

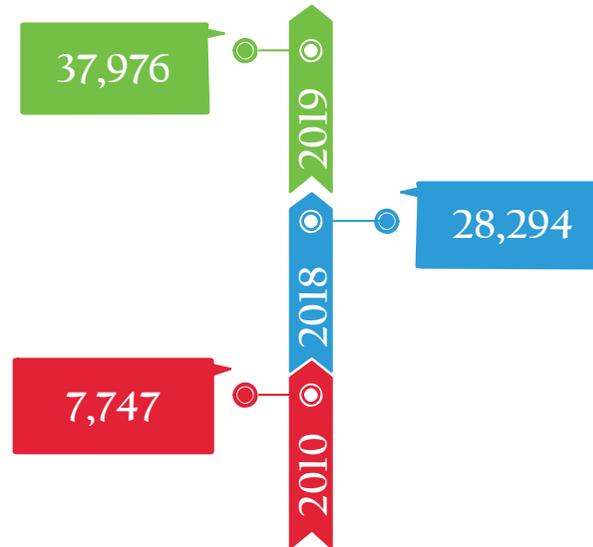


Hungary

Market Profile 2019

1.4%
Market Share

Inbound Tourists



Seasonality



Air Connectivity



2 Airlines

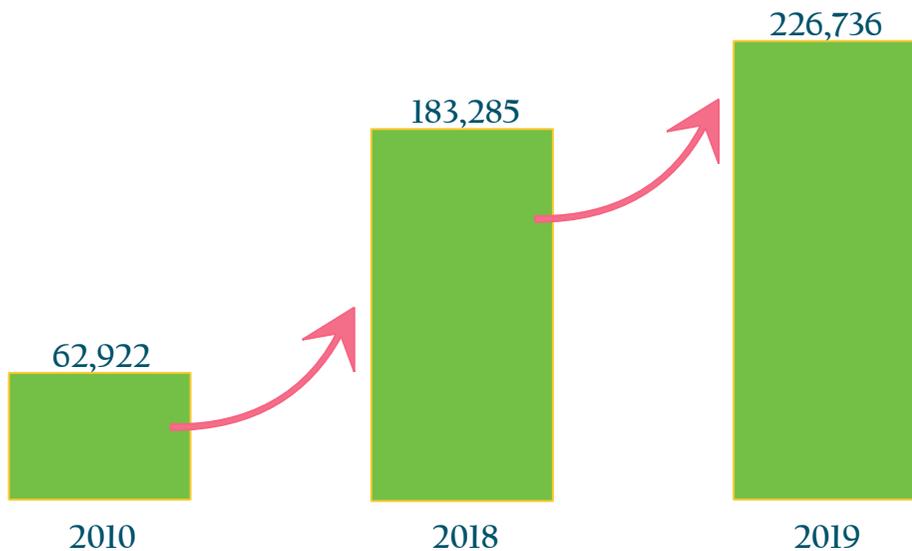
- Wizz Air
- Ryan air

2 Airports

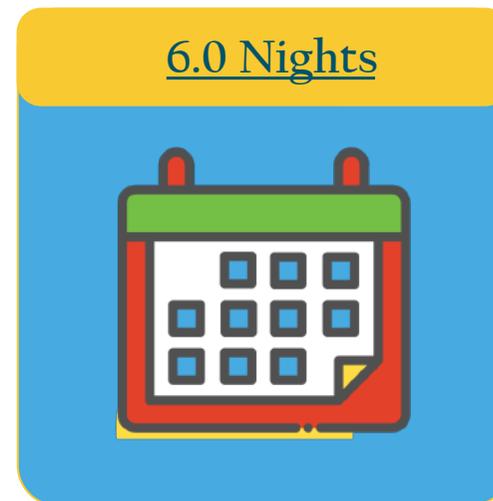
- Budapest-Ferenc Liszt
- Debrecen

Bed Nights

Total Nights



Average Length of Stay



Expenditure

Total Expenditure

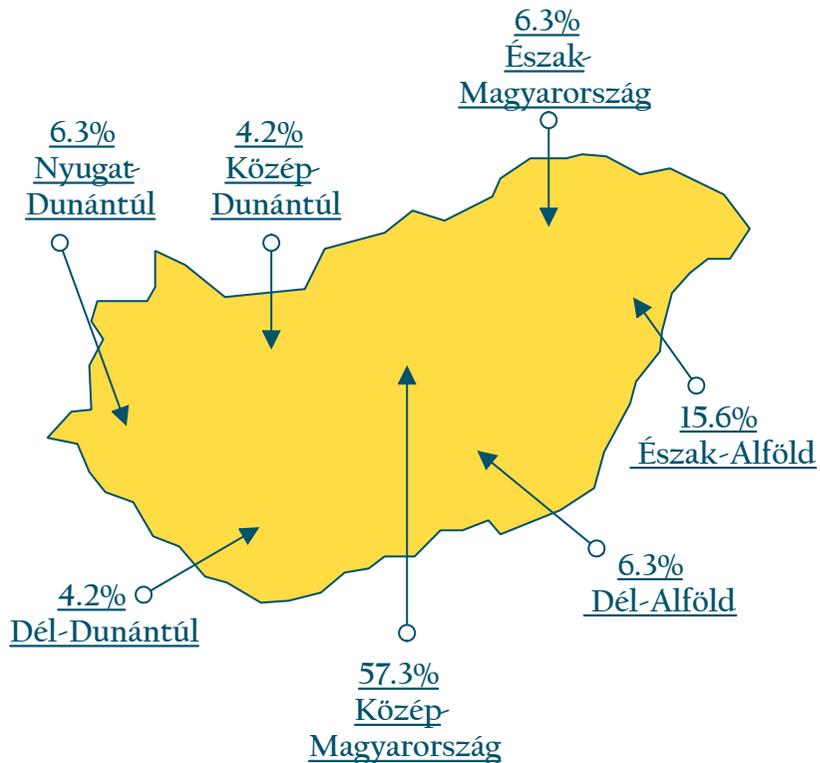


Expenditure per Capita

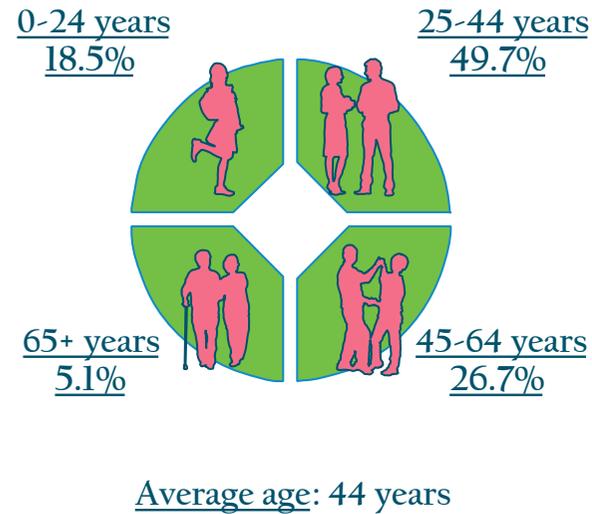


Socio-Demographic Profile

Region of Residence



Age Groups



Occupation

Employed Full-time

