



Chances And Challenges for Budapest Tourism

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1. Improving Numbers

2009: 2.3 mio guests, 5.6 mio bednights

2016: 4.1 mio guests, 9.3 mio bednights

➤ Plus 66 % within 7 years

REVPAR 2009: 8,713 HUF

REVPAR 2016: 15,053 HUF

> Plus 73 %

(Source: KSH Hungarian Statistic Office)

Just to compare...

Bednights 2016

Vienna	15.7 mio (plus 4.1 % to 2015)
Prague	16.7 mio (plus 5.5 %)
Budapest	9.3 mio (plus 6.4 %)
Zagreb	1.9 mio (plus 12.7 %)
Split	1.7 mio (plus 30 %!)

(Source: ECM Benchmark Report 2016)

1. Improving Numbers

Budapest Airport

- **more than 12.5 mio passengers**
- **increase of 9.4 %**
- **111 cities, 43 airlines by end 2017**

Budapest Historical Spas

- > **more than 4 mio guests**

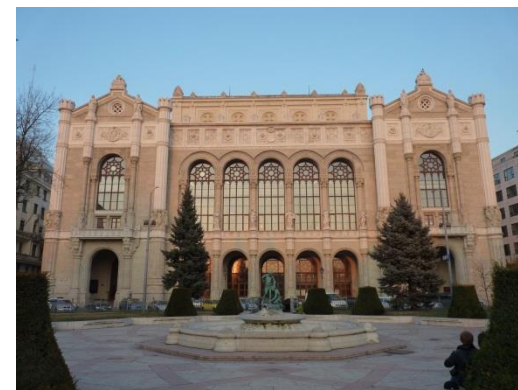
2. Historical Sights

- **Unesco World Heritage**
- **Danube Panorama**
- **Historical Thermal Baths**
- **Ruin Pubs**



3. Attractive Events

- Culture
- Gastronomy
- International Conferences



4. Smooth Mobility

- **Public Transport**
- **Accessibility of Sights and Hotels**
- **Smart Information System**



5. Official Tourist Information

- Budapestinfo Network
- Offices (also as Franchise)
- Information desks



6. B2B Cooperation

- **Budapest Round Table**
- **Stakeholders in Budapest**
- **Travel Trade Abroad**
- **National Tourism Board**
- **Internat.Organizations**



7. Rolling Experiences

The Budapest Card Family

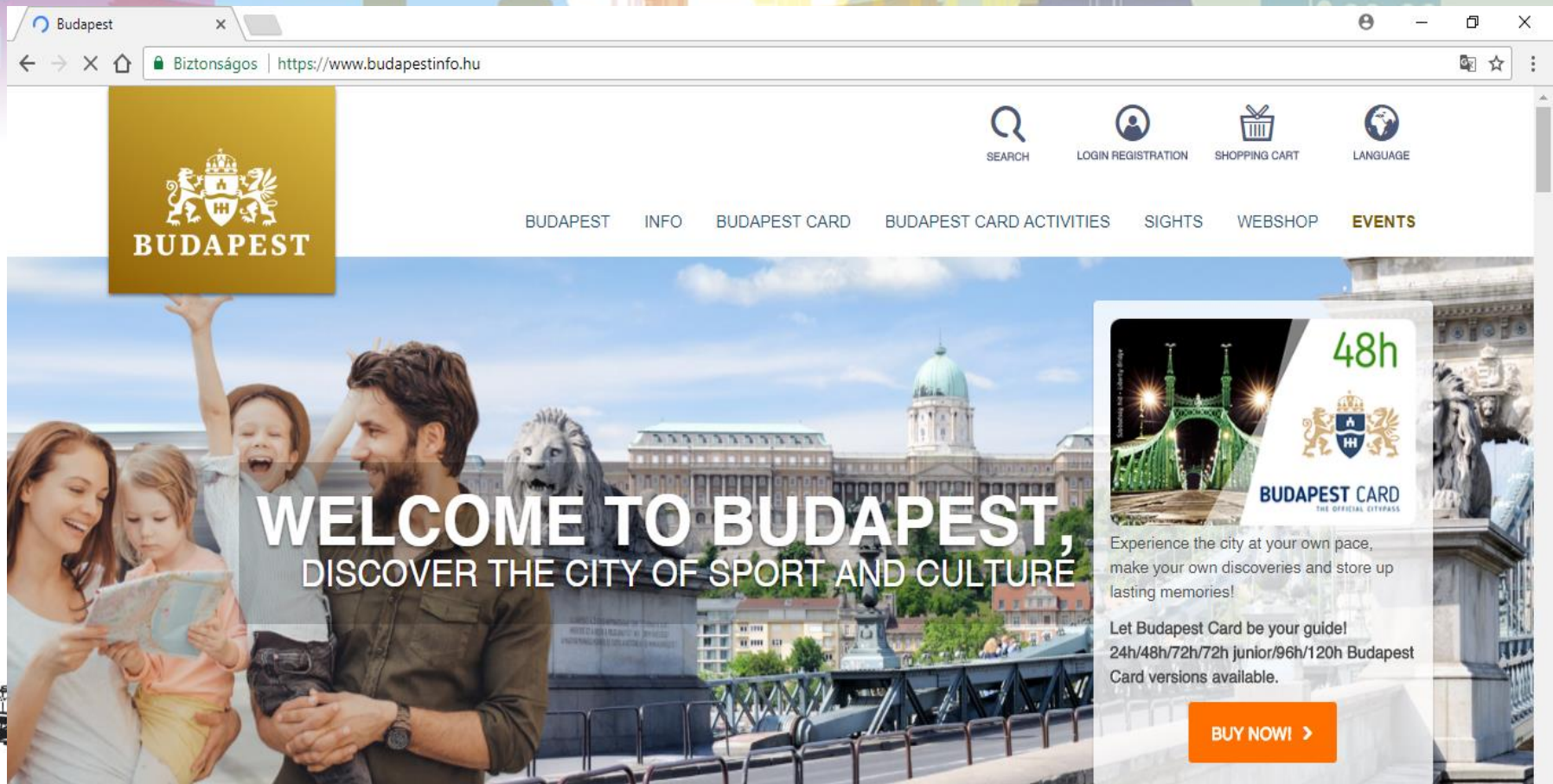
- Budapest Card for 24, 48, 72, 96 and 120-hour stays
- offers a great number of different tourism services for free or with significant discounts
- Public transport for free, museums, spas, restaurants and cultural attractions
- Reseller commission 20 %



8. Publications/Marketing



9. Online Presence and Social Media



Budapest

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10. What is Budapest for...

- Exotic Europe for transcontinental guests (from Asia, America)
- Cultural destination for neighbours
- Upcoming MICE-destination for business
- Party at good price for youth
- And Brilliant Budapest...for me!

Thank you!

W E L C O M E T O
B U D A P E S T

Our city of traditions, beauty and fun



TAKE YOUR TIME
TO APPRECIATE IT.

