

WOW! HUNGARY

# MEET IN THE MICEST COUNTRY



## MICE CENTRAL & EASTERN EUROPE





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# Ladies and Gentlemen,

## DID YOU KNOW THAT...



The French president **Nicolas Sarkozy** (born 1955) often mentions his Hungarian heritage. Born Nicolas Paul Stéphane Sarközy de Nagy-Bocsa, he is the son of a Hungarian immigrant father, Pal Sarközy de Nagy-Bocsa, and a mother of French

Catholic and Greek Jewish descent, Andrée Mallah. The President's father, Pal Sarközy, was born in Budapest into a family belonging to the lower nobility of Hungary. The family possessed lands and a small castle in the village of Alattyán, which is situated near Szolnok, 92 km east of Budapest ■

The Hungarian mathematician **Ernö Rubik** was responsible for a whole range of remarkable inventions, but became world famous for his cube. You might remember the Rubik Cube craze,



which was fuelled mainly by young people who loved twisting the colourful cube in order to restore the six sides of the cube to their original positions.

Championships and olympics for the fastest assemblers of the cube still take place all over the world ■

The famous actress **Drew Barrymore** (born 1975) also has Hungarian roots. Her mother was the actress and "wild child" Ildiko Jaid Mako. While waitressing in the Troubadour, a music club on Santa Monica Boulevard in Los Angeles, California, Ildiko met John Barrymore Jr. They had been dating for 5



years when their first child, Drew Barrymore, was born. She is an actress, model, producer, philanthropist and America's sweetheart. The role that propelled her to fame is probably Charlie's Angels, among many others ■

**George Soros** (born 1930 in Budapest) is "the world's greatest money manager" and a progressive, though controversial philanthropist. Mr. Soros founded the multi-million dollar "Soros Fund", and has actively developed and supported philanthropic endeavours throughout the world, including in Hungary and in former Hungarian lands. He has also established educational institutions such as the Central European University and is the founder and chair of the Open Society Institute and the Soros Foundation Network. His foundations support the promotion of the law, market economies, transparent and accountable governance, freedom of the press and respect for human rights ■



The neo-Romantic composer **Ferenc Liszt** (1811 – 1886) is a significant figure in Hungarian culture. In 1823 he settled in Paris and from 1835 he played several concert tours all over Europe. He composed

several symphonies, symphonic poems, such as Tasso, and compositions for piano, such as the Hungarian Rhapsodies. He was an outstandingly versatile person – not only a musician and a composer, but also a writer ■





# Wow!



## DEAR COLLEAGUES,

**W**inter in Central Europe is marked by numerous balls –bringing exuberance and glamour to the long, dark nights with their dancing, fun and socialising. Buoyed by the czardas, waltz and polka, we present the latest issue of MICE CENTRAL & EASTERN EUROPE, this time dedicated to Hungary, the land of brilliant composers, culture and hospitality.

At time of going to press, the ICCA statistics for 2007 weren't available, but the 2006 data show that Budapest was ranked 6th in terms of the number of organised congresses. Other towns and regions also offer excellent conditions for MICE and you can explore them in this issue, for instance, cities like Debrecen with its brilliant Kölcsey Convention Centre. Why not combine a conference or exposition with an incentive programme in the Puszta flatlands region where animals roam freely and where your clients can experience for themselves how to ride a Puszta Five? In this issue, you can also find the top 6 incentive programmes, case studies on past events and many other interesting facts about Hungary. The local DMC agencies can help you to organise unforgettable events and you can find suitable accommodation in our HOTELS & VENUES section.

As of this January, we have a brand new website where you can find more information and points of interest about CEE destinations: [www.mice-cee.com](http://www.mice-cee.com)

We hope you enjoy our magazine,

Sincerely,

**Zuzana Adamson PhD**

[zuzana.adamson@mice-cee.com](mailto:zuzana.adamson@mice-cee.com)

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**MICE CENTRAL & EASTERN EUROPE** ■ Registration MK ČR E 17637 ■ Published four times per year ■ WOW!  
HUNGARY 2008/2009 - Published Annually ■ **Publisher & Managing director:** Zuzana Adamson PhD, Biskupská 1,  
110 00 Prague 1, Czech Republic, IČO: 74326481 ■ **Contact details:** TEL: + 420 731 232 049, E -MAIL:  
zuzana.adamson@mice-cee.com, WEB: www.mice-cee.com ■ **Translation:** Lucia Udvardyová ■ **Collaborateurs:** Jana  
Collins ■ Photos by: Aron Brand, Andre SR, Yuri Arcus, Andrey Popov, Dmitrij Shironosov, Hungarian Convention Bureau  
■ **Layout & print production:** soliter.com, Prague ■ Date of publication: 14. 2. 2008

**Special thanks to:** Dr. Tamás K. Simon from the University of Technology and Economics, Budapest.

Our business is nature - friendly. When you have finished with this magazine, please recycle it.





**AREA AND LOCATION**

Hungary lies in the Carpathian Basin of Central Europe and extends over an area of 90 030 square km. Fifty per cent of the territory is flatland. The Grand Plain (Alföld) occupies the entire eastern part of the country and the Little Plain (Kisalföld) is located along the north-western border. Hungary is divided by two rivers, the Danube and the Tisza. Both rivers cross the country in a north-south direction.

**AREA CODE**

+ 36. City code for Budapest: 1

**BORDERING COUNTRIES**

Austria (366 km), Slovenia (102 km), Croatia (329 km), Serbia (151 km), Romania (443 km), Ukraine (103 km), and Slovakia (677 km).

**CITIES**

Budapest is the capital city, with a population of 1 775 203 inhabitants. The other big cities are Debrecen (204 297), Miskolc (175 701), Szeged (162 889), Pécs (156 567) and Győr (127 594).

**CLIMATE**

Hungary has a mild, continental climate and has four seasons. The coldest month is January (- 1° C average) which is a winter season, the warmest month is August (21° C average). August and July comprise the summer season.

**CURRENCY**

The “Forint”, which is the only currency accepted for purchases in shops. Tourist areas accept EUR and USD. Most places accept major credit cards.

**DISTANCES**

Budapest is situated 535 km from Prague, 200

km from Bratislava, km from Berlin, 255 km from Vienna and km from Bucharest.

**IMPORTANT TELEPHONE NUMBERS**

International emergency call centre 112  
Ambulance 104  
Fire Service 105  
Police 107

**INTERNATIONAL AIRPORTS**

Budapest Ferihegy Airport: [www.bud.hu](http://www.bud.hu)  
Debrecen International Airport: [www.airportdebrecen.hu](http://www.airportdebrecen.hu)  
The FlyBalaton in Sármellék: [www.fly-balaton.com](http://www.fly-balaton.com)  
Győr-Pér Airport: [www.gyor-perairport.hu](http://www.gyor-perairport.hu)  
Pécs-Pogány Airport: [www.airport-pecs.hu](http://www.airport-pecs.hu)

**LANGUAGE**

The official language is Hungarian. It is a Finno-Ugric language unrelated to most other languages in Europe. Connections exist between the Finnish language and Hungarian. But don't worry! Especially in the bigger cities, people understand German and English.

**NATIONAL HOLIDAYS**

1<sup>st</sup> January: New Year's Day; 15<sup>th</sup> March: Outbreak of the 1848-49 revolution and War of Independence, Birth of the modern, parliamentary Hungary; 1<sup>st</sup> May: Labour Day; 20<sup>th</sup> August: St. Stephen's Day - State holiday of the Republic of Hungary; 23<sup>rd</sup> October: Outbreak of the 1956 revolution and fight for freedom, Proclamation of the Republic of Hungary (1989); 1<sup>st</sup> November: All Saints Day; 25<sup>th</sup> and 26<sup>th</sup> Christmas Days.

**POLITICAL SYSTEM**

Parliamentary democracy.

**POPULATION**

10 006 835 inhabitants. Ethnic groups: Hungarian 92, 3 %; Romani (Gypsy) 5 %; German 1, 2 %; Romanian 0, 8 %; Slovak 0, 4 %; Croat 0, 2 %; Serb 0, 2% and Ukrainian 0,1 %.

**POWER NETWORK**

230V/50 Hz, two-pole socket with safety pin.

**PRESIDENT**

László Sólyom since 2005, elected for 5 years.

**RAIL TRANSPORT**

MÁV Hungarian State Railways: [www.mav.hu](http://www.mav.hu); [www.elvira.hu](http://www.elvira.hu).

**RIVER TRANSPORT**

A Hydrofoil runs on the Danube (April-October), connecting Budapest, Bratislava (the capital of Slovakia) and Vienna in both directions. Regular services connect Budapest with resorts along the Danube Bend in Northern Hungary. Regular boats and ferries run on Lake Balaton, which is the second most visited area in the country after Budapest.

**ROAD TRANSPORT**

BUS: [www.eurolines.hu](http://www.eurolines.hu), [www.volanbusz.hu](http://www.volanbusz.hu)  
RENT A CAR: [www.hertz.com](http://www.hertz.com)

**TIME**

Central European Time – CET (GMT + 1 hour), Summer Time is in effect from March to November: GMT + 2 hours.

**VACCINATION**

No special vaccination is necessary prior to visiting Hungary.

## THE ECONOMY

In 2006, Hungary's economic growth slowed down when compared to previous years. GDP growth reached 3.9 per cent, while in 2005 it was 4.2 per cent. In the beginning of 2007, the Hungarian economy experienced a further slump, and in the second quarter of 2007 GDP growth dropped to 1.2



per cent, making it the lowest quarter value in the last ten years. Industrial performance, however, rose by a whopping 10.1

per cent in 2006, more dynamically than in previous years. Exports increased by 14.6 per cent. In the initial months of 2007, growth in industrial production slowed down and for the first half of 2007 reached 8.9 per cent. Foreign trade rose: exports by 19 per cent and imports by 14 per cent.

The travel industry accounted for almost a third of the total foreign turnover of services. The number of Hungarian residents' trips abroad decreased by 4 per cent. Transport turnover increased when compared to 2005. Export of transport services experienced a 12 per cent growth, import an 8 per cent growth. Air traffic has a 45 per cent share on services and rose by 20 per cent ■

## TRAVEL INDUSTRY STATISTICS

According to the Hungarian Statistical Office, more than 40 million arrivals were documented at the borders in 2006, the majority of them from Austria (6 million), Romania and Slovakia. The total number of foreign tourists in 2006 was 9,259,000 persons, a 7.2 per cent decrease compared to the previous period. Revenues from the incoming travel industry, however, increased to 4.23 billion USD. A total of 5,134,000 guests booked themselves into hotels (domestic and foreign), the majority preferring 3-star (2,164,000) and 4-star hotels (1,925,000), a 3 per cent increase compared to the previous period. Hotel utilisation was the best for 5-star hotels in 2006 at 65.3 per cent followed by 4-star hotels at 57 per cent. The highest

hotel utilisation, unsurprisingly, could be seen in Budapest with an average of 67.9 per cent, followed by hotels at Balaton. 2-star hotels experienced the lowest utilisation.

Budapest was also clearly the most visited location together with the Central Danube Region with 38.7 per cent of all visitors, a 3.1 per cent decrease from 2005. The second most popular was Lake Balaton with 16.3 per cent and an increase of 4.4 per cent, Western Transdanubia came third with 11.1 per cent and an increase of 6.5 per cent compared to the previous period. Hungarian cities and towns most popular with foreign tourists were Budapest, followed by the spa towns Hévíz, Bük and Siófok ■

## A CONGRESS CENTRE AND A NEW UNDERGROUND LINE

The absence of a large convention centre in Budapest has been a widely discussed topic for a long time. It is only now that its construction has commenced and it should be finished by the end of 2009. It will be interconnected with the SYMA Sport and Events Centre near the Eastern (Keleti) Railway station and will provide 5,140 places for plenary meetings, a multi-purpose hall and nine separate conference halls. The overall capacity of the complex should be approximately 20,000 persons.

