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overview of the programme for the promotion of tourism for the year 2026

The City of Prague announced its „Programme for the Promotion of Tourism for the Year 2026. The programme grants are to support two Measures:

The association convention industry (Measure I)

Applies to the realization of **conventions** in the City of Prague from **1 January 2026 to 31 December 2026.** The support is intended for Organizers of closed multi-day association congresses and conferences held exclusively for a professional audience. It is not intended for exhibitions (with the exception of closed accompanying exhibitions to the given congress/conference), trade fairs and similar formats, including any simultaneously running events falling within the MICE area. The subsidy is not intended for the implementation of the Purpose in a fully virtual form, but it can be applied for the implementation of the Purpose in a hybrid format.

The subsidy is provided in two categories (I.A., I.B.) and is specifically linked to the payment of part of the costs in connection with the organization of events in the capital city of Prague. It is intended exclusively for registered participants/delegates who will attend the event in person and spend at least one night in Prague. Associations can apply for a grant for conventions in two categories:

Category A - for conventions with at least **700 registered participants on-site (at least 40% from abroad)** who are to spend **at least 1 night in the City of Prague,** and the maximum amount is **500 CZK per delegate on-site** (maximum 2,000,000 CZK per congress).

Category B - for conventions of **300 - 699 registered participants on-site (at least 30% from abroad)** who are to spend **at least 1 night in the City of Prague,** and the maximum amount is **350 CZK per delegate on-site** (maximum 244 650 CZK per congress).

*participant's accompanists, staff, or exhibitors **are not considered** to be registered participants.

prague convention bureau

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Events of national and international significance (Measure II)

The support is intended for multiple-day events that are in accordance with the strategic documents of the City of Prague in the field of tourism, the Strategic Plan of the HMP, and the Inbound Tourism Concept of the City of Prague 2024 – 2027. These events must have a demonstrable benefit for inbound tourism to Prague, the potential to increase the quality of the tourism offer, increase the prestige of Prague locally and abroad with an outreach into the future or generate visits from affluent domestic and foreign clientele, and they will take place in the City of Prague from **1 January 2026 to 31 December 2026**. A multi-day event is an event with a precisely predetermined separated program for each started calendar day.
Preferred are those events held outside the historical centre of Prague (Prague 1) or outside the main tourist season (months from May to September, the Easter holidays, the Christmas holidays (12/24-12/31) and the New Year). The subsidy provided is up to a maximum of 30 % of the budget expenditures of the event, and up to **a maximum of CZK 2,000,000 per project in Category A and CZK 500,000 per project in Category B.**

Category A – Applies for the organization of multi-day events of national or international significance. It is **not intended for any MICE events.**

Category B – Applies to support **significant multi-day conference events,** which are open to **professional as well as general public audiences**, and which **are held regularly/repeatedly**, but **do not fall under the Measure I.** (therefore, these are **not** closed association congresses and conferences). The subsidy is intended for registered participants – experts and public with at least 200 participants attending the event in person. The event must be held as a separate event with a separate budget, it cannot be a purpose-built part of another project or activity. The support is **not** intended for congresses, conferences, seminars, and similar formats that take place at exhibitions and fairs.

Applications can be submitted from 15th September till 8th October 2025

by a Czech organization with registered office in the Czech Republic.

A Czech representative must apply for the grant on behalf of a Czech association, who is a member or the institutional representation of the Organizing association.

An international association cannot apply for the City grant without a Czech legal entity. Thus, all documents are available in Czech language only and figures stated in Czech currency (Koruna – "Kč" - CZK).

The subsidy is subject to the **"de minimis"** limit (the current status of a local applicant can be verified via this link).

Therefore, if a Czech association is involved in the organization, it is mandatory that this association applies for the grant.

Only in certain exceptional cases may a local PCO apply on behalf of the organizing association — for example, if the organizer does not have a registered office or institutional representation in the Czech Republic, or they have reached the de minimis limit.

