

**HUNGARIAN  
TOURISM AGENCY**

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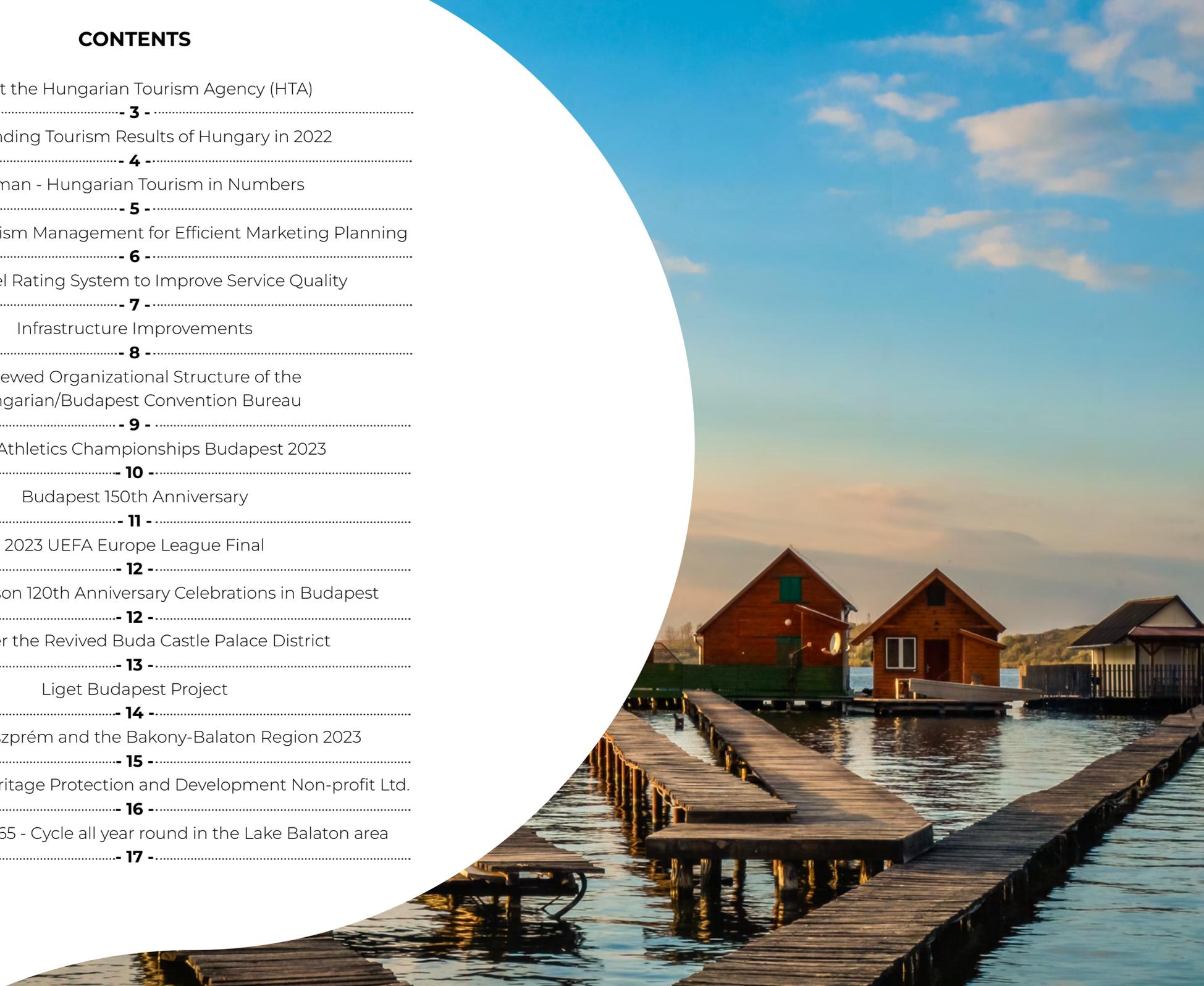
 **HUNGARY**

**ITB Berlin  
2023**



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## About the Hungarian Tourism Agency (HTA)

We work internationally to promote Hungary as a colourful, vibrant and safe travel destination, to provide You and Your business with the opportunity to discover everything that Hungary has to offer. Above all, we are fundamentally motivated by our desire to share our passion for Hungary. We would like to tell the vivid story of this wonderful country through the tourism and hospitality sector, while also contributing to Hungary's future and growth through the development of tourism.

