

# Hévíz

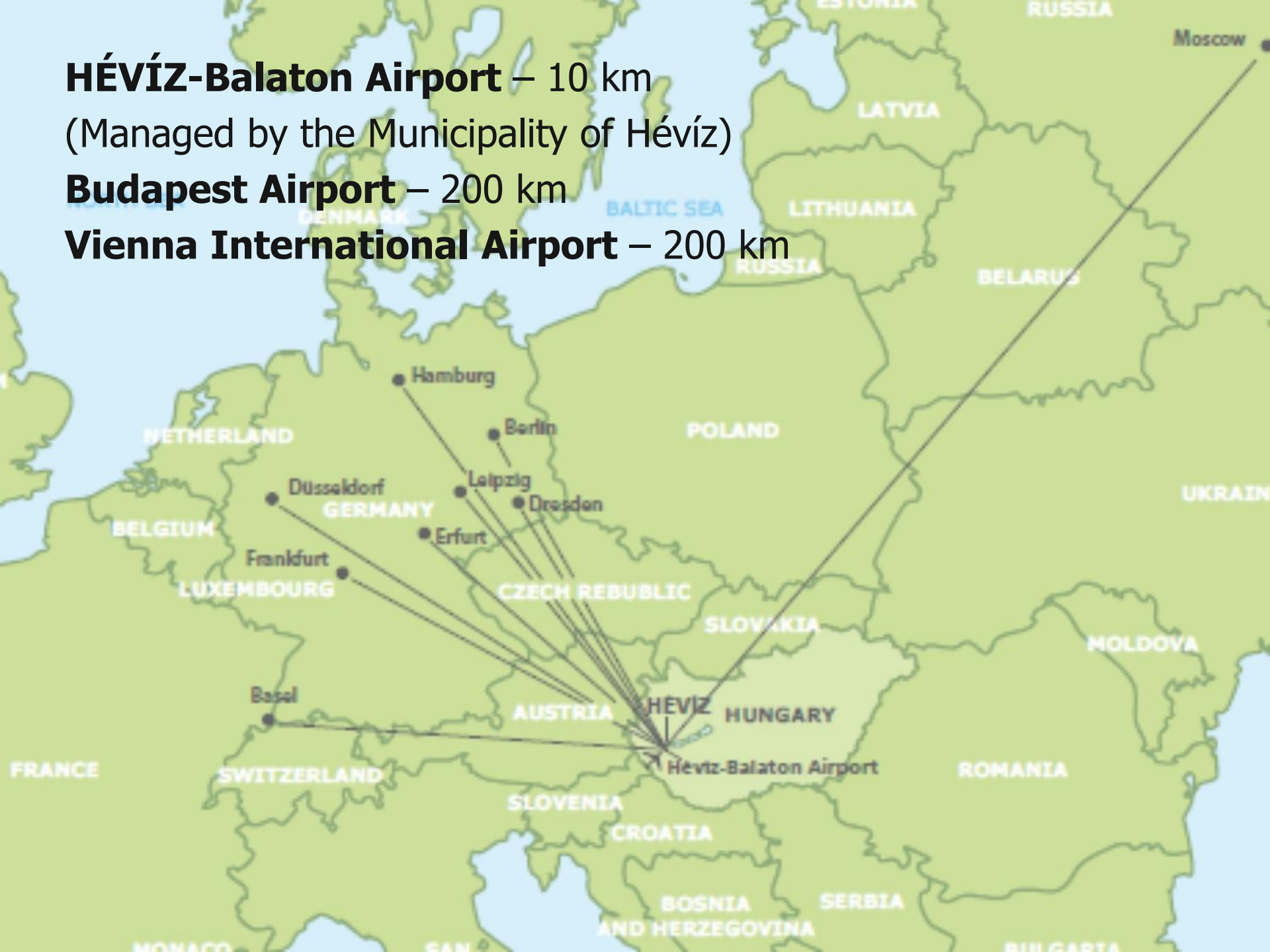
## The Fountain of Life



**HÉVÍZ-Balaton Airport – 10 km**  
(Managed by the Municipality of Hévíz)

**Budapest Airport – 200 km**

**Vienna International Airport – 200 km**





# Hévíz, as a Tourist Destination

- **2nd most popular destination in Hungary**
- Population: **4950 pers.**
- 4,4 ha – the **world's biggest** biologically active natural thermal lake
- 60,5 ha **Natural Reserves**
- Guests from **50 countries** of the world
- More than **1 066 000 guest nights**
- **12 000 guest beds**
- **8% increase** in tourism (2014-2015)

