TOURISTIC ASSOCIATION IN GYENESDIÁS

www.gyenesdias.info.hu
ABOUT GYENESDIÁS

• located 100 km from the western border of Hungary
• in the centre of West-Balaton region, at the foot of Keszthely hills on the north shore of Lake Balaton
• next to Keszthely (culture town) and Hévíz (famous thermal lake and spa bath)
• approx. 4000 inhabitants
• One of the most popular family friendly resort villages
FACTS AND FEATURES

• location in beautiful natural environment
• 2 beaches
• adventure park (high rope course), laser tag
• bird park
• yacht marina
• outdoor centre, hiking trails
• sport shooting range
• cycle path, Balaton bicycle route (around the lake)
• leisure facilities (bowling, squash, tennis, minigolf, pottery, animal farm, fishing/ 2 fishing ports)
• Fish and small farmers market
• unique antique cast iron stove collection
• in winter snowball fights, sledding in the hills, ice skating
GYENESDIÁS

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GENERAL INFORMATION

• **May 17th 2003**: foundation of the association. The local DMO became **responsible for the management and marketing of tourism in Gyenesdiás**

• **110 members** nowadays: accommodation, restaurants, service provider etc., anyone who is interested in tourism either directly or indirectly, + local government!!!

• **Organizational structure**: General meeting, Committee (11 people): chairman, 2 vice-chairman, secretary, mayor, 6 people representing the different sections of tourism, Board of supervision
AIMS

- Advancing the tourism in Gyenesdiás
- Increasing the number of tourists (domestic and foreign visitors too)
- Find and get new markets
- Extending the season
- Tourist product development

For the sake of the cause the Association fulfils all the tasks according to tourism
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ACTIVITIES:

• Operating the *Tourinform office* (information point)

• *Marketing*: internet ([www.gyenesdias.info.hu](http://www.gyenesdias.info.hu): touristic website with online reservation); production and distribution of brochures; participating in travel exhibitions/fairs and special events; media, public relations, backup press releases; study tours; coordination of events; research (questionnaire, statistics)

• *Product development*: animation at the beaches, advantage cards, guaranteed programs

• *Transaction of tenders and of projects, project management*

• *Cooperation* with touristic associations and NGOs, with the Marketing Association of West-Balaton Region!

the Association/DMO is responsible only towards its members!

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NUMBER OF STAFF

As full time equivalent:

• the head of the Tourinform office, who is also the secretary of the DMO

• 2 trained assistants (for marketing, website management, customer advice etc.)

+ trainees in the summer
TOURISTIC ASSOCIATION IN GYENESDIÁS

- Sample projekt (based on the South Tirol DMO model)
- Meanwhile, the Gyenesdiáš model is used as learning material
- Nowadays various tenders and projects
- Currently no tourism law in Hungary, preparation for the low – DMO gets an important role
Project supported by the Lifelong Learning Programme of the European Union

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