

THE ABSENCE OF WEALTHY FOREIGN TOURISTS IN THE CZECH REPUBLIC



The Czech Statistical Office (ČSÚ) has reported that collective tourist accommodations like hotels, guesthouses, and campsites recorded 5.8 million overnight stays in the Czech Republic between April and June 2023. Compared to the second quarter of 2022, this represents a year-on-year increase of 14.3%. Unfortunately, wealthy tourists from China and America have faced difficulties returning due to the ongoing health crisis.

Most visitors staying overnight in the second quarter of 2023 were domestic travelers, accounting for more than half of the 5.8 million recorded stays. As a result, the tourism industry is facing a significant decline in revenue due to decreased participation in various activities. Prague now offers direct routes to far-off destinations, including the United States, China, and Taiwan. However, compared to 2019, the number of direct flights to long-haul destinations decreased. In 2019, three direct routes were available to China, three to the United States, and two to Canada. As a result, hundreds of thousands of customers are missing today.

The Czech Republic compensated for losing Russian and Chinese tourists thanks to domestic travelers and tourists from neighboring countries. However, Czech and Slovak tourists spend significantly less than ultra-wealthy tourists from Russia or China. That is a notable difference.

Based on data from ČSÚ for Q2 2023, German tourists made up 25% of foreign visitors to the Czech Republic. Slovaks and Poles were the following largest groups. Despite a high inflation rate of 8.7% in July, the Czech Tourism Authority is optimistic about attracting more tourists from neighboring countries.

Many people drive to the Czech Republic and explore areas outside of Prague. It takes approximately ten hours to drive from Denmark or the Netherlands. Visitors often want to extend their stay to see the top attractions in the country, such as Prague, Český Krumlov, and Karlovy Vary, as well as other lesser-known regions.

While Prague is a popular destination, South Moravia and South Bohemia are popular destinations. Recently, the Karlovy Vary and Olomouc regions have also attracted more visitors.

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