## About Visit Hungary

The Hungarian Tourism Agency operates in international markets under the brand name Visit Hungary. Visit Hungary performs domestic and international sales and marketing communication tasks related to tourism, manages the International Tourism Representation, executes image and product campaigns both in Hungary and abroad, produces tourism and image publications, conducts research and analysis in support of marketing communication activities, and participates in fairs and tourism trade fairs to promote domestic and foreign tourism.

Further information: [B2B - visithungary.com](https://www.visithungary.com)



## Outstanding Tourism Results of Hungary in 2022

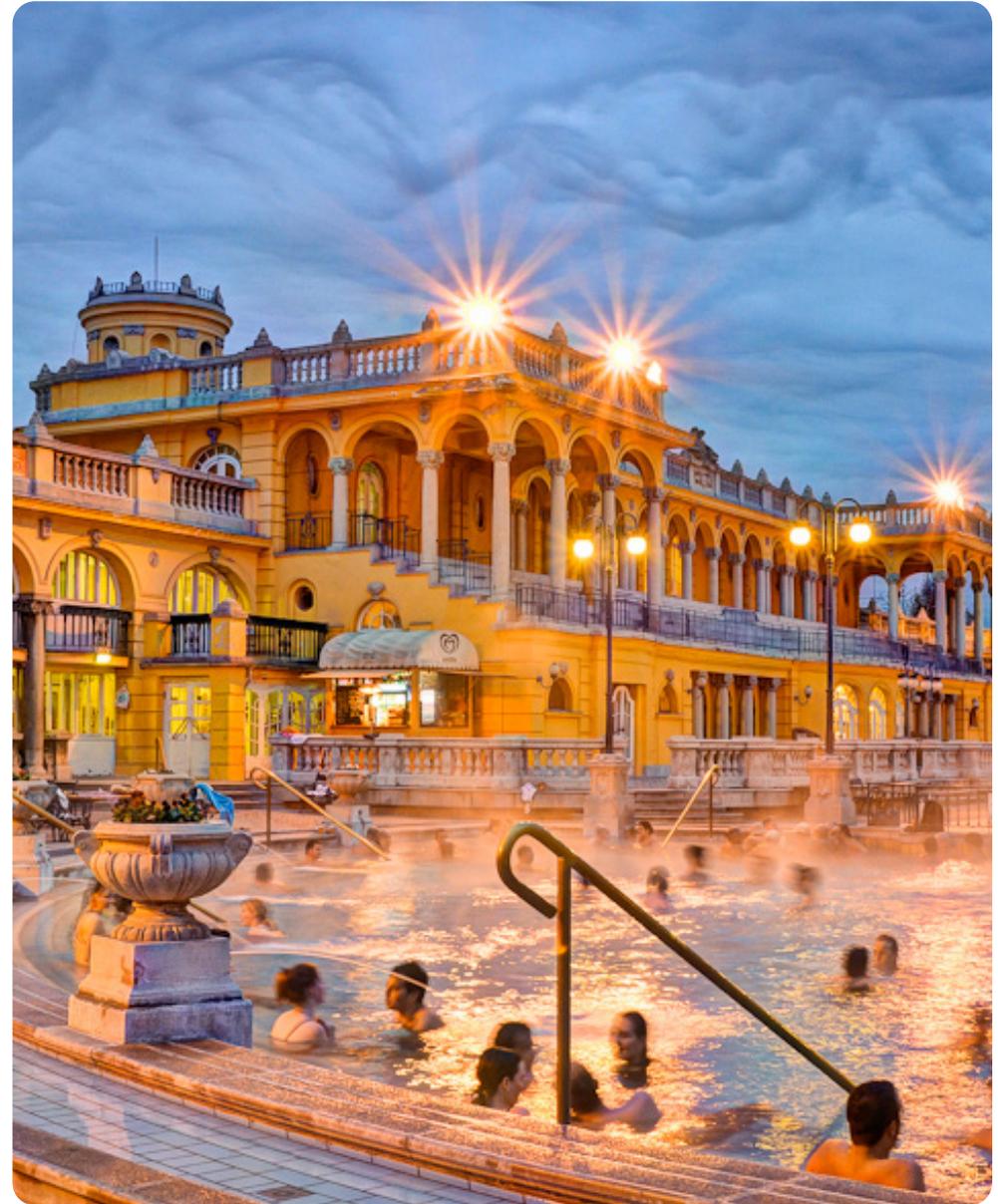
**The results of tourism in Hungary in 2022 have exceeded all expectations.**

