

HANDBOOK TO HUNGARY

Our Reasons for
Visiting Hungary in
2023



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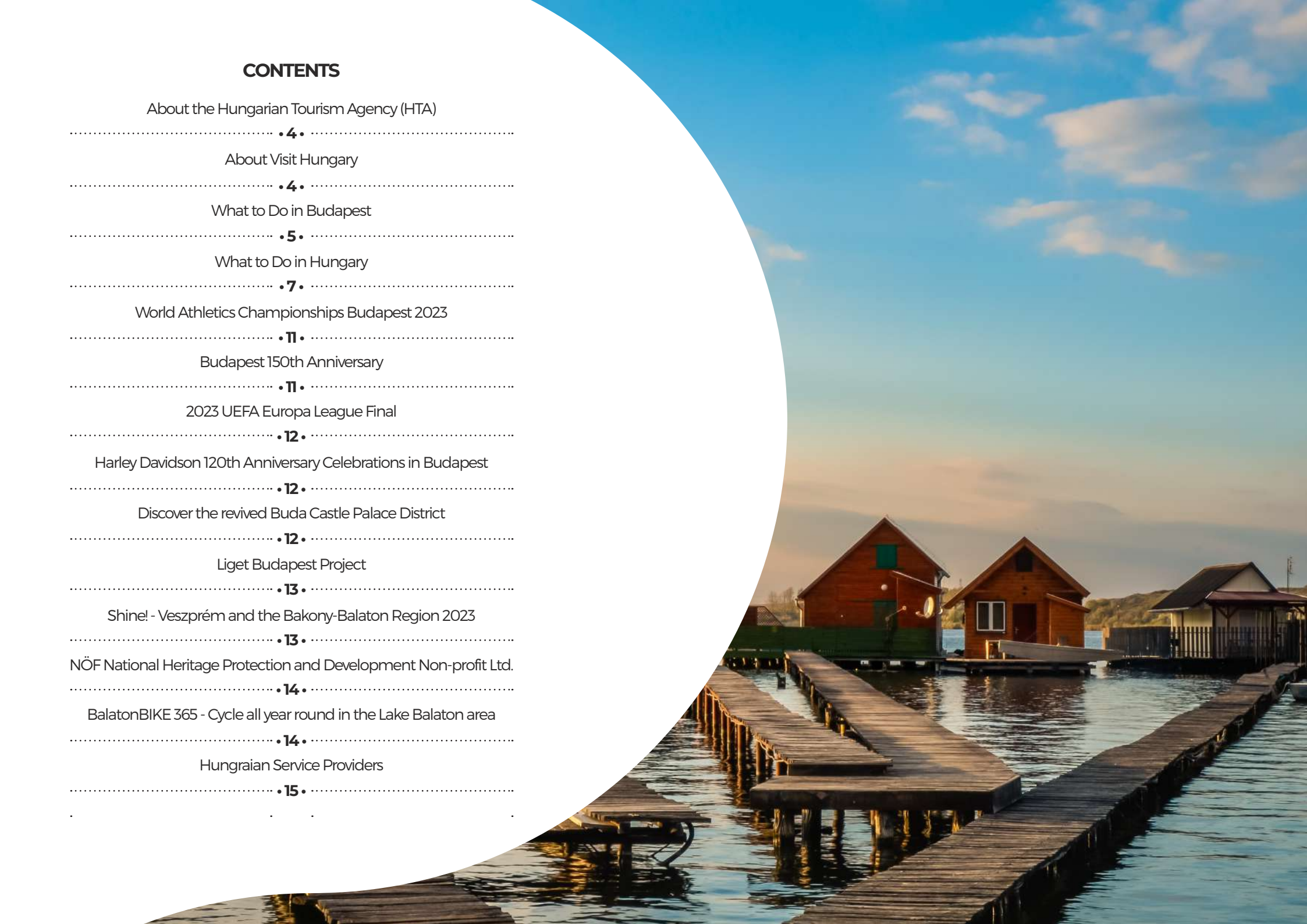
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Our Dear Visitors,

Welcome at ASTA River Cruise EXPO 2023.

