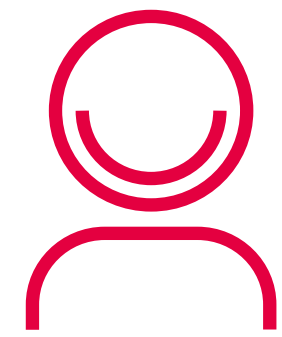
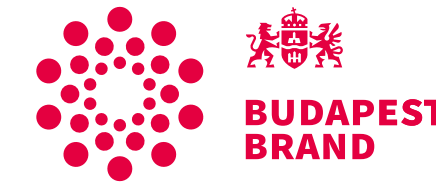


Budapest — 2024

Visitor Statistics



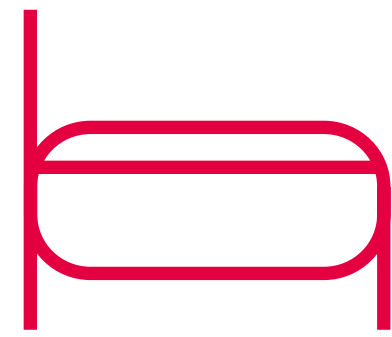
Key metrics



6,034,000

Total number of visitors

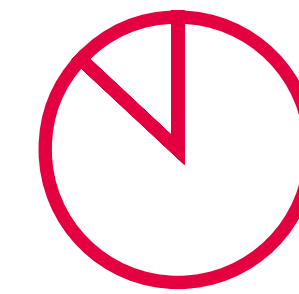
(+24% increase compared to 2023)



14,700,000

Number of overnight stays

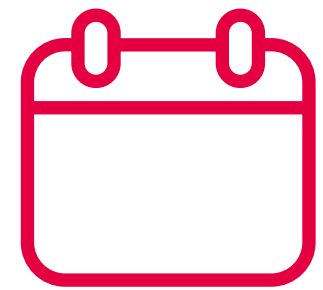
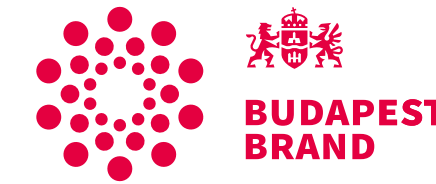
(+10% increase compared to 2023)



