The Best of Moravia
A new holiday experience in the Czech Republic!

Moravian Amber Trail

This project is co-financed by the European Union and the Region of Zlín
The Czech Republic, consisting of Bohemia, Moravia, and Silesia, is a land full of historic treasures, cultural heritage, and natural beauty. Among its jewels are of course the capital Prague, “city of a hundred towers”; the spa town of Karlovy Vary, Castle Karlštejn, Český Krumlov, Brno, Olomouc, and a number of other places.

Moravia is a land with a glorious history, a land rich in cultural and natural wealth, with an array of historical places, several of which are on the UNESCO World Heritage List. To the south it borders with Austria, with its capital city of Vienna just 130 km from Brno. The same distance from Brno to the southeast is the Slovak capital of Bratislava. To the north of Moravia and Silesia lies Poland.

Please accept our invitation to discover the diverse beauty of this wonderful country.

The Moravian Amber Trail

Moravian wine, tradition, and folk culture, UNESCO heritage sites, spas and relaxation, winter mountain vacations or summertime golf, all this can be experienced by tourists along the Moravian Amber Trail. This exceptional tourist project presents the best Moravia has to offer. The routes take visitors to places like the UNESCO Heritage Sites at the Archbishops' Chateau and Gardens in Kroměříž, or the Wila Tugendhat in Brno, a world-famous landmark of modern architecture; the Lednice-Valtice Area with the largest landscape park in Europe and the magnificent mansions of the Liechtenstein family; or the monumental Holy Trinity Column in the historic center of Olomouc, an urban monument zone second only to Prague. All this and more you can find in beautiful Moravia.

The Moravian Amber Trail leads through the picturesque mountains of the Beskydy, Javorníky, and the White Carpathians, with their flowery meadows and deep forests for walkers from spring to fall and skiers in the winter. Those fascinated by history can tour the impregnable castles of Buchlov, Heřmanův Městec, Starý Jičín, and Hukvaldy that once stood guard along the route. Along the trade route market towns sprung up like Brno, Olomouc, Znojmo, Kroměříž, Uherské Hradiště, or the town of Zlín, famous today for its modern functionalist architecture. There are picturesque medieval towns like Mikulov, Trumau, or Nový Jičín, or the remnants of the long-extinct fortified towns of the fabled Great Moravian Empire. There are places of sacred pilgrimage like Svätý Hostýn, or great religious monuments like the monumental cathedral in Brno or the basilicas on the Holy Hill in Olomouc and in Veletice. The Amber Trails offers something everybody from the youngest to the oldest, children, middle age, or seniors. Those seeking relaxation can find it in the clean mountain spa town of Luhačovice. Among the favorite tourist attractions are the caves of the Moravian Karst and boat rides on their underground rivers, or the outdoor museum in Rožnov pod Radhoštěm, the outdoor archeological museum in Modrá, tours of the historic coal mines of Ostrava, zoological gardens in Zlín, Olomouc, Brno, or Ostrava, the Moravian Regional Museum in Brno, and the many traditional music festivals and folklore events. To liven up the program try tasting some of the exquisite Moravian wines right there in the wine cellar accompanied by traditional Moravian dulcimer music. Or try the opposite tack with a brewery tour or an excursion to the distillery; or take advantage of the chance to do some shopping and sample the Moravian city night life.

Quality accommodation and food services are a matter of course in these times. The many superbly-furnished hotels and pensions will satisfy any level of clientele. Luxurious spa and mountaintop hotels are available, quiet pensions, or recreation centers, and of course restaurants where the master chefs will prepare for you the true delights of Moravian cuisine.

The Moravian Amber Trail – the best of Moravia.
A new holiday experience in the Czech Republic!
Since time out of mind the Amber Trail was guarded by strong and impregnable castles. Castles like Helfštýn, Buchlov, or Hukvaldy were also cultural centers around which grew in the fullness of time rich and beautiful towns. Some of them, such as Olomouc, Kroměříž, or Brno, are today thanks to their unique historical sites entered in the prestigious UNESCO World Cultural Heritage List.

**Olomouc**
One of the most important historical towns in the Czech Republic. It is second only to Prague in the size of its urban monument zone and the richness of its cultural and spiritual tradition. The center of town, with its old town houses and majestic palaces, is dominated by the Renaissance town hall and clock, and Baroque column dedicated to the Holy Trinity. Unique in Central Europe, they have earned Olomouc a place on the UNESCO World Heritage List.

