

# Eastern Moravia

# Magic of Variety

## of the Czech Republic

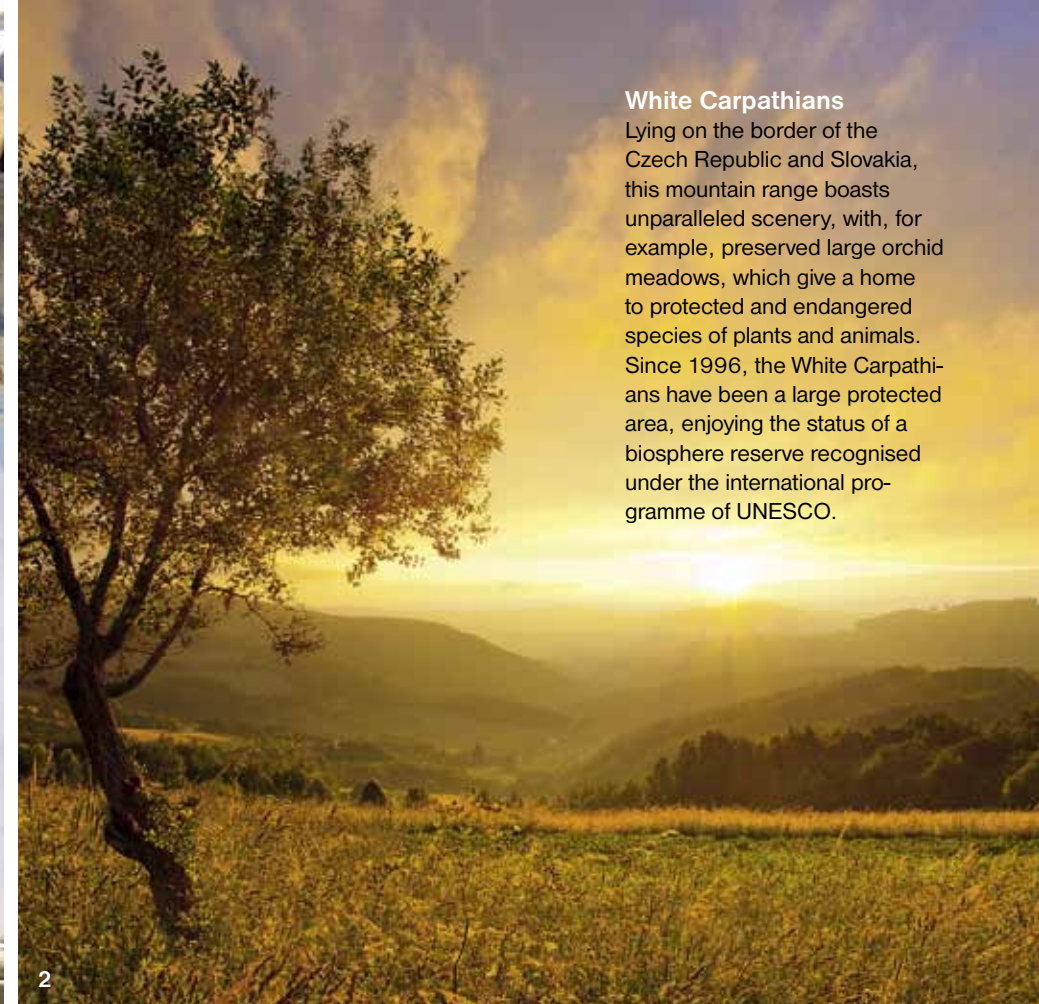
[www.vychodni-morava.cz](http://www.vychodni-morava.cz)

UNESCO/unique heritage/gastronomy and wine/a healing world/sports and fun





# Stories you can't miss



## Four entries in the UNESCO List!

The landmarks of the Floral Garden include a 244-metre-long colonnade with statues of 90 mythological and historical figures of antiquity.

## Eastern Moravia



### Kroměříž

Thousands of people head to the Czech Republic, to Moravia, to admire the beauty of chateaux and castle gardens. First and foremost are the **Archbishop's Castle and Gardens** in Kroměříž, a UNESCO site with a distinct feel bestowed by the imperial builders of Vienna, the Italian architects F. Luchese and G. Tencalla. The castle offers exceptionally well-preserved interiors; the Assembly Hall, considered the most beautiful in the Czech Republic, served from 1848 to 1849 as the seat of the Austrian Parliament, which gave the Habsburg Monarchy a new constitution here. The castle also houses an art gallery of world importance, with a rare work by the Italian master Titian, his painting of Apollo and Marsyas. The Floral Garden, which rank among the most important works of landscape architecture in the world, are quite exceptional. Don't miss out on them!

