

## COMPOSITION OF GRAPE VARIETIES OF THE PLANTATION AREAS AND GUEST NIGHTS IN COMMERCIAL ACCOMMODATION ESTABLISHMENTS IN WINE REGIONS

EDIT PALLÁS

Eszterházy Károly University, Gyöngyös Károly Róbert Campus, Gyöngyös, Mátrai út 36.  
pallas.edit@uni-eszterhazy.hu

### ABSTRACT

Hungary is one of Europe's traditional wine-producing countries. The grape and wine industry has a significant role in rural areas in culture, gastronomy, tourism and social life. Hungary has 22 wine regions in seven distinct regions. The main data on the wine regions, the grape varieties of the plantation areas as well as the guest nights in commercial accommodation establishments will be presented.

The diverse and varied state of wine regions has been formulated by varied topography, soil and weather conditions, different crop production methods as well as by the local possibilities. The composition of grape varieties in a given region is significantly heterogeneous, which makes integrated action towards purchasers rather difficult.

It would be advisable to select and promote a desirable type or types of wine for each wine region since it would greatly support sales and marketing activities.

The grape and wine sector is among the strategic areas for improvement in Hungary. It is important to emphasize that the future of the wine sector cannot be achieved without cooperation, the potentials of which will be referred to. I am convinced that this analysis will help assess wine regions and determine viable development options.

**Keywords:** wine region, composition of grape varieties, tourism, accommodation establishments, clusters

### INTRODUCTION

Despite its good potentials Hungary is not ranked among the world's leading wine producers. In our country 22 wine regions can be found on a relatively small area. It results in lack of wineries of great volume, standard quality and continuous supply. However, wine regions cover larger areas so it is interesting to examine what grape varieties dominate in the wine region concerned. The market opportunities of the wine regions that act unanimously can significantly increase for a single variety when compared to the current situation.

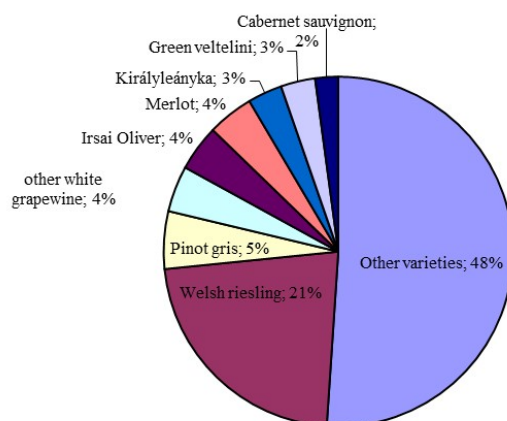
### MATERIAL AND METHOD

Data on the National Council of Wine Communities collected by the Central Statistical Office (CSO) in 2013 are summarised to present the grape varieties of the wine regions. Similarly, by summarising the data of the wine regions the number of guest nights spent in the commercial accommodation facilities of the wine regions is presented. On the basis of these numbers comparisons are made and conclusions are drawn.

#### Data of wine regions

##### a.) Balaton wine region

This wine region includes six sub-wine regions. In the wine regions more than ten thousand farmers cultivate an area of 7 576 hectares. Data on grape varieties are summarised by *Figure 1*.



**Figure 1. Composition of the plantation area of Balaton wine region per grape varieties grown, 2013**

\* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

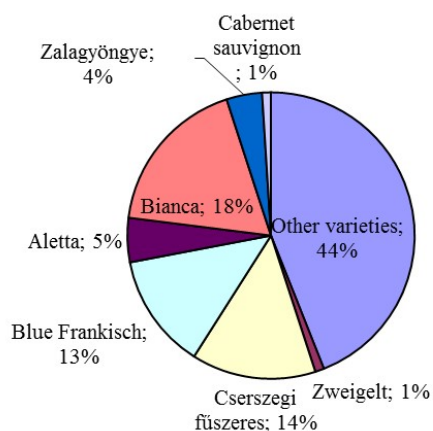
The number of guest nights spent in commercial accommodation facilities also refers to the volume of possible wine consumption (*Table 1*).

**Table 1. The number of guest nights spent in commercial accommodation facilities in the Lake Balaton region, 2014**

| Name                    | Number of guests | Number of guest nights |
|-------------------------|------------------|------------------------|
| hotel                   | 736 904          | 2 551 096              |
| pension                 | 53 540           | 150 358                |
| holiday home            | 69 877           | 252 445                |
| community accommodation | 78 487           | 246 550                |
| camp site               | 144 626          | 585 141                |
| <b>Total</b>            | <b>1 083 434</b> | <b>3 785 590</b>       |

Source: author's own editing based on CSO data

b.) The Danube wine region is made up by three sub-wine regions. It is the largest wine region of the county in terms of both its area and yield. The main varieties of the wine region are presented by *Figure 2*.



