

Methodology (International tourism demand)

Trips made by foreign visitors to Hungary (Inbound tourism)

Tourism: activity of visitors taking a trip to a main destination outside of their usual environment, for less than a year, for any main purpose, including business, leisure or other personal purpose, other than to be employed by a resident entity in the place visited.

Visitor: Any person participating in a visit or trip.

Visit / tour: any trip not exceeding 12 months made by individuals outside of their normal living environment whose main purpose is any activity with the exception of those for which remuneration is paid in the visited place.

Traveller categories (traveller profiles according to the international practice)

- **Same-day visitors:** visitors, who spend less than 24 hours – therefore not having an overnight stay – in the place visited.
- **Overnight visitors:** travellers, who stay overnight in the place visited (more detailed classification: 1–3 nights – short duration, 4 or more nights – long duration)

Classification by travel purposes (motivations) until 2017:

Tourist purpose:

- **Leisure tourism:** recreation, round trip, sightseeing, hiking, visiting friends and relatives, amusement, spa/medical treatment, health preservation, medical treatment, dental treatment, visiting festivals, cultural and sport events, visiting own property, hunting, religious tours.
- **Business tourism:** conference, congress, business travels, attending meetings or fairs.

Non-tourist purpose:

- **Buying of products and services**
- **Working and doing business**
- **Transit:** Such trip, whose main purpose is to do any activity in the territory of another country (not in Hungary)
- **Others:** studying, other travel purposes.

Classification by main purpose of trip (motivation) from 2018:

Classification of tourism trips by main purpose

- **Personal trips**
 - **Holidays, leisure and recreation**
 - Recreation (water based, mountain, rural)
 - Round trip, cruise ship
 - City trip, sightseeing
 - Entertainment
 - Wellness, health care
 - Attending cultural events
 - Attending sports events
 - Attending festivals
 - Hiking
 - Hunting
 - Visiting your own property (house or holiday house) temporarily
 - **Visiting friends and relatives**
 - **Education and training**

- **Health and medical care**
 - Medical treatment in bath or spa
 - Other medical treatments and services
 - Dental treatment
- **Religion/pilgrimages**
- **Shopping**
- **Transit**
- **Other**
- **Business and professional**
 - Conference, congress
 - Business trip, attending fairs or exhibitions
 - Private business
- **Work**

Main purpose of the visit: the major travel motivation behind the journey.

Consumption structure of foreigners coming to Hungary (by cost items):

Accommodation and Catering services:

- Accommodation with meal
- Accommodation
- Restaurant

Transport:

- International transportation
- Transportation in Hungary
- Car rental

Fuel:

- Fuel

Food and beverage:

- Food and beverage

Other products:

- Shopping (souvenir, etc.)
- Valuable and durable consumer goods

Medical and health preservation services:

- Medical treatment
- Spa, wellness, well-being

Cultural, sports and other tourism services:

- Cultural programmes
- One-day excursion paid in Hungary
- Amusement
- Sport, fitness
- Insurance

Other services:

- Studying
- Other expenses

Hungarian trips made abroad

Groups of travellers

Same day visitors: outbound travellers with a stay of less than 24 hours, i.e. with no overnight stay in the visited country

Overnight visitors: outbound travellers with at least one overnight stay in the visited country

Travel motivations (until 2017)

Tourist motivations

- **Leisure tourism:** recreation, sightseeing, touring, hiking, visiting friends and relatives, spa/medical treatment, health preservation, medical treatment, visiting festivals, cultural and sport events, hunting, religious tours.
- **Business tourism:** conference, congress, business trip, exhibition, trade fair

Non-tourist purpose:

- **Studying**
- **Shopping**
- **Working**
- **Others**

Main purpose of the trip (from 2018)

Classification of tourism trips according to the main purpose

- 1. Personal
 - 1.1. Holidays, leisure and recreation
 - 1.2. Visiting friends and relatives
 - 1.3. Education and training
 - 1.4. Health and medical care
 - 1.5. Religion/pilgrimages
 - 1.6. Shopping
 - 1.7. Transit
 - 1.8. Other
- 2. *Business and professional*

Working

Total

Foreign travellers in Hungary, Hungarian travellers abroad: air, rail, water, and road travellers excluding lorry drivers.

Expenditures of foreigners (tourism exports): tourist and other expenditures made by foreigners in Hungary, including international transport fees and related commissions as well as the amounts remaining in Hungary based on other legal titles. (Amounts spent on international transport, insurance, valuable and durable consumer goods, illegal services are not included in the tourism export data of the balance of payments of the National Bank of Hungary, BPM6)

Expenditures of residents (tourism imports): Amounts paid out in Hungary for foreign residents are accounted for as the international tourist and other expenses of the population (tourism import data of the balance of payments of the National Bank

of Hungary (BMP6) do not contain amounts spent on international transport and valuable and durable consumer goods in line with the rules of the International Monetary Fund.)

Data Revision

In case of the survey titled '**Questionnaire on expenditure of foreigners visiting Hungary**' a data revision was made by HCSO on quarter 1 2006 and earlier databases as a result of methodological changes and the emergence of new data sources. Imputation procedures are applied during data revisions in case of the Hungary-based expenditures and transport fees of foreigners as well as travel agency receipts.

In case of the survey titled '**Travels of the population abroad**' post-2004 data were revised to get domestic consumption adjusted data.

In 2011, during the methodological correction implemented in line with international recommendations, the travels and the foreign earned income based consumption of **Hungarian resident workers abroad** were excluded from the data.

Data correction: data may be updated as a result of retrospective data corrections.

Methodological notes

On 21 December 2007, at the Schengen internal borders, the registration of passengers and motor vehicle traffic came to an end (OSAP 1222); it provided a basic population for foreign and Hungarian demand side surveys. At the concerned border sections (Austrian, Slovak and Slovene) as well as at Budapest Ferenc Liszt International Airport, the basic population of these surveys is estimated with statistical procedures (Tramo/Seats method by applying the ARIMA model) from 1 January 2008.

In 2013, a traffic count scheme was started at the designated border crossings of the Schengen borders to facilitate the estimation of the basic population. Of financial transactions in connection with passenger traffic, in the accounting of the balance of payment, following the methodology of the International Monetary Fund the value of organized passenger transport services is accounted by the National Bank of Hungary (NBH) not at the tourism items (on the travel line) but as a standalone item.

Methodological Change

From the first quarter of 2018, the classification of motivations has been changed, see above at the methodology on inbound and outbound trips.