



International trips, Quarter 3 2019

- 5.1% more foreign visitors
- Foreigners came for a longer period of time and spent more
- Germans spent the most
- Budapest is the most visited region
- Ongoing increase in the number of trips abroad
- Hungarians spent more time traveling abroad
- HUF 488 billion surplus in the tourism related balance

5.1% more foreign visitors

Foreign visitors made 22 million trips to Hungary in the third quarter of 2019, 5.1% more than in the same period last year. During the peak months, the number of same-day trips increased by 9.7%, while that of overnight trips decreased by 5.7%.

Foreigners made **16 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 – 18% (down 1.9% year-on-year in number),
- leisure, entertainment and health preservation – 11% (down 0.5% year-on-year in number),
- transit – 55% (up 11% year-on-year in number).

Same-day visitors came mainly from Romania (26%), Slovakia (20%) and Austria (15%), with all three countries showing a rise compared to the same period last year.

Foreigners made **5.8 million overnight trips** to Hungary in Q3 2019. The vast majority of overnight trips were private trips; the proportion of business and cross border trading trips was 5.4%.

Percentage distribution by purpose:

- leisure, entertainment and health preservation – 65%,
- visiting friends and relatives (VFR) – 14%,
- business and cross border trading – 5.4%,
- working – 4.9%,
- transit – 6.5%.

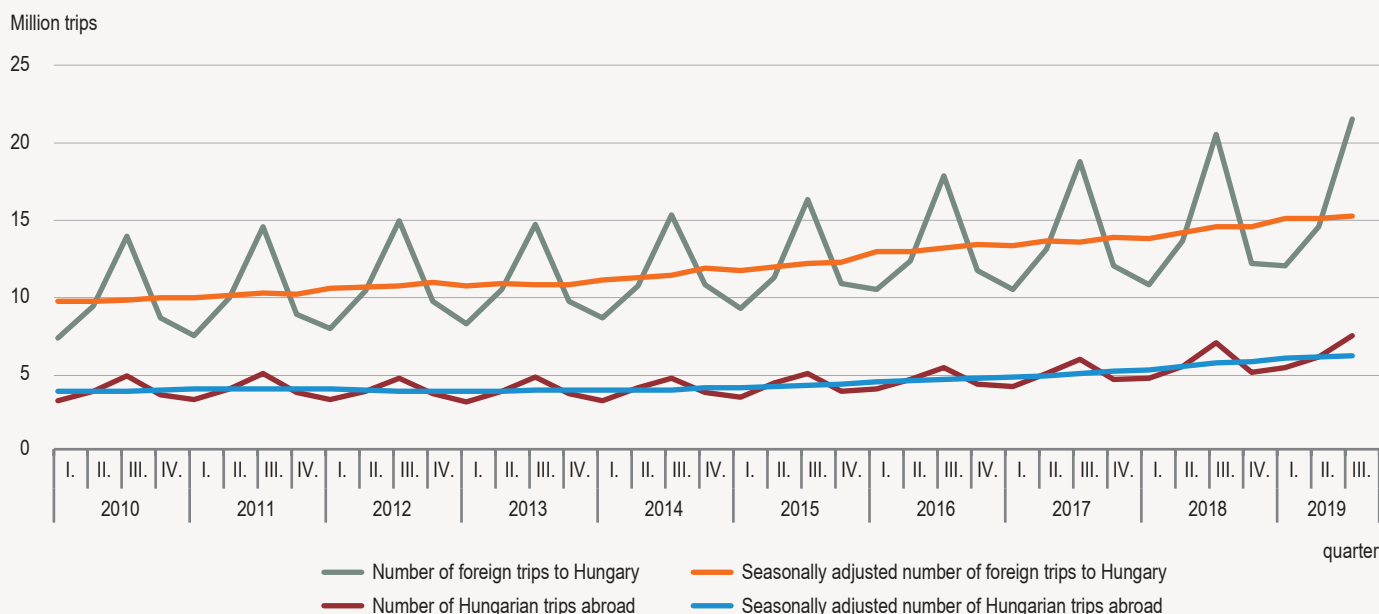
Leisure, entertainment and health preservation trips decreased by 4.0%, mainly due to a decline in visits from Austria, Czechia, Romania and Slovakia, which could not be offset by a significant increase in German visits. The number of VFR trips has also decreased (by 11%), due to a lack of arrivals from Romania.