87%

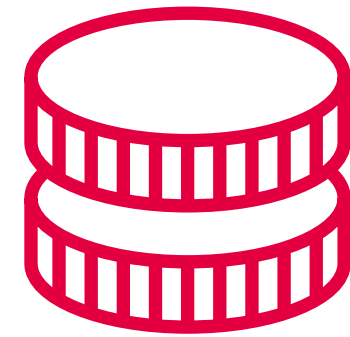
Proportion of foreign tourists

Key metrics



2.7 days

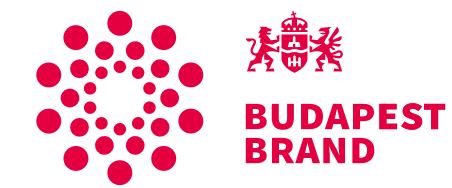
**Average
length of stay**



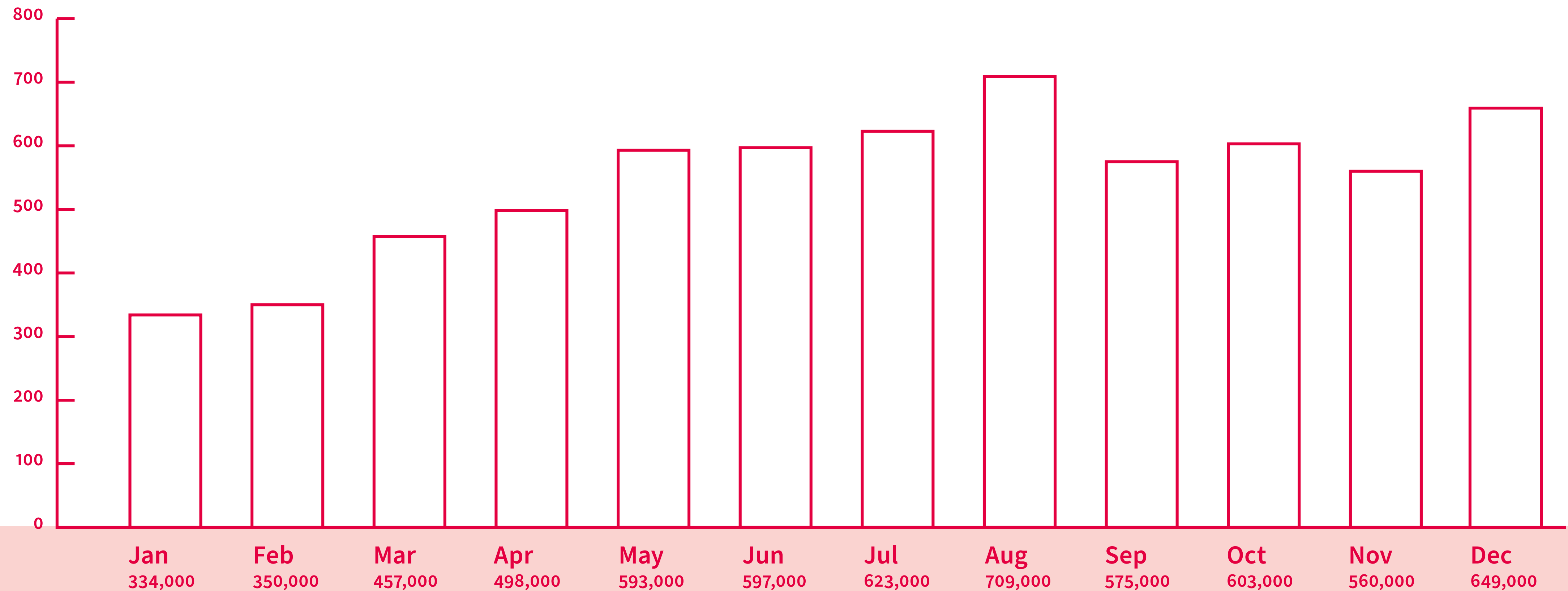
