

THINK HUNGARY, MORE THAN EXPECTED



WELCOME
TO HUNGARY!

HUNGARY

UKRAINE

ROMANIA

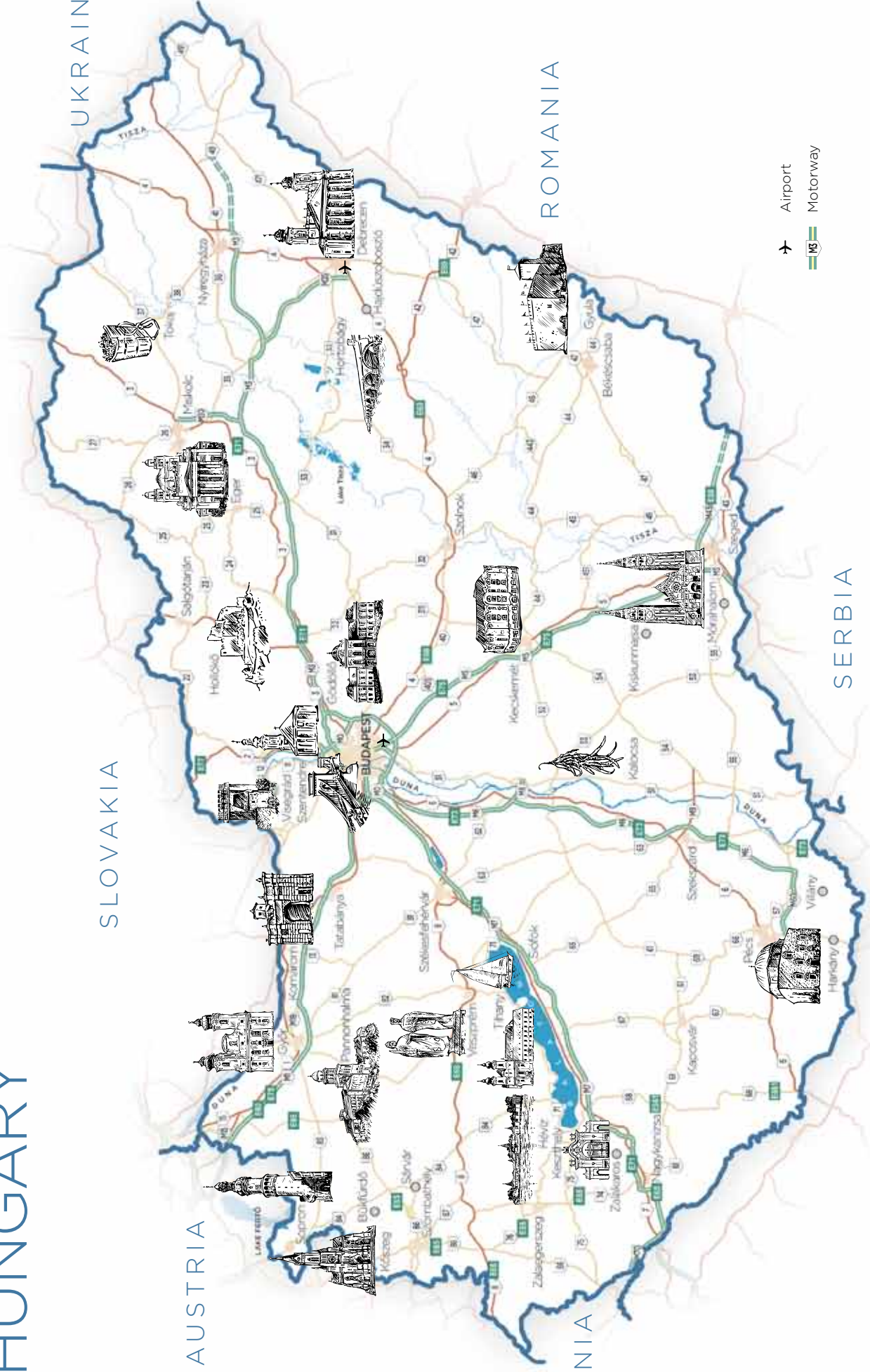
SERBIA

CROATIA

SLOVAKIA

AUSTRIA

SLOVENIA



DISCOVER HUNGARY WITH US!

