



Press trips 2025

The festival of light “Blik blik”

21 – 23 March (Fri – Sun)

The popular BLIK BLIK light festival will celebrate its round anniversary in 2025. The festival was first launched in 2015 as part of the title European Capital of Culture. Its theme will be Contrasts, or the dialogue between technology and history. It takes place annually in various locations right in the streets of Pilsen and attracts visitors to attractive light installations and contemporary digital art from artists from all over the world. Visitors will find 20 installations on the route from náměstí Republiky (Republic Square) through DEPO2015 to TechTower a revitalized former brewery building, now a high-tech science and technology center.



- 21. 3.
 - Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
 - Guided city tour including the visit of the St. Bartholomew's Cathedral
 - Guided tour of the [Adolf Loos interiors](#)
- 22. 3.
 - Visit of the [Bohemia Sekt](#) Factory in Starý Plzenec – tour of the production facilities of Czech sparkling wine, wine tasting
 - Visit of the [Puppet museum](#) with a workshop
 - Programme of the festival of light
- 23. 3.
 - [Pilsner Urquell Brewery](#)
 - Visit of the [Great Synagoge](#)
 - End of the press trip after lunch

Pilsen and architecture

23 – 25 May (Fri – Sun)

Join us for a tour of architectural gems. Pilsen definitely has a lot to offer. Take a look into the interiors of the world-famous architect Adolf Loos, be enchanted by the sgraffiti of Mikoláš Aleš or visit with us the Pilsner region and experience the Pearl of Baroque in Mariánská Týnice – by Santini.



- 23. 5.
 - Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
 - Guided city tour including the visit of the St. Bartholomew's Cathedral and the visit of the [Great Synagoge](#)
 - Visit of the [Faculty of Design and Art Ladislav Sutnar](#) University of West Bohemia in Pilsen
 - Guided tour of the [Adolf Loos interiors](#)
 - 24. 5.
 - Visit of the [Bohemia Sekt](#) Factory in Starý Plzenec – tour of the production facilities of Czech sparkling wine, wine tasting / Mariánská Týnice
 - Guided tour of the J. K. Theatre building
 - 25. 5.
 - [Pilsner Urquell Brewery](#)
 - [Museum of West Bohemia](#): exhibition of applied art
 - End of the press trip after lunch
-

Chodsko and Upper Palatine Forest (Český les) - In the footsteps of tradition, nature and history

27 – 30 May (Tue – Fri)

Head to the region where the natural beauty of the Upper Palatine Forest and the rich traditions of Chodsko meet. You will discover unique historical monuments, picturesque landscapes, authentic folk customs and taste local specialties.



- [Riding school in Světlce](#) – the second largest riding school in Central Europe, built for Prince Windischgrätz
- Přimda – ruin of the oldest known stone castle in Czech Republic
- [Chodovar brewery](#) – brewery, museum, beer tasting, famous beer spa
- [Na Kole Mine near Domažlice](#)
 - a mine where mica was mined
- Čerchov – lookout tower
- Chodsko region – unique ethnographic region, gastronomy (famous Chod cakes), crafts, [Museum of Technology and crafts in Koloveč](#)
- Old Herštejn viewpoint
- Chateau Bor and Poběžovice
- [Underwater observation tower](#) in Starý Klíčov quarry in Domažlice
- Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery Visit

For magnificent architecture, romantic gardens and delicious coffee

1 – 4 July (Tue – Fri)

Visit places where beautiful architecture, picturesque gardens and traditional coffee come together. Explore historical monuments, enjoy the atmosphere of charming gardens and taste the coffee that is part of the local culture.



- [Flower castle Nebílovy](#) – A Viennese palace in the West Bohemian countryside
 - [Baroque castle Manětín](#) with garden
 - American garden in Chudenice
 - Sušice – cafes (coffee trail)
 - [Castle Hrádek u Sušice](#) – romantic castle in the picturesque region
 - [Hunting castle Kozel](#) with natural landscape park
 - Plzeň – city centre with parks, botanical garden, restaurants, cafes
 - [Klatovy carnation](#) – exhibition of carnations
 - Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery Visit
-

Baroque and Beer - The Taste and Beauty of the Pilsen Region

19 – 22 August (Tue – Fri)

Take a journey where Baroque history mixes with the beer traditions that made the Pilsen region famous. We will take you to Baroque monuments that will amaze you with their grandeur, while allowing you to taste the beers that are an integral part of the local culture. The combination of historical gems and beer history will offer you an unforgettable experience that combines beauty, tradition and taste.



- [Museum of Northern Pilsen Region in Mariánská Týnice](#) – a former pilgrimage place belonging to the nearby monastery in Plasy
- [Monastery in Plasy](#) – the Former Cistercian Abbey of the Assumption of the Virgin Mary
- [Manětín chateau](#) – Baroque pearl of West Bohemia
- Microbrewery Knížecí in Plasy
- Rabštejn nad Střelou – short hike around the smallest city in the central Europe
- Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery and Pilsen Historic Underground Visit

Programme of the year 2025

12 – 14 September (Fri – Sun)

Pilsen has prepared an exceptional programme for 2025, celebrating the tenth anniversary since the Title Pilsen - European Capital of Culture 2015. It will offer unique performances, which will take place in the Czech Republic for the first time ever, as well as traditional festivals enriched with the annual programme.



