

# Romania Tourism Report Q4 2016

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## Abstracts

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**BMI View:** Romania's tourism market presents significant growth potential. The country offers a broad range of attractions catering to most holiday markets and is gradually becoming more accessible via improving air, road and rail transport connections. The low cost of travel and services means Romania is a highly affordable holiday destination for most source markets and there is potential for it to rival more established Central and Eastern Europe short-break destinations such as Prague and Budapest. We are forecasting healthy growth in arrivals to the country over the short- to medium-term, though we do note Romania's tourism industry remains vulnerable to regional economic decline due to its overreliance upon European neighbours.

### Key Updates And Forecasts

Demand is reportedly rising at Romania's seaside resorts, with the Romanian Tourism Employers Federation noting that bookings surged in August 2016 as Romania benefits from a downturn in travel to Crimea as a result of the ongoing conflict in Ukraine and tensions with Russia. The rise in visitors looks set to boost investment in accommodation with capacity in the area expected to grow by 5% in 2017.

Despite receiving approval from the European Commission to join the Schengen Zone in April 2016, which allows for visa free travel throughout member states, Romania's accession to the scheme remains blocked by opposition from states France and Germany and is unlikely to progress in the near-term.

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