



Újturizmus a gyakorlatban

- Földnapi Konferencia a Balaton régióban -



Siófok, 2026. 04. 2.

#újturizmus



múlt

jelen

jövő

trendek

szemlélet

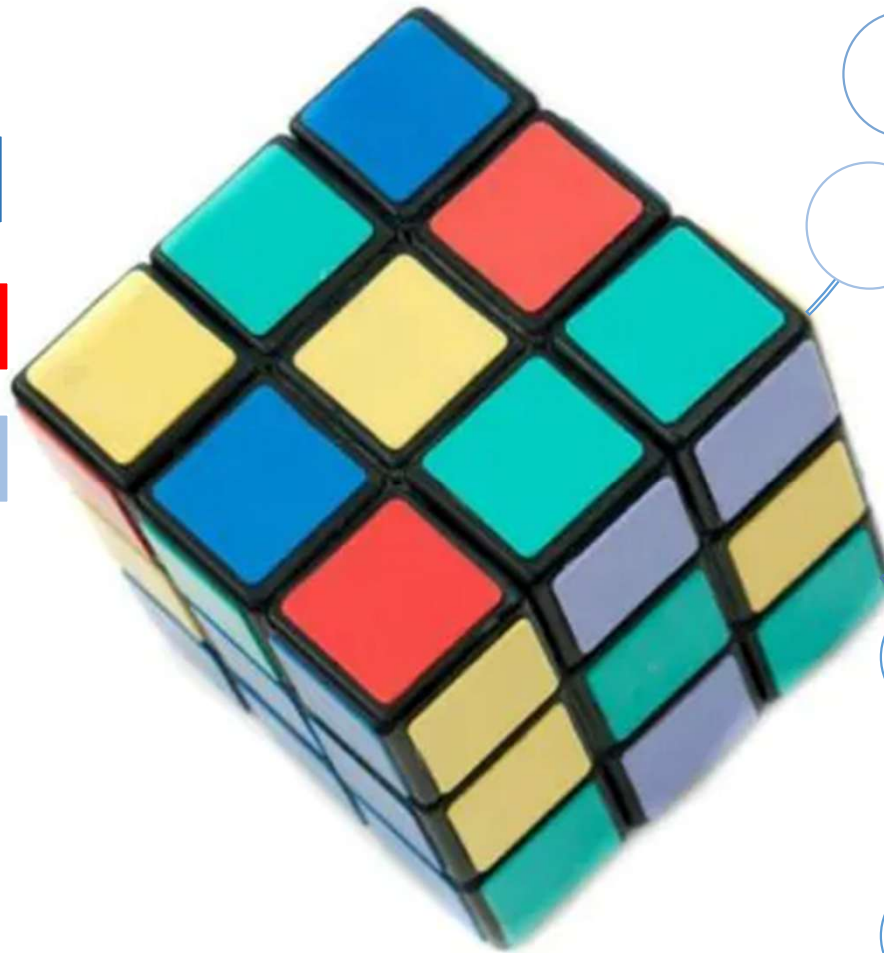
gyakorlatok

stratégia

narratíva

indikátorok

#újturizmus



- múlt
- jelen
- jövő

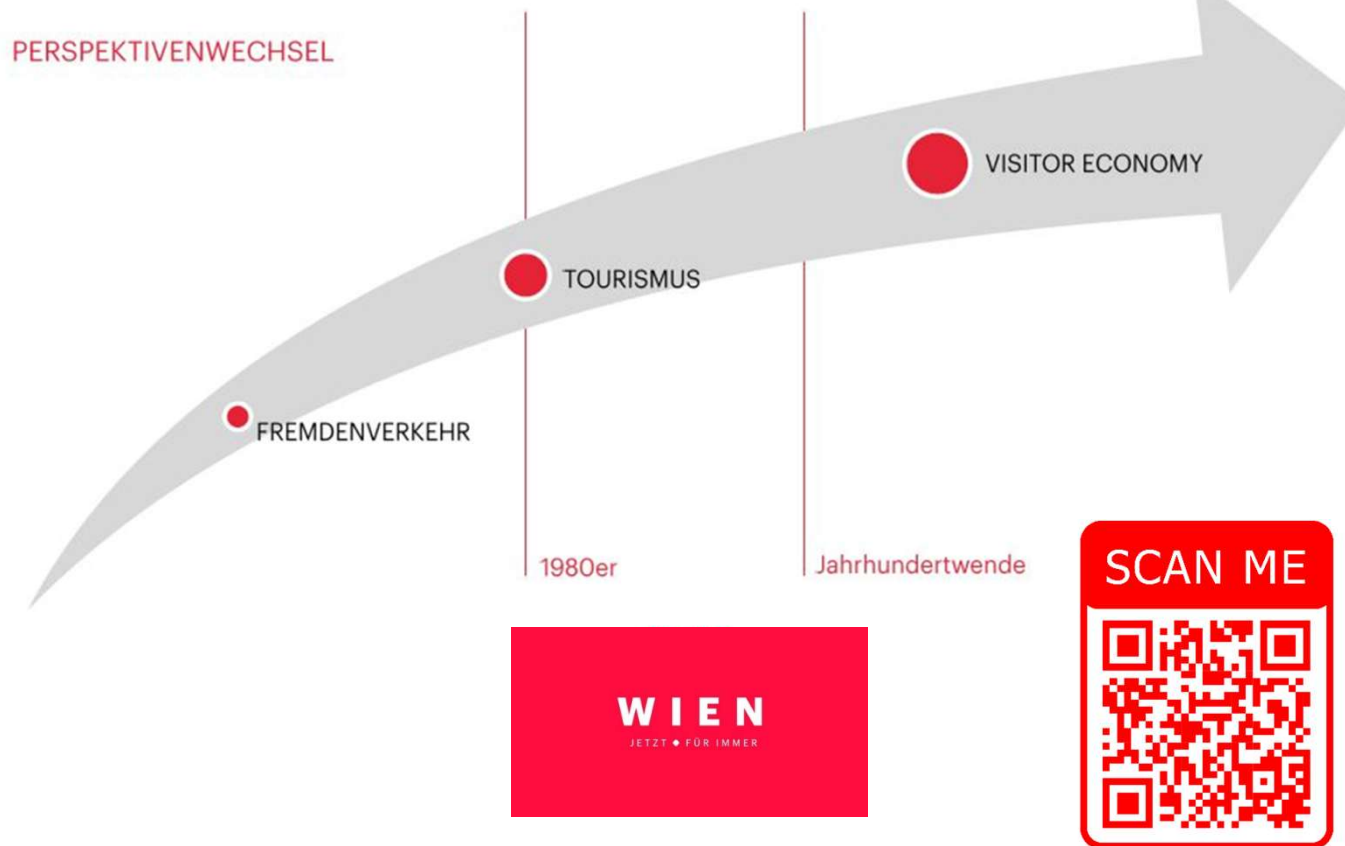
- trendek
- szemlélet
- gyakorlatok
- stratégia
- narratíva
- indikátorok

stratégiák / trendek



trendek / szemlélet / stratégiák

Visitor Economy Strategie 2025



NET REVENUE FROM OVERNIGHT STAYS¹
all accommodations



2025=2018 levels
EUR 2.900 million

ECONOMIC IMPACT FROM TOURISM³
direct and indirect effects



2025=2018 in Austria
of which EUR 4.7 billion in Vienna

SUSTAINABLE OPERATORS⁴
increased numbers of certified tourism and leisure operators



2025 up 25%
2018 (112 number)

