



Investment promotion and tourism in Hungary

Hungarian–Belarusian
Tourism Working Group

Budapest, 5 June 2013

Who we are



Introduction of the Hungarian Investment and Trade Agency

- Governmental agency for investment promotion and trade development
- Main activities: consultancy, mediation, providing information, and around 500 programs yearly
- Headquarters in Budapest
- 150 employees, mainly consultants
- Supervising body: Prime Minister's Office

Our Services



Offices in Hungary and abroad

Domestic network

- Central office: Budapest
- 15 regional offices outside Budapest covering the whole country



Foreign network

- 61 foreign offices in 47 countries all over the world
- 74 trade and investment counsellors

Our project management services

Pre-decision

- ✓ Tailored information packages on the economy, industrial sectors, incentives, business environment, supplier network
- ✓ Assistance in location search and evaluation
- ✓ Organisation of site visits and partner meetings

Implementation

- ✓ Supplier search
- ✓ Providing information on permitting procedures
- ✓ Assistance in identifying incentives
- ✓ Intermediate Body for VIP cash incentive (preliminary information, application)

Operations

- ✓ Expansion assistance
- ✓ After care services
- ✓ Intermediary body between the government and the companies
- ✓ Supplier search

Reasons to invest in the Hungarian tourism sector

- Steady increase in number of foreign visitors
- Unique geothermal characteristics
- Growth potential in quality accommodation due to lack of financial capital
- Potential in conference tourism especially in regional capitals
- Competitive wages in all sectors including tourism

Focus areas within the sector

Health tourism

- Around 80% of the country's surface has access to thermal water
- High standard and reasonable price of medical treatments
- A globally leading destination in dental tourism

Historical and village tourism

- Cultural and world heritage sites (six cultural and two natural locations)
- Gastronomy and wine tourism
- Special festivals and events

Conference tourism

- In 2011 Budapest was ranked 11th among the world's top conference destinations (source: International Congress & Convention Association (ICCA))

Facts and Figures

Number of people employed in the sector: 400,000

Sector's contribution to GDP: 8.5 %

Year	Number of visitors (commercial accommodation)	Number of nights spent (commercial accommodation)	Average number of nights spent
2011	3.8 million	10.4 million	2.7
2012	4.1 million	11.3 million	2.7

Source: Hungarian Central Statistical Office

Amount of FDI in tourism sector in Hungary (2011)

EUR 427 million

Source: National Bank of Hungary

Hungarian Investment Projects (HIP)



Up to date database managed by HITA

Altogether 38 projects in tourism:

- 18 related to thermal and wellness
- 20 related to other areas
- EUR 1.2 billion aggregate fund requirement

Some examples:

Eden Thermal Spa Hotel & Villapark

Short description: Based on the Hévíz thermal water the concept includes a medical and wellness hotel, apartments, conference and research centre as well as the establishment of a villa park.

Funding requirement: 85 000 000 EUR

Stage of development: start-up company

Hungarian Investment Projects (HIP)

Soho Boutique Hotel for sale

Short description: The SOHO BOUTIQUE HOTEL**** is located in the heart of Budapest. The hotel meets every need of style and elegance in the vicinity of the city's pulsing cultural scene, entertainment and nightlife.

Funding requirement: 12 000 000 EUR

Stage of development: ramp up

ALMALOMB - Mill restoration for exclusive eco-hotel

Short description: The aim is to provide the smartest green tourism experience in Hungary in a 19th century water mill in Hosszúhetény, near Pecs. The target group will be foreign and domestic visitors with above average income, as well as private and corporate events.

Funding requirement: 828 000 EUR

Stage of development: start-up company

For further information please contact HITA

Thank you for your attention!

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