

Travel Accommodation in Romania

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Abstracts

In terms of the number of bed nights spent in hotels, travel accommodation was not much affected by the crisis, as the bed nights have been steadily growing during the last couple of years of the review period. In terms of the revenue of hotels the picture looks a bit bleaker as there was a decline of 6% in 2012 and a mild increase of 1% in 2013. The occupancy rate has been increasing steadily over the review period and it reached 33% in 2013. The average daily room rate somewhat declined in...

Euromonitor International's Travel Accommodation 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: Travel Accommodation by Category, Travel Accommodation by Channel.

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

Why buy this report?

Get a detailed picture of the Travel Accommodation 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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Executive Summary

Chained Hotels Find A Good Momentum To Expand in Romania

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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