



Nature tourism as a development opportunity

Patrik Hierner,

Northern Burgenland tourism board,
Lake Neusiedl tourism

BURGENLAND - OVERNIGHT STAYS 2019 PER REGION

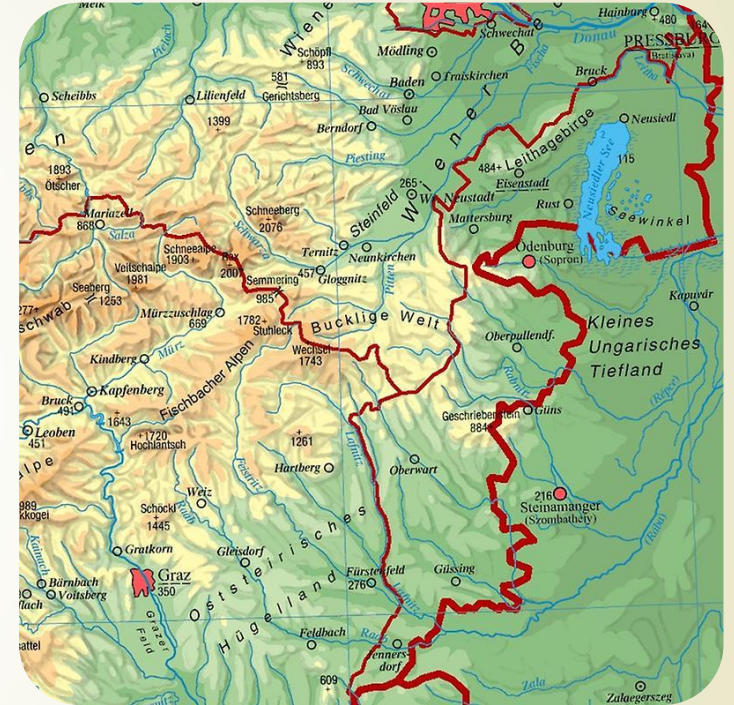
Southern Burgenland

1 021 371

Overnight Stays 2019:
3.144.232

493 743
Central Burgenland

1 629 118
Northern
Burgenland
(52 %)



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Tourism in Northern Burgenland

Five „pillars“



Biking
E-Bike

Wine & Culinary

Nature tourism

Sports & Leisure
(lakeside &
wellness)

Culture &
Events



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Strategy

Nature tourism in Burgenland

Development of a common strategy with all important stakeholders in the Burgenland state

- **National park**
Neusiedler See –
Seewinkel

- **Nature parks**
6 in Burgenland

- **Burgenland tourism**
- **3 regional tourism boards**

ZIELSETZUNGEN NATURTOURISMUS

**1 NATIONALPARK
6 NATURPARKE**

ARGE NATURPARKE – LAND – BTG + TOURISMUSREGIONEN

STRUKTUR & ZUSAMMENARBEIT

BASIS FÜR GEMEINSAMES.
FORMATE, AUSTAUSCH, KLARE
ROLLEN UND AUFGABEN.

ANGEBOTE & PRODUKTE

VIELFALT, DIFFERENZIERUNG UND
BUCHBARE PAKETE.

STRATEGIE

DIE STRATEGIE ALS LEITLINIE FÜR
ALLE WEITEREN SCHRITTE.

VERMARKTUNG & KLAMMER

BÜNDELUNG DER ANGBOTE UND
PRODUKTE UNTER EINER
KOMMUNIKATIONSKLAMMER.

#01

GAMECHANGER

- **Corona pandemic & climate change**
- Post-Corona lifestyles
- Trend towards regionality
- Trend towards sustainability
- Trend towards nature experiences