**Figure 2. Composition of the plantation area of the Danube wine region per grape varieties grown, 2013**

\* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

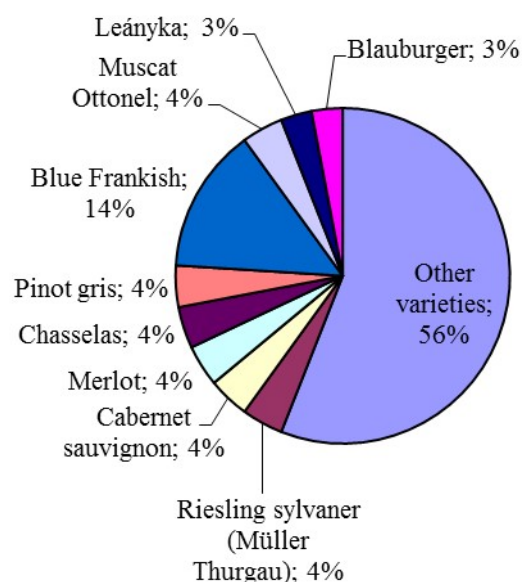
The number of guest nights spent in commercial accommodation facilities in the region is presented by *Table 2*.

**Table 2. The number of guest nights spent in commercial accommodation facilities in the Danube region, 2014**

| Name                    | Number of guests | Number of guest nights |
|-------------------------|------------------|------------------------|
| hotel                   | 352 710          | 733 244                |
| pension                 | 54 619           | 109 794                |
| holiday home            | 36 616           | 90 114                 |
| community accommodation | 29 475           | 75 827                 |
| camp site               | 33 477           | 131 390                |
| <b>Total</b>            | <b>506 897</b>   | <b>1 140 369</b>       |

Source: author's own editing based on CSO data

- c.) The Eger wine region also consists of three sub-wine regions. Half a million hectolitres of wine is produced on approximately 11 thousand hectares. *Figure 3* presents the main grape varieties of the wine region.



**Figure 2. Composition of the plantation area of the Eger wine region per grape varieties grown, 2013**

\* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

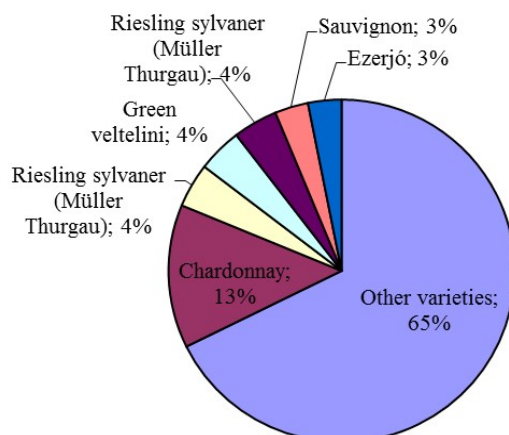
More than half a million guests stay in the commercial accommodation facilities of the region (*Table 3*).

**Table 3. The number of guest nights spent in commercial accommodation facilities in the Eger region, 2014**

| Name                    | Number of guests | Number of guest nights |
|-------------------------|------------------|------------------------|
| hotel                   | 442 302          | 983 643                |
| pension                 | 54 089           | 126 779                |
| holiday home            | 24 239           | 67 952                 |
| community accommodation | 59 300           | 135 857                |
| camp site               | 24 142           | 61 321                 |
| <b>Total</b>            | <b>604 072</b>   | <b>1 375 552</b>       |

Source: author's own editing based on CSO data

- d.) The North Transdanubia wine region is made up by four wine regions. It has a relatively small area with a wide range of choice. The composition of varieties is illustrated by *Figure 4*.



**Figure 3. Composition of the plantation area of the North Transdanubia wine region per grape varieties grown, 2013**

\* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

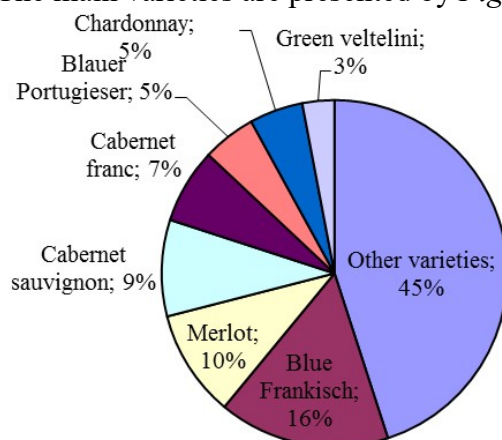
The information on guest nights in the commercial accommodation facilities can be found in *Table 4*.

**Table 4. The number of guest nights spent in commercial accommodation facilities in the North Transdanubia region, 2014**

| Name                    | Number of guests | Number of guest nights |
|-------------------------|------------------|------------------------|
| hotel                   | 270 677          | 565 768                |
| pension                 | 43 901           | 92 096                 |
| holiday home            | 18 055           | 50 069                 |
| community accommodation | 19 104           | 46 389                 |
| camp site               | 11 937           | 26 029                 |
| <b>Total</b>            | <b>363 674</b>   | <b>780 351</b>         |

Source: author's own editing based on CSO data

- e.) The Pannon wine region includes the areas of South Transdanubia. It is famous for its excellent red wines. The main varieties are presented by *Figure 5*.



