

## Visitor management in the Hortobágy National Park *case study from Hungary*

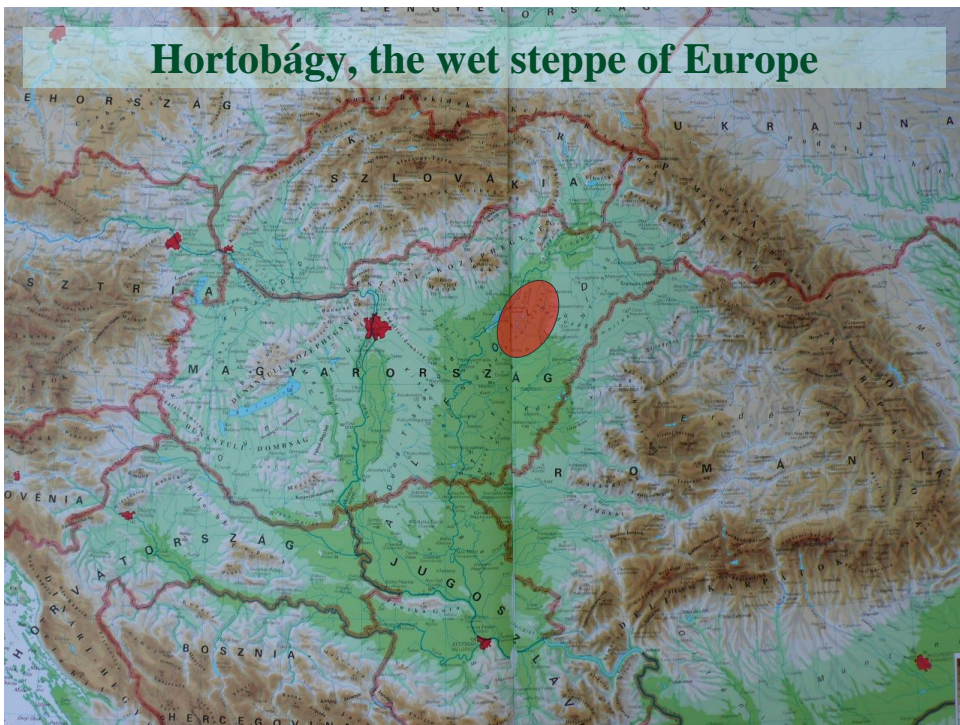


**Gábor Szilágyi**

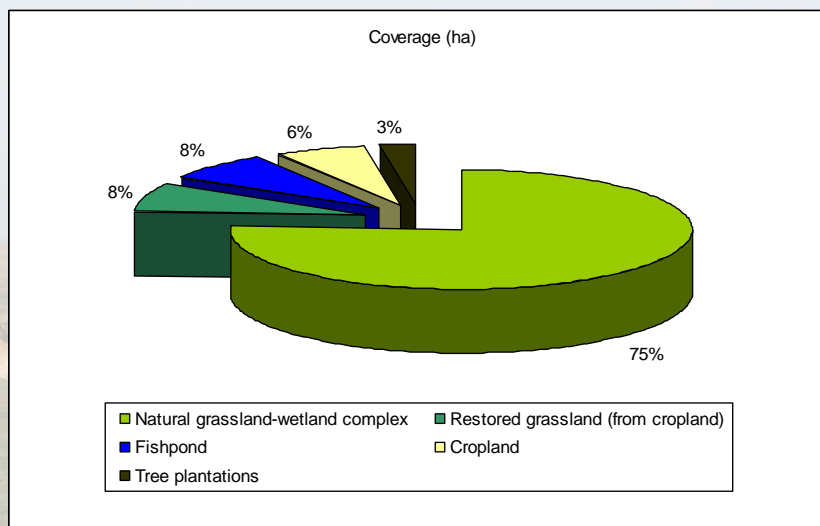
**Hortobágy National Park Directorate**  
[www.hnp.hu](http://www.hnp.hu)



## Hortobágy, the wet steppe of Europe



## Hortobágy National Park fact sheet





## **Visitation characteristics**

- **300 thousand visitors per year**
- **short tourism season (May-August)**
- **wrong distribution in time (peak in August)**
- **dominance of 1-day visitors at the touristical hotspot (Hortobágy village)**
- **traditional (puszta) programmes are still popular**
- **Hortobágy is far (200 km) from Budapest**
- **problems with travelling to, and transport within the park**
- **shortage of quality accomodation**
- **unfavourable conditions (hot, cold, windy, muddy)**



## Zoning based visitor management

- ❑ entrance fee system introduced in 1997
- ❑ „A” zone – no entry
- ❑ „B” zone – nature trails or guided tours
  - agreements with tourist operators
  - 2-3 guides from the park staff
  - training programme for guides
- ❑ „C” zone – free, unlimited access
- ❑ „D” zone – (planned buffer zone, Branding!)
- ❑ controlled by the Ranger Service of the Park

## Visitor Center (opened in 2007)





**It is much more than a Visitor Centre**



**Narrow-gauge railway at the fishponds**





## Field School



## Hortobágy Wildlife Park

## The way forward

- Hortobágy Brand – a proactive approach in cooperation with other regional stakeholders
- Its main aim is to prolong the tourism season and increase the number of days spent in the region
- Debrecen Airport (40 km from Hortobágy)
- thermal bathes and other destinations around the national park in villages and small towns
- a number of events from April, including the Crane Feast in October are organized already
- professional marketing needed to serve the ultimate aim: raising public awareness

## Marketing tools *website, facebook, mobile apps*

Hortobágyi Nemzeti Park Igazgatóság elérhető a Facebookon.

Még ma regisztrálj a Facebookra, hogy kapcsolatba léphess vele: Hortobágyi Nemzeti Park Igazgatóság.

[Regisztráció](#) [Bejelentkezés](#)

**Hortobágyi Nemzeti Park Igazgatóság**  
Kormányzati szervezet

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**EMBEREK**

★★★★★  
10 000 kedvelés  
99 látogatás

**NÉVJEGY**

**Hortobágyi Nemzeti Park Igazgatóság**  
6 órája

Köszönjükt ☺

**10000**  
oldalkedvelés

[.com/HortobagyNemzetiParkIgazgatosaq/photos/a.375227695874486.87604.373282322735690/992224584174791/?type=3](https://www.facebook.com/HortobagyNemzetiParkIgazgatosaq/photos/a.375227695874486.87604.373282322735690/992224584174791/?type=3)



## Unusual marketing tools *partnership with the rock band 30y*



**Thank you for your attention!**



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