

Hungary

Market Profile 2018

INBOUND TOURISTS

2018

28,294

2017

26,875

2015

17,719

1.1%
Market
Share

AIR CONNECTIVITY

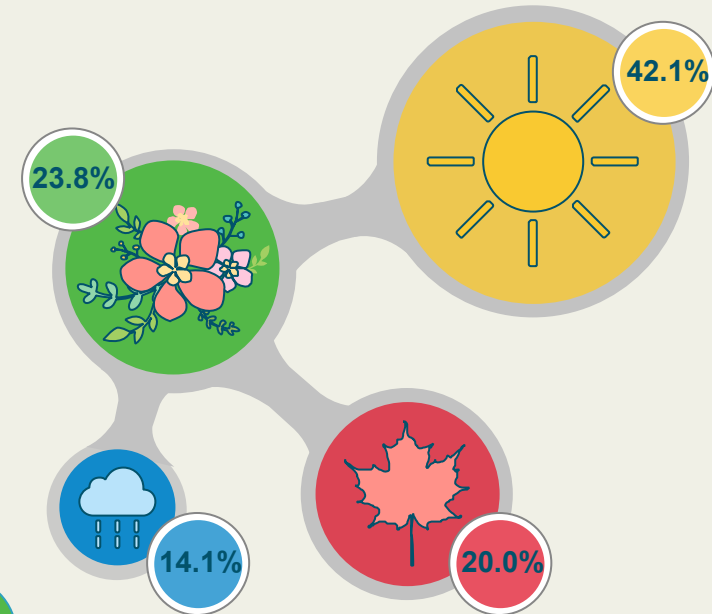
2 AIRLINES

- Wizz Air
- Ryanair

1 AIRPORT

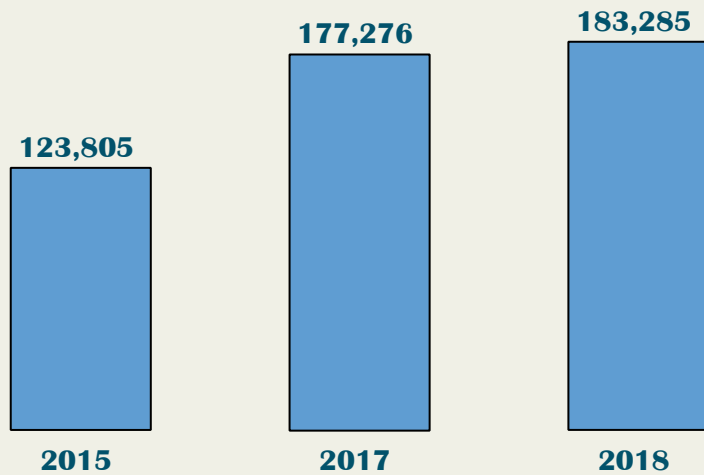
- Budapest - Ferihegy

SEASONALITY



BED NIGHTS

《《 TOTAL NIGHTS 》》

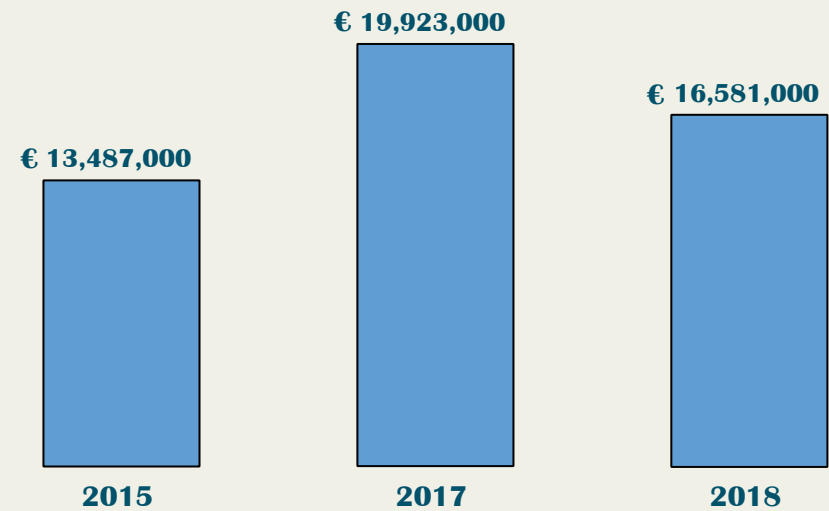


《《 AVERAGE LENGTH OF STAY 》》



EXPENDITURE

《《 TOTAL EXPENDITURE 》》

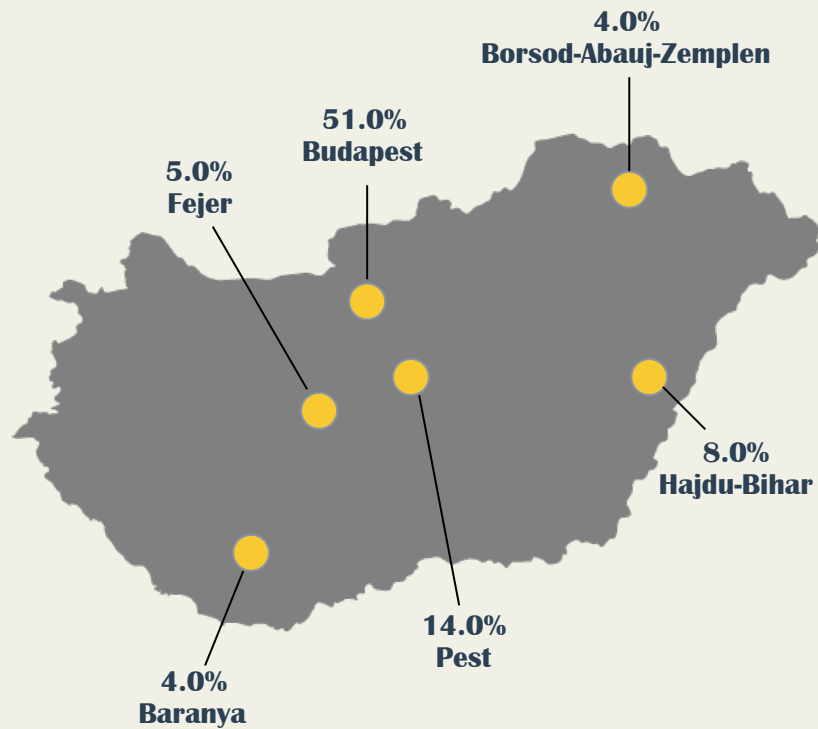


