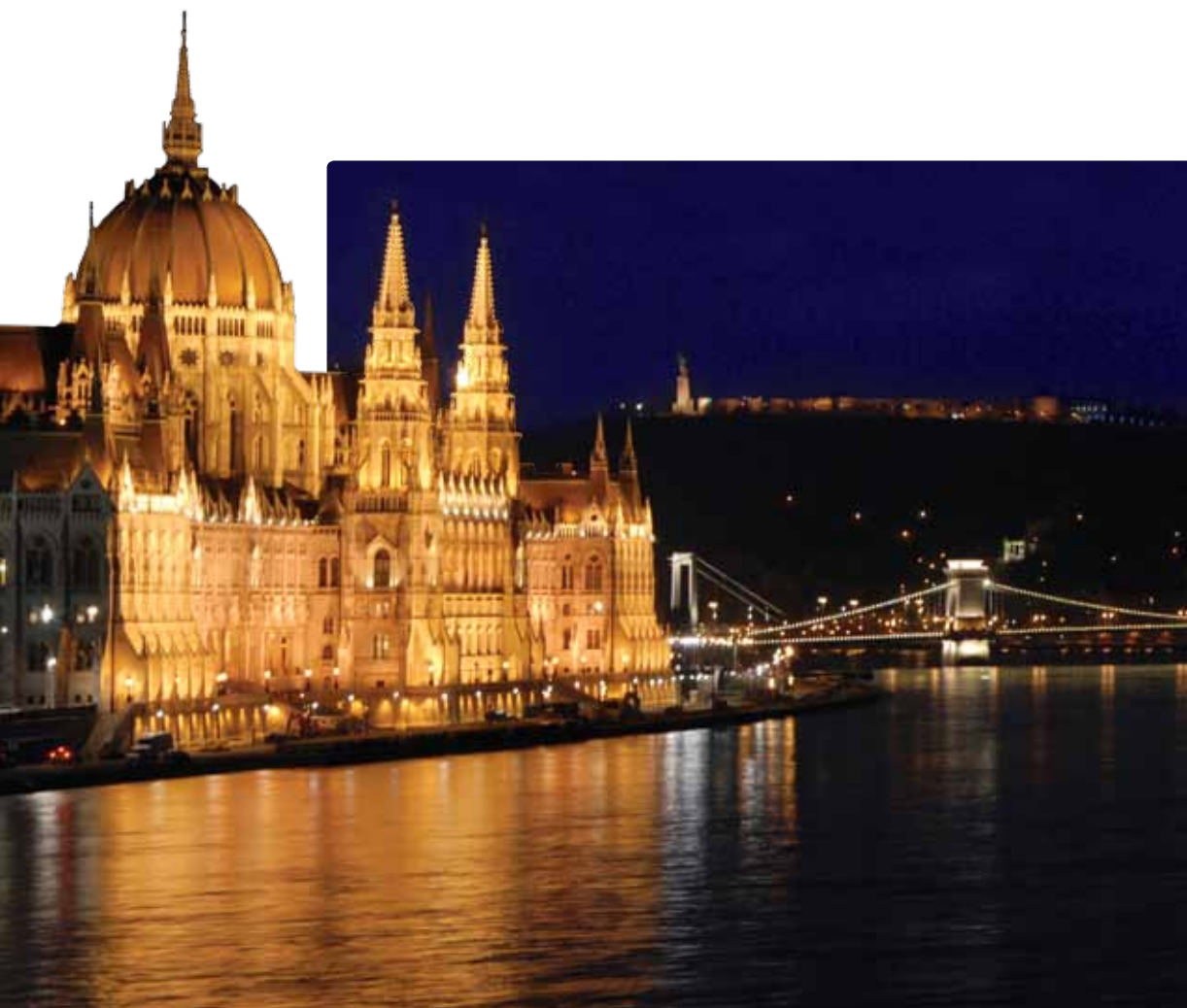


THINK HUNGARY, MORE THAN EXPECTED



HUNGARY

HUNGARY

UKRAINE

ROMANIA

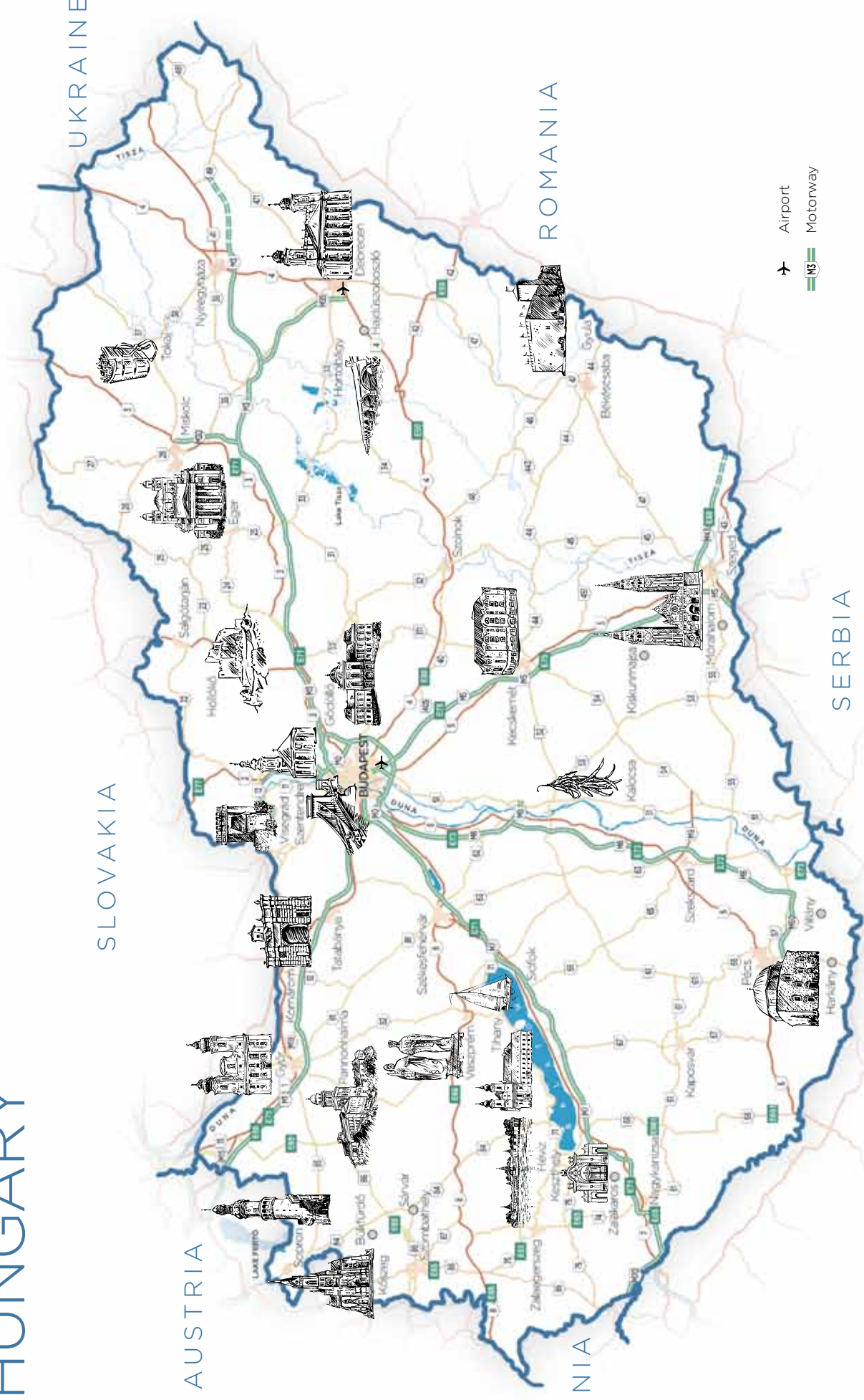
SERBIA

CROATIA

SLOVAKIA

AUSTRIA

SLOVENIA



- Airport
- Motorway

WELCOME

DISCOVER HUNGARY WITH US!

text Balázs Weszely » photos Hungarian Tourism Ltd.

Size isn't everything! Hungary may be a small country, but it packs an awful lot within its borders. There is diversity in its landscape, which ranges from flat and grassy plains to lush peaks and valleys, and in its culture, which makes room for both traditional wooden churches and vibrant modern nightclubs. Budapest is a hive of top-class music and art, with one of the world's best opera houses and a host of museums and

galleries, while bustling festivals take place all over the country at all times of the year. Lake Balaton is the largest in Central Europe, and ideal for sailing or sunbathing. Near by is the famous spa town of Heviz, where you can wallow in a natural thermal lake even in the depths of winter. If you like to keep active and get back to nature, there are countless marked routes for hiking, cycling or horse-riding, often through stunning scenery.

Hungary is rich in history and creativity – it's the birthplace of world famous inventors, scientists, explorers, composers and sports stars. This is a place of variety, colour and passion.

«

The lion statue of the Chain bridge and the Matthias church in the background

Buda Castle





‘PEARL OF THE DANUBE’

BUDAPEST, A CITY TO FALL IN LOVE WITH

text Balázs Weszely » photos Hungarian Tourism Ltd.

The ‘City of Spas’, ‘Queen of the Danube’, ‘Paris of the East’, Budapest has been called many names. One thing is sure though, it is one of the most exciting cities in the world.

