



# Liberec Region (North Bohemia)

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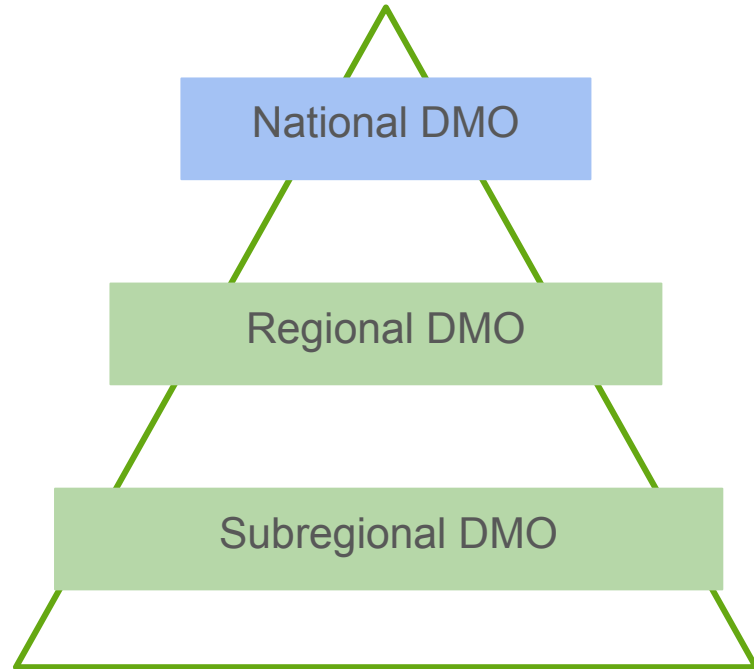


## Liberec Region and its tourism forms

- landscape relief ➡ various **active tourism** forms
- world-unique concentration of glass, jewelry, bijouterie making ➡ **Crystal Valley**



# Main actors in tourism in the Liberec Region



.... **Czech**Tourism

... Liberec Region Tourism Board (DMO),  
part of Regional development Agency

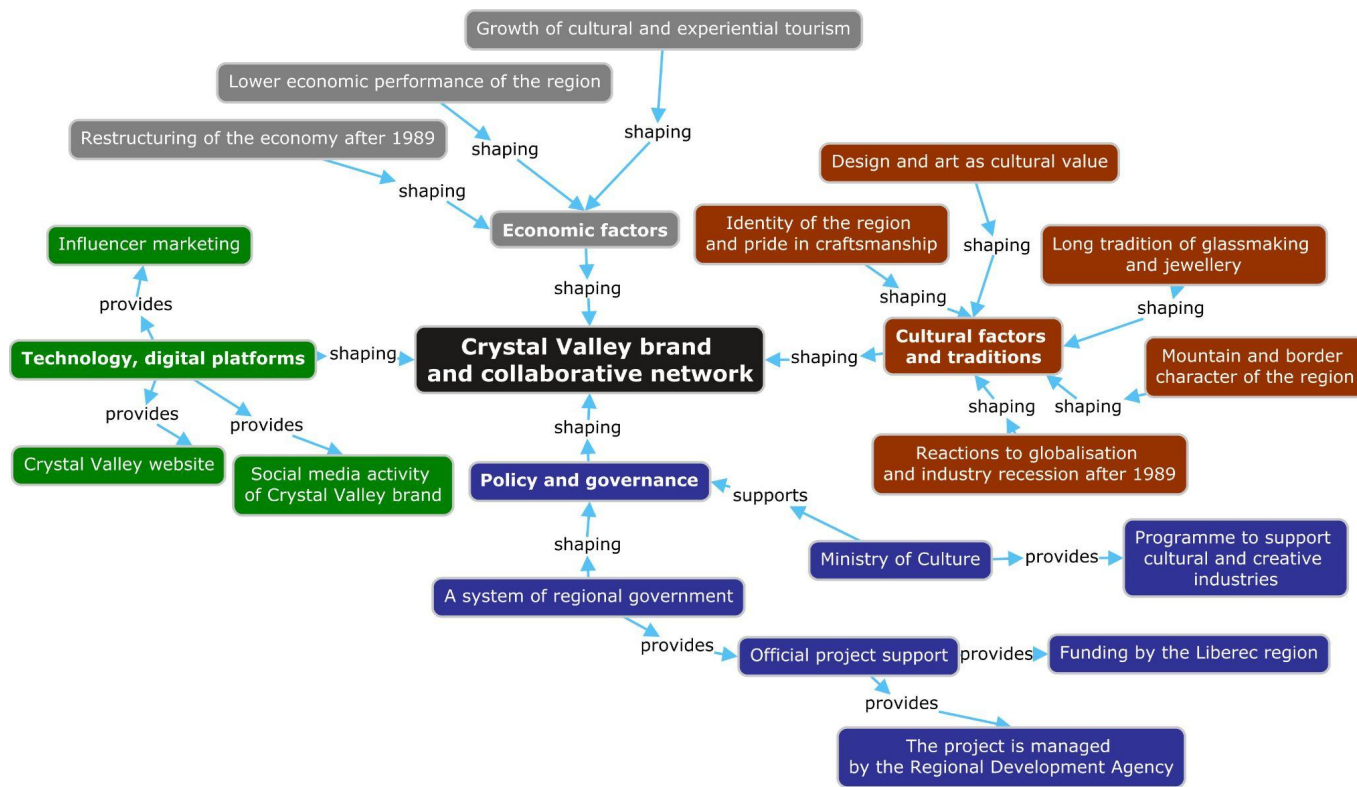
... 5 subregional DMOs

# Crystal Valley Brand and Collaborative Network

- cooperation of:
  - 87 manufacturers
  - 17 museums
  - 6 schools + 1 university
- tourism products:
  - themed natural trails
  - events
  - open manufacturing facilities
- two UNESCO heritage sites
- part of Regional Development Agency



# Tourism cooperation in the region



# Main challenges

- **Opportunity to strengthen promotion and awareness** – targeted efforts in border regions and within the Liberec Region can boost visibility and attract new visitors.
- **Potential to refine geographic positioning** – aligning the brand more closely with authentic production sites will enhance credibility and storytelling.
- **Room to deepen collaboration with accommodation providers** – engaging these stakeholders can enrich the visitor experience and support longer stays.
- **Scope to improve visitor access to partner facilities** – investing in infrastructure and training can create a more consistent and welcoming offer.
- **Chance to enhance emotional communication and digital engagement** – leveraging emotional narratives and user-friendly tools like a mobile app can increase brand appeal.



# Thank you for your attention!

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