

## International trips, Quarter 2 2019

- **6.8% more foreign visitors**
- **Decline in average length of stay and rise in spending by foreigners**
- **Germans spent the most**
- **Budapest is the most visited region**
- **Significant increase in the number of overnight trips abroad**
- **Hungarians spent more time traveling abroad**
- **The tourism related balance shows a surplus of HUF 336 billion**

### 6.8% more foreign visitors

Foreign visitors made 15 million trips to Hungary in the second quarter of 2019, 6.8% more than in the same period last year. The number of same day trips increased by 14%, while that of overnight trips decreased by 8.4%.

Foreigners made **11 million same-day trips**, of which the vast majority were private trips and a small proportion business trips.

Percentage distribution of same-day trips by purpose:

- shopping – 25% (up 6.6% year-on-year in number),
- leisure, entertainment and health preservation – 13% (up 4.1% year-on-year in number),
- transit – 39% (up 15% year-on-year in number).

Same-day visitors came mainly from Romania, Slovakia and Austria. Among them, **the number of arrivals increased by nearly one third from Romania, by 11% from Austria and by 2.1% from Slovakia.**

Foreigners made **4.1 million overnight trips** to Hungary in Q2 2019. The vast majority of overnight trips were private trips; the proportion of business and cross border trading trips was 7.5%.

Percentage distribution by purpose:

- leisure, entertainment and health preservation – 60%,
- visiting friends and relatives (VFR) – 13%,
- business and cross border trading – 7.5%,
- working – 5.6%,
- transit – 7.6%.

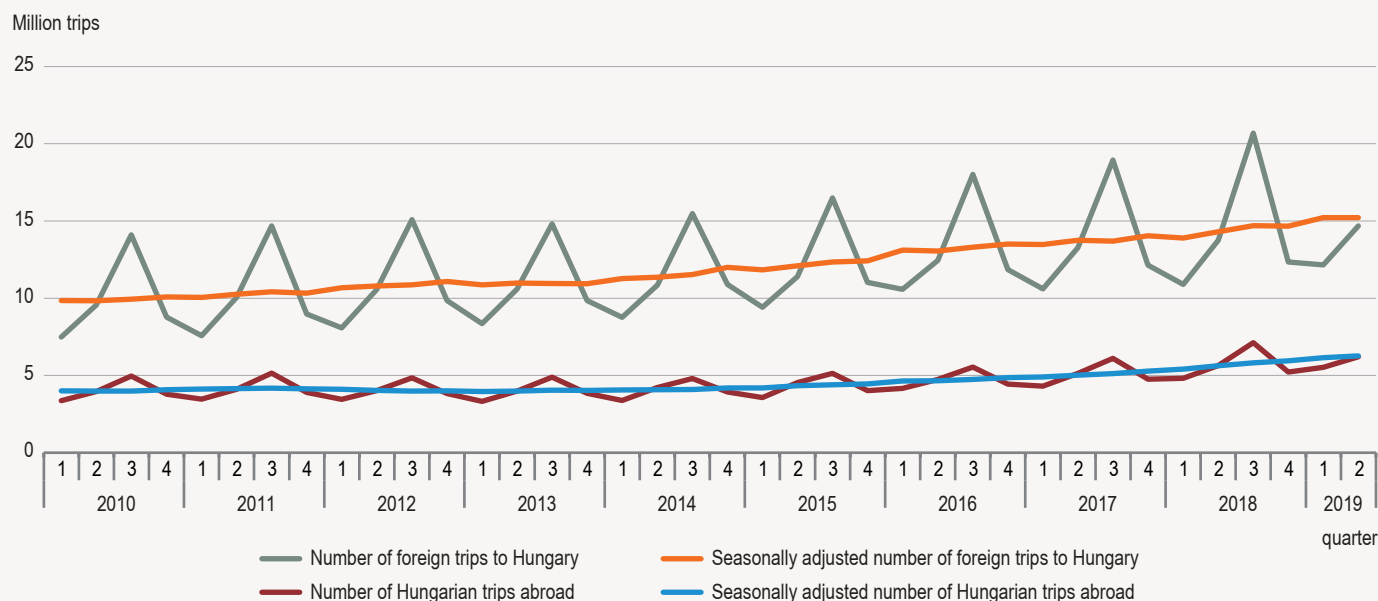
Leisure, entertainment and health preservation trips decreased by 8.6%, mainly due to a decline in visits from Austria and Slovakia. The number of VFR trips has also decreased (by 25%), mainly due to a lack of arrivals from Romania.

