno, Olomouc, Karlovy Vary, etc.) · Michelin starred restaurants

## Ideal for:

Incentive groups · Networking dinners · Experiential team programs





# Wellness & Slow Luxury

Where business meets stillness

## Destinations

Karlovy Vary · Mariánské Lázně · Františkovy Lázně · Luhačovice · Třeboň · Jeseníky · Teplice

## Ideal for:

Leadership retreats · C-suite offsites ·  
Wellness incentives · Bleisure extensions

36 spa towns · UNESCO-inscribed “Great Spa Towns of Europe”



Mariánské Lázně



Luhačovice



Karlovy Vary



Karlovy Vary



Františkovy Lázně



Mariánské Lázně

# Nature & Adventure

Nature within reach

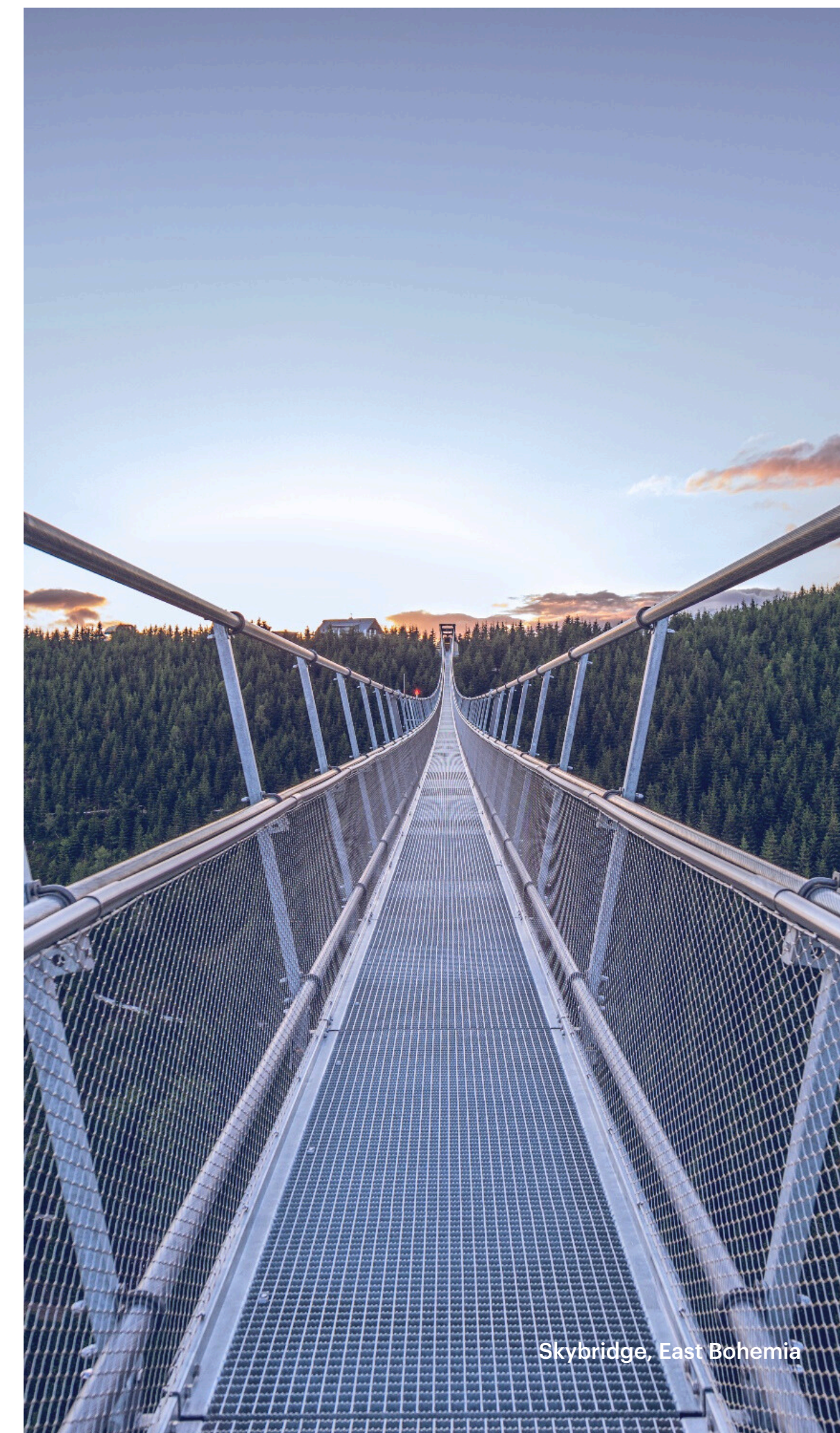
## Destinations

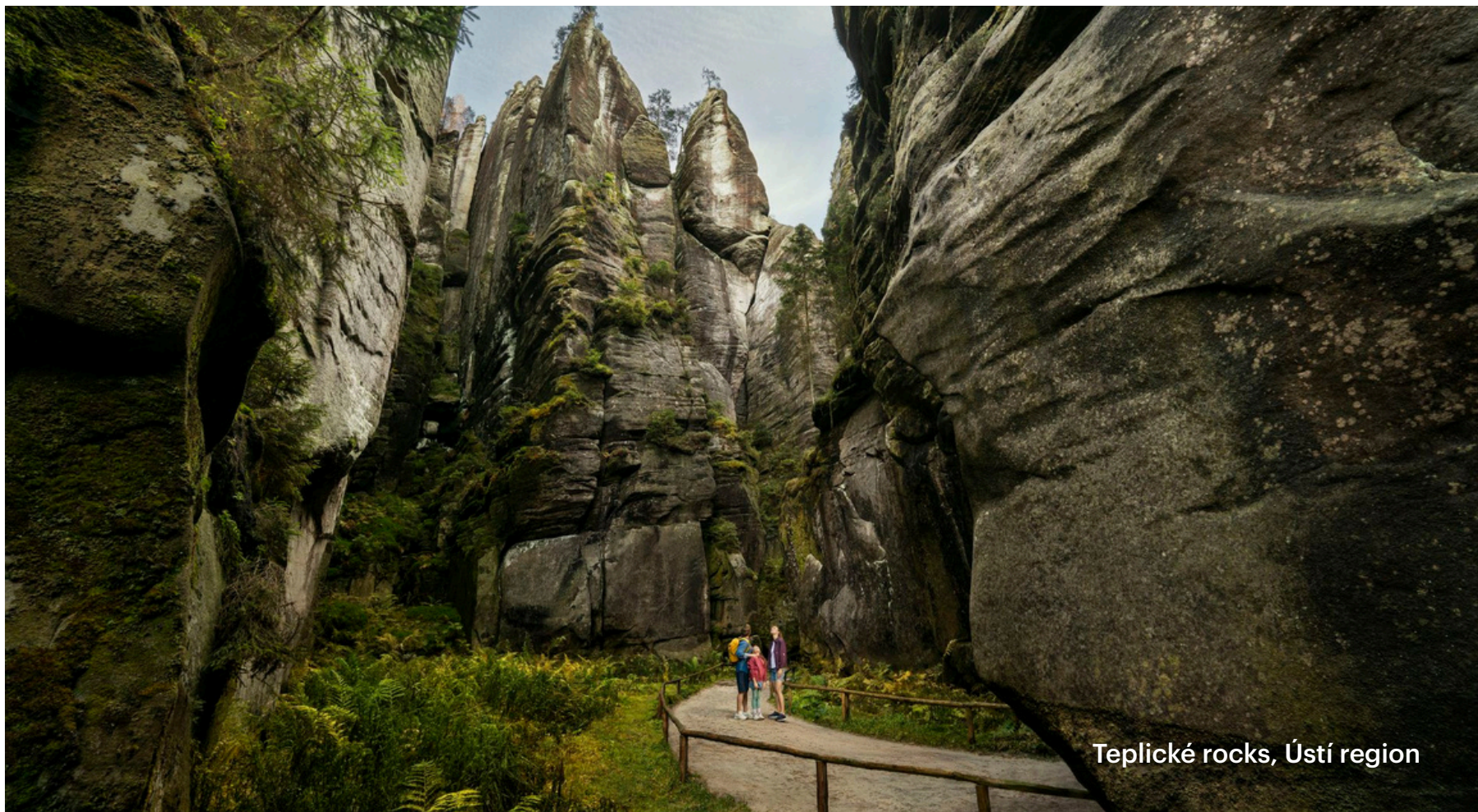
Bohemian Switzerland · Moravian Karst · Giant Mountains · Šumava · Český ráj · Jeseníky · Beskydy · Sky Bridge 721 (Pardubice region)

## Ideal for:

CSR · Team building · Active Incentives · Younger corporate audiences

4 national parks · 6 UNESCO Biosphere Reserves · 40,000 km hiking · 37,000 km cycling · 100+ golf courses





Teplické rocks, Ústí region



Znojmo, South Moravia



Ostravice, North Moravia



Jeseniky, North Moravia

# Innovation & Industrial Energy

Unexpected spaces for forward-thinking events

## Destinations

Brno (Brno Trade Fairs and Exhibitions, tech hub) · Ostrava (Dolní Vítkovice, Gong) · Pilsen (Pilsner Urquell) · Mladá Boleslav (Škoda) · Liberec · Pardubice

## Ideal for:

Tech conferences · Startup events · Innovation summits · Creative offsites · Brand launches



# A Knowledge Hub at the Heart of Europe

## MEDICAL & LIFE SCIENCES

Prague - 6<sup>th</sup> globally for medical congresses (ICCA 2025)

Charles University Medical Faculties · CEITEC Brno

## RESEARCH & INNOVATION

9 national Centres of Excellence + 40+ regional centres

ELI Beamlines - world's most powerful laser system

## ACADEMIC TRADITION

Charles University - founded in 1348, oldest in Central Europe

Brno - historic birthplace of modern genetics (Mendel)

