

HUNGARY – 2007/2008 ROAD SHOW

NORTHERN EUROPE

15-18 October 2007

- Helsinki
- Stockholm
- Oslo
- Copenhagen



HUNGARY – 2007/2008

- In the heart of Europe
- For over 1100 years

- Member of the European Union
- Since May 2004



GENERAL INFORMATION ON HUNGARY



- TERRITORY: 93,030 sq km
- POPULATION: 10,116,742 persons (on Jan. 1, 2004)
- CAPITAL: Budapest
- LOCATION: Central Europe in the Carpathian Basin
- TIME ZONE: GMT + 1 hour
- CLIMATE: Temperate continental zone
- OFFICIAL LANGUAGE: Hungarian
- FORM OF STATE: Republic



HOT DESTINATION !



**10 million international
guest nights**



KEY PRODUCTS:

BUDAPEST

LAKE BALATON

HEALTH TOURISM

BUSINESS TOURISM

Main source markets:

Germany
Great-Britain
Austria
Northern Europe
Italy
USA

Northern Europe: 657.000 guest nights:

Denmark: 221.000
Sweden: 171.000
Finland: 121.000
Norway: 96.000
Lithuania: 20.000
Latvia: 15.000
Estonia: 13.000

BUDAPEST



TERRITORY: 525 km²
2/3 flat bank in Pest
1/3 on hilly bank in Buda

POPULATION: 1,705,300
that is 19 % of the total population

ADMINISTRATION: 23 districts
(the Roman numerals in addresses refer to the district)

2 million
international arrivals
(+22,4%)

6 million guest
nights (+16,9%)

Average length of
stay was 2,6 nights

13 five star and 37
four star hotels in
Budapest

LAKE BALATON



- The largest fresh water lake in Central Europe.
- The favourite summer holiday destination in Hungary.
- Focusing on families, wellness and culture.

- Size of the lake: 600 km²
- Average depth of the lake: 3 m
- Maximum depth LAKE BALATON of the lake: 11 m
- Pleasantly warm: average 20-22 degrees
- Sandy, grassy beaches
- Safe for small children

**TRADITIONAL
NORDIC MARKET:
DENMARK**

**NEW IN 2007: OK
PACKAGE HOLIDAYS
FROM FINLAND!**

**NEW IN 2008:
VING RAIL
CHARTER
(SWEDEN)**

**NEW AIRPORT !
-RyanAir
-Lufthansa
Northern Europe?**

SPA AND WELLNESS



■ Hungary's Offer Today

- 385 towns having thermal or medicinal water
- 35 qualified medicinal spas
- 40 qualified medicinal spa-hotels
- 50 wellness-hotels
- lots of sport facilities

Still quite a new, but promising category in Hungary.

Almost 50 wellness-hotels are really successful.

This segment of health tourism faces a tremendous growth.



MICE



ICCA (International Congress and Convention Association) data show that **Budapest** ranks number **9-10** among the most popular conference cities in the world in the recent decade.

Reasons:

- Easy reach
- Top quality hotels and venues
- Creative, attractive programs
- Reliable, professional DMC-s
- Good value for money





Culture
and more ...





We like flavours and pleasure





Active Holiday



BUDAPEST WINTER INVASION - campaign



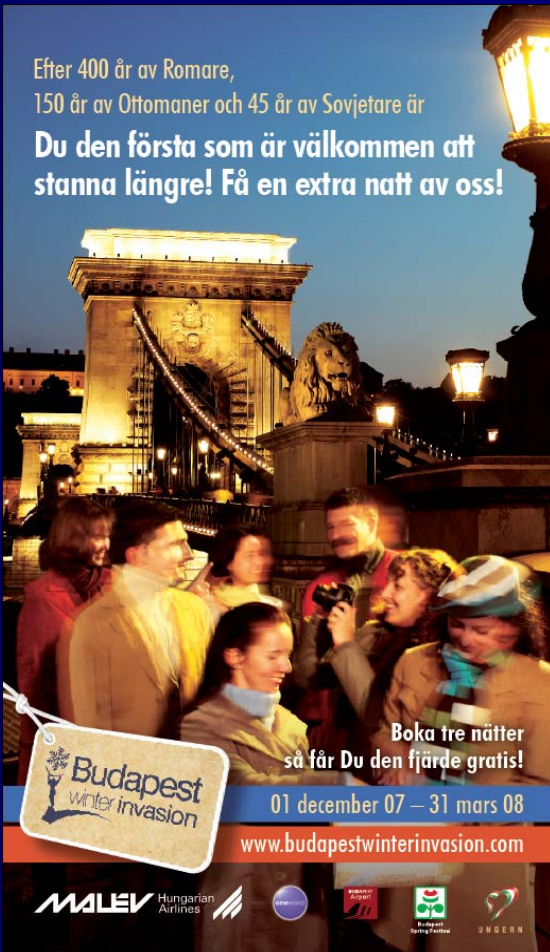
- daily print press: DK, SE
- internet: DK, SE, NO
- Oneworld campaign: FI
- Subway posters: Stockholm
- Bus sides: Copenhagen, Malmö, Stockholm
- Phase 1: w.44-49

BWI creative



HUNGARY

Efter 400 år av Romare,
150 år av Ottomaner och 45 år av Sovjetare är
**Du den första som är välkommen att
stanna längre! Få en extra natt av oss!**



Boka tre nätter
så får Du den fjärde gratis!

01 december 07 – 31 mars 08

www.budapestwinterinvasion.com



Follow the Romans, the Ottomans and the Soviets
Be a winter 'invader' and have an extra night on us!



There are so many unforgettable things
to experience here. Make time to see them all!
Book three nights and get a fourth free.

1 December 07 - 31 March 08

www.budapestwinterinvasion.com



BUDAPEST

VENTER PÅ DIG MED
ET FORMIDABELT
UDBUD AF OPLEVELSER.

Kultur, wellness og juleshopping

Vinterkampagne: Bestil hotel i 3 dage og få den 4. nat gratis!
Hotel fra ca. **175 kr.** pr. person

www.budapestwinterinvasion.com

☎ 06-1-438-8080





A LOUD
WELCOME...



THANK YOU FOR YOUR ATTENTION !