We are extremely happy to host you here, in our lovely capital, which celebrates its 150th anniversary this year.

I'm sure, you will have a great time in Budapest. And just to make your stay more comfortable, we have put together this brochure with the most important things to know about our country.

There have been so many great developments recently here, and we're expecting a number of world-class events not only in the capital but also in the countryside.

We created this publication to help your sales activity. As it's not enough to have a great destination, you also need excellent agents who can sell the country to buyers if they know it well.

The information below gives you an insight into all this. It's one thing to read about something, it's another to experience it. So, I encourage you to return to us as soon as possible, even with friends, and explore as many corners of Hungary as you can.

We are waiting for you!

Regards,

Zsuzsa Szégner

International Relations Director

Visit Hungary

About the Hungarian Tourism Agency

We work internationally to promote Hungary as a colourful, vibrant and safe travel destination, to provide You and Your business with the opportunity to discover everything that Hungary has to offer. Above all, we are fundamentally motivated by our desire to share our passion for Hungary. We would like to tell the vivid story of this wonderful country through the tourism and hospitality sector, while also contributing to Hungary's future and growth through the development of tourism.

WEBSITE: www.visithungary.com/

About Visit Hungary

The Hungarian Tourism Agency operates in international markets under the brand name Visit Hungary. Visit Hungary performs domestic and international sales and marketing communication tasks related to tourism, manages the International Tourism Representation, executes image and product campaigns both in Hungary and abroad, produces tourism and image publications, conducts research and analysis in support of marketing communication activities, and participates in fairs and tourism trade fairs to promote domestic and foreign tourism.

Further information: [B2B - visithungary.com](mailto:B2B-visithungary.com)



What to Do in Budapest

Budapest

It is almost impossible to list everything that is worth doing, seeing or tasting in Budapest. The capital city rich in history and culture, is home to astonishing architecture, must-see monuments, exciting attractions, relaxing thermal baths, Margaret Island a green oasis in the middle of the Danube and diverse culinary spots where you can try the famous Hungarian cuisine. There is something for everyone! The iconic landscape of Budapest is adorned by the Buda Castle, the Parliament, the Chainbridge and St Stephen's Basilica to name a few.

Down-town Pest

The center of Budapest is a bustling area that offers everything the city can be loved for, whether it is culture, art, partying, cuisine or fun for the family. This is the area that holds all the spectacular churches from the many religious groups that are part of Hungarian life and culture, along with all the centuries of history that they carry. There is never a dull moment in downtown Budapest! When taking a stroll through the historic streets, be sure to keep your eyes open, as you can find something amazing in every corner. Be sure to not to miss the Parliament, the Andrassy Avenue, the Opera or the Vigadó.