**Almost a quarter of our foreign visitors came from Romania, 18% from Slovakia and 15% from Austria.**

Of those arriving for several days, **715,000 came from Germany.** The number of German visitors increased significantly, by 18% compared to a year earlier. More than 50% of German visitors to Hungary were motivated by leisure, another 15% by working and 7.0% by business purposes.

Figure 1

### Changes in foreign trips to Hungary and Hungarian trips abroad



**Decline in average length of stay and rise in spending by foreigners**

In Q2 2019, visitors to Hungary increased their stay in Hungary by a total of 2.7% to 32 million days, with a significant increase in same-day visits and a decrease in overnight trips. The average length of stay of inbound visitors decreased from 2.3 days to 2.2 days due to an

increase in the proportion of same-day visits, which was not compensated by an increase in the average length of stay of overnight visitors (from 5.0 days to 5.3 days).

Along with an increase in length of stay, foreigners visiting Hungary spent 12% more, or **HUF 559 billion**, at current prices. The increase in spending was much greater than the rise in length of stay.

Figure 2

**Trips and expenses of foreigners travelling in Hungary by travel purpose**

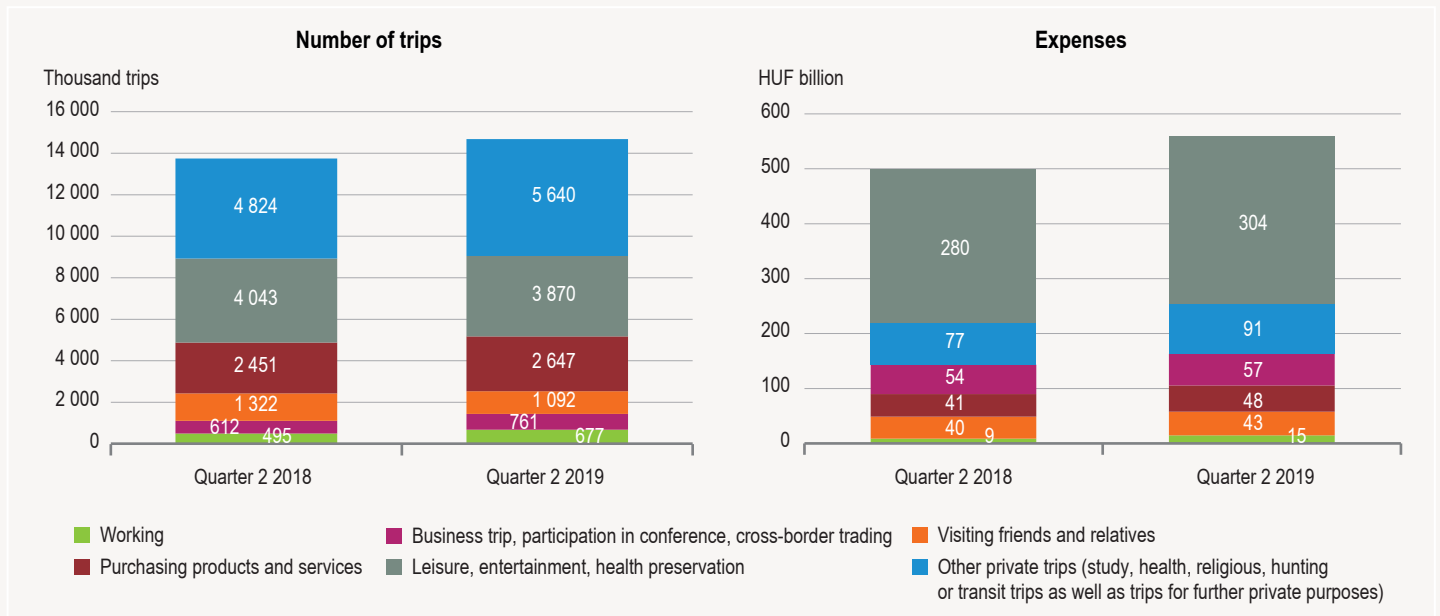
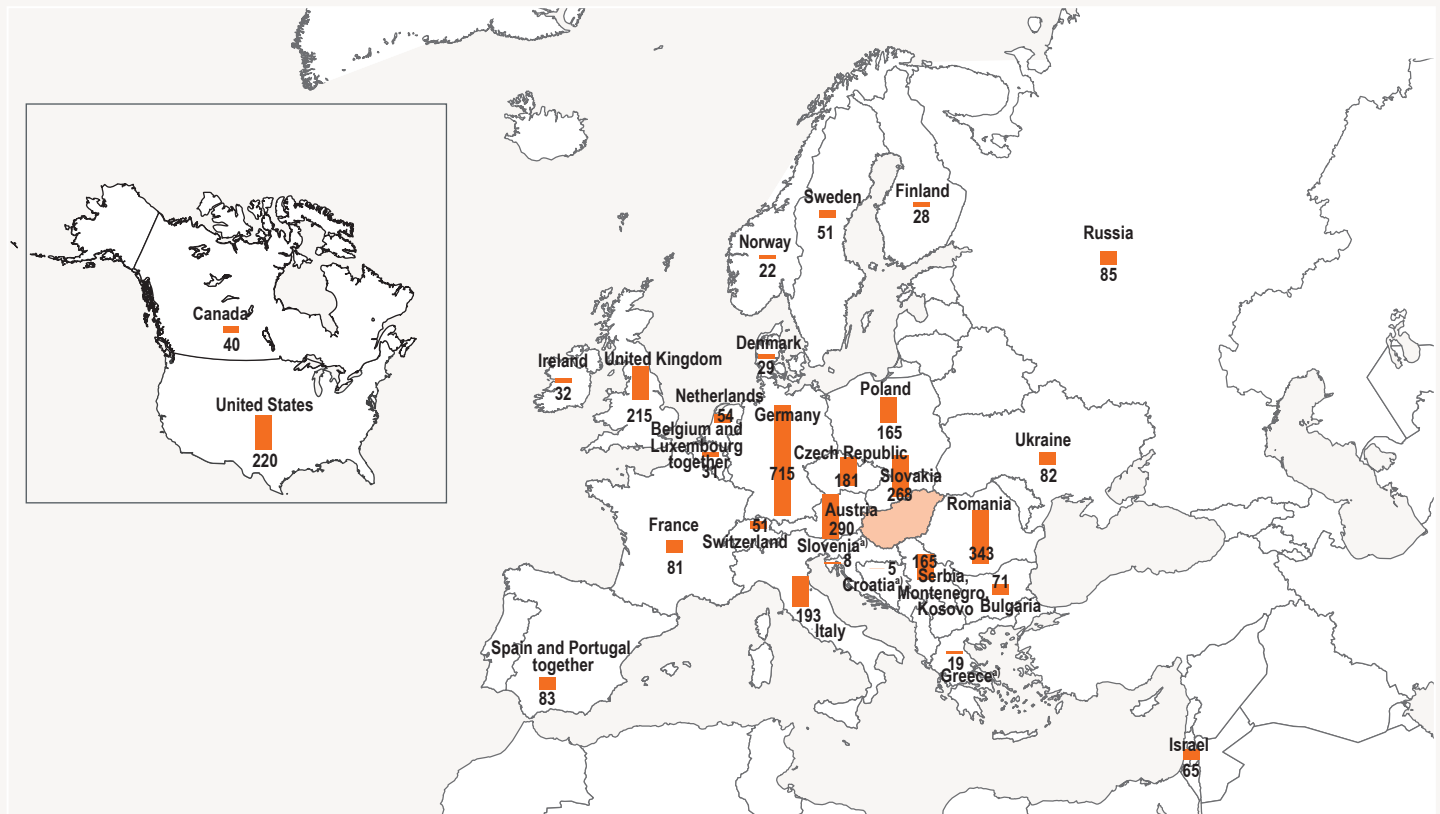


