

Analysis of visitor numbers and impact of tourism in National Parks and selected Protected Landscape Areas (PLA)

(National Parks: Krkonoše [Giant Mountains], České Švýcarsko [Bohemian Switzerland], Podyjí and Šumava; Protected Landscape Areas: Beskydy [Beskid Mountains], Jeseníky [Ash Mountains] and the planned PLA: Soutok Krušné hory [Ore Mountains])

Final Report, June 2024

Supported by the Swiss contribution to reducing economic and social disparities in the EU.

List of analysed National Parks and Protected Landscape Areas

National Parks: Krkonoše, Bohemian Switzerland, Podyjí and Šumava

PLA: Beskydy, Jeseníky

Planned PLA: Soutok, Ore Mountains



Main Data Sources

1. **GSM data analysis** – anonymised reception data from T-mobile mobile network. Analysed in the period from 1 July 2023 to 30 November 2023.
2. **Analysis of destination visitor numbers** – analysis of the tourist numbers in selected destinations and associated destinations located in selected NPs and PLAs. Trends in visitor numbers 2019 – 2023.
3. **Analysis of the number of visitors to Mass Accommodation Facilities (MAFs)** – by selected geographical units in the time comparison in the 2019–2023 horizon.
4. **Analysis of the opinions of representatives of organisations from individual areas** – representatives of NPs, PLAs, representatives of Destination Management Organisations (DMOs).

Structure of the Final Report

1. Main Analytical Part

1. Krkonoše National Park
2. National Park Bohemian Switzerland
3. Podyjí National Park
4. Šumava National Park
5. Protected Landscape Area Beskydy
6. Protected Landscape Area Jeseníky
7. Planned protected Landscape Area Ore Mountains
8. Planned protected Landscape Area Soutok

2. Annexes



1. Main Analytical Part



Krkonošský národní park	Krkonoše National Park
Zonace	Zoning
I. zóna	Zone I
II. zóna	Zone II
III. zóna	Zone III
Ochranné pásmo	Protective zone



1.1 Krkonoše National Park

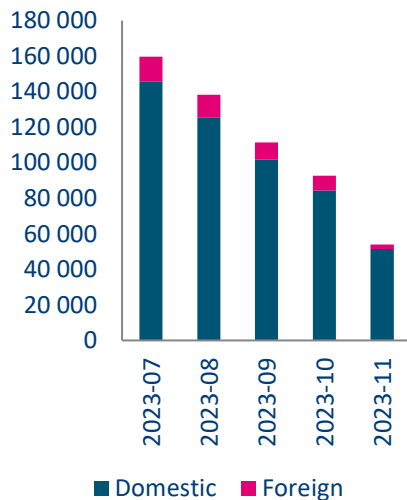
1.1.1 NP Krkonoše – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, **482 thousand tourists visited the Krkonoše National Park, 91% of them Czechs.**
- The number of tourist visits was approximately **919 thousand** and the number of nights spent was **2.92**.
- The number of trip visitors in the period under review was 871 thousand, repeatedly (**total number of trip days was 1 852 thousand**).
- The highest number of tourists and trip visitors was recorded in July.**
- Domestic visitors are mostly from **the Central Bohemia Region and Prague.**
- Among foreign tourists, the **Germans** are the first, followed by the Poles with a large gap between these groups. On the other hand, Poles and Germans switch they spots in the category of trip visitors.

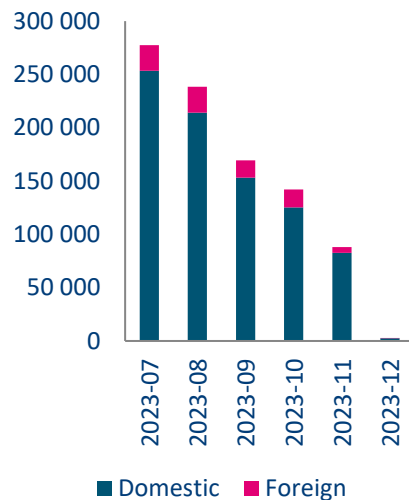
Visitor numbers	Krkonoše National Park		
	Domestic	Foreign	Total
Tourists	438 776	43 337	482 113
Tourist visits	831 733	86 796	918 529
Nights spent	1 283 738	123 429	1 407 167
Tourist days	1 637 971	158 010	1 795 981
Share of tourists	91%	9%	100%
Number of nights spent per tourist	2,93	2,85	2,92
Number of tourist days per tourist	3,73	3,65	3,73
Trip visitors	720 821	150 466	871 287
Trip days	1 580 042	271 591	1 851 633
Number of visits per trip visitor	2,19	1,80	2,13
Visitors	1 159 597	193 803	1 353 400
Visit days	3 218 013	429 601	3 647 614
Share of visitors	88%	12%	100%

1.1.2 NP Krkonoše – GSM data analysis – NUMBER OF TOURISTS

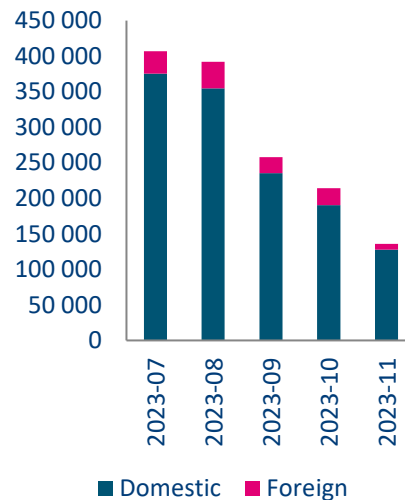
Number of tourists per month



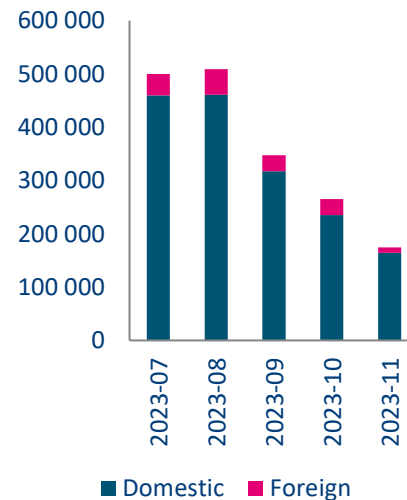
Number of tourist visits per month



Number of nights spent per month

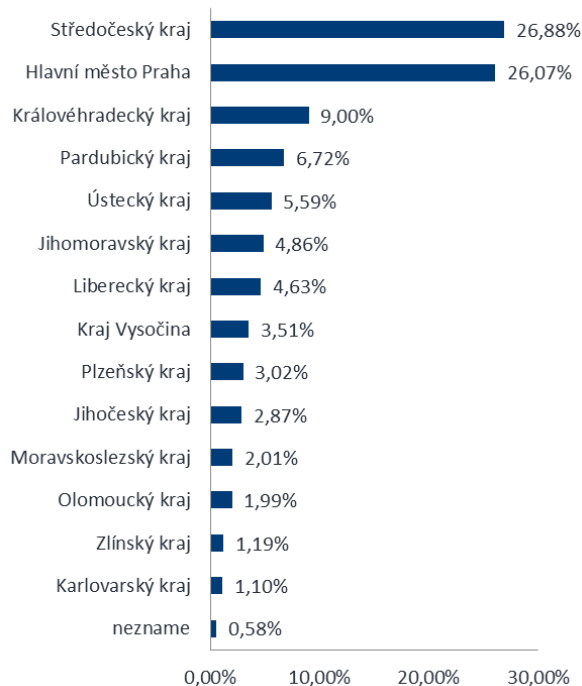


Number of tourist days per month

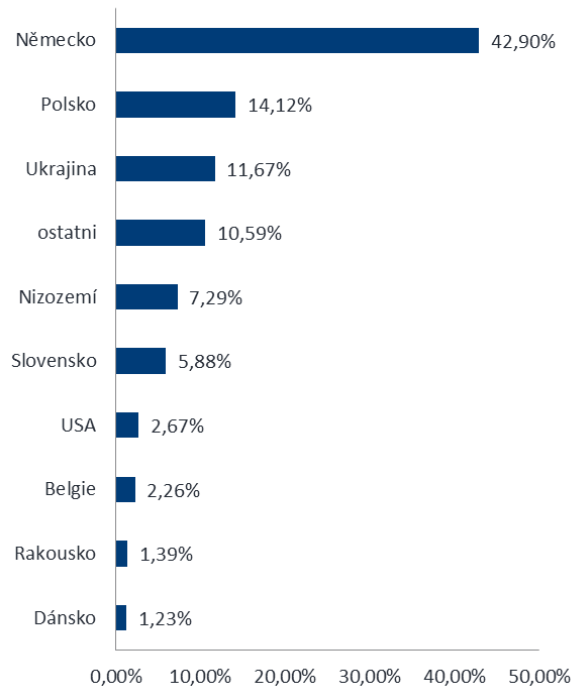


1.1.3 NP Krkonoše – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahraniční turisté - celé období



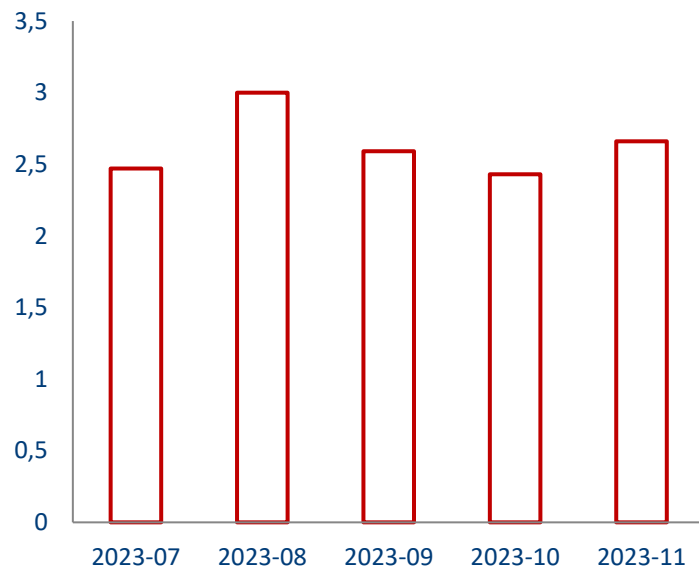
Domácí turisté - celé období	Domestic tourists – whole period
Zahraniční turisté – celé období	Foreign tourists – whole period
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Královéhradecký kraj	Hradec Králové Region
Pardubický kraj	Pardubice Region
Ústecký kraj	Ústí nad Labem Region
Jihomoravský kraj	South Moravian Region
Liberecký kraj	Liberec Region
Kraj Vysočina	Vysočina Region
Plzeňský kraj	Pilsen Region
Jihočeský kraj	South Bohemia Region
Moravskoslezský kraj	Moravian-Silesian Region
Olomoucký kraj	Olomouc Region
Zlínský kraj	Zlín Region
Karlovarský kraj	Karlovy Vary Region
neznáme	Unknown
Německo	Germany
Polsko	Poland
Ukrajina	Ukraine
ostatní	Other
Nizozemí	Netherlands
Slovensko	Slovakia
USA	USA
Belgie	Belgium
Rakousko	Austria
Dánsko	Denmark



1.1.4 NP Krkonoše – GSM data analysis – AVERAGE LENGTH OF STAY OF TOURISTS

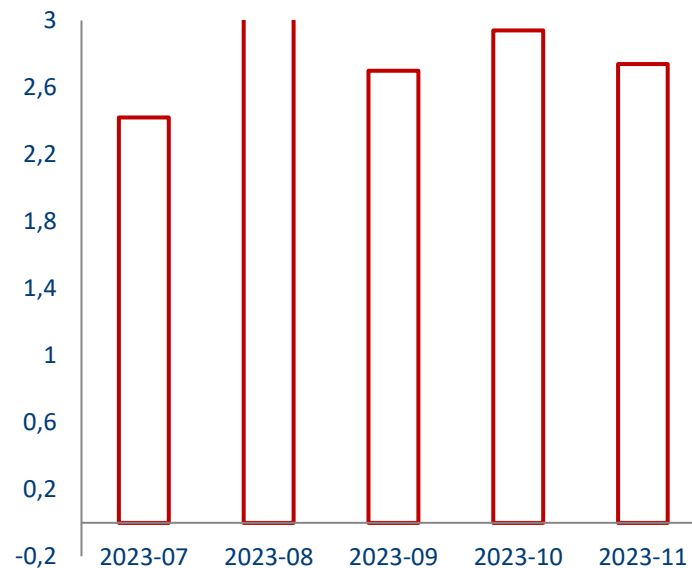
Domestic tourists

Average number of days



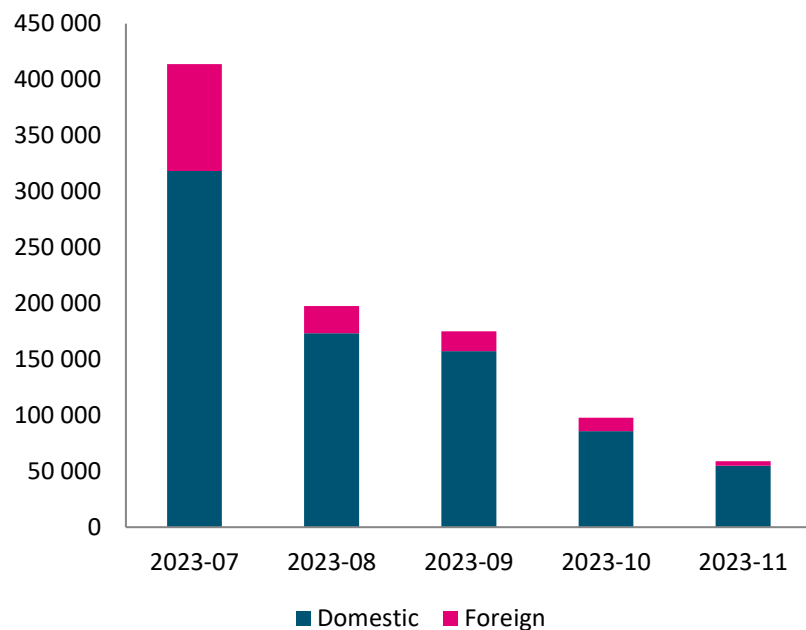
Foreign tourists

Average number of days

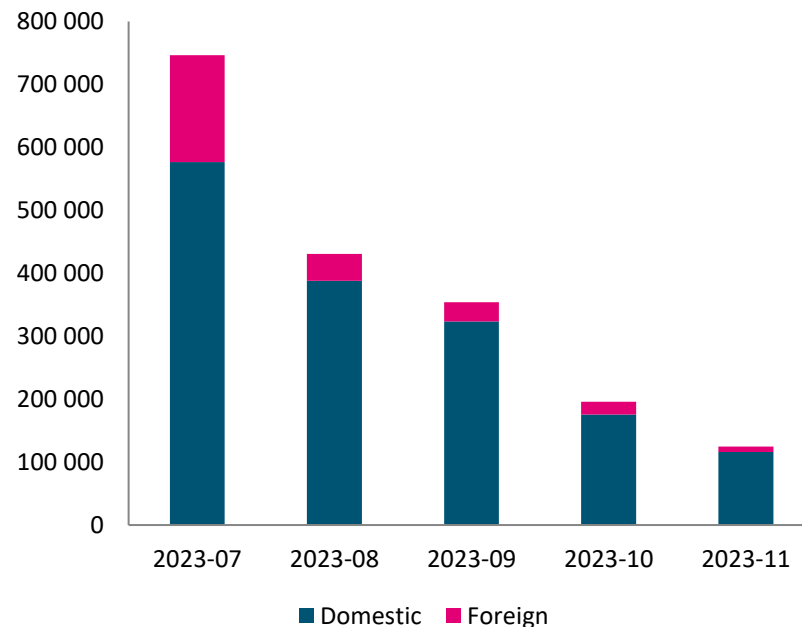


2.1.5 NP Krkonoše – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

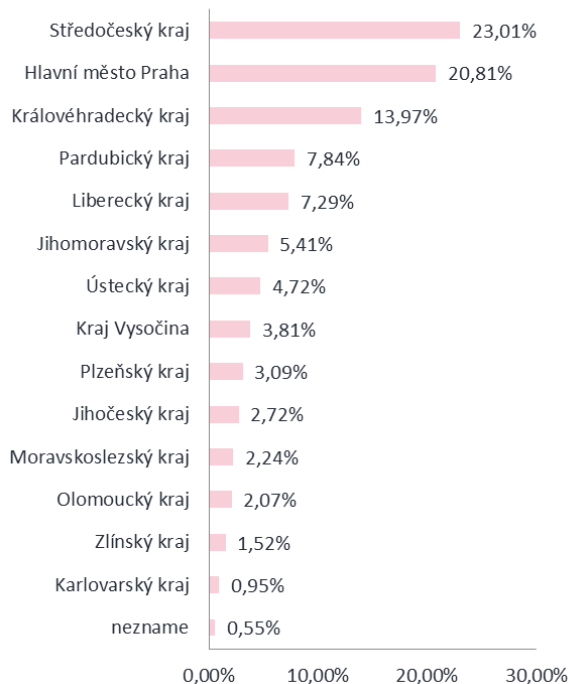


Number of trip days per month

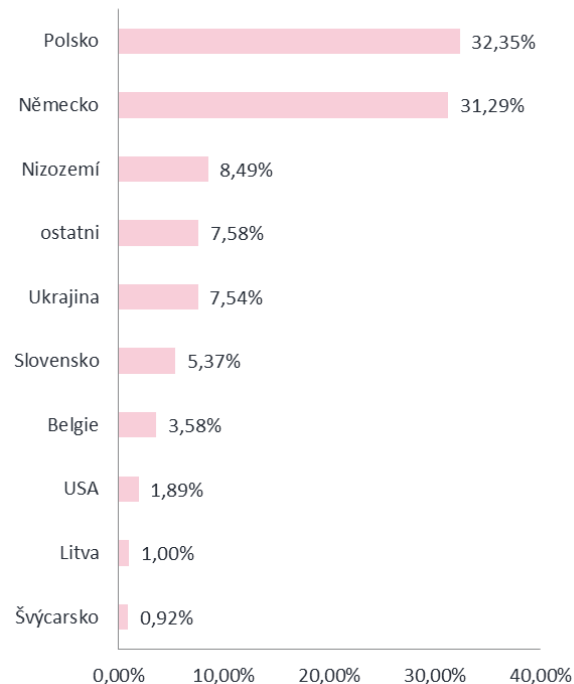


1.1.6 NP Krkonoše – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahraníční výletníci - celé období



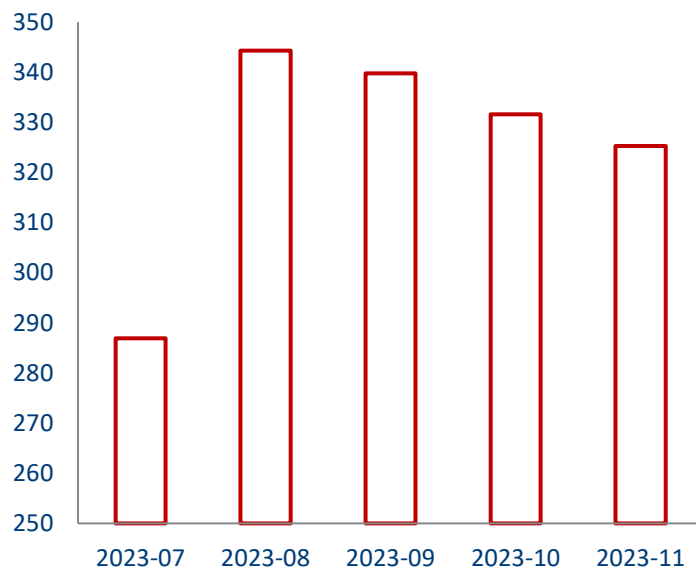
Domácí výletníci - celé období	Domestic trip visitors - whole period
Zahraníční výletníci - celé období	Foreign trip visitors - whole period
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Královéhradecký kraj	Hradec Králové Region
Pardubický kraj	Pardubice Region
Liberecký kraj	Liberec Region
Jihomoravský kraj	South Moravian Region
Ústecký kraj	Ústí nad Labem Region
Kraj Vysočina	Vysočina Region
Plzeňský kraj	Pilsen Region
Jihočeský kraj	South Bohemia Region
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Zlínský kraj	Zlín Region
Karlovarský kraj	Karlovy Vary Region
neznáme	Unknown
Polsko	Poland
Německo	Germany
Nizozemí	Netherlands
ostatní	Other
Ukrajina	Ukraine
Slovensko	Slovakia
Belgie	Belgium
USA	USA
Litva	Lithuania
Švýcarsko	Switzerland



1.1.7 NP Krkonoše – GSM data analysis – AVERAGE LENGTH OF STAY OF TRIP VISITORS

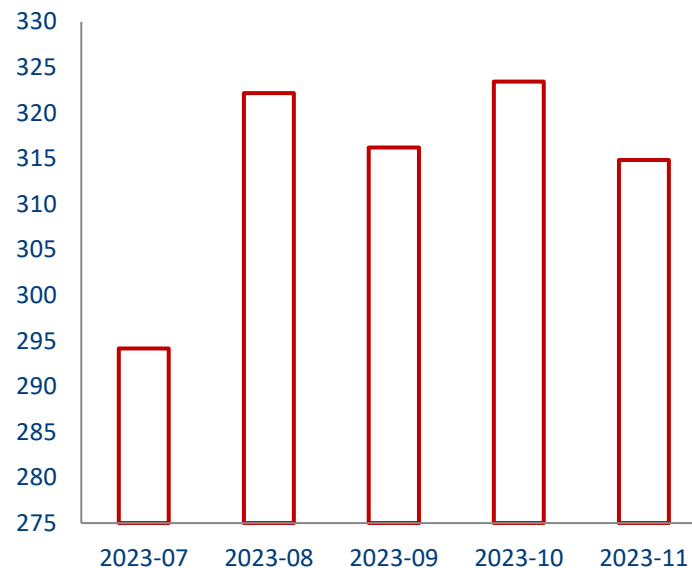
Domestic trip visitors

Average number of minutes

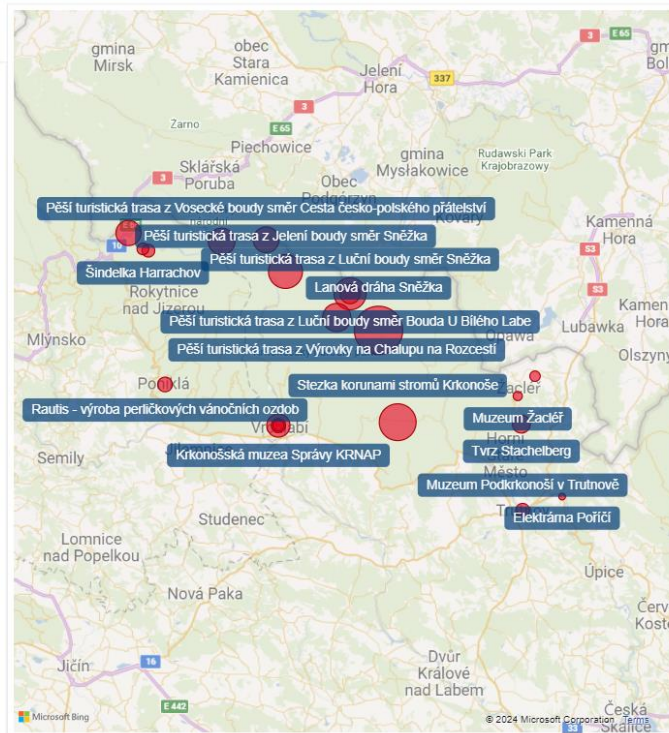


Foreign trip visitors

Average number of minutes



1.1.8 NP Krkonoše – Analysis of visitor numbers for tourist destinations

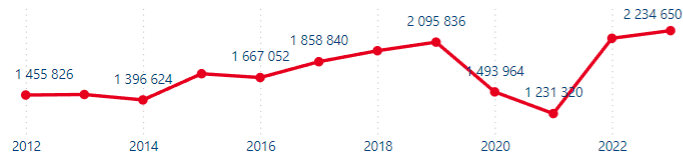


Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Rok	Year
Název CHKO/ NP	Name of the PLA/ NP
Krkonošský NP, Ochranné pásmo	NP Krkonoše, Protective zone
Počet registrovaných návštěvníků v tisících	Number of registered visitors in thousands
Lanová dráha Sněžka	Cableway to Sněžka
Stežka korunami stromů Krkonoše	Treetop Walkway Krkonoše
Pěší turistická trasa z Jelení boudy směr Sněžka	Hiking trail from Jelení bouda towards Sněžka
Z Luční boudy směr Sněžka	From Luční bouda towards Sněžka
Z Výrovky na Chalupu na Rozcestí	From Výrovka to Chalupa na Rozcestí
Z Pramene Labe směr Cesta česko - polského přátelství	From the Source of the Elbe towards the Path of Czech-Polish Friendship
Z Vosecké boudy směr	From Vosecká bouda towards
Sklárna a minipivoar Novosad a syn Harrachov	Glassworks and microbrewery Novosad and son in Harrachov
Krkonošská muzea Správy KRNAP	Krkonoše Museums of the Administration of the Krkonoše National Park
Z Luční boudy směr Bouda U Bílého Labe	From Luční bouda towards Bouda U Bílého Labe
Tvrz Stachelberg	Stachelberg Fortress
Rautis - výroba perličkových vánočních ozdob	Rautis - production of Christmas bead ornaments
Muzeum Podkrkonoší v Trutnově	Museum of Podkrkonoší in Trutnov*
Čtyři historické domky	Four historic houses
Hornické muzeum Harrachov	Mining Museum Harrachov
Šindelka Harrachov	Shingle Factory Harrachov
Augustiniánský klášter	Augustinian Monastery
Hornický skanzen Žacléř	Mining museum Žacléř
Muzeum Žacléř	Museum Žacléř
Elektrárna Poříčí	Poříčí Power Plant

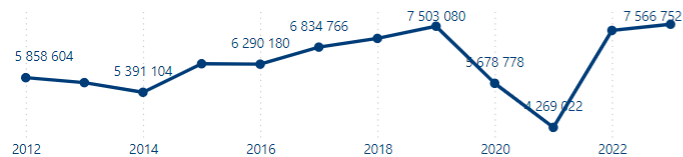
1.1.9 NP Krkonoše – Analysis of visitor numbers for MAFs

Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Průměrná délka pobytu	Average length of stay
Kapacity HUZ	Capacities of MAFs
Hotel garní	Hotel garni
Hotel, motel, hotel	Hotel, motel, hotelship
Chatová osada	Cottage settlement
Kemp	Kemp
Ostatní hromadné ubytování	Other group accommodation
Penzion	Apartment hotel
Turistická ubytovna	Tourist guest house

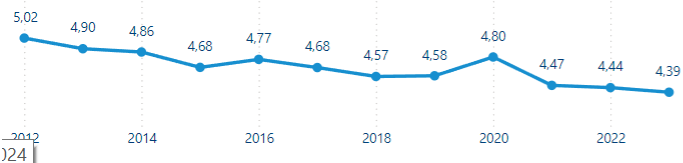
Počet příjezdů turistů do HUZ



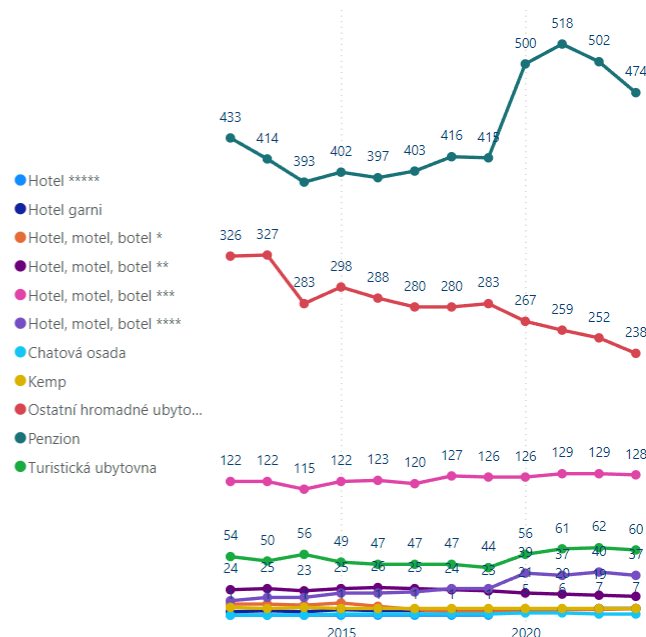
Počet přenocování v HUZ



Průměrná délka pobytu



Kapacity HUZ



1.1.10 NP Krkonoše – In-depth interview with a representative of the NP and DMO

• **Changes in visitor behaviour, activities and structure:**

- 90% of visitors arrive to the destination by car
- There has been an increase in the number of one-day visitors, with the majority of visitors coming on long weekends / public holidays
- The number of foreign visitors has significantly decreased
- In the winter months, a growing trend of ski mountaineering (entering protected areas); in the summer months an increase in the use of electric bikes and thus increasing crowding on the trails and conflicts with hikers; electric bikes are more problematic to transport in a bicycle bus
- The group of families with children is stabilising among tourists – a welcome group of visitors targeted by the DMO's marketing activities
- In relation to the environment, more environmentally friendly and considerate behaviour is returning now (after the Covid pandemic) / more people are getting involved in cleaning
- Campaign and education: **We walk without tracks, Education on how to prepare for a visit to the mountains** with the involvement of other partners (Mountain Service, Rescue Service)

• **Relationship with locals / cottage owners:**

- Difference in behaviour between a classic cottage owner (they help, volunteer, maintain the cottages) and an apartment owner who uses the apartments as an investment purchase = dead communities/municipalities)
- **Green Špindlerův Mlýn** activity

• **Relationship with representatives of municipalities/DMOs:**

- There is positive and open communication with associations and municipalities (Association of Towns and Municipalities Jilemnicko, Východní Krkonoše, DMO, LAGs – LAG Krkonoše)
- Lack of capacity and funding is the problem here
- They would particularly welcome coordination activities from the DMO (e.g. in the area of transport)

• **Relationship with entrepreneurs/investors:**

- The most conflicting area is new investors (construction in the protective zone) / on the contrary there is an open relationship with existing entrepreneurs
- Cooperation with municipalities has improved a lot recently – more cooperation with construction planning
- **Principles of Care – a key document with involvement by entrepreneurs**

1.1.11 NP Krkonoše – ACTIVITIES SUPPORTING SUSTAINABILITY (interview with DMO representative)

- Charging a fee for the National Park has been considered for a long time, the funds would go towards maintenance and environmental protection
- **Mobility plan** – feasibility study – traffic, parking, public transport
- **The strategy document** will address sustainability in all pillars
- **The threat is the large development of activities on the Polish side** – the position of one-day visitors
- Efforts to create activities bottom-up (**Beer Trail, True Giant Mountains – education, logistics, Fairytale Giant Mountains** – networking 41 places with connection to the foothills)

1.1.12 NP Krkonoše – KEY PROBLEM AREAS

- **Climate change** (THE “KRKONOŠE TUNDRA” AND SPRUCE FORESTS WILL DISAPPEAR)
- **Poor coordination of tourism** with destination companies, municipalities, entrepreneurs / lack of coordination due to low number of people in the DMO
- Increasing visitor numbers versus **INSUFFICIENT NUMBER OF RANGERS**
- **Bad behaviour of visitors**
- **Investors’ interests** (construction of apartments in the protective zone, etc.)
- **MARKETING IS IMPORTANT** = IT IS NECESSARY TO BRING INFORMATION TO THE TARGET GROUP (IN COOPERATION WITH EDUCATION). See the State Environmental Fund and the setting of subsidy titles. Do not ban tourism / networking is necessary.