Objectives for 2025

Vienna in Vienna

BUSINESS & CITY ADDED VALUE

REDUCE ENVIRONMENTAL FOOTPRINT⁶
of visitors from nearby markets



2025 rail more than car 2018 ratio by rail doubled

VISITOR SATISFACTION⁶
Visitors would recommend Vienna



2025=2018 levels
9 out of 10 visitors

RESIDENT SATISFACTION⁶
Tourism is positive



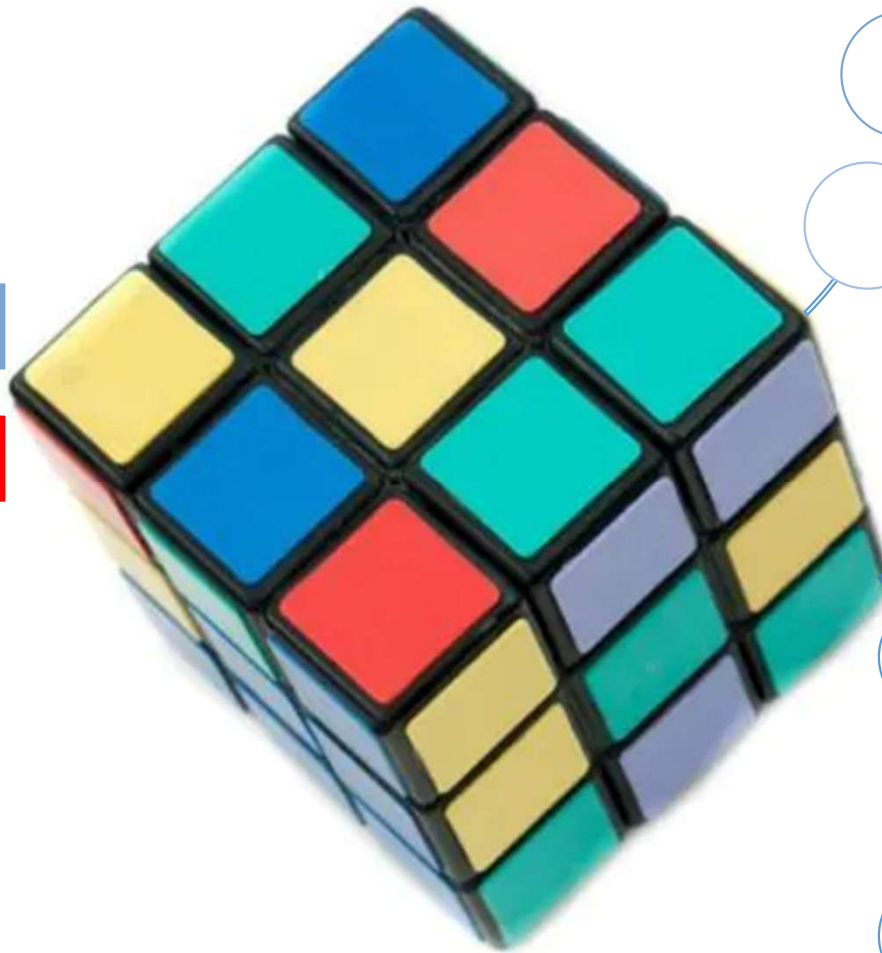
2025=2018 levels
9 out of 10 Viennese

2025=2018 levels
9 out of 10 visitors

Ask not what your city
can do for tourism, but what
tourism can do for your city!

VIENNA

#újturizmus



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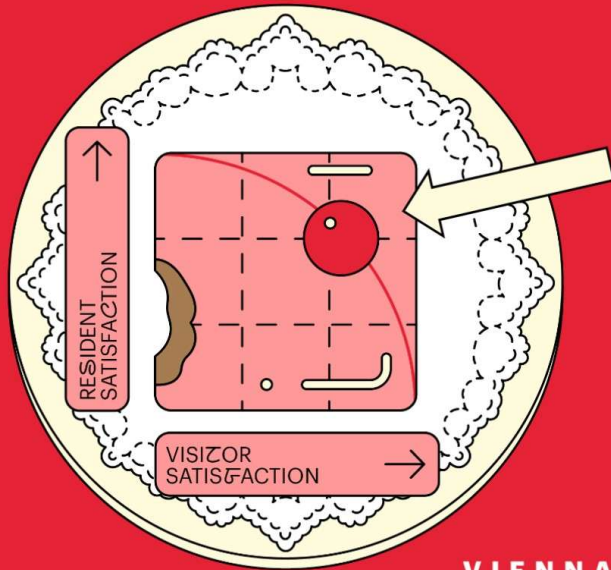
narratíva

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#Optimum

#Observatory

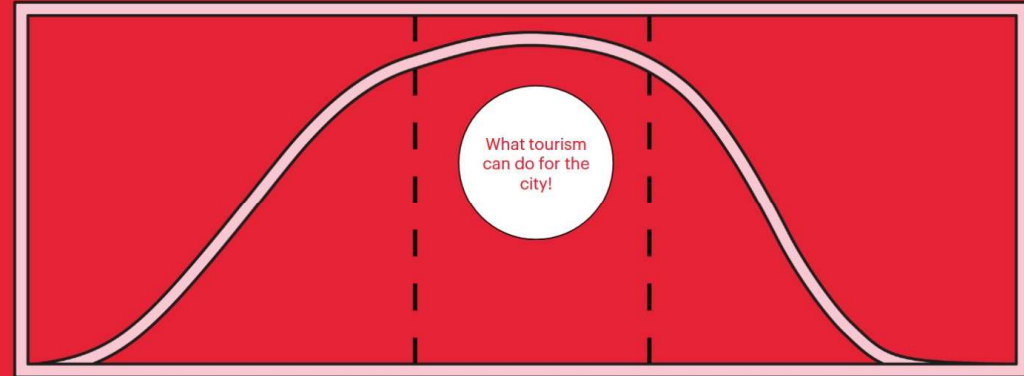


SWEET SPOT
The win-win scenario

Residents and visitor satisfaction is in balance

VIENNA

GOOD GROWTH



UNDER
TOURISM

OPTIMUM
TOURISM

OVER
TOURISM

WIEN



9 OUT OF 10
residents have a positive view of tourism

Source: Local satisfaction study



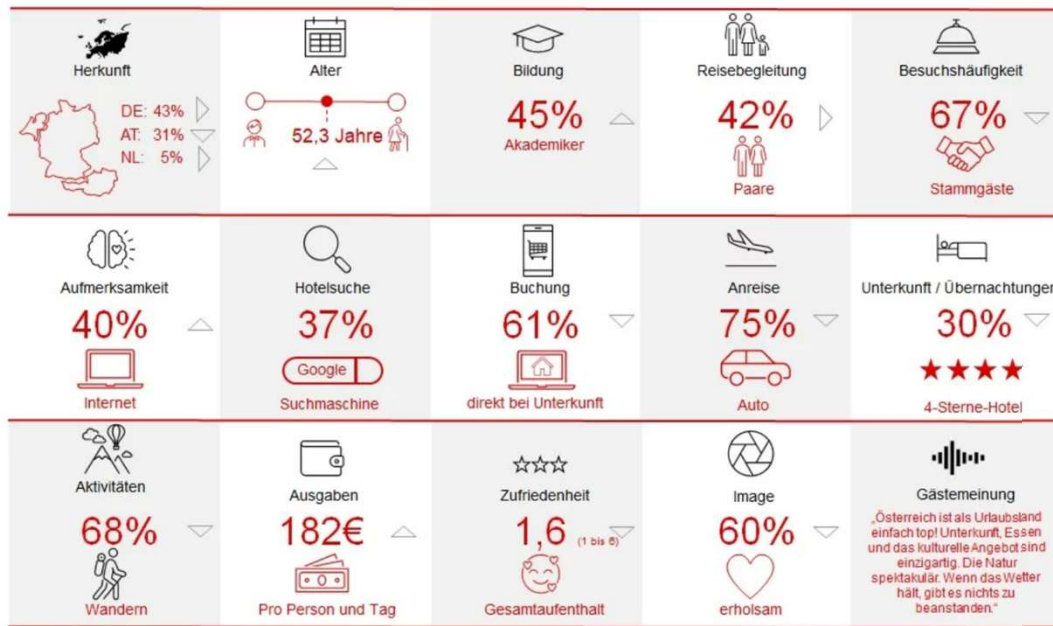
9 OUT OF 10
visitors recommend Vienna as a destination to other

Source: T-MONA visitor survey

trendek / stratégiák / indikátorok

#T-MONA

Sommergäste in Österreich – Profil und Customer Journey



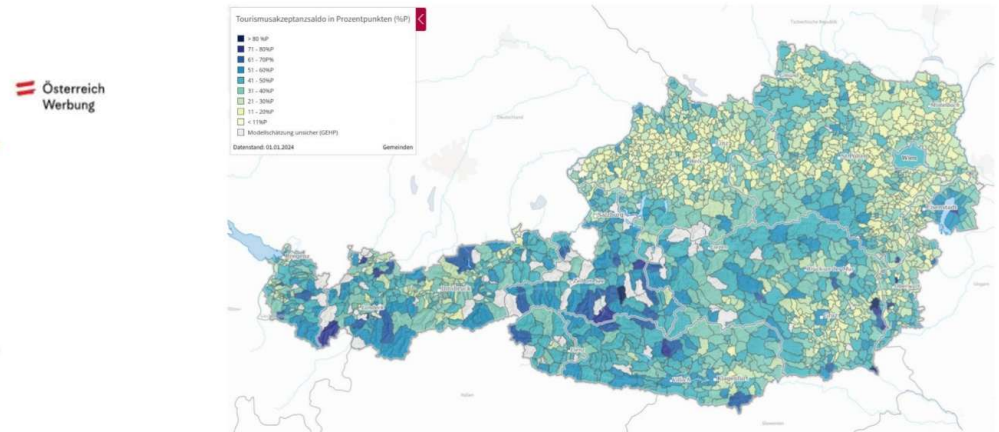
Quelle: T-MONA Sommer 2023, Stichprobe=25.600

