



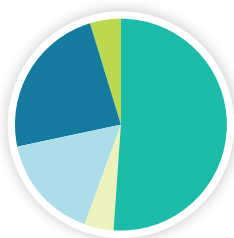
HUNGARIAN TOURISM  
AGENCY



# TOURISM IN HUNGARY 2016

WITH PRELIMINARY DATA

### International Tourist Arrivals in the World (million; 2016/2015)



World (1,235.0; +3.9%)

Europe (619.7; +2.0%)

Africa (58.2; +8.1%)

Americas (200.9; +4.3%)

Asia and the Pacific (302.9; +8.4%)

Middle East (53.6; -4.1%)

Source: UNWTO preliminary data

### Facts & Figures about Hungary

Territory	93,030 km <sup>2</sup>
Population	9,830,485 (1 January 2016)
Population density	105.7 people/km <sup>2</sup>
Capital	Budapest
Capital's population	1,759,407 (1 January 2016)
Neighbouring countries	Austria, Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia
Form of government	Republic
Official language	Hungarian
Religion	37.1% Roman Catholic, 11.6% Calvinist, 2.2% Lutheran, 1.8% Greek Catholic, 1.9% other denomination, 18.2% 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 = 307.16 HUF
GDP 2015*	121,642 million USD (33,999 billion HUF)
GDP 2015/2014* (volume index)	+3.1%
GDP per capita 2015*	12,358 USD (3,454 thousand HUF)
Internet penetration	79.7%
International airports	Budapest, Debrecen, Sármellék
Membership in international tourism organisations	UNWTO, ETC, V4, China-CEECs, DCC

\* Preliminary data.

Source: Internet World Stats, HCSO

### The Economic Impact of Tourism in Hungary

	Direct Impact		Direct and Indirect Impact
GDP (billion HUF)	1,558	6.1%	9.8%
Employment (000s persons)	346	9.1%	12.0%

Source: HCSO (Tourism Satellite Account, 2013)

### Balance of Travel\*

	2015	2016	2016/2015
Receipts (million EUR)	3,718	3,932	+5.8%
Expenditure (million EUR)	1,302	1,551	+19.1%
Balance (million EUR)	2,416	2,381	-1.4%

\* January-September data.

Source: MNB

## SUMMARY DATA 1

Main Data on Hungarian Tourism			
	2015	2016	2016/2015
<b>Number and Expenditure of Tourists in the first three quarters*</b>			
Number of inbound tourists (000s)	15,635	16,875	+7.9%
<i>Same-day tourists</i>	6,092	6,401	+5.1%
<i>Overnight tourists</i>	9,543	10,474	+9.8%
Expenditure of inbound tourists (million HUF)	966,831	1,016,149	+5.1%
<i>Same-day tourists</i>	68,164	68,344	+0.3%
<i>Overnight tourists</i>	898,667	947,805	+5.5%
<i>Average expenditure of inbound tourists per day (HUF)</i>	15,107	15,564	+3.0%
Number of domestic overnight tourists (000s)	11,790	11,370	-3.6%
Expenditure of domestic overnight tourists (million HUF)	242,852	246,326	+1.4%
<i>Average expenditure of domestic overnight tourists per day (HUF)</i>	4,881	5,127	+5.0%
<i>Expenditure of domestic overnight tourists without VFR and hobby (million HUF)**</i>	196,349	203,106	+3.4%
<i>Average expenditure of domestic overnight tourists per day without VFR and hobby (HUF)**</i>	7,746	7,886	+1.8%
Number of outbound tourists (000s)	13,251	14,455	+9.1%
Expenditure of outbound tourists (million HUF)	498,083	588,212	+18.1%
<b>Arrivals and Guest Nights at Commercial Accommodation</b>			
<b>Domestic</b>			
Arrivals (000s)	5,474	5,817	+6.3%
Guest nights (000s)	12,925	13,844	+7.1%
Average length of stay (nights)	2.4	2.4	+0.8%
<b>International</b>			
Arrivals (000s)	4,929	5,310	+7.7%
Guest nights (000s)	12,962	13,851	+6.9%
Average length of stay (nights)	2.6	2.6	-0.8%
<b>Total</b>			
Arrivals (000s)	10,403	11,127	+7.0%
Guest nights (000s)	25,888	27,695	+7.0%
Average length of stay (nights)	2.5	2.5	0.0%
<b>Arrivals and Guest Nights in Hotels</b>			
<b>Domestic</b>			
Arrivals (000s)	3,822	4,090	+7.0%
Guest nights (000s)	8,803	9,504	+8.0%
Average length of stay (nights)	2.3	2.3	+0.9%
<b>International</b>			
Arrivals (000s)	4,275	4,610	+7.8%
Guest nights (000s)	10,704	11,452	+7.0%
Average length of stay (nights)	2.5	2.5	-0.8%
<b>Total</b>			
Arrivals (000s)	8,096	8,701	+7.5%
Guest nights (000s)	19,507	20,956	+7.4%
Average length of stay (nights)	2.4	2.4	0.0%
<b>Commercial Accommodation Gross Revenues</b>			
Domestic accommodation fee (million HUF)	82,289	91,309	+11.0%
International accommodation fee (million HUF)	131,995	146,675	+11.1%
Total accommodation fee (million HUF)	214,284	237,984	+11.1%
Food & beverage (million HUF)	78,017	81,206	+4.1%
Other revenue (million HUF)	76,468	83,219	+8.8%
Total revenue (million HUF)	368,768	402,409	+9.1%

