



Kroměříž

The background features a watercolor-style pattern. It consists of overlapping, semi-transparent circles in various shades of blue and teal. Superimposed on these circles are delicate, branching structures in a golden-brown or light tan color, resembling coral or seaweed. The overall aesthetic is soft and organic.

8P

Let's start with the first set of slides

Product

Adri

- Baroque Castle with garden
- Botanical gardens with Rotunda



Price

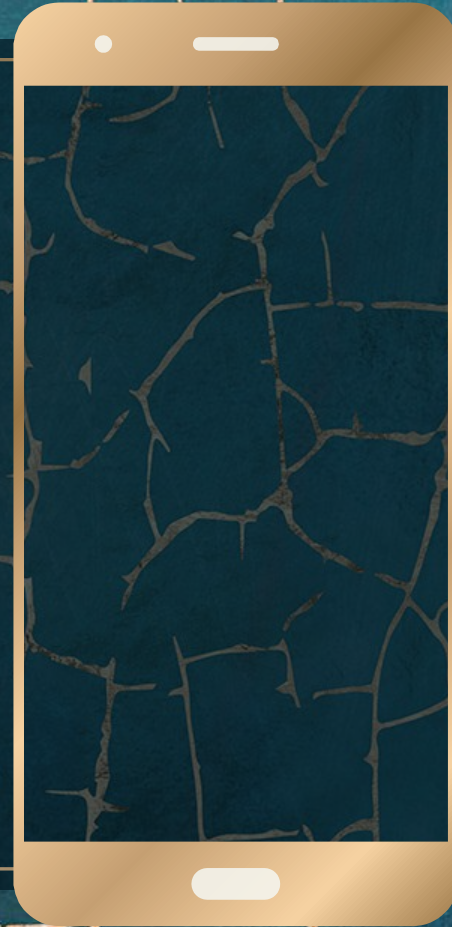
- Adults - 200Kč / 8€
- Seniors - 150 Kč / 6€
- Children - 80 Kč / 3€
- Family - 500 Kč / 20€ (2 adults+2 children)



Eli

Promotion

- Social media - influencers
- Flyers, brochures
- Ads on tv, radio



Jerko

People

Guides

Gardeners

Handyman



Leo

Partnership

- Town of Kroměříž
- Zlín region



Eliot

Package

- **Family Discounts**
- **Age Limit Discounts**



SWOT ANALYSIS

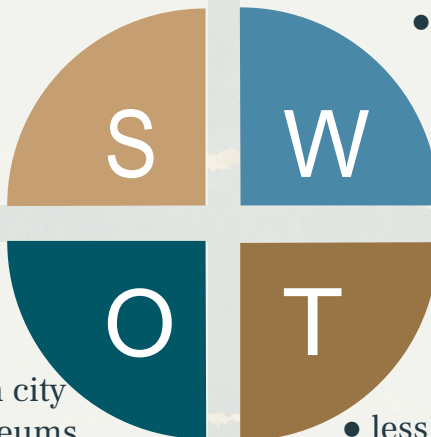
STRENGTHS

- big and beautiful garden, a specific architecture
- unique history
- the prices -favorable for groups
- garden visit - free
- the rotunda - middle of the city

EE LA

WEAKNESSES

- bigger price because of the inflation
- not good infrastructure for bike-riders
 - population don't like tourist



OPPORTUNITIES

- built new industry zone in Holešov
- interesting buildings, nice places in city
- lot of events (cinema, theaters, museums, lection in observatory)

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THREATS

- visitors - destroy the flowers
 - lot of tourists in season
- less financial support from the government
 - less younger people

Kate



Euro weekend

Kroměříž

Hotel Bouček

- price: 2 nights, 2 adults - 2965Kč
118.60€
- in center
- free Wi-fi
- good breakfast
- 9.5★ for a two-person trip



Adri

Day 1

- check-in at hotel at 2PM
- old train locomotive
- Kroměříž square
- region museum
- time for dinner



Leo

Day 2

- time for breakfast
- arcibiskup castle
- church of Saint Maurice
- rotunda in botanical garden
- time for lunch
- boating on river Morava
- cinema – romantic movie
- time for dinner



Eliot

Day 3

- check-out at hotel at 11AM
- mirror Labyrinth
- time for lunch
- road home



Jerko

The trip

Price

- For 2 people:
 - 2 nights in hotel
 - tickets



6 225Kč
249€

Included

- accomodation
- tickets
- guide

Not included

- food
- transport





Thank you for
your attention!