44.4 billion HUF

**Accommodation
revenue**
(+25% increase)

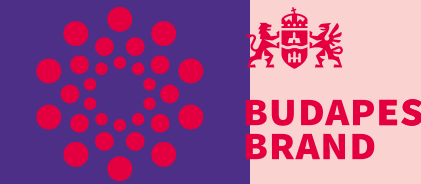
Visitors per month — 2024



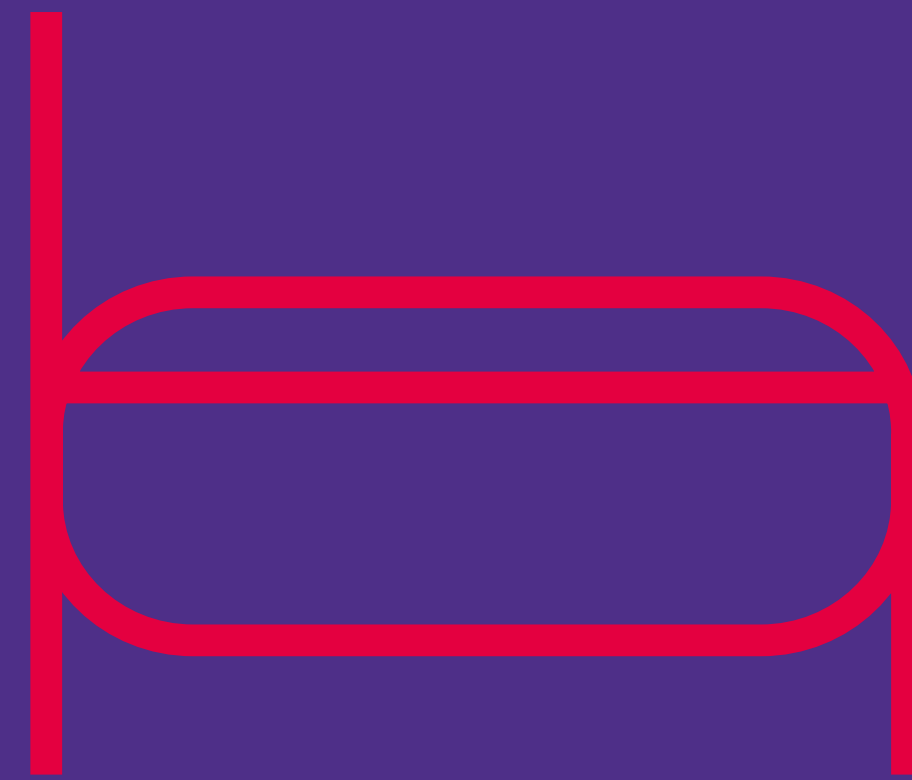
Budapest visitor statistics — 2024