Underground garages for 2,000 vehicles are also planned.

The capital Budapest is planning a major investment in its transport network - the execution of a long-prepared investment - the construction of another underground line and reconstruction of the existing lines. The IV line of the Budapest metro is planned ■



# What makes Hungary the “Micest” country?

We asked several professionals why Hungary is such a popular MICE destination – which hotels, venues and accompanying programmes are in demand, and what you should show your groups and congress participants. Simply: why Hungary? – and what’s the current buzz there? Get inspired by what the professionals from Budapest and other regions had to say and you might want to chose this Central European country for your future MICE events.

■ **By Jana Collins**



**Dániel Farkas,**  
*Banquet Manager  
of the 4-star Hotel  
Pelion, Tapolca*

Our 4-star Pelion hotel, situated by Lake Balaton, is ideal for teambuilding and incentive events, and also for conferences that can be followed up by a visit to the sauna, indoor and outdoor swimming pools, a fitness or wellness centre and so on. The advantage of organizing a MICE event outside of the capital lies in the fact that people will remain in the hotel after dinner or meetings instead of going straight home, which is very important as people stay together and tend to create stronger bonds with the other participants. The atmosphere at such an event is completely different to events that take place in Budapest.

The Hotel Pelion is also remarkable for the karst cave that is located beneath it. The cave is not only a magnificent sight, it also offers a special microclimate and curative treatments. Tapolca is only 150 km from Budapest and the FlyBalaton airport is only an hour’s flight from Frankfurt or other German cities.

I would recommend doing something typically Hungarian in the vicinity of Balaton as an accompanying programme, such as a visit to the Herend porcelain factory, where you can not only learn about the manufacture of porcelain tea sets, but also organise workshops where participants can create something themselves under the expert guidance of craftsmen. I would also suggest learning more about Hungarian wines. A special wine-tasting

programme involves the sampling of seven or eight varieties of wine from the Lake Balaton region. These are all excellent white wines that are certainly worth getting to know.



**Balázs Kovács,**  
*Vice President of  
Sales & Marketing  
DANUBIUS Hotels  
Group*

Amongst other events we hosted the UNICEF Charity Ball in 2006 in the Hilton Budapest when the star guest was the actor Sir Roger Moore. Otherwise special star guests of the Operabál are accommodated in the Hilton Budapest (last year Daryl Hannah) and other stars such as Jean Michel Jarre, or the British duo The Weather Girls. In 2006, the US President Mr. Bush visited Budapest. On that occasion the Best Western Hotel Hungaria served as the press and telecasting centre (NBC, ABC). The telecasting was done from the top of the building.

What makes Budapest such a great MICE destination? I think that there are a number of things: very easy access by air (a maximum 2 hours from European destinations), a good infrastructure (train, tram, bus, metro). The airport is situated close to the city. There are exclusive and high quality 4-5 star hotels in Budapest and old, traditional hotels outside of the city. Budapest is the city of spas, up-to-date spa & wellness hotels (like those Danubius operates) create a welcoming and relaxing atmosphere for meetings. We should also mention the famous delicious Hungarian cuisine. In Budapest, there is a wide selection

of designer and fashionable bars, restaurants, and other remarkable places which can also serve as venues for different types of events, such as the famous Gundel restaurant.

As accompanying programmes, I would recommend exclusive journeys by steam-driven vintage and luxury trains, historical adventures underground, explorations of hidden corners of Budapest, historical time travel in the old Buda Castle district (baroque buildings), or the Hungarian Wine House.

There are also many interesting incentive activities. For example, „Bringóhintó“ (2-4-6 person cycling coaches) cycling on Margaret Island (located in the heart of Budapest), Hungaroring (a Formula 1 race track) in the Adventure Park Challenge or the “Trabant-rallye” (driving former socialist cars), the Medieval Teambuilding competition, the Puszta Safari or the Tractor Race and Gokart High Ropes Courses.



**Eva Makai,**  
*Director of IMS  
Budapest*

Last year presented us with a very colourful “bunch” of activities.

Amongst our many top-flight events, IMS Budapest was honoured by the Hungarian National Tourism Board’s invitation to organise an International Destination Management Conference in 2007. This was attended not only by experts from national tourism boards, airlines and travel agencies, but also by a number of ministers, who were invited from all over the world.



Our regular clients come mainly from the US as we are specialised in incentive programmes, meetings and corporate events: we had the chance to run a great event for 700 delegates at an international removal companies' association congress, 200 guests representing one of the largest telecommunications companies, and major pharmaceutical companies are our return guests - not to mention the main automobile and other well-known food and beverage company meetings and industry awards appreciation trips.

As we have observed over the past 20 years, people are fascinated by Hungary's 2,000-year-old history and the very rich heritage of the country. Budapest and Hungary are still undiscovered destinations offering a wide variety of tours and activities, which could easily keep anyone busy for at least 5 full days. According to a recent survey, Hungary is the second-best tourist destination in the world in terms of price-value ratio. Hungary's well-known hospitality and excellent cuisine are attractive to visitors, as well as the unique gala dinner venues and the thermal waters. We always recommend a cruise on the Danube as we think it is a must to admire the most beautiful scenery Budapest, the capital city, has to offer.



**Petr Štefan,**  
Director of Catering,  
Zátíši Catering Group,  
a.s.

In 2007, we provided the catering at the launch party for the Johnson&Johnson Life Scan conference. It was an event for 600 persons hosted on the Europe Boat. Refreshment was offered in the form of a so-called Flying Buffet, i.e. plates or trays with small portions of food were delivered straight to the guests so they could concentrate on enjoying themselves rather than having to carry plates around with them. The Europe Boat also hosted gala dinners and a buffet on the occasion of Cameron McKenna's European meeting. Another interesting event was the gala dinner for 250 guests hosted for MasterCard on the occasion of the announcement of the Bank of the Year in the Fine Arts Museum in Budapest.

Some of the most attractive event locations in Hungary include the Fine Arts Museum in Budapest, The Applied Arts Museum, the

Europe Boat, and the Nostalgia Park and engine shed in Budapest.



**Balázs Szücs,**  
Director of Marketing,  
Hungarian National  
Tourist Office

Hungary is now a top destination for MICE travel – and a genuine rival to the usual business behemoths of Europe. Data published by the ICCA ranked Budapest at number 6 among the world's most popular cities for conferences during 2006, while Hungary rated 20th in its list of favoured countries for international business events and conferences (a market share of almost 2%).

Nestling in the heart of Europe, Hungary's first clear advantage is its position and accessibility. The second advantage is its infrastructure. As interest grew in Hungary, it responded with beautifully renovated, upmarket hotels, stunning cultural facilities and huge conference centres. There are now 14 five-star and around 50 four-star hotels in Budapest alone. The state-of-the-art Europa Congress Centre opened in 2006 and hosted the annual Business Travel Show. In addition, the excellent venues are well supported by highly experienced conference and incentive organisers. These facilities come at a cheaper price – on average companies can expect the bill to come in at 15% lower than for other European centres. And the final weapon in Hungary's armoury is its atmosphere – the capital is one of Europe's great cities, and there is no shortage of highlights in the countryside too. Budapest has an evocative, cobbled Castle District, a Westminster-inspired Parliament building and an impressive, looming Basilica. You can stroll along a boulevard fashioned on the Champs Elysées or through wonderful parkland and hills. Thermal water runs beneath the country's surface and delegates can enjoy a pampering at a wealth of spas or wellness hotels in their spare time. Hungarian cultural events and festivals are internationally recognised, and the country has a rich culinary tradition and 22 wine regions. And so it is that Hungary ticks all the boxes for those seeking somewhere enticing yet convenient and affordable. No surprise, then, that it's a star of the MICE circuit.

## SPECIFICITIES OF THE HUNGARIAN NATION

*At the end of the ninth century, the Hungarians went through the Carpathian mountain passes to settle the Central Danube basin. There they established an empire that lasted 1000 years, ruling what is now Hungary, Croatia, Slovakia, Transylvania, Western Ukraine and parts of Serbia and Austria. During this period they were devastated by the Mongols in the thirteenth century and endured 150 years of Ottoman rule in the sixteenth and seventeenth centuries. Although fighters by nature, they have not been successful in the conduct of their wars; in fact, they have never won one.*

## BEHAVIOR AT MEETINGS AND NEGOTIATIONS

*When holding meetings with representatives of more powerful nations, Hungarians have an initial preoccupation with national honor. They must have be treated delicately and not talked down to. They are quite touchy about this, but quickly relax once status has been established. Meetings are, however, generally far from relaxing in terms of negotiating style and duration.*

*Hungarians are often moody and raise problems without offering solutions; they seem to expect the order party to come up with overanalyze constantly. Often pessimistic, they will lace pessimism with optimistic forecast of deals to be done. They avoid saying no but often fail to answer questions directly. You really have to read between the lines.*

*Hungarians are often unable to deliver their promises, but are skilled improvisers, although verbal energy often lapses into physical lassitude.*

Richard D. Lewis:  
**“WHEN CULTURES COLLIDE:  
LEADING ACROSS CULTURES:  
THE HUNGARY”**

Boston, London, Nicholas Brealey Publishing (1996, 1999, 2006).

# Budapest:

The spirit of the old continent and the Austro-Hungarian empire; buildings, churches and cathedrals displaying various architectural styles ranging from the Baroque, through Romanticism, the Secession and Modernism all the way to the aesthetics of the Bauhaus, are all present in the Hungarian capital. It is the largest spa city in the world with more than a hundred thermal and healing springs and is the only capital in Europe with thermal springs on its territory. Its cuisine is renowned for its well-spiced goulash, cabajka (Hungarian sausage), paprika and the delectable Tokai wine – a perfect blend of modernity, scintillating exuberance and authentic folksiness.

■ **By Zuzana Adamson**

## *The Roman*



**B**udapest is all of these things and more. A capital ranked 6th by the ICCA according to the number of organised congresses and conferences. (86).

Budapest, which is divided into two different parts thanks to the river Danube cutting through it – the historical Buda and the industrial and residential Pest -, is simply taking the world of MICE by storm. Its (annual) high position in the rankings, right after Berlin and two places above Prague in 2006, can be explained largely by its excellent value for money, its favourable image in the world, its high-quality, first-class infrastructure, the current interest in Central and Eastern European countries, as well as the fact that experienced Hungarian PCO's and DMC's are providing highly professional services. The city also boasts numerous quality accompanying activities such as spas or cultural and other interesting activities and possibilities that are ideal for incentive.



According to the Hungarian National Tourist Office statistics, 2006 proved very successful for Hungary: the number of international conferences increased by 26.7 per cent compared to 2005. 75 % of all MICE events took place in the capital.

Constant improvement of the infrastructure is contributing to the growth and development of the

MICE travel industry. Currently, there are 14 five-star and 42 four-star hotels that have 20,000 beds in total. The Boscolo New York Palace hotel, which was opened in spring 2006, is probably the most beautiful and luxurious of these. The hotel incorporates a famous café that in the past used to be frequented by aristocrats, artists, politicians and the upper echelons of society. Other five-star meeting and conference favourites include the recently reconstructed Gresham Palace near St. Stephen's Cathedral, which is a Four Seasons hotel, Le Meridien, the Corinthia Grand Hotel Royal and the Kempinski



# ce of the Old Continent



Hotel Corvinus, currently the most popular conference hotel.

At the end of 2006, the hotel chain Accor opened its latest hotel, the Novotel Danube. This hotel group has several other hotels in the city including the five-star Sofitel (17 conference halls), whose largest conference room's capacity is 360 persons, and also the Novotel Budapest Congress, the largest and most famous congress hotel in Budapest. After a 2005 reconstruction, the hotel offers 18 conference halls, the largest with a capacity of 2,000 places. The hotel is directly connected to the Congress & World Trade Center, which was reconstructed in 2006 by the Accor-Pannonia Hotels Rt. Group with an investment of 8 million EUR. The exhibition hall offers 900 square metres and is connected with the conference hall. "The purpose of the renovation was to meet the requirements of international conference guests by offering the services of the Budapest Congress & World Trade Center," said Mr. Patrick Bourguignon, the Chief Executive of Accor-Pannonia Hotels Rt.

