

Visit  Pilsen

# OPEN UP YOUR PILSEN

OFFER FOR PARTNERS  
IN TOURISM 2017/2018



# Zuzana Koubíková, Director of the organization Pilsen – TOURISM, introduces the city of Pilsen

When you hear the word Pilsen, the first thing that comes to your mind is probably the famous beer Pilsner Urquell. But in 2015 Pilsen also became popular as the European City of Culture. The well-deserved title initiated among others the construction of the New Theatre and enabled the establishment of the creative zone DEPO2015.

A wide and varied range of cultural events made Pilsen a modern European tourist destination, which makes use of all its qualities and creative potential. The permanent value is not only the world famous brewery, but also the historical monuments in the city centre that are testaments to its rich past. Fascinating stories from the town history will be presented by experienced tour guides that our organisation Pilsen TOURISM prepares according to each tourist group's interests. With the guide you can visit for example Jewish monuments or take a combined guided tour of the city and the brewery.



Since 2015 some of the apartment interiors designed by the world famous architect Adolf Loos have been made accessible to the public. The impressive installations from the first half of the 20<sup>th</sup> century can be seen now on a unique guided tour. It is one of many projects that contributed to the existence of the tradition of new experiences, which enrich permanently the tourist offer of the City of Pilsen. So open up the “new” Pilsen just to see it still has the unmistakable taste and flavour!

## Pilsen – TOURISM is your major partner in the area of tourism services:

- Guide services and commented tours provided in several foreign languages
- Commented costumed tours
- Advent tours
- Commented tours of DEPO2015
- Guided tours of Patton Memorial Pilsen
- Proposal and arrangement of customized one-day and few-days programmes
- Guided Tours of the Loos Interiors – the Interiors Designed by the World-Famous Architect Adolf Loos
- Arrangement of accommodation, transport and guided tour of Pilsner Urquell Brewery.

# Why to choose Pilsen?

- **Pilsen gave the world the famous taste of Pilsner Urquell**

The production of beer will be introduced to you directly during the guided tour in the brewery or in the Brewery Museum. Except tasting of the best beer directly from its source there are many restaurants within the city centre which offer gastronomic specialties of both typically Czech and foreign cuisines. The beer selection is completed by a wide range of small-scale breweries which can be found in Pilsen and its region.

- **Pilsen – European Capital of Culture 2015**

The successful project of Pilsen – European Capital of Culture 2015 initiated the interest of tourists in the city of Pilsen and it also brought a large number of touristic activities, cultural events to the city. The most successful events will welcome their visitors also in the following seasons.

- **Pilsen introduces its unique historical city centre**

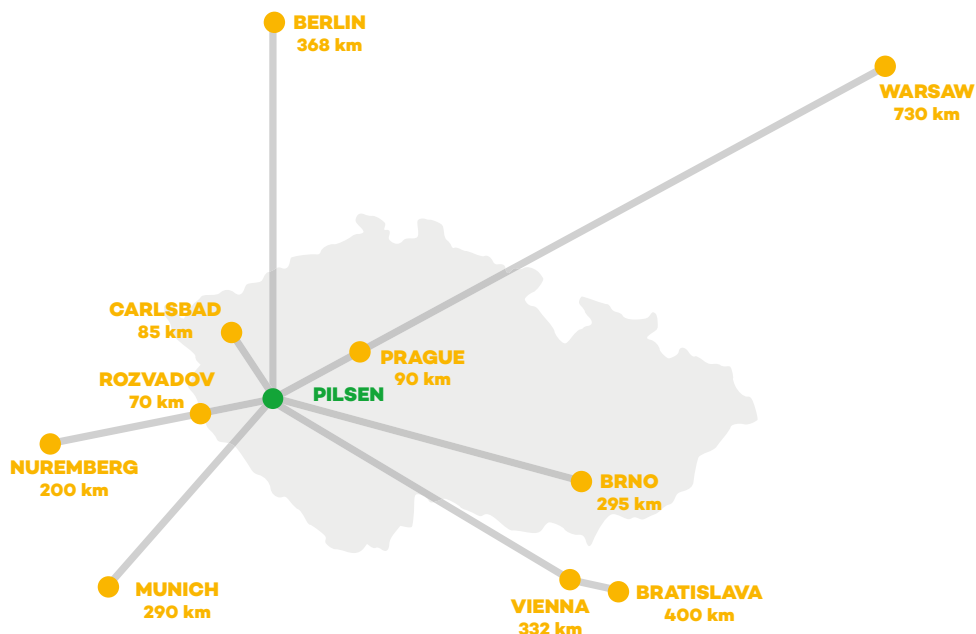
In comparison to other cities Pilsen is extraordinary in that respect that all of the historical sightseeing places are located within one area of the city centre. Therefore, all the sightseeing places can be visited on foot. There are seven museums and more than ten galleries. Romantic park area around the city centre is the right place for walks and relaxation.