《《 EXPENDITURE PER CAPITA 》》

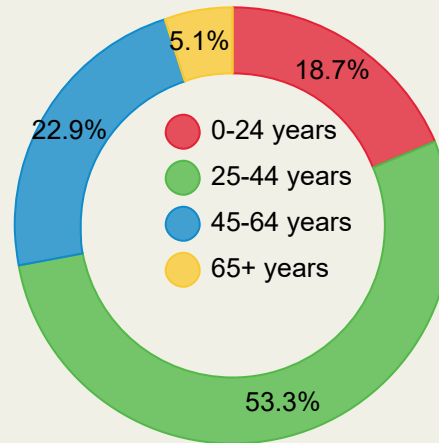


SOCIO-DEMOGRAPHIC PROFILE

REGION OF RESIDENCE



AGE GROUPS

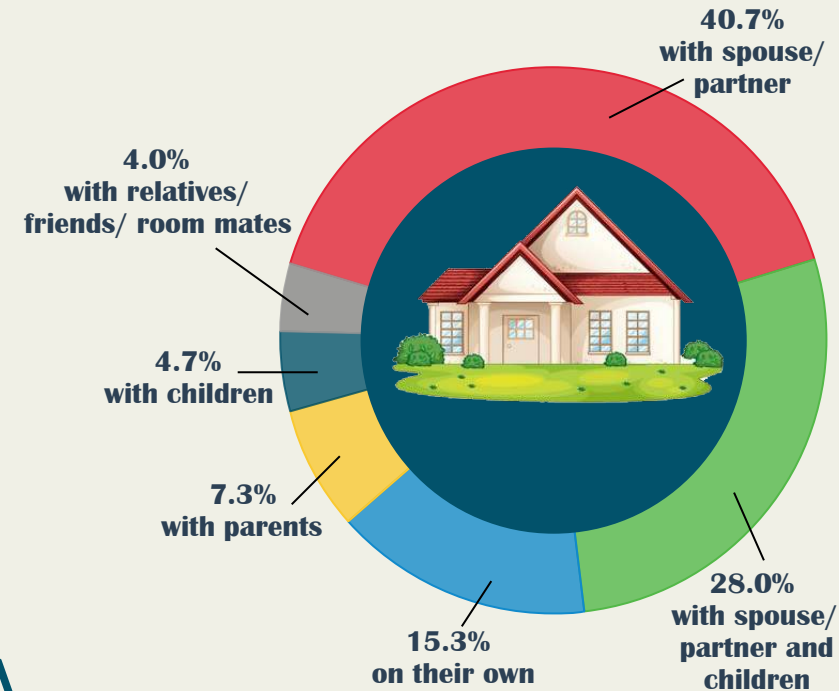


Average age: 41 years

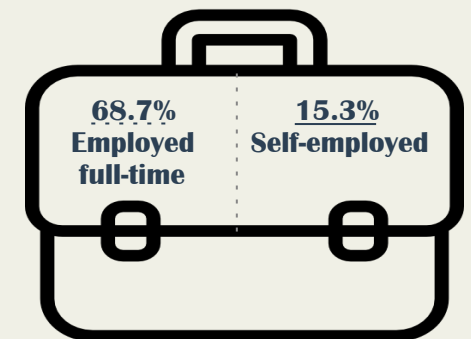
LEVEL OF EDUCATION



LIVING ARRANGEMENTS



OCCUPATION



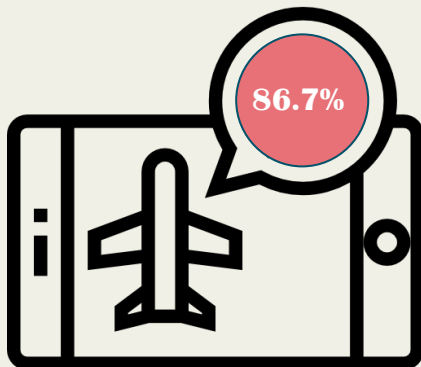
DIGITAL MEDIA USAGE

REGULAR



1. Facebook
2. Instagram
3. Google
4. Gmail

TRAVEL PURPOSES



1. Booking.com
2. Google
3. Facebook
4. Utazom.com



