

HUNGARY

Market Profile 2023



1.7% Market Share

No. 15
Rank



Inbound Tourists

- 2010: 7,747
- 2019: 37,976
- 2020: 9,683
- 2021: 11,016
- 2022: 36,110
- 2023: 49,848



15.7%



30.1%



28.7%



25.5%

Air Connectivity

Airlines

- Ryanair
- Wizzair



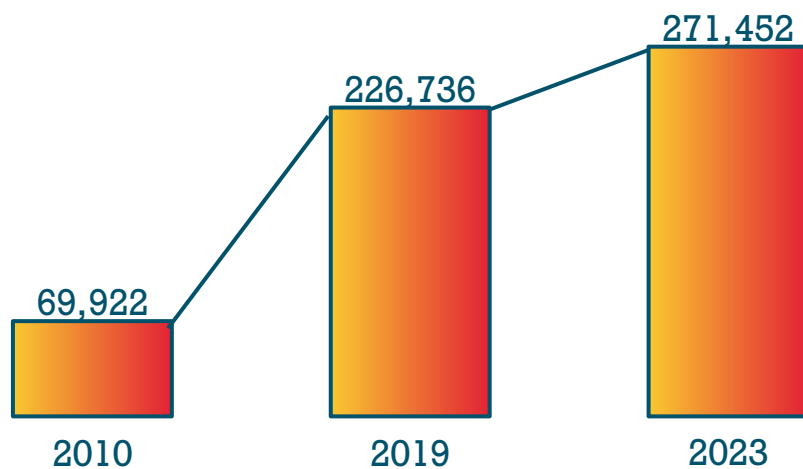
Airports

- Budapest - Ferenc Liszt



Bed Nights

Total Nights



