

Hungary Tourism Report Q4 2016

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Abstracts

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BMI View: The tourism sector in Hungary is well established, and the industry is a valuable contributor to the domestic economy. Supporting infrastructure, particularly in the capital Budapest, is very well developed, offering a broad range of hotel options and easily accessible transport connections. Outside of the capital the market is less developed, offering significant scope for future investment as Hungary develops the reach of tourism to more remote and rural regions. At present we are forecasting steady growth in international arrivals to Hungary, boosting tourism expenditure and hotel and restaurant industry value, though we caution that Hungary's reliance upon its European neighbours for arrivals does create some vulnerability to regional declines.

Key Updates And Forecasts

From 2017, Hungary's National Agency For Tourism will be responsible for promoting and developing tourism across the country, with a focus particularly on Tokaj, the Balaton area, Budapest and Sopron. A new tourism strategy is under development and is expected to be released by the end of 2016.

Hungary continues to improve air travel connectivity. Budapest Airlines continues to add new routes, including a flight to Venice, Italy, which will commence in October 2016, meaning that tourists can now travel to and from Budapest from 10 airports in Italy.

We have made a slight upwards revision to our forecasts for international arrivals to Hungary in 2016, with the inbound travel market now forecast to increase by 6.5% over the year to reach a total of 15.2mn arrivals. Slightly slower, though still strong, growth is expected over the remainder of the forecast

period through to 2020.

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