

# Special Edition 2009/2010

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## Supplement



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TRAVEL TRADE GAZETTE Czech Republic Edition

November 2009

# 600 years of Prague Astronomical Clock



Prague is a unique city full of historical sights, so the numerous beautiful epithets it has received come as little surprise. Golden Prague, Magical Prague, Prague Mother of Cities, The City of a Hundred Spires,... There are at least 500 towers and spires that decorate cathedrals, magnificent buildings and palaces, and that also include water and fortification towers. In addition to churches, a town's 'soul' also used to include its town hall tower. No wonder that the Old Town's councillors wanted their town hall, in which all political and cultural life within the town took place, to have a special appearance. They

bought a Gothic corner building in the Old Town Square and they gradually purchased the adjacent buildings. They also had a tower built next to the building, and this was not just some ordinary tower. They gave it an astronomical clock, whose splendor was to be admired by Prague's residents and foreigners alike. Today, almost half a million visitors each year are not willing to miss out on this experience and impatiently hover around Old Town Square, waiting for the parade of the Apostles who – for ages – have been informing us that another hour of our lives has uncompromisingly passed. ■ Read more on page 4

■ Anne-Sophie Mutter



## PRAGUE SPRING TURNS 65 IN 2010

One of the most important items on the 2010 cultural calendar will be the world-wide celebration of the 150<sup>th</sup> anniversary of the birth of Gustav Mahler (1860–1911). ■ Read more on page 2



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## IN BRIEF

### ■ The National Technical Library opens in Prague

– On 9 September 2009, a new building of the National Technical Library was opened in Prague's Dejvice. This, the largest technical library in the Czech Republic, contains more than 1.7 million volumes and is expected to welcome about 900,000 visitors each year. The building was awarded the Old Prague Club prize for the best new structure in an historical environment.

### ■ Prague is fourth according to the price-quality relationship

– According to users of Hotel.info, Prague finished fourth among capitals as measured by the price-quality relationship of hotel services in the first half of 2009. It followed Lisbon, Berlin and Tokyo.

### ■ Charles Bridge – the third most amazing bridge in the world

– According to TripAdvisor's editors, Charles Bridge is the third most amazing bridge in the world. Surprisingly, the top prize was not awarded to any historical monument, but to a highway bridge in Millau (France) that was completed in 2004. London's Tower Bridge came in second, the Golden Gate Bridge in San Francisco was fourth and the water bridge in Magdeburg (Germany) came in fifth.

## SPECIAL EDITION 2009/2010

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Czech Republic

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## The Hard Rock Cafe is finally in the Czech Republic

– The first Hard Rock Cafe in the Czech Republic, and the largest in Europe, opened at the beginning of April 2009 in Prague's historical center. Three floors of the Rott House near Old Town Square with a total of 1900 m<sup>2</sup> provide sufficient space for this restaurant that seats as many as 400 and contains two large bars, a live performance stage and a Hard Rock brand store. Exhibits include a Jimi Hendrix's vest, Eric Clapton's jacket, Elvis Presley's pants and Johnny Cash's shirt. The entire space is crowned by a chandelier hanging from the historical vaulted ceiling – a crystal guitar.



## THE KEPLER MUSEUM OPENS IN PRAGUE

■ In August 2009, a museum dedicated to Johannes Kepler opened in Prague's Karlova Street in the building where this prominent figure spent the last five years of his stay in Prague (1607 to 1612) and where he prepared the groundbreaking work entitled *Astronomia nova*.

Within the limited space at No 4 Karlova Street, interesting information panels have been prepared for the visitors, as well as several displays with unique information, such as a recording of the growth of a snowflake. There are also operational pumps that were designed by Kepler for the fountain in Rudolf II's garden. Information about

the exhibits is in both Czech and English.

The museum's logo consists of three circles representing Mars, the Earth and the Sun. These were the bodies whose mutual position Kepler studied in Prague.

The museum tickets are also interesting. They display the astronomical face of the Prague astronomical clock and show what time the visitor shall enter the museum – the same information is also presented in the old-Czech and Babylonian ways. And, of course, there is also the sidereal time. On the back of each ticket is one part of a renaissance celestial sphere map. To put together the entire map, you will need 12 tickets.

Johannes Kepler (1571 – 1630) lived in Prague for 12 years and wrote more than 30 works while there. His Prague period is considered to be the most significant in his life and career. In addition to the discovery of Mars' ecliptic path, he also explained the human eye's ability to see and proposed treatment for both near- and farsightedness. In Prague, he designed and described the construction of the astronomical telescope. He also examined the symmetries in nature and determined that the shape of a snowflake is always hexagonal. In 1604, he observed a supernova while in Prague.

www.keplerovomuzeum.cz

## IN NUMBERS

### ■ THE TEN MOST VISITED TOURIST DESTINATIONS IN THE CZECH REPUBLIC IN 2008

|                            |                         |
|----------------------------|-------------------------|
| Prague Castle              | (1.34 million visitors) |
| Prague Zoo                 | (1.20 million visitors) |
| Jewish Museum, Prague      | (612,000 visitors)      |
| National Museum, Prague    | (549,000 visitors)      |
| Babylon Center, Liberec    | (540,000 visitors)      |
| Dvůr Králové Zoo           | (539,000 visitors)      |
| Lešná Zoo                  | (490,000 visitors)      |
| National Gallery, Prague   | (477,000 visitors)      |
| Old-Town Town Hall, Prague | (456,000 visitors)      |
| Terežín Memorial           | (443,000 visitors)      |

### ■ THE NUMBER OF FOREIGN TOURISTS IN THE CZECH REPUBLIC IN 2008

In 2008, 6,649,410 foreign tourists visited the Czech Republic, i.e. 0.5% less than in 2007. 4,051,137 of them visited Prague.

The largest number of tourists came from Germany (1,475,858), followed by Great Britain (484,279).

### ■ THE NUMBER OF FOREIGN TOURISTS IN THE CZECH REPUBLIC IN THE 1ST HALF OF 2009

During the first half of 2009, 2,715,571 foreign tourists visited the Czech Republic and stayed an average of four days. The most numerous group were the Germans (629,301), who stayed an average of 4.6 days. The Russians stayed the longest (6.3 days) while the Slovaks and the Hungarians limited their stays to an average of only 3 days.

■ CzechTourism

## The 65<sup>th</sup> annual Prague Spring festival in 2010

### ■ Continued from page 1

As Mahler was a native of Bohemia (Kaliště u Humpolce), Mahler's works will constitute one of the pillars of festival programming for 2010 and 2011. To be heard in the coming year are the composer's *Symphony No. 1* ("Titan") performed by the Hungarian National Philharmonic Orchestra with the conductor Zoltan Kocsis and *Symphony No. 5* played by the Czech Philharmonic with Zdeněk Mácal. Appearing on the evening programme of the Bavarian Radio Symphony Orchestra from Munich will be one of today's most important singers, the German baritone Matthias Goerne, in Mahler's vocal cycle *Kindertotenlieder*. The Prague Symphony Orchestra with its music director Jiří Kout has included on its concert programme a selection of

songs by Mahler's wife Alma Schindler-Mahler.

The opening of the 65<sup>th</sup> annual Prague Spring festival in 2010 with a performance of Smetana's *Má Vlast* has been entrusted to the conductor Jakub Hrůša, who is at the start of a successful international career. He will conduct the opening concert in the role of music director of the Prague Philharmonia.

An all-star prologue to next year's Prague Spring will take place at a special concert on Sunday, 9 May, with the very first performance in the Czech Republic by the famed British ensemble the English Baroque Soloists and Monteverdi Choir and the conductor Sir John Eliot Gardiner, featuring the motets of J. S. Bach. Also returning to the festival stage from Great Britain after an absence of several years will

be the renowned Academy of St Martin in the Fields orchestra with Murray Perahia conducting from the piano in a programme including one of Mozart's most popular works, the *Piano Concerto in D Minor*.

Making its first appearance before the Czech public will be the Pittsburgh Symphony Orchestra (USA) with its new Austrian music director Manfred Honeck. Appearing with him will be Anne-Sophie Mutter, the most celebrated female violinist of our day. She will be appearing at Prague Spring for the second year in a row. Pierre Boulez, the most influential composer and one of the most sought-after conductors of the latter half of the 20<sup>th</sup> century, will be returning to Prague Spring after twenty years. Again on this occasion he will be leading the legendary Ensemble

intercontemporain, which he founded in 1976.

Other star celebrities from among the world's top-class performers to appear at the 65<sup>th</sup> annual festival will be the pianists Hélène Grimaud, Radu Lupu, Garrick Ohlsson, who will be appearing on two evenings, and last but not least, the greatest Czech pianist, Prof. Ivan Moravec. Making her first guest appearance at the festival and her first visit to the Czech Republic will be the mezzo-soprano Olga Borodina, a member of the opera ensemble of the Mariinsky Theatre of St. Petersburg and a regular soloist with the New York Metropolitan Opera. Also giving a long-anticipated recital will be the singer Štefan Margita.

Apart from the festival's "classical" programming, the first guest appearance of

the clarinetist Giora Feidman – the famed "King of Klezmer" – promises to be a great artistic and societal event. Feidman won an Oscar for his recording of music for Steven Spielberg's blockbuster film *Schindler's List*. Likewise sure to be the center of attention will be the Indian sitar soloist Anoushka Shankar, making her second Prague Spring appearance.

Final negotiations are now underway for the appearances of two more superstars. Returning to Prague Spring will be the British violin virtuoso Nigel Kennedy, who is to appear this time with his own jazz ensemble. As part of what has become a traditional series profiling famous jazz personalities, the noted American jazz singer Dianne Reeves is to introduce herself at the Prague Spring festival.

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The Czech Republic  
Is Not Just Prague

# The Pope held a service for 120,000 Christians in Brno

*On September 27 about 120,000 Christians from Bohemia, Moravia, Silesia and other countries attended a service in Brno conducted by Pope Benedict XVI.*

In his sermon, the Pope reminded everyone that the Czech Republic, as well as many other countries, is in a cultural situation that has often been a challenge for the belief and for hope.

"In these modern times our hope and belief in God ... have changed. While we regard them as something earthy and personal, our public lives are full of beliefs in scientific and economic progress," he said.

Shortly after his arrival, Benedict XVI invited "all the inhabitants of this country to rediscover their Christian traditions that helped form their culture." His reasoning was that only less than one-half of the 10 million inhabitants of the Czech Republic regard themselves as believers. About 3 million of these are Catholics.

The Pope started his three-day visit to the Czech Republic on Saturday, September 26. From Prague's Ruzyně Airport, he travelled to the Church of Our Lady of Victory to see the Infant Jesus of Prague – he gave it golden crown as a gift. In the afternoon, he moved on to the Prague Castle



where he met President Vaclav Klaus and other public figures. On the third day of his visit, the Pope held another service, this time in Stara Boleslav near Prague. That day, the Czech Republic celebrat-

ed the anniversary of St. Wenceslaus's martyrdom, so the fundamental topic of the sermon, which was mainly devoted to young people, was the heritage of St. Wenceslas. Benedict XVI visited the Czech Re-

public for the first time. His predecessor, John Paul II, was here three times; the first being in April 1990 just six months after the fall of the communist regime, and then again in 1995 and 1997.

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## History

# The 600<sup>th</sup> Anniversary of Prague's Astronomical Clock

**Sylva Santarová**

*While the astronomical clock has been through times of glory, over the centuries it has also stopped many times due to fires and wars. It has been repaired, improved and decorated, as has the town hall itself. Twice, it has even been threatened with being removed and ending up as scrap metal. The machine, which was only riveted without using a single bolt, consists of some three hundred and fifty parts, three-quarters of which are still original.*

■ Continued from page 1



**F**or long centuries, the creation of the astronomical clock was associated with Master Hanuš who, according to legend, not only built the astronomical clock, but also kept it working for many years. Archival documents from 1410 have only recently shed light on the clock's true creator, Mikuláš of Kadaň, a royal clockmaker. Based on the calculations made by Jan of Ondřejov, an outstanding astronomer and a professor at Charles University, he made the first version of the astronomical clock, which was then later perfected by clockmaker Master Hanuš, who added the calendar face. At the same time, the tower got a new façade in the late Gothic style, which nearly doubled the size astronomical clock and included a ledge decorated with leaves and picturesque animals, which still remains today. At that time, the only statue in the astronomical clock was that of Death. During the Baroque period, the statue was replaced with a new one and the moving figures of the Apostles and three additional figures, each mocking Death in their own way, were added. With an hourglass in one hand, Death pulls on the rope to animate all the figures each hour. It nods at the Turk, who refuses to follow and shakes his head, there is a Miser with a money sack who tries to bribe Death, nodding his head and threateningly shaking his walking stick at the same time, while Vanity smugly gazes into a mirror. The entire performance is brought to an end by a gold-plated rooster. It crows to wake everyone up to another hour of their lives and the clock tower strikes.

In its time, the astronomical part of the clock was the pinnacle in astronomical and mechanical knowledge. It displays the current location of both the Sun and the Moon both relative to the horizon and relative to the zodiac. The gold bars mark the equator and the meridians. The dial displays not only the normal central European time, but also Babylonian time, sidereal time and Old Czech time that started with sunset. The astronomical clock is a kind of a primitive planetarium. The blue ring in the middle represents the Earth, as it was believed to be the centre of the universe at that time.

The baroque statues of the Apostles, whose procession used to be closed by the blessing figure of Jesus Christ, were destroyed in the 1864 fire. The figures of the Apostles were replaced with new ones that were made by Eduard Veselý, and the gold-plated crowing rooster was added into the small window in the astronomical clock's upper section. During repairs, the balance bar was removed and replaced with a chronometer that has controlled the astronomical clock's operation ever since. Also, the damaged calendar plate from 1551 in the astronomical clock's lower section was replaced with the well-known calendar plate by Josef Mánes that features the allegories of the months. Today, there is a copy in its place and you can have a close look at the original in the Prague City Museum, where the valuable torsos of the baroque Apostles are also housed. The lower calendarium is guarded on both sides by the static figures of an Angel, an Astronomer, a Chronicler and a Philosopher.

The town hall suffered its last blow in May of 1945. The seriously damaged figures of the Apostles were newly carved by Vojtěch Sucharda and the entire astronomical clock was restored and brought back to life three years later, with one small mistake. Once, a technical secondary school student from Prague stopped in front of it and, like most of us have, he realized that he did not understand the complicated visualizations, so he embarked on the study of professional literature. When he later came back to the astronomical clock, he found out that there was something amiss. The brown-red area and the inner circular dark area in the lower part of the blue dial formed two concentric circles with a common centre, so that their position showed the same sunrise and sunset times throughout year, which does not correspond to the shortening and lengthening of days and nights. This difference peaks almost six hours in winter. Thus, the dial only displayed correct information on one day of the year. He pointed out the discrepancy and, after thirty one years, the dark area was put back into its original proper place.