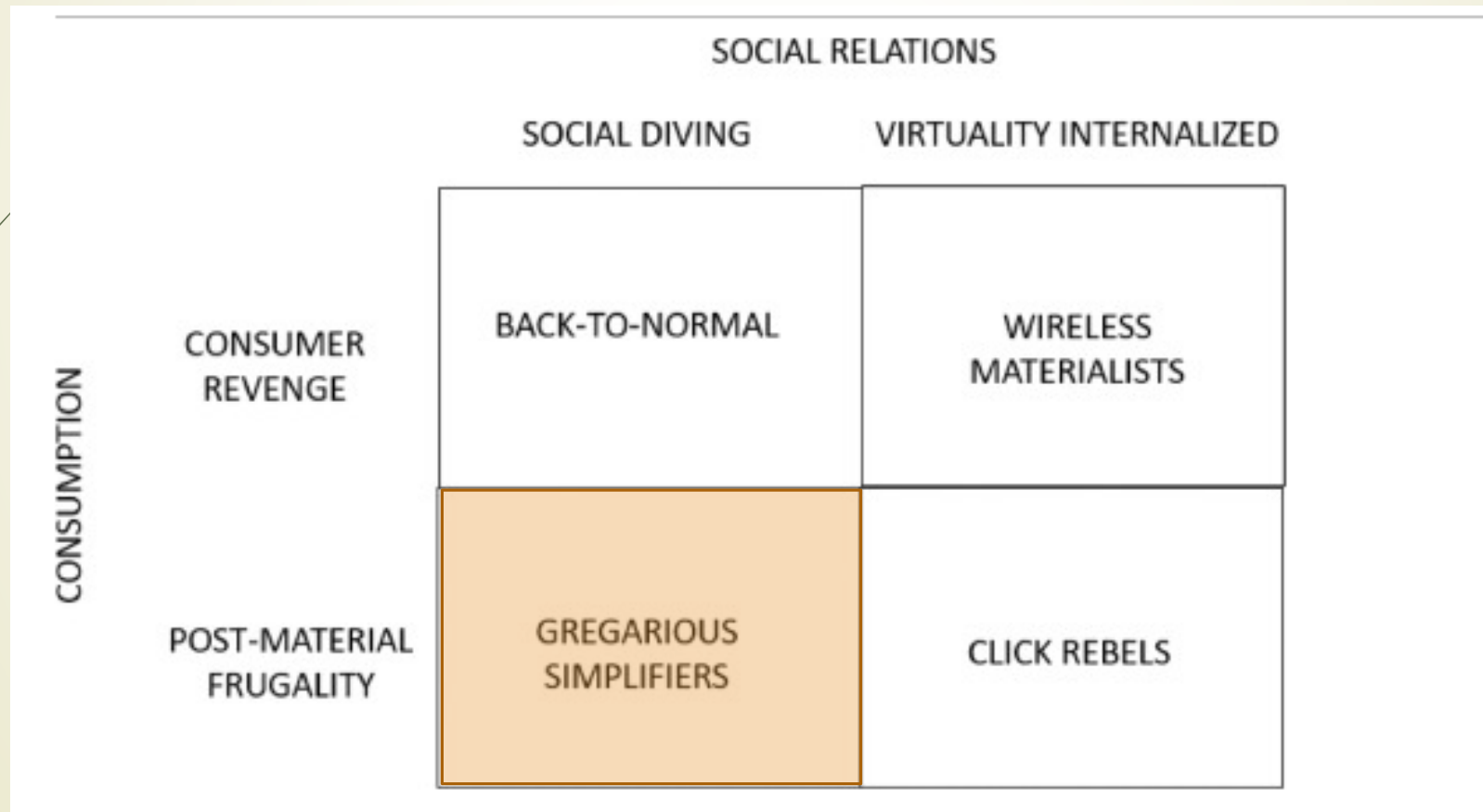
Strategy

Nature tourism in Burgenland

Excellent opportunities

- **Tourism trends**
- **High affinity**
of target groups
with nature topic,
- **Good combinability
of nature theme
with other
main pillars,**
e.g. biking, kayaking
(sports), wine,
wellness (lodge
concept)

Post **Corona** Lifestyles



**GREGARIOUS
SIMPLIFIERS**

WORK

Resistance to telework, favoring shortened workweeks.

MOBILITY

Commuting through walking/ biking.

LEISURE

Outdoor, natural surroundings trips as top leisure priorities.

FAMILY/LOVE

Priority to family/ community around green, neighboring areas

**FOOD
PROVISION &
CONSUMPTION**

Priority to purchase clubs, local businesses, and direct to farmers markets.





