

# Travel in Hungary

October 2024

**Table of Contents** 

## Travel in Hungary

## **EXECUTIVE SUMMARY**

Travel in 2024

Airlines: Key trends Hotels: Key trends Booking: Key trends

What next for travel?

#### MARKET DATA

- Table 1 Surface Travel Modes Sales: Value 2019-2024
- Table 2 Surface Travel Modes Online Sales: Value 2019-2024
- Table 3 Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 4 Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 5 In-Destination Spending: Value 2019-2024
- Table 6 Forecast In-Destination Spending: Value 2024-2029

#### DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## Tourism Flows in Hungary

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Hungary emerges as top summer travel spot in 2024 amid European sport frenzy

Travelling abroad: high demand endures despite financial challenges and budget constraints of the previous year

## PROSPECTS AND OPPORTUNITIES

Moving image upmarket to capture premium segments

Experiences and attractions to drive domestic traveller traffic

## **CATEGORY DATA**

- Table 7 Inbound Arrivals: Number of Trips 2019-2024
- Table 8 Inbound Arrivals by Country: Number of Trips 2019-2024
- Table 9 Inbound City Arrivals 2019-2024
- Table 10 Inbound Tourism Spending: Value 2019-2024
- Table 11 Forecast Inbound Arrivals: Number of Trips 2024-2029
- Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
- Table 13 Forecast Inbound Tourism Spending: Value 2024-2029
- Table 14 Domestic Tourism by Destination: Number of Trips 2019-2024
- Table 15 Domestic Spending: Value 2019-2024
- Table 16 Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
- Table 17 Forecast Domestic Spending: Value 2024-2029
- Table 18 Outbound Departures: Number of Trips 2019-2024
- Table 19 Outbound Departures by Destination: Number of Trips 2019-2024
- Table 20 Outbound Tourism Spending: Value 2019-2024
- Table 21 Forecast Outbound Departures: Number of Trips 2024-2029
- Table 22 Forecast Outbound Departures by Destination: Number of Trips 2024-2029
- Table 23 Forecast Outbound Spending: Value 2024-2029

## Airlines in Hungary

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Direct connections from China to Central-Eastern Europe through Budapest Opening doors: new routes expand Hungary's accessibility in Europe

## PROSPECTS AND OPPORTUNITIES

Bridging the Atlantic: the need for direct transatlantic flight remains

Budapest Airport repurchase deal is officially inked: a major milestone

## **CATEGORY DATA**

Table 24 - Airlines Sales: Value 2019-2024

Table 25 - Airlines Online Sales: Value 2019-2024

Table 26 - Airlines: Passengers Carried 2019-2024

Table 27 - Airlines NBO Company Shares: % Value 2019-2023

Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 - Forecast Airlines Sales: Value 2024-2029

Table 32 - Forecast Airlines Online Sales: Value 2024-2029

## Lodging (Destination) in Hungary

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Hotels strive to exceed 2019 results

Pullman arrives in Budapest

## PROSPECTS AND OPPORTUNITIES

Domestic hotel chains and management firms bolster their market positions New international chains set to arrive – focus on premium guests

# CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2019-2024

Table 34 - Lodging (Destination) Online Sales: Value 2019-2024

Table 35 - Hotels Sales: Value 2019-2024

Table 36 - Hotels Online Sales: Value 2019-2024

Table 37 - Other Lodging Sales: Value 2019-2024

Table 38 - Other Lodging Online Sales: Value 2019-2024

Table 39 - Lodging (Destination) Outlets: Units 2019-2024

Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 - Hotels NBO Company Shares: % Value 2019-2023

Table 43 - Hotel Brands by Key Performance Indicators 2024

Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 - Forecast Hotels Sales: Value 2024-2029

Table 47 - Forecast Hotels Online Sales: Value 2024-2029

Table 48 - Forecast Other Lodging Sales: Value 2024-2029

Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029

Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

## Booking in Hungary

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

2024 pre-bookings exceed expectations

Dominance of online booking platforms

## PROSPECTS AND OPPORTUNITIES

More rigorous regulation of global booking platforms

No significant change in competitive landscape – but cross-border services emerge

## **CATEGORY DATA**

Table 51 - Booking Sales: Value 2019-2024

Table 52 - Business Travel Sales: Value 2019-2024

Table 53 - Leisure Travel Sales: Value 2019-2024

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 - Forecast Booking Sales: Value 2024-2029

Table 56 - Forecast Business Travel Sales: Value 2024-2029

Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

# **About Euromonitor International**

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-hungary/report.