The world-famous astronomical clock and its genius loci, including the ancient legends and stories, have been an integral part of the town hall, the city of Prague and the Czech Republic for 600 years, forming a unique architectural jewel. No wonder that its two-meter replica has been placed in the Mini-Europe Park, the most popular attraction in Brussels, and that its exact copy has also been built in Seoul.



# History



■ The copy of the Old Town Hall and the astronomical clock, accurate to the smallest detail, houses the Castle Prague Restaurant in Seoul, South Korea. Its owner fell in love with Prague and, unable to part with it completely, wanted to bring at least a small piece back. Indistinguishable from the original, the copy was created by Korean designers and architects; however the mechanics are purely modern – made in Japan.

## Jurys Inn Prague opens on 1<sup>st</sup> September

offering guests a warm welcome at value for money room rates



As part of its ongoing expansion and growth, Jurys Inns Group on September 1<sup>st</sup> 2009 has opened its hotel in Prague, the Group's first ever hotel on mainland Europe.

The 214 bedroom nine storey hotel is located in a prime city centre location within short walking distance of Prague's old historic town centre and other key attractions. With a total floor space of 161,500 square feet the hotel will include a restaurant, a bar, 2 dedicated meeting and events rooms – measuring 1,636 square feet in total (152 m<sup>2</sup>) - a fitness room and a secure underground car park. The new hotel will employ 60 people, bringing the total number of employees in the Jurys Inns Group to over 2,000.

Construction of the building, which Jurys Inns

will operate under a management contract, commenced in early 2008 and has been undertaken by Vinci Grands Project.

General Manager Johannes Schuschu said "We are very excited about the opening of the first Jurys Inn in mainland Europe and our team is currently working very hard on making Jurys Inn the perfect hotel for business and leisure guests planning a trip to Prague. The hotel in Prague will very much reflect the Jurys Inns trademark offering of a convenient city centre location, best value for money and high levels of service."

The rooms in the new Prague hotel can accommodate up to three adults or two adults and two children sharing and are charged out on a per room basis. "The design of these rooms was heavily influenced

by feedback from existing and prospective Jurys Inns customers and represents a stylish new direction for Jurys Inns. However Prague will also offer some additional new features including complementary internet access, a laptop safe and a mini fridge," said Johannes Schuschu. "In addition, through various product enhancements, Jurys Inn will be one of the most eco friendly hotels in Prague."

Although Prague marks Jurys Inns' first opening on mainland Europe the Group has in recent months undertaken an ambitious expansion programme in the UK, which has already seen it open five new hotels this year in Sheffield, Watford, Exeter, Swindon and Derby. Jurys will also open a new hotel in Aberdeen in September, and a further four openings are scheduled next year in Portsmouth, Glasgow, Newcastle and Bradford.

Jurys Inns currently operates seven hotels in Ireland - three in Dublin and one each in Belfast, Cork, Galway and Limerick – and 21 hotels in the UK. The openings of Prague and Aberdeen will bring the total number of hotels to 30 and total room numbers to almost 7,000.

For more information on Jurys Inn Prague log on to [www.jurysinns.com](http://www.jurysinns.com).

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## Hotels

## On Hotels with Pavel Hlinka

Nad'a Rybárová

The international hotel portal *hotel.info* has again compiled their Best Value for the Money Hotel index of three- and four-star hotels for the first half of 2009. The findings were surprising: client satisfaction with hotels has increased during this economic recession. Certainly, one of the reasons for the growing level of satisfaction is the decline in prices – the number of guests around the world has been decreasing and therefore hotels have been trying to attract them. According to the portal, the price of a hotel room has globally dropped by an average of 8 to 10 percent. Hotel prices in the Czech Republic have been decreasing even faster and that might account for why Prague came in fourth in the above index. Prices and other topics were covered by our interview with Pavel Hlinka, President of the Czech Association of Hotels and Restaurants.

**? Hotels have significantly decreased their prices. Is that eventually going to be a problem?**

It is a problem mainly for smaller hotels. When large hotels start decreasing their prices it naturally has consequences for others that also must reduce their prices, otherwise they would not be competitive. I personally believe that if a large hotel were to sell 50 rooms for a reasonable price, it would be better than if they sold 100 rooms for half the price. If nothing else, it would mean the same revenue for less work.

The current situation affects not only Prague and large cities. Hotel prices in rural areas have always been lower, but now that prices in Prague have gone down, they are actually higher in these outlying areas. Smaller rural hotels cannot afford to decrease their prices.

**? The number of tourists has definitely not been increasing recently; in spite of that, a relatively large number of new hotels have opened in Prague. This does not help prices too much, does it?**

The customer base for most hotels has always included business customers and until they return, hotels will be in trouble. Businesses are saving money, even those

that do not have to. But I am an optimist. There are many things that cannot be resolved just by a phone call or an e-mail. And when the business travelers return, prices will get back to an appropriate level.

One positive factor is that Prague City Hall has decided to promote Prague abroad. 80 million Czech crowns is decent money and it will certainly help the world learn more about the Czech Republic.

**? You are the president of an association that represents not only hotels, but also restaurants. What is the Czech Specials Project you work on together with CzechTourism and the Association of Cooks and Confectioners?**

The idea behind Czech Specials is rather simple: to promote Czech cuisine and support tourism via gastronomy. Certified restaurants are found all around the Czech Republic where you can taste not only the Czech national meal, *svickova* (beef sirloin in a cream sauce), but also local specialties. In order to obtain a certificate, restaurants have to serve at least one local specialty. The certificate is issued by the Association of Hotels and Restaurants for a period of three years and it

can be applied for by any restaurant. The venue has to comply with strict criteria in terms of environment, service and the quality of food served. Currently, more than 20 restaurants hold the certificate and twenty more have applied for one. It is encouraging to see that many restaurant owners want to show cooking is more than a skill, it is an art.

**? To conclude: how do you view the overall quality of the restaurant industry in the Czech Republic?**

The quality has improved a lot and it no way compares to the situation five years ago. Restaurants have returned to seasonal offers such as game in fall, fruit meals and desserts in summer, etc. In addition, it is not hard for restaurants to call their wholesalers one day and have whatever fresh ingredients they need delivered the next. The poor economic situation has also helped the return of delicious traditional Czech "diner" meals ready to serve, which is good because Czech food is wonderful. Restaurants have also been pushed to do so because of the pressure to reduce the prices of the meals they sell and you cannot really make a cheap steak.



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# Hotels

## The Buddha-Bar Hotel in Prague – the first place of its kind in the world

The prestigious Buddha-Bar brand came to Prague in January 2009, presenting a new concept: the legendary Buddha-Bar and restaurant are part of a boutique five-star hotel.

The Buddha-Bar Hotel Prague, owned by CPI Hotels, a.s., a Czech company, is located in Prague's historical center in Jakubská Street, not far from Old Town Square close to St James Church. The hotel offers

accommodation in 36 spacious rooms (almost 40 m<sup>2</sup> each) and 3 stylish suites. Some rooms have a terrace or a Japanese garden; others take advantage of the building's irregular floor plan and the layout of the loft.

The hotel has not only a sauna and a whirlpool, but also offers elegant spa care that immediately turns the guest rooms into unique spas (buddhattitude).

The hotel also includes the trendy Siddharta Café.

## The MaMaison Riverside Hotel is among the Best

Prague's MaMaison Riverside Hotel ranked among the Top 50 hotels in Eastern Europe in the 21<sup>st</sup> edition of the Conde Nast Traveler's Readers Choice Awards. 5,000 hotels were evaluated during the contest and hotels in different categories were chosen by tourists and travelers with long-term international experience.

The MaMaison Riverside Hotel was also placed on the Gold List, which lists the 710 best accommodation facilities in the world, scoring 87.1 points out of 100. Riverside is one of three Czech properties on the list. It is also one of the top three hotels in Europe as defined by the best design category, in which it scored excellent 100 out of 100 points.



## Sheraton enters the Czech market

On 1 March 2009, Starwood Hotels & Resorts and Orchid Investment Ltd. Sheraton Prague Charles Square Hotel opened the first Sheraton hotel in the Czech Republic.

The hotel offers 160 rooms, including 38 suites, in four

interconnected historical buildings. It is located on the border between Prague's Old and New Towns, surrounded by popular museums, galleries and theatres. Wenceslas Square is just around the corner and Charles Bridge is within walking distance.



## On Corinthia Hotel Prague with its Director of Sales and Marketing Marc Leveau

**? You have assumed the post of the Director of Sales and Marketing in the Corinthia Hotel in Prague quite recently, in July 2009. Can you tell us something about your prior career?**

I started my sales life 5 years ago with the pre opening of the Courtyard by Marriott Brussels, Belgium. After these 6 very exciting months, I moved to the Marriott Executive Apartments as Sales Manager, I also took over the Renaissance Brussels and the Marriott Brussels after 18 months.

I finally went back to the Courtyard by Marriott Brussels as Director of Sales and Marketing. I have been awarded Director of Sales of the year in 2007 and Courtyard Sales leader of the year at the same date.

I afterwards moved to Access Industries, in charge of their top 5 star hotels portfolio, as Regional Director of Sales and Marketing, in charge of Europe and South America.

**? Has the Corinthia Hotel in Prague witnessed any downturn in arrivals due to the economical crisis, and if so, is your appointment to the position of Sales and Marketing Director meant to change that?**

The Corinthia Hotel Prague mainly suffered from its average rate, like any hotel in the city. The oversupply in the city is massive and the interest for Prague has

slightly switched to other destinations - as a result of a global business decrease of 45%. One of my goals will be to target a more profitable business, new source markets and fill in the property with the right business mix.

**? Do you plan any major improvements in Corinthia in terms of marketing?**

We have to as the hotel is still perceived as the ex Forum hotel, which it is not since Corinthia took it over. The exact name of the property is Corinthia Hotel Prague and we started a massive marketing campaign to promote it. This is supported by all the renovation the hotel went through, like the new business rooms and new executive rooms with business and executive lounges.

Our Oriental restaurant, The Rickshaw, awarded the best oriental restaurant in the city, will have its own advertisement campaign, as well as The Grill.

We will also highlight that our meeting room, Bellevue hall on the 24th floor, is probably the most exclusive one in the city, on top of all our meeting facilities.

On top of this, a special event is organized on the 4th November with all our business partners to re emphasize how wonderful the Corinthia Hotel Prague is. It will be an event that the city will not forget!

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# A Brief Review of Architecture

## A CITY OF ALL STYLES

**Štefan Rybár**

*No one needs convincing about Prague's architectural beauties. The skyline of the Prague Castle, the famous Charles Bridge and the Vltava River's picturesque banks are known to any tourist who is worthy of being called so, regardless of from where they hail. However, what makes Prague's architecture unbeatable is the fact that it is and always has been occupied by people. Simply put, Prague's sights are alive.*

**T**o prove this, we would like to take you on a short walk. Or maybe an educational tour, a kind of brief architectural review. It does not even matter what architectural style you like the most. You name it, we will take you there. And one thing is for sure – you will even be able to stay there.



Let us take, for example, the **GOthic** style. Admittedly this is a bit of a problem. To have visitors stay the night under an original gothic vault, they would have to check in the **ADRIA** Hotel and talk the receptionist into letting them stay in the cellar. To be honest, the building that once used to be called Of the Blue Shoe

is now ordinary **BAROQUE REVIVAL**. The only remains of the original building are the cellars.



Now that your cellar adventure is over, we can guarantee that from now on, we will only talk about top-class accommodation. So, next in line is **RENAISSANCE**, genuine and crooked like Dante's Inferno itself. That takes us to one of Prague's most picturesque hotels called **AT THE THREE OST-RICHES**. You will no doubt note the purity of style, not for one moment. What you might miss, though, are right angles and rooms with four walls since these are in short supply here.



According to an old Czech song, **BAROQUE** is pleasing to the eye. Who knows? You

can rest assured though that the **FOUR SEASONS PRAGUE HOTEL** is pleasing to any eye. It consists of three historical buildings, each in a different style. So, in one place, you have an impressive combination of the **CLASSICAL**, the **RENAISSANCE** and the **BAROQUE** styles. In addition, and this is also worth mentioning, with almost 200 rooms this is one of Prague's largest hotels.



Next comes the **GOthic REVIVAL**. In Prague, this is synonymous with Paris – the **PARIS** Hotel, naturally. You are not likely to miss it in the centre because, as you will learn from various advertising materials, this is a “pompous neo-Gothic

building with pronounced Art Nouveau features”.



The competition has already hinted at this above – now comes the **ART NOUVEAU** era and we cannot help worrying that we might be unfair to some, as this style used to be, and actually still is, very popular in Prague. The truly typical representative is situated in the very centre and it is the **GRAND HOTEL EVROPA** in Wenceslas Square.



And for whoever needs some peace and quiet to enjoy **ART NOUVEAU** is the **SAVOY** Hotel. At a safe distance from the hustle and bustle of the centre, they will be all the closer to the majestic Prague Castle and the Petřín Gardens.



However, decorative realism is soon replaced by the exact opposite. Curves and ellipses give way to straight lines and right angles – this is the arrival of **CUBISM**. In Prague, this is represented by the **JULIS** Hotel, whose dining room is the pure essence of the style.



There used to be times when a single style lasted architects for centuries. However, the ever faster 20<sup>th</sup> century saw the changes almost as quickly as the length of skirts. So, **FUNCIONALISM** was soon considered the latest fashion. No doubt, it has excellent representation in Prague, especially with the **ALCRON** Hotel. The new era brought large windows and chrome plated railings. The tired elegance of the staircases bears memory to the mighty world that

was forgotten between the two wars.



The new peace of the Cold War changed everything again. It soon became clear that the changes would be big, but rather unpleasant. The one-Party rule brought a new style – the unmistakable **SOCIALIST REALISM**. However, this too had its bright, even shiny moments. One of the best is the **JALTA** Hotel, sensitively incorporated into Wenceslas Square.

