

EUROPEAN HABITAT PRAGUE 2016

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Town councillor of Český Krumlov



Český Krumlov UNESCO World Heritage

"The Story of Český Krumlov ...to be continued"

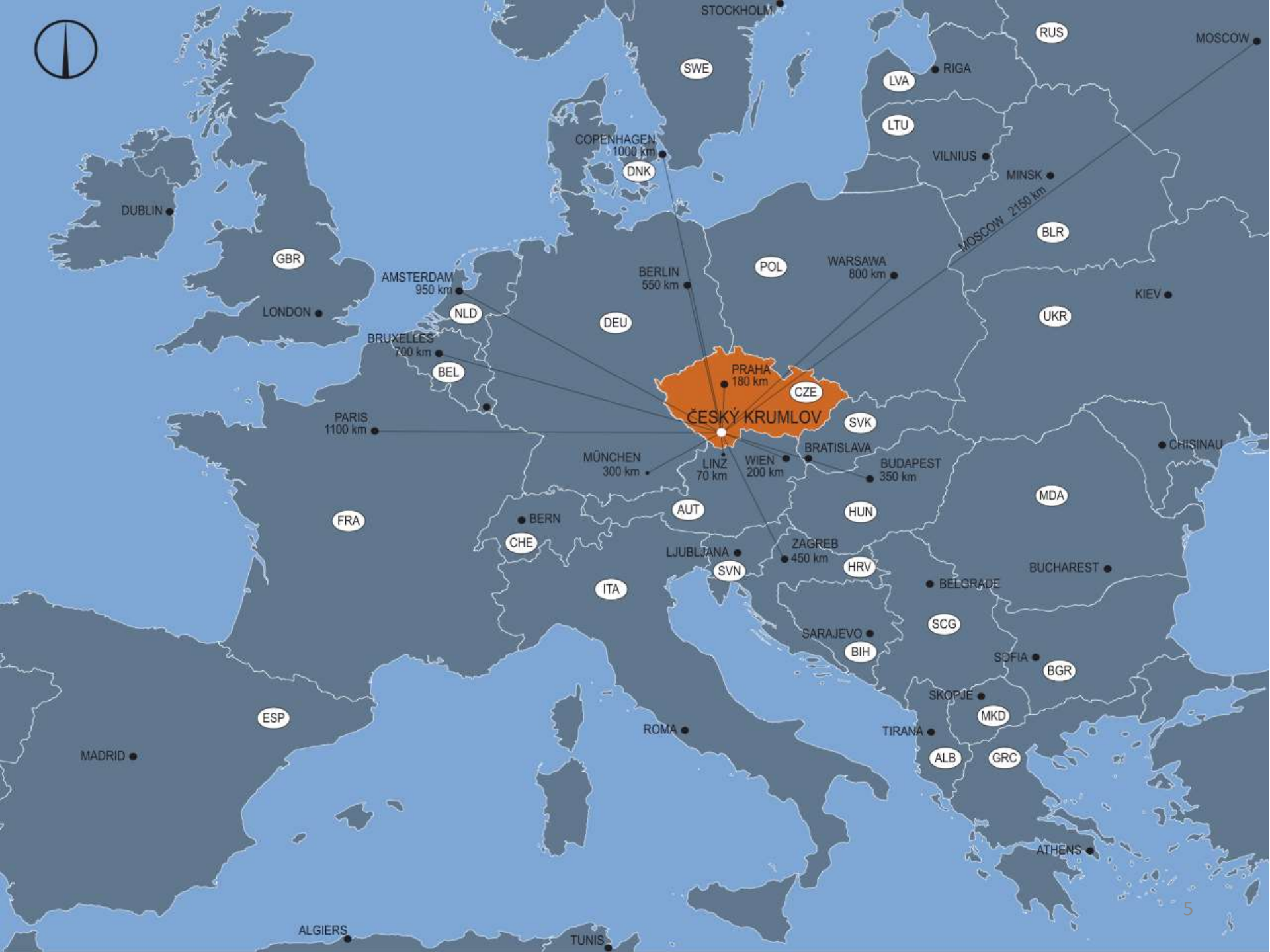


United Nations
Educational, Scientific and
Cultural Organization



**Historic Centre
of Český Krumlov**
inscribed on the World
Heritage List in 1992





Český Krumlov

facts & figures

- South Bohemia
- Int. Airport Prague 180 Km, Int. Airport Linz 70 Km
- Vltava River, Blansky Forest-Mountain Nature Park the Klet Peak 1.038 m above sea level
- Population 12.942 inhabitants* => *the population is decreasing*

*1.1.2016



1989-2013 new era

- **Český Krumlov became tourist destination and business location = tourism and the industrial zone are the two pillars of the economy of the town**
- as of 2016 there are 11 firms based in the industrial zone => *ca 3.000 jobs (ca 3.000 jobs in tourism)*
- Twin-cities: Hauzenberg (GER), Vöcklabruck (A), Slovenj Gradec (SLO), Miami Beach (USA) San Gimignano (ITA)
- Memberships related to heritage: int.OWHC, nat. ČDU, SHSCMS



Český Krumlov as a Destination

Strategy since 1990

...UNESCO World Heritage-mission possible!

