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Tourism in Hungary 2007

Preliminary Data

Main Data on Hungarian Tourism			
	2006	2007	2007/2006
Visitors at Frontiers			
International Arrivals (000s)	40,963	39,307*	+3.9%*
Hungarians Travelling Abroad (000s)	17,612	n.a.	n.a.
Arrivals and Guest Nights at Commercial Accommodation			
Domestic			
Arrivals (000s)	3,873	3,961	+2.3%
Guest Nights (000s)	9,606	9,810	+2.1%
Average Length of Stay (nights)	2.5	2.5	-0.2%
International			
Arrivals (000s)	3,310	3,409	+3.0%
Guest Nights (000s)	10,046	10,049	+0.0%
Average Length of Stay (nights)	3.0	2.9	-2.9%
Total			
Arrivals (000s)	7,183	7,370	+2.6%
Guest Nights (000s)	19,652	19,859	+1.1%
Average Length of Stay (nights)	2.7	2.7	-1.5%
<i>from which: Hotels</i>			
Domestic			
Arrivals (000s)	2,346	2,482	+5.8%
Guest Nights (000s)	5,796	6,058	+4.5%
Average Length of Stay (nights)	2.5	2.4	-1.2%
International			
Arrivals (000s)	2,788	2,875	+3.1%
Guest Nights (000s)	7,905	7,913	+0.1%
Average Length of Stay (nights)	2.8	2.8	-2.9%
Total			
Arrivals (000s)	5,134	5,357	+4.3%
Guest Nights (000s)	13,701	13,971	+2.0%
Average Length of Stay (nights)	2.7	2.6	-2.3%
Revenues of Commercial Accommodation			
Domestic Accommodation Fee (HUF million)	44,034	49,244	+11.8%
International Accommodation Fee (HUF million)	87,775	89,321	+1.8%
Other Revenues (HUF million)	101,514	105,074	+6.1%
Total (HUF million)	233,323	243,639	+4.4%
Social Tourism			
Value of Holiday Vouchers (HUF million)	23,500	29,900	+27.2%
Number of Recipients	825,649	1,743,000	+110.2%
Revenues at Commercial Accommodation from Holiday Vouchers (HUF million)	11,364	11,823	+4.0%
Balance of Tourism**			
Receipts (EUR million)	2,548	2,652	+4.1%
Expenditure (EUR million)	1,291	1,651	+27.9%
Balance (EUR million)	1,257	1,001	-20.4%

Sources: HCSO preliminary data, National Bank of Hungary

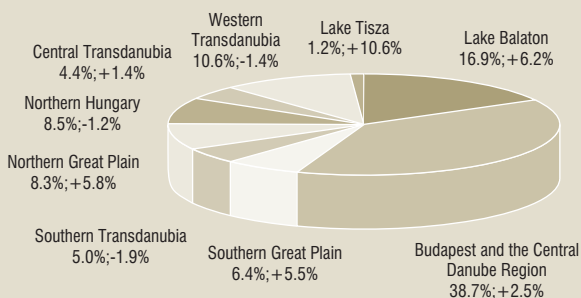
*January-November 2007 **January-September 2007

Guest Nights by Type of Accommodation

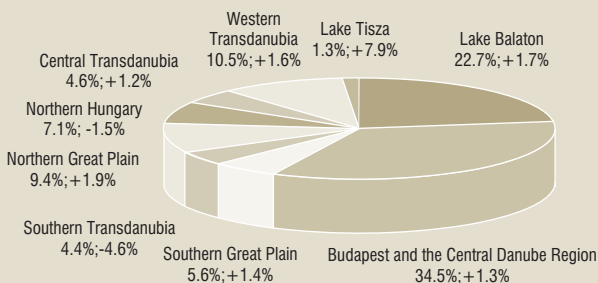
	2006	2007	2007	2007/2006
Hotels	13,700,998	13,971,122	70.4%	+2.0%
5 star Hotels	1,366,849	1,445,512	7.3%	+5.8%
4 star Hotels	5,068,148	5,401,429	27.2%	+6.6%
3 star Hotels	5,859,126	5,963,136	30.0%	+1.8%
2 star Hotels	1,008,330	759,390	3.8%	-24.7%
1 star Hotels	398,545	401,655	2.0%	+0.8%
Spa Hotels	2,652,769	2,701,388	13.6%	+1.8%
Wellness Hotels	1,254,851	1,424,924	7.2%	+13.6%
Guesthouses	2,107,472	2,125,180	10.7%	+0.8%
Tourist Hostels	759,825	645,344	3.2%	-15.1%
Youth Hostels	695,895	698,104	3.5%	+0.3%
Bungalows	931,999	880,114	4.4%	-5.6%
Camping Sites	1,455,837	1,538,768	7.7%	+5.7%
Total	19,652,026	19,858,632	100.0%	+1.1%

