

# Budapest Party Zone

Brand pillar in tourism  
or  
ticking timed bomb?

Perspectives of Local Governments in CEE  
Practice and Innovations – 05.03.2019

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Challenges of the  
local government

**Overtourism**  
**Congestion**  
**Success**

**Problems**  
**Peace**  
**Risks**

**Turning point – way out**

**Tourism**  
**Learning**  
**Area**

**Branding**  
**Management**  
**Revaluation**



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# Overtourism Congestion Success





# Overtourism

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## Impact on a destination

*influencing  
the quality of life of citizens  
as well as the quality of visitor  
experiences in a negative way*

”

Definition



UNWTO



# Overtourism

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## Impact on a destination

*where hosts or guests feel  
that there are too many visitors  
the quality of the experience  
has become deteriorated*

”

Definition



UNWTO





# Overtourism

## Tourism congestion

*is not only about  
the number of visitors  
but  
the capacity to manage them*

”

Statements

UNWTO



# Overtourism

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## Tourism congestion

*is commonly a localized rather  
than a citywide issue*

*is not a tourism-only problem*

”

Statements



UNWTO



# Overtourism

## Tourism congestion

*technology or smart solutions  
alone are important  
but will not  
solve the issue*

”

Statements



UNWTO





# A success story in Hungary

without EU or national budget  
500 shops: cafés, pubs, etc.  
10,000 jobs in the sector  
7 billion HUF tax income  
strong international demand  
NTO campaigns: Spice of Europe



*Spice  
of Europe*

**New position**



**New branding**



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# Problems Peace Risks





# Problems

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**pollution:** noise, rubbish

**mass flocks:** crime rate

**threat:** less green area

**challenges:** cleaning, protest

**traffic:** parking

**depression:** security, quality



Problems



Challenges



# The temporary peace

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businesses are booming  
local dwellers are  
suffering and or accepting  
tourism means pub crawl  
artisans move away  
worse visual image of the area

Temporary

Peace





## The risks

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**more demonstrations**  
by citizens and NGOs  
**earlier closing hours**  
for ruin pubs and restaurants  
**disappearance of the**  
new Budapest Party Zone

**Lose—lose?**



**Win—win?**



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Turning  
point –  
way out



# Vision & Mission

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liveable city core  
urban rehabilitation  
,Spice of Europe' guests  
satisfied and proud residents  
successful businesses  
sustainable environment

**Vision**

**Mission**



# Sustainability

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reflexive design  
slight retail load  
locally managed problems  
night time: party zone  
day time: cultural hub  
long-term brand pillar

**Strategy**



**Actions**





# Value community

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creative spots  
Jewish memorials  
unique environment  
smart guiding  
consumer-friendly topics  
higher price level

Design



Heritage



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# **Tourism Learning Area**





# Tourism Learning Area

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**boundary-free approach**  
**cross-border destination**  
**involvement of the**  
**real and active stake-holders**  
**green—entertaining—cultural**  
**workshops—experience places**

**DMO**

**Creation**

A bright sun with rays emanating from it, set against a gradient background of orange and red.

# Tourism Learning Area

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**tourist information**

education

**remarketing**

traffic management

**day time / night time contents**

proactive approach

**DMO**

A full moon with visible craters, set against a dark blue night sky with a few stars.

**Function**





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# Branding Management Revaluation



# Branding & Rebranding

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easy-to-understand  
single-tone messages  
**loveable and flexible**  
accepted categories  
**conversion of negative images**  
working public services

**Branding**



**Rebranding**





# Management

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**content from the shop-floor  
framework from the top-floor  
defined tasks and scopes  
brand management  
visitor—service journey design  
authentic community planning**

**Management**

**Meanings**



# Revaluation & Upgrade

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feasible project  
**Hungarian entertainment  
management model**  
market—image—pride  
**complex government issue**  
national and local levels

Revaluation

Upgrade



## Budapest Party Zone

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Brand pillar in tourism  
with a management  
plan for a TLA with us

[www.tutsz.org.hu](http://www.tutsz.org.hu)

Árpád Karsai

Thank you for  
your kind  
attention

Gábor Bódis