\* Data for the whole year of 2015 can be found in *Tourism in Hungary 2015 with final data*. \*\* Data without VFR (Visiting Friends and Relatives) and work for hobby motivations.  
Source: HCSO preliminary data

### Guest Nights by Type of Accommodation

	2015	2016	2016 (share)	2016/2015
Hotels	19,507,275	20,956,362	75.7%	+7.4%
5 star hotels	895,807	805,988	2.9%	-10.0%
4 star hotels	8,473,799	9,033,706	32.6%	+6.6%
3 star hotels	3,333,477	3,734,766	13.5%	+12.0%
Spa hotels	2,223,220	2,359,512	8.5%	+6.1%
Boarding houses	1,710,816	1,753,890	6.3%	+2.5%
Community hostels	1,766,374	1,865,592	6.7%	+5.6%
Bungalows	1,171,819	1,209,969	4.4%	+3.3%
Camping sites	1,731,609	1,909,652	6.9%	+10.3%
<b>Total</b>	<b>25,887,893</b>	<b>27,695,465</b>	<b>100.0%</b>	<b>+7.0%</b>

Figures of hotels include one- and two-star hotels and hotels without category designation. Volume indexes of hotel categories refer to the units which have valid classification in the period of examination.

Source: HCSO preliminary data

Except for five-star hotels, the number of guest nights increased in every category. The change in the number of the guest nights at three-star hotels and camping sites was well above the country average.

### Arrivals and Guest Nights by Tourist Region (2016; 2016/2015)

#### Western Transdanubia

A = 10.4%; +5.2%  
N = 10.9%; +5.1%

#### Central Transdanubia

A = 4.5%; +14.3%  
N = 4.2%; +15.4%

#### Lake Balaton

A = 15.0%; +6.1%  
N = 19.5%; +6.2%

#### Southern Transdanubia

A = 4.2%; +10.9%  
N = 4.1%; +12.2%

#### Budapest and the Central Danube Region

A = 42.3%; +7.2%  
N = 38.2%; +7.0%

#### Northern Hungary

A = 9.0%; +5.8%  
N = 8.2%; +5.6%

#### Northern Great Plain

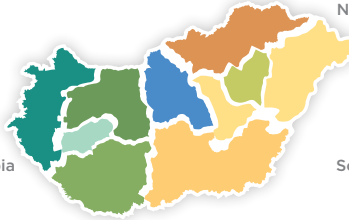
A = 6.9%; +6.9%  
N = 7.5%; +7.5%

#### Lake Tisza

A = 1.0%; +0.5%  
N = 1.1%; +2.5%

#### Southern Great Plain

A = 6.6%; +6.1%  
N = 6.2%; +6.2%

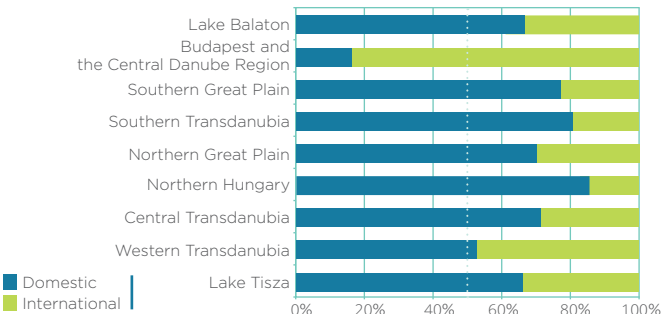


A = Arrivals, N = Guest nights

Source: HCSO preliminary data

Geographical concentration is typical of Hungarian tourism: 68.6% of total guest nights are registered in the Budapest and the Central Danube, the Lake Balaton and the Western Transdanubia tourist regions.

### Share of Domestic and International Guest Nights by Tourist Region (% at Commercial Accommodation)



Country average: domestic: 50.0%, international: 50.0%.

Source: HCSO preliminary data

## SUMMARY DATA 3

### Monthly Breakdown of Guest Nights at Commercial Accommodation



Source: HCSO preliminary data

Seasonality is typical of Hungarian tourism: most of the guest nights were generated in July and August (15.4% and 15.8%, respectively). Inbound tourism is slightly less seasonal than domestic tourism.

### Number of Guest Nights by Tourist Region

	Domestic	International	Total
Lake Balaton	3,607,103	1,784,494	5,391,597
Budapest and the Central Danube Region	2,054,093	8,526,032	10,580,125
Southern Great Plain	1,325,720	384,035	1,709,755
Southern Transdanubia	944,493	203,882	1,148,375
Northern Great Plain	1,440,413	650,194	2,090,607
Northern Hungary	1,893,051	375,321	2,268,372
Central Transdanubia	840,258	325,047	1,165,305
Western Transdanubia	1,534,680	1,489,521	3,024,201
Lake Tisza	204,322	112,806	317,128
<b>Total</b>	<b>13,844,133</b>	<b>13,851,332</b>	<b>27,695,465</b>

Source: HCSO preliminary data

61.6% of international guest nights are registered in the Budapest and the Central Danube Region, 12.9% are registered in the Lake Balaton tourist region.