△▽ Vergleich zu Sommer 2022

gezeigt ist immer Top-Wert

#TAS-elfogadottság

STATatlas: Akzeptanz von Tourismus auf Gemeindeebene



Q: STATISTIK AUSTRIA, Tourismusakzeptanz 2024. – Geschätztes Tourismusakzeptanzsaldo auf Basis eines Small Area Estimation Modells.
 Frage: Wie bewerten Sie persönlich die Auswirkungen des Tourismus auf Ihren Wohnort?



trendek / szemlélet / jó gyakorlatok



Heart Beat



grätzl
hotel

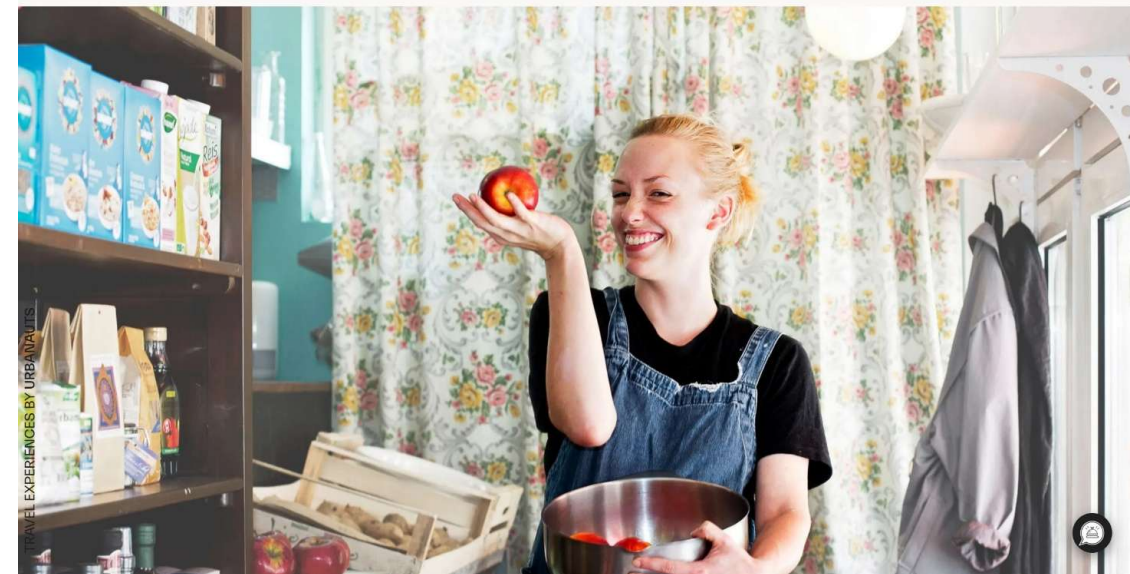


• MENU EN

grätzl
hotel

ANFRAGE

BUCHEN



TRAVEL EXPERIENCES BY URBANMOMENTS



**grätzl
hotel**



trendek - tanulságok - jó gyakorlatok





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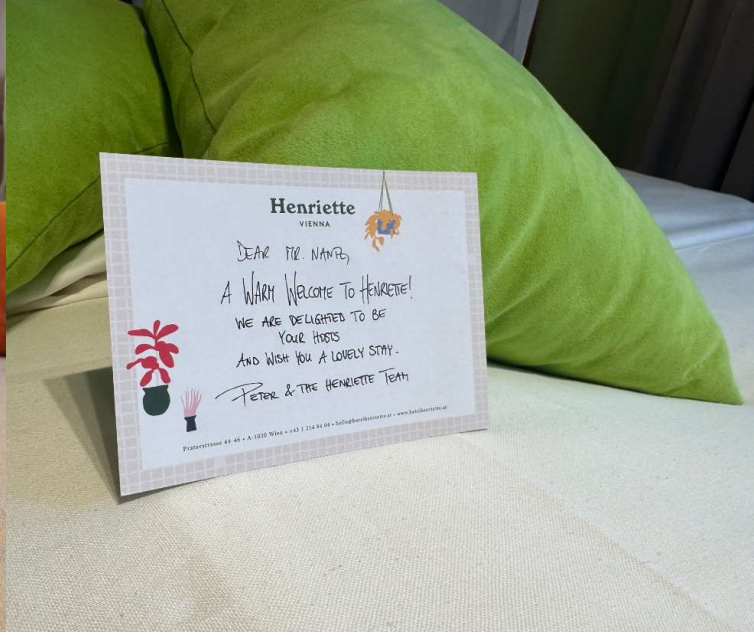
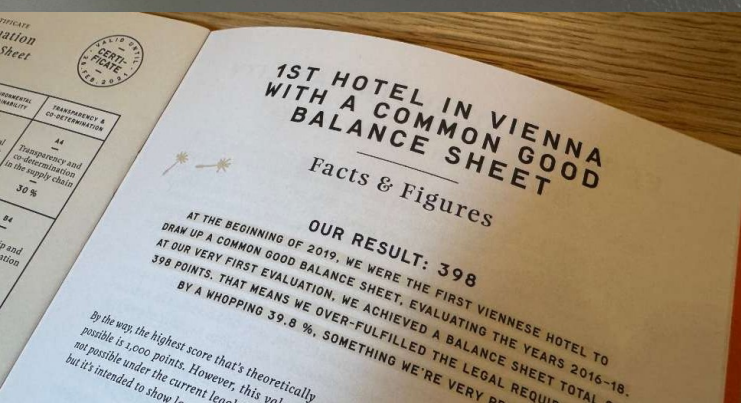
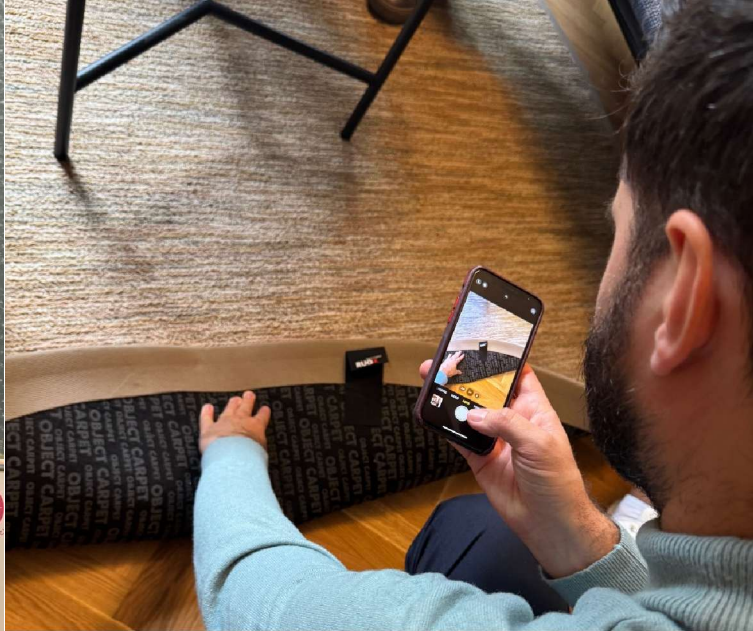
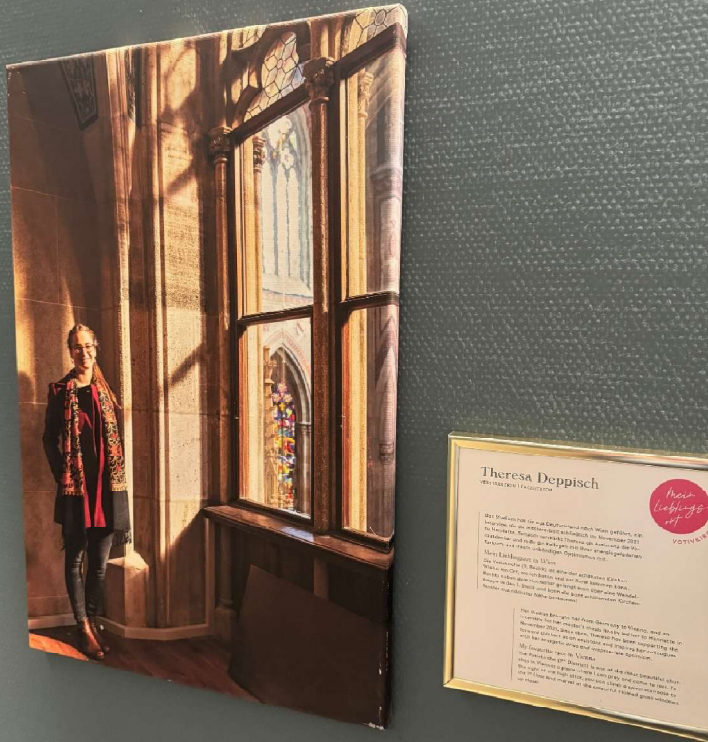
#edukáció

