

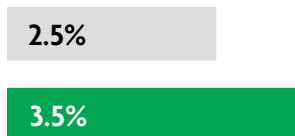
HUNGARY

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



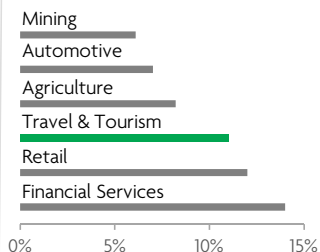
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



1 in 4 net new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2018 data). Share of total economy GDP



HUNGARY 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

8.3% OF TOTAL ECONOMY

Total T&T GDP = HUF3,855.3BN (USD13,216.5MN)

+7.7%

2019 Travel & Tourism GDP growth vs **+4.7%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

449.2 JOBS (000's)
(10.0% of total employment)

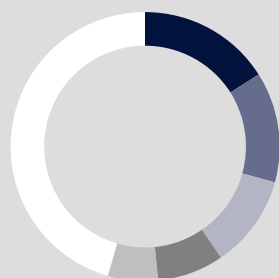


INTERNATIONAL VISITOR IMPACT

HUF2,591.4_{BN}

in visitor spend (**6.4%** of total exports)
(USD8,883.7MN)

INBOUND ARRIVALS



- 1. ROMANIA 16%
- 2. GERMANY 13%
- 3. SLOVAKIA 11%
- 4. AUSTRIA 8%
- 5. CZECH REPUBLIC 6%
- REST OF WORLD 46%

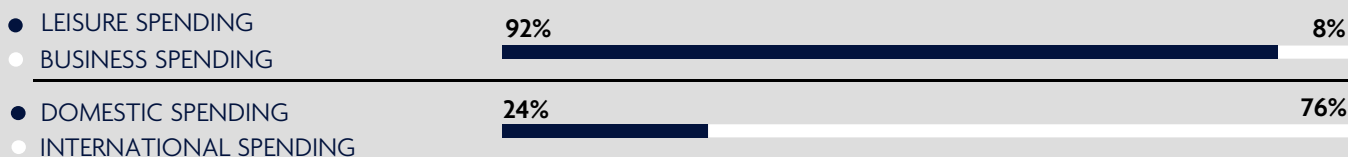
OUTBOUND DEPARTURES



- 1. UKRAINE 18%
- 2. AUSTRIA 9%
- 3. CROATIA 9%
- 4. ITALY 8%
- 5. SLOVAKIA 7%
- REST OF WORLD 49%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020