

BUDAPEST, THE CULTURAL AND TOURISTIC CAPITAL OF FOUR SEASONS



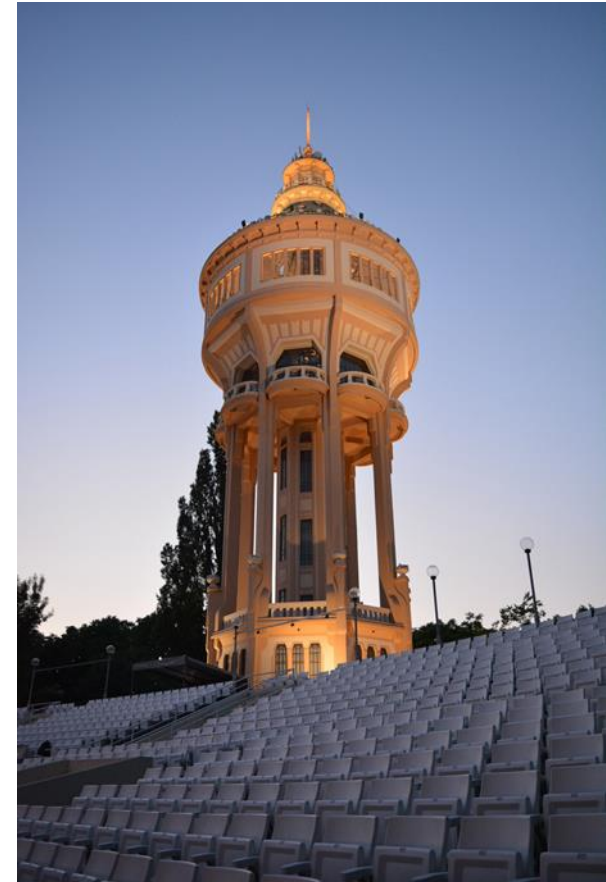
Ms. Teodóra Bán

*Managing Director
Budapest Festival and Tourism Centre*

Budapest, Capital of Four Seasons



BUDAPEST, AN ALL-YEAR-ROUND DESTINATION



EUROPEAN BEST DESTINATION 2019 – RANK 1

BUDAPEST



BUDAPEST, THE CITY OF SUPERLATIVES

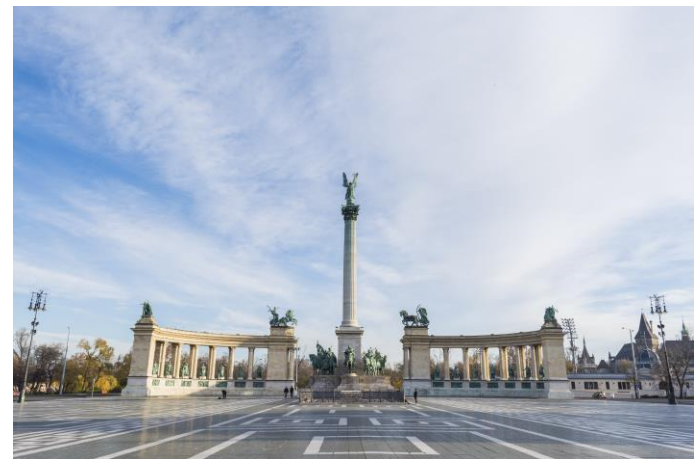
- **The World's Second Most Beautiful City** (Bloomberg/World Chacha, 2018)
- The world's longest metropolitan thermal karst cave system
- **New York Café: The Most Beautiful Café In The World** (Ucityguides.com, 2011)
- **Great Market Hall: The Best Market In Europe** (CNN Travel)
- 3rd largest parliament building in the world
- **Aria Hotel Budapest: The Best Hotel In The World** (TripAdvisor, 2017)



A MID-EUROPEAN CITY WITH LIVING HISTORY

UNESCO World Heritage sites:

- The Panorama of the Riverbanks of the Danube
- The Buda Castle District
- **Andrássy Avenue:** one of Europe's most magnificent promenades

