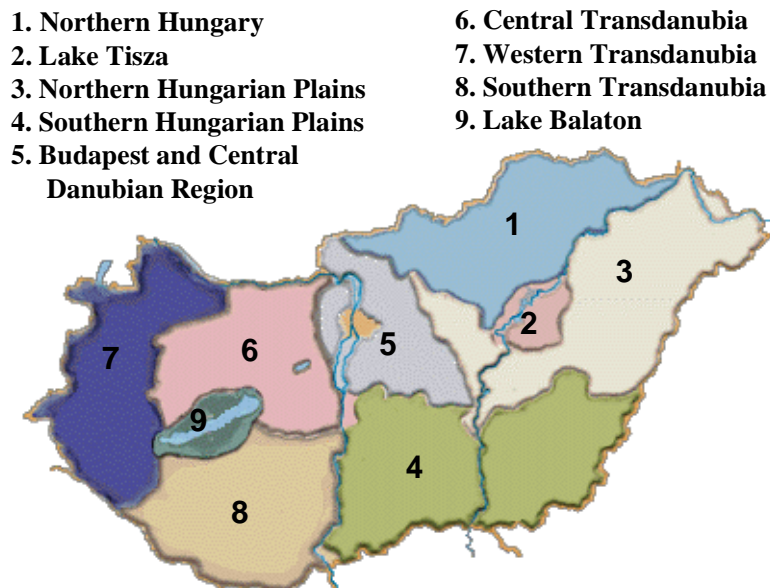


## Tourist Regions in Hungary

There are nine tourist regions in Hungary, and each one offers the tourist a different range of tourist products. The regions include: Northern Hungary, Lake Tisza, the Northern Hungarian Plains, the Southern Hungarian Plains, Budapest and Central Danubian Region, Central Transdanubia, Western Transdanubia, Southern Transdanubia and Lake Balaton (figure 1).

Figure 1

### Tourist Regions in Hungary



The tourist regions and the areas of competence were laid down by Decree 4/2000 (2 February) of the Ministry for Economic Affairs, which contains the definition of the current nine tourist regions in place of the previous eight regions. The areas of competence of these regions differ to the areas of competence of the existing units of public administration (e.g. county, minor statistical area, resort zone) and of the statistical-planning regions laid down by Act XXI of 1996.

## **Characteristics of the nine tourist regions**

### ***LAKE BALATON***

The tourist region of Lake Balaton consists of parts of Veszprém county, Somogy county and Zala county.

In addition to its rich natural and cultural heritage, the region is known primarily for tourism, and for decades has made a significant contribution to tourism receipts in Hungary.

Lake Balaton is the largest lake in Central Europe, with a length of 77 km, and a breadth varying between 4 and 14 km. The first bathing resort appeared at the lake in the 1730s, and was based on medicinal waters. Today the name Balaton has become synonymous with taking a holiday in the tradition sense. Important tasks for tourist product development are broadening the range of features offered by the region, lengthening the season, and reaching new target groups.

The main resources of the region include Lake Balaton, the Kis-Balaton, the reserves of medicinal water, and the natural features of the Balaton Highland. Viniculture and wine-making has traditions that go back hundreds of years in the Balaton Region, and the Csopak and Balatonfüred Riesling, Badacsony Szürkebarát (Pinot Gris), Tihany Merlot and Cabernet are famous throughout Europe.

The region is particularly rich in monuments, castles and stately homes, but the visitor will also be charmed by masterpieces of folk architecture. In tiny villages historical and cultural traditions and handicrafts can be found in many forms. The descendants of the Hungarians who first conquered the Carpathian Basin left much to testify to their activity of building up the country: a prime example is the crypt in the Abbey of Tihany, where the Hungarian King András I, who founded the monastery, was buried. (Further information: [www.bis.hu](http://www.bis.hu)).

