

Travel and Tourism in Hungary

<https://marketpublishers.com/r/T2D388B122DEN.html>

Date: November 2014

Pages: 73

Price: US\$ 2,100.00 (Single User License)

ID: T2D388B122DEN

Abstracts

Hungarian tourism in 2013 was driven by dynamic growth of incoming tourists and accordingly via rising incoming tourism receipts. The rapidly decreasing local currency exchange rate against the Euro made the country an affordable destination, especially compared to its main rivals Czech Republic and Austria. The expanded route network of low cost carriers made the country easily accessible for various types of tourists. At the same time, Hungarians travelled less in 2013 - domestic trips...

Euromonitor International's Travel and Tourism 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: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

Why buy this report?

Get a detailed picture of the Travel and Tourism 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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