1.2 National Park Bohemian Switzerland

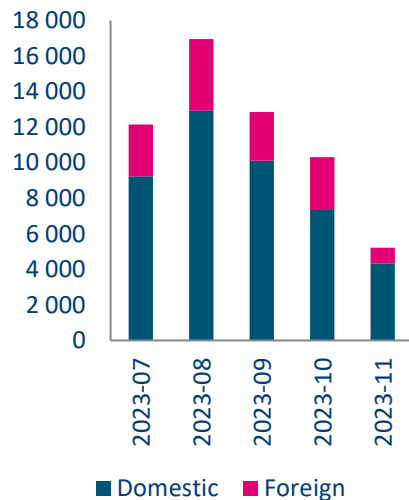
1.2.1 NP Bohemian Switzerland – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, **50 thousand tourists** visited the Bohemian Switzerland National Park, **75% of them Czechs**.
- The number of tourist visits was approximately **76 thousand** and the number of nights spent was **2.17**.
- The number of trip visitors in the period under review was 177 thousand, repeatedly (**total number of trip days was 228 thousand**).
- The **highest number of tourists** was recorded in **August**, while the **highest number of trip visitors** was in **July**.
- Domestic visitors are mostly from the **Ústí nad Labem Region, Prague and the Central Bohemia Region**.
- Among foreign visitors, the **Germans** are the first, followed by the Poles with a large gap between these groups.

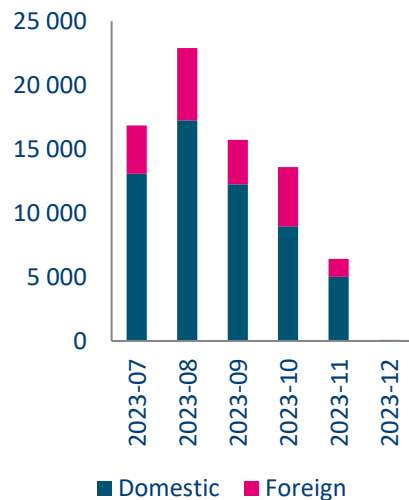
Visitor numbers	Bohemian Switzerland		
	Domestic	Foreign	Total
Tourists	37 746	12 658	50 404
Tourist visits	56 582	18 945	75 527
Nights spent	86 047	23 249	109 296
Tourist days	109 416	29 589	139 005
Share of tourists	75%	25%	100%
Number of nights spent per tourist	2,28	1,84	2,17
Number of tourist days per tourist	2,90	2,34	2,76
Trip visitors	103 101	74 290	177 391
Trip days	144 197	83 912	228 109
Number of visits per trip visitor	1,40	1,13	1,29
Visitors	140 847	86 948	227 795
Visit days	253 613	113 501	367 114
Share of visitors	69%	31%	100%

1.2.2 NP Bohemian Switzerland – GSM data analysis – NUMBER OF TOURISTS

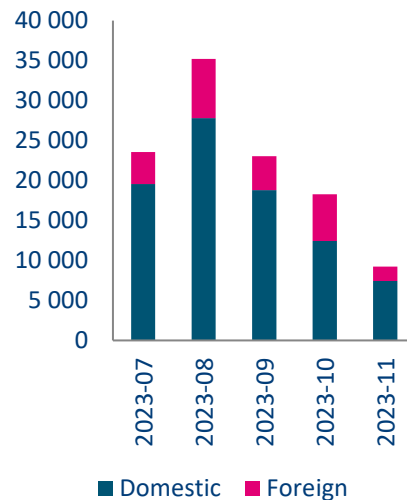
Number of tourists per month



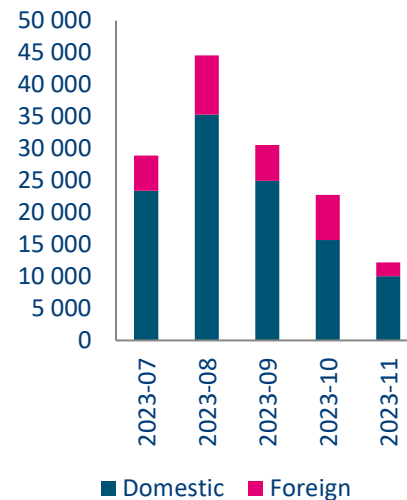
Number of tourist visits per month



Number of nights spent per month



Number of tourist days per month

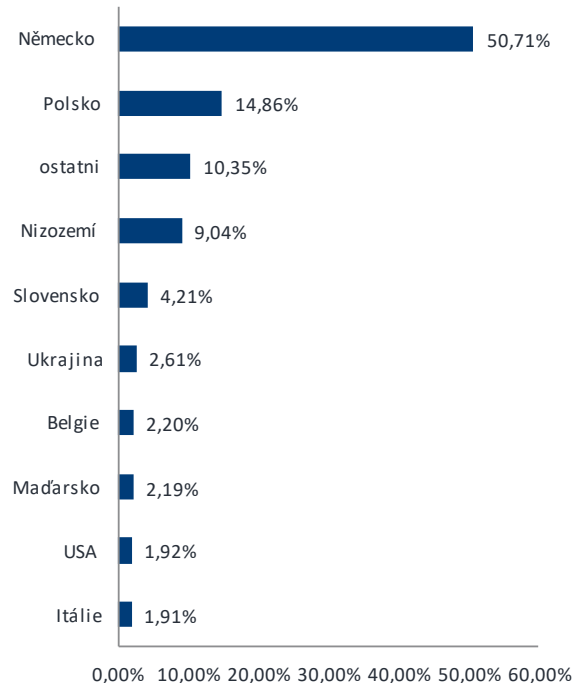


1.2.3 NP Bohemian Switzerland – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahranční turisté - celé období



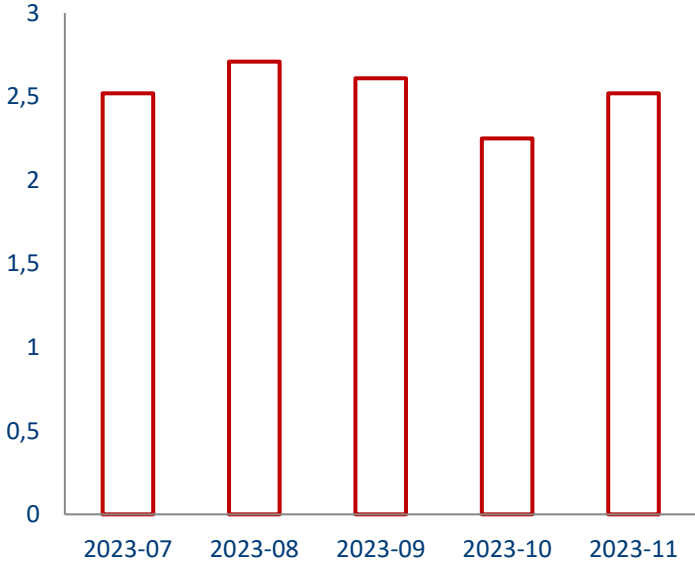
Domácí turisté - celé období	Domestic tourists – whole period
Zahranční turisté – celé období	Foreign tourists – whole period
Ústecký kraj	Ústí nad Labem Region
Hlavní město Praha	Capital City of Prague
Středočeský kraj	Central Bohemia Region
Liberecký kraj	Liberec Region
Plzeňský kraj	Pilsen Region
Jihomoravský kraj	South Moravian Region
Jihočeský kraj	South Bohemia Region
Královéhradecký kraj	Hradec Králové Region
Kraj Vysočina	Vysočina Region
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Moravskoslezský kraj	Moravian-Silesian Region
Olomoucký kraj	Olomouc Region
Zlínský kraj	Zlín Region
neznáme	Unknown
Německo	Germany
Polsko	Poland
ostatní	Other
Nizozemí	Netherlands
Slovensko	Slovakia
Ukrajina	Ukraine
Belgie	Belgium
Maďarsko	Hungary
USA	USA
Itálie	Italy



1.2.4 NP Bohemian Switzerland – GSM data analysis – AVERAGE LENGTH OF STAY OF TOURISTS

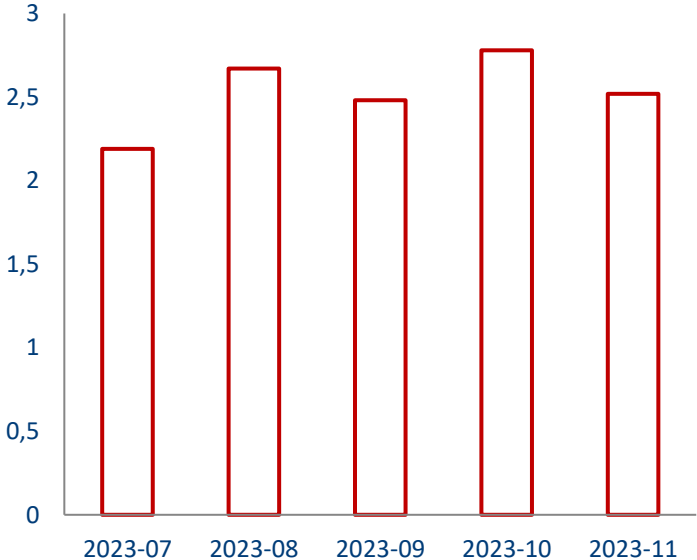
Domestic tourists

Average number of days



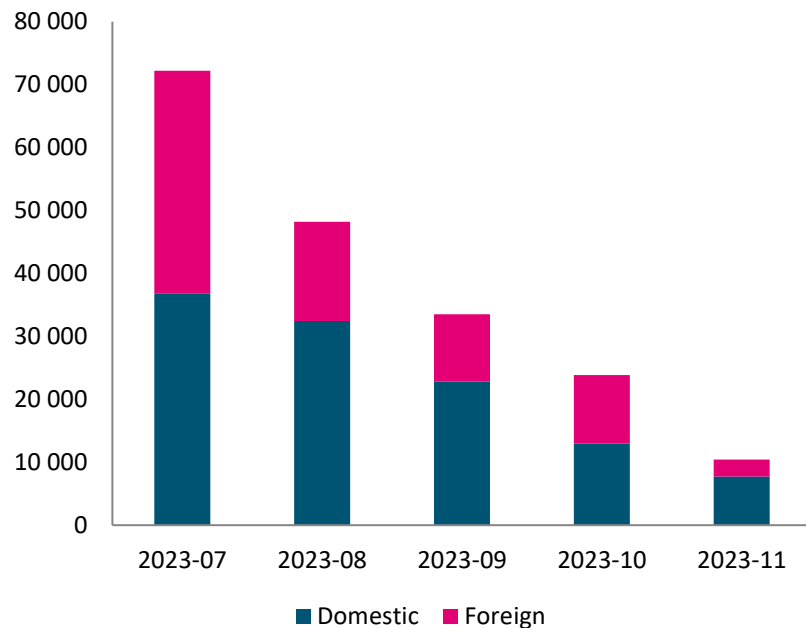
Foreign tourists

Average number of days

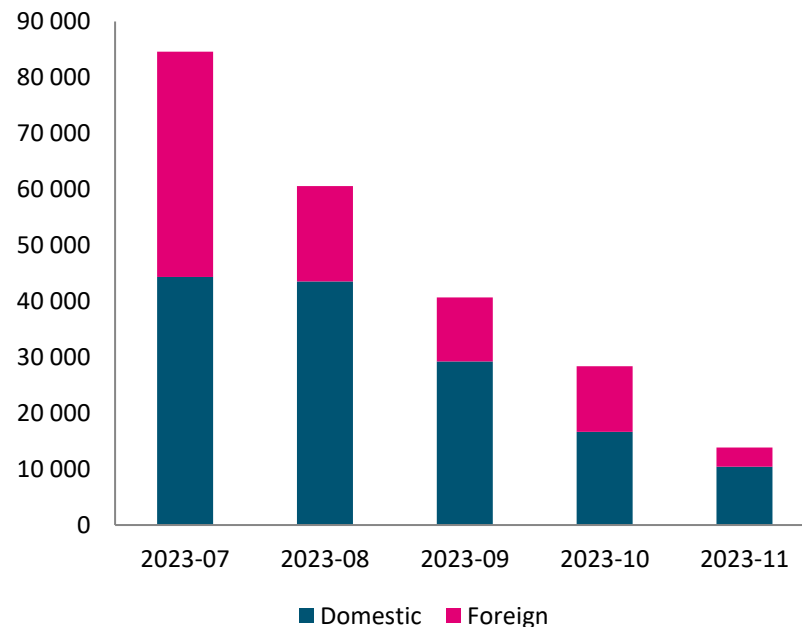


1.2.5 NP Bohemian Switzerland – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

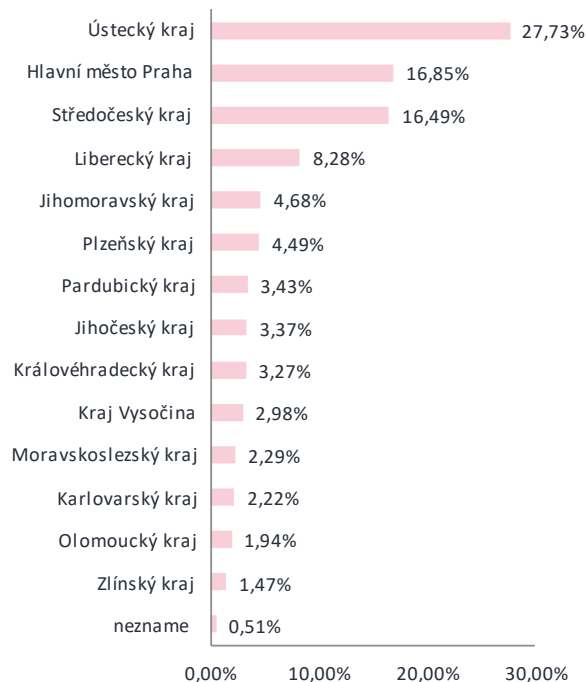


Number of trip days per month

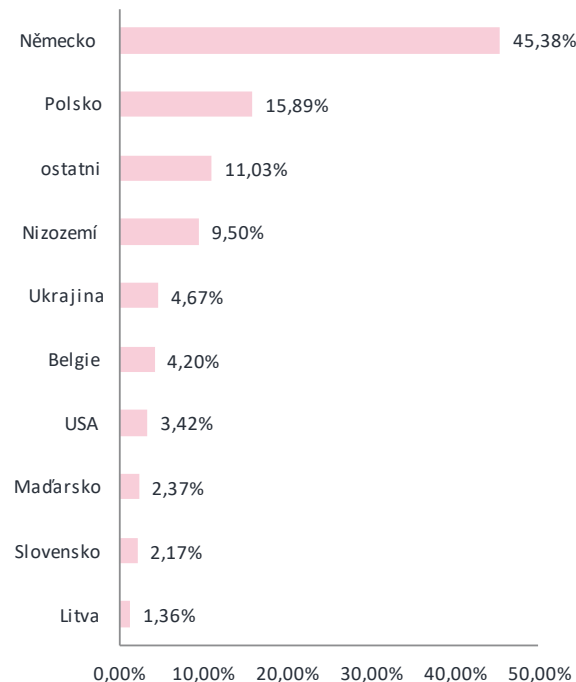


1.2.6 NP Bohemian Switzerland – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahraníční výletníci - celé období



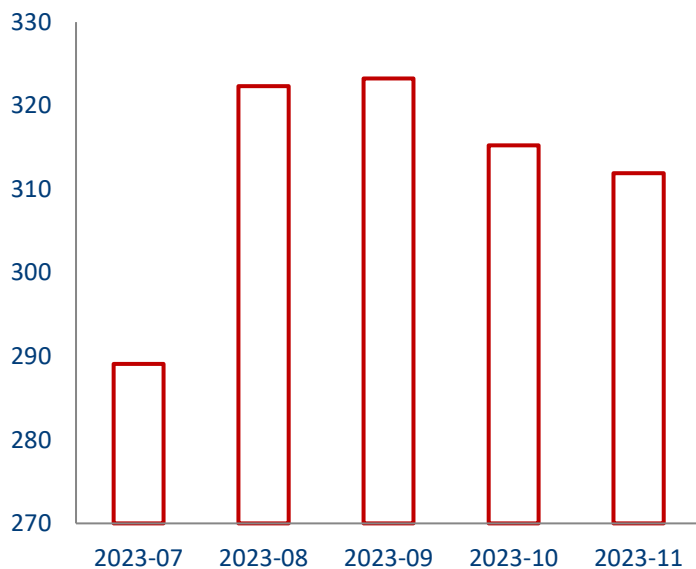
Domácí výletníci - celé období	Domestic trip visitors – whole period
Zahraníční výletníci - celé období	Foreign trip visitors – whole period
Ústecký kraj	Ústí nad Labem Region
Hlavní město Praha	Capital City of Prague
Středočeský kraj	Central Bohemia Region
Liberecký kraj	Liberec Region
Jihomoravský kraj	South Moravian Region
Plzeňský kraj	Pilsen Region
Pardubický kraj	Pardubice Region
Jihočeský kraj	South Bohemia Region
Královéhradecký kraj	Hradec Králové Region
Kraj Vysočina	Vysočina Region
Moravskoslezský kraj	Moravian-Silesian Region
Karlovarský kraj	Karlovy Vary Region
Olomoucký kraj	Olomouc Region
Zlínský kraj	Zlín Region
neznáme	Unknown
Německo	Germany
Polsko	Poland
ostatní	Other
Nizozemí	Netherlands
Ukrajina	Ukraine
Belgie	Belgium
USA	USA
Maďarsko	Hungary
Slovensko	Slovakia
Litva	Lithuania



1.2.7 NP Bohemian Switzerland – GSM data analysis – AVERAGE LENGTH OF STAY OF TRIP VISITORS

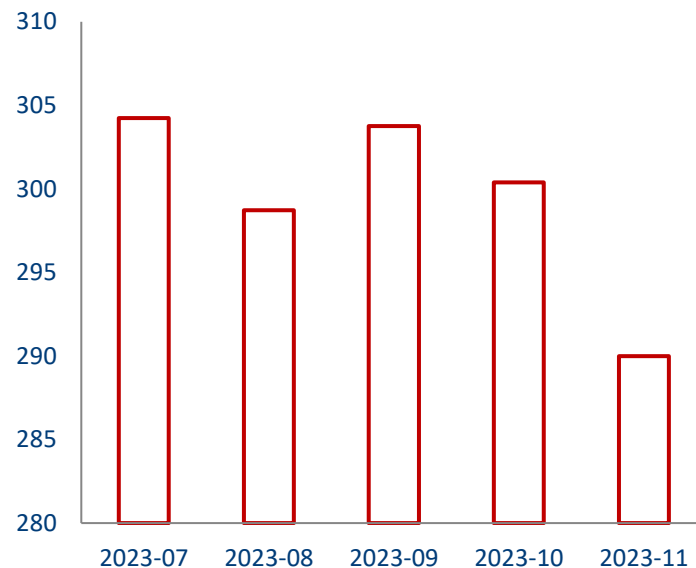
Domestic trip visitors

Average number of minutes



Foreign trip visitors

Average number of minutes

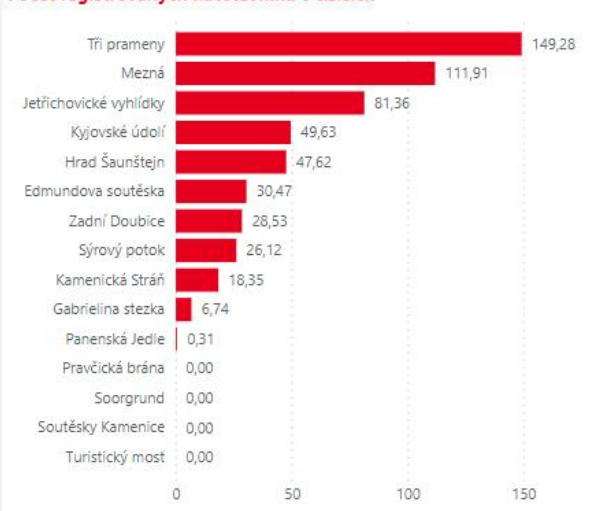


1.2.8 NP Bohemian Switzerland – Analysis of visitor numbers for tourist destinations

Rok	Year
Název obce	Name of the municipality
České Švýcarsko	Bohemian Switzerland
Počet registrovaných návštěvníků v tisících	Number of registered visitors in thousands
Tři prameny	Three Springs
Mezná	Mezná
Jetřichovické vyhlídky	Jetřichovice Vistas
Kyjovské údolí	Kyjon Valley
Hrad Šaunštejn	Šaunštejn Castle
Edmundova soutěska	Edmund's Gorge
Zadní Doubice	Zadní Doubice
Sýrový potok	Sýrový Creek
Kamenická Stráň	Kamenická Stráň
Gabrielina na stezka	Gabriela's Trail
Panenské Jedle	Panenské Jedle
Pravčická brána	Pravčická Archway
Soorgrund	Soorgrund
Soutěsky Kamenice	Kamenice Passes
Turistický most	Tourist Bridge
ostatní	Other

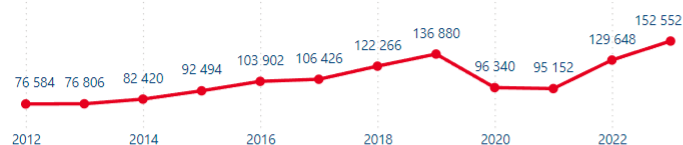
Rok: Názov obce:

Počet registrovaných návštěvníků v tisících

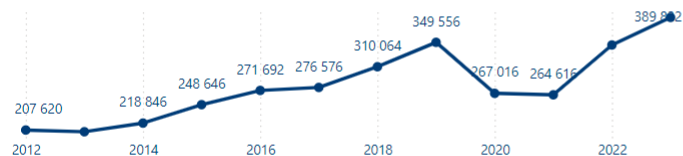


1.2.9 NP Bohemian Switzerland – Analysis of visitor numbers for MAFs

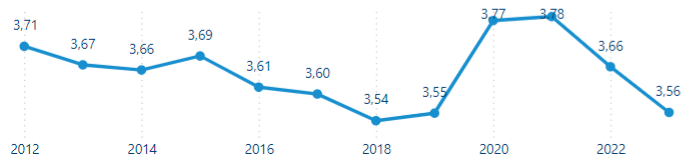
Počet příjezdů turistů do HUZ



Počet přenocování v HUZ

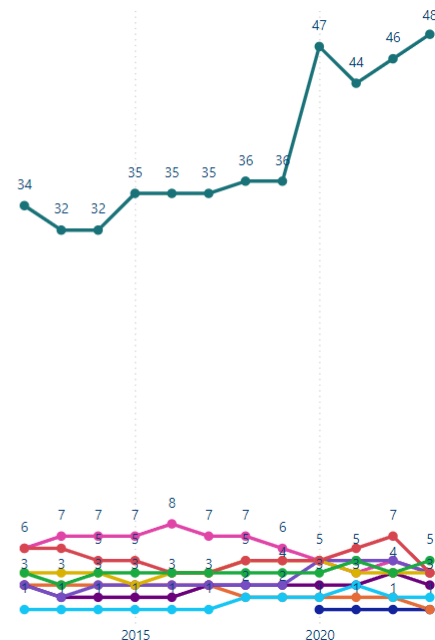


Průměrná délka pobytu



Kapacity HUZ

- Hotel garni
- Hotel, motel, hotel *
- Hotel, motel, hotel **
- Hotel, motel, hotel ***
- Hotel, motel, hotel ****
- Chatová osada
- Kemp
- Ostatní hromadné ubyto...
- Penzion
- Turistická ubytovna



Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Průměrná délka pobytu	Average length of stay
Kapacity HUZ	Capacities of MAFs
Hotel garni	Hotel garni
Hotel, motel, hotel	Hotel, motel, hotelship
Chatová osada	Cottage settlement
Kemp	Kemp
Ostatní hromadné ubytování	Other group accommodation
Penzion	Apartment hotel
Turistická ubytovna	Tourist guest house

1.2.10 NP Bohemian Switzerland – In-depth interview with a representative of the NP and DMO

- **Changes in visitor behaviour, activities and structure:**
 - Increase in the use of electric bikes, which also brings a change in the target group (people who would not have travelled longer distances before) – this brings both positives and negatives
 - Entrance fee are being considered (Hřensko, Pravčická brána)
 - Due to the fire, some trails were closed, which positively dispersed hikers = newly marked trails (Hřebenovka), in cooperation with the Ústí nad Labem Region, public transport was supported (free transport) and accommodation vouchers were provided
- **Relationship with locals / cottage owners:**
 - Cooperation in awareness and cleaning is partial (locals help, apartment owners less so)
- **Relationship with NP and municipal representatives:**
 - The founder of DMO Bohemian Switzerland is the national park – communication is open, but the goals are completely different
 - Education and awareness raising: **Comic book “On the Road”, tear-off maps, House of Bohemian Switzerland** – environmental programmes for schools and the public / PROMOTION THROUGH SOCIAL NETWORKS
- **Relationship with entrepreneurs/investors:**
 - The DMO does not communicate directly with investors (this is handled by the NP)
 - Communication with businesses is open through the 3K platform and addresses a range of topics such as parking, public toilets, trail restoration and activities

1.2.11 NP Bohemian Switzerland – ACTIVITIES PROMOTING SUSTAINABILITY (interview with DMO representative)

- Free transport
- Involvement of electric buses in cooperation with Regions and the Association of Municipalities
- Efforts to reopen closed routes, which will help further disperse tourists



1.2.12 NP Bohemian Switzerland – KEY PROBLEM AREAS

- **Climate change (FIRES)**
- **Poor accompanying infrastructure** (parking in inappropriate places, on the access roads to cottages, by the roadsides)
- **Bad behaviour of visitors**
- **Changes in visitor behaviour and activities** (arrivals during the dormant season, overall change in visitor structure and composition after the Covid pandemic)

1.3 Podyjí National Park



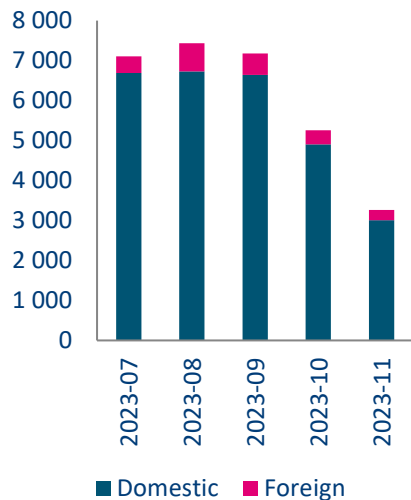
1.3.1 NP Podyjí – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, **26 thousand tourists** visited the Podyjí National Park, **92% of them Czechs**.
- The number of tourist visits was approximately **38 thousand** and the number of nights spent was **2.16**.
- The number of trip visitors in the period under review was 62 thousand, repeatedly (**total number of trip days was 80 thousand**).
- The highest number of visitors is recorded from July to September.**
- Among domestic tourists, most people come from the **South Moravian Region, Prague and the Central Bohemia Region. A significant number of trip visitors also come from the Vysočina Region.**
- Among foreign visitors, the **Slovaks** are the first.

