



**Euromonitor
International**

Lodging (Destination) in Hungary

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lodging sales surge driven by tourism boom, upscale demand, and rising room rates
International chains lead hotels in Hungary

PROSPECTS AND OPPORTUNITIES

Ongoing positive sales supported by a focus on affluent visitors and upscale hotel experiences
Hungary's hotel sector accelerates with luxury openings, regional growth, and new global brands

CATEGORY DATA

- Table 1 - Lodging (Destination) Sales: Value 2020-2025
- Table 2 - Lodging (Destination) Online Sales: Value 2020-2025
- Table 3 - Hotels Sales: Value 2020-2025
- Table 4 - Hotels Online Sales: Value 2020-2025
- Table 5 - Other Lodging Sales: Value 2020-2025
- Table 6 - Other Lodging Online Sales: Value 2020-2025
- Table 7 - Lodging (Destination) Outlets: Units 2020-2025
- Table 8 - Lodging (Destination) Rooms: Number of Rooms 2020-2025
- Table 9 - Lodging (Destination) by Incoming vs Domestic: % Value 2020-2025
- Table 10 - Hotels NBO Company Shares: % Value 2020-2024
- Table 11 - Hotel Brands by Key Performance Indicators 2025
- Table 12 - Forecast Lodging (Destination) Sales: Value 2025-2030
- Table 13 - Forecast Lodging (Destination) Online Sales: Value 2025-2030
- Table 14 - Forecast Hotels Sales: Value 2025-2030
- Table 15 - Forecast Hotels Online Sales: Value 2025-2030
- Table 16 - Forecast Other Lodging Sales: Value 2025-2030
- Table 17 - Forecast Other Lodging Online Sales: Value 2025-2030
- Table 18 - Forecast Lodging (Destination) Outlets: Units 2025-2030

Travel in Hungary - Industry Overview

EXECUTIVE SUMMARY

- Travel in 2025: The Big Picture
- Airlines: Key trends
- Hotels: Key trends
- Booking: Key trends
- What next for travel?

MARKET DATA

- Table 19 - Surface Travel Modes Sales: Value 2020-2025
- Table 20 - Surface Travel Modes Online Sales: Value 2020-2025
- Table 21 - Forecast Surface Travel Modes Sales: Value 2025-2030
- Table 22 - Forecast Surface Travel Modes Online Sales: Value 2025-2030
- Table 23 - In-Destination Spending: Value 2020-2025
- Table 24 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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