

Innovation networks in tourism

Balatoni Kör (Hungary)

Judit SÜLYÖK – Eszter MADARÁSZ

University of Pannonia

9 June, 2025



Visegrad Fund



Lake Balaton a tourism destination

- Lakeside destination with **rural character**
- Dominance of **SMEs, family businesses**
- Strong spatial and temporal **imbalances of visitor flows**
- Significant role of **non-conventional tourism mobility**
- (Ageing) **population**: 270 thousands persons
- Belongs to **3 administrative regions**
- **Nature** is the core attraction



Balatoni Kör

- Founded in 2014
- Leading actors of wine and gastronomy tourism
- More than 60 members
- **Strong commitment, „regional identity“**
- Working groups (as of 2021)
- **BalatonBor and Hegybor**

Promoting local services

Tourism all year around

Communication, lobby

Quality



Innovation at Balatoni Kör



Product - winery technology, expansion of the buildings, involving AI in viticulture - result: increase the quality of wines and guest experience

Product - development of connected services - accommodation, wellness services - result: increase the level of guest experience, the length of stay, capacity utilization

Type of distribution - focus on online selling (reason was COVID-19) - result: still significant volume in revenue

Cooperation: coopetitive community, mainly informal connections - result: Balaton Bor/Balatoni Wine as base of a common brand, need of formalization





Thank you for
your attention!

- sulyok.judit@gtk.uni-pannon.hu & madarasz.eszter@gtk.uni-pannon.hu
- www.gtk.uni-pannon.hu/batuki