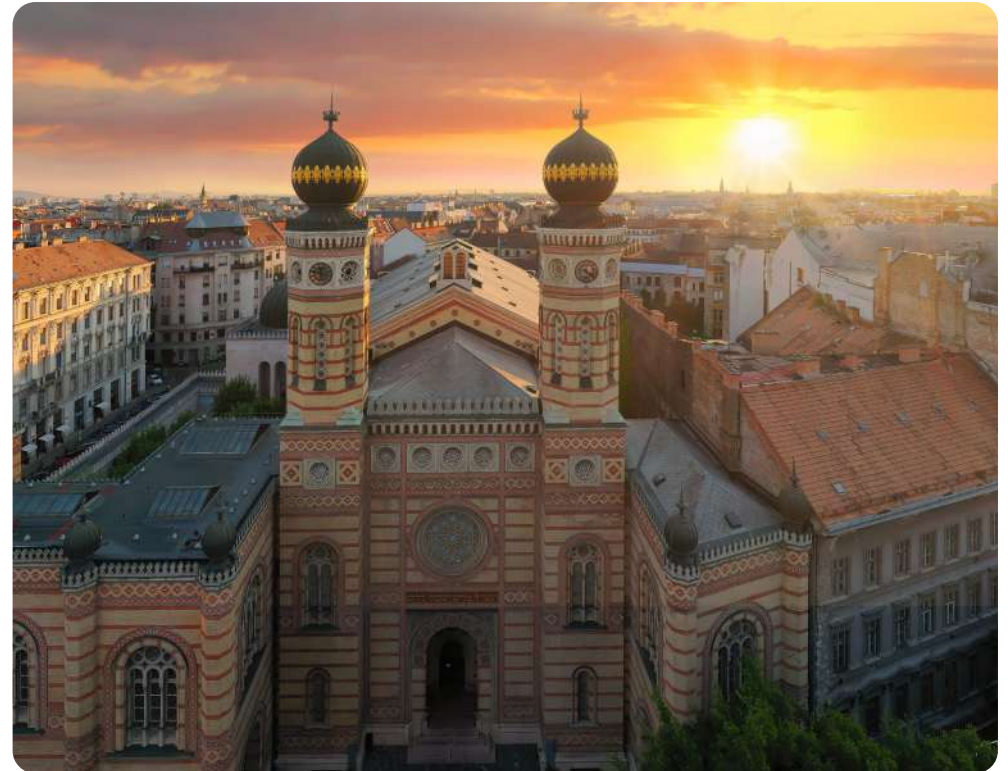
Architectural treasures of Budapest

Budapest's architecture is world famous; it's no coincidence that every traveller mentions how impressed they were by the buildings' diversity when they looked up, no matter which part of the city they were in. The harmony of Budapest's architecture is due to six spectacular styles: baroque, classicism, romanticism, historicism, art nouveau and modernism, but the main tourist sights also include outstanding and world-class examples of Gothic and Renaissance Revival. It is this diversity that makes Budapest one of the most sought-after filming locations, either "playing" itself or another capital city. As Hungarians, we always take pride in recognising our beloved city on screen, no matter what movie it "stars" in, even if only present for one or two scenes, perhaps disguised as another metropolis.



The Jewish Quarter

One of the greatest things about the capital of Hungary is that the culturally diverse residents make the city as colourful and vibrant as it can be. Budapest has always been home to a large Jewish population, which played a significant role in the modernization of Hungarian economy and culture. The Dohány Street Synagogue, which is the largest synagogue in Europe, is located in the Jewish Quarter. The impressive building was constructed in the Moorish style in the 19th century. Since then it has been the heart of the Jewish community of Budapest. In addition to the synagogue, visitors should also seek out the garden, which honours the heroic soldiers who have given their lives in the World War I and the victims of Holocaust. There is also an abundance of kosher restaurants you can find in the neighbourhood, where you can try some of the best Matzah soup dumplings, Cholent traditional Jewish stew, or Challah bread of your life.



What to Do in Hungary

Heritage and culture

Hungary has a very rich repository of folk traditions, whose heritage is well worth exploring. Hungary is rich in preserved and living folk traditions, as well as valuable intellectual heritage, which are certainly important parts of the cultural tourist attraction of the countryside. Just to name a few: the Busó festivities, falconry, the Matyó embroidery or even folk dancing and folk music; but when it comes to distilling palinka and winemaking, it's safe to say that they all form part of the country's authentic image.

Every city you visit in Hungary is unique, but the deep cultural roots tie them together, showing you an enthralling picture of our country. Hungary is famous for its splendid landscapes and we are not short in supply of natural treasures, like the lavender fields in Tihany. If you are looking for beautiful porcelain pieces to add to your collection, then Herend, a tiny rural town is your place to visit. If you are interested in history or culture, you cannot miss out in visiting one of the Benedictine Abbeys of Hungary. You can visit one in Zirc, which is the highest town of Hungary, or the one in Pannonhalma, which is one of the oldest historical monuments in Hungary, founded in the 10th century. There are also an abundance of cities, with culturally significant history and jaw-dropping architecture, like Veszprém, the city of Queens, Győr, a wonderful baroque city, Fertőd where you can locate the Esterházy Castle, also called the "Hungarian Versailles" or Sopron, the "town of loyalty".



