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KROMĚŘÍŽ

A Town of Captivating Beauty

INSPIRATION | TRIP TIPS | ACTIVITIES | HIGHLIGHTS



WHY VISIT KROMĚŘÍŽ?

- It stands out for its tranquillity, safety, and healthy environment.
- The world's jewels are within easy reach, with out queues and crowds of tourists.
- In Kroměříž, getting lost is impossible – unless you wander into the Flower Garden's charming labyrinth.



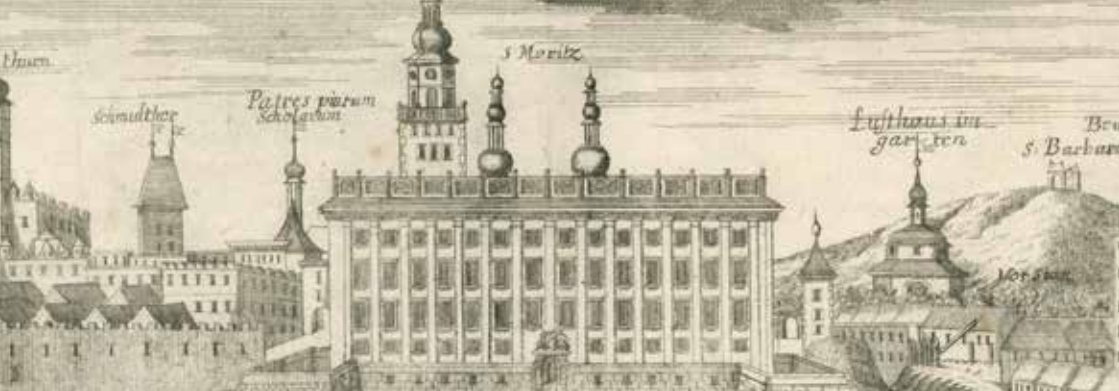
BAROQUE ELEGANCE, RICH HISTORY, UNIQUE ATMOSPHERE

Kroměříž ranks among the most beautiful historic towns in the Czech Republic. Its highlights include the Archbishop's Château (Arcibiskupský zámek), the Flower Garden (Květná zahrada), and the Château Garden (Podzámecká zahrada) – UNESCO World Heritage Sites. With its grand churches, stately homes, spacious square, and picturesque streets, the entire town is an architectural gem waiting to be discovered.

But Kroměříž offers more than just history. Enjoy romantic hotels, aromatic cafés and wine bars, activities for both children and adults, adrenaline-filled adventures, and peaceful escapes for those seeking rest from everyday stress. Whether you're a young couple, a family, a cyclist, an active senior, or a school group—everyone will find exactly what they need to relax, enjoy, and recharge.

Somehow, **in Kroměříž, everything feels closer – closer to the heart.**





A BRIEF HISTORY

Kroměříž has long been tied to the fertile Haná region, local traditions, and ecclesiastical power. Its importance grew when the bishops of Olomouc chose it as their summer residence.

