



**Hungarian Hotel and  
Restaurant Association  
&  
BFTK**

**Meeting @ Szamos Gourmet  
House  
12th December 2016**

**Ms. Györgyi Kovács,  
Head of Budapest Card  
Division**  
BFTK Nonprofit Ltd.  
Budapest Festival and Tourism Centre

# BFTK Is Your Partner In Budapest!



- As an official organization of the Capital City of Budapest, the BFTK coordinates cultural festivals and tourism services in Budapest.
- BTFK maintains partnership with governmental and international partner organizations.
- BFTK - Your host and travel trade partner in Budapest.

# Budapest Tourism Round Table



## BFTK

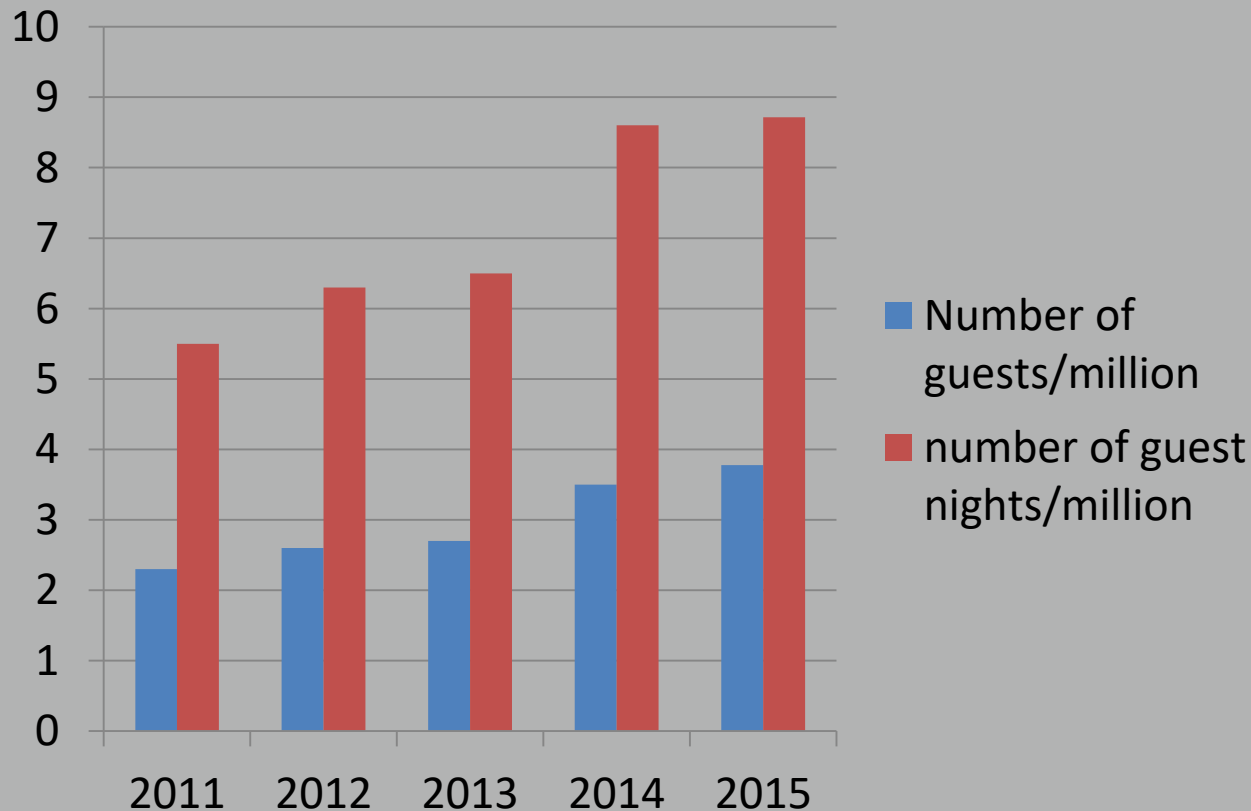
- coordinates the Budapest Tourism Round Table,
- maintains strategic partnerships with national tourism policy-makers, with the national marketing organisation and with professional bodies,
- mediates the interests of stakeholders, mobility organisations, project owners, tourism and professional representatives



# Budapest as a Tourism Destination



(statistic: guests/guest nights at commercial accommodations)



# Festivals of BFTK



- **Budapest Spring Festival**
  - Classical arts' festival with outstanding programs,
  - One of the most significant festivals in Central Eastern Europe since 1981

*Cultural Capital For 4 Seasons*



- **Budapest Summer Festival**
  - This three-month festival presents popular works of art
  - It primarily aims to satisfy the cultural needs of tourists coming to Budapest
  - International star guests at Open Air Theatre Margaret Island



# Festivals of BFTK



**2016** | **CAFe BUDAPEST**  
október  
07-23 | KORTÁRS  
MŰVÉSZETI  
FESZTIVÁL

*Budapesti  
Karácsonyi Vásár*  
\*  
*Christmas Fair  
Budapest*

- **CAFe Budapest Contemporary Arts Festival**
  - The festival targets young audiences and the public who are open for new trends
  - The festival aims to introduce the most prominent artistic trends of today.

## Budapest Winter Festival

- Christmas Fair at Vörösmarty Square till 1st January 2017





# Information Offices

## BudapestInfo



- **5 information offices and 16 InfoPoints at public places in Budapest**
- at the Liszt Ferenc International Airport Terminal 2A and 2B
- In the city center, in the Sütő street and at the Deák square
- in the City Park, in the building of the Ice-Skating Rink
- In the Buda Castle on Szentháromság (Holy Trinity) Square



# Budapest Guide



- Budapest's official tourism guide book with Budapest Card catalogue
- published in 8 languages (English, German, French, Italian, Spanish, Russian, Chinese and Hungarian)
- 450.000 hard copies
- places of interest, culture & programs, gastronomy,
- nightlife, shopping, useful travel informations





# Budapest's Finest



Budapest's Finest is an exclusive, English-language magazine, published quarterly.