Almost one fifth of our foreign visitors came from Germany, 8.9% from Romania, 7.2% from Slovakia, 5.9% from Austria.

Of those arriving for several days, **more than 1 million came from Germany.** Their number increased significantly by 13% compared to a year earlier. The overwhelming majority (65%) of German visitors to Hungary were motivated by leisure, another 13% by working and 9.6% by VFR purposes.

Figure 1

Changes in foreign trips to Hungary and Hungarian trips abroad



Foreigners came for a longer period of time and spent more

In Q3 2019, **inbound visitors** increased their **stay** in Hungary by a total of 9.3% to 52 million days, with a significant increase in same-day (9.7%) and overnight (9.1%) trips. **Overall, the average length of stay for inbound visitors increased from 2.3 days to 2.4 days.** The average

length of stay of overnight visitors changed from 5.3 days to 6.2 days compared to the same period last year.

Along with an increase in length of stay, foreigners visiting Hungary spent 15% more, or **HUF 835 billion**, at current prices.

Figure 2

Trips and expenses of foreigners travelling in Hungary by travel purpose

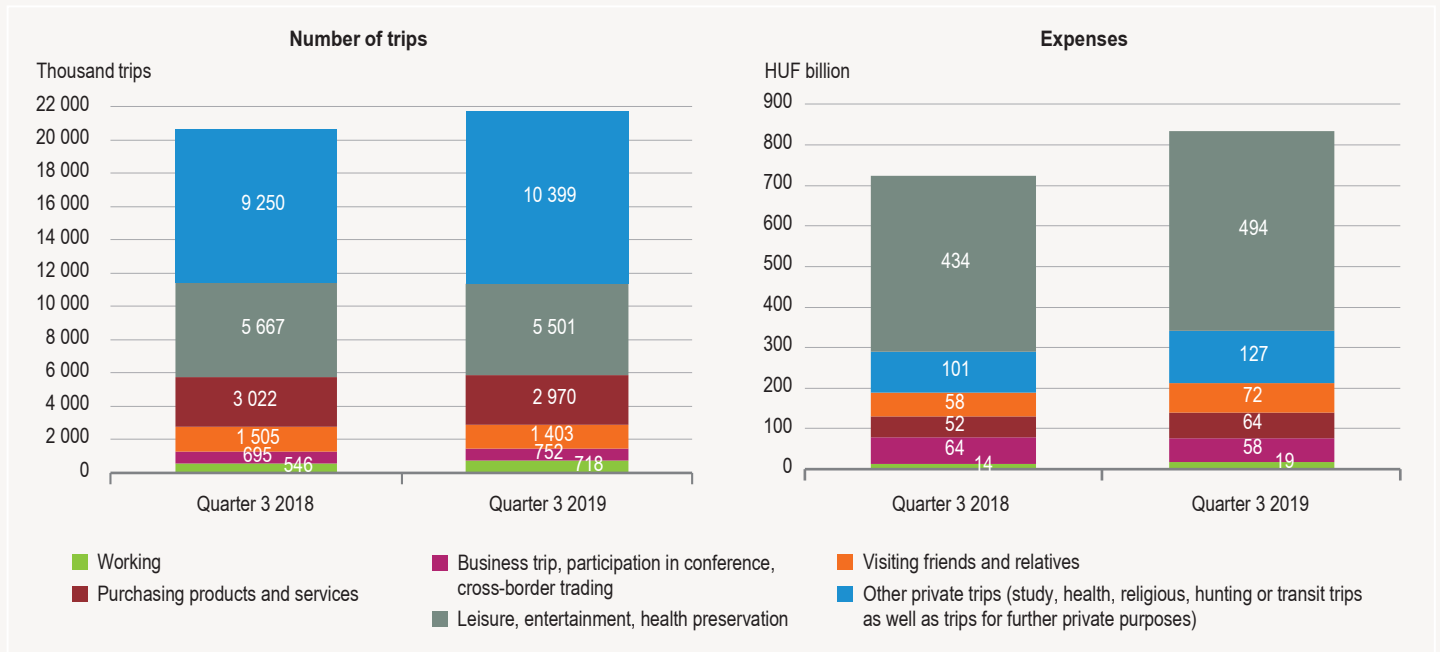
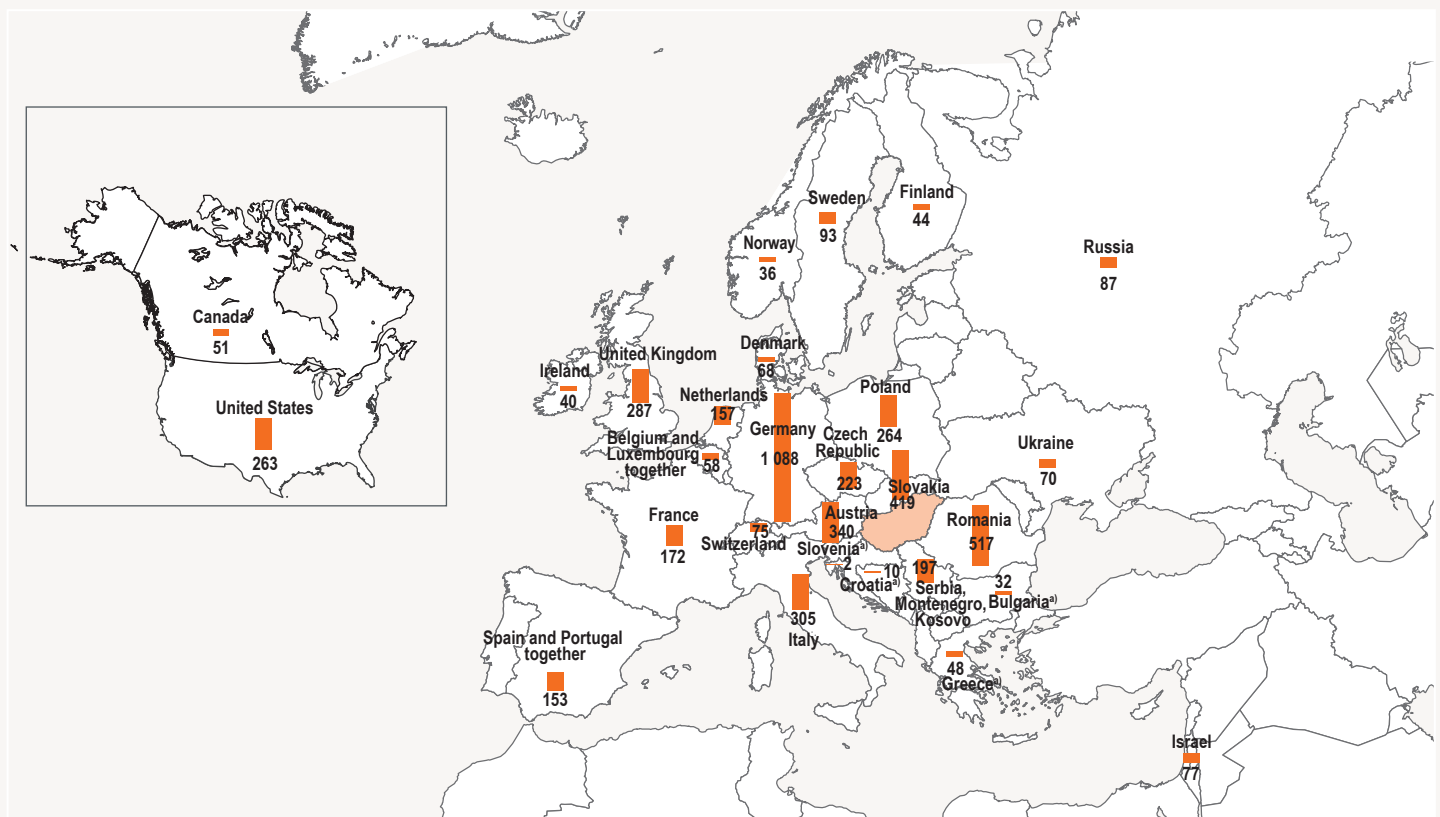