70.2%

Retired

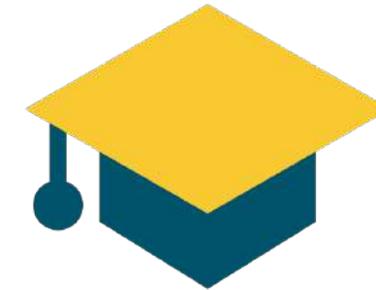
16.0%



Self-Employed

8.4%

Level of Education



Tertiary Level

81.1%

Post-Secondary Level

4.5%

Secondary Level

9.1%

Living Arrangements

with Spouse/Partner
45.5%

with Spouse/
Partner/Children
31.8%



On their Own
9.8%

with Parents
4.5%

with Relatives/
Friends/Room mates
3.8%

with Children
4.5%

Digital Media Usage

Regular

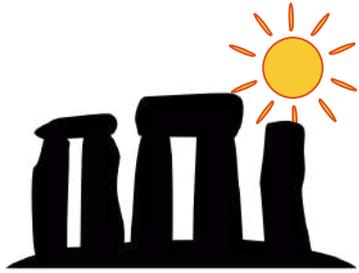


Travel Purposes



Travel Motivations

Sun & Culture



54.4%

Special Occasion



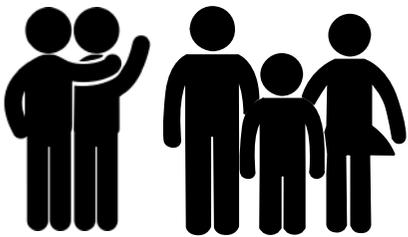
20.0%

Sun



