

Czech Republic Tourism Report Q1 2016

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Abstracts

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BMI View: 2014 and 2015 have seen the Czech Republic experience a fall in the number of arrivals. Over the short and medium term we expect this trend to be reversed and for the sector to see strong general growth. The weakened Czech koruna and subsequent low prices will attract tourists from stronger currencies, especially from key markets such as the UK. Significant expansion plans for travel infrastructure, both rail and air, are also under consideration and will lead to international tourism receipts starting to grow once more over the forecast period. The country's tourism sector is popular for city breaks, with Prague in particular receiving a high percentage of visitors. With the city already fairly saturated in terms of hotels, potential opportunities may arise in the country's secondary cities such as Brno and Plzen, especially if the government follows through on promises to further promote these as attractive tourist destinations. Opportunities for investment may also lie within the skiing and mountain trekking industries, which are relatively underdeveloped.

Key Updates And Forecasts

Both inbound and outbound tourism is expected to grow steadily over the medium term after recent stagnation. Arrivals will reach 8.5mn by 2019 and will be a result of stronger government efforts in marketing and an advancement of travel links. Outbound tourists will be even higher at 8.6mn by 2019 and this reflects the improving economy in the country and the fact that more of the population will have access to disposable income.

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