

# Tourism Flows in Hungary

October 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Hungary remains a top travel choice, despite global tensions, with tourism from China and India on the rise  
Outbound departures remain positive—although budgets are limited

### PROSPECTS AND OPPORTUNITIES

A slight rise in growth will be supported by a growing focus on upscale tourism  
Outbound travel set to rebound, although no major changes in destinations are expected

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