### Most Visited Hungarian Settlements\*

	Domestic	International	Total
1. Budapest (1,131)	Budapest (1,131)	Budapest (8,198)	Budapest (9,329)
2. Hajdúszoboszló (607)	Hajdúszoboszló (607)	Hévíz (636)	Hévíz (1,056)
3. Siófok (539)	Siófok (539)	Bük (435)	Hajdúszoboszló (938)
4. Hévíz (420)	Hévíz (420)	Hajdúszoboszló (331)	Siófok (756)
5. Zalakaros (382)	Zalakaros (382)	Sárvár (296)	Bük (701)
6. Balatonfüred (363)	Balatonfüred (363)	Balatonfüred (255)	Balatonfüred (618)
7. Eger (323)	Eger (323)	Siófok (217)	Zalakaros (500)
8. Gyula (318)	Gyula (318)	Győr (179)	Sárvár (485)
9. Miskolc (285)	Miskolc (285)	Debrecen (132)	Eger (448)
10. Sopron (270)	Sopron (270)	Eger (124)	Debrecen (388)

\*() Number of guest nights at commercial accommodation units (000s).

Source: HCSO preliminary data

Besides the solid popularity of Budapest, the main spas and the bigger towns around the Lake Balaton, the cities of Miskolc, Sopron and Debrecen also ranked high on the list of the most visited Hungarian settlements in 2016.

## Domestic Guest Nights by Type of Accommodation

	2015	2016	2016 (share)	2016/2015
Hotels	8,803,349	9,504,132	68.7%	+8.0%
5 star hotels	127,164	133,998	1.0%	+5.4%
4 star hotels	3,574,630	3,821,373	27.6%	+6.9%
3 star hotels	1,584,350	1,828,640	13.2%	+15.4%
Spa hotels	1,092,382	1,158,962	8.4%	+6.1%
Boarding houses	1,322,221	1,359,214	9.8%	+2.8%
Community hostels	1,240,034	1,228,858	8.9%	-1.0%
Bungalows	940,651	969,170	7.0%	+3.0%
Camping sites	619,243	782,759	5.7%	+26.4%
<b>Total</b>	<b>12,925,498</b>	<b>13,844,133</b>	<b>100.0%</b>	<b>+7.1%</b>

Figures of hotels include one- and two-star hotels and hotels without category designation.

Source: HCSO preliminary data

The change in the number of the domestic guest nights at three-star hotels and camping sites was well above the average.

## Domestic Guest Nights and Accommodation Fee by Tourist Region (2016; 2016/2015)

**Western Transdanubia**  
N = 11.1%; +0.1%  
AccFee = 10.7%; +6.0%

**Budapest and the Central Danube Region**  
N = 14.8%; +10.9%  
AccFee = 18.2%; +16.5%

**Northern Hungary**  
N = 13.7%; +4.7%  
AccFee = 15.7%; +14.7%

**Central Transdanubia**  
N = 6.1%; +17.4%  
AccFee = 6.3%; +9.3%

**Northern Great Plain**  
N = 10.4%; +5.2%  
AccFee = 9.0%; +11.0%

**Lake Balaton**  
N = 26.1%; +8.3%  
AccFee = 25.0%; +7.0%



**Lake Tisza**  
N = 1.5%; -8.6%  
AccFee = 1.2%; +7.1%

**Southern Transdanubia**  
N = 6.8%; +14.6%  
AccFee = 5.6%; +11.2%

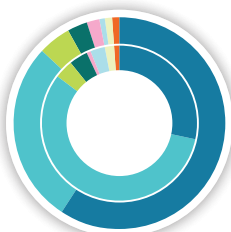
**Southern Great Plain**  
N = 9.6%; +4.5%  
AccFee = 8.3%; +13.4%

N = Guest nights, AccFee = Accommodation Fee

Source: HCSO preliminary data

Geographical concentration is less typical of domestic tourism: 54.6% of domestic guest nights were registered in the Lake Balaton, the Budapest and the Central Danube and the Northern Hungary tourist regions.

## Motivation of Domestic Tourists (1-3 Nights; 4+ Nights)



1-3 Nights | 4+ Nights

- Entertainment, recreation, sports (31.3%; 59.9%)
- VFR (55.3%; 29.3%)
- Work for hobby (3.6%; 3.7%)
- Health tourism (3.7%; 3.6%)
- Study trip with school (0.8%; 2.1%)
- Cultural or sport event (2.4%; 0.8%)
- Business trip (2.7%; 0.5%)
- Other tourist motivation (0.2%; 0.1%)

The HCSO investigates only overnight domestic trips with tourist motivation. Due to the small sample size hiking and city break is included in Entertainment, recreations, sports. Health tourism: wellness, medical treatment in spas. Business trip also includes exhibition, fair, conference and congress.

Source: HCSO (2015)

## INBOUND TOURISM

### International Guest Nights by Type of Accommodation

	2015	2016	2016.(share)	2016/2015
Hotels	10,703,926	11,452,230	82.7%	+7.0%
5 star hotels	768,643	671,990	4.9%	-12.6%
4 star hotels	4,899,169	5,212,333	37.6%	+6.4%
3 star hotels	1,749,127	1,906,126	13.8%	+9.0%
Spa hotels	1,130,838	1,200,550	8.7%	+6.2%
Boarding houses	388,595	394,676	2.8%	+1.6%
Community hostels	526,340	636,734	4.6%	+21.0%
Bungalows	231,168	240,799	1.7%	+4.2%
Camping sites	1,112,366	1,126,893	8.1%	+1.3%
<b>Total</b>	<b>12,962,395</b>	<b>13,851,332</b>	<b>100.0%</b>	<b>+6.9%</b>

Figures of hotels include one- and two-star hotels and hotels without category designation.