The Jewish Heritage in Eastern Hungary - Tokaj, Mád, Debrecen

The Footsteps of the Wonder Rabbis is Hungary's longest pilgrimage route. The 150-kilometre route passes through 10 towns, exploring the Jewish monuments and built heritage of the breathtaking landscape of the Tokaj-Hegyalja region.

The pilgrimage starts and finishes at the Jewish Cultural and Information Centre in Mád. All of this makes Mád the emblematic Jewish cultural memorial centre of the region. In Mád, you can see a strikingly beautiful synagogue built in a Baroque 'zopf' style at the end of the 18th century.

Continuing the journey, Tokaj is an unmissable spot. Although mostly known for its world-famous wines, the effect of Jewish culture on the city is undeniable, with the former synagogue being transformed into a cultural and conference centre.

Debrecen, the third biggest city in Hungary is abundantly rich in culture. There are two synagogues in Debrecen, which fit perfectly into the vibrant, architectural, religious and cultural life of the city. An unmissable part of a visit to Debrecen's Jewish Quarter is popping into the interactive rabbi's room located in the Debrecen Jewish Religious Community's headquarters. The room, which evokes the atmosphere of Jewish bourgeois homes of the first few years of the century, presents Jewish traditions with the help of artefacts and modern tools.

Hungarian Gastronomy: where tradition and modern meet

Hungary is a country of hospitable people who take great pride in their food and wine to which they feel a strong cultural attachment. This promises you the kind of culinary experience which is best enjoyed in the authentic environment

of the country itself. Gastronomy has always played an important role in Hungarian culture. It is characterised by both tradition and innovation, as well as creative ideas and solutions inspired by a heritage of many centuries.

There are some iconic Hungarian dishes, that you simply cannot miss out on. Goulash soup, a substantial soup with meat or lángos, a fried bread dough might come to mind first when thinking about Hungarian cuisine, but it's so much more. From other hearty main courses, like pörkölt, a typical Hungarian stew, to desserts like Somló dumplings, to even alcoholic beverages like palinka makes the Hungarian cuisine truly spectacular. There are a great number of restaurants that you can visit to try some these foods, some of which even comes up to par with our grandma's traditional home cooked meals. Budapest's fine dining saw a major breakthrough towards the international scene, when Costes became the first local establishment to receive a Michelin star. In 2018 Budapest hosted "The European Tour of the Michelin Guide for 2018" to underline that the city's gastronomy and cooking talents have achieved a worldwide recognition over the past years. The city now has one two-starred restaurant and five one-starred restaurants, which all await guests to showcase them the high level of Hungarian fine dining.



