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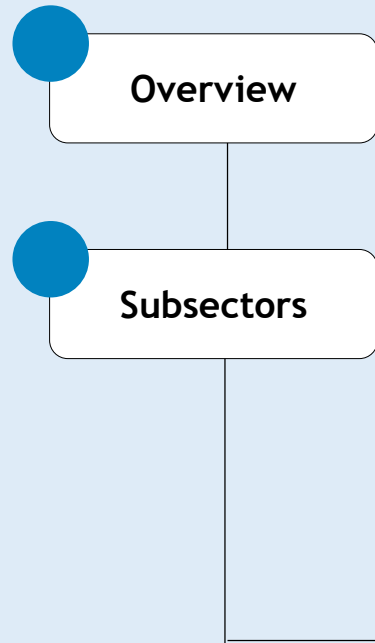
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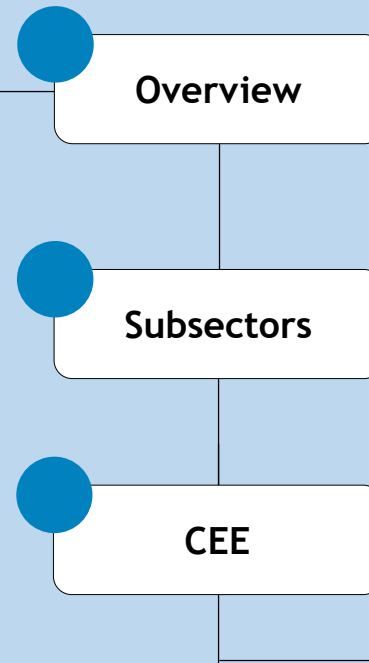
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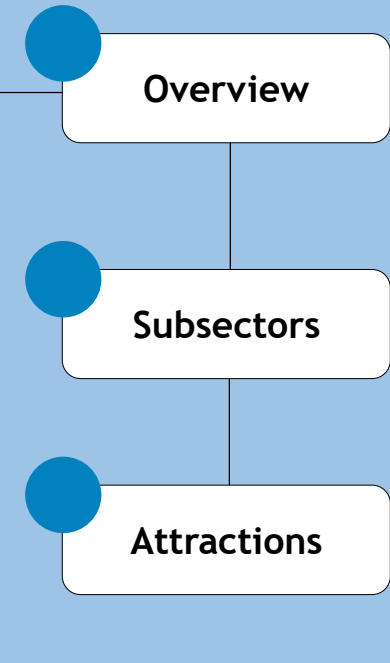
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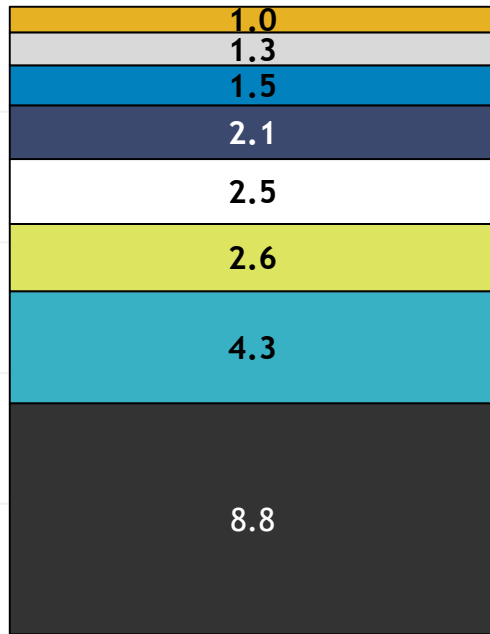


Overview

Global travel & tourism industry overview

The global travel & tourism industry generated a total revenue of 2.06 € trillion in 2015. With this number it gained the 5th place on the top sectors list.

