

## **Lodging (Destination) in Romania**

Market Direction | 2024-10-01 | 18 pages | Euromonitor

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### **Report description:**

With the number of hotels expected to remain stable in 2024, growth in retail value sales of lodging is projected to be driven by increased occupancy rates and a rise in the average daily room rate. The latter will be influenced by rising utility costs and an increase in the minimum wage, amid a shortage of labour. Bucharest is poised to lead the lodging market, having already experienced growth in occupancy rates, with expectations to reach pre-pandemic levels in 2024. However, while Bucharest...

Euromonitor International's Lodging (Destination) 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

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

Why buy this report?

- \* Get a detailed picture of the Lodging (Destination) 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.

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