



Creative Travel and Events

DESTINATION: BUDAPEST NOW!



BUDAPEST
IS MORE
THAN EXPECTED



Budapest is a perfect destination for the votaries of history, the lovers of culture, the fanciers of architecture, the fans of city life, the connoisseurs of gastronomy, the enthusiasts of entertainment, the fanatics of fashion, the addicts of business, the amateurs of amour; in brief: the admirers of the World and Traveling in general. Whether we travel alone, with our sweetheart by our side, accompanied by our family and friends, or simply thinking in terms of organizing an event for our company, Budapest is an excellent choice.

Both visitors and locals adore the capital of Hungary for its wonderful cityscape, the panorama of the Danube's coastline, the city's complex historical mosaic, and its versatile yet harmonious architecture with the romantic Buda Castle Quarter and the lively city center. The city of Budapest is known and renowned both in Hungary and abroad for its cultural diversity, traditional and contemporary cuisine and its delicious wines. Visitors from all parts of the world are attracted to our country by its millennia-old bathing culture and thermal springs.

Budapest and its surroundings offer enchanting travel experiences: wine-growing areas, mountains cut out for active rest, picturesque lakes and historic towns await the tourists. Those seeking traditional values during their stay engage in events revealing our equestrian culture and folkloric heritage.



Besides Budapest's captivating sights, **budapestUNDERGUIDE** intends to highlight the small wonders that make this city truly unique. We would like to show the Hungarian capital in a way that allows visitors not just to see but really live through the little moments of life in Budapest. At our events, Budapest is our most cherished partner: it is the city itself that helps us surprise and warm the cockles of our clients' hearts.

It is in accordance with this ethos that we organize treasure hunts prompting our clients to explore the little streets embedded in the Buda Castle Quarter, display the panorama of the Danube's coastline

We put places on the map that are missing from travel guides

either from the windows of the kindest residents of Budapest or from buildings that even locals are unfamiliar with, swing by Heroes' Square on bicycles, marvel at St. Stephen's Basilica and the Parliament while enjoying a meal, walking not just along but under the bridges, recuperating after the previous night's party at our world-famous spas, and picking grapes in the vicinity of Lake Balaton.

We put places on the map that are missing from travel guides and introduce people whose stories are permeated by the atmosphere of the city. In short, our focus is on the small details that make us feel that Budapest is more than it first appears to be.



"Come to us as you are visiting a friend."

budapestUNDERGUIDE was established in 2005, as a forerunner of the idea that our goal should be to expose a side of Hungary and Budapest to foreigners that only us, locals know and love intimately. This includes our favorite districts, hidden streets, small pubs and restaurants, creative spaces, curiosities that otherwise remain concealed from the eyes of visitors – in short, the values that are beyond our commonly known attractions. Guests should arrive here as if they were visiting a friend, and bid farewell as if they were leaving home.

Our team consisting of enthusiasts of Hungary and Budapest has been expanding continuously, absorbing lots of talented and spirited members of the younger generation to join us in promoting the delightful diversity of Budapest. Our programs have been popular among numerous Hungarian groups, proving that even the Hungarian public shows an interest in thematic sightseeing tours – something that was a newfangled phenomenon here at the time.

Besides our individual guests, bigger groups and companies were keen to participate in the realization of our sometimes flabbergasting or seemingly absurd ideas, and as of now, more and more local and foreign companies choose budapestUNDERGUIDE as their partner.

When organizing corporate functions, we strive for originality and creative solutions always customized for the group or the company and keeping the focus on the objectives of the event.



As of today, a lot of successful events of small and considerable size are behind us, and the organization of collective corporate activities have become a significant part of our profile. Our range of activities expanded but our philosophy remains intact.

WHAT DO WE OFFER THAT OTHERS DON'T?

Unexpected, memorable programs, experiences of a lifetime, and a feeling that we have our very own, enigmatic and exciting Budapest.

