



**BUDA
PEST**

HUNGARY

**HOST CITY FOR
ITU TELECOM
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**ITU
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'15

Budapest 12-15 October

THINK MORE HUNGARY, THAN EXPECTED

WELCOME THE CREATIVE HEART OF EUROPE, WELCOME TO HUNGARY!

DISCOVER HUNGARY AND ITS CAPITAL. BUDAPEST, THE HOST CITY FOR ITU TELECOM WORLD 2015 WITH US!

WELCOME TO HUNGARY!

Hungary may be a small country, but it packs an awful lot within its borders. Easily accessible, in the heart of Europe, there is diversity in its landscape and its culture and a living folk heritage that is worth exploring. Come for a city break, or for a longer vacation, Hungary is an ideal choice. Travel alone, or with friends or bring the whole family along, we can assure you that everybody will be satisfied. Discover Budapest, also called the Pearl of the Danube and enjoy its architecture, galleries, festivals, spas, food and wine and many things the city can offer. Take a day trip and see the countryside with its living folk heritage and enjoy the famous Hungarian hospitality. Let's start the journey together.

BUDAPEST, THE PEARL OF THE DANUBE SOPHISTICATED AND EXCITING

*1 river + 2 separate worlds + 6 open-air pools
+ 7 historical baths + 8 medical spas + 80
museums + 180 hotels + 300 restaurants +
thousands of adventures = Budapest!*

DISCOVER, UNDERSTAND AND ENJOY THE MOST CREATIVE CITY OF EUROPE

Hungary's capital is a truly cosmopolitan European city, developing at such a pace that it can continuously offer something new to even those who are living here, embracing the future without forgetting the past. Budapest is a city of living history where every inch tells a fascinating story, whilst the ingenuity of the latest generation of Hungarians writes a whole new chapter. Ruin pubs are reinterpreting centuries old café-culture, where young minds and ideas meet from every corner of the world. A new wave of inspired chefs is rejuvenating the prestigious Hungarian cuisine garnering the highest praise from home and abroad. Elegant wine bars bring the best of Hungarian vineyards into the heart of the city. A night might start in one of these bars and end with a raucous party in a centennial thermal water spa. Budapest is perfect as both a destination and a starting point, whether you are seeking entertainment, culture, relaxation or just wish to explore the natural and historical treasure the region has to offer. The capital of Hungary warmly welcomes you and your loved ones every day of the year!



TOGETHER IN BUDAPEST



HOME OF THE CREATIVE MIND PRIVATE INVITATION TO WONDERLAND

Budapest has long been an attractive tourist destination with its UNESCO world heritage sites such as the majestic Heroes' Square, magnificent Buda Castle, and the impressive Danube banks.