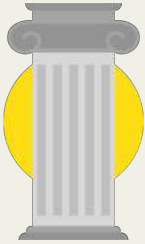
73.0% of tourists shared their experience in Malta on social media during stay.



TRAVEL MOTIVATIONS

SUN AND CULTURE

53.0%



VISITING FRIENDS AND RELATIVES

14.0%



SPECIAL OCCASION

9.0%



SUN

8.4%



CULTURE

6.2%



BUSINESS

5.8%



WELLNESS

4.9%



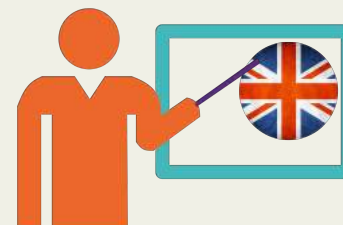
SCUBA DIVING

3.4%



LEARNING ENGLISH

2.3%



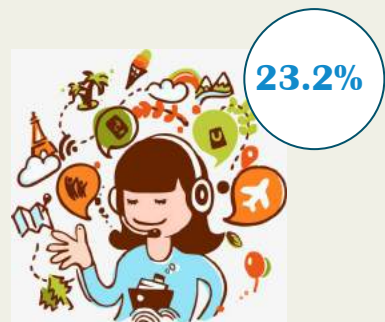
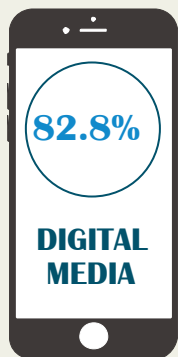
OTHER SPORTS