#CSR

#SDG







Jo gyakorlatok / tanulságok / megoldások



**Umweltbewusst
unterwegs im
Burgenland**

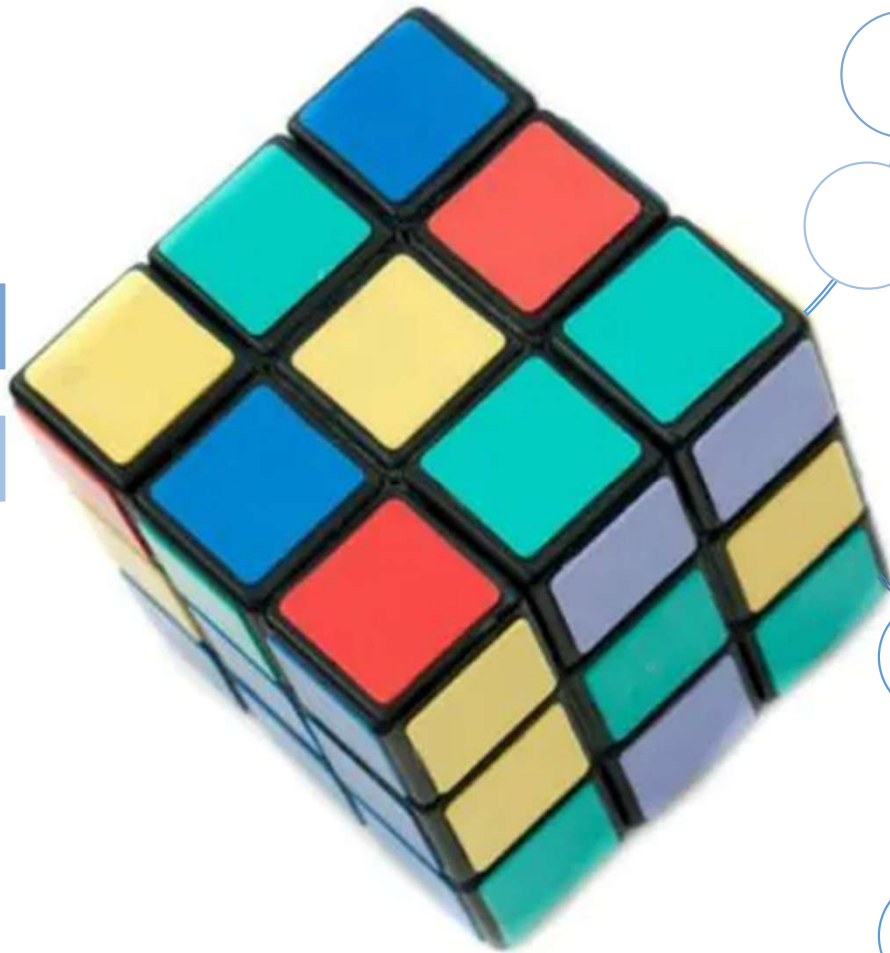
Mit der Burgenland Card
kostenlos Bahn, Bus und das
Burgenländische Anruf-
Sammeltaxi (BAST) nutzen!

Für nähere Fahrplaninfos, Umsteigetipps und
Buchung der Fahrt mit BAST und Bus einfach
0800/500 805 anrufen.

burgenland

A promotional card for the Burgenland Card. It features a blue background with a white border. At the top, there is a circular icon of a blue van with 'BAST' written on it. Below the icon, the text reads 'Umweltbewusst unterwegs im Burgenland'. Underneath, it says 'Mit der Burgenland Card kostenlos Bahn, Bus und das Burgenländische Anruf-Sammeltaxi (BAST) nutzen!'. At the bottom, it provides contact information: 'Für nähere Fahrplaninfos, Umsteigetipps und Buchung der Fahrt mit BAST und Bus einfach 0800/500 805 anrufen.' The Burgenland logo is at the bottom right.

