

Czech Republic Tourism Report Q4 2016

<https://marketpublishers.com/r/C5019307824EN.html>

Date: July 2016

Pages: 30

Price: US\$ 1,295.00 (Single User License)

ID: C5019307824EN

Abstracts

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BMI View: The Czech Republic has a well-established but slightly restricted tourism sector. Prague, as the capital, is well represented by major hotel chains; however, this leaves little room for new hotels to enter the market. Arrivals will continue to be strong, especially from the European market where the country is seen as a good option for a short break, especially to Prague. Inbound tourism is set to be boosted by Asian and Middle Eastern source markets, with the Czech Republic keen to build bridges between themselves and China in particular. The biggest threat facing the sector is the potential for a drop in the economy of the key source markets, especially the euro.

Key Updates And Forecasts

Our short-term inbound arrivals forecast has been slightly altered. Previously we suggested a downturn throughout 2016 with the weakening of the euro. We have changed this as the eurozone has gained some stability and the Czech koruna has weakened slightly. This will encourage tourists to visit the country. We now forecast that arrivals will hit 9.23mn in 2016, rising steadily to 12.04mn by 2020.

The Czech Republic is continuing to build links with China. The Czech Prime Minister, Bohuslav Sobotka, has visited the country recently to encourage travel between the two nations. Direct flights began in 2015 and this year the two countries have signed a 'friendly partnership', aimed at boosting trade and travel.

In June 2016, a new Czech visa centre was opened in Bangalore, India. This represents a major step in boosting tourism figures from India as previously, any

potential travellers would have to go to Delhi or Mumbai to obtain a visa. There has also been talk of restoring direct flights between India and the Czech Republic.

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