## Boutique and Design hotels on the rise

Apart from large congress and conference hotels, small design and boutique hotels that cater for smaller meetings and incentive events have been springing up in Budapest over the last few years because of soaring demand. In March 2006, the Best Western Premier Hotel Parlament, which is located right in the historical heart of the city, was opened, offering 65 double rooms. This stylish hotel has two conference rooms, two breakout rooms and its own uniquely designed library intended for small meetings, a bar, internet access and a wellness club.

### TOP 8 ICCA 2006

CITIES		COUNTRY	
Vienna	147	USA	414
Paris	130	Germany	334
Singapore	127	UK	279
Barcelona	103	France	269
Berlin	91	Spain	266
<b>Budapest</b>	<b>86</b>	Italy	209
Soul	85	Brazil	207
Prague	82	Austria	204



The four-star Zara Hotel Boutique offers 74 rooms, the design hotel Lánchíd 19, which was opened in March 2007, provides 45 rooms and 3 apartments offering magnificent views of a world UNESCO heritage site - the historical parts of Pest situated alongside the Danube riverbank. The hotel is located directly on the river, 100 metres from the chain bridge Lánchíd 19 after which it was named and which is one of the most prominent symbols of Budapest. It is suitable for conferences catering for up to 100 persons.



1,000 performances), held here annually in August since 1993.

The southern part of the island is set to change into a Budapest “Las Vegas” or Dream Island over the course of six years, to be built by the Israeli investor and developer Elbit Medical Imaging. Its Plaza Centers subsidiary will construct 8 to 10 hotels with a total of 6,000 rooms, a large conference centre for more than 3,500 persons, 4 apartment hotels, a yacht marina, a casino with 150 tables, an auditorium for 5,000 persons, an opera building for 3,000 persons and 40,000 square metres of retail space, spread over an area of 346,000 square metres. Plaza Centers specialises in the development, management and selling of shopping and entertainment centres and hotels in Central and Eastern Europe and India. The company is expected to invest 1.5 billion EUR in the development of Dream Island ■

### “Las Vegas” to be built on Óbuda Island

There are three islands in the city: Margaret Island, Csepel Island and Óbuda Island. The third island, situated in the oldest part of northern Budapest, is famous for the Sziget Festival, one of Europe’s largest music and culture festivals (about 400,000 visitors and more than

#### CASE STUDY

## Creating a Competitive Advantage for your Destination

**COMPANY/ORGANISATION** The UNWTO (United Nations World Tourism Organisation) in co-operation in Hungary with: the Ministry of Local Government and Regional Development, the Hungarian National Tourist Office and the Hungarian Convention Bureau

**EVENT** An International Conference on Destination Management

**GROUP SIZE** 250 guests

**DATES** February 7 – 10, 2007

**AGENCY acting as PCO and DMC**

IMS Budapest

**VENUE** The Kempinski Hotel Corvinus (5 star), Budapest, Regina Ballroom.

**CONGRESS EVENTS VENUES** Gala Dinner – Museum of Fine Arts, which is one of the

most beautiful venues in Budapest. During the cocktail reception the ExperiDance Dance Ensemble entertained the guests with a spectacular show. Afterwards, a very elegant dinner took place in the loveliest room of the Museum. Hungarian

Theme Evening - Lázár Equestrian Park, Domonyvölgy, located 35 km from Budapest in the very heart of the Gödöllő Hills.

#### CONFERENCE

The main objectives of the international conference on destination management taking place in Budapest were to give an overview of the theoretical background of destination management, to discuss the role of the organisations, bodies and companies involved in destination management, and to learn from best practices. The conference provided the opportunity to meet tourism professionals from all over the world and share their experience and knowledge/market intelligence.

**THE CHALLENGE** According to Krisztina Otvos, IMS Director of Operations, “The biggest challenge was that a number of foreign ministers registered at the last minute, so we had to make sure they were welcomed at the airport by a representative of the Hungarian Government and arrange the transfer to their hotels by limousine. We also welcomed many participants from countries whose citizens



need a visa to enter Hungary so we had to contact Hungarian consulates all over the world to make sure that our guests received their visas”.

**EXECUTION** In the months prior to the event we secured the best guides and the nicest coaches. All the suppliers were aware of the importance of the event and tried to help us in whatever way they could to make it a success. It was very important to all of us who were involved that the guests, who were all experts in tourism, received the highest service level and also got a very good impression of our beautiful city.

**FEEDBACK** “The event was a great success. The guests loved Budapest. We received many thank you letters from participants and also from the Ministry of Local Government and Regional Development”, concludes Krisztina Otvos.



# 5 TOP VENUES in Budapest

## 1 Gerbeaud Café

The world-renowned Gerbeaud House, with its 10 conference halls, the largest accommodating up to 220 persons, offers a splendid historical setting for conferences and meetings. The creativity and imagination of its earliest proprietors, Henrik Kugler and Emil Gerbeaud, are reflected in the unique atmosphere and interior of this 149-year-old building, which is situated in the centre of Budapest. If you are looking for venues with a unique ambience then Gerbeaud House for meetings, and the famed Gerbeaud Café for coffee breaks and snacks, is just what you need. [www.gerbeaud.hu](http://www.gerbeaud.hu)



## 2 Gundel Restaurant

The prestigious Gundel Party Service turns weekdays into feasts, and feasts into unforgettable memories. The restaurant has a world-renowned cuisine and caters for even the most discriminating of tastes, creating a unique "Gundel" experience. The capacity of its largest conference room is 320 persons (with a theatre set-up) and there are 13 conference rooms in total. [www.gundel.hu](http://www.gundel.hu)



## 3 Duna Palace

This historical palace is situated in the city centre, near to the River Danube. The Lipótváros Casino used to be located in the palace, which was opened in 1897. It is possible to organise all kinds of meetings, conferences and parties here, with quality restaurant services. There are 7 separate rooms that are ideal for meetings and conferences, the largest Theatre Room accommodating up to 292 participants with a theatre set-up over an area of 292 square metres. The restaurant occupies 422 square metres and can hold up to 400 persons for cocktails. Its traditional and historical atmosphere will certainly add glamour and style to your meetings. [www.dunapalota.hu](http://www.dunapalota.hu)

## 4 State Opera House

One of the most beautiful and celebrated opera houses in Europe. The building primarily functions as a venue for ballet and opera performances, but it can be rented out completely, or partially (individual auditoria and halls) when it is vacant. The largest, Erkel Theatre, has a capacity of 2,000 persons and the auditorium suitable for conferences can accommodate up to 1,200 persons. Manager: Maria Herbai, Phone: +361 472 1195



## 5 The New York Café

On 23<sup>rd</sup> October, 1894 Sándor Steuer, a member of a famous coffee-family, opened "the most beautiful café in the world" in the New York Palace in the heart of Budapest. The majestic palace building was built in a style recalling the Italian Renaissance and Baroque period. Everything in the palace exudes opulence, being made of marble, bronze, silk and velvet. The New York Café is the most celebrated part of the hotel, with its four-floor arrangement and opulent decor that well preserves its former splendour and make it one of the most famous cafés in the city, a must-see for all visitors.



## HOW TO EMPATHIZE WITH HUNGARIANS

*Above all, be familiar with Hungarian history and their contributions to the wider world, particularly with reference to science and music. Listen to their complaints and problems, but do not offer any of your own.*

*Hungarians are impressed by plush offices, cars, clothes and so on, and they like to exhibit their wealth. Good clothes are essential and you should strive for immaculate presentation. This, a knowledge of Hungarian and a quick and flexible brain are assets in dealing with Hungarians. Most Hungarians in positions of power are very well educated, and they respect strong academic records and intelligent conversation about their own magnificent history. Always refer to Hungary as Central Europe rather than Eastern Europe.*

*Avoid talking about ethnic minorities (Jews, Gypsies, Romanians, etc.) unless you are well informed? A sense of humor is essential. ■*

## MANNERS AND TABOOS

*The Hungarian is a bon vivant, a drinker of wine rather than beer, a lover of cholesterol-rich food and frequenter of traditional coffeehouses, where timeless conversations and bittersweet Turkish coffee remind you of the Ottoman occupation. Conversation in Hungary is very personal, with much handshaking, strong eye contact and frequent confidences. Women, although sometimes prominent in business, are idealized in the old-fashion manner. Hand kissing is common and men walk to the left of the women (to protect them with their sword). Women precede men into theatres, cinemas and private homes, but follow them into rougher environments such as bars, restaurants and cafés! Hungarians often use the third person (he or she) and have four forms for you to choose from, depending on the degree of politeness. ■*

Richard D. Lewis:

**"WHEN CULTURES COLLIDE:  
LEADING ACROSS CULTURES:  
THE HUNGARY"**



# HUNGARY



"where meetings meet **traditions**"

[www.hcb.hu](http://www.hcb.hu)



HUNGARY



# BRILL AV Presentation

Today the word "conference" has become synonymous with "excellent technical execution". All modern conferences require high quality equipment and skilled technical management. Only a well-equipped and managed company can do this.

Brill Audio Visual Rental and Services Ltd is the largest conference AV technology provider in Hungary. For 20 years, it has been servicing its clients from all over the world, and has become the leader in this specialised field. It owns the biggest inventory of technical equipment – over 2.3 million Euros in value – and can provide ANYTHING you need for your conferences, events, investigator meetings, workshops, etc. Located close to the heart of Budapest, Brill AV Rental and Services can easily reach any event location in the Hungarian capital, making it easy for any event organiser to hire AV equipment.

To further help its respected clients, Brill AV employs a number of skilled technicians, to make any event a success, be it small or large. Quite often our

technicians assist event organisers and clients by providing useful ideas, solutions and suggestions, to create a better or more impactful event.

Owning and operating the largest fleet of interpreting equipment in Hungary, while meeting 21st century requirements and more, Brill AV Rental is revolutionising interpretation system usage in the country and is the leader in quality services of this kind. We use ISO 4043-standard sound-isolated, digital equipment, the very latest technology on Earth.

Today, Brill AV Rental is the largest in the Hungarian conference-technology business, providing high-quality, standard services for all those coming to Hungary for business purposes. We are not only the leaders in conference AV technology rental, but also deliver for congresses, medical universities, training sessions, company events, presentations, museums and gala dinners amongst many others.

If you are planning to hold an event of any kind in Hungary any time in the future, contact Brill AV Rental and Services Ltd. ■



## Andras Farkas

Director of External Contacts  
Brill AV Rental and Services  
00-36-30-408-6317  
andras.farkas@brill.hu  
[www.brill.hu](http://www.brill.hu)

## OUR STATISTICS

More than 20 years of experience and successful operation in Hungary.  
Over 2,500 events covered annually  
Over 30 skilled technicians  
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High-standard AV equipment  
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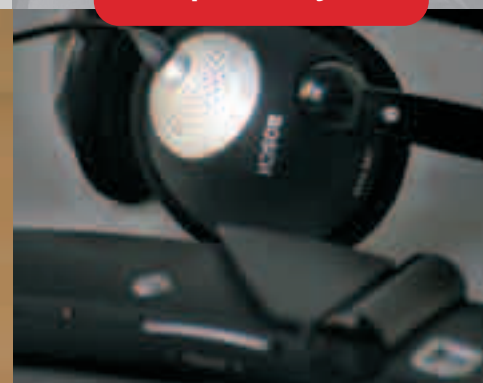
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[www.brill.hu](http://www.brill.hu)

# 6 EXCITING INCENTIVES

## Follow your instincts

**1** Hungary has a longstanding horse show tradition. It doesn't come as a too much of a surprise then, that the first person to ride 5 horses at once was a Hungarian champion. His extraordinary achievement became known as the Puszta Five. Puszta is a captivating flatland area located in south-eastern Hungary renowned for its lowlands and horses. The Lazár



Equestrian Park, owned and managed by the two world-champion Lazár brothers, is situated here and offers a wide choice of activities.