**Brno**
Originally the capital of Moravia, famous for its massive Baroque fort and Spilberk Castle, the walls of which once held one of the most dreaded prisons in the Hapsburg monarchy. The Functionalist Villa Tugendhat was added to the UNESCO World Heritage List in 2001. Even with its many historical monuments Brno is famous today mostly as a modern trade fair center.

**Buchlovice**
The Baroque chateau in Buchlovice is reminiscent of an aristocratic residence in sunny Italy. The magical scenery surrounding it is enhanced by an extensive English park. The chateau includes a fine wine cellar, and in the summer the grounds are graced by a unique exhibit of fuchsias, which are also for sale.

**Kroměříž**
The dominant feature of this historic town is the Renaissance chateau of the Archbishops of Olomouc, with its rare collections of art, its Congress Hall, and the Czar’s Room where Czar of Russia Alexander III met with Emperor of Austria Franz Josef I. Perhaps an even greater treasure is the Chateau and Flower Garden, which has also been declared a UNESCO World Heritage Site along with the chateau for their historical and artistic importance.

**Lednice-Valtice Area**
For centuries the wealthy Liechtenstein family worked to beautify the land between their two major palaces in Valtice and Lednice. This rich history can be seen in the unique ensemble of romantic structures and pavilions, and such follies as an artificial castle ruins. The Lednice palm greenhouse dating from 1845 is another unique monument, directly inspired by the palm house in Kew Gardens. The Lednice-Valtice complex is apparently the largest complex of its type in the world, and thus eminently qualified for the UNESCO List of World Heritage Sites.
Just as merchants long ago traveling along the route between the Baltic and Mediterranean Sea encountered foreign lands, customs, and foods, you too can discover the traditional food and beverages of Moravia. Among the famous specialties this country has to offer are excellent Moravian wines, “slivovice”, or cool golden Czech beer.

Taste and learn!

Wine harvest and festivals
Among the most interesting cultural events in Moravia are the autumn wine harvest and festivals. The largest of these are held in Znojmo, Mikulov, and Uherské Hradiště. A rich cultural program and quality wines bring thousands of visitors to Moravia each year.

Jelínek Distillery Land Vizovice
The R. Jelínek company, which became famous making its popular “slivovice”, is one of the best distillers of fruit liquors in the Czech Republic. During the factory tour you will see for example the giant wooden vats used to make the distillates, and the bottling line used to bottle the distillates when they are ready. At the end of the tour you will have the chance to taste from a broad offering of distillates.

Valtice – collection of the best wines
In the historic cellars of the Valtice chateau you can visit a unique exhibition of the best Moravian and Czech wines awarded the title “Wine Salon of Czech Republic”. The wines, including an IWC London award-winner, can be sampled and purchased on the spot.

Moravian breweries
One of the favorite beverages of people in Bohemia and Moravia is beer, with a long and rich history of brewing. Accept therefore an invitation to one of the Moravian breweries in Čemáň Hora, Uherský Brod, or Brno; each makes a different but still excellent golden brew. You will have the chance not only to become acquainted with the secrets of their production, but to taste the finest types of beer right there in the brewery.

Moravian wine trails
A unique system of bicycle routes takes bicycle tourists and wine lovers around the region of South Moravia, with its charming countryside, picturesque vineyards and wine cellars, and the important historical sites of the region.
You are cordially invited to visit Moravia, where mountains and valleys go together to form an extraordinarily beautiful landscape. The inimitable character of this land offers many opportunities for both summer and winter vacations, that can include hiking, historical places, and simple relaxation. There are many opportunities for sporting activities, from bicycle outings on one of the many biking routes, to rock climbing centers, to horseback riding at a number of local farms. The list is inexhaustible – castles, chateaus, pilgrimage places, architecture from folk to functionalist, traditional crafts, spas, golf, beautiful gardens, vineyards and wine cellars, and wide variety of opportunities for shopping. Come discover the riches of the Amber Trail, and take home an unforgettable experience!

Velké Karlovice
A lovely Wallachian valley, a green paradise; this is Velké Karlovice, a synonym for active vacationing. In the summer there is rock climbing, adrenaline runs on bicycle down the mountain slopes, and quality golf courses. As soon as the snow starts falling there are top-notch ski resorts and trails, and the more courageous can try snow tubing or snowmobiling. For romantics of course there is the ultimate – a wintry ride in a horse-drawn sleigh.

