



Crystal Valley: Innovation-based cooperation in tourism

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Tourism in the Liberec Region (Northern Bohemia)



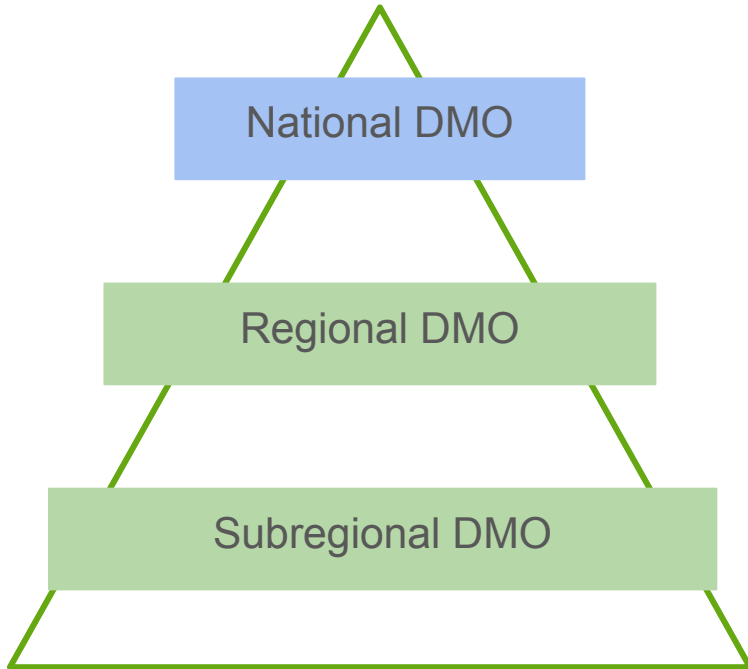
Key facts

- 443,000 inhabitants
- 1,2 mil. tourist arrivals (82 % Czech)
- 3,3 mil. overnight stays


- mountainous relief ➡ various **active tourism** forms



Main actors in tourism in the Liberec Region



.... **Czech**Tourism

...  Northern
Bohemia

... 5 subregional DMOs

Crystal Valley

Crystal Valley

- world-unique concentration of glass, jewelry, bijouterie making ➡ **Crystal Valley**
- cooperation of:
 - 87 manufacturers
 - 17 museums
 - 6 schools + 1 university
- part of Regional Development Agency



Crystal Valley

- tourism products and activities
 - open glassworks
 - thematic museums
 - public events
 - educational nature trails



Glass nature trail (1,8 km)



Tourism networks in the Liberec Region

Crystal Valley

UNESCO heritage sites

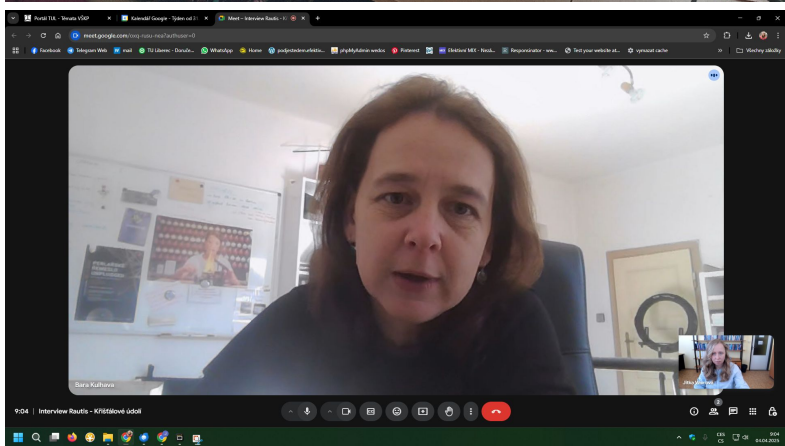
- handmade Christmas ornaments from blown glass beads
- the craft of manual glass production



