



## Tourism at one of Hungary's most popular destinations: Lake Balaton



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## Number and facts

- Considering the domestic tourism the **Lake Balaton region is the most important touristic destination in Hungary.**
- If we take the whole tourism into consideration, Lake Balaton region is placed second.
- There are **1.300.000 tourists in a year**, during their holidays, they spend about **4.430.000 nights** in this region (2012).



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## Number and facts



2012:

- Number of guests - international: ca. 350.000
- Number of guests - domestic: ca. 946.000
- Number of nights - international: ca. 1.727.000
- Number of nights - domestic: ca. 2.700.000



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## Number and facts

**Incoming tourism in 2012** (rank based on nights)

- Germany (708.401)
- Russia (212.087)
- Austria (209.042)
- Netherlands (101.316)
- Czech Republic (86.445)
- Denmark (55.384)
- Poland (52.188)
- Slovakia (43.753)
- Ukraine (31.839)

**Russia, Ukraine, Slovakia, Czech Republic are among the growing markets.**



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## Tourism in the Lake Balaton region

Lake Balaton is no longer only a must visit destination for holiday-makers as the region has witnessed the completion of countless development projects in recent years.



In the Balaton Region the most touristic products are:

- **family holiday** (by the shore) – summer vacation together with cultural events,
- **active holiday,**
- **well-being, wellness and health tourism,**
- **wine and gastronomy.**



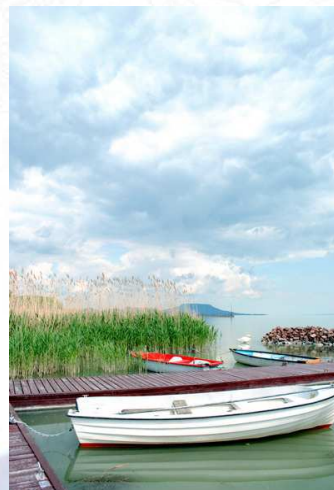
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## Tourism in the Lake Balaton region

There is a great choice of service providers and tourism infrastructure:

- ca. **480 accomodation units** including 170 hotels - the number of four and five star hotels is 40, the number of campings is 20,
- **5 thermal bathes and pleasure spas** (Lake of Hévíz!),
- **8 adventure parks,**
- ca. **75 sailing harbours,**
- **2 golf courses,**
- **210 km Bicycle Ring** around Lake Balaton,
- **Balaton Uplands Natural Park** (visitor centres, nature trails),
- 2 of Hungary's TOP 10 **restaurants**
- **6 wine districts**, Winemaker of the Year title awarded to 4 cellars in the region,
- **local products.**



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## Tourism in the Lake Balaton region



The most liked programs during the holiday:

- **bathing** (in the lake - in summer, in the thermal spas - all year around),
- **hiking, making excursions,**
- **having bicycle-tours,**
- **water trips** by pleasure-boats,
- **wine tasting** in one of the 6 wine districts of the region.

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## Tourism in the Lake Balaton region



Balaton events calendar: lot of international programs, festivals and events based on local traditions, wine culture and gastronomy.

Most popular ones are:

- Harley Davidson Open Road Fest
- Balaton Sound

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## How to reach the Lake Balaton region



### By air:

- Liszt Ferenc International Airport, Budapest
- Hévíz Balaton Airport, Sármellék

Organized tourism: by bus

Individual tourism: by car



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**Thank you for your kind attention!**

Be our guest!

[www.gotohungary.com](http://www.gotohungary.com)

<http://ru.gotohungary.com/balaton-ru>



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