

Incoming Hungary

Country and people¹

Capital	Budapest (1,700,000 EW)
Area	93,030 km ²
Inhabitants	9.8 million (2018) (growth rate -0.3 %, 2018)* 9.6 million (Forecast 2025)
Mean age	42.7 years
Economy	GDP per capita: 14,535 Euro (2019) (GDP – real growth rate 3.7 %, 2019)*
Unemployment rate	3.5 % (2019)*
Inflation rate	3.2 % (2019)* *Forecast
Gini coefficient	0.288/rank 13 (OECD-average 0.318)

General travel behaviour 2019

»Destinations of trips abroad«

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

»Intensity of travel abroad«

72.3 %
(resident population from 15 years on)
= 0.7 trips
per person

»Percentage of overnight stays domestic in accommodation establishments²«



Hungary domestic 53 %
Hungary non-resident 47 %

Destination Germany

»Year 2019«

303,337 arrivals from Hungary
843,603 overnight stays (camping included)

»Volume of overnight stays«

increase 2010–2019 by +65.3 %;
growth 2018–2019: +5.6 %;
Ø average annual rate of change
2010–2019: +6.9 %

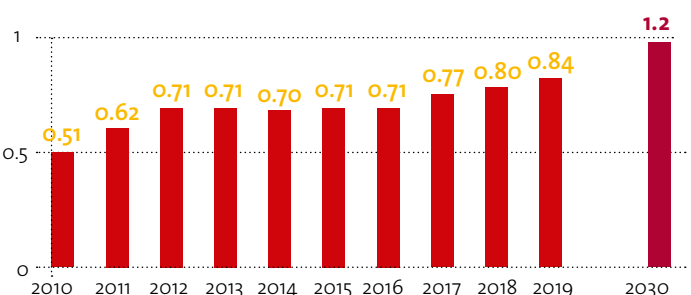
»Total sales turnover for incoming trips«

round 0.3 billion Euro (2019)

»DZT-forecast until 2030«

1.2 million overnight stays

»Overnight stays — current and long-term development³« in millions

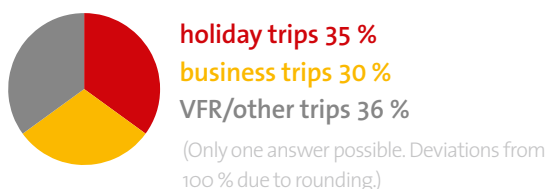


Most popular destinations in 2019

Federal states ³	Cities (more than 100,000 inhabitants)
rank 1: Bavaria with 32.6 % of all overnight stays (o. s.)	rank 1: Berlin with 83,686 o. s.
rank 2: Baden-Württemberg with 19.5 % of all o. s.	rank 2: Munich with 60,916 o. s.
rank 3: North Rhine-Westphalia with 10.0 % of all o. s.	rank 3: Frankfurt with 26,672 o. s.
rank 4: Berlin with 9.9 % of all o. s.	rank 4: Hamburg with 23,152 o. s.

Purpose of all incoming trips

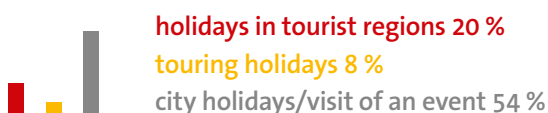
(0.3 million arrivals)



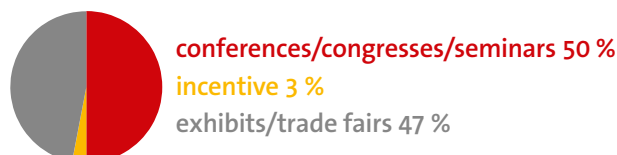
Business trips



Holiday trips

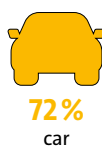




Promotable business trips



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

- 60 % accommodation paid for (31 % hotel)
- 67 % of all trips are booked in advance
- 59 % online booking



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