

**Transit and Camping Tourism  
Opatija  
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Hungarian Campingtourism



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**Improvement of camping tourism in  
Hungary**

1. **situation till the sixties:** mainly cheap accomodation, opportunity for great number of people to stay on the same place however with poor infrastructure





2. **during the seventies:** launch of the international tourism primarily with German and Austrian tourists coming with tents and caravans to Lake Balaton and Budapest; campings are owned by the state

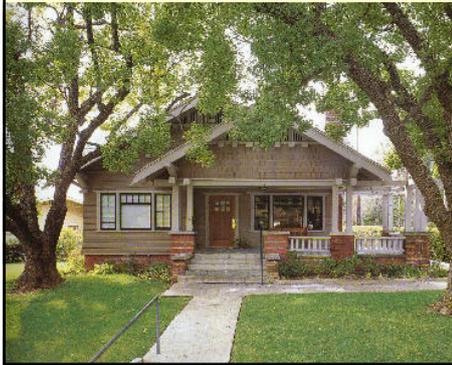


3. **during the eighties** there is a need for comfortable campings offering a lot of services; major developments, new thermal bathes, private campsites are opened next to places with natural beauties





4. **in the nineties** luxury campsites, comfortable bungalows, wellness resorts arrive; large investments of foreign companies



5. **after year 2000** there is a new situation due to rise of the real estates prices, negative tendencies, closure of the campsites in big towns like Budapest, Debrecen and else





## The transformations of the structural ownership's campings

Till the eighties the campings were owned by the state which the local government were operated. The campings were operated by the bigger national travel agencies too. The Magyar Autóklub had campings where were located caravans too.



In the after years established the family owned campings. Firtsly these were smaller areas, later became to bigger. Investment of the additional services: restaurant, swimming pool, shops.





## Requirements of the campings:

1. good location, infrastructure, tourist attractions



2. nature attractions: river, sea, lake, mountain, thermal bath





### 3. orderly site



### 4. green-, shaded area, trees



5. size of the pitches, electricity, running water



6. quality of the comune bathroom, toilets (hot water, hygiene, chemical Wc)





7. portage, shop, restaurant, bar



8. rent of the sport equipments





9. swimming pool, thermal bath



10. wireless



## The Magyar Autóklub – Autoclub Travel organised tourism in the campings:

We have long-standing partnerships with the automobile club ADAC, camping clubs and campings. And we had a good partnership with the ÖAMTC and ANWB.

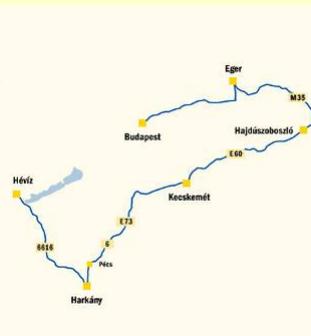


### 1. Organised camping tours for groups with own caravans:



The Magyar Autóklub organizes the programmes, accomodation, bus transfers and the guiding.

Advantage: the clients have independence because they can travel campings by campings with their caravans, so they can sleep in their units. In additional they can enjoy the organization. High quality organised programmes, meals, guidings, excursions. The tour consists of relax days and active days. Generally these tours are about 14-18 days long.





**2. organised camping holiday for groups with own caravans:**

The clients stay in 1 camping for all the tour which takes 7-10 days. There are excursions from the camp every second day but overnight in the same camping. Every second day relaxing, bathing, freetime.



**3. organised wellness holiday for groups with own caravan:**

The clients stay at one of the well-known city of spas's camping. The camping services: SPA, wellness. These packages are about 10-14 days long.



#### 4. located caravans in the seaside-, lakeside-, riverside campings:

A long time ago we had located caravans in campings of ÖAMTC (near the Danube), Bavaria (Starnberg lake), Croatia. Nowadays we have guarantee agreement with an Italian Camping (Venetian beach) for located caravans with all modern amenities.



#### Opportunity of the cooperation with the Hungarian Automobilclub's travel agency (Autoclub Travel):

- Incoming tourism:  
Classical camping tours and holidays with own caravans. We help to organise the thematic tour as well:





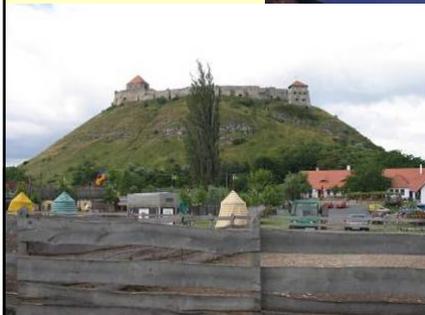
## Incoming tourism

### Gastronome



## Incoming tourism

### Castles





## Incoming tourism

*Historical cities*



## Incoming tourism

*Nature preserves*





## Incoming tourism



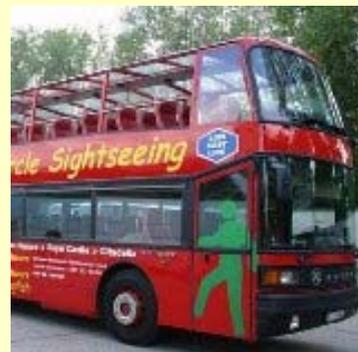
*Folklor value*



*Our tours are with guide on the highest quality.*

### **Our arrangement prices are including:**

- overnights in the campings
- all touring as described
- transfers, meals, excursions with bus
- guide all of the tour





### **Outgoing tourism:**

- We would like to contract more guarantee agreement on Italian, Croatian-, Slovenian beaches. These are the main and the nearest destinations for the Hungarian guests. The price/value rate is very important for us and the clients. It is worth to prepare packages because if we can offer more services we can give a better price.
- We can offer a good price in that way the automobile club is a camping owner.

**If you have any question do not hesitate to contact us!**

**Thank you for your kind attention.**

Miklós Czeiszing  
General Manager  
Magyar Autóklub/Autoclub Travel

