

#### Context of 2018



#### 1. About our Association

#### 2. Budapest

- Over 250 000 visitors / month spending over 600 000 guest nights (2018.jan)
- 25% yoy increase in guest nights
- Grand Budapest and "quality tourist" concepts W/O CUSTOMER CARE
- Tourist lifetime value conversion is increasing, Budapest is still a rockstar

#### 3. Major Events

- Public vote on 7th district opening hours— 2200 'yes' voters, 20m campaign
- Trashy streets, fake-dealers and still a long way to go till quality
- **Slow** and reactive city managment in 7th district re: public affairs
- Budapest brand and campaign heavily focused on mar.comm.
- No comprehensive / proactive nighttime regulation

## **Night Time Economy**



- Economic output between 6pm and 6am of a city
- Macroeconomic quantification is the top of our agenda with Sound Diplomacy
   + MTÜ + BP Mayor's office + ....
- Mutual priority if we'd like to see a 24h city in Budapest in the upcoming years to unfold.

#### **Hotel and hospitality**

- IFA is still the most important, concrete local value number
- Living space + Content space in the country of the night
- Budapest brand and campaign heavily focused on communication
- No comprehensive / proactive nighttime regulation

#### **Threats**



- Elections 2019
- Dissapearing club scene, mainstream nighttime entertainment rising (cheap British drunks)
- Lack of cultural spaces / planning in city centre lnew apartment and new hotel investment further pushing back the content scene.
- No real grassroots / underground culture support from the City, lack of money, space and difficult regulatory situation in every district.
- No pro-nightlife supporters living as residents in the inner city districts
- Airbnb overflow lack of coherent regulation
- If we fail to emphasize the importance of 24h city and the value of the night, our tourism 'luck' can turn around very quickly.

### **Opportunities**



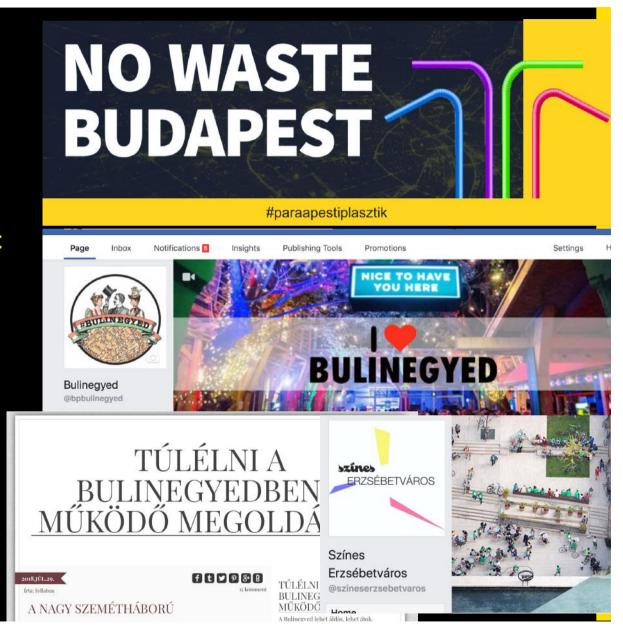
- Nighttime regulatory recommendation material for the government
- Involvement in Budapest 2030
- Involvement in EU Muic and cultural networks presengin on Brusseles 'Nights', Stockholm Nordic Night Mayor Summit, Berlin 'stad nacht acht'.
- · London, Berlin, Amsterdam, Zurich, Vilnius professional support

#### What should we do together?

- INFORMATION / DATA SHARING CLOSER COOPERATION
- A single voice of the night to lobby for the the whole nighttime industry WE NEED EACH OTHER.
- Zone based regulation + cooperative planning bw hospitality + hotel industry on guest flow throughout the city.

# Night Mayor Association 2018

- Sustainability used as a keyword throughout all of our actions
- Public image shaping +Being present
- Bulinegyed campaign
- éjszakaijarokeló.hu
- #nostraw campaign
- Quality assurance system
- NEO Budapest conference
- NGO Alliances expanding



# Éjszakai Járókelő





Bejelentések

Probléma bejelentése



Már 17 megoldott bejelentés Budapesten

Kiemelt bejelentések





módon túlterheltek

Beküldés ideje: 2018. április 24. Beküldte: Anonim Járókelő



Taxi karaván

Beküldés ideje: 2018. április 23. Beküldte: Anonim Járókelő Akácfa utca (VII. kerület,...

Még több kiemelt bejelentés >



Szemetes vendéglátóhely

Beküldés ideje: 2018. április 21. Beküldte: Anonim Járókelő

Madách Imre tér (VII. kerület,...

# Re-branding NEO Budapest







Let us solve your problems and give you advice..

- mediator position based on NB8M
- we'll solve your problems dear residents
- seeking a public legitimization and funds
- Primary stakeholder groups:
- Complaining residents, local authority and NTe

Let us give you a passport...

#solutions - deliver and communicate solutions
(instead of problems)
#community - professional think tank
#image - Trust and reputation management
#education - prevention, youth and touris
#quality - improve quality of services
#protect - 30+ new association members

Key stakeholders: Pro nightlife society and guests