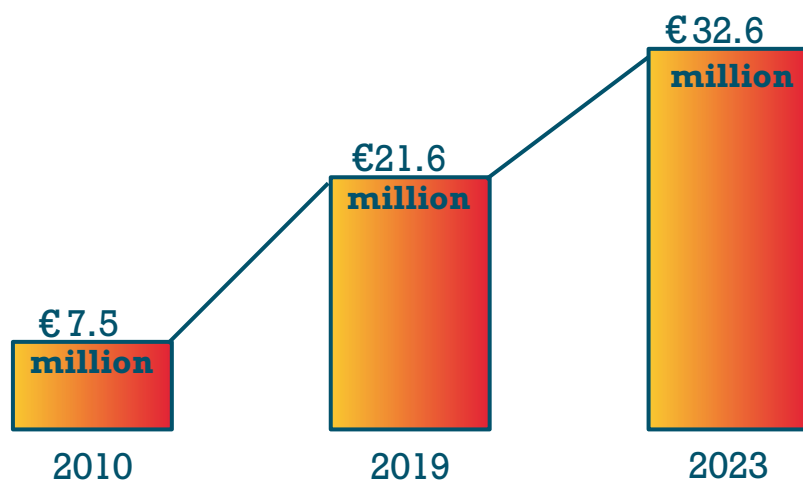
Average Length of Stay



5.4
Nights

Expenditure

Total Expenditure

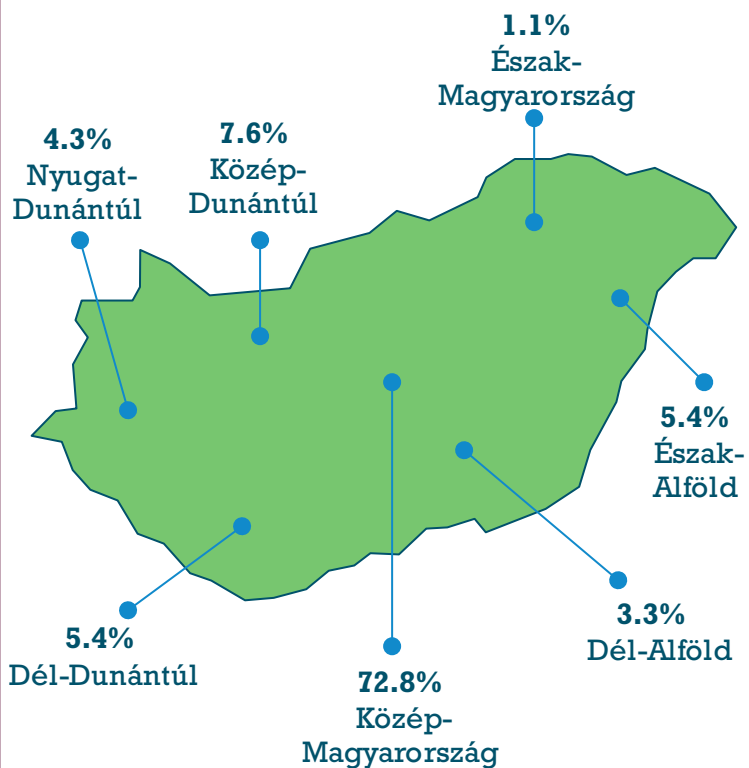


Expenditure per Capita

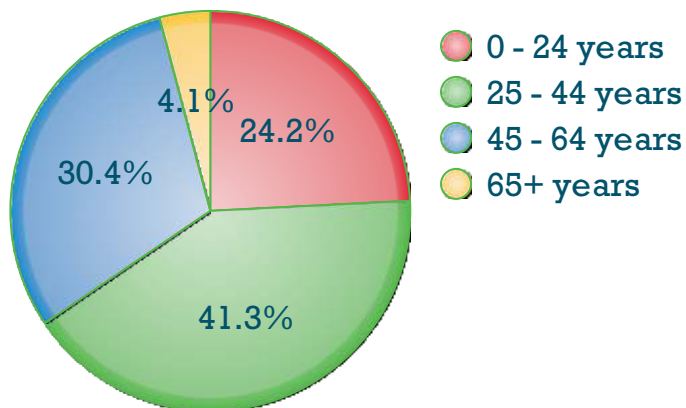


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 46 years

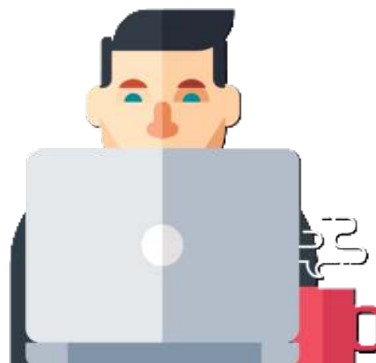
Level of Education



79.8%
Tertiary Level

14.0%
Secondary Level

