

Debrecen, Hungary joins ArrivalGuides' global destination network

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GOTHENBURG, Sweden - The world's largest supplier of destination information, ArrivalGuides, welcomes Debrecen, a historic city of Hungary with a unique culture and gastronomy, to its' extensive destination network. Despite its status as a second largest city Debrecen offers a small-town atmosphere with a real Hungarian flavor.

The ArrivalGuides network of global brands, including rentalcarscom, Aer Lingus and AAA, will now have all of the content from the official tourism board,



promoting this beautiful place full of contrasts where pristine nature meets a bustling city life and tradition goes hand in hand with modernity. Debrecen provides a range of events and activities all year round, with its quality hotels and restaurants offering reasonable prices and unforgettable experiences.

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*Csaba Halasi, President,
Tourism of Debrecen &
Hortobágy*

ArrivalGuides is the world's largest distributor of destination information with a library of content from over 550 global destinations, including photos and videos. The content from Association for the Tourism of Debrecen and Hortobágy will be distributed to over 340 global brands, who in turn will use this information in all digital formats and communications, including booking confirmations, newsletters, inflight entertainment systems and apps to inspire travelers to visit Debrecen and the UNESCO World Heritage Site Hortobágy.

Csaba Halasi, the President of Association for the Tourism of Debrecen and Hortobágy, said, “To explore a country you need to go beyond the capital! Hungary's second city,

Debrecen is a perfect destination to explore the essence of Hungarian culture and gastronomy where tourists can enjoy the delights of a relaxing city break at the same time. With their expert help and global distribution partners, ArrivalGuides will be our partner in helping promote our destination internationally. By being promoted on a global scale with the help of Arrival Guides, we can see huge benefits for Debrecen with travelers getting the most up-to-date tourist information of this new Hungarian destination and with direct flights from London, Eindhoven, Milan, Paris, Brussels and Malmö, the city is going from strength to strength.”

Aviva Pearson, President of ArrivalGuides, said, "We are thrilled to welcome Debrecen to the ArrivalGuides family. We can now supply our distribution network of global travel brands with the most up-to-date and inviting content, direct from the official tourist board, including pictures and videos. Furthermore, all of their videos will be automatically supplied to the majority of Smart TV manufacturers as we are also the largest supplier of destination videos to Smart TV and Set Top box manufacturers. Welcome aboard, Debrecen!"

"ArrivalGuides destination content is distributed worldwide through our client network via all digital formats and communications, including websites, mobile apps, Smart TV content, downloadable PDFs, in-flight entertainment, booking confirmations, and more, thus ensuring that travelers get access to reliable, up-to-date information throughout every step of their journey."

For more information, click here:

<http://www.arrivalguides.com/en/Travelguides/Europe/Hungary/DEBRECEN>

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