Figure 3

**Number of overnight tourist trips to Hungary by main sending countries, second quarter of 2019, thousand trips**



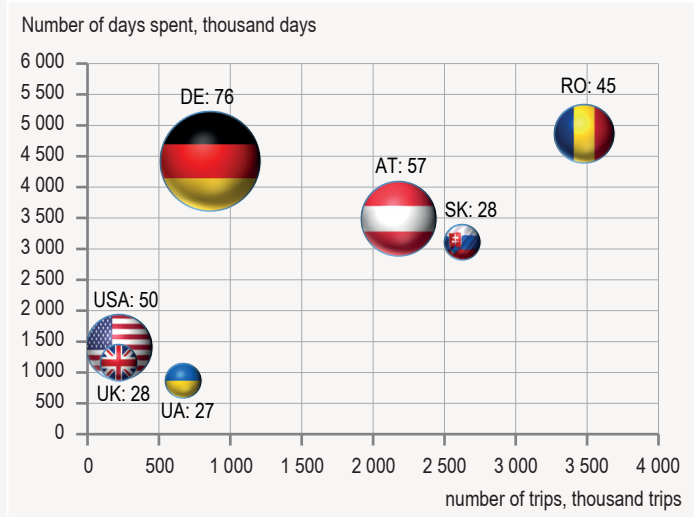
<sup>a)</sup> Due to the low sample size, data for Greece, Slovenia and Croatia are not reliable.

### Germans spent the most

In Q2 2019, those coming from Germany spent the most, HUF 76 billion, in our country. One quarter of this was spent on accommodation and meals and 10-10% on gifts and other expenses. Visitors from Austria, Romania, the United States, Ukraine, Slovakia and the United Kingdom also spent a lot.

Figure 4

#### Most important sending countries from the perspective of tourism spending in the second quarter of 2019, billion HUF\*



\* The size of the bubbles (billions of HUF) is proportional to spending. Country Codes: AT – Austria, DE – Germany, RO – Romania, SK – Slovakia, UA – Ukraine, UK – United Kingdom, USA – United States.

In Q2 2019, foreign visitors spent an average of HUF 17,300 per person per day in Hungary, up by HUF 1,400 on the previous year. The highest average expenditure - nearly HUF 36,000 a day - was related to business trips, and it decreased by 9.0% compared to the same period of the previous year. Spending on leisure trips increased by 13% to an average of HUF 21,300.

Visitors spent 31% of their expenditures on accommodation and catering, 26% on food and other goods, and 19% on transport and fuel.