The incentive programme entitled Horse Show Hungarian Style encompasses various horse shows (where participants get hands-on experience) and you can also take part in the Puszta

Olympics, which has several competition categories such as barrel riding, puszta darts, corn cleaning, pitchfork pitching and stump throwing. Every member of the winning team gets a bottle of the Lázár brothers' favourite wine. A banquet can also be organised (vegetarian if required) in the restaurant or outside (Hungarian specialities are prepared outside on an open fire). There's no shortage of music and dance either: whether it's a traditional 5-member gypsy ensemble or dancers from Hungary and Transylvania. Enjoy a taste of the life of a Hungarian cowboy - and more.

For more information, visit: [www.lazarteam.hu](http://www.lazarteam.hu)



## GET TO KNOW HUNGARIAN LIFE

**2** Everything that makes Hungary so unique – its products or services, culture, food and drink – could be called "Hungaricum". Embrace the "World of Hungaricum" thanks to a special programme organised by [www.altagra.hu](http://www.altagra.hu). It organises also other tours: a road trip focused on learning about the agriculture in this area and the Traditions-Flavours-Regions programme. So, are your taste buds already salivating for Hungarian goulash or paprika chicken?



## Test them with a Trabant Rallye

**3** These days it seems utterly inconceivable that in the 1960's, during communism, you'd have to wait 15 years to be able to buy the tiny bakelite Trabant car. In today's consumerist era this is hard to imagine. Why not try out the hectic Trabant Rallye ride. The route usually goes through Szigethalom (15 km south of Budapest) to Puszta (flatland) through typical Hungarian villages and landscape on roads with little traffic. You will have the assistance of a car mechanic and a maximum of forty cars take part for a duration of 2 hours. You can even take part in a trabant race. The fleet of 50 cars is divided into two teams on two farms that are 25 km apart. When the clock starts, the race is on to see who can reach the other team's farm first. En route you are faced with many situations that have to be dealt with immediately and so can test your ability to cope with the unexpected.

[www.mb-travel.hu](http://www.mb-travel.hu)

Contact person: Mihály Vigvári, CEO.

Phone: +36 1 350 0350

# Treat them like royalty

**4** Hungary is renowned for its Central European-style spas. There are more than 1,000 healing springs on its territory, which can be utilised for the prevention of illness, treatment,

relaxation and rehabilitation. As of today, 22 towns and 62 smaller towns have healing baths. Over the last 35 years, 125 new spa facilities and numerous spa hotels have been opened.

Budapest has the most famous spas, the Gellért, Palatinus and Széchenyi.

What can be more pleasant than to combine a spa and wellness with a congress or conference. Spoil your guests with special procedures, massages



or pearl baths. The Gellért Baths – built in 1918 – are the city’s best known. On the premises of the spa, it is possible to organise an unforgettable gala dinner for several hundred guests or a special performance featuring water ballet. The Ruda Baths also offer a venue suitable for various high-profile events.

**For more information, visit:**

[www.gala.hu](http://www.gala.hu)



## THREE CAPITALS IN ONE

**5**

The River Danube connects three Central European capitals: Vienna, Bratislava and Budapest. Vienna is only 50 km

from Bratislava, so it's no wonder that the Viennese like to pop to Bratislava to see a

theatre show in the evenings. It would be a shame not to take the opportunity to get to know all three

capitals in one go.

Try the Danube River Cruise. The route extends from Vienna (or even Germany) through Bratislava to Budapest and back. Along the current of the river Danube, the journey picks up speed. The romantic landscape of the banks of this important European river unfurls before your eyes and is full of surprises. The trip is ideal in good weather: try choosing the spring and summer months – from May to the end of September. It is possible to stage business presentations, parties, gala dinners and other special events on the boat. You can make a stop-over in Szentendre near Budapest, a small town popular with artists, and spend a day in the middle of nature, go on a balloon trip, take a walk, see the colourful houses and immerse yourself in the healthy atmosphere of the Hungarian countryside.

**For more information, visit:**

[www.danuberivercruise.com](http://www.danuberivercruise.com),

[www.lod.sk](http://www.lod.sk)



## Let them taste a king's favourite

**6** Did you know that the French king Louis XIV relished Tokai wine? When he first tasted it, he dubbed it “the wine of kings and the king of wines”. Tokai wine is still one of the best in the world. The Wine Tour Tokaj programme takes you to vineyards in the north of Hungary, where the precious fruits ripen.

A visit to the most renowned producers of Tokai wine is also part of the programme as well as information about the specifics of this royal wine. In the famous Rákóczi Cellar, whose history dates back to the 15th century, you can indulge in the art of combining wines with food. Tokai village is surrounded by rivers, so the next part of the programme is dedicated to sports. Hop into a canoe for a ride you'll never forget as your instructors and companions will be none other than Olympic champions! **For more information, visit:** [www.hcb.hu](http://www.hcb.hu)



# “WE CAN COUNT ON A GOOD POSITION IN THE ICCA RANKINGS”,

says **Dr. Ivan RONA**. He is Director General of the **Hungarian National Tourist Office** and we have the opportunity to give him a few questions.



## **MICE CEE: What was the condition of the Hungarian travel industry in 2007?**

We believe that in 2007 Hungary performed even better than in the previous year, considering the number of international association and corporate events. Currently we are conducting a detailed survey with the cooperation of Hungarian suppliers (conference hotels, organising agencies and all kinds of meeting venues) to get an overview of the market such as the average number of delegates attending events, their nationalities, length of the conferences and the venues frequented, which months etc. We will publish this data in the coming weeks on the website of the Hungarian Convention Bureau ([www.hcb.hu](http://www.hcb.hu)). According to the results so far we can count on a good positioning in the ICCA rankings too (to be published in spring).

## **MICE CEE: Are there any noticeable changes in the Hungarian MICE travel industry when compared to the previous period?**

In the past few years we have seen a considerable increase in the number of conference venues with more and more smaller boutique hotels and castle hotels opening their doors with meeting facilities suitable for smaller size events, training and corporate meetings. These offer a brilliant alternative to the already existing portfolio of large, high-class hotels across the country. We can also see a change in the nature of organising events from the point of view of Hungarian DMC's. These companies have realised that it is crucial to offer programmes that show both sides of Hungary; a country that values its traditions and authenticity but at the same time provides up-to-date facilities that delegates expect with trendy bars, restaurants, chic hotels that reflect the contemporary edge of Hungary.

## **MICE CEE: What marketing activities aimed at boosting the income of the travel industry and MICE travel business in Hungary have you prepared for the next period?**

We are continuing such successful activities as the Conference Ambassador Programme in 2008 (aiming to attract more international association congresses to the country), but will come out with a series of new promotional tools: a German version of the sought-after „Meeting Planners' Guide to Hungary - where meetings meet traditions“, a new spot on Hungary as an ideal conference and incentive destination, and very soon a new layout for the HCB-advertisement. We plan to further

develop the webpage of HCB, adding an Italian version to the six language site and refresh its design to make it even more attractive and comprehensive. We won't stop organising study tours for professionals from all over the world, and will contribute to the successful hosting of such important events as the yearly conference of the Association of Flemish Travel Bureaus' (VVR), the assembly of DRV (Deutscher ReiseVerband) or the E-marketing Seminar of UNWTO-ETC, to show these professionals the best of Hungary.

## **MICE CEE: Can you meet the special conditions necessary for “green meetings”? Have you noticed an increase in demand for “green facilities” from foreign subjects?**

The Hungarian National Tourist Office is putting a strong emphasis on environmental issues and has been supporting for a long time 'green' initiatives not only of suppliers but also of the people in Hungary. On the whole, Hungarians have a positive image about hiking, nature reserves and equestrian tourism, but the motivation to join in such activities is not high enough. These are two of the main findings of a survey conducted by the Hungarian National Tourist Office. Therefore raising awareness is the key to promoting green tourism, the focus theme of last year's marketing activities. During the campaign year in 2007 the HNTO was working in close cooperation with the Ministry of Environmental Protection and Water Management. Other strategic partners of the HNTO include the hiking, equestrian, cyclist, geocaching, ornithology and zoo associations. In 2008 to further keep environmental-friendliness in focus, the Hungarian National Tourist Office would like to call the attention to the abundant natural wonders in the „Year of Waters.“ Although demand for green meetings in Hungary is not very common yet, HNTO would like to communicate the importance of sustainable, eco-friendly tourism to the Hungarian market-players so that they can prepare for this obvious future trend. We work closely together with the Hotel Association of Hungary, which issues each year the „Green Hotel“ award to the properties meeting a range of 'green' criteria. In 2007-2008 altogether 30 Hungarian hotels have been given this prestigious title.

## **MICE CEE: Which markets will your marketing activities focus on in the next period?**

Our main market is still Europe and we welcome most delegates from Western European countries (in order: Germany, Great Britain and France), but the US is also considered as large potential market along with Scandinavia and Russia ■

# & CITIES REGIONS



READY, STEADY, GO! LET ME INTRODUCE SOME INTERESTING PLACES THAT ARE IDEAL FOR YOUR TEAMBUILDING EVENTS OR LARGE INTERNATIONAL CONFERENCES. DISCOVER THEIR UNIQUE ATMOSPHERE!



# Balaton

**a meeting place for physicians, businesspeople  
and all who love to relax**

■ *By Zuzana Adamson*

**T**he following trend can currently be observed within the MICE travel industry in the countries of Central and Eastern Europe: aware of the fact that MICE travel business is a highly profitable sector of the industry, governments and private entities are placing importance on creating suitable conditions for MICE outside of capital cities as well. So attention has shifted to the regions and smaller towns, where new conference and congress centres, luxury hotels and infrastructure are springing up.

The second most popular place in Hungary for the travel industry is the Lake Balaton region. Hungarians like to say that Lake Balaton, the largest lake in Central Europe, is their very own sea. Meetings, conferences and other MICE events that take place here have a completely different atmosphere to those in the capital, where participants go off in different directions after meetings, making it more difficult for them to socialise and get to know each other.

The combination of sports facilities, countryside, water-related activities, sulphur and healing springs, and luxury, mostly spa and wellness, hotels makes Lake

Balaton a particularly attractive MICE destination, boosted by good accessibility from Budapest, which is only a two-hour drive away. There is also the FlyBalaton airport - the first regional airport in the country. Ryanair operates flights here from Stansted in the UK and there are other connections to German cities and to Zurich in Switzerland.

One of the most renowned resorts is Hévíz, situated at the foot of the Keszthely mountains. There is also a crater lake here with warm healing water with a temperature of 38 Celsius. It is probably a little-known fact that only Iceland has a lake like that at Hévíz. The second resort with healing springs is Balatonfüred, which is a very popular spot for various medical conferences and symposia. It is the birthplace of the Balaton spa culture. The hub of the area is the culturally remarkable town of Siófók, which hosts various events, music and dance festivals throughout the year, such as the famous Anna Ball that has been held annually since 1825.

There are several luxury hotels in the Lake Balaton region that are suitable for conferences and larger events, but also for incentive and team-building trips that combine meetings and business with leisure, spa and







wellness. Those looking for first-class luxury should choose one of the 5-star hotels situated in the region, such as the dazzling Rogner Hotel & Spa Lotus Terme, in the centre of beautiful scenery and situated in Hévíz. It offers 3 conference and banquet facilities that can accommodate 120 persons and offers 233 rooms

In February 2007, the four-star Silver Resort Conference and Wellness Hotel, located right next to Lake Balaton, was opened in Balatonfüred. It disposes of 56 rooms and 40 suites and conference rooms that accommodate 140 persons and two rooms for 30 persons.

The four-star Hotel Club Tihany has a capacity of 1,200 places with theatre set-up, offering 333 rooms and 160 bungalows. This extensive conference, relaxation and wellness centre is located on the Tihany peninsula, in a 13-acre park. It is also an ideal place for large-scale sports events.

