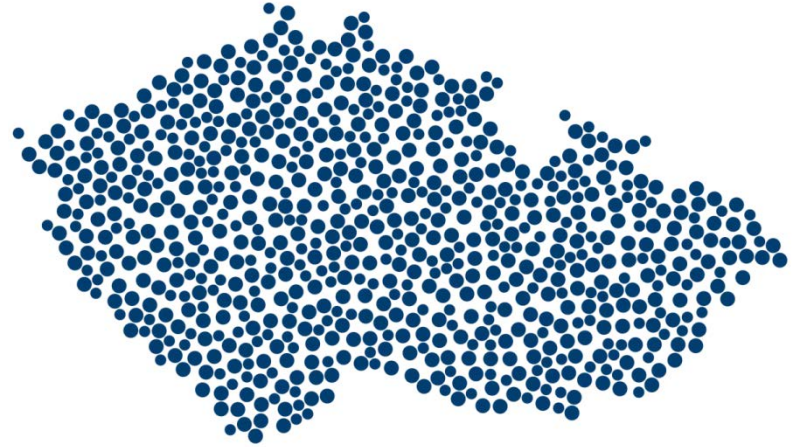




Czech Spas: The Healing Heart of Europe

Czechia – Heart of Europe



Member of EU

Population: 10,8 million

Capital city: Prague

Currency: Czech Crown

Language: Czech

**Among 10 safest countries
in the world**

Great accessibility:

- 5 international airports
- Excellent connection to Vienna, Berlin, Budapest

2024 Numbers: 10.5 million guests

USA

Almost **600,000** U.S. visitors

Over **1,500.000** million overnights

4th strongest market, strongest overseas market

- Germany
- Poland
- Slovakia
- USA



CZECH REPUBLIC



2024



1Q

2Q

3Q

4Q

1

2

3

4

5

6

7

8

9

10

11

12

Domestic

Incoming

10,477,529

Number of Arrivals

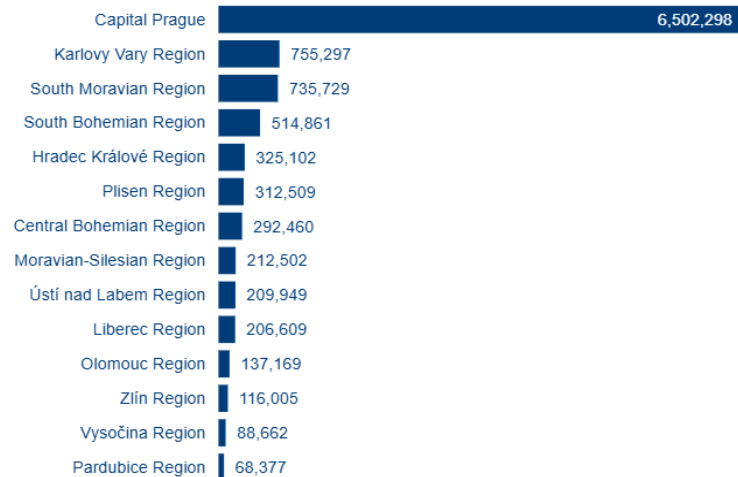
25,474,113

Number of Overnight Stays

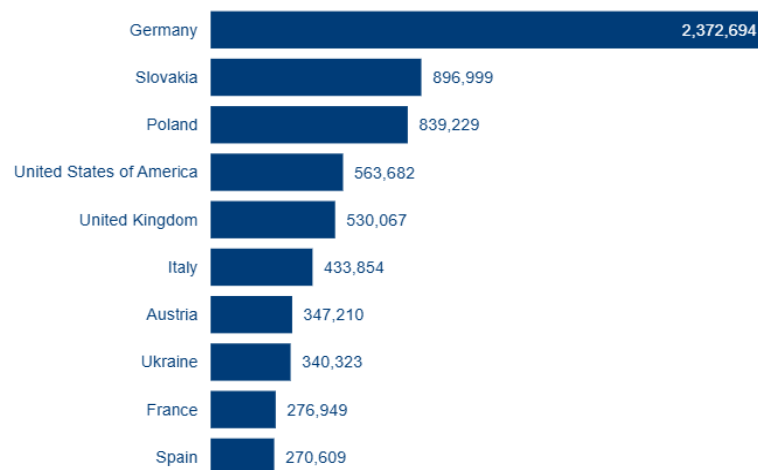
3.43

Average Length of Stay (in Days)

