



VFS.G



# VISITCZECHIA

Marketing promotion in India to support the potential launch of a direct air link to Czechia

N006/24/V00021254| Submission by VFS Global (VF Worldwide Holdings Ltd)

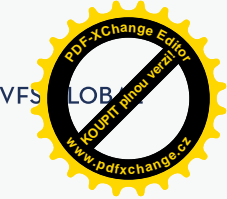
#VisitCzechia

# Executive Summary

## Partnering Destinations, Powering Tourism Happiness

This proposal by VFS Global's Tourism Services unit outlines a strategy for B2B and B2C marketing activities to be executed over five months, aiming to increase quality Indian traveller footfall to Czechia by promoting 14 major regions. The marketing efforts will highlight Czechia's diverse attractions, providing a holistic view of the country to potential travellers. The project includes targeted campaigns, PR initiatives, and collaborations with Indian travel industry stakeholders to generate awareness and interest.

The activities are designed to support the potential launch of a direct air link between Czechia and India, enhancing visibility and accessibility in the Indian market. The project's goal is to drive higher visitation and strengthen connections between the two countries. The execution and coordination of these activities will be closely managed with the Czech Tourist Authority – Czech Tourism (the Contracting Authority) to ensure a seamless and effective rollout.



# Travel Enticement Activities At A Glance

## Regular Performance

VFS Global will ensure timely:

- ✓ Planning, implementation and evaluation of the promotion of Czechia in India with support to the upcoming direct airline
- ✓ Regular communication, coordination and communication with B2B partners (tour operators, media, influencers, content creators, airlines, associations, government institutions and other entities in the field of tourism in India)
- ✓ Creation and management of social networks used for B2C/B2B communication in India
- ✓ Creation and distribution of two press release per month and two B2B or B2C Newsletter per month
- ✓ Creating and continuously updating a list of relevant B2B partners
- ✓ Regular reporting

**1.1.1 Representation of the Contracting Authority and the destination marketing of Czechia daily basis with services provided for a minimum of 30 hours per week, which will include the following components of performance**

## B2B

VFS Global will ideate, plan and implement a 3-city roadshow for Czechia in October 2024 across Delhi, Bangalore and Mumbai:

- ✓ Develop an engaging event concept, identify suitable venues, and invite relevant travel trade partners to participate in person
- ✓ Facilitate entertainment, B2B meetings and refreshments to the guests

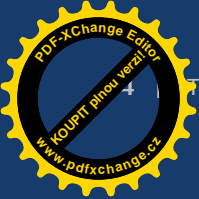
**1.1.2 Implementation of B2B/roadshow with workshops and visa seminar according to the pre-approved plan of marketing activities**

## B2C

VFS Global will implement and coordinate B2C activities

- ✓ to raise awareness of Czechia as a destination across the target audience and to motivate them to choose Czechia as a tourist or MICE destination.
- ✓ to propose an appropriate strategy and suitable partners and media for the implementation of B2C online promotional activities

**1.1.3 Implementation and coordination of B2C activities/campaigns**



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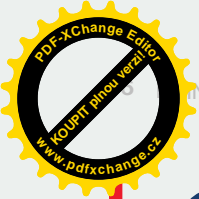


# India Market Overview



**B1. Breadth and meaningfulness of proposed activities,  
Knowledge of the market, quality of proposed media and  
reputation of proposed partnerships.**

01



# Country Overview



India is home to the **world's largest population**

India has emerged as the **fastest-growing major economy in the world** and is expected to be one of the top three economic powers in the world over the next 10-15 years, backed by its robust democracy and strong partnerships



Bharatiya Janata Party leader Shri Narendra Modi was elected for a third term as India's prime minister in June 2024



The total outbound tourist departure for the first 10 months of 2023 stood at 22.6 million, surpassing the 17.5 million number for the same period last year

Source:

<https://www.ids.ac.uk/news/india-election-2024-the-worlds-largest-democracy-votes/> ; <https://www.bbc.com/news/world-south-asia-12557384>

1.4

billion people make up the population of India, the world's largest democracy



34

Operational international airports in India



28.4

Is the median age of India's population



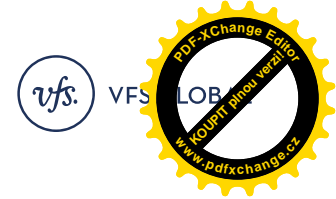
22.6

Million outbound tourist departures for the first 10 months of 2023



92

Million passports issued and currently valid in India



# Outbound – Tourism Outlook

- Indian travelers took an average of 2.9 vacations in 2023, up from 2.5 vacations in 2022
- Outbound tourism is expected to reach \$44.7 billion by 2032 from India
- Indian travelers spent \$17 billion on travel in FY24 - an increase of more than 24.5% over the \$13.6 billion in the previous year
- With a median age of 28.2 years, India's youth will significantly enhance its appeal to global tourism players giving a rise in solo travel



## Top international destinations:

Singapore, UAE, Switzerland, Thailand, Sri Lanka



## Avg. package value

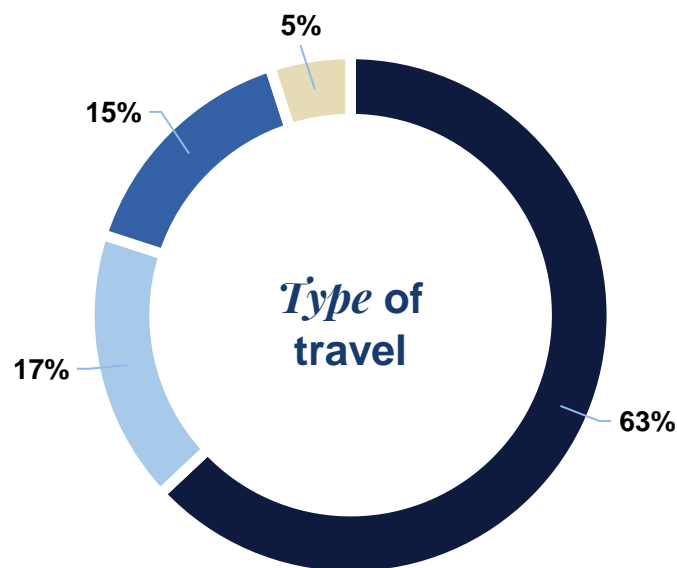
INR 1.5 lacs (1800 \$)



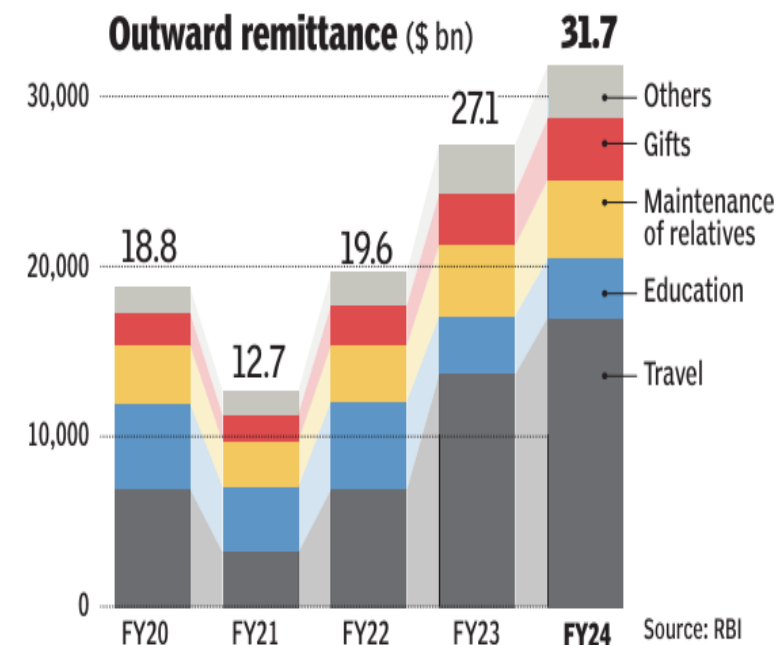
## Avg. trip duration

5 days

Travel Season – Summer

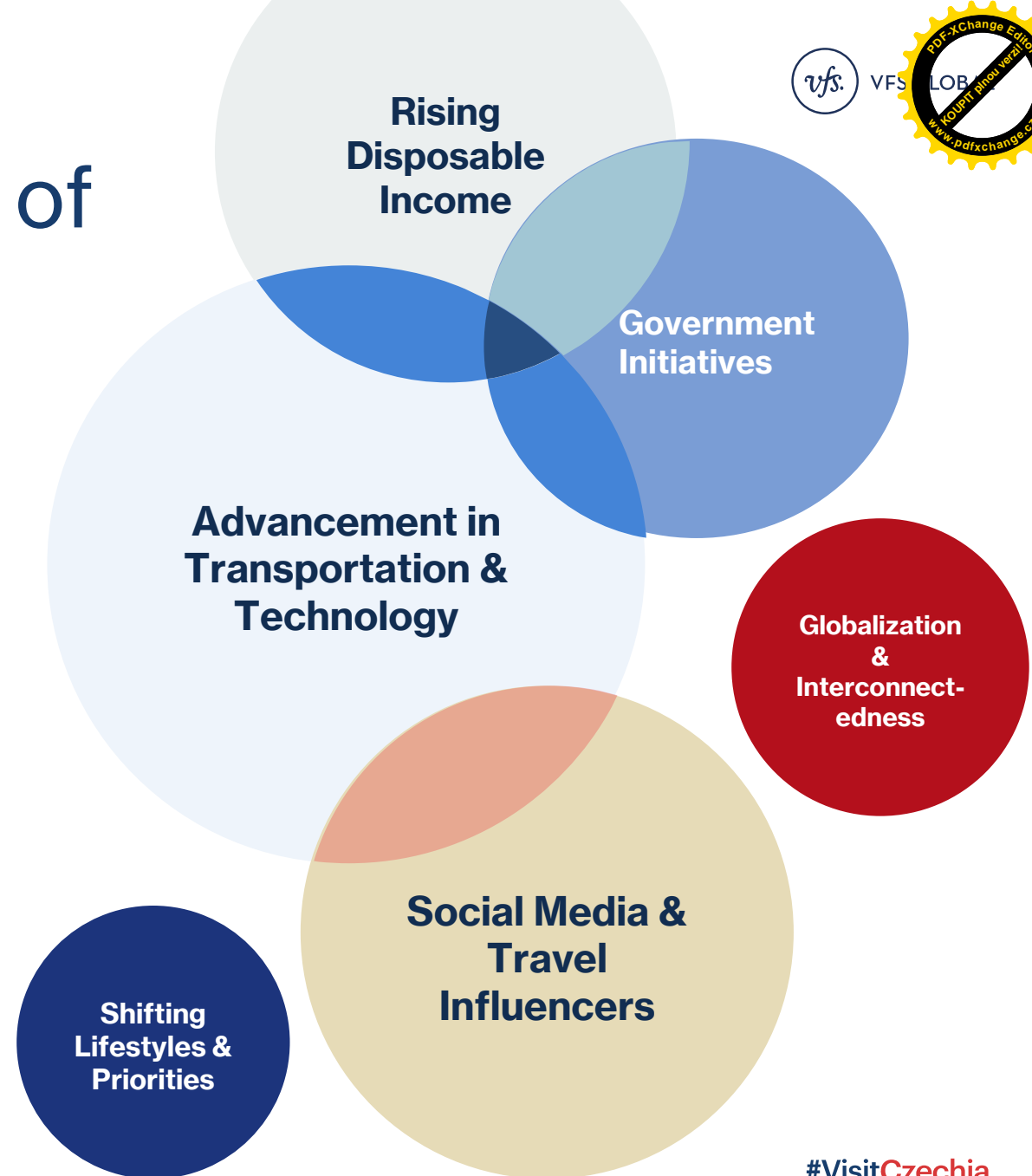


## Travel Makes Up Over Half Of Outgo



# Driving factors for growth of Outbound Tourism

- In recent years, the India outbound tourism has experienced significant growth, with more individuals choosing to **explore destinations** beyond their home countries
- The growth in the Indian travel and tourism industry is driven by a combination of **rising income levels and changing lifestyles, development of diverse tourism offerings, and policy and regulatory support** by the **government authorities**
- Whether it is to meet a relative settled abroad, a shopping trip, a global sporting event or just for leisure, **Indians are increasingly travelling abroad**
- Personal and official travel for holiday/leisure, business and MICE tourism are the most significant contributors for growing outbound travel



Source:

<https://ficci.in/api/pdf1/EMP?fileID=23802&fileName=yn8OI8hS3eFYn1fyx3YHR5hsVwRsX9UNhBxFbSBN.pdf>

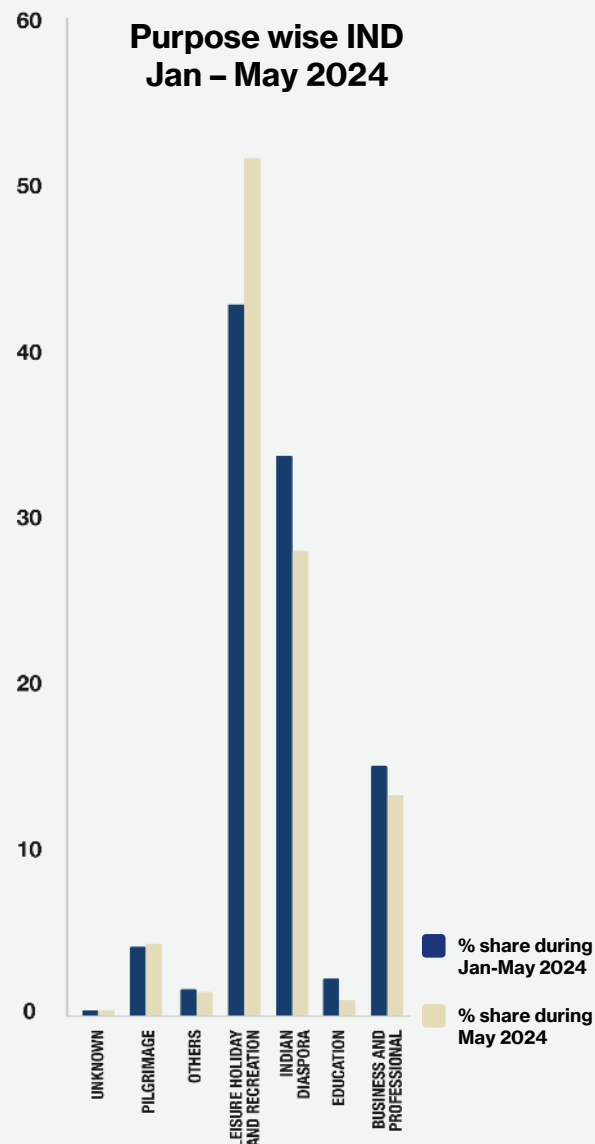


# Rise in Departures from India

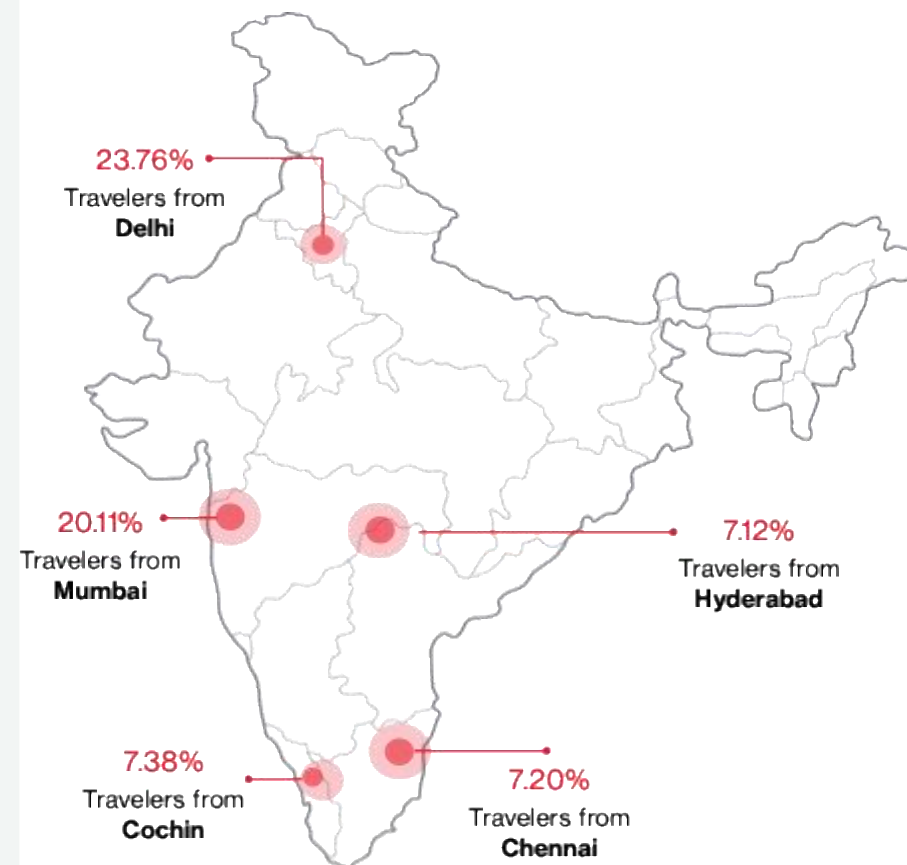
- **Total Indian National Departures (IND)** during the period January-May 2024 was 12.62 million, compared to 11.0 million in January-May 2023 and 11.18 million in January-May 2019 - registering a growth of 14.71% and 12.85% respectively
- IND during the period January-December, 2023 was 27.27 million as compared to 21.6 million in January- December, 2022 and 26.92 million in January-December 2019, registering a growth of **26.25%** and **1.33%** respectively

