Executive Summary

Brno Tourism Development Programme 2026–2028

Conference, Event and Group Tourism

Introduction

Brno is entering the 2026–2028 period with an exceptional opportunity to strengthen its position among Central Europe's leading event tourism destinations. The opening of T Arena and the Janáček Cultural Centre will significantly expand the city's capacity to host cultural, sporting, social and professional events of international significance.

The city already has a high-quality, well-established range of services for individual leisure visitors, developed over many years by TIC BRNO. The greatest potential for further development, however, lies in cultural and sporting events, conferences and congresses, scientific and academic events, and organised group tourism. It is in these areas that Brno can significantly increase the economic benefits generated by tourism, support local businesses, encourage visitors to stay longer and strengthen its brand in both domestic and international markets.

The Programme is therefore not another marketing strategy. Instead, it focuses on establishing an effective framework for cooperation between the city (Marketing and Tourism Department, TIC BRNO, Brno Convention Bureau, Culture Department and Sports Department), cultural institutions, sports organisations, universities, event organisers and the business sector.

Analysis – Key Findings

The analysis confirmed that Brno has no shortage of attractive events or visitors. The main challenge is the lack of a unified approach to the strategic management and coordination of event tourism, with the roles of key stakeholders – particularly Marketing and Tourism Department (MTD), TIC BRNO and Brno Convention Bureau – not always clearly defined.

The main issues identified are:

- There is no unified system for managing event tourism or a clearly defined governance structure;
- The roles of the individual stakeholders (MTD, TIC BRNO, Brno Convention Bureau, Culture Department and Sports Department) are not always clearly defined;
- Cultural, sporting and conference (MICE) events are managed separately;
- There is no unified data system or shared calendar of major events;
- The city does not currently have a systematic way of assessing the economic impact of events;
- Visitors often come to Brno solely to attend an event and then leave without staying overnight;
- The visitor journey before, during and after an event is not yet sufficiently developed;
- Organised groups face logistical and information barriers, while there is no single point of contact.

At the same time, the analysis confirmed **a number of strengths:**

- Brno's strong cultural, academic and innovation identity;
- High-quality infrastructure for hosting events (BVV, hotels and conference facilities);
- The city's growing reputation as a centre of science, innovation and the creative industries;
- Well-established destination management and experienced organisations (TIC BRNO and Brno Convention Bureau);
- A strategic location between Prague, Vienna and Bratislava;
- High-quality gastronomy and strong potential for experiential tourism.

Vision 2028

By 2028, Brno will be a city that systematically brings together culture, sport, science, conferences and tourism into a clear and coherent visitor offer. Events will no longer be viewed simply as standalone occasions, but as strategically managed opportunities to attract new visitors, encourage them to stay longer, increase the economic benefits for local businesses and strengthen Brno's image as a vibrant, smart, cultural and open European city.

In a competitive Central European environment, Brno will position itself as a destination for smart meetings – a city where science, culture and sport combine to create an authentic setting for international conferences, festival experiences and major European sporting events.

Programme Mission

The mission is based on **five specific commitments:**

1. Clearly define the roles of MTD, TIC BRNO, Brno Convention Bureau and other key partners in relation to events and visitors;
2. Introduce a system for selecting priority cultural and sporting events and conferences that the city will actively work with from a tourism perspective;
3. Establish a unified data model for monitoring visitor numbers, visitors' places of origin, overnight stays and subsequent behaviour in the city;
4. Remove barriers to group tours and assess their value and importance for the City of Brno through research and data;
5. Strengthen the management of the city's visitor economy through better coordination, data-driven management and the gradual monitoring of the economic benefits of tourism.

Strategic Objective 1
Establish a Clear System for Managing Event Tourism

A well-functioning system of cooperation will be established between MTD, TIC BRNO, Brno Convention Bureau, Culture Department, Sports Department, universities, event organisers and the business sector. MTD's role will be primarily strategic, coordinating and data-focused, rather than that of a direct event organiser.

What Will Change:

- A permanent working platform led by the city and its organisations will be established;
- The responsibilities of the individual stakeholders will be clearly defined;
- A shared calendar of priority events will be created;
- The city will have a regular mechanism for coordination and evaluation.

Strategic Objective 2
Establish a System for Working with Priority Events

Brno will not support all events in the same way. In cooperation with MTD, TIC BRNO, Brno Convention Bureau, Culture Department and Sports Department, the city will establish a system for identifying the cultural, sporting and conference events that bring the greatest benefits to tourism and the city's economy.

What Will Change:

- A list of priority cultural events will be created;
- A list of priority sporting events will be created;
- A list of priority conferences and professional events will be created;
- City support will be more closely linked to the actual benefits generated by individual events.

Strategic Objective 3
Increase the Contribution of Events to the City's Visitor Economy

The aim will not simply be to attract visitors to an event, but to encourage them to stay longer and spend more in the city.

What Will Change:

- An Event Visitor Journey standard will be developed for priority events;
- Visitors will be better connected with the city's restaurants, hotels and attractions;
- More visitors will stay overnight;
- Events will generate greater economic benefits for local businesses.

Strategic Objective 4
Introduce a Data Model for Event and Group Tourism

Brno will begin to work systematically with data on visitor numbers, overnight stays, economic benefits and visitor behaviour, both for events and organised groups.

What Will Change:

- A minimum data standard will be introduced for major events;
- An annual report entitled "Events and Tourism in Brno" will be published;
- The city will have a stronger evidence base for data-driven decision-making;
- It will be possible to assess the return on public investment more effectively.

Strategic Objective 5
Provide Effective Core Services for Organised Groups

The aim is not to dramatically increase the number of coach groups, but to remove barriers that may make Brno seem difficult to navigate or organise programmes in for group visitors.

What Will Change:

- A single point of contact will be designated for organised groups;
- Information on coach transport and parking will be made clearer and more accessible, including through a coach logistics guide;
- A B2B webpage will be created for travel agencies, transport operators and other organisers;
- The city will obtain data on the actual importance of the group tourism segment.

Cross-Cutting Theme: Event Sustainability

During the 2026–2028 period, the Programme will also address the sustainability of event tourism. The focus will be on gradually developing the discussion and identifying a realistic model for Brno, rather than introducing new obligations for event organisers. By the end of 2026, MTD, in cooperation with Brno Convention Bureau, will organise the first round-table discussion on this topic, bringing together event organisers, representatives of the hotel and catering sectors, and local residents.

What Will Be Different in 2028?

Brno will have:

- A clearly defined system for managing event tourism, with established roles for MTD, TIC BRNO, Brno Convention Bureau, Culture Department and Sports Department;
- A list of priority cultural, sporting and conference events;
- A shared calendar of major events;
- A unified data model and regular monitoring of the economic benefits of tourism;
- An Event Visitor Journey standard and stronger links between events, restaurants, hotels and city services;
- Effective core services for organised groups;
- A stronger position among European cities in cultural, sporting and conference tourism;
- A stronger capacity to harness the potential of T Arena and the Janáček Cultural Centre.

The 2026–2028 programming period is deliberately conceived as a pilot and development phase. The aim is not to achieve an immediate dramatic increase in visitor numbers, but to establish an effective system, collect data and test different approaches as the basis for a follow-on programme after 2028.

Above all, the Programme marks a shift from individual activities to a long-term, coordinated approach that will make better use of the potential of events to support Brno's economy, tourism sector and city brand.

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2026