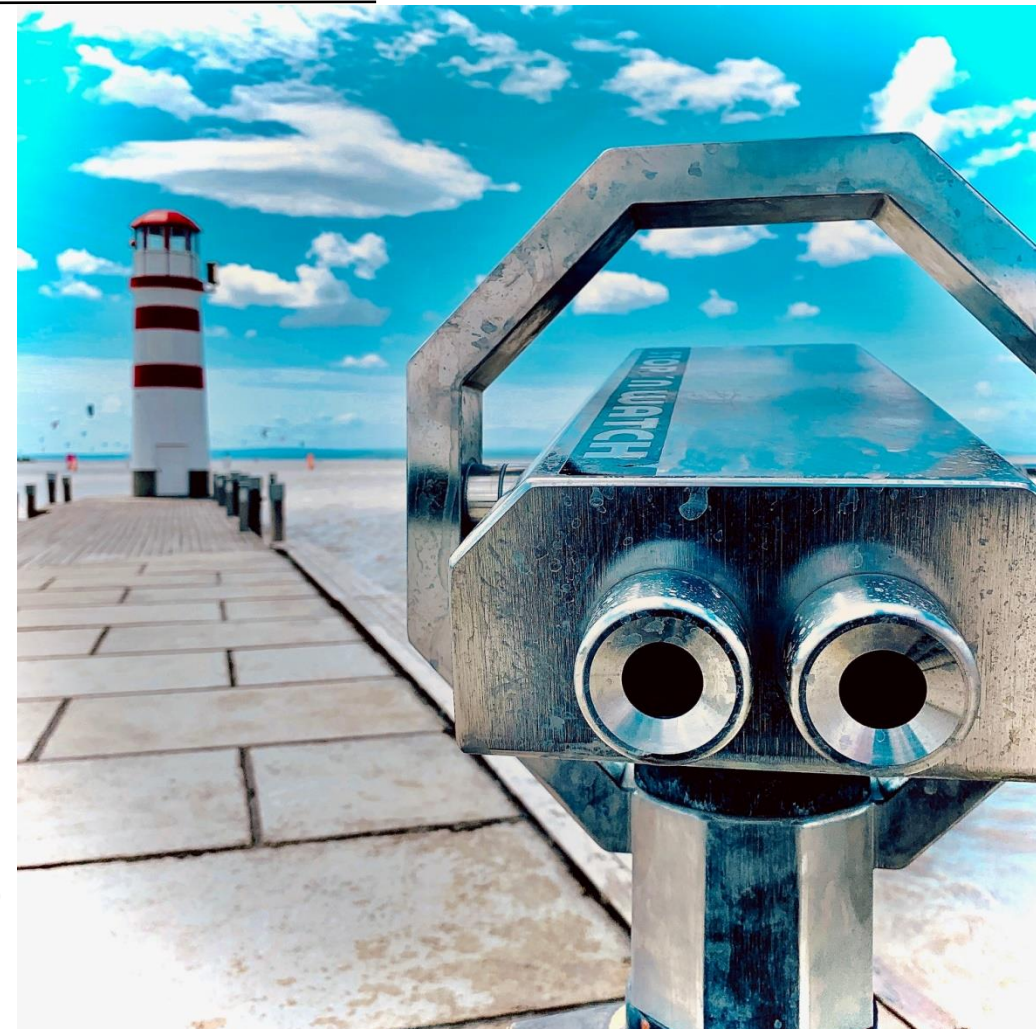


Előretékinítés – a posztkorona turizmus világa...

Kovács Balázs (MBA)



XXIV. Országos TDM konferencia: Szarvas-Bécs, 2020. szeptember 30.



#Deák Ferenc kabátja

Consulting
Wien-Budapest



Mindenféle új kiváló fontanellák.

Dycker & Widmann, Berlin.

Jede Vermählung vorbekannt.

Deák Ferencz
az 1851. évi országgyűlési képviselő és miniszter
a magyar nemzetiségűek ügyében

Wagner József tulajdona, Pesten.

#tanulságok?

