

An aerial illustration of Český Krumlov, Czech Republic. The scene features a hot air balloon with red, white, and blue stripes, two white clouds, and a white airplane with red and blue accents flying in the sky. Below, a cluster of colorful buildings, including a prominent church with a tall spire, is situated on a hillside. A red location pin is placed near the buildings. In the foreground, a river flows with two orange and white boats. A line of green pine trees separates the river from the text area. The background is a green grid pattern.

Český Krumlov

Trust Bridge touring



Our product



- Monument castle
- Unique architecture
- Cultural traditions and area
- UNESCO world heritage site



Price transport



Basic

- Basic transport -> mini - bus
- Basic hotel

€50



Pro

- Pro transport -> bus
- Free wifi
- B&B

€80



Premium

- Premium transport -> plane
- All inclusive hotel
- Extra tour

€100

Student with ISIC – 30% discount



Price entertainment



Castle Czech Krumlov

Adults – 240Kč

Kids up to 6 yo. – free

Youth up to 25 yo. – 190Kč

Seniors from 65 yo. – 190Kč

ZTP health pass – 190Kč



Church of saint Vit

Free entrance



Monastery Museum

Basic – 190Kč

Lowest – 150Kč

Family – 300Kč





Timeline



1. DAY

13.00: Hotel check in
14.30: Lunch at Hostinec Depo
16.00: walk to Křížová mountain
19.00-20.00: dinner at hotel

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2. DAY

8.00-9.30: breakfast
9.30-11.00: walk around the city
12.00 - 13.30 lunch
13.30 – 16.00 visit 10. anniversary Festival vine ČR
16.00 – 17.00 visit castle Czech Krumlov
17.20 – 18.20 visit Church of saint Vit
19.00 – 22.00 Dinner in Hotel

2

3. DAY

8.00 – 9.30 breakfast
9.50 – 11.00 visit monastery museum
11.30 – 12.00 leaving hotel
12.15 – 13.00 taking bus home

3



Our goals



Helping people

Giving them the best stay.
Show them the beauty of
Český Krumlov



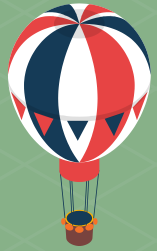
Name recognition

Being known around the
world

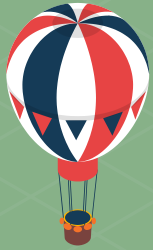


Attracting tourists

Making ourselves known with
other agencies and make
new partnerships.



SWOT Analysis



S(trengths)

- Many viewpoints
- Very safe
- Many activities



O(pportunities)

- Different activities
- Loads of jobs
- Good for families (lots of parks)



W(eaknesses)

- Not for long visit
- River overcrowded
- Too commercialised



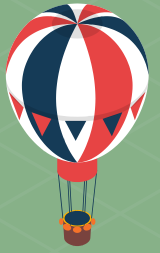
T(hreats)

- Tourists visit larger cities
- Weak protection historical monuments
- Overcrowded sights





Pr outreach



PRestige

Key Messages



Mobile

Partner with influencers



Giveaways

PR packages for influencers



Cinema

Paid ads through Trivago



Contests

Win discounts



Newsletter

Post customer reviews





Thanks!



Does anyone have any questions?
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Go with us!!

