



### *Remarkable tourism night growth at hotels in the month of February*

In February, the number of tourism nights at hotels was up significantly: demand by domestic and foreign guests increased by 12 percent and 9.2 percent, respectively, in comparison to the corresponding period of the previous year. In addition to domestic consumption growth, the positive figures have been the result of favourable weather conditions and the increasing popularity of SZÉP Card.

Domestic and foreign guests spent 559 thousand and 534 thousand tourism nights, respectively, at accommodation establishments. As far as countries of origin are concerned, guests -- ahead of Austria and the United Kingdom -- continue to come in the highest number from Germany. Based on tourism night figures, Russia is ranked as the fourth most significant country of origin, from which some 42 percent more visitors arrived in comparison to the same period of the previous year. Growth was also remarkable concerning Israel, as the number of guests from this Middle Eastern country soared year-on-year by 61 percent in February.



*Source: Hungarian Central Statistical Office (KSH)*

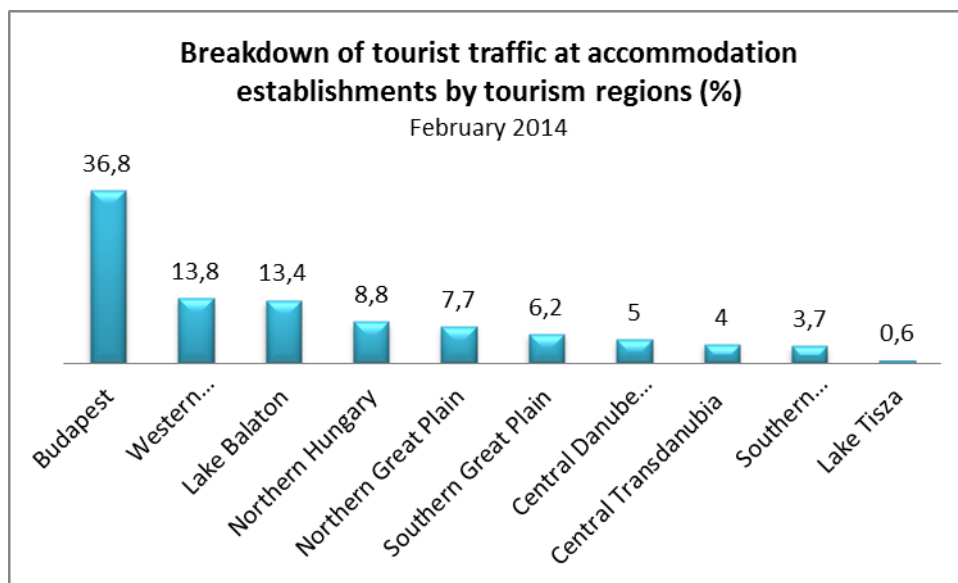
The average room occupancy ratio at hotels was 40 percent, up by 2.2 percentage points year-on-year. In the observed period, the room occupancy ratio at five-star hotels was 55 percent, while that of spa hotels was also above average with 52 percent. Revenues of accommodation



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establishments at current prices were 17 percent higher than those in February last year. Gross revenues totalled HUF 17bn, of which amount revenues from accommodation fees amounted to HUF 8.6bn. Catering services generated sales of HUF 4.3 billion, 519 million more than in February of the previous year.

As the breakdown of tourism traffic at accommodation establishments by regions shows, Budapest has definitely been the most popular destination: in February, 402 tourism nights were spent in Budapest (36.8 percent of total), while Lake Balaton – a summer-time favourite – only ranks as third with 146 thousand tourism nights (13.4 percent). While Budapest is rather frequented by foreigners (84.8 percent), Lake Balaton is mostly visited by domestic guests (68.5 percent).



*Source: Hungarian Central Statistical Office (KSH)*

As far as the period January-February is concerned, in the initial two months of the year 934 thousand guests spent 2.2 million tourism nights at accommodation establishments which figures show increases of 14.2 percent and 12 percent, respectively, compared to the same period in 2013. Revenue growth from accommodation fees was even larger with 17.6 percent, and within this category accommodation fee revenues generated by domestic guests increased by some 20 percent. Thus, the trend in place since last year continued: the growth of the domestic tourism sector exceeds that of the inbound tourism division.