Keeping the needs and expectations of our customers in mind, we pitch our boldest ideas, take them to the newest and best places, give them a taste of our most exquisite meals and wines, show them the most beautiful streets, discover our hidden curiosities, take pride in our greatest minds together, introduce them to our most amiable citizens: in brief, we organize the coolest event they have ever taken part in.



The in-depth knowledge of Budapest and our continuous and profound contact with the city provides a variety of solutions that might not cross the mind of our competition.

We like when our clients and guests leave with enduring memories and endearing experiences because we believe that these are the things that convey the true values of Hungary to the rest of the world.

When planning an event, we always carefully examine the partners and organizations we work with, whatever the challenge or the task. We would like to help our customers get in touch with Budapest's most current face. Furthermore, our objective is to give more and more people the chance to learn about our special and acknowledged local products and enterprises.



we believe that truly lived experiences transmit, most faithfully, the values of our country to the world

Our urban explorations and other creative events are fairly popular, be it a jewelry-making team-building activity with the cooperation of Hungarian designers, a gala dinner with crystal glasses in a many-sided ruin pub, a jubilee celebration with champagne on a private yacht on the Danube, shooting a film as a team-building exercise in a ruin pub, organizing a ski contest during the summer heat, or cooking fish soup at a rehabilitated factory site. Of course not everyone craves extreme programs – but we put our heart into our more traditional events as well.

Our goal is to show our guests the fantastic faces and opportunities Budapest has to offer, and make them realize for sure: Budapest is more than you could imagine.

CULTURAL SHARED SPACES- *beyond the ruin pubs*



"these venues offer far more than the simple pleasure of drinking"

The first Hungarian "ruin pub", which opened its gates by using and exploiting the interior of a 7th district apartment block, was completely unlike any of the usual local nightlife places. With its furniture collected from the flea market, its garden cinema, the openness it expressed towards then underground subculture and its continuously changing and evolving setting have started a process that inspired the mushrooming of similar community spaces born out of individual initiatives over the last ten years. These places have become indispensable ingredients of Budapest's charm in the eyes of the local and foreign audience.

Today, these venues offer far more than the simple pleasure of drinking in (ruin)pubs; they are the hosts of performances, concerts, exhibitions, contemporary art projects and fairs, and they function as outlets for entrant creative people and as spaces where civilian initiatives are born and creative thoughts are hatched.

Apart from ruin pubs, long-standing cultural spaces that provide a forum for contemporary artists are still sought-after, but cafés, bars and hostels like to expand their services too. They host social events, provide a platform for young people for their creative activities and an opportunity to display their works. The young generation is more and more adventurous in choosing new, formerly unknown and occasionally extreme locations for their exhibitions. In fact, some new exhibition openings can evolve into an exclusive event of grandeur with the help of the tools of social media.



fotó: 4Bto



CORPORATE

Many of the spaces that have become touristic sights over the years are perfectly suitable for hosting company events, team-building activities and more informal business meetings – in fact, they create a special ambiance for these programs.



leisure

Our customers love exploring the continually emerging cultural shared spaces – they enjoy catching a glimpse of the cultural life of the youngsters and the youthful seniors of Budapest, and appreciate opportunities of having fun together. The events organized at these places make them feel like true locals.



HIGH-BROW ELEGANCE-*for the incentive and leisure activities*



The luxurious side of Budapest is more striking than we would imagine – it is multifaceted just like the city itself. Deluxe hotels, Michelin-star restaurants, impressive spaces and buildings, a cosmopolitan atmosphere and unceremoniously classy social gatherings and happenings await those visiting. These venues are perfect for people who prefer to immerse themselves in the Budapestian way of life, and experience the pulsation of the city in a dazzling milieu, with high life elegance.

Naturally, pomp and grandeur does not necessarily exclude crazy ideas: the city offers a variety of secret wonders, be it a carefree luxurious party on a balcony facing Buda Castle, our very own ice dancing performance at a square downtown or a private social gathering at the middle of the Danube.