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Wien-Budapest

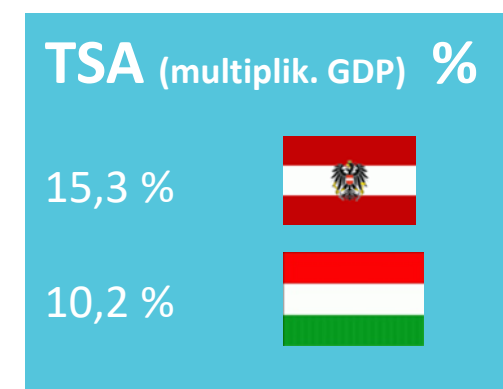
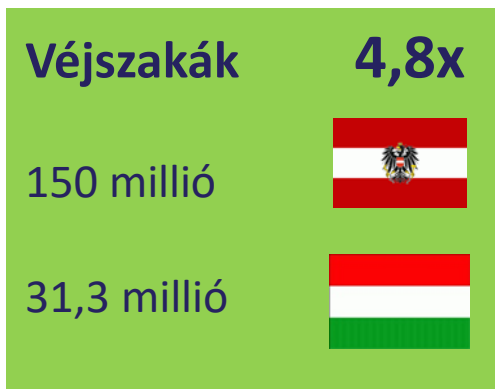


“
RESET,
REFOCUS,
RESTART.
”

