|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ANNEX 1 To The Bidding Contract** | | | | | | | | | | | | |
| **VFS Global's Suggested PR/ Media Activities (Indicative)** | | | | | | | | | | | | |
| **CuttingDate** | **headline** | **Display Title** | **Readership** | **AVE (CZK)** | **Market** | **Media Format** | **Type** | **Name + date of press trip** | **Structuring according to the Regions** | **Author** | **Commercial Subjects** | **Poznámky** |
| October | Interview of HE Ambassador of Czech Republic | Across all media database |  |  |  | print | interview | Interview in October at the Delhi Roadshow | More regions - article doesnt predominate a particular region | Czechia Embassy |  |  |
| October | Interview of HE Ambassador of Czech Republic | Across all media database |  | 293169 |  | online | interview | Interview in October at the Delhi Roadshow | More regions - article doesnt predominate a particular region | Czechia Embassy |  |  |
| October | Three City Czechia Roadshow Press Release | Across all media database |  |  |  | print | TZ - press prepared by CzechTourism India Office | Interview in October at the Delhi Roadshow | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| October | Three City Czechia Roadshow Press Release | Across all media database | 171558957 | 293169 |  | online | TZ - press prepared by CzechTourism India Office | Interview in October at the Delhi Roadshow | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| November | White Christmas Media FAM trip | Travel Turtle | 75000 | 8333 |  | online | PT - press trip | White Christmas Media FAM trip + November | More regions - article doesnt predominate a particular region | Bharti Sharma |  |  |
| November | White Christmas Media FAM trip | India Outbound Magazine | 75000 | 9375 |  | online | PT - press trip | White Christmas Media FAM trip + November | More regions - article doesnt predominate a particular region | Varsha Singh |  |  |
| November | White Christmas Media FAM trip | Travel Trends Today | 30120 | 2817 |  | print | PT - press trip | White Christmas Media FAM trip + November | More regions - article doesnt predominate a particular region | Ishan Nahar |  |  |
| November | White Christmas Media FAM trip | Travel Trade Journal | 150000 | 4225 |  | print | PT - press trip | White Christmas Media FAM trip + November | More regions - article doesnt predominate a particular region | Sonika Bohra |  |  |
| November | White Christmas Media FAM trip | ET Travel World | 53191620 | 7042 |  | print | PT - press trip | White Christmas Media FAM trip + November | More regions - article doesnt predominate a particular region | Manas Dwivedi |  |  |
|  | **Porposed PR Outreach (August - December 2024)** |  |  |  |  |  |  |  |  |  |  |  |
| Monthly - 2 | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | Travel Trade Insider | 38400 | 9390 |  | online | TZ - press prepared by CzechTourism India Office | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | Travel Trade Insider | 250000 | 5869 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | BW Hotelier | 998460 | 2641 |  | online | TZ - press prepared by CzechTourism India Office | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | Travel and Tour World | 250000 | 7042 |  | online | TZ - press prepared by CzechTourism India Office | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | Liberec Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Unexpected wellbeing in Czechia | Travel Turtle | 75000 | 8333 |  | online | TZ - press prepared by CzechTourism India Office | Unexpected wellbeing in Czechia | South Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Tourism Quest | 150000 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Karlovy Vary Region | CzechTourism Office in India |  |  |
| Monthly - 2 | The Art of Relaxation: Traditional Czech Spa Architecture and Design | News Patrolling | 66800 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | The Art of Relaxation: Traditional Czech Spa Architecture and Design | Ústí Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | Passionate in Marketing | 676000 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | Online Media Cafe | 15000 | 3750 |  | online | TZ - press prepared by CzechTourism India Office | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | Media Express24 | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | Everything Experential | 42800 | 2934 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Pilsner Power: How Czech Beer Became a Global Icon | India Outbound | 75000 | 9375 |  | online | TZ - press prepared by CzechTourism India Office | Pilsner Power: How Czech Beer Became a Global Icon | Moravian-Silesian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Beer O’Clock: Why Czech Pilsners Are the World’s Best Kept Secret | EventFAQs | 150000 | 5869 |  | online | TZ - press prepared by CzechTourism India Office | Beer O’Clock: Why Czech Pilsners Are the World’s Best Kept Secret | Pilsen Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Discovering the Magic of Bohemia: Hidden Gems and Must-See Spots in the Region | BOTT India - Business of Travel Trade | 22000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Discovering the Magic of Bohemia: Hidden Gems and Must-See Spots in the Region | Central Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Press trip featuring 5 top representatives from travel trade media and 2 leading lifestyle media outlets. | Media Brief | 116600 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | Press trip featuring 5 top representatives from travel trade media and 2 leading lifestyle media outlets. | Ústí Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Christmas Lights in Czechia: A Tour of the Most Festively Lit Cities | Travel Trade Today | 7900 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Christmas Lights in Czechia: A Tour of the Most Festively Lit Cities | Olomouc Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Splash Into Fun: Uncovering the Best Water Activities in Czechia | Quickbiz News | 3200 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Splash Into Fun: Uncovering the Best Water Activities in Czechia | Pardubice Region | CzechTourism Office in India |  |  |
| Monthly - 2 | South Bohemia’s Scenic Splendor: Exploring Castles, Lakes, and Nature | Auto Spyders | 143500 | 6667 |  | online | TZ - press prepared by CzechTourism India Office | South Bohemia’s Scenic Splendor: Exploring Castles, Lakes, and Nature | Hradec Králové Region | CzechTourism Office in India |  |  |
| Monthly - 2 | South Moravia’s Wine Country: Exploring Vineyards, Festivals, and Culinary Delights | APN News | 257700 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | South Moravia’s Wine Country: Exploring Vineyards, Festivals, and Culinary Delights | South Moravian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Winter Wellness: Spas and Relaxation Spots to Rejuvenate in Czechia This December | Travel Biz Monitor | 22290 | 1761 |  | online | TZ - press prepared by CzechTourism India Office | Winter Wellness: Spas and Relaxation Spots to Rejuvenate in Czechia This December | Pardubice Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Christmas Traditions in Prague: Festive Activities and Events in the Capital City | Dispatchist | 4700 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Christmas Traditions in Prague: Festive Activities and Events in the Capital City | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Hidden Wine Cellars: Discovering Secret Tasting Rooms and Vineyards | Travel Daily Media | 64924 | 1761 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Hidden Wine Cellars: Discovering Secret Tasting Rooms and Vineyards | Vysočina Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Liberec Region: Off-the-Beaten-Path Adventures in Czechia’s Northern Frontier | The Pioneer - Exotia | 960000 | 37559 |  | online | TZ - press prepared by CzechTourism India Office | Liberec Region: Off-the-Beaten-Path Adventures in Czechia’s Northern Frontier | Vysočina Region | CzechTourism Office in India |  |  |
| Monthly - 2 | From Bata to Modern Day: How Zlín's Industrial Past Shaped Its Future | Travel Trends Today | 30120 | 2817 |  | online | TZ - press prepared by CzechTourism India Office | From Bata to Modern Day: How Zlín's Industrial Past Shaped Its Future | Zlín Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Zlín Region’s Nature Escapes: Top Hiking Trails and Outdoor Adventures | Global Spa | 250000 | 2817 |  | online | TZ - press prepared by CzechTourism India Office | Zlín Region’s Nature Escapes: Top Hiking Trails and Outdoor Adventures | Zlín Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Hidden Gems of Ústí nad Labem: Discovering the Charm Beyond the City | Travel Trade Journal | 150000 | 4225 |  | online | TZ - press prepared by CzechTourism India Office | Hidden Gems of Ústí nad Labem: Discovering the Charm Beyond the City | Ústí Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | The Free Press Journal | 251500 | 2817 |  | online | TZ - press prepared by CzechTourism India Office | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | Hradec Králové Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | Travel Trade Journal | 658216 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | South Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | Passionate in Marketing | 676000 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | Karlovy Vary Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | APN News | 257700 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | Central Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Unexpected wellbeing in Czechia | News Patrolling | 66800 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Unexpected wellbeing in Czechia | Vysočina Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Travel and Tour World | 250000 | 3521 |  | online | TZ - press prepared by CzechTourism India Office | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Liberec Region | CzechTourism Office in India |  |  |