- **Pilsen offers an interesting programme for everybody**

There are many touristic goals so that all family members will enjoy their stay. For men the city offers many beer pubs and small breweries, women may like cafes or the visit to the Loos Interiors and children can find the right place for them in the Zoological Garden, DinoPark or in the Techmania Science Centre which features the most modern 3D planetarium.

- **Pilsen is located near the border with Germany and not far from Prague**

The Prague airport is 50-minute drive away from the city of Pilsen. The journey from Munich to Pilsen takes 3 hours on a highway, the journey from Nuremberg takes two hours which makes the West-Bohemian metropolis a perfect starting point for further trips in the Czech Republic (to Prague 1 hour of journey, to Karlovy Vary 1 hour of journey).



# OUR OFFER FOR GROUPS

## Guided-tours of historic city centre in six languages



Visitors will see the Republic Square and the Gothic St Bartholomew's Cathedral with the highest church tower in the Czech Republic, the Renaissance building of City Hall and various historic houses, the green belt of gardens and parks with interesting monuments, ruins of medieval ramparts, Franciscan Monastery, the fourth largest synagogue in the world and other important buildings. They will get familiar with interesting parts of the history and present curiosities about Pilsen. The basic tour does not include entrance and admission fee into the objects. We can arrange the visit upon request.



90–120 minutes  
(varies according to client's needs)



The group up to 20 people  
45 € in a foreign language



The group up to 30 people  
55 € in a foreign language



The group up to 40 people  
60 € in a foreign language



The group up to 50 people  
65 € in a foreign language

(the prices may change according to the actual exchange rate)

For groups starting at 45 €

## Commented costumed tours of the city centre



costumed guide will show you in an original way interesting places of the historical centre

For pre-booked groups

Topics: Pilsen personalities or Pilsen through the ages

Time period: June to August

Booking: Turistické informační centrum,  
nám. Republiky 41, Plzeň, email: benesovair@plzen.eu,  
Tel. +420 378 035 330



1.5 hours



The group up to 20 people 1 090 CZK in Czech  
45 € in a foreign language



The group up to 30 people 1 290 CZK in Czech  
55 € in a foreign language



The group up to 40 people 1 390 CZK in Czech  
60 € in a foreign language



The group up to 50 people 1 490 CZK in Czech  
65 € in a foreign language

(the prices may change according to the actual exchange rate)

For groups starting at 45 €

## Advent tours

costumed city tour with Christmas theme

For pre-booked groups

Time period: advent time from the first advent Sunday to December 23

It is possible to order small Christmas refreshments in the cellar of the Ethnography Museum lasting about 30 minutes for an extra fee 450 CZK (groups up to 30 people) 600 CZK (groups up to 30 people). Payment in Euros according to the current exchange rate.

Booking: Turistické informační centrum,  
nám. Republiky 41, Plzeň, email: benesovair@plzen.eu,  
Tel. +420 378 035 330



1 hours



The group up to 20 people 1 090 CZK in Czech  
45 € in a foreign language



The group up to 30 people 1 290 CZK in Czech  
55 € in a foreign language



The group up to 40 people 1 390 CZK in Czech  
60 € in a foreign language



The group up to 50 people 1 490 CZK in Czech  
65 € in a foreign language

(the prices may change according to the actual exchange rate)



For groups starting at 45 €

## Guided tours of Loos interiors



New part in the Pilsen touristic offer, the guided tours of Loos interiors enable visit of the original city apartment interiors designed by the world-famous architect Adolf Loos in the 1930s. In addition to the unique first-republic design it opens an interesting view into the manners and living of the Jewish community before the Second World War to its visitors. For more information go to: [www.adolfloosplzen.cz](http://www.adolfloosplzen.cz)