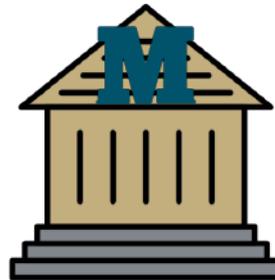
9.0%

Visiting Friends & Relatives



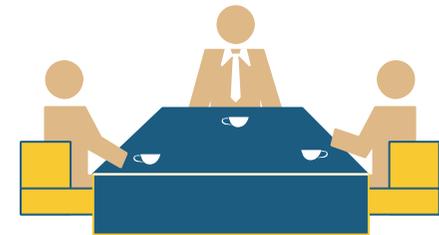
7.7%

Culture



7.4%

Business



5.4%

Wellness



4.4%

Scuba Diving



3.6%

TEFL



2.0%

Other Sports



0.9%

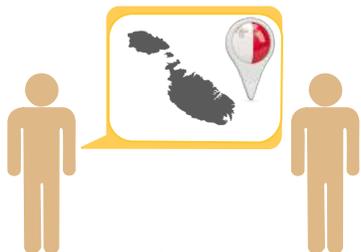
Destination Choice Influencers

Communication Channels



84.8%

Digital Media



53.8%

Recommendation by Friends or Relatives



16.7%

Travel Guide Book



15.9%

Tour Operator Brochure/Web



13.6%

Recommendation by Travel Agent



9.1%

Newspaper/Magazine Advert/Article



7.6%

TV



6.8%

Books

Other Factors



68.9%