View of the
“Pest” side of
the city, with the
Westminster-
inspired
Parliament
building

Home to 1.8 million people, Budapest is the buzzing capital city of Hungary. Whoever you are and wherever you come from, the city has lots of offer. We admit that the language is challenging and Budapesters may not appear to be the most cheerful folks at first glance, but we’re a welcoming and fun lot you’ll see. Budapest offers you the chance of living like a king regardless of your budget. Whether you have traditional tastes or extraordinary demands, Budapest

will deliver. It is a city that’s been welcoming different cultures for centuries; they’ve all had a major role in creating the multicultural Budapest of today. There are a million ways to explore Budapest. One of the easiest and cheapest options is by public transport, not only because National Geographic voted the line of tram No. 2 the 7th most beautiful tramway in the world. In fact, you can get virtually anywhere in the city by bus, tram, underground, cogwheel railway,

trolleybus and suburban railway, and you won’t miss any of the sights. Now that you know how, let’s see where you should start exploring Budapest. Fortunately, the city centre is where most of the sights are located and is quite compact, although separated by the Danube (Duna in Hungarian). If you walk along the embankment of either the Pest (the flatter side) or the Buda (the hilly side), there are two major sights you can spot straight-away. The majestic building

The building complex and the surrounding Castle District doesn't only give you a hint at the history of Budapest and the whole country, but also some of the most breathtaking views of the city.

The Chain bridge and the Buda Castle illuminated at night



on top of the city is in fact the Buda Castle, now housing museums and occasional gastro and wine festivals. The building complex and the surrounding Castle District doesn't only give you a hint at the history of Budapest and the whole country, but also some of the most breathtaking views of the city. The other spectacular building is the Parliament, one of the largest of its genre in the world. As Budapest has a boulevard (körút in Hungarian) structure, you

only have to follow the rings to unfold the city. With the Danube as their central point, these boulevards are intersected with avenues, UNESCO World Heritage site Andrassy Avenue being the most spectacular of them. Ending at monumental Heroes' Square, Andrassy is home to luxury stores, cafés oozing old world charm and the beautiful Opera House. Don't leave before you get to the end of it, as City Park awaits right behind Heroes' Square with its boating lake that

turns into a magnificent ice rink in the winter, the Budapest Zoo and the sumptuous Széchenyi Baths. For a bit of romancing, stroll along the Danube promenade or head to leafy Margaret Island. And although all the bridges over the Danube offer breathtaking views, you should definitely have your camera ready when crossing Margaret Bridge to the island. What you'll see from there is simply stunning. When you're done with the must-sees, leave the main streets



behind, and let the city unfold its secrets. Plenty of design shops, tiny parks, terraced cafés, architectural treasures await in the nooks and crannies, and if you're lucky, you'll hear music flowing from open windows. When it comes to shopping, Budapest has all the usual suspects of high street brands. But if you're in for some local colour, leave the shopping centres behind and head to the small streets of the 5th district, aptly nicknamed Design District. Young and innovative

Hungarian fashion designers and fashion collectives such as urban and laid back Nanushka, sophisticated and feminine USE Unused and playful and arty Je Suis Belle all have their headquarters there. Check on your visit if there's a Stylewalker Night (shopping and party tour in the design stores of the district) coming up, and join in one of the best shopping experiences of your life. If it's not particularly fashion but Hungarian design (design in a very broad sense,

including even the culinary arts) in general is what you're after, the monthly design fair is the place to go to. Outdoors in the sunny months and indoors in the winter, WAMP gives a quite a clear picture of what Hungary's creative minds have been up to lately. Cute jewellery, bags of all imaginable materials, recycled objects and even jams, chutneys, teas and spices, cheeses and salamis are here to be admired, taste and try, and eventually, to buy. Now that we're done for the day,