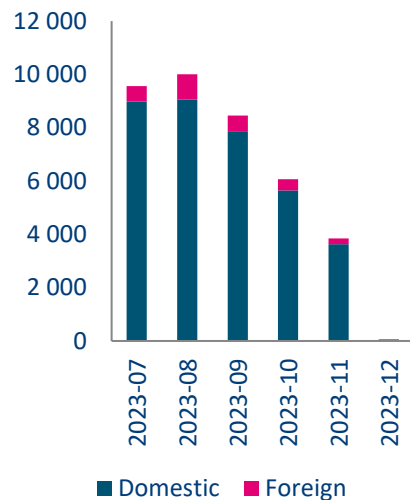
Visitor numbers	Podyjí		
	Domestic	Foreign	Total
Tourists	34 515	1 159	35 674
Tourist visits	59 869	1 805	61 674
Nights spent	82 237	2 358	84 595
Tourist days	101 119	2 685	103 804
Share of tourists	97%	3%	100%
Number of nights spent per tourist	2,38	2,03	2,37
Number of tourist days per tourist	2,93	2,32	2,91
Trip visitors	94 152	5 070	99 222
Trip days	191 695	5 881	197 576
Number of visits per trip visitor	2,04	1,16	1,99
Visitors	128 667	6 229	134 896
Visit days	292 814	8 566	301 380
Share of visitors	97%	3%	100%

1.3.2 NP Podují – GSM data analysis – NUMBER OF TOURISTS

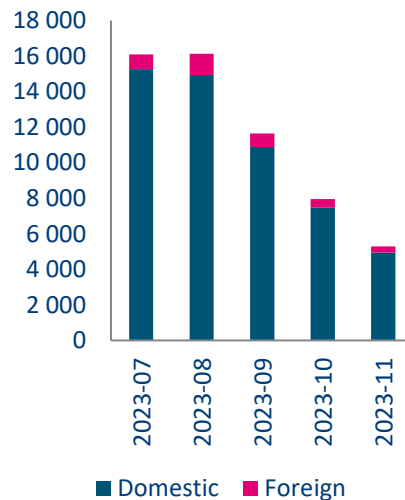
Number of tourists per month



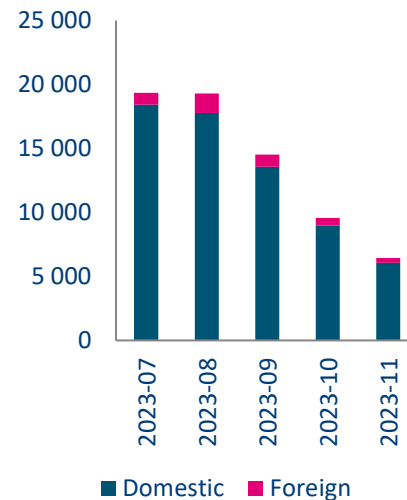
Number of tourist visits per month



Number of nights spent per month

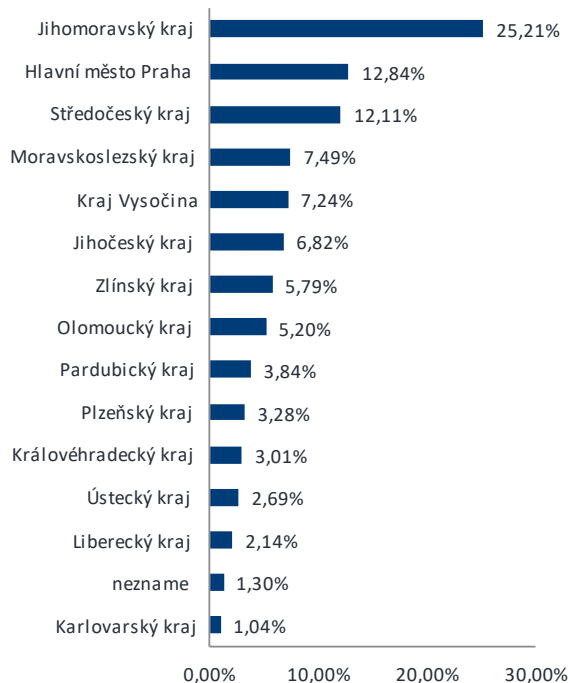


Number of tourist days per month

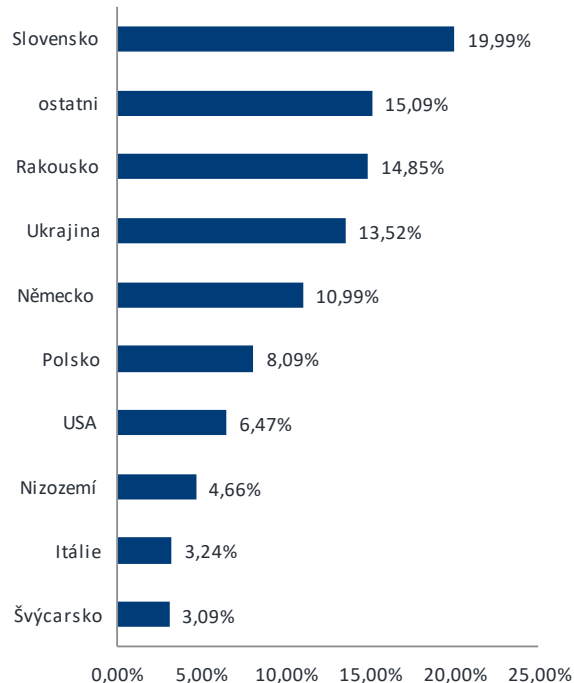


1.3.3 NP Podyjí – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahranční turisté- celé období



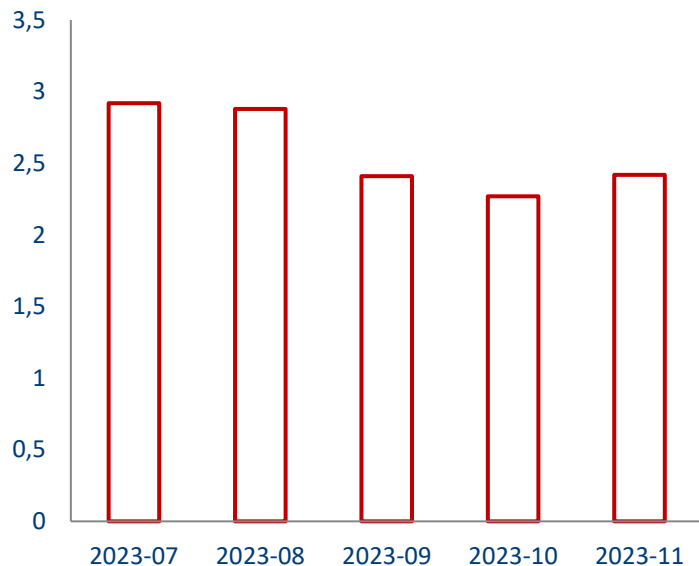
Domácí turisté - celé období	Domestic tourists - whole period
Zahranční turisté - celé období	Foreign tourists - whole period
Jihomoravský kraj	South Moravian Region
Hlavní město Praha	Capital City of Prague
Středočeský kraj	Central Bohemia Region
Moravskoslezský kraj	Moravian-Silesian Region
Kraj Vysočina	Vysočina Region
Jihočeský kraj	South Bohemia Region
Zlínský kraj	Zlín Region
Olomoucký kraj	Olomouc Region
Pardubický kraj	Pardubice Region
Plzeňský kraj	Pilsen Region
Královéhradecký kraj	Hradec Králové Region
Ústecký kraj	Ústí nad Labem Region
Liberecký kraj	Liberec Region
neznáme	Unknown
Karlovarský kraj	Karlovy Vary Region
Slovensko	Slovakia
ostatní	Other
Rakousko	Austria
Ukrajina	Ukraine
Německo	Germany
Polsko	Poland
USA	USA
Nizozemí	Netherlands
Itálie	Italy
Švýcarsko	Switzerland



1.3.4 NP Podují – GSM data analysis – AVERAGE LENGTH OF STAY OF TOURISTS

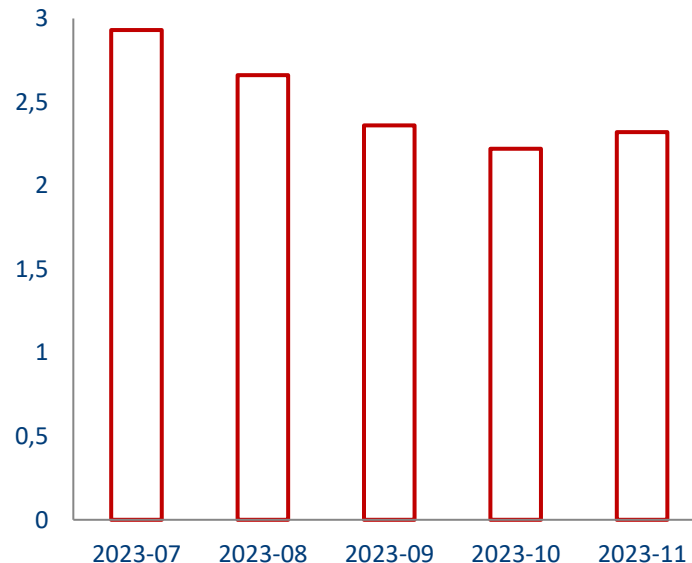
Domestic tourists

Average number of days



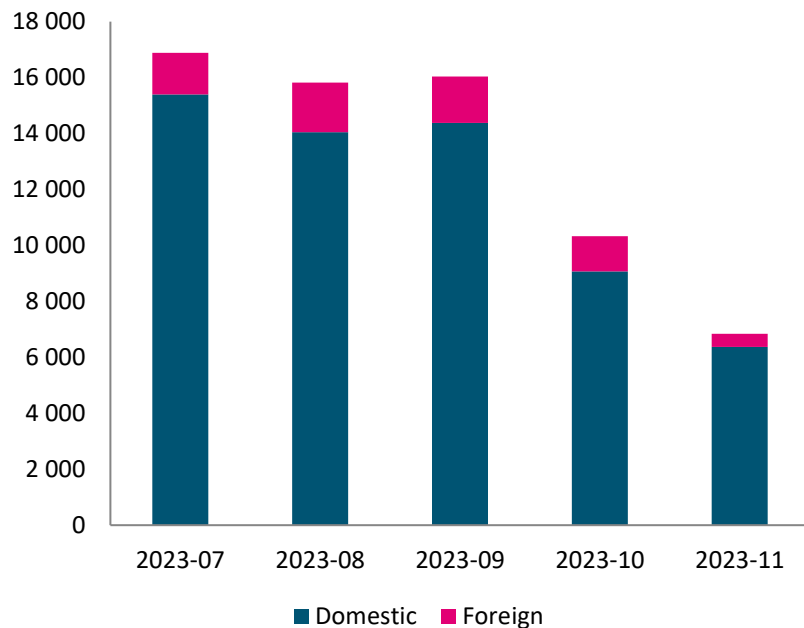
Foreign tourists

Average number of days

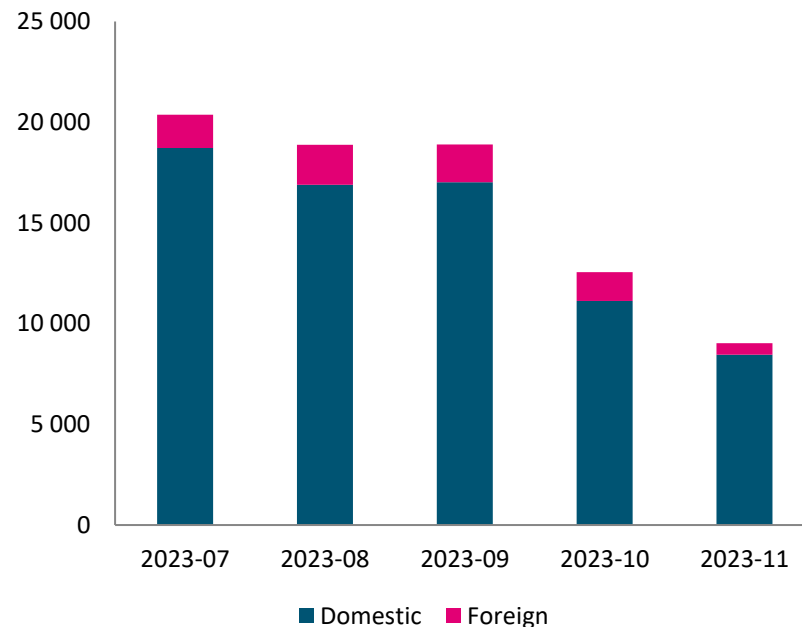


1.3.5 NP Podují – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

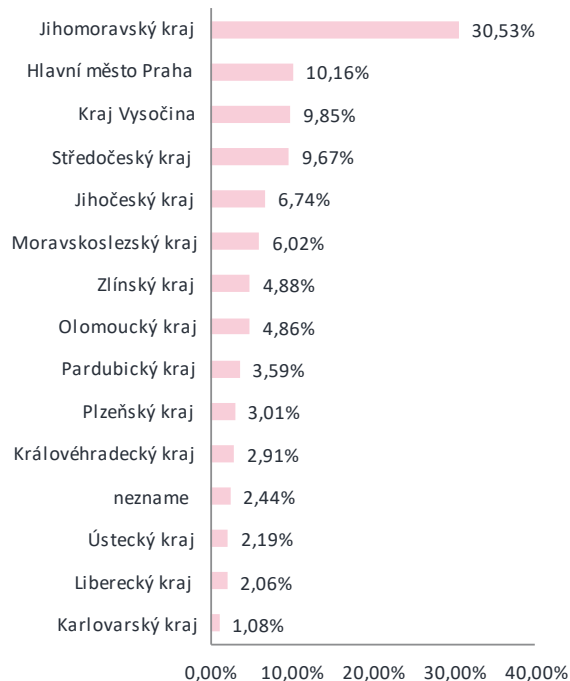


Number of trip days per month

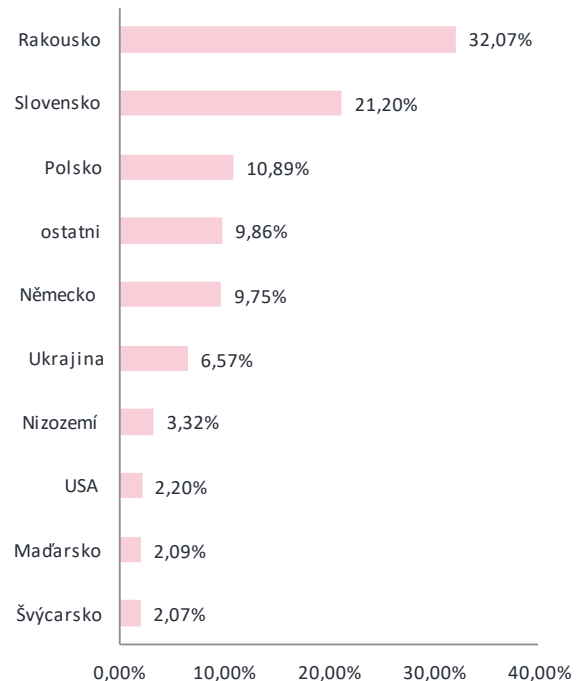


1.3.6 NP Podují – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahranční výletníci - celé období



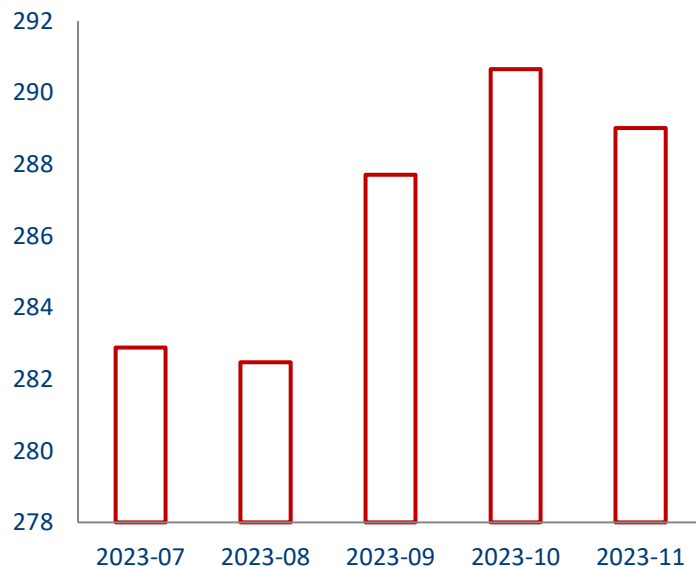
Domácí výletníci - celé období	Domestic trip visitors – whole period
Zahranční výletníci – celé období	Foreign trip visitors – whole period
Jihomoravský kraj	South Moravian Region
Hlavní město Praha	Capital City of Prague
Kraj Vysočina	Vysočina Region
Středočeský kraj	Central Bohemia Region
Jihočeský kraj	South Bohemia Region
Moravskoslezský kraj	Moravian-Silesian Region
Zlínský kraj	Zlín Region
Olomoucký kraj	Olomouc Region
Pardubický kraj	Pardubice Region
Plzeňský kraj	Pilsen Region
Královéhradecký kraj	Hradec Králové Region
neznáme	Unknown
Ústecký kraj	Ústí nad Labem Region
Liberecký kraj	Liberec Region
Karlovarský kraj	Karlovy Vary Region
Rakousko	Austria
Slovensko	Slovakia
Polsko	Poland
ostatní	Other
Německo	Germany
Ukrajina	Ukraine
Nizozemí	Netherlands
USA	USA
Maďarsko	Hungary
Švýcarsko	Switzerland



1.3.7 NP Podují – GSM data analysis – AVERAGE LENGTH OF STAY OF TRIP VISITORS

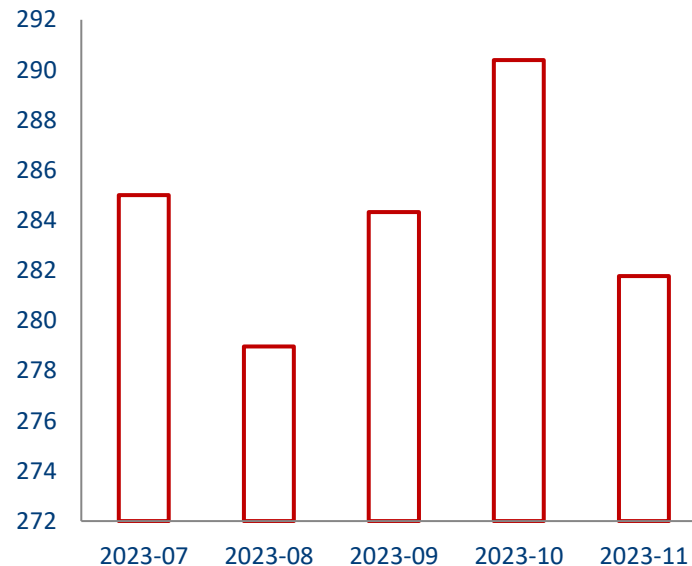
Domestic trip visitors

Average number of minutes



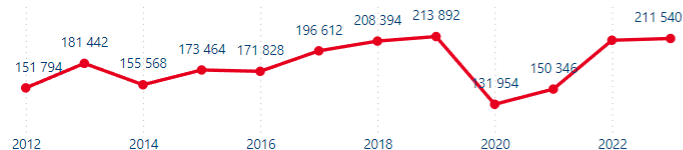
Foreign trip visitors

Average number of minutes

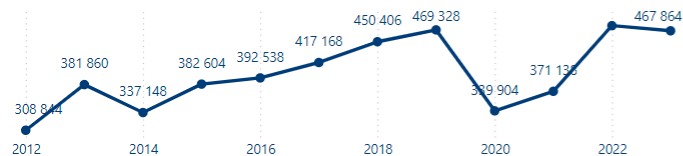


1.3.9 NP Podují – Analysis of visitor numbers for MAFs

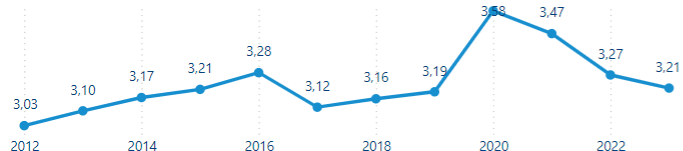
Počet příjezdů turistů do HUZ



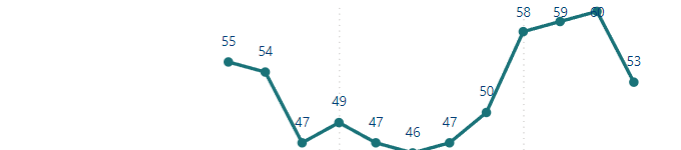
Počet přenocování v HUZ



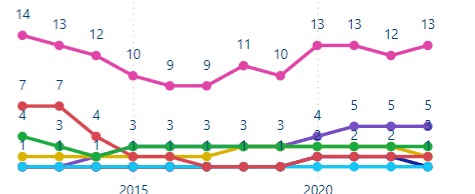
Průměrná délka pobytu



Kapacity HUZ



- Hotel garni
- Hotel, motel, hotel *
- Hotel, motel, hotel **
- Hotel, motel, hotel ***
- Hotel, motel, hotel ****
- Chatová osada
- Kemp
- Ostatní hromadné ubyto...
- Penzion
- Turistická ubytovna



Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Průměrná délka pobytu	Average length of stay
Kapacity HUZ	Capacities of MAFs
Hotel garni	Hotel garni
Hotel, motel, hotel	Hotel, motel, hotelship
Chatová osada	Cottage settlement
Kemp	Kemp
Ostatní hromadné ubytování	Other group accommodation
Penzion	Apartment hotel
Turistická ubytovna	Tourist guest house



1.3.10 NP Podyjí – In-depth interview with a representative of the NP and DMO

- **Changes in visitor behaviour, activities and structure:**
 - Increase in the use of electric bikes, which also brings a change in the target group (people who would not have travelled longer distances before) – this brings both positives and negatives
 - After the Covid pandemic there is a gradual return to pre-covid number, however, there is a noticeable decline in foreign visitors
 - In terms of tourism, there is still significant room for development
- **Relationship with locals / cottage owners:**
 - Cooperation in awareness and cleaning is partial (locals help, apartment owners less so)
- **Relationship with NP and municipal representatives:**
 - The relationship with the National Park authorities and municipalities is rather minimal
- **Relationship with entrepreneurs/investors:**
 - The DMO does not communicate directly with investors
 - Communication with entrepreneurs is open through the 3K platform and some marketing activities are handled jointly – for example, tear-off maps and the like. There is a lot of room for development

1.3.11 NP Podyjí – ACTIVITIES SUPPORTING SUSTAINABILITY (interview with DMO representative)

- Cross-border project (memorandum at the level of 4 Regions)
- Coordination in the creation of the new PLA Soutok



1.3.12 NP Podyjí – KEY PROBLEM AREAS

- **Climate change**
- **Poor accompanying infrastructure**
- **Bad visitor behaviour** (parking in inappropriate places, on the driveways of cottages, by the roadsides)
- **Changes in visitor behaviour and activities** (arrivals during the dormant season, overall change in visitor structure and composition after the Covid pandemic)



1.4 Šumava National Park



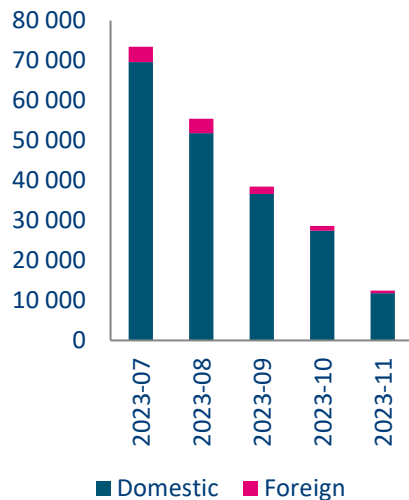
1.4.1 NP Šumava – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, **178 thousand tourists** visited the Šumava National Park, **94% of them Czechs**.
- The number of tourist visits was approximately **286 thousand** and the number of nights spent was **2.74**.
- The number of trip visitors in the period under review was 480 thousand, repeatedly (**total number of trip days was 736 thousand**).
- The highest visitor numbers are recorded in July (especially during public holidays)**.
- Most of the domestic tourists come from the **Central Bohemia Region, Prague, South Bohemian and Plzeň Region**.
- Among foreign visitors, the **Germans** are the first.