Deceleration Slow down



Nature as an important part of our USP

- **Pannonian landscape** (geographical USP)
- **Wetlands of international importance**
- **No overtourism** (compared with some alpine regions)
- **High quality of excursions** with trained rangers
- **Combination of accommodation and nature experience** (Nature experience even as USP for accommodation)



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NATURE TOURISM

Experience is the main focus

- Nature experience
- Activities in the nature
- Enjoy natural habitats
- Watching birds / animals

ECO TOURISM

Sustainability is main focus

- Travelling with public transport
- Lesser ecological footprint
- High grade of organisation



Euer ganz persönliches Naturerlebnis

Um in die einzigartige Naturlandschaft rund um den Neusiedler See einzutauchen, empfehlen wir einige der geführten Exkursionen zu unternehmen. Auch Kutschenfahrten sind eine gute Gelegenheit, die Region im gemütlichen Schrittempo näher kennenzulernen.



Website

neusiedlersee.com

Special Content
for Nature Tourism

- **National park**
Neusiedler See –
Seewinkel
- **Nature park**
Neusiedler See –
Leithagebirge



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Neusiedler See Tourismus

@NeusiedlerSeeTourismus · ⭐ 4,7 105 Bewertungen · Touristeninformation

Jetzt buchen

booking.neusiedlersee.com

Startseite Info Bewertungen Fotos Mehr

Gefällt dir

Nachricht senden



Info

Alle ansehen

Obere Hauptstraße 24 7100
Neusiedl am See, Österreich



Beitrag erstellen

Foto/Video

Ich bin hier

Freunde markieren



Neusiedler See Tourismus ist in Frauenkirchen.

2 Std. ·



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Facebook

45.700 Follower

3 – 6 Postings per week
Regularly about
Nature topics



Neusiedler See Tourismus

Gestern um 19:14 · 🌐



Vom 24. Juni bis 26. Juni finden die einzigartigen Exkursionen und Packages „3 Tage – 3 Parks – 3 Jahreszeiten“ in den Naturparks und im Nationalpark statt. Dieses Mal steht „Sand und Salz im Seewinkel“, „Vielfältige Landschaften erleben“, sowie die „Vogelwelt des Marzer Kogels“ am Programm. 🌿🍯

📄 Nähere Informationen findet ihr unter: <https://bit.ly/3GmtiTg>



👍 34

1 Kommentar 4 Mal geteilt

Facebook

45.700 Follower

Postings about special packages in Nature tourism

Posting 06.06.2022
Excursions in Nature park & National park; 3 days . 3 ´parks, 3 seasons



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Neusiedler See Tourismus ist hier: Seewinkel.

3. Juni um 19:58 · 🌐



Blütenmeer im Seewinkel! 🌸

Im Frühsommer erstrahlt die Landschaft des Seewinkels in einem unvergleichlichen Farbenspiel. Dabei verwandelt ein Mosaik an Lebensräumen, kombiniert mit extensivem Management, die Steppenlandschaft in ein einzigartiges Ökosystem. Am 06.06 habt ihr die Möglichkeit bei der Exkursion durch das atemberaubende Blütenmeer teilzunehmen.