In 2022, 14.2 million guests spent nearly 40 million nights in Hungarian accommodation, almost 40 percent more than in 2021 and just a hair behind the results of 2019, which was the most successful year ever for Hungarian tourism.

However, **several regions of Hungary have broken records and surpassed their 2019 guest numbers, with one-and-a-half times increase in accommodation revenues compared to 2021.** Last year, tourism in Hungary almost fully recovered and had a successful year, and in this year, exceeding the record setting year of 2019 is not unthinkable.

For example, in the tourist region of Tokaj and Nyíregyháza, the 2019 results were exceeded by 30%, in Gyula and its region by 8%, in the Pécs-Villány region by 6% and in the Budapest region by 5%.

**Based on realistic estimates, Hungarian tourism will exceed 40 million overnight stays this year (40.8 million), and even breaking the record of 2019 is not unthinkable.** As in the previous year, the Hungarian Tourism Agency (HTA) expects to see a strengthening of results abroad and in Budapest in particular, and the same number of domestic and rural nights as in 2022.



## German - Hungarian Tourism in Numbers

As in previous years, Germany remained the most important source market for Hungary and Budapest in 2022, with the number of German overnight stays almost doubling in 2022 compared to 2021. The number of German overnight stays in 2022 reached 80% of the number of German overnight stays in 2019. In 2022, 618,000 German guests spent around 2.1 million overnight stays in Hungary, an average of 3.5 days.

German visitors to Hungary are traditionally concentrated in the countryside. 32% of German overnight stays in 2022 was in the capital. Of the 11 tourist regions, Lake Balaton, Bük-Sárvár, and Győr-Pannonhalma, situated near the Austrian border. Regarding the cities, Hévíz, Siófok, Bük and Balatonfüred were the most popular among German visitors.

23% of German visitors came from Bavaria, 16% from Baden-Württemberg, 14% from North Rhine-Westphalia and 11% from Saxony. The most important cities in 2022 were Berlin, Dresden, Stuttgart, Munich and Hamburg.



## Data Driven Tourism Management for Efficient Marketing Planning

The National Tourism Data Supply Centre (NTDSC), launched in 2019, is the largest and most comprehensive development of the tourism industry sector so far. Thanks to it, the Hungarian Tourism Agency **have statistical data from almost 45 000 accommodation owners from all over Hungary.** This system makes it possible for the Agency to make decisions based on big data, sophisticated models, and objective results.

One of the key tasks of NTDSC is to increase the competitiveness of the accommodation services sector through the digitalization of data. The platform gives a **real-time overview of the anonymous turnover statistics of all Hungarian accommodation establishments.** The secure and closed system does not collect personal data, only statistical information. Data-driven decision making play a key role in planning and evaluating marketing campaigns, targeting media buying and measuring the effectiveness of the marketing activities.

After identifying the key target groups, and based on thorough data-analysis, the HTA has defined 11 regions based on a destination-focused framework taking into consideration the demand and supply, just as the tourism potential. Marketing activities aim to inspire potential travelers to visit these regions.