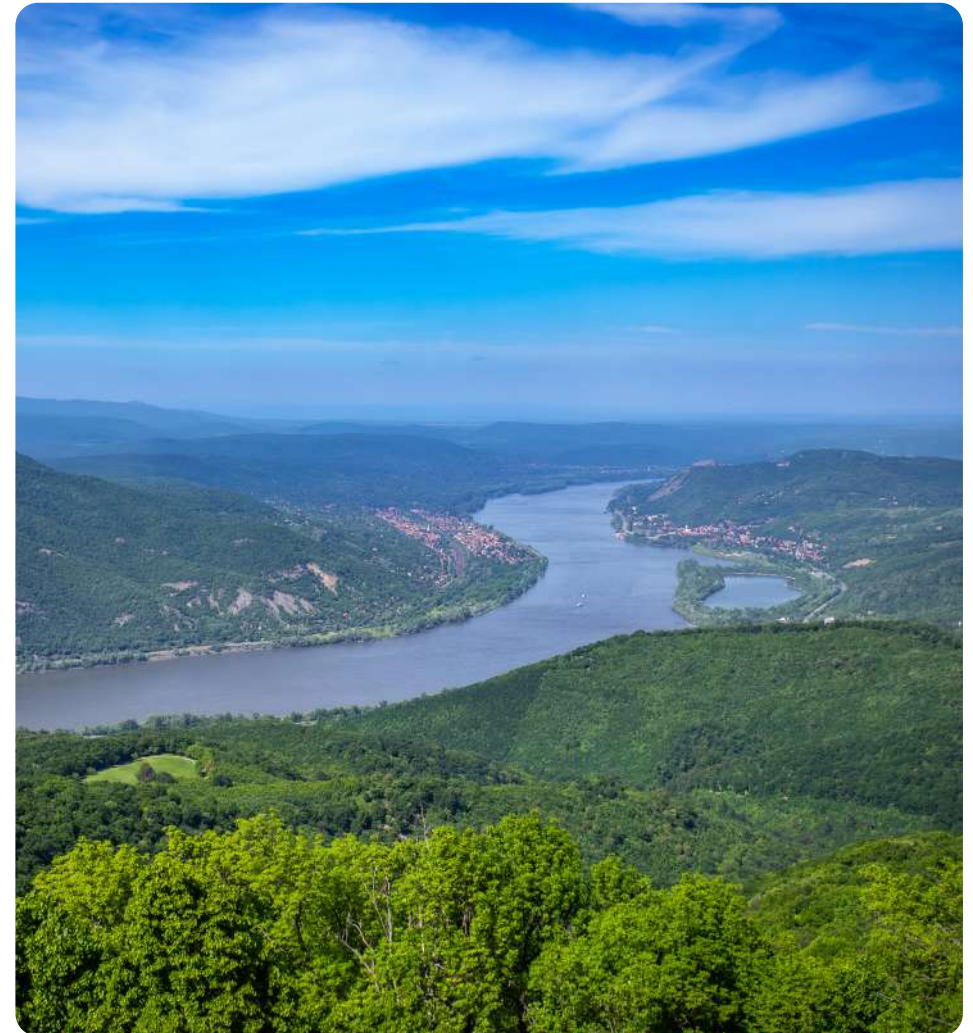
Hungarian Wine Regions

Every country has its qualities and traditions, the values we call human culture. Wine is integral to Hungarian culture and has given pleasure and work to successive generations for thousands of years. Here in Hungary, we have been producing wine for more than a thousand years. Hungarian wine culture is characterised by diversity, originality and uniqueness. The country's six wine-producing areas, including the diverse wine styles of the 22 wine districts, tell numerous stories, personified and recounted most authentically by the individual winemakers themselves. If you visit Hungary, you can't miss out on a trip to one of our impressive wine regions, be it Etyek, Eger or Tokaj.



Danube Bend: Esztergom, Szentendre, Visegrád.

Those who like picturesque landscapes and enjoy spending time in nature, favour promenades along riverbanks or fancy small streets steeped in history and romantic dinners should discover the direct vicinity of Budapest and the Danube Bend.



Esztergom plays a key role in Hungary's history in many ways: this is the birthplace of the country's founding king, St. Stephen I who gave the town archdiocese rank and made it the centre of the Catholic church in Hungary. The Esztergom Basilica towering at the highest point of the town is one of the most popular sights. The 100-metre-high cathedral, built in the Classical style, is among Europe's largest basilicas and is considered Hungary's largest church. However, the building fascinates not just with its exterior, but also with its exciting history!

Szentendre, the city of painters is famous not only for its promenade along the Danube and cobblestone streets with their Mediterranean atmosphere, but also for the fact that nowhere else in the country is the number of museums and small galleries per capita so high. This is why the town is perfect for intellectual recharging or even a cultural stroll to inspire a meditative immersion.

The symbol of Visegrád, located just over 40 kilometres north of Budapest and one of the most prominent and most picturesque sights of the Danube Bend, is the Citadel dominating the top of a steep hill above the town. From its courtyard, you can admire the wonderful panorama of the Danube Bend - as did several Hungarian kings and their courts. The castle still emanates the atmosphere of historical times.



KEY EVENTS & MAIN ATTRACTIONS IN HUNGARY 2023

Below you can read about some of the highlights of the events that will offer outstanding sales opportunities this year.

World Athletics Championships Budapest 2023

The biggest event in Hungary's history, the World Athletics Championships will be held in 2023 in Budapest. From **19-27 August 2023**, 2,000 athletes from more than 200 countries will come to Hungary to celebrate the Queen of Sports and take part in the third biggest sporting event in the world. This is the **first time that athletics' top event will be held in Central Europe, in the brand new National Athletics Centre**.