It's a five-star guide book, cultural and tourism magazine which offers high quality and luxury services.



A stylized, colorful silhouette of the Rome skyline. From left to right, it features: a pink Gothic church (Santa Maria della Spina), a blue dome (St. Peter's Basilica), a yellow ancient temple (Colosseum), an orange bridge (Ponte Milvio), a tall orange column (Vittoriano), a green hill with a pink dome (Castel Sant'Angelo), and a dark blue church (San Pietro in Vincoli).

## MUSEUMS

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### BUDAPEST HISTORY MUSEUM

The Castle Museum occupies the wing of the former Royal Palace that is closest to Gellő Hill. The halls of the Royal Palace are open to visitors. The exhibitions offer an insight into events and persons key to the history of Budapest.

### HUNGARIAN NATIONAL GALLERY

The Hungarian National Gallery is the largest public collection documenting and presenting the staging and development of Hungarian fine arts. Its permanent exhibitions provide a comprehensive picture of the history of Hungarian art, from

### ARANYÁSZ PHARMACY MUSEUM

### SEMMEIWEIS MUSEUM OF MEDICAL HISTORY



# Budapest Card- The Key To the City



- Cca.120 different services available with the BudapestCard
- Only the validity varies, the content not
- Sightseeing/Transportation/Museums/Baths/Programs/Theaters/Gastronomy

# Card Developments



## **Dynamic card content**

- possibility for service providers to join during the year
- possibility to join even for shorter (few days long) events, festivals

## **Attracting new service providers**

- New service providers with ,experience' services
- New gastronomy partners
- Involvement of even more cultural tourism experiences

## **Creation of a unique card scheme for MICE and special inbound tourism providers**

- the creation of special periodical cards optimised and made available for their own audience, including services that are actually relevant to the audience

## **Belföldi Budapest Card**

- from 1st March 2016 for the Hungarian audience, new service providers

# Offer for Hotels in Budapest



- **Front-office sales of the BUDAPEST CARD**
- **Integration of the classic BUDAPEST CARD in package offers**
- **Selling of the Budapest Card on the hotel's website**



# Cooperation in other fields



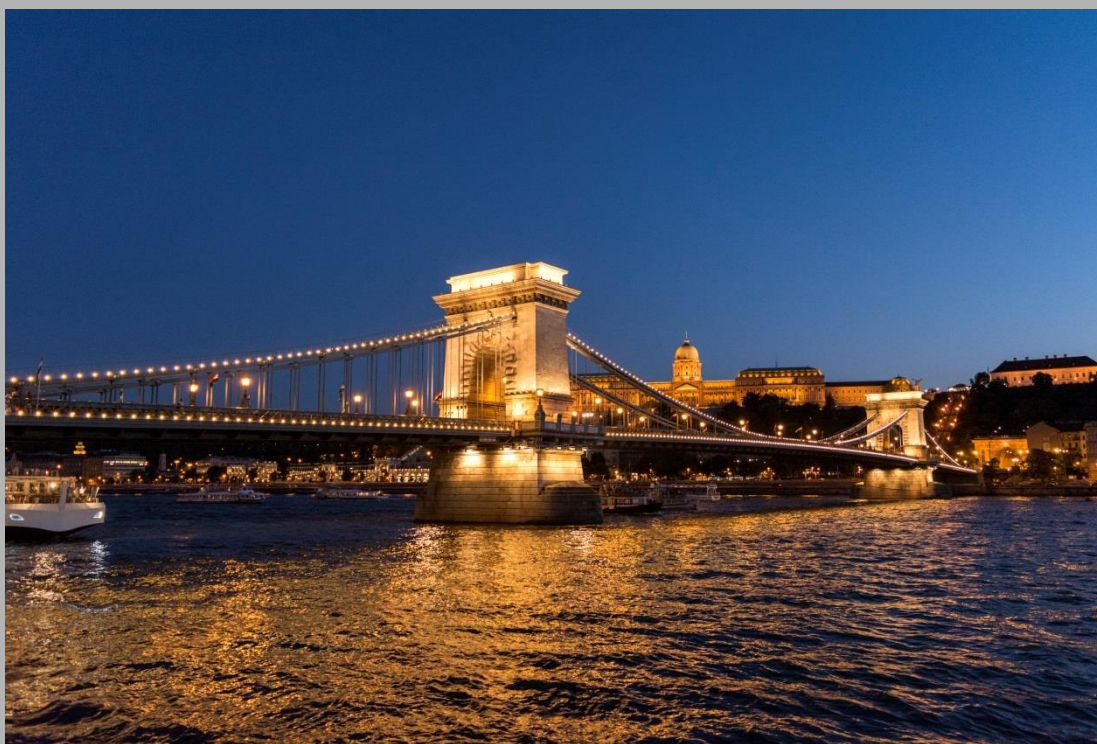
- **Cooperation in ,Home delivery’**- in case of BudapestCards bought in our webshop, we would like to provide home delivery to hotels.
- **Cooperation in MICE-cards**: we are working on a solution for integrating the special BUDAPEST CARD into room keys of hotels!



**BFTK**  
Budapest Festival  
& Tourism Centre  
Non-profit Limited Liability Company



# Thank You for Your Attention!



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**Division**

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