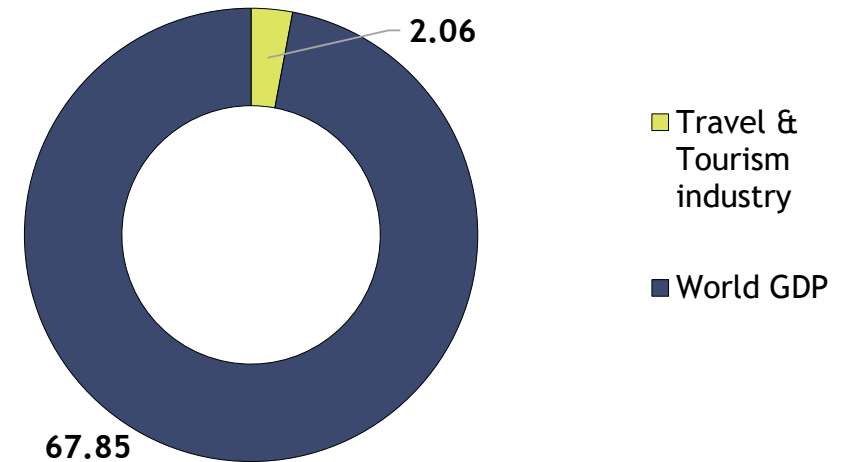
The top sectors by revenue in 2015 (€ trillion)



Revenue

- Technology Sector
- Retail Sector
- Travel & Tourism Sector
- Consumer Discretionary Sector
- Financial Sector
- Capital Goods Sector
- Services Sector
- Energy Sector

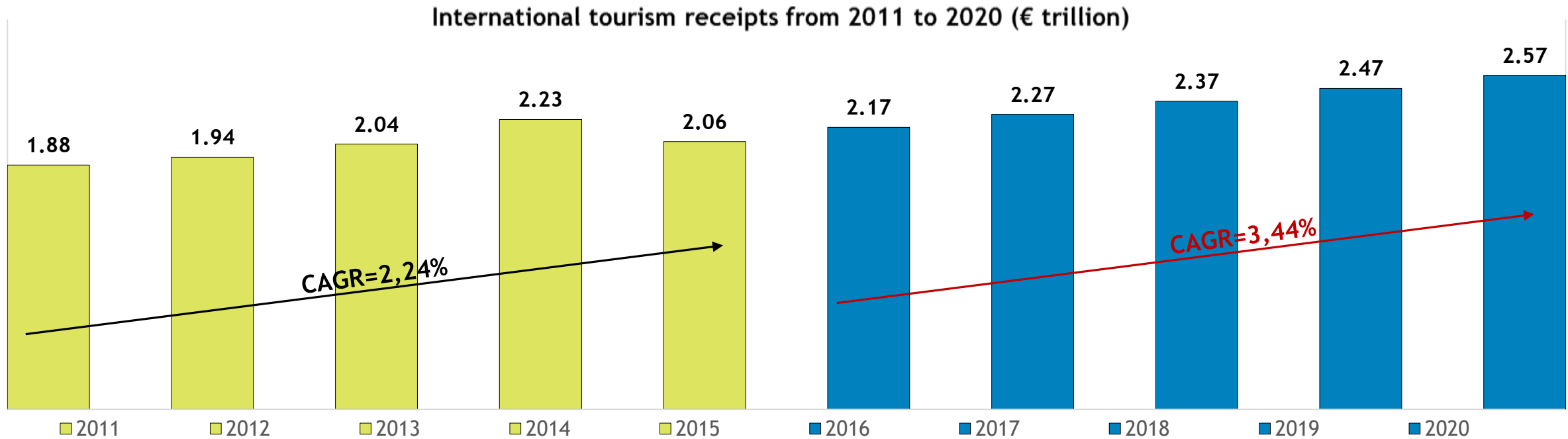
The size of the travel & tourism industry in 2015, (€ trillion)



The industry accounts for 3.03% of the World GDP if we only look at its direct contribution. This means it generates 2.1 trillion (€) revenue and it's the 5th on the top industries list. Counting the total economic impact of the sector, this number would rise to 9.75%.

International tourism revenue

The tourism revenue growth between 2011-2015 with a 2.24% CAGR. In 2015, the revenue was 2.06 € trillion. The revenue will grow between 2016-2020 with 3.44% CAGR and in 2020 will be over 2.57 € trillion.