| Monthly - 2 | The Art of Relaxation: Traditional Czech Spa Architecture and Design | Online Media Café | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | The Art of Relaxation: Traditional Czech Spa Architecture and Design | Zlín Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | Quick Biz News | 3200 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | Tourism Quest | 150000 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | Udaipur Times | 124410 | 1585 |  | online | TZ - press prepared by CzechTourism India Office | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | Travel Daily News | 64924 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Pilsner Power: How Czech Beer Became a Global Icon | Everything Experiential | 42800 | 2934 |  | online | TZ - press prepared by CzechTourism India Office | Pilsner Power: How Czech Beer Became a Global Icon | Pilsen Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Beer O’Clock: Why Czech Pilsners Are the World’s Best Kept Secret | Adgully | 200000 | 5869 |  | online | TZ - press prepared by CzechTourism India Office | Beer O’Clock: Why Czech Pilsners Are the World’s Best Kept Secret | Pilsen Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Discovering the Magic of Bohemia: Hidden Gems and Must-See Spots in the Region | Business of Travel Trade | 1000000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Discovering the Magic of Bohemia: Hidden Gems and Must-See Spots in the Region | Central Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Press trip featuring 5 top representatives from travel trade media and 2 leading lifestyle media outlets. | Travel World Online | 10000 | 2641 |  | online | TZ - press prepared by CzechTourism India Office | Press trip featuring 5 top representatives from travel trade media and 2 leading lifestyle media outlets. | Karlovy Vary Region | CzechTourism Office in India |  |  |
| Monthly - 2 | The Magic of Moravia: Discovering the Enchantment of Czechia’s Lesser-Known Region | TravelSpan | 50000 | 2113 |  | online | TZ - press prepared by CzechTourism India Office | The Magic of Moravia: Discovering the Enchantment of Czechia’s Lesser-Known Region | Moravian-Silesian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Christmas Lights in Czechia: A Tour of the Most Festively Lit Cities | Media Express24 | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Christmas Lights in Czechia: A Tour of the Most Festively Lit Cities | Ústí Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Splash Into Fun: Uncovering the Best Water Activities in Czechia | Travel Wise Way | 51098 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Splash Into Fun: Uncovering the Best Water Activities in Czechia | Hradec Králové Region | CzechTourism Office in India |  |  |
| Monthly - 2 | South Bohemia’s Scenic Splendor: Exploring Castles, Lakes, and Nature | Pelikken | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | South Bohemia’s Scenic Splendor: Exploring Castles, Lakes, and Nature | Pardubice Region | CzechTourism Office in India |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| Monthly - 2 | South Moravia’s Wine Country: Exploring Vineyards, Festivals, and Culinary Delights | News Mantra | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | South Moravia’s Wine Country: Exploring Vineyards, Festivals, and Culinary Delights | South Moravian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Winter Wellness: Spas and Relaxation Spots to Rejuvenate in Czechia This December | BW Hotelier | 998460 | 2641 |  | online | TZ - press prepared by CzechTourism India Office | Winter Wellness: Spas and Relaxation Spots to Rejuvenate in Czechia This December | Olomouc Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Christmas Traditions in Prague: Festive Activities and Events in the Capital City | Punekar News | 3576000 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Christmas Traditions in Prague: Festive Activities and Events in the Capital City | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Hidden Wine Cellars: Discovering Secret Tasting Rooms and Vineyards | My Big Plunge | 12631 | 1408 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Hidden Wine Cellars: Discovering Secret Tasting Rooms and Vineyards | Vysočina Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Liberec Region: Off-the-Beaten-Path Adventures in Czechia’s Northern Frontier | Newshive | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Liberec Region: Off-the-Beaten-Path Adventures in Czechia’s Northern Frontier | Liberec Region | CzechTourism Office in India |  |  |
