

Booking in Hungary

Market Direction | 2022-09-28 | 16 pages | Euromonitor

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Report description:

The recovery in retail constant value sales of booking accelerated in 2022, but they remained well below their pre-pandemic peak. Even before the onset of the pandemic, online accounted for the bulk of retail value sales of booking, but COVID-19 served to reinforce its dominance. While booking offline retail constant value sales almost doubled during 2022, as COVID-19 restrictions were relaxed, they still remained well below their pre-pandemic peak.

Euromonitor International's Booking in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Booking market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BOOKING IN HUNGARY

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Recovers accelerates, but demand remains well below pre-pandemic levels

Intermediaries benefit from an increased desire for security and backup while travelling

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