"the wonderful characteristics of the city combined with a sprinkle of inventiveness" _____



CORPORATE

Many times, the most important element of an event is providing entertainment and indulgence for our guests. When combined with a sprinkle of inventiveness, the stunning characteristics of the city - its spectacular buildings and the gorgeous spaces hidden beneath the facades - are perfectly suitable for organizing exclusive and memorable programs.



leisure

Alongside the premium hotels and restaurants, more and more deluxe products and brands can be found in our capital, and the stores that distribute them are located near the alluring sights of the city. Thus, Budapest is an ideal place for our customers to mix pleasure with some more pleasure.



"lifelong token of the beautiful memories"

A country's economic status is strongly influenced by the success of the products and services offered by its local ventures. It is pivotal to support our local vendors and manufacturers, and it is crucial that our foreign guests get acquainted with an authentic and prime supply of Hungarian products and services. We can proudly assert that contemporary Hungarian design, visual culture and fashion are deservedly acclaimed all over the world. Hungary has plenty of talented designers and creative professionals, and the number of Hungarian enterprises sponsoring them is growing.

More and more art galleries, stores and workshops open where the works of gifted, emerging people are sold. This is an opportunity for designers to display their works to interested parties, and for purchasers to get their hands on quality Hungarian creative products. The majority of travelers are keen to take home a piece of the visited country's culture. Be it a local treasure, something bearing traditional or modern features, be it creative yet useful or simply an eye candy, we would like to popularize gifts, souvenirs and local products that Hungarians like to own, and would highly recommend to their foreign friends and business partners as well.

It is our common goal to show the world our values and new talents along with their works and hence present the current faces of Budapestian design and fashion.



CORPORATE

The attentive handling of details, the design itself and beauty in general are all important parts of a remarkable event. While organizing our MICE programs, it is our pleasure to cooperate with Hungarian designers and fashioners, whether it is an exhibition as part of a closing event, a fashion show or a team-building crafting activity involving the designers themselves.

Over the last few years, we recommended dozens of Hungarian products and inventions to our partners as company gifts. We are glad to report that the spectrum of our opportunities is expanding on a daily basis.



An adeptly chosen small gift can be a lifelong token of the beautiful memories connected to a certain place.



CREATIVE BUDAPEST- *start-up culture and creative enterprises in Budapest*



Over the past years, the number of local creative ventures has increased in Hungary. The success of certain enterprises motivates others too. Fortunately, nowadays talented people and blooming businesses show a readiness to share the experiences, ideas and thoughts that might be helpful for their peers at the starting point of their careers. It is the mission of both state and non-governmental initiatives to exploit the positive image-shaping potential of the creative sector in terms of our country. Their contribution is vital in helping Hungarian success stories take form. These initiatives provide a helping hand with enterprises and investors getting in touch, talent search, and they provide guidance to gifted young people in acquiring a serviceable business vision.



"every creative, independent initiative boosts the reputation of Budapest"



CORPORATE

As an event planning studio, it is essential for us to be in contact with the local representatives of creative life, to know and get to know new talents and keep in touch with the ones we already discovered. When realizing our projects, we always choose the partner or partners that are best suited for the current task and the needs of the client or the objective of the event.



leisure

On our city tours, we proudly present the currently important novice and already thriving companies and small manufactures: we believe that every creative, independent initiative boosts the reputation of Budapest in the eyes of those visiting our country.



"our guests should get acquainted with the delicacies of Hungarian cuisine"

It is common among people to identify a country with its food. Luckily, Hungarian cuisine is more variegated than ever. Whether you crave a light lunch in a place with "checked tablecloths", a grand closing dinner taking place in an exclusive milieu, a collective cooking experience in an apartment restaurant after doing the shopping at the market, a romantic supper in a Michelin-star restaurant, or team-building combined with cooking something in a large cauldron over open fire in the middle of the city...high quality of any type of meal in Budapest from classic Hungarian dishes to a modern cavalcade of flavors. Better and better restaurants, street food places and sweetshops keep opening every day, and the city is abounding in lovers of gastronomy and passionate gastronomists.