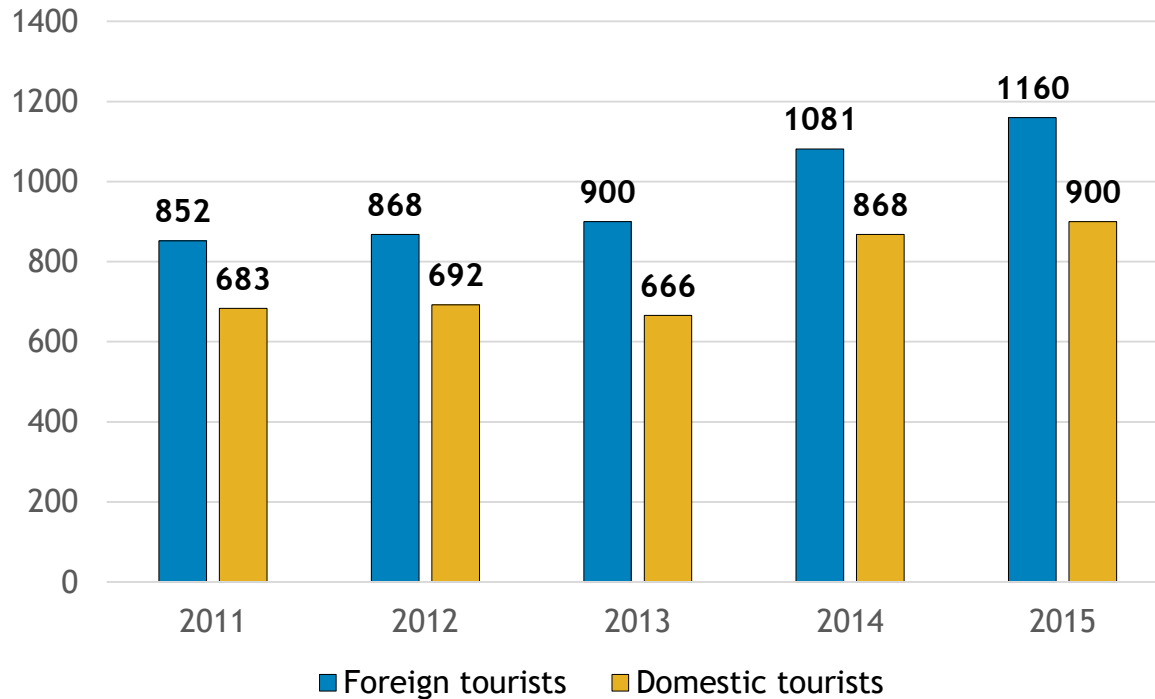


The tourism revenue growth between 2011-2015 with a 2.24% CAGR. In 2015, the revenue was 2.1 € trillion. The forecast shows a constant revenue growth between 2016-2020 with an 3,44% CAGR. The revenue in 2020 will be over 2.57 € trillion.

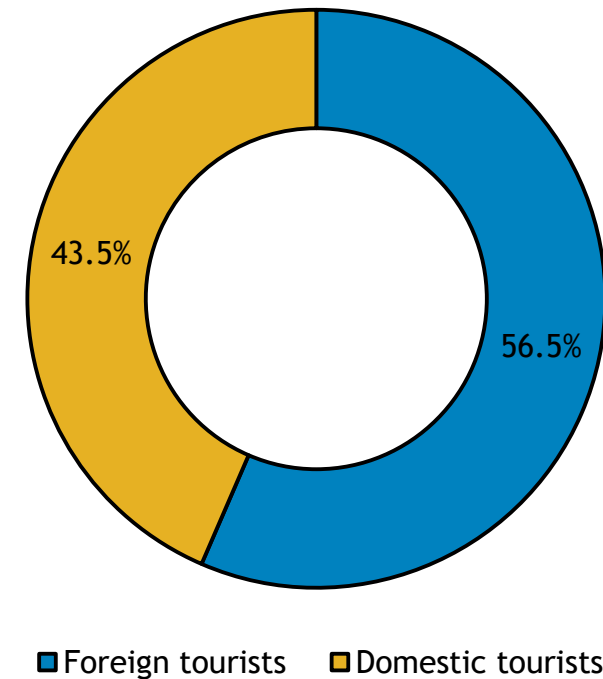
Global tourism revenue by foreign and domestic tourists 2011-2015

Foreign and domestic tourists produced revenues both increased in the last 5 years, with 33% compared to 2011. In 2015 56.5% of total revenue is generated by foreign tourists and 43.5 by domestic tourists.