The Ramada Balaton Hotel in Balatonalmádi is a four-star conference hotel that can accommodate 600 persons in its largest conference hall with a theatre set-up. It has 6 conference rooms and 210 rooms in total. The conference rooms provide excellent audio-visual equipment and there is also a special Sky Lounge situated on the rooftop offering magnificent panoramic views of Lake Balaton. Wellness and beauty services, a 25-metre indoor swimming pool, a terrace that is perfect for barbeques and the hotel's own beach will certainly enhance your conference.

One of the most attractive four-star hotels in the area, the Hotel Marina-Port in Balatonkenese, also offers six conference rooms. Its conference hall accommodates 220 persons and its meeting rooms up to 70 persons. The hotel offers great sports facilities, a swimming pool, jacuzzi, gym, squash and tennis courts, saunas, bio sunbeds, massages and beauty treatments.

The Balaton Congress Centre and Theatre in



Keszthely on the north-west of Lake Balaton is the newest addition to the conference venues. The theatre set-up accommodates more than 500 persons in the main hall and the centre also offers 5 conference sections that can be joined together in various ways. A professional staff is at your disposal to satisfy all your needs and wishes.

Organisers of meetings in the Lake Balaton region can combine them with sports, professional spa procedures, wellness and relaxation. Additionally, cultural events that take place in the region throughout the whole year can help your clients learn more about Hungarian culture whilst gaining unforgettable experiences ■

### Culture and sports events

WHEN?	WHERE?	WHAT?
May	Keszthely	Balaton Festival
May	Balatonfüred	Opening of the Season, Unfurling of the Sails
May/June	Siófok	Whitsun Opening of the Season
July	Siófok	Golden Cockle Folklore Festival
July	Balatonfüred	Blue Ribbon Grand Prix, yacht race
July	Balatonfüred	The Anna Ball
August	Balatonfüred	Wine Weeks
September	Badascony	Badascony Vintage

See also: [www.hungary.com](http://www.hungary.com)

## CASE STUDY

# Congress and wellness in the City of Kings

**TITLE** The 3rd Central European Congress on Concrete Engineering

**TIME AND PLACE** From 17th to 18th September, 2007, in Visegrád

**ORGANISING FEDERATION** The Hungarian Group of fib. Co-organisers: The Hungarian Concrete Association and Association of Hungarian Concrete Elements Manufacturers

**NUMBER OF PARTICIPANTS** Roughly 250

**VENUES AND LOCATION** 4-star Thermal Hotel Visegrád. Banquet: the Renaissance Restaurant in Visegrád



activity for the accompanying persons during the technical events. The location is not only beautiful, but is also a place that has a great importance in Hungarian history. "This is important, because since the conference is organised every year in a different founding country (there are four of them) there is a custom that the countries introduce themselves during the conferences with small exhibitions and offer some country-specific food and drink. So by choosing this location we could introduce not only the local cuisine, but also a part of our history."

### CHALLENGES AND SOLUTIONS

"Since the venue was some 60 km from the international airport of Budapest, we had to find the right means of transportation to offer those arriving by plane. There was also another challenge," says Dr. Tamás K. Simon. "Since a significant part of the conference budget came from the companies who were renting the exhibition booths, it was important to be able to rent out all the possible space and it wasn't so easy to find all the companies ready to invest and therefore also in a way sponsor the event. The third challenge was connected with the climate. Due to wet weather conditions the water level of the River Danube was high and this caused some difficulty during the technical excursion, which

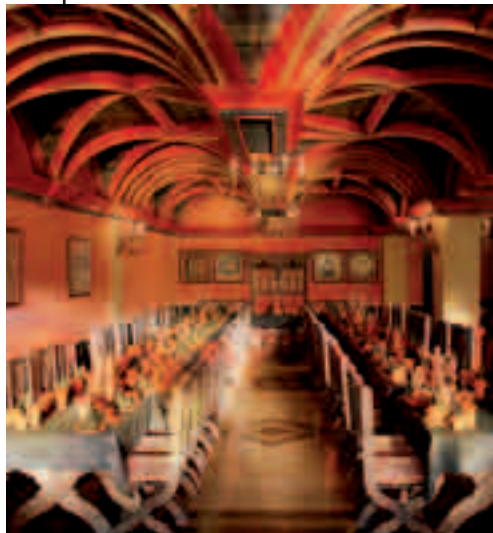
was organised as a visit to the North motorway bridge over the river, which was under construction."

### THE BANQUET

The event started with a Knight's Tournament in the open-air tournament field located next to the Solomon Tower of Visegrád. The tournament was presented by the military division of the St. George Royal Order and featured a falconry display. After the demonstration, the guests marched off behind the King and Queen for a medieval Royal Feast in the Renaissance Restaurant. Waiters in costume served dishes and drinks made according to medieval recipes and there was live music from lute players, summoning up the spirit of the Renaissance.

### VERDICT

"We are even now getting a number of verbal congratulations for the perfect organisation. We had, in fact, already had a certain amount of experience here, because this was the third international conference organised by this small group of people," says Dr. Tamás Simon.



**BUDGET** The total budget was roughly 25 million HUF, which is about EUR 100 000

### A SHORT DESCRIPTION OF THE EVENT

"The choice fell on this hotel, because we calculated with between 250 and 300 participants and the hotel facilities (conference rooms, etc.) were able to accommodate this volume of persons. It was also possible to organise three sessions at a time, but for the opening and closing sessions the halls could be opened out into one big space. We also wanted to take the venue out from the capital, more into the countryside, and this location is perfect because of its view of the Danube bend," says Dr. Tamás K. Simon, a member of the organising committee.

The Thermal Hotel Visegrád offers several wellness services, which are included in the room fee. This gave an alternative choice of





# Discover... VISEGRÁD



About 50 km north of Budapest – Visegrád - a small town with a rich history, towers above the River Danube. Famous as the place where the V3 group was established in 1991, transformed two years later into V4 – the Visegrad 4 Group. This group of four Central European countries (initially Czechoslovakia, Poland and Hungary and after the division of Czechoslovakia into the Czech Republic and Slovakia, Slovakia joined) came to an agreement about mutual cooperation here.

## WHERE TO STAY

**The Thermal Hotel Visegrád \*\*\*\***

[www.thv.hu](http://www.thv.hu)

**The Silvanus Conference and Sport Hotel \*\*\*\***

[www.hotelsilvanus.hu](http://www.hotelsilvanus.hu)

**The Hotel Visegrád \*\*\***

[www.hotelvisegrad.visegradtours.hu](http://www.hotelvisegrad.visegradtours.hu)



## HOT NEWS...

A new luxurious hotel, operated by the Hilton Hotel Corporation, is to open in 2009. Located only 2.5 km from Visegrád, and only a short walk from Lepence Thermal Baths, it will provide 230 rooms and five meeting rooms. It will be the third Hilton hotel in Hungary.

## WHAT TO VISIT

The location that Budapest city-dwellers escape to for weekend encounters with nature has three main historical sites. They all lie north of the centre: the Royal Palace and Solomon's Tower near the river and the Citadel perched on the hilltop above. All the river sites are within easy walking distance. You can also visit the surrounding Visegrád Hills, boasting gorgeous views, and providing an unexpected but appropriate setting for several works by the visionary architect Imre Makovecz (ref. Rough Guides). Not far from Visegrád, tucked away in the middle of a forest, you can find the Lepence spa with its thermal and swimming pools.



## A TOWN OF REGAL MEETINGS

In 1330, the construction of the royal palace was finished and in 1335 the Hungarian king invited important Central European rulers to a gathering. Bohemia was represented by John of Luxembourg with his son Charles IV, the future King of Bohemia and Holy Roman Emperor, Poland by King Kasimir, and representatives also came from Bavaria, Saxony and Silesia. The objective of this meeting was to agree on

the consolidation of cooperation between the said countries. More than 600 years later, this historical proceedings was an inspiration for the meeting of the representatives of Central European countries.



## WHERE TO HOLD A PARTY

**The Nagyvillám Hunter's Inn restaurant** is ideal for celebrations and unusual events. It is situated in the middle of the countryside and apart from excellent service also boasts a unique location. The restaurant offers magnificent views of the Danube Bend and the Castle of Visegrád. It accommodates more than 200 persons.

**TEL:** +36-26/398-070, +36-30/278-3251

**MAIL:** [nagyvillam@invitel.hu](mailto:nagyvillam@invitel.hu)

**WEB:** [www.nagyvillam.hu](http://www.nagyvillam.hu)

**The Renaissance Restaurant** evokes medieval splendour and is unique in the

country because its waiters wear historical costumes and serve royal dishes made according to medieval recipes. You can also have live music at your parties - the captivating sounds of the lute. It is ideal for exclusive banquets and conferences. The restaurant also organises Medieval Tournaments in the Solomon Tower for a minimum of 25 guests.

**TEL:** +36-26/398-081

**MAIL:** [renrest@visegradtours.hu](mailto:renrest@visegradtours.hu)

**WEB:** [www.renrest.visegradtours.hu](http://www.renrest.visegradtours.hu)

# Time for... DEBRECEN



The second biggest city in Hungary is the regional centre of the Northern Great Plains region. Thanks to its proximity to the Romanian/Ukrainian border, the city is fast becoming a significant commercial centre. Because of its role in the Reformation period, Debrecen is often dubbed the „Calvinist Rome“. One of the most popular universities in Hungary, with approximately 30,000 students, is also located here. Explore the city of social events, folklore and arts festivals, including the renowned Flower Carnival!

## CITY DEVELOPMENT

In the near future five-star hotels will be built in this rapidly-developing city. Over a period of two years, 2,000 rooms will be made available in the city; for instance, in the historical, „Great Forest“ area of the city the 5-star Hotel Arborétum and the 5-star Hotel Divinus are planned. The Debrecen Forum and Market Hall - an ultra-modern entertainment and leisure centre that will encompass a hypermarket, cinemas, a children's area and offices - is also being built, as well as a new theatre that will accommodate 300 to 350 persons per show.

## HOW TO GET THERE

The regional airport - the second biggest airport in Hungary - has connections to Greece, Spain, Egypt, Turkey, Bulgaria, Germany, Montenegro, Moscow and other destinations in Russia. 40,000 passengers were handled in 2006.



## WHERE TO STAY



The four-star **Aquaticum Debrecen Thermal & Wellness Hotel** also provides a conference hall for larger events. It has 94 rooms and an extensive water centre with swimming pools, spa and wellness centre that includes Thai massages and various spa procedures and is perfect for relaxation. [www.aquaticum.hu](http://www.aquaticum.hu)  
The recently opened, modern four-star hotel **Lycium** offers 88 double rooms and 4 apartments. It is connected to the Kölcsey Convention Centre. [www.lycium.hu](http://www.lycium.hu)

## UNUSUAL VENUES

**The Kölcsey Convention Centre** is the largest, most modern and best equipped centre in eastern Hungary. It extends over



an area of 13,000 square metres and disposes of a large hall that can accommodate 750 to 1,150 persons. In its 8 separate rooms with good conference and audio-visual facilities, it is possible to organise panel discussions, meetings and special seminars.

The Kölcsey Convention Centre is also ideal for exhibitions, extending over an area of 700 square metres and including a dancefloor. The premises also encompass the four-star hotel Lycium that can accommodate 192 persons. The newly built Museum of Modern Arts is situated in the vicinity.

**The Debrecen Community Center** lies in the heart of the historical city centre and can host events for up to 200 persons.