Occupation



68.7%
Employed
Full-time

12.2%
Retired

7.8%
Self-employed

Living Arrangements

39.1%
With Spouse/Partner

35.7%
With Spouse/Partner
and Children

11.3%
With Children

7.0%
On their own

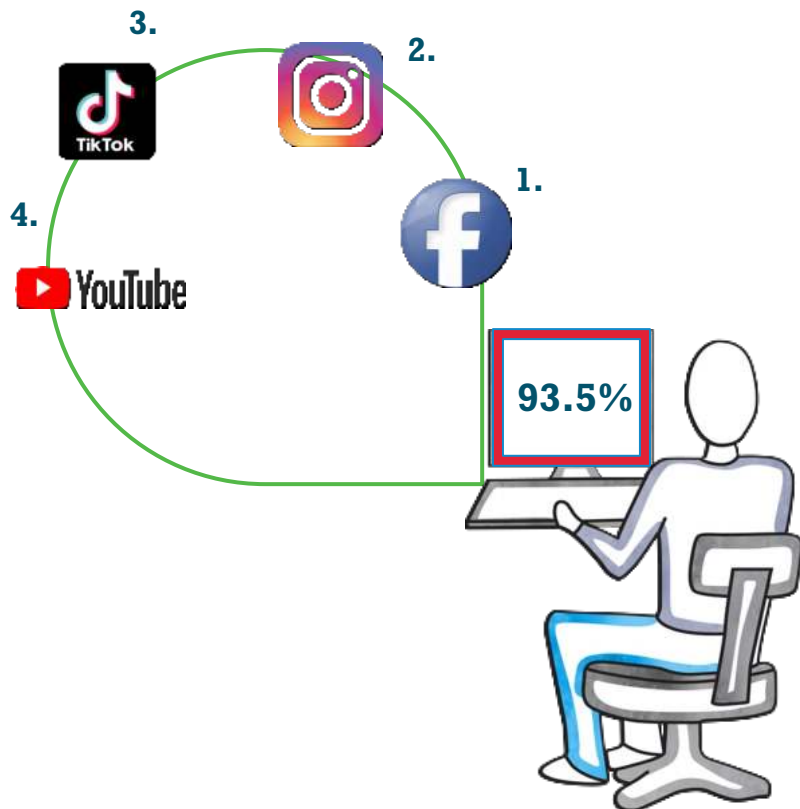
5.2%
With Parents



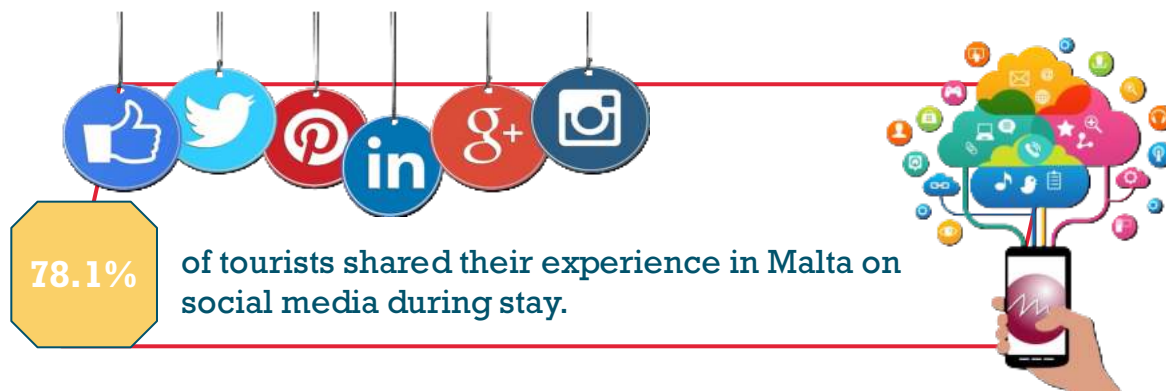
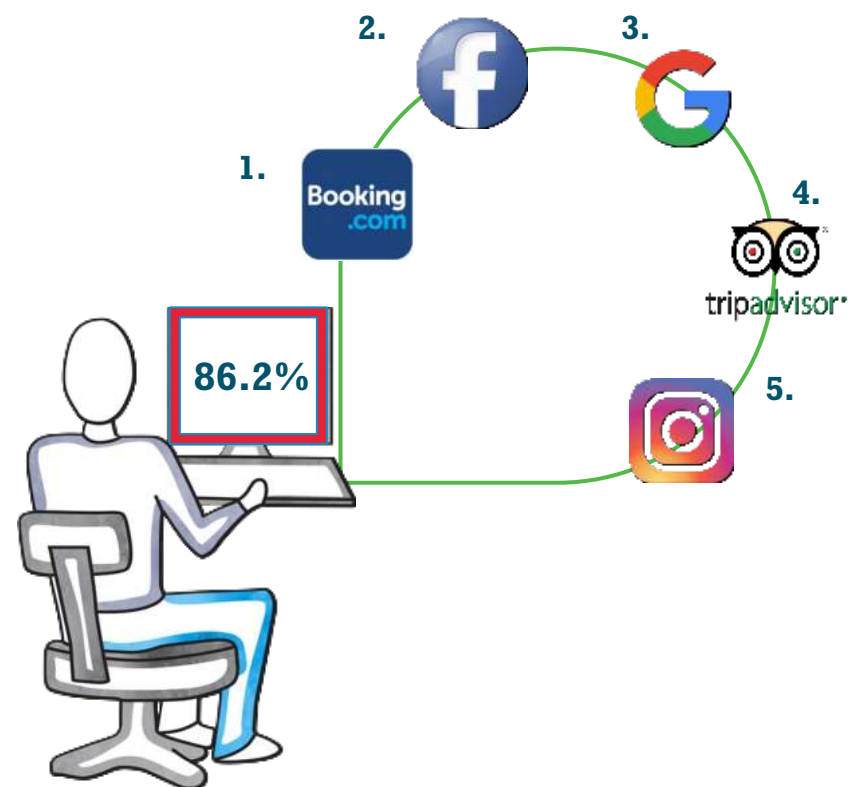
1.7%
With Relatives/
Friends/ Room Mates

Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



45.8%

Special Occasion



16.9%

Sun



13.0%

Wellness



6.4%

Visiting Friends & Relatives



5.3%

Culture



4.9%

Business



4.1%

Other Sports



2.5%

TEFL



2.2%

Scuba Diving



1.9%

Destination Choice Influencers

Communication Channels



96.7%
Digital Media



44.0%
Recommendation by
Friends/Relatives



13.8%
Tour Operator
brochure/website



18.1%
Travel
Guide book



10.3%
Recommendation
by travel agent



6.0%
Books



3.4%
TV



2.6%
Newspaper/
Magazine Advert/
Article

Other Factors



74.1%
Good flight connections



53.4%
New Destination



49.1%
Cost/ Value for
Money



25.0%
English Spoken
Widely



19.8%
Maltese
Hospitality



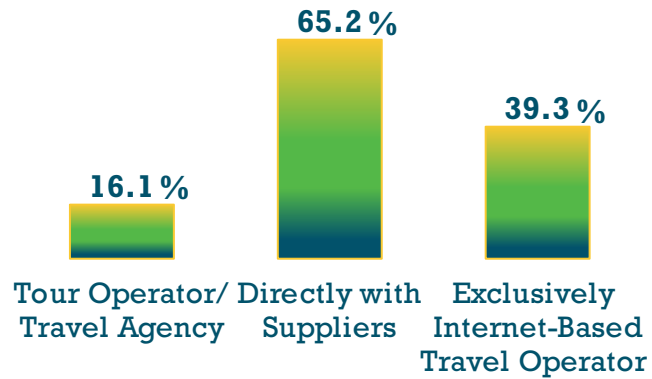
19.0%
Previous Visit



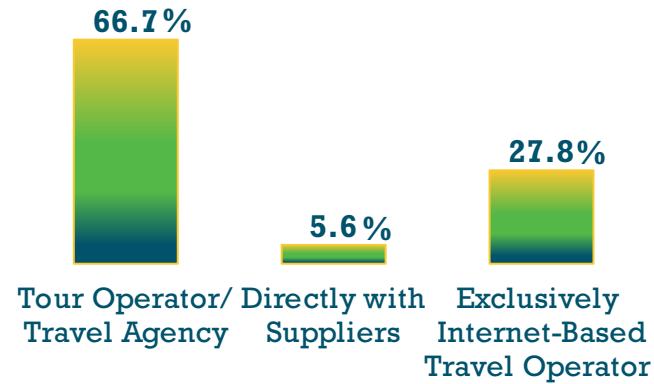
10.3%
Film Shot Locally

Type of Booking

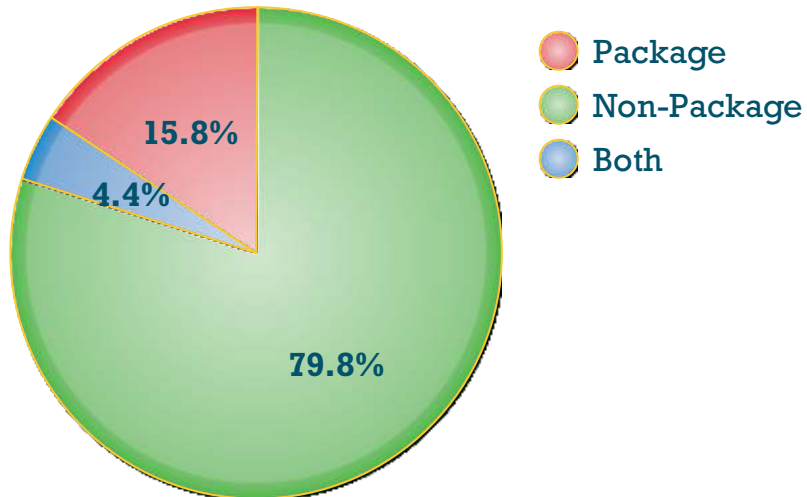
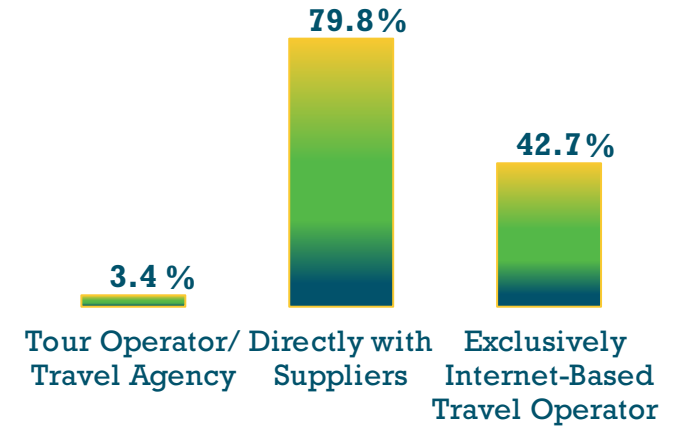
Trip Bookings Made With



Package Bookings



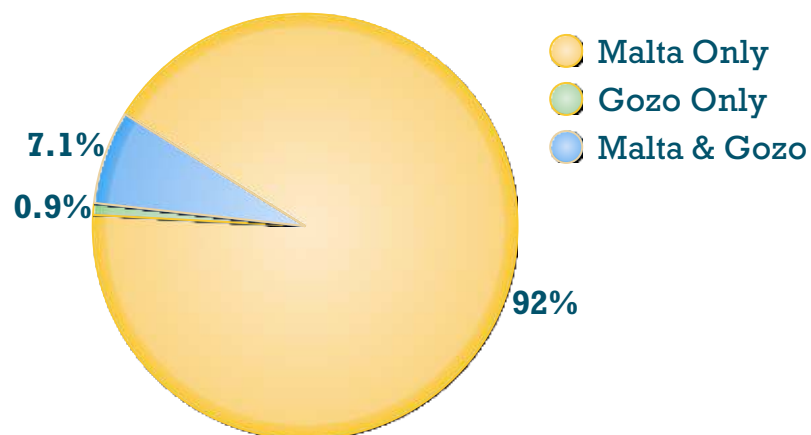
Non-Package Bookings



90.4%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