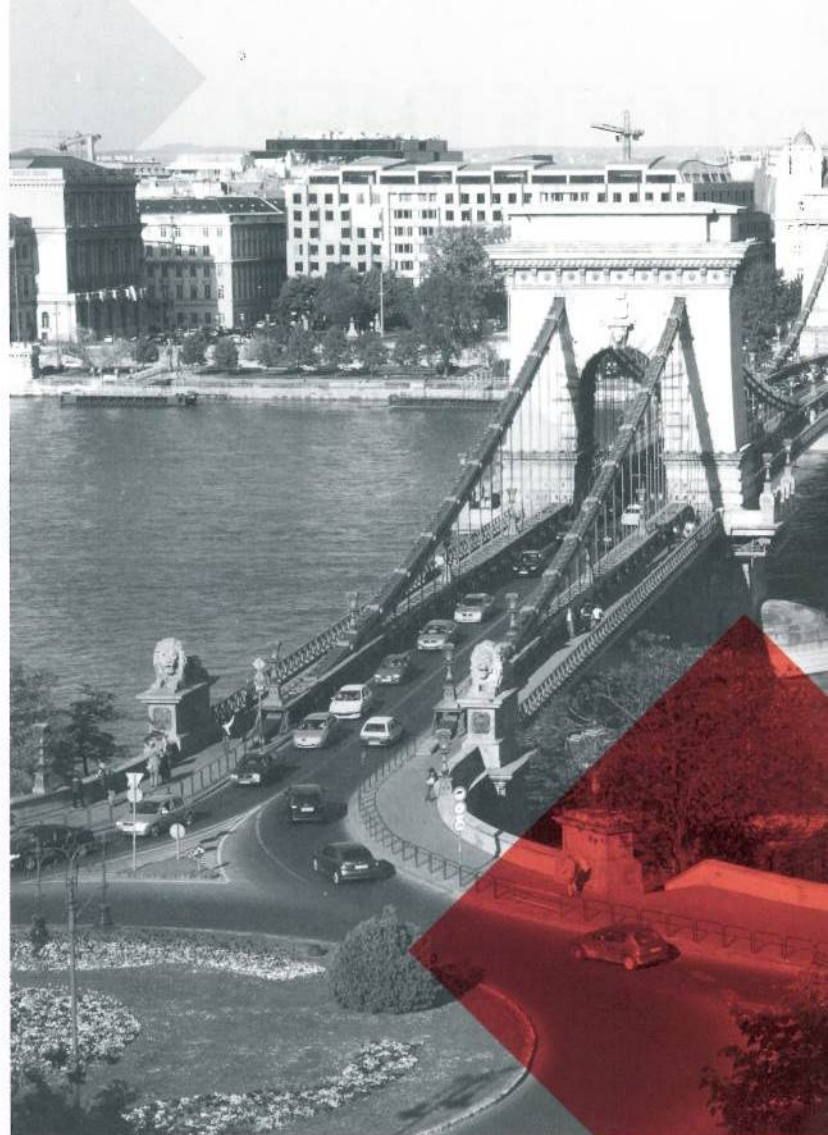
Walking down leafy Andrassy Avenue is a pleasure in itself, but the glittering flagship stores of international brands also make it a favourite destination for the discerning shopper. The museums and national galleries of the city are home to contemporary and classical art collections and the world's most prestigious travelling shows. Together with countless art galleries, Budapest will inspire and engage lovers of the old masters and seekers of new talent. Once intellectually refreshed, the historical baths and modern day spas reinvigorate the body and the soul. In recent years there have been a number of revolutions of an altogether more hedonistic kind that have put Budapest on the map for modern urban travellers. For many, Budapest has become synonymous with ruin pubs; abandoned apartment buildings taken over by entrepreneurial young creatives and turned into profitable and fashionable hangouts for their likeminded peers. Szimpla served as the ignition point of the

movement, not only becoming an institution and an unmissable stop on every tourist route, but also almost single-handedly ushering in the ruin pub phenomenon that has reinvigorated the forgotten Kazinczy Street and its environs into a hub of Budapest nightlife. The ruin pub revolution was only the beginning - new trends are adding new colour at a rapidly growing rate to this city that is constantly reinventing itself. While ruin pubs are still thriving, the bistro revolution is redefining our relationship with eating out, craft beer appreciation is a serious pastime and chic wine bars are giving prestige and recognition to the wide variety of wines that come from Hungary's far flung wine regions, introducing them to Budapest and through her, the World. Somewhere in the depths of the city a bottle of passion is waiting for you!

CITY OF CULTURE

Budapest always offers more than it is immediately apparent; the imposing facade of an Andrássy Avenue palace might display luxury accessories, or hide a ruin pub...