### Captions:

- 1 – Kroměříž, Floral Garden
- 2 – White Carpathians, view of the valley
- 3 – Kroměříž, Archbishop's Castle
- 4 – Vlčnov, Ride of the Kings
- 5 – Kroměříž, Floral Garden – Lion's Fountain
- 6 – Slovácko Verbuňk Dance Festival, Kunovice



### Moravian Slovakia's Ride of the Kings and Verbuňk

A region in south-east Moravia, Slovácko (Moravian Slovakia) is renowned for its folk festivals. Nearly each of its villages has its own festival – its own harvest feast. The festivities are quite special, as the life of the entire community centres around them, with the locals greatly welcoming this opportunity to put on folk costumes. This all makes Slovácko Verbuňk special indeed, which is documented by the fact that the Moravian Slovakian male rhythmic dance "verbuňk" and the **Slovácko Ride of the Kings** are in the UNESCO World Intangible Cultural Heritage list.







A new dimension to your holiday in East Moravia

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# A region of culinary delights

The Moravian cuisine attracts visitors with abundant flavours and aromas.

## Eastern Moravia



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East Moravia (Zlín Region) enchants visitors with its monuments and landscape, as well as its culinary delights. In the region you will be able to taste great wines that win awards around the globe, and in Kroměříž you will discover castle cellars dating back to 1266, where only sacramental wines are allowed to age. Elsewhere, there is the magic of rows of wineries and the architecture of centuries-old lanes lined with cellars. An extraordinary experience and a magnificent spectacle are to be held at a wine harvest festival (Uherské Hradiště) or at wine-related folklore festivities in e.g. Vlčnov, Kunovice or Hluk. Also famous are local specialities such as dishes from Wallachia (a region in the north-east of Moravia), which represent a Czech delicacy. In Wallachia you will get to taste the renowned specialities, such as the Kyselica soup, Wallachian “frgál” pastry, roast lamb or poultry. You’ll never forget it!

**Captions:**

- 1 - Stuffed goose
- 2 - Wine tasting
- 3 - Wallachian “živáň”
- 4 - Dishes served at a rustic Wallachian restaurant
- 5 - Grapes
- 6 - Assortment of wines from Moravian Slovakia
- 7 - Wallachian “frgál” pastry



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**Slivovitz Plum Brandy**

Another reason that makes East Moravia an exceptional region is the distinctive flavour of **slivovitz** – a spirit made from plums. Visit Vizovice – the capital of slivovitz, which houses exhibitions dedicated to the tradition and art of transforming fruit into high-quality spirits. The excursion includes a tour of where the delicious Moravian slivovitz brandy is made, complete with tasting.





# From Italian Masters to Vernacular Architecture



## Variety of styles and spiritual diversity

Building 21 of the former Baťa factory headquarters; the functionalist architecture typical of Zlín.

## Eastern Moravia



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East Moravia is distinguished by its variety of historical treasures and extraordinary spiritual dimension. This is documented in the true story of the co-patron saints of Europe, Saints Cyril and Method, who spread the gospel and education in the Slavonic language as early as 1,150 years ago from the area around the most important pilgrimage site of the Czech Republic, Velehrad. Today you can follow the Cyril and Method pilgrim routes around Moravia, and be sure not to miss another jewel of East Moravia, the basilica minor of the Assumption of the Virgin Mary at Svatý Hostýn. There is so much more, though. Another place that is unique of its kind is the Wallachian Open-Air Museum in Rožnov pod Radhoštěm, the oldest and largest of its kind in Central Europe. The Baroque Buchlovice Chateau has a characteristic Italianate design, while the Bojkovice Chateau features the English Tudor Gothic, and the regional city of Zlín is renowned for its unique Baťa functionalist architecture.

It's all about beauty, variety and diversity!

