Tourist Products in Hungary

Hungary is not fortunate enough to be endowed with spectacular features, either natural or man-made. However, this lack is compensated for by its geographical situation and the sheer number of its more modest attractions. On the one hand the country is situated in the centre of Europe, which has the largest amount of tourist traffic in the world, and on the other, her attractions encourage the development of a number of tourist products. The effect of developments in tourism which have recently taken place or are in the process of being implemented is to improve the quality of both natural and man-made attractions.

Those attractions which play the most significant part in Hungarian tourism are now being placed at the centre of the marketing activities of the Hungarian National Tourist Office. These are health tourism, congress and incentive tourism; cultural, wine, gastronomic, village, active, youth and green tourism; and recreational tourism.

Health Tourism

Health tourism is the kind of tourism in which the principle motivation of the visitor’s journey is to improve or take care of his or her state of health. Health tourism in Hungary can be divided into traditional curative holidays and wellness holidays. The former are typified by their popularity among the third age generation, whilst the latter appeal mainly to the younger generation.

Thermal water or medicinal water can be found in 80% of the country. The value of the geothermal gradient is about one and a half times the worldwide average, with the temperature rising on average 5% every 100 metres. The geothermal gradient is higher in Southern-Transdanubia and on the Great Hungarian Plains than in the rest of the country, whereas it is lower in the Kisalföld and in the hilly regions.

In Hungary, any water which flows out of the ground and has a temperature of more than 30°C is regarded as thermal water. From the point of view of tourism, the principle value of Hungary’s thermal water facilities lies in their balneological exploitation, in which the mineral substances in solution play a prominent role. The hot water lake at Hévíz – which is a natural phenomenon – is unique in Europe.
Tourism in Hungary 1990-2002

There are currently 1289 thermal springs registered in Hungary which produce more than 4 billion litres of water a day and of which some 270 are used for the purpose of bathing. In 2001, a total of 49 thermal hotels\(^1\) were in operation across the country, and 39 settlements had units which were assessed as having attained the standard of thermal baths.

Hungary’s thermal waters can be used in the treatment of the following illnesses:

- locomotor disorders and rehabilitation,
- skin disorders (primarily psoriasis),
- gynecological complaints,
- circulatory illnesses and
- as supplementary therapy for digestive tract disorders.

There are five certified thermal caves in Hungary, and these are used for treating sufferers from respiratory complaints (for example asthma and allergies). Two of them have facilities which are used primarily for providing CO\(_2\) therapy for sufferers from vasoconstriction. There are further curative facilities which might be exploited for tourism in Hungary’s thirteen climatic health resorts.

In terms of temporal distribution, Hungary’s spa resorts do not display marked seasonality, and this is beneficial in so far as it compensates for the differences between tourist seasons.\(^2\) Since the supply in the field of health tourism in Hungary, which is founded primarily on thermal water, is more evenly distributed across the whole of the country than in other kinds of tourism, health tourism is a factor in the decrease in the geographical concentration of tourist demand. Foreign tourists who visit spa resorts are typically from the higher income level, and such visitors are among the most regular returners.

Among the Hungarian population it is the traditional health holidays which are the most popular, although more and more people are enquiring about the opportunities offered by wellness holidays.

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\(^1\) According to decree no. 45/1998 (VI. 24) of the Minister for Industry, Commerce and Tourism, a commercial hotel qualifies as a thermal hotel if it fulfills the requirements laid down for being a hotel, the conditions of Cabinet Council decree no. 62/1984 (XII. 19) concerning health and general resorts, and the conditions of the Minister of Health’s decree no. 7/1986 (VIII. 10) for the implementation of Cabinet Council decree no. 63/1984 (XII. 19) concerning thermal bath establishments and the exploitation of natural health resources.

\(^2\) In 2001, commercial hotels recorded 67% of foreign guest nights from May to September and 54% of Hungarian guest nights from May to August.
Based on the wellness tourism criterium system developed by the Hungarian Wellness Association, there were 49 establishments in operation in 2002 which qualified as providers of wellness tourism in Hungary.

Among the 67 successful applications for tenders in the Széchenyi Plan, the following numbers of investments are being realised: 37 in 2002, 24 in 2003 and 6 in 2004.

