



Hungarian Tourism PLC

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HUNGARIAN TOURISM PLC.

- Facts and Figures
- Organization system of tourism
- HNTO marketing activities



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Number of Guest Nights by Tourist Region			
	Domestic	International	Total
Lake Balaton	2,700,589	1,726,984	4,427,573
Budapest and the Central Danube Region	1,496,774	6,670,126	8,166,900
Southern Great Plain	915,237	331,491	1,246,728
Southern Transdanubia	654,185	184,621	838,806
Northern Great Plain	1,076,421	506,712	1,583,133
Northern Hungary	1,326,315	253,525	1,579,840
Central Transdanubia	601,087	288,391	889,478
Western Transdanubia	1,352,117	1,272,299	2,624,416
Lake Tisza	186,197	65,655	251,852
Total	10,308,922	11,299,804	21,608,726

Source: HCSO preliminary data

More than half (59.0%) of international guest nights are registered in the Budapest and the Central Danube Region, 15.3% are registered in the Lake Balaton tourist region.



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Guest Nights at Commercial Accommodation 2012

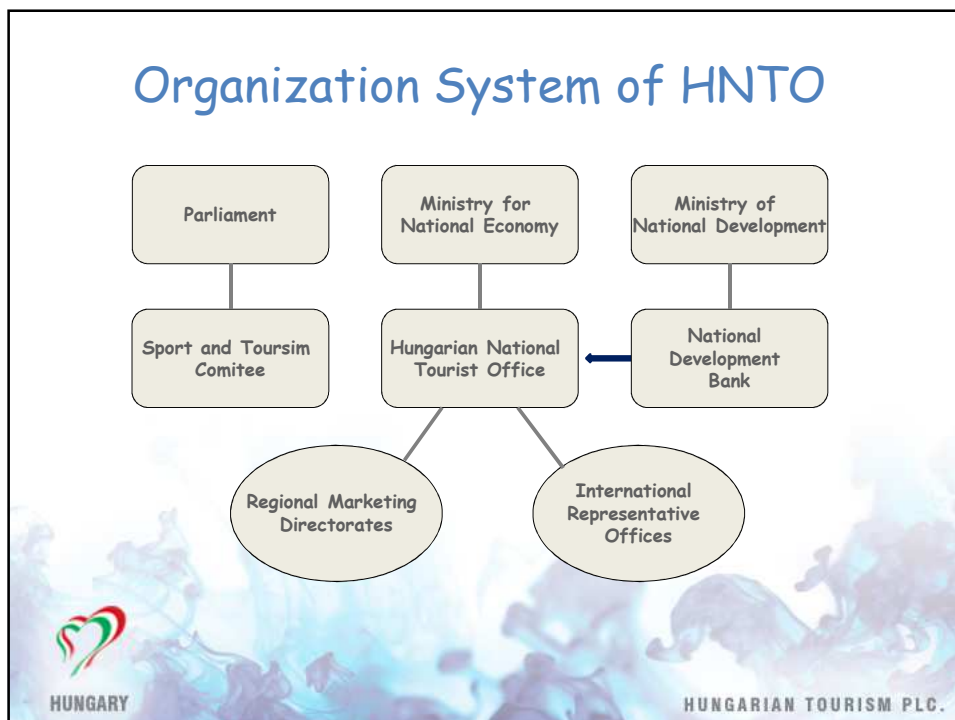
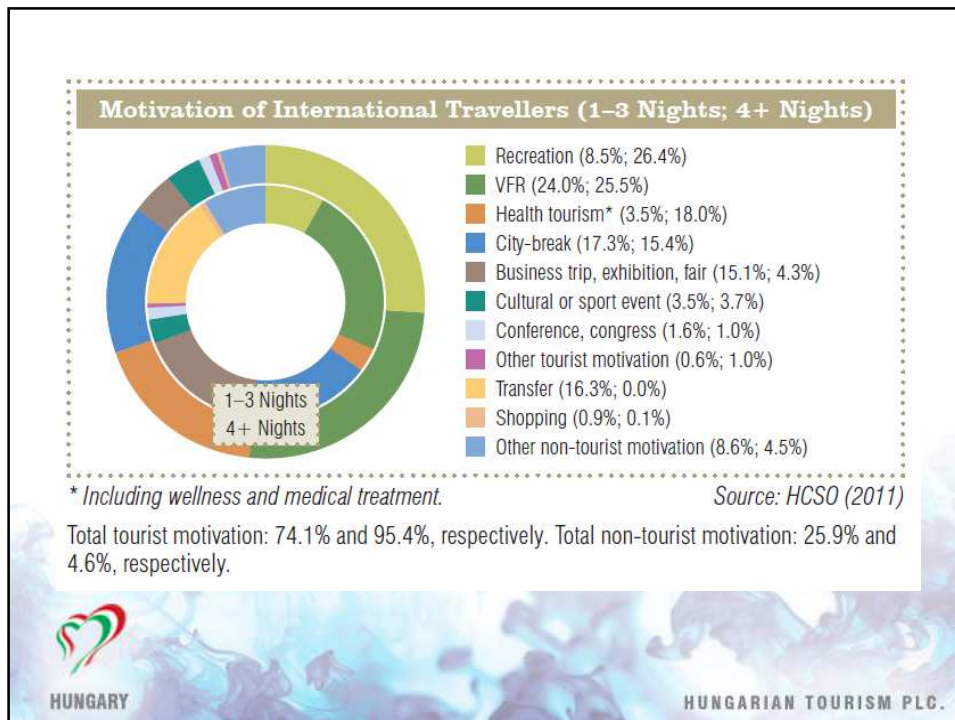
- 1. GERMANY 2 149 390 +3,2%
- 2. AUSTRIA 798 980 -1,3%
- 3. ITALY 619 225 +17,1%
- 4. RUSSIA 600 492 +30%
- 5. UK 595 309 +10,5%

