

## INCOMING HUNGARY

### Country and people<sup>1</sup>

Capital	Budapest (1,700,000 inhabitants)
Area	93,030 km <sup>2</sup>
Inhabitants	9.9 million (2016) / (growth rate -0.2%) 9,6 million (forecast 2025)
Mean age	41.8 years
Economy	GDP per capita: 11,504 Euro (GDP – real growth rate 2.2% 2016)*
Unemployment rate	6.7% (2016)*
Inflation rate	1.9% (2016)* <span style="float: right;">*forecast</span>
Gini coefficient	0,27 / rank 10 (OECD average 0,31)

## GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad<sup>2</sup>

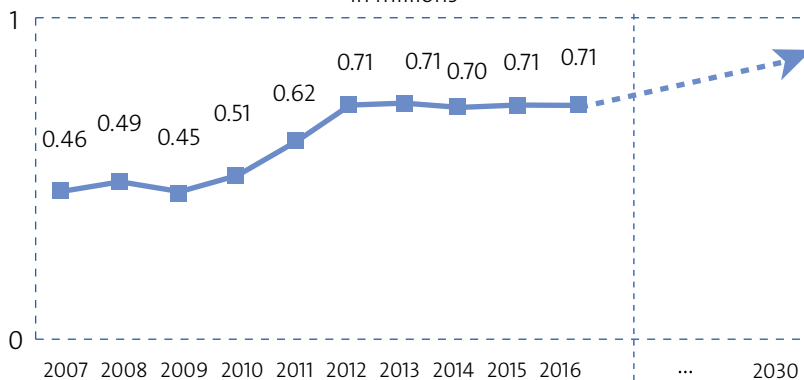
- Hungary: 47% abroad / 53% domestic
- Intensity of travel abroad: 58.8% (resident population from 15 years on)  
= 0,6 trips per person

Destinations of trips abroad in 2016

- rank 1 – Austria
- rank 2 – Germany
- rank 3 – Romania
- rank 4 – Croatia

## DESTINATION GERMANY

Overnight stays – current and long-term development<sup>3</sup>  
in millions



(figures incl. camping)

- Year 2016: 264,422 arrivals from Hungary / 707,208 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +52.6%; growth 2015–2016: +/-0.0%; average annual rate of change 2007–2016: +5.6%
- Total sales turnover for incoming trips: round 0.2 billion Euro (2016)
- DZT forecast until 2030: 1.2 m overnight stays

## MOST POPULAR DESTINATIONS IN 2016

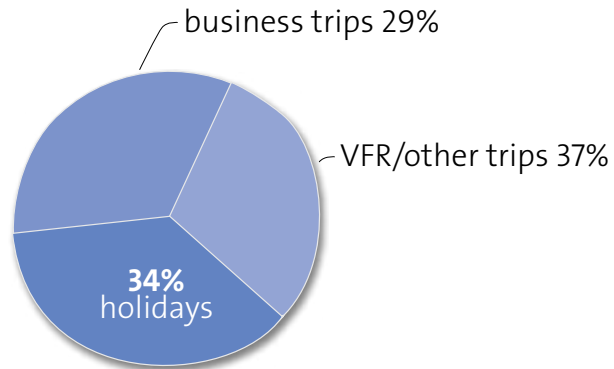
Federal states <sup>3</sup>	Cities <sup>3</sup> (more than 100.000 inhabitants)
rank 1: Bavaria with 33.4% of all overnight stays	rank 1: Berlin with 55,900 overnight stays
rank 2: Baden-Württemberg with 19.7% of all overnight stays	rank 2: Munich with 49,177 overnight stays
rank 3: North Rhine-Westphalia with 10.9% of all overnight stays	rank 3: Frankfurt with 21,375 overnight stays
rank 4: Hesse with 8.3% of all overnight stays	rank 4: Hamburg with 15,583 overnight stays

### Purpose of all incoming trips

- 34% holiday trips, 29% business trips, 37% VFR/other trips  
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 57% traditional business trips, 43% promotable business trips, of which: 53% conferences/congresses/seminars, 41% exhibits/trade fairs
- Holiday trips: 17% holidays in tourist regions, 8% touring holidays, 52% 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; 57% online booking
- 68% car, 17% plane, 10% coach, 5% train
- 59% accommodation paid for (29% hotel)



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## REFERENCE

World Travel Monitor 2016, IPK International; also:

<sup>1</sup> [www.cia.gov](http://www.cia.gov), [www.gtai.de](http://www.gtai.de)

<sup>2</sup> Eurostat 2017

<sup>3</sup> German Federal Statistics Office 2008-2017 / German State Offices 2017

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