Source: HCSO preliminary data

The change in the number of international guest nights at community hostels was well above the average.

### International Guest Nights and Accommodation Fee by Tourist Region (2016; 2016/2015)

**Western Transdanubia**  
N = 10.8%; +10.8%  
AccFee = 7.6%; +11.8%

**Budapest and the Central Danube Region**  
N = 61.6%; +6.1%  
AccFee = 74.9%; +11.5%

**Northern Hungary**  
N = 2.7%; +10.1%  
AccFee = 1.8%; +17.0%

**Central Transdanubia**  
N = 2.3%; +10.6%  
AccFee = 1.8%; +6.4%

**Northern Great Plain**  
N = 4.7%; +12.9%  
AccFee = 2.6%; +12.2%

**Lake Balaton**  
N = 12.9%; +2.2%  
AccFee = 8.2%; +8.0%

**Lake Tisza**  
N = 0.8%; +31.3%  
AccFee = 0.3%; +18.9%

**Southern Transdanubia**  
N = 1.5%; +2.4%  
AccFee = 0.9%; -1.3%

**Southern Great Plain**  
N = 2.8%; +12.7%  
AccFee = 2.0%; +12.2%



N = Guest nights, AccFee = Accommodation Fee

Source: HCSO preliminary data

Hungarian inbound tourism is strongly concentrated geographically: 85.3% of the foreign guest nights were registered in the Lake Balaton, the Budapest and the Central Danube and the Western Transdanubia tourist regions.

### Motivation of International Travellers (1-3 Nights; 4+ Nights)



1-3 Nights | 4+ Nights

VFR	(22.6%; 27.3%)
Recreation	(11.4%; 23.7%)
City-break and round trip	(21.1%; 17.1%)
Health tourism	(2.8%; 15.3%)
Business trip	(11.2%; 4.5%)
Cultural or sport event	(2.8%; 3.6%)
Other tourist motivation	(8.0%; 4.1%)
Shopping	(0.4%; -)
Transfer	(14.0%; -)
Other non-tourist motivation	(5.7%; 4.3%)

Health tourism: wellness, medical treatment in spas, dental tourism, plastic and other surgery. Business trip also includes exhibition, fair, conference and congress.

Source: HCSO (2015)

Total tourist motivation: 73.1% and 95.7%, respectively. Total non-tourist motivation: 26.9% and 4.3%, respectively.

Arrivals and Guest Nights at Commercial Accommodation				
	Arrivals		Guest Nights	
	2016	2016/2015	2016	2016/2015
Austria	319,904	+7.7%	832,767	+5.2%
Belgium	82,558	+2.3%	233,544	+0.9%
Croatia	43,754	+12.5%	81,520	+11.8%
Czechia	273,165	+14.6%	820,072	+18.7%
Denmark	61,798	+25.0%	216,114	+22.3%
Estonia	8,400	+22.1%	19,281	+26.8%
Finland	52,633	+1.8%	156,906	+2.4%
France	168,136	+2.7%	425,847	+2.8%
Germany	553,570	+1.0%	1,940,293	-1.2%
Greece	52,966	+19.8%	140,302	+18.7%
Ireland	32,071	+13.0%	86,339	+15.3%
Italy	258,858	+3.0%	686,504	+0.7%
Latvia	7,404	-7.7%	16,638	+3.7%
Lithuania	9,072	-17.8%	17,874	-17.5%
Luxembourg	3,664	-4.2%	8,727	-2.6%
the Netherlands	133,752	+12.1%	440,397	+6.2%
Norway	54,951	+3.5%	165,048	+0.8%
Poland	267,257	+8.7%	696,602	+11.2%
Portugal	17,202	+3.2%	41,594	+5.1%
Romania	283,496	+13.1%	546,274	+16.9%
Russia	138,941	-6.0%	539,106	-4.8%
Serbia	76,019	+16.7%	150,064	+17.1%
Slovakia	198,061	+16.5%	448,320	+20.2%
Slovenia	31,679	+20.4%	62,452	+21.3%
Spain	162,569	+8.8%	387,389	+8.1%
Sweden	91,662	+0.5%	249,279	-1.1%
Switzerland	72,985	+7.7%	205,867	+4.7%
Turkey	79,257	+8.4%	166,099	+3.9%
Ukraine	117,068	+14.0%	263,404	+31.3%
United Kingdom	376,573	+7.2%	964,900	+8.3%
<b>Europe</b>	<b>4,214,609</b>	<b>+7.5%</b>	<b>11,381,123</b>	<b>+6.7%</b>
from which: EU	3,546,505	+7.8%	9,626,959	+7.0%
<b>Asia</b>	<b>619,914</b>	<b>+14.4%</b>	<b>1,297,115</b>	<b>+14.2%</b>
from which: China	170,835	+35.7%	303,390	+36.3%
India	33,134	+25.6%	76,924	+20.5%
Israel	108,794	+20.3%	352,326	+20.7%
Japan	55,152	-14.8%	119,341	-14.2%
Republic of Korea	122,371	+17.5%	174,233	+22.8%
<b>Africa</b>	<b>27,053</b>	<b>-0.4%</b>	<b>74,313</b>	<b>-0.6%</b>
<b>America</b>	<b>393,348</b>	<b>+1.7%</b>	<b>965,491</b>	<b>+1.4%</b>
from which: Brazil	24,735	-15.7%	61,567	-14.9%
Canada	41,579	+5.4%	105,447	+0.1%
USA	275,314	+2.4%	674,042	+2.7%
<b>Australia and Oceania</b>	<b>54,898</b>	<b>+8.8%</b>	<b>133,290</b>	<b>+0.9%</b>
from which: Australia	41,231	+7.0%	99,957	-1.6%
<b>Total foreign</b>	<b>5,309,822</b>	<b>+7.7%</b>	<b>13,851,332</b>	<b>+6.9%</b>
<b>Total domestic</b>	<b>5,817,107</b>	<b>+6.3%</b>	<b>13,844,133</b>	<b>+7.1%</b>

