



Press trips 2026

Group press trips

The festival of light “Blik blik”

19 – 21 March (Thu – Sat)

The popular BLIK BLIK light festival was first launched in 2015 as part of the title European Capital of Culture. It annually takes place in various locations right in the streets of Pilsen and attracts visitors to attractive light installations and contemporary digital art from artists from all over the world.



- 19. 3.
 - Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
 - Guided city tour including the visit of the St. Bartholomew's Cathedral
 - Guided tour of the [Adolf Loos interiors](#)
- 20. 3.
 - Visit of the [Bohemia Sekt](#) Factory in Starý Plzenec – tour of the production facilities of Czech sparkling wine, wine tasting
 - Visit of the [Ethnografic Museum of Pilsen Region](#)
 - Programme of the festival of light
- 21. 3.
 - [Pilsner Urquell Brewery](#)
 - Guided tour of the [Great Synagoge](#)
 - End of the press trip after lunch

Palatine Forest and Chodsko

26. - 29. May (Tue – Fri)

Head to the region where the natural beauty of the Upper Palatine Forest and the rich traditions of Chodsko meet. You will discover unique historical monuments, picturesque landscapes, authentic folk customs and taste local specialties.



- 26. 5.
 - Riding school in Světlce – the second largest riding school in Central Europe, built for Prince Windischgrätz
 - Chodovar brewery – brewery, museum, beer tasting, famous beer spa
 - 27. 5.
 - short hike to Gutštejn castle
 - Na Kole Mine near Domažlice – a mine where mica was mined
 - Chodsko region – unique ethnographic region, gastronomy (famous Chod cakes), crafts, Museum of Technology and crafts in Koloveč
 - 28. 5.
 - Resort Český les – modern accommodation in the heart of The Bohemian Forest nature.
 - 29. 5.
 - Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery Visit
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Group press trips

Pilsner Fest

2 – 4 October (Fri – Sun)

Pilsner Fest is the highlight and traditional festival offering the freshest Pilsner Urquell beer, concerts of the best Czech bands and an abundant accompanying programme.



- Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
- 2. 10. • Guided city tour including the visit of the St. Bartholomew's Cathedral + Guided tour through [Adolf Loos Interiors](#)
• [Beer spa in Purkmistr](#) + dinner at restaurant Purkmistr
- 3. 10. • [Pilsen Historical Underground](#)
• Visit of the observation tower [Krkavec](#)
• [Pilsner Fest](#) individually (different music bands, beer toast, food tasting, etc). www.pilsnerfest.cz
- 4. 10. • [Pilsner Urquell brewery](#)
• End of the press trip after lunch

Pilsen in Christmas time

4 – 6 December (Fri – Sun)

During the Advent period, Pilsen has a totally different look, enjoy its unique atmosphere at the time. The Christmas tree lights up on Republic Square and the surroundings are enveloped in the omnipresent aroma of mulled wine and cinnamon.



- 4. 12. • Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
• Guided tour of the historic city centre – special Christmas themed tour in the decorated and illuminated city centre.
Free time in the Christmas market.
• Guided tour of the [Adolf Loos interiors](#)
• Taste of Czech Christmas traditional cuisine
 - 5. 12. • [Pilsen Urquell Brewery](#) – tour and beer tasting
• Free time for the visit of the [Puppet Museum](#) and [Museum of West Bohemia](#)
• Czech Christmas habits (decoration of Christmas cookies),
• Purkmistr – beer spa
 - 6. 12. • Visit of the [Ethnografic Museum of Pilsen Region](#)
• [Pilsner historical underground](#)
• End of the tour after lunch
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Individual press trips in Pilsen

We also have a special offer for individual or family press trips. We can arrange a tailor-made programme according to your requirements, including accommodation and admissions.

1. Pilsen Beer Culture – Tradition & Modern Craft Breweries



Pilsen is the birthplace of the world-famous Pilsner lager. The press trip combines the city's brewing tradition with its vibrant contemporary beer scene, including visits to iconic and modern breweries such as [Pilsner Urquell](#), [Raven](#), and [Elektrárna](#).