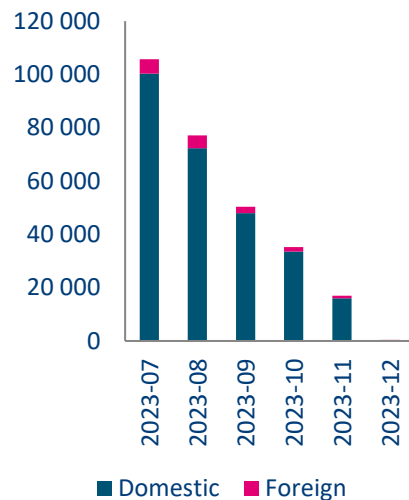
Visitor numbers	Šumava		
	Domestic	Foreign	Total
Tourists	168 118	9 872	177 990
Tourist visits	270 521	15 213	285 734
Nights spent	466 298	21 781	488 079
Tourist days	586 133	28 060	614 193
Share of tourists	94%	6%	100%
Number of nights spent per tourist	2,77	2,21	2,74
Number of tourist days per tourist	3,49	2,84	3,45
Trip visitors	419 300	60 221	479 520
Trip days	654 543	81 323	735 866
Number of visits per trip visitor	1,56	1,35	1,53
Visitors	587 418	70 093	657 510
Visit days	1 240 676	109 383	1 350 059
Share of visitors	92%	8%	100%

1.4.2 NP Šumava – GSM data analysis – NUMBER OF TOURISTS

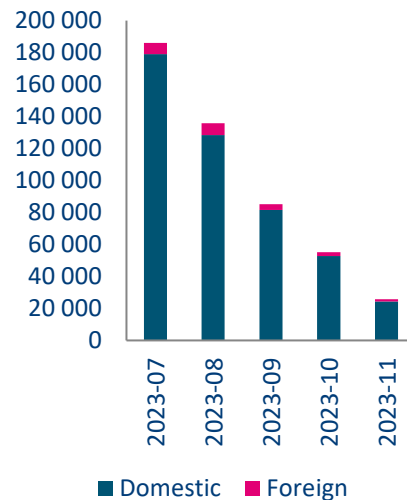
Number of tourists per month



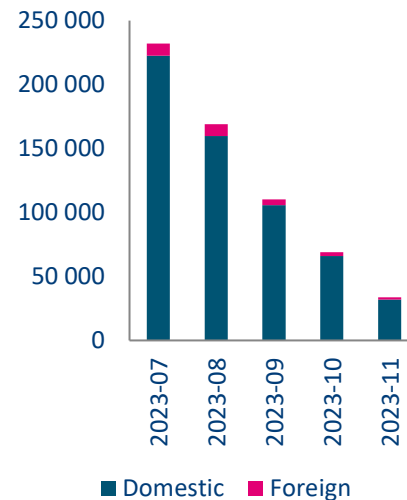
Number of tourist visits per month



Number of nights spent per month

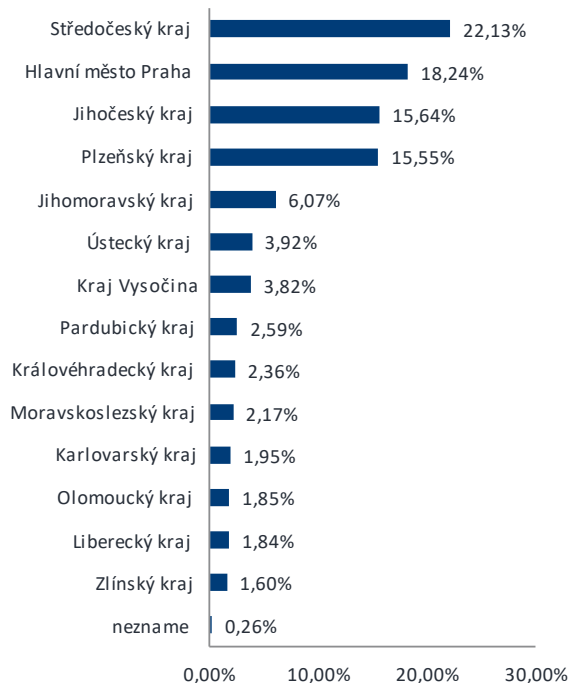


Number of tourist days per month

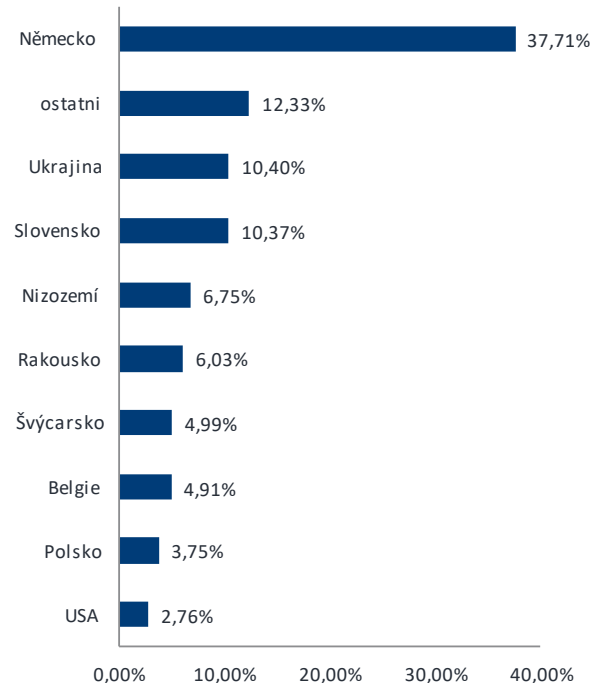


1.4.3 NP Šumava – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahraníční turisté- celé období

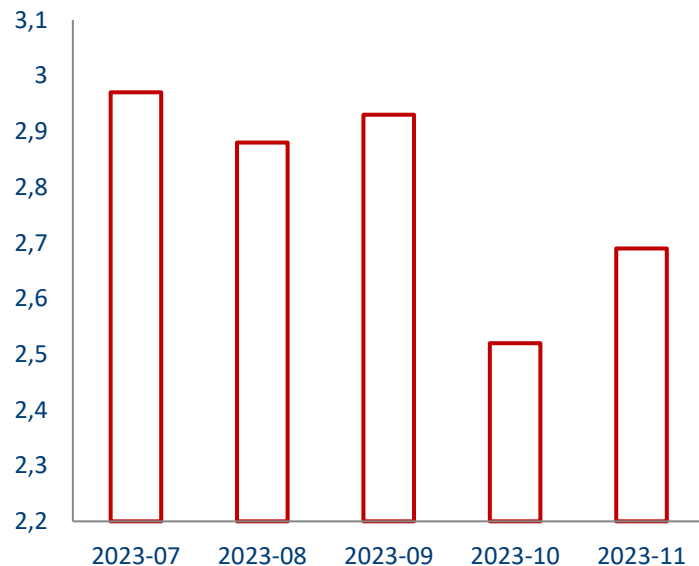


Domácí turisté - celé období	Domestic tourists – whole period
Zahraníční turisté – celé období	Foreign tourists – whole period
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Jihočeský kraj	South Bohemia Region
Plzeňský kraj	Pilsen Region
Jihomoravský kraj	South Moravian Region
Ústecký kraj	Ústí nad Labem Region
Kraj Vysočina	Vysočina Region
Pardubický kraj	Pardubice Region
Královéhradecký kraj	Hradec Králové Region
Moravskoslezský kraj	Moravian-Silesian Region
Karlovarský kraj	Karlovy Vary Region
Olomoucký kraj	Olomouc Region
Liberecký kraj	Liberec Region
Zlínský kraj	Zlín Region
neznáme	Unknown
Německo	Germany
ostatni	Other
Ukrajina	Ukraine
Slovensko	Slovakia
Nizozemí	Netherlands
Rakousko	Austria
Švýcarsko	Switzerland
Belgie	Belgium
Polsko	Poland
USA	USA

1.4.4 NP Šumava – GSM data analysis – **AVERAGE LENGTH OF STAY OF TOURISTS**

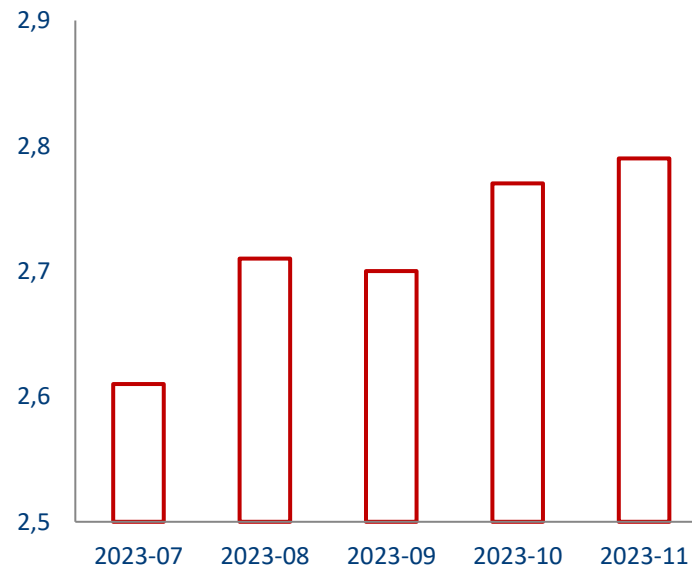
Domestic tourists

Average number of days



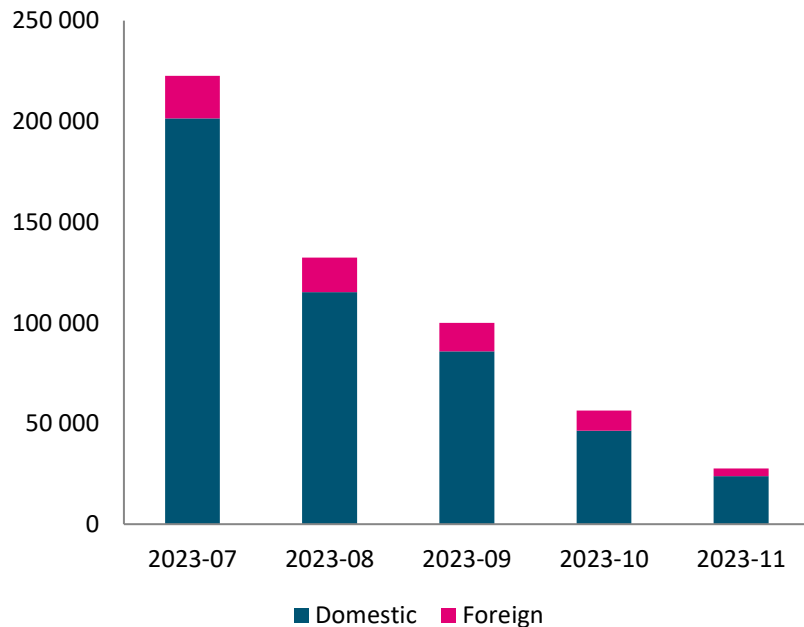
Foreign tourists

Average number of days

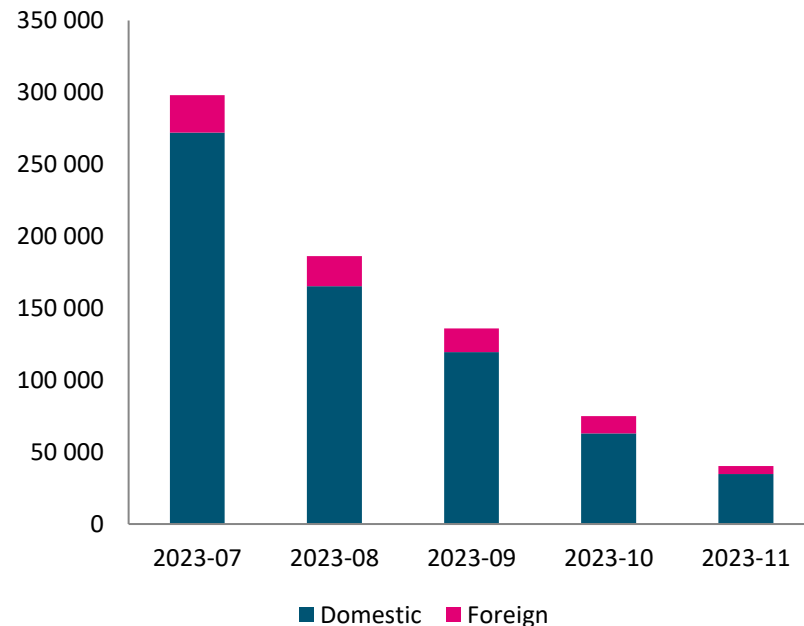


1.4.5 NP Šumava – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

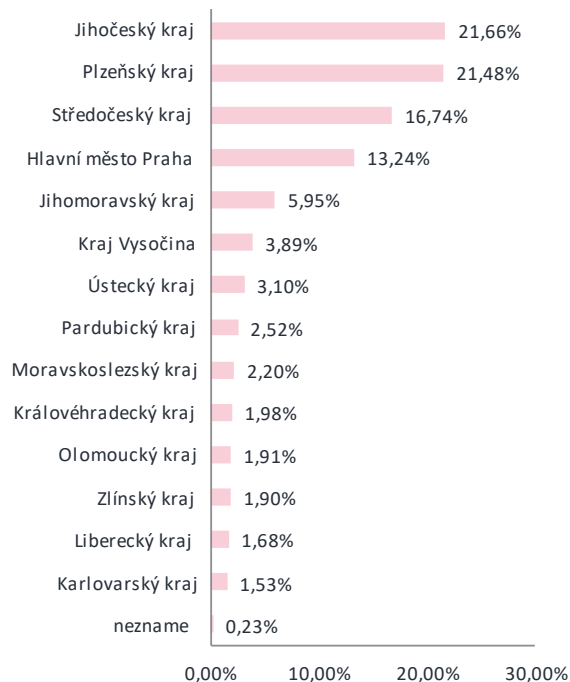


Number of trip days per month

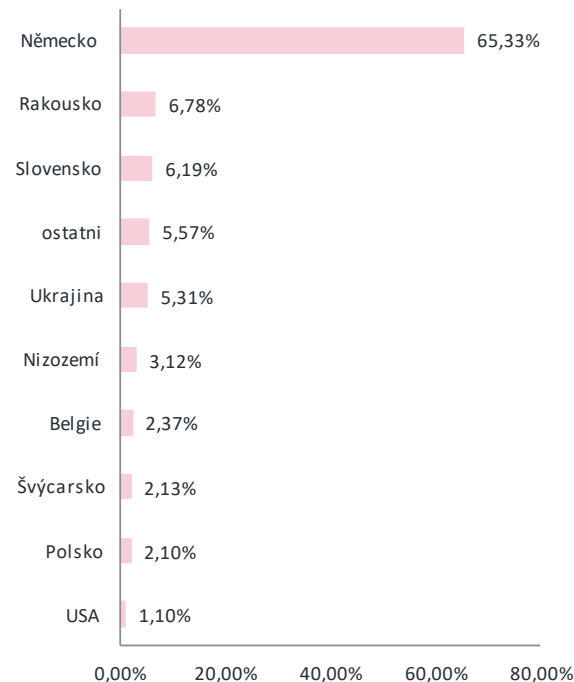


1.4.6 NP Šumava – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahraniční výletníci - celé období



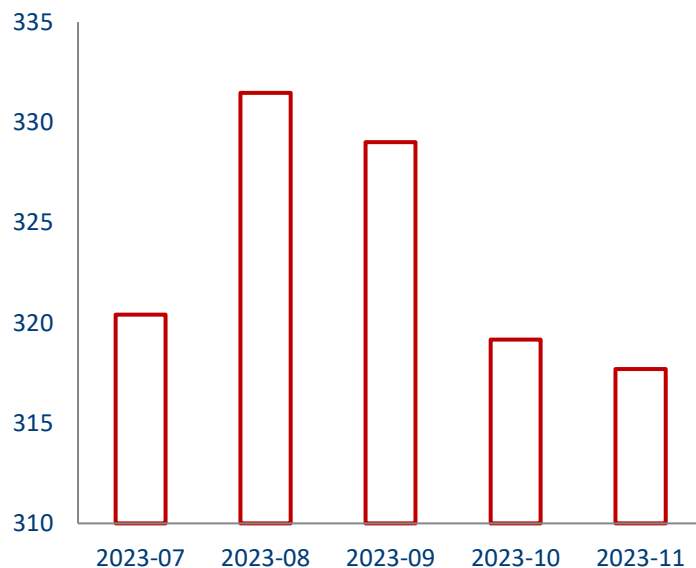
Domácí výletníci - celé období	Domestic trip visitors - whole period
Zahraniční výletníci - celé období	Foreign trip visitors - whole period
Jihočeský kraj	South Bohemia Region
Plzeňský kraj	Pilsen Region
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Jihomoravský kraj	South Moravian Region
Kraj Vysočina	Vysočina Region
Ústecký kraj	Ústí nad Labem Region
Pardubický kraj	Pardubice Region
Moravskoslezský kraj	Moravian-Silesian Region
Královéhradecký kraj	Hradec Králové Region
Olomoucký kraj	Olomouc Region
Zlínský kraj	Zlín Region
Liberecký kraj	Liberec Region
Karlovarský kraj	Karlovy Vary Region
neznáme	Unknown
Německo	Germany
Rakousko	Austria
Slovensko	Slovakia
ostatní	Other
Ukrajina	Ukraine
Nizozemí	Netherlands
Belgie	Belgium
Švýcarsko	Switzerland
Polsko	Poland
USA	USA



1.4.7 NP Šumava – GSM data analysis – **AVERAGE LENGTH OF STAY OF TRIP VISITORS**

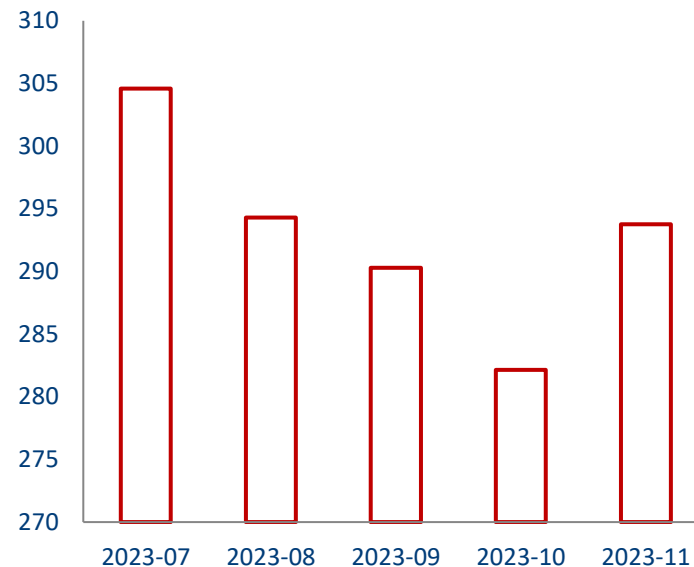
Domestic trip visitors

Average number of minutes

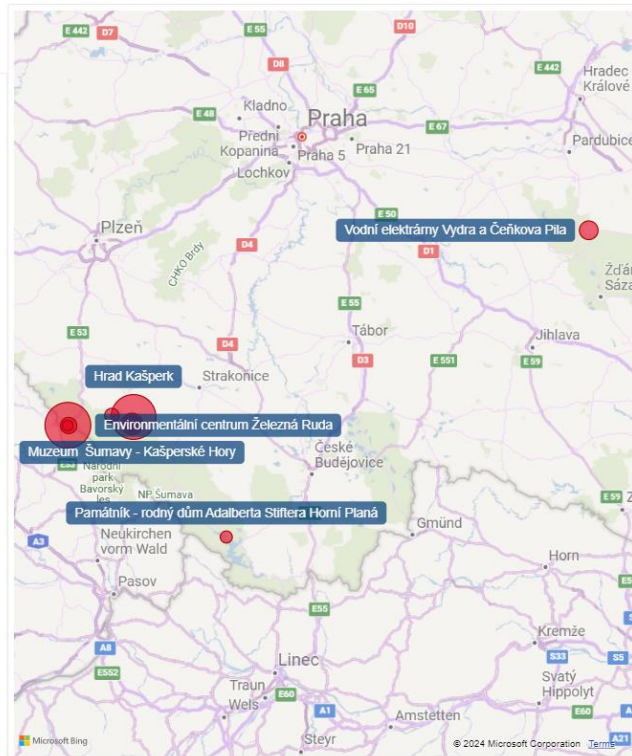
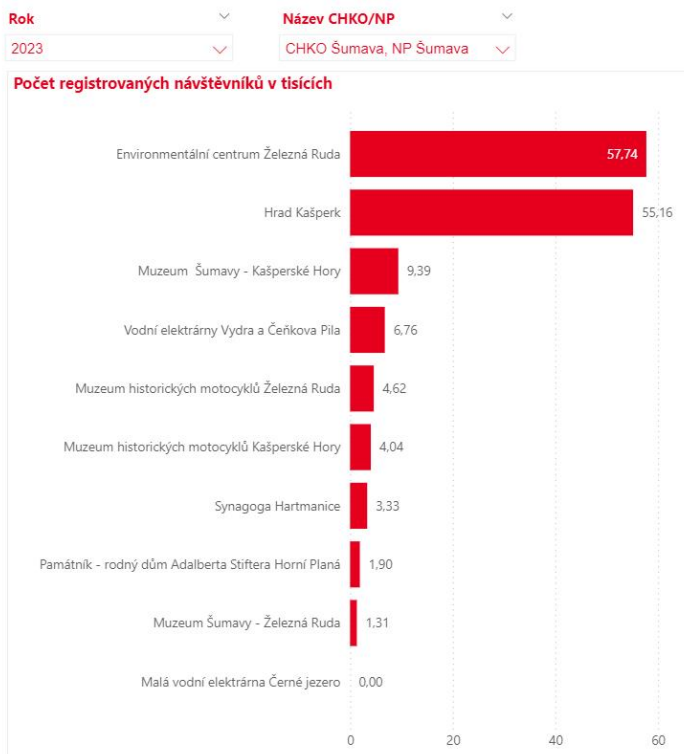


Foreign trip visitors

Average number of minutes



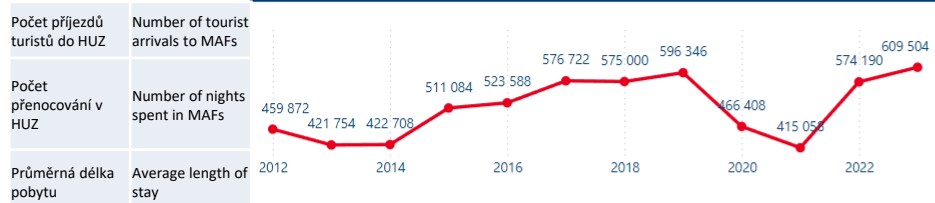
1.4.8 NP Šumava – Analysis of visitor numbers for tourist destinations



Rok	Year
Název CHKO/ NP	Name of the PLA/ NP
CHKO Šumava, NP Šumava	PLA Šumava, NP Šumava
Počet registrovaných návštěvníků v tisících	Number of registered visitors in thousands
Environmentální centrum Železná Ruda	Environmentální Centre Železná Ruda
Hrad Kašperk	Kašperk Castle
Muzeum Šumavy - Kašperské Hory	Museum of Šumava - Kašperské Hory
Vodní elektrárny Vydra a Čeňkova Pila	Hydroelectric power plants Vydra and Čeňkova Pila
Muzeum historických motocyklů Železná Ruda	Museum of Historical Motorcycles Železná Ruda
Kašperské Hory	Kašperské Hory
Synagoga Hartmanice	Synagogue
Památník - rodný dům Adalberta Stiftera Horní Planá	Memorial - birth house of Adalbert Stifter in Horní Planá
Muzeum Šumavy - Železná Ruda	Museum of Šumava - Železná Ruda
Malá vodní elektrárna Černé jezero	Small hydroelectric power plant Black Lake

1.4.9 NP Šumava – Analysis of visitor numbers for MAFs

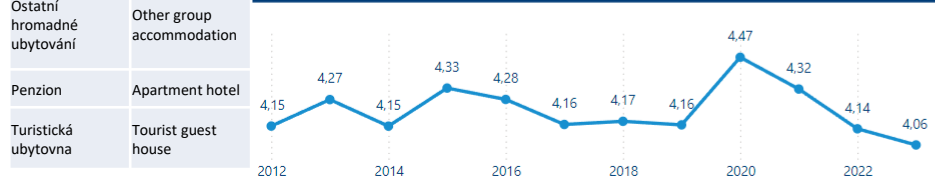
Počet příjezdů turistů do HUZ



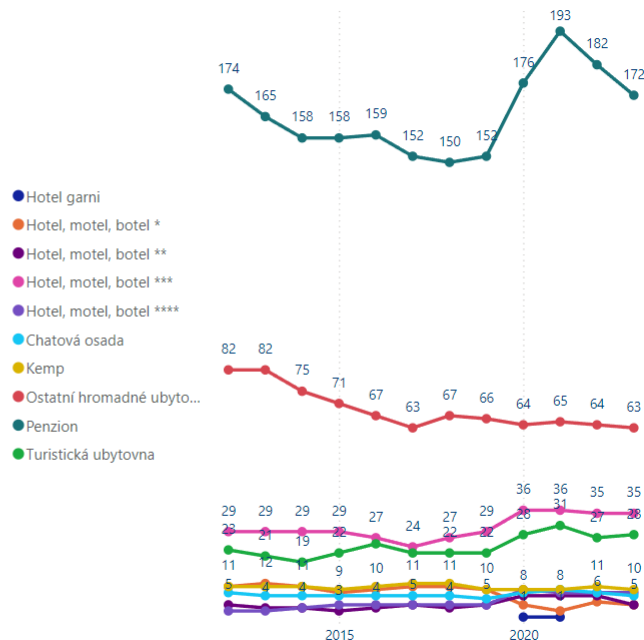
Počet přenocování v HUZ



Průměrná délka pobytu



Kapacity HUZ



1.4.10 NP Šumava – In-depth interview with a representative of the NP and DMO

- **Changes in visitor behaviour, activities and structure:**
 - Most visitors arrive at the destination by car
 - Mostly visited on long weekends / public holidays / high season is in summer, winter tends to be weaker
 - The summer season is extended (from June to the beginning of October)
 - The number of visitors is increasing every year, especially in the autumn months, older visitors, childless people, elderly couples are more frequent; the number of day trippers is also increasing
 - Climate change is not such a problem from the point of view of nature conservation (visits during spring are worse with regard to nesting birds)
 - Trends clearly include the use of e-bikes, which negatively affects the landscape (visitors are getting to more remote places in the terrain)
 - More than 90% of visitors behave properly; infractions include targeted or accidental entry into quiet protected areas, cycling off marked cycle routes and cycle paths, or inappropriate parking
- **Relationship with representatives of municipalities/DMOs:**
 - Every municipality in the territory of Šumava NP is in the advisory body of the park and actively cooperate
 - Construction is governed by the zoning plan, legislation
 - Relationships are very fair
 - A joint campaign focused on trash [*Odpadkouš!*] was held before the Covid pandemic
- **Relationship with entrepreneurs/investors:**
 - Cooperation with existing entrepreneurs is very good – together they have created a new communication material “*Tips for trips*”

1.4.11 NP Šumava – KEY PROBLEM AREAS

- **Accompanying infrastructure** (lack of INFORMATION SYSTEM FOR PARKING SPACE AVAILABILITY, more sophisticated public transport system)
- **Poor coordination of tourism** with destination organisations (one cross-region DMO would be the ideal situation)
- **Lack of DMO funding for marketing**
- Increasing visitor numbers versus **LACK OF RANGERS**(ONLY 27 PERSONS, LIMITED NUMBER OF PAY-GRADE JOBS)

1.5 Protected Landscape Area Beskydy



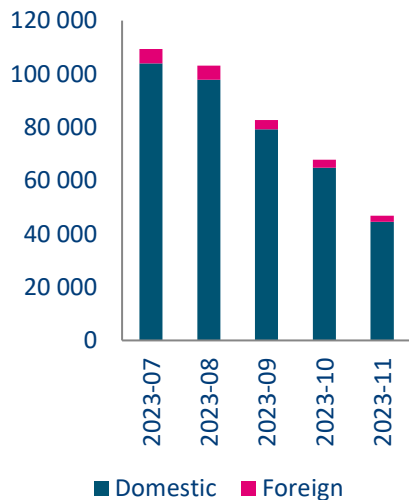
1.5.1 PLA Beskydy – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, **316 thousand tourists** visited the Beskydy PLA, 95% of them Czechs.
- The number of tourist visits was approximately **570 thousand** and the number of nights spent was **2.87**.
- The number of trip visitors in the period under review was 628 thousand, repeatedly (**total number of trip days was 1.2 million**).
- The highest visitor numbers are recorded in July.**
- Most of the domestic tourists come from **the Moravian-Silesian and South Moravian Regions**.
- Among foreign visitors, the **Slovaks** are the first.