## PUSZTA

Hungaricum that you can't miss! Puszta is the the largest Central European steppe and also features in the UNESCO world heritage list. The traditional customs of the locals are still preserved and original stock is reared. Livestock, horses, sheep and buffalo freely graze on the plains and more than 230 bird species can be found here. The Hortobágy National Park (since 1973) extends over an area of 70,000 hectares. On the outskirts of the village of Hortobágy, a nine-arched bridge that bears the same name crosses the river. It is 40 km from Debrecen and offers plenty of choice for incentive programmes. For instance, the Puszta Safari programme is offered by [www.toureasttour.hu](http://www.toureasttour.hu), [www.traveltohungary.eu](http://www.traveltohungary.eu) ■





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## NEW YORK PALACE BUDAPEST

**ADDRESS:** ERZSÉBET KRT. 9-11,  
H-1073 BUDAPEST

**TEL:** +361/886 6130

**FAX:** +361/886 6199

### ROOM RESERVATION:

**TEL:** +361/8866 111, +361/8866 122

**E-MAIL:** congress@newyork.boscolo.com  
congress.luxury@boscolo.com

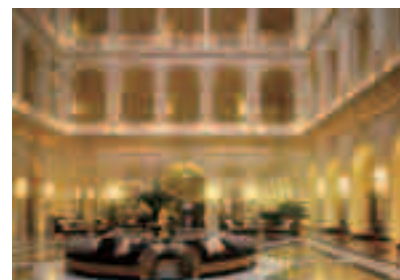
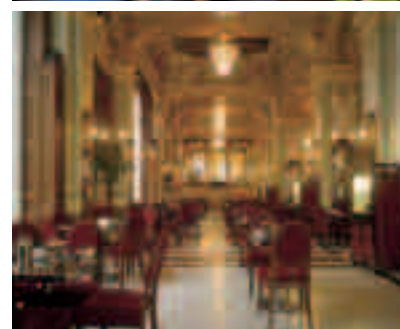
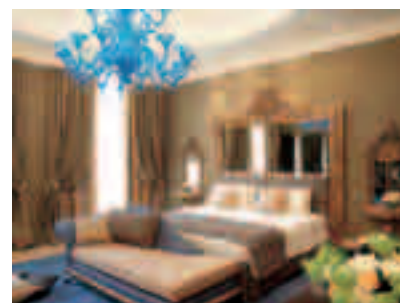
**WEB:** www.newyorkpalace.hu,  
www.boscolohotels.com



**S**ituated on the first floor of the hotel, the VIP Lounge, breakfast or banqueting hall, and 1 large and 3 smaller conference rooms each holding the most up-to-date of audio-visual equipment. Appropriate to arrange any kind of, meeting, conference, training program, cocktail parties or business dinners. The seating capacity of the breakfast hall is that of 80 persons or 120-150 persons for a standing reception. The VIP Lounge with its Business Centre offers a perfect location for press conferences, presentations & meetings for 12-15 persons completed by a smaller Coffee Lounge. The Conference Centre accommodating a maximum of 175 persons is made up of 1 large room and 3 smaller rooms.

The New York Palace glories in having a marvellous restaurant, a legendary café, an enchanting Cigar bar and a breakfast lounge. Each place has its own special atmosphere enabling guests to choose between a quiet corner for an intimate chat or dinner at a teeming coffeehouse table, according to their mood. The New York Café is the most significant and most well known part of the hotel ■

ACCOMMODATION FACILITIES	
Total number of guestrooms	112
Classic Rooms	29
Superior Rooms	34
Deluxe Rooms	22
Junior Suites	21
Suites	4
Royal Suites	2



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Vivaldi	60	126	36	130	128
Verdi	16	30	16		44
Puccini	16	30	16		41
Bellini	16	40	18		46
Monteverdi	30	50	35		72
Donizetti	16	40	18		50



# CORINTHIA GRAND HOTEL ROYAL



## CORINTHIA GRAND HOTEL ROYAL

ADDRESS: ERZSÉBET KRT. 43-49  
H-1073 BUDAPEST

TEL: +36 1 479 4000

FAX: +36 1 479 4333

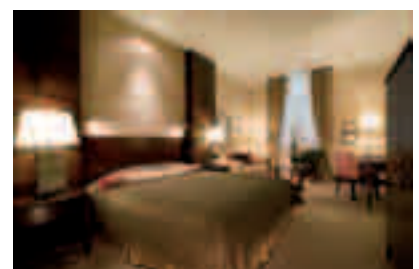
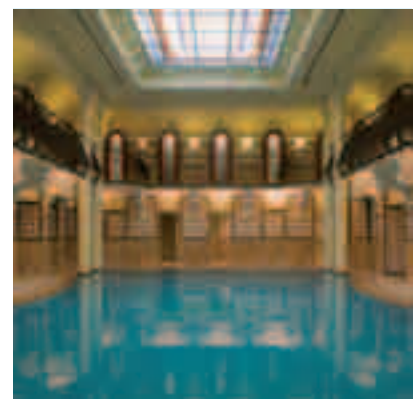
E-MAIL: [royal@corinthia.hu](mailto:royal@corinthia.hu)

WEB: [www.corinthia.com](http://www.corinthia.com)  
[www.corinthia.hu](http://www.corinthia.hu)



ACCOMMODATION FACILITIES	
Total number of guestrooms:	414
Royal Residences (apartments):	26
Superior Rooms:	285
Executive Rooms:	98
Suites (Junior, Deluxe):	31
Ambassador Suite:	2
Presidential Suite:	1

The Corinthia Grand Hotel Royal, a French Renaissance style building of 1896 with an Art Nouveau interior design, is located right in the heart of Budapest's District VII, where the renovation of the hotel is part of the redevelopment of the Grand Boulevard. The hotel is within easy walking distance of the Opera House, major theatres and attractions and close to the main business districts and the shopping area. No other five-star hotel in Hungary can boast of such a magnificent past and such an impeccable range of modern services as the Corinthia Grand Hotel Royal ■



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Grand Ballroom	300	400	100	400	430
Gallery	-	-	-	70	115
Valetta					
Conference Centre I	120	168	90	500	540
Jokai	38	50	30	70	73
Derv	38	50	30	70	73
Krudy	30	46	30	50	59
Mikszath	30	46	30	50	59
Arany	48	60	30	75	84
Petőfi	48	60	30	75	84
Valetta Conference					
Centre II	180	240	50	250	330
Kölcsey	12	24	12	20	29
Ady	12	24	12	20	29
Jozsef	34	40	18	50	59
Lehar	34	40	18	50	59
Kazinczy	20	30	18	30	47
Erkel	20	30	18	30	47
Exhibition Centre				650	740



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Danubius Hotel Flamenco\*\*\*\*

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Radisson SAS Béke Hotel\*\*\*\*<sup>superior</sup>

Best Western Hotel Hungaria\*\*\*\*

Hotel Budapest\*\*\*\*

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# DANUBIUS HEALTH SPA RESORT HELIA



## DANUBIUS HEALTH SPA RESORT HELIA

**ADDRESS:** H-1133 BUDAPEST,  
KÁRPÁT U. 62-64.

**TEL.:** (36) 1 889 5800

**FAX:** (36) 1 889 5801

### CONTACTS:

**TEL.:** 889 5906 (Judit Lieber)

**E-MAIL:** judit.lieber@danubiushotels.com

**TEL.:** 889 5816 (Gyula Bartos)

**E-MAIL:** gyula.bartos@danubiushotels.com

**E-MAIL:** helia@danubiushotels.com

**WEB:** www.danubiushotels.com/helia



**D**anubius Health Spa Resort Helia is a first class conference, thermal and wellness hotel located in the heart of the capital on the banks of the River Danube.

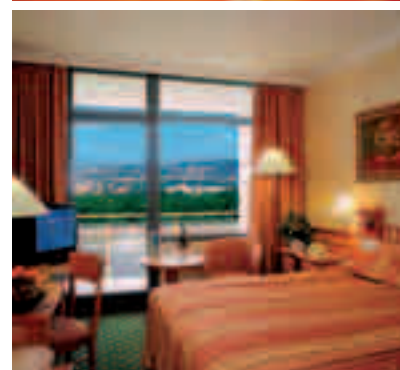
Our guests can enjoy the comfort offered by the 262 air-conditioned rooms. We have connecting rooms and on four floors non-smoking rooms.

The hotel offers 9 meeting rooms on the same floor most of them overlooking the River Danube, all with daylight and up-to-date equipment, up to 400 people.

There is, in addition, a highly comprehensive Business Centre.

The Helia boasts many other facilities including the fashionable Danubius Premier Fitness Club & Danubius Health Spa - for wellness and well-being ■

ACCOMMODATION FACILITIES	
Total number of guestrooms	262
Double and twin rooms with city view	85
Double and twin rooms with Danube view	164
Suites with sauna	4
Business suites	4
Rooms for Disabled guests	5



### CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Helia Confence	160	400	50	300	360
Panorama	60	100	35	90	140
Mercure	60	100	35	90	140
Orion A	30	50	20	40	60
Orion B	10	20	10	-	42
Orion A + B	50	85	30	40	102
Uranus	100	100	40	80	112
Saturnus	10	20	14	-	42
Pluto	-	-	10	-	28
Venus	30	50	20	50	60
C Lobby	-	-	-	100	120
Terrace					1000
Jupiter Restaurant	-	-	-	400	630
Lobby	-	-	-	-	120

# JAGELLO BUSINESS HOTEL



**JAGELLO BUSINESS HOTEL**

**ADDRESS:** JAGELLÓ UTCA 38

H-1124 BUDAPEST

**TEL:** +361 248 2780

**FAX:** +361 319 0274

**E-MAIL:** sales@jagellobusinesshotel.hu

**WEB:** www.jagellobusinesshotel.hu

## ACCOMMODATION FACILITIES

Total number of guestrooms	24
----------------------------	----



The recently opened, air-conditioned Jagello Business Hotel is situated at the BAH junction, next to the Budapest World Trade Center and MOM entertainment plaza. It is in a peaceful environment near to the city centre and has excellent public transport connections. The most important sights and the business centre of Budapest can be reached in 15-20 minutes from the hotel. Our guests can reach Buda Castle in about 20 minutes.

The Buda Hills are the green area of the capital and are popular with nature-lovers and walkers alike. There are designated paths through the forests that are suitable for both walking and cycling. Sas Hill, a 74-acre nature reserve with interesting flora and fauna, is situated near to the hotel.

Our receptionists can provide local information in a number of languages (Hungarian, German, English, French and Slovakian) 24 hours a day. The 3-star Jagello Business Hotel – opened on 15th October, 2006 - offers 24 modern, comfortably furnished double rooms with central heating and air conditioning. The rooms have sound-proof windows, smoke detectors, private shower and toilet (including hair-dryer), satellite television, direct dial telephone and minibar. In our breakfast room we offer a buffet breakfast from 7:00 until 10:00. Half board (lunch or dinner) is available. Our hotel is highly recommended for travelling businesspeople. Our purpose is to ensure a comfortable, quiet and efficient environment for leisure and working (telephone, free Internet access, fax, etc.).

The conference-room is equipped to receive up to 30 persons for private company reunions, as well as training or courses and also has access to the garden area. The hotel garage can accommodate 15 cars. There are further parking places for cars and buses in the vicinity of the hotel ■



## CAPACITY

	Theatre	Classroom	U-shape	Banquet
Conference room	12	15	18	30



# HUNGUEST APARTHOTEL EUROPA



## HUNGUEST APARTHOTEL EUROPA

**ADDRESS:** HÁRSHEGYI ÚT. 5-7,  
H-1021 BUDAPEST

**TEL:** +36 1/391 51 79  
+36 1/391 23 00

**FAX:** +36 1/391 23 99

**E-MAIL:**

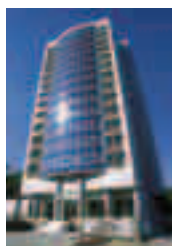
reserve@aparthoteleuropa.hunguesthotels.hu

**WEB:**

www.aparthoteleuropa.hunguesthotels.com,  
www.hunguesthotels.com



CAPACITY	
	Theatre
Conference Room 1	200
Conference Room 2	140
Section Room 1	40
Section Room 2	50



ACCOMMODATION FACILITIES	
Total number of guestrooms	91
Double Apartments	78
Double Rooms	13



# HUNGUEST HOTEL PELION



## HUNGUEST HOTEL PELION

**ADDRESS:** KÖZTÁRSASÁG TÉR 10,  
H-8300 TAPOLCA

**TEL:** +36 87/513 100  
+36 87/513 120

**FAX:** +36 87/513 101

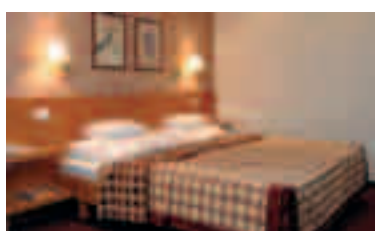
**E-MAIL:**

reserve@hotelpelion.hunguesthotels.hu

**WEB:** www.hotelpelion.hunguesthotels.com,  
www.hunguesthotels.com



CAPACITY		
	Theatre	Area (sq. metres)
Savannah Room	30	60
Section Rooms	12	21



ACCOMMODATION FACILITIES	
Total number of guestrooms	228
Double Rooms	212
Apartments	8
Suites with jacuzzi	4
Rooms for Disabled guests	4



# SPIRIT HOTEL ROGNER THERMAL SPA



## SPIRIT HOTEL ROGNER THERMAL SPA

ADDRESS: VADKERT KRT. 5.