### ***BUDAPEST AND CENTRAL DANUBIAN REGION***

The Budapest and Central Danubian Region includes Budapest, Pest county, Komárom-Esztergom county and a part of Nógrád county. In terms of geographical size, the Budapest and Central Danubian Region is the smallest region in Hungary, but with regard to the place it

holds in the social and economic life of the country, it is the most important. The international attraction of the capital, Budapest, dominates not only the region, but also the entire country. The panorama of the city along the River Danube, and Andrásy út and its surrounds have been designated part of world heritage by UNESCO. Budapest was declared a city of spas in 1934, and is the only city in the world where seventy million litres of water from eighty hot springs feeds twenty baths and swimming pools, including the popular Rác, Rudas, Király, Császár, Gellért and Széchenyi thermal baths.

The capital is especially rich in sights and buildings that remind one of various ages and religions. The Castle District contains Matthias Church, the Fisherman's Bastion, or the exciting Labyrinth of the Buda Castle. From the walls of the Buda Castle there is an excellent view of the Parliament, the Basilica, and the city's unique bridges. It is worth taking a walk around the inner districts of the Pest side: within the ancient walls can be found museums, churches, and nice coffee houses.

In addition to Budapest, another favourite tourist destination in the region is the Danube Bend: the towns of Szentendre, Esztergom (centre of the Hungarian Catholic church) and Visegrád. Though there are more opportunities for cultural tourism in Budapest, the region too offers internationally competitive cultural programmes. As well as cultivating folk traditions (wedding and Pentecostal festivities), a whole series of individual events are organised (for example horse festivals, ceremonies, flower festivals, St Gellért week). Amongst the annual events that attract the most interest are the Budapest Spring Festival, the Festival of Folk Arts in the Buda Castle, the Sziget Festival, the International Summerfest Folklore Festival, the Jewish Summer Festival, the Budapest International Wine Festival, and the Visegrád International Medieval Games.

In addition to cultural tourism, including the visiting of stately homes and castles (such as Gödöllő and Visegrád), and health tourism, the plain, the hilly regions, the cities, conference opportunities, and active tourism, all form part of what is on offer to the tourist, and the centre of this is the Danube. Those settlements of Nógrád county which belong to this region are attractive mainly for domestic tourism. Hungarian cuisine and wine producing are a unique attraction amongst the tourist attractions of the region, for the area of the regions touches two wine-producing regions: the Etyek-Buda and Kunság wine regions. A special attraction is the world famous Budafok Törley Sparkling Wine Factory, founded for the processing and storage of grapes.



The region hosts several of the country's more important sports events. The best known is the Formula 1 Hungarian Grand Prix, held each year in Mogyoród. (Further information is available from the following e-mail address: [rmipest@hungarytourism.hu](mailto:rmipest@hungarytourism.hu)).

### ***THE SOUTHERN HUNGARIAN PLAINS***

The tourist region of the Southern Hungarian Plains consists of Bács-Kiskun county, Békés county, and Csongrád county.

The Southern Hungarian Plains is notable mainly for tourist products related to nature, including equestrian tourism, health tourism based on a range of thermal baths, ecotourism in the three national parks, and water tourism related to the five rivers which run across the region. One of the attractions of the region is the puszta or plain, where the "Puszta-ötös" (a coach and five) and "Puszta-tíz" (a coach and ten) are great attractions. There are many qualified bases available in the region for horse riding, tours on horseback, and even therapeutic riding.

The unparalleled natural feature of the Southern Hungarian Plains is the enormous reserve of thermal water lying beneath the surface. Twenty medicinal baths and twenty thermal baths can be found in the region, those in Gyula, Kiskunmajsa, Kecskemét, Tiszkécske, Orosháza-Gyopárosfürdő, Szentes, Mórahalom and Csongrád being among the most significant.

The national parks (the Danube-Dráva National Park, the Kiskunság National Park, the Körös-Maros National Park), the flood plains and the dams, and the lake areas provide interest and repose for hikers and cyclists. In the Dévaványa reserve lives Europe's largest colony of bustards, but other areas in the region are also full of interest for birdwatchers.

Visitors to the area can enjoy the gastronomic delights of well known Hungarian specialities. Examples are paprika from Szeged, apricot brandy, onions from Makó, fish soup with pasta from Baja, spicy fish soup from Szeged, sausage from Csaba and Gyula, or goose liver. Gastronomic events are based on these products, such as the Baja Fish Soup-making Folk Festival, the Makó Onion Festival and the Csaba Sausage Festival. The range of Hungarian products is further enriched by the masterpieces of folk art (for example, embroidery and murals in Kalocsa, or lace from Halas).