WELCOME TO HUNGARY!

text and photos » Hungarian Tourism Ltd.

Hungary may be a small country, but it packs an awful lot within its borders. Easily accessible, in the heart of Europe, there is diversity in its landscape and its culture and a living folk heritage that is worth exploring. Come for a city break, or for a longer vacation, Hungary is an ide-

al choice. Travel alone, or with friends or bring the whole family along, we can assure you that everybody will be satisfied. Discover Budapest, also called the Pearl of the Danube and enjoy its architecture, galleries, festivals, spas, food and wine and many things the city can offer. Take a

day trip and see the countryside with its living folk heritage and Enjoy the famous Hungarian hospitality. Let's start the journey together.

«

Relax after a day
of sightseeing
at the lake at
city park



View of
the famous
Chain Bridge
and Buda Castle





BUDAPEST, THE PEARL OF THE DANUBE

SOPHISTICATED AND EXCITING

text and photos » Hungarian Tourism Ltd.

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

The breathtaking
Budapest
Panorama

The Gellert
Statue on the
top of the
Gellert Hill

The beautiful
Chain bridge
with its signature
lions on both sides



Budapest is a cosmopolitan city with bustling streets, thousands of tourist and unmistakable feeling that something out of the ordinary is just around the corner. Budapest is famous not only for the monuments reflecting its own 1,000-year-old culture, but also for the relics of others who settled here. Remains from both Roman occupation and much later ruled by the Turks can still be seen in the city. After the Ottoman Empire the union with Austria has a particular influence on the city's form and style. The capital has two sides, Buda and Pest, stretching along the banks of the Danube, representing two different characters of the city. Suburban Buda and its historic castle district offer medieval streets and houses, mu-

seums, caves and Roman ruins. The dynamic Pest side boasts the largest parliament building in Europe, riverside promenades, flea markets, bookstores, antique stores and café houses. In the summertime the wine-spritzer cools one down in Deák tér (Deák Square), in winter the aroma of apple and cinnamon fills the air in Vörösmarty tér (Vörösmarty Square), the clinking of glasses can be heard from the Buda Castle in the autumn, and in spring it is the inspiration of artists that embraces the city.

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RELAX

DESTINATION YEAR AROUND

text and photos » Hungarian Tourism Ltd.

Lake Balaton - A place to unwind and recharge your batteries. More than a lake, it's a real summer adventure

Lake Balaton is a popular spot for water sports and lazing in the sun. This is the largest lake in Central Europe, so sizeable that it is nicknamed "The Hungarian Sea". The southern side is a lively haven for families and youngsters with all-inclusive resorts, safe and shallow bathing areas and the main concentration of bars and restaurants. The

north is quieter and attracts those interested in cultural pursuits. Lake Balaton means more than just being on the beach, as there are various programmes all around the lake. One can easily cycle around the lake on the Balaton Cycle Path, or, by following the hiking routes of the Balaton Uplands National Park. The panoramic golf courses of Balatonud-

var and Balatongyörök welcome golf fans. The region also offers a variety of healing, beauty and wellness treatments all year round based on its thermal springs, as well as the harmony created by the lake and the surrounding nature; the most important medical locations are Hévíz and Zalakaros.

«

Sailing and
biking and
relaxing around
the lake





WELLNESS AND SPAS – THE HEALING WATERS

WORLD FAMOUS THERMAL WATERS

text and photos » Hungarian Tourism Ltd.