# Hévíz-Balaton Airport

**2nd largest passenger airport in Hungary**

**Professional Cargo terminal and logistics base**

**2 300 m<sup>2</sup> passenger terminal building**

**Approx. 33 000 passengers/year (2014)**

**Access for disabled passengers meeting EU standards**





# Hévíz-Vienna Airport Transfer

- ▶ Referential price
- ▶ Guaranteed rate
- ▶ Comfortable journey



# History of the bathing culture

- Flavius Theodosius (BC. 347-395)  
legendary cure being a child
- Villa Rustica **Roman bath:**  
cold and hot water pools (AD. 2nd century)
- **Festetics family** (end of 18th c.)  
bath buildings  
scientific use of the water  
examination of the curing effect
- Dr. Károly Moll – weight bath
- Dr. Ödön Schulhof – diagnostics
- Locomotor diseases  
prevention and treatment  
locomotor surgery





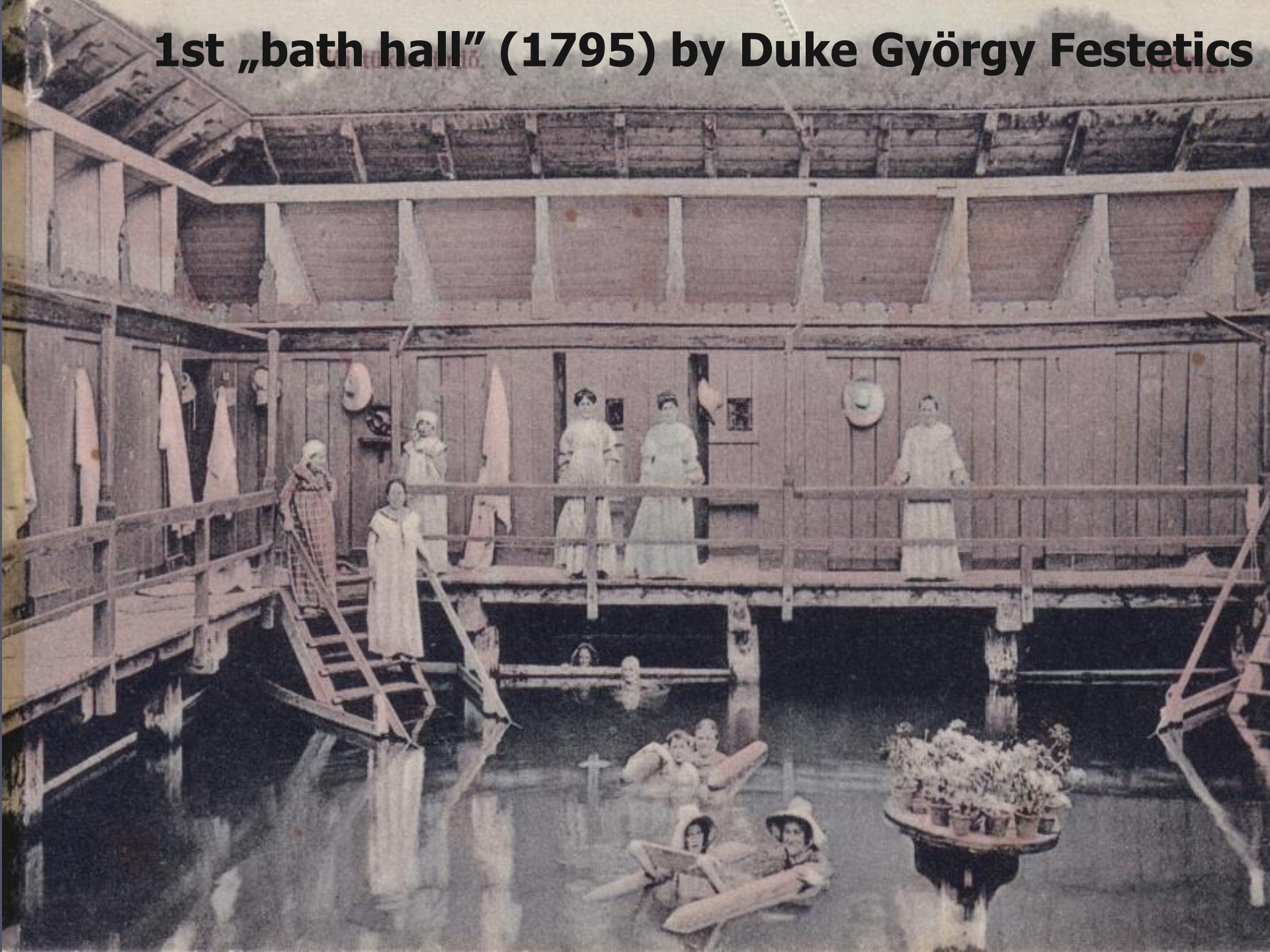
Hévíz. Fürdőbejárat.