The characteristic layout of the settlements in the region, with small settlements and farmsteads, offer quality accommodation for visitors, in Pusztamérgecs and Nemesnáduvar



amongst other places. A unique historical attraction in Hungary is the Ópusztaszer National Historical Memorial Park, in the Southern Hungarian Plains, on the site of the first Hungarian “national assembly”.

The cultural offerings of the region feature the Szeged Open-Air Festivals, the Famous Week Festival held in Kecskemét, or the Combined Arts Festival in the Castle Theatre in Gyula. (Further information: [www.pusztaregion.hu](http://www.pusztaregion.hu)).

### ***SOUTHERN TRANSDANUBIA***

Southern Transdanubia, the “Hungarian Mediterranean” consists of the counties of Baranya, Tolna and Somogy, with the exception of the settlements of the Lake Balaton region.

Visitors arriving in Southern Transdanubia will find relics of a rich historical past, a varied landscape and friendly people. The tiny villages of the region maintain their colourful ethnic traditions to this day, handcrafts are passed from father to son.

The region is characterised by the forest-clad hills of the gentle Pannonian landscape, interspersed with valleys. The two hilly areas, the Mecsek and the Villány hills, with their protected geological and botanical rarities, are a favourite destination for hikers. The Danube-Dráva National Park, which lies in this region, is made up of the habitats of the largest single flood plain Europe.

Pécs, the centre of the region, is known throughout Europe for its arts festivals and creative artists. The oldest architectural remains of the city are the Early Christian Necropolis from the 3rd-4th centuries, which were added to the UNESCO World Heritage list in 2000.

The wine culture of the region has traditions that go back hundreds of years, and today four qualified wine routes are maintained and presented: the Villány–Siklós tour, created in 1994, was the first wine tour in the country, and there are also the fast developing Mohács-Bóly, Szekszárd, and Tolna tours. The flagship wines of the region include a good number of Hungarian grape varieties, for example Szekszard Kadarka, Pécs Círfandli, Villány Kékoportó, and Versendi Juhfark.

The most important events in Southern Transdanubia are the Busójárás Carnival in Mohács, the Royal Chef’s Competition in Nagyszakács, the Pécs Days and the international wine festivals held in the settlements of the Villány wine region.

The medicinal and thermal baths of the region are sought out by many visitors from year to year. The baths of Harkány, Nagyatád and Dombóvár-Gunaras are particularly special.



Some stately homes operate as thermal hotels, and of these the most luxurious are the stately home of the Puchner family in Bikal and that of the Apponyi family in Hőgyész.

The Danube-Dráva National Park covers almost fifty thousand hectares, and protects the rich wildlife of the Rivers Danube and Dráva. A rich variety of water plants and birds can be found in the nature protection areas of the southern Danube, the hills of Zselic and the surroundings of Boronka. Amongst the particularly attractive natural features mention can be made of the forests of Szársomlyó and the eastern Mecsek hills, and the Abaliget cave and its surroundings. (Further information: [www.deldunantul.hu](http://www.deldunantul.hu)).

### ***THE NORTHERN HUNGARIAN PLAINS***

The tourist region of the Northern Hungarian Plains consists of Szabolcs-Szatmár-Bereg county, Hajdú-Bihar county and Jász-Nagykun-Szolnok county (with the exception of the settlements of the priority resort zone of Lake Tisza).

The visitor to the region can find temples from Roman times, lovely bell towers, idyllic villages cradled in the arms of a river, and bustling towns. The three counties of the region are linked by the River Tisza, whose banks are of picturesque beauty, and have popular bathing areas and villages offering warm hospitality.

Visitors to the region may see the reminders of the past and the products of today's art in town and village museums. Debrecen, one of the best known towns in the region and known as the "Calvinist Rome", has as its symbols the Neoclassical Calvinist Great Church, the Calvinist College founded in 1538 and the Nagyerdő Park.

