

Romania Tourism Report Q3 2016

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Abstracts

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BMI View: Romania still has a great deal of developing to undergo if its tourism market is to reach its potential. The overall quality of transport infrastructure and hotel provision means it has fallen behind neighbouring countries, and Romania has not been able to sell itself effectively as a budget destination outside of regional source markets. A long-term marketing and tourism development plan has been introduced, however, and in the long term, entry into the EU should help boost both visibility and infrastructure due to grants and the transfer of knowledge. Already the government is looking to boost the number of air links into the country. Overall, the country's tourism industry is vulnerable to a downturn in the economic climate in Europe due to an over-reliance on regional inbound arrivals.

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 11.5mn, 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 USD2.6bn in 2016 to USD3.7bn at the end of the forecast period.

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, as of 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.

Google Romania and the Romanian National Authority for Tourism (ANT) have announced that they are to collaborate in order to help the country improve its image. As part of the 'Think Travel With Google' campaign, Google Romania will help train the authorities as to how best utilise the search engine.

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