

## **PŘÍLOHA 1 – 3**

### **ANNEX 1 - 3**

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Annex No. 1: Marketing plan of activities in the PRC for the duration of the Agreement

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**Combined B2B offline and digital online  
marketing campaign in the PRC to boost  
Chinese inbound to the Czech Republic**

**Campaign Proposal**

**“JOURNEY CZECHIA”-  
(Rediscover, Explore, Connect)**

**Proposed by Travel Link**

# **1. Campaign Strategy and Market Analysis**

## **1.1 Overall Approach**

The proposed campaign combines B2B and B2C strategies to increase inbound tourism from China to the Czech Republic by targeting both industry professionals and Chinese consumers directly. For the B2B component, we will host an offline event in Beijing to engage leading Chinese travel agencies and media. This event aims to deepen industry relationships, strengthen the Czech Republic's position in the Chinese tourism market, and provide travel agents with essential knowledge and promotional materials about Czech destinations.

On the B2C side, our digital strategy will leverage China's popular social media platforms, WeChat and RED (Little Red Book), to build awareness and appeal directly to potential travelers. Through carefully curated WeChat content and strategic influencer partnerships on RED, we aim to showcase the Czech Republic's unique attractions, cultural heritage, and travel experiences that resonate with Chinese tourists. This dual approach ensures we reach a broad audience and create a strong foundation for sustainable growth in Chinese inbound tourism to the Czech Republic.

## **1.2 Brief Market Analysis**

This document will analyze the following aspects and discuss the implications of each for marketing the Czech Republic in China:

- ✓ **Current Trends in China's Outbound Tourism to Europe**
- ✓ **Sentiment of Chinese Travelers toward European Destinations**
- ✓ **SWOT Analysis of the Czech Republic as a Destination for Chinese Tourists**

Based on these insights, we will identify the appropriate target groups and recommended activities for both individual and group travelers, aiming to increase the number of Chinese visitors and encourage longer stays in the country.

### **Current Trends in China's Outbound Tourism to Europe**

Based on our research, we observe three main trends in the current China outbound market to Europe. First, flight capacity plays a pivotal role in driving recovery, with the restoration of routes significantly impacting travel demand. Second, both FIT (Free Independent Travelers) and GIT (Group Inclusive Tours) are key segments, though FIT has shown a faster recovery rate. Lastly, recovery rates across European

countries differ markedly, highlighting notable regional disparities.

## 1. Flight Capacity as a Major Driver of Recovery

- ✓ **Trend Analysis:** The restoration of flight routes has been a crucial factor in revitalizing outbound travel. Taking Spain as an example, Spain welcomed over 395,000 Chinese visitors from January to July 2024, surpassing its pre-pandemic visitor numbers for the same period by 4%. This growth is especially noteworthy given that the overall recovery rate of China's outbound market is around 60% of 2019 levels. The primary driver behind this success is the significant improvement in flight connectivity. Spain's flight capacity had already recovered to 2019 levels by January 2024, and by October, it had surged to 146% of the pre-pandemic capacity. The increase in flights also suggests potentially lower airfare prices, a broader range of travel agency products, which will directly impact travelers' travel willingness.
- ✓ **Implications for Marketing in China:** Considering the strong influence of flight capacity on consumer decision-making, we recommend implementing targeted marketing campaigns for the Czech Republic around the dates of new flight launches. This approach would effectively raise the destination's visibility and stimulate consumer demand, capitalizing on increased accessibility.

## 2. FIT and GIT as Key Sources, while FIT Recovers Better

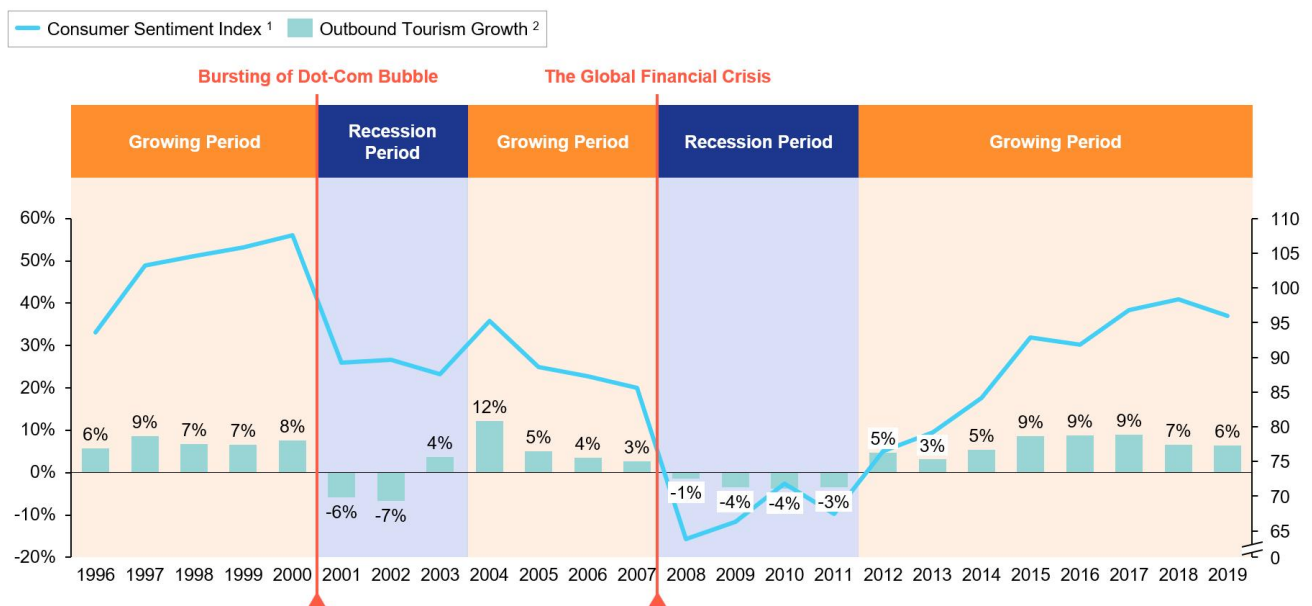
- ✓ **Trend Analysis:** Both FIT (Free Independent Travelers) and GIT (Group Inclusive Tours) remain crucial sources of outbound travel to Europe. However, based on our B2B survey of travel agencies and wholesalers specializing in European products, we believe that the recovery rate for FIT is stronger. In our survey, we asked industry experts whether FIT or GIT is recovering more quickly, or if they are recovering at similar rates; over 70% of respondents indicated that FIT recovery is faster. In addition to this expert insight, we observe a broader trend among Chinese tourists who are increasingly inclined to explore destinations more deeply, rather than simply visiting major attractions. This shift aligns with and further accelerates the recovery of FIT.
- ✓ **Implications for Marketing in China:** Given the importance of both FIT and GIT segments, it is essential to target each group with tailored approaches. Social media penetration is particularly important for FIT, as they tend to research destination-related information independently on social media. For GIT, the focus should be on industry relationships and connections with travel agencies.