Figure 3

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



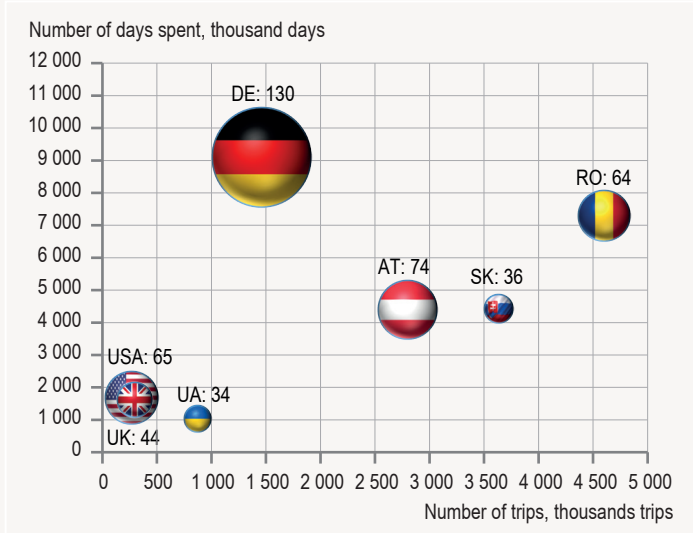
^{a)} Due to the low sample size, data for Greece, Slovenia, Bulgaria and Croatia are not reliable.

Germans spent the most

In Q3 2019, those coming from Germany spent the most, HUF 130 billion, in our country. Slightly more than two-fifths of this was spent on accommodation and meals and one-fifth on gifts and other expenses, representing almost the same proportion. More than 70% of German spending was related to leisure trips. Visitors from Austria, the United States, Romania, the United Kingdom, Slovakia and Ukraine also spent a lot.

Figure 4

Most important sending countries from the perspective of tourism spending in the third 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 Q3 2019, foreign visitors spent an average of HUF 16,100 per person per day in Hungary, up by HUF 800 on the previous year. The highest average expenses were related to dental treatments, cruises and business trips (74, 63, 33 thousand HUF / person / day). Spending on leisure trips increased by 7.3% to an average of HUF 19,600.

Similarly to the same period in 2018, visitors spent 32% of their spending on accommodation and catering, 18% on transport and fuel. Expenditure on food and other goods decreased by 2 percentage points to 26%.

In connection with overnight trips, foreigners staying in our country spent nearly two-fifths (39%) of their expenditures on accommodation and catering services, one-fifth (20%) on transport and fuel purchases, 13% on cultural, sporting and other tourist services and 11% on other goods.

Budapest is the most visited region

In the third quarter of 2019, the number of people making overnight trips to our capital increased by 18% to 2.7 million.

Nearly half (47%) of overnight foreign visitors to Hungary spent at least one night in Budapest. By purpose of trip, sightseeing (52%) finished first, nearly one-tenth of foreigners arrived for VFR visits, while the proportion of business travellers and those on round trips was 8-8%.

The Balaton region was visited by 1 million foreigners during the high season. 18% of overnight visitors stayed here for at least one night. During the summer, the majority of guests came mainly for holiday purposes, but the proportion of health preservation was also significant.

