



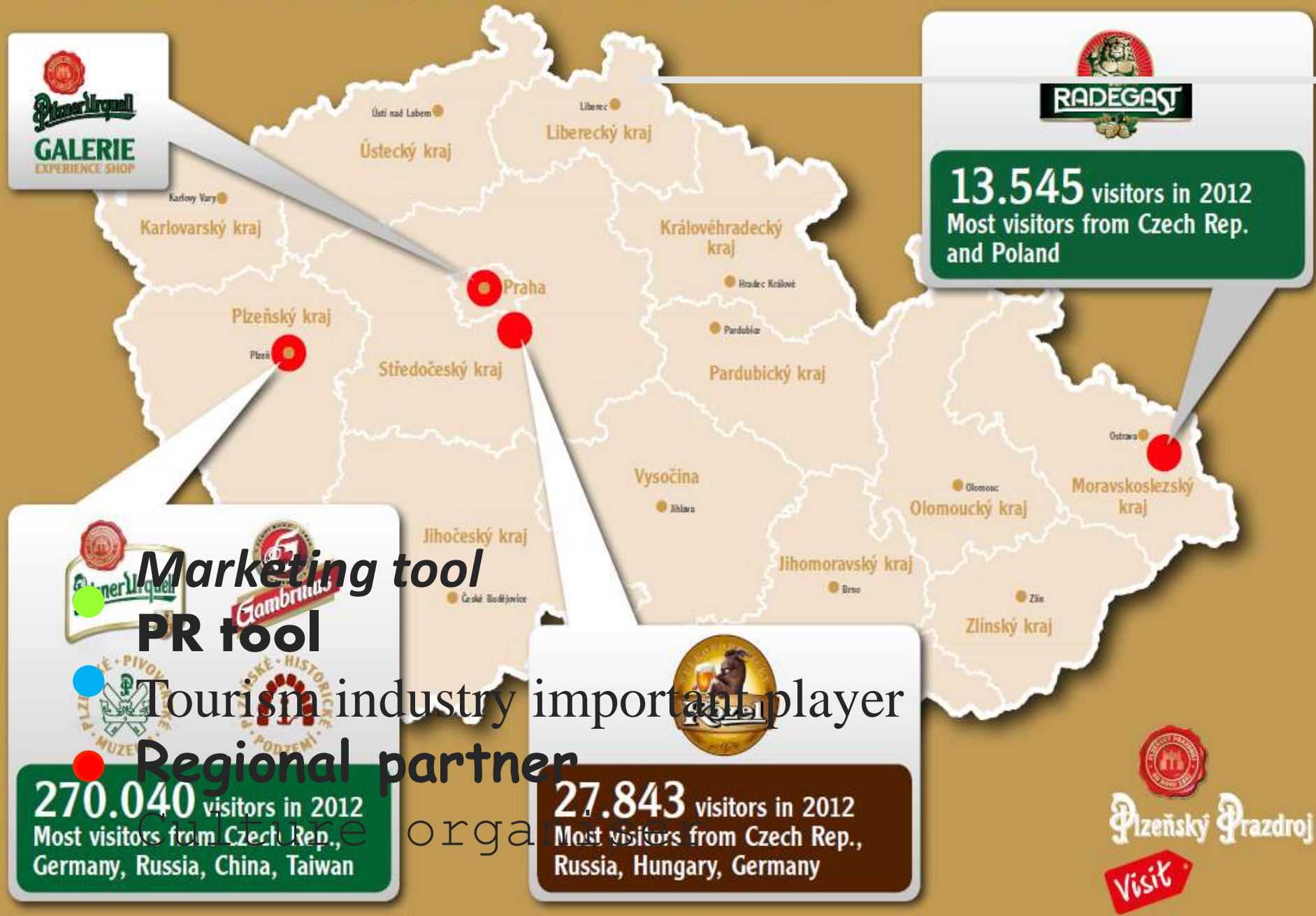
Vlasta Štrunc MSc.

