HUNGARY 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

10.3% Total GDP contribution

2.5% Travel & Tourism

3.5% 1 in 4 new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

HUNGARY 2019 KEY DATA

8.3% OF TOTAL ECONOMY
Total T&T GDP = HUF3,855.3BN
(USD13,216.5MN)

+7.7% 2019 Travel & Tourism GDP growth vs +4.7% real economy GDP growth

330MN Jobs globally (1 in 10 jobs)

449.2 JOBS (000's)
(10.0% of total employment)

HUF2,591.4BN in visitor spend (6.4% of total exports)
(USD8,883.7MN)

INBOUND ARRIVALS

1. ROMANIA 16%
2. GERMANY 13%
3. SLOVAKIA 11%
4. AUSTRIA 8%
5. CZECH REPUBLIC 6%
REST OF WORLD 46%

OUTBOUND DEPARTURES

1. UKRAINE 18%
2. AUSTRIA 9%
3. CROATIA 9%
4. ITALY 8%
5. SLOVAKIA 7%
REST OF WORLD 49%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING 92%
- BUSINESS SPENDING 8%
- DOMESTIC SPENDING 24%
- INTERNATIONAL SPENDING 76%

1All values are in constant 2019 prices & exchange rates
As reported in March 2020