



Good Practice Story Title:

Gogreen- Sárvár

Destination:

Sárvár

Country:

Hungary

Submitting Organization:

Sárvár Tourist & TDM Nonprofit Ltd.

Category:

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Destination description:

Sárvár is a spa town in Hungary, registered as a health resort, and is becoming increasingly well known internationally. Two types of medicinal waters break the surface in the town: a 43°C thermal spring from a depth of 1200 metres and a high-salinity spring of 83°C from 2000 metres.



The important components of the 83°C thermal water are sodium chloride, bicarbonate, iodine, bromine, fluorine and several trace elements. The high-salt thermal water is distilled to produce the

Sárvár Thermal Crystal, which is very well known in Hungary. The salt bath is effective in the treatment of certain musculoskeletal, gynaecological and dermatological disorders.

The 43°C alkaline bicarbonate thermal water contains mainly sodium chloride, bicarbonate and trace elements, but no sulphur or radon. It is excellent for the treatment of musculoskeletal disorders, rehabilitation, after-treatment of sports injuries, neurological symptom complexes, muscle relaxation baths. The pools in the spa area are equipped with alkaline bicarbonate medicinal water. This medicinal

water can be used effectively for musculoskeletal, gynaecological and respiratory diseases, among others. In addition to the thermal pools, the spa also has a family adventure pool, outdoor beach pools and a slide park.

However, Sárvár's attraction is not only linked to the thermal waters and the beach, but in the spa town there is a unique arboretum with spa certification. There is also an iconic castle, built in the 1600s and now a museum. Other attractions include a boating lake system with several boating lakes and an adventure park built a few years ago. But the town centre itself and its ambience is also attractive to many. For those who like a small-town feeling, "slow holiday", Sárvár is also a popular choice for the experiences offered by Posta Square and Kossuth Square. And for the gastronomic offer.

As the tourist appeal of Sárvár has grown, so has the range of accommodation in the town. Today, two hotels are directly connected to the Sárvár Spa and Wellness Baths, and two hotels with their own thermal waters are also operating in the town. One of them is located in the immediate vicinity of the arboretum, in a completely woodland setting, and the other is a five-star luxury hotel known throughout Europe. In addition to these hotels, there are of course a number of smaller hotels, apartments, guest houses and campsites in the spa town. Serving hundreds of thousands of domestic and foreign guests every year.

All this development and growth in the number of tourists has led us to strengthen our social responsibility and educate our visitors about environmentally friendly travel. It is in this spirit that we created the GoGreen app.



Summary of Good Practice Story:

The Sárvár Tourist & TDM Nonprofit Ltd. has created the GoGreen application in cooperation with the municipality of Sárvár. The PWA (progressive web application) application, available on sarvar.hu, aims to offer guests arriving in Sarvar an alternative to environmentally friendly travel. The interface displays randomly generated "green" tips. These are easy-to-implement solutions that anyone can use and make their trip to Sarvar more sustainable relatively easily. The GoGreen app is available in six languages. The

interface also has an additional feature. The more dedicated green travellers can even share the tips generated via social media. This will help others to put more emphasis on travel sustainability.

The platform is available at <https://gogreen.sarvar.hu>.

Issues faced: / Solution:

The growing tourism in Sárvár every year, the increasing number of guests, has induced us to do something for sustainability by involving additional resources. A spa town with tourism on this scale has a duty to do something to reduce the negative impact of travel on the environment. A few years ago, the decision was taken at municipal level to set up the GoGreen application. Sárvár's tourism marketing organisation, Sárvár Tourist & TDM Nonprofit Kft., was entrusted with its implementation. The application is based on a very simple theme. Its aim is to give tips to people arriving in Sárvár on how to make their trip greener. Once the basic concept was defined, the implementation started.

Methods, Steps, and Tools applied:

The GoGreen app is basically a green tip generator. Users can randomly generate ideas to make their travels more environmentally friendly. The interface displays very clear and unambiguous tips. We have tried to create messages that can be supported by data and ratios to help you get the message across. When creating the tips, the first task was to find the topics, and then we looked for credible sources for each topic. Once the basic theme was established, the difficulty factor was determined. For each tip, we display whether it is easy or difficult to implement. Or whether it requires any preparation. After this step we looked for individual background photos for the random hints. Stock photos were purchased for the illustration. Once the content unit was assembled and the concept was ready, we started the programming work.

The principle is simple: a new tip can be generated with a click. Another plus is that a tip can be shared to your Facebook profile with a single click. The assumption is that people who are open to our tips will be keen to encourage others to pay attention to their surroundings during their travels (too).





Once the Hungarian version of the PWA (progressive web application) was ready, the next step was to translate it into English. The application is currently available in six languages - Hungarian, English, German, Czech, Slovak and Ukrainian.

Once the language was finalised, we launched the app with a branding in line with the city's image, which we are promoting on our social platforms and Google's advertising network. We will also make it available on sarvar.hu and in our news feeds. We are trying to get the word out about GoGreen to those who are planning a wellness or holiday in Sarvar through various marketing tools.

The basic functions of the Generator are available in 6 languages:

(en) <https://gogreen.sarvar.hu>
(en) <https://gogreen.sarvar.hu/en/>
(en) <https://gogreen.sarvar.hu/de/>
(en) <https://gogreen.sarvar.hu/cz/>
(sk) <https://gogreen.sarvar.hu/sk/>
(ua) <https://gogreen.sarvar.hu/ua/>

We also produced an information brochure for the online application, printed on environmentally friendly paper. This is available at the city's Tourinform office and we try to give it to all our visitors.

Achievements and Results:

Campaigns optimised for display during seasonal periods bring thousands of clicks. However, a further aim is to place more emphasis on remarketing solutions. In the near future, we will expand the target group with those who are more interested in Sárvár. We would also like to include the green tip generation option in the thematic newsletters.

Lessons Learned and Advice:

The GoGreen application is not resource intensive, so we recommend other tourism organisations to integrate a similar generator into their website. After all, the more people we inform, the greater the educational impact. And this will do a lot to encourage more people to travel in a more sustainable and environmentally conscious way.



Recognitions and Additional References

Our Gogreen initiative was published in several publications, and a leaflet about it was produced and distributed to tourists at the Tourinform Sárvár office.

Links where you can see the publications:

<http://www.termalfurdo.hu/hirfurdo/gogreen-webes-alkalmazassal-buzdit-kornyezettudatos-wellnessre-a-sarvari-tdm-7102>

<https://turizmus.com/utazas-kozlekedes/gogreen-kornyezettudatos-wellnessre-buzdit-a-sarvari-tdm-1177116>