Source:

<https://tourism.gov.in/sites/default/files/2024-07/Monthly%20Tourism%20Statistics%2C%20May%202024.pdf>



## Percentage Share of INDs during January-May 2024 among the top 5 ports



# How Indians Travel



## Summer Holidays

Primarily April to June. This period coincides with school holidays, making it a popular time for family vacations



## Winter Holidays

Particularly in December and January, coinciding with the Christmas and New Year holidays



## Festive Season

Like Diwali (usually in October or November) also see a surge in travel. These peak travel periods are driven by the combination of holiday breaks, favorable weather conditions in many destinations, and various festivals



## Emotionally charged

Indians are family centric and emotional by nature. Many purchase decisions are often collective family decisions

## Price Sensitive

Indians, across social strata, including HNIs display price sensitivity price sensitive & seek for the best cost scenario & superior value on spends

## Late Planners

As last-minute holiday planners, Indian's prefer traveling to destination with easy connectivity. Even in countries with difficult Visa norms, travel decision is made closer to the date of travel

## Jugaad

As a unique trait, Indian often have a 'jugaad' (home grown solution) to problems. Even for travel decisions, Indians look for best routes/ways of planning and booking holidays rather than a fixed offering

# Emerging Travel Trends

## *Gig tripping*

Travelling to watch their favourite band or artist abroad

## *Main character energy*

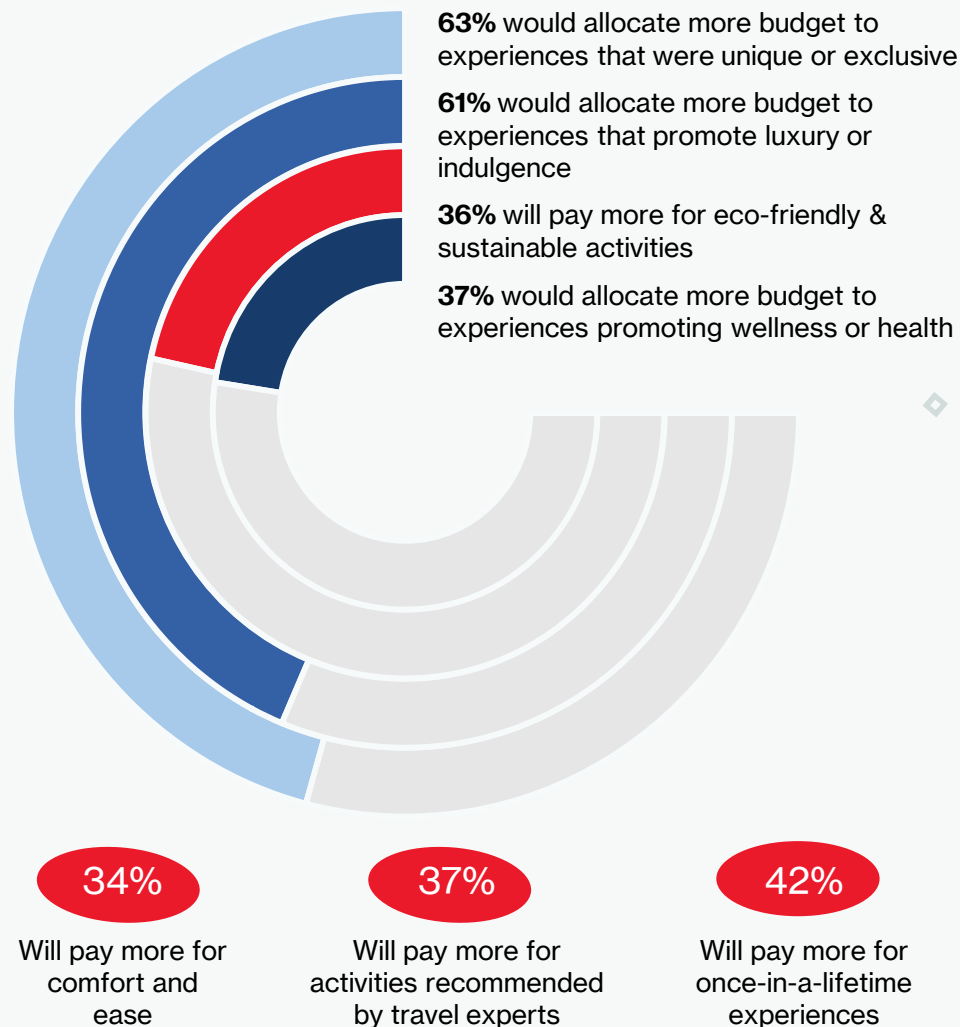
Stepping into the shoes of their favourite on- screen character and visiting shoot locations

## *Destination*

Selecting locations for staycation and sleep tourism (a place they can rest and catch up on sleep)

## *Adventure and Opportunity drives the desire to travel*

When traveling internationally, Indians value unforgettable experiences most and are willing to pay more for them.



## *Budget bougie foodie*

Gastronomy driven travel - finding value in enjoying local cuisine and authentic food from the destination

## *Analogue adventures*

Gen Z travellers are exploring old-school getaways as part of digital detox vacations

## *Celebration vacationers*

Vacations for celebrating memorable milestone moments in group trips

## *Luxe-for-less seekers*

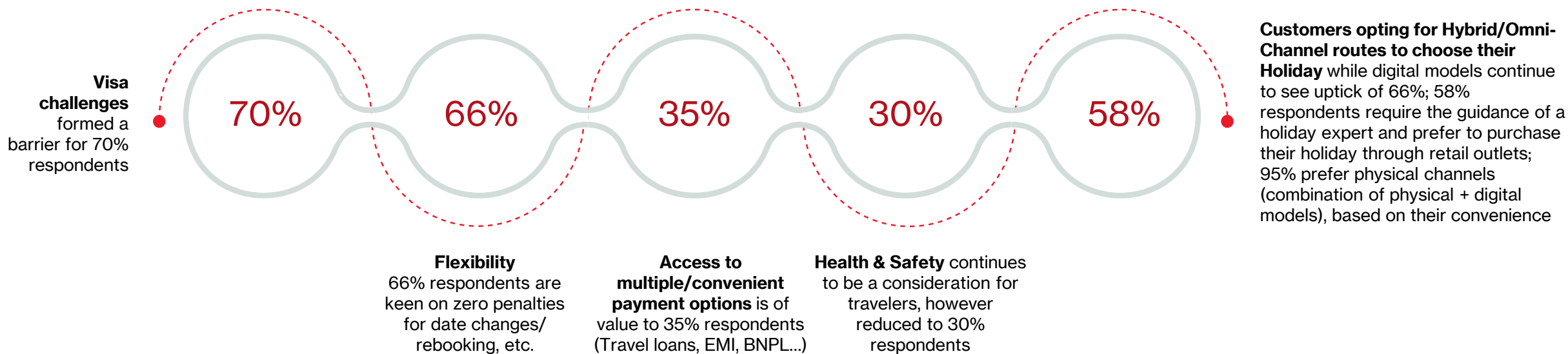
Vacations with luxury indulgences within stipulated budgets

## *Health & Safety*

continues to be a consideration for travellers, however reduced to 30% respondents



# Key Insights into Indian Traveler's Mindset



58%

Prefer to buy holidays through retail outlets



66%

Prefer digital platforms



95%

Prefer phygital channels (combination of physical + digital models)

Source:

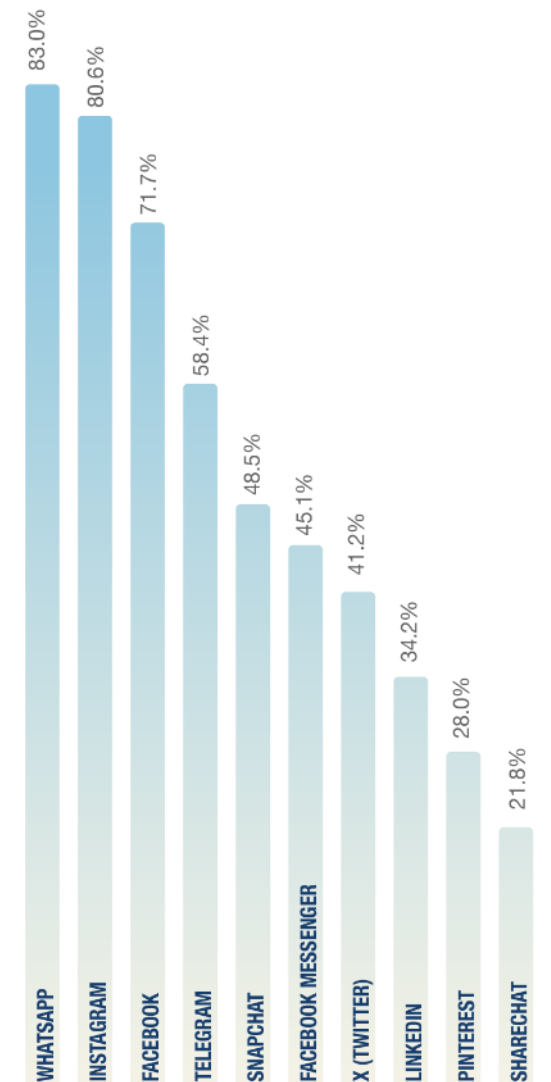
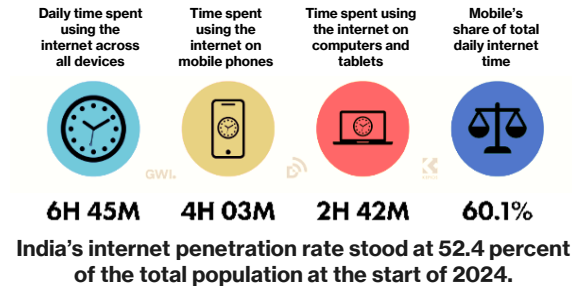
[file:///C:/Users/avneetka/Downloads/FINN\\_s\\_2024\\_Future\\_of\\_Travel\\_Report\\_1717257611.pdf](file:///C:/Users/avneetka/Downloads/FINN_s_2024_Future_of_Travel_Report_1717257611.pdf)

#VisitCzechia



# Digital Trends

- A total of 1.12 billion cellular mobile connections were active in India in early 2024, with this figure equivalent to 78.0 percent of the total population. There were 751.5 million internet users in India in January 2024
- There were 751.5 million internet users in India at the start of 2024, when internet penetration stood at 52.4 percent
- India was home to 462.0 million social media users in January 2024, equating to 32.2 percent of the total population



Data published in Meta's advertising resources indicates that **Facebook**

**366.9 million**

users in India in early 2024.



Google's advertising resources indicate that **YouTube** had

**462.0 million**

users in India in early 2024.



Numbers published in Meta's advertising tools indicate that **Instagram** had

**362.9 million**

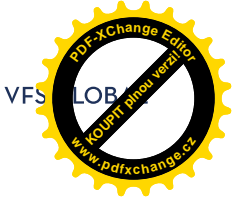
users in India in early 2024.



Data published in Snap's advertising resources indicate that **Snapchat** had

**201.0 million**

users in India in early 2024.



# The Dollar Millionaires - **Luxury Segment**

India has a record number of **200 billionaires** in 2024, ranking **third globally** for the highest concentration of the ultra-rich

- As of 2023, India continues to experience significant growth in its population of Ultra-High-Net-Worth Individuals (UHNWIs). The number of UHNWIs in India increased by **10.9% year-over-year**, reaching 15,109 individuals, indicating a robust growth trend. **Bengaluru, Delhi, and Mumbai** remain key cities with notable growth in UHNWI populations, with **Bengaluru leading at a 13.5% increase**, followed by Delhi and Mumbai
- The luxury market in India is also expanding rapidly. The market size is projected to surpass \$200 billion by 2023, with an expected annual growth rate of 8.03% (CAGR 2021-2025). India is now the third-largest market for billionaires globally, with Mumbai hosting the most UHNWIs and millionaire households, followed by Delhi and Kolkata

Source:

<https://www.knightfrank.com/research/article/2023-03-01-how-are-uhnwis-creating-wealth> ; <https://www.privatebankerinternational.com/news/uhnwi-growth/> ; <https://www.istitutomarangoni.com/en/maze35/industry/india-next-frontier-for-luxury-fashion-ep-1-the-millionaires>

# India says 'I-DO' to **Wedding & MICE Tourism**

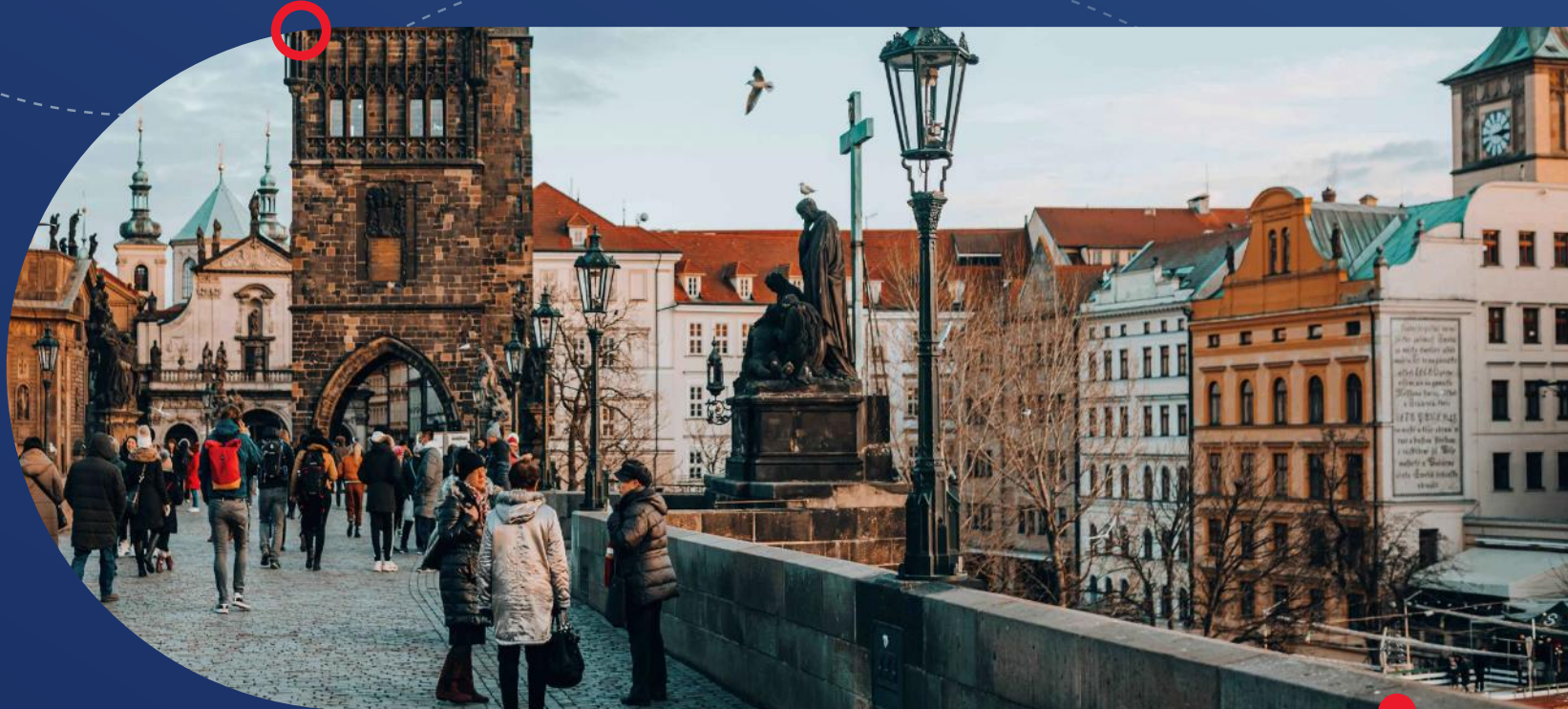
**The Indian outbound  
MICE tourism market  
is expected to reach  
USD 13.4 billion  
by 2031**

- The outbound MICE (Meetings, Incentives, Conferences, and Exhibitions) and wedding tourism markets from India have seen significant growth in recent years
- The Indian outbound MICE tourism market is expected to reach USD 13.4 billion by 2031. This growth is driven by the expanding Indian economy, increased corporate spending, and a growing global presence of Indian businesses. The sector is also bolstered by government support and initiatives to promote international travel for business purposes
- The demand for destination weddings among Indians has been increasing, with popular international locations including Thailand, Italy, and the UAE. This segment has seen a noticeable rise in recent years as more Indian couples opt for unique and luxurious wedding experiences abroad

Source:

<https://www.thenationalnews.com/business/money/2024/04/03/india-has-worlds-third-highest-number-of-billionaires/> ; <https://indiaoutbound.info/mice/india-outbound-mice-tourism-market-to-reach-usd-13-4-bn-by-2031/>

# Czech Tourism in India



**B1. Breadth and meaningfulness of proposed activities,  
Knowledge of the market, quality of proposed media and  
reputation of proposed partnerships.**



# Czechia as a Destination for an Indian Traveler

## Air Connectivity



12-15 hours 1 stop flights from India to Czechia

## Language



The official language of Czechia is Czech. English is also widely spoken

## Time Difference



India is 3 hours and 30 minutes ahead of Czechia

## Weather



Czechia has a temperate climate, with warm summers and cold, cloudy and snowy winters.