We can get the healthiest Budapestian bites while resting in spas, embarking on great sightseeing walks, taking part in children's programs, riding a bike, doing yoga or going on excursions. We can also get our hands on divine delicacies at the trendiest market places of Budapest where we can also buy the freshest ingredients if we fancy doing some cooking. These also function as community spaces since they host interesting events such as family concerts.



We place a great emphasis on helping our customers get acquainted with the delicacies of Hungarian cuisine in a manner that is in correspondence with their preferences. As catering partners, and in the case of CSR programs close to our hearts, we are keen to hire local manufactures.



One of our guests' favorites is our *Delicatessen Tour*, where we present the city through the gourmet treats of Hungarian cuisine. Naturally, our choices regarding venues and dishes are determined by the personal needs of our guests. Some people follow a vegetarian diet, while others cannot wait to savor some sausages, and then again, there are those who have a sweet tooth and wish to indulge themselves with desserts. There are customers who would like to experiment with our most popular restaurants, whereas others are more curious about the meals prepared with the traditional expertise of our grandmothers.



A responsible traveler makes an effort to maximize the possible positive social, economic and environmental impact they have on the place they are visiting, while trying to minimize the negative side effects of their journey. Responsible traveling intrigues more and more people these days. Individual people like to spend their free time responsibly and groups and companies also like to participate in city tours and activities that resonate with this ethos.



CORPORATE

Fortunately, social engagement is more and more common among companies all over the world. They seek mutual experiences that create bonds between the people participating in them. Through these, people have the opportunity to exchange enduring values with each other. budapestUNDERGUIDE is happy to play a role in organizing CSR events and developing team-building activities that are not only beneficial for the participating companies but for the local community as well.

"taking action together is always motivated by true enthusiasm and a willingness to help"



leisure

Those who wish to complement their journeys with advocating the resolution of social challenges have several opportunities to do so. These events are tailor-made for our individual customers; thus, taking action together is always motivated by true enthusiasm and a willingness to help.



*"a perfect harmony of meals
and drinks in a modern
urban setting"*

More and more people are getting acquainted with great Hungarian wines, our oenologists have an international reputation, and there has been a growing demand for artisanal beers over the last few years. The proliferating wine bars and beer festivals of Budapest add an extra buzz to sophisticated drinking. The bars offer an extensive range of quality wines simultaneously with exhibiting the versatility of Hungarian cuisine. Hence, a perfect harmony of meals and drinks is manifested in an agreeable and modern urban setting.

As the saying goes: "beer after wine and you'll feel fine". If you crave a beer, you have the chance to choose from several places serving artisanal beers both at the center of Budapest and in its outer districts.





foto: 4B10



Our events are often perked up by some informal wine-tasting attended by our best oenologists, a sublime dinner accompanied by wine with five-star chefs, team-building by grape picking, some cheery beer-drinking with Hungarian brewing experts, or a showcasing of the most hip artisanal beers.



We believe that besides introducing our customers to Hungary's cuisine, the presentation of our wines can also make a trip to Budapest remarkable, and tasting an assortment of our artisanal beers can stimulate truly authentic local conversations.

A THOUSAND FACES OF BUDAPEST NIGHTLIFE - *from nights-out to parties*



In our capital – which is famous for its vivid nightlife – there really is no slowing down after the sun sets. We have many opportunities to have fun all year long. Visitors can check out the exhibitions of world-famous artists at the museums listed on their sightseeing guides, or view the artworks of the newest talents at one of the creative spaces. At these venues, it is possible to have a conversation with the artist with a glass of good Hungarian wine in hand. Guests are invited to enjoy the masterful performances of our greatest local dancers or actors in classical pieces, or have thought-provoking experiences by watching the interpretations of alternative companies. Music-lovers can listen to fantastic jazz gigs, unwind at classical concerts or dance all night at a frenzied electronic show.

