

## TOWN PRESENTATION – VILLÁNY

**Villány** is located in the southern part of the county, in the immediate vicinity of the Croatian border. The **wine-growing area with a long tradition**, located on the southern slopes of the Villány Mountains, fundamentally determines the characteristics of the town's economy. Opportunities in tourism are further enhanced by the good transport facilities.

### Transport and logistics

The town is located in the south-eastern corner of the Villány Mountains, only **17 km from the Croatian border**. From the point of view of the latter, its location is **extremely favourable**, as it has direct, high-quality road connections in the direction of Pécs as well as Osijek, but the main roads to the south (road no. 56 to Beli Manastir through the border crossing at Udvar and no. 58 towards Donji Miholjac through Drávaszabolcs), which handle significant traffic, avoid the town. Villány can thus combine a **good transport position** with a calm, small-town environment spared from transit traffic.

The **distance from the county seat is 35 km**, and from the district centre, Siklós, is 14 km. The **nearest main road**, number 6, can be reached in Pécs. The road leading there is of good quality and properly maintained. The **expressway network** is at a similar distance: the **M60 Pécs-East junction is 25 km** away and the **Szederkény-Bóly junction is only 17 km** away. The latter can also be approached on a good quality road.

The construction of the **M6 motorway until the Croatian border** is expected to take place in the near future, and it will involve the building of a **junction in Villány**. The town's direct motorway connection can be also be built, which will improve Villány's logistics position and accessibility.

The **most important transport corridors** of Villány are the already mentioned road leading to Pécs and the section passing through **Siklós to Harkány**. The latter is of good condition, adequately scaled for the traffic it receives, and has an advantage from the point of view of tourism in the form of a dedicated bicycle path that runs along almost the entire section.

The town has **good standard rail connections**. On line 65, multiple-unit trains run **regularly** every two hours to Pécs from early in the morning until late in the evening. The flights are suitable for daily commuting and

tourist traffic alike. There is a similar schedule with regular two-hour departure intervals on the section of the line **leading to Mohács**, although most **trains are currently replaced by buses**.

An **international train** connecting Pécs with a transfer in Beli Manastir to **Osijek**, Croatia, which runs four times a day in both directions, stops in the town.

**Regional bus service** is of a high standard and the frequency of the lines is adequate. Buses run frequently in the direction of Harkány, Pécs, Bóly and Mohács. The town is easily accessible for commuters as well as tourists. For the latter, it is important that there is a direct **connection with the capital without transfer**: the bus leaves Budapest in the morning and departs from Villány in the early afternoon.

## Population and employment

The **population is 2282**, which makes Villány the second smallest town in the county. The immediate **urban environment** shows a rather mixed picture. At the foot of the Villány Mountains there are about **half a dozen small towns** and villages with more than a thousand inhabitants in the immediate vicinity of each other (Beremend, Harkány, Nagyarsány Siklós and Villány), but looking further afield, however, the **small village structure** is typical on both the northern and southern sides of the mountains.

The **working age population** in the entire **Siklós district is 22,556**, of which **2274 are unemployed**. That means that the **proportion** of the registered unemployed is **10.08%**, which is quite high in comparison with the other districts of the county. Unemployment affects those with primary and secondary education the most. 5.5% of the unemployed have no education, 49.69% have only completed primary school and 43.01% have some trade. The proportion of graduates within the jobseekers is only 1.8%.

**Villány's employment situation** is much more favourable than what the district figures show. Only **2.73%** of the town's 1573 working-age inhabitants **are unemployed**. And what is more, the main employers are local: the vineyards, wineries and the tourism services based on them.

## Infrastructure and public services

Villány's **interior road** network is basically **in good condition** and is properly maintained. The settlement has a tidy image, the stormwater

drainage systems have been built. Some of the roads surrounding the vineyards above the town are also paved. **Drinking water supply and wastewater treatment** are provided by Dunántúli Regionális Vízmű Zrt., and the town has its own wastewater treatment plant. District heating network is not available.