DISTRIBUTION OF TOURIST ARRIVALS IN REGION



TOP 10 COUNTRIES ACCORDING TO NUMBER OF ARRIVALS



CzechTourism

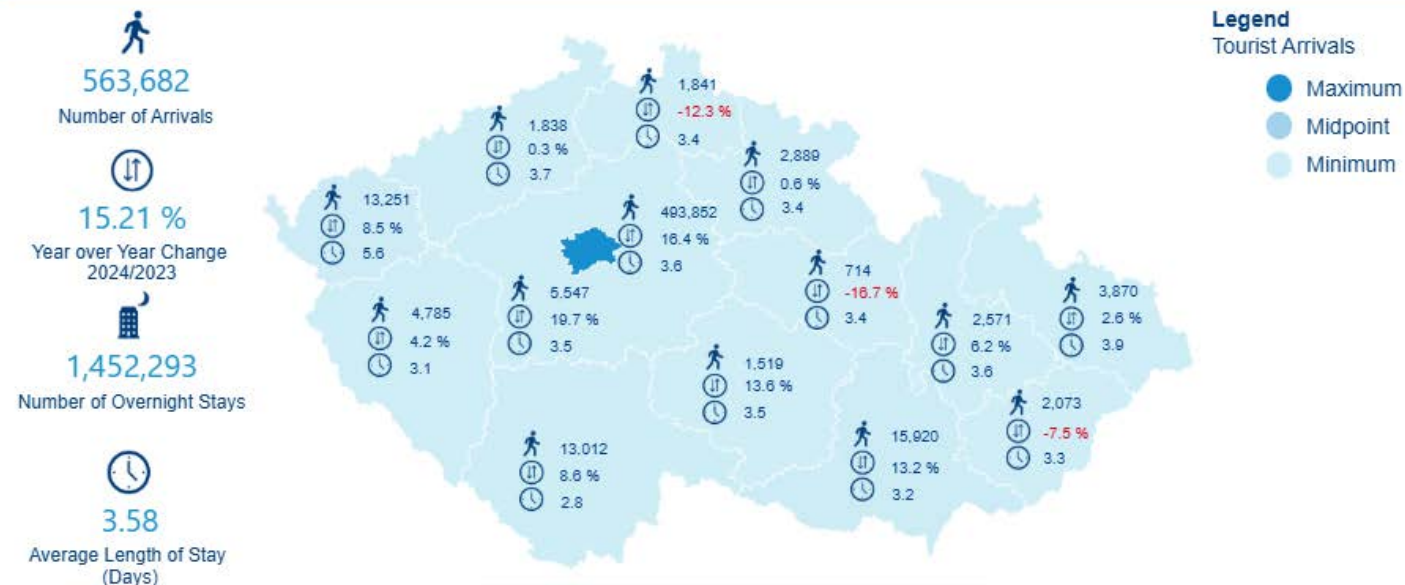
Source: Czech Statistical Office, 2025

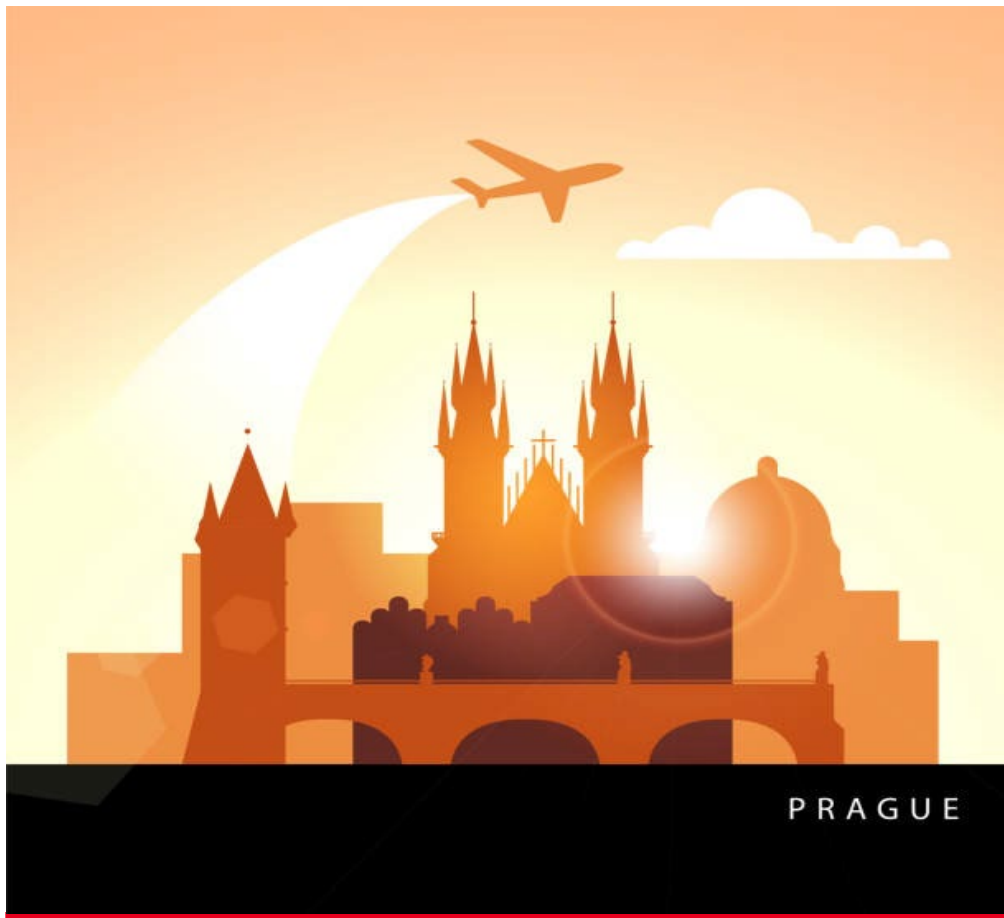
2024

United States of America



Data from Collective Accommodation Establishments in Regions





☐ Nonstop flights



from NYC, May – October