- ✓ revitalization
- ✓ protection and sustainable development

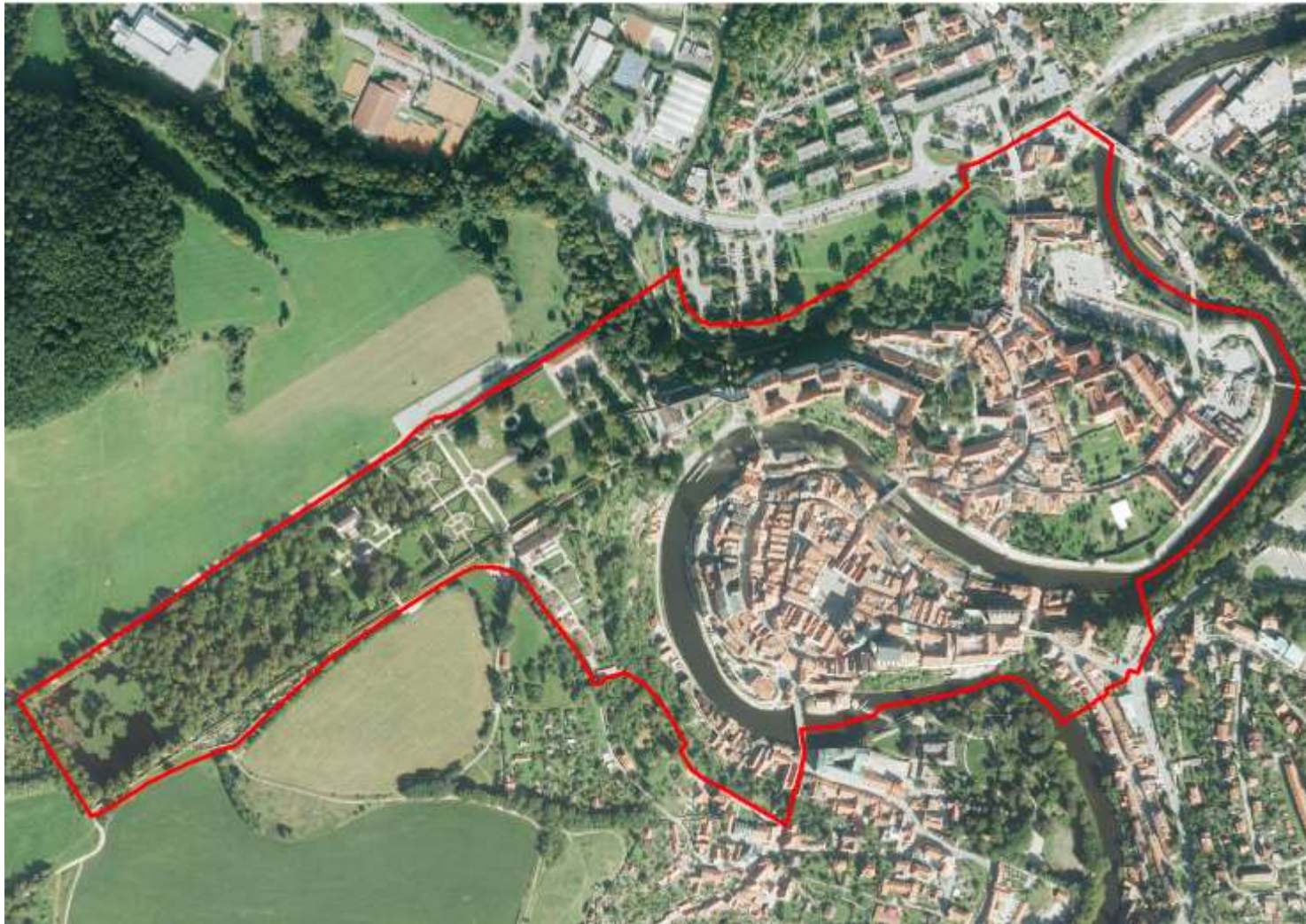
...cultural destination







Český Krumlov World Heritage



Český Krumlov

UNESCO World Heritage

Management

- **Český Krumlov Development Fund**, 100 % owned by the Town of Český Krumlov

Business fields

1. Destination Management = Český Krumlov Tourism
 2. Management of properties in historical centre
 3. Town Development
- **Administration of Český Krumlov Castle and Chateau**, state property

Český Krumlov Tourism Destination Management

- Infocentrum – tourist service Svornosti square
- www.ckrumlov.cz – e-marketing and business service 365/24
- Marketing - PR, products, sales

12 team members + seasonal help

Marketing budget ca 1,800,000 CZK/year (ca 72,000 EUR)

Town budget - income from local tax ca 5,000,000 CZK (ca 200,000 EUR)

Český Krumlov tourist destination

...starting 1990 from ZERO!

Capacities/Amenities*

- 4,545 beds in 230 accommodation facilities
(1,077 in hotels, 1,822 within world heritage area)
- ca 5,000 seats in 135 gastronomy facilities
- ca 2,300 PAX capacity in 20 venues for MICE (in historical monuments)
- Parking capacity for 695 cars, 40 coaches

*31.12.2015

Český Krumlov tourist destination

Figures*

- Ca 250,000 overnight stays /ca 250,000 visitors in Infocentrum
- 421,496 visitors to the castle
- ca 50 MICE events per year
- 20,865 visitors to Int.Music Festival /48,932 Open-air Theater
- 19,972 visitors to the Celebration of the 5-petalled Rose
- 1.CZ/ 2.GER-AT/3.EN/4.JAP + Asia/5.RUS/6.others(HU)

*31.12.2015



EVENTS

...all year round





SVATOVAČLAVSKÉ
SLAVNOSTI

MEZINÁRODNÍ FO