**Cultural Tourism**

One of Hungary’s foremost attractions is her thousand-year-old history. All her most important attractions (Budapest, thermal baths, gastronomy, viniculture, traditions, folklore, castles and manor houses) are in some way connected with culture and cultural tourism.

Cultural tourism encompasses any kind of journey, during the traveller encounters the history, heritage or current lifestyle of other people. In a broader sense it refers to any journey which satisfies people’s desire for change, raises the cultural level of the individual and leads to the acquisition of new knowledge and experiences.

The following outstanding attractions in the area of cultural tourism in Hungary appear as features of cultural interest on UNESCO’s World Heritage list: Caves of Aggtelek Karst and Slovak Karst\(^3\), Fertő/Neusiedlersee Cultural Landscape, Old Village of Hollókő and its surroundings, Hortobágy National Park – the Puszta, Early Christian Necropolis of Pécs (Sopiane), Millenary Benedictine Abbey of Pannonhalma and its Natural Environment Budapest, including the Banks of the Danube, the Buda Castle Quarter and Andrássy avenue and Tokaj Wine Region Historic Cultural Landscape. The award of the World Heritage title is a distinction, but it is one which brings with it a certain responsibility: taking care of a World Heritage site requires serious work in terms of preservation and development.

Manor houses and castles represent a similarly significant attraction for tourists interested in sites of cultural interest. In Hungary there are currently around 800 listed buildings and manor houses which could belong to this category. These form part of the country’s cultural heritage, and there are many different ways in which they can be exploited. Some of the manor houses and country houses, which until recently were in a state of neglect, have been converted to quality hotels and offer their guests a wide range of services (for

\(^3\) The karszt cave system at Aggtelek is the other of Hungary’s world heritage sites which belongs to the natural heritage category.)
example horse riding, wellness services or conference facilities). The majority of manor house hotels in Hungary belong to the three-star category, although the whole range – from unclassified to five-star – is represented.

Among Hungary’s castles, too, there are some which function as hotels as well as fulfilling their more traditional roles. Most of those operating as hotels are tourist hotels with no more than one or two stars. Beyond this function, some of Hungary’s castles have become famous for staging events and spectacles (such as the tournaments at Visegrád and the equestrian events at Nagyvázsony) which attract interest from abroad as well.

A separate group within the field of cultural tourism is formed by Hungary’s royal towns and cities (the right bank of today’s city of Budapest: Buda, Esztergom, Székesfehérvár, Visegrád and Veszprém), her Baroque towns (such as Eger, Győr, Vác and Szentendre) and her other historic cities (for example Sopron, Kőszeg, Pécs, Szeged, Debrecen and Kecskemét).

The attraction of permanent sites is complemented by occasional or regularly organised festivals and events. There are approximately 200 specially organised events annually, some 25% of which boast international appeal and a corresponding infrastructure. Of particular significance here is the Budapest Spring Festival, which has been taken place for more than twenty years, although a number of other towns and cities organise spring and autumn festivals which have an international scope (in Szombathely, Sopron, Győr and Eger, among others). And yet other touristic products occupy a significant place in the list of noteworthy events (for example gastronomy, in the case of culinary spectacles, or theatrical productions in the case of the Szeged Open-Air Festival).

Religious tourism has a special place in cultural tourism. This includes, in particular, pilgrimages and various other religious activities. Special treatment is required for tourists with a religious motivation, since they expect a spiritual atmosphere to pervade their whole journey. During the last thousand years a number of religious figures have established churches and shrines, and these are often sought out by visitors. The relics of the Turkish occupation, which are unique in Europe, and the synagogues and Jewish memorial sites (the biggest and perhaps most beautiful synagogue in Central Europe is to be found in Budapest, for example) all attract international interest. And, of course, there are the Christian churches and collections which have an important role to play in tourism (such as the Matthias Church in Budapest, the Basilica and its church collection at Esztergom, and the Abbey at Pannonhalma).
Places of cultural interest are significant in determining the destinations of Hungarian tourists. The interest of adults is mainly directed towards World Heritage sites and manor houses, listed buildings and churches, with theatrical and open air performances coming next on the list, and finally exhibitions and museums. This age-group seems to show less of a preference for folklore events and soft music concerts, with classical music concerts, the opera and ballet proving even less popular⁴.

