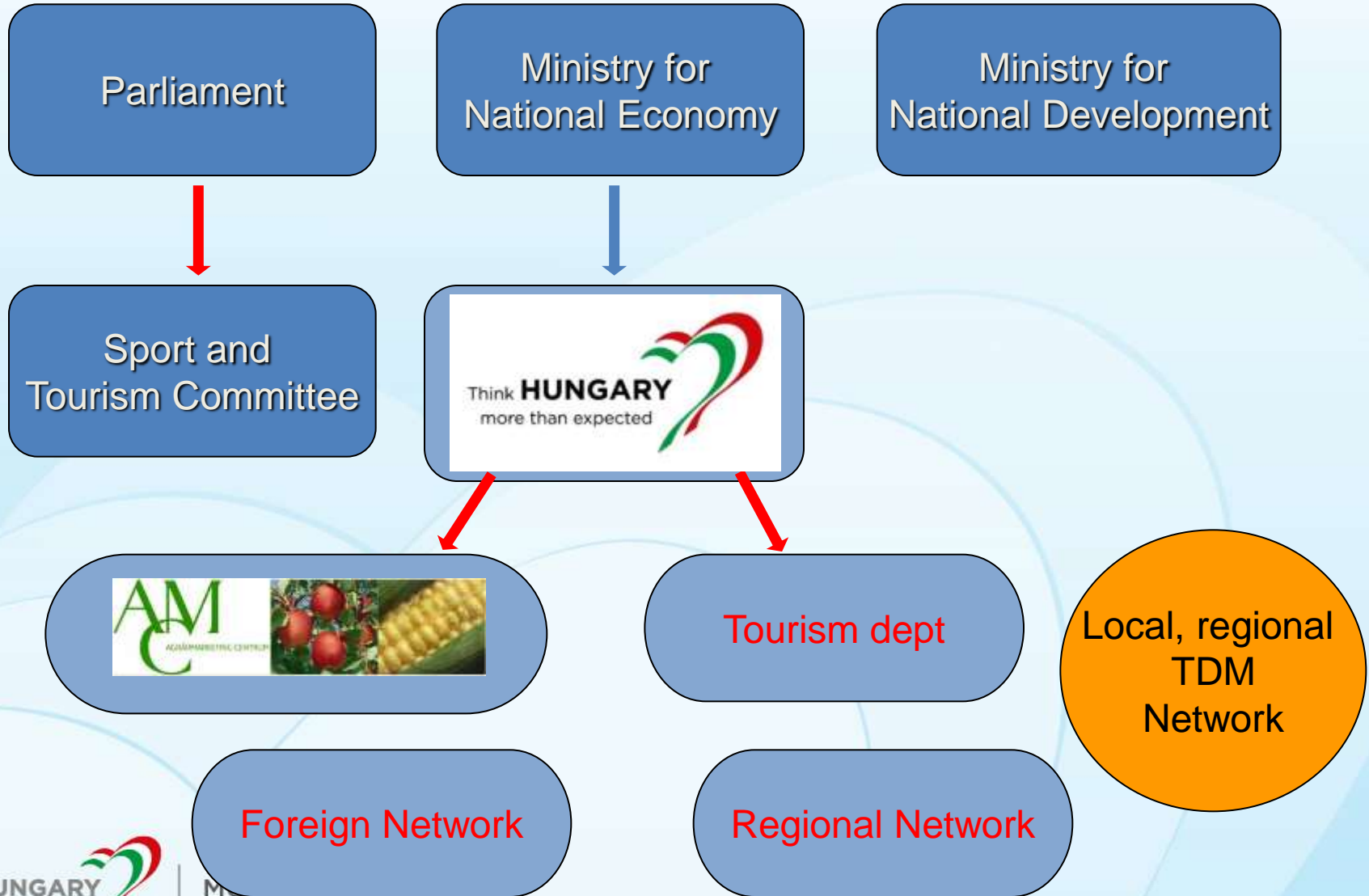


» Márk Kincses  
international market manager

# Tourism promotion



# Organisational Structure of Tourism Administration



Think **HUNGARY**  
more than expected



## National Tourism Marketing Organisation

- Goals, responsibilities
  - Building a strong tourism brand
  - Raising awareness
  - Support introducing new tourism products
  - Facilitate regional co-operation
  - Marketing communication
  - Tourism market information (visitors/b2b)