### 3. Divergent Recovery Rates across European Countries

- ✓ **Trend Analysis:** The recovery rates vary significantly across regions. Taking flight capacity as an indicator of European tourism recovery, we see optimistic recovery trends in Southern Europe, led by countries like Spain and Italy. In contrast, Northern European destinations, such as Finland and Denmark, show less promising recovery rates. With several airlines recently suspending China-Northern Europe routes, we anticipate that recovery rates for Chinese travelers to Northern Europe will remain highly challenging in 2025.
- ✓ **Implications for Marketing in China:** We believe that beyond air connectivity, the depth of consumer awareness about a destination also affects recovery. For many Chinese consumers, Northern Europe is often perceived as a single region, making it difficult for them to distinguish each country's unique characteristics. In contrast, Southern European countries such as Spain, Italy, and France each have well-defined, distinct identities. This trend highlights a key marketing insight: identifying and emphasizing a unique country positioning is essential to effectively attract Chinese travelers.

### Sentiment of Chinese Travelers toward European Destinations

In general, we believe that Chinese consumers are still willing to spend on their preferences, but they have become increasingly cautious. Much of this shift stems from China's persistently weak economy, which has led to a decrease in consumer confidence. Trends in consumer confidence are closely linked to trends in outbound tourism—a connection clearly observed in markets such as the United States.



As a result, when consumer confidence is low, outbound tourism becomes more cautious—a trend currently evident in China, where the consumer confidence index is at a low point.

However, on the other hand, despite careful consideration in travel decisions, Chinese consumers are still willing to explore lesser-known destinations with unique cultural characteristics. Destinations like Kazakhstan, Spain, and Türkiye, which were not among China's top 15 outbound destinations pre-pandemic, have shown strong recovery rates this year. Beyond their unique cultures, these countries' tourism boards have invested in the Chinese market, allowing Chinese consumers to gain a more comprehensive and in-depth understanding of these destinations, sparking an enthusiasm to visit.

Therefore, despite the cautious approach Chinese consumers are taking in destination choices, they are still willing to spend on preferences if a destination's appeal, as seen through media or OTA platforms, captivates them.

## SWOT Analysis of the Czech Republic as a Destination for Chinese Tourists

### ✓ Strengths:

- **Rich Cultural Heritage & Cuisine:** The Czech Republic offers a wealth of distinctive attractions, including the iconic spires of Prague, Karlštejn Castle, and other architectural marvels that showcase diverse European styles steeped in history. Additionally, the Czech Republic has a vibrant culinary culture with unique local delicacies such as beer, crispy roast pork knuckle, etc.

- **Cost-effectiveness Travel Destination:** The Czech Republic is often considered a cost-effective travel destination, as the prices for food, accommodation, and transportation are relatively affordable. In a region like Europe, which is often associated with high costs, the Czech Republic stands out for its affordability, ranking in the top 25% of European countries for budget-friendly options.

✓ **Weaknesses:**

- **Limited Direct Flights:** The limited availability of direct flights from Beijing to Prague, currently only offered by Hainan Airlines, weakens the appeal of the Czech Republic for Chinese visitors by creating logistical barriers and longer travel times. This lack of convenience may deter potential tourists who prefer more frequent or direct flight options, making other European destinations with better connectivity more attractive.
- **Limited Brand Recognition:** Visit Czechia's activities in the Chinese market have not been very frequent in 2024, leading a limited exposure and awareness of the country's attractions. This lack of consistent marketing and promotion makes it harder for the Czech Republic to compete with other European destinations, like Spain and France, which have stronger brand presence and more frequent outreach to Chinese travelers.

