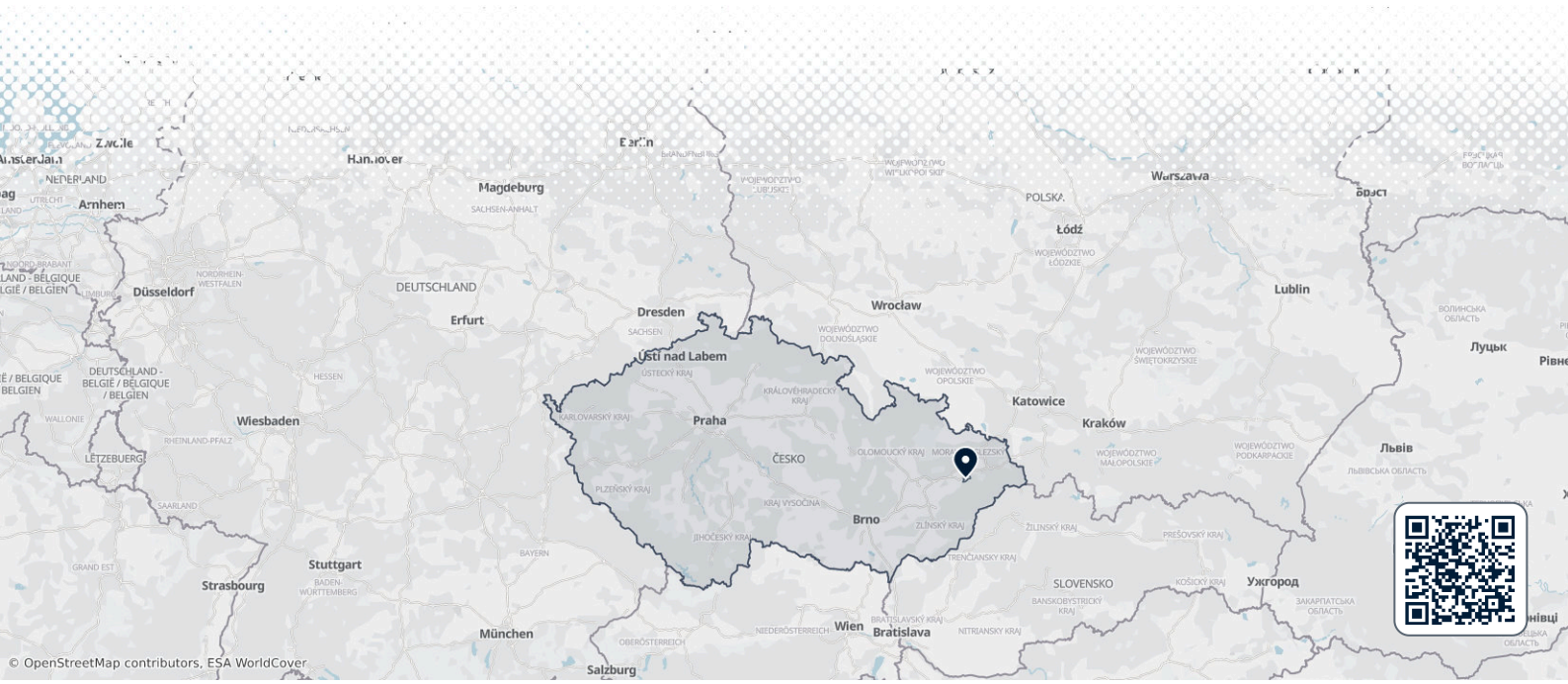


Nový Jičín

Nový Jičín District · Czech Republic

TRAVEL GUIDE

Tripomatic



Overview

Nový Jičín is a small historic town in the foothills of the Beskydy Mountains, known across the Czech Republic as the "Town of Hats." Its Renaissance and Baroque main square, ringed by covered arcades, is one of the best-preserved in the country and was voted the country's most beautiful square. For more than two centuries the town built its wealth on hat-making, an industry still visible in its museum collections, its working factory, and the grand villas of the manufacturing family that once ran it.

