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Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

Germany
The travel destination



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INCOMING HUNGARY

COUNTRY AND PEOPLE

Capital	Budapest (1.8 million inhabitants)
Area	93,028 km ²
Inhabitants	2023: 10.2 million (growth rate 1.9 %)*; Forecast 2032: 9.6 million
Mean age	44.5 years*
Economy	GDP per capita: 21,075 US\$ (2023)*, GDP – real growth rate: –0.7 % (2023)*
Unemployment rate	4.1 % (2023)*
Inflation rate	17.2 % (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

1 Austria

2 Croatia

3 Germany

4 Italy

INTENSITY OF TRAVEL ABROAD

65.1%

(resident population from 15 years on)

= 0.7 trips per person

DESTINATION GERMANY

YEAR 2023

256,744 arrivals from Hungary

733,638 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by + 5.4%**

Growth 2022–2023: **+ 21.7%**

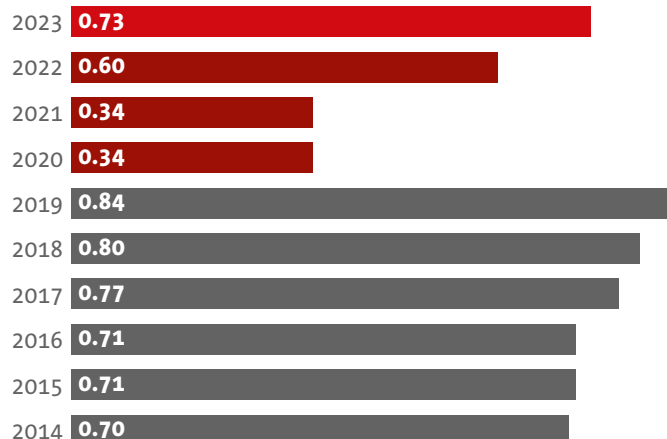
Recovery to 2019: **87.0%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.4 billion Euro** (2023)

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year



MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 39.0% of all o. s.	Munich with 71,893 o. s.
2	Baden-Württemberg with 16.1% of all o. s.	Berlin with 71,624 o. s.
3	Berlin with 9.8% of all o. s.	Frankfurt with 17,934 o. s.
4	North Rhine-Westphalia with 8.7% of all o. s.	Hamburg with 15,160 o. s.

PURPOSE OF ALL INCOMING TRIPS (257 thousand arrivals at lodging establishments)

Only one answer possible. Deviations from 100% due to rounding

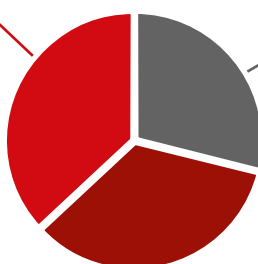
37 % Holiday trips

Type of holiday trip:

54 % City trips/visit of an event

24 % Holidays in tourist regions

4 % Tour holidays



29 % Business trips

Type of business trip:

57 % Promotable business trips

Type of promotable business trip:

48 % Conferences/congresses/seminars

45 % Exhibits/trade fairs

7 % Incentives

43 % Traditional business trips

34 % VFR-/other trips

BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

73 % of all holiday trips are
booked in advance

66 % online booking

69 % accommodation paid for
(30 % hotel)



58 %
car



22 %
plane



14 %
train



5 %
coach

References: World Travel Monitor 2023, IPK International 2024;
German Federal Statistics Office 2014–2024/German State Offices 2024

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