

# HUNGARY Market Profile 2024



1.9% Market Share

No. 11  
Rank



## Inbound Tourists

- 2010: 7,747
- 2019: 37,976
- 2020: 9,683
- 2021: 11,016
- 2022: 36,110
- 2023: 49,848
- 2024: 67,631



17.3%



26.5%



32.1%



24.1%

## Air Connectivity

### Airlines

- Ryanair
- Wizzair



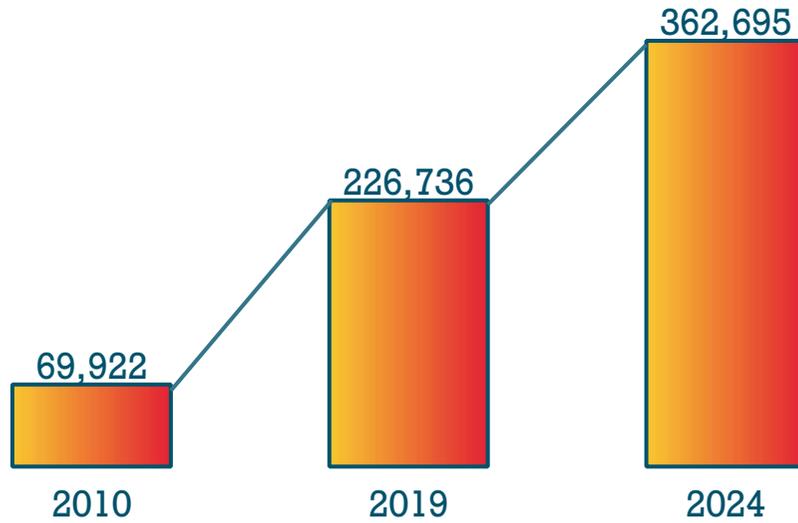
### Airports

- Budapest - Ferenc Liszt