MORE THAN EXPECTED

**Budapest** is the most popular destination  
amongst Slovenian travellers





Think **HUNGARY** 

| MORE THAN EXPECTED

# Balaton:

short family breaks in Summer



From supply side the relevant products are there



# Think Art: classic to contemporary





# Think of a Rebirth



# Think Rejuvenation: 123 hot thermal springs feed the baths of Budapest





**Aqua Fun:**  
countrywide





**Vivid nightlife**



**GO MICE**

**Think Gastronomy:**  
taste Hungarian cuisine at its best



**Think Wine:**  
more than alcohol





# Think Villány:

30 minutes from Pécs



# Think History:

hike amongst medieval castles and palaces



**Think Spiritual:**  
find your route



# Think Culture:

Pécs has it all



# Think Family:

aquatic pleasures



# Think Small:

hidden cultural treasures



**Think Big:**  
set yourself free on the great plains



A close-up photograph of a tree trunk. A piece of white paper is wrapped around the trunk, featuring a green trail marker. The marker consists of two solid green circles at the bottom, connected by a winding green line that forms a stylized path or arrow pointing upwards. The background is a blurred forest scene with green foliage.

**Think Adventure:**  
active leisure country-wide



# Think Golf:

from putting greens to 18-hole courses



**Think Luxury:**  
let your money go further





**Think Luxury:**  
let the pampering take longer

**Where are you,  
dear Slovene  
guests?**



# Besides purchased media

- PR activity
- Press trips





Think **HUNGARY** 

**MORE THAN EXPECTED**

# COSMOPOLITAN



Povezava s Cosmom

V Cosmu preberi  
Naroči se na Cosmo



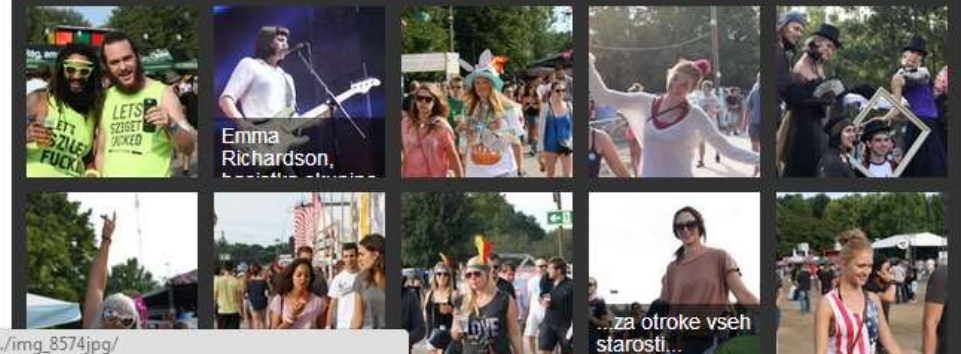
SEKS & RAZMERJA : MOŠKI : MODA : LEPOTA : KARIERA : ZDRAVJE : SAMO ZATE : AKTUALNO : ZVEZDE : FORUM : ASTRO :

Prikaži oglas

PRIPOROČAMO: DEKLE Z NASLOVNICE : POZOR, HUD JOB! : ZMENKI : IGRE : POČITNICE

Objavljeno na spletu • 25. 8. 2014 ob 14:37

## Reportaža z najbolj norega festivala tega poletja - foto Sziget!



... za otroke vseh starosti...

PRIJAVA V COSMOPOLITAN

**ELEVATE YOUR RUN**

SAULOMON CITYTRAIL

EKSKLUZIVNO V INTERSPORT

\*Začuti svobodo v svojem mestu

IZBIRAMO NOVO **COSMO DEKLE** z naslovnice

**COSMO SKI OPENING**

CIVETTA, DOLOMITI 10.-14. december

PRIJAVI SE

STE RADOVEDNI?