Source: HCSO preliminary data

Arrivals by Tourist Region (Share 2007; Change 2007/2006)

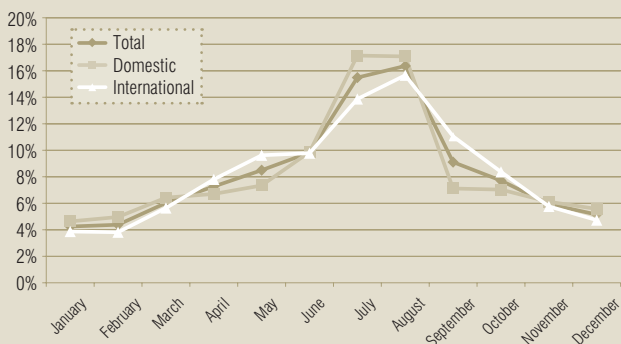


Guest Nights by Tourist Region (Share 2007; Change 2007/2006)



Source: HCSO preliminary data

Monthly Breakdown of Guest Nights at Commercial Accommodation



Source: HCSO preliminary data

Motivation of Travellers

	Domestic	International
Holiday	23.6%	22.9%
Touring Holiday	4.6%	9.7%
Health/Wellness Tourism	4.5%	5.9%
Events	2.5%	3.4%
School Excursion, Camp	0.7%	0.0%
Visiting Friends & Relatives	38.1%	22.4%
Shopping	2.2%	0.7%
Business Trip	1.7%	13.2%
Other Tourist	3.7%	6.7%
Non-Tourist	18.5%	15.0%

Source: HCSO (2006)

Most Visited Hungarian Cities*

	Domestic	International	Total
1. Budapest (894)	Budapest (894)	Budapest (5,266)	Budapest (6,161)
2. Hajdúszoboszló (539)	Hajdúszoboszló (539)	Hévíz (582)	Hévíz (936)
3. Siófok (371)	Siófok (371)	Bük (346)	Hajdúszoboszló (849)
4. Hévíz (354)	Hévíz (354)	Hajdúszoboszló (310)	Siófok (673)
5. Sopron (329)	Sopron (329)	Siófok (302)	Bük (555)
6. Debrecen (277)	Debrecen (277)	Balatonfüred (275)	Balatonfüred (476)
7. Zalakaros (267)	Zalakaros (267)	Zalakaros (124)	Sopron (393)
8. Eger (233)	Eger (233)	Győr (120)	Zalakaros (391)
9. Bük (210)	Bük (210)	Debrecen (105)	Debrecen (382)
10. Balatonfüred (202)	Balatonfüred (202)	Sárvár (98)	Eger (316)

Source: HCSO preliminary data

*() Number of Guest Nights at Commercial Accommodation (000s)