| Monthly - 2 | From Bata to Modern Day: How Zlín's Industrial Past Shaped Its Future | ET Travel World | 53191620 | 7042 |  | online | TZ - press prepared by CzechTourism India Office | From Bata to Modern Day: How Zlín's Industrial Past Shaped Its Future | Zlín Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Zlín Region’s Nature Escapes: Top Hiking Trails and Outdoor Adventures | News Dhaam | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Zlín Region’s Nature Escapes: Top Hiking Trails and Outdoor Adventures | Zlín Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Hidden Gems of Ústí nad Labem: Discovering the Charm Beyond the City | India Education Diary | 197800 | 657 |  | online | TZ - press prepared by CzechTourism India Office | Hidden Gems of Ústí nad Labem: Discovering the Charm Beyond the City | Ústí Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | Diplomat Magazine | 15222 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | Liberec Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | ME News247 | 15893 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | Olomouc Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | Travel and Tour World | 250000 | 3521 |  | online | TZ - press prepared by CzechTourism India Office | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | Travel Biz Monitor | 22290 | 1761 |  | online | TZ - press prepared by CzechTourism India Office | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | South Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Unexpected wellbeing in Czechia | Travel Trade Journal | 658216 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Unexpected wellbeing in Czechia | Central Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Tourism Quest | 150000 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Liberec Region | CzechTourism Office in India |  |  |
| Monthly - 2 | The Art of Relaxation: Traditional Czech Spa Architecture and Design | Passionate in Marketing | 676000 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | The Art of Relaxation: Traditional Czech Spa Architecture and Design | Karlovy Vary Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | Travel Turtle | 75000 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | APN News | 257700 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | Awara Musafir | 150000 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | Event FAQS | 150000 | 5869 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Pilsner Power: How Czech Beer Became a Global Icon | ProIqra | 33342 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Pilsner Power: How Czech Beer Became a Global Icon | Pilsen Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Beer O’Clock: Why Czech Pilsners Are the World’s Best Kept Secret | Business Micro | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Beer O’Clock: Why Czech Pilsners Are the World’s Best Kept Secret | Pilsen Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Discovering the Magic of Bohemia: Hidden Gems and Must-See Spots in the Region | Online News 9 | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Discovering the Magic of Bohemia: Hidden Gems and Must-See Spots in the Region | Central Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Press trip featuring 5 top representatives from travel trade media and 2 leading lifestyle media outlets. | Biz RapidX | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Press trip featuring 5 top representatives from travel trade media and 2 leading lifestyle media outlets. | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | The Magic of Moravia: Discovering the Enchantment of Czechia’s Lesser-Known Region | Connected to India | 34696 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | The Magic of Moravia: Discovering the Enchantment of Czechia’s Lesser-Known Region | Moravian-Silesian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Christmas Lights in Czechia: A Tour of the Most Festively Lit Cities | SME Street | 71313 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Christmas Lights in Czechia: A Tour of the Most Festively Lit Cities | Hradec Králové Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Splash Into Fun: Uncovering the Best Water Activities in Czechia | Media Brief | 116600 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | Splash Into Fun: Uncovering the Best Water Activities in Czechia | South Moravian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | South Bohemia’s Scenic Splendor: Exploring Castles, Lakes, and Nature | The Digital Travellers | 15800 | 1761 |  | online | TZ - press prepared by CzechTourism India Office | South Bohemia’s Scenic Splendor: Exploring Castles, Lakes, and Nature | South Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | South Moravia’s Wine Country: Exploring Vineyards, Festivals, and Culinary Delights | NewsBizKoot | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | South Moravia’s Wine Country: