

ASSESSING THE CHANGES OF SPA HOTEL DEMAND IN HUNGARY BETWEEN 2012 AND 2019

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OBJECTIVES

In general, the demand for medical tourism is influenced by several factors. The first is an aging population with a growing health problem and discretionary income and leisure. The second is changes in health behaviours that focus on disease prevention. Research seeks the answer to the changes in the demand for medical tourism in recent years in spa hotels.

METHODS

We conducted secondary research, based on official statistics of the Hungarian Central Statistical Office. We examined the number of beds available, the number of accommodation providers operating, guest traffic and the number of overnight stays. Due to the Covid-19 pandemic, data for the year 2020 were not taken into account, so we are examining the period between 2012 and 2019 for spa hotels in Hungary.

RESULTS

During the period 2012-2019, the average proportion of spa hotels among hotels was 3.32 %. The guest turnover of the spa hotels increased by 360,000 in the period under review, a growth of 51,000 was an average annual. During this period in 2677 increased rentable beds in the hotel spa, which represents 3.39 % of the average annual capacity growth. The distribution of the number of guest nights in spa hotels compared to hotels and commercial accommodation was the lowest in 2013 and the highest in 2015. The distribution of guest nights in spa hotels could be increased to a greater extent compared to hotels than compared to commercial accommodation.

CONCLUSIONS

Overall, the demand side of tourism responded positively to the recent developments of spa tourism. Among foreigners and domestic people, the spa hotels of the settlements affected by medical tourism are becoming increasingly popular.

type of accommodation / year	2012	2013	2014	2015	2016	2017	2018	2019	average change (%)
spa hotel	501	509	566	663	709	759	816	871	+9,4
hotel	6584	7003	7482	8096	8701	9236	9776	10306	+7,6

Table 1.
Development of guest traffic between 2012-2019 (thousand people)

type of accommodation / year	2012	2013	2014	2015	2016	2017	2018	2019	average change (%)
spa hotel	1828	1890	2020	2223	2360	2496	2637	2782	+6,5
hotel	16624	17568	18372	19507	20956	22046	23141	24241	+6,1

Table 2.
Changes in the number of guest nights between 2012-2019 (thousand nights)

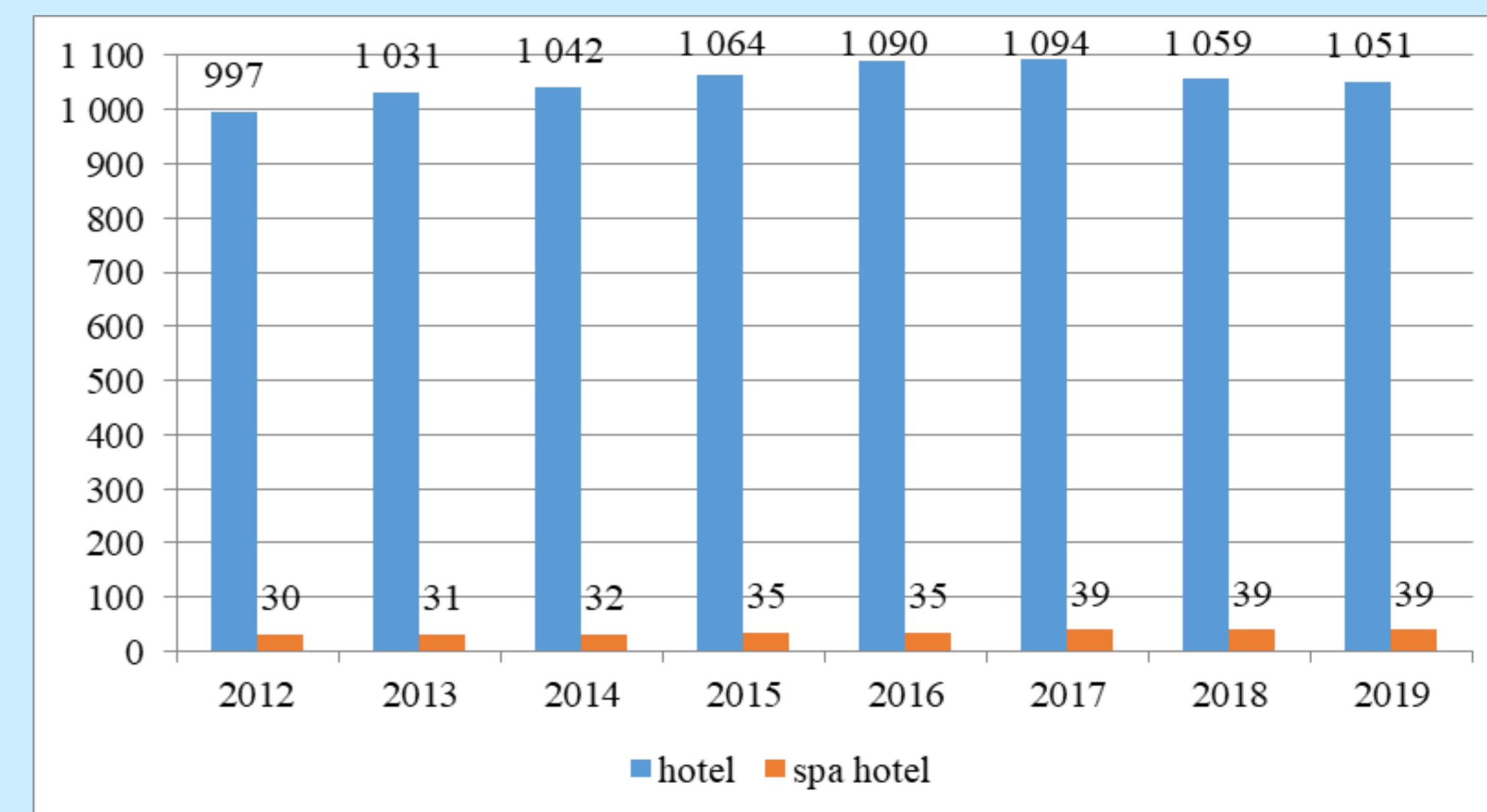


Figure 1.
Number of hotels and spa hotels between 2012-2019 (piece)

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