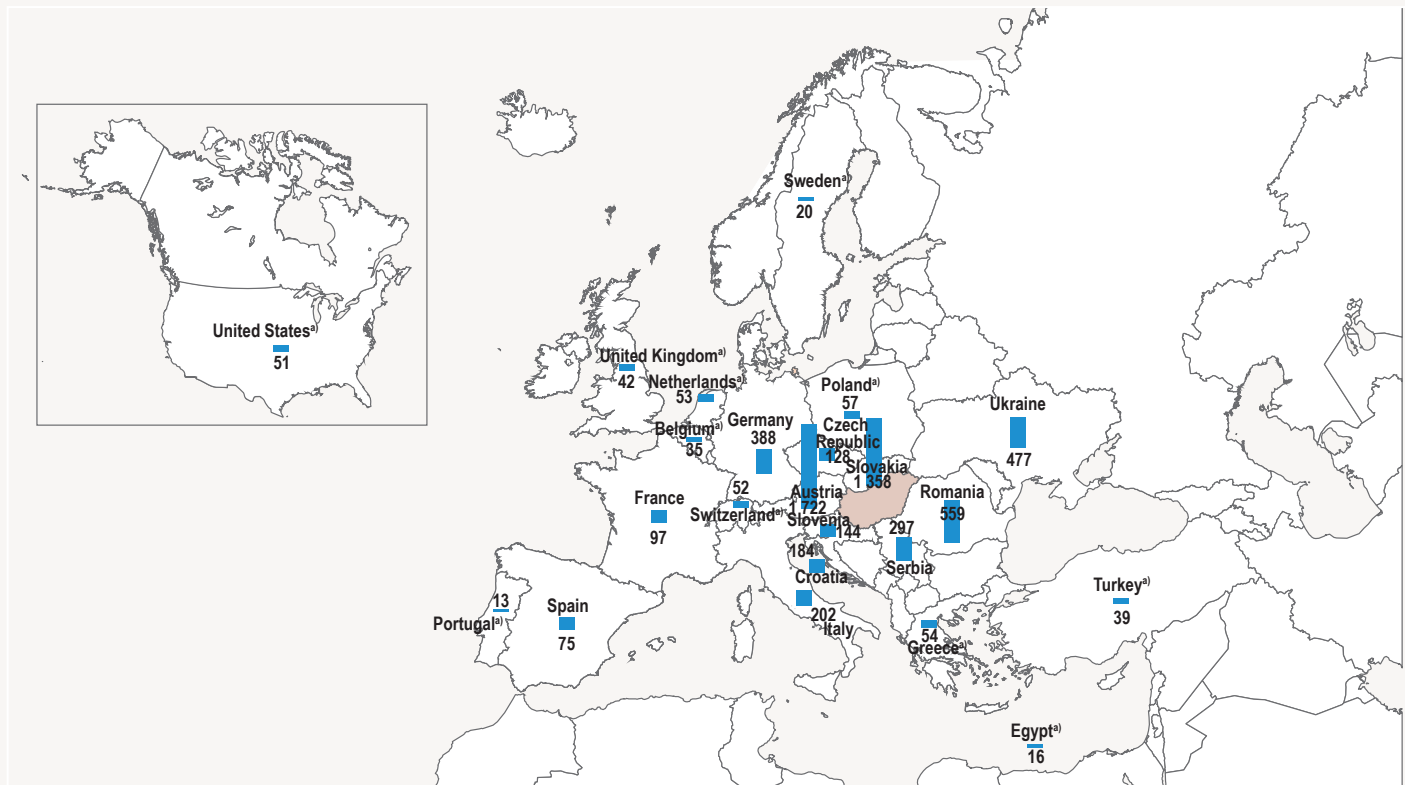
In the second quarter, the proportion of fuel expenditures increased further by 0.8 percentage point to 5.0% year-on-year, also driven by rising fuel prices. The share of medical services decreased by 1.0 percentage point. The share of accommodation and catering services as well as purchases of food and other goods both decreased by 0.9 percentage point. At the same time, expenditure on all consumer groups, except for medical services, increased at current prices.

### Budapest is the most visited region

In the second quarter of 2019, sightseeing tours continued to gain popularity with foreign travellers. 53% of foreign overnight visitors spent at least one night in Budapest. In Western Transdanubia, 21% of the visitors stayed for at least one night, while 10% of the visitors were looking for accommodation in the Balaton region. The Balaton region, which is a popular destination for foreigners during the summer season, was mostly visited by holidaymakers, but the proportion of health preservation and VFR visits was also significant. In Q2 2019, nearly half of the visitors to the region were German, 7.7% were Austrian, 7.5% Czech, 6.9% Romanian and 6.3% Polish. The share of Central Transdanubia and Southern Great Plain decreased by half (3.5% and 6.1% respectively) compared to the same period of the previous year, while the proportion of those arriving in Budapest increased by 10%.

