



Euromonitor
International

Tourism Flows in the Czech Republic

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Czech railways expansion draws regional visitors and boosts volumes
Inbound arrivals lead as cross-border demand reshapes travel patterns
Czech tourism campaigns and authentic experiences fuel regional travel
Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Regional towns anticipated to attract premium travellers as demand shifts beyond Prague
Data-driven visitor management and premium offers expected to reshape regional business strategies
Chart 1 Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Digital platforms reshape travel product design and functionality
Sustainable and experience-led products drive brand innovation
Product innovation delivers measurable business impact

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
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CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
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COUNTRY REPORTS DISCLAIMER

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