**Captions:**

- 1 – Svatý Hostýn
- 2 – Zlín, functionalist architecture
- 3 – Buchlovice Chateau
- 4 – Velehrad
- 5 – Bojkovice, Nový Světlov
- 6 – Luhačovice, Jurkovič House



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**Jurkovič Structures**

East Moravia boasts rare buildings designed by a leading Slovak architect, Dušan Jurkovič, at the beginning of the 20th century. Thanks to him the lovely spa of Luhačovice found its unmistakable character, but his stunning buildings can also be found in other places, such as Svatý Hostýn or Pustevny. There is an interesting story that surrounds the Jurkovič lookout tower in Rožnov, which was built only in 2012, according to a design by the noted architect that was more than 100 years old.







## Inspiring Things to Do



# Joy from exercise for everyone

The attractive variety of horse stables and the scenic landscape of East Moravia are attracting more and more of those who look for riding holidays.

## Eastern Moravia



Do you cherish new tourist destinations, appreciate hospitality and like to relax by skiing, playing golf or cycling? Then discover East Moravia in the Czech Republic, which has recently turned into a paradise for active tourists. It now offers hundreds of kilometres of special paths for cyclists and inline skaters. You can set out on fascinating, easy trips along rivers in valleys between picturesque hills or on authentic mountain trails. For other destinations you can take a boat there and return on a bike trail. Wine lovers will hit wine trails that will take them to places dedicated to wine. You can enjoy yourself, have a swim, and taste the local beers and specialities. In addition, the region is great for camping. Come and visit the Czech Republic, or, to be more exact, East Moravia, to explore inspiring destinations. There is something for everyone!

### Captions:

- 1 - Below the Svatý Hostýn hill
- 2 - Skiing in Javorníky
- 3 - Francova Lhota
- 4 - Bečva cycling path
- 5 - Velké Karlovice
- 6 - Baťa Canal
- 7 - Golf, Zlín-Kostelec



### Baťa Canal

The most popular tourist destinations in East Moravia include the **Baťa Canal**. It was built in the valley of the River Morava in the 1930s by the world-renowned Baťa shoe company to transport lignite to its factories. Now used by pleasure boats only, the canal is lined with an 80-km-long cycle path. You can take a bike trip there and come back on a boat. There are a number of captivating destinations along the canal.







## East Moravia – Dream Landscape



## An outstanding world with healing powers

The East Moravian landscape is full of romantic paths and niches that have a beneficial effect on your body. You can spend the holiday of your dreams here.

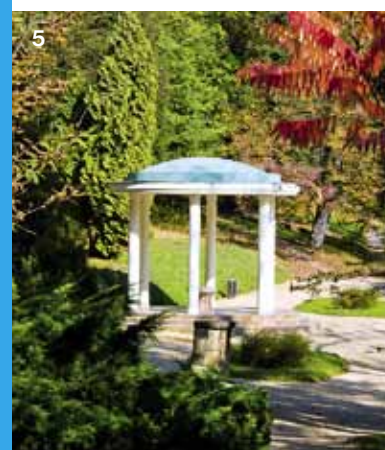
## Eastern Moravia



The Czech Republic has few areas that are as original as East Moravia. In today's busy world, it offers a combination of a high quality of life, ancient traditions and scenic views. Together these create a harmony with healing powers. It does not matter whether you want to relax or whether it is summer or winter. Local places offering comfortable and efficient relaxation of your body are plentiful. It can be in the midst of the enchanting Wallachian landscape or you can go to the most beautiful and largest Moravian spa, Luhačovice. Thanks to their unique composition, the spa's mineral waters are considered among the most efficient in Europe. Visitors come to this spa town in East Moravia, in the Czech Republic, to feel the curative effects of the local springs, see the architectural treasures and experience the unique atmosphere. Enjoy a world that heals!

**Captions:**

- 1 – An evening in Soláň
- 2 – Pustevny, D. Jurkovič's Maměnka and Libušín
- 3 – Luhačovice, Dr. Šťastný Spring
- 4 – Luhačovice
- 5 – Luhačovice, Ottovka Spring
- 6 – Luhačovice



**Luhačovice and Janáček**

Many significant individuals have succumbed to the charms of Luhačovice; for example, the renowned composer Leoš Janáček used to visit regularly. To honour the composer, the Janáček and Luhačovice Festival is held here every July. Come and relax in the most popular Moravian spa, with its exquisite range of treatments, have a taste of the far-famed culinary specialties and see places a composer of genius found inspiration in.







**Contact details and information:**

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