Litomyšl UNESCO heritage

ERASMUS+

CZECH - IN

Míša, Anet, Lukáš, Batuhan, Phoebe, Iva, Stefan, Nadia

1P - Product Castle Litomyšl

► It was gift from a royal to his wife

► One of the biggest castles in Czechia

2P – Price

► You can only visit Litomyšl castle as part of a tour, which takes about an hour

► The basic tour in czech costs:

► - 6 EUR for adults

► - 6 EUR for concessions

► - 3 EUR for children aged 6 – 17 years

3P - Place

- ► Castle can be promoted and spread using a website,
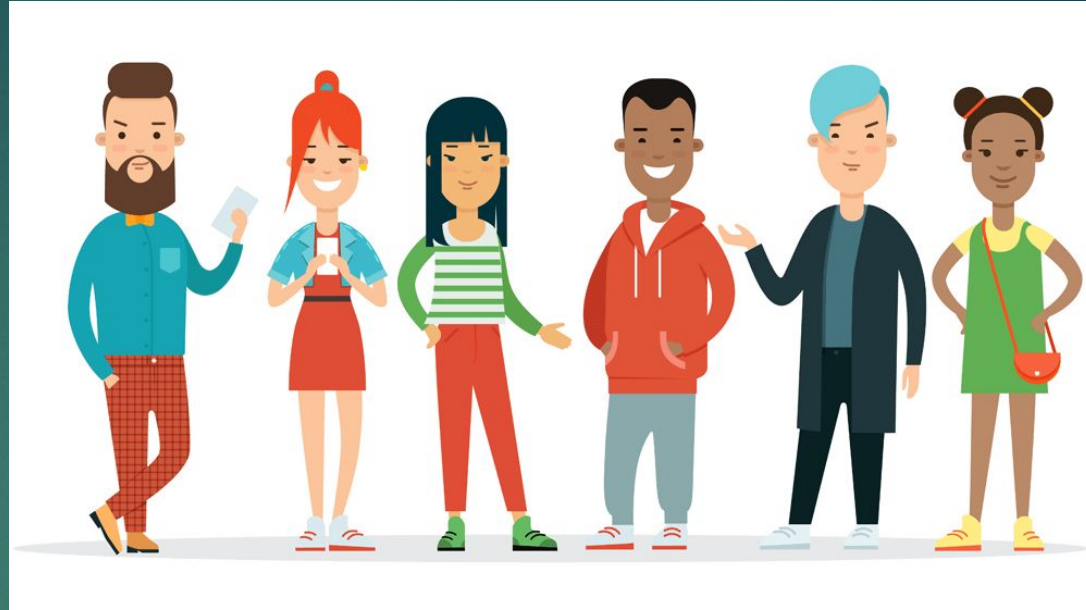- ► Billboard and news

4P – Promotion

- ► How can we promote our event?
- ► - Flyers
- ► - E-mail
- ► - Posters
- ► - Social Media
- ► - Blog / Vlog
- ► - Billboard on the highway

5P - People

- ► We need a tourist guide to navigate us and teach us about the place

- ► Tourists are typically older people, school field trips, foreign travelers

- ► Needed skills of tourist guides: speaking more than 1 or 2 languages, not awkward or shy, confident

6P - Partnership

- ► Partners with Department of czech tourism and Department of culture
- ► Litomyšl is a partner with many town across Europe, for example Levoča in Slovakia
- ► Planning events for senior homes, orphanage homes, schools etc

7P – Package, 8P - Programming

- ► 1 – arrival day
- - Departure from Frýdek-Místek – 7:00 A.M.
- - Arrival to Litomyšl – 10:00 A.M.
- - Arrival at hotel Zlatá Hvězda – 10:00 – 11:00 A.M.
- - Tour guide of the Litomyšl town, restaurant Slunce – 5:00 -7:00 P.M.
- - Free program of your choice – 7:00 P.M. – 9:00 P.M.

Second day – main day

- ► Breakfast – 8:00 A.M.
- ► Tour with a guide at Litomyšl castle – 9:00 A.M.
- ► End of the trip – 4:00 P.M.

Third day – leaving day

- ► Breakfast – 8:00 A.M.
- ► Checkout – 9:00 A.M.
- ► Arrival at Frýdek-Místek – 1:00 P.M.

SWOT ANALYSIS

STRENGHTS

History
Placement (close to the borders)
Festival of classic music
Nice nature

WEAKNESSES

Population
If you visit often, you get bored of it
Smelly place

OPPURTUNITIES

Castle
Church
Musician Smetana was born there
Writer Němcová lived there

THREATHS

COVID
Inflation
Wars
Nature disasters

Thank you for your attention!