




OUR BUDAPEST.
YOUR WAY.

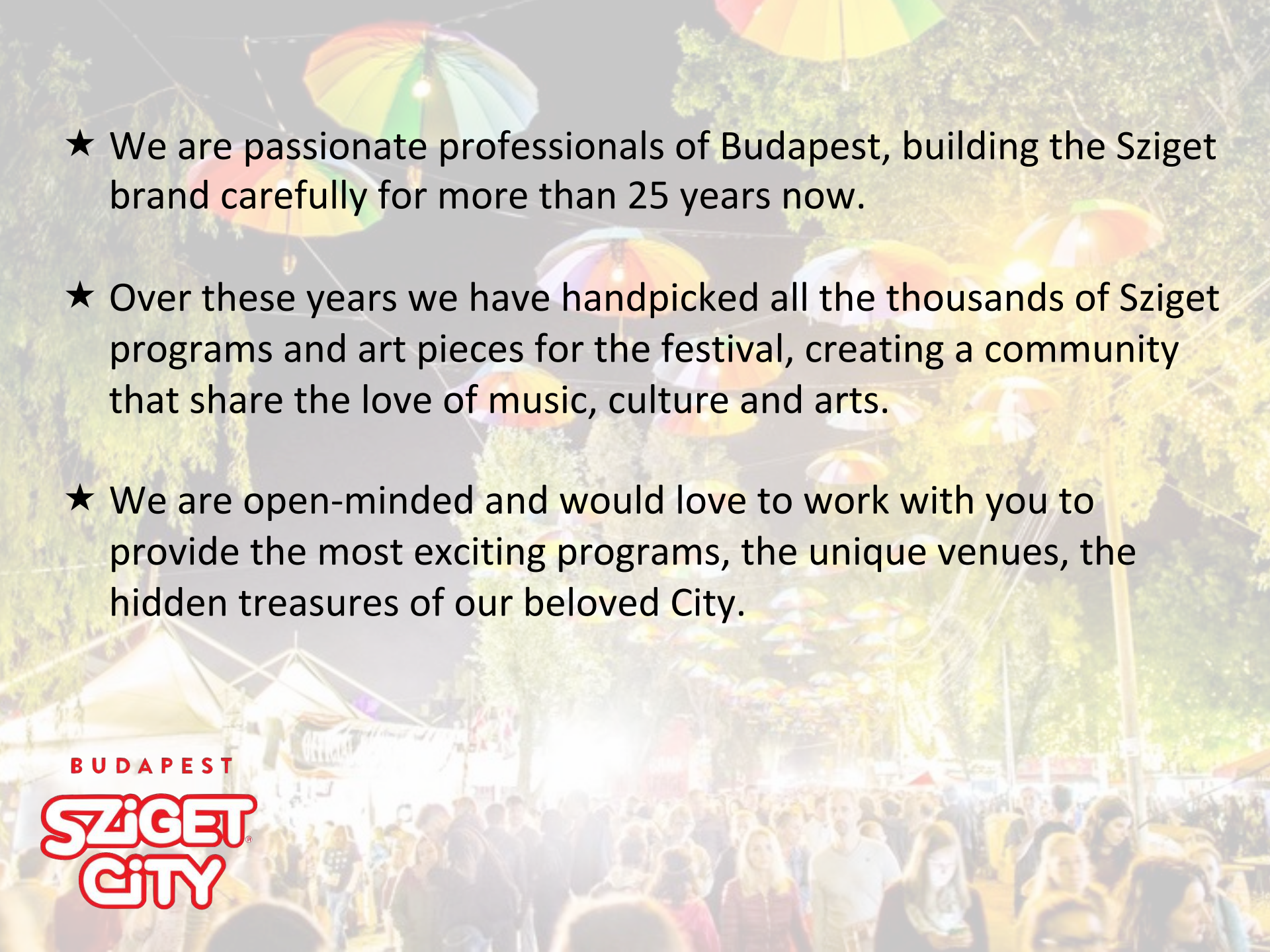
What is Sziget City?