## Currency Conversion



1 INR = 0.28 Czech Koruna

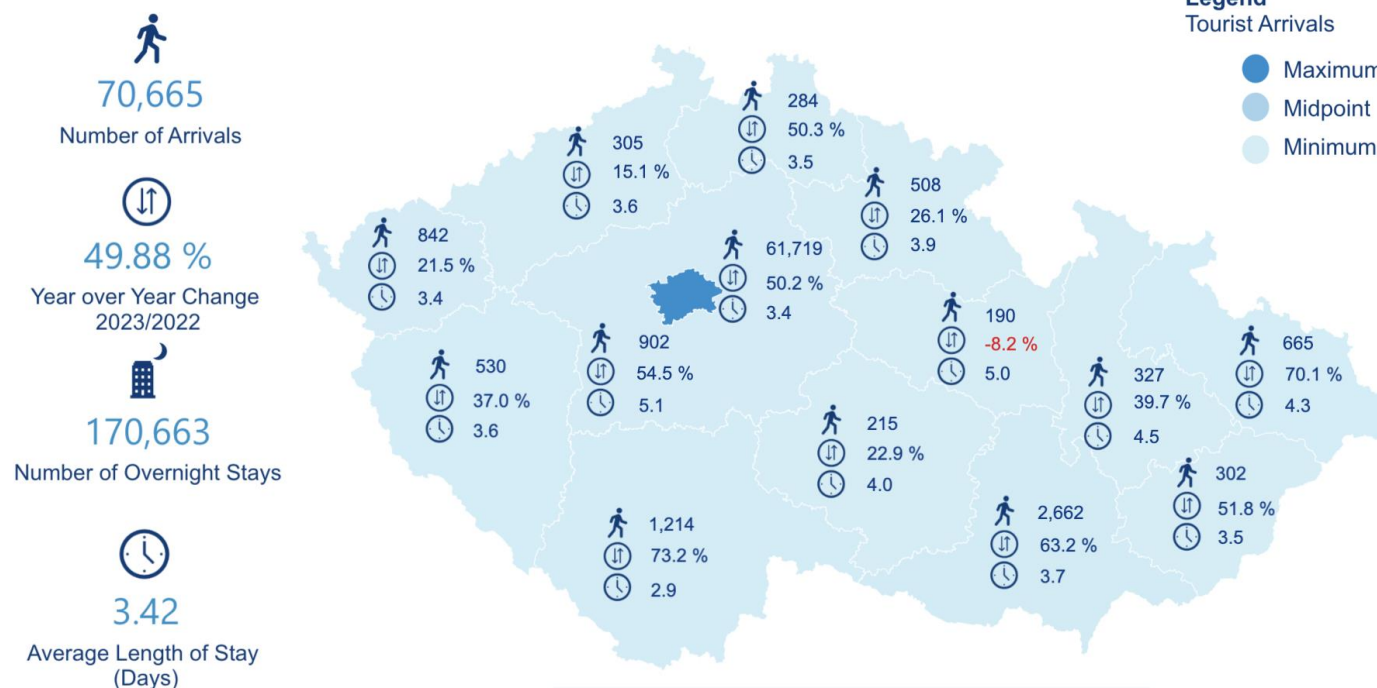
## Visa Requirements



Visa is required for Indian passport holders

# Indian Travelers in Czechia: Trends and Insights

- In 2023, Czechia welcomed a total of **70,665 tourists from India**, reflecting a **49.88% increase** compared to the previous year
- The tourists accounted for **170,663 overnight stays**, with an **average length of stay of 3.42 days**
- The **Central Region (Praha)** was the most popular destination, attracting **61,719 Indian tourists**, showing a **50.2% growth** year-over-year, with an average stay of **3.4 nights**
- The **South Moravian Region** saw a significant increase, hosting **2,662 Indian tourists**, a **63.2% rise**, with an average stay of **3.7 nights**




# Czechia Packages On Indian Online Travel Agents

- There are plenty of different types of packages available for Czechia and the travel agents are promoting it
- There are different types of packages being promoted including Fixed departure tours, customizable tours, self-guided tours, and special interest tours
- Online packages range from budget to luxury, with varying durations and activities. The average cost of the package ranges from ₹50,000 to ₹2,50,000+ (CZK 14000 to CZK 70000) (USD 60 to USD 2975) per person, covering different budget levels and preferences
- High demand during spring (April to June) and autumn (September to October)
- The packages are often combined with other Eastern Europe countries including – Austria, Germany, Hungary etc
- Popular cities featured include Prague, Český Krumlov, Karlovy Vary, Brno, and Kutná Hora

GROUP PACKAGE + VISA ASSISTANCE

Jewels of Eastern Europe Group De...



7N/8D

2 Flights 4 Hotels 7+ Activity 1 Transfer


1N Vienna | 3N Budapest | 2N Prague | 1N Linz

Meals

₹2,01,813 per person

GROUP PACKAGE + VISA ASSISTANCE

Best of Eastern & Western Europe...



11N/12D


2 Flights 6 Hotels 0 Activity 2 Transfers

2N Paris | 3N Zurich | 1N Salzburg | 2N Vienna | 2N Prague | +1 More

₹2,85,923 per person

GROUP PACKAGE + VISA ASSISTANCE

European Dream Group Departure 20...




11N/12D

2 Flights 6 Hotels 3+ Activity 2 Transfers

2N Paris | 2N Amsterdam | 1N Berlin | 2N Prague | +2 More

₹2,66,186 per person





Fun 6 night 7 days Prague Tour Package

6 nights: Prague (09L)


✓ 4 Hotels ✓ 7 activities ✓ Private transfer ✓ 24x7 concierge

₹98,106 per person

View Details

National Theatre

+ 8 more



Splendid Czech Republic Vacation Packages

4 nights: Prague (2N) + Český Krumlov (1N)


✓ 3 Hotels ✓ 5 activities ✓ Shared transfer ✓ 24x7 concierge

₹15,782 per person

View Details

Entrance ticket to The Bohemian Garnet Museum Prague

+ 4 more



Memorable Packages To Prague Czech Republic

8 nights: Prague (4N) + Karlovy Vary (3N)

✓ 4 Hotels ✓ 5 activities ✓ Shared transfer ✓ 24x7 concierge

₹28,196 per person

View Details

# Opportunities and Challenges

## OPPORTUNITIES

- **Cost-effective and value for money destination:** Affordable travel without compromising on quality
- **Nature and wellness offerings:** Stunning landscapes and rejuvenating wellness retreats
- **High standards of safety and hygiene:** Safe and clean environment for tourists
- **Unique experiences:** Distinct cultural and historical attractions
- **Niche destination:** Limited tourist knowledge beyond Prague offers unique exploration
- **Centrally located and well connected:** Easy access to neighbouring European countries
- **Multiple UNESCO Heritage Sites:** Rich in world-renowned historical and cultural sites



## CHALLENGES

- **Accessibility:** No direct flights from India, requiring transit through other cities
- **Visa processing time:** Lengthy visa turnaround time of 15-20 working days
- **Lower market awareness:** Less known among Indians as compared to other European destinations, necessitating increased marketing efforts
- **Competing destinations:** Strong competition from well-established European destinations like France, Italy, and Switzerland



# Key Traveler Segments



# Current Products Promoted



*Wellness &  
Recreational  
Activities*



*Leisure and  
Shopping*

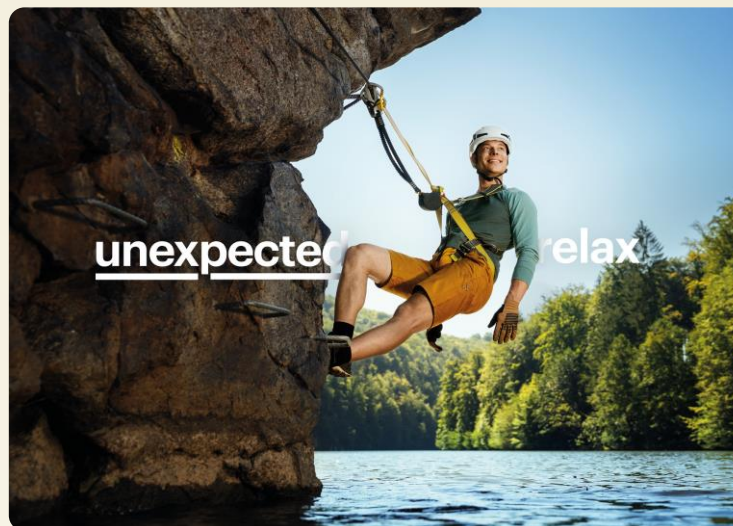
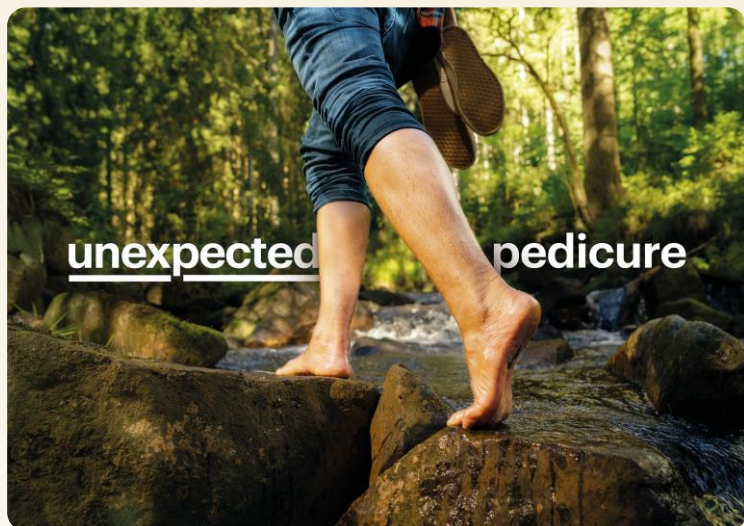


*Adventure*



# Unexpected Czechia – Global Campaign

Czechia isn't just an ideal spot for fairytale castle enthusiasts; it also has a wealth of attractions for Millennials, young couples, and families. Our strategic approach involves crafting and highlighting tailored experiences for these groups. Additionally, VFS will draw on the successful elements of the global "Unexpected Czechia" campaign to collaborate with travel agents, OTAs, and other partners.



# Market Strategy and Key Stakeholders

**B1. Breadth and meaningfulness of proposed activities, Knowledge of the market, quality of proposed media and reputation of proposed partnerships.**



# Goals and Objectives

To implement a B2B/B2C offline and digital marketing promotion of Czechia in India, with the aim of supporting the potential launch of a direct airlink from India to Czechia



**Create destination awareness and demand** via key offline and digital B2B and B2C activations in the India market . Build reputation of Czechia in India as a tourist and MICE destination



**Build strong B2B and B2C marketing promotion plan** to support the launch of a direct airlink from India to Czechia



Introduce Czechia experiences with increased **focus on all 14 regions** and manage Czechia's India specific social media pages



# Ensuring Czechia is always on top-of-mind through **Regular Performance Activities**



## **B2B Trade Engagements**

**KPI:** Build strong relationships with 50-60 existing and new partners each month

## **Press Releases & Newsletters**

**KPI:** Send 2 newsletters and press releases to the travel trade each month

## **Social Media Management & Media Monitoring**

**KPI:** 3 posts / week on VisitCzechia\_in Instagram handle

## **Trade/ Media & Influencer FAM Support**

**KPI:** Plan and support 1 Media and 1 Trade FAM

## **B2B and B2C Campaign planning and execution**

**KPI:** Plan and execute activities and campaigns according to the proposal and budget

## **Trade and PR Reporting**

**KPI:** Monthly in-depth reports

# Key Focus Markets

## ★ **Primary Focus Markets**

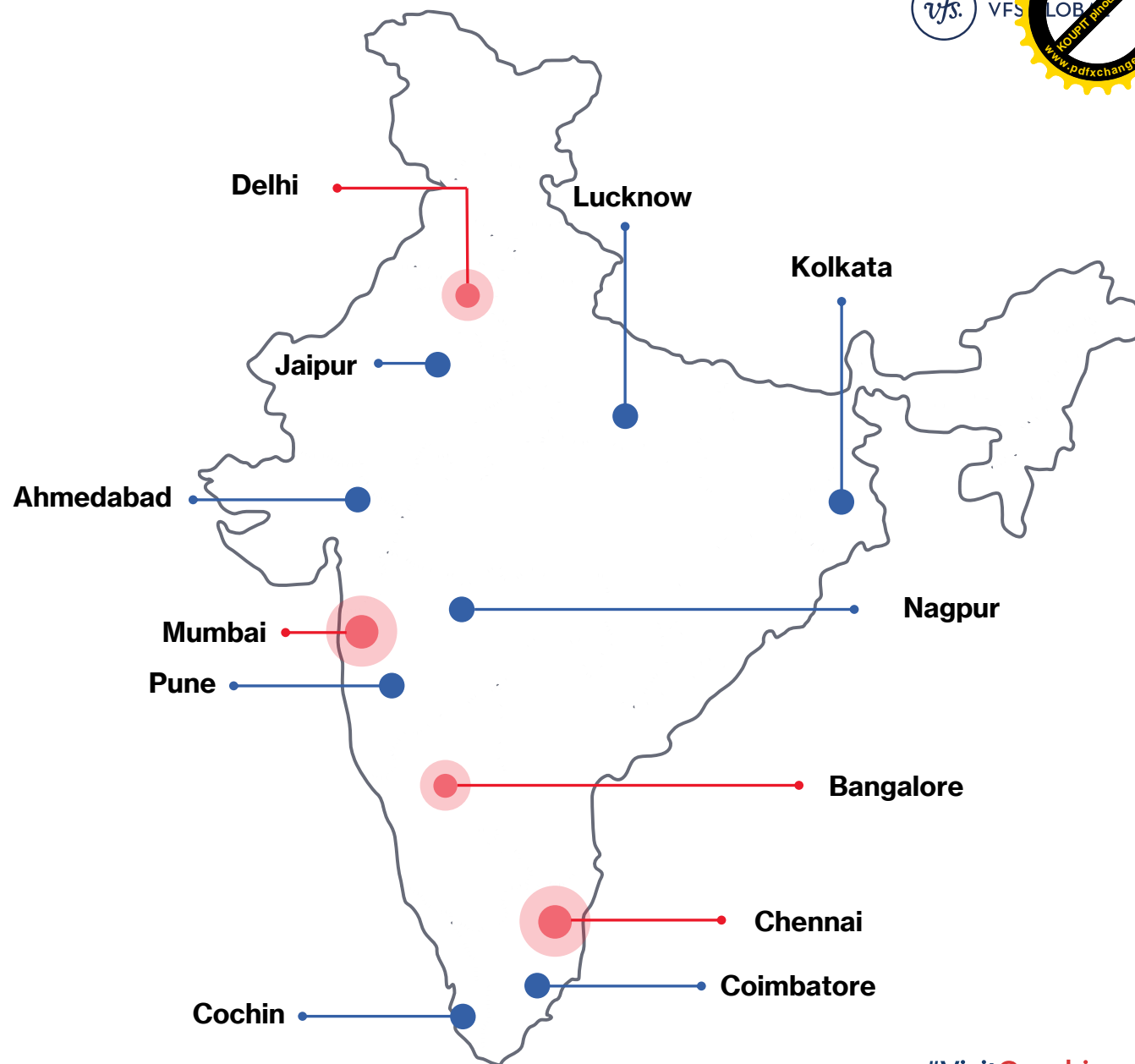
Mumbai, Delhi, Kolkata, Bangalore

## ★ **Secondary Priority Markets**

Chennai, Hyderabad, Ahmedabad, Chandigarh, Lucknow, Jaipur, Nagpur and Ludhiana

## ★ **Other emerging markets:**

Amritsar, Pune, Coimbatore, Cochin Tiruchirappalli, Bhubaneswar, Guwahati, Surat



# VFS Global - Offices in 19 cities in India which can be leveraged by Czechia for Sales Market Penetration



19

Cities presence in India

While VFS Global provides dedicated staff based out of Mumbai/and or Delhi to represent CzechTourism as a travel destination in India, CzechTourism can also leverage on VFS Global's extensive reach of physical offices and manpower in India to promote the destination.

**CzechTourism will be able to leverage VFS Global's strong travel and tourism trade and media networks and relationships across India.**



# Products that can be promoted



# Travel Trade Eco System

VFS Global will impact all platforms and channels of distribution and value chain involved in travel bookings

To ensure that we have last-mile distribution of 'Czechia's Products' we envisage a distribution framework which VFS Global can strongly influence

This will ensure that demand is created (through Tour Operators, OTAs, Travel Agents, Corporates) while ensuring supply is available (through DMCs, Wholesalers, Airlines, Strategic Partners)

As the representation partner, VFS Global will use its manpower & resources to establish a robust model of distribution for VisitCzechia products in India





# Proposed Trade Partners – Promoting Czech


# Trade Media Universe

VFS Global will connect with trade media focused on global news and travel updates across print and digital platforms.