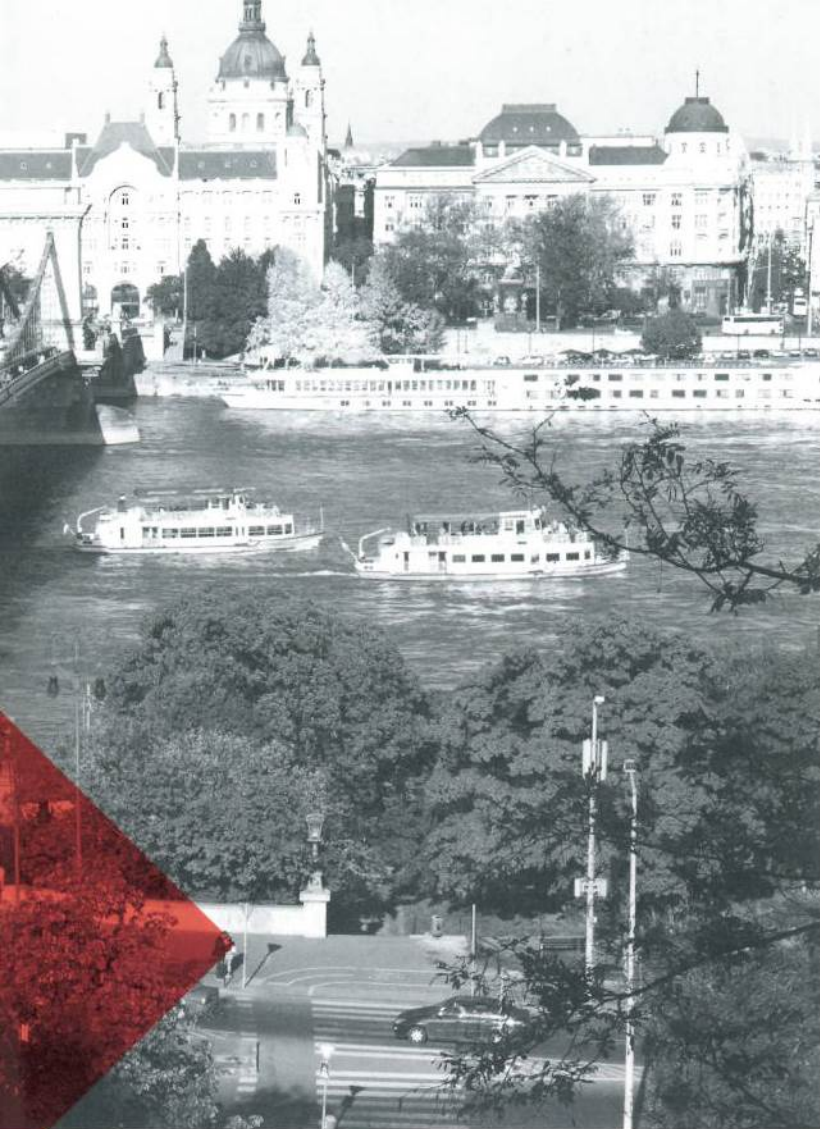
While Budapest embraces innovation and new talent, traditions and legacy are still cherished and nurtured. The café culture of Budapest stretches from the fin du siècle gilded splendour of the New York Palace and Centrál Café, which are the regular meeting places of writers and journalists, to the new wave barista heavens that offer a selection of single plantation beans to go with the free Wi-Fi. Mesterségek Ünnepe, an arts and crafts festival, introduces modern audiences to the tactile pleasure of handicrafts and folk art. The Palace of Arts (Művészetek Palotája) is a bold architectural statement on the bank of the Danube, serving as the home base of the Budapest Festival Orchestra, counted among the world's best classical orchestras. It is also the home of the Ludwig Museum, curating one of the most significant contemporary art collections in Central Europe. Beside traditional bastions of culture like the National Museum, the National Museum of Fine Arts and the Art Hall (Műcsarnok), the National Dance Theatre and Hungarian Heritage House, countless independent galleries, exhibition spaces, workshops and incubator houses keep the artistic pulse of the city racing. Talking about racing, the best non-usual vehicles for looking around in Budapest are a segway, a Fiat turned into a rickshaw, a beerbike, or the Millennium Underground Railway (Metro line M1). Reaching Hero's Square, the cultural ignition point of the city, Deák Square, the meeting point of everyone in town or the historical thermal baths has never been so easy before! Discover our culture in style!



IN BUDAPEST EVERY STEP IS A JOURNEY

OUR TRADITION IS YOUR INSPIRATION

Traditional and contemporary, highbrow and popular, timeless and seasonal - Budapest means culture, throughout the year and for the whole family. Summer is peak festival season and tens of thousands of visitors flock to the wide range of music festivals that are on offer in Hungary. Sziget is one of the largest and best-loved popular music festivals in Europe and is unique because it takes place on an island within Budapest. It allows festival-goers not only to attend concerts, but to engage with the city, breathe with it for a while, honour its beauty and go home with the complete



Budapest experience! Budapest Spring Festival and the Jewish Summer Festival bring the best of international classical music and jazz to Budapest. Festivals are not just for music though, they appeal to all the senses. In Budapest one can find a festival dedicated to almost every food group, wine, pálinka, artisanal beer, Belgian beer, mangalica and bread festivals abound. The magnificent area of the Castle district is the home of many festivals, as one of the most enthralling parts of Budapest. While sipping a glass of wine above the city, the breathtaking view of the Danube and the night sky fascinates us in a truly inspiring festival moment.



