

Travel and Tourism - Hungary - February 2015

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“Outside the Eurozone, Hungary’s favourable exchange rate means it remains value for money, with prices still lower than in most European countries.”

This report looks at the following areas:

- what is the current situation for tourism in Hungary?
- who travels to and within Hungary, why and for how long?
- how do they travel and where do they stay?
- how much has inbound tourism to Hungary been affected by external events?
- what does the future of tourism look like in Hungary?

Slightly smaller than the US state of Indiana, Hungary was once one of the largest kingdoms in Europe. A landlocked country in the heart of Europe, bordered by Austria, Slovakia, Ukraine, Romania, Serbia, Croatia and Slovenia, it is a mature tourism market, with excellent transport links and a rich cultural tourism product.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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