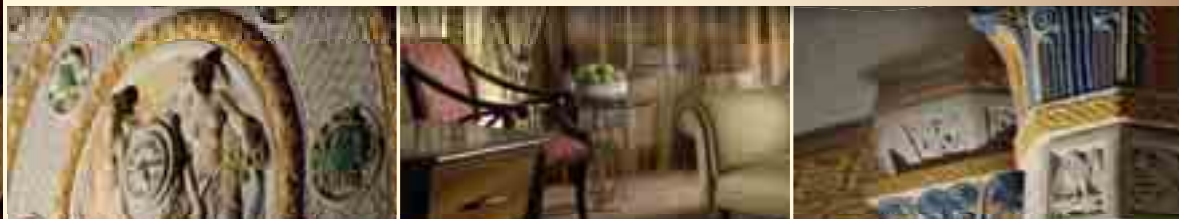


The last stop on our tour of Prague's vastly different hotels is one that cannot be omitted. One that was characterized by the comedian dearest to Czech hearts as being, “... an atrocious building, and there was a tower on top of it, and another tower, and the whole thing was ugly”. It is a shame that we will never find out what Mr. Werich would say if he had known that the **INTERNACIONAL** would now be called **The CROWN PLAZA PRAGUE** and, what is more, is a state-protected cultural monument.



★★★★★  
PRAGUE  
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# Gastronomy

## I DON'T NEED A MICHELIN STAR

**Nad'a Rybářová**

Zdeněk Pohlreich has a rather busy schedule. He runs the Imperial Café, a restaurant that is part of the five-star Art Deco Imperial Hotel at Na Pořící (Prague), where he also works as a chef. In addition, he owns the Italian restaurant Divinis in Old Town and since March 2009, he has starred in the "Yes, Boss!" show. Following Gordon Ramsay's "Kitchen Nightmares", he helps to transform poorly doing restaurants into successful and profitable businesses. And he certainly does not do it with kid gloves on.

**? Are you really as severe as you seem on the TV show?**

Worse. Order is essential for things to work well. People do not often respond to civil requests. Laziness is a natural human quality. I don't think I yell at people without reason or because I like it. I do not always use proper and respectful language. But that is true of all good chefs.

**? You run two restaurants, Café Imperial and the Italian restaurant Divinis. Don't you think there are a few too many Italian restaurants in Prague?**

Do not mistake an Italian restaurant with a pizzeria. Pizzerias are much simpler; they do not require a highly qualified staff and do not use expensive ingredients. That's why there are so many of them.

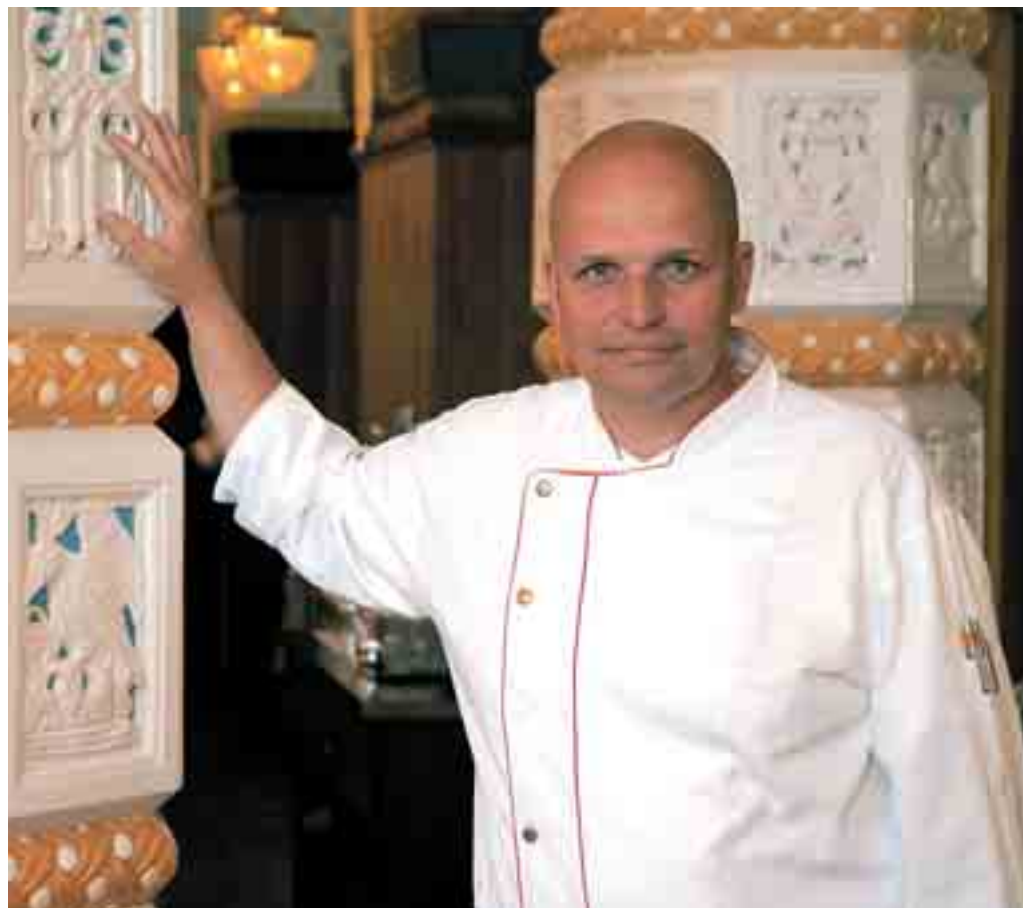
**? Café Imperial is part of the Czech Specials project. What meals do you offer? And how popular are they with foreign guests?**

Naturally, we make beef sirloin with cream sauce, but also many other traditional meals, including duck, rabbit with garlic,

lamb knee and "kula-jda", a cream soup with mushrooms and dill. As far as foreigners go, they usually have a salad for lunch, but they often like to try Czech meals for dinner.

**? You are one of the best and most famous Czech chefs. Have you thought about applying for a Michelin Star?**

A Michelin Star – that's not for me, I don't need it. I think I know what is involved. Never-ending stress from something you cannot really influence. And when you lose



it, you are done. Neither of my restaurants aspires to obtain a Michelin star. I would prefer my restaurants are full of

people. Being a chef is a very exhausting job, both mentally and physically, and you can't do it too long.

**? When you stop cooking, what will you do?**

When I do not have to work anymore? I will enjoy life.

## The TOP HOTEL Praha and The ALBION HOTEL

**The Miss Deaf World 2009 winner was crowned at The TOP HOTEL Praha** – Twenty-

one young women from around the world competed in July at The TOP HOTEL Praha in the finals for the ninth Miss Deaf World title. The title went to beautiful Diana Kovtun from Ukraine.

The congress centre at The TOP HOTEL Praha has become a popular venue for many important congresses and social events – these include international medical congresses, official events that took place during the Czech EU presidency, in-

ternational financial forums, The Travel Industry Forum, The Sudoku World Championship, television events such as Sportsman of the Year and The Czech Miss contest, and various corporate events. The hotel's catering services are also well known, both at home and abroad. The food has built up a sound reputation at the Czech embassies in Berlin and Vienna. The hotel's excellent cuisine has been awarded many times in the most prestigious culinary contests worldwide.

The TOP HOTEL Praha, owned and operated by the joint-stock company TOP

HOTELS GROUP, features one of the largest congress centers in the Czech Republic, with a total capacity of 5000 seats in 5 conference halls and 16 lounges. It is the largest hotel complex in Europe. Guests will find there everything under one roof, whether they are travelling for business or pleasure. The hotel offers accommodation in 810 four-star rooms, complete services for MICE, 5 restaurants, several bars and summer terraces, a wellness centre and a beauty salon, as well as Thai and Shiatsu massage services, a swimming pool, tennis courts

and bowling lines, a casino, a large parking space and a unique Japanese garden – an ideal place for hosting summer functions with a barbecue.

The ALBION HOTEL, another four-star congress hotel in Prague operated by TOP HOTELS GROUP, is a unique place in which to enjoy a pleasant stay or hold conferences. It is located only a few minutes' drive from the historical centre of Prague and the hotel was included in the Best of Realty 2007 catalogue. It offers accommodation in 290 rooms, conference facilities for 600



delegates, two restaurants and a lobby bar, a summer terrace, a beauty studio and a fitness room.

Both hotels have been CSN EN ISO 9001:2001 certi-

fied. TOP HOTELS GROUP has won many awards. Since 2002, it has regularly been recognized as One of the 100 Best Czech Companies.

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# Miscellaneous

## Czech Airlines again wins the World Airline Award for the Best Airline in Central Europe

Czech Airlines successfully defended its position as the best airline in Central Europe. In 2008, as in previous years, the company won the prestigious "Best Airline in Central Europe" prize, awarded annually by the British independent organization Skytrax. This award is based on the voting of millions of passengers from all over the world. More than 15 million people took part in this year's voting over a period of ten months.

Passengers greatly appreciated the quality of onboard services offered by Czech Airlines, including catering and the comfort of their planes. Airport services provided by Czech Airlines were also well appreciated, such as baggage wrapping, free taxi transportation to the Prague airport for business class passengers, fast transit through the airport, Internet check-in and airport lounge amenities.

## The first Czech EDEN title goes to the Czech Switzerland National Park

In the spring of 2009, the Czech Switzerland National Park located in the Děčín region became the Czech Republic's first ever winner of the European Destinations of Excellence (EDEN) competition. According to the professional jury, this was the Czech destination that best met the criteria for this year's edition, namely Tourism and Protected Areas.

Having been organised by the European Commission since 2006, the EDEN competition currently has twenty participating European countries, with the Czech Republic first taking part in 2009. The national winners form a pan-European network whose members work together in sustainable tourism. The theme of the 2010 edition will be Aquatic Tourism.

Bohemian Switzerland is one of the Czech Republic's four national parks. It is located in the Děčín district, between the villages of Hřensko and Chřibská near the state border with Germany that separates it from the Saxon Switzerland National Park. Czech-Saxon Switzerland has a typical erosion landscape that was formed in several hundreds of meters

of sea sediments after the Cretaceous sea receded. In 2000, the most precious area of 79.25 km<sup>2</sup> on the Czech side was declared a national park, while on the German side the national park had been declared ten years earlier. Both the Czech and German sides are striving to have their areas listed with UNESCO.

## CZECHTOURISM WINS THE BEST IN BUSINESS TOURISM IN CENTRAL EUROPE

The Czech Republic received two awards at the 2008 Business Destinations Travel Awards organized by the British magazine *Business Destinations*. The convention department of CzechTourism was awarded

the Best in Business Tourism in Central Europe and the President Hotel won the best small business hotel in Central Europe.

The jury selected those who provide the best services in their respective areas. The

evaluation looked beyond performance in 2008 and considered the properties' potential to maintain their dominant positions over the following 12 months.

CzechTourism was especially noted for promoting

the Czech Republic's spas, golf and convention and incentive tourism. These, together with its rich and vast history, represent the "national products" that the Czech Republic's presentation is based on.

## THE CZECH REPUBLIC WON WAVE 2009

The Czech Republic won Wave 2009, an annual prize awarded by the American magazine *Travel Age West*. The Czech Republic won

the award for the Best European Country for Vacation Value.

In addition to the Czech Republic, other best Euro-

pean countries for vacation value included Croatia, Turkey and Spain.

*Travel Age West* is one of the leading travel maga-

zines providing information to travel agents and the professional public. It is published twice a week in 14 US states.

## 92 LARGE CONVENTIONS WERE HELD IN THE CZECH REPUBLIC LAST YEAR

According to International Congress & Convention Association (ICCA) statistics, 92 large international conventions were held in the Czech Republic in 2008, which is 10 more than the previous year. Globally, the Czech Republic scored between 30<sup>th</sup> and 31<sup>st</sup> for 2008; in 2007, it came in 32<sup>nd</sup>.

Traditionally, Prague has been one of the most attractive places for convention organizers and 74 major events were held in Prague, i.e. two more than in 2007. Even though 2008 saw a global record for convention tourism, Prague fell from 12<sup>th</sup> to 13<sup>th</sup> place and did not reach its 2006 level when it had 82 conventions.

In 2008, ICCA registered 7,475 large conventions, the most in history for convention tourism. International convention leaders are the USA (507 conventions), followed by Germany (402) and Spain (374). The best cities were Paris and Vienna (both with 139 events), followed by Barcelona (136).

## The most famous festival of travel and tourism films in the world TOURFILM is back for 42<sup>nd</sup> time...

**F**or the 42nd time in history filmmakers and professionals in tourism industry flocked to spa town of Karlovy Vary where the oldest tourism film festival in the world TOURFILM was held. There were 136 countries represented at the festival with 685 films and multimedia.

**T**he main VIP guest of the festival was charismatic British presenter, adventurer and traveller Ian Wright. This star from Discovery Channel is one of the best travel presenters on TV these days. He presented UK hit show *Globe Trekker* (formerly known as *Lonely Planet*). Apart from Discovery Channel he also appeared on Travel Channel. He made his TV shows in 40 countries of the world and he is nicknamed Steve Irvine of travel TV. He was joined at the festival by famous Czech travellers and TV presenters.

**E**ach year the festival offers not only competition screenings but also meetings with travellers as well as seminars and workshop focusing on tourism and travelling, both domestic and foreign – particularly in Central and the so-called New Europe.

**L**ocal and foreign experts also prepare a Student Tourfilm Academy at the festival every year – over 130 students have signed up already two months before the festival. The interest is enormous and not all applications were successful.

**T**OURFILM is accompanied by a national film festival TOUR REGION FILM and 6th International Cartographic Festival TOURMAP which presents maps, guide books, electronic maps and travelogues from the whole world.

**T**he biggest interest of both competitors and visitors is in the fastest growing category of websites. Each year a great progress in terms of creative use of technologies is apparent and it is TOURFILM festival that manages to showcase the best examples of this development from the whole world.

**T**he festival was also accompanied by a unique photographic exhibition of African predators which contributed to festival's atmosphere that was held in the spirit of 'Memories of Africa'.



■ Ian Wright



Next TOURFILM festival, in its 43<sup>rd</sup> edition already, will traditionally take place in Karlovy Vary from 6th to 7th October 2010.

[www.tourfilm.com](http://www.tourfilm.com)



# Transport

## Services at the Prague Airport Modern and Flexible

*The Prague Airport is a modern airport boasting a number of cutting-edge technologies and attractive passenger amenities. Connections to Prague from all over the world can be obtained quickly and comfortably via the airport's website, check-in can be done by phone and while waiting for your flight, you can surf the Internet for free.*



### Interactive Flight Schedule

– The Prague Airport added to its website ([www.prg.aero](http://www.prg.aero)) a new and expanded flight schedule with an interactive map for better orientation. The modern system uses the world's most comprehensive database with flight information and clearly shows all connections to and from Prague. In addition, travelers can also display all connecting flights from select destinations. Application users can choose their itinerary more easily and thanks to the connection with airline reservation systems, they can immediately book their tickets.

