

# Prague City Tourism

Official tourist website and e-shop



# Prague City Tourism



**An extensive web and e-commerce solution for the capital city of Prague as a tourist destination, and an on-line order management system.**

|                       |   |
|-----------------------|---|
| Customer:             | <b>Prague Information Service – Prague City Tourism</b>           |
| Collaboration period: | <b>since the year 2009</b>  |
| Realisation:          | <b>FG Forrest, a.s.</b>   |
| Project:              | <b>Official tourist website and e-shop for visitors to Prague</b> |
| Completion date:      | <b>Completion planned for the year 2020</b>                       |

## About the client

Prague City Tourism (formerly Prague Information Service) is a modern state-funded organisation of the capital city of Prague. Its mission is to care for the development of both domestic and international tourism.

## Original solution, and motivation for changes

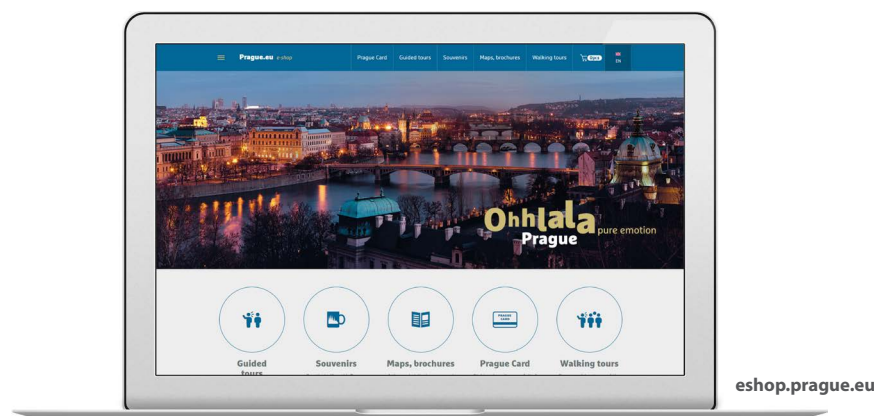
In the year 2009, we took over the administration of the original web solution. Since then we have been continuously analysing the project and moving it forward, as well as setting increasingly higher goals which we are managing to fulfil. In the year 2014, we performed an extensive redesign of the entire web solution, and the official

tourist portal of the capital city of Prague, [www.prague.eu](http://www.prague.eu), saw the light of day for the first time. One year later we launched the e-shop ([www.eshop.prague.eu](http://www.eshop.prague.eu)) and, simultaneously with it, a new online sales system for tourist information centres.

The main reasons for the redesign were obvious – the original web solution was gradually becoming obsolete, and no longer accommodated the client's changing requirements. The administration of the information system was complicated, the operating costs were too high, and the entry of sales was inefficient and long-winded. All of the sales took place only in the information centres, which suited neither Prague City Tourism nor the customers.

## Project objectives

- create a graphically clean, functional and clearly arranged website
- increase the number of new visitors to Prague, both from the Czech Republic and from abroad
- increase access from foreign visitors
- increase the average visit duration (i.e. attractive, trustworthy content)
- gradual replacement of the original information system
- reduction in costs arising from the operation of the original information system
- reduction in administrative costs
- increase of conversion ratio
- increase of the number of orders in the e-shop
- make work easier for information centre employees



# Benefits



**70 %**

of website visitors  
come from abroad



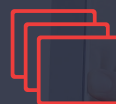
**20+**

language versions  
of the website



**3x**

longer visits to the website



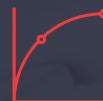
**3x**

more orders



**75 %**

of customers order online



**217 %**

increase in online orders



## Solution

In 2014, on the basis of monitoring and evaluating analyses, the tourist portal of Prague underwent several major adjustments and was expanded with a number of new functions. Thanks to complete interlinking of data sources we offer users the content related to what they are currently viewing. Therefore, the portal will now offer them much more of Prague than ever before, and in a much broader context.

The website helps and inspires both foreign tourists and Prague residents. It contains a large amount of information about historical sights, accommodation, restaurants and events, with the option of planning outings online.

The development of various language versions of the website was clearly the right step. They are comprehensive and attractive, thereby motivating the user to stay on the website longer.

Thus, with the e-shop and option for online orders, a new and widely used sales channel was created. More products are sold, while the information centre employees' workload hasn't changed. The e-shop is so clearly

arranged and user-friendly that even seniors enjoy using it. It is this very 65+ age group which has the highest conversion ratio, i.e. 12.6%.