**Conference Tourism (MICE)**

A significant role in Hungarian tourism is played by conference tourism, „incentive” travel, the so-called MICE tourism (Meetings, Incentives, Conferences and Events), a term embracing journeys which are motivated by participation in exhibitions. A common feature of these categories is that they are all directed towards the demands of business tourists. This means that their potential for development is significantly influenced by trends of prosperity and depression in the economic sphere.

In the past decade, significant progress has been made in the field of MICE tourism in Hungary, notably as a result of multinational companies appearing on the scene, which has had a positive effect on the organisation of conferences and the „incentive” line of business. The dominance of Budapest is perceptible both in terms of supply and demand, although considerable progress has been made in recent years by a number of larger provincial towns (for example Sopron, Balatonfüred and Tihany).

Hungary’s geographical location has a strong influence on her market situation. The country plays a leading role in MICE tourism in Europe: it is an important country packed into a small space, a feature which encourages international cooperation and facilitates the arranging of international meetings, and because of the wide-ranging nature of facilities offered by towns hosting conferences, both in terms of their tourist infrastructure, which has developed along traditional lines, and of their diverse cultural attractions.

The number of international meetings organised in Hungary during the past decade has fluctuated significantly (see figure 1)⁵.

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⁴ Hungarian National Tourist Office, Ipsos poll, 1977
⁵ The difference between the data obtained from the two sources (ICCA – International Congress and Convention Association, UIA – Union of International Associations, MKI – Hungarian Congress Bureau) can be explained by the differences in the recording of statistics.
In 2002 Hungary occupied 19\textsuperscript{th} position in the ICCA world rankings and 28\textsuperscript{th} in those of the UIA. Budapest was 6\textsuperscript{th} and 20\textsuperscript{th} in the list of conference venues, respectively. A study of the available data reveals a significant fluctuation in terms of position in the world rankings: the most successful years (1993, 1996 and 1999) were generally followed by a temporary decline, which can largely be put down to the extremely high level of competition internationally (figure 2). Taking into account the major development which has taken place in Hungary in the past few years, we can expect the position of Budapest and of the country as a whole to improve in the near future.
According to the internet database of the Hungarian Convention Bureau (MKI)\(^6\), there are 20 congress centres and university conference locations in Hungary (with a capacity of between 400 and 1755 persons); 88 conference hotels (with a capacity of between 80 and 1700 persons); and a number of other locations (such as museums, manor houses and historic restored villages) which can host conferences or events. The great majority of the more than 100 locations which can stage international conferences are in Budapest, although in recent years progress has been made in provincial towns in this respect, with the construction of new facilities such as the Ferenc Liszt Conference Centre in Sopron, with a capacity of nearly 800 persons, and the Balaton Conference Centre (capacity 511 persons).

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\(^6\) The MKI has been functioning as a unit of Hungarian National Tourist Office since 2000. Previously it operated as a professional association, under the name „Hungarian Convention Bureau Association“. Its function is to make use of various marketing tools to help organise the international meetings, conferences and congresses which will take place in Hungary.
Wine and Culinary Tourism

Hungary’s relative advantages, which are couched in biodiversity and its multi-faceted, varied and complex traditional household management and associated cultural heritage, still hold true today. The different regions of the country boast special ecological features, with methods of production passed down from father to son over a number of centuries. Hungary’s well-known areas of production can boast numerous examples of „Hungaricum”

Wine is an organic part of European culture, and viniculture is an important agricultural activity from an ecological point of view. In Hungary the practice goes back some thousand years. The first „appellation controlée” was introduced to protect the wines of the Tokaj region. There are currently 22 wine producing areas in Hungary, and these are located in four large regions. Traditions of wine production which have developed over a long period are characteristic of them all.

Of particular note in the area of wine tourism are the wine routes, and here various attractions connected to the traditional way of life of the regions concerned also play a part. The first wine route in Hungary was established in 1994 in the Villány-Siklós wine region, and this has since been followed by a number of others.

Alongside its impressive vinicultural and wine producing traditions, Hungary is also especially rich from a culinary point of view, with a culture of gastronomy which forms an important part of the national cultural heritage. It was in order to exploit this in the interest of tourism that Hungarian National Tourist Office promoted wine and culinary tourism as a product of special significance, a decision which resulted in 1999 becoming designated as the „Wine and Dine in Hungary”. This led to a number of culinary events, wine festivals, celebratory grape harvests and cooking competitions being organised around the country.

