

# South Moravia



**- varied, hospitable and cheap -  
and frequent host of top congresses**



**S**outh Moravia is a tourist destination popular with locals and foreigners alike and it recently featured in the US national newspaper, USA Today. The paper recommended South Moravia as one of the five cheapest places in the world boasting a rich history and stunning wine villages. It can be compared with the French region of Provence. ([www.wineofczechrepublic.cz](http://www.wineofczechrepublic.cz)).

Most tourists visiting the region come from Poland, Germany, Slovakia, Italy, Austria and Russia. In the first quarter of 2008, the number of tourists increased by 13.9 percent when compared to the same period in 2007: the number of foreign tourists grew by 17.5 percent (domestic tourists by 11.7 percent).

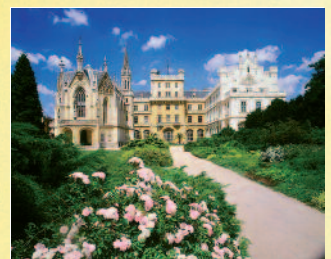
According to current data from the Czech Tourism agency, 3,507 congresses were hosted in accommodation facilities in the Czech Republic in 2007. Most of these congresses took place in Prague (1,415 - 40 %), followed by the South-Moravian Region (593 events). South Moravia combines the best of both worlds – a lovely holiday destination which has excellent facilities for congresses, company and incentive events.



## The congress travel industry in South Moravia

In terms of congress and incentive travel, the transport accessibility of the South Moravian Region is relatively good – with its international Brno – Tuřany airport, which has a modern terminal offering regular connections to several European countries and direct flights from Brno to Moscow and London. There is also a good road connection with the D1 and D2 highways and two important railway corridors cut through the city of Brno.

South Moravia's congress travel industry is largely concentrated in its centre – Brno. The city has hosted several important international events, for instance the meetings of the presidents of Central and Eastern European countries that took place at the end of last May. Apart from conference facilities, there is also plenty of higher standard accommodation. Brno is renowned as the city of trade fairs and has an 80-year tradition. 50 international trade fairs take place annually in its exhibition premises, which represent the height of Central European functionalist architecture. Veletřhy Brno, a.s. has its own congress centre and exhibition pavillions with a capacity of 6,000 persons. In the first half of 2009, a new pavillion with an exhibition space covering 10,000



square metres and a capacity of up to 10,000 persons will be added. ([www.jizni-morava.cz](http://www.jizni-morava.cz))

## Congress and conference premises

Eleven universities are based in Brno, many of which provide good conditions for hosting conferences and congresses. Some of the higher-range hotels with larger congress capacities are: Bobbycentrum, OREA Hotel Voroněž,

wine cellars or directly in the vineyards. Local breweries also offer the opportunity to experience their work at first hand.

Some call it active rest, others relaxation. Whatever you call it, there is plenty of choice for everyone: play tennis or volleyball, sail on the Baťa Canal, have a round of golf at one of three golf courses, test your skills at a rope centre, enjoy breathtaking views while horse riding or try your hand at lassoing in a Western-style town. Experience the ultimate



Best Western Premier Hotel, International Brno, Grandhotel Brno, and Holiday Inn Brno. Other suitable venues can be found, for instance, in the Galerie Vaňkovka shopping and cultural centre near the city centre. Some of the congress facilities outside of the regional capital are the Regional Museum at the Mikulov Chateau and the Loucký Monastery Congress Centre in Znojmo. Other hotels and facilities also offer well-equipped venues for conferences or seminars.

## The incentive travel industry

This is a short and relatively incomplete summary of the available congress travel industry options. The famed South Moravian hospitality can be seen at its best in terms of the incentive travel industry and not only because of the great variety of its castles, chateaux and other historical sights. The city of Brno has a bustling cultural life, with a wealth of artistic and academic events, great food and sports facilities. The natural beauties of the Moravian Karst, the Podyje National Park and the White Carpathian Mountains offer numerous possibilities for leisure deep in the heart of nature. A wine-making tradition that spans more than two thousand years breathes from every corner. You can sample the delectable local wine in countless

adrenaline rush at the Automotodrom Brno where you can organize your company's own races. ([www.brno-circuit.com](http://www.brno-circuit.com)).

If you are looking for peace and quiet, the spas in Hodonín and Lednice will definitely fit the bill. ([www.laznehodonin.cz](http://www.laznehodonin.cz)).



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To experience the unique atmosphere of a Moravian village with excellent traditional cuisine, head for the Bukanovský Mill by Kyjov ([www.bukovansky-mlyn.cz](http://www.bukovansky-mlyn.cz)) or the Strážnice Open-air Museum of Rural Architecture ([www.nulk.cz](http://www.nulk.cz)).

For more information about the city of Brno, visit [www.brno.cz](http://www.brno.cz), [www.jizni-morava.cz](http://www.jizni-morava.cz); for information about the whole region see the Tourist Authority South Moravia website [www.ccrjm.cz](http://www.ccrjm.cz) ■



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