✓ **Opportunities:**

- **Rising Preference for Niche Destinations:** Since the pandemic, Chinese tourists in Europe have increasingly favored less-touristy destinations and slow, immersive travel experiences. The Czech Republic has seen a 125.7% rise in Chinese visitors as they explore beyond traditional hotspots, contributing significantly to the country's tourism recovery.
- **Growing Presence on Digital Platforms:** Chinese people are very familiar with Jolin Tsai's song "The Prague Square" and the popular Little Mole cartoon, which may spark their desire to visit the Czech Republic. These cultural references create a sense of connection and familiarity, motivating Chinese tourists to explore the country firsthand.

✓ **Threats:**

- **Similarity from Other European Destinations:** Czech culture and architecture share similarities with Germany, Austria, and Slovakia, particularly in Gothic, Renaissance, and Baroque styles, which may lead Chinese visitors to opt for more iconic destinations like France or Italy. This puts the Czech Republic in stiff competition, as travelers seek unique experiences in Europe's diverse offerings.
- **Safety Concerns:** While the Czech Republic is generally a safe destination

with low violent crime rates, concerns such as pickpocketing, scams, and occasional street fraud in tourist areas may deter some Chinese visitors. The presence of these risks, though not common, could make travelers more cautious and less inclined to visit, especially when considering other destinations perceived as safer or with fewer such issues.

## **Target Groups and Activities**

Based on the analysis above of trends in the China-Europe outbound market, consumer interests, and the SWOT analysis of the Czech Republic, we will discuss the target audience profiles suitable for both individual travelers and group travelers, and propose corresponding activities aimed at each segment.

### ✓ **Individual Travelers (free independent travelers):**

- **Target Group Description:** We recommend targeting Chinese consumers aged 20-35, regardless of gender, as this group represents the core users of social media in China. Additionally, a focus on first-tier cities, such as Beijing and Shanghai, is essential, as consumers in these areas are more likely to engage in long-haul travel.
- **Preference Description:** This target group is strongly influenced by social media, particularly WeChat and Xiaohongshu, which play a key role in their decision-making. They prefer immersive travel experiences and enjoy researching destinations and creating their own itineraries. They tend to value cost-effectiveness in travel, which makes their decisions very cautious; however, they are also willing to spend on niche and unique travel experiences.
- **Ways of Influence:** Direct Impact
- **Proposed Activities:** For WeChat, we propose using media buying to reach a broad audience, maximizing exposure across diverse demographics. On Xiaohongshu, we suggest collaborating with 2- 3 KOLs to create in-depth promotional content that resonates deeply with users. This approach leverages WeChat's advantage in presenting detailed information, and Xiaohongshu's strength in delivering authentic messages that appeals to the target group's interest in immersive, well-researched travel experiences, ensuring impactful and persuasive messaging.

### ✓ **Group Travelers (group inclusive tours):**

- **Target Group Description:** We recommend targeting Chinese consumers aged 30-45, primarily in Tier-2 cities like Xi'an and Qingdao. This group, compared to browsing UGC online, places more trust in face-to-face interactions or brand / industry specialists provided information.
- **Preference Description:** This target group is highly influenced by travel agencies and tends to trust recommendations from both friends and travel professionals. They approach travel decisions with caution, preferring credible information sources and valuing the reputation of the destination, while also have the financial means to support their plans once being decided.
- **Ways of Influence:** Indirect Impact
- **Proposed Activities:** Based on these preferences, we recommend organizing an offline trade gathering event for industry partners. This gathering event will invite trade media and influential trade partners to introduce them to the unique aspects of the Czech Republic as a travel destination.

## 2. Campaign Timeline and Media Plan

### 2.1 Campaign Timeline (Tentative)

Given the project requirements, the timeline for the campaign is structured as follows to ensure readiness for a November 29, 2024 launch:

#### Preparation Phase (November 18 – December 5, 2024)

- ✓ **Market Analysis Finalization and Audience Targeting:** November 18 – November 20  
Complete market analysis and finalize audience segments to guide campaign targeting and strategy.
- ✓ **Content Development and Creative Asset Production:** November 18 – November 24
- ✓ **Confirmation of Influencer Contracts and Content Topics:** November 19 – December 2  
Finalize influencer contracts and approve content topics in preparation for their posts in early December.

- ✓ **Coordination and Confirmation of Offline Event Logistics in Beijing:**  
November 20 – December 5  
Organize all logistics for the offline event, including venue booking, AV setup, and promotional materials, to ensure a successful event on December 11.
- ✓ **Approval of Campaign Materials by Czech Tourism Board:** November 26 – November 28

### **Campaign Execution Phase (November 29 – December 17, 2024)**

- ✓ **Online Campaign Launch on WeChat and RED:** November 29, 2024
- ✓ **Offline Event in Beijing:** December 11, 2024 (Wednesday)
- ✓ **Weekly Performance Tracking and Adjustments:** December 4, December 11, December 16
- ✓ **Final Data Collection and Performance Analysis:** December 18, 2024
- ✓ **Submission of Comprehensive Campaign Report to Czech Tourism Board:** December 19, 2024

## **2.2 Proposed Media Plan (Tentative)**

### **WeChat Media Plan**

**Objective:** Create awareness and drive engagement for the Czech Republic's travel appeal, highlighting key destinations and unique cultural experiences. Target young, affluent Chinese travelers from major cities.

