![Budapest coat of arms logo with two lions flanking a shield topped by a crown]

BUDAPEST

Competitive Strengths and Brand Building of Tourism Cities

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About branding

- **Place branding is basically about building up competitive local identities and aligning more efficiently all the communication efforts in the city.**

- **From a governance perspective, city branding is about creating a shared working area for the diverse entities in the city targeting different groups - visitors, investors, knowledge... residents.**

- **It´s a response to the need for more strategic communication, inside and outside the city.**

About Budapest

- Since 2010, the number of foreign visitors coming to Hungary for tourism purposes has risen by almost 50%.

- Budapest is among the 10 most visited cities in Europe, and on a worldwide level, it is one of the 30 most visited cities.

- Budapest is Hungary's number one tourist product.

- 'Budapest brand' may only be successful if authentic. And only those things can be authentic which reflect the feelings and thoughts of the people living here.

- Local specification of strategic messages is the most effective way if we offer the most adequate locations, packages and routes to the target groups.

- We have to build on the current success factors of the city: view, culture, gastronomy, spa, Danube.

Budapest brand$_1$

- Developments improve the cityscape and contribute to the strengthening of the capital's touristic attractiveness to a large extent. The tourist attractions have significantly renewed recently.

- There is a need for services that can raise Budapest to another level in its quality.

- We are consciously building the infrastructure which could serve as the framework for quality services which can assure the long-term development for the tourism of the city.

- Cultural developments - transformation of the physical environment and the rethink of contents.

- Related examples can be spa and medical tourism as well as conference tourism or grand international sports events.

Budapest brand$_2$