Arrivals at Frontiers by Country of Origin*			
	2007	2007	2007/2006
Austria	6,162,152	15.7%	+10.1%
Belgium	128,153	0.3%	-8.2%
Croatia	1,123,136	2.9%	-5.6%
the Czech Republic	1,043,980	2.7%	+36.6%
Denmark	80,698	0.2%	+12.2%
Estonia	19,376	0.0%	+33.7%
Finland	77,550	0.2%	+0.6%
France	318,333	0.8%	-7.3%
Germany	2,981,392	7.6%	-1.3%
Greece	103,785	0.3%	-6.5%
Ireland	47,960	0.1%	-2.9%
Italy	599,971	1.5%	-6.6%
Latvia	38,672	0.1%	+17.6%
Lithuania	71,477	0.2%	+12.4%
Luxembourg	5,514	0.0%	-41.7%
the Netherlands	306,269	0.8%	-3.4%
Norway	59,435	0.2%	-8.5%
Poland	1,436,927	3.7%	+15.9%
Portugal	38,074	0.1%	-3.5%
Romania	8,086,706	20.6%	+2.3%
Russia	127,911	0.3%	+27.8%
Serbia**	2,892,193	7.4%	-4.6%
Slovakia	7,835,371	19.9%	+6.0%
Slovenia	620,973	1.6%	-7.1%
Spain	148,116	0.4%	+4.4%
Sweden	167,964	0.4%	+1.3%
Switzerland	230,706	0.6%	-0.4%
Turkey	225,254	0.6%	+88.8%
Ukraine	1,430,716	3.6%	-17.5%
United Kingdom	320,635	0.8%	-5.9%
Europe	38,334,251	97.5%	+3.8%
from which: EU-26	31,602,518	80.4%	+6.0%
Asia	359,082	0.9%	+9.5%
from which: China	41,686	0.1%	+32.7%
India	8,356	0.0%	+27.3%
Israel	89,182	0.2%	+0.2%
Japan	90,361	0.2%	-3.3%
Africa	21,591	0.1%	+19.6%
America	547,001	0.0%	+4.9%
from which: Canada	84,880	0.2%	+4.8%
USA	383,560	1.0%	+3.6%
Australia and the Pacific	66,841	0.2%	+6.6%
Total	39,307,421	100.0%	+3.9%

* January–November 2007 ** Before 2007 Serbia and Montenegro

Source: HCSO

Arrivals and Guest Nights at Commercial Accommodation				
	Arrivals		Guest Nights	
	2007	2007/2006	2007	2007/2006
Austria	241,279	-1.9%	698,750	-2.0%
Belgium	50,711	+13.1%	162,690	+15.9%
Croatia	31,015	+8.1%	66,835	+11.8%
the Czech Republic	82,525	+20.0%	226,791	+18.4%
Denmark	43,537	-7.8%	207,928	-6.7%
Estonia	6,831	+45.3%	15,475	+60.5%
Finland	44,679	+11.5%	135,627	+9.7%
France	139,825	+5.6%	342,860	+6.2%
Germany	597,742	-6.1%	2,585,623	-8.2%
Greece	38,409	-1.6%	98,831	+1.9%
Ireland	23,931	+13.4%	76,489	+13.9%
Italy	189,025	-3.2%	493,402	-5.0%
Latvia	9,858	+50.8%	16,409	+7.7%
Lithuania	12,168	+9.7%	21,656	+8.0%
Luxembourg	2,819	-22.1%	7,193	-26.8%
the Netherlands	91,186	+2.4%	339,483	-0.5%
Norway	29,632	-10.8%	95,063	-8.9%
Poland	116,512	+16.5%	309,346	+12.0%
Portugal	13,271	+2.4%	34,726	+5.5%
Romania	199,094	+43.3%	349,875	+42.5%
Russia	69,516	+16.4%	260,823	+9.3%
Serbia*	38,727	+33.1%	84,616	+27.0%
Slovakia	58,227	+23.0%	130,806	+26.1%
Slovenia	20,136	+18.3%	42,562	+25.7%
Spain	150,737	+13.5%	390,367	+14.2%
Sweden	61,499	+2.3%	178,656	+2.0%
Switzerland	51,608	+0.4%	174,155	-2.4%
Turkey	20,918	-0.3%	55,635	+2.7%
Ukraine	75,427	+9.7%	167,960	+12.2%
United Kingdom	231,324	-15.3%	612,732	-16.0%
Europe	2,866,561	+3.1%	8,658,121	-0.3%
from which: EU-26	2,452,525	+2.6%	7,531,068	-0.9%
Asia	262,160	+2.4%	625,009	+2.1%
from which: China	27,362	+23.7%	54,513	+14.2%
Israel	47,846	+2.1%	155,728	0.0%
Japan	94,512	-7.5%	210,084	-0.7%
Africa	9,425	+24.7%	31,005	+19.0%
America	250,220	+2.2%	680,235	+1.4%
from which: Canada	21,915	-4.8%	63,259	+0.2%
USA	196,415	+0.3%	527,566	-2.4%
Australia and the Pacific	20,884	+1.8%	54,703	+4.5%
Total	3,409,250	+3.0%	10,049,073	0.0%