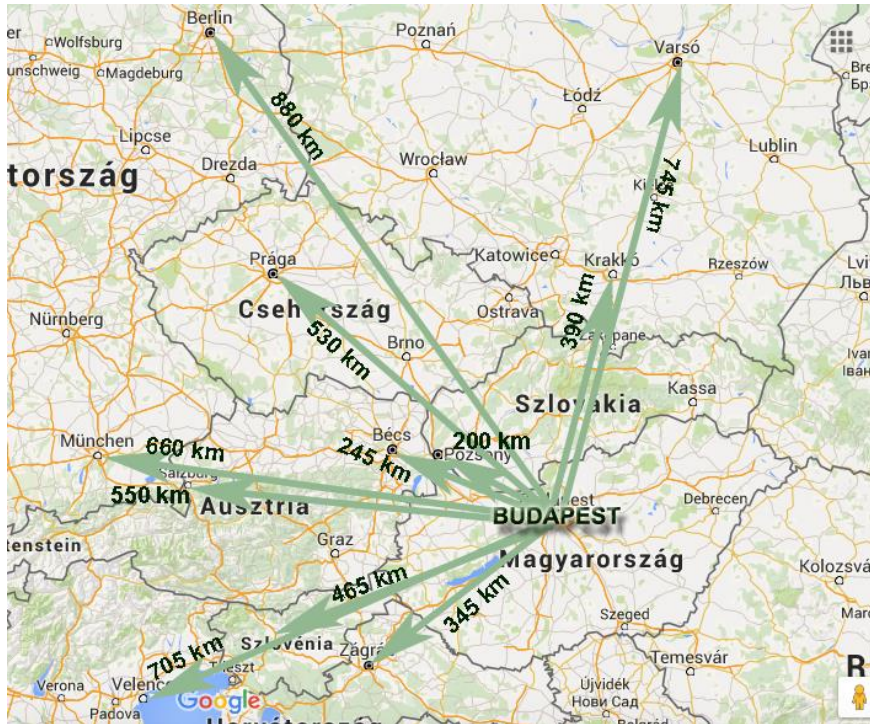


Castle Garden Bazaar:

- event hall + exhibition hall + art cinema
- walking tour to the excavation of medieval Jewish ritual bath ('Mikveh')



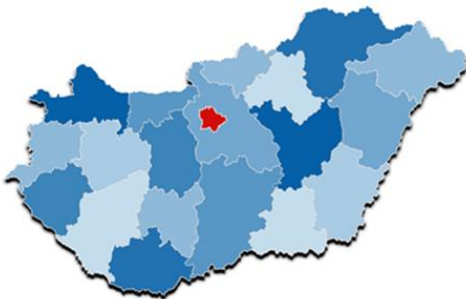
BUDAPEST – STATISTICS & FACTS



2009: 2.3 million guest arrivals,
5.6 million overnight stays

2018: 4.5 million guest arrivals,
10.4 million overnight stays

Number of guest arrivals has almost doubled since 2009, the lowest performance year of the recent period!



2018 – THE YEAR OF RECORDS IN TOURISM

Rank	Source country	GUEST ARRIVALS to Budapest	% Change in BP (2018/17)	Rank	Source country	OVERNIGHT STAYS in Budapest	% Change in BP (2018/17)
1.	UNITED KINGDOM	363.089	+5,2 %	1.	UNITED KINGDOM	953.935	+2,2 %
2.	THE UNITED STATES	340.630	+28,3 %	2.	THE UNITED STATES	767.795	+13,7 %
3.	GERMANY	288.629	+7,6 %	3.	GERMANY	682.216	+4,6 %
4.	ITALY	203.473	-4,0 %	4.	ITALY	571.885	-3,2 %
5.	CHINA	199.913	+14,4 %	5.	SPAIN	434.103	+11,7 %
6.	SPAIN	168.926	+8,1 %	6.	ISRAEL	395.262	+11,9 %
7.	SOUTH KOREA	139.712	+3,3 %	7.	RUSSIA	368.854	+2,5 %
8.	FRANCE	136.590	-0,3 %	8.	FRANCE	366.742	-2,7 %
9.	RUSSIA	121.739	+3,8 %	9.	CHINA	329.081	+14,9 %
10.	ISRAEL	117.306	+8,1 %	10.	THE NETHERLANDS	224.216	-11,4 %
	FOREIGN GUEST ARRIVALS TOTAL	3.822.976	+4,6 %		FOREIGN OVERNIGHTS TOTAL	9.043.575	+2,2 %