Data management can also revolutionize media buying. HTA can **compare forecasts and the already existing pre-bookings in the system, and target** those fields, where there are the biggest gaps, therefore, the **biggest growing potentials on the market.** We also use other secondary data sources in our decision-making (for example, cellular, credit card and online checkout data, social media listening, airport, and Google search data) for trend analysis and model building. All data sources are anonymous and aggregated.



## New Hotel Rating System to Improve Service Quality

In 2022, the HTA introduced a new mandatory accommodation rating system. The aim of this is to provide both foreign and domestic guests with **clear information on the quality of services offered by around 42,000 providers of seven types of accommodation** in Hungary. Under the scheme, all accommodation establishments operating in Hungary are obliged to apply for a standard certificate of the 1–5-star rating system.



## Infrastructure Improvements

Since 2017, **more than 17 000 developments have been made in the Hungarian tourism sector in total, as part of a comprehensive development program.** In 2021, 40 new hotels, 14,000 private accommodation units, nearly 600 guesthouses and 114 beaches were renovated, while dozens of attractions, castles, fortresses and spas are also being developed.

**In 2022, a total of 23 new hotels opened in Hungary, increasing the number of hotel rooms by 1,511 across the country.** Most of the new units (8) started operations in Budapest, but the infrastructure was also expanded with quality accommodation in key tourist areas such as Balatonfüred (LUA Resort), one of the most popular places on Lake Balaton, Tokaj (Minaro MGallery Hotel and Mercure Hotel Tokaj), one of the capitals of wine tourism, or Debrecen (Stay Apartment Hotel and Mercure), the second most populated city in the country.

New brands were also introduced in Budapest for visitors to the capital. In the first half of 2022, the Dormero Hotel Budapest opened with 137 rooms. In March, the five-star Hard Rock Hotel Budapest opened as the chain's first hotel in Central Europe, with 136 rooms and suites, two restaurants and a rooftop event venue. Verno House, Áurea Ana Palace, Est Grand Hotel Savoy and Matild Luxury Collection Hotel started their operation also in 2022, while a 332-room, dual-branded ibis-Tribe hotel will open in the coming year, together with the luxurious St. Regis in Klotild Palace.

New hotel openings in Hungary in 2022:



## Renewed Organizational Structure of the Hungarian/Budapest Convention Bureau

As of November 2022, the Hungarian Tourism Agency took over the sectoral management tasks related to federal conference tourism. As a result of the change, the Agency's work in MICE tourism will become more comprehensive: in addition to its activities of promoting international meetings and incentive trips, it will focus on strengthening the market for conventions and congresses.

**The agency aims to double the number of international congresses organized in Hungary by 2030, and to strongly stimulate revenue from corporate travel and the turnover of corporate events. It also aims to achieve one-and-a-half-fold increase in revenue from incentive trips and 20% increase in the turnover of corporate events held in Hungary.**

The general international trend, that MICE participants generate almost 30% more revenue than leisure tourism spending, is also applies for Hungary. Partly for this reason, this sector has always been of great importance for the country. One important proof of this is that it was already included as one of the 4 pillars of the Hungarian National Tourism Development Strategy 2030, created in 2017.

In the longer term, the new operating model may also provide an opportunity for the agency's research department to support the Convention Bureau's operations more effectively with analysis and research from the National Tourism Data Supply Centre.