| <b>Date</b>  | <b>Content Theme</b>          | <b>Key Message &amp; Visual Focus</b>   | <b>Target KPIs</b>                           |
|--------------|-------------------------------|---|--|
| Nov 29, 2024 | Cultural Heritage             | "Explore Czechia's Rich History" – a deep dive into Czechia's historical sites, architecture, and museums, accompanied by high-quality visuals and travel insights. | Impressions: 500,000<br>Follower Growth: 330 |
| Dec 5, 2024  | Nature and Outdoor Activities | "Discover Czechia's Nature" – focus on national parks, scenic landscapes, and   | Impressions: 500,000+                        |

|              |                                   |   |  |
|--------------|-----------------------------------|---|--|
|              |                                   | outdoor activities for adventure-seekers.   | Follower Growth: 330+                          |
| Dec 10, 2024 | Local Experiences and Hidden Gems | "Experience Czechia Like a Local" – highlight off-the-beaten-path destinations, local festivals, and authentic experiences. | Impressions: 500,000+<br>Follower Growth: 330+ |

**Content Strategy:** Each post will include visually appealing photos or short videos, travel tips, and calls-to-action encouraging users to share or comment. Posts will utilize the #VisitCzechia tag for brand consistency.

**RED (Little Red Book) Media Plan**

**Objective:** Leverage influencer content to appeal to young, experience-oriented Chinese travelers, presenting Czechia as a must-visit European destination through personalized storytelling.

| Date        | Influencer   | Follower | Content Focus                             | Target KPIs           |
|-------------|--------------|----------|---|-----------------------|
| Dec 5, 2024 | Influencer A | 40,000+  | Historic Sites and Culture                | Impressions: 200,000+ |
| Dec 6, 2024 | Influencer B | 40,000+  | Local Traditions and Festivals            | Impressions: 200,000+ |
| Dec 7, 2024 | Influencer C | 40,000+  | Czech Gastronomy and Unique Local Flavors | Impressions: 200,000+ |

**Content Strategy:** Influencers will post visually engaging, authentic travel stories to inspire Chinese travelers. Each post will feature the #VisitCzechia tag to maintain brand consistency.

**3. Campaign Creative Theme**

**Introduction to Campaign Theme:**

The central theme of this campaign, “**JOURNEY CZECHIA**”, invites Chinese travelers and industry professionals to discover the Czech Republic as a vibrant, accessible, and culturally rich destination. This theme celebrates the resurgence of

Chinese outbound travel to Czechia, highlighting the reopening of direct flights between China and Czechia as a bridge that reconnects the two countries.



The slogan, **(Rediscover, Explore, Connect)**, captures the campaign's essence and aligns with the renewed accessibility, promoting Czechia as a destination of limitless discovery and connection.

- **Rediscover:** Encourage tourists and travel professionals to see Czechia in a fresh light, showcasing the country's hidden gems, rich cultural heritage, and authentic traditions. The renewal of direct flights is a symbolic reopening of Czechia's doors, inviting Chinese travelers to re-experience or discover for the first time what makes Czechia unique.
- **Explore:** Inspire Chinese travelers to go beyond typical tourist sites and dive into Czechia's lesser-known locales, historical landscapes, and cultural

festivals. Highlighting accessible, scenic routes made possible by direct flights, we emphasize Czechia as an ideal destination for Chinese travelers who seek meaningful, immersive experiences.

- **Connect:** Foster connections on multiple levels—between Chinese travelers and the rich tapestry of Czechia, between travel agencies and Czech partners, and between influencers and audiences across digital platforms. The **#VisitCzechia** hashtag and its Chinese counterpart will unify all campaign content, building a recognizable brand presence that strengthens these connections through visual and narrative consistency.

## **Theme Execution and Integration**

### **1. Unified Storytelling Across Channels**

The “**JOURNEY CZECHIA**” theme provides a cohesive storyline, interlinking all B2B and B2C campaign efforts. The theme will be central to all promotional materials, digital content, and event messaging, reinforcing Czechia’s renewed accessibility and cultural richness. Each post, advertisement, and event will incorporate the **#VisitCzechia** logo in both English and its localized Chinese version, strengthening the campaign’s identity in a format familiar and accessible to Chinese audiences.

### **2. Localized Messaging for Maximum Engagement**

Content and visuals will be carefully localized for the Chinese market, using standardized Chinese language to resonate with cultural preferences. This includes adaptations in tone, culturally relevant visuals, and emphasis on themes of family, exploration, and personal connection—values that resonate strongly with Chinese travelers.

### **3. Highlighting Direct Flights in Campaign Messaging**

Each campaign touchpoint, whether through B2B events, WeChat, RED, or influencer collaborations, will subtly integrate messaging around the convenience of newly resumed direct flights. This practical emphasis on easier travel strengthens the campaign’s message of renewed access, making Czechia not only a desirable destination but an easily reachable one.

### **4. Hashtag Integration: #VisitCzechia / #探寻捷克**

To build brand recognition and continuity, **#VisitCzechia** (and the Chinese variant **#探寻捷克**) will be a prominent part of all posts, promotional materials,

and influencer content. This campaign hashtag will create a unified social media presence and establish a long-term digital footprint, enabling travelers to find and share content related to their experiences in Czechia.

Through “**JOURNEY CZECHIA**”, the campaign presents a revitalized and inviting image of the Czech Republic, tailored to meet the preferences of the Chinese travel market while emphasizing renewed accessibility. This approach strengthens Czechia’s brand as a culturally rich, conveniently accessible destination, ready to reconnect with Chinese travelers.

