HUNGARY
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

CONTRIBUTION OF TRAVEL & TOURISM TO GDP
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

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

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%

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