Dohany street
in the Jewish
Quarter



Shop in the
Design district



One of the
famous ruin
pubs



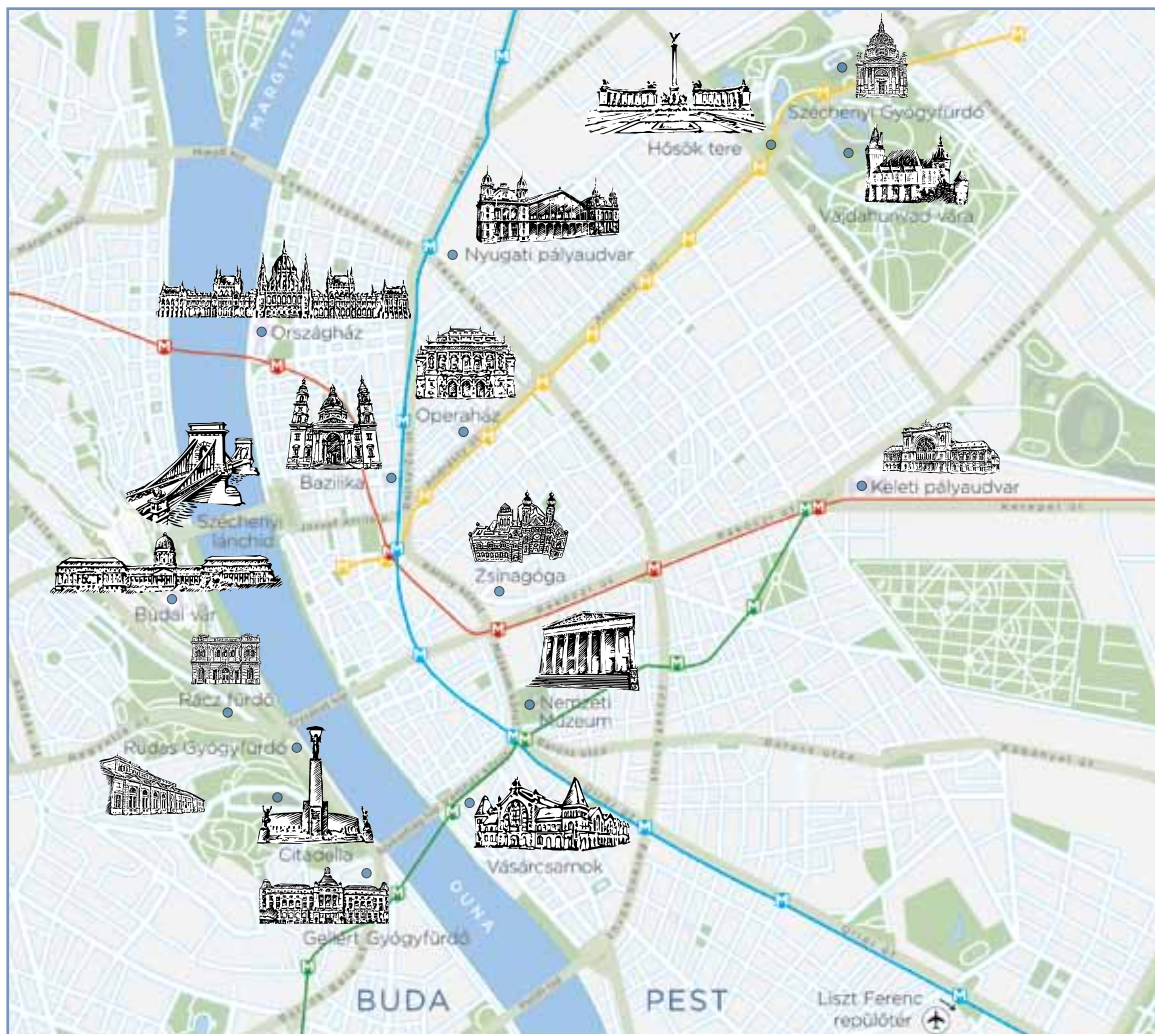
Cinetrip in
Gellert bath



let's see what Budapest has to offer when the sun goes down. The best way to start your night out is with a liquid dinner. Budapest is famous for its ruin pubs, these semi-open air hangouts based on the concept of recycling, trash chic and slightly artsy atmosphere. The old Jewish Quarter is the place to go for a ruin pub crawl, and if you're looking for

one of the pioneers of the abandoned-buildings-to-trendy-watering-holes movement, head to in Kazinczy utca. The meeting point of international hipsters at night, Szimpla offers guided tours introducing you to the history of ruin pubs every afternoon, monthly bicycle flea markets and weekly produce markets. Back to boozing. Still in the

Jewish Quarter, in the Gozsdu Courtyard and Király utca, you'll find more sophisticated and less touristy bars with large terraces and wine bars, with reasonable prices and decent pub grub. Some of the bars and pubs of the area are open until sunrise, catering also for your partying pleasure. Fancy seeing some of the popular Hungarian and



international acts live? Anchored on the Buda side of Petőfi Bridge is the 'world's greatest bar' according to Lonely Planet's 2012 poll. A38, a decommissioned Ukrainian stone hauler ship is way more than just a bar though. It's got a restaurant, an exhibition space, several bars in fact, and it's without a doubt the best venue to see the greatest

of the latest electronic and underground acts. And for a truly unforgettable party experience check out if there's a Cinetrip during your stay. That's when a Budapest bath is transformed into a magical party arena of throbbing music and lights flashing on gyrating, bikini-clad bodies, fire-throwers, acrobats and belly dancers.