More than 200 years of tradition in  
treatments and prevention





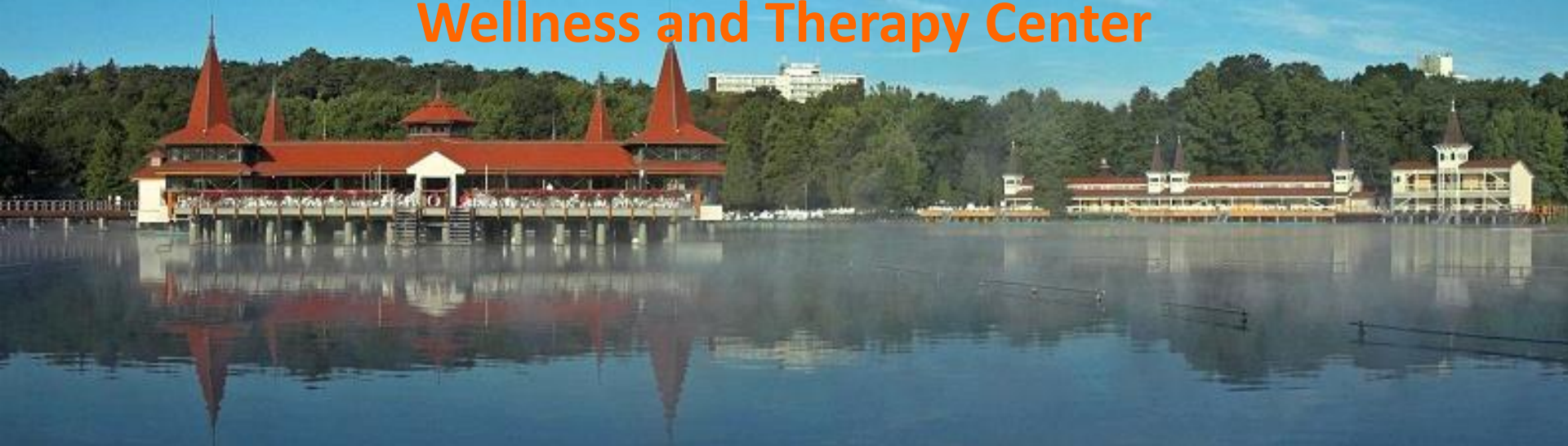
**1st „bath hall” (1795) by Duke György Festetics**





