

2023:

Czechia

January 1, 2023 marked the 30th anniversary of the Velvet Divorce, the peaceful separation of Czechoslovakia into the (non-identical) twin countries of the Czech Republic and Slovakia. Czechia now steps fully into adulthood with a strong sense of identity – supported by growing UNESCO recognition – combined with an innovative spirit that embraces new ideas across a modern hospitality and tourism scene.



16 historical sites on the UNESCO Heritage List

- Ranked the **8th** safest destination out of 163 countries in the world
- 16** historical sites on the UNESCO Heritage List
- UNESCO Intangible Cultural Heritage: **8** traditions (Slovácko Verbuňk, Shrovetide, Falconry, Kings' Ride, Puppetry, Glass Christmas Ornaments & Blueprint), Timber Rafting
- 5** UNESCO Biosphere Reserves (nearly 6% of total area)
- Over **200** castles, chateaux
- More than **40** protected historical towns
- 33** spas
- More than **100** golf courses
- 4** national parks and **26** protected landscape areas (nearly 16% of total area)
- Over **25,000** miles of walking trails
- Over **27,000** miles of cycling routes

What's new

- ... The latest Czech tradition on UNESCO's intangible cultural heritage list: **timber rafts**. This eleventh century, tree-to-transport tradition was used to deliver salt, honey, and even Czech beer to destinations along the Vltava River. These days, the tradition stays alive through tourism demonstrations as well as a lively river rafting scene in **South Bohemia**.
- ... Fans of Czech pivo (can look forward to the new **Pilsner Urquell Original Beer Experience**, an interactive center in Prague's Wenceslas Square. This may also inspire more visitors to visit the iconic brand's birthplace – along with an expanding microbrewery and restaurant scene – in the namesake city of **Pilsen**, roughly an hour southwest of Prague.
- ... Prague's early 1900s (and newly renovated) Sugar Palace is now racking up **interior design awards** for the country's first Hyatt-brand hotel. The 176-room **Andaz Prague Hotel** picked up an SBID International Design Award and an International Architecture & Design Award nod for its blend of golden light fixtures, teal statement sofas, and plush wingback chairs decorating a 1,400-square-foot penthouse and corner suites with city views.
- ... Prague's innovative food scene is also gaining **international acclaim**. The trend of **Manifesto Markets** – pop-up stalls and restaurants in design-focused spaces made from shipping containers – won the Best New Food & Beverage Concept at Cannes' **MAGIC** real estate festival in December 2022. The Prague-based startup has plans to open Europe's largest food hub in Berlin's Potsdamer Platz by the end of the year.

Experience

Pedal Along South Moravia's Wine Routes

It's hard to imagine a more laid-back holiday than cycling through the South Moravian countryside, passing stately homes and stopping off at wine cellars along the way. Avid cyclists can pump up their tires and head out for **longer rides** across vineyards, flower-filled meadows, elegant chateaux, and centuries-old wine cellars filled with memory-worthy moments.

Get Ready to Rock

Could rock tourism become the next big travel trend? Czechia's massive sandstone towers, rocky landscapes with clever nicknames, and photogenic stone bridges make a solid case. From climbing destinations to hiking trails that wind past geological wonders, these Czech **rock towns** are worth a look.

Hop on a Train Across Czechia

Czech train travel ticks so many boxes for modern tourists: it's affordable, efficient, eco-friendly, and over 6,000 miles (10,000 km) of tracks connect most of the country. **Czech railway stations** in Prague and Brno are architectural sites themselves, and **new sleeper trains** are set to connect Prague with Switzerland, Germany, and Austria. After one train trip, you may just become a *šotouši* – the local name for train aficionados.