Villány belongs administratively to the **Siklós district**, which contains more than half a hundred settlements and has a total population of over 34,000. Among the **district-level offices** Siklós houses the food chain safety and animal health office, the local authority and guardianship office, the employment and public health departments, the land register office and the office of government issued documents. The latter maintains a **local branch office** in Villány, which is open every weekday.

The National Chamber of Agriculture operates a **customer service office** in the town.

**Local health services** are limited to primary care. General practices, paediatric practices, dental practices, nurse service, pharmacy and an ophthalmology clinic are available in the town. Most of these are housed in the modern and well-equipped **health centre**. The **central medical service** operates in **Siklós**, together with the nearest ambulance station. Patients can access **specialist clinics and laboratory tests** in Pécs or Mohács, and those in need of hospital care are mostly treated at the university clinics in Pécs.

In **addition to primary education, vocational training opportunities** are also available locally. One nursery school and one kindergarten operate in the town. The **primary school** operates as a primary public and art education institution, with a significant emphasis on teaching German as a second language and nurturing ethnic traditions.

**The Teleki Zsigmond Agricultural Vocational School** mainly **teaches professions related to viticulture and winemaking**. Besides the normal technical and vocational secondary school courses, the school offers one-year courses for those with a specific trade, and full-time, correspondence and session-based adult education courses. With its own cellar and dormitory, the school that has been operating for more than half a century is the most important overseer of professional wine-related education.

Students preparing for university can continue their studies in the high schools of Siklós, Mohács and Pécs.

Among **financial institutions**, only OTP operates a local branch office. Other commercial banks are available in the other settlements of the county, mostly in Pécs, for in-person administration.

The nearest **lawyer** with a valid chamber membership practices law in the district seat, Siklós. The court of first instance is the **Siklós District Court**, from where cases can be transferred to the Court of Pécs with an appeal in justified cases.

The most important **micro-regional cooperation** of the area is the Association of **South Baranya Border Settlements**, which is based in Siklós. It was created by the cooperation of local governments, non-governmental organizations and entrepreneurs coming from 88 settlements in order to coordinate development ideas and to make more effective use of the region's strengths.

The **Villány-Siklós Wine Route Association**, which brings together the winemakers of the region, was the first in Hungary to be established after the fall of communism. The organization simultaneously deals with business development, definition and control of quality requirements, as well as tourism development and wine marketing.

### **Major economic operators**

Villány is primarily focused on **food economy**. Within that, the dominant sector is clearly **viticulture, winemaking and tourism based on them**. The economy is typically centred around Hungarian-owned small and medium-sized companies with local connections. In addition to them, there are many family and micro-enterprises employing only a few people in the town.

The importance of the **tourism sector** is shown by the fact that a total of 10 accommodation establishments with three stars or equivalent comfort provided and 19 restaurants operate in Villány.

The **Pécs-Villány priority tourist destination** is expected to be established in the near future, which will make Villány the most attractive settlement in the region after Pécs in terms of development opportunities, tourism and marketing value. The establishment of the priority tourist destination can enable the town to **access new and considerably more significant development resources**, thanks to which Villány's development can progress in an even more accelerated pace.

Without being exhaustive, the following are **some examples** of the most important enterprises in Villány:

- **Villányi „Szársomlyó” Kft.** – A Hungarian-owned enterprise engaged in field crop production, pig breeding, viticulture and trade in agricultural products. Number of employees in 2019: 56;

sales revenue in 2019: HUF 2.9 billion, which came entirely from domestic sales.

