

Lodging (Destination) in Romania

September 2023

Table of Contents

Lodging (Destination) in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong increases in demand seen across all categories of lodging

Rising demand spurs the opening of new hotels and redevelopment of existing hotels

PROSPECTS AND OPPORTUNITIES

Improvements in living standards and rising incomes to boost demand for lodging

Rising interest in Romania among foreign visitors to benefit cities other than Bucharest

CATEGORY DATA

Table 1 - Lodging (Destination) Sales: Value 2018-2023

Table 2 - Lodging (Destination) Online Sales: Value 2018-2023

Table 3 - Hotels Sales: Value 2018-2023

Table 4 - Hotels Online Sales: Value 2018-2023

Table 5 - Other Lodging Sales: Value 2018-2023

Table 6 - Other Lodging Online Sales: Value 2018-2023

Table 7 - Lodging (Destination) Outlets: Units 2018-2023

Table 8 - Lodging (Destination) Rooms: Number of Rooms 2018-2023

Table 9 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

Table 10 - Hotels NBO Company Shares: % Value 2018-2022

Table 11 - Hotel Brands by Key Performance Indicators 2023

Table 12 - Forecast Lodging (Destination) Sales: Value 2023-2028

Table 13 - Forecast Lodging (Destination) Online Sales: Value 2023-2028

Table 14 - Forecast Hotels Sales: Value 2023-2028

Table 15 - Forecast Hotels Online Sales: Value 2023-2028

Table 16 - Forecast Other Lodging Sales: Value 2023-2028

Table 17 - Forecast Other Lodging Online Sales: Value 2023-2028

Table 18 - Forecast Lodging (Destination) Outlets: Units 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 19 - Surface Travel Modes Sales: Value 2018-2023

Table 20 - Surface Travel Modes Online Sales: Value 2018-2023

Table 21 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 22 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 23 - In-Destination Spending: Value 2018-2023

Table 24 - 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/lodging-destination-in-romania/report.