It suits travelers who want a compact, walkable historic center without the crowds of Prague or Brno, paired with easy access to hiking trails and nearby castle towns. A day is enough to see the main sights, and the surrounding Beskydy foothills and neighboring towns fill out a longer stay.

When to visit

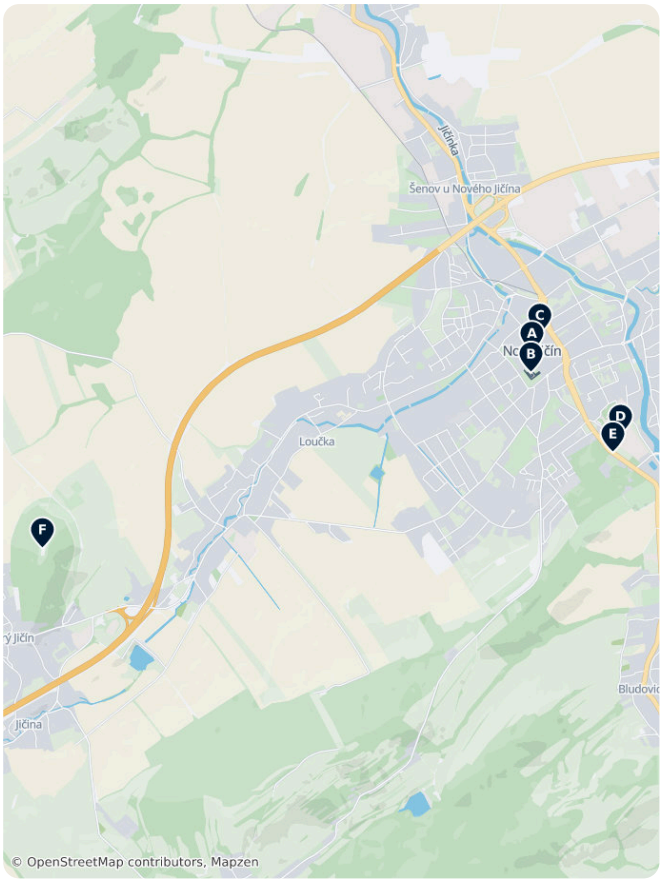
Summers, from June to September, are the most pleasant time to visit, with long days and cafés spilling out onto the square. Spring and autumn are mild but can turn rainy without much warning, and winters are cold, often with snow settling on the arcades and rooftops. The town's biggest event is the Slavnosti města Nový Jičín (Town Celebrations), a weekend of music, craft stalls, and food held on the main square in early September — a good excuse to plan a visit around.

MONTH	CONDITIONS	DAY °C avg / max	NIGHT °C avg / min	
January	Poor Poor for sightseeing	0° / 7° Feels like -5°	-6° / -15°	12 rainy days · Dry air
February	Poor Poor for sightseeing	3° / 10° Feels like -3°	-4° / -15°	Dry air
March	Poor Poor for sightseeing	8° / 16° Feels like 3°	-1° / -9°	12 rainy days · Dry air
April	Good Good for hiking	14° / 22° Feels like 10°	4° / -3°	Dry air
May	Good Good for sightseeing	19° / 25°	9° / 3°	15 rainy days · Dry air
June	Great Great for sightseeing	23° / 29°	13° / 7°	14 rainy days · Calm winds
July	Good Good for sightseeing	25° / 32°	15° / 10°	16 rainy days · Calm winds
August	Great Great for sightseeing	25° / 33°	14° / 9°	13 rainy days · Calm winds
September	Great Great for sightseeing	20° / 28°	10° / 4°	Dry air
October	Good Good for hiking	14° / 22° Feels like 11°	5° / -1°	Dry air
November	Poor Poor for sightseeing	8° / 15° Feels like 3°	1° / -5°	Dry air
December	Poor Poor for sightseeing	2° / 7° Feels like -4°	-4° / -13°	Dry air

Best months: June, August, September

Climate data: NASA POWER (MERRA-2) · 1996–2025

Top sights



A Masarykovo náměstí is the heart of the town and its most photographed sight: a near-perfect square ringed by Renaissance and Baroque arcades, voted the most beautiful square in the Czech Republic. Sit at one of the cafés under the arches to take it in.