☐ New flights as of 2026



Philadelphia – Prague

May 21st – October 5th, daily

Entry requirements for the EU

Entry-Exit System Update EES

•System Launch (EES):

- 0 Entry/exit system rolled out October 12, 2025.
- 0 Gradual implementation over the next six months, to be completed by April 2026.

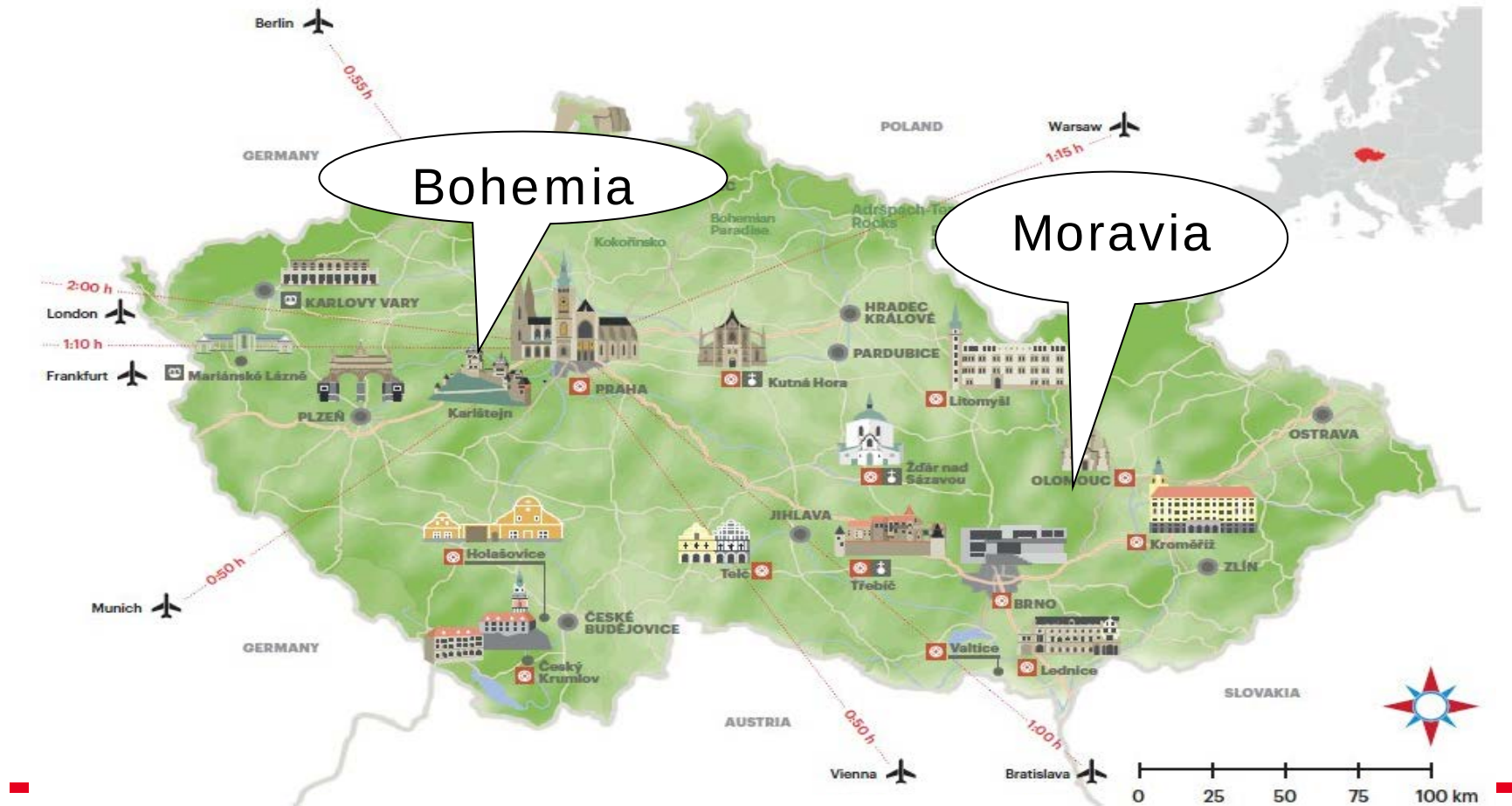
•Impact on Travellers from non- EU countries:

- 0 Passports will no longer be stamped.
- 0 Fingerprints and photo will be recorded (only on first entry, not every border crossing).

ETIAS (Travel Authorization):

- 0 Likely launch: Q4 2026 (tentative announcement March 2026).
- 0 Application approval: 95% within minutes (maximum 72 hours).
- 0 Travel agents can apply on behalf of clients.
- 0 Fee increased to €20 (from €8).





Prague Named as one of the Top 10 Cities in the World by Lonely Planet





UNESCO:
17 tangible,
6 intangible items



more than
**2 000 castles
and châteaux**



more than **40 urban
conservation areas**



36 spa towns



104 golf courses



4 national parks



**25 protected
landscape areas**



**25 500 miles
tourist routes**



**23 000 miles
cycle routes**

DID YOU KNOW?

- The West Bohemian Spa Triangle: Karlovy Vary, Mariánské Lázně, Františkovy Lázně - home to more mineral springs than any other region in the world; part of the UNESCO World Cultural Heritage List since 2021
- 6 spa towns hold the status of Climate Spa:health resort with a certified climate and air quality that is beneficial for health and recovery (Janské Lázně, Jeseník, Karlova Studánka, Lázně Kynžvart, Lipová-lázně, Mariánské Lázně)
- Therapeutic landscape: a unique combination of healing natural resources (mineral water, natural gas, peat), physical activities in spa parks, and exceptional climate conditions