285 ODGOVORI NA VSA VPRAŠANJA PODROBNO

**KAKO DELUJE**

Melvita ARGANOVO OLJE

Lepotni čudež za kožo, lase in nohte

KODA ZA POPUST: ARGAN20

-20%



Melvita ARGANOVA NEGA VSE PRESEGA!

100% organsko  
Prodajna uspešnica



# Non-travel partnerships

Kóstolja meg  
Gazdag  
egyedül iz

A BALATON - FELVIDÉKRŐL  
Anno 1907

Mg 57 mg/l  
Ca 280 mg/l

Kékkúti  
**Theodorora**

BALATON - FELVIDÉKI  
NEMZETI PARK

6x1,5L e

SZÉNSAVMENTES TERMÉSZETES ÁSVÁNYVÍZ  
**szén-sav-ment-es**  
STILL NATURAL MINERAL WATER

MAGYARORSZÁG  
Szívedhez legközelebb

Think HUNGARY



# B2B

- Trade shows
- Workshops
- Training programmes
- Fam trips
- B2B Ads
- Sales campaigns
- Competitions



## **Hungarian Tourism Workshop 2015 in Ljubljana**

**H.E. Mrs. Edit Szilágyiné Bátorfi**  
The Ambassador of Hungary to the Republic of Slovenia

**Mr. Márk Kincses**  
Market Manager of Hungarian Tourism

**Mr. Matej Knaus**  
the vice-president of the Association of Tourist Agencies of Slovenia





GRAND HOTEL UNION  
HOTEL IN KOPERNICIJEVA CESTA  
SIJESTE



EMBASSY OF HUNGARY IN LJUBLJANA

## SLOVENIAN TASTE MEETS HUNGARIAN DELICACY

### SAVE THE DATE

8TH OF MARCH, 6PM

COCKTAIL RECEPTION



You are kindly invited to join us  
at the opening of  
**HUNGARIAN CULINARY WEEK**  
at the Glass hall of the Grand Hotel  
Union, where we will taste a menu  
created under the guidance  
of an acclaimed Hungarian master chef  
and will be based on the concept  
*More than goulash*, paired with a fine  
selection of excellent wines  
– *More than Tokaj*.

Formal invitation to follow.



# HIDAK

Magyar Műsorok Stúdiója  
Studio mađarskih programov

Főoldal

Adásaink

Médiaajánlat

Rólunk

Írjon nekünk

## Mostovi - Hidak

2016.03.11



Szilágyiné Bátorfi Edit

da bodo ustrezali slovenskim okusom.  
Ko sem pred enim letom prišla sem,



MORE THAN EXPECTED



9:56

▶ 47:21 Če želite predvajati vsebine v živo, potrebujete vtičnika [Flash](#) in [Octoshape](#).

51:06



## DOBRO JUTRO, 3. DEL

DOBRO JUTRO

VSEBINA

O ODDAJI

★ DODAJ MED MOJE



Thank you for watching...

Any questions?

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» [gotohungary.com](http://gotohungary.com)

[Facebook.com/HungaryTourism](https://www.facebook.com/HungaryTourism)



Think **HUNGARY**  
more than expected





- MT Zrt. Működési környezetet
- MT Zrt. Célja, küldetése
- Marketing tevékenység szintjei
- Piacok
- Szlovén piac
- A kínálat elemei
- Miért nincs elég szlovén vendég?
- Információ hiány
- Mit tudunk tenni?
- Használjuk ki az együttműködési lehetőségeket (Nagykövetség, Balassi Intézet, szakmai szervezetek, stb)
- Kommunikáció szintjei – Nemzetközi imázskampány, regionális termékkampány, helyi termékkampány

- **MT Zrt. Csatlakozási lehetőséget kínál**
  - Trade shows
  - Workshops
  - Training programmes
  - Fam trips
  - Competitions
  - Press trips
  - B2B and B2C Events