**Figure 5. Composition of the plantation area of the Pannon wine region per grape varieties grown, 2013**

\* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

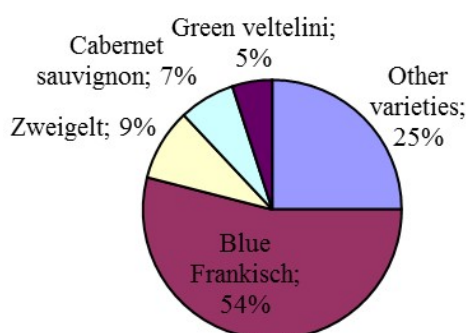
The information on guest nights in the commercial accommodation facilities can be found in *Table 5*.

**Table 5. The number of guest nights spent in commercial accommodation facilities in the Pannon wine region, 2014**

| Name                    | Number of guests | Number of guest nights |
|-------------------------|------------------|------------------------|
| hotel                   | 184 013          | 420 161                |
| pension                 | 33 642           | 64 379                 |
| holiday home            | 8 753            | 21 761                 |
| community accommodation | 16 802           | 34 383                 |
| camp site               | 7 213            | 22 257                 |
| <b>Total</b>            | <b>250 423</b>   | <b>562 941</b>         |

Source: author's own editing based on CSO data

f.) The Sopron wine region is the same as the smaller unit of Sopron wine region. It is dominated by Blue Frankisch (*Figure 6*).



**Figure 6. Composition of the plantation area of the Sopron wine region per grape varieties grown, 2013**

\* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

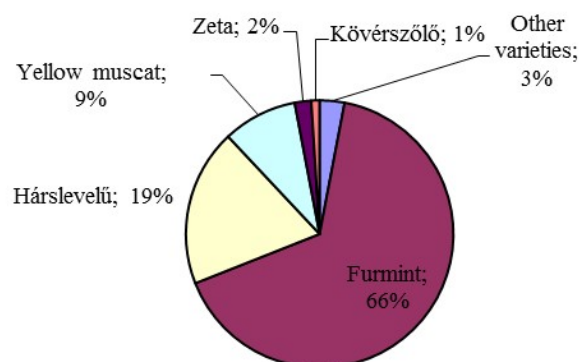
The number of guest nights in the commercial accommodation facilities is significant (*Table 6*).

**Table 6. The number of guest nights spent in commercial accommodation facilities in the Sopron wine region, 2014**

| Name                    | Number of guests | Number of guest nights |
|-------------------------|------------------|------------------------|
| hotel                   | 146 222          | 356 306                |
| pension                 | 33 486           | 66 313                 |
| holiday home            | 1 798            | 4 011                  |
| community accommodation | 1 357            | 3 867                  |
| camp site               | 129              | 332                    |
| <b>Total</b>            | <b>182 992</b>   | <b>430 829</b>         |

Source: author's own editing based on CSO data

g.) In the Tokaj wine region internationally acknowledged wines can be found. The composition of varieties is illustrated by *Figure 7*.



**Figure 7. Composition of the plantation area of the Tokaj wine region per grape varieties grown, 2013**

\* calculated per area harvested, rounded data

Source: author's own editing based on CSO data

The number of guest nights in the commercial accommodation facilities is slight if compared to the reputation of the wine region (*Table 7*).

**Table 7. The number of guest nights spent in commercial accommodation facilities in the Tokaj wine region, 2014**

| Name                    | Number of guests | Number of guest nights |
|-------------------------|------------------|------------------------|
| hotel                   | 32 923           | 61 148                 |
| pension                 | 10 059           | 21 187                 |
| holiday home            | 14 213           | 38 575                 |
| community accommodation | 3 084            | 10 563                 |
| camp site               | 14 215           | 35 097                 |
| <b>Total</b>            | <b>74 494</b>    | <b>166 570</b>         |

Source: author's own editing based on CSO data

## CONCLUSIONS

The grape varieties of the wine regions are extremely heterogeneous. The regional specialisation of wine production is typical of the industry and greatly depends on production factors so creating clusters and networks is possible (SZABÓ, 2006).

The Hungarian wineries have made some results but the overall situation is not favourable (BÉLÁDI AND SZILI, 2015). Regarding grape production and viticulture mainly the Balaton wine region, the Danube wine region, the Eger wine region and the Tokaj wine region can be promising. It would be practical to form clusters in the regions and request support with a well-established concept for development (MARSELEK ET AL., 2014). However, at present its implementation is dubious.

## REFERENCES

- BÉLÁDI, K., SZILI, V. (2015): A borszőlőtermelés költség- és jövedelemhelyzete. *Agrofórum Extra* 61: 5-7.
- KÖZPONTI STATISZTIKAI HIVATAL (2016): Magyarország borvidékei 2014. Budapest, 48 p.

MARSELEK, S., MÓDOS, GY., VARGA, T. (2014): Klaszterek szerepe a regionális versenyképesség javításában. XIV. Nemzetközi Tudományos Napok, Károly Róbert Főiskola, Gyöngyös, pp. 1031-1039.

SZABÓ, Z. (2006): A bor disztribúciós csatornák marketing szempontú értékelése a borvásárlási szokások és a termelői magatartás vizsgálatán keresztül. PhD értekezés, Gödöllő, 1-161 p.