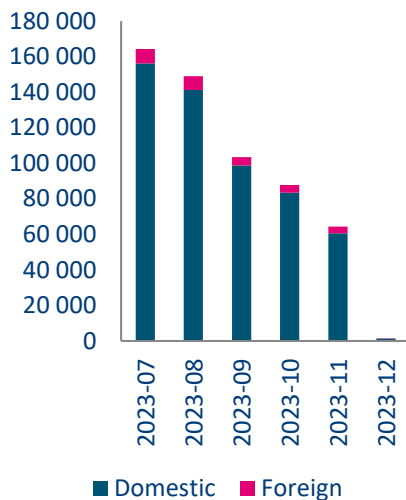
Visitor numbers	Beskydy		
	Domestic	Foreign	Total
Tourists	298 669	17 140	315 809
Tourist visits	541 654	28 824	570 478
Nights spent	863 126	42 768	905 894
Tourist days	1 124 125	52 325	1 176 450
Share of tourists	95%	5%	100%
Number of nights spent per tourist	2,89	2,50	2,87
Number of tourist days per tourist	3,76	3,05	3,73
Trip visitors	574 295	53 610	627 905
Trip days	1 149 416	75 775	1 225 191
Number of visits per trip visitor	2,00	1,41	1,95
Visitors	872 964	70 750	943 714
Visit days	2 273 541	128 100	2 401 641
Share of visitors	95%	5%	100%

1.5.2 PLA Beskydy – GSM data analysis – NUMBER OF TOURISTS

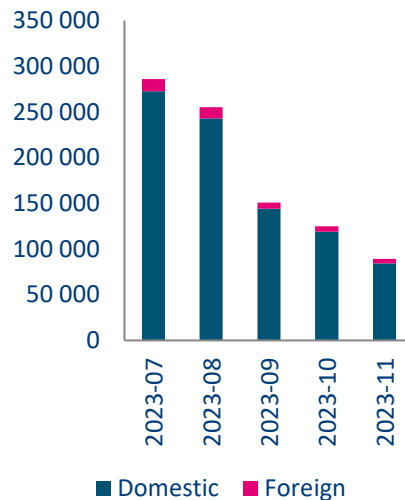
Number of tourists per month



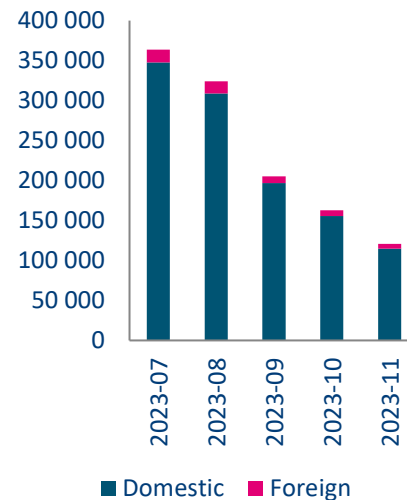
Number of tourist visits per month



Number of nights spent per month

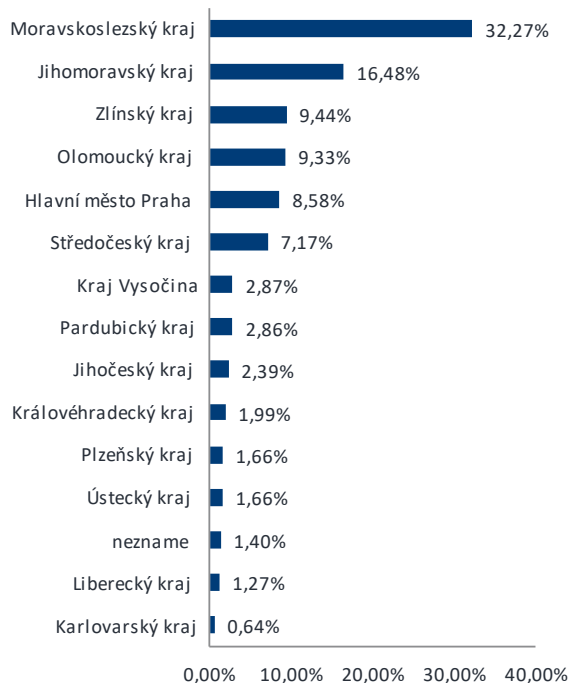


Number of tourist days per month

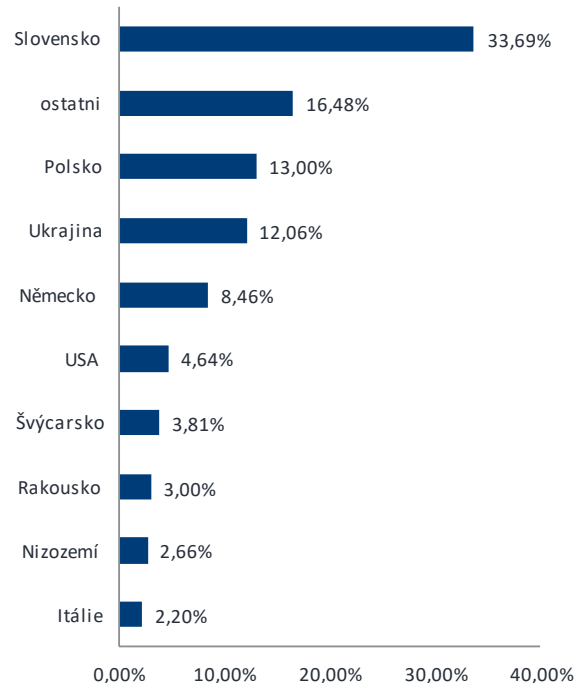


1.5.3 PLA Beskydy – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahranční turisté- celé období



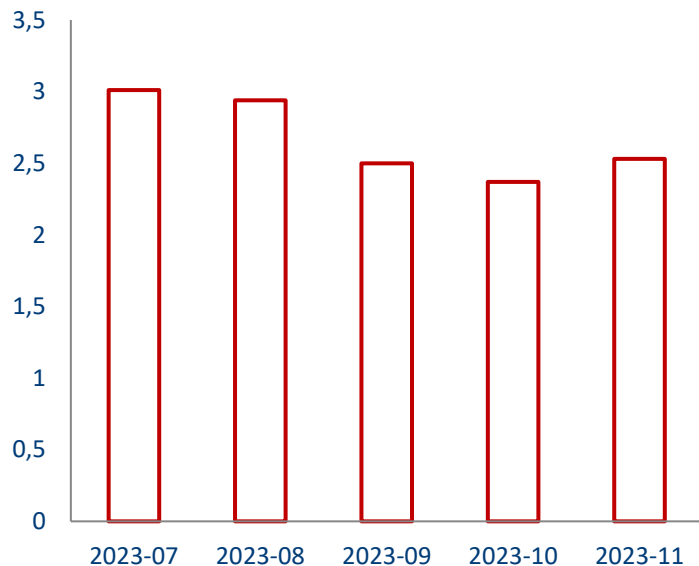
Domácí turisté - celé období	Domestic tourists – whole period
Zahranční turisté – celé období	Foreign tourists – whole period
Moravskoslezský kraj	Moravian-Silesian Region
Jihomoravský kraj	South Moravian Region
Zlínský kraj	Zlín Region
Olomoucký kraj	Olomouc Region
Hlavní město Praha	Capital City of Prague
Středočeský kraj	Central Bohemia Region
Kraj Vysočina	Vysočina Region
Pardubický kraj	Pardubice Region
Jihočeský kraj	South Bohemia Region
Královéhradecký kraj	Hradec Králové Region
Plzeňský kraj	Pilsen Region
Ústecký kraj	Ústí nad Labem Region
neznáme	Unknown
Liberecký kraj	Liberec Region
Karlovarský kraj	Karlovy Vary Region
Slovensko	Slovakia
ostatní	Other
Polsko	Poland
Ukrajina	Ukraine
Německo	Germany
USA	USA
Švýcarsko	Switzerland
Rakousko	Austria
Nizozemí	Netherlands
Itálie	Italy



1.5.4 PLA Beskydy – GSM data analysis – AVERAGE LENGTH OF STAY OF TOURISTS

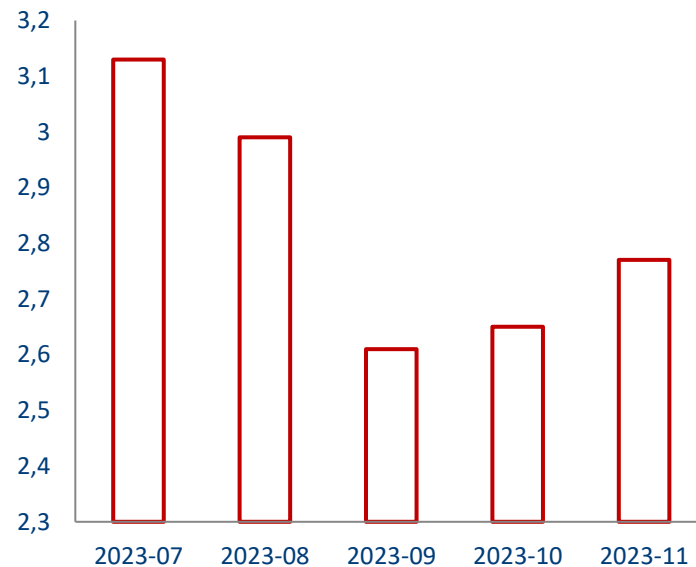
Domestic tourists

Average number of days



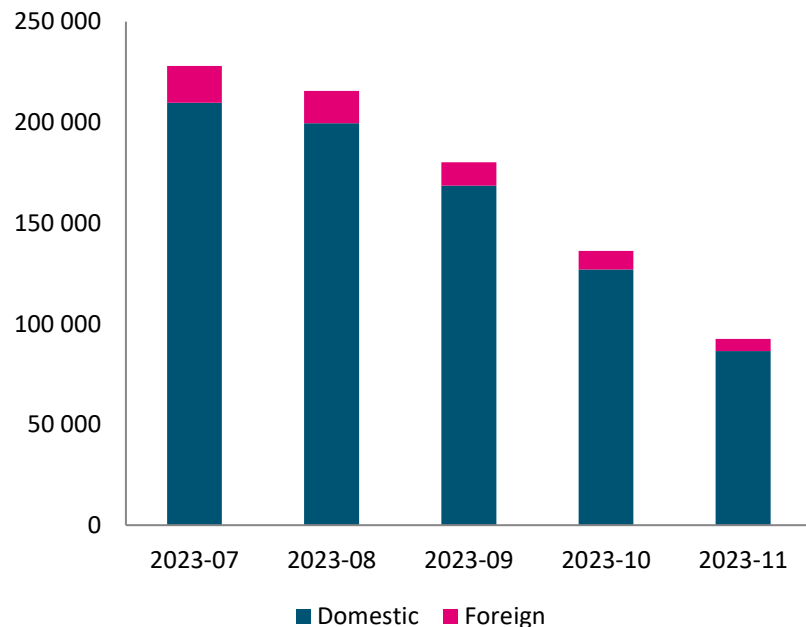
Foreign tourists

Average number of days

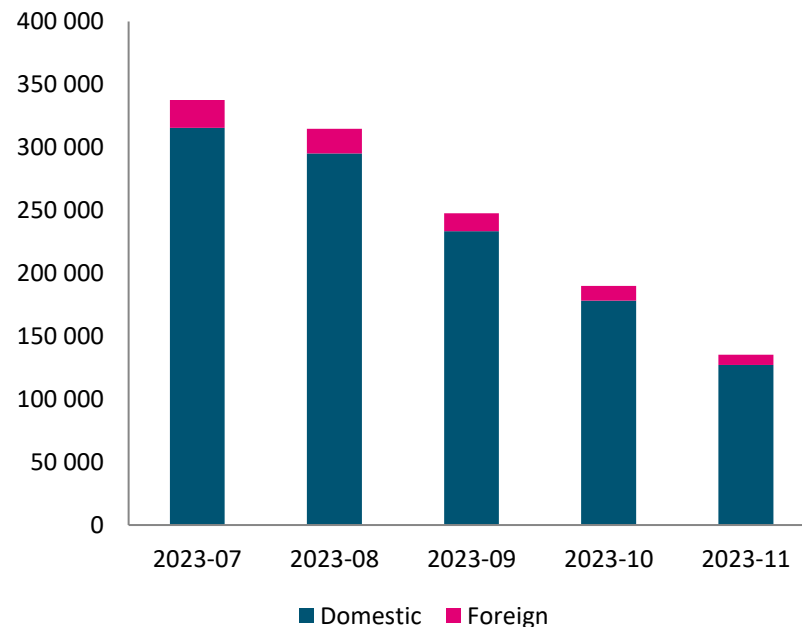


1.5.5 PLA Beskydy – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

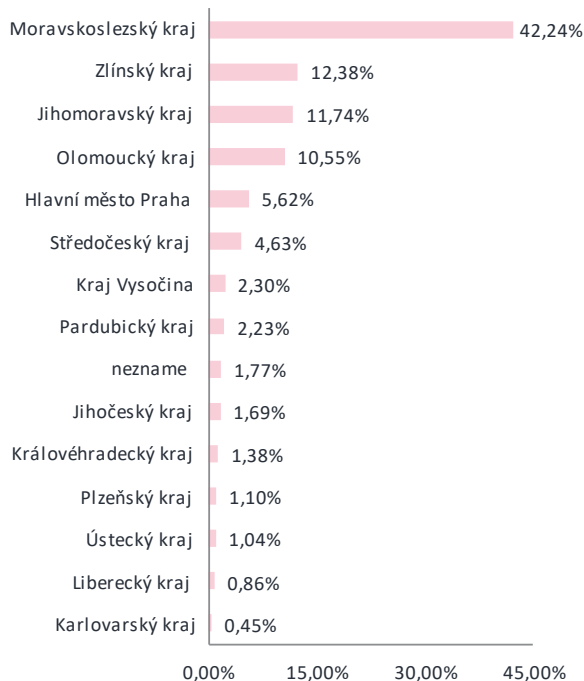


Number of trip days per month

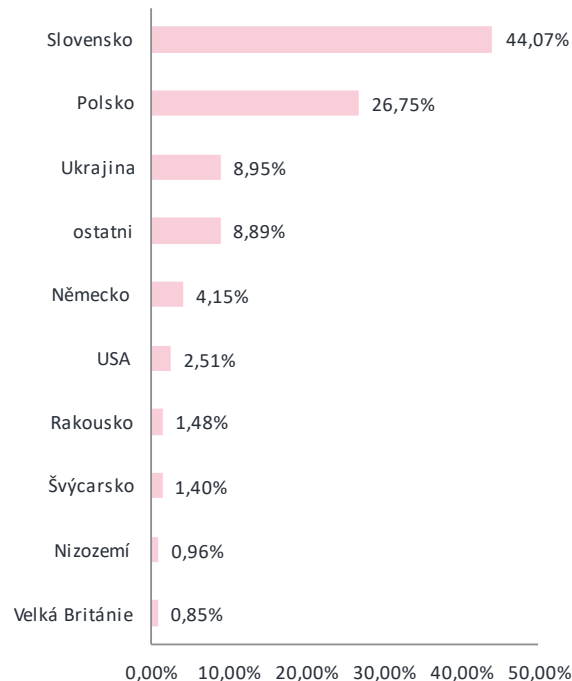


1.5.6 PLA Beskydy – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahraniční výletníci - celé období



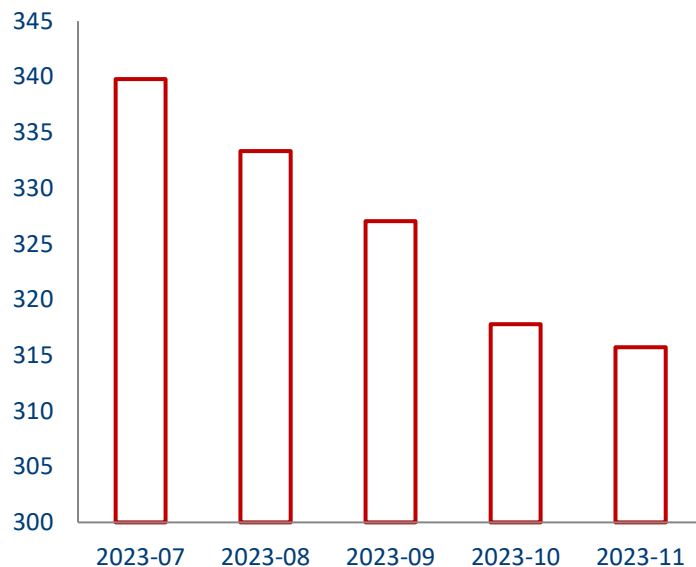
Domácí výletníci - celé období	Domestic trip visitors - whole period
Zahraniční výletníci - celé období	Foreign trip visitors - whole period
Moravskoslezský kraj	Moravian-Silesian Region
Zlínský kraj	Zlín Region
Jihomoravský kraj	South Moravian Region
Olomoucký kraj	Olomouc Region
Hlavní město Praha	Capital City of Prague
Středočeský kraj	Central Bohemia Region
Kraj Vysočina	Vysočina Region
Pardubický kraj	Pardubice Region
neznáme	Unknown
Jihočeský kraj	South Bohemia Region
Královéhradecký kraj	Hradec Králové Region
Plzeňský kraj	Pilsen Region
Ústecký kraj	Ústí nad Labem Region
Liberecký kraj	Liberec Region
Karlovarský kraj	Karlovy Vary Region
Slovensko	Slovakia
Polsko	Poland
Ukrajina	Ukraine
ostatní	Other
Německo	Germany
USA	USA
Rakousko	Austria
Švýcarsko	Switzerland
Nizozemí	Netherlands
Velká Británie	United Kingdom



1.5.7 PLA Beskydy – GSM data analysis – AVERAGE LENGTH OF STAY OF TRIP VISITORS

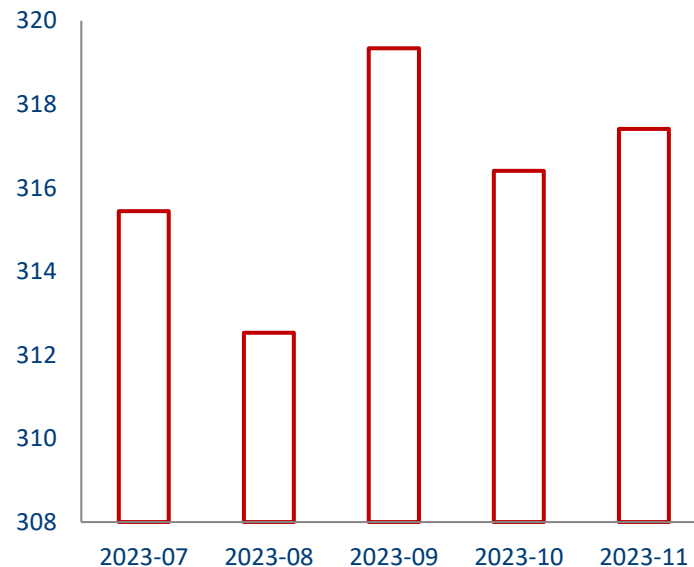
Domestic trip visitors

Average number of minutes



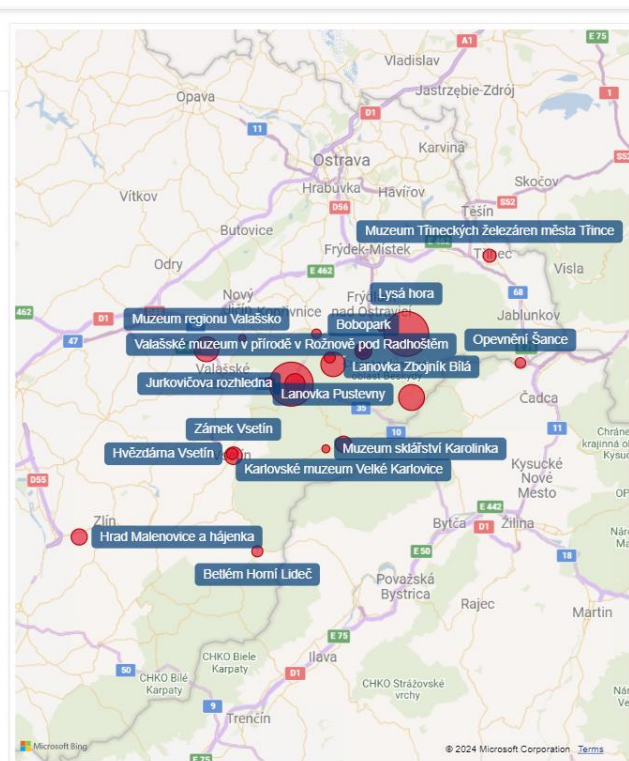
Foreign trip visitors

Average number of minutes



1.5.8 PLA Beskydy – Analysis of visitor numbers for tourist destinations

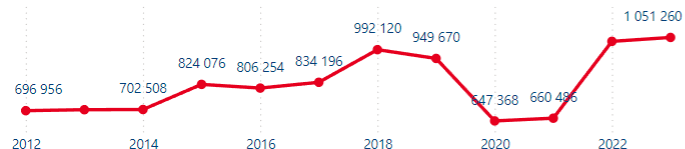
Rok	Year
Název CHKO/ NP	Name of the PLA/ NP
CHKO Beskydy	Protected Landscape Area Beskydy
Počet registrovaných návštěvníků v tisících	Number of registered visitors in thousands
Lysá hora	Lysá hora
Valašské muzeum v přírodě v Rožnově pod Radhoštěm	Wallachian Museum of Nature in Rožnov pod Radhoštěm
Lanovka Zbojník Bílá	Cableway Zbojník Bílá
Muzeum regionu Valašsko	Museum of the Wallachia Region
Lanovka Pustevny	Cableway Pustevny
Jurkovičova rozhledna	Jurkovič Observation Tower
Zámek Vsetín	Vsetín Chateau
Bobopark	Bobopark
Karlovské muzeum Velké Karlovice	Karlovské Museum Velké Karlovice
Hrad Malenovice a hájenka	Malenovice Castle and Gamekeeper's House
Boboffka	Boboffka
Muzeum Třínečných železárěn města Třince	Museum of Třinec Ironworks
Hvězdárna Vsetín	Observatory Vsetín
Betlém Horní Lideč	Bethlehem Horní Lideč
Horský lanový park Tarzanie	Tarzanian Mountain Rope Park
Opevnění Šance	Šance Fortification
Lanáček	Lanáček
Muzeum Zubří	Museum Zubří
Muzeum Frenštát pod Radhoštěm	Museum Frenštát pod Radhoštěm
Muzeum sklářství Karolinka	Museum of Glassworks Karolinka
Památník Františka Palackého v Hodslavicích	František Palacký Memorial in Hodslavice
Srub Petra Bezruče	Peter Bezruč's Cabin
Národní muzeum v přírodě	National Museum in Nature



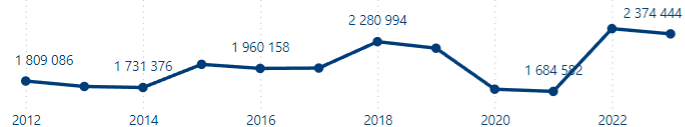
1.5.9 PLA Beskydy – Analysis of visitor numbers for MAFs

Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Průměrná délka pobytu	Average length of stay
Kapacity HUZ	Capacities of MAFs
Hotel garni	Hotel garni
Hotel, motel, hotel	Hotel, motel, hotelship
Chatová osada	Cottage settlement
Kemp	Kemp
Ostatní hromadné ubytování	Other group accommodation
Penzion	Apartment hotel
Turistická ubytovna	Tourist guest house

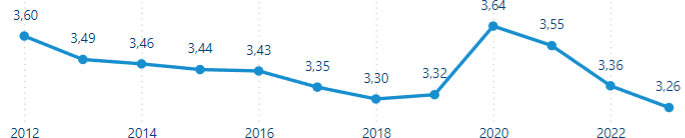
Počet příjezdů turistů do HUZ



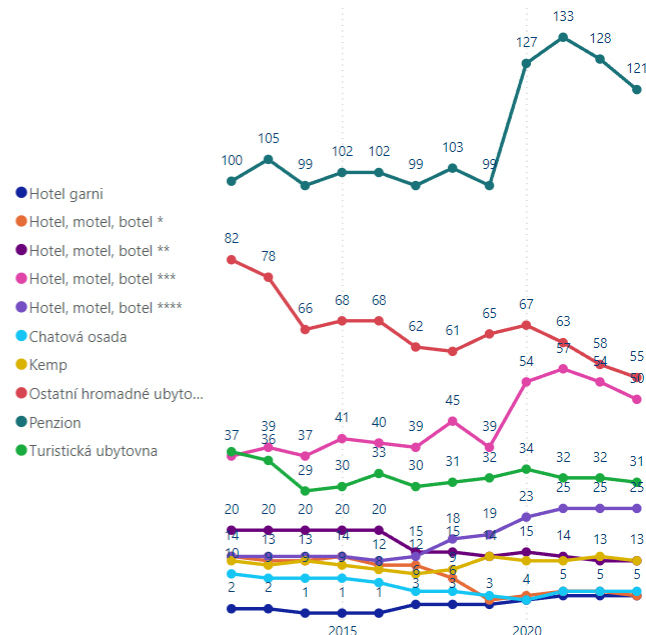
Počet přenocování v HUZ



Průměrná délka pobytu



Kapacity HUZ



1.5.10 PLA Beskydy – In-depth interview with PLA representative

• **Changes in visitor behaviour, activities and structure:**

- Individual car traffic predominates, which brings parking problems / unauthorised entrance restrictions. In this area, the PLA has long been cooperating with municipalities (Malenovice, Morávka Forest Administration, etc.)
- Cycle buses are used for public transport (in the case of PLA Beskydy the problem is the vastness of the area). One of the measures is the introduction of permitted bus entrances to Lysá hora – 5 per week (the occupancy of these buses is high).
- As far as the number of visitors is concerned, Lysá hora has been monitored for the longest time (about 10 years, annual increases of 10%, the Covid pandemic redistributed the visitors with a slight drop in the visitor numbers after the pandemic). The highest visitor numbers are recorded during autumn weekends – good weather, good visibility.
- In the long run, with the possibilities brought by better sports equipment, the season has been significantly extended in terms of daytime hours and seasons
- Visitor numbers are highest especially from among local residents (due to the vastness of the area) or neighbouring Regions and short trips are crucial in terms of visitor numbers
- Visitor trends and activities: **rise of e-bikes** causing increasing number of cyclists; **ski mountaineering** / decline in classic skiing (cross-country, downhill) = open terrain, not on marked trails
- During the Covid period, due to the change in the target group, there was a significant deterioration in behaviour (atypical visitors – inappropriate behaviour, inappropriate clothing, etc.). There are now slight positive changes in visitor behaviour, but the overall number of visitors is crucial.

• **Relationship with locals / cottage owners:**

- There is partial cooperation with the owners of mountain huts, but the approach to the landscape by individual huts (accommodation providers) is much worse – they fence the land, create lawns instead of traditional meadows, etc. The advantage is that they maintain/repair the objects in question.

• **Relationship with representatives of municipalities/DMOs:**

- There are joint projects with the DMO (**Beskydhost**)
- Beskydy = living mountains / habits / local behaviour / **BEWARE OF DISTURBING THE NATURAL AND SOCIAL CHARACTER (TOO MUCH TOURISM AND OTHER BEHAVIOURAL PATTERNS)**

• **Relationship with entrepreneurs/investors:**

- Significant development has now stopped

1.5.11 PLA Beskydy – KEY PROBLEM AREAS

- Bad visitor behaviour – MOVING OFF THE PATHS, PARKING IN INAPPROPRIATE SPOTS
- Poor accompanying infrastructure – RECOMMENDED CIRCUITS FOR TOURISTS INCLUDING THE TRANSPORT SYSTEM AND PARK MONITORING – ONLINE SYSTEM (this could be the responsibility of the DMO)
- FUNDS ARE NOT PUT BACK INTO MUNICIPAL DEVELOPMENT
- Distribution of visitors in space and time, new activities attracting tourists to the Beskids
- BUILT-UP AREA / PERMEABILITY OF THE LANDSCAPE
- LOW PERSONNEL NUMBERS
- IT IS NECESSARY TO CREATE A PROJECT TO CONNECT WITH THE DMO AND INCREASE COMMUNICATION AND PUBLICITY (IMPORTANCE OF CONSERVATIONISTS, RANGERS, VOLUNTEERS)

1.6 Protected Landscape Area Jeseníky



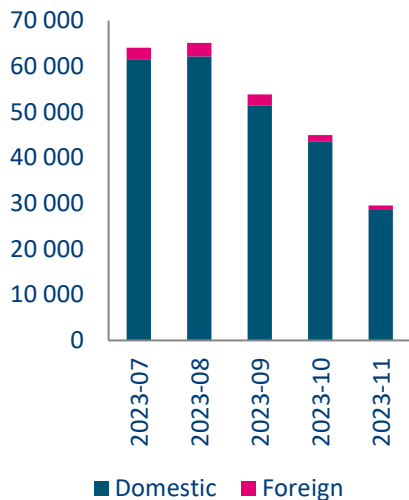
1.6.1 PLA Jeseníky – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, **209 thousand tourists** visited the Jeseníky PLA, 96% of them Czechs.
- The number of tourist visits was approximately **356 thousand** and the number of nights spent was **2.82**.
- The number of trip visitors in the period under review was 410 thousand, repeatedly (**total number of trip days was 746 thousand**).
- The highest visitor numbers are recorded in July.**
- Most of the domestic tourists come from **the Moravian-Silesian, South Moravian and Olomouc Regions**.
- Among the foreign visitors, the **Poles are the first (both tourists and trip visitors)**.