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#Blue meeting

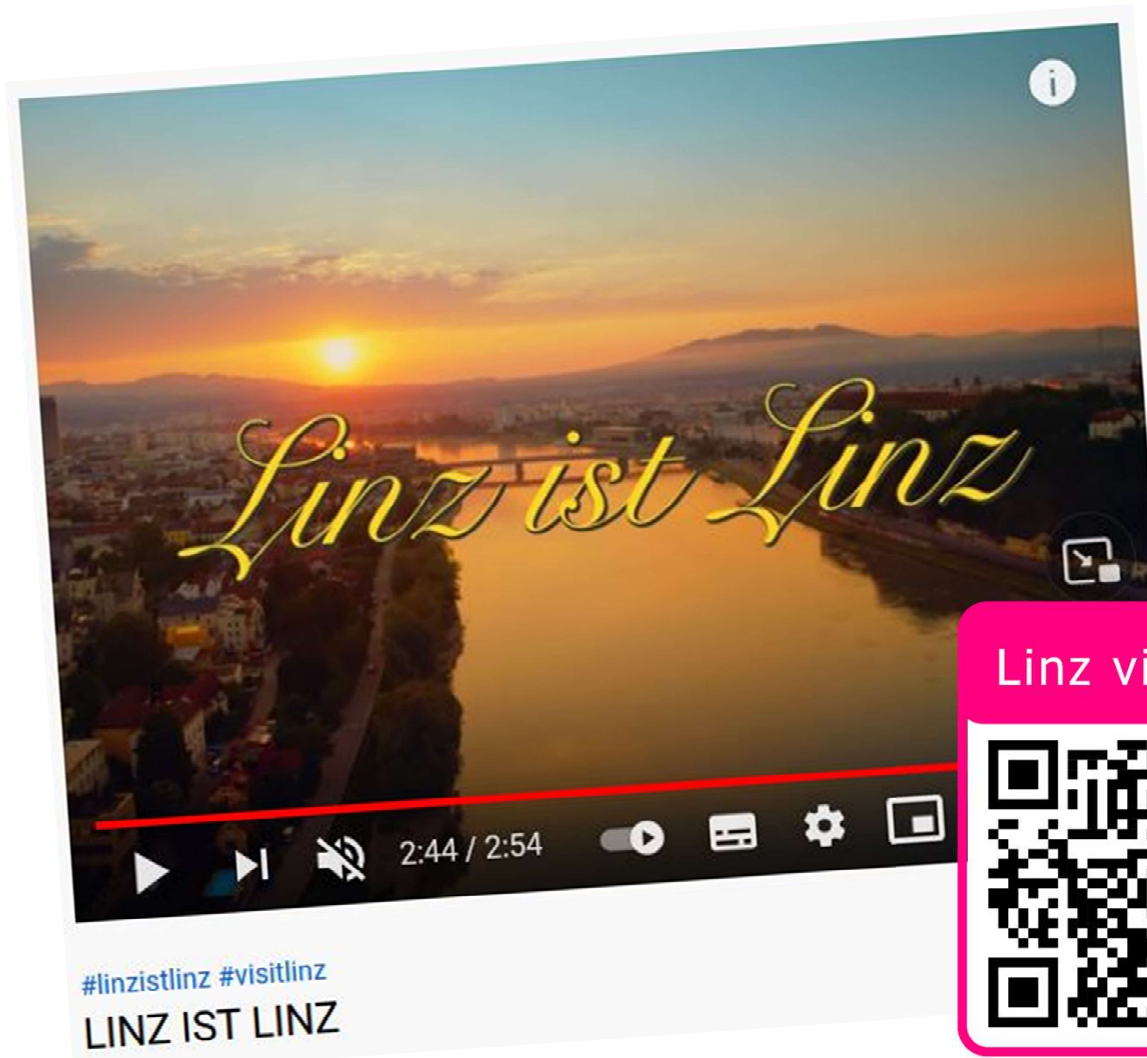


Blue Meeting



#linzistlinz

#PlanetLinz



Linz videos



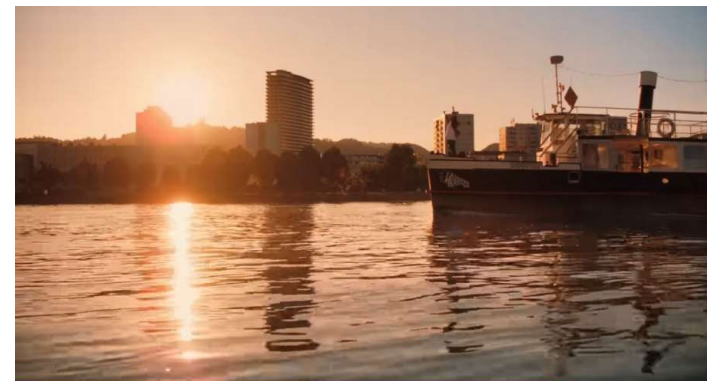


Prinz von Linz

52 E megtekintés 7 napja #visitlinz ... stb.



Visit Linz 1,77 E



Prinz von Linz

52 E megtekintés 7 napja #visitlinz ... stb.



Visit Linz 1,77 E



Prinz von Linz

52 E megtekintés 7 napja #visitlinz ... stb.



Visit Linz 1,77 E



Prinz von Linz

52 E megtekintés 7 napja #visitlinz ... stb.



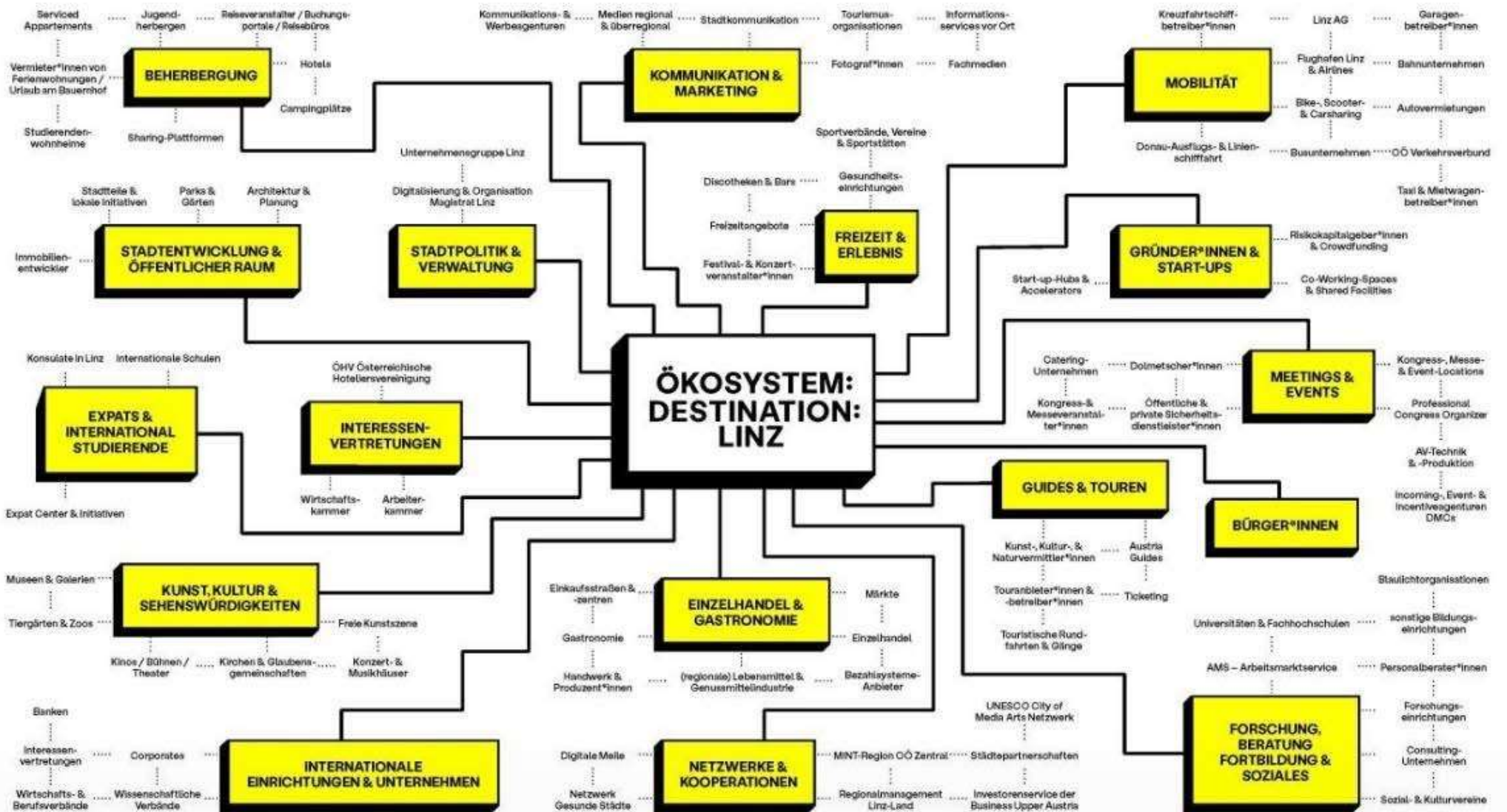
Visit Linz 1,77 E





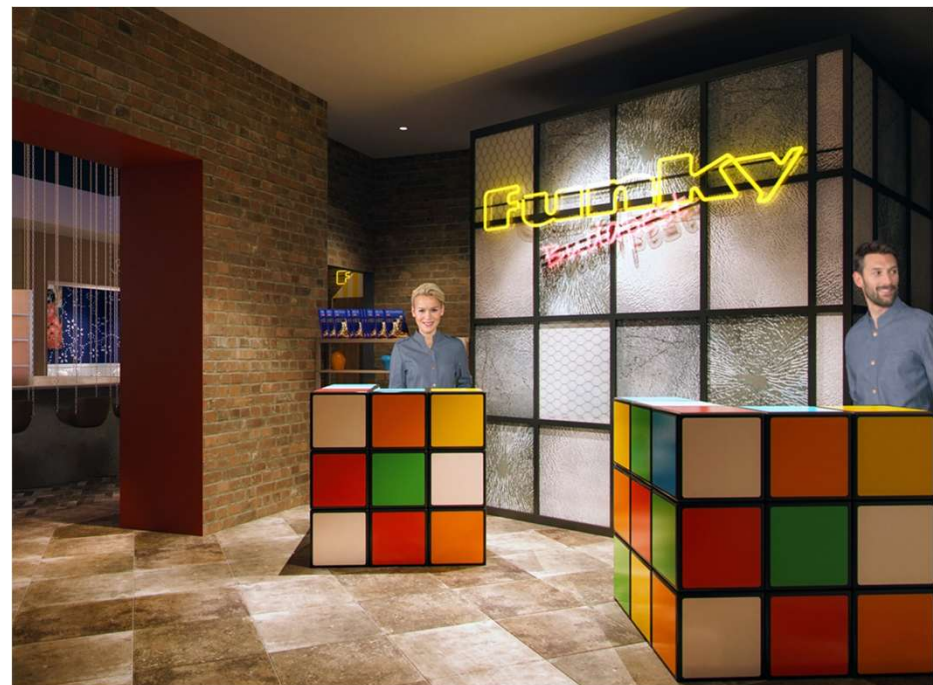
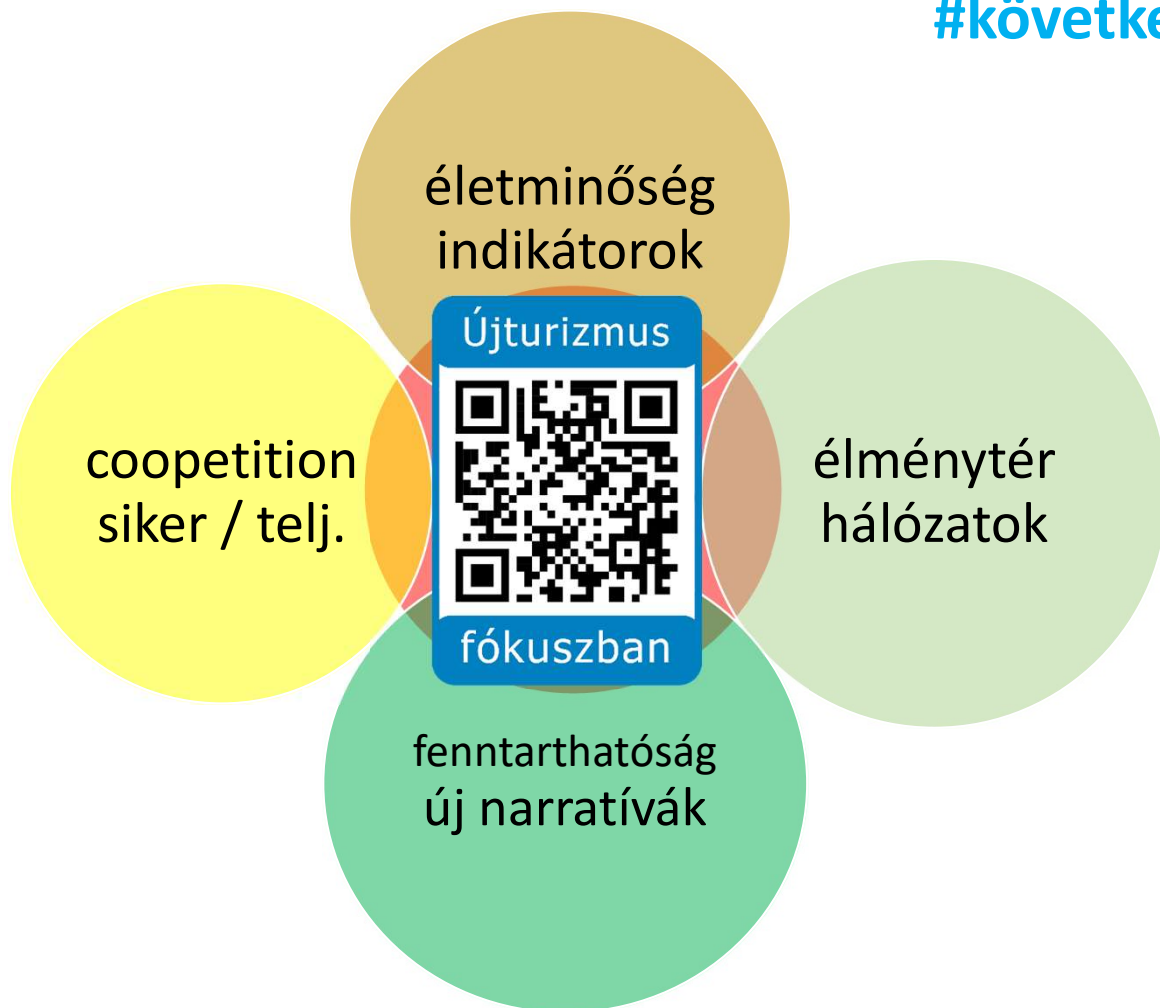
**VISIT
LINZ**



