



LEDNICKO-VALTICKÝ AREÁL

- **Castle**
- **Gardens**
- **Břeclav district**
- **Founder/founded**
- **Location**
- **UNESCO**

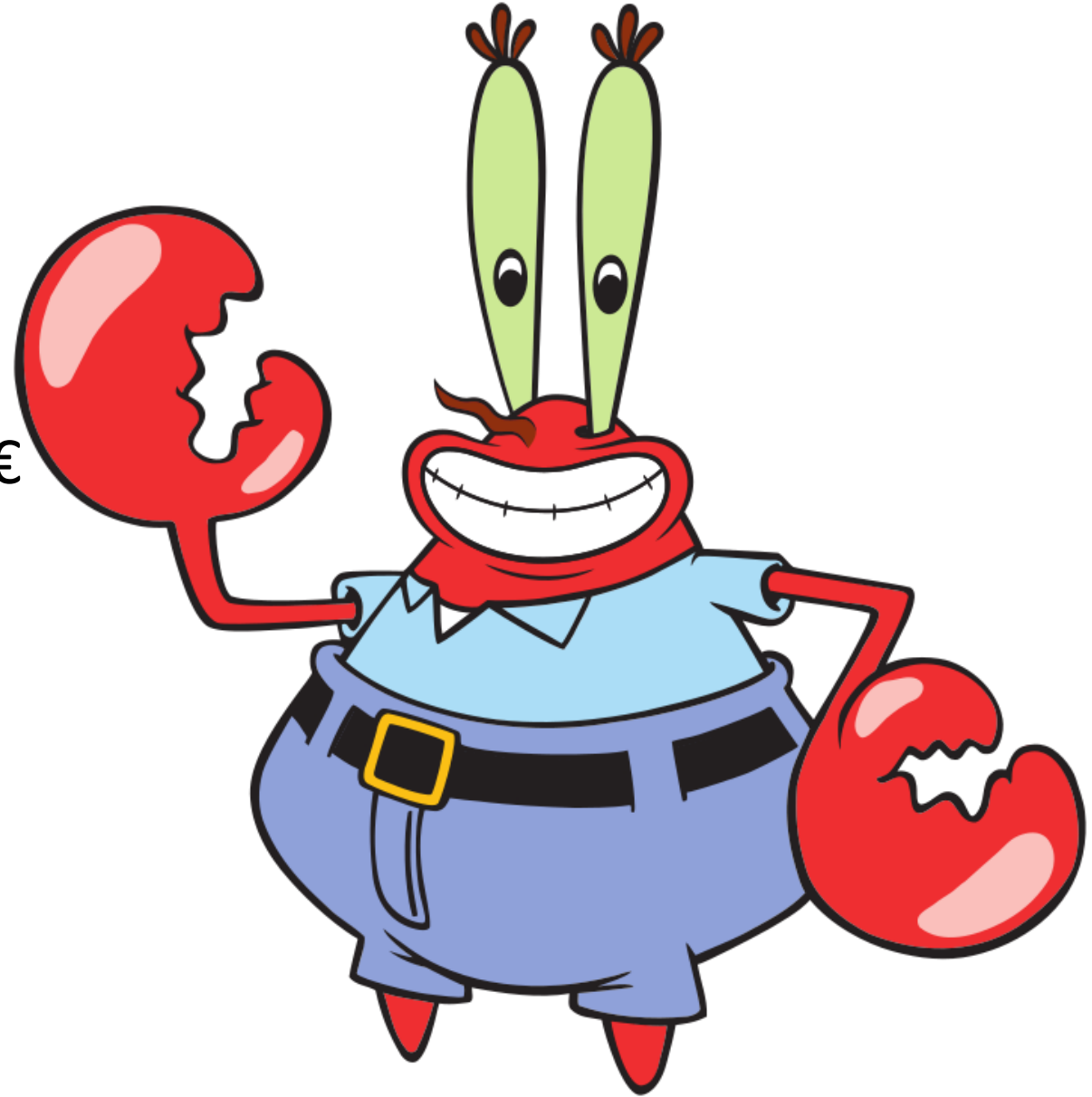
OUR PRODUCT

- Our product is a castle area
- Founded in 1715
- Is located at the borders with Austria
- In UNESCO from 1996
- 23 m. high Obelisk