H-9600 SÁRVÁR

TEL.: +36-95/889-500

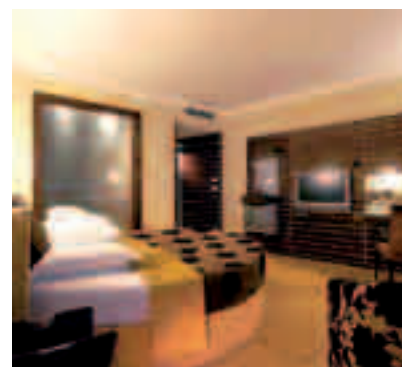
FAX.: +36-95/889-510

E-MAIL: sales@spirithotel.hu

WEB: www.spirithotel.hu



ACCOMMODATION FACILITIES	
Total number of guestrooms	273
Single (Standard, Premium)	49
Double (Extra, Grand, King)	207
Suite (Premium, King, Queen)	16
Suite President	1



The five star Spirit Hotel Rogner Thermal Spa Sárvár is one of Europe's most unique hotels. Wellness-, thermal- and whirl-pools, themed cascade with all types of Jacuzzis complement the sense of luxury on 1500 m<sup>2</sup> water area with 9 different type of saunas, Turkish Hamam and Rasul baths. We offer a wide range of delicious wellness and organically-grown foods in the Onyx restaurant and bars.

The hotel offers 273 rooms, with uniquely designed rooms and suites. The 600m<sup>2</sup> conference room can also be divided into 5 section halls. Inside sport facilities are: squash, bowling, petanque and outdoor tennis court ■

CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq.metres)
Room 1.	40	50	40	60	68
Room 2.	40	50	40	60	68
Room 3.	40	50	40	60	68
Room 4.	Corridor				139
Room 5.	100	110	100	150	130
Room 6.	100	110	100	150	127
Room 1 – 6. connected together	400	500	–	500	600



# THERMAL HOTEL VISEGRÁD



## THERMAL HOTEL VISEGRÁD

**ADDRESS:** H-2025 VISEGRÁD,  
LEPENCE-VÖLGY HRSZ. 1213.

**TEL:** +36 26-801-900

**FAX:** +36 26-801-914

**E-MAIL:** info@thv.hu

**WEB:** www.thv.hu



**T**his 4-star superior hotel is located in the scenic Danube Bend beside Visegrád, right next to the famous Lepence open-air thermal bath. It provides every convenience and first-class service to all guests looking for refreshment and rest in an ideal environment. Our air-conditioned, well-equipped meeting rooms and our restaurant are ideal for company events, conferences, partner meetings, training, banquets, receptions, parties and weddings.

One of the natural resources of Visegrád is the high-quality mineral spring with a temperature of of 39 °C, which rises from a depth of 1,300 m. This thermal water, which is well-known for its anti-inflammatory effects, its high iron, calcium, magnesium and hydrogen-carbonate content, also contains trace elements and alkaloids with a low salt content, which are very important for the human organism ■

ACCOMMODATION FACILITIES	
Twin-bedded/double rooms overlooking the River Danube	90
Twin-bedded/double rooms overlooking the park	74
Apartment overlooking the River Danube	2
Apartment overlooking the park	3
Junior apartments overlooking the River Danube	4
Presidential Suite	1



CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Zafir I	50	130	36	80	95,2
Zafir II	50	130	36	80	95,2
Zafir III	80	180	45	170	168,4
Zafir I + II	100	250	–	150	194,6
Zafir II + III	120	300	–	250	267,7
Zafir I + II + III	190	420	–	350	364,3
Rubin	30	45	21	50	61,2
Achat	24	25	15	30	39,8
Smaragd	36	30	21	40	49,7
Opal	16	20	15	10	30,5
Achat+Smaragd	48	90	39	40	86,8
Smaragd+Opal	42	75	33	40	77,7
Achat+Smaragd+Opal	63	120	–	100	118,3
Jade	30	50	24	30	56
Ametist	18	30	15	20	32,8
Onix	20	40	18	20	39,2

# KÖLCSEY CONVENTION CENTRE



**KÖLCSEY CONVENTION CENTRE**  
**ADDRESS:** HUNYADI U. 1-3,  
 H-4026, DEBRECEN  
**Tel:** +36 52 518 400  
**Fax:** + 36 52 518 404  
**WEB:** www.kolcseykozpont.hu,  
 kolcseykozpont@fonixinfo.hu

**CONTACT:**

Ms Edit Rápolthy + 36 70 933 9906  
 Ms Ágnes Gajdos +36 70 933 9907  
 Ms Annamari Prekopcsák  
 +36 70 933 9905



**T**he Second Largest and Most Modern Conference Centre in Hungary is the most perfect place for conventions, congresses, banquets, exhibitions, workshops, performances and cultural events.

Kölcsey Convention Centre, with its 13,000 m<sup>2</sup> area, is second to none among conference centres in Eastern Hungary. The designer of the centre visualized such an "omniscient" building that can be the perfect ambience for an international conference as well as for a cultural event of any kind. A complex where the individual spaces may be connected or separated at will, while the wide variety of halls of various sizes would satisfy any and all technical demands ■

CAPACITY					
	Classroom	Theatre	U-Shape	Cocktail	Area (sq. metres)
Grand Hall		788		600	750
Section Hall	40	80	30		80
2 Section Halls Combined	90	170	60		160
Grand Hall + 4 Section Halls Combined		1180		800	1070
Ballroom	120	260	45	200	300
Ballroom + Dance Hall	130	360	55	250	500
Exhibition Hall	120	260	45	200	310
Foyer (on 3 floors)				1200	3414



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# MICE

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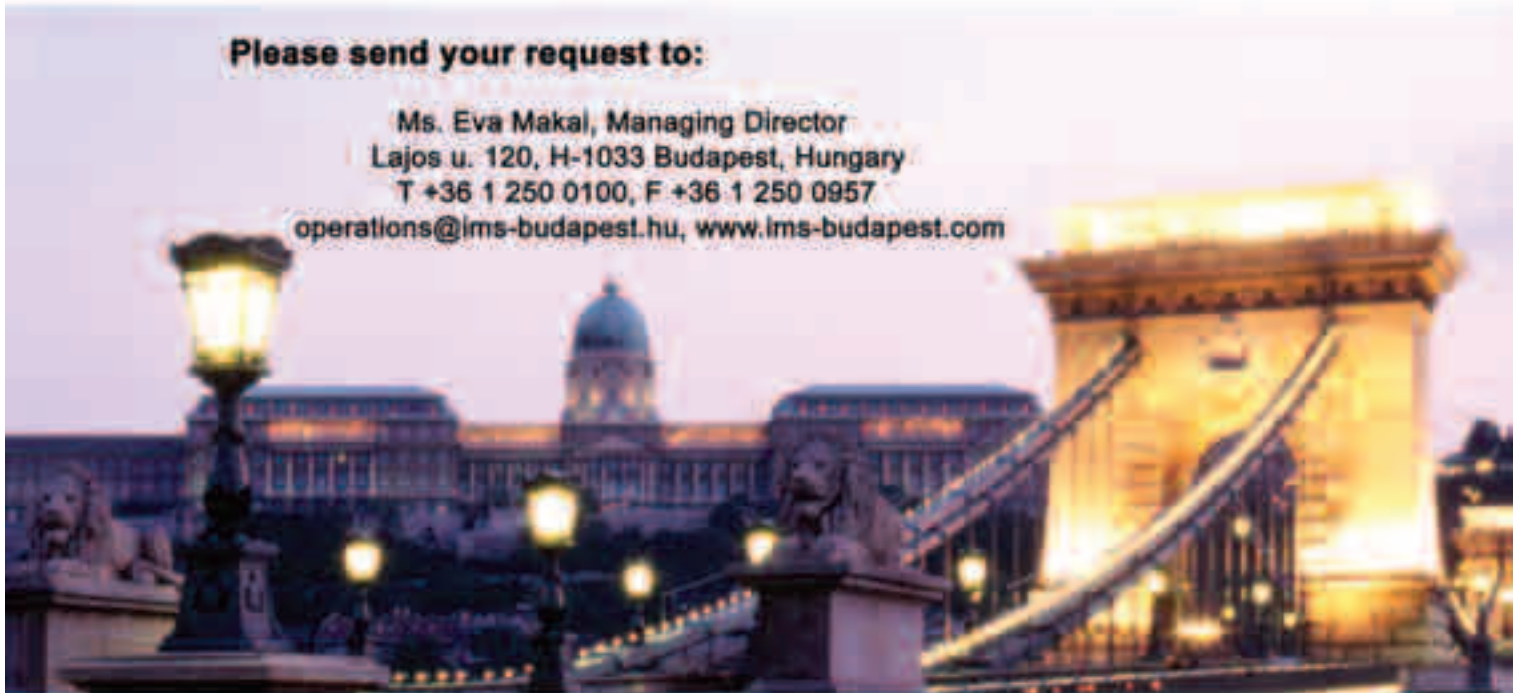
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# GO and REGIONTOUR 2008

The largest Central-European Travel Trade Fairs emphasising the regions welcomed a record number of exhibitors: 1,455 companies from 32 countries presented more than 80 tourist destinations. The fairs were attended by the most important domestic travel agencies, all the regional and tourist areas of the Czech Republic, as well as a high number of foreign regions. The first two days, which were targeted at professionals, saw more than 14,000 visitors.

## TOP topic: congress tourism

This year's innovation was the M.I.C.E project aimed at supporting congress and incentive tourism in the regions of the Czech Republic. In the A2 Hall there were the stands of almost a hundred exhibiting firms – regional authorities, hotels, travel agencies and congress centres. An integral part of the two-day programme was the conference by the CzechTourism agency devoted to the support of congress tourism in the regions.

## Quality accompanying programme for professionals and the general public

For the sixth time MEETING POINT was staged at the fair – a two-day workshop attended by 30 tour operators from 10 countries (Belgium, France, Italy, Switzerland, Spain, Slovakia, Hungary, Poland, Russia and Great Britain). The participants were very satisfied with the more than 650 business discussions and also appreciated the presence of the Znojmo region with their incentive programme.

Representatives of the state administration and tourism professionals met at the conference with the Ministry for Local Development with the aim of making use of European funds within the 2007 to 2013 programming period. The 2nd Panel Discussion on the promotion of

the Czech Republic as a golf destination had a high level of participation; Mike Woodcock, PR Manager of the organisation operating seven golf courses in the Scottish birthplace of golf, St. Andrews, also took part. Other seminars dealt, for instance, with country tourism or the potential of the Russian market.

## Preliminary statistical data:

Research shows that visitors were particularly interested in novelties and trends in the sector and the range of services on offer. Some, however, came to order and purchase their tours (26.8 % of the visitors to GO and 16.3 % of the visitors to REGIONTOUR); 88.1 % of the respondents also plan to return next year.