Source: HCSO preliminary data



Arrivals and Guest Nights in Hotels				
	Arrivals		Guest Nights	
	2016	2016/2015	2016	2016/2015
Austria	266,887	+8.3%	651,686	+7.0%
Belgium	66,045	+3.4%	166,467	+1.9%
Croatia	39,585	+12.1%	71,040	+8.8%
Czechia	223,523	+15.3%	667,121	+20.2%
Denmark	52,053	+28.4%	154,232	+29.1%
Estonia	7,067	+27.3%	16,666	+33.0%
Finland	47,833	+1.4%	142,563	+1.4%
France	148,165	+2.8%	363,188	+2.1%
Germany	459,501	+1.2%	1,426,855	+0.3%
Greece	51,130	+19.9%	134,775	+18.3%
Ireland	25,530	+12.3%	68,504	+14.3%
Italy	236,565	+2.6%	623,379	+0.0%
Latvia	6,322	-10.0%	13,407	-2.5%
Lithuania	7,268	-17.4%	13,505	-22.0%
Luxembourg	3,330	-2.3%	7,726	-0.2%
the Netherlands	96,186	+17.2%	243,907	+18.5%
Norway	52,334	+3.1%	157,488	+0.1%
Poland	177,196	+5.1%	409,287	+5.8%
Portugal	14,751	+3.4%	35,721	+5.5%
Romania	240,187	+12.4%	446,136	+16.6%
Russia	131,004	-6.0%	514,883	-5.3%
Serbia	68,015	+15.4%	129,994	+12.1%
Slovakia	155,580	+19.8%	346,329	+21.9%
Slovenia	24,960	+17.6%	45,287	+14.8%
Spain	150,806	+9.1%	355,590	-8.2%
Sweden	86,400	+1.0%	233,719	-0.7%
Switzerland	65,418	+8.6%	178,987	+4.8%
Turkey	73,773	+8.1%	150,470	+3.9%
Ukraine	104,859	+11.1%	228,599	+24.4%
United Kingdom	341,669	+6.8%	862,314	+7.5%
<b>Europe</b>	<b>3,600,206</b>	<b>+7.4%</b>	<b>9,209,882</b>	<b>+6.9%</b>
from which: EU	2,980,078	+7.8%	7,595,524	+7.5%
<b>Asia</b>	<b>593,101</b>	<b>+15.3%</b>	<b>1,224,549</b>	<b>+14.3%</b>
from which: China	166,765	+36.3%	291,620	+37.9%
India	30,456	+25.5%	70,236	+19.8%
Israel	105,632	+20.2%	342,696	+20.3%
Japan	53,183	-15.6%	113,034	-15.6%
Republic of Korea	113,850	+20.6%	154,979	+26.1%
<b>Africa</b>	<b>25,158</b>	<b>-0.8%</b>	<b>67,482</b>	<b>-0.4%</b>
<b>America</b>	<b>352,186</b>	<b>+1.6%</b>	<b>857,855</b>	<b>+0.6%</b>
from which: Brazil	20,444	-9.2%	50,167	-8.8%
Canada	35,290	+6.0%	88,136	-1.0%
USA	253,541	+2.0%	617,852	+1.7%
<b>Australia and Oceania</b>	<b>39,581</b>	<b>+7.6%</b>	<b>92,462</b>	<b>-1.9%</b>
from which: Australia	28,590	+6.6%	66,115	-3.6%
<b>Total foreign</b>	<b>4,610,232</b>	<b>+7.8%</b>	<b>11,452,230</b>	<b>+7.0%</b>
<b>Total domestic</b>	<b>4,090,391</b>	<b>+7.0%</b>	<b>9,504,132</b>	<b>+8.0%</b>

Source: HCSO preliminary data

## COMMERCIAL ACCOMMODATION

### Commercial Accommodation Capacity

	Units	Rooms	Beds	2016/2015 (beds)
Hotels	1,072	61,369	149,135	+2.5%
5 star hotels	10	2,218	4,651	-0.5%
4 star hotels	213	20,882	49,117	+2.6%
3 star hotels	177	10,566	26,223	+5.7%
Spa hotels	35	5,403	12,426	0.0%
Boarding houses	1,104	11,704	30,927	-2.2%
Community hostels	446	15,100	53,925	+7.1%
Bungalows	449	7,922	25,804	-1.7%
Camping sites	262	1,325	93,714	-21.8%
<b>Total</b>	<b>3,333</b>	<b>97,420</b>	<b>353,505</b>	<b>-5.4%</b>

Figures of hotels include one- and two-star hotels and hotels without category designation. The decrease of capacity in case of camping sites is due to 2015 data, which contains temporary sites.

