

TOURAGE INTERREG IVC PROJECT

Regional Analysis on Tourism

SOUTHERN TRANSDANUBIA

Name of the region:	Southern Transdanubia	Name in original language:	Dél-Dunántúl
Level (NUTS 2/NUTS3):	NUTS 2		

1. REGIONAL TOURISM STRATEGIES	Name of the strategy/action plan etc.:	Short description of the strategy, and time frame:	Link to English version (or original):
1.1 Document 1	Strategic Development Plan of the tourism in Southern Transdanubia	Global development plan for the tourism, goals, indicators, actions	http://www.terport.hu/node/843
1.2 Document 2	Definition of the development trends of health and thermal tourism in Southern Transdanubia	Sectoral development plan, goals, indicators, actions	http://www.terport.hu/node/845
1.2 Document 3	Definition of touristic regions in southern Transdanubia	Delineation of the core areas for tourism in Southern Transdanubia with natural and cultural values, attractions	http://www.terport.hu/node/846

2. GENERAL REGIONAL STATISTICS	2000	2005	2010
2.1 GDP			
2.2 Population	986,2	974,1	944,3
2.3 Surface area	14169	14169	14168,7
2.4 Population density	69,6	68,7	66,6
3. TOURISM STATISTICS OF THE REGION	2000	2005	2010
3.1 Number of tourists who stay at least 1 night in a collective or private accommodation.	722622	742811	718593
3.2 Number of hotels and similar establishments	345	383	305
3.3 Number of other collective accommodation establishments	n.a.	201	153
3.4 Number of bed-places in hotels and similar establishments	n.a.	28396	22867
3.5 Number of bed-	n.a.	61021	56141

places in collective tourist accommodation establishments			
3.6 Nights spent in hotels and similar establishments	n.a.	1583649	1279502
3.7 Nights spent in collective tourist accommodation establishments	n.a.	2256163	1858431
3.8 Number of tourism enterprises	5557	3576	n.a.
3.9 Share of tourism enterprises of total enterprises	7,41%	5,80%	n.a.
3.10 Number of employees of tourism sector	5643	5555	5822
3.11 Share of tourism sector employees of total employees	2,77%	3,04%	2,91%
3.12 International border crossings (persons)	9405615	4332888	4535069
3.13 Number of air passangers	n.a.	n.a.	8000
3.14 Tax free sales			

4. TOP 5 TOURISM ATTRACTIONS OF THE REGION (by number of visitors)	Name:	Short description:	Number of visitors per year:	Web link (if possible to English version):
4.1 Attraction 1	Lake Balaton (Siófok, Fonyód, Zamárdi)	Hungary's most famous and popular recreation area. The shallow water and entertainment facilities are ideal for the families with children, and young people. The background settlements are different: quiet environment and the wine and gastronomy mean that this area can be the targeted for the elder tourists	591270	http://gyereabalatonra.hu/en/sights/
4.2 Attraction 2	Pécs	Centre of Baranya County, and Southern Transdanubia, the most northern gate of Balkan; European Capital of Culture 2010, many historical heritages and attractions, cultural offers and events	130506	http://en.pecs.hu/

4.3 Attraction 3	Harkány	The settlement is the centre of health tourism and spa - tourism in Southern Transdanubia, lot of attractions and offers (bathing, wellness, and spas) for elderly people.	63593	http://www.harkanyfurdo.hu/digitalcity/projects/harkany/homepage.jsp?dom=BAAFKVDV&prt=BAAFKWCG&fmn=BAAFKWJ&men=BAAFKWJ
4.4 Attraction 4	Villány wine region	Villány and its surroundings (the Villány-mountains) is the one of Hungarian traditional, and historical wine region, lot of attraction concerning wine and gastronomy; pleasant climate conditions; wellness options are also available	20823	http://villanyiborvidek.hu/en
4.5 Attraction 5	Orfű and Mecsek mountains	Orfű is mainly famous about the water tourism, wellness; in Mecsek Mountains it is possible to find offer of hiking, green tourism, discovering traditions, religious tourism	21477	http://orfude.colourdesign.hu/(german)
5. TOP 5 COUNTRY OF ORIGIN OF INTERNATIONAL TOURISTS	Name of the country:	Number of tourists (2010):		Average stay of tourists (2010):
5.1 Country 1	Germany	37144		4,7
5.2 Country 2	Austria	11536		2,8
5.3 Country 3	Czech Republik	11058		4,1
5.4 Country 4	Poland	7685		2,5
5.5 Country 5	The Netherlands	6333		4,3

6. MAIN TOURISTIC ACTORS OF THE REGION	Name of the organisation:	Role of the organisation:	Web link (if possible to English version):
6.1 Organisation 1	Regional marketing directorate for tourism in Southern Transdanubia	Coordinates, organizes the marketing events of the southern Transdanubia region inland and foreign countries and taking part in tourism product development.	http://www.deldunantul.hu/htmls/mainpage.html
6.2 Organisation 2	South Transdanubian Event and Festival Tourism Cluster	The cluster's goal is to build the image of the region, increasing the prestige of the festival, coordinating of product-development and regional sales of tourism sector, grant funding, coordination of development.	http://www.fesztivalklaszter.hu/index.php
6.3 Organisation 3	South Transdanubian wine tourism cluster, Centre for wine tourism and gastronomy	Pannon Wine Tourism Center services product and service development, tourism packages together, and domestic and foreign events, organizing community appearances, communication of wine tourism development, and strengthen the overall wine tourist information service to those interested.	http://pannonborklaszter.hu/klaszter_fooldal
6.4 Organisation 4	South Transdanubian rural tourism cluster	Coordinating the events concerning the rural and ecotourism. focused on the traditions and the heritage of rural life	http://www.pannontermal.hu/index.php?lang=eng

7. EXTERNAL BORDER CROSSING POINTS OF THE REGION	Name of the border crossing point:	Type of border crossing point (international, bilateral):	Opening hours of the border crossing point:	Web link (if possible to English version):
7.1 Airport	Pécs-Pogány airport	International	0-24	http://www.airport-pecs.hu/?Lang=eng
7.2 External	Letenye road	International	0-24	
7.3 External	Murakeresztúr (railway)	International	0-24	
7.4 External	Gyekenyes (railway)	International	0-24	
7.5 External	Barcs (road)	International	0-24	
7.6 External	Magyarbóly (railway)	International	0-24	
7.7 External	Udvar (Road)	International	0-24	
7.8 External	Mohacs (ship)	International	0-24	
7.9 External	Drávaszabolcs (road)	International	0-24	
7.10 External	Berzence (road)	International	0-24	
7.11 External	Letenye (highway)	International	0-24	
7.12 External	Beremend (road)	bilateral	-	
7.13 External	Drávaszabolcs (ship)	bilateral	-	