Tourism revenue distribution 2011-2015 (€ billion)



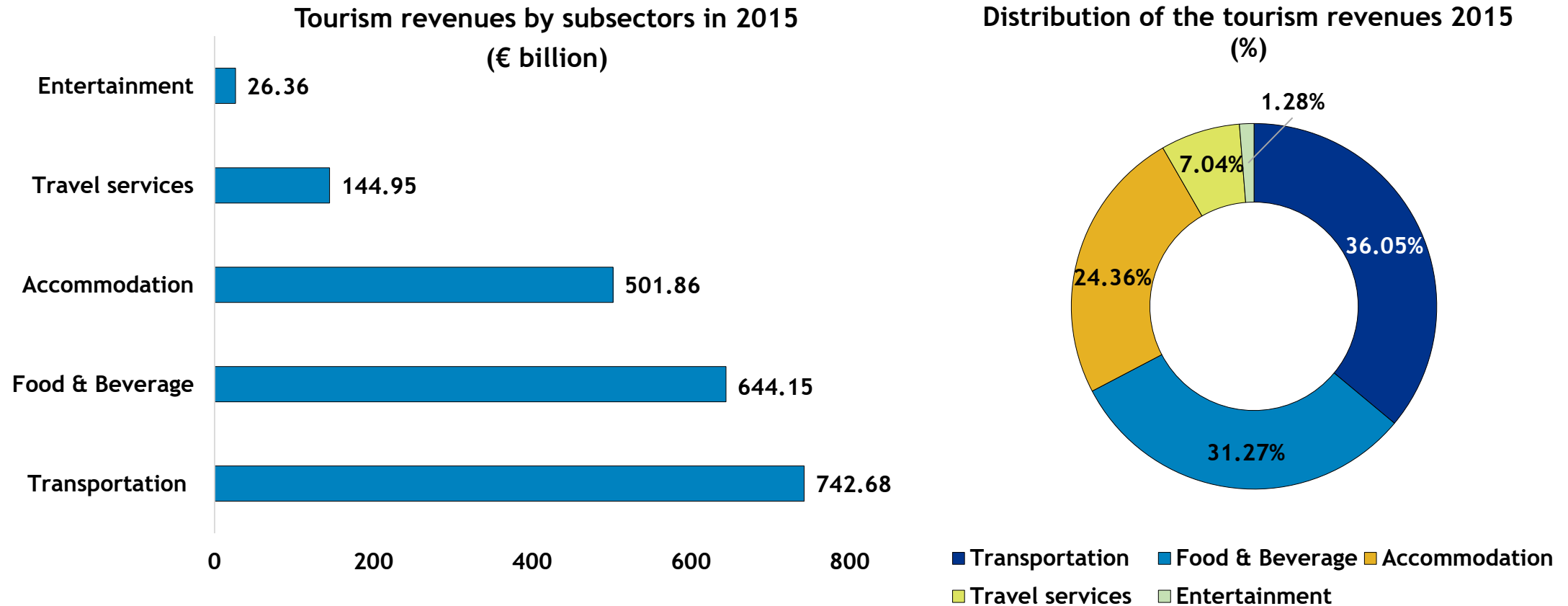
Revenue distribution in 2015 (%)



For foreign and domestic tourism equally, 2015 is the record year in terms of revenue, the sector reaching totally a revenue of 2060 € billion. Foreign sectors revenue has an average growth of 8.2% annually, while domestic sectors revenue has a growth of 7.6% on average.

Distribution of the global tourism revenues by subsectors 2015

The total global tourism revenue was 2.06 € trillion. The transportation sector had the highest revenue with 742.68 € billion in 2015, followed by the food and beverage and accommodation sector.

