

Tourism Flows Outbound in Hungary

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Abstracts

The number of outbound trips decreased marginally in Hungary in 2013, along with a moderate decline of 2% in the total expenditure of outbound visitors. The length of outbound trips continued to decline, reflecting a global trend that short-term tourism trips are becoming more preferred: city-breaks, outbound trips for long weekends. Expanding low cost airlines helped to drive outbound trips. At the same time, tourists are negatively influenced by a sluggish economy and decreasing purchasing...

Euromonitor International's Tourism Flows Outbound in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Departures By Country, Departures by Mode of Transport, Departures By Purpose Of Visit.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tourism Flows Outbound market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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