

An aerial photograph of the town of Kutná Hora, Czech Republic, during a golden sunset. The sun is a bright yellow orb in the upper right sky, casting a warm glow over the town's red-tiled roofs and green spaces. A large, semi-transparent red rectangle is overlaid on the left and center of the image. Inside this rectangle, the text 'KUTNÁ HORA' is written in a large, white, sans-serif font. Below it, 'Group 4' is written in a smaller, white, sans-serif font. On the far right edge of the image, there is a vertical decorative element consisting of several thin, white, horizontal lines stacked vertically.

KUTNÁ HORA

Group 4

PRODUCT

- Our product is a 3 days long trip to Kutná Hora.
- It is gonna take place in summer of 2023.



KUTNÁ HORA

- Kutna Hora is a town in the Central Bohemian Region.
- Since 1961, the town centre is also protected by law as an urban monument reservation, **the fourth largest in the country.**



MAP



PRICE



- Bus: 400 czk/person
- Accommodation: 2450 czk/2 nights per person (breakfast included)
- Food: around 1500 czk
- Entrance fees: 1500 czk
- Final price: 5 850 czk/person

DISCOUNTS

- First minute: 5%
- Last minute: 5%
- For students: 25%

PLACE

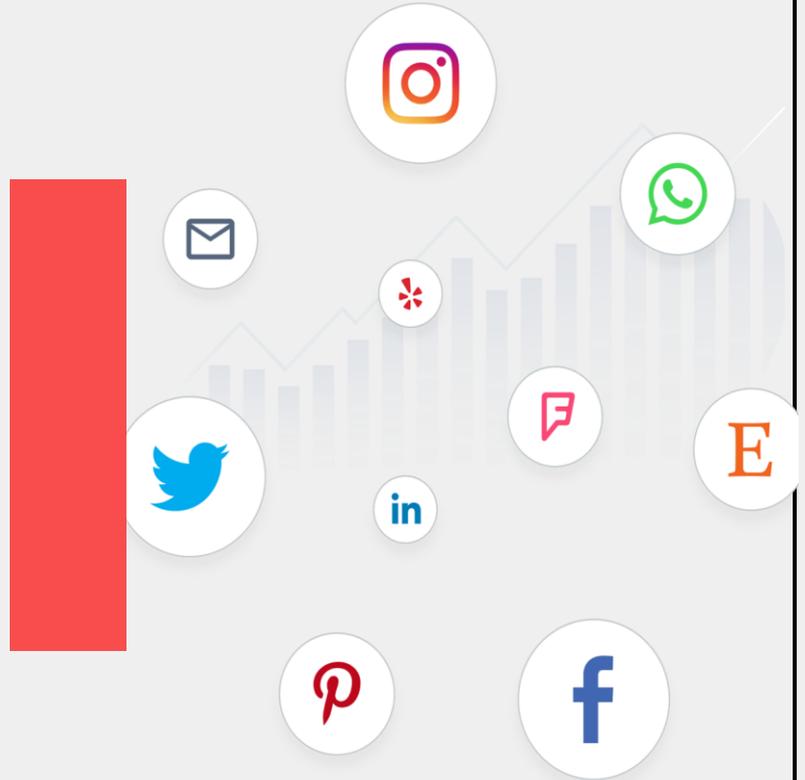
- We are going to get there by a Flix bus.
- We will meet in Ostrava and then the bus will take us to Kutná Hora and back.
- There we will travel by feet.



PROMOTION

- We can promote our trip by making posters and business cards.
- We can create an instagram account or facebook page as well.
- We will also make our own website and make ads.
- We will offer vouchers.
- YouTube video:

https://www.youtube.com/watch?v=-9s_vplz5_l

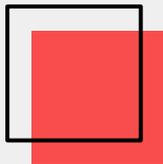


PEOPLE

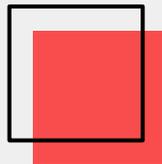
- It will be for students of Technická univerzita Ostrava and the teachers who will look after them.
- There is going to be a guide to tell them more about the places we will visit.
- Also we will need a driver for the bus.



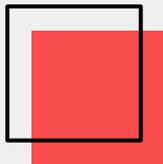
PARTNERSHIP



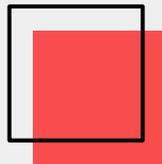
CZECHTOURISM
[Website of CZECHTOURISM](#)



KUDYZNUDY
[Webste of KUDYZNUDY](#)



KUTNÁ HORA
[Website of KUTNÁ HORA](#)



UNESCO
[Website of UNESCO](#)

PACKAGE

- Romantic getaway
- Last minute
- Gift certificates
- Relaxation packages



DAY 1

- Departure from Ostrava
- Arrival in Kutná Hora
- Check-in into Penzion u Hrádku
- Lunch in nearby restaurant Restaurace Dačický
- Visit to Czech Museum of Silver, Hrádek, Vyhlídka u sv. Jakuba, Church of St. James
- Dinner in Staročeská restaurace V Ruthardce
- Return to hotel
- The end of day 1

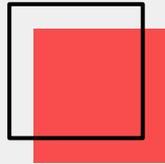
DAY 2

- Breakfast in the hotel
- Visit to Kaple Božího těla, Cathedral of St. Barbara, Statue of Virgin Mary, Italian Court, Kostel Matky Boží Na Náměti
- Lunch break will be during the visits
- Return to the hotel
- Dinner in some nearby restaurant
- The end of day 2

DAY 3

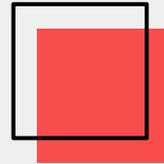
- Breakfast in the hotel
- Visit to Cathedral of Assumption of Our Lady and St. John the Baptist, Klášter cisterciáků Nanebevzetí Panny Marie a svatého Jana Křtitele, Římskokatolická farnost Kutná Hora, Sedlec, All Saints' Church
- Lunch break will be during the visits
- Return to the hotel and check-out
- Departure from Kutná Hora
- Arrival to Ostrava
- The end of day 3

SWOT ANALYSIS



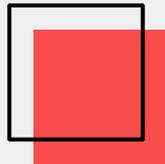
STRENGTHS

Historic centre, wealth from silver mines, accessible, hotels and restaurants, known people, near to Prague



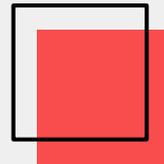
WEAKNESSES

Crowded places, expensive, public transportation



OPPORTUNITIES

Czechtourism - promotion, learning about Czech culture, events, visiting beautiful places



THREATS

War, natural disasters, political troubles

An aerial photograph of a historic town, likely in Europe, featuring a prominent white building with a red-tiled roof and a large dome. The town is built on a hillside, with various other buildings and a church with three spires visible in the background. A red-tinted inset on the left side of the image contains the text "THANK YOU FOR ATTENTION".

THANK YOU
FOR
ATTENTION