Source: HCSO (31 July 2016, preliminary data)

### Commercial Accommodation Gross Revenues

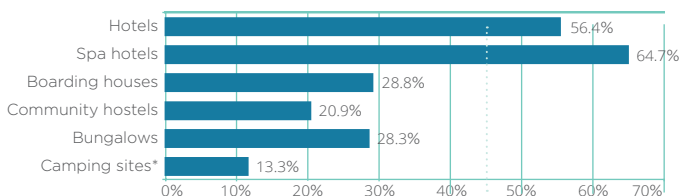
	Accommodation	Food & Beverages	Other (incl. breakfast)	Total
	million HUF			
Hotels	212,605	67,037	80,542	360,184
5 star hotels	20,028	8,505	5,254	33,787
4 star hotels	88,643	26,799	44,528	159,970
3 star hotels	23,846	6,567	9,753	40,166
Spa hotels	22,325	5,940	15,041	43,306
Boarding houses	10,461	12,285	1,248	23,994
Community hostels	5,648	665	404	6,717
Bungalows	4,693	918	542	6,153
Camping sites	4,577	301	483	5,361
<b>Total</b>	<b>237,984</b>	<b>81,206</b>	<b>83,219</b>	<b>402,409</b>

Figures of hotels include one- and two-star hotels and hotels without category designation.

Source: HCSO preliminary data

Accommodation fee in hotels increased by 11.9% compared to 2015, similarly to the commercial accommodation average which grew by 11.1%. Domestic accommodation fee grew by 11.0%, and foreign accommodation fee by 11.1%. Accommodation fee had a balanced increase in all commercial accommodation types. Accommodation fee per guest night was 8,593 HUF at commercial accommodation, and 10,145 HUF in hotels.

### Commercial Accommodation Room Occupancy Rates



Commercial accommodations' average: 46.9%.

\* Occupancy rate of tent places.

Source: HCSO preliminary data

## SPA HOTELS

Spa Hotels			
	2015	2016	2016/2015
<b>Domestic</b>			
Arrivals (000s)	391	415	+6.1%
Guest nights (000s)	1,092	1,159	+6.1%
Average length of stay (nights)	2.8	2.8	0.0%
<b>International</b>			
Arrivals (000s)	272	294	+8.1%
Guest nights (000s)	1,131	1,201	+6.2%
Average length of stay (nights)	4.2	4.1	-1.8%
<b>Total</b>			
Arrivals (000s)	663	709	+6.9%
Guest nights (000s)	2,223	2,360	+6.1%
Average length of stay (nights)	3.4	3.3	-0.7%

The HCSO publishes data of only those operating spa hotels that are registered by the Department of Public Health, the Office of the Chief Medical Officer. The data for wellness hotels are not published by HCSO since 2013.

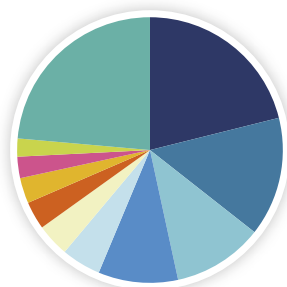
Source: HCSO preliminary data

Spa hotels have a share of 3.5% of bed places offered by the commercial accommodation establishments. 6.4% of guests arrive at these facilities which means a share of 8.5% of guest nights. 7.1% of domestic arrivals and 8.4% of domestic guest nights are registered at the spa hotels. Health tourism is an important motivation also for international travellers: spa hotels receive 5.5% of arrivals and 8.7% of guest nights. In spa hotels, 49.1% of the guest nights are generated by domestic travellers. The average length of stay at spa hotels is above the commercial accommodation average.

Gross Revenues in Spa Hotels			
	2015	2016	2016/2015
Domestic accommodation (million HUF)	8,432	9,543	+13.2%
Foreign accommodation (million HUF)	11,796	12,783	+8.4%
Food & Beverages (million HUF)	5,835	5,940	+1.8%
Other (incl. breakfast) (million HUF)	14,454	15,041	+4.1%
<b>Total (million HUF)</b>	<b>40,517</b>	<b>43,306</b>	<b>+6.9%</b>

Source: HCSO preliminary data

### Main Source Markets in Spa Hotels (Nights; Share; 2016/2015)



Germany (252,894; 21.1%; +0.6%)
Russia (173,882; 14.5%; -1.8%)
Austria (132,124; 11.0%; +7.4%)
Czechia (115,974; 9.7%; +24.1%)
Slovakia (57,967; 4.8%; +28.7%)
Romania (48,488; 4.0%; +15.7%)
Israel (40,896; 3.4%; +22.3%)
Poland (36,970; 3.1%; -7.2%)
United Kingdom (31,675; 2.6%; +30.2%)
Ukraine (26,326; 2.2%; +15.7%)
Other (283,354; 23.6%; -12.9%)

Source: HCSO preliminary data

## Commercial Accommodation Capacity in Budapest

	Units	Rooms	Beds	2016/2015 (beds)
Hotels	197	19,426	43,562	+3.9%
5 star hotels	5	1,483	3,129	-1.3%
4 star hotels	58	7,882	16,829	+0.2%
3 star hotels	41	2,844	6,527	+7.1%
Boarding houses	48	616	1,487	-8.4%
Community hostels	63	2,272	7,995	+26.8%
Bungalows	4	80	256	-0.4%
Camping sites	7	4	816	-14.7%
<b>Total</b>	<b>319</b>	<b>22,398</b>	<b>54,116</b>	<b>+6.0%</b>

Figures of hotels include one- and two-star hotels and hotels without category designation.