The prize of the region is the special attraction of the rich medicinal and thermal water reserves, the basis for famous thermal baths (amongst the best known is Hajdúszoboszló – "a Mecca for the rheumatic"), the Salt Lake Bathing at Nyíregyháza–Sóstófürdő and the Cserkeszőlő medicinal and thermal baths. The Aquapark family entertainment centre, the first of its kind in the country, is in the Hajdúszoboszló open-air baths, with special aquatic features to give pleasure to young and old alike.

Picturesque rivers, national parks containing unique natural treasures, nature conservation reserves of parkland, and arboretums full of rare plants call out to nature-lovers. The stock of wild animals in the region makes it attractive to hunters too: pheasants and darting brown hares can often be seen, in the depths of the forests live roe deer and boars, and the Gúth forest is also a home for fallow deer.



The eighty thousand hectare Hortobágy National Park, which features on the World Heritage List, is worth visiting for the plain (puszta), the grazing herds of cattle, the Kilenclükú bridge (with nine arches) the taverns of the Hortobágy region and the Hídivásár (Bridge Fair), the horse-herders, the natural beauty and the indigenous animals.

(Further information: [www.eszakalfoldi.hu](http://www.eszakalfoldi.hu)).

### ***NORTHERN HUNGARY***

The tourist region of Northern Hungary is made up of the following areas: Borsod-Abaúj-Zemplén county, Heves county (with the exception of the settlements of the Lake Tisza region), and Nógrád county (with the exception of the settlements of the Danube Bend selected holiday region).

The main attractions of the Northern Hungary region are its national parks, its thermal waters, its cultural and folk art traditions and events, its famous wines and the special values of Hungarian architecture, including the old village of Hollókő, designated as part of the World Heritage, the Caves of Aggtelek Karst and the Tokaj Wine Region. In Hollókő the fifty-eight protected buildings of the old village comprise the largest and most valuable group of monuments in their original location in Hungary, and they preserve the profile of the 15<sup>th</sup>-century village. The Baradla-Domica cave is the most striking cave not just of the region, but also of Hungary. On the basis of its length and its stalactite decorations it can be considered the most significant cave of the temperate zone. The third World Heritage site in the region is the Tokaj wine region, where the interdependence of natural values with the culture and tradition of mankind have created a cultural landscape of unique and universal value.

Those seeking active recreation in the region of Northern Hungary can hiting, riding, hunting, skiing, or pursue water sports. The stud farms of the region are recommended to riding enthusiasts, including the world famous Lippizaner stud farms in Szilvásvár, the Hucul species of pony in the valley next to the village of Aggtelek, and the Kisbér Hungarian stud farm in Vanyarc.

The region has a bathing culture going back several hundred years, and there are many medicinal and thermal baths for visitors. In the Cave and Medicinal Baths in Miskolc, the caves, unlike any in Europe, offer a memorable experience. In the foothills of the Bükk range the thermal spring at Egerszalók ensures that those who wish to can relax and take a cure; in



the baroque city centre of Eger and in Mezőkövesd there are medicinal and thermal baths for visitors. In addition to the country-style cooking, this region with its many wine-growing areas offers a wide variety of different wines, the most famous of which are Tokaji aszú and Egri Bikavér (Further information: [www.nordtur.hu](http://www.nordtur.hu)).

### ***CENTRAL TRANSDANUBIA***

The region of Central Transdanubia consists of the following areas: Fejér county, Komárom-Esztergom county (with the exception of the settlements of the Danube Bend selected holiday region), and Veszprém county (with the exception of the settlements of the Lake Balaton region).

From a transport point of view, Central Transdanubia has excellent connections, both by road and by rail: two motorways and two main railway lines cross the region. As a result, the region of Central Transdanubia, lying between Lake Balaton and Budapest can be reached quickly from many Hungarian towns, and is an ideal destination for those who wish to escape crowds and the bustle of the city.

The natural features of this region, which stretches from the Danube to the Upper Balaton, are remarkably varied: there are plains (Mezőföld), hilly regions (the Bakony, Vértes and Velence hills) and water (Lake Velence and the Danube).