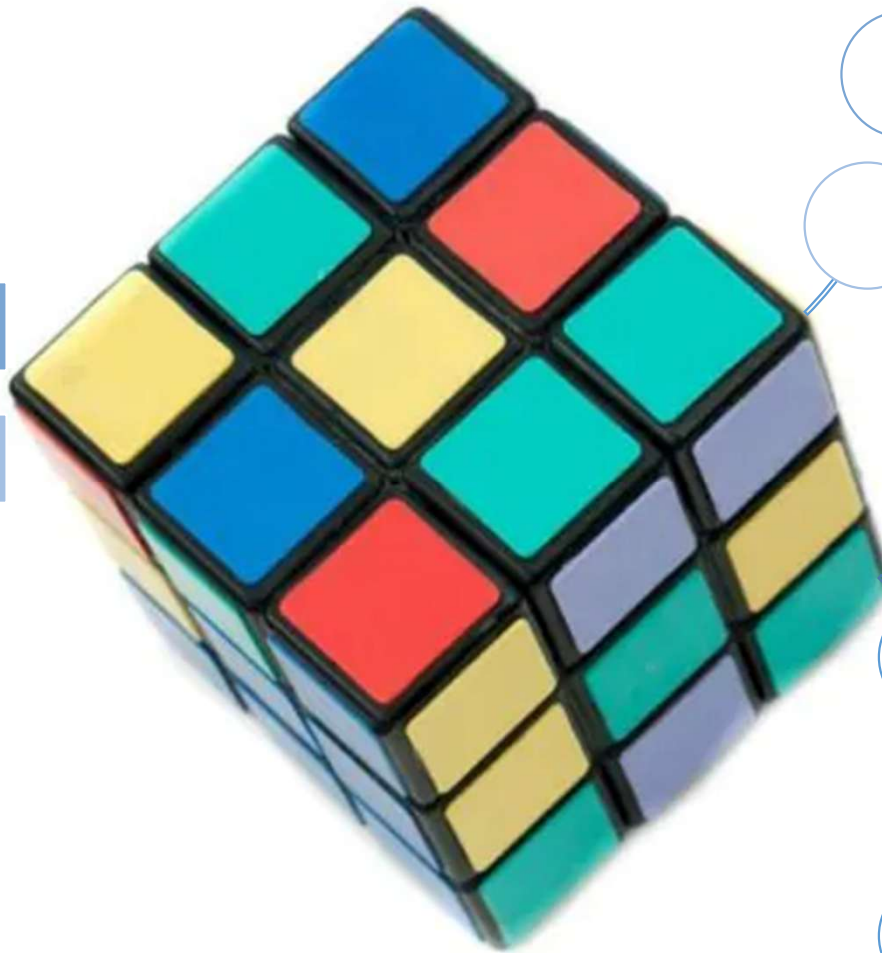


Jó gyakorlatok / tanulságok / narratívák

#következtetések



#újturizmus



○ múlt

○ jelen

○ jövő

○ trendek

○ szemlélet

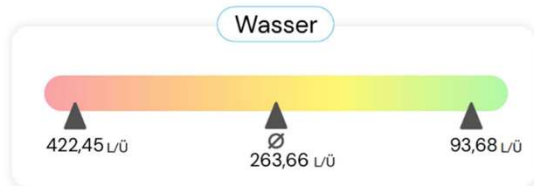
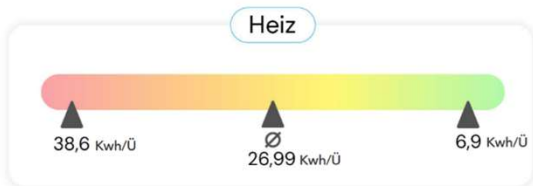
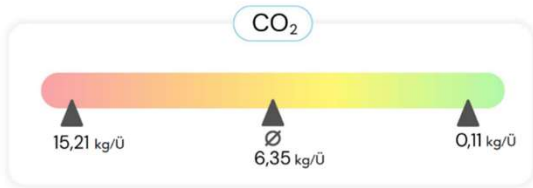
○ gyakorlatok

○ stratégia

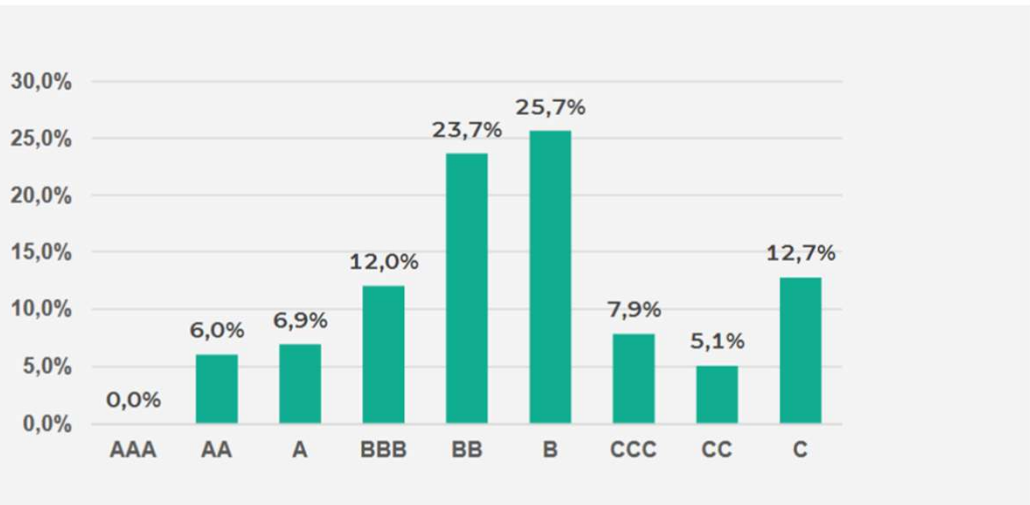
○ narratíva

○ indikátorok

gyakorlatok / tanulságok / indikátorok



#benchmark



VERGLEICHSDATEN 2022. Hotellerie 4**** Wellness

ESG Indikatorensystem		4 Sterne
Energie	Energiebedarf pro ÜN	56,2 kWh / ÜN
	Energiekosten pro Umsatz	5,90%
	Energiebedarf für Heizungen und Warmwasser pro beheizte m ²	137,6 kWh / m ²
Klima	CO ₂ -Emissionen (pro gelieferten Energiemenge) pro ÜN	21,0 kg / ÜN
Wasser	Wasserbedarf pro ÜN	308 Liter / ÜN
Abfall	Abfall pro ÜN	3,4 Liter / ÜN
Mitarbeit	Frauenanteil der DN in %	60
	Anteil der Kernbelegschaft in %	80
Zulieferer	Anteil der Zulieferer im Umkreis von 50 km in %	65

Quelle: Prodingler Tourismusberatung

Fától az erdő: fenntarthatósági védjegyek dzsungelében..



trendek /stratégiák / jó gyakorlatok

Dunakavicsook
podcast



SCAN ME






Global Sustainable Tourism Council

Fenntarthatóság globális **arany-standardja**
a szabadidőgazdaság területén

EmpCo - (EU) 2024/825

gstcouncil.org



**Mi számít jó és hiteles
fenntartható gyakorlatnak?**

**Arany-standardnak való megfelelés:
hiteles minősítések, védjegyek**

A photograph of a desk with a tablet and a document. The tablet screen shows the GSTC website with the text 'Primary Services: Developing Local Revenue, Enhancing Skills, Promoting Authority and "Sense of Place"'. A hand is visible on the right, holding a pen and writing on a document. The background is blurred, showing other people in a meeting setting.