Volume indexes of hotel categories refer to the units which have valid classification in the period of examination.

Source: HCSO (31 July 2016, preliminary data)

## Arrivals and Guest Nights in Budapest

	Commercial Accommodation		Hotels	
	2016	2016/2015	2016	2016/2015
<b>Domestic</b>				
Arrivals (000s)	576	+7.5%	481	+7.9%
Guest nights (000s)	1,131	+11.2%	922	+11.4%
Average length of stay (nights)	2.0	+3.5%	1.9	+3.2%
<b>International</b>				
Arrivals (000s)	3,505	+7.2%	3,256	+7.1%
Guest nights (000s)	8,198	+5.8%	7,529	+5.2%
Average length of stay (nights)	2.3	-1.3%	2.3	-1.7%
<b>Total</b>				
Arrivals (000s)	4,081	+7.3%	3,738	+7.2%
Guest nights (000s)	9,329	+6.4%	8,451	+5.9%
Average length of stay (nights)	2.3	-0.8%	2.3	-1.2%

Source: HCSO preliminary data

15.3% of commercial accommodation bed places are located in Budapest. The capital receives 36.7% of the arrivals and 33.7% of the guest nights at commercial accommodation. Regarding domestic tourism, this means a share of 9.9% of arrivals, and a share of 8.2% of guest nights. The international importance of the capital is highlighted by the fact that Budapest has a share of 66.0% of international guests, and a share of 59.2% of international guest nights. Average occupancy rates in Budapest were 68.3% at commercial accommodation and 71.0% in hotels in 2016.

## Commercial Accommodation Gross Revenues in Budapest

	Accommodation	Food & Beverages	Other (incl. breakfast)	Total
	million HUF			
Hotels	113,340	30,190	32,442	175,972
Boarding houses	981	90	86	1,157
Community hostels	2,472	43	90	2,604
Bungalows	99	0	47	146
Camping sites	294	0	11	305
<b>Total</b>	<b>117,186</b>	<b>30,323</b>	<b>32,675</b>	<b>180,184</b>

Source: HCSO preliminary data

## LAKE BALATON

### Commercial Accommodation Capacity at the Lake Balaton

	Units	Rooms	Beds	2016/2015 (beds)
Hotels	186	12,683	33,073	-1.1%
5 star hotels				
4 star hotels	27	3,407	8,509	+7.2%
3 star hotels	29	2,914	7,854	+1.3%
Boarding houses	126	1,541	4,234	-8.6%
Community hostels	46	2,048	9,019	+5.8%
Bungalows	119	2,685	8,620	-6.2%
Camping sites	48	430	37,329	-44.0%
<b>Total</b>	<b>525</b>	<b>19,387</b>	<b>92,275</b>	<b>-24.6%</b>

Figures of hotels include one- and two-star hotels and hotels without category designation. Five-star category data is not published by HCSO due to data protection. The decrease of capacity in case of camping sites is due to 2015 data, which contains temporary sites.

Source: HCSO (31 July 2016, preliminary data)

### Arrivals and Guest Nights at the Lake Balaton

	Commercial Accommodation		Hotels	
	2016	2016/2015	2016	2016/2015
<b>Domestic</b>				
Arrivals (000s)	1,283	+6.7%	923	+10.8%
Guest nights (000s)	3,607	+8.3%	2,535	+12.7%
Average length of stay (nights)	2.8	+1.5%	2.7	+1.7%
<b>International</b>				
Arrivals (000s)	386	+4.2%	264	+6.3%
Guest nights (000s)	1,784	+2.2%	1,201	+5.3%
Average length of stay (nights)	4.6	-2.0%	4.6	-1.0%
<b>Total</b>				
Arrivals (000s)	1,669	+6.1%	1,186	+9.8%
Guest nights (000s)	5,392	+6.2%	3,737	+10.2%
Average length of stay (nights)	3.2	+0.1%	3.2	+0.4%

Source: HCSO preliminary data

26.1% of commercial accommodation bed places are located in Lake Balaton tourist region. 15.0% of all guests spend 19.5% of guest nights at the lake. Regarding domestic tourism, this means a share of 22.0% of arrivals, and a share of 26.1% of guest nights. Lake Balaton is also popular among international visitors: the lake and its surroundings have a share of 7.3% of international guests, and a share of 12.9% of international guest nights. Average room occupancy rates at the Lake Balaton were 47.1% at commercial accommodation and 52.8% in hotels in 2016.

### Commercial Accommodation Gross Revenues at the Lake Balaton

	Accommodation	Food & Beverages	Other (incl. breakfast)	Total
	million HUF			
Hotels	29,102	7,590	13,977	50,668
Boarding houses	1,118	604	127	1,850
Community hostels	943	190	151	1,284
Bungalows	1,826	197	128	2,151
Camping sites	1,850	38	30	1,917
<b>Total</b>	<b>34,838</b>	<b>8,618</b>	<b>14,413</b>	<b>57,870</b>

Source: HCSO preliminary data

### Conferences in Hungary 2016

	Number		Share	
	International	Hungarian	International	Hungarian
Corporate	600	1,711	61.2%	65.4%
Associations	259	529	26.4%	20.2%
Other	122	377	12.4%	14.4%
<b>Total</b>	<b>981</b>	<b>2,617</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Hungarian Tourism Agency

Europe is the most significant venue of international conferences with a market share of 55.1%. The market share of Hungary of all the conferences is 1.7%. (source: ICCA 2015).