**Build a comprehensive communication strategy** that caters to various audience types which covers key promotional aspects



**Create targeted messaging** for different audience groups



**Build conversations around various tourism initiatives** and services through engaging and innovative formats

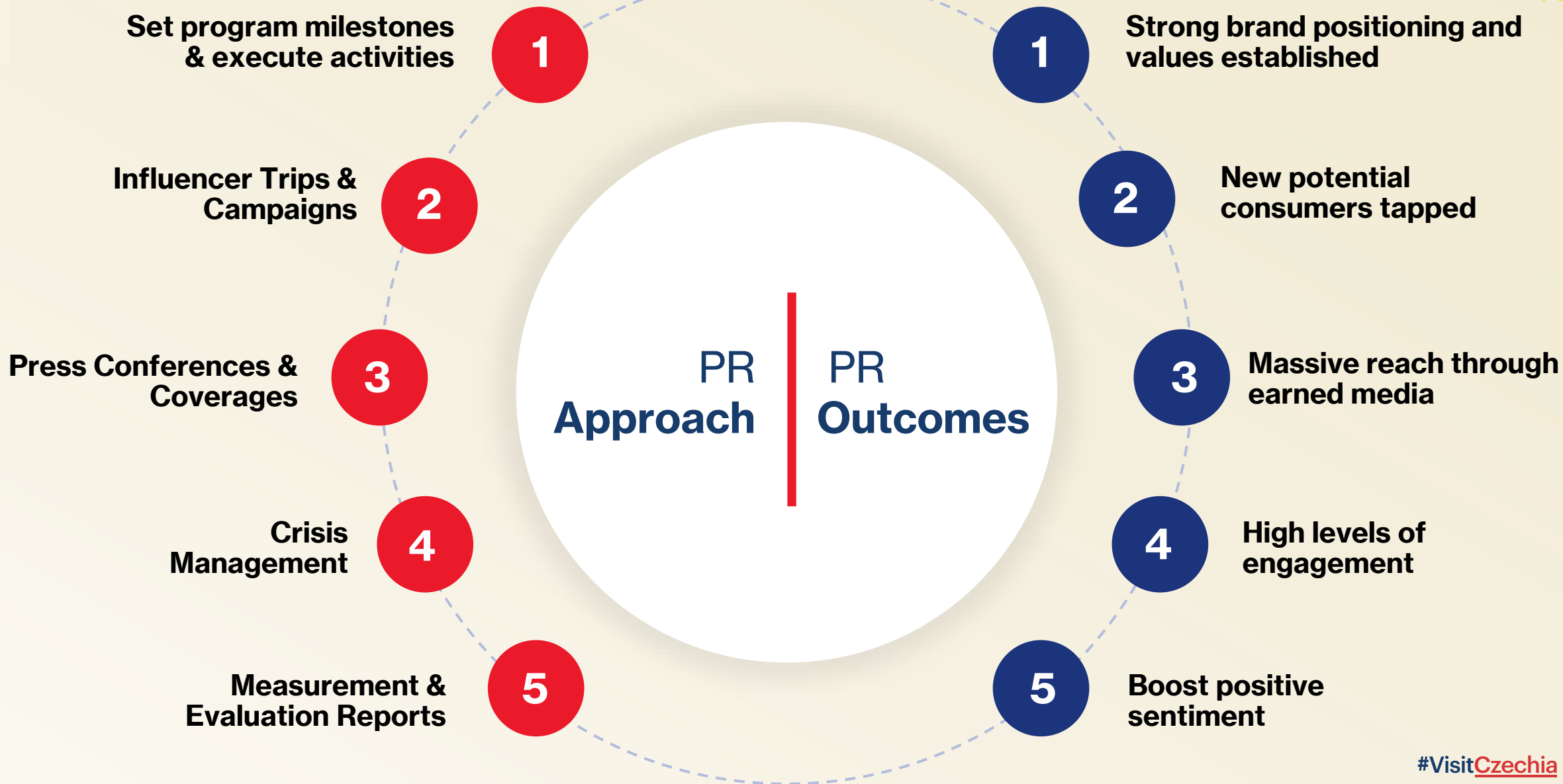


**Strengthen brand re-call and media relations** amongst a targeted media universe



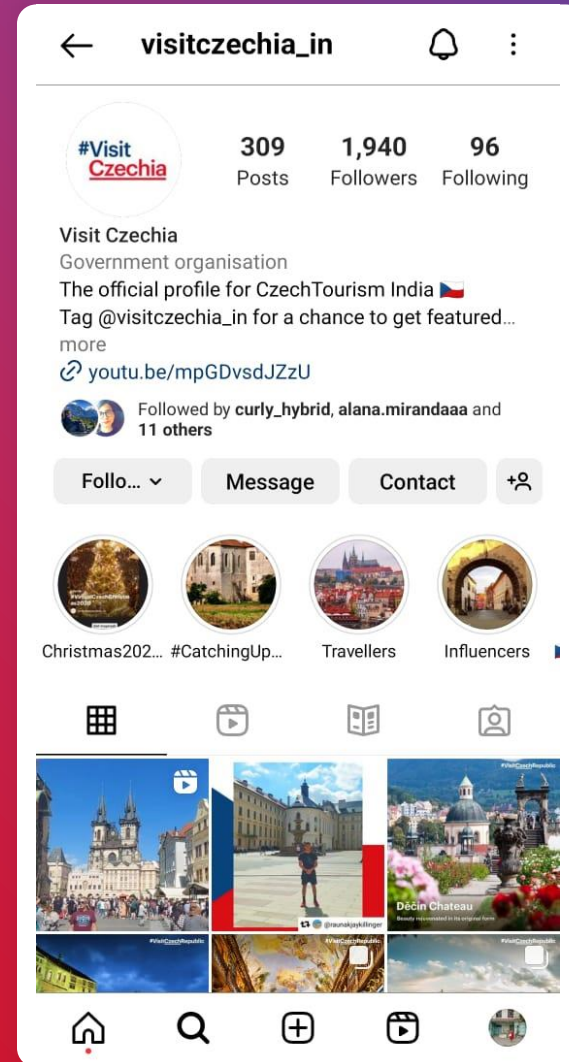
# Proposed Media for Czechia Promotions





# Social Media Management

- **Objective :** To generate greater tourist interest in Czechia and promote its position among other competitive tourism destinations. To build a positive image of brand Czechia in India in the long term
- **Deliverables :** 3 posts per / week on Instagram and Facebook – @visitczechia\_in
- A dedicated **social media calendar** will be created and shared with Czech Tourism with post ideas and creatives **on a monthly basis** for approvals and feedback
- **Monthly report** with detailed analysis on page performance – both organic and paid will be submitted





# Influencer Hosting: Shivesh Bhatia\*



## Barter Collaboration with Czech Tourism : *Social Media Coverage*

A self-taught baker and an author of four cookbooks, **Shivesh Bhatia** has a following of:

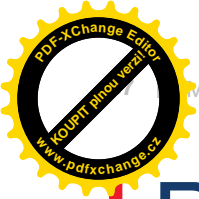
**2.4 M**  
on **Instagram**

**620K**  
on **Facebook**

**1.6M**  
on **YouTube**

## ACHIEVEMENTS:

- Forbes 30 Under 30 Asia Honoree
- Forbes 100 Digital Stars India
- Cosmo India Blogger Awards Food Icon Of The Year 2022 and 2023
- Exhibit Magazine Food Influencer Of The Year 2022
- Travel & Leisure Food Blogger Of The Year 2022
- Digital Influencer Of The Year Award – Annual Restaurant Awards India
- Food Blogger Of The Year – Impact Digital Awards



# Regular Performance **Commercials At A Glance**

**Ref : Section 1.1.1** - Representation of the Contracting Authority and the destination marketing of Czechia on a daily basis with services provided for a minimum of 30 hours per week, which will include the following components of performance: Point A to L

## **TOTAL REPRESENTATION FEE FOR 5 MONTHS – CZK 500,000 (CZK 100,00 PER MONTH)**

### **Inclusions – Regular Performance Activities**

Cost of office infrastructure in Mumbai and one dedicated staff (Account Manager) for a minimum of 30 hours per week

Planning and execution of Czechia's promotion strategy including marketing and PR plan

Regular communication with B2B partners

Management of social networks used for B2B / B2C communications in India (social media paid promotions)

PR service with the aim of raising awareness of Czechia

Creating and regularly updating B2B partners database

Regular market consultations

Regular monthly reporting

**Total CZK 500,000**

# Marketing Plan – B2C Activities

**B2. Proposed B2C campaign within a given budget, including a proposal for monitoring its effectiveness for the given period.**





# B2C Activities Summary via 3 Strategic Partnerships

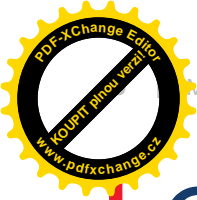
**VFS Global proposes two kinds of B2C initiatives during its representation period with Czech Tourism.**

1. Partnering with two leading OTAs - Pick Your Trail and Make My Trip. Key Performance Indicators will be audience impressions and engagement for the digital activations + travel enticement and conversion numbers
2. Digital campaign with native advertising, influencer collaboration and keyword campaign on Google Display Network for destination awareness via a media agency The Small Big Idea aiming purely at reach and impressions

**The aim of these campaigns is to maximize Return on Advertising spend (or to achieve the highest number of inbound tourists from India for the lowest amount of investment), while maximizing the amount of time they spend in Czechia and the amount of money they spend while travelling in Czechia through proper campaign targeting.**

We are targeting **over *120 million* impressions** via these collaborations for B2C engagement





# Campaign Details – Pick Your Trail

**Objective :** Drive awareness for Czechia on the OTA website and promote via digital marketing activation

**Campaign Period :** 3 months | **Booking Period :** 4 months | **Travel Period :** 5 months

**Estimated Impressions : 15 million** | **Total Campaign Value\* :** CZK 563,380 (INR 20,00,000 excluding taxes)

**Czech Tourism Contribution (50%) : CZK 281,690** | **Pick Your Trail Contribution (50%) :** CZK 281,690

Details	Total Estimated Impressions	Estimated Leads
	1,50,00,000	786
<b><u>Paid SMM - Marketing Awareness &amp; Lead Generation</u></b>   <b>Objective:</b> Generate awareness for Czechia on Social Media. <b>Audience:</b> 28-35 for HMs, 35 to 45 for DINKs and Young Families   <b>Format:</b> Video J10r Carousel ads <b>Creatives :</b> Gastronomy, Christmas Markets, European Winters, Beyond Prague	1,00,00,000	200
<b><u>Paid Awareness: SEM</u></b> We will drive users for search intent keywords to the website landing page and offer them a wide range of customizable itinerary packages. GDN ads for running awareness around the destination. <b>Format:</b> Creative Ads <b>Keywords:</b> Czech tour packages, Czech trip, Czech packages, Czech holidays, Self Drive Holidays, Honeymoon packages <b>Ad Type:</b> DSA, RSA, Text ads <b>CTA:</b> <a href="https://pickyourtrail.com/packages/czech-republic">https://pickyourtrail.com/packages/czech-republic</a>	50,00,000	286
<b><u>Landing page with Banner Image, USP's and Curated packages</u></b> <b>CTA:</b> <a href="https://pickyourtrail.com/packages/czech-republic">https://pickyourtrail.com/packages/czech-republic</a>		300

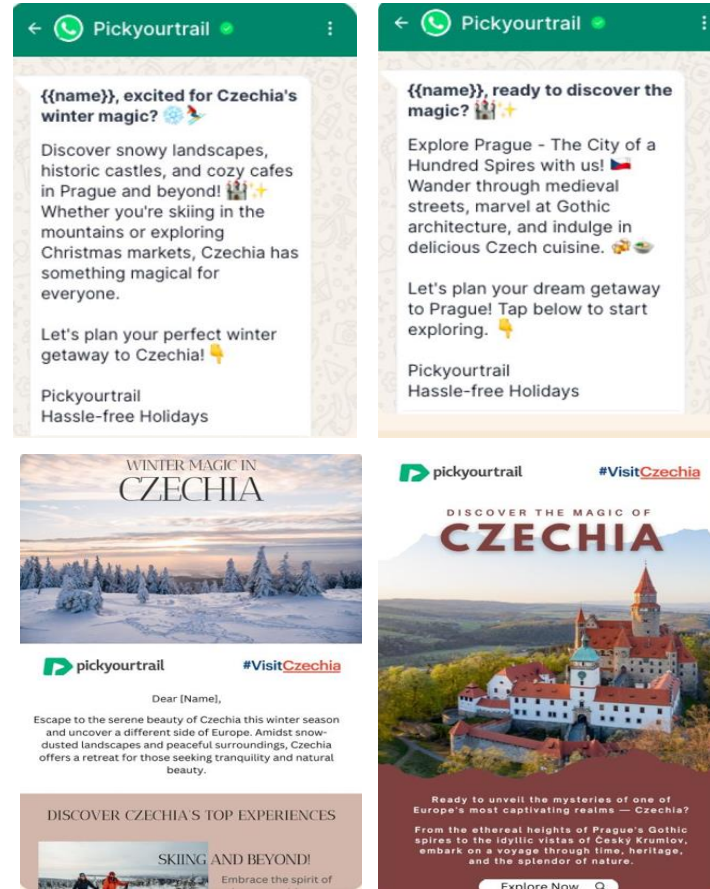


# Proposed Creatives\* – Social Media & Website

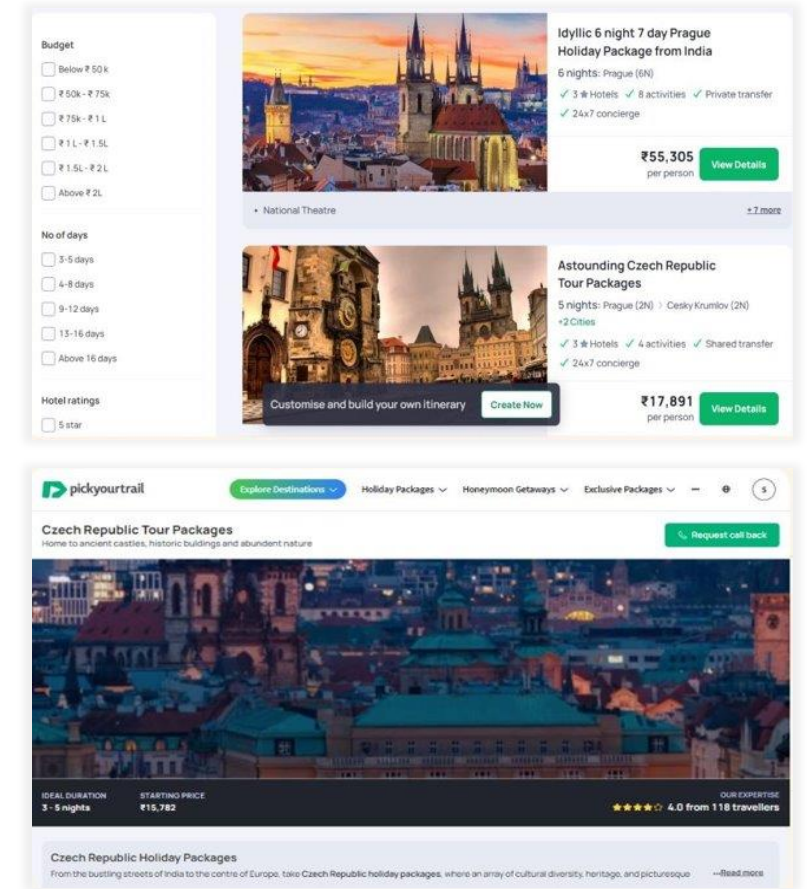
## Facebook and Instagram Ads



## WhatsApp and Email Ads

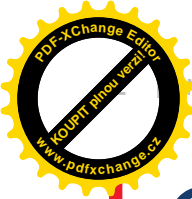


## Website Presence



\*Creatives for reference only. Final creatives will be as per brief and approval from Czech Tourism. The creatives will promote direct airline connectivity and all 14 regions of Czechia.

#VisitCzechia



# Campaign Details – Make My Trip

**Objective :** Drive awareness for Czechia on the OTA website and promote via digital marketing activation

**Campaign Period :** 3 months | **Estimated Impressions : 6 million** | **Estimated PAX Conversions : 1500 PAX**

**Total Campaign Value\* :** CZK 563,380 (INR 20,00,000 excluding taxes)

**Czech Tourism Contribution (50%) : CZK 281,690**  
**| Make My Trip Contribution (50%) : CZK 281,690**

Visit Czechia X MMT Campaign			
B2C & B2B			
Marketing Programmes	Description	Frequency	KPI
Landing Page	Development of Landing page with highlights, Attractions, packages, Hotels and Flights of Czechia	1	Creation
Website Banner Promotion, Mweb Banner Promotion, App Banner Promotion	Creation of Web banners that will be linked to developed landing page with things to do , attractions & packages for Czechia	25,00,000	Impressions
Social Media Post Promotion (4 Paid Post)	Social Media promotion on FB & IG promoting destination	20,00,000	
MyPartner Website and Mobile web Banner Promotion	Creation of web & Mweb banners linked to the landing page, featuring enticing activities, attractions, and curated packages for an immersive	15,80,000	
Emailer -Search Based Promotion (2 Emailers)	Emailer communication (including bank led promotions) to segment base of customers basis searches & bookings (Users who have searched & booked flights & hotels to Europe)	80,000	Reach
Notification - Search Based Promotion	Notification communication (including bank led promotions) to segment base of customers basis searches & bookings (Users who have searched & booked flights & hotels to Europe)	80,000	
Emailer -Search Based Promotion (2 Emailers)	Creating targeted email communications for a segmented customer base, specifically tailored to individuals who have conducted searches or made bookings for flights and hotels to Europe within the last 6 months.	60,000	
WhatsApp Marketing	WhatsApp Marketing to our network of travel agents	60,000	



# Proposed Creatives\* – Social Media & Website

## Social Media Post



## Digital Ad and Banner Ad



\*Creatives for reference only. Final creatives will be as per brief and approval from Czech Tourism. The creatives will promote direct airline connectivity and all 14 regions of Czechia.