1.3%

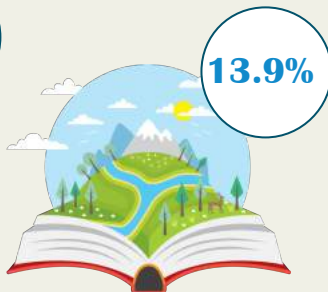


DESTINATION CHOICE INFLUENCERS

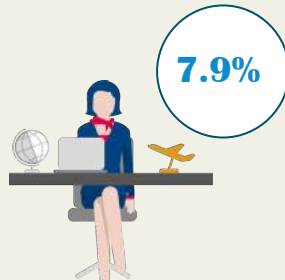
COMMUNICATION CHANNELS



**TOUR OPERATOR
BROCHURE / WEB**



TRAVEL GUIDE BOOK



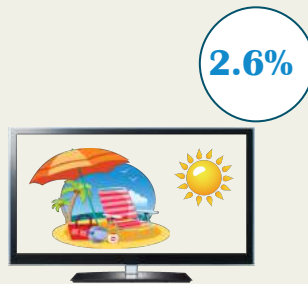
**RECOMMENDATION BY
TRAVEL AGENT**



BOOKS



**NEWSPAPER. MAGAZINE
ADVERT/ ARTICLE**



TV

OTHER FACTORS



COST/VALUE FOR MONEY



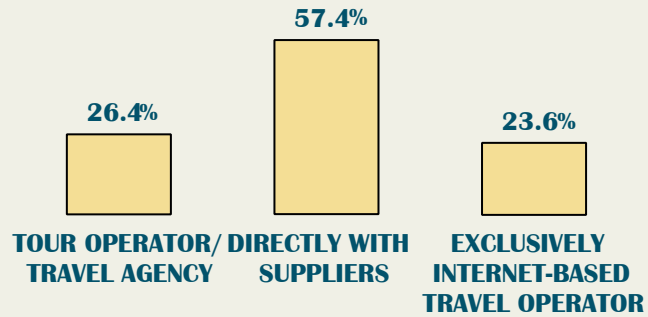
ENGLISH SPOKEN WIDELY



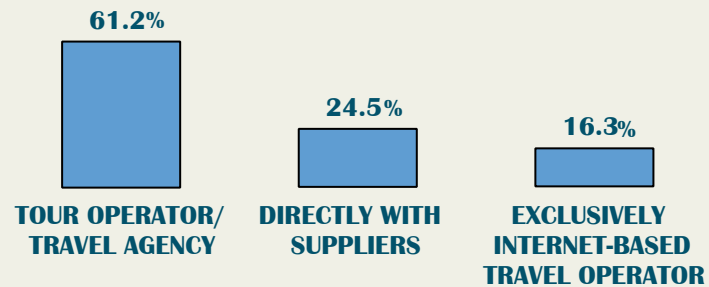
MALTESE HOSPITALITY

TYPE OF BOOKING

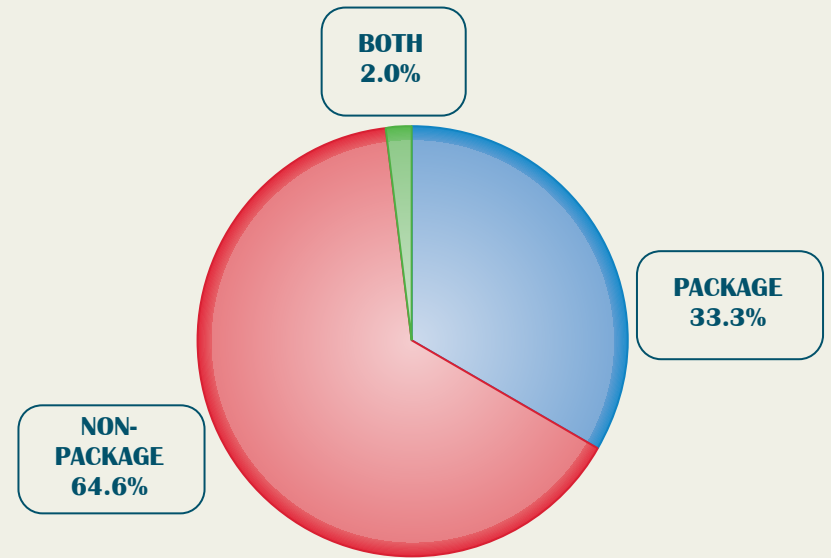
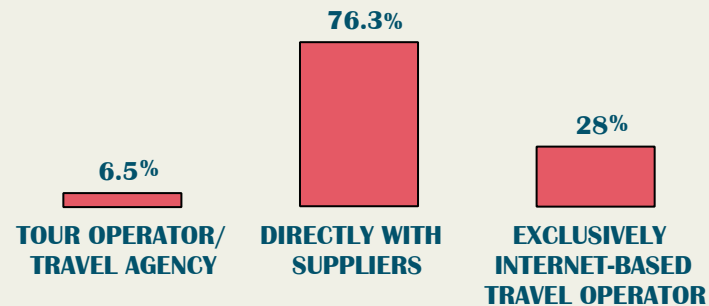
TRIP BOOKINGS MADE WITH