#### Number of trips abroad in the second quarter of 2019, thousand trips

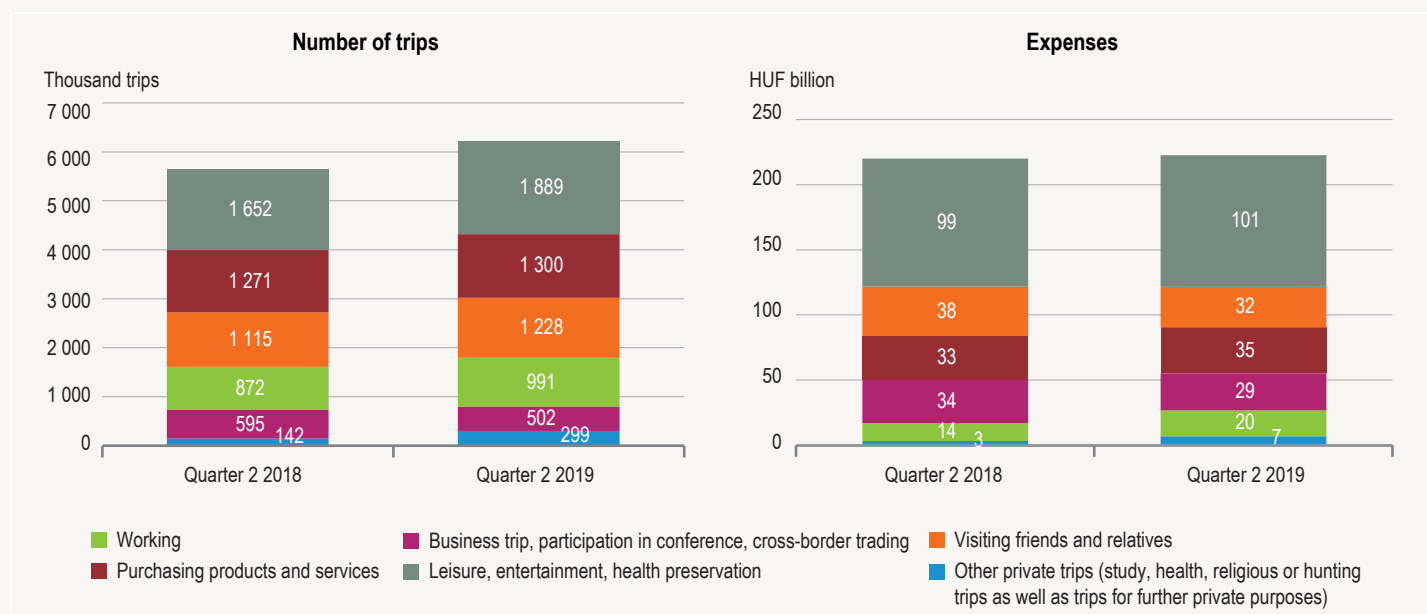
Figure 5



<sup>a)</sup> Unreliable data due to the low number of data elements.

Figure 6

## Trips and expenses of Hungarians travelling abroad by travel purpose

**Significant increase in the number of overnight trips abroad**

In Q2 2019, Hungarian citizens travelled abroad 6.2 million times, 10% more than a year earlier. In 2014, the annual average number of visitors to foreign countries returned to an upward trend.

Based on the number of trips, the number of same day trips increased by 6.5% and that of overnight trips by 16%.

The number of **sightseeing** trips increased **significantly**, by 21%, which was also significantly boosted by a dynamic increase in the number of **working** and **VFR** trips.

**61% of Hungarian trips abroad** were same day trips, of which 75% were private and 25% business and working trips.

Of Hungarian same-day trips:

- 33% were for shopping,
- 21% for leisure and
- 14%-a for VFR.

The number of VFR and sightseeing trips increased the most.

**Most people continued to travel to Austria and Slovakia**, with 5.6% and 21% more visitors respectively than a year earlier. Many more people made trips to Austria for shopping than a year earlier, and significantly more people went to Slovakia to visit relatives or friends.

Hungarians made **2.4 million overnight trips abroad**.

Within overnight trips:

- leisure, entertainment and health preservation trips accounted for a share of 44%,
- VFR trips for 30%,
- working trips for 12% and
- conferences and business trips for 6.8%.

Most travelled to Germany, Romania and Austria, with 36% of all overnight trips going to these three countries. Germany was the most popular destination, with 26% more visitors than in the same period last

year. Hungarians made 20% more trips to Romania, which was the second most important country in the ranking, and 28% fewer trips to Austria.

**Hungarians spent more time traveling abroad**

In Q2 2019, Hungarians spent an average of **3.1 days abroad, 0.3 days more than a year earlier**. The total time spent by travellers abroad also increased, reaching 19.2 million days. The time spent by both same day and overnight travellers abroad has increased.