BUDAPEST
SZIGET
CITY

- 
- The background of the slide is a photograph of a crowded festival street. Numerous colorful umbrellas in shades of red, yellow, green, and blue are strung across the street, creating a canopy effect. Below, a large crowd of people is walking along the street, which is lined with trees and festival tents. The overall atmosphere is festive and vibrant.
- ★ Sziget City is a travel agency and tour operator with the unique concept to introduce Budapest in our awesome Sziget-way, all year long.
 - ★ Sziget City's owner is Sziget Cultural Management, the biggest festival promoter in Central and Eastern Europe, founded in 1993.
 - ★ Sziget City is operated by the organizers of Sziget Festival, multiple winner of the Best European Major Festival Award.

Who are Sziget City?

BUDAPEST
SZIGET
CITY

- 
- ★ We are passionate professionals of Budapest, building the Sziget brand carefully for more than 25 years now.
 - ★ Over these years we have handpicked all the thousands of Sziget programs and art pieces for the festival, creating a community that share the love of music, culture and arts.
 - ★ We are open-minded and would love to work with you to provide the most exciting programs, the unique venues, the hidden treasures of our beloved City.

A man and a woman, both wearing straw hats and sunglasses, are smiling and looking at a large map they are holding together. The woman is pointing towards the left side of the map. They appear to be tourists in a city, with a blurred building in the background.

What is our destination?

BUDAPEST

SZIGET
CITY

- ★ Sziget City aims to become the nr. 1 Budapest tour operator in the segment of young adults (aged 18-35).
- ★ Our core brand Sziget is probably the best known Hungarian word globally in our target audience, also a trusted brand, so we are here to use this to our advantage.
- ★ We are providing Budapest programs, accommodations and other services in a flexible and rocknroll way.
- ★ We know how to deal with groups (companies, schools, etc, we've served them all), but also care about the details, so we are creating value.



What is our strength,
why work with us?

BUDAPEST

SZIGET
CITY

- ★ Sziget has been involved with the cultural development of Budapest for almost 3 decades. We have a strong network in the city (accommodations, events, all sorts of touristic programs, restaurants, music venues, etc.) and we're happy to create the perfect package for you.
- ★ We can organize pretty much everything you want us to organize in Budapest (big or small). We believe we can give you good prices and we will never let you down, since we have our own, long-term brand awareness to maintain.
- ★ We love this city, we are here and what's more important: we will be here.



What's on offer currently?


BUDAPEST
SZIGET
CITY

- ★ Party boats on the Danube
- ★ Walking tours and games around the city
- ★ Pub crawls
- ★ Concerts
- ★ Gourmet programs and food tours
- ★ A full range of accommodations
- ★ And a lot more!

A young woman with blonde hair, wearing a green t-shirt and shorts, is lying on her back on a grassy hill. She is smiling at the camera. She has a large blue backpack behind her and a black backpack with a red heart on it to her left. A clear plastic water bottle is on the ground next to her. In the background, the Danube River flows through Budapest, with the Chain Bridge and other bridges visible. The city's architecture, including red-roofed buildings and a church spire, is visible on the right bank. The text "How to move on?" is overlaid in the center of the image in a large, white, outlined font.

How to move on?

BUDAPEST
**SZIGET
CITY**

- 
- ★ Please do get in touch with us directly, or via our international representatives and let us know how we could help you.
 - ★ We can provide you with tailor-made packages, or suggest you some of our existing products and portfolio that you can find on szigetcity.com.

A young man in a light blue t-shirt and sunglasses stands in the center, holding a large map. To his left, a young woman with long brown hair and sunglasses on her head looks towards the camera. To his right, another young woman with long dark hair and sunglasses smiles. They are all in a city street with buildings in the background.

Quick facts

BUDAPEST

SZIGET
CITY

Sziget City:

- ★ Established in 2017
- ★ Owned by Sziget Cultural Management
- ★ Operated by Festival Travel International
- ★ www.szigetcity.com

Sziget Festival:

- ★ First edition: 1993, this year's date: 8-15 August 2018
 - ★ Venue: Óbudai Island, Budapest
 - ★ Weekly capacity: approx. 500 000
- ★ Owned and operated by Sziget Cultural Management
 - ★ www.szigetfestival.com

Budapest:

- ★ One of the most exciting European cities with 2 million inhabitants
- ★ Nr. of tourists/year: 7.231.600 in total (2015 data)
- ★ Our direct target group (young adults): approx. 1.5M tourists/year
- ★ Increasing nr. of flight connections (2016: 43 airlines, 111 cities connected, 11.5M passengers)

B U D A P E S T

SZIGET
CITY