Overlooking the square, B Žerotínský zámek began as a Gothic castle before the Žerotín family rebuilt it into a Renaissance chateau in the 16th century. It now houses the regional museum, including a permanent exhibition on the town's hat-making history.

C Kostel Nanebevzetí Panny Marie has stood beside the square since the town's medieval founding, though its current Baroque form and 66-metre tower date from the early 18th century. The tower has recently opened as a lookout point, with a view over the old town's rooftops on the days it's accessible.

Nový Jičín's wealth came from hats, and D TONAK is where that story is still being written: a working hat factory founded in 1799 that remains one of the world's most significant makers of felt and knitted headwear.

The hat industry's most visible legacy outside the factory gates is E Hückelovy vily, a pair of grand villas built for the town's hat-manufacturing family in an ornate late-historicist style, set in their own public park.

A short drive from the centre, the ruined F Starojičínský hrad dates to the late 12th or early 13th century and once guarded a trade route through the hills. A reconstructed tower holds a small exhibition of historical weapons.

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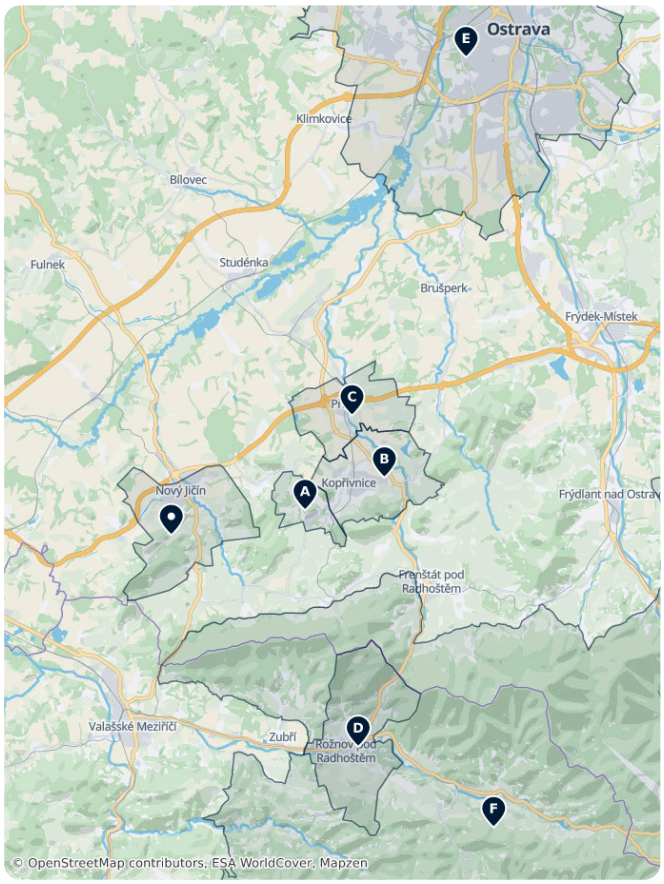
What to experience

- Catch a summer show at the open-air theatre in the Skalky forest park, just above the old town, when a play or concert is on.
- Try on a locally made felt hat in one of the shops around the main square — a fitting souvenir of the town's signature craft.
- Walk or cycle out to a Beskydy foothill trailhead right at the edge of town for a short hike with views back over the rooftops.
- Browse the craft stalls and street food at the Slavnosti města Nový Jičín town festival on the main square each September.

Day trips

Nový Jičín sits at the edge of the Beskydy Mountains, with several worthwhile towns within a short drive.