## ASSOCIATIONS & AMBASSADORS

Established ambassador network across medicine, tech, science



# Czech Originals

## 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

[www.visitczechia.com](http://www.visitczechia.com)



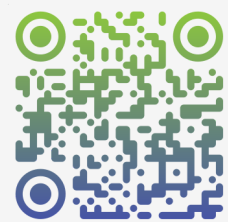
# Sustainable Czechia

ranking 10th in the global Sustainable Development Goals 2025 Index

Prague carbon-neutral vision 2050 · top-tier public transport · rail-first travel · 95% delegate transit use

## BUILT FOR SMARTER DECISIONS

Explore now



**Sustainability  
Hub for  
Events**

Your sustainability tool for business events.



Ktiš, South Bohemia



First and neutral partner for anyone considering a MICE event in Czechia.

The Czech Convention Bureau can assist you in:

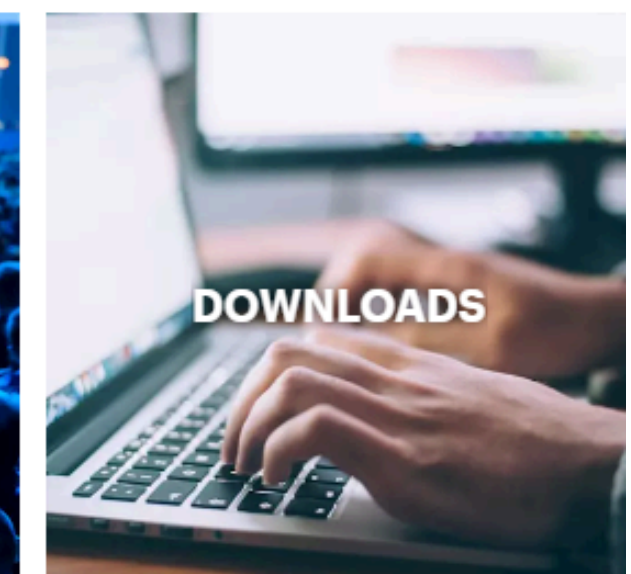
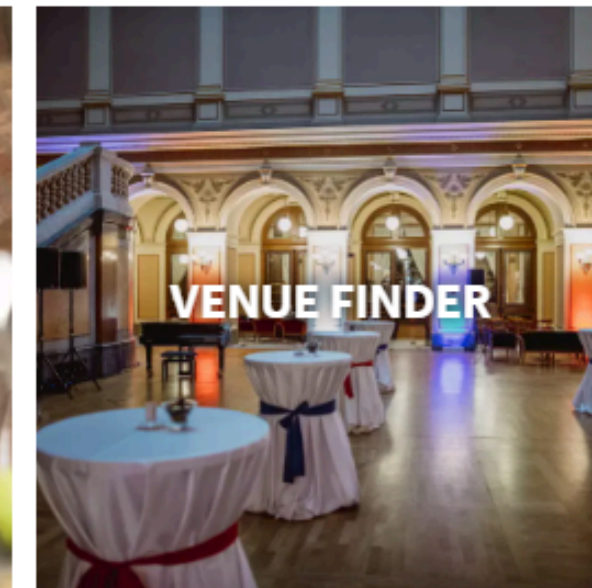
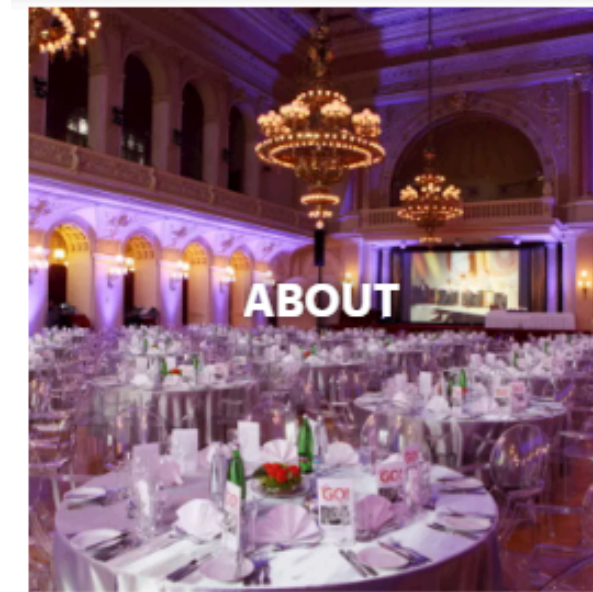
- Planning your event
- Organizing Site Inspections
- Drawing up a social program
- Finding a unique venue
- Achieving your budget goals

[www.czechconvention.com](http://www.czechconvention.com)

14 regional partners

#VisitCzechia

DESTINATIONS | THINGS TO DO | INSPIRATION | TRAVEL INFO | BLOG | B2B



**We can't wait to welcome you in Czechia!**