The variety of monuments and archaeological sites in almost every point of the region of Central Transdanubia show that this area was inhabited from ancient times, and the memories and traditions of times long since gone have become infused into the atmosphere of the region. The capital of the region is Székesfehérvár, the town where coronations were held, the town of kings, but there is also Veszprém, the town of queens. The region's remarkably rich historical and cultural heritage also includes the world-famous Herend porcelain, the fortress of Komárom, the castle at Sümeg and the medieval games held there.

The sleepy villages lying in the picturesque surroundings of Central Transdanubia are conducive to recreation, its forests rich with game are ideal for hunting, and its lakes beckon to anglers. Lake Velence and its surrounds are ideal for summer holidays, bathing and water sports, while the towns are notable for their past, art history, atmospheric streets and squares, busy cultural life and rich range of catering and accommodation.



The region also boasts an expanding range of medicinal and wellness facilities: the baths in Agárd and Komárom provide a freshening up to those seeking general well-being, a healthy lifestyle or a cure.

Kings and queens also favoured this region, and today's visitors can enjoy traditional Hungarian or international cuisine. Culinary delights are further heightened by the noble wines made from the flavoursome grapes of the local wine growing regions: Ászár-Neszmély, Mór, Somló or Etyek-Buda. (Further information: [www.kdregio.hu](http://www.kdregio.hu)).

### **WESTERN TRANSDANUBIA**

The region is comprised of Győr-Moson-Sopron county, Vas county and Zala county (with the exception of the settlements of the Lake Balaton region). A selected holiday region<sup>1</sup> in the region is Sopron-Kőszeg foothills. The region borders four countries (Slovakia, Austria, Slovenia, and Croatia), and the ethnic groups living here speak seven languages.

In the region of Western Transdanubia, and particularly in the Órség, man and nature, tradition and the present, are in a fitting harmony one with the other. Along the border we find an unspoilt natural environment: Szigetköz, the Fertő-Hanság National Park, the Sopron Hills, the Írottkő Nature Park, the Órség-Raab-Goricko Nature Park, the Nature Park on the banks of the Kerka, and the Nature Park on the banks of the Mura are all popular among the tourists.

Western Transdanubia offers renewal and cures based on its natural resources, the medicinal waters. The rivers, waters, the fresh forests, the quiet cycle paths and the horse stables offer rest and recovery. The nature parks of the region fill the visitor with a feeling of naturalness and proximity to nature, and a colourful range of cultural events provide mental refreshment and regeneration. The region is extremely rich in medicinal and thermal waters: the medicinal baths of Bük, Sárvár, Balf, Győr and Borgáta are the most popular.

Amongst the tourist offers of the region are Pannonhalma, designated part of World Heritage by UNESCO, and the Cultural Landscape of Fertő. The Abbey of Pannonhalma is truly a picture book of art history, a living illustration of the development of European art from Roman times to Neoclassicism.

Western Transdanubia has a host of cultural events, four of which bear the title of Western Transdanubia Region Special Event: the Sopron Festival Weeks, the Győr Baroque

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<sup>1</sup> A planning-statistical unit used by the Hungarian Central Statistical Office, on the basis of Act XXI of 1996, Act XCII of 1999, and Parliamentary resolution 35/1998 (March 20).



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Events, the Sárvár Folklore Days and the Szombathely Historical Carnival. (Further information: [www.nyugatudunantuliregio.hu](http://www.nyugatudunantuliregio.hu)).

### ***LAKE TISZA***

The Lake Tisza tourist region consists of Borsod-Abaúj-Zemplén county, Hajdú-Bihar county, Heves county and parts of Jász-Nagykun-Szolnok county.

Lake Tisza came into being twenty-seven years ago, when the Kisköre Reservoir was made into a lake. In the shallowest north-eastern area, in the Tiszavalk basin the Lake Tisza Bird Reserve was formed, which – as a part of the Hortobágy National Park – features on the UNESCO World Heritage List. Here can be found the finest and most numerous specimens of heron: the grey heron, the little egret, the spoonbill, and also the black kite and the saker falcon.