cominguprosetheblog.com



#kiindulópont



Forrás: Statistik Austria, KSH
TSA számlák, 2017/18, WKO,
World Bank, IMF

**20 % több
foglalkoztatott**

**3X több ker.
szálláshely**

**5X több
vendégéjszaka**

**7X több
bevétel**

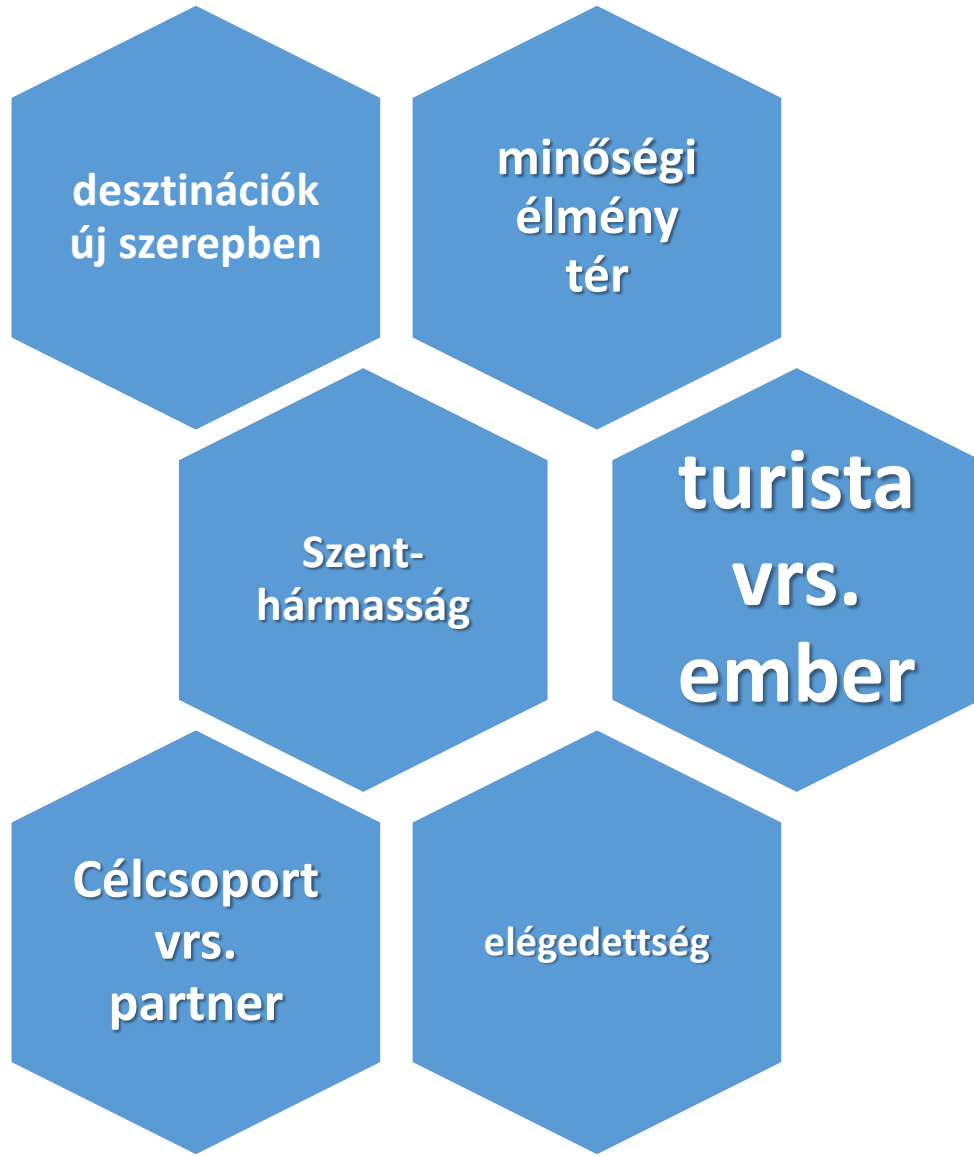
#unortodox megoldások



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#Mesterterv - PlanT



#TDM új szerepben

Visitor Economy Strategie 2025

PERSPEKTIVENWECHSEL