### Guided Tour of the Kraus' and Vogl's Apartments



depends on the number of interiors visited



The group up to 15 people  
55 € / 1 hour in a foreign language



The group up to 20 people  
65 € / 1 hour in a foreign language

(the prices may change according to the actual exchange rate)

Information about guided tours  
Brummel house and Semler house:  
[www.adolfloosplzen.cz](http://www.adolfloosplzen.cz)

For groups  
starting at 55 €



### → Our tip:

Guided tours of the historical city centre may be completed by guided tours of the Loos Interiors or the great Synagogue or St. Bartholomew Cathedral.

## We can arrange visit of Pilsner Urquell Brewery – a guided tour:

When one says Pilsen, there are not many people who think of anything else than beer. The Pilsen Urquell Brewery attracts not only beer experts and beer lovers



### IT OFFERS TO ITS VISITORS SEVERAL GUIDED TOURS:

- Pilsner Urquell Brewery
- Pilsen's Historical Underground
- Brewery Museum
- Experiential programmes (e.g. beer drafting school, friendly chats in brewery cellars)

### WE MAY ALSO ORGANIZE A VISIT OF OTHER TOURIST ATTRACTIONS:

- St Bartholomew's Cathedral with the highest church tower in the Czech Republic
- Great and Old Synagogue
- Techmania Science Centre and 3D Planetarium
- Zoo and Botanical Garden and DinoPark
- Museum of Ecclesiastical Art
- Museum of West Bohemia
- West Bohemian Gallery
- Puppet Museum
- DEPO2015 – commented tours for groups can be arranged for
- J. K.Tyl Theatre



## Guided tours of Patton Memorial Pilsen



During the guided tour of the museum visitors will get familiar with more than 1500 items which map the liberation activities of Pilsen and South – West Bohemia by the US Army in May 1945 in a broader historical context. We also offer lectures and educational programmes for schools about the history of the Second World



60–120 minutes  
(varies according to client's needs)



The group up to 15 people  
25 € / 1 hour in a foreign language



The group up to 25 people  
40 € / 1 hour in a foreign language

(the prices may change according to the actual exchange rate)

**For groups  
starting at 25 €**

## J. K. Tyl Theatre

The Theatre of J. K. Tyl currently consists of four theatre ensembles and it offers unique, first-class experiences. The theatre shows traditional theatre performances as well as modern performances of current production. It is situated in two main locations. Each of them offers different experience to its visitors. The magnificent building of the Great Theatre was built in the New-Renaissance style in 1902 and it breathes with traditional theatre atmosphere full of grace. The New Theatre which was the largest investment part of the project Pilsen – European Capital of Culture 2015, uses the most modern and high-tech theatre technologies in the Czech Republic and in that way it provides a superb spectacle. At the time when there is no performance in the theatre, both theatre buildings can be visited during a guided tour.

[www.djkt.eu](http://www.djkt.eu)



## A Selection of Cultural Events in 2017

- **Festival BLIK BLIK** (March)

The historical city centre and the buildings in the adjacent streets will be brought alive again by means of a video-mapping and various light installations. A romantic walk in the streets of Pilsen can be arranged in any season of the year. However, the unique atmosphere of the BLIK BLIK Festival comes to Pilsen once a year only. [www.depo.2015.cz](http://www.depo.2015.cz)

- **Smetana Days** (March)

The international festival of classical music belongs among the most significant cultural events in the city of Pilsen. The festival is organized by the Pilsen Philharmonic Orchestra which invites both foreign and Czech stars of classical music to perform in Pilsen. [www.smetanovskedny.cz](http://www.smetanovskedny.cz)

- **Majáles** (April)

Celebration of student life and the coming spring. [www.plzen.majales.cz](http://www.plzen.majales.cz)