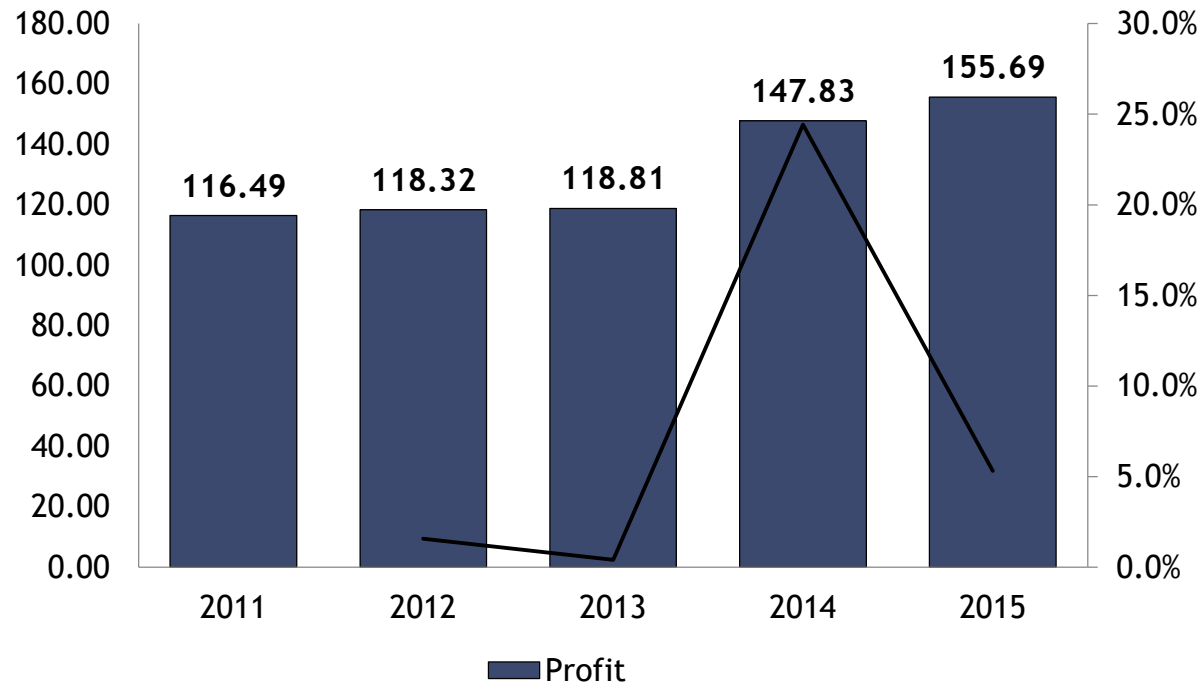


The total global tourism revenue was 2.06 € trillion. The transportation has the highest revenue in 2015 with 742,68 € trillion which represent 36,05% of the global tourism revenue. The transportation sector is followed by the food and beverage with 644.15 € trillion and the accommodation with 501.86 € trillion.

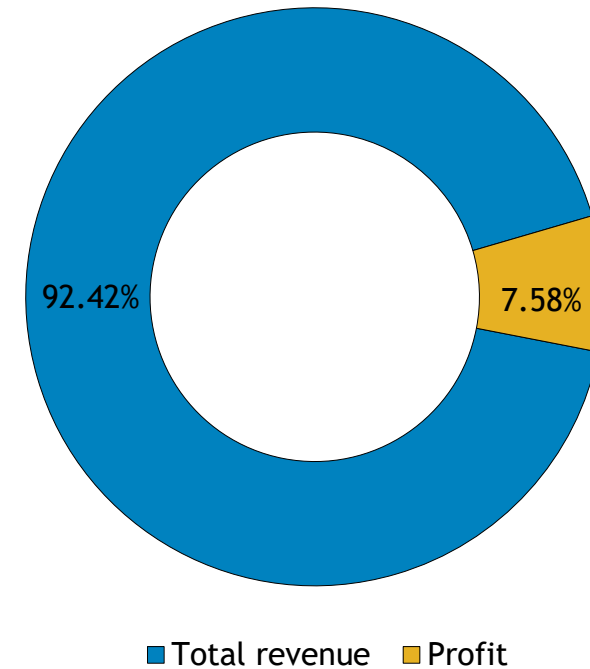
Global tourism industry by profit 2011-2015

The global tourism industry profit registered an average growth of 5.59% between 2011-2015, reaching the highest profit in 2015 with more than 155 € billion.