## Bed Nights

### Total Nights



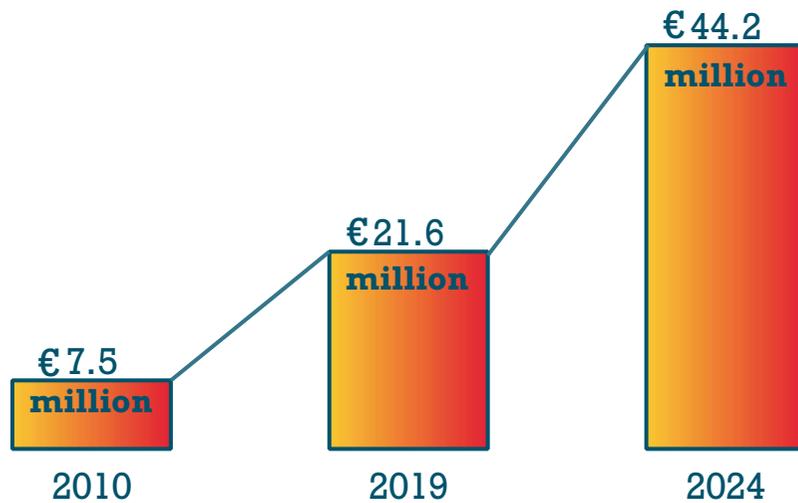
### Average Length of Stay



5.4  
Nights

## Expenditure

### Total Expenditure

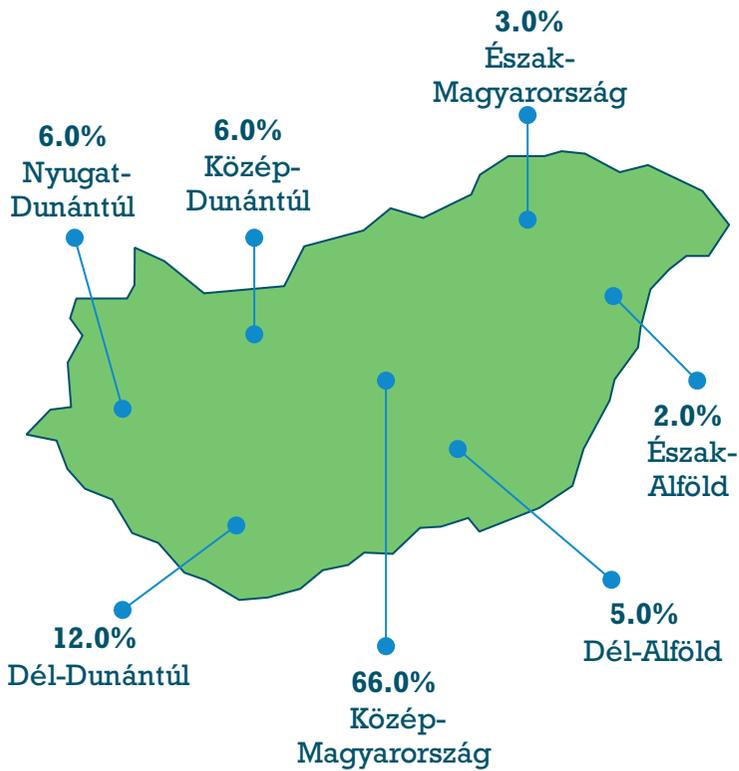


### Expenditure per Capita

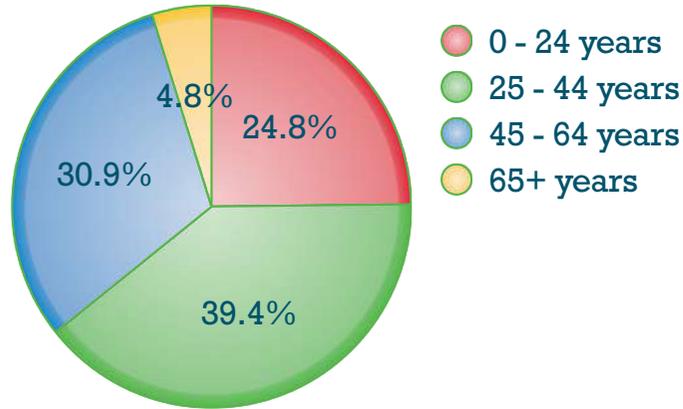


# Socio-Demographic Profile

## Region of Residence



## Age Groups



Average Age: 50 years

## Level of Education



82.2%  
Tertiary Level

10.1%  