Mariánské Lázně, Spa Town

The Adršpach, Teplice Rocks

Beer Spa

Piže Wine Cellars, South Moravia

2023: Stories to explore

- ... **Sip Czech wine in architectural wonders:** A sweet glass of Pálava or rich cabernet goes down smooth in these architecturally innovative **wine cellars and tasting rooms** scattered across South Moravia (aka Czech wine country).
- ... **Discover Czech Equestrian Culture:** Horse fans meet in East Bohemia, home of the world's oldest stud farm and the Velká pardubická steeplechase in October, while ranches and wild horses are spread across the country.
- ... **Soak in a Beer Spa:** Bathing in beer is just as much quirky fun as it sounds. Travelers can soak in a mix of hops, yeast, and herbal ingredients (with beer on tap beside the tub) at **locations** across Prague, Pilsen, Karlovy Vary, and Olomouc.
- ... **Sample Healing Mineral Waters:** For a more historical connection to Czech wellness and balneology treatments, follow in the footsteps of Charles IV, Franz Kafka, and James Bond to the healing waters of the UNESCO-recognized **West Bohemian Spa Triangle** – three towns known for their free-flowing mineral waters and ornate fountains – as well as **spa towns** throughout the country.
- ... **Admire Precious Gems:** Czechia's **Crystal Valley** combines centuries of glassmaking techniques with modern sensibilities (including the sculptures used in the 2022 film Glass Onion) for all kinds of sparkling souvenirs. Their more colorful cousins, **Czech garnets**, are largely cultivated in Central Bohemia to create elegant jewelry and household décor pieces.

2023: TRADE updates

Prague's flight connections are expanding in 2023 and 2024. **Delta Airlines** is set to resume direct flights from New York's JFK Airport into Prague's Vaclav Havel International Airport from May 8 to October 28, 2023. Newcomer **Icelandair** is also expanding service to Prague. The carrier will offer flights to/from Keflavík Airport four times a week from June 2023, providing a new transfer opportunity to Icelandair's wide network of North American connections.

Uber has become the new operator of taxi services at Václav Havel Airport Prague beginning in the spring of 2023. This guarantees a fixed fare price quoted in advance, 24/7 service availability, and a fleet of up to five-year-old, comfortable cars to transport arriving travelers.

Prague's hotel scene also has **strong recovery plans**, including significant expansion across luxury hotel offerings. The 204-room Almanac X (formerly the Alcron Hotel) and the 161-room W Prague Hotel (Wenceslas Square's former art nouveau-style Grand Europa Hotel) are set to open in 2023, along with renovations completed at the now 262-room, nature-inspired Botanique Hotel Prague and 172-room Hotel Carol near the O2 Arena.

Let us do your travel planning with two Grand Tours of Czechia, one circling **Bohemia in the west**, hitting spa towns, rock formations, breweries, and art galleries or a **Moravian & Silesian Road Trip** across eastern highlights including medieval architecture, a mining town-turned-cultural hub, and a treetop walk above the forests.

2023: Press trips

May/June 2023: From medieval mastery to microbreweries. Walk (and sip) your way through the history of pivo (Czech for "beer")

May 25–28, 2023: Czech wine escapes: Where vino pairs with folklore, heritage, and design.

October 2023: Learn the secrets and timeless charm of Czech design, traditional crafts and today's popular brands.

Individual Press Trips

2023: Events

Jan–Feb

New Year's Day Celebrations
Jizerská 50 Cross Country Ski Race jiz50.cz/en

March–April

Masopust (the Czech version of Carnivale) Easter Markets
Prague Easter Markets, trhypraha.cz/en

May–June

Pilsen Liberation Festival slavnostisvobody.cz/en
Prague Spring Classical Music Festival festival.cz/en
Ride of the Kings Vltčnov rideofthekings.com
Volkswagen Marathon Weekend in Prague runczech.com/en
Strážnice International Folklore festival festivalstraznice.cz/en/?lang=en

July–August

Smetana's Litomyšl Festival smetanaovalitomysl.cz/en
Colours of Ostrava Music Festival colours.cz
Karlovy Vary International Film Festival kviff.com/en/homepage
Prague Pride praguepride.cz/en

Sept–Oct

Znojmo's Historical Grape Harvest festival znojemskevinobrani.cz/en
Prague Signal Festival signalfestival.com/en
Designblok & Prague Fashion Week designblok.cz/en
Velká Pardubická Horse Races zavodistepardubice.cz/en

Nov–Dec

Mezipatra Queer Film Festival mezipatra.cz/en
Christmas Markets visitczechia.com

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