

# Lodging (Destination) in Romania

September 2023

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## Lodging (Destination) in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong increases in demand seen across all categories of lodging

Rising demand spurs the opening of new hotels and redevelopment of existing hotels

#### PROSPECTS AND OPPORTUNITIES

Improvements in living standards and rising incomes to boost demand for lodging

Rising interest in Romania among foreign visitors to benefit cities other than Bucharest

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