Exploring Vineyards, Festivals, and Culinary Delights | Moravian-Silesian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Winter Wellness: Spas and Relaxation Spots to Rejuvenate in Czechia This December | CNN News18 | 47400000 | 5164 |  | online | TZ - press prepared by CzechTourism India Office | Winter Wellness: Spas and Relaxation Spots to Rejuvenate in Czechia This December | Vysočina Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Christmas Traditions in Prague: Festive Activities and Events in the Capital City | UP Gram in News | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Christmas Traditions in Prague: Festive Activities and Events in the Capital City | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Hidden Wine Cellars: Discovering Secret Tasting Rooms and Vineyards | The Pioneer - Exotia | 242492 | 2817 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Hidden Wine Cellars: Discovering Secret Tasting Rooms and Vineyards | Karlovy Vary Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Liberec Region: Off-the-Beaten-Path Adventures in Czechia’s Northern Frontier | BabuShahi.com | 370175 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Liberec Region: Off-the-Beaten-Path Adventures in Czechia’s Northern Frontier | Liberec Region | CzechTourism Office in India |  |  |
| Monthly - 2 | From Bata to Modern Day: How Zlín's Industrial Past Shaped Its Future | India Outbound Magazine | 75000 | 2641 |  | online | TZ - press prepared by CzechTourism India Office | From Bata to Modern Day: How Zlín's Industrial Past Shaped Its Future | Zlín Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Zlín Region’s Nature Escapes: Top Hiking Trails and Outdoor Adventures | Awara Musafir | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Zlín Region’s Nature Escapes: Top Hiking Trails and Outdoor Adventures | Zlín Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Hidden Gems of Ústí nad Labem: Discovering the Charm Beyond the City | ME News247 | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Hidden Gems of Ústí nad Labem: Discovering the Charm Beyond the City | Ústí Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | Tourism India | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Spa-tacular! Soaking Up the History and Relaxation of Czech Spa Towns | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | Mice Showcase | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Secret Recipes: Traditional Dishes and the Stories Behind Them | Central Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | Hospitality Biz India.com | 13383 | 1878 |  | online | TZ - press prepared by CzechTourism India Office | Prague’s Hidden Stories: Unveiling the Secrets of the City’s Lesser-Known Historical Sites | Prague | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | Hozpitality | 60394 | 2254 |  | online | TZ - press prepared by CzechTourism India Office | Czechia Unplugged: Outdoor Adventures in the Heart of Europe | South Bohemian Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Unexpected wellbeing in Czechia | Travel Daily News | 64924 | 1761 |  | online | TZ - press prepared by CzechTourism India Office | Unexpected wellbeing in Czechia | Karlovy Vary Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Hozpitality Plus | 5000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Liberec Region: Adventure Awaits with Nature Trails, Ski Resorts, and Cultural Highlights | Liberec Region | CzechTourism Office in India |  |  |
| Monthly - 2 | The Art of Relaxation: Traditional Czech Spa Architecture and Design | Travel Jingles | 40000 | 2347 |  | online | TZ - press prepared by CzechTourism India Office | The Art of Relaxation: Traditional Czech Spa Architecture and Design | Hradec Králové Region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | SME Street | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Interview with the Ambassador, as well as representatives and partners from CzechTourism, during the roadshow event. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | Business Café | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Press conference emphasizes the latest updates on visa regulations for Indian citizens traveling to the Schengen area. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | Not in Town | 15000 | 1056 |  | online | TZ - press prepared by CzechTourism India Office | Interviews conducted during the roadshow in Delhi, Bangalore, and Mumbai, highlighting the event and key stakeholders from the tourism board. | More regions - article doesnt predominate a particular region | CzechTourism Office in India |  |  |
| Monthly - 2 | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | FnB News | 15 104 | 1408 |  | online | TZ - press prepared by CzechTourism India Office | Czechia’s Coolest Themed Cafés and Bars: Where to Sip, Dine, and Play | Pardubice Region | CzechTourism Office in India |  |  |