# Campaign Execution – The Small Big Idea

**Objective :** Drive awareness for Czechia via native advertising and digital presence

**Campaign Period :** 3 months | **Estimated Impressions : 94 million++**

**Campaign Value\* :** CZK 886,620 (INR 31,47,500) excluding taxes)



Stemming from the global campaign - Unexpected Czechia, we will curate an India focus digital campaign that highlights unexplored parts of Czechia establishing it as bucket list destination in every Indian traveller's itinerary!

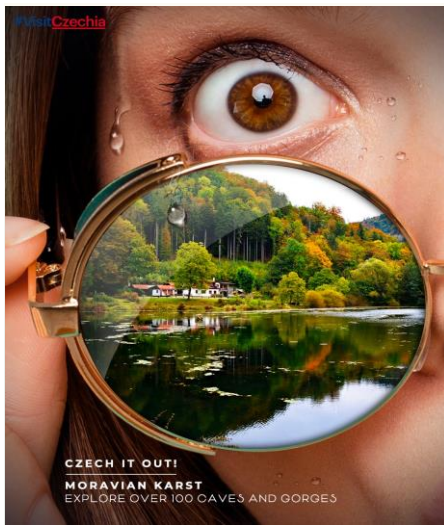
PARTICULARS	IMPRESSION	COST (CZK)
Social Media – Instagram + Facebook – CPM Campaign	81 million	169,014
Google Display Network – CPC Campaign	4.5 million	169,014
YouTube – CPM Campaign	4.2 million	140,845
Native Advertising – CMP Campaign	4.2 million	84,507
Influencer campaign (additional reach and impressions)	TBC – final influencer	323,240
<b>Total</b>	<b>94 million++</b>	<b>886,620</b>

**Estimated Audience size;**

Facebook - 182,000,000 - 214,100,000 | Instagram - 132,900,000 - 156,300,000

\*For calculation, CZK 1 = INR 3.55 (as per xe.com on 3rd August 2024)

# Campaign – Proposed Social Media Creatives

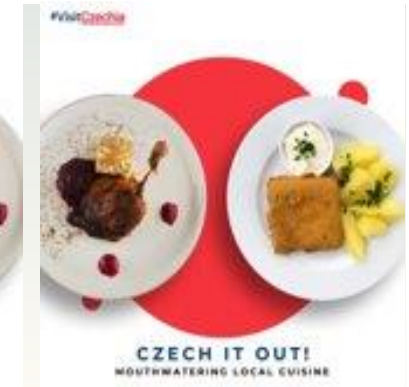


## #CzechItOut

Show different facets of Czechia while juxtaposing it with an expression of wonder of a person witnessing it!

## The Infinite #FoodCarousel

Show Czechia's gastronomical experiences across the many regions!





# Campaign – Proposed Social Media Creatives

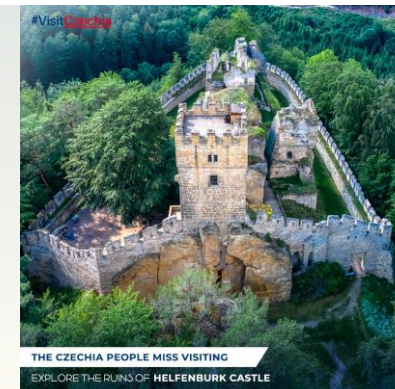
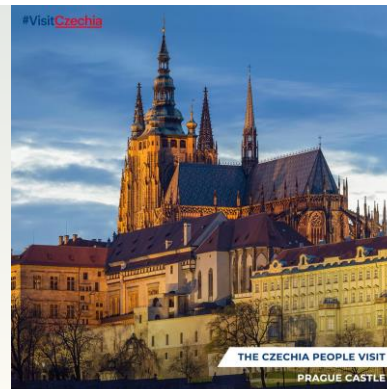


## The Ultimate Winter #CzechList

Showcase everything one can enjoy for their winter vacation in Czechia!

## #BeyondPrague

Steadily break the stereotype that Prague is the only destination to visit in Czechia by building FOMO for what one might miss if they don't go beyond Prague!

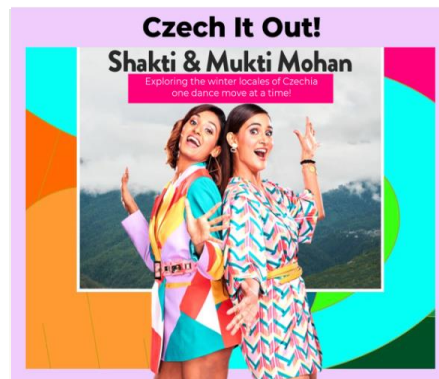


# Campaign – Proposed Social Media & Influencers



## #DirectFrom Delhi

Promote the direct Delhi to Prague flight showing that people can fly out stress free to Czechia



## Czech It Out: Locations

Sisters Shakti and Mukti Mohan travel across unexplored territories of Czechia while shooting dance videos in beautiful landscapes.

## Czech It Out: WINTER VIBES

Taha will explore the best experiences to do in Czechia in winter. On a 7 day trip, he will try all the unique things , from riding on a steam train to experiencing a Beer Spa.



## #CountDown 2025

Showcase the vibrant party scene in Prague and Czechia and build it as the best place to ring in the new year!



## Czech It Out: Food

Create a Mukbang video featuring the delicious local cuisine of Czechia with the dynamic couple - Scherezade Shroff and Vaibhav Talwar as they delve into both traditional and contemporary Czech dishes.



# Campaign – Proposed Native Advertising

## Native Ads & Proposed Media Target List

### Confident India eye winning start in ODI series

Source: PTI • Edited By: Harish Kotian



IMAGE: For the Indian team, the three-match ODI series against England would be an extension of its preparations for the T20 World Cup later this year. Photograph: BCCI

Struggling opener Shikhar Dhawan will be the focus in a spoilt-for-choice Indian team when it takes on World champion England in a three-match ODI series starting in Pune on Tuesday with the visitors eyeing a positive end to their tour after Test and T20 debacles.

The series is particularly important for the 35-year-old Dhawan, who failed to make an impact in the first T20 in Ahmedabad before warning the benches the remaining four games which India won.

With the management having plenty of options in Shubman Gill and KL Rahul and with the likes of youngsters Prithvi Shaw and Devdutt Padikkal knocking at the door, it will be a litmus test for the veteran left-hander to prove himself in the lung-opener.

#### You Might Also Like



7 Australian eco-escapes that feel good and do good.  
Tourism Australia

Recommended by Outbrain


moneycontrol

Home > News > TECHNOLOGY

### First ever tweet, Jack Dorsey's 'just setting up my twttr' turns 15-years-old

The short tweet on March 21, 2006 by the Twitter CEO is now being sold at auction as a non-fungible token (NFT), with last known bid reaching \$2.5 million


AFP



Twitter CEO Jack Dorsey

Fifteen years ago Jack Dorsey typed out a banal message -- "just setting up my twttr" -- which became the first-ever tweet, launching a global platform that has become a controversial and dominant force in civil society.

The short tweet on March 21, 2006, by the Twitter CEO is now being sold at auction as a non-fungible token (NFT), with the last known bid reaching \$2.5 million. Dorsey has said he will donate the funds to charity.




jack Dorsey  
just setting up my twttr  
9:50 PM - Mar 21, 2006  
158.5K 128.3K Copy link to Tweet

It has been a long, strange journey for the social network, which in January deleted former president Donald Trump's account after he was blamed for inciting the violent insurrection on the US Capitol in January by extremist supporters seeking to overturn his election loss.

The burning of a head of state from the platform was both welcomed and denounced in a sign of the thin line Twitter and other social media networks often try to walk between neutrality, freedom of expression, and moderation and prevention of abuse.

PROMOTED CONTENT



Connect with your family and planet in Australia  
Millennials investor James Ryan Ross Singapore's Most-Expensive Living  
AI Assisted Artificial Intelligence Program

English Publisher Name	Regional Publisher Name	Premium Publisher Name
Network 18	ABP Ananda (ABPLive)	Newspoint
TimesNetwork	ABP Asmita (ABPLive)	Times Group Premium Properties
One India	ABP Live (ABPLive)	One India - Greynium
Izooto	ABP Majha (ABPLive)	MoneyControl_2019
IRCTC	ABP News (ABPLive)	Business Standard
Truecaller - India	ABP Sanjha (ABP Live)	Network18_2019
genyoutube.net	Andhravijayam.com (Meridian Digital World)	Business Standard - Mobile (Business Standard)
Rediff.com India Ltd	Asianetnews	Firstpost_2019
MSN India	bhaskar	Daily Thanthi
Money Control	Dinamalar (Dinamalar.com)	Rediff.com India Ltd
ZeeNews	divyabhaskar	Live Mint
India.com	Duniadigest.com	Hindustan Times
Anviktech.com	evarta.in	Live Hindustan
Deccan Herald - Desktop	Heraldspot.com(S J Digital)	Bangla HT
newsx.com	Indiaglitx.com	Tech HT
Business Standard	jagran.com	Auto HT
DNAIndia.com	Jagranjosh	The New Indian Express Group
Onlymyhealth	Jansatta (Indian Express)	Jagran

## Google Display Network Ads

Google Display Network


Your ads will show on YouTube and over 2 million other websites--reaching 90% of all internet users worldwide.



Leaderboard text ad

Medium rectangle display ad

## YouTube – Non-Skippable In-Stream Ads

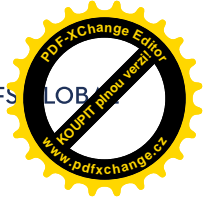
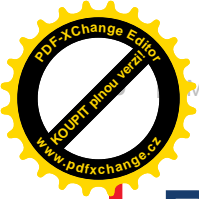


YouTube

AD

7 Australian eco-escapes that feel good and do good.

Tourism Australia



# B2C Activities Commercials At A Glance

Ref : Section 1.1.3 - Implementation and coordination of B2C activities/campaign

TOTAL COST OF B2C ACTIVITIES – CZK	
Particulars	Cost (CZK)
Joint Campaign with Pick Your Trail	281,690
Joint Campaign with Make My Trip	281,690
Digital Campaign – Media Planning + Influencer Collaboration	886,620
<b>Total</b>	<b>1,450,000</b>

\*Costs were acquired at the time of making the tender proposal, no activity has been confirmed. Final costing will be subject to final plan and Czech Tourism's approval on the same. Influencer selection and budget allocation is dependent on their availability and final approval by Czech Tourism.

\*For calculation, **CZK 1 = INR 3.55** (as per xe.com on 3rd August 2024)

# Marketing Plan – B2B Activities



**B3. Proposal for the implementation of B2B activities within the given budget for the given period**



# 3 City Roadshows – In collaboration with The Czech Embassy

We propose to conduct the three city India focused roadshow in **collaboration with Czech Embassy India**. The event planned for **New Delhi, Bengaluru and Mumbai** will allow in-person meetings between Czechia private sector partners and 60-80 key local trade partners in each city with the aim of launching a direct air link from India to Czechia.

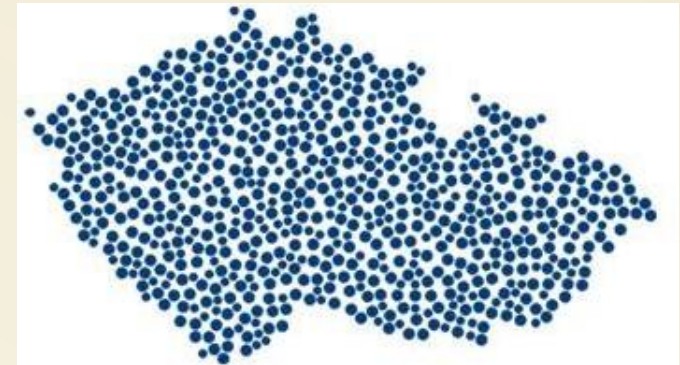
This joint effort from Czech Tourism and Czech Embassy will present a united front to trade partners and provide an update on the destination as well as visa application process.

## PROPOSAL:

We recommend the **Czech Embassy as a venue for the roadshow in New Delhi**, also allowing for key trade and media interactions with HE the Ambassador to Czechia

We also propose a **partnership with the Czech Embassy for venue acquisition in Bengaluru and Mumbai** to further elevate Czechia's overall roadshow activities by adding engaging elements in the event within the stipulated budgets.

**Czech**Tourism



**"VisitCzechia - Discover Treasures Within Reach"- India Roadshows**

**Fostering Connections with Travel Trade Partners**

# Delhi Event Flow (Afternoon to Evening)



01

**1500 HRS**

Welcome to the  
Embassy Venue &  
Registration



02

**1515 – 1545 HRS**

Opening remarks by  
HE Ambassador and  
Czech Tourism



03

**1545 – 1615 HRS**

Visa Seminar by the  
Consulate  
Representative



04

**1615 – 1645 HRS**

Destination  
Presentation by  
Czech Tourism



05

**1645 – 1845 HRS**

B2B Meetings  
between Czechia and  
India partners



06

**1845 – 1945 HRS**

Mentalist/ Stand  
Up Comedian  
Performance



07

**1945 – 2030 HRS**

Live music and raffle  
draw using Kahoot



08

**2030 HRS onwards**

Dinner and drinks with live  
musical entertainment

# Event Venue Options

**Proposed Venue:** Embassy of The Czech Republic in India



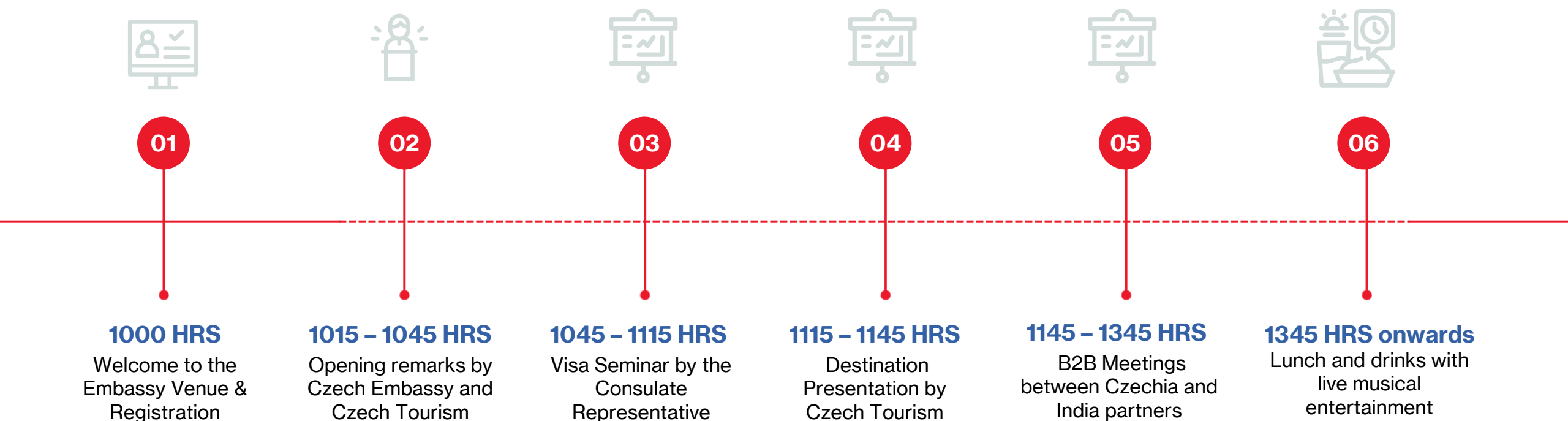
**Other Venue Options in Delhi \*:** The Leela | The Oberoi | ITC Maurya



\*Optional venue options have been recommended as reference under the proposed partnership with Czech Embassy within stipulated budgets. Final hotel selection is subject to availability as roadshow period falls under peak holiday/ festive and wedding season in India. Alternate venue options will be suggested in case of unavailability post Czech Tourism approval.

#VisitCzechia

# Bengaluru & Mumbai - Event Flow (Morning to Afternoon)





# Event Venue Options

## Bengaluru Options: JW Marriott | Shangri La | Taj West End



## Mumbai Options: Four Seasons | St Regis | Taj Mahal Palace



\*Optional venue options have been recommended as reference under the proposed partnership with Czech Embassy within stipulated budgets. Final hotel selection is subject to availability as roadshow period falls under peak holiday/ festive and wedding season in India. Alternate venue options will be suggested in case of unavailability post Czech Tourism approval.