Teplice – the oldest spa town in Central Europe, since 1154



Karlova Studánka – spa with the cleanest air in Central Europe





Janské Lázně – the first children's spa in Europe to treat cerebral palsy

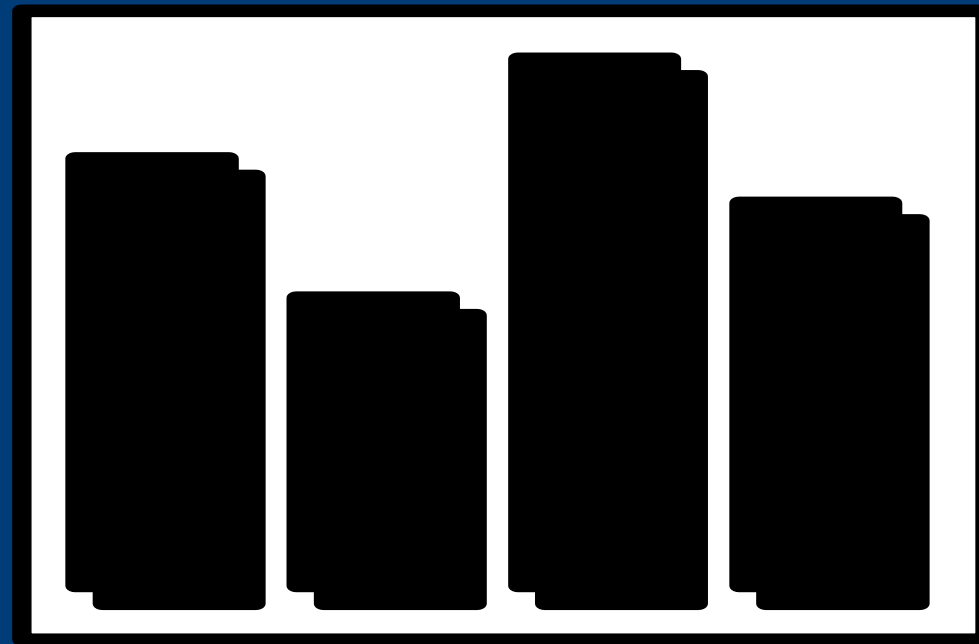


Jáchymov – the first radon spa in the world

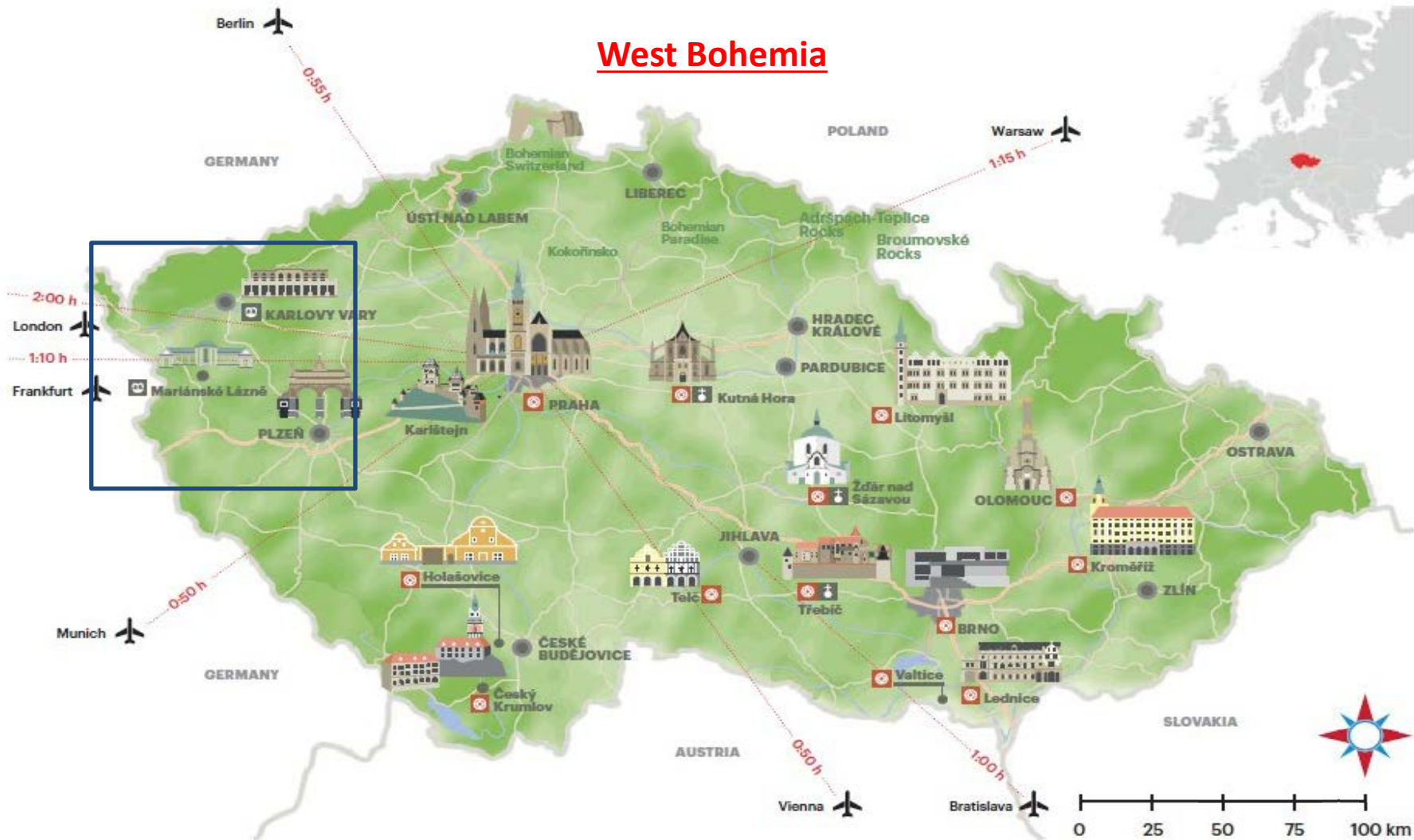
THERAPEUTIC SPECIALISATION

Traditional medical spa stay:

- 2–3 weeks or more, on average 17 days
- 3-4 procedures per day
- Medical-oriented - treatment, rehabilitation, disease prevention
- Natural remedies treatment by healing natural resources, supplemented by physical activities, i.e. rehabilitation methods, psychotherapy.
- Individual complex treatment regime, balanced nutrition, exercises
- Entry examination by a doctor followed by check-ups and a final examination, the results are documented.