## KEY EVENTS & MAIN ATTRACTIONS IN HUNGARY 2023

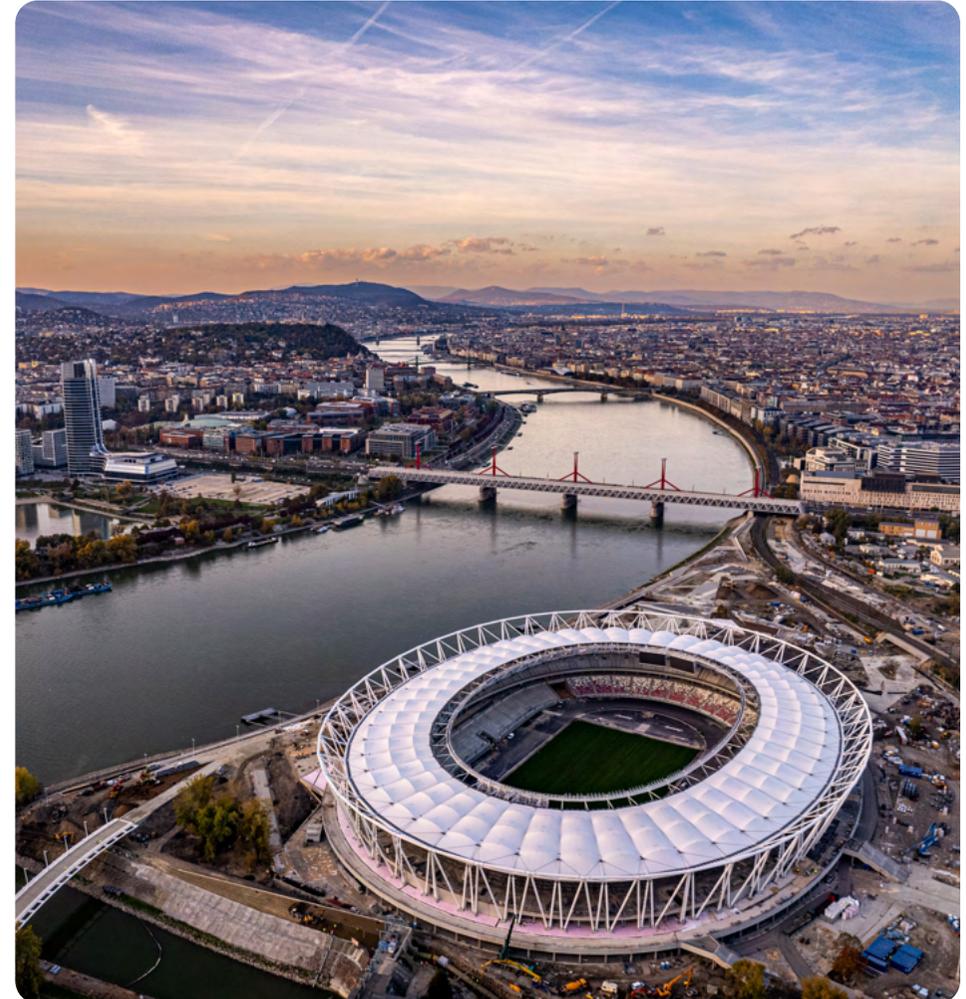
### World Athletics Championships Budapest 2023

The biggest event in Hungary's history, the World Athletics Championships will be held in 2023 in Budapest. From **19-27 August 2023**, 2,000 athletes from more than 200 countries will come to Hungary to celebrate the Queen of Sports and take part in the third biggest sporting event in the world. This is the **first time that athletics' top event will be held in Central Europe, in the brand new National Athletics Centre.**

The World Athletics Championships Budapest 2023 are about showing the world the best that Hungary has to offer, a true celebration of sport on a unique stage. With its world heritage sites and world-famous panorama, Budapest will provide the perfect backdrop for the athletes and the fans. 14 sessions will be held in the purpose-built National Athletics Centre on the Danube bank, in the southern part of the city. Further six competitions will be organized in the beautiful city centre of Budapest, free of charge for the spectators, with the marathon and race walk events starting and finishing at Heroes' Square.

Further information:

<https://worldathletics.org/competitions/world-athletics-championships/budapest23>



## Budapest 150th Anniversary

Budapest is celebrating the 150-years anniversary of the unification of Buda, Pest and Old Buda in 2023. The marriage of Pest, Buda and Old Buda took place in 1873, marking the birth of a metropolis: Budapest. In just a few decades, the small town became one of Europe's largest, most populated and most modern cities.

The 150-year anniversary celebrations will take place in 2023 and early 2024 and will include iconic sites of the city. The renovation of the **Chain Bridge** will be finished this year and pedestrians will be able to walk across the iconic bridge of Budapest. On the birthday of Budapest, 17 November visitors will be able to taste the **Budapest 150 Cake** created by contemporary confectioners from ingredients that were available 150 years ago.

