

# Booking in Romania

September 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong sales growth due to boom in early bookings and impact of travel vouchers  
Greater frequency of travel supports growth in travel intermediaries

#### PROSPECTS AND OPPORTUNITIES

Digital strategies to become increasingly essential as online sales continue to soar  
The extension of the holiday vouchers scheme to support sales growth

#### CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 5 - Forecast Booking Sales: Value 2023-2028

Table 6 - Forecast Business Travel Sales: Value 2023-2028

Table 7 - Forecast Leisure Travel Sales: Value 2023-2028

## Travel in Romania - Industry Overview

### EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

### MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2018-2023

Table 9 - Surface Travel Modes Online Sales: Value 2018-2023

Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 12 - In-Destination Spending: Value 2018-2023

Table 13 - Forecast In-Destination Spending: Value 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/booking-in-romania/report](http://www.euromonitor.com/booking-in-romania/report).