West Bohemia



Spa triangle: Marienbad, Karlsbad,
Franzensbad



Marianske Lazne

Karlovy Vary

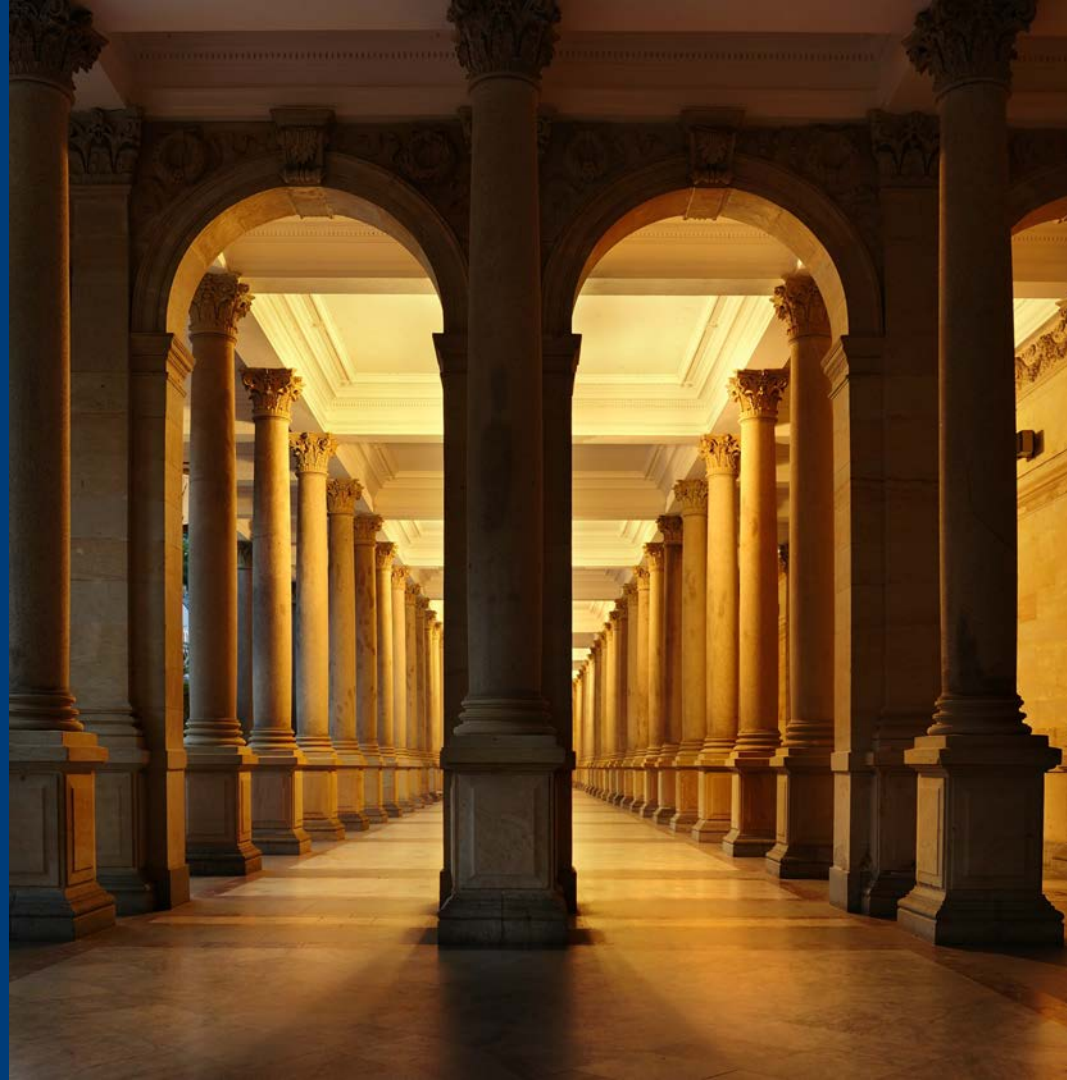




Karlovy Vary

Karlovy Vary

- The Heart of the European Medical Spa industry
- UNESCO World Heritage Site
- The biggest spa town in the Czechia
- Specialization: Metabolic, digestive, locomotive, neurological, oncological diseases, treatment of children
- Natural healing resources: Mineral water – 15 hot mineral springs, gas CO₂







Mariánské Lázně

Mariánské Lázně

- UNESCO World Heritage Site
- 200 years of spa history
- Specialization: cardiovascular, digestive, metabolic, a respiratory system including asthma, neurological, locomotive, urinary, oncological diseases,
- Special treatment for post-covid syndrome and severe pneumonia
- Natural healing resources: Mineral water with high carbon content,
- 40 cold mineral springs





Swissôtel Marianske Lazne (Opening Winter 2025) ★★★★★





Františkovy Lázně

Františkovy Lázně

- UNESCO World Heritage Site
- The first peat spa in the world
- Specialization: Treatment of gynecological diseases including infertility, musculoskeletal system, neurological, oncological and digestive ailments.