**Sziget - The Island of Freedom:** Europe's most popular and Hungary's biggest music festival is located on an island in Budapest. The global festival hosts over 1000 shows across 60 stages for 6 days. Sztizens can benefit from the **Budapest Card Sziget Edition**. The official city pass of the music festival offers direct transfers to the festival grounds from the airport and also on the Danube river, free public transport in Budapest, free entrance to a thermal bath or swimming pool and other discounts. Date: 10-15 August 2023.



## 2023 UEFA Europe League Final

The 2023 UEFA Europa League Final will be the final match of the 2022–23 UEFA Europa League, the 52nd season of Europe's secondary club football tournament organized by UEFA, and the 14th season since it was renamed from the UEFA Cup to the UEFA Europa League.

The match will be played **at the Puskás Aréna in Budapest, Hungary on 31 May 2023**. Due to the postponement and relocation of the 2020 final, the final hosts were shifted back a year, with Budapest hosting the 2023 final instead.

The winners will earn the right to play against the winners of the 2022–23 UEFA Champions League in the 2023 UEFA Super Cup. The match will be the first UEFA Cup/Europa League final to be held in Budapest, and the second final in the competition's history to be held in Hungary after the 1985 first leg.

## Harley Davidson 120th Anniversary Celebrations in Budapest

Harley-Davidson® celebrates 120 years of history in style with the “Harley-Davidson® 120th Anniversary”, a four-day festival of music, food and motorcycle culture. The unmissable event will take place in the centre of Budapest, Hungary from 22-25 June 2023, where all motorcyclists, fellow motorcycle enthusiasts and fans from all over Europe are invited to join in the fun.

From the youngest to the oldest, there's something for everyone at Harley-Davidson's 120th Anniversary European Festival, which will be held at the Puskás Arena from 22-25 June. This time, the event will focus **on family activities: a 35-metre diameter Ferris wheel with a capacity of 140 people will be set up in the Olympic Park**, opposite the main stage, offering a beautiful view of the whole area from 10am to midnight.

Children will have a MotoKidz race for two age groups every day at 4pm in the Family Park, where, in addition, they can use the bumper cars, the flying-horses carousel and the chain carousel free of charge, and also enjoy the Cube inflatable obstacle course.

**The pre-sale period started on 1st January, with tickets for the event on sale at a discount until 30 April.**

Further information:

<https://hd120budapest.hu/site/en>



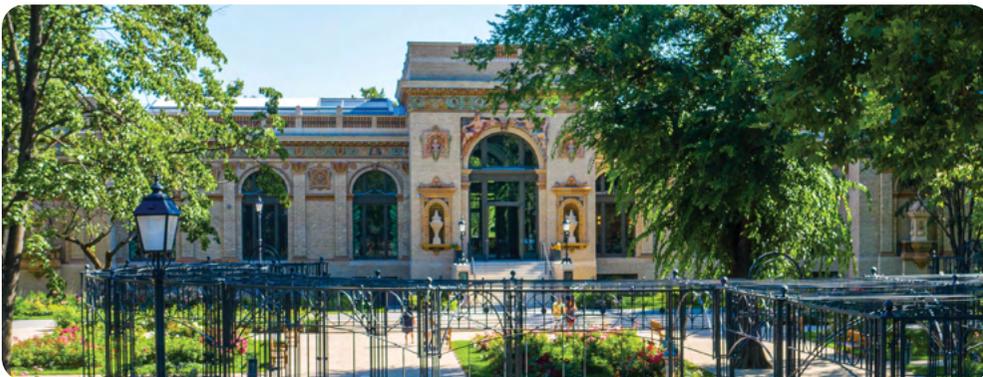
## Discover the Revived Buda Castle Palace District

After many decades of destruction and neglect, the Castle is once again experiencing an era of development and rebirth. Stephen's Hall is one of the most important locations in the turn-of-the-century Palace of Buda Castle, is once again open to visitors. After it was destroyed in the Second World War, experts and applied artists have worked for years to recreate in every single detail within the framework of the National Hauszmann Program. The Castle Garden Bazaar is one of Budapest's most famous tourist attraction with its historic walls, its scenic view of the Danube and its green oasis in the heart of the city. It is also host to numerous events with more than 60,000 visitors every year. On the Buda Castle Walks, a previously unknown side of the Buda Castle District can be discovered. The walk guides will talk about the history of 800 years of Buda Castle and will show its unique cultural and artistic values.