Good Flight Connections



59.1%

New Destination



39.4%

Cost/Value for Money



29.5%

English Spoken Widely



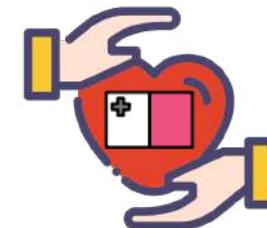
17.4%

Previous Visit



7.6%

Film Shot Locally

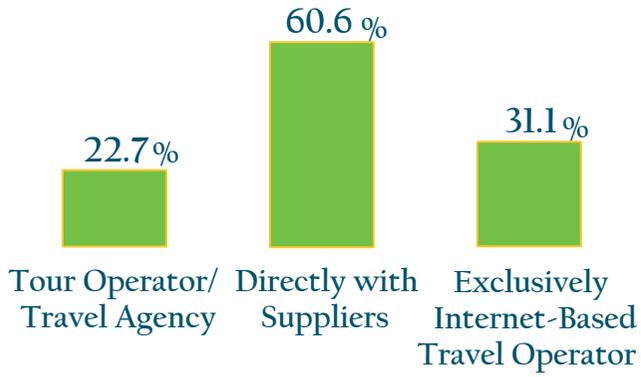


15.9%

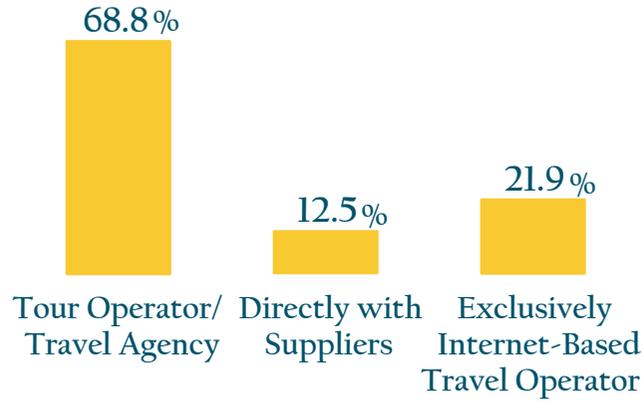
Maltese Hospitality

Type of Booking

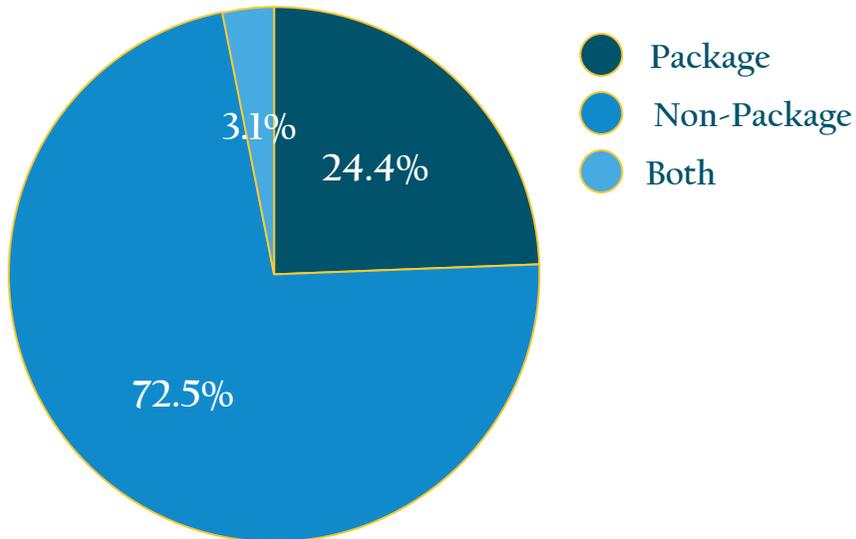
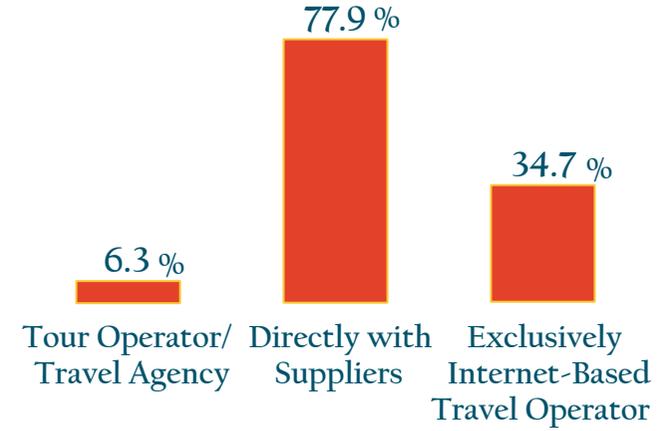
Trip Bookings Made With



Package Bookings

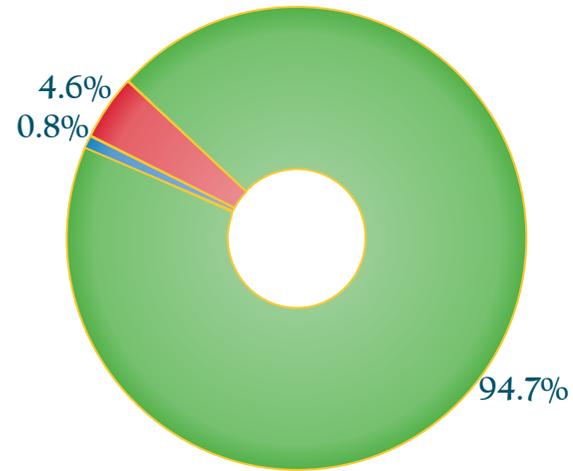


Non-Package Bookings



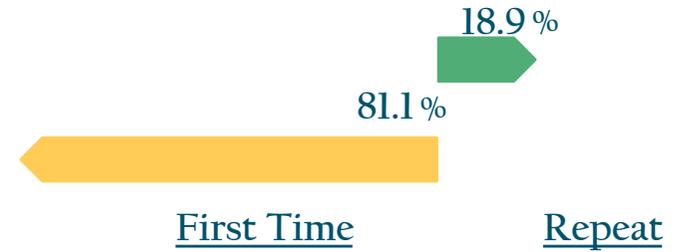
83.3% completed trip bookings online.