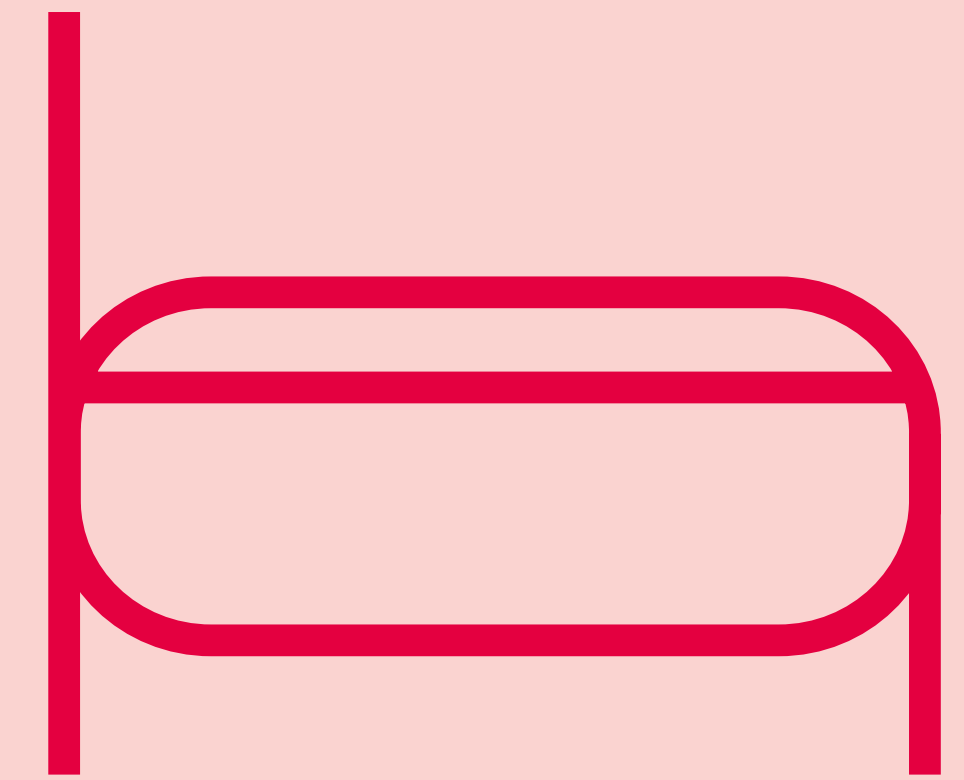
Key metrics



Foreign visitors:
share (%): Ranges
from 83% to 87%

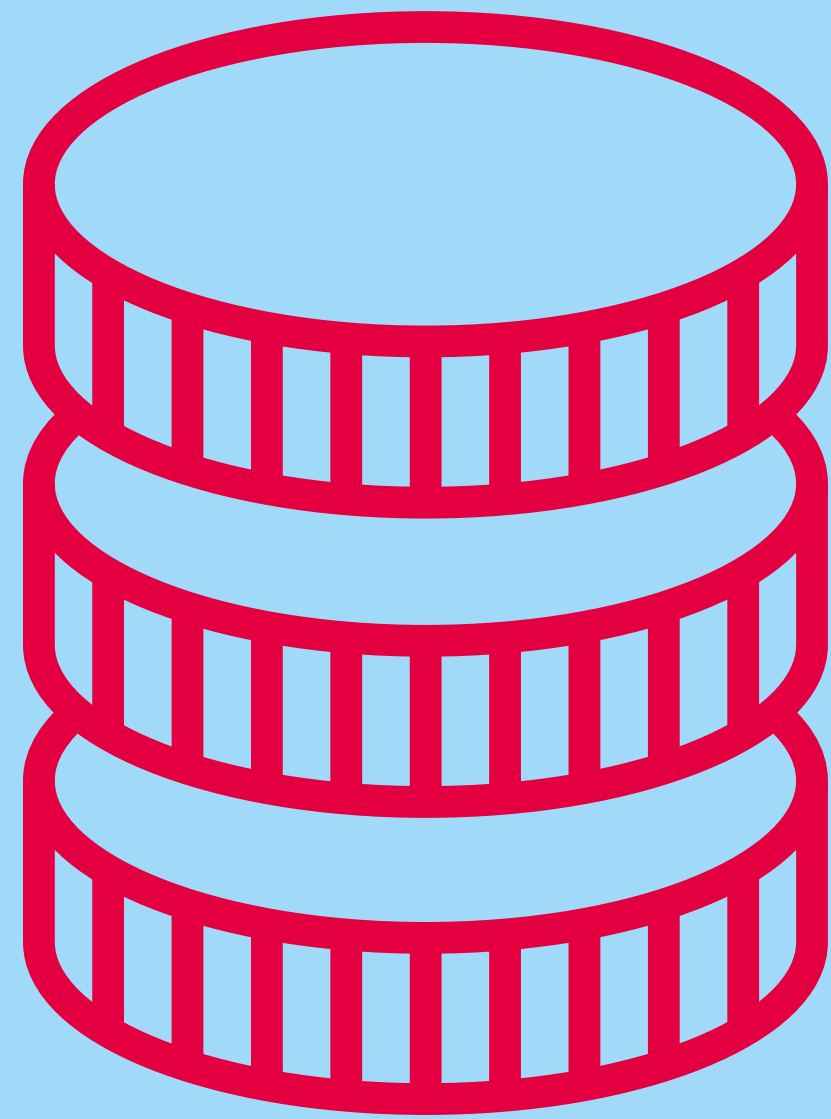
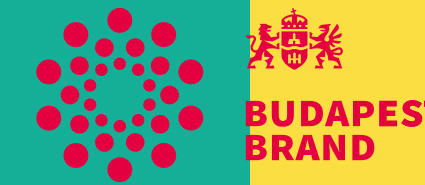


Overnight stays:
Peaks in August:
1,700,000.