- **AKA Kereskedelmi Kft.** – A company engaged in viticulture, winemaking, wine trade, hospitality and hotel management, owned by members of the Gere family. Number of employees in 2018: 65; sales revenue in 2018: HUF 1.39 billion, of which HUF 123 million (8.85%) came from exports. (2019 data not available.)
- **Csányi Pincészet Zrt.** – A Hungarian-owned company engaged in viticulture, winemaking and wine trade. Number of employees in 2019: 80; sales revenue in 2019: HUF 1.38 billion, of which HUF 90 million (8.67%) came from exports.
- **GSH-Építő Kft.** – A Hungarian-owned company engaged in construction design and structural and underground engineering. Number of employees in 2019: 16; sales revenue in 2019: HUF 1.01 billion
- **Tomfer 66 Kft.** – A Hungarian-owned construction company engaged in structural engineering. Number of employees in 2018: 26; sales revenue in 2018: HUF 853 million. (2019 data not available.)
- **Sauska & Társa Borászati Kft.** – A Hungarian-owned enterprise engaged in viticulture, winemaking, wine trade, hospitality and hotel management. Number of employees in 2018: 26; sales revenue in 2018: HUF 733 million, of which HUF 65 million (8.87%) came from exports. (2019 data not available.)
- **Bock-cégcsoport** – Hungarian owned enterprises (Bock Panzió Kft. and Bock Pince Kft.) engaged in viticulture, winemaking, wine trade, hotel management and hospitality. Number of employees in 2018: 61; sales revenue in 2018: HUF 690 million. (2019 data not available.)
- **Günzer Tamás Pincészete Kft.** – A Hungarian-owned enterprise engaged in viticulture, winemaking, wine trade, hospitality and hotel management. Number of employees in 2018: 12; sales revenue in 2018: HUF 337 million. (2019 data not available.)
- **Wunderlich Borászati Kft.** – A Hungarian-owned enterprise engaged in viticulture, winemaking and wine trade. Number of employees in 2019: 11; sales revenue in 2019 HUF 334 million.

## Economic areas

The companies of the town are not concentrated in one point, **economically utilized areas can be found everywhere on the outskirts of the town.** However, plans are in place for the local government to **establish an economic zone** on the southeast side, in the area bounded by Dózsa György street, Ifjúság Street and the bypass. These areas are still privately owned, as are the plots next to the bypass, which are also suitable for business to settle. The establishment of the economic zone requires the acquisition of estates, the division of plots, and the construction of the necessary infrastructure (roads, utilities).

The **municipality currently owns 16 hectares** of real estate suitable for greenfield investment, which is at the disposal of future investors. In addition, smaller, **privately owned** and economically exploitable plots are available in the real estate market.

There is no farmers' market in the town, but in almost all cases the wineries, including the smaller ones, have a **showroom** where they sell their own wines.

The **ideas** of the municipality aimed **to stimulate the economy** include the construction of a **thermal well**. This would serve local companies and institutions as a renewable energy source on the one hand, and expand the town's tourism-oriented offering on the other.

### **Economic support and tax policy**

In Villány, the rate of the **local business tax**, similar to most settlements in the county, is 2% of the tax base, which is the statutory limit. The amount of the **building tax** is HUF 200 per square meter per year, with the exception of commercial buildings, for which it is slightly higher, HUF 250. **Land tax is not levied** by the municipality.

The tourist tax affecting **accommodation providers** is HUF 500 per guest per night.

### **Municipal investments**

The main goal of the municipality is to **improve the liveability of the town and increase its attractiveness from the point of view of tourism.** The various developments, carried out from the town's own resources or tender funds, therefore mostly serve the interests of locals and visitors alike at the same time.

One of the most spectacular investments of recent times has been the construction of the **event square**, which has become the designated

venue for various festivals held several times a year. In addition, significant sums have been spent on the renovation of institutions, **roads and stormwater drainage systems** and the beautification of the town image. Commitment towards the utilization of **renewable energy sources** is confirmed by the ever-increasing solar panels in municipal properties and plans related to geothermal energy.

According to the **long-term strategic goals** of the municipality, the town should:

- become an **economic centre in the region with a diversified industry** based on tradition and adapted to the size of the settlement,
- **retain the population** and in addition to improving the quality of life of the local community, be able to innovate,
- carry out the **development of the urban environment and infrastructure** while preserving and further developing the environmental condition of the area.

In order to accomplish the abovementioned strategic goals, the local government is constantly checking tender opportunities and **striving to gain as many resources** as possible to achieve these goals.

## Contact

The Municipality of Villány

7773 Villány, Fő tér 1.

Email: [varoshaza@villany.hu](mailto:varoshaza@villany.hu)

Telephone: 72/592-930