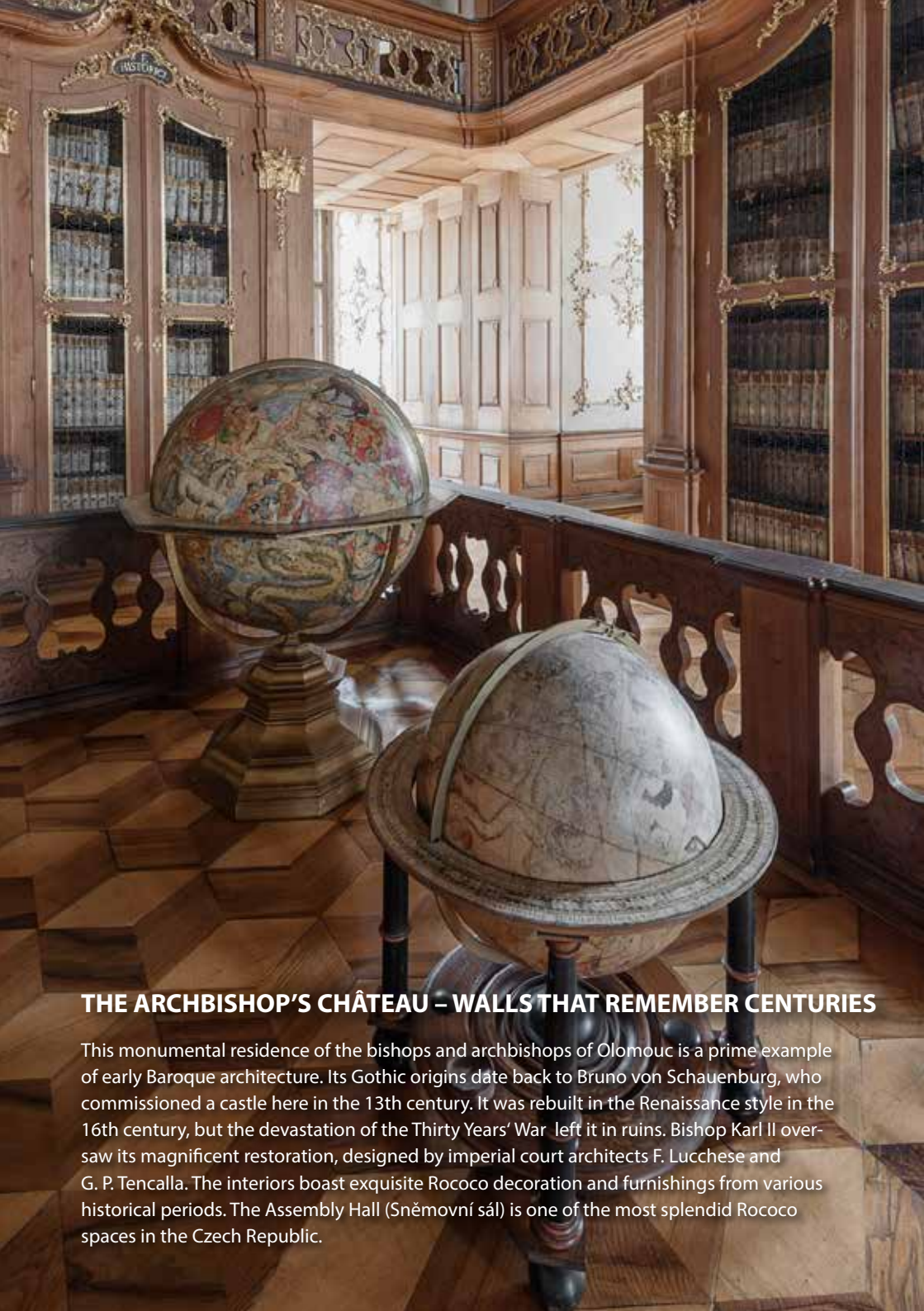
In the 13th century, Bishop Bruno von Schauenburg elevated the market town to a fortified town, and his successors built a Gothic castle, later transformed into a Renaissance château. This promising development was interrupted at the end of the Thirty Years' War, when Swedish General Torstenson captured and plundered the town. A turning point came under Bishop Karl II von Liechtenstein-Kastelkorn in the latter half of the 17th century. He revitalised the ruined town and transformed it into the "pearl of Moravia". Kroměříž has also become the centre of European events several times – notably in 1848, when the Imperial Diet of the Austrian Empire was relocated here from Vienna, and again in 1885, during a meeting between Emperor Franz Joseph I and Russian Tsar Alexander III.

