



# Active Balaton Touristic Cluster



# Structure of presentation



1. Who we are – **Fortuito Ltd.**
2. Where we are comming from – **Lake Balaton**
3. What we are developing - **Active Balaton Tourism Cluster**
4. Why get know each other?

# *Who we are...*



- Observing tenders
- Project management
- After-care and generation of projects





- Remarkable experiences in tenders writing
- Enterprise development
- Business consultancy



# Who we are- Fortuito Ltd.



## Development areas:

- Business development
- Green way
- Industrial Area development
- Education and Curriculum development
- Networking
- Investments of local government
- Touristic Development
- Cluster development and project management





# Lake Balaton- where we are coming from

## Lake Balaton Recreational Area:

- 164 municipalities
- 255,000 permanent population
- 171,500 houses and flats
- more than 2000 sunshine hours
- 74 pieces of marina
- Average 122 windy days
- 7 Adventure parks
- Balaton Uplands National Park
- 400 events per year
- 220 km length bike path
- 4318134 guest's night
- 80 sail races
- 3 wakeboard parks

# Lake Balaton- where we are comming from



- It is the largest lake in Central Europe
- Lake Balaton is a freshwater lake in the Transdanubian region of Hungary
- The major resorts around the lake are Hévíz (Thermal Bath), Keszthely, Balatonfüred





# Hévíz and the Thermal Bath





# Balatonfüred





# Keszthe ly







# Lake Balaton- Where we are comming from

- The peak tourist season extends from June until the end of August
- The average water temperature during the summer is 25°C
- Water sports opportunities - sailing, windsurfing, wakeboarding, SUP and rowing
- Excellent wines that go very well with the delicious local food.



# Guest's circulation



Guest's circulation of sending country

	Guests			Guests number			Average stay	
		Previous year			previous year		previous year	
2011. I-XII.	number	propotion	%	number	propotion	%	day	
Germany	101 403	7,9	91,8	705 071	16,3	95,5	7	104
Austria	53 178	4,1	94,2	204 742	4,7	97,9	3,9	103
Netherlands	13 628	1,1	100	80 548	1,9	85,9	5,9	85
Denmark	9 790	0,8	110,6	69 752	1,6	105,9	7,1	95
Czech Republi	22 931	1,8	107,7	85 279	2	110,1	3,7	102
Poland	16 567	1,3	132,3	54 663	1,3	131,4	3,3	99
Russia	20 170	1,6	116,4	151 305	3,5	132,4	7,5	113
Slovakia	14 345	1,1	137,7	40 506	0,9	141,6	2,8	102

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# Lake Balaton

Strength	Weaknesses
<ul style="list-style-type: none"> <li>• The beauty of the landscape</li> <li>• Excellent bathing and sport facilities</li> <li>• Spas, Thermal baths, large medicinal and thermal water resources</li> <li>• National Park, excellent opportunities for eco-tourism</li> <li>• Unsaturated windsurf and sailboat facilities</li> <li>• Hospitality of the population</li> <li>• Wine production</li> <li>• Operation of National Airport in <u>Sármellék</u> not far from the Lake Balaton</li> <li>• Cycle path around the lake Balaton</li> <li>• Rebound of the regional social science research</li> </ul>	<ul style="list-style-type: none"> <li>• The vulnerability of the Lake Balaton</li> <li>• Seasonal tourism</li> <li>• low solvent demand</li> <li>• Falling behind the competition</li> <li>• Lack of complex and unique tourism products</li> <li>• Lack of assets</li> <li>• Defect of the destination marketing</li> <li>• Lack of cooperation between tourism operators</li> <li>• Negative picture of the press</li> <li>• Elderly population</li> <li>• Lack of local products and local presents</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Infrastructural development</li> <li>• Growing of the population's income</li> <li>• Strengthening domestic tourism</li> <li>• New types of tourism appear</li> <li>• The professionalism and intensity increase</li> </ul>	<ul style="list-style-type: none"> <li>• decreasing water quantity</li> <li>• the domestic solvent demand not or slowly increases</li> <li>• The external sources and investors lag behind</li> <li>• Lack of collaboration and cooperation</li> </ul>



# ***Active Balaton Tourism Cluster***

- The cluster's management organization is ***Fortuito Ltd.***
- The main aim is to intensify the Balaton area with the collaboration of enterprises, associations, professionals working in the active tourism segment





# ***Active Balaton Tourism Cluster***

- We promote the development of tourism
- Contribute the dissemination of the healthy way of living
- Cooperation and the competition characterize at the same time
- Attitude changing: “my competitor strengthen me”



# Active Balaton Tourism Cluster

- Number of active touristic Opportunities – windsurfing, kitesurfing, sailing, rowing, fishing, paintball, adventure parks
- We would like to collect together these activities



# Active Balaton Tourism Cluster



## The main aims:

- The Cluster operate in a sustainable way in a long term
- To serve the active tourism and to serve the enterprises that offer touristic services
- The members of the cluster participate more cooperation





- The members can increase their development and income
- Creating workplaces
- Contribute to the increasing competitiveness of the Lake Balaton



# ***Why to get to know us?***


- We exist and the Lake Balaton is exist too
- We would like to collect good examples from Europe
- We would like to initiate cooperation
- Build up a successful European importance Cluster

# Plans for 2015-2015



- Building European Partnership
- Submit European proposals – COSME call
- Enlarge members
- ICT development – Balaton Card and package offers on-line worldwide





**IF YOU WANT TO GO  
FAST, GO ALONE.  
IF YOU WANT TO GO  
FAR, GO TOGETHER.**

**AFRICAN PROVERB**



# *Thank you for your attention!*

*Dorottya Pék*

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