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GD

FREMDENVERKEHR

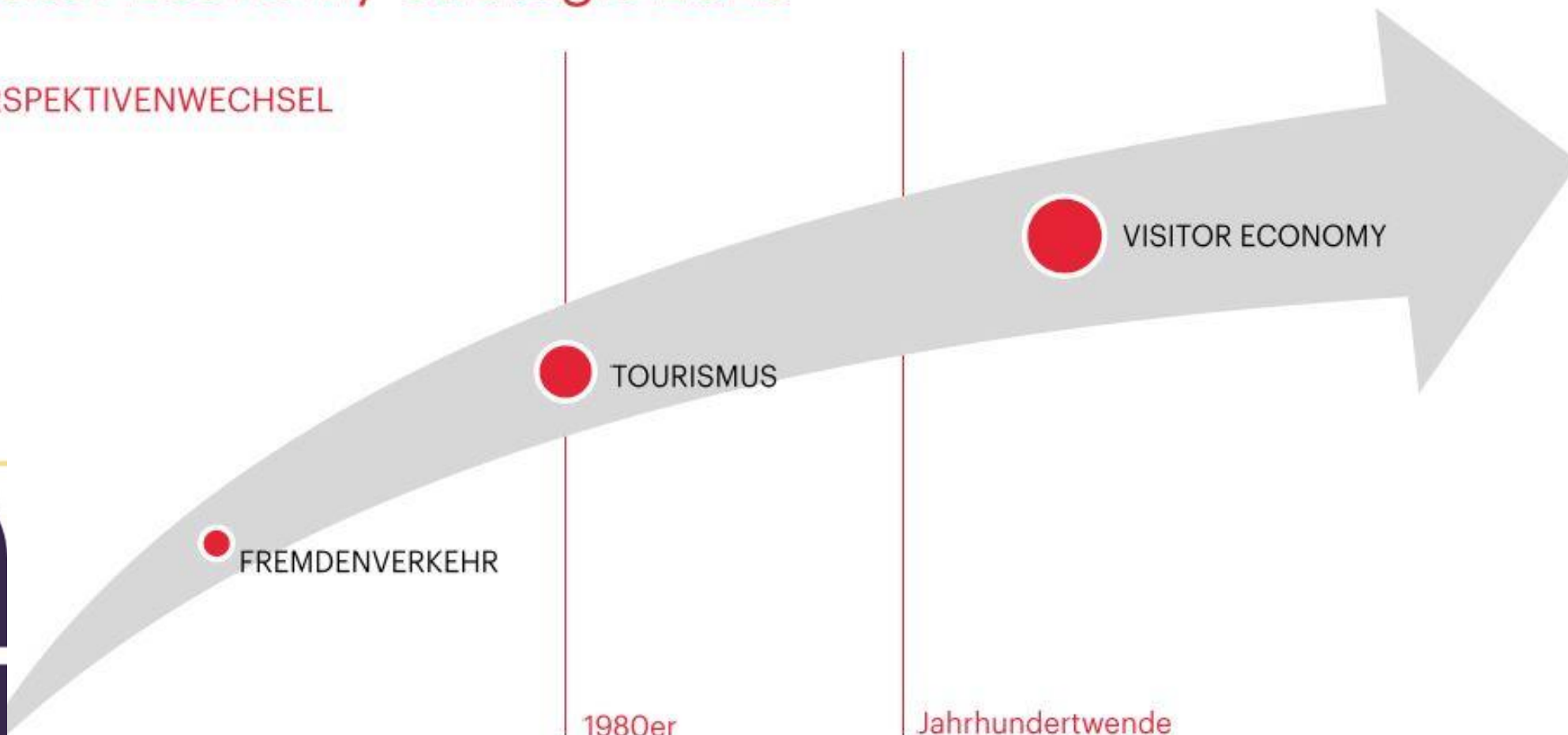
TOURISMUS

VISITOR ECONOMY

1980er

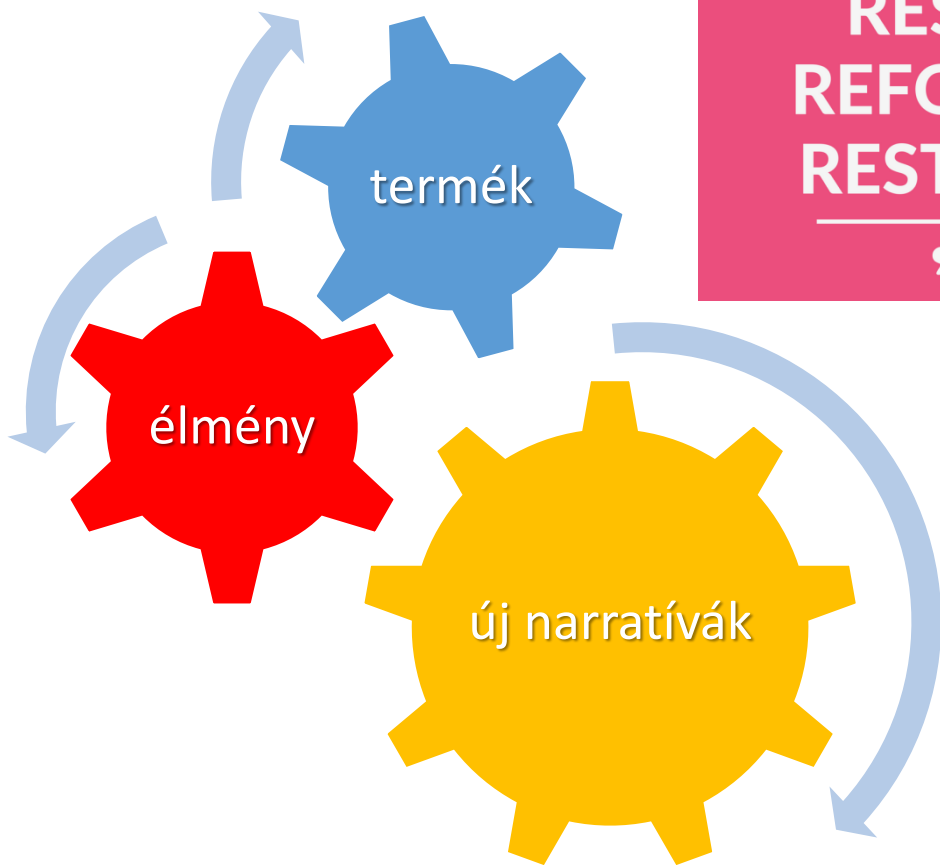
Jahrhundertwende

WIEN



#TDM új szerepben

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“
RESET,
REFOCUS,
RESTART.
”

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Mentális hídfőállás

(nyitottság és
transzformáció +
inspiráció)