Rožnov pod Radhoštěm
Rožnov’s greatest treasure is its outdoor museum. Here you will re-discover the way of life and traditions of the highland people of Wallachia in mountainous Eastern Moravia. Some 120 rustic buildings show life as it once was, in a wooden village or a mill valley. The area is also the scene of many cultural events the year round, demonstrations of traditional crafts, and local culinary specialties.

Pustevny and Radhošt
Radhošt, Wallacha’s sacred mountain, is protected by the pagan god Radegaut and the Slavonic holy missionaries St. Cyril and Methodius, whose chapel stands on the mountain’s very peak. All year round tourists take the chair lift to the top of Pustevny, and tour the mountain lodges featuring unique Art Nouveau architecture by Dušan Jurkovič. In the winter Radhošt and Pustevny offer ideal conditions for winter sports.

Pálava
Lovers of nature, history, wine, and water will all be gladdened by a visit to the Pálava Hills and surrounding area. In a relatively small territory you can see the white-tailed eagle, wallcreeper, wild irises, visit a stalagmite cave, climb over the ruins of medieval castles, walk between the vineyard rows and taste the refreshing wine in a local cellar, admire the rustic folk architecture, tour the whole place by bicycle, or go swimming at the beach and try your hand at windsurfing.

The Ride of Kings
The oldest and most famous traditional celebration, with fabulous costumes and the young Moravian king, in disguise as a girl, escaping his pursuers as the legend has it – this is the Ride of Kings. Come to Vlčnov to see its most famous reenactment, and taste the delicious local specialties and excellent wine.
The Amber Trail passes through countryside significant not only for its cultural monuments. The real treasure that draws many visitors every year is the gorgeous and in places nearly undisturbed nature and clean air. The spa towns are oases of calm where one can get away from the everyday rush and stress. They were built in those lovely places where healing springs rise to the surface. These waters are sought out by visitors from around the world thanks to the unique composition of the waters and their nearly miraculous healing power. The most famous and most beautiful of these spa towns is Luhačovice. A pleasant atmosphere, comfortable services, and a rich cultural and social life can also be found around spas in Ostrožská Nová Ves, Jeseník, Darkov, and the new spa in Lednice, in the very heart of the Lednice-Valtice Area.

**Jeseník**

Among the most popular spas in Moravia is the Priessnitz Spa in Jeseník. The legendary method of the spa’s founder, along with the salubrious climate and the healing powers of the local springs, help in the treatment of circulatory and respiratory systems, skin disease, and metabolism. The wide range of relaxation and wellness services is complemented by a lively social scene.

**Luhačovice**

The fifteen healing springs that rise in Luhačovice have a literally rejuvenating effect on human health. In combination with the most up-to-date therapeutic and rehabilitation methods they serve to treat respiratory, motor, and disorders of the digestive system and metabolism. The pleasant and picturesque countryside provides a wonderful backdrop to the remarkable spa buildings designed by architect Dušan Jurkovič.

**Lednice**

This modern physical therapy facility in the heart of the Lednice-Valtice area provides complete treatment and rehabilitation services which take advantage of iodine-bromide mineral waters that have beneficial effects on the motor and circulatory system, neurological disorders, as well as gynecologic problems and the effects of burns. Quality accommodation and food service and a wide range of recreation and cultural options are a matter of course.

**Buchlovice-Smradlava**

The Leopoldov sulfur springs near Buchlovice were well known as early as the 16th century. The spa offers five massage baths (bubble and hydro-massage), sauna, a vertical solarium, massage, and steam box. Salt and mud from the Dead Sea is also increasingly popular.
It is not always easy to find a place where adults and children can have fun at the same time. The Amber Trail can take the family where everybody can find what they’re looking for. There is a whole range of possibilities – from visits to museums or outdoor archaeological parks, to adrenaline experiences at the rock climbing center. People who love animals can choose from several zoological gardens in the region. Those of adventurous nature will surely welcome the chance to go back in time and experience the atmosphere of a Western film at a real ranch, or encounter long-extinct species at the dinopark. But this is not all – the beauties of Moravia can be found not only on the surface, but below the earth as well, where you can discover the secrets of deep caves or the enchantment of navigating underground rivers. Come have some safe fun together!