## **4. B2B Offline Campaign Execution**

### **Event Overview and Logistics**

**Objective:** The “**JOURNEY CZECHIA**” B2B offline event will be held in Beijing on December 11, 2024, as a key initiative to reintroduce Czechia to the Chinese tourism market. Emphasizing the renewed accessibility of the Czech Republic through direct flights, this event aims to strengthen connections with leading Chinese travel agencies and media, positioning Czechia as a prime European destination for Chinese tourists.

By delivering a visually and culturally localized presentation, this event will serve as a dynamic platform to provide valuable insights, distribute promotional materials, and establish business opportunities to enhance Czechia’s visibility and appeal in the Chinese market.

### **Event Details**

**Date and Location:** December 11, 2024, hotel venue in Beijing that can accommodate both presentations and networking spaces.

**Target Audience:** The event will host at least 20 representatives from leading Chinese travel agencies specializing in European tours, as well as a minimum of 5 influential media representatives covering tourism and lifestyle topics.

### **Event Structure:**

#### **Presentation Segment**

A visually engaging presentation will introduce Czechia’s rich cultural heritage, historic attractions, and lesser-known destinations, highlighting why Czechia is the perfect choice for Chinese tourists looking to Rediscover, Explore, and Connect.

The presentation will include a section dedicated to the convenience and ease provided by direct flights to the Czech Republic, underscoring Czechia's renewed accessibility.

### **Networking Session**

A dedicated time for travel agency representatives to discuss potential partnerships, share insights, and explore customized Czech itineraries that could resonate with Chinese travelers.

### **Interactive Q&A**

A live Q&A session to address specific questions from travel agents and media representatives, providing in-depth information and dispelling any potential concerns about Czechia as a travel destination.

### **Event Setup and Coordination**

#### **Venue Setup**

The venue will include a welcoming area, presentation space, and networking area, equipped with high-resolution projectors, sound systems, and lighting to enhance the event experience. Branding will prominently feature “**JOURNEY CZECHIA**” and the **#VisitCzechia** logo in both English and Chinese, fostering brand recognition.

#### **Event Staffing**

Professional on-site staff will manage registrations, guide attendees, provide technical support, and ensure a smooth, structured event flow.

#### **Event Flow Coordination**

A detailed schedule will facilitate timely transitions between sessions, optimizing engagement and networking opportunities.

### **Promotional Materials**

#### **Branded Brochures and Flyers:**

Professionally designed materials featuring the **#VisitCzechia** logo will highlight Czechia's most attractive destinations. These materials will reinforce Czechia's appeal as a destination that is both accessible and rich in unique experiences.

#### **Raffle Prizes:**

To engage attendees, a raffle will be held with Czech-themed prizes, such as gift hampers featuring Czech products or vouchers for local experiences, leaving a lasting impression of Czechia's hospitality and cultural richness. (Prizes provided by client)

### **Expected Event Output**

**Networking and Collaboration Opportunities:** Establish or strengthen at least five key partnerships with Chinese travel agencies willing to promote Czechia-based itineraries to their clientele.

**Media Coverage and Exposure:** Generate a minimum of five guaranteed media articles or press release from attending media representatives, sharing their event insights and promoting Czechia's tourism potential.

**Destination Awareness:** Increase awareness among travel professionals of Czechia's unique destinations and experiences, particularly those outside the main tourist hubs, positioning the Czech Republic as a desirable destination.

### **Post-Event Reporting**

To ensure transparency and measure event success, a comprehensive post-event report will be provided to Czech Tourism Board, covering:

1. **Attendance and Engagement Data:** Detailed attendance numbers, engagement levels during presentations, and attendee feedback gathered via post-event surveys.
2. **Partnership Outcomes:** Summary of discussions with travel agency representatives, including any confirmed commitments to promote Czech itineraries or Czech-themed tours.
3. **Media Output and Impressions:** List of all media coverage resulting from the event, including articles, social media posts, and estimated impressions or reach.
4. **Photo and Video Documentation:** High-quality photos and video snippets from the event, capturing key moments, presentations, and interactions for future promotional use.
5. **Final Assessment and Recommendations:** Evaluation of event objectives against actual outcomes, including recommendations for future B2B

engagements to further strengthen Czechia's position in the Chinese tourism market.

## **5. B2C Online Digital Marketing Campaign Execution**

### **WeChat Campaign - "JOURNEY CZECHIA"**

**Objective:** The "JOURNEY CZECHIA" WeChat campaign aims to position the Czech Republic as a uniquely appealing travel destination by showcasing both iconic sites and lesser-known treasures. This campaign leverages creative storytelling and visually captivating content to resonate with Chinese travelers, emphasizing Czechia's renewed accessibility via direct flights. Each post encourages readers to Rediscover, Explore, and Connect with Czechia's multifaceted attractions, going beyond typical tourist sites to reveal a vibrant and culturally rich European destination.

#### **Content Plan**

Each WeChat post under the "JOURNEY CZECHIA" theme is crafted to reflect Rediscover, Explore, and Connect through curated images, short videos, and storytelling that targets users aged 20-45 from major cities such as Beijing, Shanghai, Tianjin, and Xi'an.