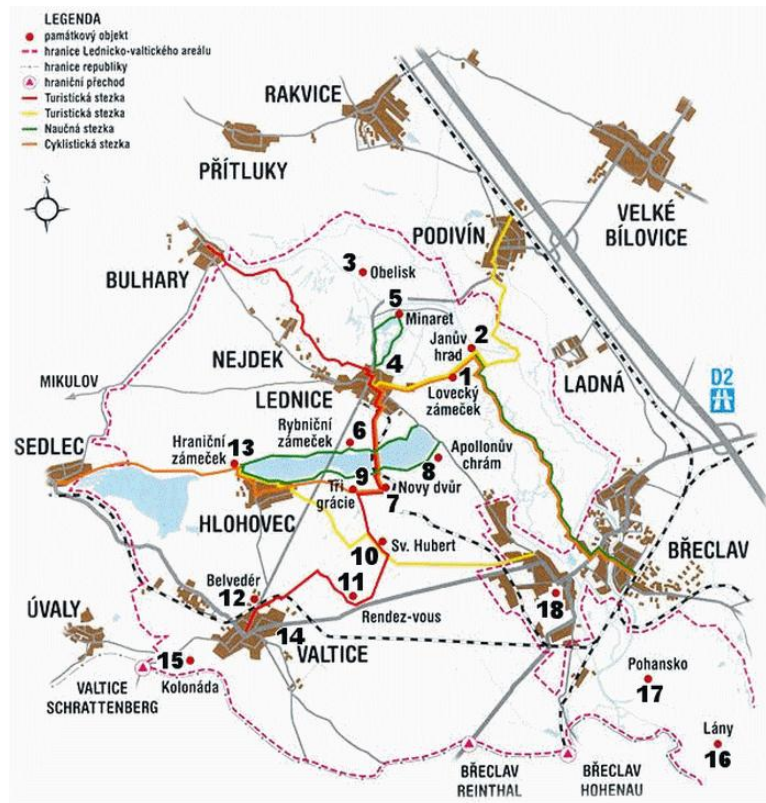
PRICE

- Adults from 25+ to 64 years – 4 €
- Seniors 65+ years – 3,3 €
- Student from 18+ to 25 years – 3,3 €
- Children from 6 to 17 years - 1,7 €



PLACE

- Information centrum is in town square
- Lednice are in South Moravia



PROMOTION

- Social media
- Facebook group of traveling
- Promotions in the newspapers



PEOPLE

- We need:

- guide
- driver
- travelers
- stewards



PARTNERSHIP

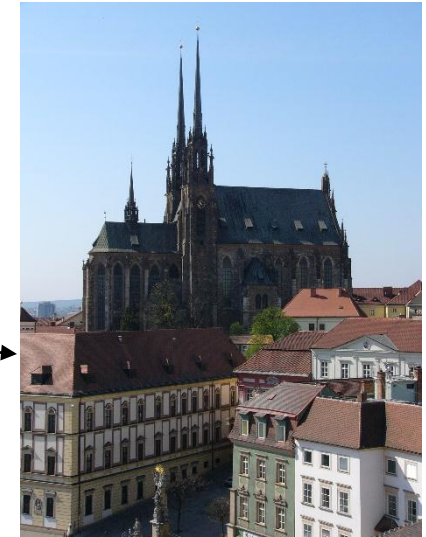
- Cooperate with a fictive company EuroBus Travel
- Delegates from travel agency Fisher
- Advertisements in the form of social media
- We can rent business class bus

Cestovní kancelář
FISCHER
Svět vašich zážitků



Program – day 1

- Arrive in Krakov
- Bus ride to Brno
- (bus ride 3 ½ hours)
- Visiting The Old City
- Visiting Cathedral St. Peter & Paul
- Visiting Dietrichstein Palace & Moravian Museum
- Stay the night in Hotel John Galt Hostel(30 eu/night)



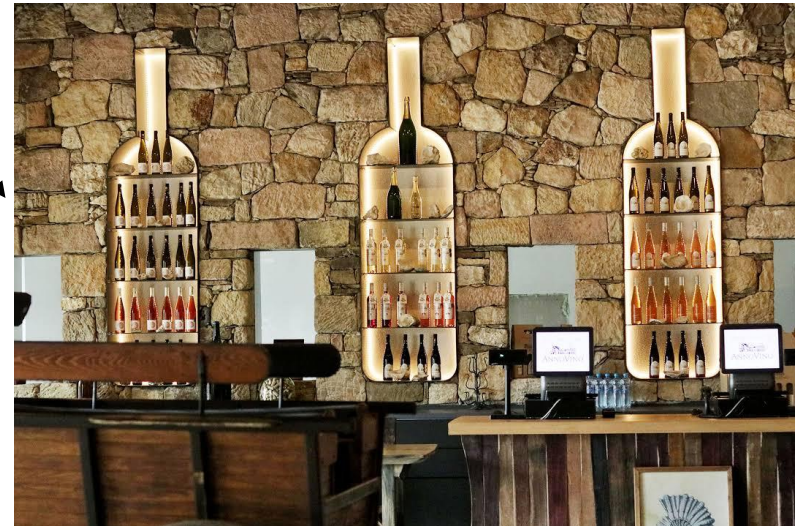
Program day -2

- Bus ride to Mikulov(42 min ride)
- Visiting The Turoid Cave
- Visiting Vinny Sklep u Jozky Cermaka
- Sleep in Hotel Zamecek-50 euro/night
- Visiting Dietrichsteinská hrobka



Program day- 3

- Bus ride to Lednice(18 min)
- Visiting to Rybníční Zámeček
- Visiting Annovino (Wine tasting)
- Visiting Chrám Tří Grácií
- Visiting Lednicko-valtický areál



Lednicko-valtický areál



Program – DAY 3

- Bus ride to krakov (4 h 6 min)
- Flight back home



SWOT Analysis

Strenghts	Weakness	Opportunities	Threats
Near to borders with austria	Far away from capital city	Better promotion	Losing people in region
Many roads for bikes	Not enough park places	Take poeple to nature reservation	Worst contruction of monument
Good for kids	Only by car (not close bus stations)	Culture visit	You can only stay 1 day
Public toilets			
Pretty nature, big area with gardens			



Thank
you