- 1110 First written record
- 1263 Market village becomes a town
- 1423 Battle of Kroměříž
- 1643 Town captured by the Swedish army
- 1665 Founding of the Bishop's Mint
- 1675 Completion of the Flower Garden
- 1686 Kroměříž becomes the Baroque residence of Bishop Karl II
- 1748 Visit by Empress Maria Theresa
- 1805 Occupied by Napoleon's troops
- 1848 Session of the Imperial Diet
- 1885 Meeting of Emperor Franz Joseph I and Tsar Alexander III
- 1908 Jubilee exhibition in the Flower Garden, attended by Archduke Franz Ferdinand
- 1925 Regional Industrial and Agricultural Fair
- 1929 Military exercises with President Tomáš G. Masaryk
- 1978 Historic town centre declared a conservation area
- 1997 Voted the most beautiful historic town in the Czech Republic
- 1998 Château and Gardens inscribed on the UNESCO World Heritage List



Bishop Karl II von Liechtenstein-Kastelkorn





THE ARCHBISHOP'S CHÂTEAU – WALLS THAT REMEMBER CENTURIES

This monumental residence of the bishops and archbishops of Olomouc is a prime example of early Baroque architecture. Its Gothic origins date back to Bruno von Schauenburg, who commissioned a castle here in the 13th century. It was rebuilt in the Renaissance style in the 16th century, but the devastation of the Thirty Years' War left it in ruins. Bishop Karl II oversaw its magnificent restoration, designed by imperial court architects F. Lucchese and G. P. Tencalla. The interiors boast exquisite Rococo decoration and furnishings from various historical periods. The Assembly Hall (Sněmovní sál) is one of the most splendid Rococo spaces in the Czech Republic.

A TREASURE-FILLED GALLERY

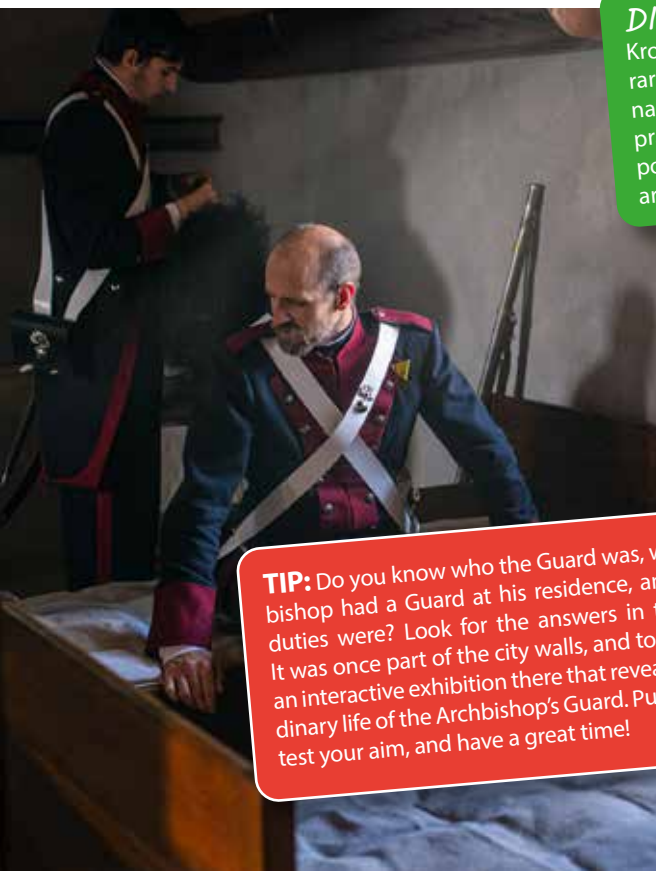
Titian, Cranach, van Dyck...

These are just some of the famous names represented in the **Château Gallery**, considered the second most valuable in the country. Here you'll find 85 carefully selected masterpieces by renowned European painters from the Gothic to Rococo periods. The gallery's greatest treasure is **Titian's famous Apollo and Marsyas**. Other rare holdings include a historic library, a music archive, and a collection of episcopal coins.



DID YOU KNOW?

Kroměříž also embraces contemporary art. **The Pekelné sáně Gallery**, named after a sculpture by Karel Nepraš, showcases works by contemporary Czech and Central European artists.