Those yearning for some partying are in a fortunate position, since alongside our cultic underground joints, a world of glamorous places has opened its gates over the last few years. These are sure to beguile any tourist visiting our country. The programs are colorful and the dance floors are crammed every night. There is a wide array of bars, dancing places and elegant ruin discos – you can visit them one by one or choose one with your eyes closed: either way, some serious carousing is guaranteed. A contemporary mood involving live music, star dj-s, culinary masterpieces, quality drinks and dancing is in store for visitors, who can make vibrant or dazedly foggy, but truly outstanding memories.

"a world of glamorous places has opened its gates"

Of course, when summer arrives, there are different festivals to entice the crowds every week. Whatever the date, place or genre, everyone can surely take an alluring slice from Budapest's cultural life for themselves.




CORPORATE

One of the biggest surprises you can imagine is when the plot of the piece you just decided to attend seems to share uncanny similarities with the company you work for; moreover, you recognize yourself and your colleagues in the characters. Also, one of the most pleasantly exhausting and revitalizing team-building exercises is some folk dance training right from the best professionals of the genre. Furthermore, if you think about it, an exhibition might prove to be a splendid background setting for any kind of event. A venue that is scintillating at night can be a special location for a professional program or a closing supper during daytime. Because of its vast spaces, a place like this might be ideal for eventful team-building activities or a grandiose thematic party.


leisure

Budapest is a city famous for its great parties – on our tipsy tours, we can get a taste of partying in Budapest either with a small or large spoon – it all depends on the preferences of our customers. Later, this enables our guests to be confident when choosing between programs involving long conversations with spritzers in the hands, having crazy fun at a concert or stylishly sipping cocktails at the trendiest venues. On our contemporary art tours, we are glad to show the freshest exhibitions along with our favorite galleries and most capable artists.





"the city reveals secret romantic places and events for those who arrived at defining moments of their lives"

Wedding proposals, bachelor parties, birthdays, nuptials, family events or crazy adventures – there is no better place to experience them than this city. The greatest moments of your life can become truly exceptional if you celebrate them in Budapest and its surroundings. Whether the occasion is exclusive or informal, the city reveals secret romantic places and events for those who arrived at defining moments of their lives. A bachelor party can start with manly games but always ends with a frenzied party, just like the majority of birthday celebrations. Budapest gives you a magnitude of options both in terms of locations and activities. A jaunty sightseeing, an excursion on bike, or a city tour especially tailor-made for those with children might prove to be an exciting form of relaxation for the whole family. Both the older and the younger generation will appreciate exploring Margaret Island or the Budapest Zoo for instance. The worshippers of extreme sport won't be left out either: with us, surfing, sailing, playing golf, flying, canoeing, lifting off the ground with an air balloon or taking off with a combat plane are dreams well within our clients' reach, and there is no wish of such eccentricity that we wouldn't be game to realize.



CORPORATE

A male company that had the chance to try out racing cars earlier that day already arrives merrily to the company dinner, a sailing contest is a perfect way for colleagues to really connect with each other, and rifle shooting can be an efficient form of channeling stress. The pastime activities that spice up our corporate events truly help the participants with recharging their batteries.



leisure

Naturally, we personalize our events in accordance with the wishes of individual families. Thus, our wedding proposals are also specially inspired by the bride herself, stag parties fit the personality of the groom and birthday parties are uniquely tailor-made for the person who is celebrated.s.



foto: Balázs Glódi





*Activities in Budapest,
more than expected* - IDEAS

Give Budapest as a Gift!

We develop our completely tailor-made tours expressly for our guests!