Tourist events specialist

Measuring the benefits of
Industrial *(heritage)* **tourism**



Tourism & Heritage business overview

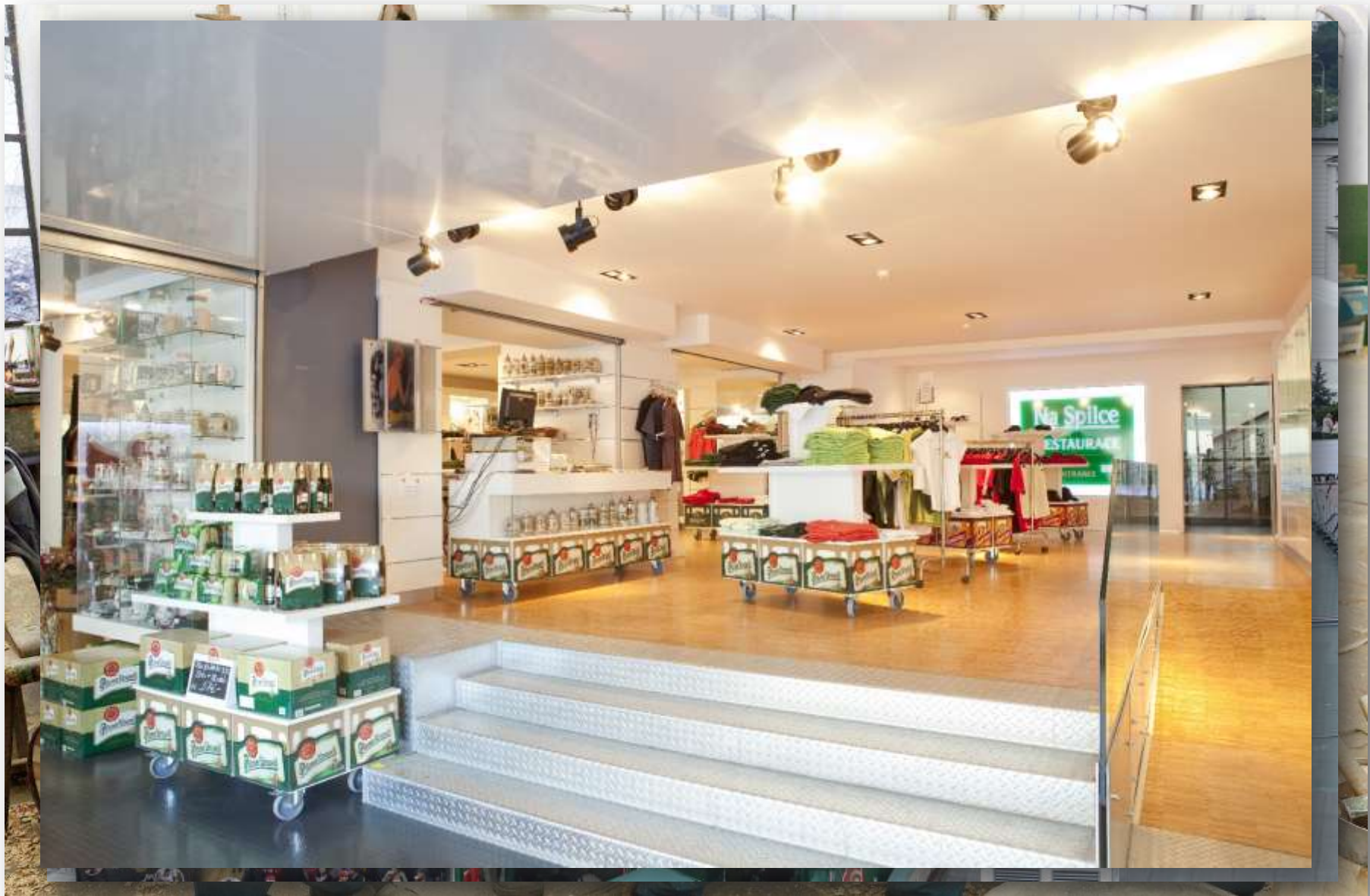


MESTANSKY PIVOVAR.

BÜRGERLICHES BRÄUHAUS.

Der Fremdbesuch
ist von 10 bis 11 Uhr gestattet

1890



Pilsenský Prazdroj

Visit

Measuring the benefits?







Pízeňský Prazdroj



Measuring the benefits?


The travel industry

-  Lighthouse
-  Quality benchmark
-  Travel routes
-  Tour operators partner

Measuring the benefits?

Inspiration for others

-  Pilsen = industry

-  Due to our size and operations we are encouraging new partners

-  Factory tours

Measuring the benefits?

- The company
- The city of Pilsen
- *The travel industry*
- **Inspiration for others**

● **Who are we, really?**

VRLADAC



Visit

2015 ERIH Conference

● **Please be invited to Plzeň!**

The European city of Culture 2015

2015 Plzeň 2015
Evropské hlavní
město kultury





Vlasta Štrunc MSc.

Vlastislav.strunc@pilsner.sabmiller.com

**U Prazdroje 7
304 97 Plzeň
Czech Republic**

**Thank you for your
attention.**