### **WeChat Post 1: "Rediscover Czechia's Historic Trails and Hidden Gems"**

#### **Creative Concept:**

This article takes readers on a journey to Rediscover Czechia's rich history through exploration of lesser-known historic sites, charming small towns, and ancient castles. The post sparks curiosity around Czechia's architectural treasures and its timeless charm, presenting Czechia as an accessible destination through newly resumed direct flights.

#### **Post Outline and Structure:**

##### **1. Introduction: Step into Czechia's Time Portal**

- Briefly introduce Czechia's storied past and highlight the charm of its hidden gems, building excitement around Rediscovering preserved heritage beyond typical tourist sites.
- **Visuals:** Use a striking image of a historic Czech street or castle to draw readers' attention.

## 2. **Section 1: Secret Towns – Historic Streets and Cultural Depth**

- **Content Focus:** Showcase unique, lesser-known towns like Telč and Litomyšl, emphasizing their Gothic and Renaissance architecture and well-preserved atmosphere.
- **Visuals and Text:** Townscape photos paired with text like “Rediscover the charm of these medieval streets, where history lives on with every step.”

## 3. **Section 2: Legends of Czech Castles**

- **Content Focus:** Highlight Czechia’s ancient castles, such as those in Třebíč, along with its Jewish Quarter and Basilica of St. Procopius. Share fascinating stories and legends to capture the allure of these historic sites.
- **Visuals:** Use captivating images of the castle exteriors and interiors.
- **Creative Description:** “Imagine yourself in these legendary places, where each wall holds secrets of a time long past.”

## 4. **Section 3: Timeless Alleys and Artisan Shops**

- **Content Focus:** Feature photos of historic streets and artisan shops, inviting readers to discover Czechia’s craftsmanship and the slower pace of local life.
- **Visuals and Text:** Showcase glimpses of everyday life in the alleys, capturing the essence of Rediscovering Czechia’s heritage.

## 5. **Conclusion and Call to Action**

- Encourage readers to Rediscover Czechia’s unique history firsthand, inviting them to like, share, and join the conversation.
- **Hashtags:** #JOURNEYCZECHIA #RediscoverCzechia #CzechHistoryTrail



## WeChat Post 2: "Escape into Nature – Czechia's Breathtaking Outdoors"

### **Creative Concept:**

This post presents Czechia's nature as an ideal escape from city life, spotlighting Czechia's stunning landscapes and outdoor adventures. Under the theme **Explore**

**Czechia**, this article encourages readers to immerse themselves in Czechia's natural beauty, now more accessible with direct flights, inviting readers to plan an outdoor getaway.

## Post Outline and Structure:

### 1. Introduction: A Green Getaway from City Life

- Start by discussing the contrast between city life and the tranquility of Czech nature, inviting readers to “escape” into Czechia’s serene landscapes.
- **Visuals:** A wide-angle view of Bohemian Switzerland National Park’s dramatic scenery.

### 2. Section 1: Journey Through Bohemian Switzerland National Park

- **Content Focus:** Highlight Bohemian Switzerland National Park’s iconic sandstone bridge and forested landscapes, a perfect retreat for those seeking adventure.
- **Visuals and Text:** Showcase the bridge with forested pathways, paired with descriptive text like “Explore trails that lead to Czechia’s hidden sandstone wonders.”

### 3. Section 2: Underground Adventure in the Moravian Karst

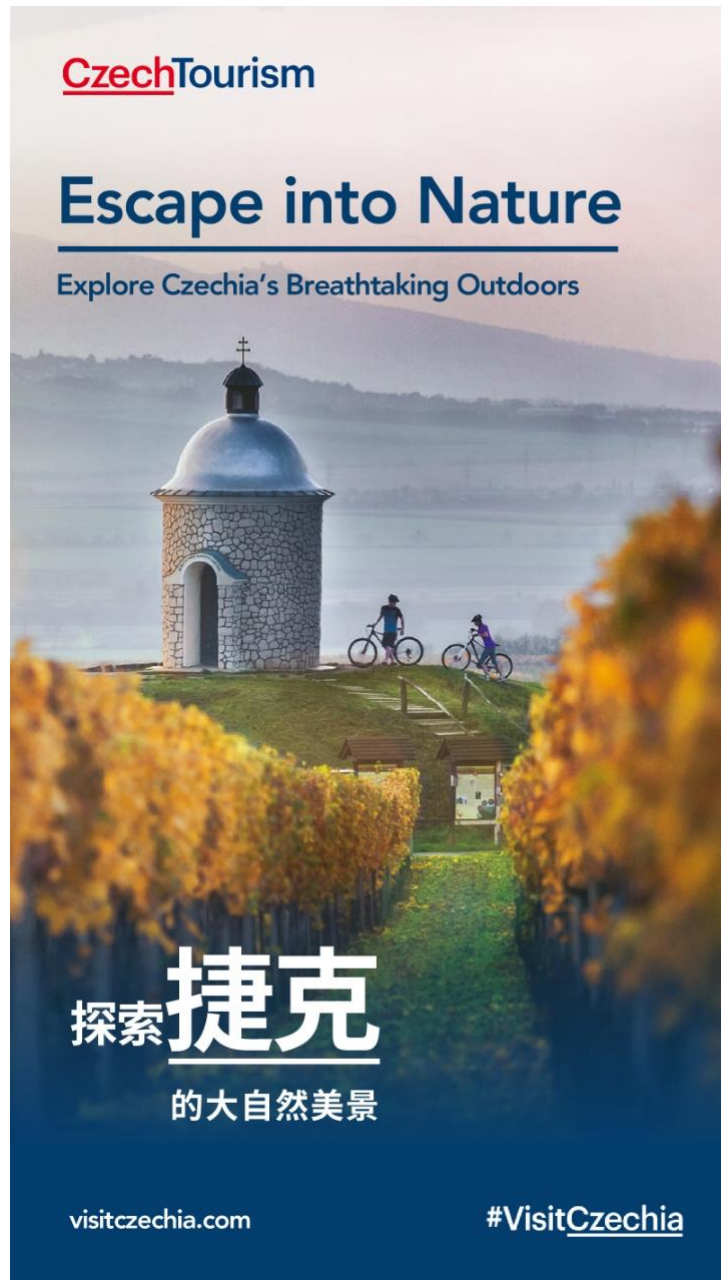
- **Content Focus:** Highlight the Moravian Karst and its cave systems, such as the Macocha Abyss and river caverns, to create a sense of excitement about the unique landscapes.
- **Visuals:** Photos of cave interiors and dramatic rock formations.
- **Text Description:** Vivid descriptions of the thrilling experience of descending into the caves, portraying it as a once-in-a-lifetime underground adventure.