### Check-in by cell phone

– The cell phone check-in project is a logical development of other similar innovations in air traffic, such as check-in via the Internet and self-service kiosks.

A traveler at the Prague Airport can manage with nothing more than a cell phone with Internet service. An air ticket can be purchased at select airline websites via the on-line system and a unique bar code will be sent to an e-mail address or to a cell phone as an SMS or MMS. Once at the airport, the bar

code is scanned by a special device and the passenger is ready to go.

This revolutionary service was developed to help satisfy passenger requirements as to the speed, independence and flexibility of travelling. At the Prague Airport, it is available with Air France, KLM, Austrian, Iberia and Lufthansa.

### Free WiFi in Terminals

– Do you have a couple of minutes before you fly and you do not feel like going to a restaurant or shopping? You can use the latest addition to airport's services and surf the Internet with the free WiFi connection or connect to your corporate network – the service is easy, reliable and wireless.

The signal is transmitted 24 hours a day to all parts of Terminals 1 and 2. The speed of the free Internet connection is 256kbit/s and can be connected via (SSID) [prg.aero-free](http://prg.aero-free). An expanded and faster wireless service at the Prague Airport is available through a paid HotSpot connection, with speeds up to 10Mbit/s. This can be connected via (SSID) [prg.aero-hotspot](http://prg.aero-hotspot). All you need is a laptop, a cell phone or a PDA with WiFi access.



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Fly to Prague



## Culture

# About Beit Hayyim or th



**Lenka Neužilová**

*Similarly to other countries around the world, spiritual tourism enjoys great popularity in the Czech Republic. In addition to the majority of Czech and Moravian religious sights that are Christian, there are also a significant number of Jewish sights. The most numerous ones – aside from synagogues and parts of Jewish Towns and ghettos – include cemeteries, which have been unjustly neglected. There are close to 350 of them, as nearly every Jewish religious community used to have its own cemetery. In Hebrew, cemeteries are called Houses of Life (Beit Hayyim). This paradoxical term is an expression of the faith, in which death can be viewed as the gate to life.*



The fundamental difference between Christian and Jewish cemeteries has its origin in the traditional Jewish principle that graves are untouchable: the remains of the deceased are to be left forever in the place where they are buried. So, wherever a full cemetery could not be expanded, the old graves were covered with a layer of earth, with new bodies being buried on top of the original graves. Tombstones from the lower burial layer were placed into the newly-brought layer of earth. Thus, over centuries, multiple layers of graves may have piled up in some cemeteries that lacked space and, provided that the original tombstones have survived, such places, after having been raised several times, feature picturesque clusters of tombstones from different eras.

This provides Jewish cemeteries with a unique charm. Walks among tombstones with names that are no longer readable, Hebrew writing and symbolic ornamentation, and which are often covered in large numbers of pebbles, tend to be magical.

The most significant and, at the same time, the oldest Jewish centers

not only within the Czech Republic, but also within Europe, include Prague's Josefov, where visitors can find several synagogues, the Ceremonial Hall and the Old Jewish Cemetery, one of the best-preserved Jewish cemeteries in all Europe, all clustered together. The oldest tombstone marks the grave of the poet and scholar Avigdor Karo and dates back to 1439. Today, there are twelve thousand tombstones that have survived in the Garden of the Dead, as this burial place is sometimes poetically nicknamed, bearing the onslaught of gnawing winds and torrential rains. Over the centuries, some of the sandstone and marble tombstones have started to lean and some have tipped over, but they still remind us of more than 80 thousand dead people that had been buried here until 1787. The tomb that most visitors look for is the last resting place of the religious scholar and teacher Rabbi Yehudah Loew ben Bezalel, also known as Rabbi Löw, whose name is associated with the legend of the creation of Golem, a mythical creature. In addition, Prague's Old Jewish Cemetery is

a spectacular gallery of posthumous memorial decoration, including not only tombstones, but also tombs and stone buildings placed by prominent and rich Jews over their graves. The tombstones' bas-relief decoration is also varied, showing both animals and objects that were somehow associated with the life of



the deceased. The most common motifs include hands with fingers spread apart that represent blessing and mark the place where a Kohen (a bearer

of the name Kohen, Kohn etc.) is buried, a descendant of Aaron, the first Jewish High Priest, the lion, which symbolizes power, the deer and the fish as a reminder of the deceased person's name, i.e. Hirsch, Fischer or Karpeles, and occasionally a pair of scissors, an axe, some medical instruments, a book or other objects

relating to the profession of the deceased. However, this unique cemetery is not the only one of its kind in Prague; there are others that are also worth

visiting such as the cemeteries in Libeň, Smíchov and Uhřetěves, as well as two cemeteries in Žižkov – the old cemetery where a number of rabbis and other significant persons have been buried, whose graves are marked with baroque and classical tombstones, and the new cemetery with tombstones that were cre-

ated by prominent Czech sculptors and architects (J. Štursa, J. V. Myslbek, J. Kotěra, J. Fanta, A. Balšánek). The graves that attract the most visitors

include those of the writers Franz Kafka, Jiří Orten and Ota Pavel.

The oldest tombstones that are still in their original places date back to the 15th century and can be found in the central-Bohemian city of Kolín. Apart from the Old Jewish Cemetery in Prague, the Kolín Jewish cemetery is the most significant sight of its kind in Bohemia, as it allows you to follow the development of Jewish tombstones from the Middle Ages to the end of the 19th century. There are more than 2,500 tombstones scattered around the cemetery dating from the 15th to the 19th centuries; the oldest preserved ones date back to 1492. The last resting place of the son of Prague's Rabbi Löw is perhaps the best known. His death in 1599 is associated with many popular Kolín legends.

Aside from the Kolín cemetery, there are more than twenty cemeteries of varying sizes in the capital's vicinity that have – to a lesser or greater degree – been preserved and that are worth seeing. The most significant ones include Brandýs nad Labem with 1,500 tombstones, some of which are baroque and Renaissance tombstones of great value

# e Houses of Life



(the oldest preserved one dates back to 1572), Mladá Boleslav with 2,000 tombstones (the oldest one from 1604), Rakovník, Dobříš, Votice, Drážkov and Trhový Štěpánov, to name but a few.

In addition to the Jewish sights in Prague, it is perhaps the Jewish ghetto in Třebíč, which is also

world. The Jewish cemetery in Třebíč resembles a mirror of architectural styles – here too, you find tombstones ranging from small baroque and classical ones to large obelisks from the second half of the 19<sup>th</sup> century. The cemetery is like a stone library, whose most mysterious chapter can be found in the back

his relatives to the plague epidemic, he decided to stop it from spreading through sacrificing his own life. He lay down in a grave, covered himself with earth and, with a prayer on his lips, parted with life. The plague stopped as if by magic, and Rafael's bravery has never been forgotten by the residents of Třebíč.

Besides the cemeteries in Prague and Kolín, these also include the cemetery in the southern Moravian town of Ivančice that was established in the 16<sup>th</sup> century and has 1,500 preserved Renaissance, baroque and classical tombstones decorated with remarkable bas-reliefs depicting motifs of Jewish symbolism, the cemetery in the northern Bohemian town of Libochovice with 550 tombstones, mostly from the 17<sup>th</sup> century, and the cemetery in the western Bohemian town of Stráž.

Those interested can find numerous Jewish sights in each of the Czech Republic's self-governing regions, and they should not miss out on the cemeteries either. It is impossible to name them all; we can only recommend visiting some. However, every visitor should bear in mind the following rules: before entering a Jewish cemetery, men should cover their heads, and Jewish cemeteries should not be visited from Friday evening to Saturday evening, i.e. during the Sabbath. Moreover, cemeteries that are managed by the Jewish Community are closed on Saturdays and during Jewish holidays.



on UNESCO's prestigious World Heritage List of sites that are part of the world's natural and cultural heritage, which is best-known around the

of the old cemetery, which hides the last refuge of the pious Rafael who, according to legend, saved the community in Třebíč from the plague. Having lost all

While it is impossible to visit all Jewish cemeteries in the Czech Republic as part of an ordinary trip, you can choose several of the most ancient and significant ones.

## WHAT TO SEE AND WHERE TO GO IN 2010

**The One World Festival** – This is the 12<sup>th</sup> edition of a festival of documentary films dealing with human rights. The festival will take place in Prague and other towns and cities across the Czech Republic between March 10 and March 18, 2010. Some 120 films will be screened at the festival, accompanied by discussions, exhibitions and concerts.

**A Princely Easter at the Křivoklát Castle** – Come to Křivoklát from April 3 to April 5, 2010 and travel back in time: see our ancestors' Easter and experience long-forgotten traditions and crafts.

**Prague Spring** – The 65<sup>th</sup> edition of this famous international music festival will be held in Prague from May 12 to June 4, 2010.

**Dvořák's Olomouc** – This international festival of classical music is organized by the Moravian Philharmonic. The festival concentrates on the works of Antonín Dvořák and two other famous Czech composers, Josef Suk and Leoš Janáček. It will be held from May 13 to May 31, 2010.

**Mahler Jihlava 2010** – The ninth edition of this international festival of classical music will be held in Jihlava from May 18 to July 7, 2010.

**The Prague Food Festival** – The fourth edition of the Prague Food Festival will be held at Prague's Slovanský ostrov between May 28 and May 30, 2010. Visitors can look forward to sampling food from some of the best Czech restaurants.

**Smetana's Litomyšl** – This international opera festival is the second-oldest in the Czech Republic after the Prague Spring Festival. It will be held in Litomyšl from June 11 to July 5, 2010.

**XIX. Festival at the Heart of Europe – Mitte Europa** – This festival will be held from June 13 to August 1, 2010 at various points along the Czech-German border. Visitors will enjoy concerts of classical music, jazz, klezmer music and much more.

**The Karlovy Vary International Film Festival** – This international film festival that has been held in the spa town of Karlovy Vary since 1946 will open on July 2, 2010 and last through July 10.

**Prague Proms** – The sixth edition of this international festival of classical and jazz music will be held in Prague from July 11 to August 1, 2010

**Moto GP** – The 2010 Motorcycle World Championships will be held at the Masaryk circuit in Brno from August 13 to August 15, 2010.

## Miscellaneous

# TTG AWARDS 2009



On Friday, Feb. 6, 2009, the best companies in the Czech travel industry have received their annual TTG Travel Awards. The ceremony took place in Lapidarium

at the Prague's Exhibition grounds within the Holiday World fair. Experts in the travel trade voted in the contest organized by the TTG Czech newspaper, and

in 17 categories nominated themselves those they consider the best.

The prizes for winners were created by Mr. Karel Špindler.

|  |   |
|--|---|
| Best travel agency in the Czech Republic                                 | <b>ČEDOK</b>                            |
| Best touroperator for Europe   | <b>ČEDOK</b>                            |
| Best touroperator for America  | <b>ESO travel</b>                       |
| Best touroperator for Asia   | <b>ESO travel</b>                       |
| Best touroperator for Africa and the Middle East                         | <b>EXIM tours</b>                       |
| Best bus company   | <b>Student Agency</b>                   |
| Best airline   | <b>ČSA</b>                              |
| Best hotel in the Czech Republic   | <b>Hotel Hilton Prague</b>              |
| Best tourist board working in the Czech Republic                         | <b>CzechTourism</b>                     |
| Best incoming agency   | <b>ČEDOK</b>                            |
| Best incentive agency  | <b>Liberty Incentive&amp;Congresses</b> |
| Tourist region, area or town where you have received the warmest welcome | <b>Moravia</b>                          |
| Best travel insurance company  | <b>Evropská Cestovní Pojišťovna</b>     |
| Best travel agency in domestic tourism                                   | <b>ATIS</b>                             |
| Most favoured destination in 2008  | <b>Turkey</b>                           |
| Best car rental company in the Czech Republic                            | <b>Hertz</b>                            |
| Best IATA agency in the Czech Republic                                   | <b>Asiana/Letuška</b>                   |

## The Augustine Prague – The latest addition to the Rocco Forte Collection



A set of seven buildings in Letenská Street in the Lesser Quarter has become the latest addition to the Rocco Forte Collection group of luxury hotels. The largest and most significant among the buildings is the 13<sup>th</sup> century monastery of the Order of Saint Augustine that gave the hotel its name, and several Augustinian brothers still live within the monastery compound.

In addition, there is a private entrance connecting the hotel with the Saint Thomas Church, thus offering the perfect solution for

events such as weddings. Wedding guests will surely appreciate the privacy that The Augustine provides throughout the entire wedding day – the hotel also offers dining in the historic vaulted hall that seats 160 guests, elegant receptions in the garden and extraordinary accommodation in designer rooms. Furthermore, the Augustinian brothers can guide the engaged couple through the spiritual preparation for their marriage. For the wedding night, the hotel offers an exquisite suite called the Tower Suite. This is located in the original observatory and takes up three floors – on the first floor is the entrance and living room, on the second floor is a bathroom and on the third is a bedroom that offers a spectacular view of Prague.

There are a total of 101 rooms in the hotel including

16 suites and, in addition to the Tower Suite, there is also the Presidential Suite that features a separate kitchen, a dining room with a fireplace, a luxurious living room, a study, a dressing room, a large bedroom with a four-poster bed and a spacious bathroom. All 101 rooms and suites are furnished with cubist accessories including chairs by Pavel Janák and upholstered settees by Adolf Loos. The Augustine Spa is the ideal retreat from the worries of everyday life. In addition to a wide range of massage and cosmetic treatments, the guests will also have the opportunity to take private courses on meditation, yoga, tai-chi and Pilates under the supervision of experienced specialists. At the guests' request, the spa will also arrange spiritual exercises and morning meditation at the monastery.

## The Kempinski Hybernská Prague Hotel Opens a Magic Garden

Kempinski Hybernská Prague, a five star hotel located in the heart of Prague, opened an amazing 1800 m<sup>2</sup> garden in its courtyard. The garden can accommodate either 150 seats or 300 standing places for cocktail parties.

This peaceful oasis with an irrigation system and in-ground lighting offers not only excellent refreshments, but also a remarkable collection of almost 2,500 hornbeams, box-trees and yew trees. Guests can also

admire historical masterpieces – a well preserved colored fresco from the turn of the 17<sup>th</sup> and 18<sup>th</sup> centuries

and a Baroque fountain with a lion's head. The garden is open to both hotel guests and the general public.