TIP: Do you know who the Guard was, why the Archbishop had a Guard at his residence, and what their duties were? Look for the answers in the Mill Gate. It was once part of the city walls, and today you'll find an interactive exhibition there that reveals the extraordinary life of the Archbishop's Guard. Put on a uniform, test your aim, and have a great time!





www.zamek-kromeriz.cz

A BIRD'S-EYE VIEW

For climbing the spiral sandstone stairs to the **castle tower**, you will be rewarded with a beautiful view of Kroměříž and its surroundings. Take advantage of the opportunity to relax in the peaceful environment of the castle's **Jewelry** with a **star-shaped ribbed vault**, where the most valuable preserved exhibits are hidden. You can also see the mechanical pendulum clock machine that sounds the hammers of the castle bell up close. In good weather, you have the opportunity to climb the tower all year round.

REPRESENTATIVE HALLS

The Representative Halls on the first floor of the Archbishop's Château served as venues for official audiences. During the guided tour, you will also glimpse the archbishops' private quarters. Viennese parquet floors lead you to the salon featuring portraits of Emperor **Franz Joseph I** and his wife **Empress Elisabeth of Bavaria, known as Sisi**, who met here with Russian **Tsar Alexander III**. Original furnishings, charming gilded stucco-work, and the château's art collections can all be seen during a 50-minute guided tour.





KROMĚŘÍŽ'S SACRED JEWELS

The town's skyline is shaped not only by the château but also by its church towers, each with its own story. The **Church of St Maurice** (chrám sv. Mořice) stands among the largest Gothic structures in the country. The Church of St John the Baptist (kostel sv. Jana Křtitele) is one of the finest examples of 18th-century Baroque architecture in Moravia. Meanwhile, the Church of the Assumption of the Virgin Mary (kostel a Nanebevzetí Panny Marie) features a unique tower built on a medieval base.

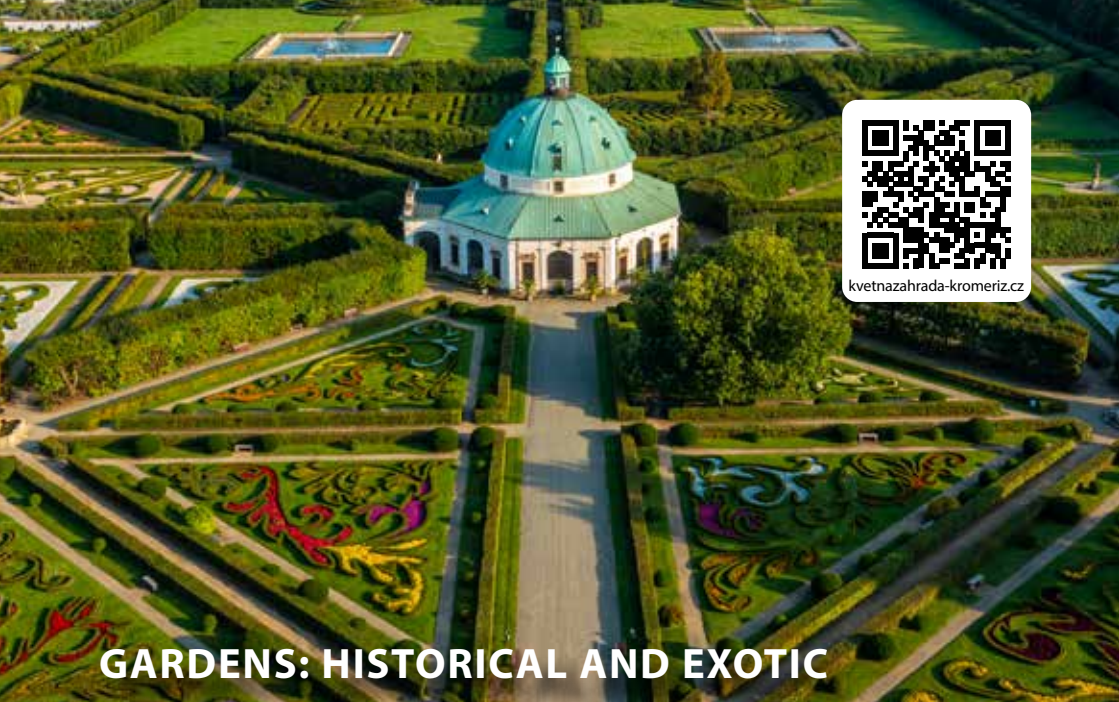
TIP: Thanks to the Open Gates project (**Otevřené brány**), you can explore all three churches on a guided tour that reveals their fascinating architectural and historical development.



