

FOREIGN VISITORS SET THE PACE OF TOURISM IN HUNGARY



Domestic and foreign tourism in Hungary is expected to increase by 10-15 percent compared to last year and reach 90-95 percent of the pre-pandemic level. In the first five months of the year, Hungarian accommodation facilities registered 12.2 million overnight stays, up 4 percent from last year. This was mainly due to a sharp increase in foreign guests.

Between January and May, more tourists came from each of the top ten foreign source markets than in the same period last year.

The number of overnight stays by Italian guests has nearly doubled, while the number of overnight stays by Israeli and Polish guests has increased by half. In the first five months of this year, there has been a 25% increase in tourists from Germany and a 33% increase from the United Kingdom compared to last year. These two countries make up around 60% of all overnight stays by foreign guests in the country.

Foreign tourists are coming to the country in more significant numbers than ever before. They visit the most popular tourist destinations like Lake Balaton and the tourist areas of Gyula in the east and south of Hungary, Győr-Pannonhalma in the west of the country, and the wine region of Pécs-Villány in the south.

Hungary is a popular destination for foreign tourists drawn to its cultural sights, thermal spas, medicinal spas, and delicious cuisine. Visitors from nearby countries tend to opt for rural spas or Lake Balaton, while those from farther afield prefer exploring Budapest's bustling metropolis.

Major international sporting and cultural events like the World Athletics Championships are real tourist magnets.

International tourism in Hungary is on the rise, and domestic tourism has declined slightly. Domestic visitors spent 6 million nights from January to May this year, a 6% decrease from the previous year.

Tourism accounts for nearly 13 percent of the country's GDP. The foreign exchange inflows generated by the sector's performance contribute significantly to the country's foreign exchange balance and help maintain economic stability.

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