81.7%
First Time



18.3%
Repeat

Travelling Party



3.5%
Alone



48.7%
Spouse/Partner



33.0%
Family



12.2%
Friends



2.6%
Organised Group

Type of Accommodation Used

Malta & Gozo



5.5% of Hungarian tourists spending nights in Malta & Gozo stayed in 5* hotels.

34.5% stayed in 4* hotels.

19.1% stayed in 3* hotels.



11.8% utilised guesthouse/ hostel.

22.7% utilised self-catering apartment/ farmhouse/ villa.

Activities Engaged In

Cultural



88.8%
Visit Historical
Buildings



72.4%
Visit Churches



50.0%
Visit temples/
archeological sites



42.2%
Visit Museums



12.1%
Visit arts/
craft sites



11.2%
Attend Local
festival/ event



11.2%
Visit local
produce sites/
agro-experiences

Outdoor



50.9%
Swimming/
Sunbathing



47.4%
Leisure Boat
trip/ tour



18.3%
Trekking/
Hiking



4.6%
Scuba Diving

Recreational



74.1%
Dine at restaurants



52.6%
Shopping



30.2%
Spa/ Wellness



8.6%
Nightlife/
Clubbing

Tourists' Expectations of Malta

Exceeded



38.3%

Met



57.4%

Not Met



4.3%

97.4%

Would recommend the Maltese Islands to their friends/ relatives

