



Tourism Flows in Hungary

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Hungary remains a top travel choice, despite global tensions, with tourism from China and India on the rise
Outbound departures remain positive—although budgets are limited

PROSPECTS AND OPPORTUNITIES

A slight rise in growth will be supported by a growing focus on upscale tourism
Outbound travel set to rebound, although no major changes in destinations are expected

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DISCLAIMER

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