Source: HCSO preliminary data



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Our budget



20 million USD/Year

Marketing and
Operation
budget



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Organization Chart of HNTO

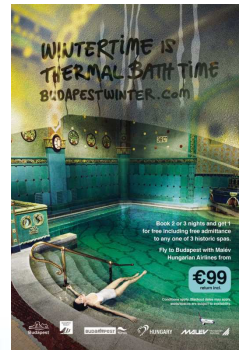


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Marketing Department

Marketing Department



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TOURISM
IN HUNGARY
2012

WITH PRELIMINARY DATA



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MICE Department

MICE
Department



Domestic Tourist Regions

Domestic
Tourism

1. Budapest and the Central Danube Region
2. Central Danubia
3. Lake Balaton
4. Western Danubia
5. Southern Transdanubia
6. Northern Hungary
7. Northern Great Plain
8. Lake Tisza
9. Southern Great Plain



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Product Development

Domestic Tourism

1. Budapest and city breaks
2. Lake Balaton
3. MICE
4. Health and wellness tourism
5. Festivals, Events




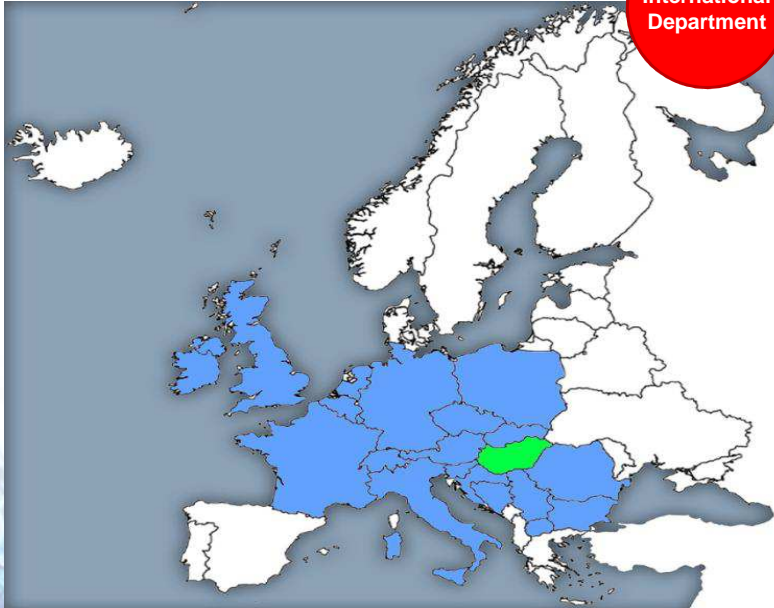
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B2C markets