As a motivation in its own right, gastronomy does not generally figure in the travel plans of the Hungarian population, although the search for culinary experiences is significant: on 5% of domestic journeys and 34% of journeys abroad, the sampling of local culinary specialities and wines plays a significant role. The Hungarian population is in general satisfied with what is on offer in Hungarian restaurants, both in terms of quality and of price range.

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7 In this context, the term „Hungaricum” refers to products which are peculiar to Hungary, are high-quality and generally known and recognised in Hungary and abroad.
8 Hungarian National Tourist Office, M.A.S.T. 2000
Tourism in Hungary 1990-2002

Hungarian wine and culinary products make up one of the country’s most important attractions in terms of exports, for example among Germans and Poles⁹.

**Rural Tourism**

The expression „rural tourism”¹⁰ covers those tourist activities in the course of which the visitor can become acquainted with village life, customs and traditions and can taste local food and drink, without the stress of the city and in completely natural surroundings. He or she can also take part in work going on around the house or agricultural activities being carried out by the host.

It was at the beginning of the 1980s that rural tourism in Hungary began picking up again. Statistical data in terms of demand is available from 1998 (table 1).

<table>
<thead>
<tr>
<th>Table 1</th>
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<tbody>
<tr>
<td>Village visitor accommodation in Hungary, 1998-2002</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Number of establishments offering accommodation</td>
</tr>
<tr>
<td>Number of beds</td>
</tr>
<tr>
<td>Number of guests</td>
</tr>
<tr>
<td>Domestic</td>
</tr>
<tr>
<td>Foreign</td>
</tr>
<tr>
<td>Number of guest nights</td>
</tr>
<tr>
<td>Domestic</td>
</tr>
<tr>
<td>Foreign</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office

The above table shows that in 1998 some 45% of guests were foreigners and 55% were Hungarian. Demand was concentrated primarily in the counties of Vas and Zala (which together accounted for more than 35% of the demand). Guests stayed for an average of 5.3

⁹ Source: Hungarian National Tourist Office, F.U.R., RA 2001 and Hungarian National Tourist Office, KPMG, 2002

¹⁰ Rural accommodation means every kind of private accommodation which is not situated in a town or a designated spa or resort. The number of beds available must not be greater than ten and the number of rooms may not exceed five.
days, which is significantly more than the corresponding figure for guests staying in commercial hotels (roughly 3 days). By 2002 the proportion of Hungarian guests had risen to around 67%, with the average length of stay falling to 4.7 days.

Between 1998 and 2002 the number of guests at rural accommodation establishments grew by 39%, and available capacity increased by almost 47%. Most of the capacity is situated in the counties around Lake Balaton. In 1998 the demand for village accommodation averaged some 4.5% annually. This figure fell to 4.1% in 2002, which was a long way behind the average figure of over 40% for commercial hotels.

Ecotourism

Ecotourism means travelling to regions of natural interest with the intention of becoming acquainted with the natural and cultural surroundings and in such a way as not to change the ecosystem of the destination. It also ensures that taking care of the natural resources will be a source of income to the local inhabitants. The characteristics of ecotourism (based on the definition of the WTO) can be summarised as follows:

• tourism as an activity operates in a way which is based on the natural environment and in which the prime motivation of the visitors is to be observers of nature and to become acquainted with traditional cultures which co-exist with nature;
• it includes features characteristic of education and study;
• it is generally (although not exclusively) geared towards small groups, with specialist organisers operating as smaller companies;
• it minimises the negative effects on the natural and socio-cultural environment;
• it supports the protection of the natural and man-made environment.

There are around 300 protected areas at national level in Hungary (extant and planned) and more than 1000 at local level. There are also ten National Parks, the oldest of which is the Hortobágy National Park (established in 1973) and the youngest of which is the Őrség National Park, which was awarded the title in 2002. These could be the areas in which ecotourism will develop, and there are already visitor centres and study trails in most of them.