AIRBNB'S COMMUNITY IN BUDAPEST (2017)

- 8,600 active hosts in Hungary
- 70% of active hosts are inside Budapest
- 745,100 total inbound guests in BP
- 75% of guests arrive from Europe
- Average booking guest age: 32 year
- 50% year-on-year growth in guest arrivals
- Average length of stay per guest: 3.5



BRILLIANT BUDAPEST

- A very exotic atmosphere, with mixed architectural styles
- Coexistence of vibrant historical and present-day sights
- Danube panorama with graceful bridges
- Historical thermal baths & spas
- Buzzing art & culture scenes
- High-class cultural and sports events



SPIRITUAL CROSSROADS BETWEEN EAST AND WEST

- A meeting point for different religions
- **Europe's largest synagogue**
- **Tomb of Gül Baba and Rosegarden:** world's northernmost Muslim pilgrimage site
- **Inner City Parish Church:** organ concerts
- **St. Stephen's Basilica**
- **BUDATOWER:** a gem of Gothic church architecture in the Buda Castle District



THE RECONSTRUCTED TOMB OF GÜL BABA



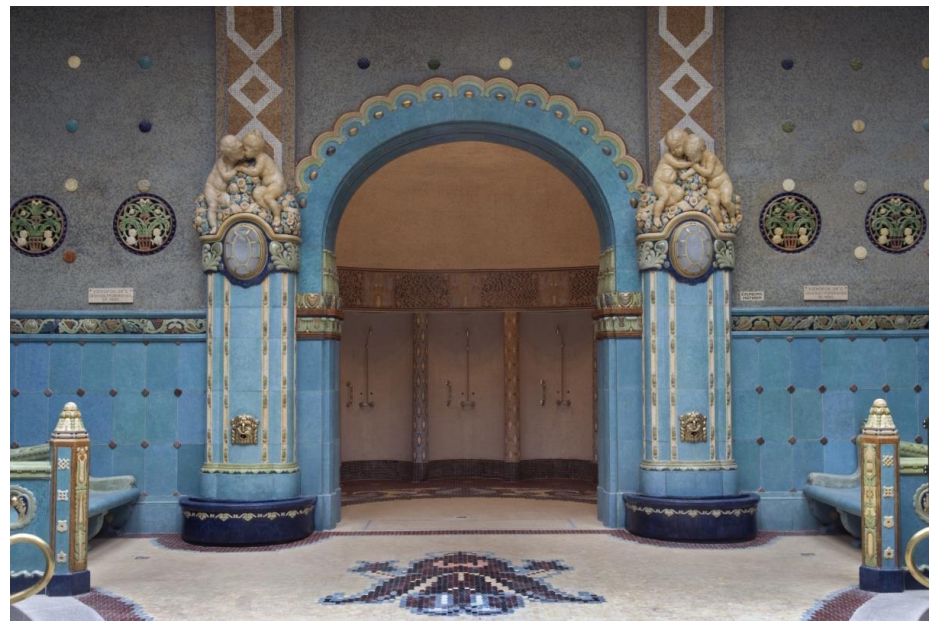
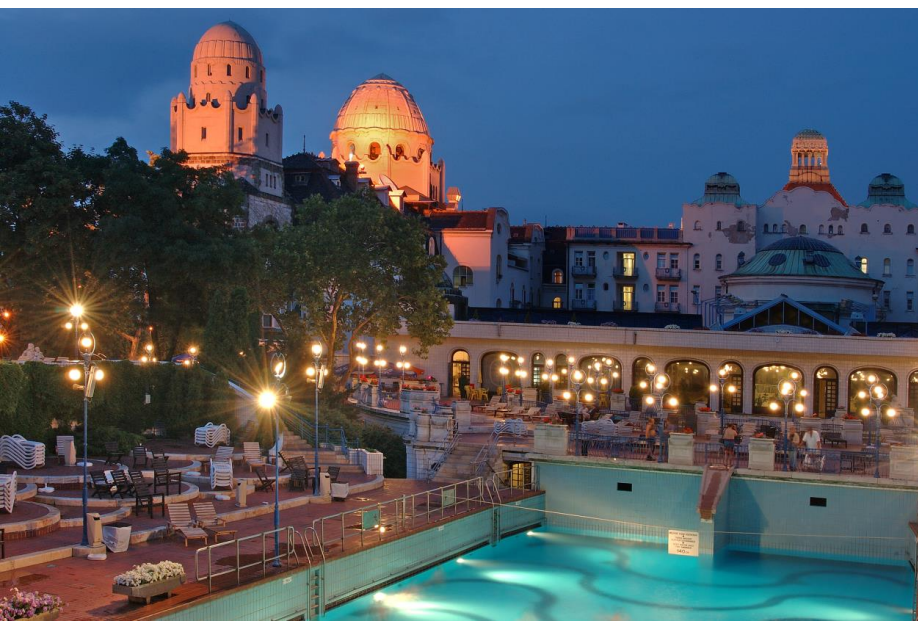
THE CITY OF SPAS