Some of the bars and pubs of the area are open until sunrise, catering also for yours partying pleasure.

BUDAPEST: CITY OF SPAS SINCE 1934

THE WATERS OF LIFE

Since 1934, Budapest proudly wears the Spa city title, but it's good to know, that its unique facilities were fully recognised by Roman legionaries over 2000 years ago!

The historical Szechenyi bath, Budapest



The magical interior of Gellert bath, Budapest



Baths, day spas and lidos are an integral part of Budapest life, all year round serving as places of family entertainment, wellbeing and lately even of pool parties. Budapest is exceptional for being a capital rich in thermal springs and aquifers, providing eight therapeutic spas and several lidos with thermal waters that have proven health benefits. These thermal springs have been popular for a very long time according to archaeological finds of 18 Roman baths around Aquincum. Spa culture really flourished under Turkish occupation during the 16th and 17th centuries, bathing being an important part of social and religious life. Of the eight baths built in the period two can still be enjoyed today in their original function, the Rudas and Király baths in Buda. The third golden

age of Budapest spa culture started in the second half of the 19th century and we can safely say that it's still going strong today. Old baths were renovated and new ones built that today provide not only medicinal benefits and recreation, but are significant tourist attractions, the most popular of them being the Gellert, Lukacs and Szechenyi baths. Szechenyi is the largest spa complex not only in Hungary but in Europe. The lavishly decorated building houses several indoor and outdoor pools, the thermal waters of which are particularly beneficial for joints, and there are massages and medical treatments available. The image of people playing chess whilst taking the waters in the pool has become one of the most recognizable symbols of Budapest.

«

OFFERS



Big Bus Tours Budapest

The Big Bus Sightseeing tour is the perfect introduction to Budapest. The hop-on, hop-off tour showcases the most famous landmarks and explains the city's rich cultural history, and reveals its hidden gems. The price includes a 48-hour pass, a night tour, a river cruise, walking tours, audioguide in 23 languages and a bonus booklet.

» www.bigbustours.com/budapest



Buddha-Bar Hotel Budapest Klotild Palace****

The downtown located luxurious 5-star hotel is part of the famous Buddha-Bar concept. The unique combination of the modern Asian-Colonial design and a historical palace received the Best International Hotel interior award. The Buddha-Bar Restaurant, Bar & Lounge is celebrated for its Asian-fusion cuisine and authentic live Buddha-Bar DJ music.

» www.buddhabarhotel.hu

Prestige Hotel Budapest

Opened in 2015 to recall the glorious time of peace and to combine vintage, classic elegance and state-of-the-art facilities, Prestige Hotel Budapest awaits its guests with 85 rooms, a meeting room, a relaxation zone and with the top gastronomy of the Costes Downtown restaurant in the heart of Budapest's business life.



» www.prestigehotelbudapest.com



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MAJOR EVENTS

Hungary's capital has a host of annual festivals and events. Here are the highlights of the Budapest calendar.

"Busójárás" Spring-Rites Festival

» The "Busójárás" in Mohács has been part of the UNESCO intellectual world heritage. This is a carnival of saying good-bye to the cold season by lighting and dancing around a bonfire. February

Hollókő Easter Festival

» Since 1987, Hollókő has been part of the UNESCO world heritage. The revival of Palóc folk traditions, the village life of past times is demonstrated together with Easter folk traditions.

Budapest Spring Festival

» The internationally renowned festival is Hungary's largest cultural platform, featuring classical and pop music, drama, exhibitions and open-air events. It attracts famous artists from Hungary and abroad. April

Herdsmen's Festivities on St. George's Day

» Herdsmen celebrate the new grazing season by leading the sheep, gray kettles onto the fields from the barns they kept them in during the winter. April

Budapest Summer Festival

» The Open-air Stage of Margaret Island is the home of

premiers, musicals, operas, dance shows and concerts. June-July-August

Hungarian F1 Grand Prix

» The biggest sporting event in Hungary. The first race took place at the Hungaroring in 1986 and was the first Grand Prix to take place behind the Iron Curtain. End of July/beginning of August

Sziget Festival

» Voted the Best Major European Festival in 2011 and 2014, Sziget is a week of music, theatre, and uninhibited fun. August

Festival of Crafts

» The living Hungarian folk traditions (dances, music, arts and food) are on show at Buda Castle. 20th August

Flower Carnival

» Debrecen's major event. A one week fiesta with the contribution of international and Hungarian artists. One surrounded by flowers and extraordinary bouquets. 20th August

International Wine Festival

» Sample the best wines of the world and enjoy the best views of Budapest. The Wine Festival offers additional cultural programmes as well. September