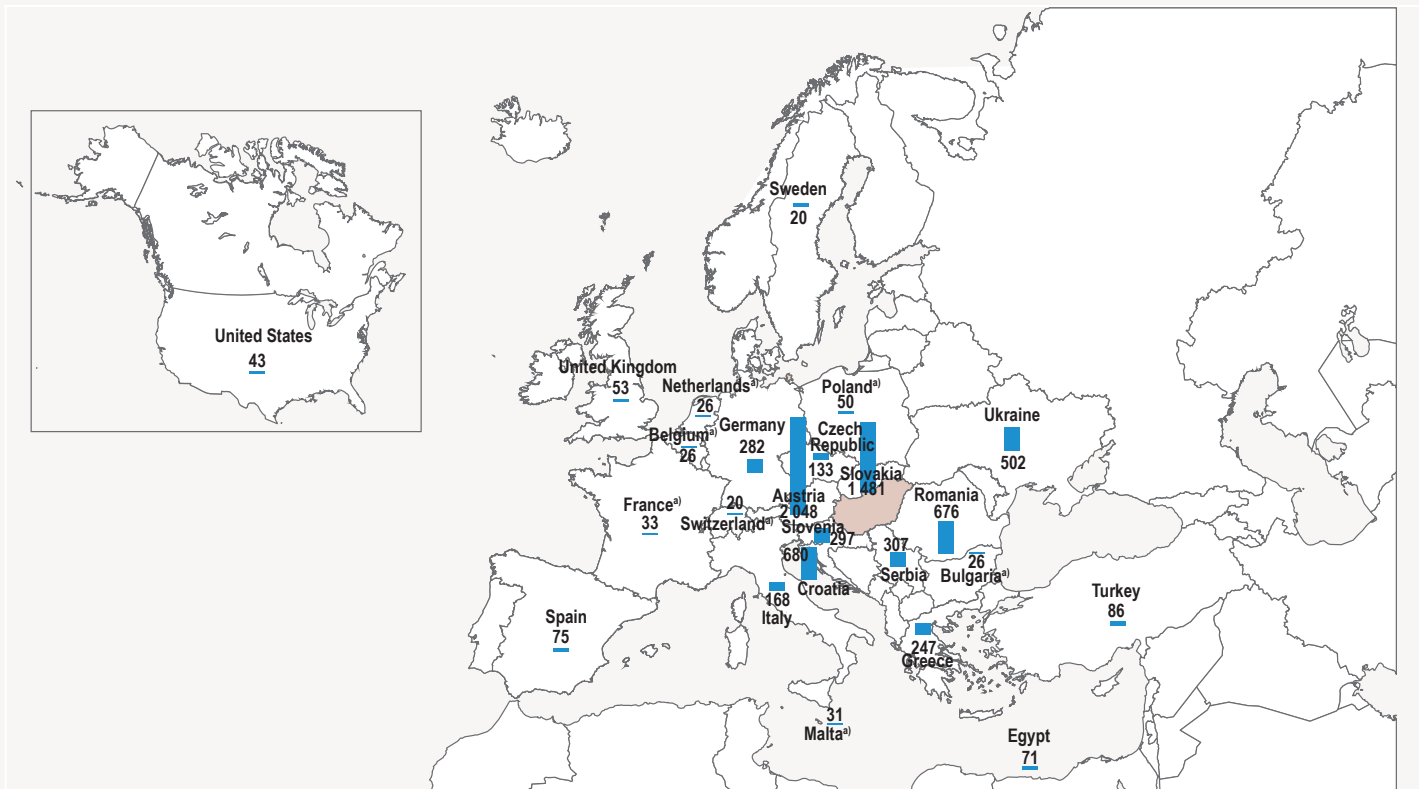
Nearly half of those arriving in the region were German, 9.9% Polish, 8.1% Dutch, 7.0% Romanian and 6.6% Austrian.

16% of foreigners stayed overnight in Western Transdanubia, mainly Austrians, Slovaks and Germans.

The share of Southern Great Plain decreased by almost half (from 11% to 6.1%) compared to the same period of the previous year, due to a decline in Serbian and Romanian visits.