### Best Western Hotel Vladimír Ústí nad Labem - Czech Republic ★★★★

- 86 rooms (standard, executive and luxury) and 3 Apartments
- Internet access in all rooms
- Conference rooms for up to 500 persons
- Mini wellness (sauna, whirlpool)
- Multifunctional air-conditioned banquet spaces „Vista floor“ in 9th floor
- Parking lot with secure camera system for 50 cars and 5 coaches

- 86 Zimmer (standard, executive und luxury) und 3 Apartements
- Internet in allen Zimmern
- variable Konferenzräume – Kapazität bis 500 Personen
- mini Wellnesszentrum (Sauna, Massagewanne)
- multifunktionelle klimatisierte Banketräume „Vista Floor“ im 9. Stock
- bewachte Parkplatz für 50 PKW und 5 Busse



### SO FAR WITHOUT A STAR, BUT...

The Hilton Prague Old Town has opened Zinc Restaurant with the aim of it quickly being recognized as among Prague's best. Its culinary concept is based on modern European cuisine with a touch of Asia. A team of expert chefs is led by

Ari Munandar from Indonesia and his right hand, Sous Chef Chaiyasith Lam Srichom from Thailand. Original Zinc meals include Crispy Calamari with Spiced Salt and Chili, Roasted Cashews and Green Mango Salad, Chicken, Coconut and Lemongrass Soup with a Warm Shitake Mushroom Brioche and Corn Fed Spring Chicken with Balinese Spices, accompanied by a wide selection of wines. The restaurant opened together with the Zinc Bar & Lounge, which offers a great selection of coffees, Asian-style snacks and numerous cocktails. Zinc's signature cocktail also has an Asian flavor – a mix of Bacardi, apple liqueur, ginger and mint.

**ATRIUM**  
restaurant



**Pilsner Pub  
NA PRAŽAČCE**

Best Western Hotel Vladimír  
Masarykova 36  
400 01 Ústí nad Labem

tel: +420 475 235 111  
fax: +420 475 210 412  
e-mail: kontakt@hotelvladimir.cz  
www.hotelvladimir.cz

## Fairs

**HOLIDAY WORLD**

The trade fair HOLIDAY WORLD is the most important presentation of travel agencies, domestic regions, national tourism offices and other services for the travel industry in the Middle Europe. For its nineteenth year, the event will offer not only presentations of many different countries, but also its traditional sub-section Region World 2010, which reviews the presentations of regions in the Czech Republic. In addition to the interesting exhibits, the upcoming year of the fair plans also to feature an attractive accompanying programme, not only consisting of the travel film festival World Film but also a series of seminars, conferences and workshops on key themes in the tourism industry.

As well, it will continue with its tradition of holding two commercial days. The honoured country of HOLIDAY WORLD for the year 2010 became Slovenia. Despite of economic crisis the organizers register approximately the same interest of the exhibitors to present their services in Prague. Everything of importance in travel can be found at the Incheba Expo Praha Holešovice exposition grounds.

**GOLF WORLD PRAGUE**

The third presentation of the event at the same time as the trade fair HOLIDAY WORLD and the prime location at the entrance of the whole fair underscored the justification for presenting golf tourism and the travel industry together. The latest year of GOLF WORLD PRAGUE, in cooperation with professional partners from the Czech Golf Travel Association, the Czech Golf Federation, CzechTourismu a Czech Golf Consulting will create a prestigious and representative forum for golf tourism in the Czech Republic with an international reach.

**Represented countries**

|                       |                      |
|-----------------------|----------------------|
| Austria               | Bangladesch          |
| Bosna and Herzegovina | Bulgaria             |
| Croatia               | Cuba                 |
| Cyprus                | Czech Republic       |
| Dominican Republic    | Egypt                |
| Finland               | France               |
| Germany               | Great Britain        |
| Greece                | Hungary              |
| India                 | Indonesia            |
| Ireland               | Israel               |
| Italy                 | Japan                |
| Luxembourg            | Malta                |
| Moldova               | Montenegro           |
| Nepal                 | Norway               |
| Pakistan              | Poland               |
| Portugal              | Russia               |
| San Marino            | Slovakia             |
| Slovenia              | United Arab Emirates |
| Serbia                | Syria                |
| Spain                 | Sweden               |
| Switzerland           | Taiwan               |
| Tanzania              | Thailand             |
| Tunisia               | Turkey               |
| Ukraine               |                      |

**THE FAIRS IN 2009**

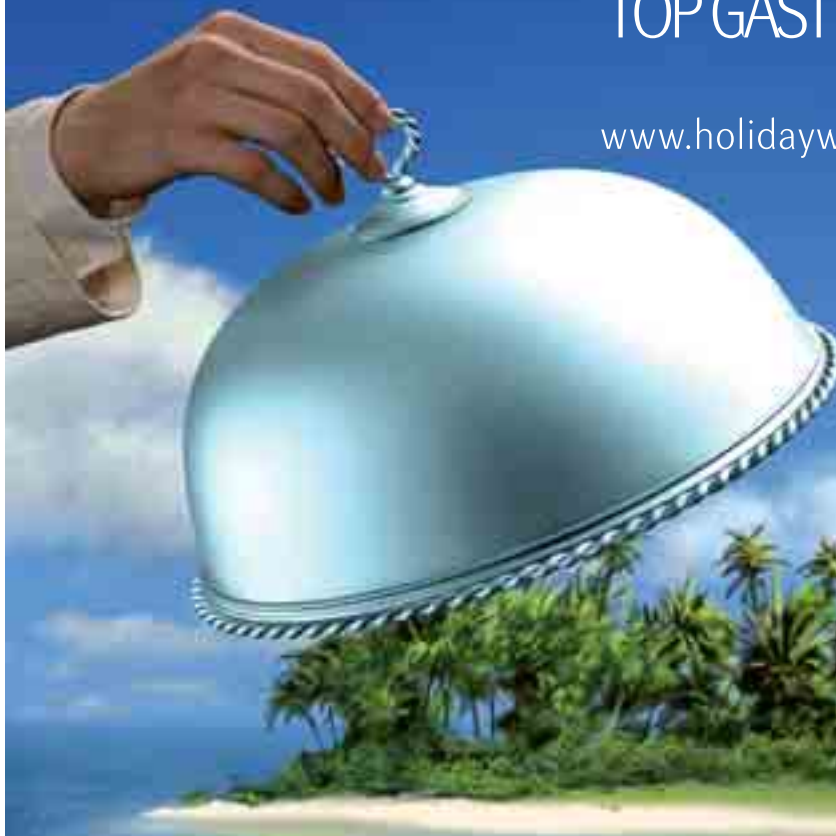
|  |                       |
|--|-----------------------|
| Number of exhibitors .....               | 701                   |
| Countries represented .....              | 47                    |
| Represented foreign tourist boards ..... | 33                    |
| Exhibition area brutto(sq. m.).....      | 17 585 m <sup>2</sup> |
| Number of visitors.....                  | 28 750                |
| Professionals.....                       | 7 052                 |
| Media representatives.....               | 713                   |

**HOLIDAY WORLD**

19. STŘEDOEVROPSKÝ VELETRH CESTOVNÍHO RUCHU  
19<sup>th</sup> CENTRAL EUROPE'S PREMIER TOURISM INDUSTRY EVENT

GOLF WORLD PRAGUE  
TOP GASTRO

[www.holidayworld.cz](http://www.holidayworld.cz)



4. - 7. 2. 2010

Výstaviště Incheba Expo Praha  
Incheba Expo Prague Exhibition Grounds

I FEEL  
SLOVENIA

Partnerská země Holiday World  
Honoured Country of Holiday World



INCHEBA  
EXPO PRAHA



TRAVEL IN THE CZECH





## PILSEN IS A CANDIDATE FOR BECOMING THE EUROPEAN CAPITAL OF CULTURE 2015

„A close-knit relationship with arts is essential to the existence of Pilsen's people...that is why they support this candidacy,” says in an interview with TTG **Marcela Krejsová**, First Deputy Mayor of the City of Pilsen.



### ? Why did Pilsen go for the candidacy?

Even though Pilsen is mostly known as a city of beer, it is also a city of great cultural tradition. There is no contradiction in this as brewing excellent beer is an art in itself and people of Pilsen have been mastering this art for almost 170 years now. That is why they perhaps also have an affinity for – let's say – finer forms of art. Today's Pilsen is a city of music, film and theatre festivals, with a rich cultural calendar of various open-air events which form an impressive extract of what Pilsen has to offer in terms arts. More and more tourists visit the city to experience what it has to offer, whether they're attractive monuments, world-famous Pilsner Urquell brewery or opportunities to explore something totally new – for instance in the biggest Czech science park Techmania. The interconnection of cultural

and historical values, high quality entertainment, creative innovations and top art performances makes the cocktail that Pilsen wants to offer to the whole of Europe.

### ? Which of the main projects that you are working on, can affect the life of the city and the region and will be carried out, even if Pilsen doesn't qualify for the title?



One of the major projects that are linked to the candidacy is actually completed – it is the Puppets Museum on the Republic Square which opens on 18th September 2009. Pilsen is paying back its debt to its great talents – puppet-makers Josef Skupa and Jiří Trnka as well as the generations of nomadic puppeteers from the end of the 18th century and also the cur-

rent puppeteer generation from Alfa Theatre. The city will also definitely complete the much desired project for a new theatre. This would certainly not only enhance the cultural life in the region but also have an impact on the Bavarian side of the border as every year, thousands of German fans of ballet and opera flock to Pilsen. There is another important plan to develop the area on the confluence of Mže and Radbuza rivers into sports and leisure grounds. And even in the case of unqualifying, Pilsen will aim to have a new building for the West Bohemian Gallery or to create the Museum of Design. It may only impact the timeframe though.

### ? What makes Pilsen unique?

Perhaps its attitude towards culture. Pilsen has always been very proud of its cultural tradition – it was in this city where the first Czech book has been printed in 1468 (Trojan Chronicle). Wandering puppeteers and also the locally famous revolutionary merry andrew of Pilsen were performing there. In Pilsen, young B. Smetana was contemplating



■ **Marcela Krejsová** First Deputy Mayor of the City of Pilsen whether to follow a music career, in Pilsen, the artistic career and life journey of J. K. Tyl ended, the first Czech professional theatre ensemble was based there and great personalities who influenced the art life of the whole country for many generations also came from this city. Pilsen had and still has many uniquely talented people, its creative minds and their audiences. A close-knit relationship with art is essential to the existence of Pilsen's people and it never happened that they would turn their backs to the local art scene. That is why Pilsen's inhabitants are keen to support the candidacy and do their best to make Pilsen a true European capital of culture. In case of winning this title, this would be rather an icing on the cake that we would like others to taste and hopefully find good.

## IN BRIEF from all regions

### Bohemian Carnevale

From 13th to 24th February 2009 Prague streets and palaces hosted already the 3rd annual cultural and social festival Bohemian Carnevale. The festival organizer, Triglaw Corp. Ltd., prepared for Prague residents and visitors numerous events, including a Valentine Day's Venetian Carnival as a highlight. A spectacular ball in Clam-Gallas Palace made guests travel in space and time.

### Work of Josef Hoffmann, native of Vysočina region listed among UNESCO heritage sites

A work of Josef Hoffman, hailing from Vysočina region at the border between Bohemia and Moravia, dominate the list of recently added monuments to the UNESCO List of World Cultural and Natural Heritage sites as of June 2009. The listed architectural masterpieces now include Hoffmann's Stoclet palace in Brussels, Belgium, built in 1905-11 as a private residence for a rich family of a Belgian banker. According to the UNESCO Committee for World Cultural and Natural Heritage, this building represents a 'true masterpiece of Viennese Art Nouveau style' and a 'perfect example of integration of different art disciplines'. As for Josef Hoffmann's work in Vysočina region, then we can find finely crafted tombstones of his parents at Brtnice cemetery made by himself. These as well as his native house in Brtnice

are cultural monuments featured on the Central List of Cultural Monuments in the Czech Republic.

### News from Karlovy Vary

Karlovy Vary becoming multilingual – Karlovy Vary region has new website with several foreign language versions. At [www.kr-karlovarsky.cz](http://www.kr-karlovarsky.cz), any visitor can choose their language preference – English, German, Spanish, Russian or French, with Italian to follow. You will find there general information about the region and local tourism services. This project has been financed from ROP NUTS II North-West funds. Karlovy Vary region wants to present itself to foreign guests as an attractive destination where they can spend their holiday according to their hobbies, interests and wishes. Karlovy Vary airport opened a new terminal – International airport in Karlovy Vary has opened a new terminal on 20th May 2009 which cost over 98 million CZK. Thanks to this new capacity, the airport can now handle up to half a million passengers annually. The number of passengers is currently not as high yet, last year there were approx. 71,000 people using its services as stated by the airport director Václav Černý. The new terminal is owned by the Karlovy Vary region which has obtained funding of 81.1 million CZK from the European Regional Development Fund.

## PILSEN TOWN HALL

A full-colour publication, published by the Statutory City of Pilsen to mark the 450<sup>th</sup> anniversary of completion of the town hall, dominating the central square (called the Republic Square nowadays), celebrates the charm of this Renaissance gem of a building. Its construction was completed in 1558 but only two years into the construction, the city council assembled there for the first time in 1555. This publication stands out for its wealth of knowledge presented in an accessible manner as well as its illustrations. Your attention will be drawn to new sgrafito decorations that were created by architect Jan Koula during an early 20<sup>th</sup> century reconstruction.

The publication documents also other successful reconstructions of the interiors, including the staircase. Pilsen Town Hall also presents premises of the neighbouring Imperial House where the Mayor's office with historical furniture is located, including his work desk, as designed by architect Václav Smolík in a totally modern yet elegant style. The history of the original metal staircase is very interesting – it connects the rooms of MP's clubs with city council's assembly room. Allegedly it was taken from a cruise ship that was made by Pilsen-based Škoda company. It is called Eiffel Tower for its metal construction.

### Vysočina Region Gallery in Jihlava received a special award

The award of Czech Committee of the International Museum Council is going to Jihlava for an installation of a unique permanent exposition of haptic sculptures – „Touch sculpture“. This permanent exhibition presents sculpture works of blind people. Such presentation has its specific requirements. Firstly, the needs of blind visitors – one of the target audiences – have to be taken into consideration when creating the concept of this project. The exhibition is naturally also aimed at visitors with no sight problems so that they can experience fully haptic exploration of the world.

