

## WELCOME TO THE **BUDAPEST** INSIDER COLLECTION

Truly memorable meetings and events with authentic local flavour – that is the inspiration behind the InterContinental Insider Collection.

Our network of hotels and resorts is global; our knowledge and expertise local, giving planners guaranteed choice, range and depth to add to any meeting or conference. With each hotel offering its own bespoke selection of services, and every experience designed around you, the InterContinental Insider Collection delivers unique events firmly rooted in their location with a rare, but tangible sense of place.

The options are limitless, the local knowledge rich, the service professional and faultless, the delegate experience enriching and rewarding every time.

Sample for yourself some of our wonderful Budapest experiences.

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### INSIDER LOCATIONS

Choose an InterContinental venue for your event and a world of possibilities opens up. As locals, your hotel team hold the key to a side of your locality tourists never see. What and who they know gives you an exclusive mix of authentic venues and experiences to play with.

### INSIDER SPEAKERS

Bring your event to life with an inspirational speaker – someone who can really strike a chord with your delegates and enrich their experience beyond measure. Fascinating and engaging, motivating Insider Speakers range from celebrities and cultural experts to sporting heroes. Whatever their passion, they all have a local connection and you will discover that their unique insights and local know-how make your event one to remember.

### INSIDER COMMUNITY

There's nothing quite like immersing yourself in the community to gain an added depth and understanding to your experience in a new destination. Insider Community has been designed to benefit local people and create truly memorable and meaningful experiences for your delegates too.

### INSIDER INTERACTIONS

This team-building experience will help your delegates connect with each other as never before. Using the unique character, heritage or geography of your destination to inspire interaction, each experience, whether based on or off-site offers an original way to engage delegates and motivate them to build effective working relationships.

### INSIDER BREAKS

With Insider Collection even your breaks are fulfilling experiences. From serving up a delicious lunch of provincial dishes for a taste of regional cuisine to spending some quality time with your Concierge team to get their best insider tips, a few minutes out of your busy schedule becomes a whole experience in itself.

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## SAVOUR TIME OUT AT THE ZWACK MUSEUM

The secret recipe for Zwack, a herbal liqueur known as 'Hungary's First Shot', was first developed by Jozef Zwack in 1790 for Emperor Joseph II of the mighty Austro-Hungarian empire. It contains a closely guarded blend of over 40 exotic herbs and spices.

Whatever the size of your group, we can arrange for you to hold a private function in the Zwack Museum. Located in an historic factory building, delegates will learn the fascinating history of this national drink and the six generations of family connected to it. They will, of course, also get to taste the famous beverage called 'Unicum' in Hungarian and with it receive a tantalising flavour of the real Hungary.

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HUNGARY'S FIRST SHOT

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## MAKE A SPLASH AND DINE IN STYLE AS PART OF YOUR MEETING AT SZÉCHENYI BATH

There is not another capital city anywhere in the world that has more hydrothermal and mineral springs than Budapest. The capital of Hungary has 118 natural and specially drilled springs, with a temperature ranging from 21 to 78°C, delivering 70 million litres of water per day.

The Széchenyi Bath was opened in 1913 and it is still one of the largest bath complexes in Europe. It was the first bath on the Pest side and offers a wide selection of pleasure, thermal and medical baths.

The most attractive part of the complex is the cupola hall at the main entrance, which is a truly wonderful venue for gala dinners or cocktail receptions.

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## TAKE A HISTORY LESSON ON THE **WORLD FAMOUS** HEREND CHINA

Herend porcelain is known as one of the most important porcelain manufacturers in the world making it a true 'Hungaricum'.

Ms. Rita Cserhalmi has worked for Herend for over 15 years and is one of the leading experts of Rothschild patterns. She will outline 200 years of porcelain manufacturing history to your delegates and explain how the company that started in 1826 with just a handful of employees, became a favourite among royal families, heads of state and leading business people around the world, producing more than 16,000 different products from around 4,000 porcelain patterns.

Ms. Cserhalmi will share her insider knowledge about this unique and special treasure whilst you enjoy a traditional 5 o'clock tea – out of the finest Herend porcelain of course!

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WORLD FAMOUS HEREND CHINA

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## LEARN ABOUT HUNGARY'S TRUE SPIRIT

Szicsek is one of Hungary's oldest distilleries and has been located in the Hungarian Lowland since 1920. The company produces one of the finest spirits in the country called pálinka. A popular saying in Hungary says: what can be used to prepare jam can also be used to produce pálinka suggesting that pálinka can be made from a large variety of fruits.