## Liget Budapest Project

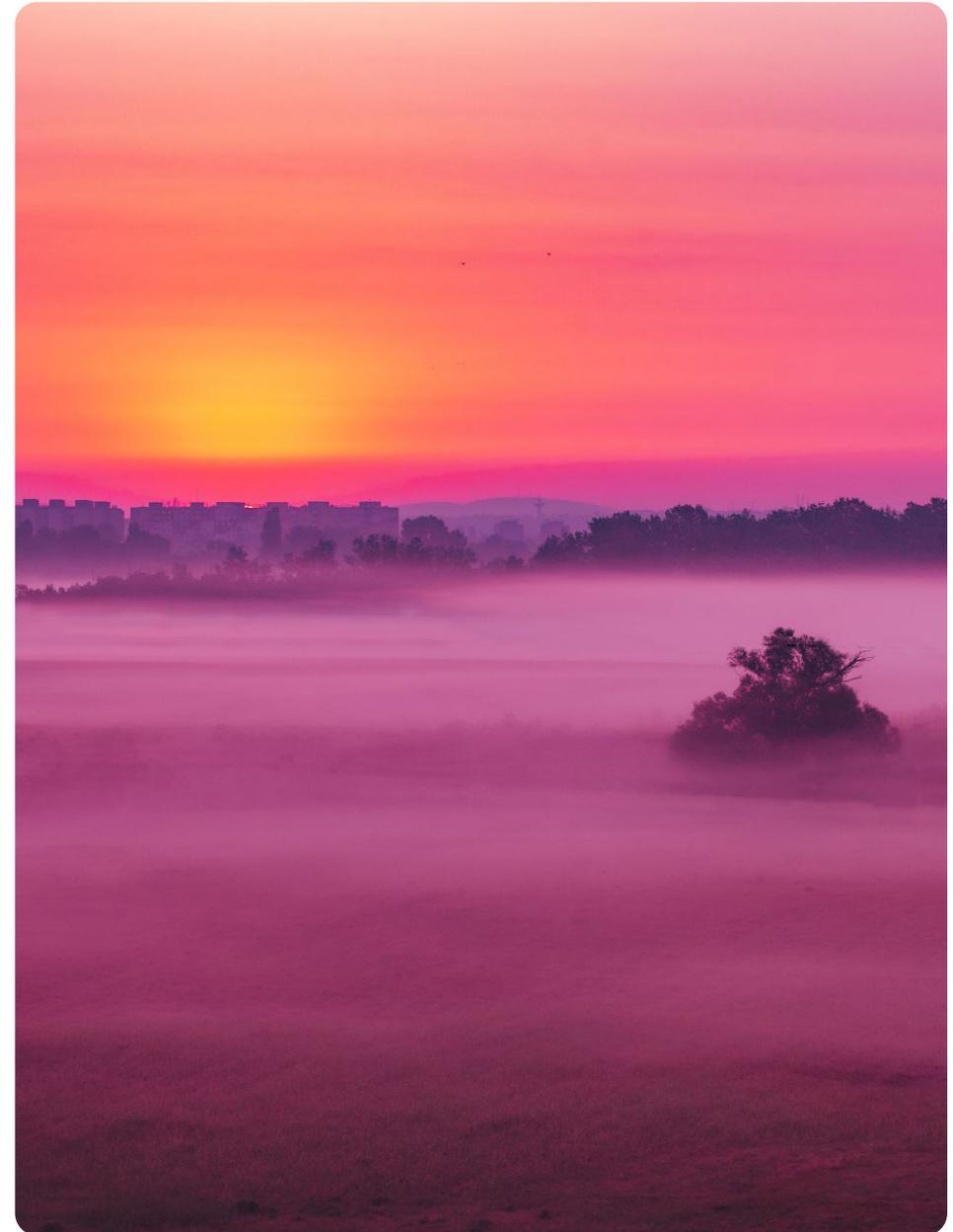
The Liget Budapest Project is a unique cultural city development program in the heart of Budapest. It is planning to be Europe's exceptionally exciting and most complex cultural quarter. Launched in 2011, the Liget Budapest Project is now the largest cultural urban development program on the continent. It aims to comprehensively develop Budapest's 100-hectare City Park, including the renewal and expansion of the Park's greenery and the recreational functions, as well as the Liget's centuries-old institutional framework. Városliget is a unique urban park with a 200-year-old tradition, including museums and exhibition spaces, a zoo, a bathing complex, an ice rink, a circus, and wide range of recreational facilities for the residents of Budapest. Thanks to the Liget Project, this part of the city will be renewed in line with the 21st century standards. It includes the reconstruction of the impressive 120-year-old Museum of Fine Arts, and construction of new buildings such as the House of Music Hungary designed by Japanese architect Sou Fujimoto or the new National Gallery designed by Pritzker Prize-winning Japanese architect company, SAANA. The program will give a chance to the more than 150-year-old history of the Park to be renewed and expanded in harmony of the 21st century, and will make the Hungarian capital a prominent place of attraction for European visitors.