GSTC kritériumok

GSTC kritériumok rendszere

QR CODE



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A GSTC öt területre dolgoz ki fenntarthatósági kritériumokat

GSTC Industry Criteria
(Hotels & Tour Operators)
(2008, 2012, 2016)

GSTC Destinations Criteria
(2013, 2019)

GSTC MICE Criteria
(2024)

GSTC Attractions Criteria
(2024)

**GSTC Food and Beverage
Service Providers in Tourism**
under development

GSTC kritériumok négy pillére



(A) Fenntartható **Management**

(B) **Társadalmi-gazdasági** hatások

(C) **Kulturális** hatások

(D) **Környezeti** hatások



GSTC delegáció Budapesten – 2026.02. 09/10



ABOUT STANDARDS CERTIFICATION ACCREDITATION TRAINING MEMBERSHIP EVENTS RESOURCES 

GSTC Engages with National and Destination Tourism Organizations in Hungary

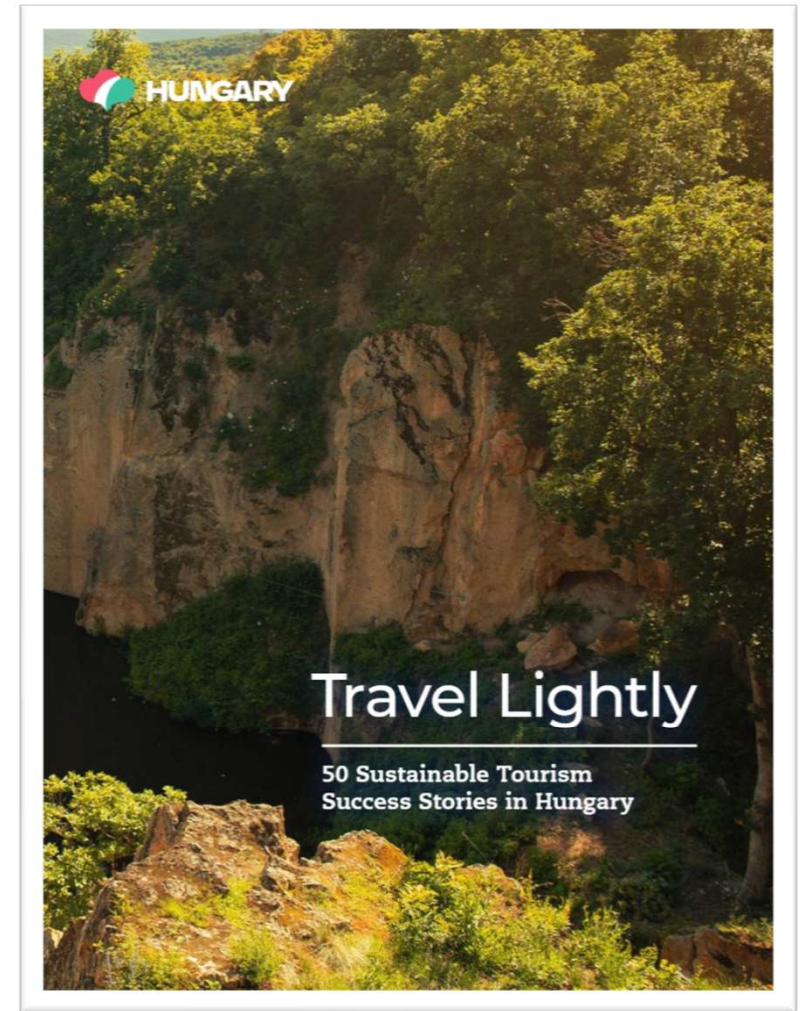


GSTC CEO, Randy Durband, along with Michelle Janke, GSTC Regional Director for Europe, visited Budapest, Hungary, February 9 and 10, 2026, to engage with key tourism stakeholders and further strengthen collaboration around sustainable tourism development in Hungary and the wider Central European region.

The visit aimed to exchange insights on sustainability challenges specific to Hungary, strengthen relationships with national and industry partners, and explore opportunities where the GSTC Standards and programs including the GSTC's Sustainable Tourism Training Program could support ongoing sustainability efforts in the region.



trendek / narratívák / jó gyakorlatok



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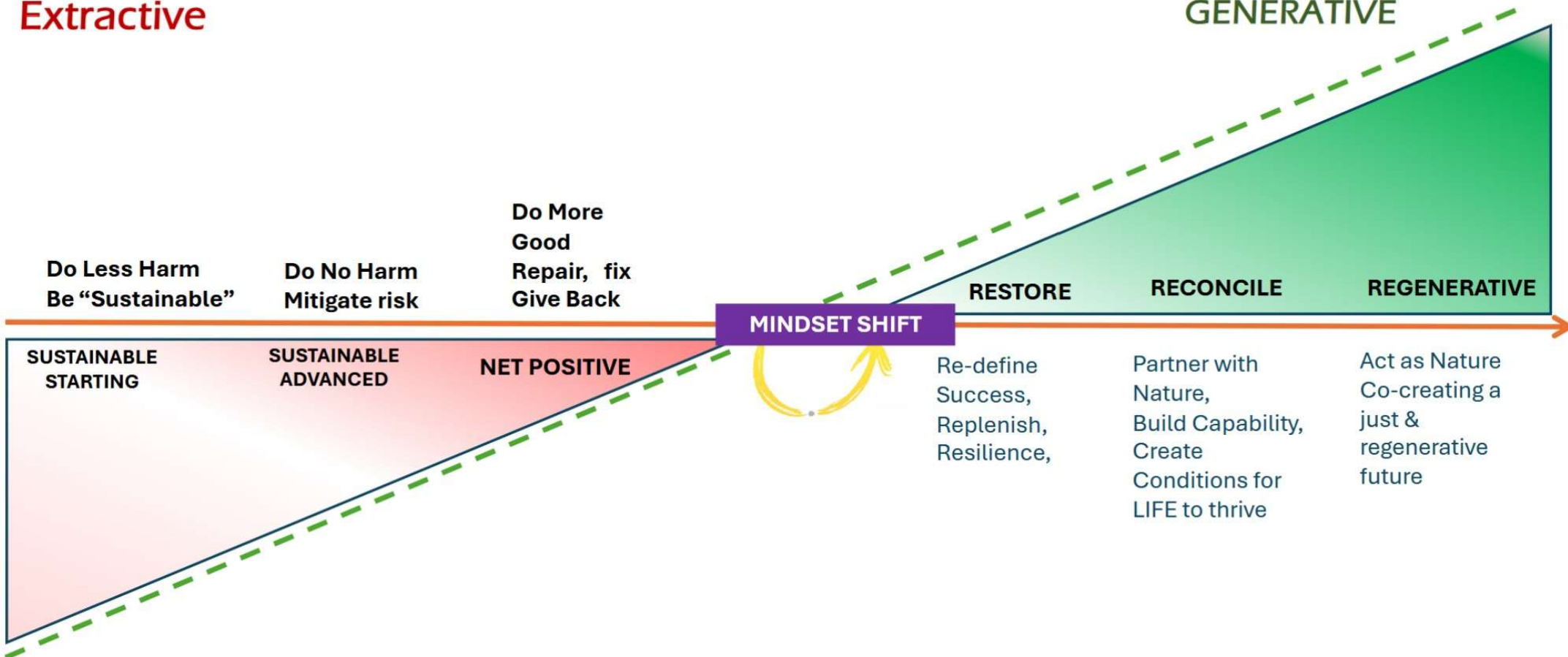
Greenwashing vermeiden: 10 Praxistipps im Überblick





