

Tourism Flows in Romania

Market Direction | 2024-10-01 | 24 pages | Euromonitor

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Report description:

Demand for outbound travel is rising in Romania, contributing significantly to tourism flows. Indeed, 2024 is expected to see significant growth in outbound departures compared to domestic tourism, as measured in retail current value terms. This shift is primarily driven by the perceived higher quality of summer tourism options available in traditional neighbouring destinations such as Greece, Turkey, and Bulgaria. These countries often offer attractive packages at prices that are comparable to,...

Euromonitor International's Tourism Flows 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: Domestic Tourism, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

- * Get a detailed picture of the Tourism Flows 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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Inbound arrivals benefit from greater price stability

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Growth in spa and festival culture should spur growth in domestic tourism

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Summary 1 Research Sources

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