### 4. Section 3: Relaxation by the Lakes in Šumava National Park

- **Content Focus:** Showcase the tranquil lakes and walking trails of Šumava National Park, appealing to those looking for a peaceful escape.
- **Visuals:** Scenic shots of lakes surrounded by forests.
- **Text:** Descriptions that highlight the calm beauty of the lakes, encouraging readers to find serenity in nature.

## 5. Conclusion and Call to Action

- Invite readers to experience Czechia's natural wonders, asking them to share their own nature stories or thoughts on where they'd like to visit.
- **Hashtags:** #JOURNEY CZECHIA#VisitCzechia #CzechNatureEscape



WeChat Post 3: “Experience Czechia Like a Local – Connect through Festivals and Traditions”

**Creative Concept:** This article inspires readers to Connect with Czechia's vibrant culture through local festivals and traditions, showcasing the Czech Republic as more than just a sightseeing destination. With a focus on authentic Czech experiences, this post highlights how visitors can enjoy Czechia "like a local."

**Post Outline and Structure:**

**1. Introduction: Embrace Czechia's Festivals and Traditions**

- Introduce Czechia's lively festival scene and unique customs that make it more than just a sightseeing destination, building a connection with readers.
- **Visuals:** A lively festival or traditional celebration image.

**2. Section 1: Czech Easter – A Celebration of Craft and Color**

- **Content Focus:** Showcase the Easter festivities in Moravia, where locals make crafts and decorate with vivid colors. Highlight the significance of these traditions.
- **Visuals:** Photos of decorated Easter eggs and handicrafts.
- **Description:** "Experience a vibrant display of creativity and culture—Czechia's Easter tradition is a celebration of artistry."

**3. Section 2: The Prague Wine Festival – A Taste of Czechia**

- **Content Focus:** Feature the Prague Wine Festival, bringing attention to Czech wines, local foods, and a festive ambiance.
- **Visuals:** Photos of festival-goers, wine-tasting scenes.
- **Text:** "Sip and savor the rich flavors of Czechia—where every glass tells a story."

**4. Section 3: Folk Music and Dance in Small Town Festivals**

- **Content Focus:** Highlight the charm of traditional music and dance, inviting readers to witness Czechia's folklore and community spirit.
- **Visuals:** Dancers in traditional attire, musicians.

- **Text:** “Join the rhythm of Czech life—where the music and dance are as timeless as the culture itself.”

## 5. Conclusion and Call to Action

- Encourage readers to Connect with Czechia’s festivals, inviting them to comment, share, and participate in the cultural experience.
- **Hashtags:** #JOURNEYCZECHIA #ConnectCzechia #CzechFestivals



**Czech**Tourism

# Experience Czechia

## Like a Local

Connect through Festivals and Traditions

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## **RED (Little Red Book) Influencer Collaboration**

**Objective:** The RED influencer campaign is designed to reach younger, experience-driven audiences, encouraging them to Rediscover, Explore, and Connect with Czechia through trusted voices. Each influencer will showcase Czechia's unique allure through personal storytelling, reinforcing the "JOURNEY CZECHIA" theme.

### **Influencer Selection and Content Expectation**

#### **1. Influencer A (40,000+ followers)**

- ✓ **Content Focus:** Rediscover Czechia's Historical Marvels. A focus on lesser-visited historic sites and cultural attractions that emphasize Czechia's diversity.
- ✓ **Format:** A series of photos with detailed captions, sharing insights on architecture, local legends, and personal reflections.

#### **2. Influencer B (40,000+ followers)**

- ✓ **Content Focus:** Festivals and Local Traditions. This post will cover Czechia's festivals, local customs, and culinary highlights, appealing to followers interested in immersive cultural experiences.
- ✓ **Format:** Photos of festival scenes, decorated Easter eggs, and traditional foods, inviting readers to experience Czechia's cultural depth.

#### **3. Influencer C (40,000+ followers)**

- ✓ **Content Focus:** Czech Gastronomy and Unique Local Flavors. This post will delve into Czechia's culinary scene, highlighting traditional dishes such as svíčková, goulash, and trdelník, along with insights into local food culture and unique dining experiences. The influencer will showcase scenic cafes, local markets, and must-try foods, appealing to food enthusiasts and adventurous eaters.
- ✓ **Format:** A series of engaging photos with captions describing the flavors, atmosphere, and authenticity of Czech cuisine, encouraging followers to explore Czechia's food culture.

