



I. Budapest Fish Festival

15th-17th February 2013 in Akvárium Klub
Erzsébet tér, 1051 Budapest, Hungary

Festival Factsheet

Type: culinary/gastronomic festival

Target groups, visitor segments:

- 25-50-year-old active intellectuals demanding quality both in recreation and entertainment
- Families
- Lovers of Fish food and culinary arts
- Regular attendees of social events and cultural programmes

Anticipated guests number: 10,000 person daily

Event length: 3 days



Aims of the festival

First of all the Budapest Fish Festival aims to encourage people to eat more fish food and promote the culture of fish consumption in Hungary.

Besides of the fact that fish has beneficial effects on human health , it also forms part of our gastronomy and is essential part of our holiday feasts.

However, fish consumption in Hungary is far below the European average; therefore the aim of the event is to popularise fish dishes to all visitors .



Aims of the festival

Another key objective is to raise awareness of locals to our domestic surface waters with a special attention to the cleanliness of River Danube.

River Danube was ranked among the 10 most endangered rivers of the world. Due to numerous initiatives which have been taken, quality of its water has improved since then, though further efforts are still needed.

Our Fish Festival seeks to raise awareness of the values of our natural resources.



Profile of the festival

The Budapest Fish Festival is planned to be an interactive event, where both the adults and the smallests can enjoy our programmes and the culinary delights.

During the course of the first fish festival of the capital, visitors can not only taste the fish specialties but can take part in the cooking and preparation as well.



Guest Countries

The organisers consider uniqueness extremely important. Thus the Budapest Fish Festival, overstepping the usual Hungarian fish-soup festivals, will bring new, international flavours to the guests.



Besides the traditional Hungarian dishes, the flavours of Asia will be demonstrated presenting traditional recipes from Thailand, Vietnam and Japan.