Hidden Treasures under the Ground, Medical Waters and Spas above it: Hungary is the Home of Miraculous Healing Waters

Enjoy your
time in a
Hungarian spa



Nature was really gracious to this country: the world's richest thermal and medical water resources can be found in its territories. The bathing culture of this region has a 2000-year-old history: the remains of the spa buildings, the frescos and the mosaics all show that even the Romans discovered and enjoyed these thermal springs. The majority of Hungarian medical waters are effective for musculo-skeletal disorders, but there are also some healing gynaecological problems, skin diseases, or - in the form of drinking cure - even kidney-metabolic disorders and gastric complaints. We highly recommend our caves for curing respiratory diseases. In these caves the curative effect is based on the pure air and the relatively high degree



Hévíz
from above

of humidity. One of these caves, the Jósvalói-barlang (Jósvaló Cave) is part of the Aggtelek National Park and a World Heritage Site. The mofetta (fumarole) is a real rarity in North Hungary; here the natural carbon-dioxide - discharged as a result of the final phase of some former volcanic activity - is used for healing. In the medical and wellness spas

using these healing waters guests are taken care of by experienced doctors and a well-trained staff. Personalized treatments and the setting up of special curing packages are preceded by a health check, thus the number of potential variations is almost unlimited. In the wellness hotels there are various services available, such as herbal treatments,

vinotherapy, selfness, medical wellness or juice fasting. One can also try special treatments, such as the Tibetan sound therapy, reiki, holistic pulsing, or kinesiology. It can also be guaranteed that the young members of the family will also enjoy themselves without a moment of boredom: animators offer a wide range of sport or creative activities for them.



THOUSAND-YEAR-LONG HISTORY AND CULTURE

OLD CHARM IN THE NEW WORLD

text and photos » Hungarian Tourism Ltd.

Hungarian history is a thousand years old, we have 8 World Heritage Sites, we have Europe's No.1 festival and club, there are 3518 churches, 103 calvarias and 73 synagogues to choose from, you can travel by the 7th most beautiful tram line and the 2nd oldest underground of the world... It is also Hungary, where the number of Nobel-prize winners per capita is the highest.

The magnificent
Parliament
Building and
the beautiful
Basilica

Museums worth
checking it out:
Museum of Fine
Art and the
Palace of Arts

So what are the sites not to be missed during a stay in Budapest? The historic Castle District sits atop Castle Hill and can be reached by riding the funicular railway up the hillside. There are two excellent museums within the majestic Royal Palace. The enormous Hungarian National Gallery contains the country's leading collection of Hungarian art and the Budapest History Museum. Be sure to visit the Matthias Church all its Gothic

glory. On the Pest side, be sure to take a tour of the Westminster-inspired Parliament to see the Holy Crown that adorns the country's flag. The massive Basilica has a lofty viewing gallery running around the outside of its dome. The impressive Great Synagogue is the second largest in Europe with its Moorish minarets and a beautiful silver willow tree in its courtyard. The elegant Andrássy Boulevard ends in Hero's Square. Along its way

you can see the Opera House and the moving House of Terror, a museum housed in the former headquarters of the hated secret police. The avenue leads to City Park, which contains the Vajdahunyad Castle, a zoo, circus and theme park and the Szechenyi Bath, where you can wallow in a thermal outdoor pool even in deepest winter.

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WINE AND GASTRONOMY

CULINARY DELIGHTS

text and photos » Hungarian Tourism Ltd.

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

The traditional cuisine is diverse and colourful: there are various opportunities from small local restaurants with chequered tablecloths to a delicate Michelin-star awarded restaurant, from traditional Hungarian dishes to fusion cuisine, from full-bodied red wines to Tokay Aszú or furmint, so everything is given to indulge in culinary delights.

Wine making has been part of Hungarian culture since ancient times; generations of renowned wine-making families and young, ambitious talents do their best in order to keep this tradition alive. One can be convinced of it in the 22 wine regions of Hungary, out of which two, the Tokaj and the Sopron Regions are also World Herit-

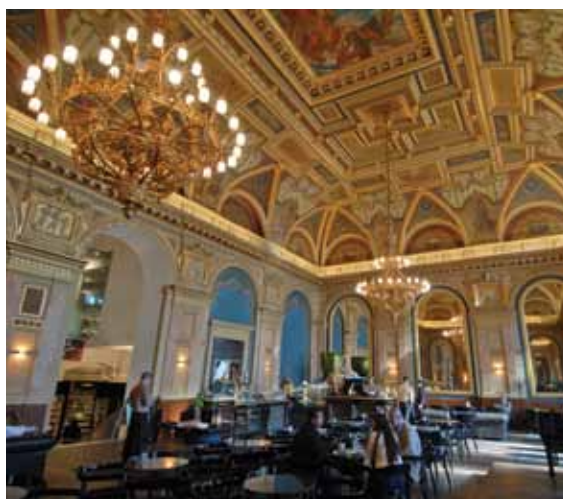
age Sites. And there are also the Hungaricums, our Hungarian specialties: “pálinka”, Unicum, sweet paprika or salami; tasting them is a must, but they also make perfect souvenirs. And - no nonsense, no mistake - dessert is a must after dining. In order to taste them visit the Hungarian “cukrászda”s, i.e. confectioneries: these are charming little shops,