## Shine! - Veszprém and the Bakony-Balaton Region 2023

Veszprém in Hungary holds the title of European Capital of Culture (ECoC) in 2023, together with Timisoara (RO) and Eleusis (GR). Yet unlike other ECoCs, Veszprém has been joined by 116 participating villages and towns to offer almost 3,000 cultural programs throughout the cultural-creative year. Program highlights include (details on our webpage or through our free app Android or iOS): Blues Festival (April 13-16), Gizella Days 2023 (May 7-14), Hungarian Moving Picture Festival (June 7-10), VeszprémFest 2023 (July 12-16), Rozé, Rizling and Jazz Days (July 12-16), Veszprém Street Music Festival (July 19-22), Auer Festival (August 1-6), INOTA Festival (August 31 – September 3), BALKAN: MOST Festival (September 7-9), Balaton Wine and Gourmet (September 28 – October 1) Jazz Festival (November 16-19) Come Shine! with us and discover the Veszprém and Bakony-Balaton region - where an unusual density of good things awaits!

Further information: <https://veszprembalaton2023.hu/en>



## NÖF National Heritage Protection and Development Non-profit Ltd.

NÖF National Heritage Protection and Development Non-profit Ltd. aims at the sustainable utilization of listed 12 castles and 18 chateaux. Our company committedly works on the conservation and authentic renovation of Hungarian historic buildings, as well as on making the listed heritage sites such touristic attractions that are worth visiting every season.

The historical buildings operated by NÖF are located in different regions of Hungary, easily accessible from Budapest. Their impressive inner spaces provide a beautiful environment even for tourists and for corporate and family events.

The silence, elegance, and timelessness of the castles make any visit truly memorable.

Further information:

<https://nof.hu/en/>

<https://nof.hu/en/publications/>



## BalatonBIKE 365 - Cycle all year round in the Lake Balaton area

The aim of the BalatonBike365 website and mobile application is to promote Central Europe's largest lake, Balaton, and the tourist region connected to it. Based on the area's excellent natural geography, advanced transport and tourist infrastructure, and wide range of services, it is the most important location for cycling tourism in Hungary. The goal of the website and the related application called BB365 is to help visitors to discover further cycling routes in the Balaton area in addition to the traditional cycling routes of the region. The initiative supports the discovery of other destinations and hidden treasures further away from the lake shore, and serves as a reliable companion for both multiday bike tours and a couple of hours of cycling. The BalatonBIKE365 project includes over 1000 km of connected, marked and signposted cycling routes, almost 70 themed tours, 22 sheltered rest areas for cyclists and 3 cycling service centers offering bike rental, guided tours, bike accessories and repair services.