# Key Partners – Delhi, Bengaluru & Mumbai

## Delhi

Company Name		
FCM Travel	TBO Academy	De Voyage
ANS Holiday/Global Travel	Mayfair Travels	Designed Holidays .com
Thomas Cook	Ease my trip	Dewan Travels Pvt Ltd.
SOTC	Experiential Travel Journey	
Erawan Travels	Rave Tours & Travel	Diya Holidays
Maurya Travels	Ebix Cash	High Flyer
Travel o Holidays	Youngistan Travels	Holiday Desire
Rising tides journey	Duniya Online.com	Inferno Holidays
My Dream Voyage	DreamVoyages	Luxe Escape
Xtra Mile	AABEE Holidays	Luxury Mice Travel
JTB	Amazing Travel Solution	Maitri Holidays
GRN Connect	Ambassador Travels Pvt. Ltd.	Meddalin
Make My Trip	Ambe World Travels	Memorable Vacations
tbo.com	Apex Travel & Tours	N Chirag
Le Magnifique	Aura Travel Mart Pvt Ltd.	Paras Holidays
Equifax Tourism & Travel	Big Vacations	Parekh Holidays
Otilla International	Carnation Travel Services Private Limited	Pearl International
TCV	City Link Travels	Perfect Reisen Holidays
Travstarz	Click2Travel.in	Pick Holidays Pvt Ltd.
TravClan	Cosmic Tours	Samara Holidays

## Mumbai

Company Name		
Avesta Travels	Amigo Travels	7 Stops
Atlas Tours & Travels	Anderson Travels	5D Gloval
Alka Tours and Travels	Anjali Travels	Alhind
AKS Holidays	Bhatija Travels	Around the wonder
Ace Conference & Events	BCD Travels	Bliss Holidays
Ruby Trips	Beyond Borders	Wings Span Holidays
Vibrant Experiences	Blueduck holidays	Orion Travels
Wisdom Travels & Tours	Canara Tours	viee
Zion Vacations	Citius Holidays	Packwell Tours
Veena World	Cozymoons	Classic Holidays
Varun Worldwide	Lohana	Konnect Holidays
Vinayak Holidays	MMT	Travel Arena
Tripjack	Syrisa	Mangalam Travels
Bestways Travels	The Pravasi	Advantagsia
Ashoka Dream Holidays	Tibro	Tierra Travels
7 <sup>th</sup> Heaven Tours	Trail Blazzer	Hopco Travels
Active Tours & Travels	Travel 360	C4N Travels
Ahura Travels	Woyeah	Red Chilli Holidays
Amazing Vacations	Zest	Trafalgar Tours
Ambassador Holidays	Xplore Holidays	Journey Label

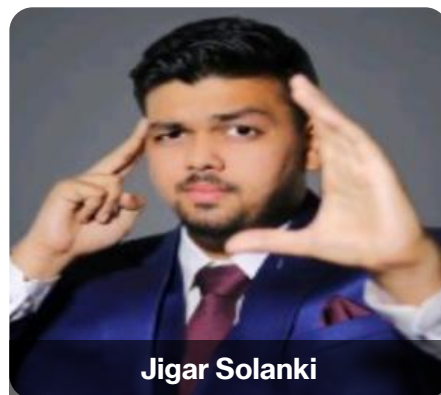
## Bengaluru

Company Name		
Paradigm Holidays	BIT Air Travels	Hoysala Tours & Travels Pvt Ltd
Tripella	Brilliance Holidays & Events Pvt. Ltd	J.V.Travels Pvt Ltd.
7C Holidays	Canara Tours & Travels Pvt Ltd.	Journey World Vacations Pvt Ltd.
Travel Dynamics India Pvt Ltd.	Chrysalis Holidays Pvt Ltd.	Make My Trip
Oyster Holidays	Holiday Infinite	Ease My Trip
Mercury Travels	Creative Tours and Travels	Merucry Travels
Holiday Bliss	Diskovomere	Miles of Smiles
Travel Mage	Ebeam Solutions	Plan Journey Pvt. Ltd.
Iplanmyself	JTB	Regal Voyages
Orchid Travel & Tours	Pick Your Train	Shetty
Panache World	Thomas Cook	Star Tours
Acma Travel Tours	SOTC	Stratos Lifestyles
Amazing Holidays	FIESTA Vacations	Superb Holiday Makers
Apple Holidays	Flight Shop Holidays	Take A Break
FCM Travels	Freedom Holidays & Leisure Travel Pvt Ltd.	Tattva Trail
Amen Tours and Travels Pvt Ltd.	Gloval Wings	Teem
Ascon Holidays	Goomo travels	The Dreams Nagivator
Asta Holidays	Hansa Holidays	The Travel Company
Bangalore Classic Tours and Travels Pvt Ltd.	HIZ travel Pvt. Ltd.	The World Travellers
Bharath International Travels	Holiday Affairz	Tracking trails

The above list is a reference list proposed to invite for the roadshow. The final confirmation of attendees will be more and subject to availability based on the dates.

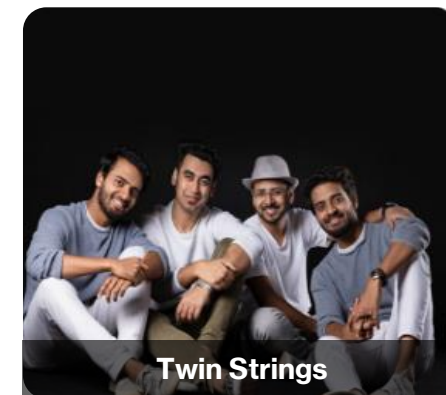
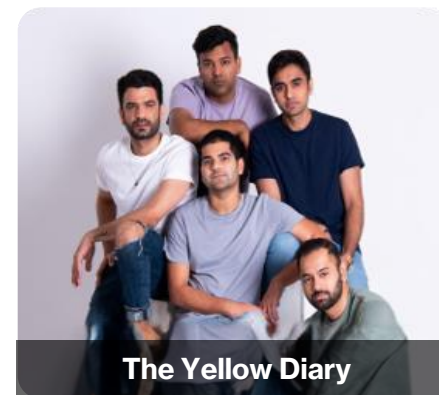
# Suggested entertainment options across cities

## Comedians



## Mentalists

## Musical Entertainment



\*Artist has been recommended as reference. Final performance is subject to artist's availability and Czech Tourism approval. Alternate artists will be suggested in case of unavailability post Czech Tourism approval.

#VisitCzechia

# Stage set up & seating plan across cities

## Stage Option 1



## Seating View



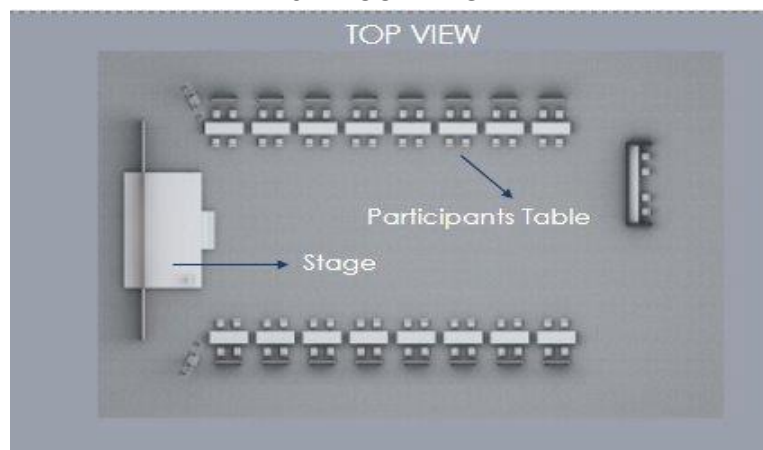
## Partner Backdrop



## Stage Option 2



## Full Room View



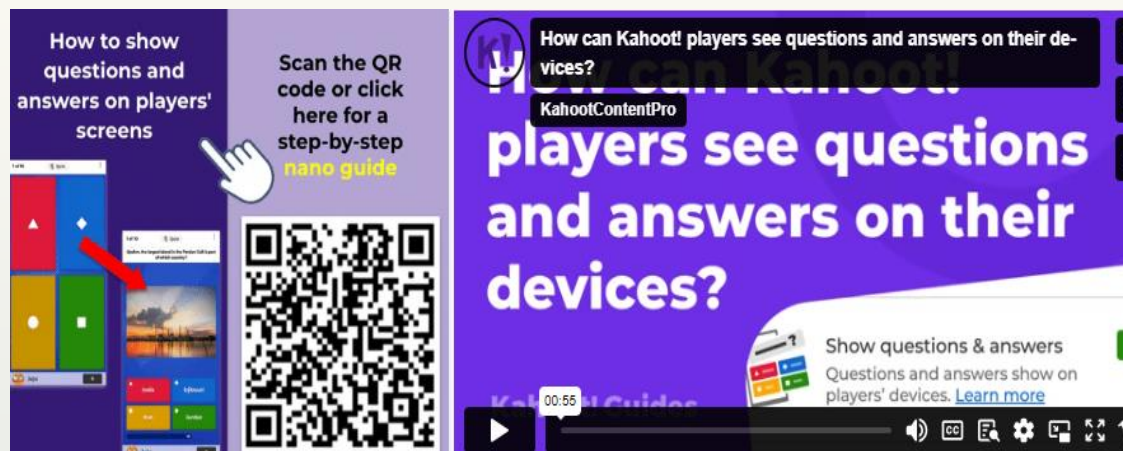
## Partner Seating





# Interaction at the event across cities

## Raffle Quiz Using KAHOOT!



We will create engaging quiz based on the destination and visa presentation for partners to answer via their mobile devices by scanning a QR code on the screens. Kahoot will note the fastest replies and select winners!

## Social Media Integration



We will engage partners via Instagram by using #CzechList as the call to action for posting stories about the 14 regions of Czechia thus also increasing participant's destination knowledge

**Quiz / Social Media Users And Lucky Draw Winners Will get Vouchers From Czechia Private Sector Partners**



# Photo – Op & Proposed trade giveaways

## Checkered Backdrop With Partner Logos



Pre - Function Area



## Participant Giveaway Proposed



\*Giveaway are only for reference for logo placement, final giveaways will be decided upon availability and budget post Czech Tourism approval.

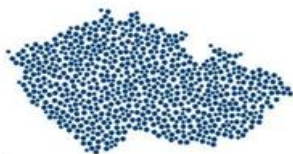
#VisitCzechia

# Invitation – Template

**Czech**Tourism

"Visit Czechia - Discover Treasures Within Reach"- India Roadshows

Fostering Connections with Travel Trade Partners



**Exclusive Invitation – Visit Czech Republic B2B India Roadshow 2024**

Czech Tourist Authority – CzechTourism and the Embassy of the Czech Republic would like to cordially invite you for a **Presentation and B2B Workshop** in Delhi, India.

**Program:**

15.00: Registration  
15.15: Welcome Speech by H.E Ambassador  
15.45: Visa Seminar  
16.15: Destination Presentation – CzechTourism & Introduction of Czech partners  
16.45: B2B meetings  
18.45: Entertainment  
19.45: Live Music and Raffle Draw  
20.30: Networking Dinner

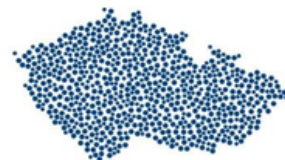
RSVP to: [tourism@vfysoflobal.com](mailto:tourism@vfysoflobal.com)

Entry by invitation only.

**Czech**Tourism

"Visit Czechia - Discover Treasures Within Reach"- India Roadshows

Fostering Connections with Travel Trade Partners



**Exclusive Invitation – Visit Czech Republic B2B India Roadshow 2024**

Czech Tourist Authority – CzechTourism and the Embassy of the Czech Republic would like to cordially invite you for a **Presentation and B2B Workshop** in Bengaluru, India.

**Program:**

10.00: Registration  
10.15: Welcome Speech by H.E Ambassador  
10.45: Visa Seminar  
11.15: Destination Presentation – CzechTourism & Introduction of Czech partners  
11.45: B2B meetings  
13.45: Raffle Draw  
14.00: Networking Lunch & Entertainment

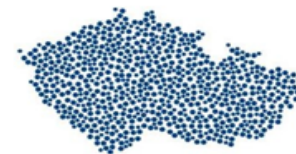
RSVP to: [tourism@vfysoflobal.com](mailto:tourism@vfysoflobal.com)

Entry by invitation only.

**Czech**Tourism

"Visit Czechia - Discover Treasures Within Reach"- India Roadshows

Fostering Connections with Travel Trade Partners



**Exclusive Invitation – Visit Czech Republic B2B India Roadshow 2024**

Czech Tourist Authority – CzechTourism and the Embassy of the Czech Republic would like to cordially invite you for a **Presentation and B2B Workshop** in Mumbai, India.

**Program:**

10.00: Registration  
10.15: Welcome Speech by H.E Ambassador  
10.45: Visa Seminar  
11.15: Destination Presentation – CzechTourism & Introduction of Czech partners  
11.45: B2B meetings  
13.45: Raffle Draw  
14.00: Networking Lunch & Entertainment

RSVP to: [tourism@vfysoflobal.com](mailto:tourism@vfysoflobal.com)

Entry by invitation only.



# Roadshow Commercials At A Glance

Ref : Section 1.1.2 - Implementation of B2B/roadshow with workshops and visa seminar according to the pre-approved plan of marketing activities

Total cost of 3 city roadshow – CZK 600,000	
Particulars	Cost (CZK)*
Venue Rental for 65 PAX - New Delhi Venue – Czech Republic Embassy	-
Press Interactions and interviews at the Embassy ( <i>additional value-add</i> )	FOC
Catering in New Delhi 65 PAX (venue Czech Embassy)	20,141
Venue and Food in Bangaluru – 65 PAX - 5* property	197,183
Venue and Food Mumbai – 65 PAX - 5* property	225,352
Branding and Fabrication (3 cities)	84,507
Entertainment Cost (3 cities)	61,549
Travel Cost (1 Account manager X 3 cities)	11,268
<b>Total</b>	<b>600,000</b>

The event theme and decor will be inspired from Czechia regions and its many tourism offerings. Each partner's logo and representative image will be showcased at their seat for easy identification!

\*Costs were acquired at the time of making the tender proposal, no activity has been confirmed. Final costing will be subject to availability of venue/artists and vendor's revised rates due to peak holiday and festive season. In case of any changes/ deviations in the proposed event, approvals will be taken from Czech Tourism before proceeding/ booking..

\*For calculation, **CZK 1 = INR 3.55** (as per xe.com on 3rd August 2024)

# Ad Hoc B2B2C Activities



**Additional activities  
recommended within the B2B2C  
Budget (Balance : CZK 300,000)**



# Option 1 - Ad Hoc B2B Activity - Travstarz Global



We will partner with Travstarz Global to jointly conduct three B2B workshops for their robust database in emerging tier two markets. We propose a destination training workshop in **Ahmedabad (west), Chandigarh (north) and Kolkata (east)** between October and November. Account manager will travel with Travstarz team to meet and interact with local agents in the highlighted cities

**Workshop Flow:** A half day workshop with Destination and Visa presentation

This collaborative approach aims to boost awareness and drive increased tourist arrivals to Czechia, aligning with the shared goal of expanding our market reach and attracting more visitors.

By leveraging both organizations' expertise and networks, we anticipate a significant impact on our promotional efforts and overall tourism growth

**Czechia Contribution : CZK 253,521\* (INR 9,00,000 excluding taxes)**

\*1CZK=3.55INR

# Option 2 - AdHoc B2B2C Activity - WeddingSutra Influencer Awards

WeddingSutra.com is a popular Indian wedding sourcing platform that offers a wide range of information and inspiration for planning weddings and celebrations. It is a B2C portal connecting wedding stakeholders to real couples and families that also curates off beat B2B2C events such as the Influencer Awards. Planned in October 2024, we recommend participating in the show to showcase Czechia's offerings in the space of weddings and celebrations



## Deliverables :

Prominent branding at select spots at the Venue  
Mentions, Inclusions, Tags, and Logos in select Pre- and Post-Event promotions across WeddingSutra's Social Media Platforms (Instagram & LinkedIn)

## ROI:

Social Media Promotions: **at least 4 million impressions** overall  
Blog Post/Article: at least 50k page views overall

## Digital Promotions

1 Blog Post/Article on WeddingSutra.com  
2 posts on WeddingSutra's Instagram Page (1.5 million followers)  
2 posts on WeddingSutra's Facebook Page

**Czechia Contribution – CZK 267,605 (INR 9,50,000 excluding taxes)**

\*1CZK=3.55INR

# Big Ideas



Creative big ideas suggested for Czech Tourism\*

*\*A detailed plan will depend on the confirmation of interest and appropriate budgets by CzechTourism*

# B2C Magazine Cover Shoot & Editorial



## Cover Presence and Editorial Coverage

Global Spa Magazine & Travel & Leisure, renowned for its emphasis on lifestyle, luxury and wellness and can feature stunning locales, including the renowned **Spa Triangle**, the iconic **Prague Castle**, local festivities, etc.

