

Booking in Hungary

September 2023

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Booking in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Exchange rate volatility compounds impact of high inflation for outbound travellers Local intermediaries show strong resilience to recent challenges

PROSPECTS AND OPPORTUNITIES

Dominance of online transactions set to become even more pronounced Competitive landscape should remain fairly stable

CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 5 - Forecast Booking Sales: Value 2023-2028

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Travel in 2023
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Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028

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Table 12 - In-Destination Spending: Value 2018-2023

Table 13 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

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