Secondary Level

## Occupation



64.3%  
Employed  
Full-time

16.3%  
Retired

11.6%  
Self-employed

## Living Arrangements

45.0%  
With Spouse/Partner

34.1%  
With Spouse/Partner  
and Children

9.3%  
On their own

5.4%  
With Children

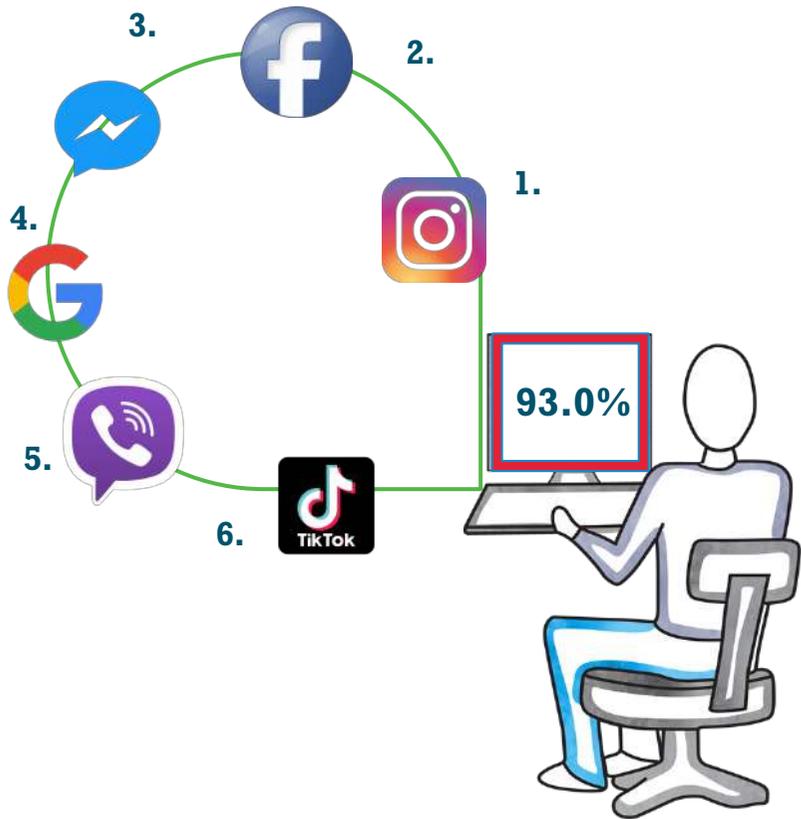
3.9%  
With Parents



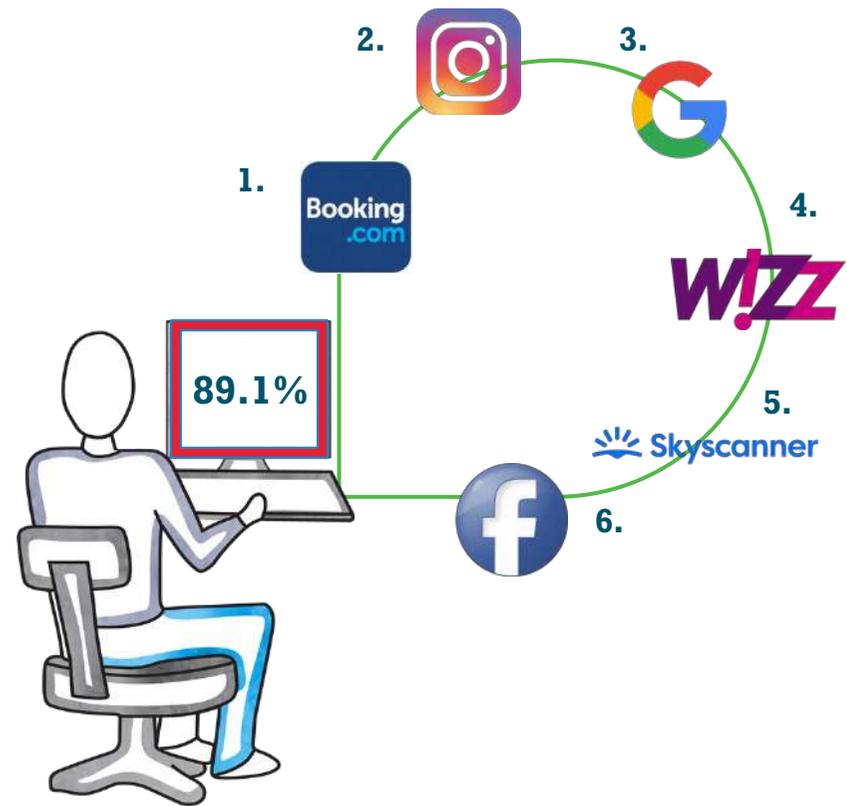
2.3%  
With Relatives/  
Friends/ Room Mates