# 2010 complete renovation of the Thermal Bath

## Wellness and Therapy Center





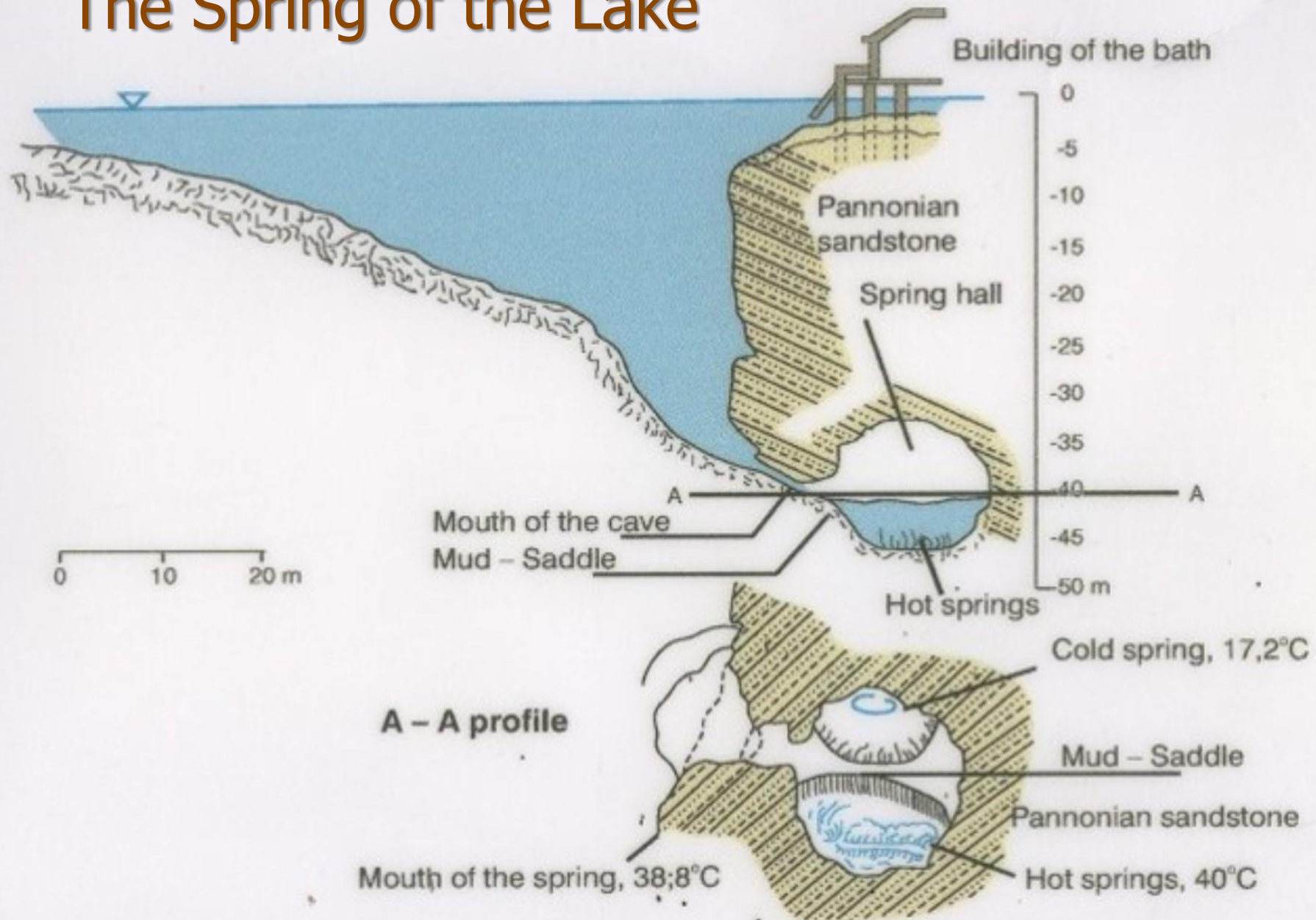
# The Thermal Lake

- ▶ Water volume: 100 million liters / 3 d.
- ▶ The water revives in every 72 hours

- ▶ 38.5 °C constant water temperature
- ▶ 2.64 million kJ geothermal energy



# The Spring of the Lake



# Water Composition of the Lake

<u>Kations</u>	<u>mg/l</u>	<u>Anions</u>	<u>mg/l</u>
Potassium	6,8	Chloride	23
Natrium	27	Bromide	0,11
Ammonium	0,32	Iodid	0,021
Calcium	81	Fluorid	1,4
Magnesium	36	Sulphate	64
Iron	0,04	Hydrogen-carbonate	378
Total	151	Sulphide	3,2
		Total	470

Metaboric acid	0,5
Metaflint acid	43
Free carbon acid	86
Dissolved oxygen	3,6

**TOTAL** **754**

**Radon** (Bq/l) in the water 3,8-0,8



**Based on the 200-year old tradition in treatment,  
modern prevention, rehabilitation and health center**

**Brand-building**









# Accommodation



## Hotels, Pensions

20 Hotels (3-5\*)

2 078 rooms

5 814 beds

## Private

812 houses

2 240 rooms

4 692 beds

## Special financial support:

Service providers can apply for 16 million HUF from 2016, till the 50% of their paid tourism tax.



# Prize comparrison

	Hévíz – Hungary	Sweden
Holiday House	15 €/room/night	65 € /room/night
***	30 €/room/night	80 €/room/night
****	60 €/room/night	115 €/room/night
Dinner for 2	15 €	40 €
Wine	1,7 €/glass	8 €/glass
Beer	1 €/glass	5,5 €/glass



# Active Tourism

Ballooning, cycling tours, horse riding, excursions, nordic walking, tennis, golf, yoga, thai chi ...









# Cultural programmes all along the year

More than 1 000 international cultural programmes in Hévíz and its 100 km radius





# Egregy





# International relations

## 7 sister cities

Pfungstadt & Herbstein (D), Pyatigorsk (RU), Guillin (CN), Cazma (HR), Fethiye (TR), Sharm el Sheikh (EG).

## 7 Honorary Ambassadors





# Turkish relations





# Development Plans

Middle-East Health Tourism Centre – Hévíz headquarters

- ❖ Hévíz-Balaton Airport
- ❖ Cultural and Conference Center
- ❖ Balneology Research Center
- ❖ Sport center (European Sport Town 2017)
- ❖ Waterpark
- ❖ Local and Intercity Bus Station
- ❖ Renovation of squares, parks
- ❖ Supporting local producers (trademark)

# International partnerships

- ❖ Balneology Research and Innovation (*evidence-based medicine*)
- ❖ Product development in health tourism
- ❖ Innovative secondary use of the thermal water
- ❖ Monitoring system for the protection of biodiversity
- ❖ Central European Rehabilitation and Recreational Center
- ❖ Active tourism and sustainable mobility (e-bike)
- ❖ Health insurance claims - harmonisation
- ❖ World heritage protection (Lake protection programme, UNESCO)



**Thank you for your attention!**