- Hungary is one of the 4 countries in the world rich in thermal water: 350,000 m³/day
- Budapest is the only metropolis in the world that has got **118 natural hot springs**
- 12 thermal and open-air baths operated by **Budapest Spas Plc.** (www.spasbudapest.com) :
 - ✓ medieval Turkish baths
 - ✓ Art Nouveau-style baths from the Modern Era (early 20th century)
 - ✓ summer baths and outdoor baths.





BATHS FROM THE EARLY 20th CENTURY



BUDAPEST SPAS IN NUMBERS

- 4,5 million visitors / year (2018/2017: +7,3 %)
- **60% of city breakers visit at least one of the historical spas of Budapest!**
- TOP3 most frequented baths:
 - ✓ Széchenyi Thermal Baths (1,5 M visitors/year)
 - ✓ Gellért Spa
 - ✓ St. Lukács Thermal Baths
- TOP source countries: UK, US, France, Germany, Italy, Spain, Russia, Sweden, China, South Korea



BUDAPEST – EUROPEAN CAPITAL OF SPORT IN 2019

- Growing number of international competitions (for ex. Maccabi Games)
- Marathons, half marathons and other running events in every seasons
- Rowing and swimming championships
- **7th place** (following London, Rio, Tokyo, Moscow, Doha, Paris) ranked by **Global Sports Impact (GSI) Cities Index**



FESTIVALS FOR EVERY SEASON

Budapest Spring Festival

Next event: 3-19 April 2020

Budapest Spring Fair

Budapest Summer Festival: the country's hottest open-air performing arts festival all summer long at charming **Margaret Island**

CAFe Budapest Contemporary Arts Festival: the biggest art event of the autumn season

Next event: 4-20 October 2019

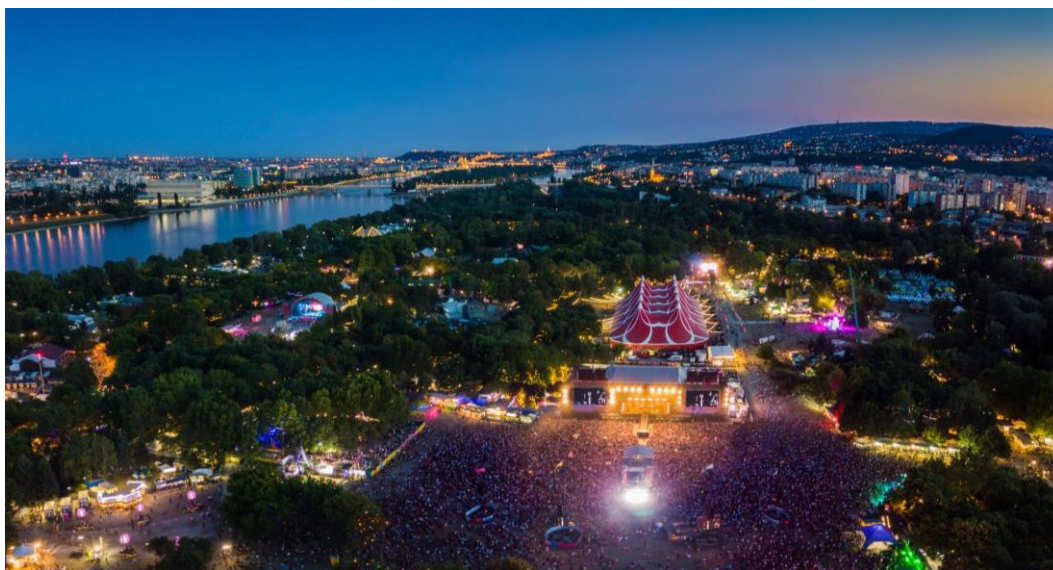
Budapest Advent and Christmas Fair:

800,000 visitors per year!



FESTIVALS FOR EVERY SEASON: SZIGET®

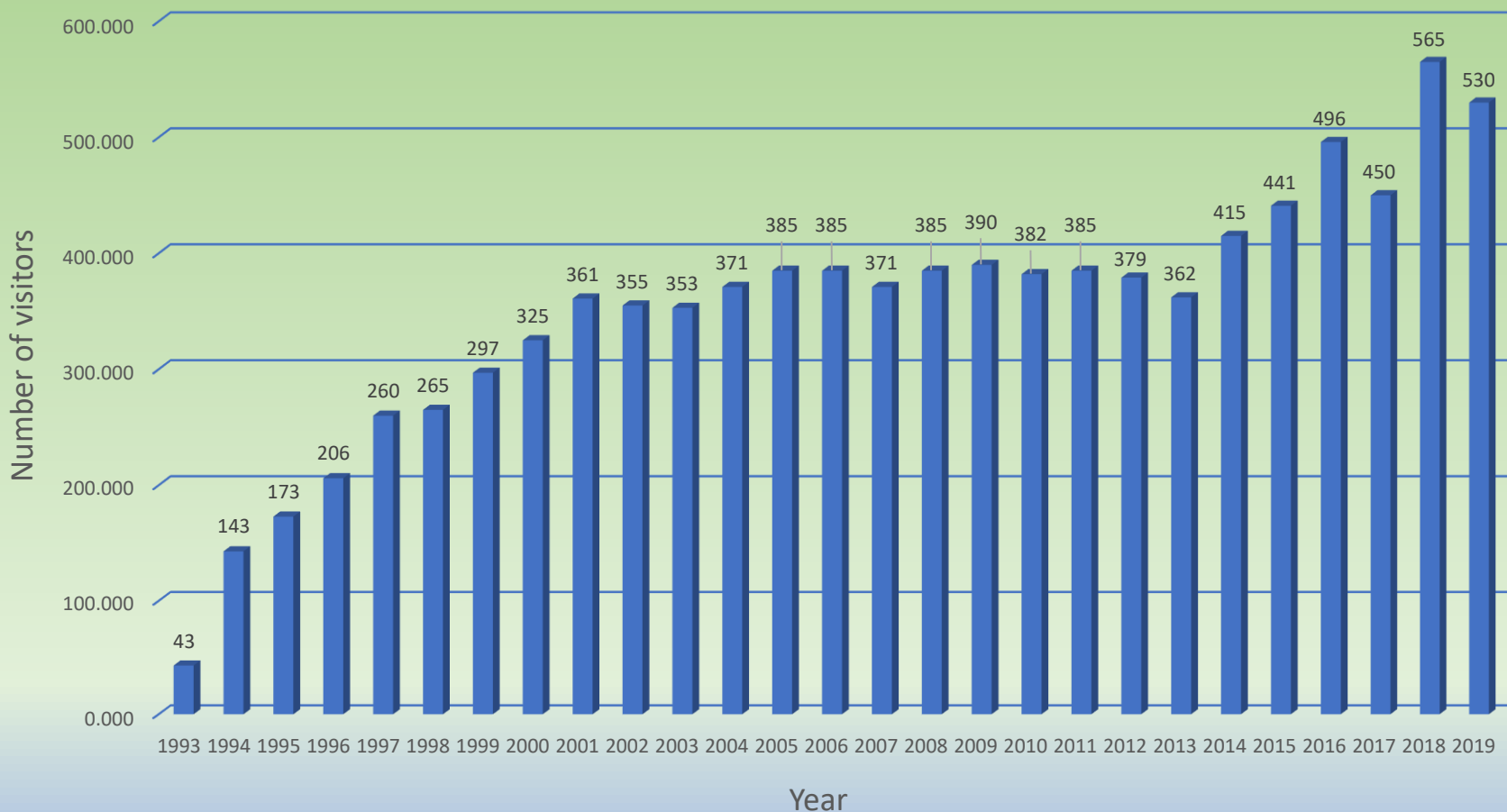
- one of Europe's largest music festivals
- over **1,000 shows** across **60 stages**, for **7 days** gathering of different cultures for the common cause of music, celebration and entertainment