# Digital Media Usage

## Regular

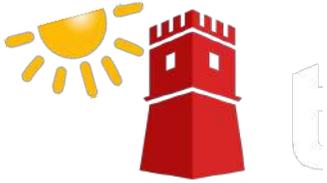


## Travel Purposes



## Travel Motivations

### Sun & Culture



54.9%

### Special Occasion



12.1%

### Culture



10.0%

### Sun



8.9%

### Scuba Diving



8.0%

### Visiting Friends & Relatives



4.9%

### Wellness



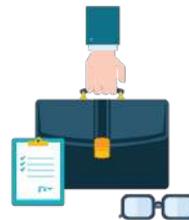
4.0%

### Marriage/Honeymoon



3.6%

### Business



2.5%

### TEFL



1.7%

# Destination Choice Influencers

## Communication Channels



**94.6%**  
Digital Media



**52.7%**  
Recommendation by  
Friends/Relatives



**11.6%**  
Tour Operator  
brochure/website



**7.0%**  
Books



**6.2%**  
Travel  
Guide book



**5.6%**  
Recommendation  
by travel agent



**5.4%**  
Newspaper/  
Magazine Advert/  
Article



**1.6%**  
TV

## Other Factors



**78.3%**  
Good flight  
connections



**62.8%**  
New  
Destination



**41.1%**  
Cost/ Value for  
Money



**30.2%**  
English Spoken  
Widely



**23.3%**  
Previous Visit



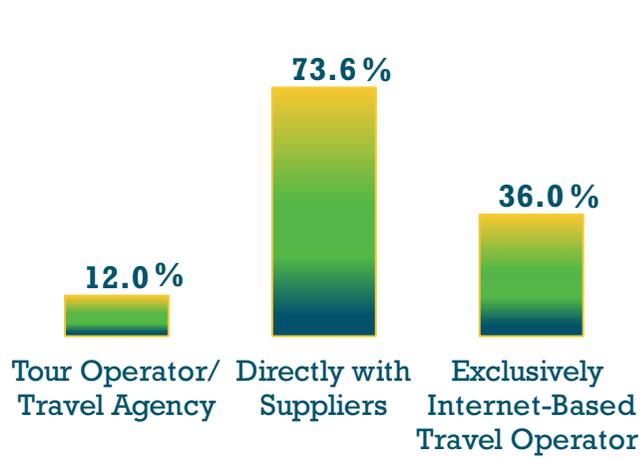
**22.5%**  
Maltese  
Hospitality



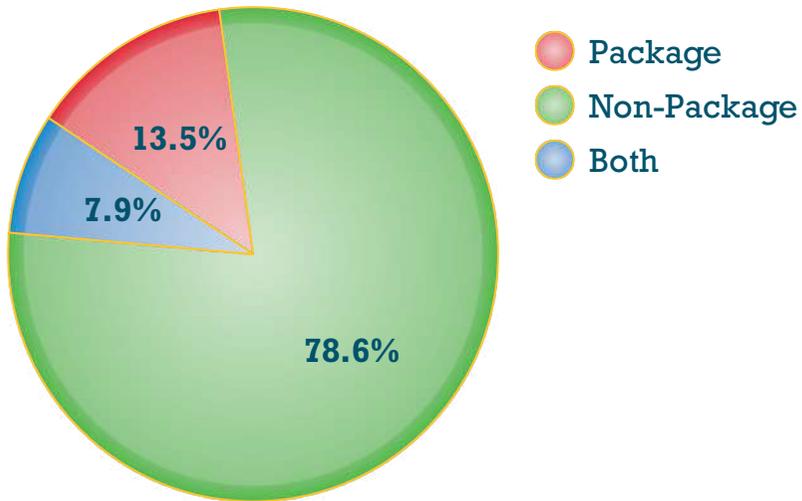
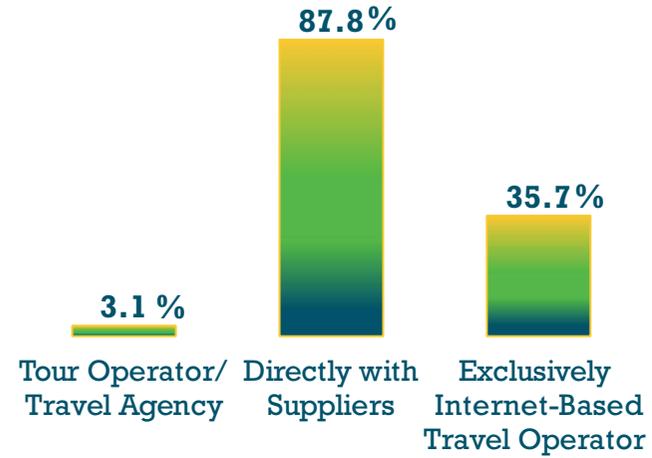
**8.5%**  
Film Shot  
Locally