Type of Trip

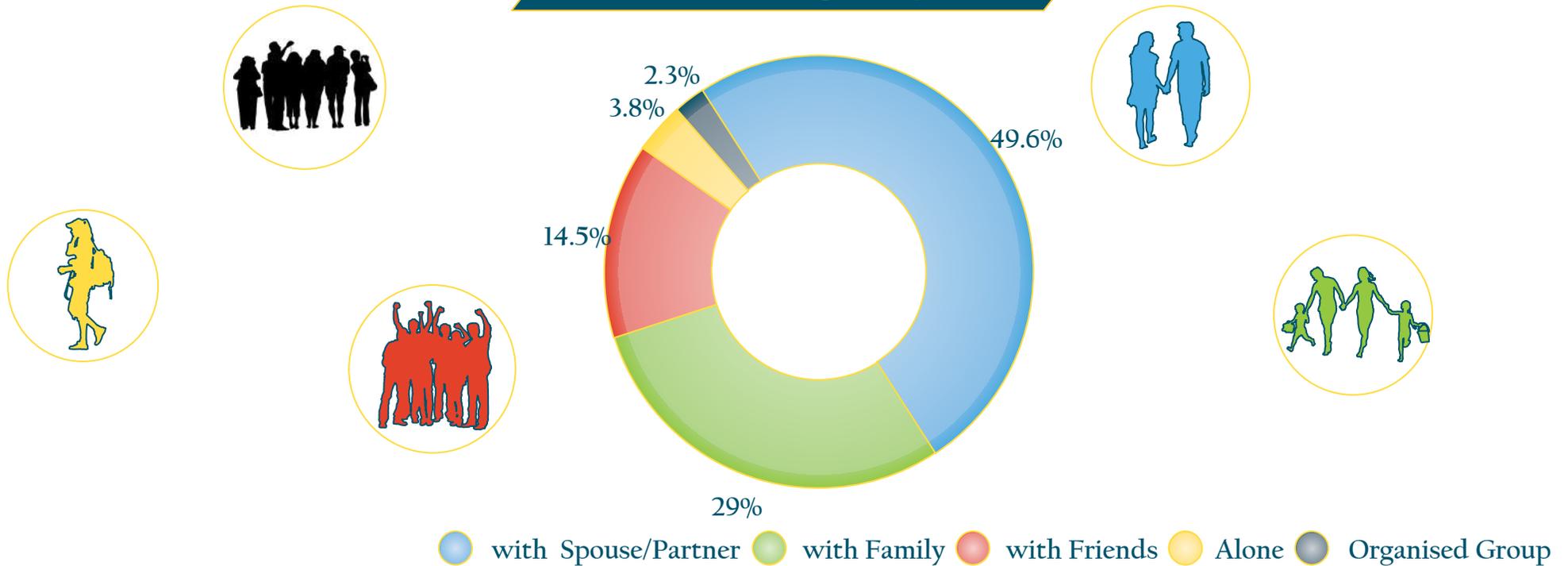


● Malta Only
 ● Gozo/Comino Only
 ● Both

1st Time vs Repeat Tourists



Travelling Party



● with Spouse/Partner
 ● with Family
 ● with Friends
 ● Alone
 ● Organised Group

Type of Accommodation Used

Maltese Islands



34.9%

of Hungarian tourists spending nights in the Maltese Islands stayed in 4* hotels.

32.6%

stayed in 3* hotels.

5.4%

stayed in 2* hotels.



17.8%

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

4.7%

stayed in Guesthouse/hostel.

Activities Engaged In

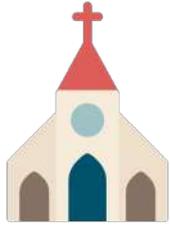
Cultural



89.4%

Visit

Historical Buildings



81.8%

Visit

Churches



61.4%

Visit

Archeological Sites



56.1%

Visit

Museums



16.7%

Visit Arts/
Craft sites

Outdoor



61.4%

Swimming/
Sunbathing



56.1%

Leisure Boat
Trip



10.0%

Hiking



6.3%

Scuba Diving

Recreational



77.3%

Dine at
Restaurants



57.6%

Shopping



39.4%

Spa/ Wellness



15.2%

Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



34.4%

Met



60.2%

Not Met



5.5%

95.3%

Would recommend the Maltese Islands to their friends/ relatives.

