

Příloha č. 1: Harmonogram a implementace on-line kampaně na podporu obnovení příjezdového cestovního ruchu ze zemí Blízkého východu – Saúdská Arábie a Kuvajt

Annex No. 1: Schedule and implementation of an online campaign to promote the restart of inbound tourism from Middle Eastern countries – Saudi Arabia and Kuwait



Media Plan

Market	KSA, KWT
Period	September - December 2022
Budget (Two P)	USD 120,000

Campaign Type	Campaign title	Target segment	Description / Objectives	Communication channels	Impressions	Frequency	Cost (USD)	CPM	15.XI	15.XII
Performance	Exploring Czech Republic	Families, Adventurers, Couples, Groups	Create awareness about Czech as a cultural, heritage, and historical destination	Wego (Web and App)	1 560 000	Always On	\$ 39 000	\$25		
				Re-targeting	1 160 000	Always On	\$ 29 000	\$25		
				Social media	1 280 000	Always On	\$ 32 000	\$25		
				Article		1	\$ 2 000	Free		
				EDM	250 000	1	\$ 5 000	\$20		
				Push Notifications	1 000 000	1	\$ 3 000	\$3		
				GDN	2 000 000	1	\$ 6 000	\$3		
				SEM	240 000	1	\$ 6 000	\$25		
				PR Campaign	N/A	1	\$ 2 000	Free		
				Featured Destination	N/A	3 Months	\$ 3 000	Free		