Figure 5

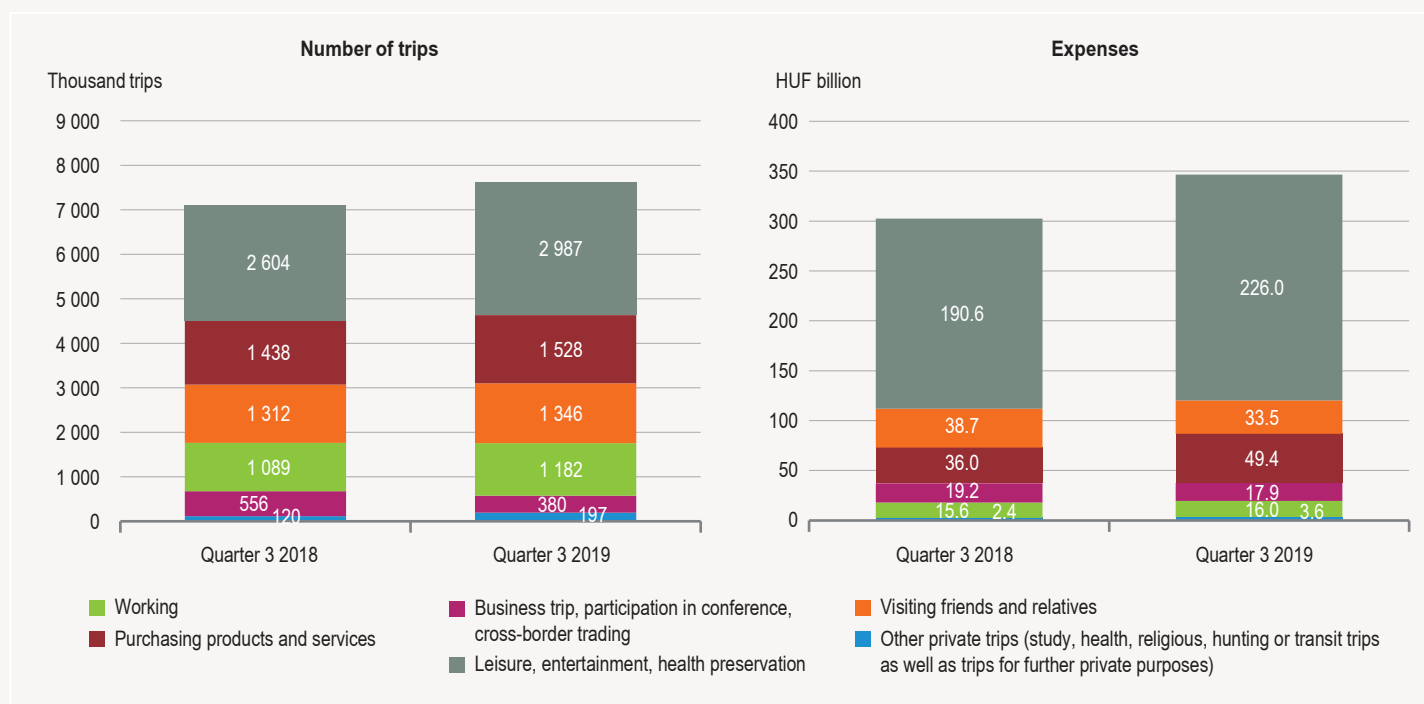
Number of trips abroad in the third quarter of 2019, thousand trips



^{a)} Due to the low sample size, data for Switzerland, the Netherlands, Belgium, Bulgaria, Malta, France and Poland are not reliable.

Figure 6

Trips and expenses of Hungarians travelling abroad by travel purpose

**Ongoing increase in the number of trips abroad**

In Q3 2019, Hungarian citizens travelled abroad 7.6 million times, 7.1% 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 7.6% and that of overnight trips by 6.2%.

The number of **trips for entertainment, leisure and recreation increased significantly** by 14%, which was also substantially supported by a dynamic increase in **sightseeing and shopping trips**. In contrast, the number of business trips, accounting for a low share, decreased by nearly a third. **59% of Hungarian trips abroad were same day trips**, of which 73% were private and 27% business and working trips.

Of Hungarian same-day trips:

- 33% were for shopping,
- 23% for leisure and
- 13% for VFR.

The number of VFR and leisure trips increased the most.

Most people continued to travel to Austria and Slovakia, with 14% and 5.4% more visitors respectively than a year earlier. Many more people made trips to Austria for leisure than a year earlier, and more people went to Slovakia to visit relatives or friends.

Hungarians made **3.1 million overnight trips abroad**.

Within overnight trips:

- leisure, entertainment and health preservation trips accounted for a share of 62%,
- VFR trips for 24%,
- working trips for 7.9% and
- conferences and business trips for 3.2%.

Most travelled to Croatia, Romania and Slovakia, with one third of all overnight trips going to these three countries. Croatia was the most

popular destination, with 11% fewer visitors than in the same period last year. Hungarians made 21% more trips to Romania, which was the second most important country in the ranking, and 3.8% fewer trips to Slovakia.

Hungarians spent more time traveling abroad

In Q3 2019, **Hungarians spent an average of 3.4 days abroad, 0.3 days more** than a year earlier. The time spent abroad has not been so significant since 2014. The total time spent by travellers abroad also increased, reaching 25.7 million days. The time spent abroad by both same day and overnight travellers has increased.

Hungarians traveling abroad spent 15% more or HUF 346 billion at current prices. The largest sum, HUF 49 billion, was spent by holiday-makers to Croatia. The amount spent by travellers to Austria and Greece was also significant.