📄 Weitere Infos findet ihr unter: <https://bit.ly/3wsvjbR>

📷 NP/Rupert Kogler



Facebook

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Postings about
excursions

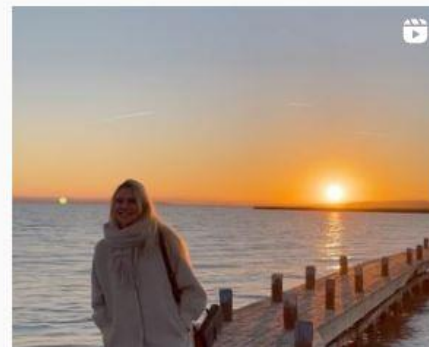
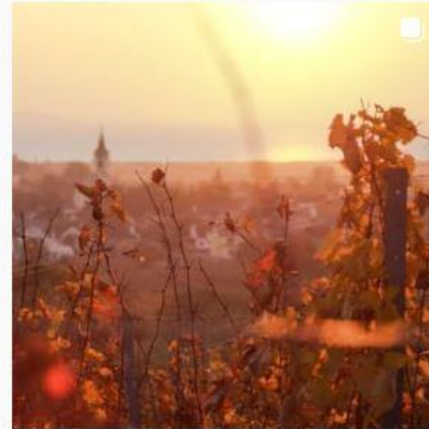
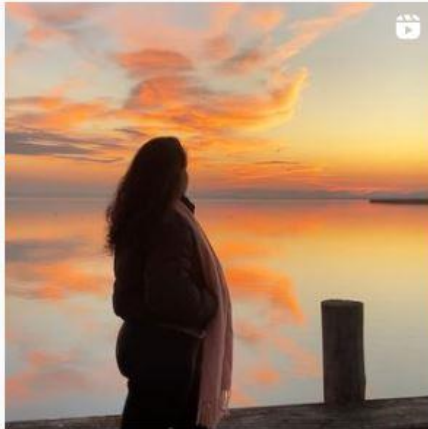
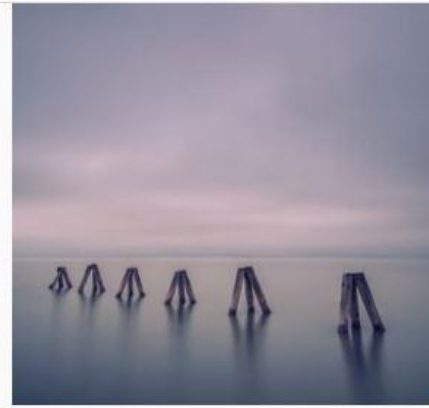
Posting 03.06.2022
Excursions in National park