**Engagement Targets:** Each influencer's content will invite followers to like, comment, and save, fostering engagement and community interest in the

destination. Each post will feature #JOURNEYCZECHIA for consistent branding and visibility.

Příloha 4  
Annex 4

MEDIA PLAN

| Země<br>Country | Rozpočet vč. místní DPH<br>Budget incl. local VAT<br>(CNY) | Médium<br>Media | Cílová skupina<br>Target group  | Formát<br>Format   | Nákupní<br>jednotka<br>Purchase unit        | Timing  | Délka kampaně v<br>měsících<br>Campaign length in<br>months | Cena za<br>jednotku<br>Price per unit | Minimální počet<br>jednotek (x1)<br>Minimum<br>number of units<br>(x1) | Garantovaný<br>počet jednotek<br>(x1)<br>Guaranteed<br>number of units<br>(x1) | Média cena<br>Media price | Agenturní fee<br>Agency fee | Cena celkem<br>Total price |
|-----------------|--|-----------------|---|--------------------|---|---------|---|---------------------------------------|--|--|---------------------------|-----------------------------|----------------------------|
| Čína<br>China   | 290 000,00 CNY   | WeChat          | 20-45 let,<br>města Peking, Šanghaj, Tianjin, Xian<br>20-45 years,<br>the cities of Beijing, Shanghai,<br>Tianjin, Xian | Příspěvky<br>Posts | CPT   | 12/2024 | 1,0   | 133,33 CNY                            | 1 500 000  | 1 800 005  | 240 000 CNY               | 50 000 CNY                  | 290 000 CNY                |
|                 | 220 000,00 CNY   | RED             |   | Influencer č. 1    | počet sledujících<br>number of<br>followers | 12/2024 | 1,0   | 0,00 CNY                              | 50 000   | 200 000  | 180 000 CNY               | 40 000 CNY                  | 220 000 CNY                |
|                 |  |                 |   | Influencer č. 2    | počet sledujících<br>number of<br>followers | 12/2024 | 1,0   | 0,00 CNY                              | 50 000   | 200 000  |                           |                             |                            |
|                 |  |                 |   | Influencer č. 3    | počet sledujících<br>number of<br>followers | 12/2024 | 1,0   | 0,00 CNY                              | 50 000   | 200 000  |                           |                             |                            |
| Celkem<br>Total | 510 000,00 CNY   | -               |   | -                  | -   | -       | -   | -                                     | 1 500 000  | 2 400 005  | 420 000 CNY               | 90 000 CNY                  | 510 000 CNY                |

Vyplní dodavatel

Combined B2B offline and digital online marketing campaign in the PRC to boost Chinese inbound to the Czech Republic

Travel Link Digital

| A. B2B part of the campaign (offline part)  |  | Total price in CNY<br>incl. local DPH |
|---|--|---------------------------------------|
| Event space rental                          |  | 100 000,00 CNY                        |
| AV technology                               |  |                                       |
| Catering                                    |  |                                       |
| Accompanying program (photographer, etc.)   |  |                                       |
| Graphic and printed materials for the event |  |                                       |
| Event coordination staff                    |  | 40 000,00 CNY                         |
| Vendor Management                           |  |                                       |
| On-site Support                             |  |                                       |
| Graphic Design                              |  |                                       |
| RSVP*25                                     |  |                                       |
| Post Report                                 |  | 20 000,00 CNY                         |
| PR- Press Release Article Content*1         |  |                                       |
| PR- 5 Media Press Release                   |  |                                       |
| TOTAL                                       |  | 160 000,00 CNY                        |

| B1. B2C part of the campaign (online part Wechat CzechTourism) |  | Total price in CNY<br>incl. local DPH |
|--|--|---------------------------------------|
| Campaign proposal  |  | 50 000,00 CNY                         |
| Copywriting  |  |                                       |
| Graphic works  |  |                                       |
| Media Buy Account Set-up and Execution                         |  |                                       |
| Media Monitoring   |  |                                       |
| Ads Material Creative Production (Banners and 3 article posts) |  |                                       |
| Post Report  |  | 240 000,00 CNY                        |
| Promotion (paid posts)   |  |                                       |
| TOTAL  |  | 290 000,00 CNY                        |

| B2. B2C part of the campaign (online part RED)                              |  | Total price in CNY<br>incl. local DPH |
|---|--|---------------------------------------|
| Campaign proposal   |  | 40 000,00 CNY                         |
| Copywriting   |  |                                       |
| Graphic works   |  |                                       |
| KOL Pitch and Communication   |  |                                       |
| KOL post review (Ensuring quality and effectiveness of promotional content) |  |                                       |
| Post Report   |  | 180 000,00 CNY                        |
| Promotion (paid posts)  |  |                                       |
| KOL Cost  |  |                                       |
| TOTAL   |  | 220 000,00 CNY                        |

|                        |                |
|------------------------|----------------|
| TOTAL FOR THE CAMPAIGN | 670 000,00 CNY |
|------------------------|----------------|

yellow parts to be filled by the supplier

TOTAL AMOUNT FOR THE CAMPAIGN HAVE TO BE 670.000 CNY!