## Target groups

- mainly foreign tourists
- Czech visitors
- partly also Prague residents

## Technological solution

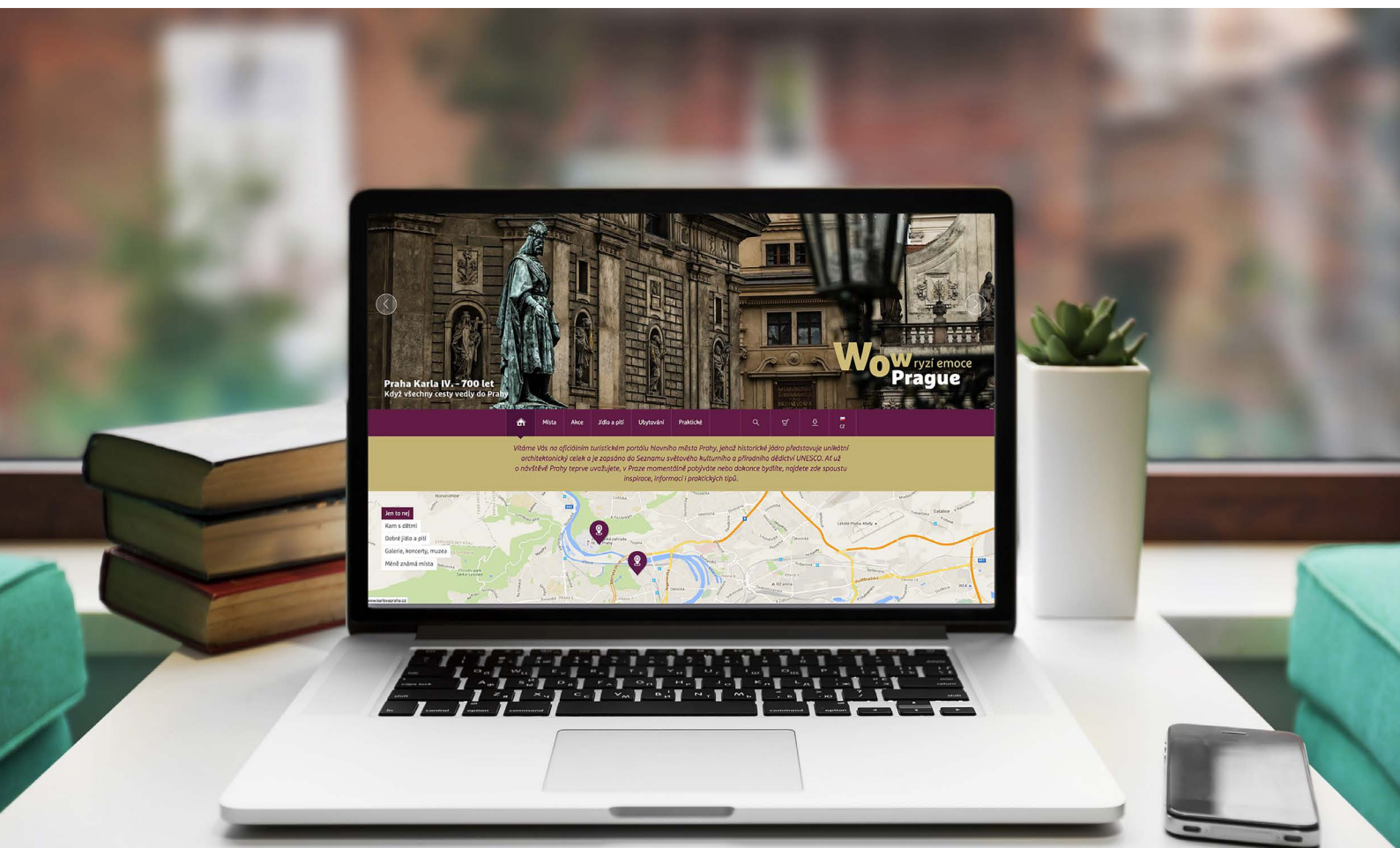
- the website is fully responsive, because tourists often look for information on their mobile devices
- data for the events calendar is downloaded from several sources
- thanks to the huge number of events and the intuitive search for them, a large number of Prague residents also visit the website
- simple frontend editing is possible thanks to the Edee CMS editorial system

- the sales channel is built on the expanded Edee Shop CMS system
- My Trip – the visitor can compile their own itinerary for their stay in the city

## Results

**Thanks to the launch of the new website and e-shop, we've managed to:**

- increase awareness for Prague, as well as interesting places and events
- inspire tourists to visit the Czech metropolis
- replace the original sales software and reduce the high costs arising from its operation
- reduce administrative costs
- make work simpler for information centre employees
- facilitate the purchase of products (tickets, tours, etc.) and accelerate the purchase process
- increase the number of completed transactions
- increase the conversion ratio across all age groups





### **What is the client saying about the project?**

*“Our services and products are easily accessible, both for citizens of the Czech Republic and for interested persons around the world. The web solution enjoys great popularity among users; this also applies for the e-commerce solution, which has not been in service as long. The e-shop was tailor-made according to our company’s requirements, which is why we can continuously develop it without incurring high costs. ROI was achieved after two years of operation. This year (2017), the conversion ratio reached 7.5 %, and it is constantly increasing. The fact that the e-shop is linked to the [www.prague.eu](http://www.prague.eu) tourist portal is also a major advantage. Our collaboration with the FG Forrest internet agency is truly beneficial for us.”*

**Mr. Petr Soukup, Bc.**

*Head of the ICT Department of Prague Information Service – Prague City Tourism*

## About FG Forrest

**FG Forrest is a web agency established in the Czech Republic in 1996.**

We specialize in technically sophisticated web solutions and produce comprehensive websites, e-shops and intranets. The solutions, though based on precise computer know-how, have a human side. We combine technology with creative and meaningful content. Tailor-made products, professional approach, guaranteed support and monetisation of digital solutions are the reasons why FG Forrest has for a long time worked with CEZ GROUP, Komerční banka, Prague International Marathon, AC Sparta Praha or Fraus Publishing to name a few examples.

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