## Activity

- Host a leading actor/celebrity to be featured on the publication along with a dedicated editorial feature on Czechia in the issue
- Shoot and showcase areas in the destination story targeting readers from focus segments such as – honeymooners, celebrations, families etc
- The trip is generally for up to 4 days and has a team of around 12 PAX including a team from the magazine, celebrity entourage and tourism board (to liaise with all parties)



# Digital Campaign with Hipi & Zee Zest

Zee Entertainment Enterprises is an Indian media conglomerate with presence in print, television film and internet. Zee Zest is a focused network targeting a young audience of India via interesting travel and lifestyle content. Hipi is their mobile streaming platform for short format content.

Czech Tourism could partner with Zee Zest and Hipi to create content across both long and short format. While Zee Zest would involve collaboration on content across their existing IPs (gastronomy or travel), Hipi would see collaboration with influencers who will cover their Czech holiday on the platform

## Hipi



**Mehak Dhawan + 1**

*Travel to Czechia for 8-10 short videos*

**360k followers**

*10 million reach*



foodiesince96 Follow Message

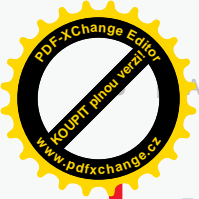
6,319 posts 336K followers 430 following

**Mehak Dhawan**  
Digital creator  
Rab takha Karma Sabr ~ Shukr  
I travel to eat. 24  
TEDx Speaker.  
For work - rsmehak@gmail.com  
www.facebook.com/profile.php?id=100053496783824&mibextid=LQQJ4d



POSTS REELS TAGGED





# Marketing Calendar - Plan (August – December 2024)

Activities	Details	Aug	Sep	Oct	Nov	Dec
<b>Monthly Reporting</b>	Detailed reports on ongoing B2B/ B2C/ PR & social media activities latest market update, competition analysis, aviation trends, and a general overview					
<b>B2B Relationship Management</b>	Regular updates on existing and updated B2B database, relationship management and creation of evangelists for Czechia via meetings, telecalls and webinars (destination presentations)					
<b>Three City Roadshow</b>	Planning and executing the three-city roadshow in Delhi, Bangalore & Mumbai. Creating show flow and ensuring trade participation					
<b>Monthly Newsletter</b>	Creation and dissemination of two newsletters per month highlighting destination updates, trends and events and recommended experiences to keep the Indian travel trade fraternity engaged and informed					
<b>Monthly Press Release</b>	Creation and dissemination of two topical press releases per month highlighting destination USPs & trends and covering Czechia events to entice media and end consumer					
<b>Social Media Management</b>	Creation and posting of content on Instagram and Facebook 3 times / week to engage with end audiences and curate relevant content on the India account					
<b>Planning of Trade &amp; Media FAM</b>	Assistance on travel trade and media FAMs by liaising with all stakeholders, supporting visa application and managing the group on ground					

# VFS Global Experience



## C. Suppliers experience

- A service of a similar scope of performance of the proposed marketing plan containing both B2B and B2C activities proven to be effective
- Length of experience of team member
- VFS Global Tourism Services – Experience & Case Studies



# Portfolio of Our Past Experiences – Czechia in India



## **B2B Visa Seminar at The Embassy of the Czech Republic**

**ROI** - The workshop was an exclusive event, limited to 15-20 leading OTA representatives from the industry. It also introduced a new specialized visa acceleration initiative created by the Czech Ministry of Foreign Affairs in collaboration with CzechTourism, featuring presentations by the Embassy's visa and consular section staff.



## **B2B Networking Evening**

**ROI** - VFS Global Tourism Services successfully convened over 45+ key travel trade partners, media representatives, along with tourism board officials from Czechia



# Portfolio of Our Past Experiences - Czechia in India



## **B2B MILT Congress Participation**

**ROI** - VFS Global Tourism Services engaged with more than 30 corporates during MILT Congress, interacting with MICE professionals, heads of events management, and wedding planners. The MILT Congress attracts around 200+ attendees from more than 25 countries.



## **B2B2C Joint Marketing Campaign with EaseMyTrip**

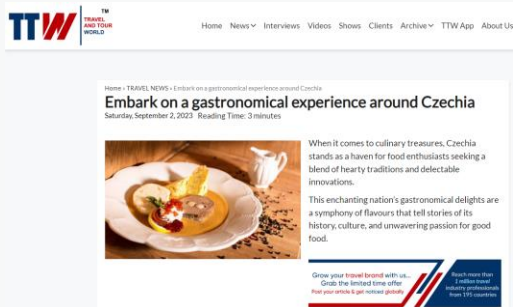
**ROI** - Achieving a significant KPI count of 3500 PAX travelling to Czechia using EaseMyTrip's platform, the campaign encompassed various promotional strategies such as forming brand alliances, placing advertisements in prominent newspapers, sending out digital emailers, and conducting social media promotions.



## **B2B Participation in Czechia Travel Trade Day 2024**

**ROI** - From India, we welcomed 3 esteemed trade partners and 1 media representative: Ms. Rudrani Chatterjee from Thomas Cook, Mr. Priyesh Pande from SOTC & Ms. Tanaya Chavan from Travel Arena, accompanied by freelance journalist Ms. Chandreyi Bandopadhyay.

# Portfolio of Our Past Experiences - Czechia in India



## B2B & B2C Dissemination of Press Releases & Newsletters

**ROI** - Newsletters were distributed monthly via the Zoho platform to over 5,000+ recipients, while press releases were disseminated bi-monthly to the media professionals.

## B2C Social Media Management

**ROI** - The number of followers increased by 38% in the duration. Analysis of the audience demographics showed that 72.3% of followers were male and 27.6% are female, illustrating the diverse composition of their audience. The account regularly featured 3 posts per week, highlighting all 14 regions of Czechia on Instagram.

## B2B Christmas Themed Influencer FAM Trip

**ROI** - The goal was to acquaint them with the vibrant culture, allure of the Bohemian region, and the captivating holiday festivities at the Christmas markets. The total PR valuation achieved for this is CZK 22,63, 589

# Portfolio of Our Past Experiences – Czechia in UAE



## B2C Inspire Yoga event

**ROI** - This incredible event was conducted outdoors facing the famous Burj Khalifa and all attendees received an exclusive and personalized branded yoga mat. We had 150+ attendees for the event



## B2B Czech Tourism road show in Kuwait

**ROI** - This event was attended by 100+ travel agents focusing on making travel to Prague easy by simply connecting the country to the region and expanding the presence in a more real way. Its also showcased the rich cultural heritage, active holidays options as well as spa and wellness in the Czech Republic.





# Portfolio of Our Past Experiences – Czechia in UAE



## B2B Czech Republic event at Expo 2020

**ROI** - The Czech Republic was represented at the expo as a country for the future, a beautiful country for investment and a country to visit. At the pavilion we had a total attendees of 10 partners, 40+ travel agents, Czech business council and approx. 80 to 90 guests



## B2C Influencer trip to Czech Republic - July 2022

**ROI** - Influencer trip from Kuwait exploring Czech Republic



# Portfolio of Our Past Experiences – Bahrain



## B2B BTEA Roadshows – 7 cities

**ROI** - Hosted Multi-city Roadshows in India with 600+ agents across India in total 7 cities (4 cities in 2022 & 3 cities in 2024) and showcased Bahrain's Tourism offerings across various focus groups of Leisure, Luxury, MICE and Celebrations



## B2B Participation In Trade Fairs – MILT(2022 & 2023) and OTM (2024)

**ROI** - Interacted with trade partners across different target groups & Engaged with over 300 agents and grew travel agent network



# Portfolio of Our Past Experiences – Bahrain



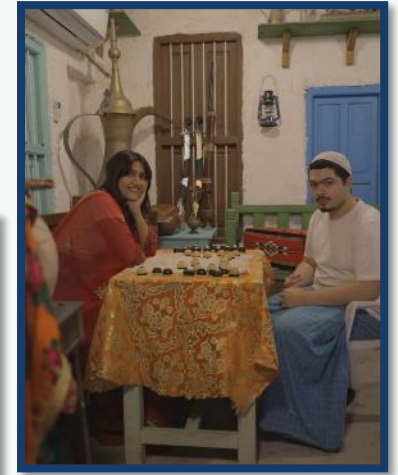
## **B2B2C 12 Joint Co-Ops from 2022 - 2024**

**ROI** - The common KPI for each OTA was to achieve a certain number of PAX count travelling to Bahrain (between 500 – 3000) using their respective portal within the span of 6 months. The campaign encompassed various promotional strategies such as forming brand alliances, placing advertisements in prominent newspapers, sending out digital emailers, and conducting social media promotions.



## **B2C 3 Influencer Collaborations from 2022-2024 – Travel Niche with PAN India Following**

**ROI –**  
Curly Tales in Bahrain **6M+ Reach Achieved!**  
Bruised Passports in Bahrain - **5M+ Reach Achieved!**



## **B2C Influencer Collaboration - Larissa D'sa**

**ROI –**  
Curly Tales in Bahrain **6M+ Reach Achieved!**  
Bruised Passports in Bahrain - **5M+ Reach Achieved!**



# Portfolio of Our Past Experiences - Uzbekistan



## B2B Trade Engagements

**ROI** - VFS Global Tourism Services brought together 30 key, travel enthusiasts, and industry professionals eager to explore the vibrant tourism potential of Uzbekistan.



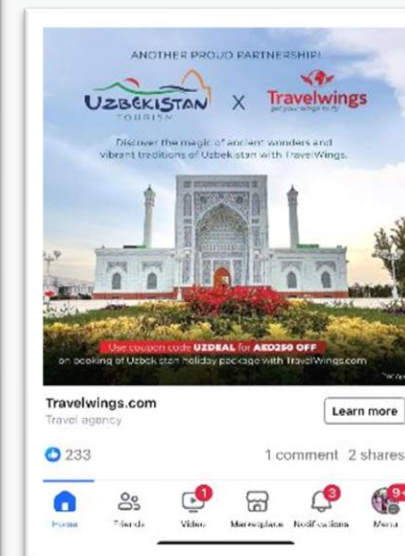
## B2B Uzbekistan FAM Trip in partnership with Asialuxe November 2023

**ROI** - VFS Global continues to cultivate and foster engagement with the participating partners to launch and promote leisure & MICE packages to Uzbekistan

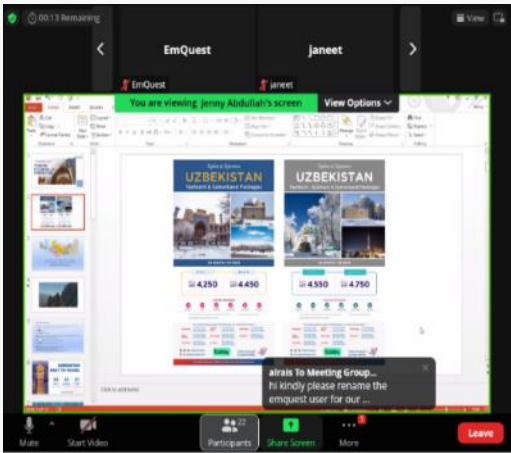


## B2B2C Strategic Collaboration with Travelwings to promote Uzbekistan January 2024

**ROI** - VFS Global on behalf of National PR centre of Uzbekistan established its strategic collaboration with Travelwings.com, a premier travel agency in the United Arab Emirates (UAE), to unveil a series of unique travel experiences with exclusive promotion deals to Uzbekistan.

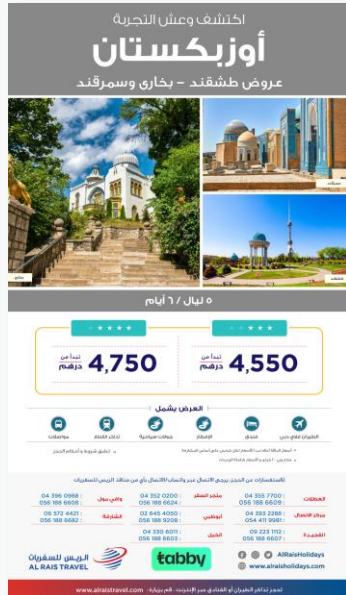


# Portfolio of Our Past Experiences - Uzbekistan



## B2B2C Strategic Collaboration with Al Rais Travel to promote Uzbekistan March 2023

**ROI** - Al Rais Travel from across UAE, where we educated the frontliners on the tourism landscape of Uzbekistan..



## B2B Uzbekistan Incentive Program April 2024

**ROI** - A value of AED100 vouchers were awarded to agents who promoted and sold Uzbekistan packages. A list of secured 62 bookings to Uzbekistan as part of the incentive program for Eid Al Fitr holidays was shared with National PR Centre as part of monthly report.



November 2023

Embassy of Uzbekistan in UAE in association with Uzbekistan Airways and Asialuxe Travel hosts "Tourism in New Uzbekistan"

The Embassy of Uzbekistan in the United Arab Emirates in association with Uzbekistan Airways and renowned national tour operator Asialuxe Travel organized a spectacular event, "Tourism in New Uzbekistan". The event was held on the 14th of November 2023 at the Khiva Restaurant on Bluewaters Island in Dubai. This event, attended by 25 key travel agencies and media partner, brought together esteemed guests, travel enthusiasts, and industry professionals eager to explore the vibrant tourism potential of Uzbekistan.

A key highlight of this morning event over the traditional Uzbekistan breakfast was a comprehensive destination presentation that aimed to provide attendees with a profound understanding of Uzbekistan's tourism landscape. The presentation showcased the nation's rich cultural and historical heritage, unveiling untapped tourism opportunities that position Uzbekistan as a rising gem in the travel industry. The collaborative effort between the Embassy of Uzbekistan, Uzbekistan Airways, Asialuxe Travel and hotel partners aimed to foster connections and shed light on the diverse attractions awaiting global travellers in Uzbekistan.

## B2B & B2C Trade Newsletters & PR's

**ROI** - Series of 8 trade Newsletters dedicated to Uzbekistan updates and offerings were shared with trade professionals in UAE.



# Portfolio of Our Past Experiences - Macao



## B2B Trade MICE Events

**ROI** – Participated in various trade events including Media Business Talk (MBT) & TTC Travel Mart



## B2B Familiarization trips for corporates & trade

### ROI –

MGTO Indonesia attend MITE (Macao International Travel Expo) 2018 and conducted a trade pre familiarization trip to Guangdong.

MGTO together with HKTG Hong Kong Office and Guangdong Tourism organized the multi-trip familiarization to Guangzhou, Zhuhai, Macao and HK.

#VisitCzechia



# Portfolio of Our Past Experiences - Macao



## B2C Advertising Campaigns

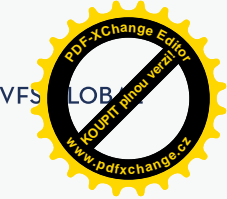
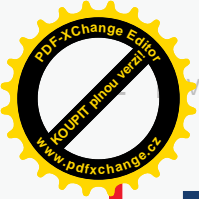
**ROI** – Depending on the focus of the destination various advertising campaigns on various mediums like radio, print, outdoor, etc. were successfully executed.  
Experience Macao in Indonesia Gourmet Style:  
Impressions: 4,005, 927 ; CTR0.50



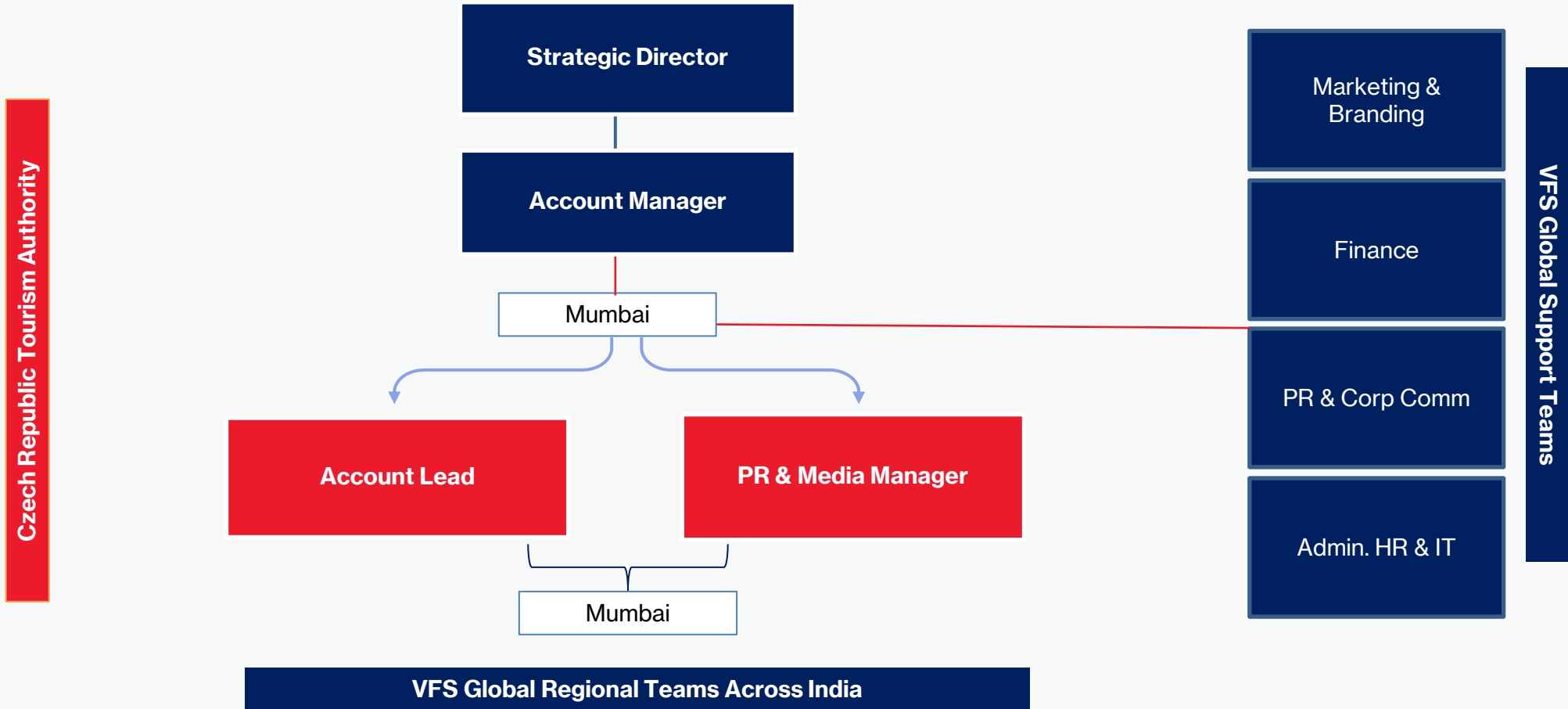
## B2C Social Media & Influencers

**ROI** –  
**300K+ Facebook Likes**  
**8000+ Twitter Followers**  
**5000+ Instagram Followers**  
**30 MILLION Reach in Total**