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Instagram

Suchen



Instagram

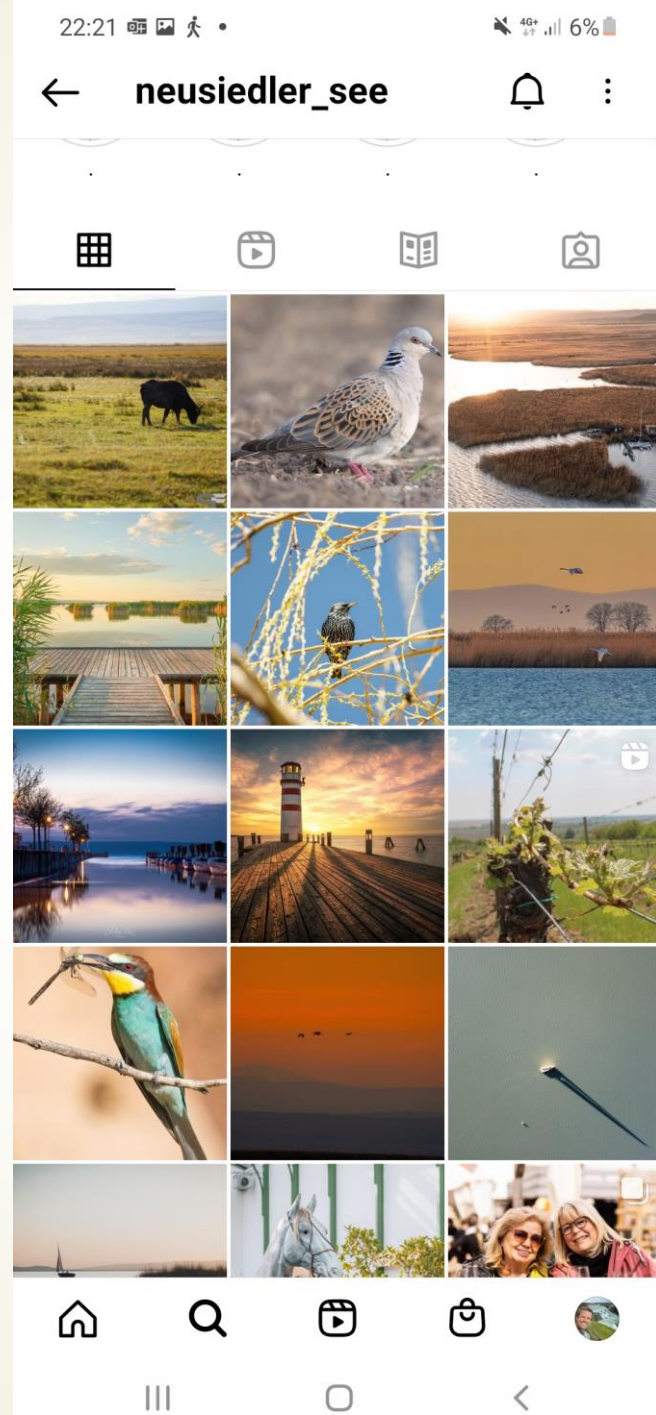
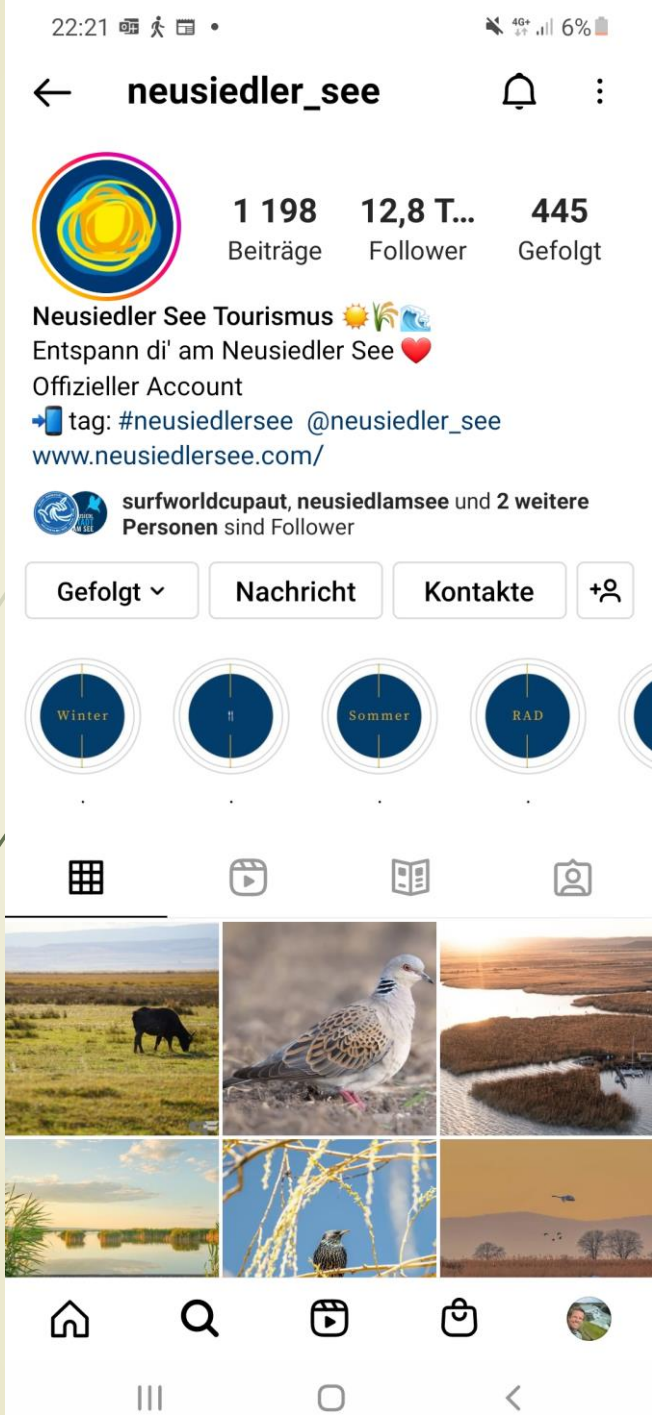
More than 12.800 followers

1.200 Postings
(Photos, Videos)

Very often postings about
nature topics...



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Instagram

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Very often postings about
nature topics...





Instagram

Communication with our followers (moderation)

Information B2B, B2C



Social media

Printed material

B2B-Newsletter

B2C-Newsletter

Host coach

Main office in
Neusiedl / NTG
Mo-Fr 8–16.30

Tourist
information in
local offices

Events &
exhibitions





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Best practice:
Nature tourism in the vicinity of a large city –
the example of TALLINN, ESTONIA