- **Liberation Festival** (May)  
Pilsen is the only large city in the Czech Republic which annually remembers the events at the end of the WWII and the liberation of the city by the American Army in May, 1945. The festival lasts for several days and it includes varied cultural programme featuring also a parade of historical army technology during the Convoy of Liberty. [www.slavnostisvobody.cz](http://www.slavnostisvobody.cz)
- **Fresh Festival** (May)  
The Fresh Festival is the largest gourmet festival (formerly the name Apetit Festival was used) in the area of the Western Bohemia and it is visited by thousands of people every year. Many great chefs will introduce their art to you so that you can taste interesting specialities from all around the world which you probably will not cook at home. [www.festival.fresh.iprima.cz](http://www.festival.fresh.iprima.cz)
- **Metal Fest** (June)  
Festival of metal music. [www.metalfestopenair.cz](http://www.metalfestopenair.cz)
- **International Folklore Festival CIOFF** (June)  
Czech, as well as international folklore groups and guests from the whole world will play musical instruments and dance in the city centre. Come and see that folklore art is still alive. [www.mffplzen.eu](http://www.mffplzen.eu)
- **Historical Weekend** (June)  
The weekend festival will help you travel back in time into the period of knights' fights. You can look forward to many theatre and music performances, traditional fair full of jugglers, magicians and handcraft shows. For the Saturday evening a parade of ghosts is arranged. [www.nadace700.cz](http://www.nadace700.cz)
- **Gambrinus Day** (June)  
Celebration of Gambrinus Brewery foundation anniversary. The city centre will be transformed into one big beer garden. [www.gambrinus.cz/gambrinusden](http://www.gambrinus.cz/gambrinusden)
- **Skupova Plzen** (June)  
The festival is an extraordinary parade of professional puppet and alternative theatre which is linked to the long tradition of puppeteering in Pilsen. Within the biennale many theatre ensembles from foreign countries as well as from the Czech Republic will perform. [www.divadloalfa.cz](http://www.divadloalfa.cz)
- **Vivid Street Festival** (July–August)  
The multi-genre open-air festival in the city centre offers a lot of opportunities for fun for all age groups. The festival lasts for three weeks and the music and theatre performances are for free-of-charge. The Vivid Street Festival includes a festival of street theatre in the first half of July (July 11th – 13th). Tens of concerts of the main music part of the festival will take place in the middle of August (August 15th – 21st). The Vivid Street Festival is finished by the Soup Festival on the first Sunday in September. [www.zivaulice.eu](http://www.zivaulice.eu)
- **Summer Baroque Festival** (July–August)  
The festival will take place at many baroque monuments in the Pilsen region. The unique atmosphere of the period will be enhanced by a rich cultural program. [www.zapadoceskebaroko.cz](http://www.zapadoceskebaroko.cz)
- **Sun in the Glass** (September)  
The traditional annual festival of small breweries which takes place in the area of the Brewery in Cernice introduces a number of small breweries of Czech as well as foreign origin. [www.slunceveskle.cz](http://www.slunceveskle.cz)
- **Treffpunkt** (October)  
The festival of Czech – Bavarian cultural cooperation offers interesting events across various genres. [www.depo2015.cz](http://www.depo2015.cz)
- **Pilsner Fest** (October)  
The Pilsner Fest is a celebration of Pilsen beers Pilsner Urquell and Gambrinus which is completed by great musical performances. [www.pilsnerfest.cz](http://www.pilsnerfest.cz)
- **Celebration of the Republic Foundation and DEPO Street Food Market** (October 28<sup>th</sup>)  
A whole-day celebration with free-of-charge or price-advantageous entrance fees of 28 CZK for many sights in the city. In the area of the DEPO2015 there will be a street food festival with the fast food stands from all around the world. [www.plzen.eu](http://www.plzen.eu)
- **Christmas Market** (December)  
Pilsen Christmas Market offer romantic atmosphere filled with the smell of hot wine, punch and freshly baked Christmas sweets. Furthermore, it is completed by an interesting cultural programme and live nativity scene. [www.trhy-plzen.cz](http://www.trhy-plzen.cz)

Visit  Pilsen



## Pilsen-TOURISM

náměstí Republiky 41, 301 00 Plzeň  
The Czech Republic  
E-mail: [info@visitpilsen.eu](mailto:info@visitpilsen.eu)  
Phone: +420 378 035 330, +420 602 426 674

[www.visitpilsen.eu](http://www.visitpilsen.eu)