* Before 2007 Serbia and Montenegro

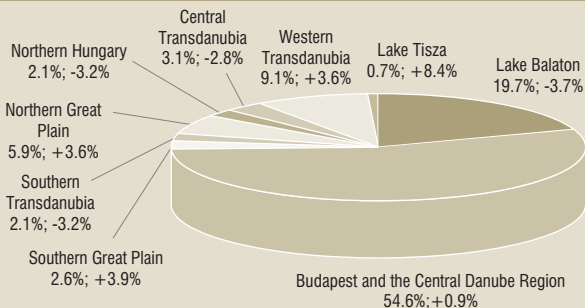
Source: HCSO preliminary data

International Guest Nights by Type of Accommodation

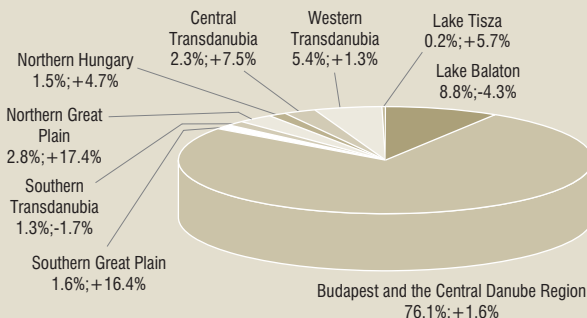
	2006	2007	2007	2007/2006
Hotels	7,905,445	7,913,077	78.7%	+0.1%
5 star Hotels	1,245,722	1,284,514	12.8%	+3.1%
4 star Hotels	3,381,823	3,384,592	33.7%	+0.1%
3 star Hotels	2,864,123	2,930,737	29.2%	+2.3%
2 star Hotels	327,005	245,847	2.4%	-24.8%
1 star Hotels	86,772	67,387	0.7%	-22.3%
Spa Hotels	1,407,932	1,379,946	13.7%	-2.0%
Wellness Hotels	372,509	396,077	3.9%	+6.3%
Guesthouses	618,737	615,038	6.1%	-0.6%
Tourist Hostels	67,500	55,294	0.6%	-18.1%
Youth Hostels	181,356	175,804	1.7%	-3.1%
Bungalows	204,449	198,184	2.0%	-3.1%
Camping Sites	1,068,404	1,091,676	10.9%	+2.2%
Total	10,045,891	10,049,073	100.0%	+0.0%

Source: HCSO preliminary data

International Guest Nights by Tourist Region (Share 2007; Change 2007/2006)



Accommodation Revenues from Incoming Tourism (Share 2007; Change 2007/2006)



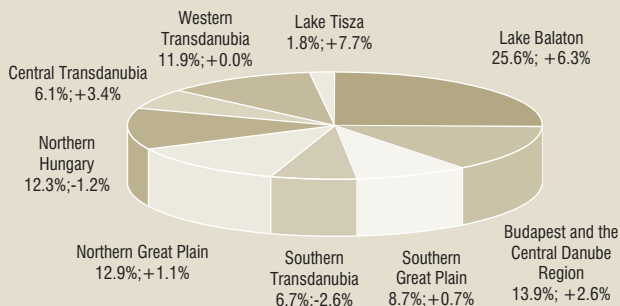
Source: HCSO preliminary data

Domestic Guest Nights by Type of Accommodation

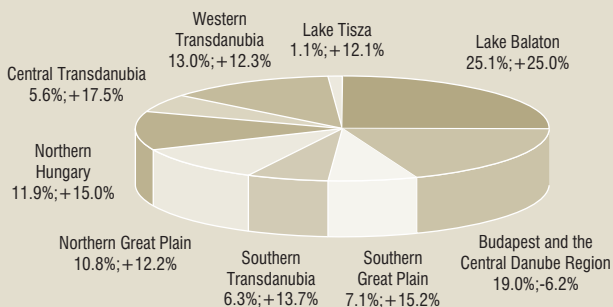
	2006	2007	2007	2007/2006
Hotels	5,795,553	6,058,045	61.8%	+4.5%
5 star Hotels	121,127	160,998	1.6%	+32.9%
4 star Hotels	1,686,325	2,016,837	20.6%	+19.6%
3 star Hotels	2,995,003	3,032,399	30.9%	+1.2%
2 star Hotels	681,325	513,543	5.2%	-24.6%
1 star Hotels	311,773	334,268	3.4%	+7.2%
Spa Hotels	1,244,837	1,321,442	13.5%	+6.2%
Wellness Hotels	882,342	1,028,847	10.5%	+16.6%
Guesthouses	1,488,735	1,510,142	15.4%	+1.4%
Tourist Hostels	692,325	590,050	6.0%	-14.8%
Youth Hostels	514,539	522,300	5.3%	+1.5%
Bungalows	727,550	681,930	7.0%	-6.3%
Camping Sites	387,433	447,092	4.6%	+15.4%
Total	9,606,135	9,809,559	100.0%	+2.1%