*Let's discover
the City Together!*

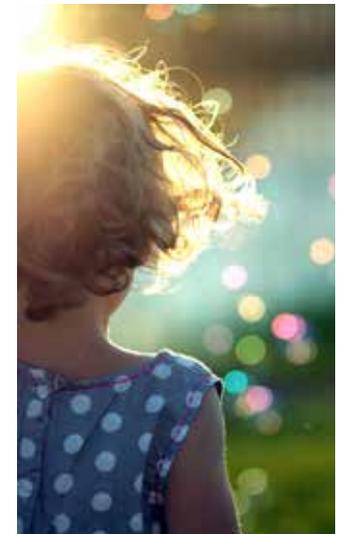
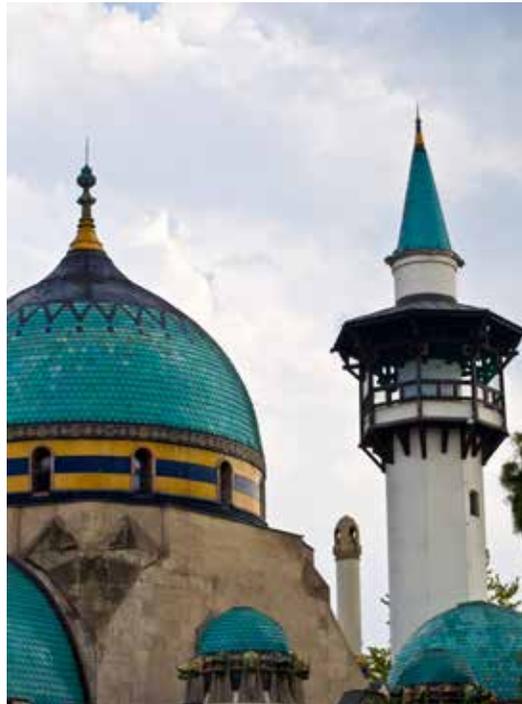
...discovering Budapest together with friends, with the family! Through our tailor-made tour plans one can explore the hidden treasures of the city. We offer a lot of new attractions for our Hungarian guests as well.

*Family Program
- City Exploration for Kids*

...how does a fish get onto the top of a tower? What kind of hiding animals can you spot out on a church? During our interactive city tour we tell a lot of stories about the Capital, offering lot's of fun and many games for the little ones.

*Thematic Tours
for Individuals and Groups*

...design, architecture, contemporary art, good food, trendy pubs... whatever you are interested in! On our thematic tours one can do whatever one likes, in the meantime making Budapest truly a best friend!





CREATIVE TRAVEL AND EVENT PLANNING

A corporate event

is more than expected

IDEAS



Creative and Tailor-Made Team Building

...breaking with the traditions, we offer a party with your company that relies on the hidden potentials of Budapest, providing a special experience for every employee. Because we believe in life beyond the flip chart...

City Discovery for Groups and Companies

...tailor-made interactive city programs for groups, discovery tours for visitors, and community tours that will change the way you go to work in the morning, even if you are a local. The memories of this common experience, and the knowledge of the hidden treasures of the city will draw a smile onto each face every morning.

Organization of Conferences, Gala Dinners, Banquets

...from the classical to the extravagant, from the official to the informal, from the exclusive to the easy-going, we choose the creative solution from each category that fits the needs of your company or group most accurately.

Incentives

Being familiar with all of the secrets of Budapest, we have the special ability to offer as much adventure in one weekend, that you would normally get in a two week vacation. We organize special programs that recharge, pamper, and bring together the participants like never before. A real reward for the colleagues.

NGO Initiatives, CSR Projects

...taking into consideration the main objectives of the given company, we recommend a variety of CSR project types. Based on the chosen program type, we carry out the particular, unique, and tailor-made group and corporate projects.





A CORPORATE EVENT
IS MORE
THAN EXPECTED



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References:

Accenture, AISEC, Alterra, BNP Paribas, British Petrol, Climate Kic, Coca-Cola, DPD, EASA, EIT, Erste Bank, EVCA, ExxonMobil, Hewlett-Packard, Hügli Food, IB - International, Baccalaureat, Jaegermeister, Limagrain, Medtronic, Organica Water, Rema1000, Renaissance Capital Group, Rustler, Sonepar, Swisspearl, Turespana, Vodafone, Wacker...

Partners:

Budapest Airport, BKK (Centre for Budapest Transport), Budapest Marathon, Budapest Spring and Autumn Festival, Hungary Tourism Ltd, Great Urban May Day, Slow Budapest, AMEX Travel Guide...

Honors and Awards:

In the press:

AMEX Trave Guide, New York Times, Sun, Telegraph, Metro London, USA Today, Social Times...