

# Romania Tourism Report Q2 2016

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## Abstracts

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**BMI View:** The tourism sector in Romania is still relatively underdeveloped. Although a number of the major international hotel groups have some presence in the country, this largely consists of only one or two properties which are restricted to the main cities. The travel infrastructure, especially throughout the more rural areas of the country, is also in need of significant development. Looking forward, however, we forecast significant growth in the sector, driven by increasing numbers of tourist arrivals. The Romanian Tourism Authority is introducing a number of new flight links, with key markets both within and outside of Europe, and has recently been promoting the country strongly to the Russian market. The country may also benefit from its potential as an alternative for many tourists to Turkey and Egypt, who have both suffered recent terrorism incidents.

### Key Updates And Forecasts

We expect Romania's inbound tourism market to increase slightly faster than previously believed. By 2020 we forecast inbound arrivals to be over 11mn, a reflection of Romanian efforts to promote the country to more tourists.

This increase in international arrivals will lead to an increase in hotel and restaurant industry value from USD2.4bn in 2015 to USD3.5bn at the end of the forecast period.

The Romanian Tourism Authority is attempting to significantly increase the number of Russian tourists to the country by promoting affordable holiday packages. These packages will be aimed specifically at the Russian market and will centre on health and wellness breaks.

Romania has recently implemented changes to the visa application process for Chinese tourists, ensuring that visas will be issued within a week of applying. This is hoped to significantly increase the number of Chinese visitors, who previously would have had a long wait for a travel visa.

International air links are being improved with a number of destinations. Flights between Romania and Israel will increase from eight to 11 each week and a new service between Cluj-Napoca and Munich, Germany will operate twice weekly. Also, from June 2016, Qatar Airways will double the amount of flights on its Doha to Bucharest route and five new charter flights will be implemented by Romanian budget carrier Blue Air, four to Greece and one to Turkey.

A draft project to introduce a new tax on hotels, bars and restaurants is currently under consideration by the Romanian authorities. If given the green light, the tax could come into force from April 2016. It is feared that such a change would be severely detrimental for smaller domestic and independent establishments, while not significantly affecting the major international chains.

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