The local PCO must be contracted by the organizer, on the basis of a valid agreement, to provide **comprehensive services** necessary for the implementation of the congress (the "Organization Contract"). These services must cover the full range of activities related to the overall preparation and execution of the congress. **A provider of only supplementary services (e.g. catering, transfers, etc.), contracted under separate agreements, shall not be considered an eligible applicant.**

The following applicants with registered office in the Czech Republic may apply for the Subsidy (Measure I):

- legal entities (i.e. associations, foundations or endowment funds and institutes),
- churches and religious societies,
- public benefit companies,
- public institutions (public university, academy of sciences, public research institution, state-funded organization, etc.),
- interest associations of legal entities and professional chambers,

- commercial corporations, only if it is a local PCO applying for the Organizer of a congress or conference that does not have its registered office or its own institutional representation in the Czech Republic.

The Grant in Measure I. can be used for:

1. costs of renting social and conference facilities (minimum of 60% must cover the costs of rental fee and maximum of 40% can be used for additional services)

or

2. cost of renting social venue or catering for one social event/Welcome Ceremony presenting Prague as the hosting city

The recipient of the subsidy (local ambassador) is obligated to prove the fulfilment of the conditions stated (at least 1 night spent in Prague, foreign participation, at least 2 days event duration) at the final financial settlement by submitting the **evaluation document including**: attendance list of registered on-site participants with their full name, delegate registration (identification) number, length of registration, and their country of origin.

The representative will provide the information about the purpose of the use of grant in the application.

The international association will share a simple congress budget with the local applicant. Please note that **the budget must be balanced** - (Income + Grant) - Expenditures = 0 CZK.

The important condition is that the **grant must be transferred to the local association bank account** stated in the application. The City requires a proof that the purpose of the grant was implemented. Therefore, **all payments and transactions** related to the grant **must be processed** via the **same Czech bank account** stated in the application.

Once applied for the City grant, **the logo of the City of Prague** will be placed on all **printed materials** as well as on the **event website.**

The recipient of the subsidy is obliged, beyond the mandatory presentation, to enable the Provider **to present the Capital City of Prague as a tourist destination** in the following way:

a) by placing a banner on the event website

b) by screening a spot (20 – 120 seconds), always at the event location, and in the event that the event will be held in a hybrid format, also in a virtual studio

c) by placing a stand of the Capital City of Prague or Prague City Tourism, a.s., if the Provider of the subsidy expresses interest in this form, with an offer of presentation and promotional materials

The documents for the selected presentation forms **will be provided** to the recipients of the subsidy **by Prague City Tourism, a.s.**

Grants assessment is scheduled for **June 2026** at the latest.

The Applicant whose application has been approved will be invited to conclude the **Contract**. If the Applicant does not conclude the Contract within 60 days of the invitation, the City Hall will consider the Subsidy rejected and will not provide it. Following the conclusion of the Contract, a sublicense agreement will be concluded between the Applicant and the entity Prague City Tourism a.s.

The final part of the application process is submitting the **evaluation document by the local ambassador 3 months after the event at the latest or for events held at the end of the year by the end of January 2027 at the latest.**

The City authorities require proof of the adequate use of the grant.

The **final number of delegates must correspond with the amount of the received money** (applies for the Measure I. only).

If fewer delegates attended the event, the aliquot amount must be returned. Please note that the minimum attendance is 300 delegates on-site for Category B and 700 delegates for Category A. **Otherwise, the full amount must be returned.**

The recipient is obliged to return unused funds within 3 months after the event, if the event is realized at the end of the year, no later than on the end of January 2027.

Detailed information regarding rules for providing grants and forms are available (only in Czech) through this link. Only electronic submission of application is possible, which takes place in two steps – electronic submission of the application including all required attachments through the Portal and subsequent submission of the application through the data box. Both versions of the Application must be identical except for the attachments. The date of sending the Application via the data box is decisive for meeting the deadline.

Please make sure, that your Czech partner (local ambassador/association/local PCO) communicates with you or with the venue, and all the engaged parties are aware of the usage of the City grant for rental or additional costs.

Prague Convention Bureau has no legal right or obligation to take responsibility for the contract signed between the organizer/applicant and the City of Prague. Prague Convention Bureau has only a consulting role in the process.

In case you have any questions, please do not hesitate to contact us at lucia.lobotkova@pragueconvention.cz