PACKAGE BOOKINGS

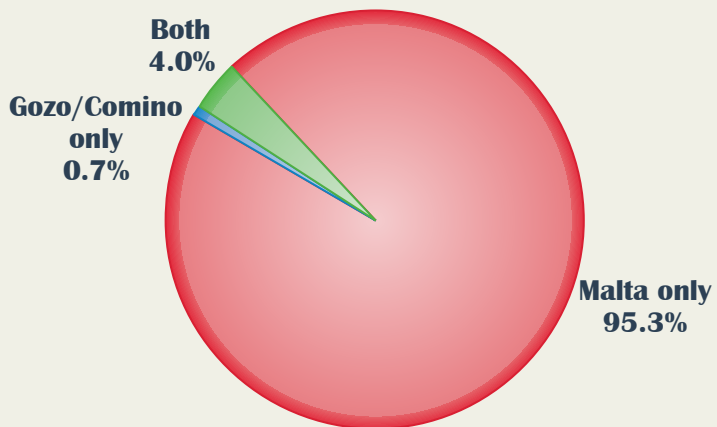


NON-PACKAGE BOOKINGS

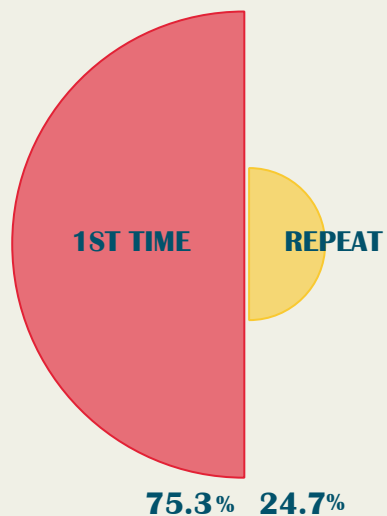


**84.0% COMPLETED TRIP
BOOKINGS ONLINE**

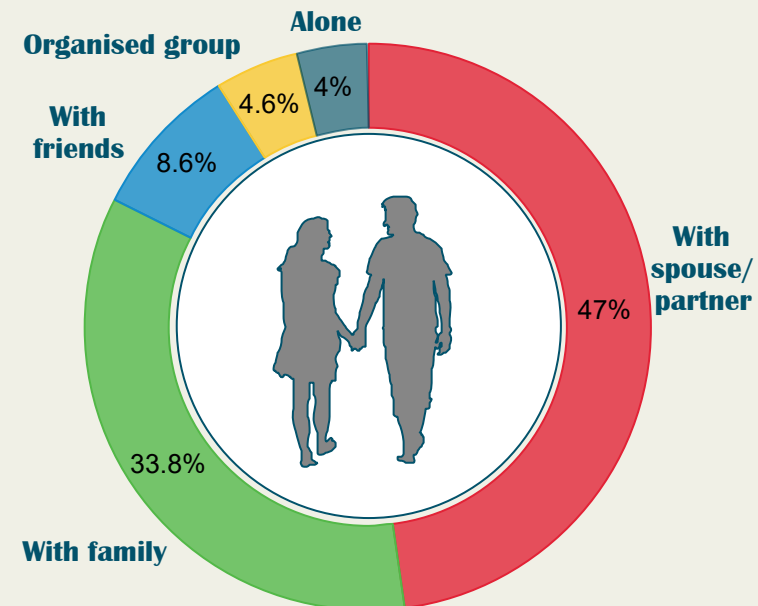
TYPE OF TRIP



1st TIME VS REPEAT TOURISTS



TRAVELLING PARTY



TYPE OF ACCOMMODATION USED

« THE MALTESE ISLANDS »



28.4% of Hungarian Tourists spending nights in the Maltese Islands stayed in 4* hotels.

26.4% stayed in 3* hotels.

6.8% stayed in 5* hotels.

21.6% of Hungarian Tourists spending nights in the Maltese Islands opted for self-catering apartment/farmhouse/villa.

9.5% stayed at friends'/relatives' house.



ACTIVITIES ENGAGED IN

CULTURAL



88.7%
Visit Historical
Buildings



74.2%
Visit Churches



57.0%
Visit
Archaeological
Sites



42.4%
Visit Museums



16.6%
Attend Local
Festivals/
Events



12.6%
Visit Arts/
Craft Sites



10.6%
Visit Local
Produce Sites/
Agro-experiences

OUTDOOR



71.5%
Swimming/
Sunbathing



57.6%
Leisure Boat
Trip



20.7%
Hiking



9.0%
Scuba Diving

RECREATIONAL



80.8%
Dine at
Restaurants



57.0%
Shopping



38.4%
Spa/ Wellness



13.9%
Nightlife/clubbing

TOURISTS' EXPECTATIONS OF MALTA



《 EXCEEDED 》

34.2%



《 MET 》

58.4%



《 NOT MET 》

7.4%



94.6%
**Would recommend the Maltese Islands to their
friends / relatives.**