Our Research on Tourism Networks

Our Respondents

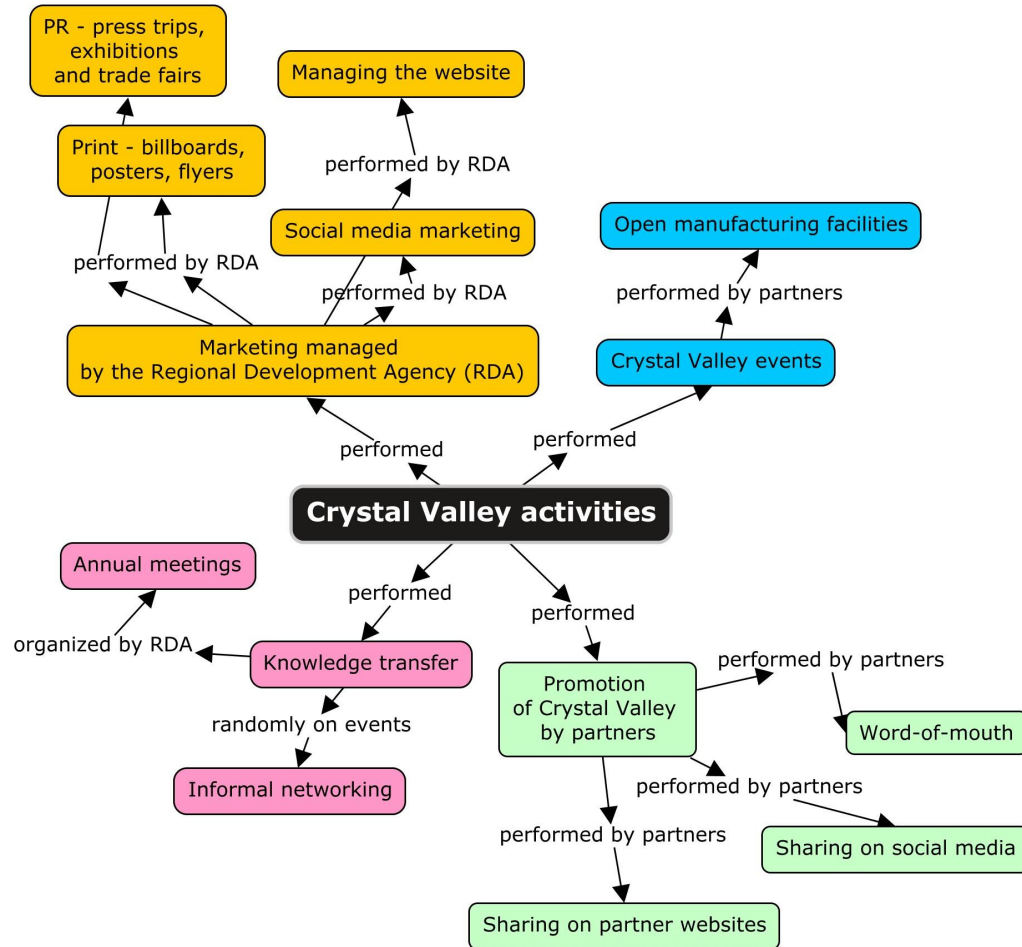
1. David Pastva – Manager of the Crystal Valley
2. M. Kárová – Manager of the Lusatian Mountains DMO
3. D. Merenusová – Manager of the Jizera Mountains DMO
4. Museum of Glass and Jewellery in Jablonec n. Nisou
5. Ajeto Glassworks Lindava – Traditional glassworks
6. Pačinek Glass – Artistic glass studio
7. Rautis Poniklá – Handcrafted glass bead producer
8. Fabos - Jewellery studio
9. Crafts Alley Turnov – Traditional crafts alley
10. Karolína Kopřivová – Art jewellery creator
11. Stephany Jewels - Jewellery and stone cutting studio
12. Viktor Novotný - Glass studio and restaurant
13. Crystal Valley random tourist from the Czech Republic



The collaboration engine



Tourism networks in the Liberec Region



Tourism Products (cooperation with DMOs)

Touch the Glass

Connecting glassmakers with education



Lusatian Beer Trail

Connecting glassmakers with local breweries



Events: Crystal Valley Week



Events



Crystal Valley Events

- Engagement of the general public through **open, accessible events**
- Strong focus on **experiential marketing and multisensory experiences**
- High visibility through iconic elements (e.g. **Crystal Tram**)
- **Fashion shows** and design-led cultural formats
- Use of unconventional and symbolic locations (**tram depot, library, streets**)
- **Emotional connection** and community involvement
- **Strengthening regional identity and destination image**

Weaknesses and Future Development Potential

- **Limited Strategic Momentum**

The project is currently in a maintenance phase. While the brand is established, stakeholders see potential for clearer strategic direction and renewed energy in promotion.

- **Underexploited Cross-Border Potential**

Nearby regions in Germany and Poland represent promising markets, but more targeted outreach and communication are needed to fully engage these audiences.

- **Geographical Brand Alignment**

The current focus on Liberec as the centre of the initiative does not fully reflect the location of active glass and jewellery production, which is stronger in surrounding areas.

- **Limited Integration of Tourism Services**

Lack of strong collaboration between accommodation providers and tourism services currently hinders the overall visitor experience and may contribute to shorter stays.

- **Visitor Readiness of Partner Sites**

Some partner businesses are not fully prepared to receive visitors due to practical limitations. With support, these sites could offer more engaging and consistent experiences.

Best Practices for Innovation-Based Collaboration

Authentic Identity

Use regional traditions like glass & jewellery to create meaningful offers.

Stakeholder Engagement

Bring together artisans, institutions & businesses for shared innovation.

Top-down + Bottom-up

Combine policy support with grassroots energy for resilience.

Storytelling

Emotional connection through artisan stories & local histories.

Best Practices for Innovation-Based Collaboration

Digital Visibility

Websites, social media & influencers to boost reach and engagement.

Open Access

Support visitor-friendly adaptations & guided tours.

Regional Fit

Align with broader strategies – slow travel, meaningful experiences.



Thank you for your attention!

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