# Type of Booking

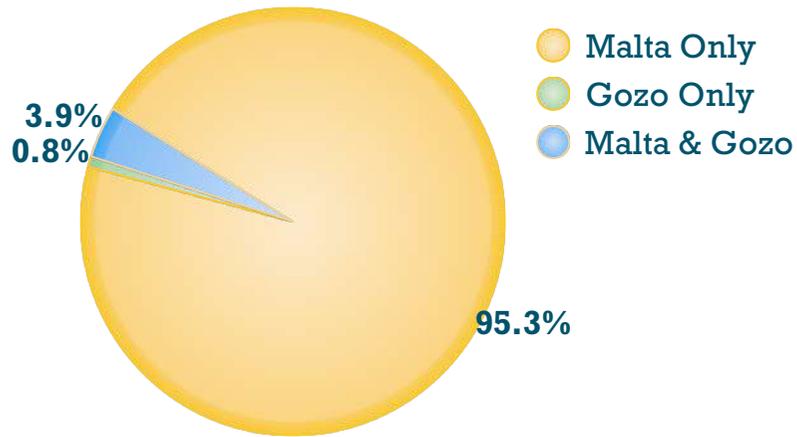
## Trip Bookings Made With



## Non-Package Bookings



## Type of Trip



## 1st Time vs Repeat Tourists



83.4%  
First Time



16.6%  
Repeat

## Travelling Party



2.3%  
Alone



41.9%  
Spouse/  
Partner



32.6%  
Family



17.1%  
Friends



5.4%  
Organised  
Group



0.8%  
Business  
Associates

## Type of Accommodation Used

### Malta & Gozo



**3.3%** of Hungarian tourists spending nights in Malta & Gozo stayed in 5\* hotels.

**30.1%** stayed in 4\* hotels.

**17.9%** stayed in 3\* hotels.



**39.0%** utilised self-catering apartment/ farmhouse/ villa.

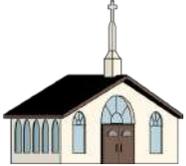
**6.5%** utilised guesthouse/ hostel.

## Activities Engaged In

### Cultural



**93.0%**  
Visit Historical Buildings



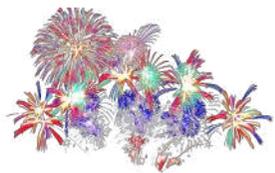
**82.9%**  
Visit Churches



**62.8%**  
Visit temples/  
archeological sites



**53.5%**  
Visit Museums



**13.2%**  
Attend Local  
festival/ event



**8.5%**  
Attend Traditional  
Religious Feast



**6.2%**  
Attend live music  
event/concert

### Outdoor



**61.2%**  
Leisure Boat  
trip/ tour



**55.0%**  
Swimming/  
Sunbathing



**18.9%**  
Trekking/  
Hiking



**9.2%**  
Scuba Diving

### Recreational



**82.2%**  
Dine at  
restaurants



**58.9%**  
Shopping



**23.3%**  
Spa/ Wellness



**15.5%**  
Nightlife/  
Clubbing

## Tourists' Expectations of Malta

Exceeded



44.8%

Met



49.6%

Not Met



5.6%

96.9%

Would recommend the Maltese Islands to their friends/ relatives