Budapest Half Marathon and Marathon

» Lovers of running can join the race, and run through the most beautiful parts of the city. Both races became a real international event with runners from more than 70 different countries. September/October

CAFe Budapest Contemporary Arts Festival

» Hungary's most important festival of the contemporary arts is to offer a host of not-to-be-missed events. October

Tokaj-Hegyalja Vintage Days

» This is the famous vintage day of Hungary's emblematic wine region, made unforgettable by the procession and the folk and traditional bands that play. October

Budapest Christmas Markets

» Artisan gifts, fragrant mulled wine, fairy lights – the perfect place to experience what Christmas is about. From middle of November

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WATER THERAPY

HUNGARY, THE LAND OF HEALING

text Balázs Weszely » photos Hungarian Tourism Ltd.

If you are looking to combine a rich cultural experience with medical, health or wellness treatments, then Hungary may be the destination for you

The waters of Hungary come with a magic touch; so drink them, splash around in them, soak in them, and fall in love with them. How do the waters of Hungary improve your health and well being? First of all, the

medical effects of our thermal waters are unmatched in the world. You're not only spoiled for choice regardless of your budget, but it's likely that whatever your ailment, there's a remedy for it in one of Hungary's

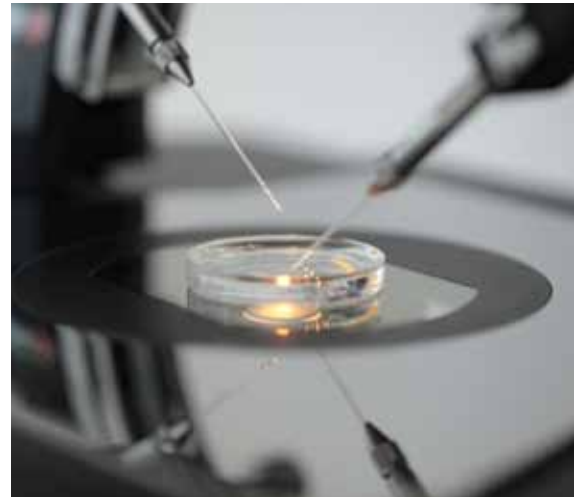
spas. It's not only the medicinal thermal waters that make your healing holiday worthwhile. Medical training in Hungary is world class. A quarter of medical students at Hungarian universities come from abroad,

The historical Szechenyi bath, Budapest



The natural medical thermal water lake, Heviz





Wide range of medical tourism services: balneology, rheumatology, dental treatments, dermatology and infertility treatments

and many Hungarian specialists teach and practice internationally. The Medical School of the University of Debrecen was the first campus medical school in Central Europe. The school now has 22 departments of basic sciences and 25 clinical departments specialising in various fields, and can boast many world-class achievements. The

school is accredited by many international medical associations, and the language of education is Hungarian and English, thus it's not surprising that the number of international students is increasing every year. Visitors can be assured that a good standard of English is spoken at all private clinics all over Hungary and being just a two and a half

hours' flight away from the UK and with the lowest MRSA rates in Europe, Hungary is an excellent choice for your healthcare holiday. What's more overseas travellers can save up to 70% on similar healthcare treatments at home, especially dentistry and surgery.



WHAT`S ON THE MAGYAR`S TABLE?

THE FLAVOURS OF HUNGARY

text Balázs Weszely » photos Hungarian Tourism Ltd.

Tokaji, lángos, főzelék. These words may mean nothing to you yet, but you can't leave Hungary without tasting and falling for them. Let's embark on a culinary adventure.

Eating well constitutes to your well-being, and in Hungary, the menu is full of healthy options. Although Hungarian cuisine is usually known for goulash and the excessive use of paprika, there are plenty of good quality meats, freshwater fish, fresh produce and excellent wines to be had here. Hungary is in the midst of a food revolution.

Although you can still have your fair share of főzelék (vegetable stew of the season) at a number of eateries and stuff your face with lángos (fried dough, recommended only with sour cream and cheese topping with a touch of garlic) at markets, traditional flavours and traditional ingredients are being re-thought and reinvented. Instead of recreating

the way our grandmothers used to cook chicken broth and meat stew (pörkölt) with noodles using tons of lard and paprika, today's chefs are experimenting with recreating the same flavours using innovative cooking methods to make dishes lighter and healthier. And they do it so successfully, that one of Budapest's Michelin-starred

Picturesque vineyards get really busy at autumn time

Nice selection of home made artisan cheeses.