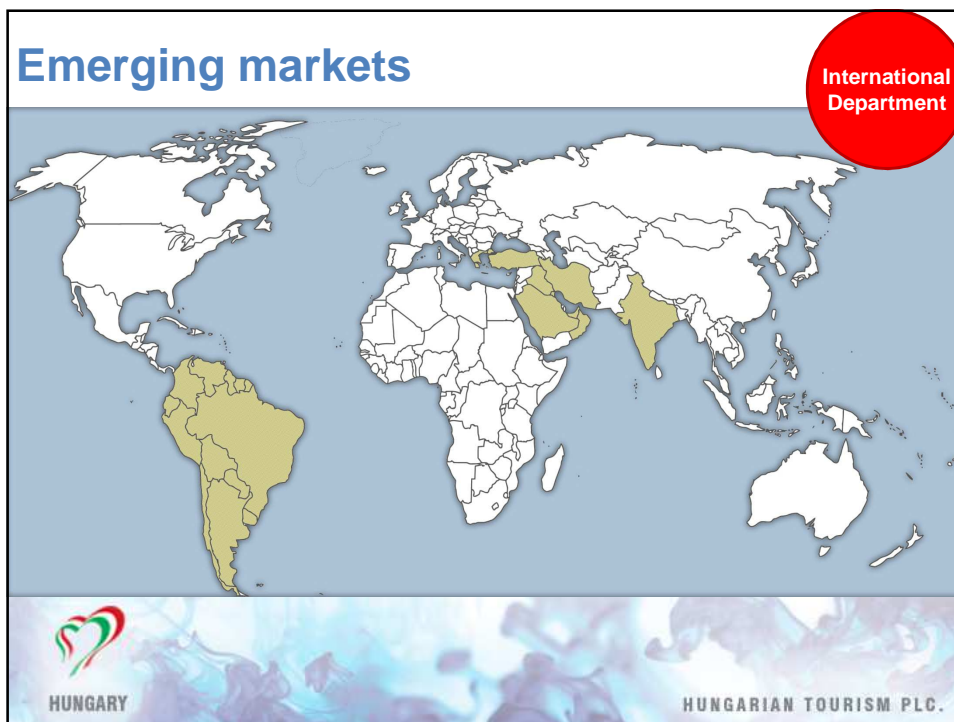
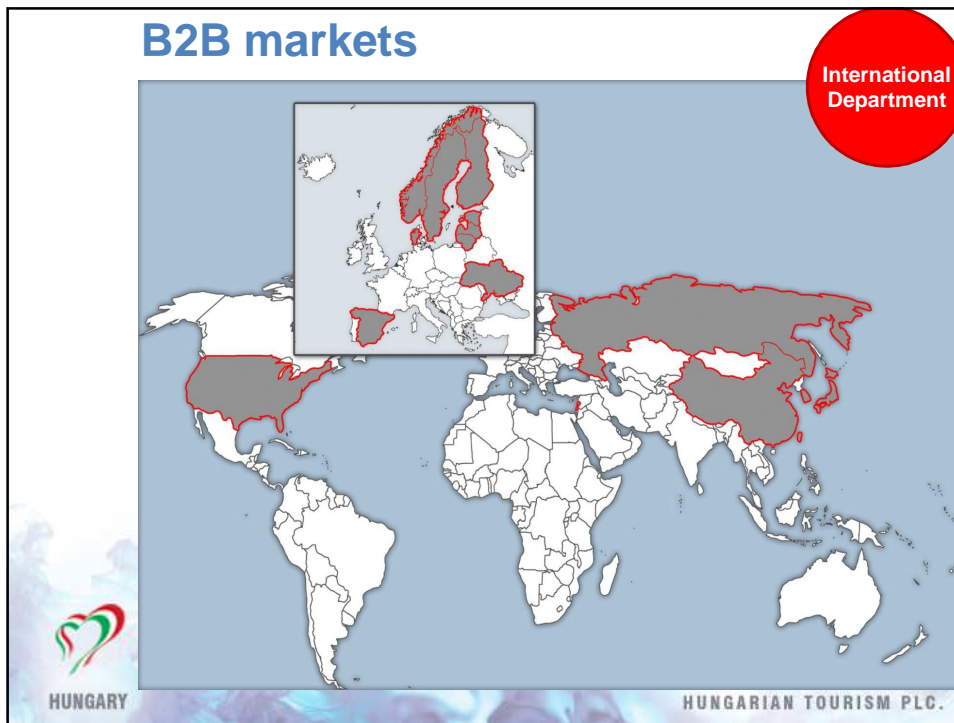
International Department



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B2C Marketing activities

International Department

- Online marketing (web, social media)
- Media study tours
- Travel trade study tours
- Touristical events, presentations
- Travel faires



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B2B marketing activities

International Department

- Travel trade study tours
- Events, presentations, travel fairs
- Roadshow, workshop
- Co-marketing activites
- Online marketing (web, social media)



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HNTO Belarus Action Plan

International
Department

- Visa: 2011/7.513 2012/11.357
2013/16.000
- Products: Budapest, Balaton(Hévíz),
Northern Great Plain
- Touristical workshop, presentation
- Touristical fair
- Belavia

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Thank you for your attention!

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