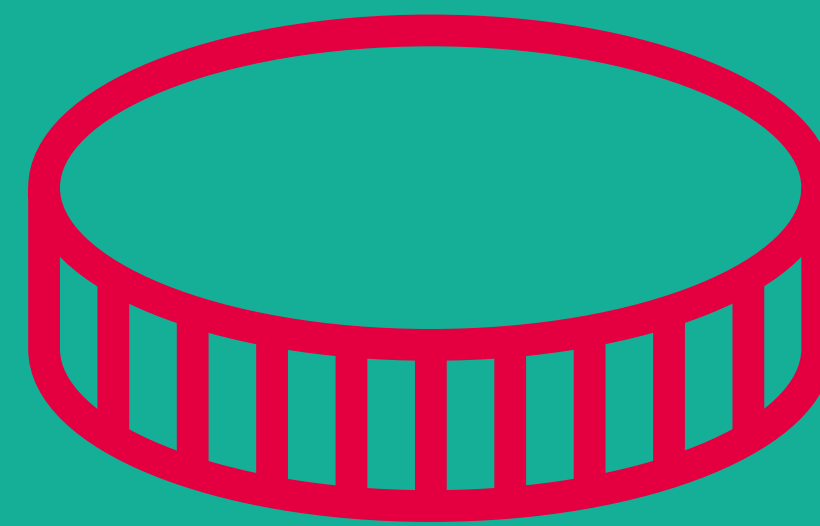


Overnight stays:
Lowest in January:
915,000

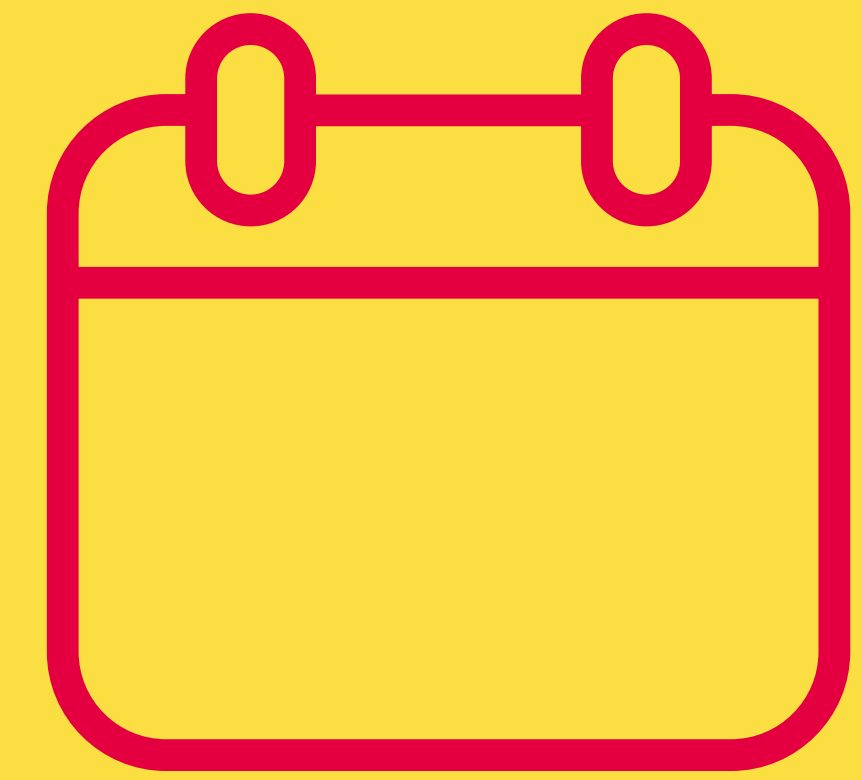
Key metrics



Revenue from accommodations:
Highest: 44.1 billion HUF in August

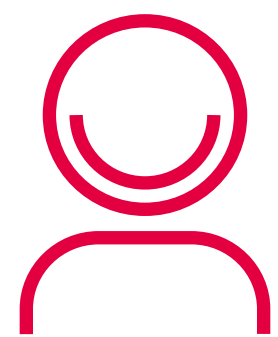
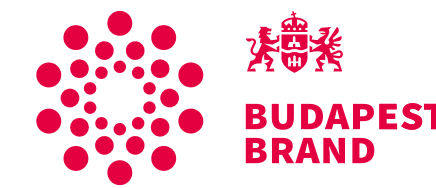


