



Euromonitor
International

Lodging (Destination) in Romania

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Outlet expansion and rising room rates drive value sales in lodging (destination) in Romania
Accor Hotels Romania SRL leads lodging (destinations), supported by a diverse brand portfolio and expansion strategy

PROSPECTS AND OPPORTUNITIES

Lodging (destination) sales in Romania are projected to grow, supported by economic recovery and lifestyle shifts
Lodging (destination) is expected to expand beyond Bucharest as regional tourism potential grows

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Travel in Romania - Industry Overview

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DISCLAIMER

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