The breadth of what Hungarian ecotourism has to offer is illustrated by the following list of natural attractions, ecotourism products and destinations:
Tourism in Hungary 1990-2002

- the Baradla study trail in the Aggtelek National Park,
- the internationally famous bird reserve at Kis-Balaton,
- the nature conservation farm at Salföld with its indigenous Hungarian domestic animals,
- the buffalo reserve at Kápolnapuszta,
- the arboretum at Zirc,
- the fossils at Ipolytarnóc, awarded a European distinction,
- the bird observation study trail at Drávaszentesi Rét,
- the study centre at Királyrét,
- the periodic wetlands and marshlands of the Hanság and Tőköz,
- the UNESCO-MaB Biosphere Reserve at Fertő,
- the Hortobágy Biosphere Reserve, an internationally recognised water-fowl habitat,
- the “Juniper Study Trail” at Bugacpuszta and
- the bustard reserve at Dévavány.

**Active Tourism**

This is a form of tourism in which the aim of the visitor’s journey is some kind of spare-time or sport-oriented activity which involves physical exertion. Among other things, active tourism encompasses hiking, cycle tourism, water-based tourism, horse riding, golf, angling and hunting. Hungary’s principle active tourism products and the activities connected with these are shown in table 2.
The most significant area of active tourism in Hungary is perhaps that of equestrian tourism. Hungary’s equestrianism is steeped in ancient traditions, and many places have riding schools and maneges offering the chance to take part in dressage, show-jumping or cross-country riding. An accreditation system operated by the Hungarian Tourist Equestrian Association was set up in 2000 in the area of equestrian tourism. So far 375 equestrian establishments have been considered for accreditation, and more than 170 of these have been awarded the requisite 1-5 horseshoes upon fulfilling the accreditation criteria.

Another form of active tourism which is of special significance is hiking. Here, it is walks in the national parks which are of the greatest interest to the Hungarian population, although walking tours also play an important role. There are 11,000 km of signposted footpaths in Hungary, 2,500 km of which are of national significance, since these long-distance footpaths form the national „blue trail“. Hungary’s long-distance footpaths have been affiliated to the „European Long-Distance Footpath” network (E3, E4 and E7) by the European Hiking Association.

Another aspect of active tourism in Hungary is water-based tourism. The country has a relatively widespread network of lakes and waterways, with 3,500 km of waterways available to the tourist. However, the immediate vicinity of rivers and lakes which are suitable for water-based tourism does not possess a sufficiently well-developed infrastructure. So it is primarily unspoilt, natural surroundings which will attract those who choose this form of leisure activity. However, notable developments have recently taken place in terms of the
services on offer for water-based tourism, with more and more settlements provided with harbours which are well-equipped for sporting activities and water sport facilities.

Golf, which is also included in the sphere of active tourism, has been practised for more than ten years in Hungary. The courses satisfy international golfing standards and are therefore suitable for the staging of international level competitions. There are a total of 14 golf clubs in Hungary with courses of between 6, 9 and 18 holes laid out on terrain which ranges from meadows to marshland, hills and rolling terrain.

Surveys carried out among the adult Hungarian population suggest that the most popular active holiday activity in Hungary is walking and hiking, with large numbers of people also attracted to cycling and young people showing a special interest in water sports and horse riding. The popularity of golf as an active tourism activity is low (figure 3).

It is mainly in the case of hiking that an expression of interest is accompanied by actual pursuing of the activity, and this is followed by cycling. Opportunities to practise water sports are largely seasonal in Hungary, with the result that just 15% actually do so on a regular basis (the proportion of occasional participants is two-thirds). The financial outlay involved in the
Tourism in Hungary 1990-2002

As can be seen from table 2.3, the population gives preference to hiking both in the case of trips within Hungary and abroad. It is worth noting that there is a significant difference between the purpose of travelling within and outside Hungary in the case of water sports: in the latter case, substantially more people practise these activities. This might be explained by the fact that the majority of those holidaying abroad choose seaside resorts; moreover, there are generally opportunities for water sports abroad for which Hungary’s water surfaces are less suitable.

From a marketing point of view, the target groups for active tourism in Hungary are the following: in the case of hiking, generally every social level, especially the 40-49 age-group and those who have completed secondary and higher education; in the case of cycle tourism, again, nearly every social level, but particularly the under-50s, university graduates and people who live in villages; and in the case of water-based tourism they are young people and those between 40 and 49, primarily males, high-school and university graduates, especially inhabitants of Budapest.