A VIEW TO

SAVOUR

The rooftop terrace of the U Zlatého kohouta Hotel offers a stunning panorama of the Great Square (Velké náměstí) and Kroměříž's historic heart. It's the perfect spot to relax and recharge after a day of exploring.



kvetnazahrada-kromeriz.cz

GARDENS: HISTORICAL AND EXOTIC

The Flower Garden, Kroměříž's most prized UNESCO monument, is a pinnacle of 17th-century European landscape design. It marks a transition from Italian Renaissance gardens to the French Baroque-classical style exemplified by **Versailles**.

The Château Garden by contrast, is an English-style landscape park. Originally used for growing fruit and vegetables, it evolved into a 64-hectare park with rare trees, ponds, pavilions, and even a small zoo.

Kroměříž Exhibition Grounds (Výstaviště Kroměříž) continue the town's gardening tradition and host the popular Floria exhibitions. The site also features six ornamental gardens, including Japanese and Provençal ones.



DID YOU KNOW?
The **FOUCAULT'S PENDULUM** inside the Flower Garden's Rotunda is one of only four in the world that visibly demonstrate Earth's rotation.





PEOPLE CONNECTED TO KROMĚŘÍŽ

Many important Czech cultural figures were born in or worked in Kroměříž. Their legacy is still alive and is part of the town's cultural offerings.



KAREL KRYL EXHIBITION

Singer-songwriter and poet **Karel Kryl** is one of the most famous Kroměříž natives. You can get to know his work and life during the unconventional exhibition at the **Old Brewery Club** (Starý pivovar), which is a moving audiovisual experience focused on the emotional power of his lyrics.

MAX ŠVABINSKÝ'S LUNETTES

The prominent painter, illustrator, and graphic artist **Max Švabinský** was also born in Kroměříž. His work laid the foundations of modern Czech art of the 20th century and left an indelible mark on Kroměříž. The town is decorated today with five of his mosaic lunettes, originally created to decorate the National Theatre. Four of them can be found in the premises of the former Franciscan monastery, now Octárna Hotel, while the fifth lunette is newly located directly on the Great Square in the arcade of the **Kroměříž Museum** (Muzeum Kroměřížska), which also houses a permanent exhibition dedicated to the master's work.



KROMĚŘÍŽ ON SCREEN

Every year, filmmakers come to Kroměříž to find impressive scenery that gives their films a unique touch. Many acclaimed works have been filmed here—including the **Oscar-winning Amadeus by Miloš Forman**, the **French Napoleon** starring Gérard Depardieu, the popular **Maria Theresa series**, and films such as *A Royal Affair*, *Requiem for a Maiden*, *The Ear*, and *Hell with a Princess*. TV series such as *Czech Crime Stories* and *I, Mattoni* have also been filmed here.



TIP: Visit the **Film Legends Museum** in Kroměříž for a unique experience where you can walk among iconic film characters.



filmlegendsmuzeum.cz

MILOŠ MACOUREK

Arabela, Mach and Šebestová, *Four Murders Are Enough*, *Darling*, *The Girl on the Broomstick*... This is just a small list of films by **Miloš Macourek**, a native of Kroměříž, a prominent screenwriter and playwright. The childhood spent with his grandmother in Kroměříž had a fundamental influence on his work: "The fantastic environment of the Château Garden, where I spent practically my entire childhood, had a completely fundamental meaning for me. I didn't actually know real nature, only a magical, artificial world. Perhaps that's why I haven't written anything more realistic in my life - perhaps that's why I invented, imagined, and fantasised everything."