The middle body of water of the lake is Hungary's largest single fishing area. The abundance of fish in the Tisza is legendary: more than fifty species of fish live there, twelve of which are protected. Anglers are attracted to the region in all seasons, for the River Tisza which has both cold and deep stretches, and elsewhere fast warming shallows, provides favourable conditions for fishing.

For water sports enthusiasts Hungary and Central Europe offers a water sports paradise unlike any other. High quality services, various categories of accommodation, a wide range of angling shops, landing stages and boat hire are available for visitors.

The unspoilt natural environment of Lake Tisza makes it special. Its unique characteristics also make it possible to pursue different activities without disturbing others, whether the visitor is an lover of water sports, bathing, sunbathing, an angler searching for quiet, or a visitor studying the bird and plant life, be they a scientist or a simply an interested nature-lover. (Further information: [www.tisza-to-info.hu](http://www.tisza-to-info.hu)).

### **Statistics on Hungarian Tourist Regions**

The Hungarian Central Statistical Office has in the last few years carried out data collection relating to the regions according to the statistical-planning regions. In the case of many tourist regions, however, the demand and supply characteristics differ significantly from the characteristics of the statistical-planning regions. For the majority of tourist regions, then, the

data for the statistical-planning regions can be used only with reservations, and they cannot be used to compare the performance of the tourist regions.

According to an agreement between the Hungarian National Tourist Office and the Central Statistical Office (CSO), from January 2001 the CSO process the data in a breakdown for each tourist region, and also make available the supply and demand data for the period 1998-2001 in a breakdown by tourist region. Thus, in addition to having a description of the current situation, it also became possible to see tendencies. The brief data series available and the events in the period which had a marked influence on tourism in Hungary (e.g. the war in the Balkans, the Middle East crisis, the recession affecting Hungary's largest source market, natural phenomena such as floods or the eclipse, etc.) mean that temporal comparisons can only be made to a limited extent, and only in the long term will the data series be suitable for the drawing of conclusions.

### ***THE MOST SIGNIFICANT<sup>2</sup> SOURCE MARKETS FOR THE TOURIST REGIONS OF HUNGARY***

Examination of Hungary's most important source markets shows that with the exception of the Lake Balaton region, Hungarian guests take first place in the list drawn up on the basis of guest nights (table 3.1). However, there are highly significant differences between regions in respect to exactly what role domestic tourism plays: while in 2001 Hungarian tourists generated 15.5% of the guest nights in Budapest, and 21.2% of the guest nights in the Budapest and Central Danubian Region, this same indicator was 78.7% in Northern Hungary. In the case of the other regions the proportion of domestic guest nights fluctuates between the two values mentioned, partly in relation to the tourism products, and partly in relation to the extent to which the demand for each region is diversified in the source country. In the Lake Balaton region, Hungary as a source market is only in second place with 32.7% of guest nights, with German guests in first place spending 45.2% of guest nights.

Examining only incoming tourists, we see that the range and composition of foreign guests in each region differs significantly. The share of German, Austrian and Dutch tourists in the Lake Balaton region, calculated by guest nights, far exceeds the average for the country; the American, Italian and British markets, while being relatively important for the

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<sup>2</sup> The most important source markets for the tourist regions are analysed on the basis of the guest nights spent in commercial lodgings, because this is the only statistic to give information about the composition (by nationality) of tourists spending at least 24 hours in Hungary.



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country as a whole, did not have a considerable share in this region. Of the source markets which are minor importance on a national level, Danish tourists frequented Lake Balaton more than other parts of the country in 2001.

With the exception of Northern Hungary, the greatest number of tourists to every region came from Germany, but the weight of the German market differs markedly in each region. The Lake Balaton region is highly popular for German tourists, and this market accounts for almost half of the guest nights spent in commercial lodgings. The proportion of guests from Germany is significant in the other regions of western Hungary too, but is less so in eastern Hungary. This is true for the Austrian market too: the proportion of Austrian guests is highest by Lake Balaton and in Western Transdanubia, while in the regions to the east of the Danube Austria features among the top five source countries only in Northern Hungary. The Dutch come to Hungary mainly for recreation and rest: this is shown by the fact that the proportion of Dutch is high in the Central Transdanubia, Lake Balaton, Southern Transdanubia and Northern Hungary regions, while in other regions the Netherlands does not feature among the five most important source markets. For American tourists, Budapest and Central Danubia, and within this, Budapest, is the favourite. According to the share calculated by guest nights, outside this region the USA features among the five most important source markets only in Southern Transdanubia. Apart from Budapest and Central Danubian Region, where Italians come mainly to discover cultural treasures, the proportion of Italian tourists is highest in the Southern Hungarian Plains region, where they travel in great numbers due to the popularity of hunting tourism.