The World Athletics Championships Budapest 2023 are about showing the world the best that Hungary has to offer, a true celebration of sport on a unique stage. With its world heritage sites and world-famous panorama, Budapest will provide the perfect backdrop for the athletes and the fans. 14 sessions will be held in the purpose-built National Athletics Centre on the Danube bank, in the southern part of the city. Further six competitions will be organized in the beautiful city centre of Budapest, free of charge for the spectators, with the marathon and race walk events starting and finishing at Heroes' Square.

Further information: <https://worldathletics.org/competitions/world-athletics-championships/budapest23>

Budapest 150th Anniversary

Budapest is celebrating the 150-years anniversary of the unification of Buda, Pest and Old Buda in 2023. The marriage of Pest, Buda and Old Buda took place in 1873, marking the birth of a metropolis: Budapest. In just a few decades, the small town became one of Europe's largest, most populated and most modern cities. The impressive market halls, invigorating thermal baths, lavish literary cafés, grand architecture and bustling nightlife and many festivals ranging from wine and gastronomy to classical and contemporary music will elevate this unique celebration.

The 150-year anniversary celebrations will take place in 2023 and early 2024 and will include iconic sites of the city. The renovation of the **Chain Bridge** will be finished this year and pedestrians will be able to walk across the iconic bridge of Budapest. On the birthday of Budapest, 17 November visitors will be able to taste the **Budapest 150 Cake** created by contemporary confectioners from ingredients that were available 150 years ago.

Sziget - The Island of Freedom: Europe's most popular and Hungary's biggest music festival is located on an island in Budapest. The global festival hosts over 1000 shows across 60 stages for 6 days. Szigetizens can benefit from the **Budapest Card Sziget Edition**. The official city pass of the music festival offers direct transfers to the festival grounds from the airport and also on the Danube river, free public transport in Budapest, free entrance to a thermal bath or swimming pool and other discounts. Date: 10-15 August 2023.

2023 UEFA Europa League Final

The 2023 UEFA Europa League Final will be the final match of the 2022–23 UEFA Europa League, the 52nd season of Europe's secondary club football tournament organized by UEFA, and the 14th season since it was renamed from the UEFA Cup to the UEFA Europa League.

The match will be played **at the Puskás Aréna in Budapest, Hungary on 31 May 2023**. Due to the postponement and relocation of the 2020 final, the final hosts were shifted back a year, with Budapest hosting the 2023 final instead.

The winners will earn the right to play against the winners of the 2022–23 UEFA Champions League in the 2023 UEFA Super Cup. The match will be the first UEFA Cup/Europa League final to be held in Budapest, and the second final in the competition's history to be held in Hungary after the 1985 first leg.

Harley Davidson 120th Anniversary Celebrations in Budapest

Harley-Davidson® celebrates 120 years of history in style with the “Harley-Davidson® 120th Anniversary”, a four-day festival of music, food and motorcycle culture. The unmissable event will take place in the centre of Budapest, Hungary from 22-25 June 2023, where all motorcyclists, fellow motorcycle enthusiasts and fans from all over Europe are invited to join in the fun.

From the youngest to the oldest, there's something for everyone at Harley-Davidson's 120th Anniversary European Festival, which will be held at the Puskás Arena from 22-25 June. This time, the event will focus **on family activities: a 35-metre diameter Ferris wheel with a capacity of 140 people will be set up in the Olympic Park**, opposite the main stage, offering a beautiful view of the whole area from 10am to midnight.

Children will have a MotoKidz race for two age groups every day at 4pm in the Family Park, where, in addition, they can use the bumper cars, the flying-horses carousel and the chain carousel free of charge, and also enjoy the Cube inflatable obstacle course.

The pre-sale period started on 1st January, with tickets for the event on sale at a discount until 30 April.