ENCHANTED BY KROMĚŘÍŽ

THE FLAVOURS AND AROMAS OF KROMĚŘÍŽ

The fertile Haná region is famed for its hospitality, a tradition Kroměříž proudly upholds. No celebration is complete without a **Haná doughnut** (Hanácký vdolek): a sweet pastry with curd and plum jam. Beer and wine have been produced here for centuries. The local **winemaking tradition** dates back to the 13th century, and with a glass of wine in the chateau cellars, you will understand why Kroměříž features wine knives in its emblem. Beer lovers will find their way to three **local microbreweries - Selský pivovárek, Pivovar Černý Orel and Pivovar Maxmilian** – each continuing Kroměříž's long brewing tradition. Local specialties also include **cheeses** from the Kromilk dairy, exquisite **pralines** from the Ysterka chocolate factory, or freshly roasted **coffee**, which you can enjoy in local cafés.



TIP: You can use GAS-TROTIPS at kromeriz.eu as your starting point on your journey to gastronomy.





FAMILY FUN IN KROMĚŘÍŽ? TAKE YOUR PICK!

Looking for adventure, mysterious expeditions, knowledge, and fun? Kroměříž has it all. Whether you come here with the whole family, with children or grandchildren, you will not get bored. The **Treasures of the Old Land** exhibition (Poklady staré půdy), located in the attic of the **Kroměříž Museum**, is full of secrets, stories, and fantasy, and takes the form of an adventure game. It will entertain the whole family even in bad weather, just like the **Children's World** entertainment centre (Dětský svět) at the Kroměříž Exhibition Ground. What can you find there? Absolutely everything - a rope park, trampolines, inflatable attractions, a climbing wall, game simulators, but also water games, workshops, and even a parkour gym.



www.muzeum-km.cz

Can you find your way out?

We have two mazes waiting for you! In the Flower Garden, you can walk through **green labyrinths** and get lost among carefully trimmed hedges. But if you want a real challenge, head to the **Mirror Maze**. Dozens of mirrors will completely confuse your senses, and the way out is not as easy as it might appear.





BEAUTIFUL NATURE RIGHT BEHIND THE TOWN

With two expansive historical gardens and many parks and flower beds, Kroměříž is ideal for a morning jog or a leisurely stroll. Just outside the town, explore natural areas perfect for walking and sports.



BARBOŘINA FOREST PARK

Just beyond the town, take an easy hike up **Barbořina Hill** for the best views of Kroměříž and the surrounding landscape. The forest park offers not only exercise but also education in the form of a nature trail. The area also includes a **viewing platform**, a roofed gazebo with benches, a slide and a covered fireplace.

ŠLAJZA RECREATION AREA

A visit to the **Šlajza** recreation area takes you from the historic town into a landscape of rural meadows. What was once a dead branch of the Morava River has been transformed with the addition of a new pond, informational panels, and a variety of play and fitness elements. Enjoy a relaxing time at shelters, fire pits, and benches designed for your comfort.





BY BIKE OR ON FOOT

The surroundings of Kroměříž are perfect for both walking and cycling. Asphalt cycle paths along the Morava River or across the flat landscape of Haná are ideal for leisurely trips, but even more demanding tourists will find something to their liking. The nearby **Chřiby** and **Hostýn Hills** are interwoven with a network of hiking and cycling trails, most featuring cultural, historical, natural, or technical points of interest.



