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

HUNGARY 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

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

INTERNATIONAL VISITOR IMPACT

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