- Ⓐ **Štramberk** (≈15 min by car or bus) — a small hilltop town famous for its round stone tower, Trúba, and for cone-shaped gingerbread known as "Štramberk ears."
- Ⓑ **Kopřivnice** (≈15 min) — home to the Tatra car and truck works and the Tatra Technical Museum, one of the region's best motoring collections.
- Ⓒ **Příbor** (≈15 min) — a tidy market town and the birthplace of Sigmund Freud, whose childhood home is now a small museum.
- Ⓓ **Rožnov pod Radhoštěm** (≈40 min by car) — home to the Wallachian Open Air Museum, one of the largest and oldest collections of historic wooden buildings in the country.
- Ⓔ **Ostrava** (≈40 min by car or train) — the region's largest city, worth a visit for Lower Vítkovice, its former steelworks turned cultural district.
- The Ⓕ **Beskydy Protected Landscape Area** rises just south of town, with marked trails through spruce forest and open ridge-top meadows for a day of hiking.

Where to explore

Nový Jičín sits at the centre of its own district, surrounded by small towns worth combining into a longer visit.

- **Štramberk** and **Kopřivnice** both sit within a 15-minute drive and pair easily with a morning in Nový Jičín.
- **Příbor** and **Frenštát pod Radhoštěm** are quieter market towns on the way toward the Beskydy foothills.

Getting there

- **By air**: Leoš Janáček Airport Ostrava (OSR) sits in Mošnov, about 15 km from Nový Jičín, with a limited number of scheduled and seasonal charter routes. Most international travelers fly into Prague or Vienna instead and continue by train — roughly 3.5–4 hours from Prague.
- **By train**: Nový Jičín's own station sits on a short branch line. Change at Suchdol nad Odrou or Studénka, both on the main line between Ostrava and Olomouc/Přerov, for direct connections onward — about 45 minutes total to Ostrava. Book tickets through Czech Railways (České dráhy).
- **By bus**: Regional and long-distance coaches connect the town's central bus station directly with Ostrava, Frýdek-Místek, and the surrounding villages.

Getting around

- **Public transit**: Local buses, part of the regional ODIS network, connect the centre with outlying neighborhoods and nearby villages; buy tickets from the driver or through the ODIS mobile app.
- **Taxi**: A handful of local taxi firms operate; ride-hailing apps have little presence here.
- **On foot**: The historic centre is compact and entirely walkable — the square and surrounding streets can be crossed in about 10 minutes.

Getting around on foot & by bike

WALKABILITY

High

The historic centre is compact and pedestrian-friendly, built around the arcaded main square.

CYCLING INFRASTRUCTURE

Moderate

Regional cycle routes connect Nový Jičín with Štramberk and Kopřivnice, though the town itself has only a modest network of marked paths.

Driving

- **Is a car worth it?**: Not for the old town itself — it is compact and best explored on foot. A car helps for reaching Beskydy trailheads and smaller villages that buses reach less often.
- **Parking**: Metered parking zones cover the streets around the main square; a free car park sits a short walk from the centre near the train station.
- **Restrictions**: None — no low-emission or congestion zone applies here.

Food & drink

Nový Jičín's dining is unpretentious central-Moravian fare, with a strong café culture built around the main square.

The arcades and side streets of Masarykovo náměstí hold most of the town's cafés and restaurants, the easiest place to start; look for simple Czech lunch menus on weekdays, cheaper than the evening à la carte.

What to eat & drink

LUNCH

Fruit Dumplings · Ovocné knedlíky
Sweet dumplings filled with seasonal fruit (like plums or apricots), topped with cottage cheese and sugar.

DINNER

Svíčková · Svíčková na smetaně
Marinated beef sirloin in a creamy vegetable sauce, served with bread dumplings and cranberries.

Goulash · Guláš
A hearty stew, typically made with beef, onions, and paprika, often served with bread dumplings or potatoes.

Roast Pork with Dumplings and Cabbage · Vepřo knedlo zelo
A traditional Czech dish of roast pork, bread dumplings, and sauerkraut or stewed cabbage.

SNACKS & STREET FOOD

Fried Cheese · Smažený sýr
A thick slice of cheese, breaded and deep-fried, usually served with fries and tartar sauce.