Revenue from accommodations:
Lowest: 26.5 billion HUF in April



Length of stay:
2.4-2.7 days

Comparison to 2023



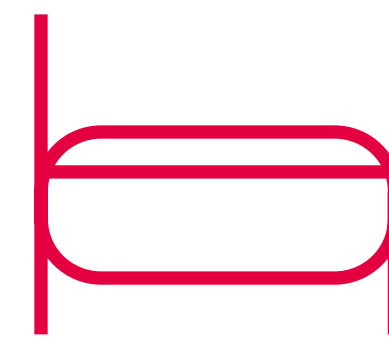
5.1 M

Total visitors
in 2023



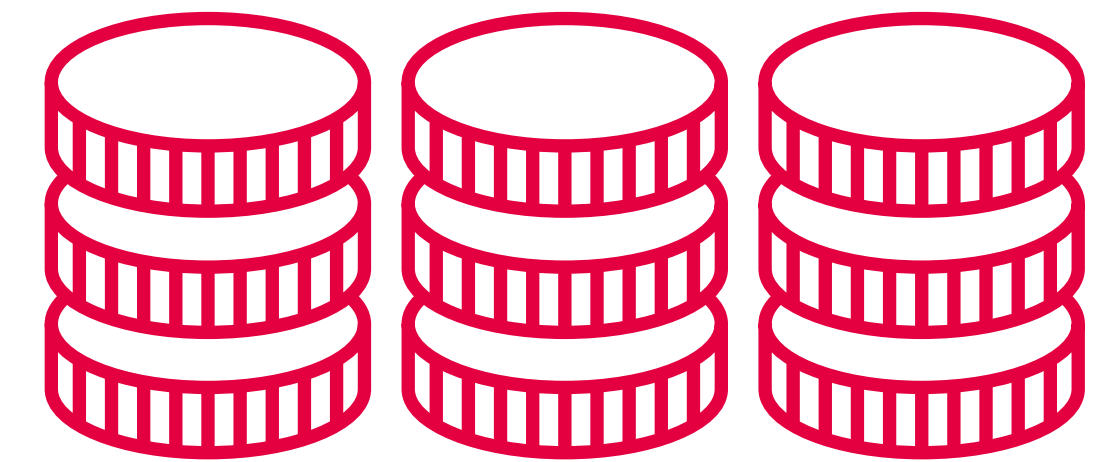
4,3 M

Foreign visitors
in 2023



13.3 M

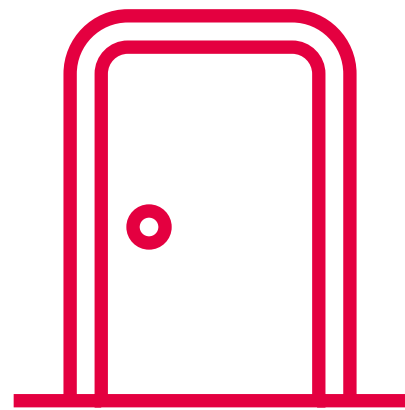
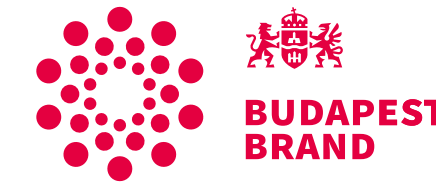
Total overnight
stays in 2023



cca. **291 B HUF**

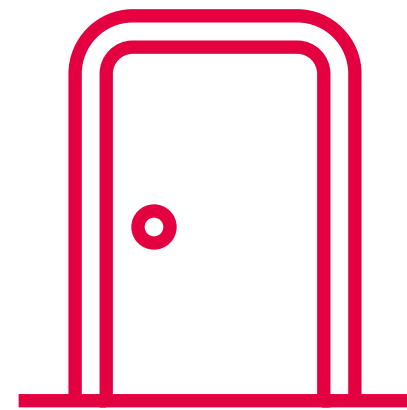
Total revenue from
accommodations
in 2023

Hotel infrastructure



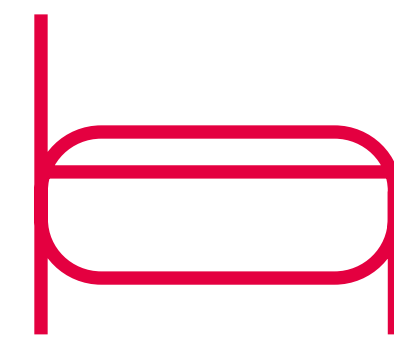
22,700

Total rooms
in Budapest



1,012

New rooms
built in 2023



4,400

New rooms
coming by 2025

Notable hotels:

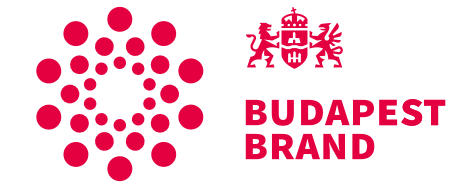
5-star hotels: Four Seasons, Ritz-Carlton, Kempinski, InterContinental, Corinthia

4-star hotels: Marriott Courtyard, Danubius Hotels, Radisson Blu, Novotel

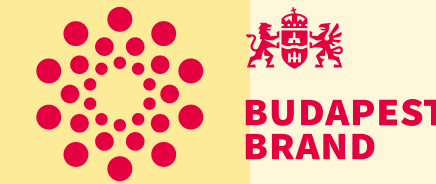
Conference Hotels: InterContinental, Marriott, Continental Hotel Budapest

Incentive Hotels: Kozmo Luxury Hotel, W Hotel, Párisi Udvar Hotel

Top 5 visitor source countries (2024)



Popular Hotel types



BUDAPEST
BRAND

Budapest visitor statistics — 2024



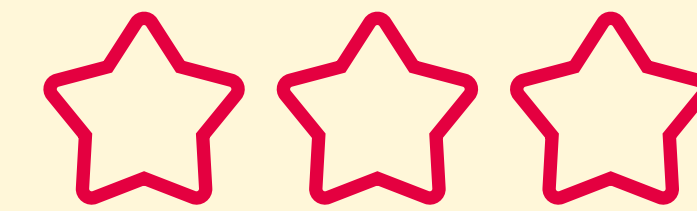
~ **15 %**

of bookings
(in 5-star)