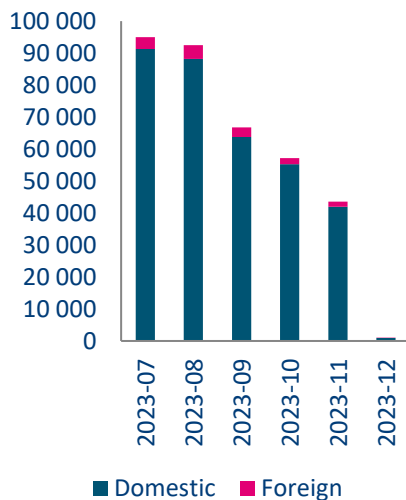
Visitor numbers	Jeseníky		
	Domestic	Foreign	Total
Tourists	200 222	9 155	209 378
Tourist visits	341 336	14 611	355 947
Nights spent	567 872	22 934	590 806
Tourist days	725 613	28 196	753 809
Share of tourists	96%	4%	100%
Number of nights spent per tourist	2,84	2,51	2,82
Number of tourist days per tourist	3,62	3,08	3,60
Trip visitors	379 034	30 903	409 937
Trip days	705 441	40 913	746 354
Number of visits per trip visitor	1,86	1,32	1,82
Visitors	579 256	40 058	619 315
Visit days	1 431 054	69 109	1 500 163
Share of visitors	95%	5%	100%

1.6.2 PLA Jeseníky – GSM data analysis – NUMBER OF TOURISTS

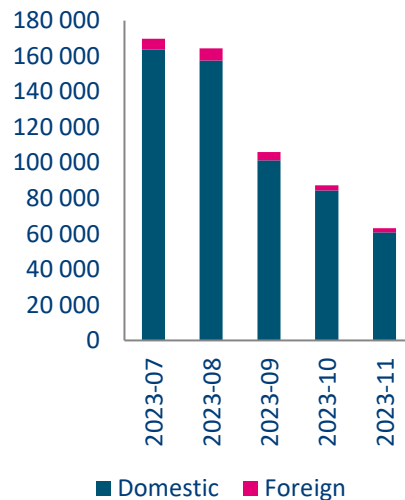
Number of tourists per month



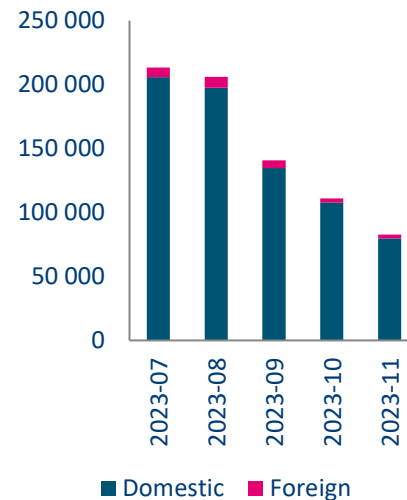
Number of tourist visits per month



Number of nights spent per month

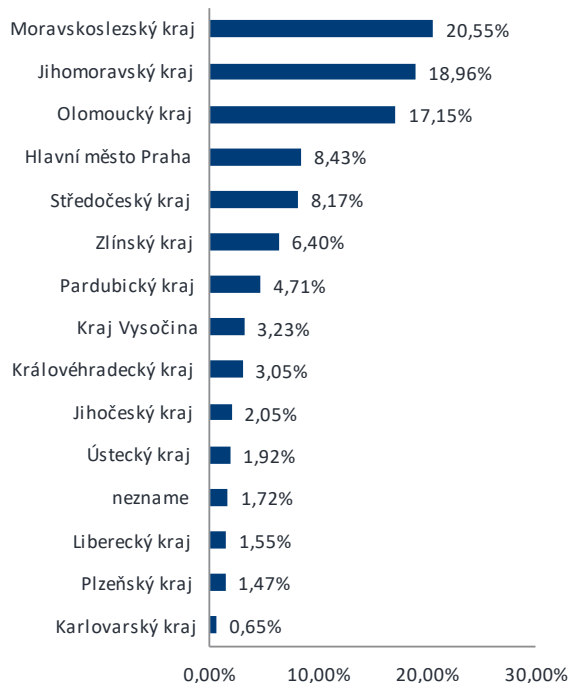


Number of tourist days per month

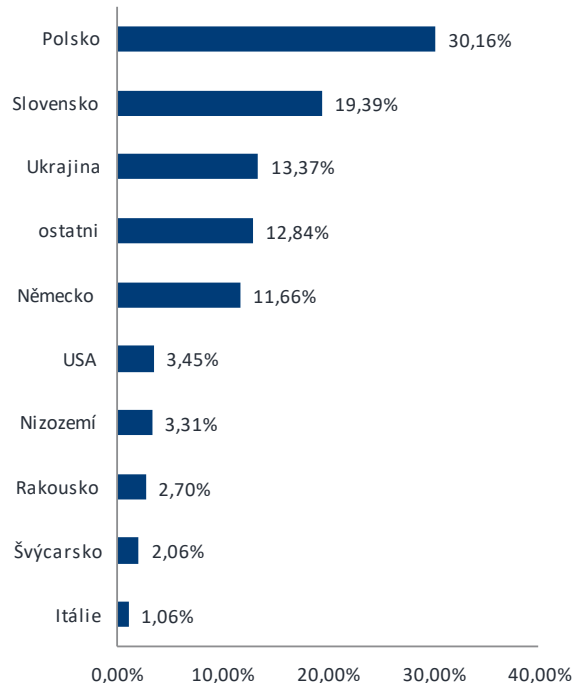


1.6.3 PLA Jeseníky – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahraníční turisté- celé období



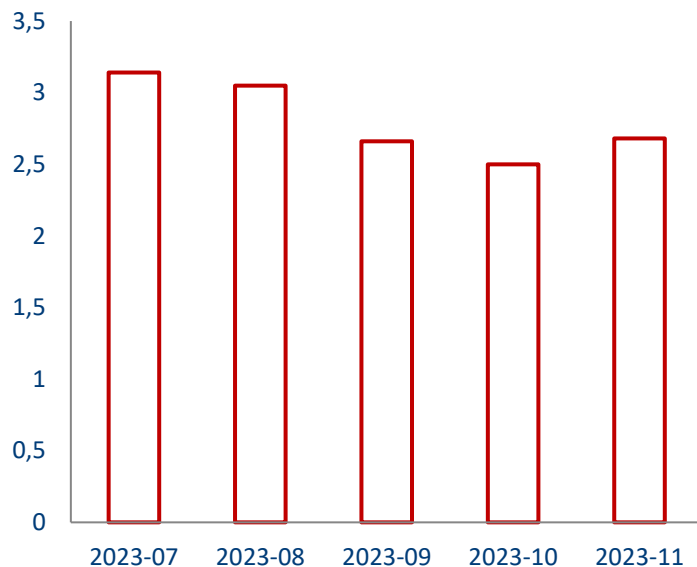
Domácí turisté - celé období	Domestic tourists – whole period
Zahraníční turisté – celé období	Foreign tourists – whole period
Moravskoslezský kraj	Moravian-Silesian Region
Jihomoravský kraj	South Moravian Region
Olomoucký kraj	Olomouc Region
Hlavní město Praha	Capital City of Prague
Středočeský kraj	Central Bohemia Region
Zlínský kraj	Zlín Region
Pardubický kraj	Pardubice Region
Kraj Vysočina	Vysočina Region
Královéhradecký kraj	Hradec Králové Region
Jihočeský kraj	South Bohemia Region
Ústecký kraj	Ústí nad Labem Region
neznáme	Unknown
Liberecký kraj	Liberec Region
Plzeňský kraj	Pilsen Region
Karlovarský kraj	Karlovy Vary Region
Polsko	Poland
Slovensko	Slovakia
Ukrajina	Ukraine
ostatní	Other
Německo	Germany
USA	USA
Nizozemí	Netherlands
Rakousko	Austria
Švýcarsko	Switzerland
Itálie	Italy



1.6.4 PLA Jeseníky – GSM data analysis – **AVERAGE LENGTH OF STAY OF TOURISTS**

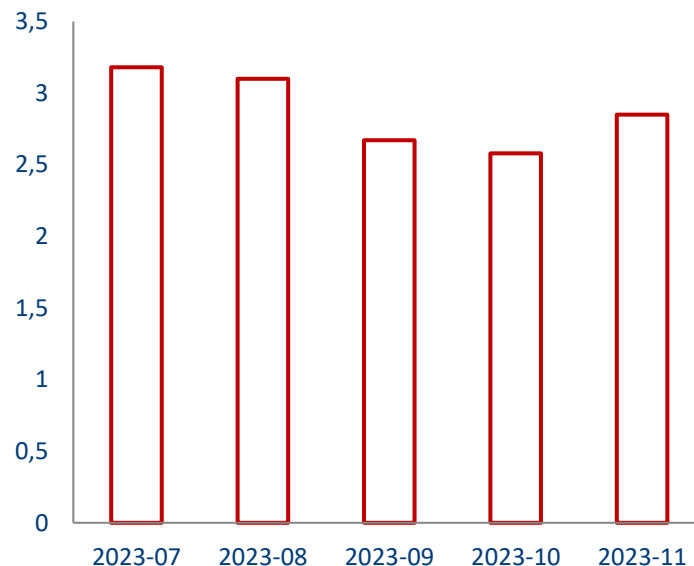
Domestic tourists

Average number of days



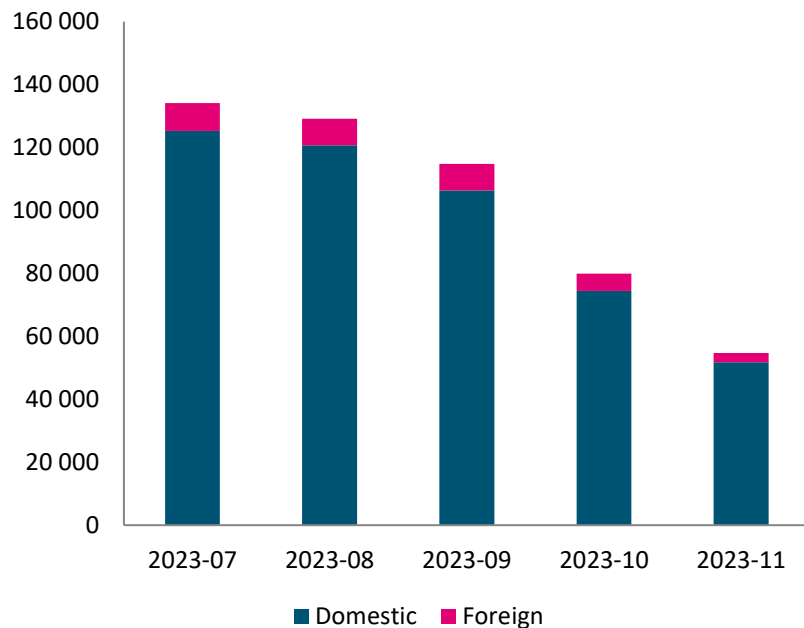
Foreign tourists

Average number of days

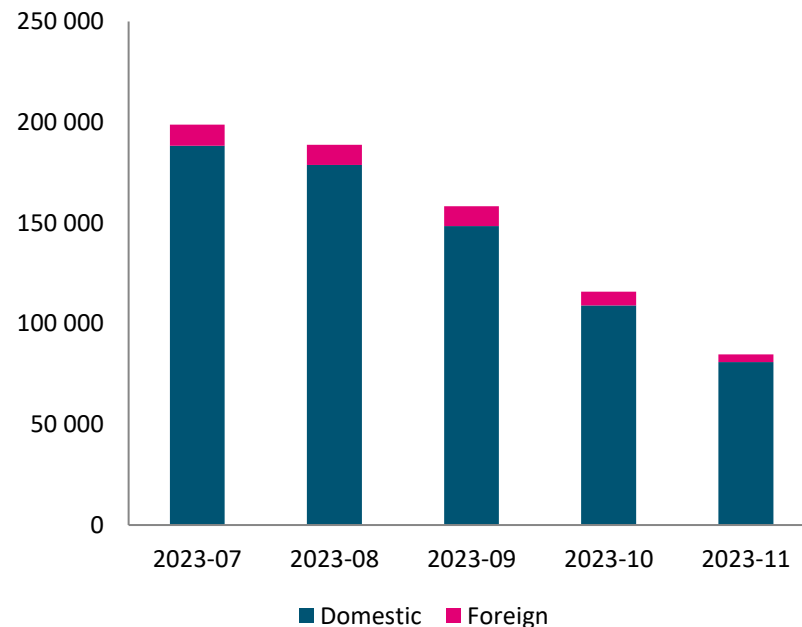


1.6.5 PLA Jeseníky – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

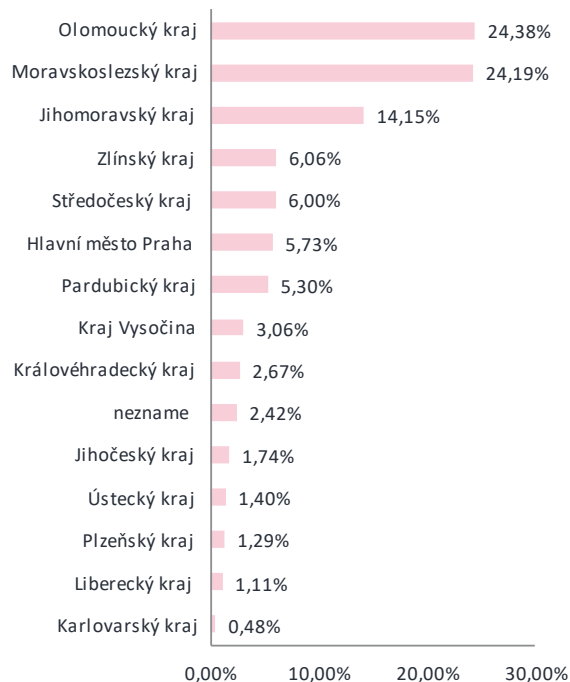


Number of trip days per month

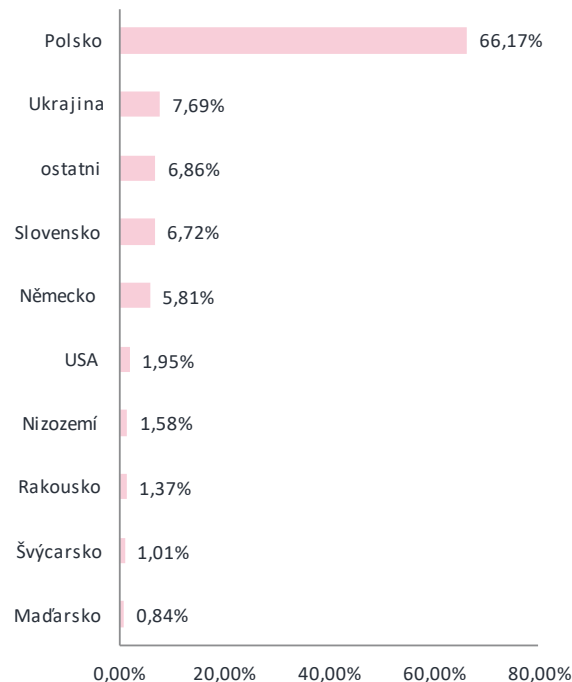


1.6.6 PLA Jeseníky – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahraniční výletníci - celé období



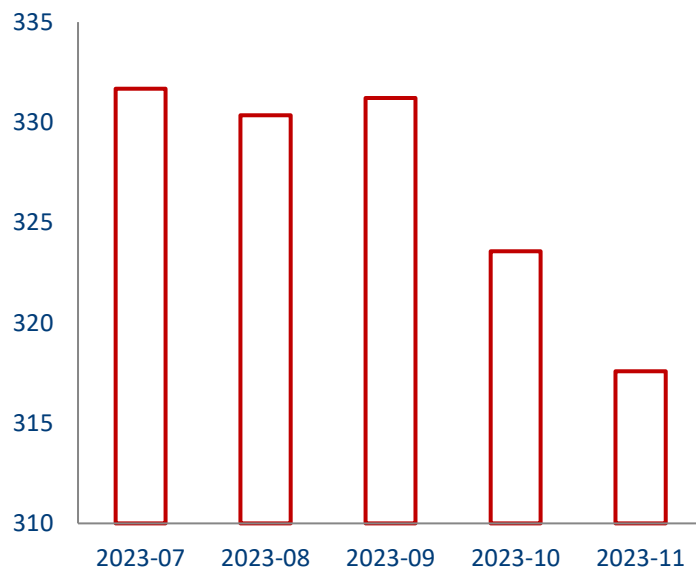
Domácí výletníci - celé období	Domestic trip visitors - whole period
Zahraniční výletníci - celé období	Foreign trip visitors - whole period
Olomoucký kraj	Olomouc Region
Moravskoslezský kraj	Moravian-Silesian Region
Jihomoravský kraj	South Moravian Region
Zlínský kraj	Zlín Region
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Pardubický kraj	Pardubice Region
Kraj Vysočina	Vysočina Region
Královéhradecký kraj	Hradec Králové Region
neznáme	Unknown
Jihočeský kraj	South Bohemia Region
Ústecký kraj	Ústí nad Labem Region
Plzeňský kraj	Pilsen Region
Liberecký kraj	Liberec Region
Karlovarský kraj	Karlovy Vary Region
Polsko	Poland
Ukrajina	Ukraine
ostatni	Other
Slovensko	Slovakia
Německo	Germany
USA	USA
Nizozemí	Netherlands
Rakousko	Austria
Švýcarsko	Switzerland
Maďarsko	Hungary



1.6.7 PLA Jeseníky – GSM data analysis – AVERAGE LENGTH OF STAY OF TRIP VISITORS

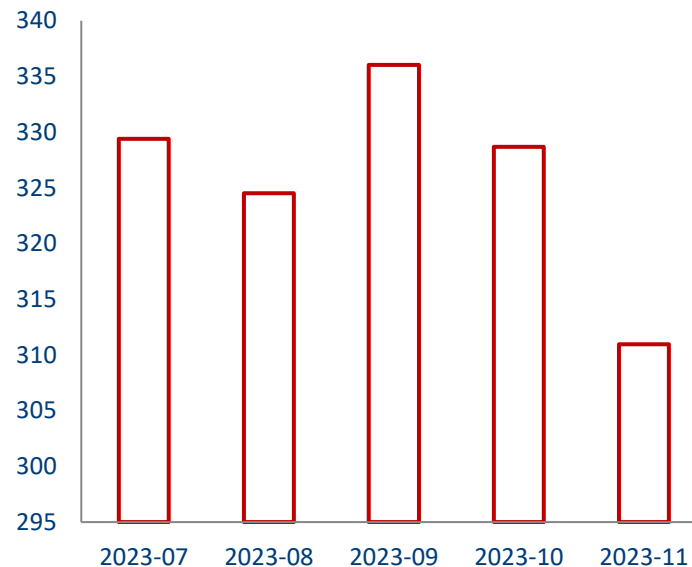
Domestic trip visitors

Average number of minutes



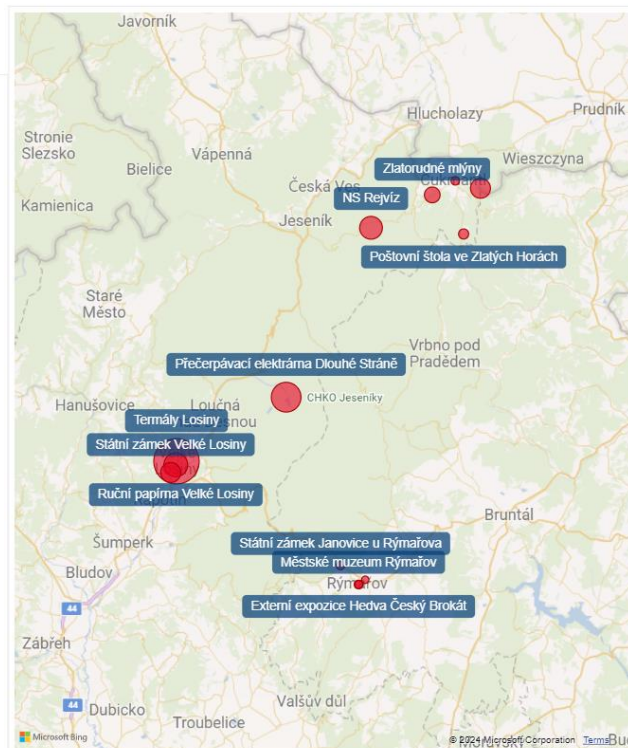
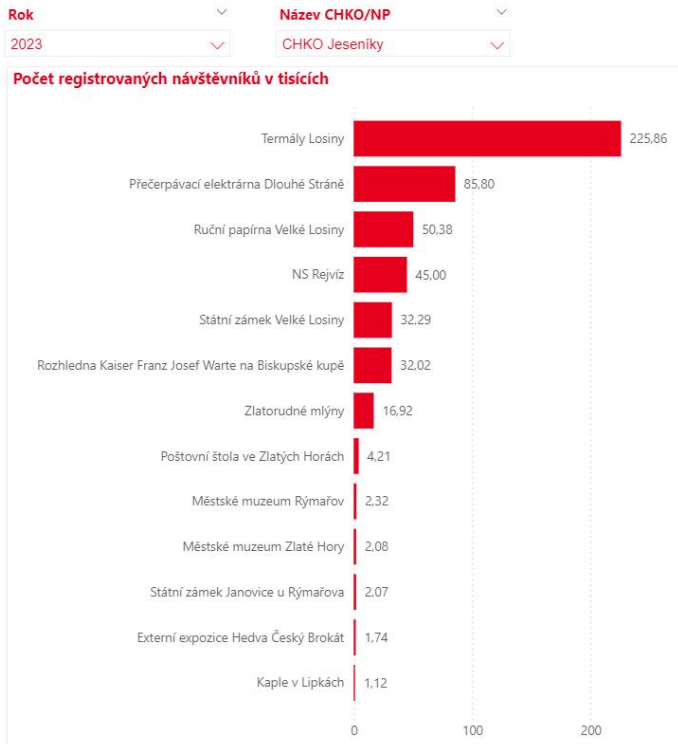
Foreign trip visitors

Average number of minutes



1.6.8 PLA Jeseníky – Analysis of visitor numbers for tourist destinations

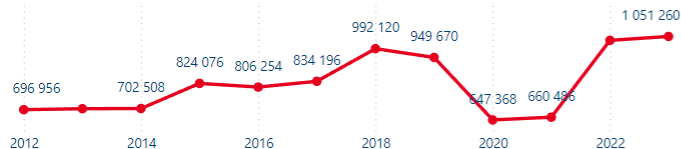
Rok	Year
Název CHKO/ NP	Name of the PLA/ NP
CHKO Jeseníky	Protected Landscape Area Jeseníky
Počet registrovaných návštěvníků v tisících	Number of registered visitors in thousands
Přečerpávací elektrárna Dlouhé Stráně	Hydroelectric Pumped-Storage Power Station
Ruční papírna Velké Losiny	Handmade Paper Mill Velké Losiny
NS Rejvíz	NS Rejvíz
Státní zámek Velké Losiny	State Chateau Velké Losiny
Rozhledna Kaiser Franz Josef Warte na Biskupské kupě	Kaiser Franz Josef Warte Observation Tower on Biskupská kupa
Zlatorudné mlýny	Gold Mining Mills
Poštovní štola ve Zlatých Horách	Postal Tunnel in Zlaté Hory
Městské muzeum Rýmařov	Rýmařov Town Museum
Městské muzeum Zlaté Hory	Zlaté Hory Town Museum
Státní zámek Janovice u Rýmařova	State Chateau Janovice u Rýmařova
Externí expozice Hedva Český Brokát	External Exposition Hedva Český Brokát
Kaple v Lipkách	Chapel V Lipkách



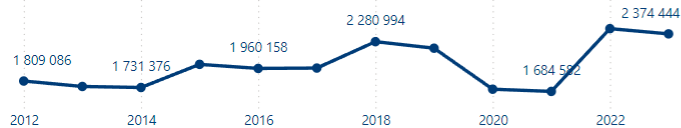
1.6.9 PLA Jeseníky – Analysis of visitor numbers for MAFs

Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Průměrná délka pobytu	Average length of stay
Kapacity HUZ	Capacities of MAFs
Hotel garní	Hotel garni
Hotel, motel, hotel	Hotel, motel, hotelship
Chatová osada	Cottage settlement
Kemp	Kemp
Ostatní hromadné ubytování	Other group accommodation
Penzion	Apartment hotel
Turistická ubytovna	Tourist guest house

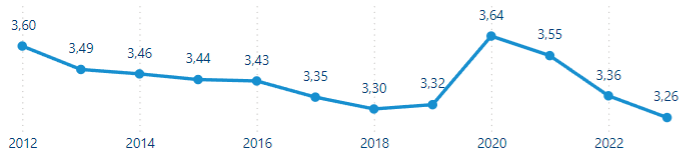
Počet příjezdů turistů do HUZ



Počet přenocování v HUZ

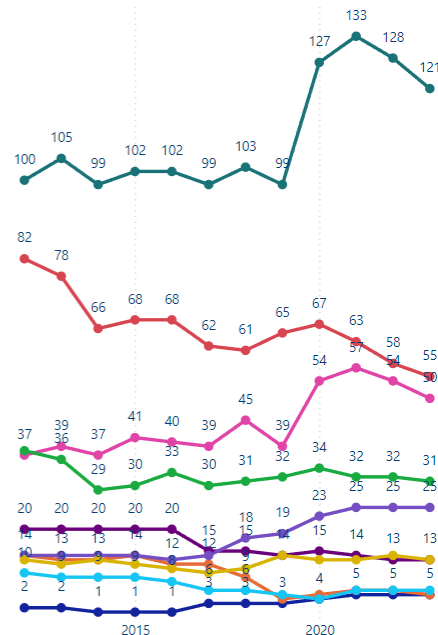


Průměrná délka pobytu



Kapacity HUZ

- Hotel garní
- Hotel, motel, hotel *
- Hotel, motel, hotel **
- Hotel, motel, hotel ***
- Hotel, motel, hotel ****
- Chatová osada
- Kemp
- Ostatní hromadné ubyto...
- Penzion
- Turistická ubytovna



1.6.10 PLA Jeseníky – In-depth interview with PLA representative

• Changes in visitor behaviour, activities and structure:

- The predominant mode of transport is by car, about 10 % is public transport (the disadvantage is that public transport does not have enough connections and the connections are not linked due to the cross-regional nature of the PLA)
- Domestic tourism increased during the Covid period, especially from the South Moravian and Zlín regions. This year, the situation has returned to the pre-Covid state.
- Overcrowding occurs especially on public holidays in July, September and October.
- Trends and activities: electric bikes, electro enduro bikes, snow kiting from Praděd. The trail lines are full and visitors often ride outside the permitted areas. Ski mountaineering (disturbing the winter dormancy of certain bird species such as the Hazel grouse).
- Increase in conflict between visitor groups (sports x pedestrian x cycling, etc.)
- Most of the litter comes from trip visitors, but there is a positive trend and an effort by the visitors to be more environmentally friendly.

• Relationship with representatives of municipalities/DMOs:

- Communication with municipalities is direct (consultation groups, solving major problems such as parking)
- Cooperation with Tourist Information Centres is important
- Communication with DMOs – excellent cooperation at Euroregion level; minimal cooperation at regional DMO level; rather poor cooperation at lower than regional DMO level (different approaches and methodologies)

• Relationship with entrepreneurs/investors:

- Cooperation is correct, it is more about the development of existing activities (no new big projects are created)

1.6.11 PLA Jeseníky – KEY PROBLEM AREAS

- **Poor supporting infrastructure** (parking, access roads, etc.), social facilities, accessibility (car parks), public transport
- Many places lack tourist flow control (Karlova Studánka – Hvězda – reservation system)
- **INSUFFICIENT NUMBER OF RANGERS** (about 6-8 active)
- Useful document: **Concept of work with the visiting public**

1.7 Planned Protected Landscape Area Ore Mountains



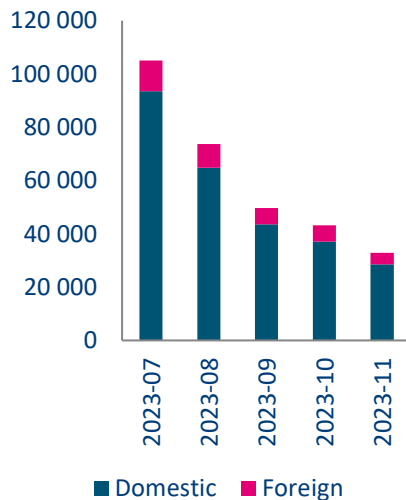
1.7.1 Planned PLA Ore Mountains – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, **243 thousand tourists** visited the Ore Mountains planned PLA, 87% of them Czechs.
- The number of tourist visits was approximately **449 thousand** and the number of nights spent was **2.75**.
- The number of trip visitors in the period under review was 576 thousand, repeatedly (**total number of trip days was 1.1 million**).
- **The highest visitor numbers are recorded in July.**
- **Most domestic tourists come from Prague, Central Bohemian and Ústí nad Labem Regions. Most of the trip visitors are from the Ústí nad Labem and Karlovy Vary regions.**
- Among foreign visitors, the **Germans** are the first.