Extractive

GENERATIVE



trendek / narratívák / jó gyakorlatok



OpenPay



**VISIT
COPENHAGEN**



trendek / narratívák / jó gyakorlatok

QR CODE



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**DESTINATIONS SUFFER
FROM VISITOR PRESSURE**

trendek / narratívák / jó gyakorlatok

QR CODE



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OUR VISION

**TOURISM SHOULD
MAKE THE WORLD A
BETTER DESTINATION**



trendek / narratívák / jó gyakorlatok

WE TURN GOOD ACTIONS INTO A CURRENCY

Sustainable travel



Urban gardening



Recycling



Litter picking



Free kayak tours



Free lunches, drinks & breakfast



Extra ski time & bike rentals



Free guided tours



QR CODE

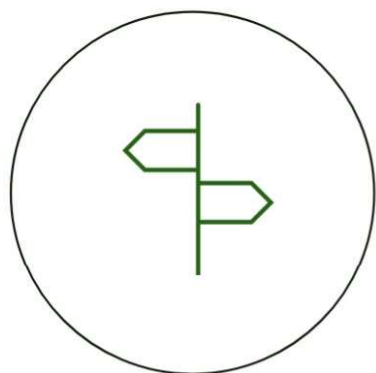


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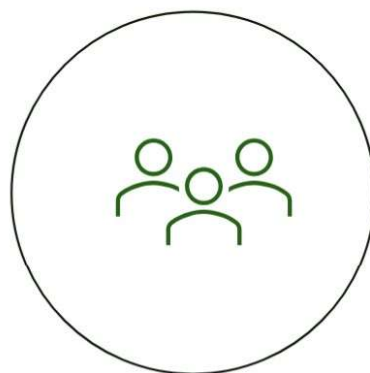
trendek / narratívák / jó gyakorlatok

ROLES & COLLABORATION

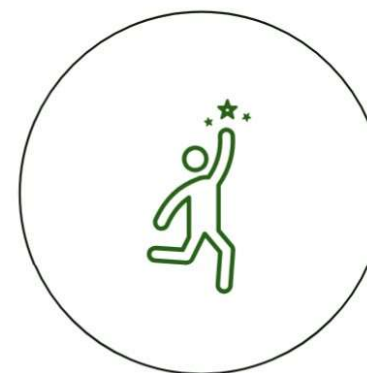
wonderful
copenhagen



DESTINATION
(Facilitator)



PARTNERS
(Experience creators)



GUESTS
(Participants)



trendek / narratívák / jó gyakorlatok



**COPENPAY IS
FOR ALL**

Both visitors and residents



trendek / narratívák / jó gyakorlatok

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SCAN ME

1

Keep it simple



2

Keep it visual



3

Press builds awareness



4

Behavior change is real



5

Scalable model



trendek / narratívák / jó gyakorlatok

wonderful
copenhagen

**BUILDING A
GLOBAL BRAND
TOGETHER**

QR CODE



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trendek / narratívák / jó gyakorlatok

BerlinPay 2026

Overview

- Duration: 4 weeks in May and June 2026
- Showcasing the diversity of Berlin's water tourism as part of the new water tourism strategy (2024)
- Strong partnerships: co-created with partners from tourism and sustainability
- Engagement & awareness: making green tourism tangible and raising environmental awareness
- For visitors & Berliners: actively inviting participation and interaction
- Strategic impact: strengthening Berlin's position as a future-oriented, sustainable travel destination

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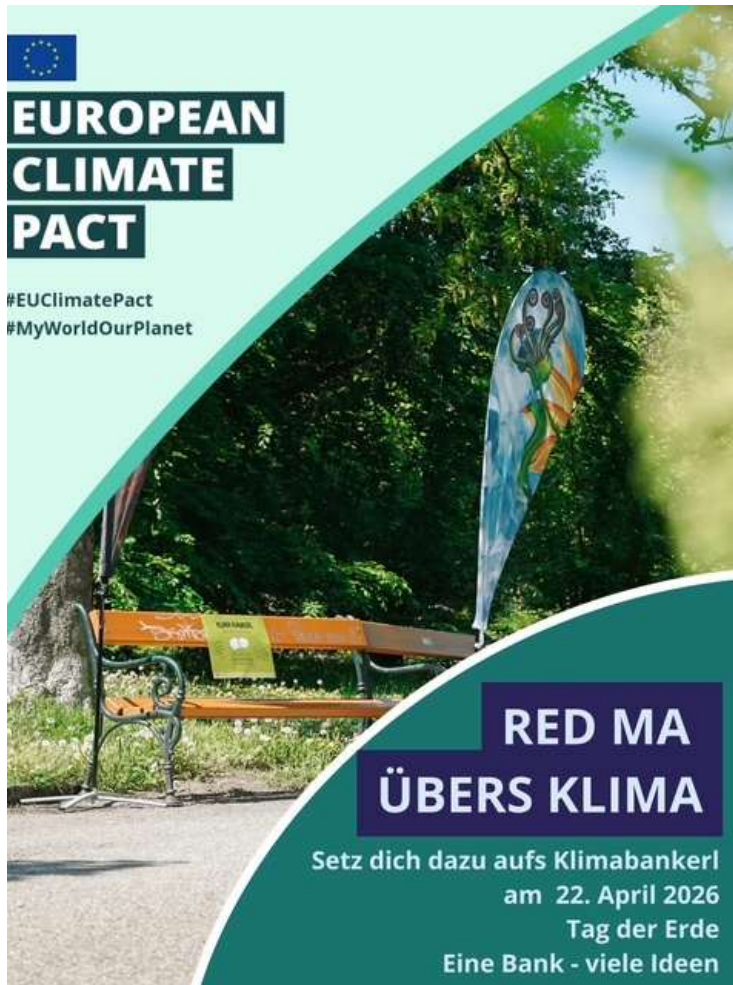
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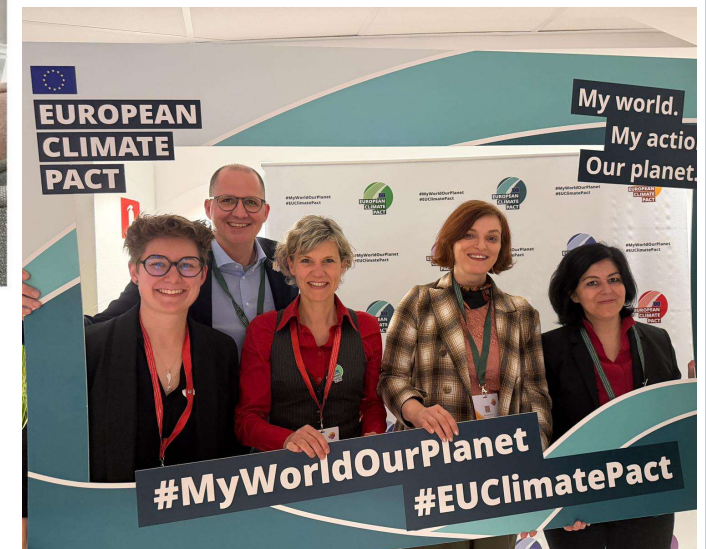
Föld napja kezdeményezés...



turizmus.com ... 🔍 ☰



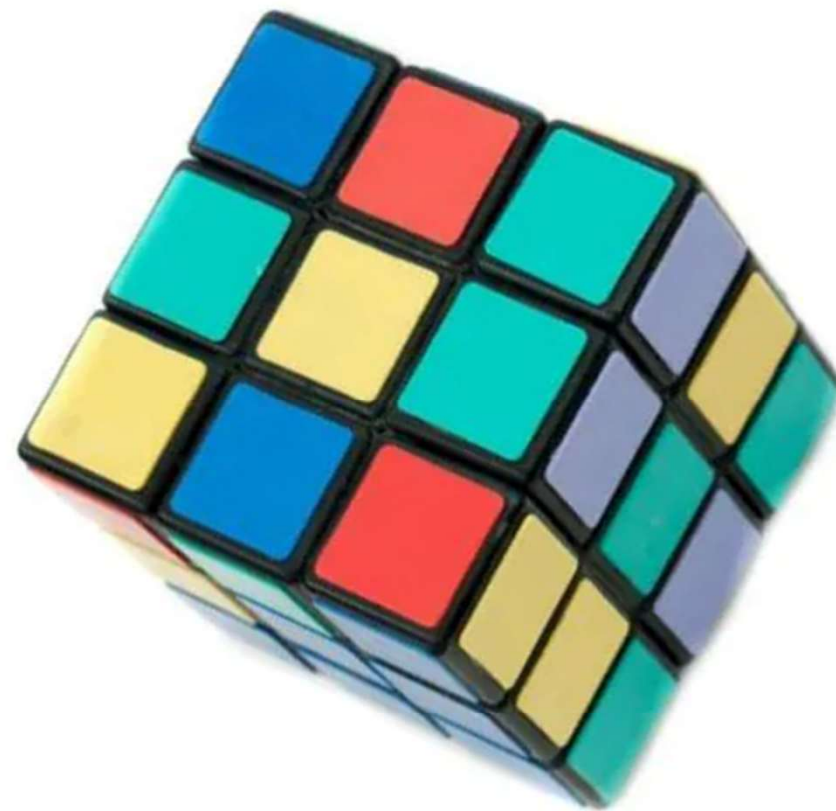
**VisitBalaton365:
Nemzetközi
együttműködés a
fenntartható turizmusért
a Föld Napján**





Dunakavicsok

podcast



SCAN ME



**future
starts now!**





Köszönöm a figyelmet!

»»good-deal.at »»good-deal.hu

»»hírek





