

Press trips 2024



PILSEN REGION

Visit  Pilsen



22 – 24 March (Fri – Sun) The festival of light “Blik blik”

The so-called BLIK BLIK Festival of Light and Art is one of the largest festivals of its kind in the Czech Republic. It takes place annually at various locations right in the streets of Pilsen and attracts visitors to unique light installations and contemporary digital art by artists from all over the world.

- 22. 3. Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
Programme of the festival of light
Pilsen – Guided tour of historic city centre
(The Great Synagogue, St. Bartholomew Cathedral, Republic Square, [Adolf Loos Interiors](#))
[Purkmistr Beerspa](#)
- 23. 3. [Pilsner Urquell Brewery](#), Brewery Museum, Historical Underground
[DEPO2015](#)
[Puppet museum](#)
- 24. 3. End of the press trip after lunch, departure to the airport

Visit **Pilsen**



3 – 5 May (Fri – Sun) Pilsen Liberation Festival

Pilsen was liberated by the US Army on May 6th 1945. In memory of this event, the city annually holds the Liberation Festival. Come to enjoy vibes of the city returning to the happy days of the end of the war.

- 3. 5. Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
Pilsen – Guided tour of historic city centre
(The Great Synagogue, St. Bartholomew Cathedral, Republic Square, Adolf Loos Interiors)
- 4. 5. Programme of Pilsen Liberation Festival – military camps, memorial meetings at the WWII memorials, cultural program – music, dance, beer (www.liberationfestival.cz)
Guided Tour of [Patton Memorial Pilsen Museum](#)
- 5. 5. Convoy of Liberty – Military historical vehicles and equipment
Pilsner Urquell Brewery, Historical Underground
- 5. 5. End of the press trip in the afternoon, departure to the airport

Visit **Pilsen**



14 – 17 May (Tue – Fri) Wild west

Embark on an enriching journey through the untamed landscapes, rich history, and timeless traditions of the western part of the Pilsen Region, culminating in an unforgettable experience at a renowned beer spa.

- Riding school in Světlce – the second largest riding school in Central Europe, built for Prince Windischgrätz
- Přímá – ruin of the oldest known stone castle in Czech Republic
- Chodovar brewery – brewery, museum, beer tasting, famous beer spa
- Resort Český les – modern accommodation in the heart of The Bohemian Forest nature
- Čerchov – lookout tower
- Chodsko region – unique ethnographic region, gastronomy (famous Chod cakes), crafts, Museum of Technology and crafts in Koloveč.
- Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery Visit



24 – 7 June (Tue – Fri) From adrenaline through beautiful nature to pilgrimage trail

Uncover the allure of verdant mountains, where the grass is imbued with an unparalleled vibrancy, complemented by the grandeur of majestic castles and a captivating pilgrimage trail.

- Šumava mountains – cycling trips and hikes in Šumava Mountains
- Srní Visitor centre with the wolf enclosure
- Offpark (adrenaline park) you can try off-road scooters or rope park
- Town of Sušice, city centre, Mechanical Christmas Crib
- Castle Kašperk (3,5km) – medieval castle placed at the foot of the Šumava National Park
- Castle Rabí visit – the largest castle ruin in Bohemia
- Pilgrimage trail of St. Günter – The Czech-Bavarian St. Günter trail is a long-distance walking pilgrimage trail that connects important places connected with the medieval pilgrim and first inhabitant of Šumava
- Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery Visit



28 – 29 June (Fri – Sat) Night with the opera

Closing the theatre season with an open-air opera has been a tradition of the [Josef Kajetán Tyl Theatre](#) since 2015. The aim of the event is to present the opera in its full monumentality and to offer an unusual and extraordinary experience in the environment of a natural amphitheatre. You can look forward to Bedřich Smetana's festive opera Libuše, written on the occasion of the opening of the National Theatre.

28. 6. Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
Pilsen – Guided tour of historic city centre (The Great Synagogue, St. Bartholomew Cathedral, Republic Square, Adolf Loos Interiors)
Amphitheatre Plzeň Lochotín – opera Libuše
29. 6. Pilsner Urquell Brewery – visit and beer-tasting
Pilsner historical underground
End of the press trip in the afternoon, departure to the airport



19 – 23 August (Mo – Fri) From baroque monuments to the beer tradition

Indulge in a sensory delight as you savor the unique symbiosis of historical baroque architectural gems seamlessly intertwined with the contemporary artistry of Czech beer.