The Tokaj wine region





Delicious Hungarian pastries are a must try



The beautiful Lots and Gerbeaud Cafes

similar to cafes, where our childhood dreams come true with some hint of nostalgia: cream-filled pastries, cakes, gateaux, and tonnes of famous Hungarian sweets are waiting there for tourists and locals alike. Wine, sparkling wine, “pálinka”, cold pork in aspic, goose-liver, “mangalica” pig, fish, “goulash” soup, sausage, chocolate, strudel, hon-

ey, cherry or onion, nuts, plums and horseradish? If you feel like tasting Hungary from the beginning till the end, make your choice from the selection of the colourful festivals and thematic gastro-tours all year around.

«

” Culinary adventure?
Sweet allure
and irresistible
temptation?
WHERE?
In Hungary!

NATURE

GENTLE LANDSCAPES, FRESH AIR, AMAZING SURROUNDINGS

text and photos » Hungarian Tourism Ltd.

Discover the
countryside and
its' surrounding
nature



Boots, bike, horse, golf club, canoe, kayak, sailing, backpack, compass: all year around. There is no need for serious equipment or hiking experience for exploring the gently sloping hills and mountains of Hungary, still, the unforgettable memories are guaranteed. The length of the marked hiking trail network weaving through the most beautiful parts of Hungary is some 11 000 km; the most beautiful one leading across the entire country is the so-called “Országos Kéktúra” (National Blue Trail) with its 1128 km length. Could you imagine that in this small country there are 10 national parks, 36 landscape-protection and 142 nature conservation areas waiting for environment-loving eco-tour-

ists? If you want to have some special experience in a Hungarian forest, explore it while travelling by one of the 21 forest railway lines of the country. And after wandering about up hill and down dale, don't forget to get on a bike. Hungary is an ideal place for cycling, as one can cycle across beautiful areas without having to overcome much elevation difference. Two routes of the EuroVelo network go across Hungary, Route 6 along the Danube, and Route 11 along the River Tisza, but cycling around the bigger lakes of Hungary can also be a perfect sporting experience.

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PRACTICAL INFORMATION FOR VISITORS



- » Total area: 93 thousand km²
- » Population: 10 million
- » International airport: 3 (Budapest, Sármellék, Debrecen)
- » Official currency: Hungarian forint, euro or credit card is accepted at the majority of service providers
- » Number of thermal springs: 1289
- » Number of wellness hotels: 163
- » Length of cycle paths: 3 thousand km
- » Length of marked hiking trails: 11 thousand km
- » Number of forest railway lines: 21
- » Number of golf courses: 17
- » Number of national parks: 10
- » Number of nature conservation areas: 170
- » Number of Tourinform offices: 137
- » From the lookout on top of the Basilica in Budapest you can have a 360-degree panoramic view of the city.
- » In Budapest you can swim in the Turkish bath even at night.
- » The first underground of continental Europe (the first subway) still operates in Budapest.
- » The Hévíz Lake is the only biologically active healing lake in the world that is suitable for bathing all year around.
- » There are 228 officially-acknowledged types of mineral water bottled in Hungary annually.
- » There are 20 caves in the country waiting for the fans of caving
- » In Hungary 22 wine-growing regions offer their tasty wines for visitors.
- » There are 3000 festivals organized in Hungary annually.



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

» For further information please visit: gotohungary.com » Contact Centre 8-20h: +36 1 438 8080

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1100 YEARS OF HISTORY
THE LARGEST LAKE OF EUROPE
THERMAL SPRINGS
HISTORICAL WINE REGIONS
UNSPOILED NATURE



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