Similarly to the regions to the west of the Danube, it can also be observed in the regions of eastern Hungary that the countries closest to the region make up the most important source markets for the region: as a result of this in the regions of eastern Hungary Poland, Slovakia, Romania and the Ukraine feature amongst the most important source markets. The proportion of incoming tourists from Poland and Slovakia is highest in Northern Hungary, the Northern Hungarian Plains, and Lake Tisza, where they travel to relax and rest (medicinal and thermal baths are very popular with them). Romanian tourists represent an important source market mainly for the Southern Hungarian Plains region, which lies close to Romania, just as Ukrainians make use of commercial lodgings in the highest proportion in the Northern Hungarian Plains (table 1)

Table 1

*Most important source markets for tourist regions, based on guest nights registered in public accommodation establishments, 2001*

Region	1 <sup>st</sup> place		2 <sup>nd</sup> place		3 <sup>rd</sup> place		4 <sup>th</sup> place		5 <sup>th</sup> place	
	country	%	country	%	country	%	country	%	country	%
Budapest	Hungary	15.5	Germany	12.7	Italy	7.2	USA	7.1	UK	5.4
Budapest and Central Danubian Region	Hungary	21.2	Germany	12.2	Italy	6.7	USA	6.4	UK	4.9
Lake Balaton	Germany	45.2	Hungary	32.7	Austria	5.2	Netherlands	4.9	Denmark	3.1
Western Transdanubia	Hungary	53.4	Germany	22.7	Austria	10.8	Switzerland	2.3	Netherlands	1.3
Central Transdanubia	Hungary	57.9	Germany	19.7	Netherlands	8.5	Austria	2.3	Italy	1.4
Southern Transdanubia	Hungary	62.8	Germany	23.4	Austria	2.6	Netherlands	1.4	USA	1.3
Northern Hungary	Hungary	78.7	Poland	6.6	Germany	4.9	Netherlands	1.1	Austria	1.0
Northern Hungarian Plains	Hungary	54.5	Germany	24.4	Poland	7.8	Slovakia	1.5	Ukraine	1.4
Southern Hungarian Plains	Hungary	71.2	Germany	11.0	Romania	1.9	Italy	1.8	Netherlands	1.7
Lake Tisza	Hungary	65.6	Germany	14.8	Poland	4.7	Slovakia	3.0	Netherlands	2.3
<b>Total over country</b>	<b>Hungary</b>	<b>41.6</b>	<b>Germany</b>	<b>23.5</b>	Austria	<b>3.8</b>	<b>Netherlands</b>	<b>2.8</b>	<b>Italy</b>	<b>2.7</b>

Source: Central Statistical Office, Hungary





## Tourism in Hungary 1990-2002

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The structure of the guests of the regions has shown no considerable change in recent years. One characteristic is for the share of traditionally important source markets to show a tendency to drop off: the proportion of German guest nights in an average over the country dropped from 25.5% to 23.5% between 1998 and 2001, and that of nights spent here by Austrians from 5.2% to 3.8%. The proportion of guest nights spent in commercial lodgings by Germans and Austrians showed a drop in almost every region. The Dutch, American and Polish source markets were also characterised by a reduction in the three years examined, while the Italian market showed a rise. In the case of a few markets at present less significant in terms of volume, but with high potential (such as Belgium, Denmark, Spain or Israel) a rise was observed.

The strengthening of the eastern markets is shown by the fact that more and more of them feature amongst our source countries, particularly in the eastern regions of Hungary. Near Lake Tisza, for example, the rise in the proportion of Slovakian tourists is noteworthy.