

Booking in Hungary

October 2024

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Booking in Hungary - Category analysis

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 1 - Booking Sales: Value 2019-2024

Table 2 - Business Travel Sales: Value 2019-2024

Table 3 - Leisure Travel Sales: Value 2019-2024

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 5 - Forecast Booking Sales: Value 2024-2029

Table 6 - Forecast Business Travel Sales: Value 2024-2029
Table 7 - Forecast Leisure Travel Sales: Value 2024-2029

Travel in Hungary - Industry Overview

EXECUTIVE SUMMARY

Travel in 2024 Airlines: Key trends

Hotels: Key trends Booking: Key trends What next for travel?

MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2019-2024

Table 9 - Surface Travel Modes Online Sales: Value 2019-2024

Table 10 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 12 - In-Destination Spending: Value 2019-2024

Table 13 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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