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National parks in Estonia



Lahemaa National park



Lahemaa National park



Best practice: Lahemaa National park

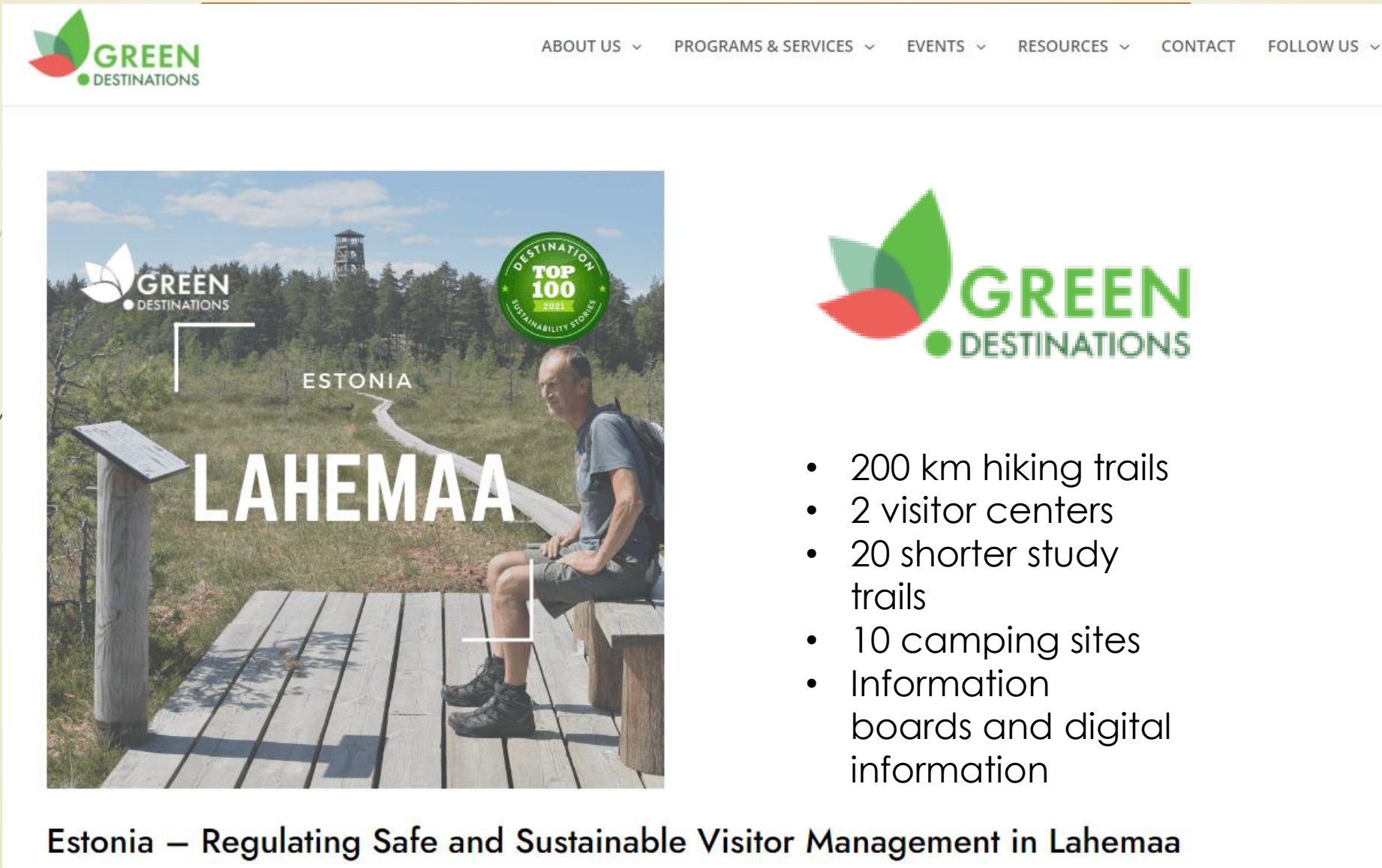



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Success factors


- **Good accessibility from city agglomeration area**
- **Tourist infrastructure** (paths, viewing platforms, restaurants, public toilets, parking, public transport, accomodation etc.)
- **Tour packages** for tour operators (perfect half day & day programs)
- **Combination** of nature, culture, culinary
- **Nature experiences** with comprehensive information for the guests (traditionally and digitally)
- **Sustainability developments** (e-chargers at parking lots, waste water disposal, „green networking“)

Best practice: Lahemaa National park



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 **ESTONIA**
LAHEMAA



- 200 km hiking trails
- 2 visitor centers
- 20 shorter study trails
- 10 camping sites
- Information boards and digital information

Estonia – Regulating Safe and Sustainable Visitor Management in Lahemaa



Danke!

Ďakujem!