életminőség,
életörömök,
életművészet

jövő

#TDM új szerepben

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#turizmus & boldogság

Consulting
Wien-Budapest



#FEELAUSTRIA

die endlich
gemeinsam im
Schnee Freude



Österreich
ankommen
und aufleben

austria.info

#adat az új kincs – digitális humanizmus



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#regionális kooperációk

Austria

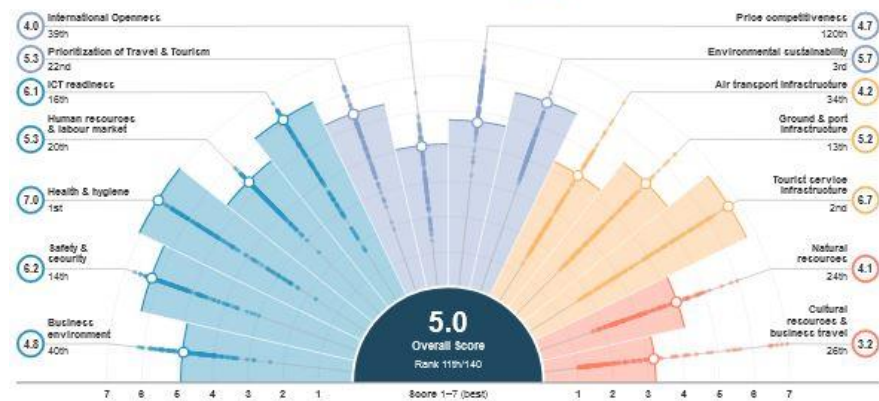
11th /140

Travel & Tourism Competitiveness Index 2019 edition

Key Indicators

| Indicator | Value | Rank | Indicator | Value | Rank |
|--|-----------------------|------|-------------------------|--------------|------|
| International tourist arrivals | 29,460,300 | 39th | T&T industry employment | 392,700 jobs | 4th |
| International tourism inbound receipts | US \$20,460.0 million | 3rd | % of total | 8.7% | |
| Average receipts per arrival | US \$402.5 | 4th | | | |
| T&T industry GDP | US \$35,298.8 million | 1st | % of total | 7.7% | |

Austria Performance Overview



Poland

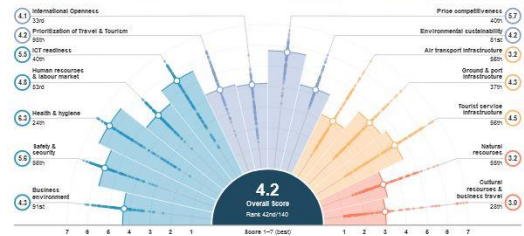
42nd /140

Travel & Tourism Competitiveness Index 2019 edition

Key Indicators

| Indicator | Value | Rank | Indicator | Value | Rank |
|--|-----------------------|-------|-------------------------|--------------|------|
| International tourist arrivals | 15,258,000 | 101st | T&T industry employment | 332,000 jobs | 6th |
| International tourism inbound receipts | US \$12,772.0 million | 10th | % of total | 2.0% | |
| Average receipts per arrival | US \$486.5 | 5th | | | |
| T&T industry GDP | US \$11,165.0 million | 1st | % of total | 1.9% | |

Poland Performance Overview



Hungary

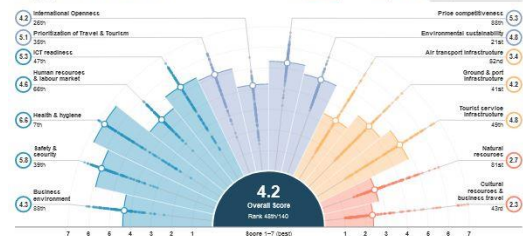
48th /140

Travel & Tourism Competitiveness Index 2019 edition

Key Indicators

| Indicator | Value | Rank | Indicator | Value | Rank |
|--|----------------------|------|-------------------------|--------------|------|
| International tourist arrivals | 18,788,000 | 29th | T&T industry employment | 221,000 jobs | 6th |
| International tourism inbound receipts | US \$6,170.4 million | 10th | % of total | 4.8% | |
| Average receipts per arrival | US \$445.5 | 5th | | | |
| T&T industry GDP | US \$4,021.2 million | 1st | % of total | 2.6% | |

Hungary Performance Overview



Slovak Republic

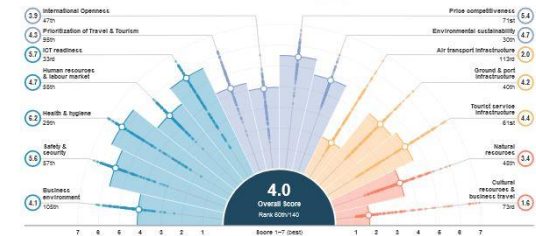
60th /140

Travel & Tourism Competitiveness Index 2019 edition

Key Indicators

| Indicator | Value | Rank | Indicator | Value | Rank |
|--|----------------------|-------|-------------------------|-------------|------|
| International tourist arrivals | 7,620,000 | 101st | T&T industry employment | 65,000 jobs | 6th |
| International tourism inbound receipts | US \$2,923.4 million | 10th | % of total | 2.7% | |
| Average receipts per arrival | US \$1015 | 5th | | | |
| T&T industry GDP | US \$2,701.1 million | 1st | % of total | 2.6% | |

