

Romania Tourism Report Q1 2016

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Abstracts

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BMI View: Romania's tourism market is underdeveloped and the country is struggling to raise awareness of the many attractions outside of its traditional source markets in Central and Eastern Europe. Over the course of our forecast period to 2019 we do expect to see a gradual increase in the number of international visitors to the country, which will provide a valuable boost to the hotel and restaurant industry and tourism related expenditure. However, Romania's tourism market is at risk from regional political tensions as well as economic factors which have the potential to derail growth.

Key Updates and Forecasts

We expect Romania's inbound tourism market to increase steadily over the forecast period, with arrivals increasing from 8.8mn in 2015 to 10.5mn in 2019.

This increase in international arrivals will lead to an increase in hotel and restaurant industry value from USD2.3bn in 2015 to USD3.1bn at the end of the forecast period.

Romania is gradually attracting more international investment; Starwood is one of the international hotel developers expanding in the country with new properties reportedly planned for Cluj-Napoca and Timisoara, under the Sheraton and Four Points brands.

International air connectivity is also improving; budget airline Ryanair is launching a new direct flight between Dublin and Cluj in summer 2016 while Blue Air will also launch new additional flights to Bucharest and Bacau.

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