Mr. János Szicsek is an expert in the production and history of pálinka, which dates back to the fourteenth century. He has been involved in his family business from a very early age and will be delighted to share his knowledge about pálinka with your group. Delegates will also have the opportunity to taste this unique and delicious Hungarian drink.

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ONE OF HUNGARY'S OLDEST DISTILLERIES

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## SUPPORT THE INTERNATIONAL PETÖ INSTITUTE FOR CONDUCTIVE EDUCATION

Physician and educator András Pető first developed his conductive educational system after World War II, in 1945. His method provided a new hope for the rehabilitation of motor disordered children and adults whose disfunction was due to damage to the central nervous system. Conductive Education began at the Pető Institute in Hungary over 40 years ago and is now widely established all over the world.

The drama group at the Institute is happy to perform 10-15 minutes plays with active participation from your delegates. The children at the Institute also conduct tours for delegates, showing them around the building and introducing them to the different activities on offer. Your group will also be given the opportunity to support the András Pető Institute and its work should they wish to.

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## DO-IT-YOURSELF ACTIVITIES FOR THE COMMUNITY

At InterContinental Budapest we believe that corporate social responsibility is inherent in the way we do business and we are constantly encouraging others to support us in this initiative.

Önkéntes Központ Alapítvány is an organisation that strives to improve the living conditions of the local community by renovating houses, fixing playgrounds and painting walls in kindergartens.

This is the perfect choice for a group that is looking for a team-building activity. Delegates will provide a helping hand to the local community in the form of workshops, volunteering activities and tailor-made environmental projects while exploring different aspects of urban life in Budapest.

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## JOIN OUR HUNGARIAN COOKING CLASS AND BECOME A CULINARY EXPERT

What is true Hungarian cuisine really like? Many think that Hungarian food is heavy and difficult to digest, however there is much more to local cooking than just goulash soup.

Our chef will be happy to share with your delegates his insider knowledge on the many mouthwatering culinary delights that Hungarian cuisine actually has to offer.

Delegates will be actively involved in creating their own selection of dishes from starters to desserts whilst learning other secret recipes and tips. By the end of our Hungarian cooking class delegates will cook like locals and will be able to surprise and delight friends and family back home with dishes they have never tasted before.

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TRUE HUNGARIAN CUISINE

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## TAKE A RIDE IN A HORSE AND CARRIAGE AT THE LÁZÁR EQUESTRIAN PARK

Hungary is renowned throughout the world for being a nation that is passionate about horses. This is hardly surprising when you consider that the very first Hungarians were nomads who depended on horses for their survival.

The Lázár Equestrian Park is situated 35 km from Budapest in the picturesque Domonyvölgy. The carriage driving world championship brought the Lázár brothers' dreams to life by uniting the atmosphere of a Hungarian village and Hungarian hospitality with the excitement of a world-famous equestrian stable.

The Lázár Equestrian Park is the ultimate venue for an unforgettable team-building experience. Delegates will be able to learn traditional Hungarian horse and carriage driving and get a unique insider knowledge of this historic pastime.

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## EXPERIENCE THE INTERCONTINENTAL COFFEE HOUSE

Coffee, or '*black soup*' as it was known was introduced to Hungary by the Ottomans. The habit quickly spread and by 1896 Budapest had more than 500 coffee houses. Part of Hungarian coffee house culture is the world-famous Dobos cake made with butter cream, quite a rarity in the days when cakes were made from cooked and whipped cream. Another favourite is the Eszterházy cake made from several layers of walnut flavoured pastry with a fondant cream topping.

For your delegates, our team will prepare a wide selection of coffees, teas with milk or lemon, juices and soft drinks, Hungarian cakes, and salty pastries known as Pogácsa. During your break our coffee specialist (Barista) will provide interesting information on coffee house culture in Hungary.

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COFFEE, OR 'BLACK SOUP'

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## TRY RÉTES BY THE METRE

Rétes or 'strudel' is a type of sweet, layered, pastry that can be served with different ingredients. It dates back to the Austro-Hungarian Empire and has been influenced by many different cuisines such as Turkish, Croatian and Slovenian. The most famous kind of Rétes is known in Germany as Apfel Strudel and is called Alma-Rétes, which means apple and strudel in Hungarian.

Our Pastry Chef will demonstrate how Rétes is prepared and will offer different varieties of the sweet for your group to sample by the metre, including apple, cherry and cottage cheese flavour served with a selection of vanilla, cinnamon or chocolate sauces, whipped cream, fresh fruit and an assortment of coffees, teas with milk or lemon, juices and soft drinks.

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RÉTES DATES BACK TO THE AUSTRO-HUNGARIAN EMPIRE

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