Slovak Republic Performance Overview



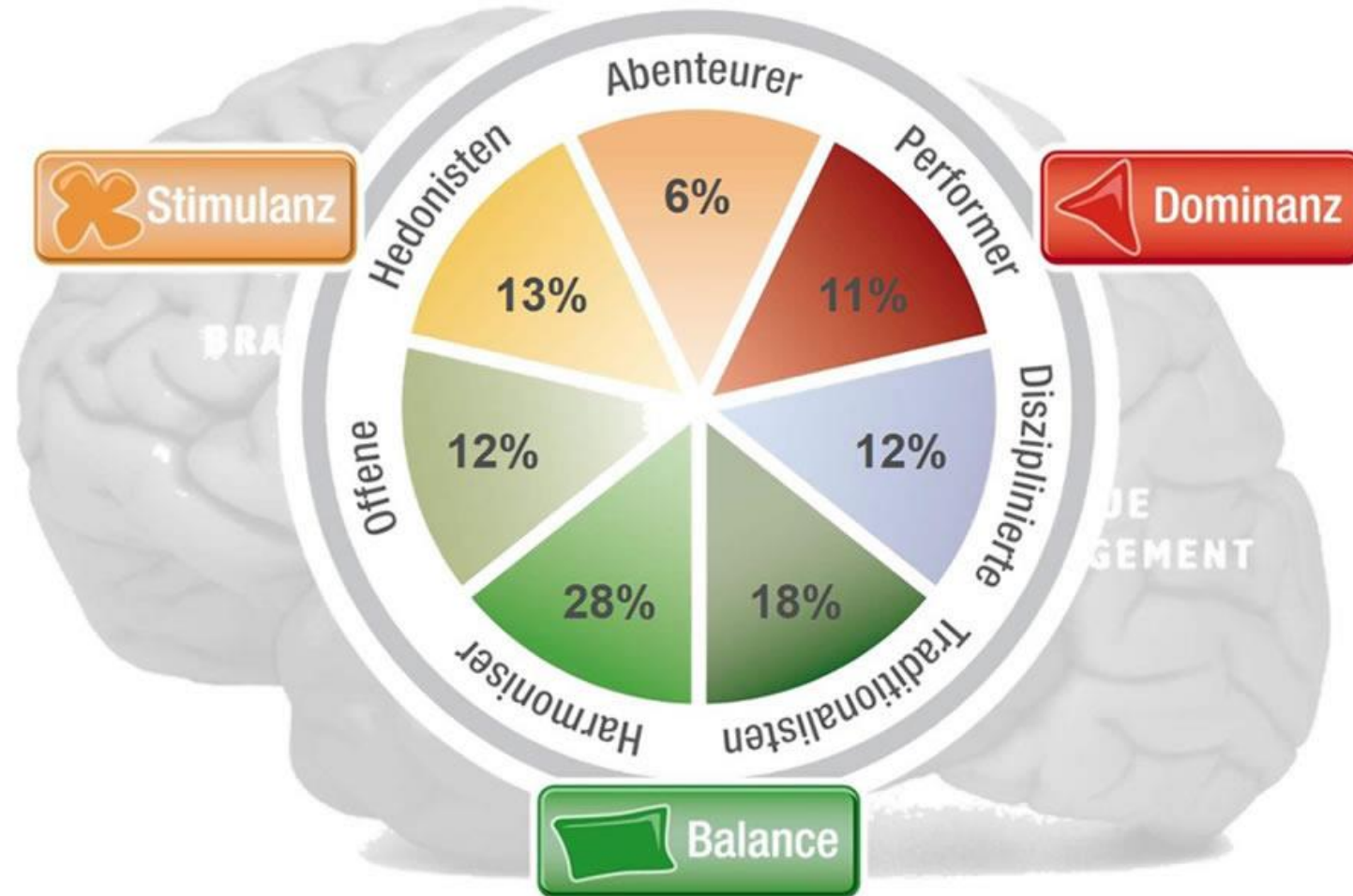
Neuroscience+Economics

#Neuroeconomics



döntéseink
többségét az agy
limbikus részében
NEM TUDATOSAN
hozzuk meg....