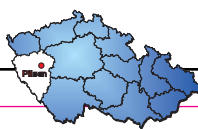
### Bohuslav Martinů Centre was opened

On 4th April 2009, Bohuslav Martinů's native town of Polička in East Bohemia saw the opening of a centre dedicated to this famous composer. Bohuslav Martinů Centre opening is one of numerous activities carried out as part of the Martinů Year, to commemorate composer's 50th anniversary of death. A new logo of the centre was unveiled at a press conference on 18th March 2009 that took place in the residence of Bohuslav Martinů Foundation.

## Summer Festival of Old Music

The 10<sup>th</sup> international music festival in 2009 was dedicated to Metamorphosis of Love. Music and singing again filled the unique premises of St. Agnes Convent, Martinic Palace, summer residence Hvězda, Břevnov Monastery, Troja chateau, Lobkovicz Palace and Rudolfinum. And this is not even an exhaustive list. Featured titles included Voices of Passion and Emotion in stories of Ariadne and Lucretia in the works of Handel and Scarlati, romantic pieces of Fr. Chopin inspired by Polish poets of Romantic era, Song of songs in works of Renaissance masters

from St. Emmeram code, English love ballads from 16<sup>th</sup> century and semi-scenic candle-lit performances with music from Venetian streets and palaces (Monteverdi, Manelli, Ferrari). The visitors of the 10<sup>th</sup> edition of this popular festival could again discover the talent of Czech musicians and singers as well as of soloists and ensembles from abroad. Foreign performers came from France, Spain, Poland, Germany, Italy and Great Britain. The Summer Festival of Old Music is clearly becoming one of Prague's main cultural highlights.



# PILSEN – A CITY OF BEER AND CULTURE



*An increasing number of visitors from abroad is now flocking to the capital of West Bohemia, the city of Pilsen. Who wouldn't know its world-famous beer Pilsner Urquell which has been brewed in this city for 167 years now? In the Medieval times Pilsen used to be a crossroad of important trade routes and nowadays is connected to various European cities through first-class road and rail networks. You can reach Pilsen from Prague – Ruzyně international airport in 45 minutes.*



The first steps of all tourists usually lead to the mecca of all beer lovers – Pilsner Urquell brewery. There you can find out all there is to know about beer making – from sourcing of raw ingredients, through cooking,

to bottling – you can watch the whole process unfold step by step in front of you. The **brewery tour** is fully accessible to wheelchairs. Thanks to the high quality services and unique nature of this tour, it has become

the first certified location of European Industrial Heritage Path in the Czech Republic.

It takes few minutes of walk to get to the **Brewery Museum**, which as the only one in the world is located in the original beer making house where beer had been brewed since the Middle Ages. Most recently, a **sightseeing tour of the historical underground** will take visitors through 800 metres of historical cellars and corridors that run below the whole old city centre.

**The city centre** is a great example of Gothic urban planning. In the middle of a large square a triple-naved

**church of St. Bartholomew** is towering towards the skies with its famous Pilsen tower, highest in the Czech Republic. Historical buildings framing the square remind of fairy-tale stage decorations. Although their narrow gables reveal their Gothic origin, their richly decorated façades speak of the wealth that trade and crafts brought to Pilsen at later times. The most spectacular building is the **Renaissance townhall** with amazing sgraffito decorations that portrait important rulers – founder of the city Wenceslas II and John of Luxembourg that gave Pilsen many rights. The Emperor Rudolph II is not missing either as he



made this city the capital of the whole empire for a year in 1599. The list of monuments also includes the Great Synagogue, third largest in the world.

The city lost nothing of its hospitable tradition,

quite the opposite – Pilsen offers its guests over 3,000 beds, mostly in 4\* hotels. There are also great shopping opportunities in some of the large shopping malls or luxury goods stores in the city centre.

## WHERE TO GO, WHAT TO SEE:

**Science centre Techmania** – Don't miss an opportunity to visit this interactive science centre which has been awarded with the best tourist product prize in the Czech Republic. Exhibitions and displays are located in the former factory hall of Skoda enterprises and offer a number of great ways to explore science and technology in an entertaining and fun manner.

**Puppet Museum** – Historical house no. 23 on the Republic Square has been converted into a Puppet Museum. Pilsen reigns supreme when it comes to the history of Czech puppetry. The puppet tradition dates back to the 18th century and its highlights include the work of Josef Skupa, author of Spejbl and Hurvínek, the most popular Czech puppets. These and many other puppets and puppet theatres can be admired in the Puppet Museum, opening on 18th September 2009.

**ZOO** – The Zoological and Botanical Gardens in Pilsen are a popular visitor attraction. These are located not far from the centre on a rocky foreland above the Mže river meanders. This unique locations allows great natural animal enclosures and hence makes the Pilsen Zoo one of the most beautiful zoological gardens. It also includes the ever popular Dinopark.



## EVENTS CALENDAR:

Pilsen is a city of festivals. Unusually rich and varied calendar of events brings so much life into the streets of Pilsen every month. The most famous events include Freedom Celebrations (May) with a great parade of historical military vehicles, the municipal festival Historical Weekend and International Folk Festival (June), Theatre Summer Under Pilsen Skies (July), music festival On the Street (August) and beer festival Pilsner Fest (September).

The rich cultural background of the Pilsen city is also known for its high quality, particularly in the world of theatre. J.K.Tyl Theatre with its opera, musicals, ballet and drama performances as well as the puppet theatre Alfa are award winning institutions. Non-mainstream art finds its audiences in numerous clubs and unused industrial spaces – an example of this would be the original multicultural scene Moving Station, at Jižní předměstí station. Thanks to its strong cultural tradition and quality of various projects, Pilsen stands a chance to receive the European Capital of Culture 2015 title. Come and see for yourselves!



## THIS YEAR EVERYONE VISITS US!

East Moravia, that represents spectacular views from mountain tops, travelling on barges along the Baťa canal, fertile vineyards and also the largest Moravian spa Luhačovice. Discover the best of the four regions of East Moravia that are full of character - Kroměříž, Slovácko, Wallachian and Zlín and Luhačovice regions. Be enticed by the magic of diversity.



### East Moravian Tourist Board

třída Tomáše Bati – Svit,  
building 22, 760 90 Zlín  
phone: +420 577 043 902  
info@vychodni-morava.cz  
www.vychodni-morava.cz



East Moravia, Zlín region specifically, neighbours with the Slovakian Republic. It is close to the Bratislava airport (100 km) and also Vienna (100 km). Distance from Prague is approx. 300 km.

### Baťa's architecture



Zlín is known for the Baťa phenomenon and his factory and also the urban concept of the whole town. The most striking feature of the functionalist Zlín is the so-called Zlín skyscrapers. This building from 1938 is known by the locals as 'twenty-one'. It is 77.5 metres tall and a real technical marvel is the moving office inside of an elevator.

#### MAJOR EVENTS

**Zlínfest International festival of films for children and young people**  
(May – June)  
**Car race Barum Czech Rally Zlín**  
(August)

### Come and enjoy East Moravia through all senses!

East Moravia attracts tourists with its local delicacies and hospitable people. In the Wallachian region they make a fantastic cabbage soup called 'kyselica' and bake massive cakes called 'frgály'. Slovácko region is known for its hog-killing time, pastries and mainly its wines - Müller-Thurgau, Pinot Blanc, Moravian Muscat and Rhiesling. Haná region is covered by endless fields of cereals and also hops that are used for beer making. Zlín and Luhačovice regions are close to Wallachia. You should definitely take home a bottle of plum spirit – slivovice – from here.

#### MAJOR EVENTS

**Festival of Wine and Open Monuments in Uherské Hradiště**  
(September)  
**Traditional fairs and gastronomic events in open-air museum Rožnov pod Radhoštěm**  
(all year round)



### Kroměříž – UNESCO monuments



The greatest historical monuments of this town are listed by UNESCO as world cultural heritages sites and the whole town is a real jewel of the Zlín region. It is dominated by Archbishop chateau with beautifully decorated rooms and precious art collections. Its Chateau garden was conceived as an English park. The Flower Garden was designed by Italian architects. Don't miss the archbishop wine cellars or Bishop mint. A large chateau art gallery includes Tizian's painting Appollo and Marsyas.

#### MAJOR EVENTS

**Festival of Religious Music Forfest**  
(June)  
**Music festival in the gardens and chateau**  
(June)  
**Kroměříž music summer – festival of classical music**  
(September)



is made of two tourist regions: Central Moravia and Jeseníky. Each of these is quite different, yet with a charm of its own. Together they create a unique combination and harmony. While Jeseníky are full of picturesque yet rough mountain wilderness and a much sought-after destination for sports and leisure, Central Moravia is a region of folklore, traditions and amazing architectural monuments. Some of these date back well into historical times and attract crowds of tourists every year. Fairy tale-like **Bouzov castle** or **Helfštýn castle** known for its annual festival of artistic black-smiths called Hefaiston, are both worth visiting. **Šternberk castle** with its unique collection of tiled stoves is spectacular too; **castle and chateau Usov** which also serves as a forestry and hunting museum, is one of its kind in Europe. Romantic souls will thoroughly enjoy visiting pretty sites such as Empire-style chateau in **Čechy pod Kosířem** surrounded by a large park with precious tree species. **Chateaux Tovačov, Náměšť na Hané and Velké Losiny**, known for its witch hunts in the old times and a spa at present time, all have a great atmosphere. We should not forget about **Jánský Vrch chateau** in Javorník which has a unique collection of pipes and smoking necessities.

### REGULAR EVENTS AT CASTLES AND CHATEAUX IN OLOMOUC REGION

**BOUZOV CASTLE** – [www.hrad-bouzov.cz](http://www.hrad-bouzov.cz)

**August – Fair and castle carnival** – crafts fair, period competitions, fencing displays, Oriental dancers, a Castle full of songs, guided tours in period costumes

**August – Balloons above the castle** – meeting of hot-air balloons, evening guided tours

**ŠTERNBERK CASTLE** – [www.hrad-sterberk.cz](http://www.hrad-sterberk.cz)

**August – Šternberk hill** – rock music festival

**HELFŠTÝN CASTLE** – [www.helfstyn.cz](http://www.helfstyn.cz)

**August - HEFAISTON** – international convention of artistic black-smiths

**NÁMĚŠŤ NA HANÉ CHATEAU** – [www.zamek.namestnahane.cz](http://www.zamek.namestnahane.cz)

**August – Flowers for the chateau lady** – flower decorations of chateau chambers and chapel

**TOVAČOV CHATEAU** – [www.tovacov.cz](http://www.tovacov.cz)

**August – Tovačov Portal** – Folk music festival

**PLUMLOV CHATEAU** – [www.zamek-plumlov.cz](http://www.zamek-plumlov.cz)

**August – Rock at the chateau** – festival

**VELKÉ LOSINY CHATEAU** – [www.losiny.cz](http://www.losiny.cz)

**July - August - Losiny Cultural Summer** – annual display of theatre and music performances at Velké Losiny chateau

**JÁNSKÝ VRCH CHATEAU** – [www.janskyvrch.cz](http://www.janskyvrch.cz)

**August – Javornice rockfest** – concerts of rock bands not just from Jesenice region



**Olomouc region is where culture meets nature – [www.ok-tourism.cz](http://www.ok-tourism.cz)**

## Moravian Amber Route



Two regions, Zlín and Olomouc, have come together to carry out the project of Moravian Amber Route. The aim is to create an attractive tourist product for the markets of Eastern and Western Europe.

The project of Moravian Amber Route brings together the best experience a visitor to Moravia can get. Thanks to the diversity of various tourist regions within Central Moravia (Zlín and Olomouc regions), there should be a great variety of tailored products for different clients. This project is aimed at both individual and group tourists, for providers of travel services (travel agencies and tour operators), business travellers, tourists looking for holiday packages, trips or even transit visitors. They can all look forward to visits to UNESCO listed heritage sites, great stays in Moravian spa towns or experiences linked to the traditional gastronomy.

The project will offer a comprehensive selection of the most interesting attractions and activities which make Moravia a unique destination within the Czech Republic. The project will make use of what Zlín and Olomouc regions have to offer in terms of tourism

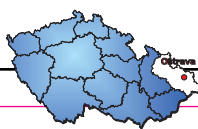
while adding elements of the offer from the rest of Moravia and Silesia.

This project runs between May 2008 and October 2010. Zlín region, represented by the East Moravian Tourist Board, submitted a request for EU funding (ROP NUTS II, 3.4 promotion and management). In total the regions should contribute with a sum of 11.5 million CZK.

The actual project has been divided into two stages. The first stage involves the creation of a new tourist product Moravian Amber Route for selected source countries – Austria, Italy, Germany. This will include product strategy development, analysis, themed packages development, a comprehensive plan for sales promotion activities. In the second stage the marketing plan will be executed in these countries.

The project of Moravian Amber Route will also involve fam and press trips. Special presentations took place in three cities in Italy and in 2010 the project will be similarly introduced in Germany. Special product sheets and press materials are being drafted now. Each source country will have an dedicated online information portal.





## OSTRAVA WILL STIR YOUR EMOTIONS

We are talking to PR and Communications Manager of Ostrava 2015, Ms. **Kateřina Ondřejková**

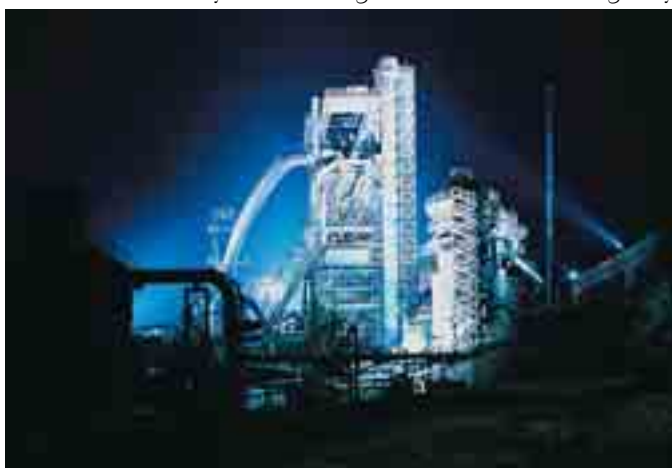
**2015** Candidate for European Capital of Culture  
**ostrava**

**? A somewhat provocative question to start with: why does Ostrava, the capital of Moravian-Silesian region, previously known for its heavy industry and coal mining, want to bid for the European Capital of Culture title?**

The fact that Ostrava used to be an industrial city is not a weakness, it's our strength! Thanks to the activities of the Rothschild family we now have a National Heritage Site – blast furnaces in Dolní Vítkovice area or other monuments such as the Anselm mine (today the Mining Museum OKD Ostrava) or Michal Mine. Tipped ground 'Ema' is also a unique place.