Source: HCSO preliminary data

Domestic Guest Nights by Tourist Region (Share 2007; Change 2007/2006)



Accommodation Revenues from Domestic Tourism (Share 2007; Change 2007/2006)



Source: HCSO preliminary data

Capacity of Commercial Accommodation

	Units	Rooms	Beds
Hotels	844	49,702	114,863
5 star Hotels	20	4,034	8,262
4 star Hotels	148	15,275	33,473
3 star Hotels	461	22,877	54,584
2 star Hotels	158	5,002	12,073
1 star Hotels	57	2,514	6,471
Spa Hotels	55	6,653	14,001
Wellness Hotels	58	3,948	9,271
Guesthouses	1,125	16,237	41,929
Tourist Hostels	219	6,505	27,066
Youth Hostels	119	4,842	18,799
Bungalows	344	7,325	22,783
Camping Sites	251	37,406	93,521
Total	2,902	122,017	318,961

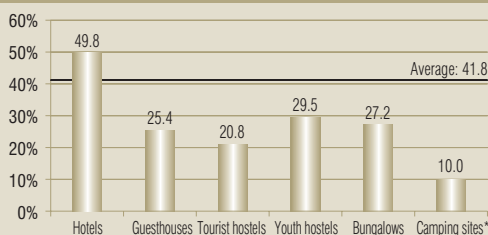
Source: HCSO preliminary data

Revenues of Commercial Accommodation

	Accommodation	Food & Beverage	Other (incl. Breakfast)	Total
HUF million				
Hotels	120,725	47,144	43,644	211,514
5 star Hotels	35,107	10,393	9,552	55,051
4 star Hotels	49,167	19,799	21,521	90,487
3 star Hotels	32,215	15,178	11,724	59,117
2 star Hotels	3,294	1,455	771	5,520
1 star Hotels	942	320	76	1,339
Spa Hotels	19,281	9,974	12,294	41,549
Wellness Hotels	10,500	4,662	5,832	20,994
Guesthouses	10,012	11,207	1,356	22,575
Tourist Hostels	1,252	222	44	1,519
Youth Hostels	1,551	112	221	1,884
Bungalows	2,632	610	276	3,518
Camping Sites	2,393	78	158	2,629
Total	138,565	59,374	45,699	243,639

Source: HCSO preliminary data

Occupancy Rates of Commercial Accommodation



*Occupancy rate of tent places

Source: HCSO preliminary data

Budapest				
	Commercial Accommodation		Hotels	
	2007	2007/2006	2007	2007/2006
Domestic				
Arrivals (000s)	393	+3.1%	326	+4.0%
Guest Nights (000s)	894	+2.0%	703	-3.5%
Average Length of Stay (nights)	2.3	-1.0%	2.2	-7.0%
International				
Arrivals (000s)	2,119	+2.0%	1,998	+2.4%
Guest Nights (000s)	5,266	+0.6%	4,963	+1.0%
Average Length of Stay (nights)	2.5	-1.4%	2.5	-1.5%
Total				
Arrivals (000s)	2,513	+2.2%	2,324	+2.7%
Guest Nights (000s)	6,161	+0.8%	5,666	+0.4%
Average Length of Stay (nights)	2.5	-1.4%	2.4	-2.1%

Source: HCSO preliminary data

Balaton				
	Commercial Accommodation		Hotels	
	2007	2007/2006	2007	2007/2006
Domestic				
Arrivals (000s)	883	+8.8%	654	+8.7%
Guest Nights (000s)	2,516	+6.3%	1,786	+7.1%
Average Length of Stay (nights)	2.9	-2.3%	2.7	-2.5
International				
Arrivals (000s)	364	+0.3%	250	+1.8%
Guest Nights (000s)	1,985	-3.7%	1,279	-3.7%
Average Length of Stay (nights)	5.4	-4.0%	5.1	-5.6%
Total				
Arrivals (000s)	1,247	+6.2%	903	+6.7%
Guest Nights (000s)	4,501	+1.7%	3,066	+2.3%
Average Length of Stay (nights)	3.6	-4.3%	3.4	-4.1%