- Natural healing resources: About 20 cold mineral springs, healing gas and peat



Marinebad/ Mariánské Lázně

Royal Golf Club in Marienbad, the oldest in the Czech Republic (1905), founded by the English King Edward VII.



Carlsbad/ Karlovy Vary

Handmade art glass, since 1857
Excursion to gassworks & muzeum
Art gallery







- **Traditional Czech Herbal Liqueur** – Created in 1807 in Karlovy Vary, known for its secret blend of over 20 herbs and spices.
- **Unique Flavor Profile** – A balance of bittersweet notes, enjoyed neat, on ice, or in cocktails such as the “Beton” (Becherovka + tonic).
- **Considered the “13th spring”** of Karlovy Vary, complementing the spa town’s long wellness tradition.



Locket Castle



Bečov nad Teplou



Kynžvart

Golden Treasure Chest
13th-century reliquary covered in gold and gems, one of the Czech Republic's most prized artifacts.



Buried & Found Again –
Hidden underground during WWII, rediscovered in 1985.

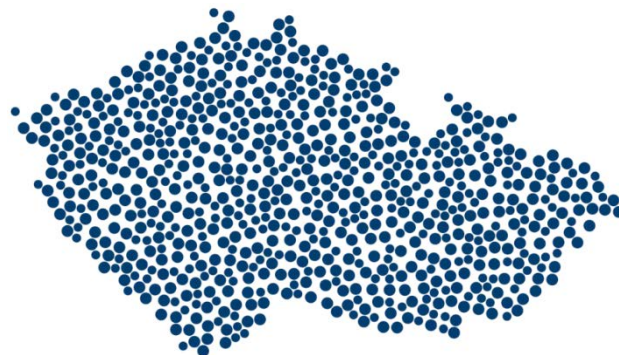




Michaela Claudino,
Director



Radka Krizek,
PR Manager



@VisitCzechia



@VisitCZ



@VisitCzechia



@VisitCZ

Address:

26 Broadway

New York, NY, 10004

www.visitczechia.com

newyork@czechtourism.com