- over 100 nationalities represented from Brazil to New Zealand, artists from 62 countries (2019)
- most foreigners arriving from the UK, the Netherlands, France, Germany and Italy
- **all-time peak in 2018 with 565,000 visitors**

SZIGET® FESTIVAL EVALUATION

Number of guests at the SZIGET Festival
(thousands of visitors, 1993-2019)

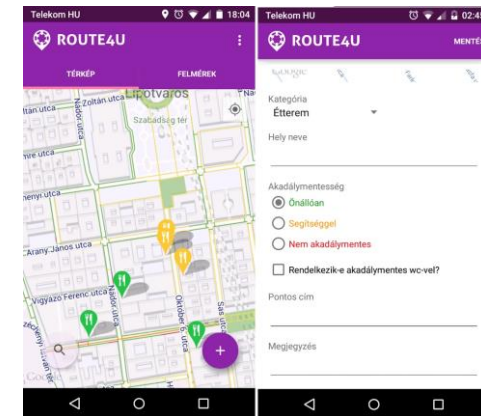


EXPLORE BUDAPEST ON YOUR OWN WAY!

- ✓ Funicular to Buda Castle
- ✓ Chairlift to the top of Budapest (János-hegy)
- ✓ Electric-powered Budapest Castle Bus
- ✓ Original three-wheeler TukTuk
- ✓ Budapest Bike Day Tour by Cityrama
- ✓ Sightseeing boats, water limousine
- ✓ Europe's first amphibious bus by RiverRide
- ✓ Wooden-framed tramways (historic tram)



SMART TOURISM SOLUTIONS



DISCOVER THE SURROUNDINGS

Picturesque Szentendre:

- zigzagging streets, art galleries and church spires
- enchanting Danube Bank
- living folk heritage + festivals



Visegrád:

- The medieval palace of King Matthias'
- Toboggan Park, Canopy, Lepence SPA



Gödöllő:

- The baroque **Royal Palace** with a stateful English landscape garden

DISCOVER THE SURROUNDINGS: GÖDÖLLŐ



THE BUDAPEST FESTIVAL AND TOURISM CENTRE



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BFTK Nonprofit Kft.
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Budapest Festival and Tourism Centre Nonprofit Ltd.
is a public benefit non-profit corporation.

BFTK is Budapest's official organisation for tourism, culture
and the marketing of the above two segments

It helps to encourage a positive view of Budapest and
promotes tourism and culture by positioning the capital of
Hungary as a prominent cultural and tourist destination

**BUDAPEST
FESTIVAL
AND TOURISM
CENTRE**

MAJOR TASKS OF THE BFTK BUDAPEST FESTIVAL AND TOURISM CENTRE

- To represent and communicate Budapest as a tourism and cultural brand
- Supporting the development of BP tourism
- Organizing festivals and high-quality cultural events
- Promoting Budapest as a host city of INTL and global events
- Product management and distribution of Budapest Card®, the official city pass
- Providing comprehensive information to tourists, travel trade partners and the media



BFTK – A QUALIFIED B2B PARTNER OF THE NTO

HUNGARIAN
TOURISM AGENCY
QUALIFIED PARTNER
• 2019 •



THE OFFICIAL BUDAPEST CARD® 2019/2020

BUDAPEST CARD

the official city pass



www.budapest-card.com

www.budapestinfo.hu/webshop

SEE MORE. SAVE MORE. THE BUDAPEST CARD® FAMILY

- The official city card powered by BFTK
- „KEY TO THE CITY”

A service portfolio including **100+ offers**:

- ✓ Free public transport in Budapest
- ✓ Free sightseeing tours by Cityrama
- ✓ Free admission to St. Lukács Thermal Bath and Swimming Pool
- ✓ Free admission to **30+ top attractions**, incl. museums, galleries, visitor centers...