Source: HCSO preliminary data

Health Tourism				
	Spa hotels		Wellness hotels	
	2007	2007/2006	2007	2007/2006
Domestic				
Arrivals (000s)	440	+8.4%	459	+14.9%
Guest Nights (000s)	1,321	+6.2%	1,029	+16.6%
Average Length of Stay (nights)	4.4	-3.1%	2.2	+1.9%
International				
Arrivals (000s)	314	-2.9%	131	+20.6%
Guest Nights (000s)	1,380	-2.0%	396	+6.3%
Average Length of Stay (nights)	3.0	+0.0%	3.0	-13.6%
Total				
Arrivals (000s)	754	+3.4%	590	+16.1%
Guest Nights (000s)	2,701	+1.8%	1,425	+13.6%
Average Length of Stay (nights)	3.6	-0.4%	2.4	-3.4%

Source: HCSO preliminary data

MICE Tourism			
	2006	2007	2007/2006
Number of International Conferences	431	485	+12.5%
Number of Fairs & Exhibitions	29	32	+10.3%
Domestic Participants	24,635	27,598	+12.0%
International Participants	56,727	62,079	+9.4%
Average Number of Participants	238	286	+20.0%
Nationalities Participating (average)	11.0	11.6	+5.1%
Average Length of Stay (days)	4.5	4.3	-4.2%

Geographical Breakdown of Conferences and Fairs (2007): 71% Budapest, 29% countryside.

Venues (2007): 69% hotel, 12% conference centre, 10% university & science institute, 9% other venues.

Themes (2007): 26% economics, 23% medicine, 20% other sciences, 6% IT, 2% tourism, 2% transportation, 21% other.

Nationality of Meeting Planners (2007): 54% Hungarian, 9% British, 8% USA, 7% German, 5% French, 4% Belgian.

Participating Nations (percentage of conferences, 2007): 89% Hungarian, 61% German, 50% British, 39% French, 29% Austrian, 29% Czech, 27% Slovak, 27% USA, 27% Polish, 27% Italian, 25% Romanian.

Source: HNTO

Note: International conference includes events with a minimum of 50 participants and three participating countries.

Tourism in Hungary

Facts & Figures about Hungary

Territory	93,030 km ²
Population	10,066,158 persons (1 January 2007)
Population density	108.2 persons/km ²
Capital	Budapest
Capital's population	1,696,128 persons (1 January 2007)
Form of Government	Republic
Official Language	Hungarian
Religion	51.9% Roman Catholic, 15.9% Calvinist, 3.0% Lutheran, 2.6% Greek Catholic, 1.0% other Christian, 11.1% other denomination, 14.5% unaffiliated
Holidays	1 January, 15 March, Easter Monday, Whit Monday, 1 May, 20 August, 23 October, 1 November, 25-26 December
Time zone	GMT + 1 hour
Currency	Forint (HUF), 1 EUR = 264.27 HUF
GDP 2006	112,855.4 million USD (23,757.2 billion HUF)
GDP 2006/2005	103.9%
GDP per capita 2006	18,454 USD
Internet penetration	30.3%
International airports	Budapest, Debrecen, Sármellék
National air carrier	Malév Hungarian Airlines

The Economic Importance of Tourism in Hungary, 2004

	Direct		Indirect	
	HUF billion	%	HUF billion	%
GDP	877	5.0	1,390	8.5
	000s	%	000s	%
Employment	398	8.3	490	12.5

Source: HCSO

Terms used in the publication

Commercial Accommodation: according to the IKIM order 45/1998 (VI.24.) modified by GKM order 54/2003 (VIII.29.), licensed accommodation facilities built for commercial purposes (hotels, guesthouses, tourist hostels, youth hostels, bungalows, and camping sites). Private accommodation: according to the Statutory order 110/1997 (VI.25.), private flats, second homes and other buildings or parts of them rented for tourism purposes. In 2006, 40,508 private accommodation with 230,425 beds were available. 2007 data will be published in Summer 2008.

Hungarian National Tourist Office

As the national tourism marketing organisation, HNTO's main objective is promoting Hungary's tourism attractions and services to increase the receipts from incoming and domestic tourism.

The publication is based on 2007 preliminary data of the Hungarian Central Statistical Office. Hereby we would like to thank HCSO for its contribution.

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