



Pannonian Nature Experience Days



Burgenland, Austria, and western Hungary



Mountain area, Hilly, Flat, River; Predominantly rural regions, close to a city



Led by: Burgenland Tourism GmbH
Dynamo partner: D2 - Südburgenland



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**Nature-based and
cultural tourism**

**Branding and destination
management; Destination
development**

Aim

The PaNaNet+ project aims to transform the natural treasures of the western Pannonian region into a cohesive and accessible nature tourism offer. By fostering cross-border cooperation among stakeholders in protected areas and tourism, the project seeks to create joint products that highlight the unique biodiversity and cultural richness of the region. A key goal is to develop sustainable, immersive nature experiences that attract diverse audiences while promoting regional cooperation and economic growth.

The project aims to make the natural wonders of the Pannonian region accessible and engaging for all visitors. Recognising that nature alone does not constitute a tourism product, the project developed three lead offerings: Pannonian Nature Experience Days, cycle tourism, and water tourism. These products were refined and integrated into new cross-border experiences through collaboration among Austrian and Hungarian partners.



Burgenland landscape

Story

A cornerstone of this effort was the Pannonian Nature Experience Days, first launched by Burgenland Tourism in 2011. This annual event, held at the start of the tourism season, provided visitors with unique insights into Burgenland's natural landscapes. In 2017, the event expanded across borders to include the entire western Pannonian region, integrating nature offerings from Hungarian protected areas. This expansion significantly enhanced the event's appeal and value.

From 2017 to 2019, more than 50 nature experiences were offered annually, many of them cross-border and bilingual. Highlights included guided bike tours along the Iron Curtain, evening events like "Bat Night at Lockenhaus Castle," star observation activities, night hikes with wine tasting, and herb garden tours. Each year, the event focused on specific themes: "Cross-border movement in nature" (2017), "Creatures of the night" (2018), and "Water & herbs" (2019).

The PaNaNet+ initiative leveraged innovative advertising strategies and an online booking tool to reach new audiences and promote its offerings. Over the three years,

the Nature Experience Days attracted approximately 6,000 visitors. Given that most activities were guided tours with small groups of 10 to 20 participants, this turnout demonstrated significant interest and engagement.

The western Pannonian region's diverse natural landscapes—from alpine terrains to lowlands—served as the backdrop for these experiences. The area includes four national parks (Lake Neusiedl-Seewinkel, Fertő-Hanság, Balaton Uplands, and Őrség), ten nature parks, and numerous nature reserves. By focusing on cross-border collaboration, PaNaNet+ successfully highlighted the region's ecological and cultural diversity, laying the groundwork for sustainable tourism and fostering closer ties between Austrian and Hungarian stakeholders.

The project's implementation over three years demonstrated the power of cooperation and innovation in rural development, setting a strong foundation for future cross-border initiatives.

CROSS-CUTTING PRIORITIES



INNOVATION



Website: <https://www.burgenland.info/erleben/natur-erleben>



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