Further information: <https://hd120budapest.hu/site/en>

Discover the revived Buda Castle Palace District

After many decades of destruction and neglect, the Castle is once again experiencing an era of development and rebirth. Stephen's Hall is one of the most important locations in the turn-of-the-century Palace of Buda Castle, is once again open to visitors. After it was destroyed in the Second World War, experts and applied artists have worked for years to recreate in every single detail within the framework of the National Hauszmann Program. The Castle Garden Bazaar is one of Budapest's most famous tourist attraction with its historic walls, its scenic view of the Danube and its green oasis in the heart of the city. It is also host to numerous events with more than 60,000 visitors every year. On the Buda Castle Walks, a previously unknown side of the Buda Castle District can be discovered. The walk guides will talk about the history of 800 years of Buda Castle and will show its unique cultural and artistic values.

Liget Budapest Project

The Liget Budapest Project is a unique cultural city development program in the heart of Budapest. It is planning to be Europe's exceptionally exciting and most complex cultural quarter. Launched in 2011, the Liget Budapest Project is now the largest cultural urban development program on the continent. It aims to comprehensively develop Budapest's 100-hectare City Park, including the renewal and expansion of the Park's greenery and the recreational functions, as well as the Liget's centuries-old institutional framework. Városliget is a unique urban park with a 200-year-old tradition, including museums and exhibition spaces, a zoo, a bathing complex, an ice rink, a circus, and wide range of recreational facilities for the residents of Budapest. Thanks to the Liget Project, this part of the city will be renewed in line with the 21st century standards. It includes the reconstruction of the impressive 120-year-old Museum of Fine Arts, and construction of new buildings such as the House of Music Hungary designed by Japanese architect Sou Fujimoto or the new National Gallery designed by Pritzker Prize-winning Japanese architect company, SAANA.

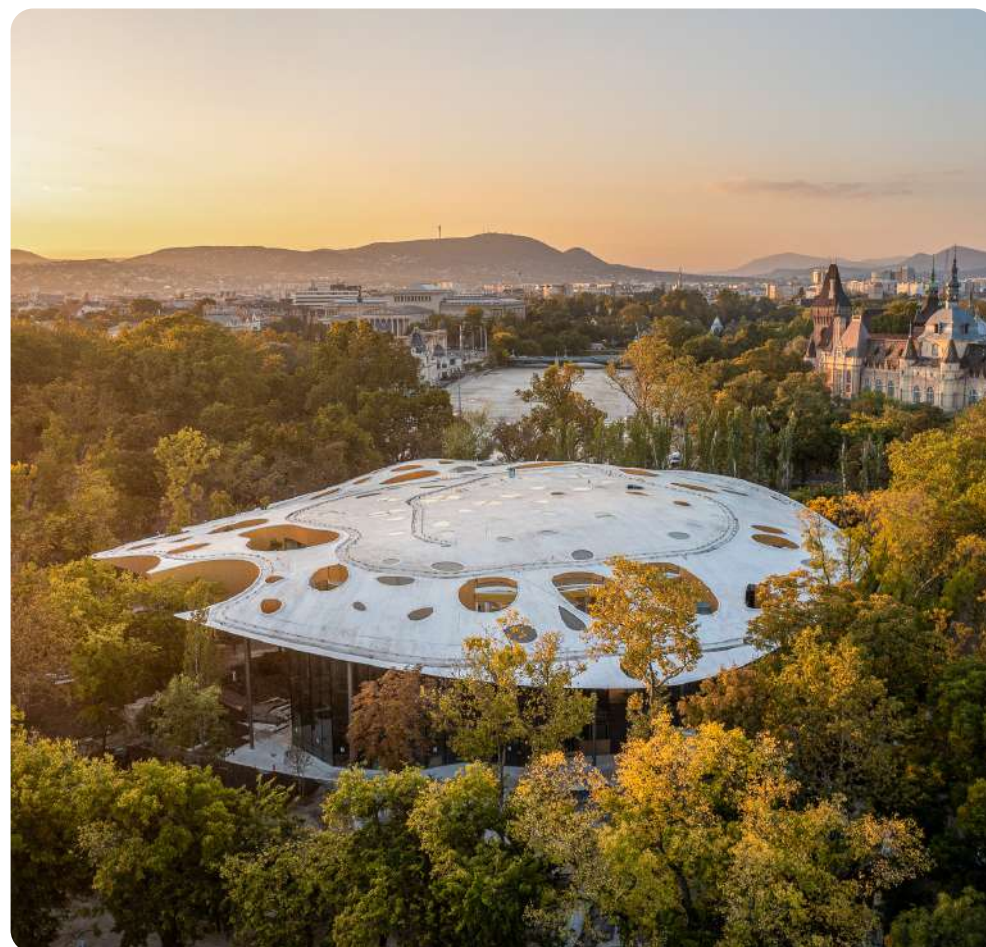
The program will give a chance to the more than 150-year-old history of the Park to be renewed and expanded in harmony of the 21st century, and will make the Hungarian capital a prominent place of attraction for European visitors.