Ostrava is the third largest city in the Czech Republic, close to the border crossing of three states (Czech Republic, Slovakia and Poland), a major transport hub with an international airport, highway and developed rail network. It forms a natural centre of

a multicultural and international region. It is a city with transforming economy and a regional centre for culture and education. There are 2 universities, 4 permanent theatre stages, 4 orchestras, a wide network of libraries, museums, exhibition and trade fair grounds, 4 National Heritage Sites, including the former industrial zone of Dolní Vítkovice that has been also listed among the European Cultural Heritage Sites. Ostrava also hosts over 40 festivals annually, including Colours of Ostrava 2009 that have been attended by record-



breaking total of 25,000 people this year.

We understand this opportunity to get the European Capital of Culture title as a way of bringing Ostrava back among the European cultural capitals as it used to be in the 1930's. The creative spirit of local people, a great variety of ethnic backgrounds (Czech, Moravians, Silesians, Germans, Slovaks, Poles and Jews), convenient location of a border town on the frontiers of three states and other factors contributed to making this city a natural centre of this region and gave rise to something very

specific – Ostrava culture. After the Second World War, Ostrava unfortunately became rather known as the 'black' mining city or the 'steel heart of the republic'. It now has a chance to make its dreams come true again. Many other European cities had similar fate and yet managed to succeed in the end.

**? What projects are linked to the candidacy?**

The title of European Capital of Culture 2015 represents a great opportunity not only for the city, but also for the whole region, country and even Europe as it would be able to add another important spot to its cultural map. The whole process which takes almost seven years was divided into two stages. The working titles are Ostrava 2009 and Ostrava 2015. Why Ostrava 2009? Autumn 2009 is full of special events – **White Book of Ostrava's Culture** is being published and becoming a basis for an online city encyclopaedia, the city is hosting **International Film Festival Kamera OKO and Ostrava? Exhibition**



is taking place at Černá louka exhibition grounds, capturing the character of the city from past to present through paintings, photographs, sculptures and other artefacts. A large-scale folding picture-book about the history of the city **Mysterious Ostrava** has been displayed and will soon have its small-scale version. I wouldn't want to speak about 2015 projects at this

stage, before the results of the 2nd round. The city, however, is considering construction of a new gallery and concert hall.

**? What makes Ostrava unique in your opinion?**

Ostrava is the city where I was born and bred, I live and raise my children there. It can be raw, honest, different. You can hate it or love it but you are guaranteed to have your emotions stirred.

## WELCOME TO THE MORAVIAN-SILESIA REGION

- ◆ untouched nature
- ◆ cultural, historical and unique technical monuments aspiring to be listed by UNESCO
- ◆ adrenaline-packed sport activities
- ◆ holidays (not just) for families with children
- ◆ spa, relaxation and wellness
- ◆ golf paradise
- ◆ transport accessibility of Moravian-Silesian region - Leoš Janáček international airport or by comfortable train from Prague to Ostrava in less than 3 hours
- ◆ great gastronomic specialties – beer and traditional Moravian cuisine
- ◆ fairy-tale like castles and chateaux to be enjoyed by children and grown-ups alike: Hradec nad Moravicí, Raduň, Hukvaldy, Sovinec, Štramberk trůba and others
- ◆ sufficient number of quality accommodation (guesthouses of European standards, 3\* and 4\* hotels)
- ◆ cultural and sport events of international importance: Ostrava Golden Spike, Janáček's May, Colours of Ostrava, Janáček's Hukvaldy





South Moravia  
Destinations

## Discover TOP destinations of South Moravia!

[www.vyletnicile.cz](http://www.vyletnicile.cz)



MUSEUMS AND EXHIBITIONS PASTIME AND EXPERIENCE MONASTERIES AND MONUMENTS BEAUTIES OF NATURE CASTLES AND CHATEAUX



EUROPEAN UNION  
European Regional  
Development Fund



EUROPEAN TERRITORIAL CO-OPERATION  
AUSTRIA-CZECH REPUBLIC 2007-2013  
Gemeinsam mehr erreichen. Společně dosáhneme více.

Top destinations of South Moravia are the most attractive spots in our regions. We invite you for a visit!

Top destinations offer provides a great overview of all places that you should not miss when visiting South Moravia.

To become a Top destination, one has to fulfill numerous criteria which focus on the quality of the place and services provided. Top destinations of South Moravia brand is a guarantee of high standards for you.

The selection of Top destinations of South Moravia is truly rich – visit castles and chateaux, exhibitions, museums and galleries, explore the wonders of nature on foot or by boat, go to places full of fun, entertainment and experiences.

To give our offer greater clarity, we decided to split our destinations into 5 themed groups, marked with different colours: Castles and Chateaux are orange, Museums and Exhibitions are purple, Monasteries and

Monuments are red, Beauties of Nature is marked in green while blue colour is for Pastime and Experience.

And which destinations in South Moravia are we recommending? Top destinations include Moravian Karst, State Chateau Lednice, City of Brno Museum – Špilberk, Slavkov chateau, Moravian Gallery in Brno, Baťa's Canal, Brno Region Museum – Peace Memorial and Literature Museum at Rajhrad, Western Park Boskonice, Valtice Chateau with National Winery Centre, Automotodrome Brno, Moravian Regional Museum, Znojmo Dungeon, Technical Museum in Brno, Slavic settlement in Mikulčice, Mendel's Museum or State Chateau Lysice.

As you can see from the list above, the offer of Top destinations is really broad and interesting! And this list is not even exhaustive, our offer

is continuously expanding to provide more and more unforgettable experiences.

More information about Top destinations can be found on a new website [www.vyletnicile.cz](http://www.vyletnicile.cz). You will find comprehensive information on all specific destinations, on their history and present state, various offers and extra services, there will be key contacts listed as well as opening hours, admission prices, etc.

Top destinations of South Moravia are closely linked to Top destinations of Lower Austria ([www.ausflug.at](http://www.ausflug.at)) which have been successful presented on the market for several years now. The result of this cooperation will be a wide selection of over-the-border trips so that everyone will be able to experience a perfect day in South Moravia and Lower Austria!



Are you looking for the right place to organize your congress or incentive programme? We are here to help!

## [www.moraviaconvention.cz](http://www.moraviaconvention.cz)

Our website brings you a comprehensive offer of congress and incentive tourism. Since the beginning of this year a downloadable electronic version is available. The brochure is split into two parts, congress and exhibition tourism and incentive tourism. The former part includes an overview of conference facilities, accommodation and catering services (capacities and amenities). The latter part focuses on a selection of inspirational programmes and packages that include accommodation and gastronomic offer.

South Moravia region offers numerous possibilities for creating incentive packages. Gastronomic experiences, wine tasting sessions, sports driving on Brno racing circuit, golf courses, sports centres, cycling paths, wellness centres and also a wealth of castles and chateaux all make great ways of unwinding from stressful daily life.

Brno's modern international airport with good air connections to key international destinations can sufficiently provide for all needs of congress tourism clients. Exhibition grounds are connected to a highway to Prague and main road to Vienna and also lie close to high-speed train corridor. The city of Brno also offers suitable facilities for meetings of political and business nature. Many hotels have conference rooms with modern equipment. At present time three more hotels of 4\* - 5\* category are under construction. Some of the best hotels in their category with great conference facilities include Holiday Inn Brno, Best Western Premier Hotel International Brno, Comsa Brno Palace Hotel, OREA Hotel Voroněž, Grandhotel Brno, Hotel Bobycentrum. Brno, the capital city of South Moravia is known as one of the major trade fair hubs in Europe with 80 years of tradition. This year a new pavilion 'P' has been finished. The exhibition grounds host more than 50 international trade fairs and exhibitions annually. Fifteen pavilions offer a net exhibition area of 130,000 m<sup>2</sup> and the grounds also include a congress centre. Apart from Brno, there are other towns which have suitable amenities for congress tourism and exhibitions - Mikulov, Lednice, Slavkov, Znojmo, Židlochovice and others.



Contact details:

### Moravia Convention Bureau

Ing. Lukáš Bačík  
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mobile: +420 724 795 915  
[www.moraviaconvention.cz](http://www.moraviaconvention.cz)



South Moravian Region



## Janáček Festival in Brno shines on Certification of winery tourism

In 2008 the first international music festival Janáček Brno took place, organized by the National Theatre Brno in artistic cooperation with Brno Philharmonic Orchestra and music faculty of JAMU art school. We asked the festival coordinator Aleš Kučířek:

**What have been the biggest achievements of the festival so far?**

Perhaps the greatest achievement has been that we managed to organize the festival as such. On a more serious note, it must be said that organizational team has done an amazing job getting everything ready in a very short period of time. The audience has most enjoyed the performance of Jenufa by the National Theatre. Much praise was also given to Brno's premiere of the opera Cunning Little Fox. To

me the highlights of festival were two foreign ensembles – Hungarian State Opera and Theater an der Wien.

**What ambitions does the National Theatre in Brno as the festival organizer have and how do you want to achieve them?**

We would like to create that special connection between the city of Brno and Janáček as in the case of Bayreuth + Wagner or Salzburg + Mozart. This would mean a lot to us and it is a big task to accomplish. We set out this task before the first festival even took place and we intend to pursue it. It wouldn't make much sense to bring to the current festival offer another event made up of symphonic, chamber and multi-genre concerts. We would like to maintain content purity (as

much as possible) with focus on Janáček's works, particularly his stage masterpieces. Janáček is so popular in Europe that we don't even have to convince any of the foreign ensembles to participate and we would like to increasingly invite them to Brno.

**The festival takes place every two years so the next one will take place 2010, have you been working on its concept already?**

The concept has been drafted even before the first festival started. As most opera ensembles plan two years ahead, we have to be able to react swiftly. However, from there is a long way from a concept to the execution of a specific programme. Therefore, I will only reveal at this stage that the 2010 festival will deal with Janáček versus expressionism theme.

An enamel board featuring logo "Wines from Moravia – Certificate of winery tourism" will make it easier for tourists in South Moravia to spot high quality establishments for winery tourism.

This certification system aims to improve the standards of services in winery tourism to match those offered in neighbouring European wine regions. Certification process has

been carried since last year by National Wine Centre and Partnership Foundation. The first wineries received their certificates at Region-Tour trade fair in Brno this January.

### Opening of Tourist Information Centre – South Moravia

On 1st August 2009 the Tourism Authority of South Moravia (CCRJM) in cooperation with Brno Cultural Centre (BKC) opened a brand new Tourist Information Centre for South Moravia. It is a new information service for Brno residents as well as domestic and foreign visitors of this city. Apart from Tourist Information Centre of the City of Brno located in the

Old Townhall, the city is now running a pilot project for the Tourist Information Centre – South Moravia in Radnicka street no.2 which offers comprehensive information for the whole region and effectively complements the services offered by the original information centre. Brno residents and visitors alike can obtain up-to-date information and materials about tourist regions

Znojmo and Podyjí, Pálava and Lednice-Valtice area, Slovácko, West and East Brno, Moravian Karst and others. Detailed information on specific tourist destinations will be available as well as on events and activities in the region and various packages and offers. Staff of this new information centre is ready to inform and help visitors, offer good deals, discounts and other services.



# B | R | N | O | CITY OF BRNO – VISIT THE MORAVIAN CAPITAL

**City of Brno, the second biggest city in the Czech Republic with almost 400,000 inhabitants, is the centre of culture, universities and international trade fairs.**

*Other major European capitals are found within 120-200 km distance from Brno: Prague, Vienna and Bratislava. There are regular flight connections to the international airport in Brno. Brno is the capital of South Moravian region and a starting point for journeys to explore the natural and cultural heritage of this region. Moravian Karst protected area lies north of Brno and vineyards with typical wine cellars are stretching out to the south of the city.*

Brno can boast with numerous important monuments which are an evidence of its rich past – Špilberk castle, St. Paul and Peter's Cathedral, Old Brno monastery, Capuchin tomb, Old Townhall and many others. The most significant modern architecture monument, Tugendhat Villa, has been added to the UNESCO list in 2001. Currently, Brno is the site of 12 higher education establishments, supreme justice institutions

and is also a centre for science, research and innovation. It offers a rich cultural life with its theatres, museums, galleries, cinemas and clubs. Its exhibition grounds, with more than 80 years of tradition, are of immense economic and social importance to the city and they regularly host a variety of international trade fairs, exhibitions and conferences. Each year traditional cultural events and festivals take

place (e.g. Brno – a city in the middle of Europe with a fireworks festival Ignis Brunensis taking place around May-June) as well as major sports competitions (Grand Prix of road motorcycles in August). Brno also has modern shopping malls and entertainment centres. Make the most of regular air, bus or train connections and come to discover the charms of Brno and South Moravian region!



Tugendhat villa



Nabucco-performance of National Theater in Brno



The Royal castle Špilberk

## IDEAS FOR A WEEKEND BREAK IN BRNO

B | R | N | O | [www.brno.cz](http://www.brno.cz)

### FRIDAY AFTERNOON

#### Walk around the historic city centre

Follow the new city tour navigation (information in Czech, English and German). Explore the spectacular St. Peter and Paul's Cathedral, Old Townhall and its viewing tower, Capuchin tomb with mummies of monks, Gothic churches, Renaissance buildings and other marvels.

### FRIDAY EVENING

#### Traditional Czech cuisine tasting

Try out traditional Czech (or Moravian) dishes, beer and wine in one of the many stylish restaurants.

### SATURDAY MORNING

#### Tour of the royal castle of Špilberk overlooking the whole town from a hilltop

Špilberk castle offers not only permanent museum

exhibitions but also access to the casemates – dark dungeon areas below the castle fortifications, originally used as a hide-away for soldiers, later transformed into prison cells.

### SATURDAY AFTERNOON

#### Visit to the functionalist Tugendhat Villa

The greatest European building by architect Ludwig Mies van der Rohe is unique for its architectural style and perfection of all details of the exterior and interior spaces, including the furniture. Tugendhat Villa became part of the UNESCO Cultural Heritage Site list in 2001. Due to planned reconstruction works please check the current opening times before visiting at [www.tugendhat-villa.cz](http://www.tugendhat-villa.cz).

### SATURDAY NIGHT

#### Culture and music

Brno's theatres have great staged drama, ballet and musical performances. Music clubs are definitely worth checking out too.

### SUNDAY MORNING

#### Trip to Veverí castle

Not far from the city lies a fairytale forest with the Gothic castle Veverí, surrounded by many myths and stories.

### SUNDAY AFTERNOON

#### Shopping in Vaňkovka Gallery and a trip to Wannick Gallery

This shopping mall offers more than 130 shops, restaurants and coffee houses and is located close to the city centre.