SEE MORE. SAVE MORE. THE BUDAPEST CARD® FAMILY

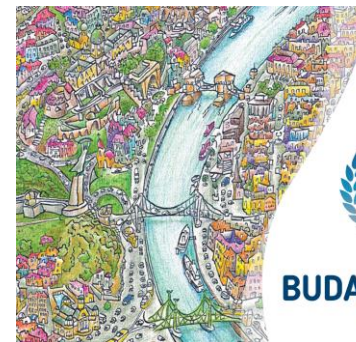
Retail prices from 1 April 2019 2020:

- 24-hour Budapest Card®: EUR 21.99
- 48-hour Budapest Card®: EUR 32.99
- 72-hour Budapest Card®: EUR 42.99
- 72-hour Budapest Card® Junior: EUR 32.99
- 96-hour Budapest Card®: EUR 52.99
- 120-hour Budapest Card®: EUR 62.99
- 72-hour Budapest Card® Plus: EUR 66.90

Commission for resellers: 20 %



THE BUDAPEST CARD® PLUS 72H 2019/2020



What makes it a Plus?

- In addition to the **30+ services** included in the BUDAPEST CARD® for free of charge, you also get a:
 - ✓ FREE airport transfer by **miniBUD**
 - ✓ FREE Danube cruise by **Legenda**
 - ✓ FREE tour by **Buda Castle Funicular**
 - ✓ FREE entry to **Matthias Church in Buda Castle**
 - ✓ FREE **chimney cake** by Molnár's Kürtőskalács.



THE BUDAPESTINFO POINT® NETWORK

- 5 authorized Budapestinfo Point® Centers and an expanding network of partners
- More than 20 accredited information desks on the streets and public spaces
- Ca. 750,000 visitors per year
- Ticket purchase opportunities at Budapestinfo Point® Centers

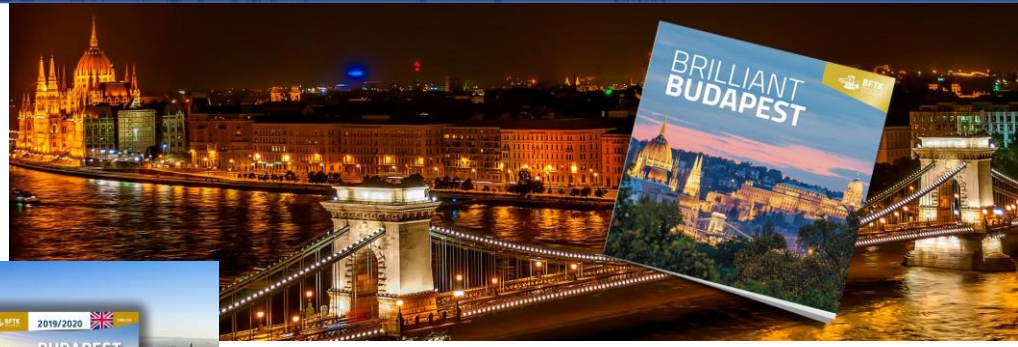
www.budapestinfo.hu/budapestinfo-point



OUR BROCHURES



OUR BROCHURES



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BUDAPEST INFO BUDAPEST CARD PLACES OF ACCEPTANCE SIGHTS EVENTS WEBSHOP

BREAKING NEWS! BUDAPEST IS THE BEST EUROPEAN TRAVEL DESTINATION!

The Hungarian capital came out on top with 62,128 votes – ahead of Athens, Braga, Berlin, Vienna, Brussels, Dinan, London, Geneva, Paris, Bratislava, Metz, Sainte-Maxime, Cavtat, Monte Isola, Florence, Kotor, Malaga, Riga and Poznan – in voting organised by European Best Destinations (EBD) from 15 January to 12 pm 5 February 2019, according to a communication received by the Budapest Festival and Tourism Centre from EBD.

