



WHY HUNGARY?

- Easy access
- Excellent value
- World class hotels and venues
- Cultural wealth
- Thermal waters
- Stunning architecture
- Superb gastronomy and fine wines
- Friendly people
- ...Welcome to Budapest!

A unique, exciting and surprising city, Budapest is one of the most stunning capitals in Europe. A city of contrast and a hub of business, science and culture, Budapest feels slightly nostalgic, often emanating turn-of-the-century feelings. Art nouveau is present at nearly every corner and this dynamic city harmoniously blends elements of Roman and Turkish history and at the same time offers state of the art hotels, magnificent cafes, vast shopping malls and a diverse range of cultural programmes. What's more, the bustle of Budapest does not slow in the evenings with pubs, night-clubs and a wide selection of alternative venues open until late.

Hungarian people are inventive and engaging with a warm and wise sense of humour. They are informal and casual, rules are not really for them, particularly the rules of the road! But above all, people are hospitable, generous and welcoming of visitors.

This hidden treasure of Central Eastern Europe, Budapest is within easy reach from the gateways of Europe, and is a rising star in the conference and incentive world.