- Museum of Northern Pilsen Region in Mariánská Týnice – a former pilgrimage place belonging to the nearby monastery in Plasy
- Monastery in Plasy – the Former Cistercian Abbey of the Assumption of the Virgin Mary
- Manětín chateau – Baroque pearl of West Bohemia
- Microbrewery Knížecí in Plasy
- Rabštejn nad Střelou – short hike around the smallest city in the central Europe
- Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery and Pilsen Historic Underground Visit





10 – 13 (Tue – Fri) September From the WWII to the Iron Curtain

Take heed of a historical retrospective, traversing through pivotal events such as World War II, the liberation of the Pilsen Region by the US Army, and the era of the Iron Curtain.

- The Museum on the Demarcation Line in Rokycany – the biggest non-state museum in the Czech Republic. Its founder and operator is the Czech army land forces foundation
- The Iron Curtain Museum in Rozvadov and DEPOT JAVOR 51 the only nuclear weaponry depot in the world open for public.
- Educational trail – Secret Defence of the Iron Curtain – Debrník – Železná Ruda trail
- Patton Memorial Pilsen – the exposition at Patton Memorial Pilsen commemorates the historic events that took place at the end of the Second World War. Guided tour of historic city centre of Pilsen and Pilsner Urquell Brewery Visit
- Brdy – former Military Training Area



13 – 15 September (Fri – Sun) Microbreweries, Festival Sun In The Glass

The festival of microbreweries Sun in the Glass (www.slunceveskle.cz) takes place in the microbrewery Purkmistr in the area of Pilsen – Černice. The whole press trip is devoted to the beer.

13. 9. Beginning of the press trip at at 3 or 4 p.m. (depending on arrivals)
Guided tour of the historic city centre including visit of Patton Memorial Pilsen Museum
Beer spa in Purkmistr + dinner at restaurant Purkmistr
14. 9. Guided tour through Adolf Loos Interiors
Festival Sun in the Glass (beer-tasting of various microbreweries, beer programme, interviews with beer masters) www.slunceveskle.cz
15. 9. Pilsner Urquell Brewery – visit and beer-tasting
Pilsner historical underground
End of the tour on Sunday after lunch

Visit Pilsen



4 – 6 October (Fri – Sun) Pilsner Fest

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

4. 10. Beginning of the press trip at 3 or 4 p.m. (depending on arrivals)
Guided tour of the historic city centre (Great Synagogue, St. Bartholomew Cathedral, garden circle, Republic Square, Adolf Loos Interiors, etc.). Dinner in a typical Czech restaurant with Pilsner Urquell beer.
5. 10. Pilsen Region – Starý Plzenec (Bohemia Sekt – tour of the production facilities of Czech sparkling wine, wine tasting), Radyně castle, St. Peter and Paul rotunda
Pilsner Fest individually (different music bands, beer toast, food tasting, etc). www.pilsnerfest.cz
6. 10. Pilsner Urquell brewery with beer tasting in the cellars, Pilsen Historical Underground www.prazdrojvisit.cz
After lunch end of the tour

Visit Pilsen



6 – 8 December (Fri – Sun) Pilsen in Christmas time

During the Advent period, Pilsen has a totally different look, enjoy its unique atmosphere at the time.

- 6. 12. Beginning of the tour at 3 or 4 p.m.
Guided tour of the historic city centre – special Christmas themed tour in the decorated and illuminated city centre. Free time in the Christmas market.
- 7. 12. Adolf Loos Interiors, the Puppet Museum and Museum of West Bohemia, Franciscan monastery and its museum
Czech Christmas habits (decoration of Christmas cookies, etc.), free time at the Christmas market
Purkmistr – beer spa, visit of the microbrewery
Taste of Czech Christmas traditional cuisine
- 8. 12. Pilsen Urquell Brewery – tour and beer tasting
Pilsner historical underground
End of the tour after lunch

Visit 

Changes of programme reserved.

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

Information and booking:

The festival of light “Blik blik”
Pilsen Liberation Festival
Microbreweries, Festival Sun In The Glass
Pilsner Fest
Pilsen in Christmas time

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This programme is organized and funded by Pilsen – TOURISM, the Pilsen Region and CzechTourism.

Information and booking:

Wild west
From adrenaline through beautiful nature to pilgrimage trail
From baroque monuments to the beer tradition
From the WWII to the Iron Curtain

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