CULINARY DELIGHTS

However tongue-twisting the Hungarian language is, it is absolutely worth noting a few words: Tokaj, Eger, Villány... and of course "Egészségedre!" (meaning cheers).

The traditional cuisine is diverse and colourful: there are various opportunities from small local restaurants with chequered tablecloths to a delicate Michelin-star awarded restaurant, from traditional Hungarian dishes to fusion cuisine, from full-bodied red wines to Tokay Aszú or furmint, so everything is given to indulge in culinary delights. Winemaking has been part of Hungarian culture since ancient times; generations of renowned winemaking families and young, ambitious talents do their best in order to keep this tradition alive. One can be convinced of it in the 22 wine regions of Hungary, out of which two, the Tokaj and the Sopron Regions are also World Heritage Sites. And there are also the Hungaricums, our Hungarian specialties: "pálinka", Unicum, sweet paprika or salami; tasting them is a must, but they also make perfect souvenirs. And - no nonsense, no mistake - dessert is a must after dining. In order to taste them visit the Hungarian "cukrászda"s, i.e. confectioneries: these are charming little shops, similar to cafes, where our childhood dreams come true with some hint of nostalgia: cream-filled pastries, cakes, gateaux, and tonnes of famous Hungarian sweets are waiting there for tourists and locals alike. Wine, sparkling wine, "pálinka", cold pork in aspic, goose liver, "mangalica" pig, fish, "goulash" soup, sausage, chocolate, strudel, honey, cherry or onion, nuts, plums and horseradish? If you feel like tasting Hungary from the beginning till the end, make your choice from the selection of the colourful festivals and thematic gastro tours all year around.

GOOD TO KNOW IN BUDAPEST!

Pálinka »

The national spirit of Hungary made from 100% Hungarian fruits. Find your favourite flavour!

*Budapest, capital of Hungary,
the place where every step is
a journey and every moment is
an adventure.*

Ruin pub »

an abandoned building turned into a new wave, uniquely Hungarian bar, with creative thrift shop décor and a huge dose of Hungarian passion!

Mangalica »

The blonde mangalica was developed from older hardy types of Hungarian pig (Bakonyi and Szalontai) crossed with the Hungarian Wild Boar breed of Hungarian origin. Its meat is one of the most delicious savoury you will ever taste!

Hungaricum »

The community protected Hungaricum is a special, unique, specific Hungarian item, which has brought world-wide fame for Hungary, such as Tokaj wine, Herendi porcelain and the Rubik's cube.

Thermal water »

Hungarian thermal water is a proven cure for locomotor and circulatory diseases and for women's health problems. Also, Budapest is called the Mecca of Rheumatics due to the salutary effects of its thermal water.

Spa »

Sanitas Per Aquam, which means "health through water". The term spa is associated with water treatment which is also known as balneotherapy.

Fröccs »

The greatest thing since sliced bread. Honestly. Quality Hungarian white or rosé wine mixed with soda water. This is what we call "fröccs", the official drink of spring, summer and autumn in Budapest!



PRACTICAL INFORMATION FOR VISITORS

Total area: 93 thousand km²

Population: 10 million

International airport: 3

(Budapest, Sármellék, Debrecen)

Official currency: Hungarian forint, euro or credit card is accepted at the majority of service providers

Number of thermal springs: 1289

Number of wellness hotels: 163

Length of cycle paths: 3 thousand km

Length of marked hiking trails: 11 thousand km

Number of forest railway lines: 21

Number of golf courses: 17

Number of national parks: 10

Number of nature conservation areas: 170

Number of Tourinform offices: 137

From the lookout on top of the Basilica in Budapest you can have a 360-degree panoramic view of the city.

In Budapest you can swim in the Turkish bath even at night.

The first underground of continental Europe (the first subway) still operates in Budapest.

The Hévíz Lake is the only biologically active healing lake in the world that is suitable for bathing all year around.

There are 228 officially acknowledged types of mineral water bottled in Hungary annually. There are 20 caves in the country waiting for the fans of caving

In Hungary 22 wine-growing regions offer their tasty wines for visitors. There are 3000 festivals organized in Hungary annually

+1 hint: Tamás Széll, sous chef of the Michelin Star awarded Onyx Restaurant finished tenth at the legendary Bocuse d'Or European chef contest in January 2013 with his excellent performance, thus opening a new chapter in the history of Hungarian gastronomy.

For further information please visit:

gotoshungary.com

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