Shine! - Veszprém and the Bakony-Balaton Region 2023

Veszprém in Hungary holds the title of European Capital of Culture (ECOC) in 2023, together with Timisoara (RO) and Eleusis (GR). Yet unlike other ECOCs, Veszprém has been joined by 116 participating villages and towns to offer almost 3,000 cultural programs throughout the cultural-creative year. Program highlights include (details on our webpage or through our free app Android or iOS): Blues Festival (April 13-16), Gizella Days 2023 (May 7-14), Hungarian Moving Picture Festival (June 7-10), VeszprémFest 2023 (July 12-16), Rozé, Rizling and Jazz Days (July 12-16), Veszprém Street Music Festival (July 19-22), Auer Festival

(August 1-6), INOTA Festival (August 31 – September 3), BALKAN: MOST Festival (September 7-9), Balaton Wine and Gourmet (September 28 – October 1) Jazz Festival (November 16-19) Come Shine! with us and discover the Veszprém and Bakony-Balaton region - where an unusual density of good things awaits!

Further information: <https://veszprembalaton2023.hu/en>



NÖF National Heritage Protection and Development Non-profit Ltd.

NÖF National Heritage Protection and Development Non-profit Ltd. aims at the sustainable utilization of listed 12 castles and 18 chateaux. Our company committedly works on the conservation and authentic renovation of Hungarian historic buildings, as well as on making the listed heritage sites such touristic attractions that are worth visiting every season.

The historical buildings operated by NÖF are located in different regions of Hungary, easily accessible from Budapest. Their impressive inner spaces provide a beautiful environment even for tourists and for corporate and family events.

The silence, elegance, and timelessness of the castles make any visit truly memorable.

Further information: <https://nof.hu/en/>
<https://nof.hu/en/publications/>

BalatonBIKE 365 - Cycle all year round in the Lake Balaton area

The aim of the BalatonBike365 website and mobile application is to promote Central Europe's largest lake, Balaton, and the tourist region connected to it. Based on the area's excellent natural geography, advanced transport and tourist infrastructure, and wide range of services, it is the most important location for cycling tourism in Hungary. The goal of the website and the related application called BB365 is to help visitors to discover further cycling routes in the Balaton area in addition to the traditional cycling routes of the region.

The initiative supports the discovery of other destinations and hidden treasures further away from the lake shore, and serves as a reliable companion for both multiday bike tours and a couple of hours of cycling. The BalatonBIKE365 project includes over 1000 km of connected, marked and signposted cycling routes, almost 70 themed tours, 22 sheltered rest areas for cyclists and 3 cycling service centers offering bike rental, guided tours, bike accessories and repair services.



HUNGARIAN SERVICE PROVIDERS

Please feel free to contact the Hungarian service providers you met during your visit to Budapest in the future, as well.

HOTELS

Andrássy Kúria & Spa Hotel:

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Continental Hotel Budapest:

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continentaloffice@zeinahotels.com, <https://continentalhotelbudapest.com/>

Ensana Thermal Margaret Island Health Spa Hotel****:

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res.th@hu.ensanahotels.com,
<https://ensanahotels.com/en/hotels/thermal-margaret-island>

Famulus Business Hotel****:

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