**Hungarians traveling abroad spent 1.1% more or HUF 223 billion** at current prices. The largest sum, HUF 35 billion, was spent by travellers to Germany. The amount spent by travellers to Austria and Italy was also significant.

Hungarian travellers abroad spent an average of HUF 11,600 per day, less than a year earlier. The highest average per capita spending of HUF 30,000 per day was on conference and business trips.

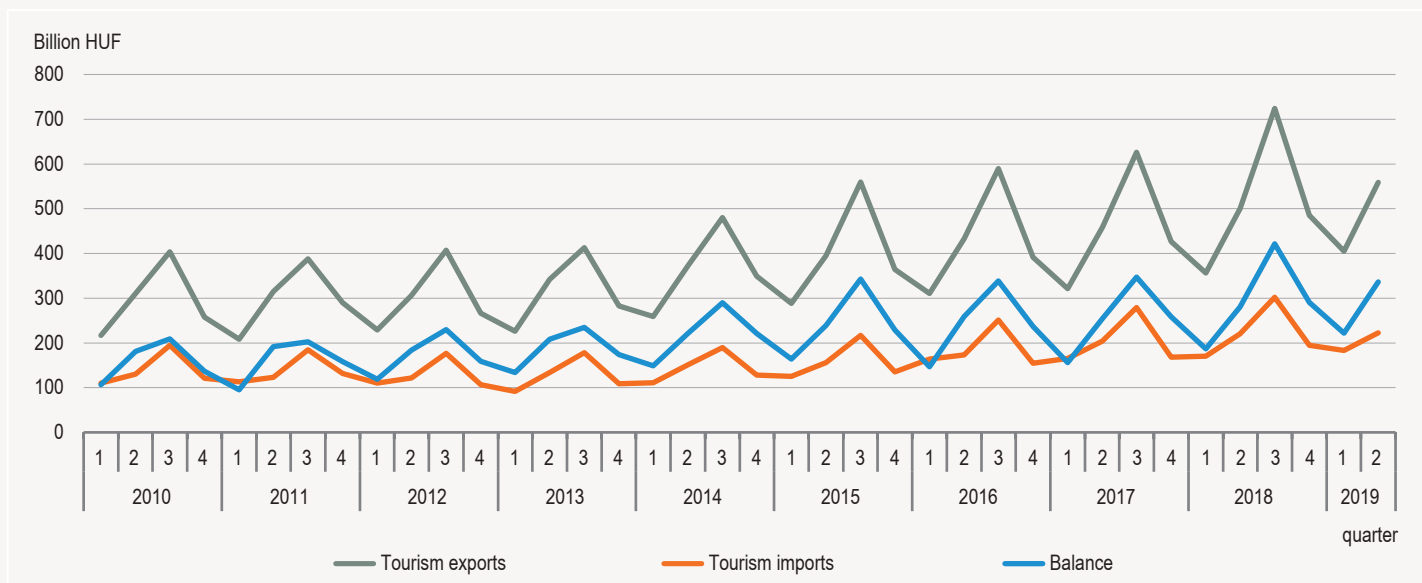
In the spending of Hungarians travelling abroad 33% was on food and other goods, 27% on accommodation and catering, 11% on transport and fuel, and 13% on cultural, sporting and other tourism services. The share of spending on fuel increased by 2.1 percentage points year-on-year, while spending on other goods decreased by 2.6 percentage points.

**The tourism related balance shows a surplus of HUF 336 billion**

The tourism related balance is the balance of expenditures of foreigners traveling to Hungary and Hungarians traveling abroad. (It differs from the BoP's tourism balance item in that it includes spending on international traffic.) Exports (expenditures of non-residents) increased more than imports, so **the balance was up by 20% or HUF 56 billion** compared to a year earlier. The HUF / EUR exchange rate also contributed to this as it was 1.9% higher in the second quarter of 2019 than one year earlier.

Figure 7

**Changes in the turnover of passenger services at current prices**



**Further information, data (links):**

[Tables \(STADAT\)](#)

[Methodology](#)

[Dissemination database](#)

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