Also included:

- [Purkmistr Beer Spa](#)
 - [Historical Underground](#)
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2. Historical and Cultural City Centre



The historical heart of Pilsen offers a rich mix of architecture, history, and culture. This theme presents Pilsen as a compact, walkable city ideal for a cultural city break. The programme may include:

Also included:

- [St. Bartholomews Cathedral](#)
 - Republic Square
 - [The Great Synagogue](#)
 - Selected [galleries](#) and [museums](#)
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3. Gastronomy and Local Products



Pilsen's culinary scene reflects Czech traditions enriched by modern influences. The programme may include:

- Traditional Czech cuisine with a contemporary twist
 - Local and regional products (Traditional markets)
 - Workshop in the [Ethnographic museum of the Pilsen Region](#) or the [Museum of West Bohemia](#)
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Individual press trips in Pilsen

4. A Modern City with a Vibrant Cultural Life



Beyond its historical heritage, Pilsen is a lively, creative city. The programme may include:

- Cultural and music festivals (seasonal), for example [Blik blik](#), [Sun in the Glass](#) or [Pilsner Fest](#).
- Street art and creative districts, such as [Moving Station](#)
- [DEPO2015](#) as a symbol of urban regeneration and creative industries

5. Family-Friendly Destination



Pilsen is also an attractive destination for families with children, offering a wide range of educational and fun activities, including:

- [Techmania Science Center](#)
- [Pilsen Zoo](#)
- [Puppet Museum](#)
- [DEPO2015](#)

Individual press trips of the Pilsen Region

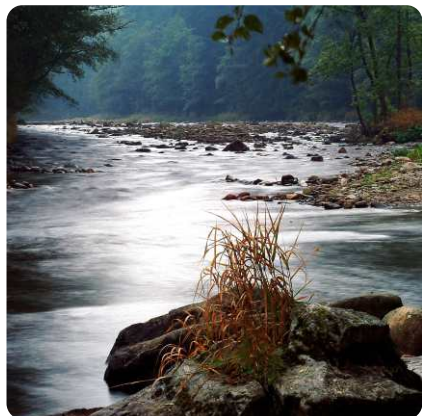
6. Cycling in the Pilsen Region



A diverse network of cycling routes, ranging from easy riverside paths to more demanding trails in the Šumava Mountains, the Bohemian Forest and the Brdy Highlands. Routes can be combined with lookout towers, castles, natural attractions and gastronomic stops. High-quality signage and good facilities for cyclists are a matter of course.

Individual press trips of the Pilsen Region

7. Hiking and Nature Experiences in the Pilsen Region



Peaceful hiking trails through forests, mountains and river valleys. Long-distance routes such as the Vintíř Trail and the historic Golden Trail are complemented by viewpoints, castle ruins and protected natural areas. Ideal for slow travel and authentic outdoor experiences.

8. Beer and Gastronomic Traditions of the Region



A strong beer heritage complemented by regional breweries and honest Czech cuisine based on local ingredients. The range of experiences is enriched by tastings, brewery tours and even unique beer spas in Chodová Planá.

Changes of programme reserved.

The press trip includes accommodation in 3* or 4* hotel, full board, guide, transportation during event.

Information and booking for Pilsen:

PILSEN – TOURISM
Anita BRETTSCHEIDEROVÁ

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Information and booking for the Pilsen Region:

Pilsen Region Tourist Board
Filip BERÁNEK

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Important, please note:

- 1) We kindly ask you to mention and/or link our official tourist websites of City of Pilsen www.visitpilsen.eu in the article and use hashtags: @visitplzen, #visitplzen, @visitcz, #visitczechia, @turisturaj, #turisturaj
 - 2) Travel insurance is not included. Please, arrange your travel insurance.
 - 3) The press trip is organized and funded by the Pilsen – Tourism and the in the cooperation with the CzechTourism and local partners.
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