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**Table 3**

**Breakdown of activities practised on holiday (in % of the Hungarian population)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Any kind of holiday</th>
<th>Main summer holiday*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In Hungary</td>
<td>Abroad</td>
</tr>
<tr>
<td>Hiking</td>
<td>33</td>
<td>52</td>
</tr>
<tr>
<td>Cycling</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Horse riding</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Water sports</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: Hungarian National Tourist Office, M.A.S.T., 2000

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11 Hungarian National Tourist Office, MÁ.S.T, 2000
12 “Main summer holiday” was classed as any trip which lasted for longer than four nights and on which at least two members of households consisting of several members were present. It was a condition that those surveyed considered the given trip to be a main summer holiday.


**Sport Tourism**

This category is understood as including any activity involving either participation in or the watching of a sports event. It also extends to participation in a commercial sense. Here we can divide the market demand for sport tourism into two groups: that of active participants (including assistants and trainers), and that of passive spectators. The category of non-competitive sport tourism also covers establishments which offer guests sporting facilities (for example hotels with sports provisions or establishments catering for the „weekend” sports enthusiast).

In the case of high-profile sports events, the areas of sport and tourism are very closely connected (examples would be the Olympic Games, world and European championships and marathons attracting international fields). Of particular interest in Hungary is the Formula 1 Grand Prix, which has been held here since 1986. In addition, between 1990 and 2001, Hungary hosted European Championships in no fewer than 21 different branches of sport. Such events are an excellent image-building opportunity for the organising country and encourage significant amounts of investment, thus fuelling development. Facilities which thus come into being remain usable for a long time both for local residents and for visitors.

**Youth Tourism**

Typical forms of youth tourism are holidays and trips which are organised in families or exclusively for children and include school study trips and class outings, camps and hiking, and trips undertaken in Hungary and abroad by young adults travelling independently. This group consists primarily of students at educational institutions who have no independent income at their disposal.

Hungary has a considerable number of establishments which accommodate children and young people, with 170,000 beds available in the 1,500 youth tourism establishments. The provision of youth tourism services is undertaken by companies and institutions which are primarily equipped for accommodating children and young people (for example children’s camps, college hostels and youth hostels) or which advertise and organise these services (for example young people’s information bureaux, children’s and young people’s organisations and societies).
Research on the travelling habits of the Hungarian population have showed that some 86% of young people aged between 14 and 25 living in Hungary make use of the free time they have available, and that this is generally divided into more than two connected periods.

Among young people, most age-groups prefer to spend longer periods travelling in their spare time, with relatively few of these opting for holidays at the family holiday home or allotment garden. Among the various types of active tourism this age-group is more likely to be interested in hiking, cycling and water sports, and they will usually also put this interest into practice.

In the area of cultural tourism, young people are especially interested in world heritage sites, soft music concerts and theatrical performances and open air events, and these are also features which they regularly visit and attend. They have a moderate interest in manor houses, museums and exhibitions, with the least interest shown in classical music concerts and opera, ballet and folklore performances.

Recreational Holidays

In spite of new destinations appearing every day and the increasingly specific motivations of travellers, it is still the recreational holiday, the leisure holiday, which occupies first place on the list of preferred destinations in the realm of foreign travel. In the year 2000, 83% of all travel in Europe was for the purpose of enjoying recreational holidays, representing some 282 million journeys. Of these it was the traditional sun-and-sea holidays which were the most popular, and these were followed by tours and city holidays. Taken together, these three categories make up some 70% of European journeys. Recreational holidays are often supplemented by other activities, notably visiting relatives and friends. In Hungary every age-group goes on recreational holidays, but it is in the services which people make use of that differences between age-groups become visible. Young people prefer active activities (such as hiking and cycling); families opt for destinations where there are facilities specially for children (for example children-friendly hotels, swimming pools with special attractions); and members of the third generation look mainly for relaxation from a recreational holiday. It follows that on the basis of dividing up recreational holidays according to age-group, there are three sub-groups: young people, families and senior citizens. In Hungary, young people and senior citizens are similar in that their financial

Tourism in Hungary 1990-2002
resources are more limited, whilst the amount of free time they have at their disposal is
greater than the average\textsuperscript{14}.

Further information is available from: Hungarian National Tourist Office Strategic Product
Management (tel.: +36-1-488-8760) and \url{www.hungarytourism.hu}.

\textsuperscript{14} Source: Hungarian National Tourist Office, M.Á.S.T. 2000