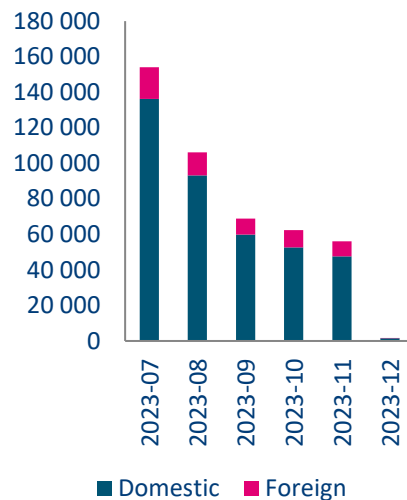
Visitor numbers	Ore Mountains		
	Domestic	Foreign	Total
Tourists	210 701	32 314	243 015
Tourist visits	391 152	57 922	449 074
Nights spent	592 782	75 463	668 245
Tourist days	747 247	92 361	839 608
Share of tourists	87%	13%	100%
Number of nights spent per tourist	2,81	2,34	2,75
Number of tourist days per tourist	3,55	2,86	3,45
Trip visitors	446 561	129 082	575 643
Trip days	924 931	178 114	1 103 045
Number of visits per trip visitor	2,07	1,38	1,92
Visitors	657 262	161 396	818 658
Visit days	1 672 178	270 475	1 942 653
Share of visitors	86%	14%	100%

1.7.2 Planned PLA Ore Mountains – GSM data analysis – NUMBER OF TOURISTS

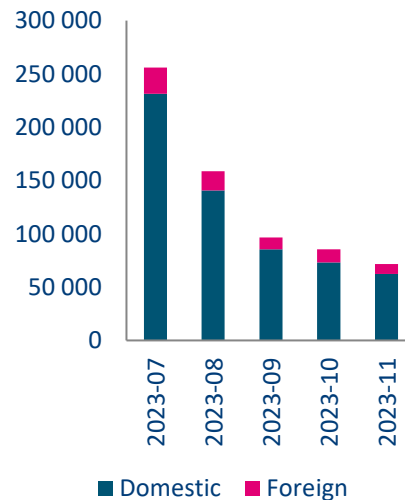
Number of tourists per month



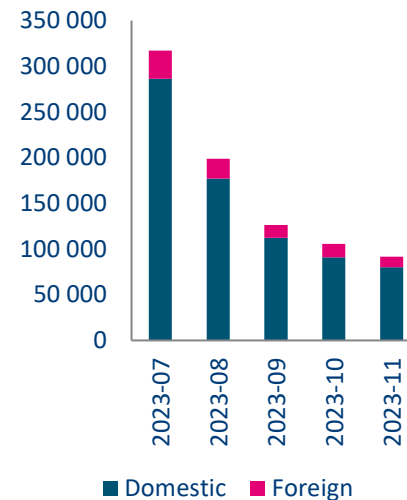
Number of tourist visits per month



Number of nights spent per month



Number of tourist days per month

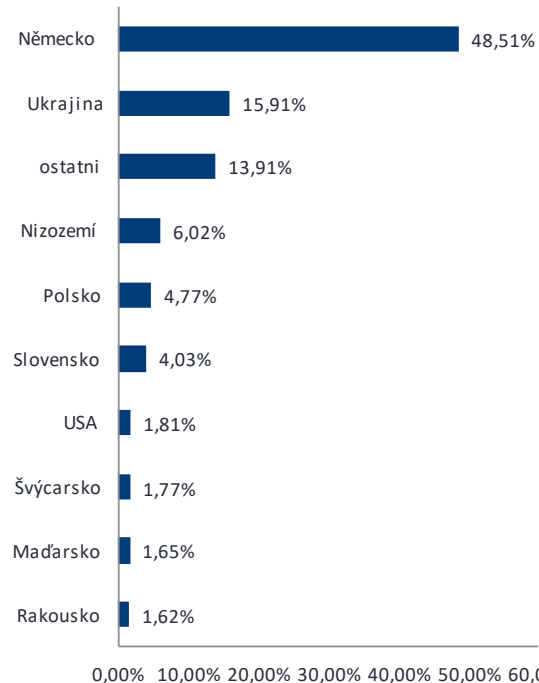


1.7.3 Planned PLA Ore Mountains – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahraníční turisté- celé období

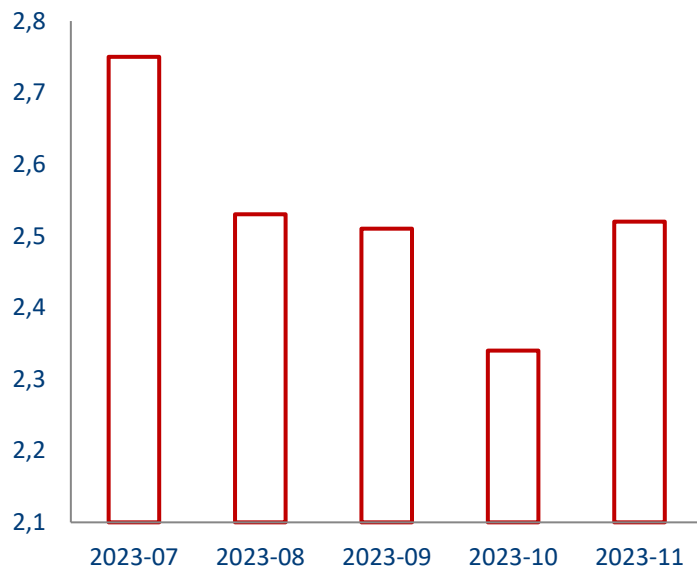


Domácí turisté - celé období	Domestic tourists – whole period
Zahraníční turisté – celé období	Foreign tourists – whole period
Hlavní město Praha	Capital City of Prague
Středočeský kraj	Central Bohemia Region
Ústecký kraj	Ústí nad Labem Region
Karlovarský kraj	Karlovy Vary Region
Plzeňský kraj	Pilsen Region
Jihomoravský kraj	South Moravian Region
Jihočeský kraj	South Bohemia Region
Liberecký kraj	Liberec Region
Kraj Vysočina	Vysočina Region
Královéhradecký kraj	Hradec Králové Region
Pardubický kraj	Pardubice Region
Moravskoslezský kraj	Moravian-Silesian Region
Olomoucký kraj	Olomouc Region
Zlínský kraj	Zlín Region
neznáme	Unknown
Německo	Germany
Ukrajina	Ukraine
ostatní	Other
Nizozemí	Netherlands
Polsko	Poland
Slovensko	Slovakia
USA	USA
Švýcarsko	Switzerland
Maďarsko	Hungary
Rakousko	Austria

1.7.4 Planned PLA Ore Mountains – GSM data analysis – AVERAGE LENGTH OF STAY OF TOURISTS

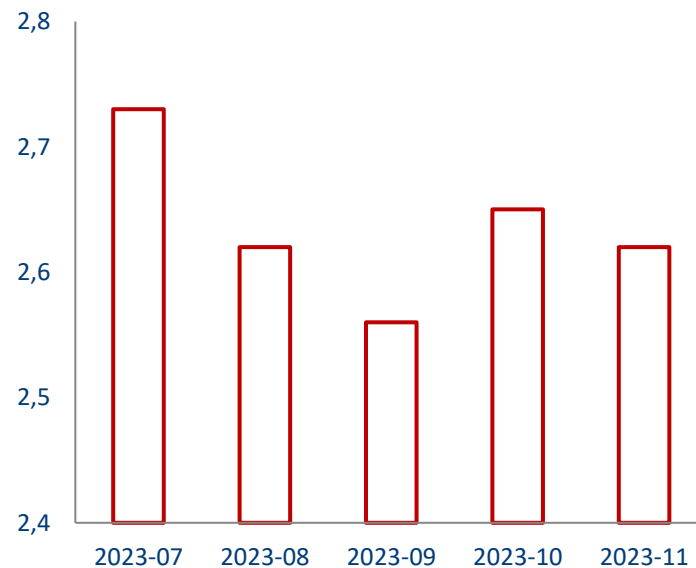
Domestic tourists

Average number of days



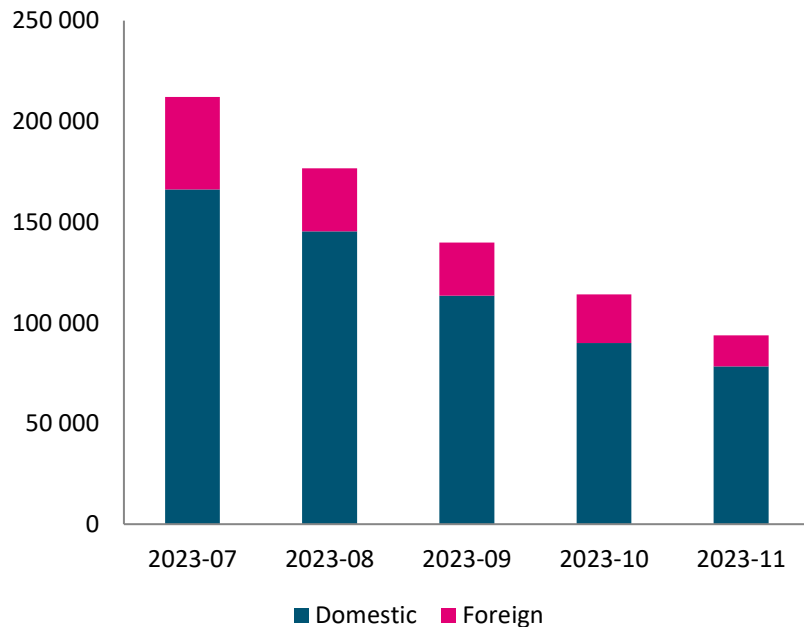
Foreign tourists

Average number of days

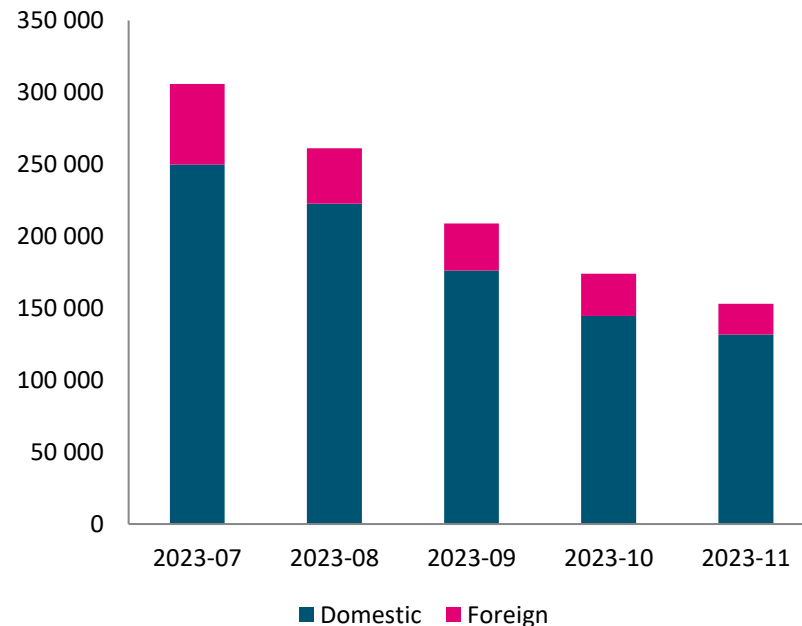


1.7.5 Planned PLA Ore Mountains – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

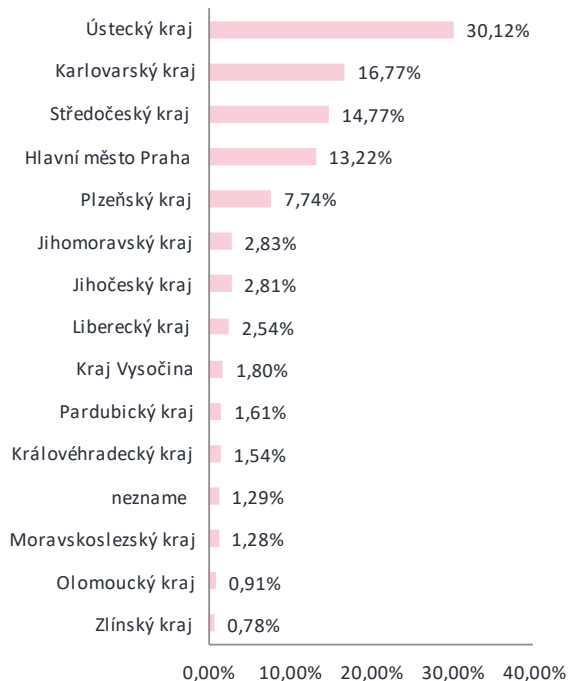


Number of trip days per month

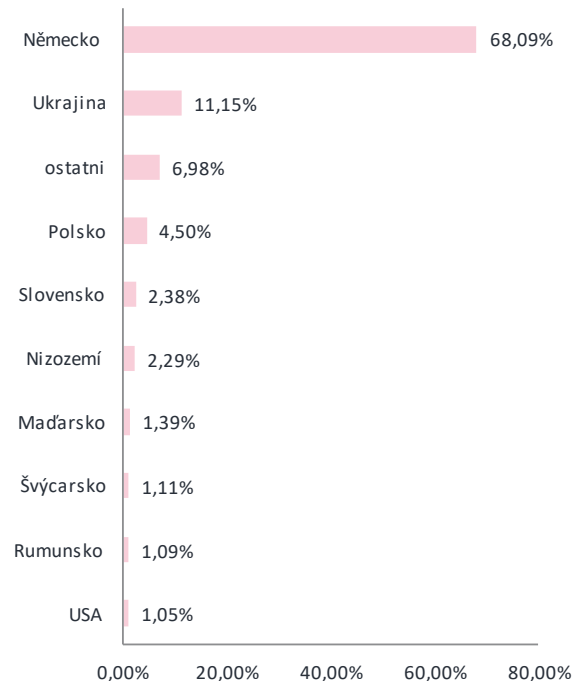


1.7.6 Planned PLA Ore Mountains – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahranční výletníci - celé období



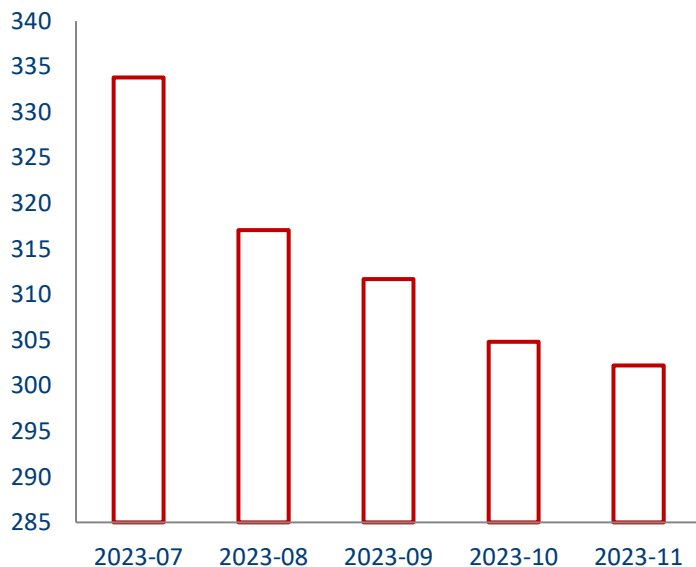
Domácí výletníci - celé období	Domestic trip visitors – whole period
Zahranční výletníci – celé období	Foreign trip visitors – whole period
Ústecký kraj	Ústí nad Labem Region
Karlovarský kraj	Karlovy Vary Region
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Plzeňský kraj	Pilsen Region
Jihomoravský kraj	South Moravian Region
Jihočeský kraj	South Bohemia Region
Liberecký kraj	Liberec Region
Kraj Vysočina	Vysočina Region
Pardubický kraj	Pardubice Region
Královéhradecký kraj	Hradec Králové Region
neznáme	Unknown
Moravskoslezský kraj	Moravian-Silesian Region
Olomoucký kraj	Olomouc Region
Zlínský kraj	Zlín Region
Německo	Germany
Ukrajina	Ukraine
ostatní	Other
Polsko	Poland
Slovensko	Slovakia
Nizozemí	Netherlands
Maďarsko	Hungary
Švýcarsko	Switzerland
Rumunsko	Romania
USA	USA



1.7.7 Planned PLA Ore Mountains – GSM data analysis – **AVERAGE LENGTH OF STAY OF TRIP VISITORS**

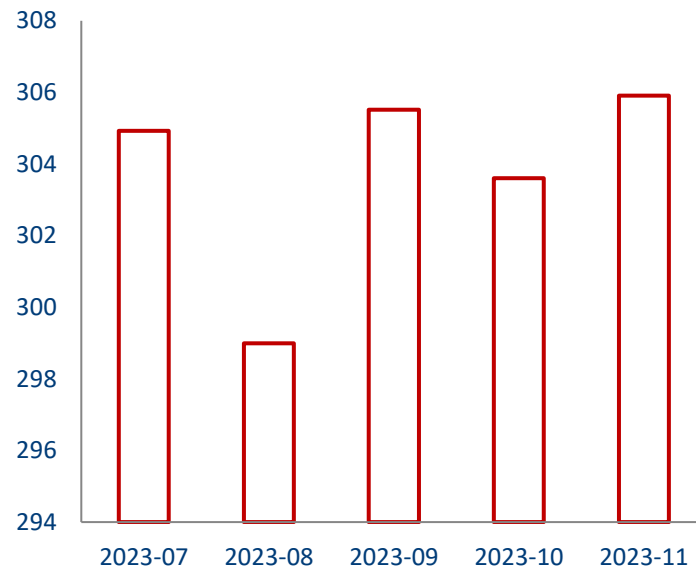
Domestic trip visitors

Average number of minutes



Foreign trip visitors

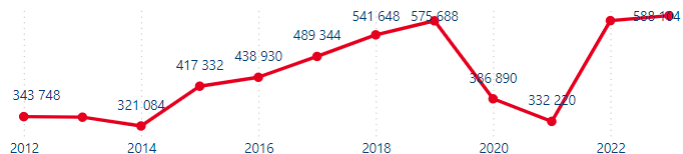
Average number of minutes



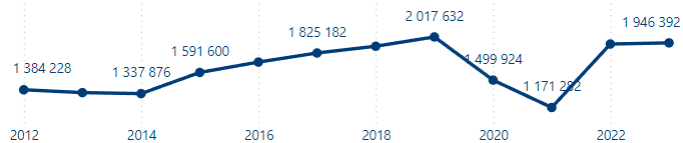
1.7.9 Planned PLA Ore Mountains – Analysis of visitor numbers for MAFs

Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Průměrná délka pobytu	Average length of stay
Kapacity HUZ	Capacities of MAFs
Hotel garni	Hotel garni
Hotel, motel, hotel	Hotel, motel, hotelship
Chatová osada	Cottage settlement
Kemp	Kemp
Ostatní hromadné ubytování	Other group accommodation
Penzion	Apartment hotel
Turistická ubytovna	Tourist guest house

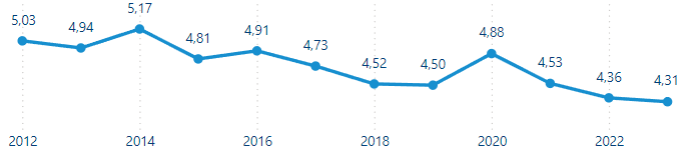
Počet příjezdů turistů do HUZ



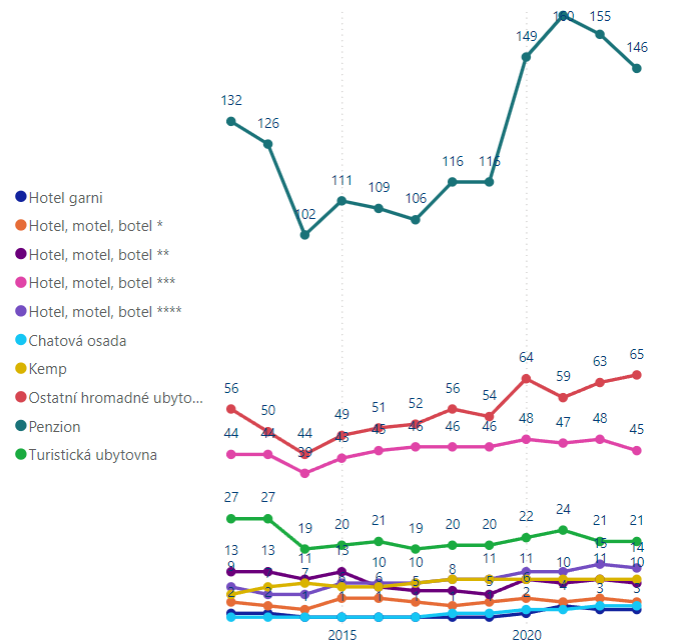
Počet přenocování v HUZ



Průměrná délka pobytu



Kapacity HUZ



1.7.10 Planned PLA Ore Mountains – In-depth interview with PLA representative

- **Changes in visitor behaviour, activities and structure:**

- Passenger car traffic is predominant and in some areas the changes brought about by behavioural change during the Covid pandemic persist
- Covid brought about a fundamental change in the composition of visitors (fewer “sportsmen or mountaineers”, more ordinary population, people who were not used to visiting nature)
- Lower number of visitors from abroad still persists
- Trends and activities: Increased use of caravans – the area is not prepared for that; development of long-distance and pilgrimage tourism – new infrastructure, routes are being created (pilgrims behave more responsibly); electric bikes, electric scooters and motor scooters – not necessarily perceived only negatively, it helps to compensate for physical handicaps; interest in non-traditional experiences such as watching the sunrise is growing (this disrupts the night-time calm of the wildlife)
- Overall, there is a more responsible behaviour of visitors (less vandalism, less bonfires, etc.)

- **Relationship with locals / cottage owners:**

- Very weak involvement in conservation. Closing of passages, paths; biomass exported off the land into the countryside.
- Visitors, rather than locals, come to do voluntary work.
- The only positive thing is that they are repairing the cottages, taking care of folk architecture; the popularity of sheep and goat breeding (meadow care) is increasing.

- **Relationship with representatives of municipalities/DMOs:**

- Less protection of nature, with the desire to develop the municipality prevailing

- **Relationship with entrepreneurs/investors:**

- Contact occurs mainly during the building permit process.
- Slowly the awareness of the need to protect nature is growing among businesses = some are trying to adjust activities to be in line with sustainability and use this for their own positive PR.

1.7.11 Planned PLA Ore Mountains – KEY PROBLEM AREAS

- Poor supporting infrastructure (parking, access roads, etc.)
- Often the number of cars parked in the car parks is unknown / they do not want to provide the data.
- Changes in visitor behaviour – e.g. coming during the dormant season, etc.
- Investor interests (construction of houses, cottages, attractions, etc.)
- **INSUFFICIENT NUMBER OF RANGERS** – pay-grade positions for conservation staff – office staff, lack of people in the field!
- **LEGISLATIVE CHANGES – FINANCIAL FLOWS FROM TOURISM TO NATURE CONSERVATION AND METHODOLOGICAL GUIDANCE**

1.8 Planned Protected Landscape Area Soutok



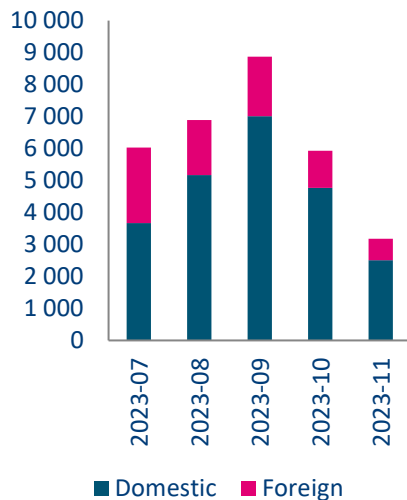
1.8.1 Planned PLA Soutok – GSM data analysis – visitor numbers 07–11/2023

- Between July and November 2023, approximately **28 thousand tourists** visited the planned area of the PLA Soutok, of which **27% were foreign tourists**.
- The number of tourist visits was approximately **41 thousand** and the number of nights spent was **2.07**.
- During the period under review, 108 thousand trip visitors came to the area.
- **The highest number of tourists is recorded in September. For trip visitors, it is the month of July.**
- Among domestic visitors (tourists and trip visitors), most people come **from the South Moravian Region**.
- Among the foreign visitors, the **Poles** (who come for several days as tourists) and **Slovaks** (who most often come only for a trip without overnight stay) are the most frequent.

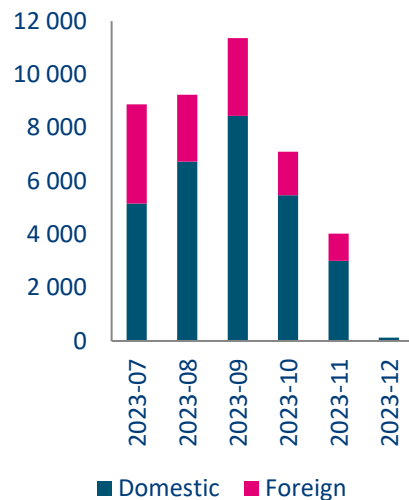
Visitor numbers	Soutok		
	Domestic	Foreign	Total
Tourists	20 139	7 386	27 525
Tourist visits	28 930	11 801	40 731
Nights spent	41 217	15 641	56 858
Tourist days	50 388	19 334	69 722
Share of tourists	73%	27%	100%
Number of nights spent per tourist	2,05	2,12	2,07
Number of tourist days per tourist	2,50	2,62	2,53
Trip visitors	86 255	22 112	108 366
Trip days	111 566	25 004	136 570
Number of visits per trip visitor	1,29	1,13	1,26
Visitors	106 394	29 498	135 891
Visit days	161 954	44 338	206 292
Share of visitors	79%	21%	100%

1.8.2 Planned PLA Soutok – GSM data analysis – NUMBER OF TOURISTS

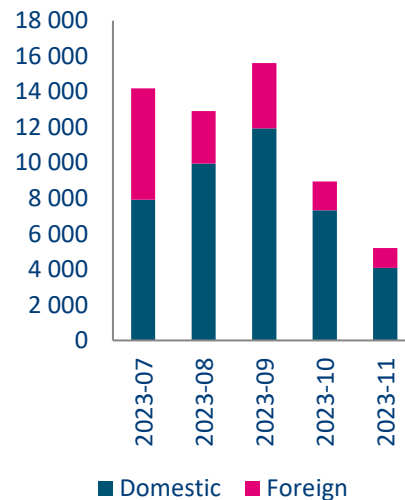
Number of tourists per month



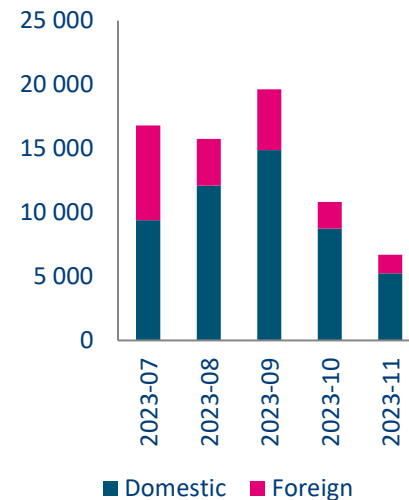
Number of tourist visits per month



Number of nights spent per month



Number of tourist days per month

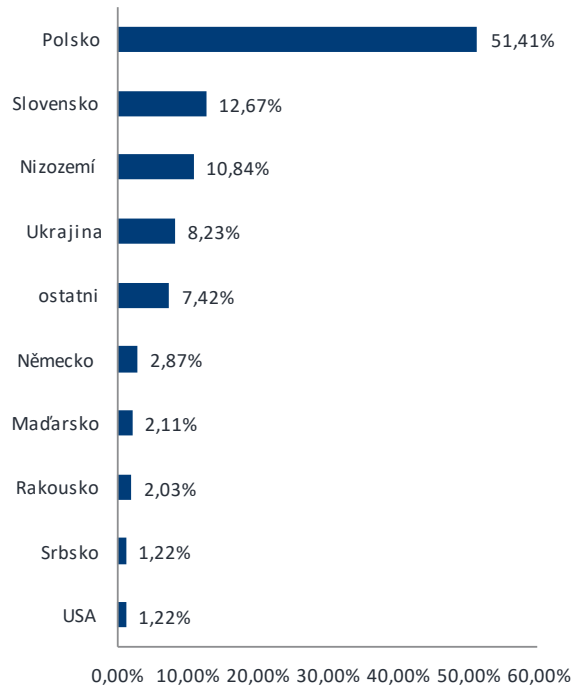


1.8.3 Planned PLA Soutok – GSM data analysis – ORIGIN OF TOURISTS

Domácí turisté - celé období



Zahraníční turisté - celé období



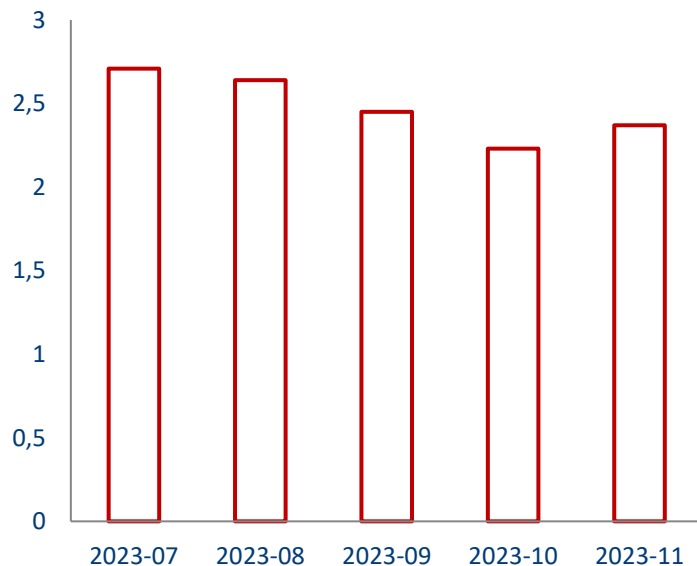
Domácí turisté - celé období	Domestic tourists - whole period
Zahraníční turisté - celé období	Foreign tourists - whole period
Jihomoravský kraj	South Moravian Region
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Moravskoslezský kraj	Moravian-Silesian Region
Jihočeský kraj	South Bohemia Region
Zlínský kraj	Zlín Region
Olomoucký kraj	Olomouc Region
Kraj Vysočina	Vysočina Region
Ústecký kraj	Ústí nad Labem Region
Plzeňský kraj	Pilsen Region
Pardubický kraj	Pardubice Region
Královéhradecký kraj	Hradec Králové Region
Liberecký kraj	Liberec Region
Karlovarský kraj	Karlovy Vary Region
neznamé	Unknown
Polsko	Poland
Slovensko	Slovakia
Nizozemí	Netherlands
Ukrajina	Ukraine
ostatní	Other
Německo	Germany
Maďarsko	Hungary
Rakousko	Austria
Srbsko	Serbia
USA	USA