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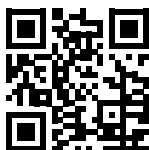
SUMMER BY THE WATER

When summer heat strikes, Kroměříž offers a cool retreat either within its historic monuments or by the water. **Bajda** swimming pool recalls the charm of early 20th-century river baths, enhanced by a magnificent view of the château. Those who prefer natural water may opt for a quiet rest by **Hrubý Pond**, locally known as Bagrák. Water enthusiasts will also enjoy a refreshing sightseeing boat cruise. The twelve-seater tourist boat Bruno sets sail from Kroměříž and explores the lesser-known middle reaches of the Morava River, offering views of local floodplain forests and the beautiful Moravian countryside.



DISCOVER KROMĚŘÍŽ'S TECHNICAL MARVELS

The ingenuity and craftsmanship of our ancestors gave rise to a number of remarkable technical structures that continue to inspire admiration and recognition today. Have you ever seen an astronomical clock with thirteen months and official timekeeping? Do you know how the people of Kroměříž harnessed the forces of nature, how the town served **astronomy**, or what traces were left by the Industrial Revolution and the nuclear threat of the Cold War? You will find the answers, and much more, when visiting Kroměříž's technical highlights, including the **Foucault Pendulum** that demonstrates Earth's rotation, the **anti-nuclear shelter** beneath the town library, the century-old observatory, and above all, the **Railway Museum** next to the train station. There you can explore both the distant and more recent past of signalling technology, communication systems, and railway vehicles.



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DISCOVER THE TOWN FROM A DIFFERENT PERSPECTIVE!

Would you like to discover Kroměříž in an unusual way? Every summer, local history comes alive thanks to the costumed tours **Secrets of Old Kroměříž** led by the Biskupští Manové society ("Bishop's Guard"). You might also join a leisurely evening stroll through the town in the company of the **town watchman and his armed escort**. For a more comfortable option, enjoy a narrated ride around the town in the History Tour electric vehicle. Every corner of Kroměříž holds a story – just waiting to be discovered!

KROMĚŘÍŽ IN YOUR POCKET

If you're carrying a **1,000 CZK banknote**, you've got an image of Kroměříž with you. It features the Archbishop's Château, which hosted the Imperial Diet of the Austrian Monarchy in 1848–1849, as well as **František Palacký**, who stayed in Kroměříž as a member of parliament during that time.



WHY RETURN TO KROMĚŘÍŽ?

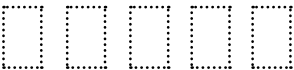
Kroměříž always has something new to surprise you with. No matter when you visit, you'll experience it from a slightly different perspective. In winter, you can bring a bit of spring into the cold days with the stunning **Camellia Exhibition**, or dive into the festive fun of Carnival, when the streets fill with music, dancing, and traditional masks. Spring sees the joyful buzz of students during the **May Festival** (Majáles), while summer belongs to the thrill of **dragon boat racing**, the **colourful Vybarvený běh fun run**, and the traditional harvest **festival Dožínky with its folk costumes**. Autumn carries the scent of **Apple Day**, and the town's long-standing military tradition is commemorated by the **Day of Uniformed Corps**, while in November it is time for young wine during the **St. Martin's Day festivities**. The year ends in the magical glow of Christmas markets, turning the town into a fairytale setting.



HOW TO GET TO US?

Thanks to motorway links (at the junction of D1 and R55 near the town), **Kroměříž is easily accessible** from three directions—Brno (Prague), Přerov (Ostrava), and the regional capital Zlín. The motorway bypass is a toll-free part of the D1 motorway, the exits to Kroměříž are at kilometre 258 (Kroměříž-west) and 260 (Kroměříž-east). **For parking**, we recommend the multi-storey car park on Velehradská Street, located close to the town centre, offering ample capacity at a favourable price. **By train**, Kroměříž is accessible from Přerov and Otrokovice with a transfer in nearby Hulín, or from Brno via a transfer in Kojetín. The **nearest airport** with regular service is in Brno (approx. 50 km via D1), with further options in Ostrava-Mošnov (92 km, D1).







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KROMĚŘÍŽ TOURIST INFORMATION CENTRE

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Published by the Town of Kroměříž, 2025



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