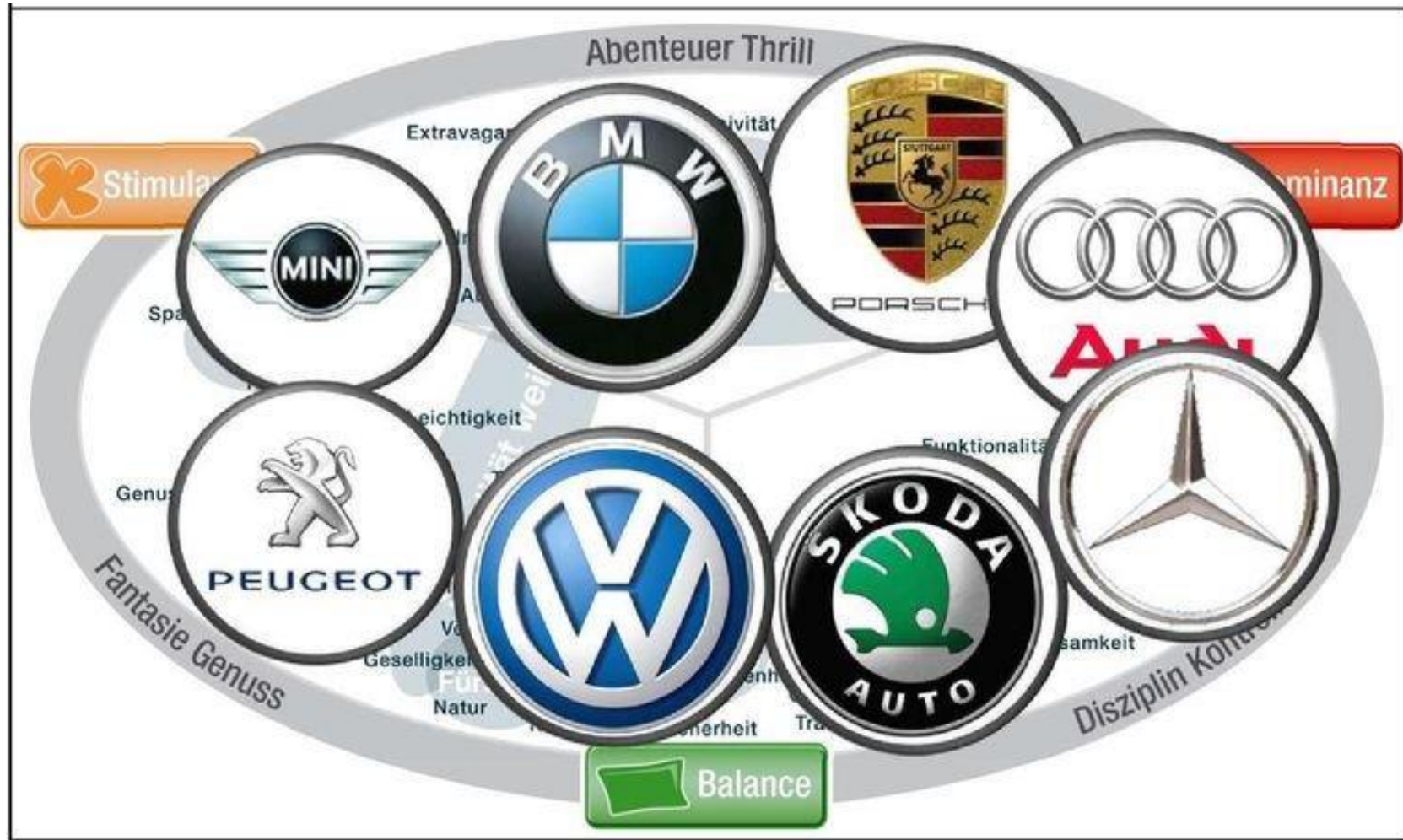
#neuromarketing – jövő turizmusa



Quelle: b4p 2016

#neuromarketing

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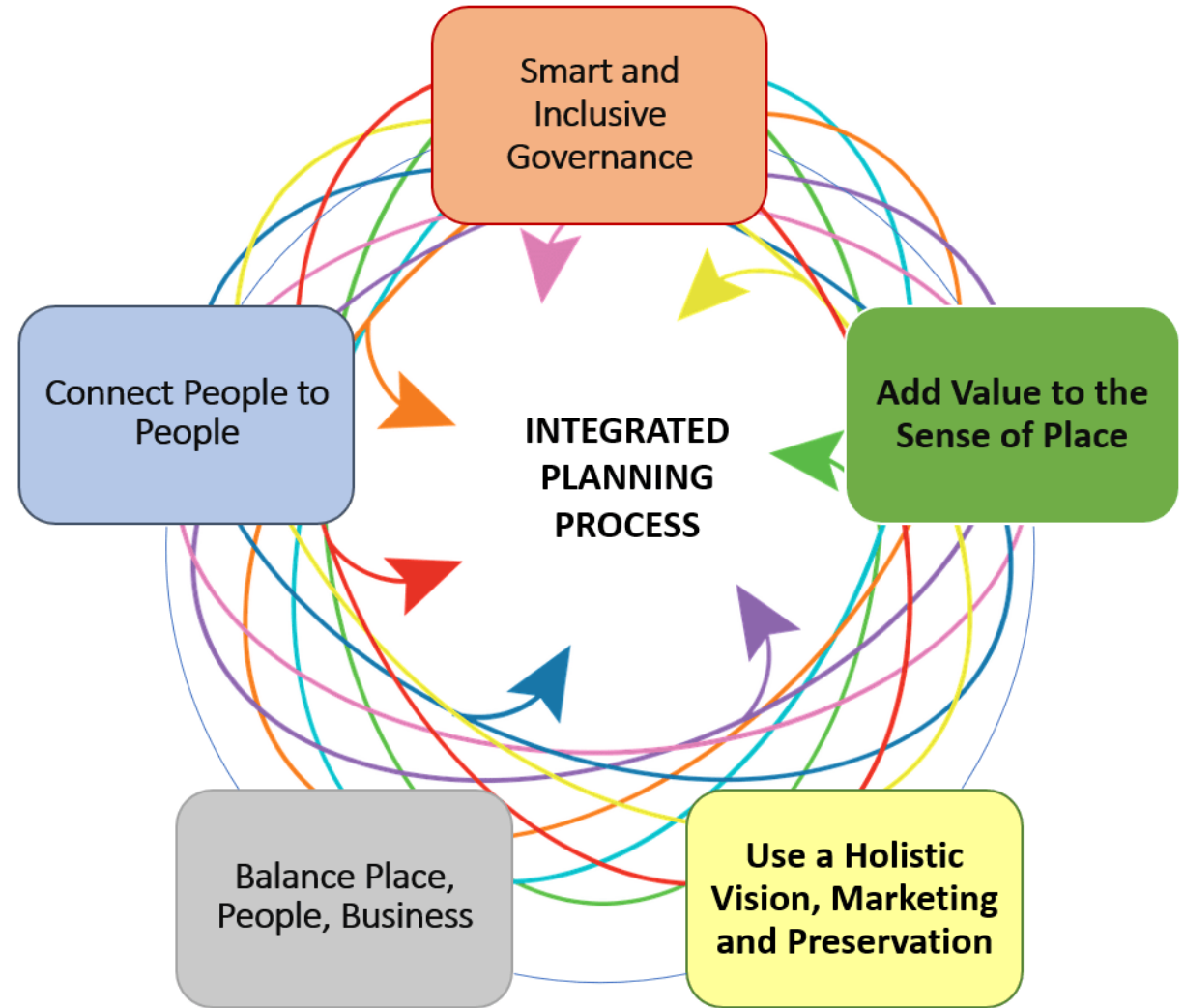
#Better Place

Consulting
Wien-Budapest



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR





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"Wir können die Zukunft nicht
voraussehen, aber gestalten"
Dénés Gábor

DEUTSCH

MAGYAR

ENGLISH

Jövő elkezdődött!

»»good-deal.at »»good-deal.hu

»»hírek