- 12. 9. • Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
 - Guided city tour including the visit of the St. Bartholomew's Cathedral
 - Guided tour of the [Adolf Loos interiors](#)
 - Programm of the [festival "Pilsen in glow"](#): an aerial acrobatic comedy called the Muaré Experience. This incredible experience will feature 21 performers from the Spanish group Voalá Station, 12 of whom will even float through the air directly above your heads. They will be suspended from cranes for daring acrobatic tricks.
 - 13. 9. • [Pilsner historical underground](#)
 - Visit of the [Kaolin mine in Nevřeň](#) and picnic afterwards
 - 14. 9. • [Pilsner Urquell Brewery](#)
 - End of the press trip after lunch
-

Microbreweries, Festival Sun In The Glass

19 – 21 September (Fri – Sun)

The festival of microbreweries Sun in the Glass (www.slunceveskle.cz) takes place in the microbrewery Purkmistr in Černice. With the arrival of autumn, Pilsen traditionally hosts this popular Festival, where you can taste unusual beer specials from the Czech Republic and abroad.



- 19. 9.
 - Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
 - Guided city tour including the visit of the St. Bartholomew's Cathedral + Guided tour through [Adolf Loos Interiors](#)
 - [Beer spa in Purkmistr + dinner at restaurant Purkmistr](#)
- 20. 9.
 - Visit of [Depo Moto Art](#) a unique museum connecting historic vehicles, motorcycles and modern art
 - Visit of the [Watter Hammer Mill in Dobřív](#), a unique fully-functioning technical monument with a blacksmith workshop
 - Festival Sun in the Glass (beer-tasting of various microbreweries, beer programme, interviews with beer masters) www.slunceveskle.cz
- 21. 9.
 - [Pilsner Urquell Brewery](#)
 - [Pilsner historical underground](#)
 - End of the press trip after lunch

Pilsner Fest

3 – 5 October (Fri – Sun)

Pilsner Fest is the highlight and traditional festival offering the freshest Pilsner Urquell beer, concerts of the best Czech bands and an abundant accompanying programme. This year's Pilsner Fest will be held on the main Square Náměstí Republiky.



- 3. 10.
 - Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
 - Guided city tour including the visit of the St. Bartholomew's Cathedral + Guided tour through [Adolf Loos Interiors](#)
 - [Beer spa in Purkmistr + dinner at restaurant Purkmistr](#)
 - 4. 10.
 - [Pilsen Historical Underground](#)
 - Visit of Radyně castle
 - [Pilsner Fest](#) individually (different music bands, beer toast, food tasting, etc). www.pilsnerfest.cz
 - 5. 10.
 - [Pilsner Urquell brewery](#)
 - End of the press trip after lunch
-

Pilsen in Christmas time

5 – 7 December (Fri – Sun)

During the Advent period, Pilsen has a totally different look, enjoy its unique atmosphere at the time. The Christmas tree lights up on Republic Square and the surroundings are enveloped in the omnipresent aroma of mulled wine and cinnamon. Don't miss the demonstrations of folk traditions and crafts focusing on Christmas and the Christmas theme.



- 5. 12.
 - Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
 - Guided tour of the historic city centre – special Christmas themed tour in the decorated and illuminated city centre. Free time in the Christmas market.
 - Guided tour of the [Adolf Loos interiors](#)
 - Taste of Czech Christmas traditional cuisine
- 6. 12.
 - [Pilsen Urquell Brewery](#) – tour and beer tasting
 - Free time for the visit of the [Puppet Museum](#) and [Museum of West Bohemia](#)
 - Czech Christmas habits (decoration of Christmas cookies),
 - Purkmistr – beer spa
- 7. 12.
 - Visit of the [Ethnografic Museum of Pilsen Region](#)
 - [Pilsner historical underground](#)
 - End of the tour after lunch

We also have a special offer for individual or family press trips. We can arrange a tailor-made programme according to your requirements, including accommodation and admissions.

Changes of programme reserved.

The press trip includes accommodation in 3* or 4* hotel, full board, guide, transportation during event.

Information and booking:

- **The festival of light “Blik blik”**
- **Pilsen and architecture**
- **Programme of the year 2025**
- **Microbreweries, Festival Sun In The Glass**
- **Pilsner Fest**
- **Pilsen in Christmas time**

PILSEN – TOURISM

Anita BRETTSCHEIDEROVÁ

T +420 378 037 965

M +420 727 974 866

E brettschneiderova@plzen.eu

www.visitpilsen.eu

Information and booking:

- **For magnificent architecture, romantic gardens and delicious coffee**
- **Baroque and Beer -The Taste and Beauty of the Pilsen Region**
- **Chodsko and Upper Palatine Forest (Český les) - In the footsteps of tradition, nature and history**

PILSEN REGION

Bc. Filip BERÁNEK, DiS.

T +420 377 195 284

M +420 733 698 664

E filip.beranek@plzensky-kraj.cz

www.turisturaj.cz

This programme is organized and funded by Pilsen – TOURISM, the Pilsen Region and CzechTourism

Visit Pilsen