Wandering on horseback
There are many opportunities to admire the beauty of Moravia on horseback. You will encounter lovely natural scenery whether you go to the south to the country of vineyards, forests, and water, or to the north, to the Beskydy, Chřiby, and White Carpathian Mountains, where you are sure to be enchanted by picturesque valleys and beautiful views.

Golf
The Czech Republic offers almost 80 excellent golf courses, the atmosphere of which is enhanced by natural beauty and historical sites. Czech golf means new, high-quality, and well-equipped courses, including accommodation capacity and wellness programs. On the Moravian Amber Trail you will find truly attractive golf courses, many of which were designed by leading international designers.

The Moravian Karst
The natural beauty of the Moravian Karst with its mysterious caves will fascinate visitors of all ages. A walk or a ride though the sunny countryside can be combined with a tour of one of the many local caverns, with their colorful, amazingly-shaped stalactites and stalagmites. It’s worth the time to take a visit to the bottom of the Macocha chasm, and float down the labyrinthine underground river. Children and adults alike will enjoy riding the little train or the funicular to the top.

Zoo Zlín-Lešná
Visitors big and small will be drawn by this unique zoological garden. What’s so unique about it? Here the animals are not in cages, but move freely and safely in their pavilions or enclosures. Walking though the zoo both children and adults alike can become acquainted with more than two hundred typical species of animals from Africa, Asia, Australia, and South America. For children it is an unforgettable experience to watch the animals being fed, take a ride on a little train or pony, or play at some of the various attractions. The whole family will certainly be happy to visit the zoo’s romantic fairy-tale chateau.
Our rich calendar of traditional events includes:

April
- Easter in Wallachia, Wallachian Outdoor Museum in Rožnov p. Radhoštěm

May
- Ride of Kings, Vlnov
- Ignis Brunensis, Brno

June
- International Film Festival for Children and Young People, Zlín (animated and non-animated film competition)
- International Folk Festival, Strážnice
- Rožnovská valaška (international festival of army folk ensembles and review of historic fencing), Rožnov p. Radhoštěm

July
- Festival Colours of Ostrava
- Garden Festival at the Chateau in Kroměříž (music festival)

August
- Barum Rally, Zlín
- Traditional Vizovice Plum Harvest Festival, Vezvice
- Václav Hudeček Summer Violin Courses, Luhačovice
- Liptál Festival, Liptál

September
- Znojmo Wine Harvest, Znojmo
- Slavácké Festival of Wine and Historic Sites Open House, Uherští Hradiště

December
- Christmas in Wallachia, Wallachian Outdoor Museum, Rožnov p. Radhoštěm

AMBER TRAVEL
are specialists in organizing and arranging visits to the land of the historic Amber Trail between Krakow and Vienna. We will carefully help you choose tourist attractions and activities, and we regularly and thoroughly monitor the quality of services provided. Our program includes only the best-quality services of our tried-and-true partners and providers, covering not only the territory of the Amber Trail, but other attractive places in the Czech Republic.

AMBER TRAVEL – specialists in experiences
- prepares an itinerary according to your wishes
- chooses the most interesting localities
- recommends quality accommodation and food services
- prepares attractive accompanying programs
- arranges for transportation and experienced guides
- complete organization of outing or stay along the Amber Trail
- every Amber Trail visitor receives a map and set of information materials

THE BEST OF MORAVIA
- tours and vacation stays all year round
- thematic programs (nature, wine tourism, history and historic sites, folk culture and rustic architecture)
- sports retreats and camps for young people and adults
- vacations for families with children
- spa and relaxation stays
- congress and incentive tourism

We wish you many wonderful new experiences during your stay in the Czech Republic.

AMBER TRAVEL – your Amber Trail specialists

Amber travel s.r.o.
Náměstí 30, 692 01 Mikulov
Czech Republic
tel.: +420 519 512 202
e-mail: info@ambertravel.cz
www.ambertravel.cz
www.ambertrail.cz

Vacations and holidays
School holidays in the CR are in July and August. State holidays: January 1, Easter Sunday and Monday (April), May 1, May 8, July 5–6, September 28, October 28, November 17, December 24–26. During holidays banks are closed, as well as information centers and most stores except larger shopping centers. Most historic sites and tourist attractions are closed on Mondays.

Amber travel is the exclusive provider of the “Moravian Amber Trail” tourist product.