1.8.4 Planned PLA Soutok – GSM data analysis – AVERAGE LENGTH OF STAY OF TOURISTS

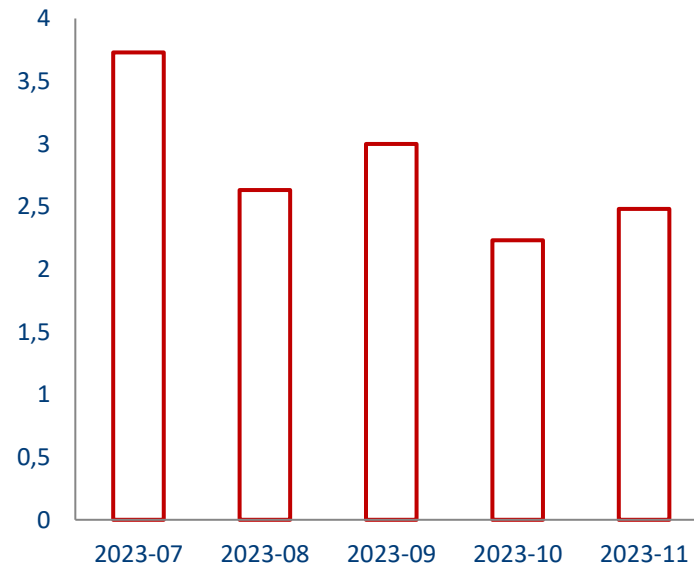
Domestic tourists

Average number of days



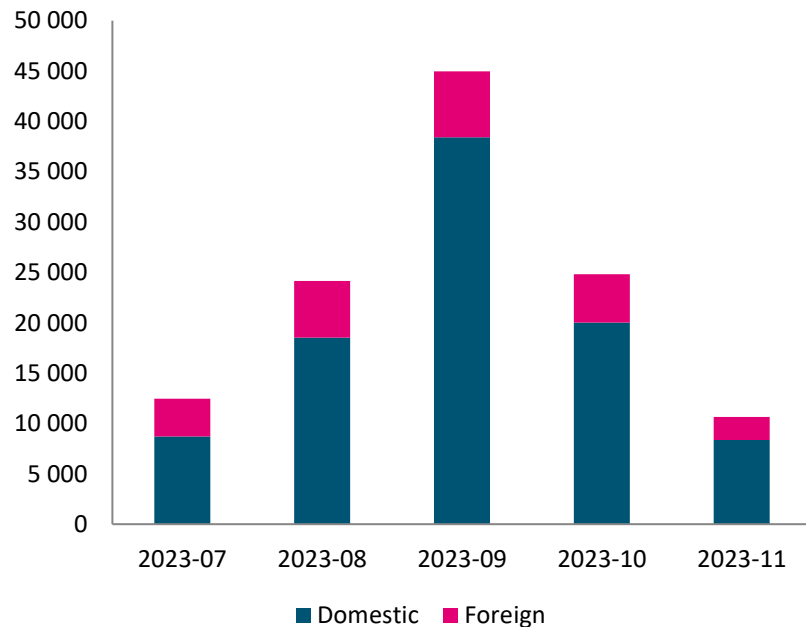
Foreign tourists

Average number of days

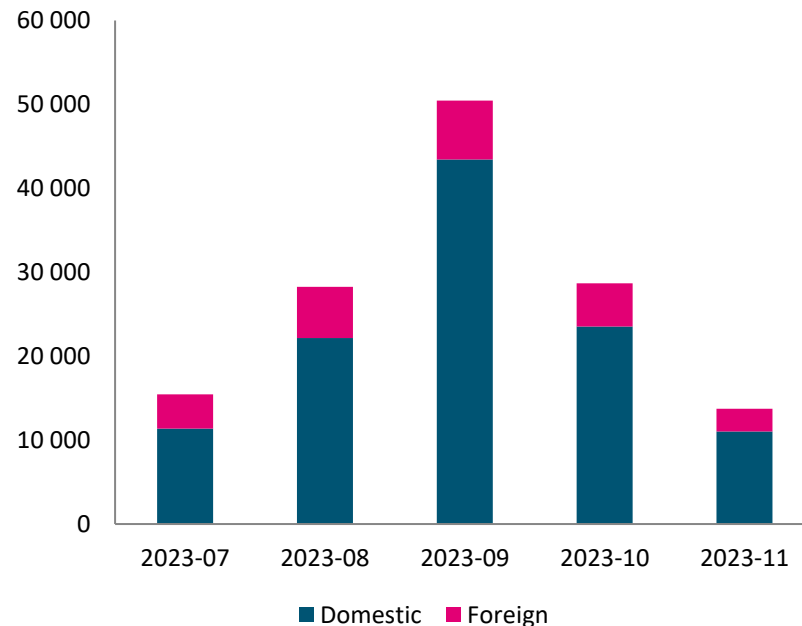


1.8.5 Planned PLA Soutok – GSM data analysis – NUMBER OF TRIP VISITORS

Number of trip visitors per month

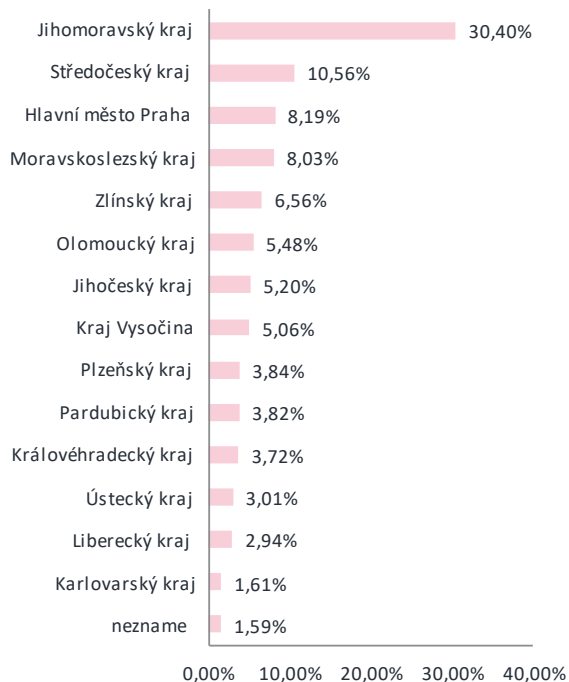


Number of trip days per month

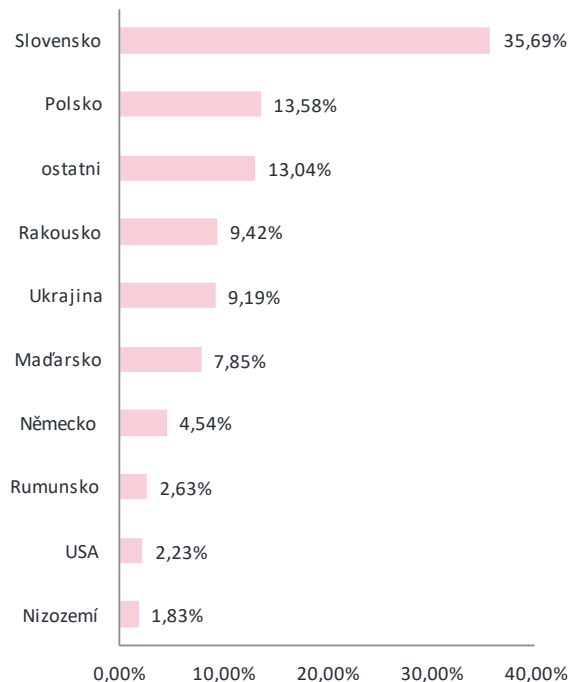


1.8.6 Planned PLA Soutok – GSM data analysis – ORIGIN OF TRIP VISITORS

Domácí výletníci - celé období



Zahraníční výletníci - celé období



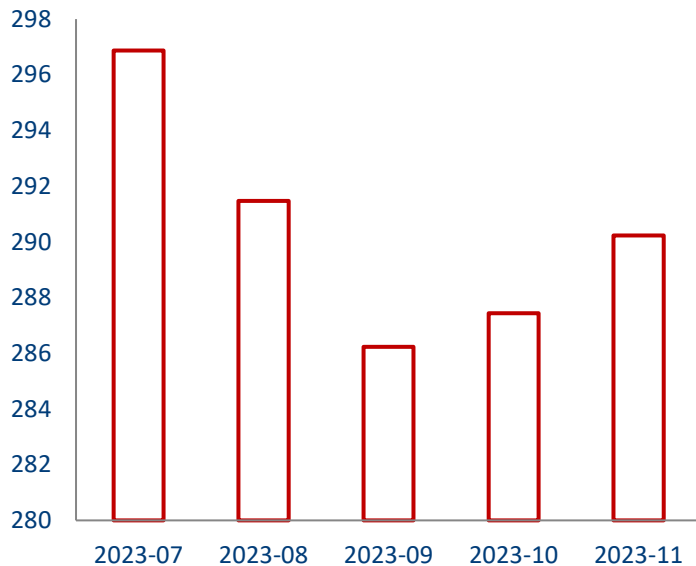
Domácí výletníci - celé období	Domestic trip visitors – whole period
Zahraníční výletníci – celé období	Foreign trip visitors – whole period
Jihomoravský kraj	South Moravian Region
Středočeský kraj	Central Bohemia Region
Hlavní město Praha	Capital City of Prague
Moravskoslezský kraj	Moravian-Silesian Region
Zlínský kraj	Zlín Region
Olomoucký kraj	Olomouc Region
Jihočeský kraj	South Bohemia Region
Kraj Vysočina	Vysočina Region
Plzeňský kraj	Pilsen Region
Pardubický kraj	Pardubice Region
Královéhradecký kraj	Hradec Králové Region
Ústecký kraj	Ústí nad Labem Region
Liberecký kraj	Liberec Region
Karlovarský kraj	Karlovy Vary Region
neznáme	Unknown
Slovensko	Slovakia
Polsko	Poland
ostatní	Other
Rakousko	Austria
Ukrajina	Ukraine
Maďarsko	Hungary
Německo	Germany
Rumunsko	Romania
USA	USA
Nizozemí	Netherlands



1.8.7 Planned PLA Soutok – GSM data analysis – AVERAGE LENGTH OF STAY OF TRIP VISITORS

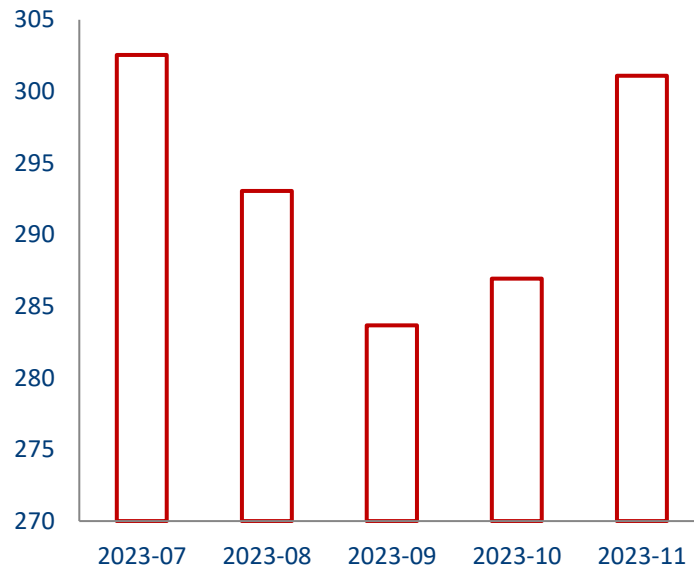
Domestic trip visitors

Average number of minutes



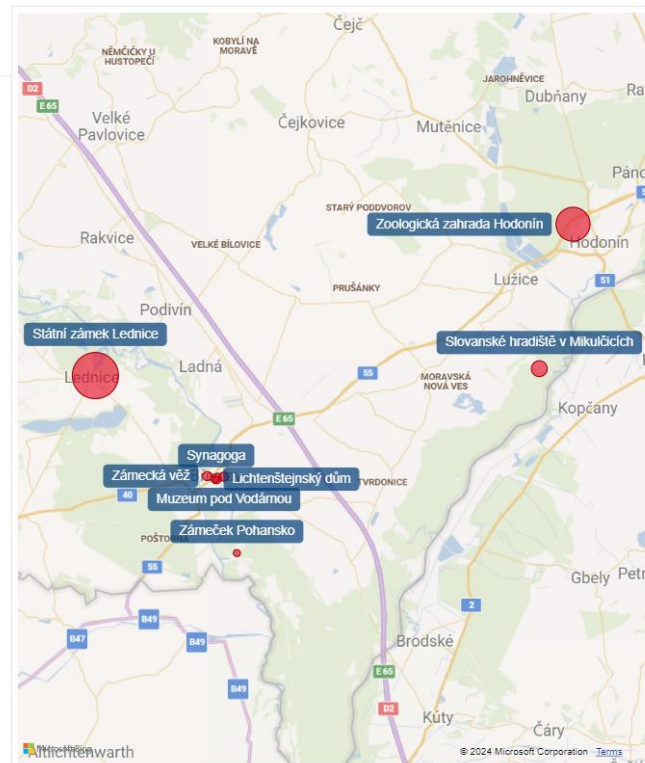
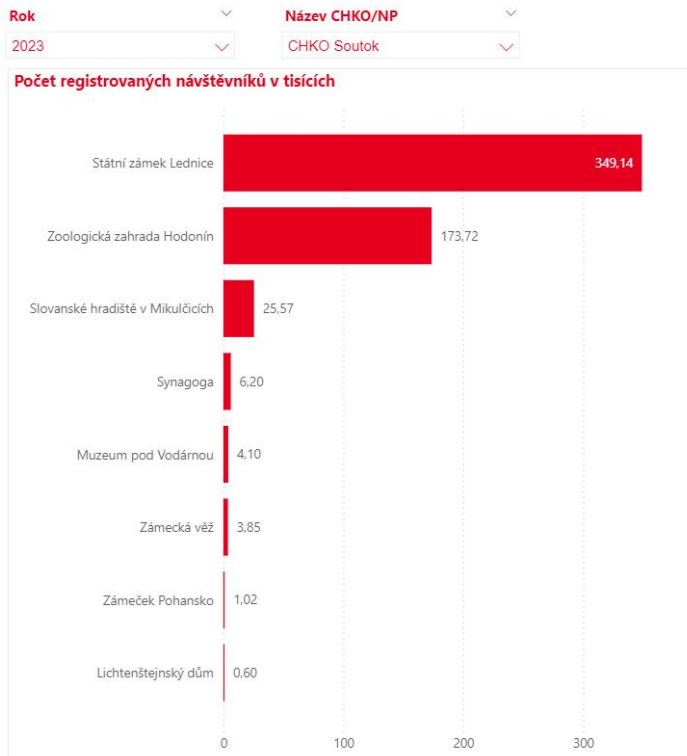
Foreign trip visitors

Average number of minutes



1.8.8 Planned PLA Soutok – Analysis of visitor numbers for tourist destinations

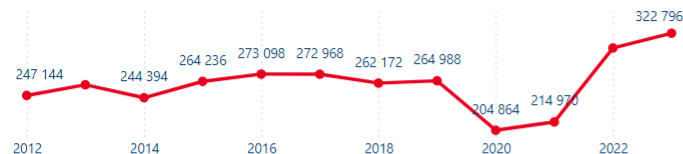
Rok	Year
Název CHKO/ NP	Name of the PLA/ NP
CHKO Soutok	Protected Landscape Area Soutok
Počet registrovaných návštěvníků v tisících	Number of registered visitors in thousands
Státní zámek Lednice	State Chateau Lednice
Zoologická zahrada Hodonín	Zoo Hodonín
Slovanské hradiště v Mikulčicích	Slavic Settlement in Mikulčice
Synagoga	Synagogue
Muzeum pod Vodárnou	Museum pod Vodárnou
Zámecká věž	Castle Tower
Zámeček Pohansko	Pohansko Chateau
Lichtenštejnský dům	Liechtenstein House



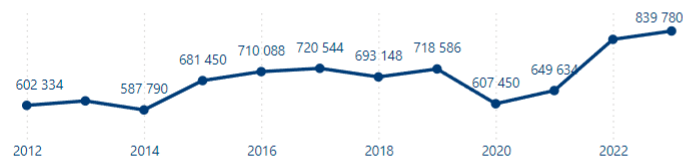
1.8.9 Planned PLA Soutok – Analysis of visitor numbers for MAFs

Počet příjezdů turistů do HUZ	Number of tourist arrivals to MAFs
Počet přenocování v HUZ	Number of nights spent in MAFs
Průměrná délka pobytu	Average length of stay
Kapacity HUZ	Capacities of MAFs
Hotel garni	Hotel garni
Hotel, motel, hotel	Hotel, motel, hotelship
Chatová osada	Cottage settlement
Kemp	Kemp
Ostatní hromadné ubytování	Other group accommodation
Penzion	Apartment hotel
Turistická ubytovna	Tourist guest house

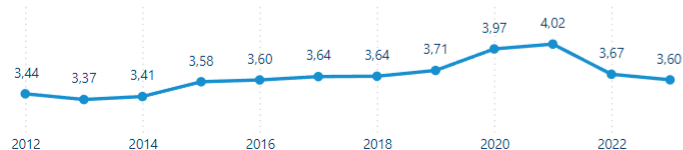
Počet příjezdů turistů do HUZ



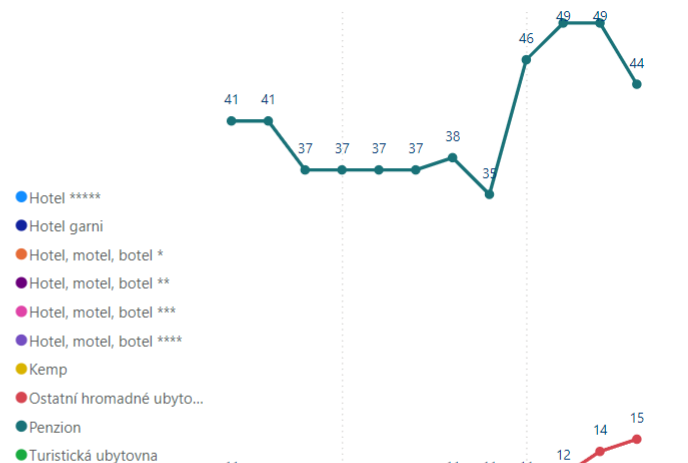
Počet přenocování v HUZ



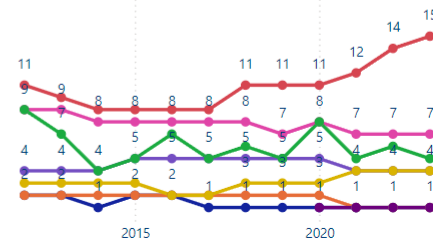
Průměrná délka pobytu



Kapacity HUZ



- Hotel *****
- Hotel garni
- Hotel, motel, hotel *
- Hotel, motel, hotel **
- Hotel, motel, hotel ***
- Hotel, motel, hotel ****
- Kemp
- Ostatní hromadné ubyto...
- Penzion
- Turistická ubytovna



2. Annexes



Annex 1 – GSM data processing methodology

- The analysis is created by T-Mobile Czech Republic a. s. – it is an analysis of visitor numbers based on geolocation reception data of the mobile operator regarding the quantity and dynamics of visitors to the Krkonoše National Park in the period from 1 July 2023 to 30 November 2023.
- The outputs are primarily focused on metrics important from a tourism perspective. These metrics are then broken down by visitor structure and visitor behaviour. The resulting visitor numbers are further broken down by, for example, place of residence or length of visit.
- The results of the analysis are useful for monitoring visitor dynamics and also serve as a basis for planning promotion and investment in tourism infrastructure.

What is the methodology for analysing mobile operator geolocation reception data?

- It is a modern progressive method offering to obtain hard data describing the behaviour of the population over time based on a sample of millions of mobile network users. The resulting analyses are useful for the purposes of quantifying mobility, links between territorial units and determining the current distribution of the population.
- The key input for this type of analysis is anonymised data from the T-Mobile mobile network. Anonymised data provides sufficiently accurate information and at the same time increases the privacy protection of our customers.
- The output of the processing is aggregated anonymous statistics projected from a sample of customers of one operator in such a way that **they represent the behaviour of the whole population**. The extrapolation of the population conversion to the entire population is based on an advanced algorithm that takes into account a combination of T-Mobile's local market share and the socio-demographic distribution corresponding to CZSO statistics. This combination results in a unique weighting factor for each user, which is used to multiply the results of each user. These weights are summed up in the results, so that the resulting value is representative of the whole population.
- To maximise the reliability of the results, the data are also further calibrated through other data sources, such as MAF occupancy data, experimental data samples from online accommodation platforms, or type-based analyses.

Annex 1 – GSM data processing methodology

Breakdown of users by country of origin

Own customers – domestic

- Users connected to their own operator's mobile network. These are T-Mobile customers in the Czech Republic and Slovak Telekom customers in Slovakia, who are regularly present in these countries only minimally.

Foreign users – visitors

- Customers of foreign mobile operators connected to the operator's mobile network in the Czech Republic/Slovakia. These customers can be further divided according to their country of origin.

Data processing methodology

The key event for this type of analysis is a visit, or the continuous presence of a user in a defined area for a defined period of time. T-Mobile defines a continuous user presence at a location based on data records in the communication between the users mobile device and the relevant transmitter. In practice, this corresponds to how often, with what regularity and for how long a user is registered on transmitters that cover the area under analysis. This is the main methodological difference between the mobile operators' data and the CZSO data. Mobile operators' data are based on the dynamics and actual movement of users in the network. The data on the number of nights spent in MAFs, for example, is a static variable linked to the records of overnight stays of residents in a registered mass accommodation facility.

Then, based on this, the regular presence of users in a given location during the day can be analysed to create the corresponding categories – home, workplace, second home, etc. In the case of these analyses, **domestic** visitors and **foreign visitors to the Czech Republic** are aggregated into an summary category – “domestic”, at the level of regions and districts in the Central Bohemian Region.

Data processing methodology

However, due to the irregular and abnormal movement of some users in the network, the algorithm determining the above categories (home, workplace) may not work, in which case the mapping of the territorial administrative unit of residence for the user will not take place. For these purposes, the category “unknown” was created

40 % share on the Czech market

30% share on the Slovak market



Annex 1 – GSM data processing methodology

Processing of geolocation reception data – basic terminology (visitor numbers monitoring)



Trip visitor
(one-day visitor)

A trip visitor is a visitor who visits a place at least once, without staying overnight (**1 trip day**). Due to the accuracy of the outputs, this considers the active part of the day (between 7:00 – 22:00); trip visitors will spend at least 3 hours at the site.



Tourist
(multi-day visitor)

A tourist is a multi-day visitor who spends at least one night (**1 tourist-day**) in a given place. For the sake of accuracy of the outputs, this is a person who spends at least 3 hours in the destination during the night period (between 1:00 am and 6:00 am).

The terminology “**Trip visitor**” (one-day visitor) and “**Tourist**” is based on the terminology generally used by the Czech Statistical Office, where a **trip visitor** (one-day visitor) is considered to be a one-day tourism participant without an overnight stay (these visits can be repeated). A **tourist**, on the other hand, is someone who stays overnight away from his or her usual environment at least once. Even a tourist can repeat trips in the reporting period.

For the purpose of the analysis of the total visitor numbers, the indicator of the number of person-days spent during the action was calculated based on the sum of the number of visits in the “Trip visitor” category and the number of nights spent in the “Tourist” category.

In order to refine the visitor monitoring model, the number of overnight stays or visits was limited. The reason for this is to eliminate people who may be considered as tourists or trip visitors according to the parameters, but most likely are e.g. workers from adjacent areas, visitors for services (doctor, shopping, public office, etc.) or visiting family. The analysis of the origin of visitors from the Czech Republic does not include data for adjacent municipalities (a radius of approximately 20 km from the analysed area). The main reason for this is that the overnight visitors from these communities are not in significant proportion tourists, but again may be visitors for some type of service or visiting families using temporary accommodation in the area. The point is that including visitors from this group can skew the analysis quite a bit and these are not visitors who have come to the destination for tourism purposes.

Annex 1 – GSM data processing methodology

Another refining rule of the analysis is the determination of the maximum number of nights spent (in the case of tourists) or the number of trip days (in the case of trip visitor), determining when a given visitor will be excluded from the analysis. In the case of **tourists**, this threshold is set at **20 nights spent** per quarter, or **100 nights spent** per analysis area, so if a tourist spends more nights there than the threshold in a measured time unit, they are excluded from the analysis. In the case of **trip visitors**, this threshold is set at **20 trip days** per quarter, or **100 trip days** per analysis period – i.e. if a given trip visitor makes more trips (trip days) than the threshold in a measured time unit, they are excluded from the analysis.

Processing of geolocation reception data – basic terminology (visitor numbers monitoring)

TOURIST = multi-day visitor. 1 a person who has arrived at a destination and stayed overnight.

TOURIST VISIT = number of repeat visits. A tourist arrived at the destination twice. They realised **2** tourist visits in the destination.

NIGHTS SPENT = number of nights spent at the destination. A tourist arrived at the destination twice. On the first visit they stayed overnight at the destination 3 times, on the second visit once. So they spent a total of **4 nights** in the destination.

TOURIST DAY = number of days spent in the destination. A tourist arrived at the destination twice. Days with arrival before 7 pm and days with departure after 10 pm are counted among tourist days. On their first visit, they spent only 3 days in the destination, because they arrived after 7pm on the first day. On their second visit, they spent 2 days in the destination. In total, they visited for **5** tourist days.

TRIP VISITOR = a one-day visitor. 1 a person who has arrived at a destination and has not stayed overnight.

TRIP DAY = number of one-day visits to the destination. The trip visitor made **3** trips to the destination.

VISIT DAY = tourist day + trip day

TOTAL VISITS = number of arrivals to the destination

	Den 1	Den 2	Den 3	Den 4	Den 5	Den 6	Den 7	CELKEM
TURISTA	●							1
TURISTONÁVŠTĚVA	●	■	■	■		●		2
PŘENOCOVÁNÍ	●	●	●	●		●		4
24 h POBYT		●	●	●				2
TURISTODEN		■	■	■		■	■	5
VÝLETNÍK	●					■	■	1
VÝLETODEN		●				●	●	3

Den	Day
Turista	Tourist
Turistonávštěva	Tourist visit
Přenocování	Nights spent
24h pobyt	24h stay
Turistodeni	Tourist day
Výletník	Trip visitor
Výletodeni	Trip day
Celkem	Total

Annex 2 – detailed data on visitor numbers (set of annexes)

Annex 3 – MS Power BI report NTC and MAF

Annex 3 – methodology of personal interviews and structure of scenarios

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