

INCOMING HUNGARY

Country and people¹

Capital	Budapest (1,700,000 inhabitants)
Area	93,030 km ²
Inhabitants	9.8 million (2018) / (growth rate -0.3%) 9.6 million (forecast 2025)
Mean age	42.3 years
Economy	GDP per capita: 14,195 Euro (GDP – real growth rate 3.2% 2019)*
Unemployment rate	3.6% (2019)*
Inflation rate	3.0% (2019)* *forecast
Gini coefficient	0,27 / rank 10 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad²

■ Hungary: 48% abroad / 52% domestic

■ Intensity of travel abroad: 64.2% (resident population from 15 years on)
= 0,6 trips per person

Destinations of trips abroad in 2017

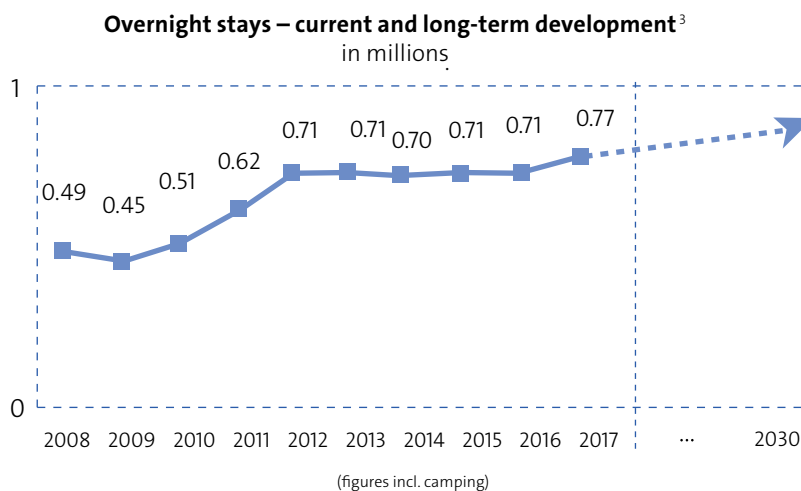
rank 1 – Austria

rank 2 – Germany

rank 3 – Romania

rank 4 – Croatia

DESTINATION GERMANY



- Year 2017: 288,234 arrivals from Hungary / 769,272 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +55.4%; growth 2016–2017: +8.5%; average annual rate of change 2008–2017: +5.6%
- Total sales turnover for incoming trips: round 0.3 billion Euro (2017)
- DZT forecast until 2030: 1.2 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

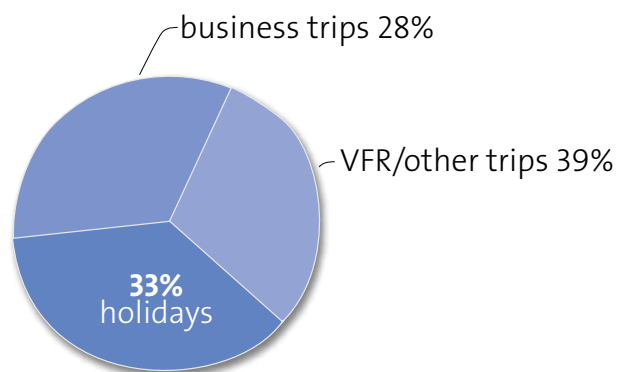
Federal states ³	Cities ³ (more than 100.000 inhabitants)
rank 1: Bavaria with 32.1% of all overnight stays	rank 1: Berlin with 67,863 overnight stays
rank 2: Baden-Württemberg with 18.9% of all overnight stays	rank 2: Munich with 49,349 overnight stays
rank 3: North Rhine-Westphalia with 10.6% of all overnight stays	rank 3: Frankfurt with 21,504 overnight stays
rank 4: Hesse with 9.0% of all overnight stays	rank 4: Dresden with 19,127 overnight stays

Purpose of all incoming trips

- 33% holiday trips, ■ 28% business trips, ■ 39% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 56% traditional business trips, 44% promotable business trips, of which: 51% conferences/congresses/seminars, 43% exhibits/trade fairs
- Holiday trips: 18% holidays in tourist regions, 9% touring holidays, 55% city holidays/visit of an event

Booking-behaviour, main mode of transport, accommodation during holiday trips

- 66% of all holiday trips are booked in advance; 58% online booking
- 71% car, 15% plane, 10% coach, 4% train
- 62% accommodation paid for (30% hotel)



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REFERENCE

World Travel Monitor 2017, IPK International; also:

¹ www.cia.gov, www.gtai.de

² Eurostat 2018

³ German Federal Statistics Office 2009-2018 / German State Offices 2018

Supported by:



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 by the German Bundestag