### Main Characteristics of International Conferences in Hungary

Number of conferences	981
Average number of participants	165
Average length of stay	3.8 days
Geographical breakdown	79.7% Budapest, 20.3% countryside
The most important themes	25.5% medical science, 7.9% academics, 3.5% pharmacy, 2.1% information technology, 2.1% economics
Congress venue used	75.8% hotels, 8.8% universities, 5.4% congress centers, 10.0% other
Nationality of meeting planners	12.6% British, 9.0% American, 8.8% German, 8.5% French, 4.7% Belgian, 4.4% Italian, 4.3% Dutch, 4.0% Austrian, 4.0% Swiss, 3.1% Czech, 30.3% other

International conferences: corporate or association meetings with at least 50 participants that include foreigners. Providing data is voluntary, the results reflect the information made available by service providers.

Source: Hungarian Tourism Agency

### Budapest's Rank by ICCA 2015 (Number of Conferences; Rank)



Source: ICCA - International Congress and Convention Association

In 2015 Budapest reached the position as the number 19 destination (together with Beijing) for association congresses and outranked such important conference venues as Stockholm (23.), Sydney (25.), Tokio (28.) or Munich (40.). In the ranking of European cities Budapest was on 15th place in 2015.

More than 1.3 million people arrived with MICE tourism purpose (conference, congress and business trip, exhibition, fair) to Hungary in 2015, they spent altogether 5.0 million days in the country. Their total spending reached 158,9 billion HUF. (source: HCSO 2015)

## SZÉCHENYI RECREATION CARD & QUALITY MARKS

Number of Commercial Accommodation Units accepting Széchenyi Recreation Card			
	2015	2016	2016/2015
Hotels	797	802	+0.6%
5 star hotels	6	7	+16.7%
4 star hotels	188	190	-0.7%
3 star hotels	147	146	-0.7%
Spa hotels	35	35	0.0%
Boarding houses	644	627	-2.6%
Community hostels	94	95	1.1%
Bungalows	145	150	3.4%
Camping sites	31	31	0.0%
<b>Total</b>	<b>1,711</b>	<b>1,705</b>	<b>-0.4%</b>

Revenues from Széchenyi Recreation Card at Commercial Accommodation Units (000s HUF)			
	2015	2016	2016/2015
Hotels	15,157,697	16,043,654	+5.8%
5 star hotels	234,371	274,461	+17.1%
4 star hotels	8,068,622	8,658,380	+7.3%
3 star hotels	2,479,302	2,609,800	+5.3%
Spa hotels	2,218,429	2,423,891	+9.3%
Boarding houses	1,515,156	1,537,531	+1.5%
Community hostels	86,903	100,828	+16.0%
Bungalows	591,618	571,705	-3.4%
Camping sites	273,867	298,725	+9.1%
<b>Total</b>	<b>17,625,241</b>	<b>18,552,443</b>	<b>+5.3%</b>

Figures of hotels include one- and two-star hotels and hotels without category designation. Volume indexes of hotel categories refer to the units which have valid classification in the period of examination.

Source: HCSO preliminary data

Quality Marks			
Service	Mark	Partner	Number of Service Providers
Hotel (Hotelstars)	Star	Hungarian Hotel and Restaurant Association	318
Rural accommodation (room, apartment, guest house, camping site)	Sunflower	Hungarian Federation of Rural and Agrotourism	1,210
Private room, apartment	Crown	Nat. Assoc. of Private Room Providers	24
Camping site	Star	Hungarian Campsites Organisation	32
Holiday resort (bungalows)	I., II. class	Hungarian Campsites Organisation	14
Youth hostel	Rucksack	Hungarian Youth Hostels Association	6
Bath	Star	Hungarian Baths Association	22
Water tourism stop	Oar	Hungarian Canoe Federation	51

Source: Ministry for National Development, Hungarian Tourism Agency, January 2017



## ABBREVIATIONS USED IN THE PUBLICATION

China–CEECs: China–Central and Eastern European Countries Tourism Coordination Centre, DCC: Danube Competence Center, ICCA: International Congress and Convention Association, ETC: European Travel Commission, HCSO: Hungarian Central Statistical Office, MNB: Magyar Nemzeti Bank (the central bank of Hungary), UNWTO: World Tourism Organization, V4: European Quartet/ Visegrád Four countries.

## TERMS USED IN THE PUBLICATION

Commercial Accommodation: hotels, boarding houses (previously guesthouses), bungalows, community hostels (previously tourist hostels and youth hostels) and camping sites according to the Act CLXIV of 2005 on Trade and 239/2009 (X.20) Government Decree.

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## HUNGARIAN TOURISM AGENCY

The Hungarian Tourism Agency is the national organisation responsible for the development and coordination of the Hungarian tourism industry. Its mission is to improve the competitiveness of the industry through innovative business development and marketing based on the new tourism strategy.

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Cover: View of Elisabeth Bridge and Buda Hills from Rudas Baths  
Back: Hortobágy, Nine-holed Bridge

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