restaurants offer a degustation menu called Hungarian Evolution Menu. Have a break from restaurants and take time to explore the colourful and lively markets of Budapest, too. These are the places where it is easy to find that special item you won't find elsewhere. It even has a name: Hungaricum. If you're a health conscious eater,

you'll be amazed by the produce displayed at farmers markets. From home-made goat's cheese through to a million different types of honey and not-so-perfect-looking, but deliciously chemical-free fruit and vegetables, you'll be spoilt for choice at local farmers' markets all around the country. Fancy some guilty pleasure? Long-standing

coffee houses are sophisticated spots to meet your friends and make some new ones at. Light bites and sweet pastry compliment your coffee, but if you crave more substantial sugary goods, head to one of the many cukrászda (sweet shops) and treat yourself to a divine slice of heaven in shape of a cake. Moving on to drinks - the Great



Colourful range of fresh Hungarian vegetables and fruits at the Big Market Hall, Budapest

Plains of east Hungary is where the majority of our juicy fruits come from; eat them fresh or enjoy their tastes in fiery pálinka shots. Only fruits distilled in Hungary with a minimum alcohol content of 37.5 percent can be considered authentic pálinka. Never drink pálinka in a single gulp straight out from the fridge unless you're after a burning sensation and not much

else. For the best result, pálinka should be sipped slowly at 10-15 °C, savouring every single drop. Hungary has 22 wine regions, so you'll find beautiful wines wherever you go in the country. The best known is sweet and golden Tokaji Aszú, from the Tokaj-Hegyalja wine region, modestly dubbed 'king of wines, the wine of kings'. Legend has it Louis XIV of France and Beethoven

**Have a break
from restaurants
and take time
to explore
the colourful
and lively markets
of Budapest**

were fans, so have a glass in their honour. The area has been protected since 1737, when it was declared an exclusive wine area by a royal decree, the first example of such a provision in the world, earlier than both the Bordeaux and Porto wine classified regions. The area is also now a UNESCO protected historical cultural landscape. 2015's new attraction is the Aszú House in Mád. Visitors can explore the exhibition that charts the history of wine growing in the area through accessible, partly interactive contemporary artworks. Video installations using archive footage as well as

least 3 of 13 possible grape varieties. The closest wine region to Budapest is the Etyek-Buda region. Its lovingly renovated rows of wine cellars, bubbly wine festivals and charming atmosphere make the Etyek area worth visiting. Hungarian winemaking has diversified a lot over the past years, with small wineries offering 'artisan' wines mushrooming all over the country. Specialised wine tours cover all the must-see and must-taste areas, and are a fun and enlightening way of discovering Hungarian wines. And as there are wine festivals, dedicated wine shops and wine restau-

Hungary has 22 wine regions, so you'll find beautiful wines wherever you go in the country.



recently made films and photo animations show the region, its geographical features, vineyard labours and the most important, unique phenomenon, the noble rot on late-harvested grapes in a completely new way. Also from the northern slopes of Hungary comes the popular Bull's Blood, (Bikavér in Hungarian), which has nothing to do with bulls or blood, but is a red cuvee of at

rants and bars galore beside the wine cellars, you'll be spoilt for sipping choice.



You can try nice Hungarian wines in autumn time at the wine festivals all over the country.

OTHER HUNGARIAN HOTSPOTS

NORTHERN HUNGARY

text Balázs Weszely » photos Hungarian Tourism Ltd.

The north of Hungary is home to the country's highest peak, miles and miles of hiking trails, vast cave complexes, lakes, waterfalls, sweet golden and robust red wines, UNESCO world heritage sights and old industrial towns where time has stopped.

Tokaj-Hegyalja » Tokaj-Hegyalja, a World Heritage site since 2002, is the most famous among Hungary's wine regions, and not without a reason. It has a very special climate around the perfectly shaped, volcanic Tokaj Mountain, which helps noble rot to evolve thus giving an extraordinary aroma and texture to certain wines. The liquid gold produced here is called Tokaji Aszú, and carries the high and mighty title of 'king of wines, wine of kings'.

Aggtelek » The Aggtelek Caves on the border with Slovakia spread over many kilometers, and contains some truly wondrous stalagmites and stalactites that have taken shape

over millions of years in one chamber you can even watch a light display and listen to performances or classical music.

Eger » If full-bodied reds are more like your type, taste the Bull's Blood in Eger. This charming little town is not only renowned for its wonderful wines, but also its thermal baths and historical buildings (even a Turkish minaret and a castle up on the hill) galore. Eger was besieged in the mid-16th century and the heroic story of the Stars of Eger is a source of Hungarian national pride. When staying in Eger, it is a must to walk over to the Szépasszonyvölgy, or the valley of the beautiful woman, to visit the wine cellars. Here you

will find a green valley covered in grapevines with wine cellars built into the hillside one after the other.