The Gothic castle Veverí



### Tourist Information Centre

Radnická 8 (Old Townhall)

Phone: + 420 542 427 150

Email: [info@ticbrno.cz](mailto:info@ticbrno.cz)

[www.ticbrno.cz](http://www.ticbrno.cz)



Vaňkovka Shopping Hall

MORAVIA

Convention Bureau

**Thanks to its ideal location in the centre of Europe and a wide scale of accommodation facilities, South Moravia and the city of Brno are a much sought-after destination for congress tourism and corporate events. It meets all the main criteria – safety, easy access, large selection of attractive venues and great sightseeing options.**

### Moravia Convention Bureau

**Offers national and international organizations assistance in planning their congresses, conferences and incentive events in South Moravia and the city of Brno. Comprehensive information is provided in the catalogue Congress, Trade Fair and Incentive Tourism in South Moravia which is also available in electronic format.**

**More at [www.moraviaconvention.cz](http://www.moraviaconvention.cz)**



## IN BRIEF from all regions

### Monuments of Ústí nad Labem region

Over 6,578 objects in the Ústí nad Labem region are protected as heritage sites. Thirteen are listed as national cultural monuments. These include: Cistercian Monastery in Osek, Memorial of Nelson mine disaster victims in Osek, Franciscan Monastery in Kadaň, St. Nicholas church in Louny, Rip mountain with St. George's rotunda, Small Fortress with cemetery in Teřezín, field with memorial of Premysl Oráč in Stadice, chateaux Benešov nad Ploučnicí, Libochovice, Ploskovic, Krásný Dvůr, Duchcov and St. Florian's church in Krásné Březno. Many of these protected monuments are religious sites. In total, there are over 2,000 religious monuments in the region. The most frequent patron of protected churches is Virgin Mary. Fewer people know that protected monuments also include archaeological sites and ancient settlements, including the only architectural reserve in Bílina.

### Regional Cultural and Educational Centre project in Zlín

The Regional Council of Zlín regional has nominated a committee of eleven members to execute the project for Regional Cultural and Education Centre. Statutory 2<sup>nd</sup> Regional Deputy Libor Lukáš has been named the chairman of the committee. This integrated cultural centre should be located in completely renovated buildings no. 14 and 15 of the former Bata's production plants in Zlín. This centre will be the seat of three main cultural organizations operated by the Zlín region – Regional Arts Gallery in Zlín, Museum of South-Eastern Moravia in Zlín and Regional Library of František Bartoš in Zlín. In November 2008, an economic and financial analysis of the whole project was carried out and materials for an architectural bid to renovate and expand building no. 14 and 15 were drafted. The overall costs are estimated to be around 880 million CZK and can be partially covered from the Regional Operational Program Central Moravia.

### First regional produce shop in Turnov

At the end of March 2009, Deputy Mayor of Turnov and Chairman of Český Ráj Association Aleš Hozdecký attended an opening ceremony of the first ever local produce shop in Turnov. This store will offer mainly foods produced by companies bearing the label „Regional product of Český Ráj“. Popular local food producers with high quality assured goods will be represented there.

### News from Moravian-Silesian region

Visitors from home and abroad can take advantage of new maps, brochures and virtual tour guides of cultural and technical monuments that have been prepared by the Regional Council of the Moravian-Silesian region. Since 2009, promotional materials of the Moravian-Silesian region also include two new brochures called a Region Full of Adrenaline (200,000 copies) and In the Footsteps of Personalities (200,000 copies). The first one is aimed at adrenaline junkies, the second one will introduce five most famous personalities who hail from this region or whose life and work has been somehow linked to the region – František Palacký, Leoš Janáček, Jan Amos Komenský, Sigmund Freud and Johan Gregor Mendel. Not only sportsmen will appreciate the new winter map of the Moravian-Silesian region (50,000 copies) with indications of skiing slopes and ski resorts and also a summer map (50,000 copies) with marked hiking paths, cycling and canoeing/kayaking trails. Another map of cultural and architectural attractions (50,000 copies) will introduce interesting spots across the whole region. The brochures and maps are available from all information centres in the region and also at various tourism trade fairs and exhibitions attended by the region. Since 1<sup>st</sup> March 2009 visitors of Regional Council's website can enjoy a virtual tour of local museums and attractions. "These virtual tours serve as little teasers for potential visitors, hopefully making them want to visit the exteriors and interiors of interesting places after they have seen them on screen from the comfort of their homes," explained Petra Papouskova, Head of Tourism Department.

# ART MUSEUM OLOMOUC INTRODUCED CENTRAL EUROPEAN FORUM PROJECT

*The main aims of Central European Forum Olomouc 2009 were to introduce this project (SEFO) to wider public as well as preview what has been already acquired for the intended permanent exhibition. The SEFO project will involve construction of a new multi-purpose cultural centre using half a billion CZK funding from EU funds and it is the Museum's most important task this year.*

Central European Forum Olomouc (SEFO) was inaugurated on 20th June 2008 in the Archdiocese Museum in Olomouc on the occasion of a meeting of representatives from ministries of culture from the Visegrad Four countries and it represents the biggest investment

project in terms of culture in the city of Olomouc. It is one of 19 projects that the Czech Ministry of Culture will support with European funds from the Intergrated Operational program.

SEFO is to open in 2013 and it will capture various art projects from

the Central European region after the Second World War, develop a permanent collection, host short exhibitions as well as mid-term events such as triennales; it will also comprise of a new central depository of art objects, international research and educational centre, a large

library, newly refurbished Music Theatre and the former Central Cinema with 200 seats as well as of a coffee house, restaurant and a bookstore. "In the future this building could become what Guggenheim museum is to Bilbao," stated MUO Director Pavel Zatloukal.

## CHOMUTOV



The royal town of Chomutov lies on the foothills of Krušné mountains, close to the borders with Germany and it attracts tourists with its rich history, numerous cultural monuments and unique nature in its surroundings.

Historical centre of Chomutov was named an urban monument zone in 1992. The oldest and most precious monument is the early Gothic St. Catherine's church from 13th century. This building is an evidence of how Gothic style arrived to our country. Nearby knight's hall was transformed into a Renaissance chateau under the rule of the Veitmil dynasty and after 1605 turned into a town hall. North side of the square is dominated by the municipal tower which has been overlooking the town since 1525. The tower lies adjacent to a Gothic church of Our Lady's Ascension. The most visible building of the south side of the square is two-towered early Baroque church of St. Ignatius which forms part of an large set of buildings of the former Jesuit monastery. Jesuit college and middle school were completed in 17th century and at present time you will find there galleries Špejchar and Lurago, a library with internet café, Renaissance atrium and regional museum.

### SERVICES, TRIPS, EXCURSIONS

■ Summer at the Alum lake with accommodation in a car camping site (own tents, camping caravans) or in a hotel that is opened all year round. „Dead“ lake was formed by flooding the former alum mines in the 18th century. Water composition rules out any organic life and is extremely beneficial to human health. From a wide range of sport activities we can name water skiing with the biggest circuit in the Czech Republic.



■ Stará Ves open-air museum, part of an outdoor heritage site – with a wind mill, half-timbered chapel and Krušné mountains farm.

■ Cycling and hiking in natural reserve Bezruč valley. This recreational zone is connected to the urban parts of Chomutov.

### CONTACT

Town Information Centre  
Chelčického 99,  
430 28 Chomutov  
Tel.: +420 474 637 460  
Fax: +420 474 637 462  
e-mail:  
infocentrum@chomutov-mesto.cz  
www.chomutov-mesto.cz

### HOW TO GET THERE

- By car on road no. 1/7, direction Hora sv. Šebestiána broder crossing between the Czech Republic and Germany
- By coach from Prague to Chomutov ( 96 km)
- By train Prague – Chomutov (www.jizdnirady.cz )
- airport Chomutov(2 km from the city, regular and sightseeing flights)
- marked cycling paths (50 km long)

### ATTRACTIONS

- the only alum lake in the world with healing water
- the biggest zoo in Bohemia with a number of attractions for children
- the longest, deepest and most beautiful valley of Krušné mountains
- unique historical centre of Chomutov with Gothic and early Baroque monuments

### FESTIVALS

- April historical celebrations in Chomutov
- June theatre and music festival Otevřeno
- August music festival Kamenčák





ČESKÝ KRUMLOV  
UNESCO WORLD HERITAGE

\*\*\*  
\*\*700

...a town with many faces



INFO  
CENTRUM  
ČESKÝ KRUMLOV

#### INFOCENTRUM Český Krumlov

Official tourist information centre of the town  
náměstí Svornosti 2, CZ - 381 01 Český Krumlov  
tel.: +420 / 380 704 621-3, fax: +420 / 380 704 619  
e-mail: info@ckrumlov.cz, www.ckrumlov.cz/info



www.ckrumlov.cz | Step into another time.

## PÍSEK – ATHENS OF SOUTH BOHEMIA



*This picturesque town was founded on the banks of river Otava by Czech kings in the 13th century. Today's Písek still oozes much of its history but it lives a fully modern life. You will find high quality gastronomic and accommodation facilities there, interesting events all year round, extensive sports grounds and great venues for all kinds of meetings. You can also make great trips from Písek to surrounding and more distant places, including the marvels of Orlický dam – Zvíkov castle and Orlický chateau.*

#### HOW TO GET THERE

**By car** from Prague or Pilsen (1h30min), České Budějovice and Tábor (1hr) • **By bus** from numerous locations, Písek is now part of Student Agency bus line route Prague – Český Krumlov • **Direct trains** from Prague, Tábor and České Budějovice.

#### CONTACTS

Information Centre Písek, communication in English and German – Heydukova 97, phone/fax: +420 382 213 592, e-mail: icpisek@mupisek.cz www.pisek.eu;

#### MUST-SEE ATTRACTIONS

**Stone Bridge** – the oldest preserved one in Bohemia  
**Prácheň Museum** in the former royal castle grounds  
**Malthouse** – cultural venue with permanent exhibitions of illustrations for children  
Functional historical municipal **water power plant** with lighting museum  
Modernly refurbished **Bakaláře site** with archeological findings

#### AMENITIES

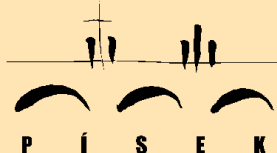
Approx. 400 beds in 3\* hotel category  
Cultural House – congress venue and additional premises for seminars, etc.

#### EVENTS IN 2010

**CIPÍSKOVIŠTĚ**  
May 21-23.  
**MUNICIPAL FESTIVAL**  
June 11-12.  
**INTERNATIONAL FOLKLORE FESTIVAL**  
August 18-22.

#### GUIDED TOURS OF THE TOWN AND ITS SURROUNDINGS, SERVICE PACKAGES

please contact the Destination Management Office  
phone: +420 725 774 251, e-mail: slavik@cksaturn.cz  
English and German speaking staff



## IN BRIEF

#### Gloria Musaealis Awards

Photo Studio Seidel museum has won the main award in the category Museum Achievement of the Year 2008 in the 7th Annual National Museum Competition known as Gloria Musaealis. Photo Studio Seidel museum opened on 6th June 2008 after a very sensitively carried out reconstruction that lasted for several years. Not even a year after its opening, it has already been visited by almost 6,000 people who saw not only the permanent exhibition about the lives and works of Josef and František Seidel, but also some of the special exhibitions. Český Krumlov Development Fund received an honorary award in April 2009 at the PRESTA South Bohemia competition for a successful renovation of these museum premises.

#### Tábor is getting ready for Cyclo-cross World Championship

This competition will take place on January 30 – 31, 2010. The hosting city of Tábor and Cyklistika agency were entrusted with organization of this event thanks to their previous experiences. This global sports event is a great opportunity to present the town and its surroundings in the best light so that visitors and racers alike will want to come back there as tourists one day. They would be able to enjoy unusual encounters with history that influenced more than just Czech countries, as well as an interesting array of

various architectural styles, Tábor Treasure exposition, a labyrinth of underground corridors and a fine gastronomic selection. Tábor is the second biggest town of South Bohemia. Its romantic surroundings by Lužnice river, Baroque church in Klokoty, Geological exposition below Klokoty and many other attractions form a tempting invitation for a weekend break for example. The city also has a high quality information centre with materials available in English, Dutch and German. „We also offer a free audio guide in these languages,“ added Lenka Horejsková, Head of Culture and Tourism Department at Tábor Town Council. **Unique example of urban residential dwelling in Písek**

The Memorial of Adolf Heyduk in Písek, South Bohemia, is located in a flat where this poet, member of literary group Máj (May), used to live. The flat has been restored to its former look and you will be captivated by the great atmosphere of an early 20th century interior. Period furniture, bookshelves, paintings, and small artistic artefacts and textiles form a unique example of urban residential style. The house was opened for the public already in 1937, however, it has been closed few years ago due to a poor technical state. Thanks to a complex reconstruction funded by the South Bohemian region and interior restoration works the building became accessible again in 2007.

# Taste the Czech Republic!



The Taste Czech Cuisine project has been launched. The joint efforts of the CzechTourism agency, the Association of Hotels and Restaurants and the Association of Chefs and Confectioners within the scope of this project have been rewarded. The web pages of the project [www.czechspecials.com](http://www.czechspecials.com) have started working and a catalogue has been issued containing the best of the specialities of individual regions in the Czech Republic.

We would like to extend an invitation to you to join us on a journey through the Czech and Moravian gastronomic landscape, guided by selected traditional recipes from 16 regions of the Czech Republic.

Should you not have time or inclination to try these recipes in your own kitchen at home, look for restaurants and pubs sporting the 'Czech Specials' logo. This certification guarantees you'll always find national and regional specialities on the menu. Master chefs have chosen the Czech national speciality *svíčková* (sirloin beef in a thick carrot, parsley root cream sauce) as a symbol of Czech cuisine, but on your travels around the a Czech Republic you will discover many other tasty dishes specific to the region. In the certificated restaurants you'll find not only regional delicacies, but oftentimes the chef's surprise as well, in the pleasant atmosphere of such restaurants. Often these will be simple, but nevertheless delicious, dishes, as

the aim of the entire Czech Specials project is to return to the roots of Czech cuisine, and conjure up excellent food from a handful of top-quality ingredients – food which will transform Czech and foreign guests into keen gastrotourists.

*„I believe that thanks to this project, not only will we manage to liven up a number of our grandmothers' exquisite recipes, but other clients, either local or foreign, will be tempted to visit Czech restaurants and pubs, and we will prepare unforgettable culinary experiences for them,”* says Director of the CzechTourism agency Pavel Kosař.

