

## **Abstract**

In today's global landscape, cities and regions are increasingly competing for investments, tourists, and talent, prompting the adoption of multi-dimensional branding strategies beyond tourism promotion. City branding has emerged as a means to enhance the overall image and attractiveness of cities. Despite growing academic interest in city branding, a research gap exists, specifically in the case of Prague, where the international perception does not align with the progressive transformation of the city. The case study of the City of Prague is explored to examine its city branding efforts, uncover the most pressing challenges and provide possible solutions through a combination of content analysis of key strategic documents and semi-structured interviews with key stakeholders. Findings reveal a discrepancy between Prague's desired image and its branding efforts, hindered by a lack of clear leadership, political interest, coordination and long-term strategic vision. Addressing these challenges will be crucial for Prague to build a distinctive and successful city brand. Establishing clear leadership, engaging political stakeholders early in the process and defining clear and measurable objectives are among the potential solutions to bridge the gap between Prague's desired image and its branding efforts.