[READ MORE](#) >

EUROPEAN BEST DESTINATION 2019

BUDAPEST *

#EBD2019



BUDAPEST CARD

BUDAPEST CARD PLUS



ARTIFICIAL INTELLIGENCE: SERVING BUDAPEST TOURISM

A JOINT BUSINESS FOR **BUDAPEST CARD SALES** HAS BEEN LAUNCHED!



ARTIFICIAL INTELLIGENCE SERVING BUDAPEST TOURISM

Visit Budapest - Kezdőlap

facebook.com/visitbudapest/

Alkalmazások

Visit Budapest

Sipos Kezdőlap Létrehozás

EUROPEAN BEST DESTINATION 2019 BUDAPEST

Követed Megosztás Mentés

Ajánlások és vélemények

25 ember ajánlja

Well, everyone knows Budapest is a beautiful city but what really irritates me is that dogs are not ... Továbbiak
Augusztus 8.

My favourite place Budapest lovely city lovely buildings The market is a great place to visit. also ... Továbbiak

Visit Budapest

31 E emberek tetszik, köztük Anita Temesfalvinak és további 27 ismerősödnek.
Turisztikai tájékoztató központ

SZE 15:21

Indítás

Hi there Sipos I'm here to help you discover the best of Budapest!

Budapest Card

Írj be üzenetet...

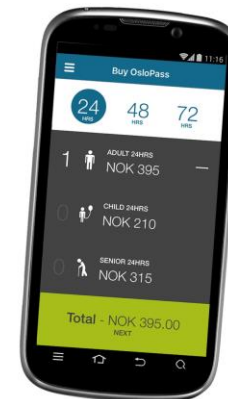
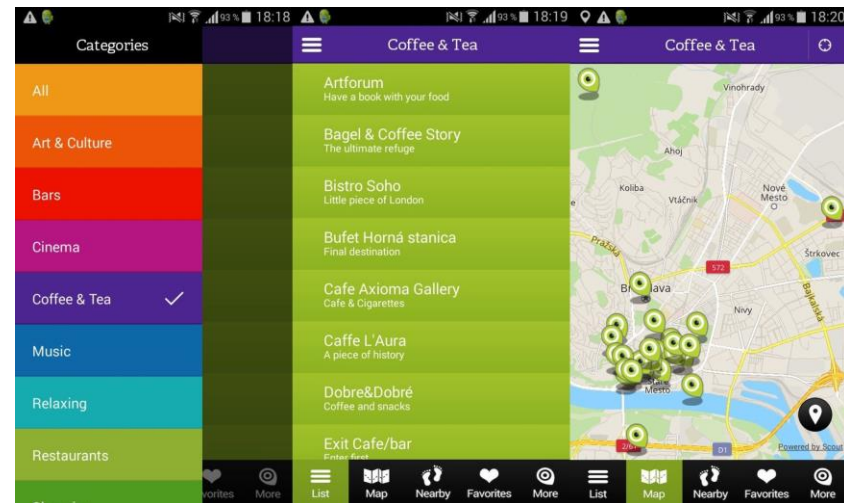
Chat (366)

FUTURE CHALLENGES

A BRAND-NEW BUDAPEST CARD APP IS UNDER CONSTRUCTION!

Why would be it essential?

- ✓ To inform you about real-time attendance of the selected attractions
- ✓ To offer you alternative sites & attractions to visit them
- ✓ To manage crowding at the most frequented sites of Budapest, unburdening the city centre



Budapest, Capital of Four Seasons



 <p>24h</p>  <p>BUDAPEST CARD the official city pass</p>	 <p>48h</p>  <p>BUDAPEST CARD the official city pass</p>	 <p>72h</p>  <p>BUDAPEST CARD the official city pass</p>	 <p>96h</p>  <p>BUDAPEST CARD the official city pass</p>	 <p>120h</p>  <p>BUDAPEST CARD the official city pass</p>
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BUDAPEST WELCOMES YOU!



THANK YOU FOR YOUR KIND ATTENTION!



Budapest Festival and Tourism Centre

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www.budapestinfo.hu



BFTK
Budapest Festival
& Tourism Centre
Non-Profit Limited Liability Company