Miskolctapolca » Northern Hungary is also home to some pretty extraordinary baths too. For a truly unique experience chill out in a cave. The 30 °C water in the cave bath of Miskolctapolca will treat your joints to some love and care while you enjoy floating in the dim light. In Egerszalók the hot waters from two ancient thermal springs have been flowing out of the side of a hill for ages, leaving behind beautiful mineral formations.

«

Tokaji
Wine Region
in Hungary



OTHER HUNGARIAN HOTSPOTS

GREAT PLAIN

text Balázs Weszely » photos Hungarian Tourism Ltd.

East of the Danube and south of the mountains lies the largest continuous grassland in Europe called the Great Plain. Rivers run through it, national parks divide it, Hungarian herdsmen roam it, and spas fill it with life. This is the land where horizons are endless.

Hortobágy » The Hortobágy National Park area offers you the experience of getting out into some big open space right here in the heart of Europe, with nothing else in sight but loads of cranes and other birds, plus the native horned gray cattle. In the summer, the quivering hot air

over the endless grassland creates funny illusions and mirages.

Lake Tisza » This region, and the park is also home to Lake Tisza, a wildlife wonderland as well as a sports paradise. You can go hunting, fishing, boating, hiking, horseback

riding, biking, swimming, jet-skiing and even banana-boating in this idyllic environment. The Bird Reserve in Tiszavalk is not only part of the Hortobágy, the UNESCO World Heritage Site but is home to around 200 bird species, including herons, egrets, and wagtails.

The Lake Tisza is home to around 200 bird species





Horseback-riding is an outstanding experience on the vast steppes of the Hortobágy

The Calvinist church on the main square of Debrecen



Adventure bath, Debrecen

The famous gray cattle of Hortobágy

Debrecen » The Plain is not only about rural idyll though. There are cities too with all the mod cons, culture and fun. Debrecen, Hungary's second city, known as the Calvinist Rome, stands on the edge of the prairie with its gorgeous main square and huge university. Debrecen is one of the cultural centre of Hungary. The monumental

artwork of Mihály Munkácsy, the Crist trilogy can be seen in the Déri Museum. Just a short walk away MODEM Centre for Modern and Contemporary Arts, the largest arts gallery of Central Europe. The Agora Science Centre explains the wonders of our everyday life in a way how everyone can enjoy and understand.

Hajdúszoboszló » Although the Great Plain is the driest and sunniest part of the country, there are plenty of spa cities here where you can soak, splash, and heal. The largest spa complex in Europe is in Hajdúszoboszló.

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OTHER HUNGARIAN HOTSPOTS

LAKE BALATON

text Balázs Weszely » photos Hungarian Tourism Ltd.

Whether it's peace and quiet you're after or a calendar full of things to see and do, Lake Balaton is here to satisfy your every need. Smooth waters and fresh wines, sand and surf, fishing and frolicking, splashing and sailing, concerts and clubs, partying and paddle boating, beach volleyball and biking, elegant castles and sleepy villages, beautiful landscapes and crystal clear air, Lake Balaton has it all.

The highlights on the northern shore of Lake Balaton include romantic strolls along the pretty streets of Balatonfüred oozing 19th century charm and hiking to the top of Tihany for a breathtaking view of the lake in the lavender scented air. Just a few million years ago geysers spouted hot water into the air on the Tihany peninsula. Take a hike on the lunar landscape near the Inner Lake to see the evidence. Just a short ride from here to the west, between Balatonudvari and Örvényes, you'll find one of the most spectacular golf courses of Hungary. The volcanic slopes further west along the shore are the perfect terrain for refreshing white wines. Badacsony is a perfect spot for hiking, but a local

myth makes it even more worthwhile for couples. If you and your loved one sit on the Rose Stone with your backs to the lake, legend has it you'll be married within a year. Explore the many wine cellars and their fabulous wines and mouth watering dishes until you find your favourite one. Behind the basalt mountain of Badacsony you can find the fairytale valley called the Káli Basin. Visit its lovely quiet villages. At the western peak of the lake, you won't only find the source of health in the largest natural medicinal thermal water lake in the world in Hévíz, but also one of the three largest baroque palaces of the country, the Festetics Palace in Keszthely. If you like great contrasts, after

the grandeur and elegance of the palace, don't miss out on the area's tiny jungle, the Little Balaton. It's paradise for endangered plants and for birds, with tens of thousands arriving as if for an annual convention at migration time. Patient birdwatchers have counted 250 species, of which 100 nest here and 27 are protected. The southern shores of Lake Balaton will lull you with their quiet charm. Small towns oozing character, living traditions of arts and crafts, spas and wineries and the largest walnut plantation in Europe. But your trip to Lake Balaton won't be complete without visiting the party capital of the area, Siófok.

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