A total of 86.5 % of the exhibitors preliminarily attained their major goals, 85.7 % of the respondents decided, as early as during the fair, to participate again in future events ■

Basic statistical data		2007	2008
1	Participating companies	1 265	1 455
2	Represented countries	32	32
3	Net exhibition space in m <sup>2</sup>	10 055	10 790



## IT&CM CHINA 2008: A new World of Opportunities

IT&CM China is scheduled to take place from 9 – 11 April at ShanghaiMart Expo, a venue with 6,200 metres square gross exhibition space. With the aim to promote “China to the world” and the “world to China”, IT&CM China 2008 will be THE platform for suppliers targeting the MICE market to network and source for new business leads and opportunities in the fastest growing market in the world.

### China's Expanding MICE Market

With upcoming major developments and events such as the Beijing 2008 Olympics and the World Expo 2010, international travel associations and authorities on business travel have declared China to be THE market to watch.

According to the WTO, China's tourism industry will grow at an annual rate of 8, 7 percent in 2007-2016 and is expected to become the world's second largest tourist economy within 10 years. In addition, China will become the No. 1 tourism destination and the No. 4

outbound source in 2010 and will earn USD300 billion in tourism receipts.

According to the World Travel & Tourism Council, China is expected to be the second biggest spender on travel and tourism in the world by 2017, with a projected annual growth of 8, 7 percent between 2007 and 2016.

ICCA forecasted that China will become a primary destination for international MICE tourism in the 21st Century.

The China National Tourism Administration has estimated that China's tourism industry will pull in a record USD 128,6 billion revenue in 2007, an increase of 10 percent over 2006.

China plans to have 120 world-class convention centres by 2020 and become the world's hottest outbound tourism market with a projected 100 millions travellers.

Let us finish with the last interesting fact: Business and meeting travellers account for 39, 9 percent of China's total inbound tourism market – surpassing the level of that in many developed countries (China National Tourism Administration) ■



# Mid year marks high point for IMEX

■ **By Alex Shephard**

- **Biggest line-up of exhibitors to date**
- **Increased focus on German market potential**
- **US presence up**
- **Long-haul hosted buyer numbers boosted by new groups**
- **Emphasis on 'greener' European travel options**

IMEX has announced its largest ever exhibitor line-up. The trade show's hallmark hosted buyer program is also set for a sizeable increase. This achievement is due to a significant number of new long-haul groups, and also a rise in the number of European groups attending.

## Central and Eastern European picture

Among those Central and Eastern European exhibitors adding to IMEX's strength are Bulgaria, with a 76% per cent bigger stand than last year, the Czech Republic, which has increased by a further 10% and Croatia, 6%. Other CEE countries attending the Frankfurt trade show include Poland, Estonia, Hungary, Lithuania, Moscow Exhibition and Convention Agency, Montenegro, Romania, Slovakia, Slovenia and Russia. In addition, the number of buyers attending from Eastern Europe is also forecast to expand with high demand

**Central and Eastern Europe can also celebrate the fact that Torun in Poland has won the IMEX 2008 Wild Card competition (announced December 2007). The Wild Card winner will now attend the April exhibition free of charge and will also benefit from substantial marketing support as well as free accommodation for the Torun team and access to discounted flights. Eastern European destinations have a strong record in the Wild Card programme. Poznan in Poland, Georgia (Corbet-Transair, Translyvania) and Siberia have all won places in the past which have helped them to create a higher profile within the international meetings industry.**

from Russia, the Ukraine, Poland, Hungary and Rostov, Russia for the first time. Other 2008 IMEX highlights include a rise in the number of US exhibitors, who will be located in a centralised and dedicated US quarter. IMEX's growing links with US associations, including DMAI, PCMA and

ASAE, are also now bringing the trade show to the attention of a wider US audience.

## Greener travel options

For the coming show, IMEX is also consolidating its commitment to environmental best-practice by encouraging visitors and hosted buyers to choose 'greener' travel options where possible. Participants from Belgium, the Netherlands, Germany and Switzerland will be able to take advantage of substantial rail discounts with Deutsch Bahn direct to Frankfurt city centre. Hosted buyers living on the continent are also being encouraged to choose high-speed rail options. Among the exhibitors appearing at the Messe Frankfurt exhibition for the first time are Capella Hotels & Resorts; Chicago Convention & Tourism Bureau; Protur Hotels; GHM Hotels; Prestige Hotels of the World and Indonesia.



Las Vegas, Texas Tourism, Atlanta Convention & Visitors Bureau and the Wedgewood Group will make a welcome return to IMEX.

## Opening up new German markets

Marketing to attract more German visitors to

Looking ahead to the 2008 show, **Ray Bloom, IMEX Chairman,** comments: *"The past five years have seen the meetings industry grow in size and strength. Increased demand from the US, new markets opening, increasing influence at a political and strategic level, more investment in infrastructure and a growing appreciation of the value of meeting face-to-face have led to a consistently positive mood in our sector. IMEX has grown consistently since its inception in 2003 and IMEX 2008 will be no exception. With the number of buyers also increasing year-on-year we aim to deliver ever more business opportunities, at the same time as creating a dynamic and exciting environment for our industry to meet, play and do business."*



IMEX 2008 will be significantly expanded with a new programme aimed at reaching 50% more visitors and buyers than last year. In addition to targeting the core market of event planners, agencies, association and meeting industry professionals, a new campaign will be aimed at marketing managers and directors with responsibility for live marketing, events, product launches and incentive travel programmes. This development recognises the growing influence of and demand for live events as part of the communications mix. An expanded German language seminar programme will also ensure that German visitors receive tailored and market-specific professional education. IMEX continues to develop its programme of New Vision initiatives. Innovations for 2008 include 20-minute 'speed mentoring' sessions provided by coaching company, SHINE, in the Professional Development Pavilion. A programme of short, drop-in workshops will also be offered. As usual, popular sessions, such as the Cross-Cultural Skills, Women's and Future Leaders Forums will aim to influence, educate and entertain on the key issues of the day. The IMEX Corporate Responsibility Centre, the green meetings seminar and the 'Green Awards' have increased in popularity as the meetings industry's desire to improve environmental awareness has gathered pace ■

# Unclouded vision.

It isn't just the increasing numbers of exhibitors and buyers from around the world who attend IMEX every year.

The important thing is *why* they go.

They go to be totally motivated by the IMEX agenda, by original thinking and new ideas. They go to be inspired, to do business. To make great contacts and do more business. *"It is fantastic here"* as one participant put it.

The show opens your mind to the full potential of the global MICE industry, making issues clearer, business easier and far more effective.

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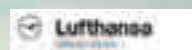
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8310 Visitors  
from 97 countries  
3400 Exhibitors  
from 150+ countries



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The IMEX team



# MICE EXPOSITIONS 2008/2009

## 2008

17 – 20 <sup>th</sup> JANUARY	ITF Slovakia Bratislava, SLOVAKIA ..... <a href="http://www.incheba.sk">www.incheba.sk</a>
JANUARY 30 – FEBRUARY 3	FITUR Madrid, SPAIN ..... <a href="http://www.ifema.es">www.ifema.es</a>
6 & 7 FEBRUARY	BEDOUK The Meeting Industry Exhibition Paris, FRANCE ..... <a href="http://www.bedouk.com">www.bedouk.com</a>
12 – 14 <sup>th</sup> FEBRUARY	CONFEX London, ENGLAND ..... <a href="http://www.international-confex.com">www.international-confex.com</a>
19 & 20 FEBRUARY	AIME The Asia Pacific Incentives & Meetings Expo Melbourne, AUSTRALIA ..... <a href="http://www.aime.com.au">www.aime.com.au</a>
5 – 9 <sup>th</sup> MARCH	ITB Berlin, GERMANY ..... <a href="http://www.itb-berlin.com">www.itb-berlin.com</a>
18 <sup>th</sup> MARCH	MICE FORUM Moscow, RUSSIA ..... <a href="http://www.miceforum.ru">www.miceforum.ru</a>
19 – 22 <sup>nd</sup> MARCH	MITT Moscow, RUSSIA ..... <a href="http://www.mitt.ru">www.mitt.ru</a>
19 & 20 MARCH	EMIF The European Meeting Industry Fair Brussels, BELGIUM ..... <a href="http://www.aboutemif.com">www.aboutemif.com</a>
8 – 10 <sup>th</sup> APRIL	GIBTM Gulf Incentive Business Travel & Meeting Abu Dhabi, UEA ..... <a href="http://www.gibtm.travel">www.gibtm.travel</a>
8 – 11 <sup>th</sup> APRIL	IT&CM Incentive Travel and Conventions, Meetings Shanghai, CHINA ..... <a href="http://www.itcmchina.com">www.itcmchina.com</a>
22 – 24 <sup>th</sup> APRIL	IMEX The Worldwide Exposition for Incentive Travel, Meetings & Events Frankfurt am Main, GERMANY ..... <a href="http://www.imex-frankfurt.com">www.imex-frankfurt.com</a>
12 & 15 JUNE	ITE MICE Hong Kong, CHINA ..... <a href="http://www.itemice.com">www.itemice.com</a>
16 – 19 <sup>th</sup> JUNE	ALTM Asia Luxury Travel Market Shanghai, CHINA ..... <a href="http://www.altm.com.cn">www.altm.com.cn</a>

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23 – 25 <sup>th</sup> SEPTEMBER	<b>MOTIVATION SHOW</b> Chicago, USA ..... <a href="http://www.motivationshow.com">www.motivationshow.com</a>
6 & 7 OCTOBER	<b>ACCESS</b> Congresses, Meetings and Incentives Business & Communication Vienna, AUSTRIA ..... <a href="http://www.access-austria.at">www.access-austria.at</a>
7 – 9 <sup>th</sup> OCTOBER	<b>IT &amp; CMA</b> – Incentive Travel & Conventions, Meetings Asia/CTW – Corporate Travel World Bangkok, THAILAND ..... <a href="http://www.itcma.com.sg">www.itcma.com.sg</a> ..... <a href="http://www.corporatetravelworld.com">www.corporatetravelworld.com</a>
1 – 5 <sup>th</sup> NOVEMBER	<b>47<sup>th</sup> ICCA</b> Congress & Exhibition Victoria, CANADA ..... <a href="http://www.iccaworld.com">www.iccaworld.com</a>
6 & 7 NOVEMBER	<b>BTC International</b> Roma, ITALY ..... <a href="http://www.btc.it">www.btc.it</a>
10 – 13 <sup>th</sup> NOVEMBER	<b>WTM</b> London, UK ..... <a href="http://www.wtmlondon.com">www.wtmlondon.com</a>
17 – 19 <sup>th</sup> NOVEMBER	<b>MICE EUROPE</b> Congress The Fairmont, MONACO ..... <a href="http://www.miceeurope.com">www.miceeurope.com</a>
19 & 20 NOVEMBER	<b>BTF</b> Central & Eastern European Business Tourism Fair Warsaw, POLAND ..... <a href="http://www.btf.waw.pl">www.btf.waw.pl</a>
2 – 4 <sup>th</sup> DECEMBER	<b>EIBTM</b> The Global Meetings and Incentives Exhibition Barcelona, SPAIN ..... <a href="http://www.eibtm.com">www.eibtm.com</a>
8 – 11 <sup>th</sup> DECEMBER	<b>ILTM</b> International Luxury Travel Market Cannes, FRANCE ..... <a href="http://www.iltm.net">www.iltm.net</a>

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# 2009

15 <sup>th</sup> – 18 <sup>th</sup> JANUARY	<b>GO and REGIONTOUR</b> Brno, CZECH REPUBLIC ..... <a href="http://www.bvv.cz/go">www.bvv.cz/go</a> <a href="http://www.bvv.cz/regiontou">www.bvv.cz/regiontou</a>
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Gala Dinner IMEX 2007



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