Potato Pancakes · Bramboráky
Crispy pancakes made from grated potatoes, flour, and spices, often served as a side dish or a snack.

Chlebíčky
Open-faced sandwiches on slices of white bread, elaborately decorated with various toppings.

Fried Cauliflower · Smažený květák
Breaded and deep-fried cauliflower florets, similar to fried cheese but made with cauliflower.

SWEETS & DESSERTS

Trdelník
A sweet pastry made from rolled dough, wrapped around a stick, grilled, and topped with sugar and walnut mixture.

DRINKS

Pilsner Urquell · Plzeňský Prazdroj
The world's first pale lager, originating from the city of Pilsen, known for its crisp, refreshing taste.

Becherovka
A traditional Czech herbal liqueur with a distinctive bitter-sweet taste, often enjoyed as a digestif.

Kofola
A popular Czech herbal cola-like soft drink, often described as having a unique, slightly medicinal flavor.

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Safety & health

Nový Jičín is a low-crime, low-hassle town. Most visitors have no safety concerns beyond ordinary care with belongings during the crowded September town festival.

Tap water is safe to drink throughout town, matching the national standard.

History

The chateau overlooking the square began as a Gothic castle built by the lords of Kravaře in the 14th century. The Žerotín family rebuilt it into its current Renaissance form in the first half of the 16th century, giving Žerotínský zámek the slender towers still visible today. A market town grew up around the castle and prospered as a trading post on routes through the mountains.

Hat-making arrived in 1799, when TONAK opened its doors; within a century the industry employed thousands and made the town's name across Europe, a legacy still visible in the ornate family villas of its hat-manufacturing dynasty. For centuries the town's population was predominantly German-speaking, known as Neutitschein, until the German community was expelled after the Second World War and the town was resettled with Czech families.

Country facts

Quick practical facts for the Czech Republic at a glance:

CURRENCY

CZK Kč

EMERGENCY

112

ELECTRICITY



Type C / Type E
230 V · 50 Hz

LANGUAGES

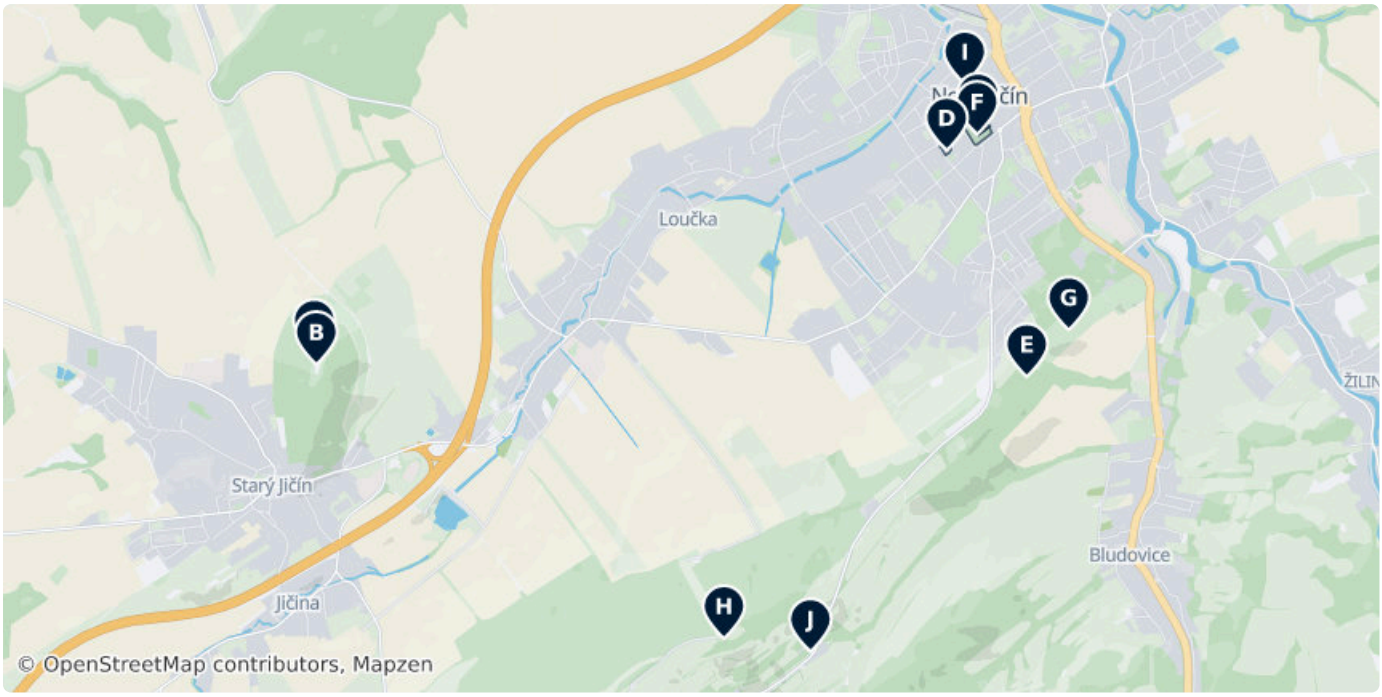
Czech

TAP WATER

Safe to drink

Nový Jičín Essentials

Nový Jičín is defined by its preserved historical center and unique regular square with continuous arcades. This selection features the Renaissance Žerotínský zámek, home to a world-renowned hat-making museum, and the nearby ruins of Starý Jičín castle overlooking the Moravian Gate. Cultural venues like Beskydské divadlo are complemented by natural recreational spots, including the Skalky forest park and the ancient protected field maple near Kojetín.





A Žerotín Chateau

Renaissance residence housing the Museum of the Nový Jičín Region. It features a unique permanent exhibition dedicated to the history of hat-making and the life of General Laudon.

51/12 28. října, Nový Jičín 74101, Czech Republic (49.59356, 18.01016)

muzeumnj.cz, +420556701156



B Starý Jičín Castle

Ruins of a 13th-century castle situated on a strategic hill. It served as a guard point for the Moravian Gate trade route and now features a restored watchtower.

74231, Czech Republic (49.58263, 17.96333)

C Věž

Restored lookout tower within the Starý Jičín castle ruins, providing panoramic views of the Beskydy Mountains and the Moravian Gate.

74231, Czech Republic (49.58318, 17.96318)

Mar-Jun Sa–Su	10:00–17:00
Jul-Aug Mo–Su	10:00–17:00
Sep-Oct Sa–Su	10:00–17:00

D Beskydské divadlo

Professional theater venue hosting a regular program of dramatic performances, concerts, and cultural events in the town center.

873/5 Divadelní, Nový Jičín 74101, Czech Republic (49.59245, 18.00794)

E Forest Theatre

Outdoor amphitheater located in the Skalky forest park, used for summer theatrical performances and musical events.

Skalky, 741 01 Nový Jičín, Czechia (49.58207, 18.01361)

F Zámecký park

Landscaped park area adjacent to the Žerotín Castle, offering walking paths and green space in the historical center.

Nádvoří, 742 42 Nový Jičín, Czechia (49.59319, 18.01009)

G Lesopark Skalky

Recreational forest park on the southern edge of town featuring hiking trails, an amphitheater, and viewpoints.

(49.58421, 18.01658)

H Chata Svinec

Mountain chalet and restaurant located on Svinec hill, serving as a base for hikers and skiers with views of the surrounding highlands.

Kojetín u Starého Jičína, 741 01 Nový Jičín, Czechia (49.57006, 17.99218)

Fr–Sa	10:00–20:00
Su	10:00–18:00

chatasvinec.cz

I Kino Květen

The town's primary cinema located near the main square, screening domestic and international films.

100/6 Havlíčkova, Nový Jičín 74101, Czech Republic (49.59549, 18.00923)



J Babyka u Kojetína

A protected field maple tree estimated to be over 200 years old, located on a ridge near the village of Kojetín.

67, 74101, Czech Republic (49.56946, 17.99830)

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