~ **58-61%**

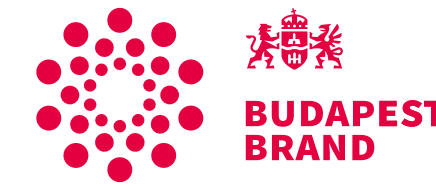
of bookings
(in 4-star)



~ **25%**

of bookings
(in 3-star)

Most visited **districts**



District 7

Erzsébetváros
(Hungarian for
Elizabethtown)



District 6

Terézváros
(Theresa Town)



District 5

Belváros-Lipótváros
(Inner City-Leopold
Town)

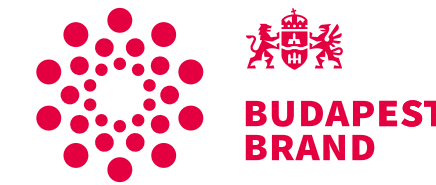


District 8

Józsefváros
(Joseph Town)



Key insight



August is the peak month for tourism, with 709,000 visitors and 1.7M overnight stays.

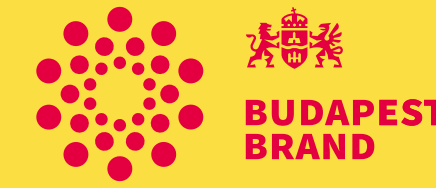
More tourists are staying in 4-star hotels (58-61%), suggesting a preference for mid-tier accommodations.

UK, Italy, and Spain are the most frequent travelers to Budapest.

Revenue growth in 2024 is noticeable, with a higher percentage of foreign visitors compared to 2023.

VII. kerület (District 7) remains the most visited district, likely due to its nightlife, ruin bars, and cultural attractions.

Hungary's **Accessibility**



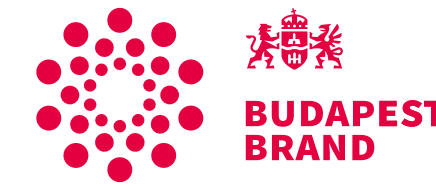
Air travel

- 131 destinations
- 35 airlines
- 14.7 million passengers in 2022 (20.5% increase from 2021)
- 112 cities in 42 countries directly connected to Budapest
- Busiest month: August

Railway access

- Budapest's 3 main railway stations: Keleti, Nyugati, Déli
- Direct connections to multiple European cities.

Event venues



Hungexpo Budapest Fair Center

- 70,000 sqm event area
- 8 event halls (700–20,000 sqm)
- Capacity: up to 15,000 people
- Renovation completed in 2021



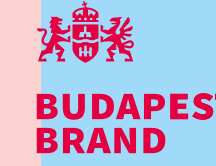
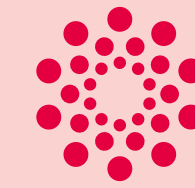
Budapest Congress Center

- Plenary room for 2,000 people
- 4,000 sqm exhibition space
- 20 meeting rooms
- Next to Novotel Budapest City (319 rooms)



MVM Dome

- 5,000 sqm event area
- Capacity: 20,000 seats
- Built in 2021



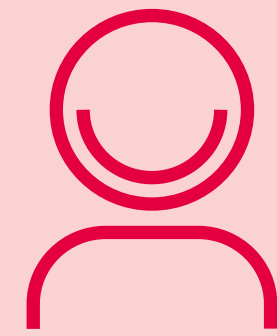
BUDAPEST
BRAND

Key Event & Incentive Venues



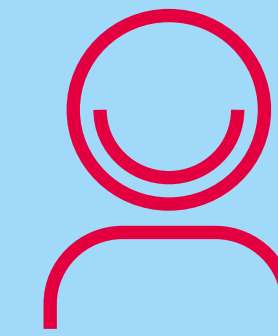
Up to 1,500 pax:

- Museum of Fine Arts
- Hungarian Railway Museum
- Groupama Arena



Up to 500 pax:

- Hungarian State Opera
- Vigadó Concert Hall



Up to 250 pax:

- House of Music Hungary
- Kiscelli Museum
- Kiosk Budapest