

Budapest Nights

2018 snapshot for the Regional Hotel Association Gathering

night^{BUD}
mayor

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 management 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
- Disappearing club scene, mainstream nighttime entertainment rising (cheap British drunks)
- Lack of cultural spaces / planning in city centre – New 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
- ejszakaijarokelo.hu
- #nostraw campaign
- Quality assurance system
- NEO Budapest conference
- NGO Alliances expanding

NO WASTE BUDAPEST

#paraapestiplasztik

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NICE TO HAVE YOU HERE

I ❤️ BULINEGYED

Bulinegyed @bpbulinegyed

TÚLÉLNI A BULINEGYEDBEN MŰKÖDŐ MEGOLDÁS

színes ERZSÉBETVÁROS

Színes Erzsébetváros @szineserzsebetvaros

2018. JÚL. 29. Írta: Sýllabax 17 komment

A NAGY SZEMÉTHÁBORÚ

TÚLÉLNI BULINEGYEDBEN MŰKÖDŐ MEGOLDÁS

A Bulinegyed lehet áldás, lehet átok.



Bejelentések

Probléma bejelentése

Támogasd

Mobil

Rólunk

Belépek

Regisztrálok

HA MEGOSZTOD, MEGOLDOD.

Az Éjszakai Járókelő oldal segít Budapest lakóinak abban, hogy bejelenthessék az éjszakai élet okozta közterületi problémákat.

Bejelentek egy problémát

Ismerd meg jobban az Éjszakai Járókelőt

Már **17** megoldott bejelentés **Budapesten**

Összes ügy Keresés

Kiemelt bejelentések

Még több kiemelt bejelentés >

MEGOLDOTT 2



Vendéglátós szemét az utcán

Beküldés ideje: 2018. április 24.
Beküldte: Anonim Járókelő
Rákóczi út 10 (VII. kerület,...

VÁLASZRA VÁR 3



A Kazinczy utca kukái extrém módon túlterheltek

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

VÁLASZRA VÁR 5



Taxi karaván

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

MEGOLDOTT 1



Szemetes vendéglátóhely

Beküldés ideje: 2018. április 21.
Beküldte: Anonim Járókelő
Madách Imre tér (VII. kerület,...

Re-branding NEO Budapest

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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 tourism
- #quality – improve quality of services
- #protect – 30+ new association members

Key stakeholders: Pro nightlife society and guests

An aerial night photograph of Budapest, Hungary, showing the city's street grid and the Danube River illuminated by city lights. The image is dark with bright white and yellow lights from buildings and streets.

**Igyunk meg egy sört a hétben,
akár a héten!**

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māyor