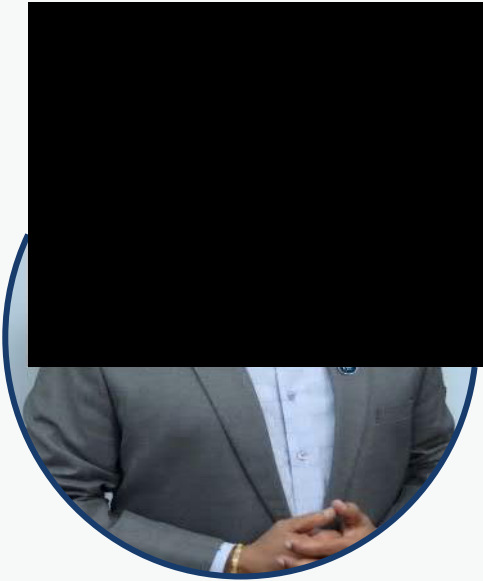


# Proposed Team Structure for Czechia in India





# Proposed Team Structure for Czechia in India



**Mr. GB Srithar**  
Strategic Director

**GB Srithar** heads VFS Global's Tourism Services, managing client relationships, business development and new tourism accounts globally. With comprehensive knowledge of the IMESA regions, particularly India, he leverages his strong connections with the Indian and Middle Eastern travel trade industries to support VFS Global's business objectives. His team complements VFS Global's core visa services by facilitating client governments' destination promotion and trade development, specializing in destination representation, outsourced tourism office management, and trade support services.

With **over three decades of experience in the tourism industry**, Srithar is an expert in **strategy formulation, brand and marketing, destination promotions, and business development**. He has previously served as the Regional Director for the Singapore Tourism Board (STB), where he managed Singapore's destination branding and tourism marketing across India, the Middle East, South Asia, and Africa. His extensive background includes roles in international marketing, change management, and human resource development.

Srithar holds a Bachelor of Arts in Sociology and English Language and a Bachelor of Social Science (Honours) from the National University of Singapore. He was awarded the Singapore Government's 2021 National Day Awards Public Administration Medal (Bronze) for his outstanding achievements as STB's Regional Director in IMESA.

# Proposed Team Structure for Czechia in India

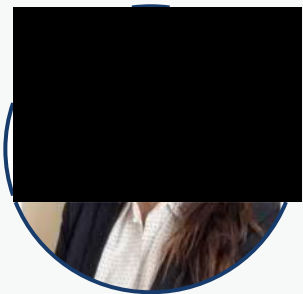


Account Manager

██████████ is a seasoned professional with **over 18 years of extensive experience** in the Travel and Tourism industry. Throughout his career, ██████████ has successfully managed diverse profiles, including Visa Operations, Business Development, Sales, Project Management, and Tourism Representation. His strong track record of delivering outstanding results is attributed to his strategic planning, effective leadership, and the ability to collaborate with diverse teams. ██████████ passion for building lasting relationships and creating innovative solutions has consistently exceeded customer expectations and driven business success.

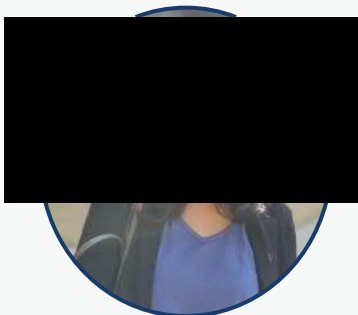
In his current role as Head of Operations, Business Development & Special Projects at VFS Global Services Pvt Ltd, ██████████ manages global tourism representation accounts and oversees the company's tourism engagement solutions. He is responsible for the end-to-end management of marketing, trade, PR, and special projects, providing comprehensive services to tourism board clients. ██████████ expertise in operations management, business development, and strategic planning has been instrumental in expanding into new markets, achieving financial targets, and enhancing service delivery for clients such as Saudi Tourism Authority, Dubai Tourism, and Visit Britain. ██████████ dedication to continuous learning and improvement is evident from his additional certifications in digital marketing, market research, and project management. His comprehensive knowledge and dynamic leadership make him a pivotal figure in the Travel and Tourism sector.

# Proposed Team Structure for Czechia in India



Account Lead

With over a **decade of corporate experience**, [REDACTED] has excelled in various sectors, including **sales, marketing, brand development, public relations, and operations**. Since 2017, [REDACTED] has focused on tourism marketing and destination promotion, leveraging a strong background in Retail and Advertising. Her expertise spans **B2B trade management, B2C campaigns, and PR functions for tourism boards**, hotel brands, airlines, and hospitality companies. Currently, as a Senior Manager at VFS Global Services Pvt Ltd, [REDACTED] leads client servicing, destination trade, marketing, and PR efforts for Tourism Boards in India.



Digital & PR Specialist

[REDACTED] is a result-driven professional with **over four years of experience in Content Writing, Digital Marketing, Strategy, Business Development, and Customer Success**. She excels in elevating brands through impactful messaging, product innovation, and collaborative brand partnerships. Currently serving as a Deputy Manager at VFS Global, Vaheeshta leads client servicing, marketing, and PR efforts for various tourism boards, while also supporting trade and media relations.

[REDACTED] holds a diploma in Business Management & Entrepreneurship from ISME and an Advanced Certification in Digital Marketing from IIDE.



# VFS Global Case Studies

C. Suppliers experience



# Experience in Working with 24 National Tourism Boards

**15** Years  
Tourism  
Experience



**24** Tourism  
Destinations



**20** Countries  
tourism  
footprint



#VisitCzechia



TURISMO DE  
PORTUGAL



SAUDI  
TOURISM  
AUTHORITY



OURS. YOURS.  
Bahrain



#VisitCzechia

# Our client success stories

Yas Island, Abu Dhabi

**98%** increase  
in package sales in  
2022 vs 2019



Macao  
Reach of  
**635** million in 4  
years



Czech Republic  
**48%**  
increase in arrivals in  
2 years



Great Britain  
**25%** increase  
in sales over 2 years



Italy  
**104%**  
increase in overnight  
stays in 5 years





# Client Testimonials



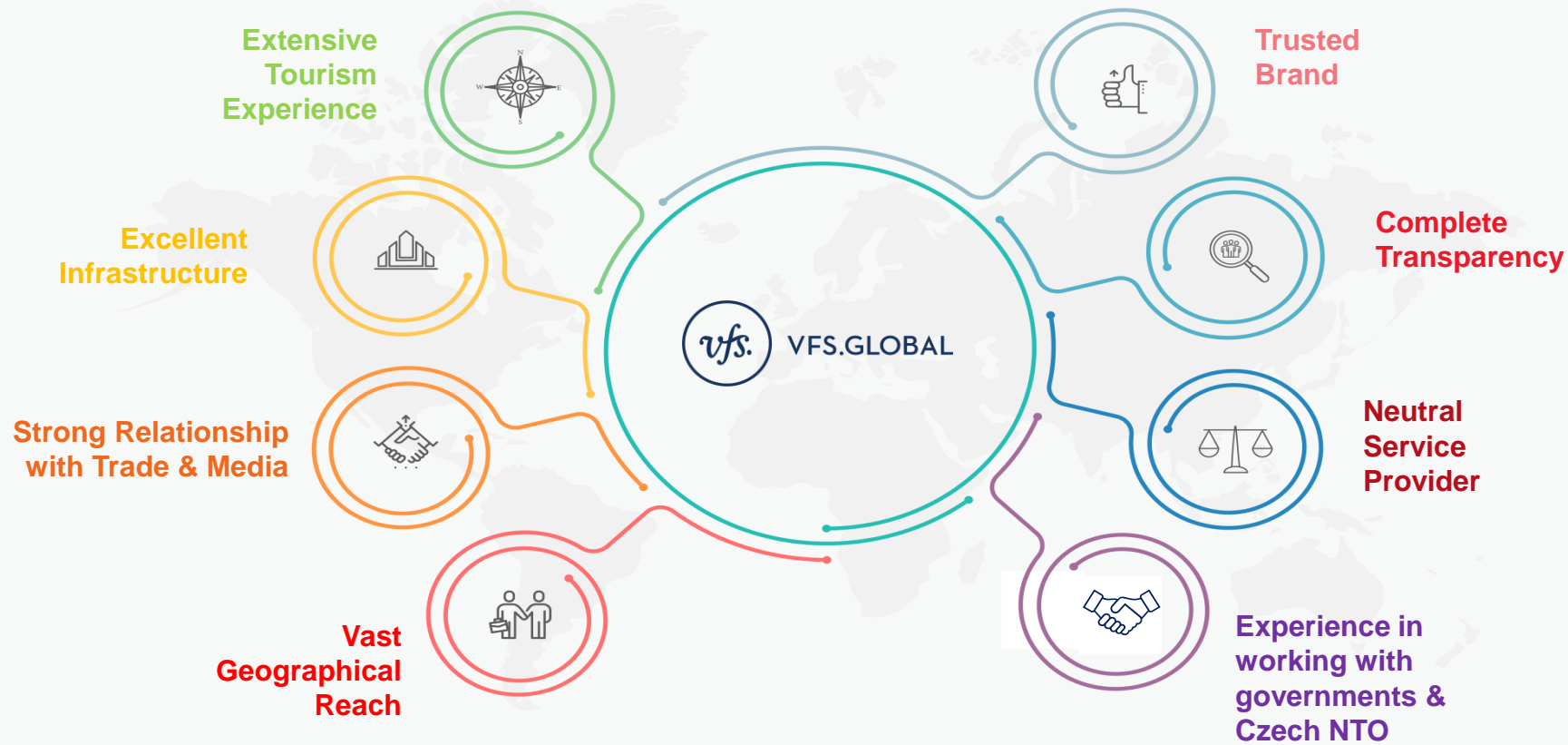
Letter of Appreciation -  
Head of Trade, Visit Britain



Letter of Appreciation –  
Experience Hub – Yas Island



# Reasons to partner with VFS Global



# Our Work



Israel Ministry of Tourism Trade training event in UAE



Vietnam destination presentation in Delhi



Philippines training for Indonesian agents



Taiwan Tourism training for agents in UAE

## Trade Trainings & Webinars

**3000+**

**Trade Partners  
trained and  
equipped annually**



Azerbaijan webinar for Indian trade partners



IALF agent training for Philippine Travel agents



# Our Work



Bahrain Media Fam trip from India

**Familiarization trips for  
Trade & Media partners**

**50+**

**Trade and Media  
familiarisation trips  
organised**



India Trade partner fam  
trip to Bahrain



Fam trip to Czechia from  
the GCC market



Indian Trade Partners  
fam trip to Bahrain



MGTO Media fam trip  
from India



YAS Island trade  
partners fam trip

# Our Work



VisitCzechia at the Arabian Travel Mart 2023

## Trade Fairs & Events

150+

Exhibitions  
Trade fairs  
organised and  
manged



VisitCzechia at IMTM -  
Israel



Israel Ministry of  
Tourism at ATM 2022



Visit Portugal MILT  
participation



MALT participation for  
VisitCzechia



Bahrain Tourism at MILT  
India



VFS with Saudi Tourism  
at SATTE



# Our Work



Bahrain Multi-city Roadshow in India

**Events - Media, Consumers  
& Travel Trade**

**95+**

Events successfully  
hosted and  
managed



Participation in Czechia  
TTD 2023



Trade Networking dinner  
for Spain Tourism in UAE



VisitCzechia Roadshow  
in Saudi Arabia



Hybrid event in Indonesia  
for Philippines DOT



VisitCzechia mall  
activation event in UAE



Yoga day consumer  
event - GCC



# Our Work



visitczechia\_ar  
Prague, Czech Republic

visitczechia\_ar  
Prague, Czech Republic

We are waiting for you to witness magical Prague, City of a Hundred Spires, a UNESCO monument and one of most beautiful cities in the world. Glad sunsets don't need to social distance.

#visitczechia #instatraveling #travelgram #travel #tourism #vacation #prague #praha #roadtoadventure #letsgetsomewhere #beautifuldestinations #exploremore #untoldadventures #dubai #kuchinabi #studierabia #nyyadh #kudoh #oman #bahrein #kuwait

Liked by mark.kirouli and 36 others

Visit Czechia\_ar Instagram page for Middle East market

**Social Media & Digital promotions**

**100k+**

**Followers on  
Instagram  
LinkedIn  
Facebook**



Instagram live stream for VisitCzechia



Philippines Tourism Instagram handle



Taiwan Tourism Bureau  
Consumer Contest in UAE



Azerbaijan e-visa  
promotion on Instagram



# Our Work



Bruised Passports (Celebrity Influencers) in Bahrain

## Celebrity & Influencer Campaigns

100+

Influencer & celebrity campaigns managed



MasterChef India episode in Yas Island



India's No. 1 Youtuber – Prajakta Koli promoting Czechia



120K

Impressions



Saudi Influencer promoting Taiwan



Influencer Campaign for Taiwan Tourism



Kamiya Jani Indian travel influencer in Bahrain



# Our Work



Macao Editorial coverage in Outlook Traveller

**PR Coverage - Print & online coverage**

**\$30mn+**

Coverage through  
Press releases  
Print, Online &  
Newsletters



## Outbound

Positioning Bahrain as leading travel destination for women



Coverage for Bahrain in  
online trade magazine

## siness

### Art, history, culture: 7 reasons to visit Israel

For a country that hits its coldest temperatures beginning October, the warmth of Israel lies in its people



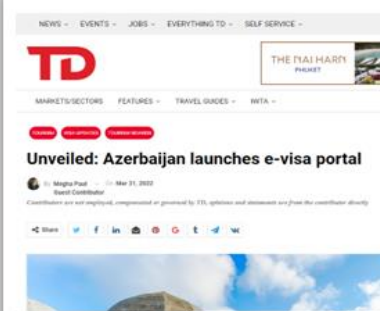
Online coverage by UAE  
bloggers



Press conference - Sri  
Lankan Ambassador



Press Meet at Israel  
Pavilion - EXPO 2020



Trade Media Coverage  
for Azerbaijan Tourism



Bahrain Trade  
Newsletter

# Our Work



Britain Travel Shop in Delhi Visa Centre

**Travel Kiosks at the VFS Visa Application Centres (VAC)**

**100K+**

Travelers serviced  
since inception at 25  
locations across the  
globe



Indonesia Travel Kiosk in the UAE Visa office



Switzerland Travel Shop in the China Visa Application Centre (VAC)



France Travel Shop in the Delhi VAC



Britain Travel Shop in the China VAC



Italy travel kiosk in the Thailand VAC



# Our Work



**6** Tourism Awards for Italy



**5** Tourism Awards for Macao



**2** Tourism Awards for Czechia



**2** Tourism Awards for Taiwan



**1** Tourism Award for Yas Island



**1** Tourism Award for Bahrain



Czech Tourism recognized at Riyadh Travel Fair in 2018



Bahrain - The Best Lifestyle and Luxury Destination in the ME - VETA 2023



Best food destination for Macao Tourism Travel+Lesure Awards 2018





VFS Global considers it a proud privilege to have this opportunity to present our sustainable and customisable tourism solutions and is deeply committed to supporting the tourism vision for VisitCzechia.

It will be our pleasure to assist you with any further details or information. Please feel free to contact VFS Global at any time and we assure you of our immediate attention.

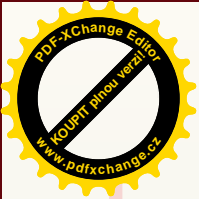
We look forward to hearing from your esteemed office on the way forward on this initiative.

For any further details, please feel free to reach out to

**Mr GB Srithar – Head Tourism Services**







VFS.G



# VISITCZECHIA

THANK YOU

#VisitCzechia