

# Tourism Flows in Hungary

September 2023

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## Tourism Flows in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Outbound departures slow but remain buoyant as new destinations open up  
Inbound arrivals still below pre-pandemic levels despite accelerated growth

#### PROSPECTS AND OPPORTUNITIES

Adventure and activity holidays expected to gain popularity among domestic tourists  
Efforts to reduce geographical disparities in inbound tourism set to intensify

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