

Health and Wellness Tourism in Romania

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Abstracts

The revenue generated by health and wellness tourism services providers increased by 5% in 2013, given the rising demand for such services coming from the younger generation of domestic tourists. There were a few smaller spas built across the country, financed by the EU structural funds, which attract rising numbers of family tourists.

Euromonitor International's Health and Wellness Tourism in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Medical Tourism, Spas.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Health and Wellness Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Weak Performance of Domestic Airlines Might Offer Opportunities for International Players

City Break Trips Are Becoming Increasingly Popular

Tourism Voucher Scheme Will Help Domestic Tourism To Develop

Bucharest Has Outstanding Appeal for Business Tourists

SWOT

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