Hungarian travellers abroad spent an average of HUF 13,500 per day, less than a year earlier. The highest average per capita spending of HUF 31 thousand per day was on shopping trips.

In the spending of Hungarians travelling abroad 34% was on food and other goods, 31% on accommodation and catering, 15% on cultural, sporting and other tourism services and 7.5% on transport and fuel.

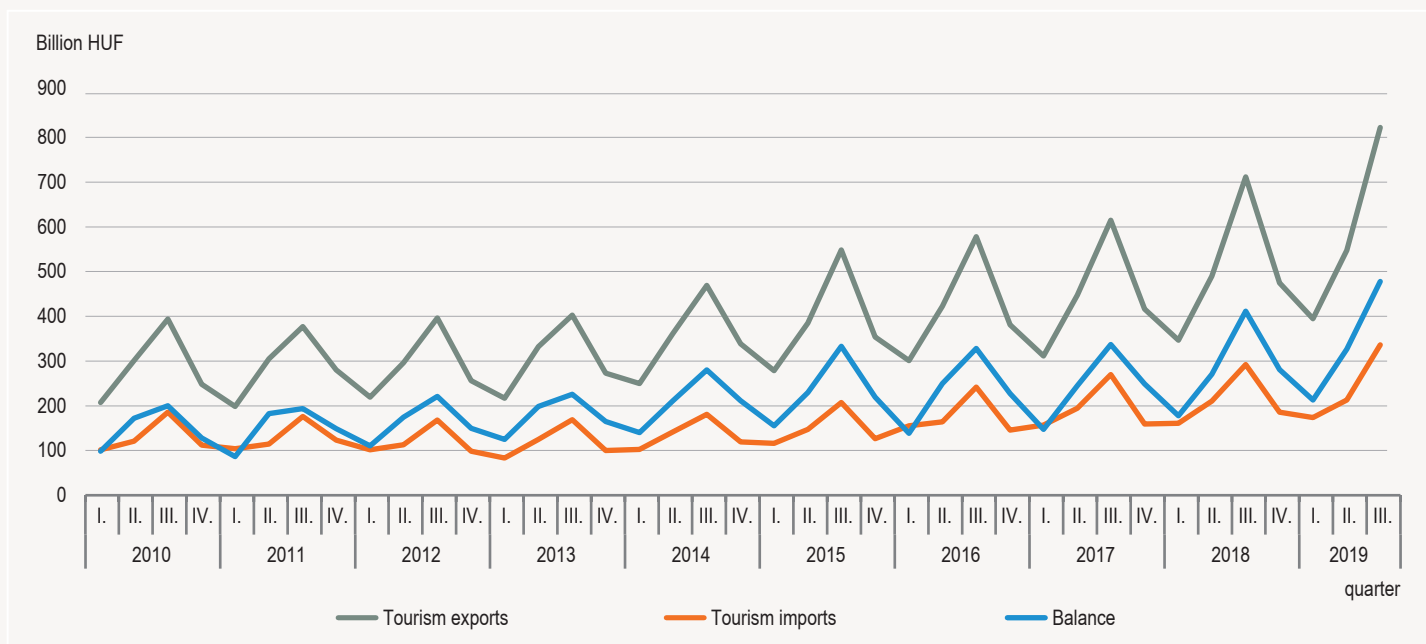
HUF 488 billion surplus in the tourism related balance

The tourism related balance is the balance¹ of expenditures of foreigners traveling to Hungary and Hungarians traveling abroad. Exports (expenditures of foreigners) and imports (expenditures of Hungarians) grew almost equally, with **the balance being 16% or HUF 67 billion higher** than a year earlier. The HUF / EUR exchange rate also contributed to this as it was 1.2% higher in the third quarter of 2019 than one year earlier.

¹ The tourism related balance differs from the BoP's tourism balance item in that it includes spending on international traffic.

Figure 7

Changes in the turnover of passenger services at current prices



Further information, data (links):

[Tables \(STADAT\)](#)

[Methodology](#)

[Dissemination database](#)

Contact details:

kommunikacio@ksh.hu

[Contact us!](#)

Phone: +36 1 345 6789

www.ksh.hu