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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>20%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>30%</td>
</tr>
</tbody>
</table>

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

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

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT
449,200 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%

SECTOR CHARACTERISTICS (2019)

<table>
<thead>
<tr>
<th>Spending Type</th>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Spending</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Business Spending</td>
<td>24%</td>
<td>76%</td>
</tr>
</tbody>
</table>

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

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