Global tourism profit 2011-2015(€ billion)



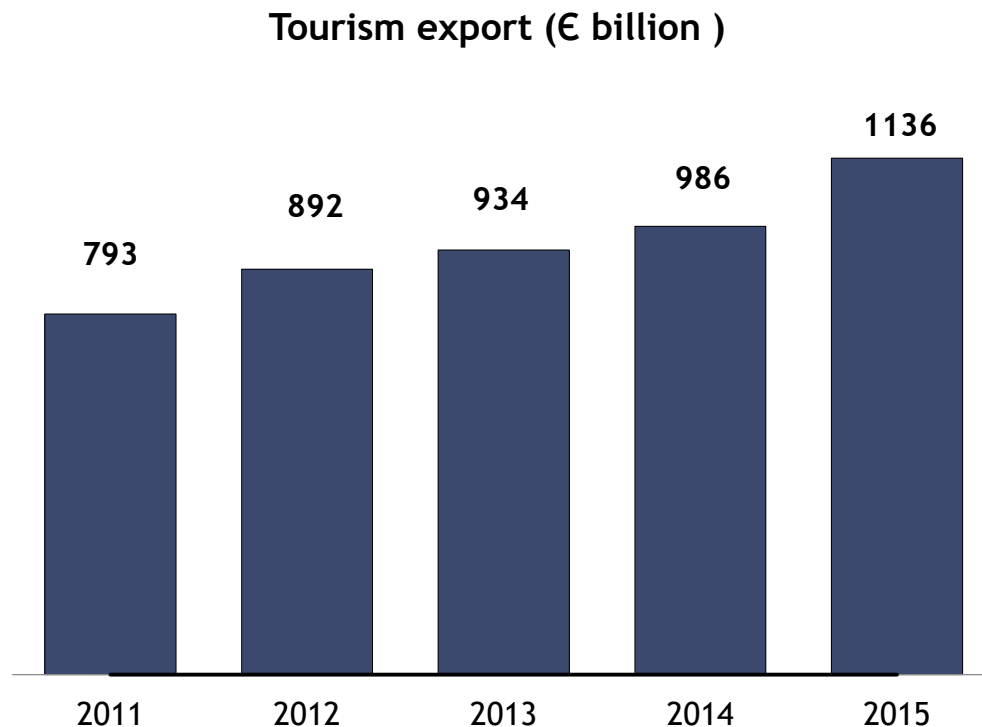
Profit from the revenue in 2015(%)



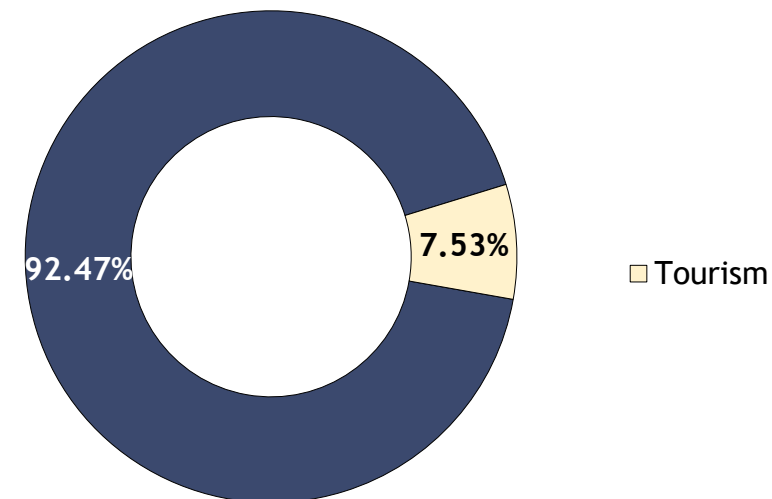
Tourism industry profit continues its growth in 2015, reaching a profit of 155 € billion. The sector has an average increase of 5.59% in the last 5 years. Their flows were influenced by 3 major factors in 2015: the unusually strong exchange rate fluctuations, the decline in the price of oil and increased global concern about safety and security.

Export in tourism between 2011-2015

The export in the tourism industry growth constantly between 2011-2015. In 2015 the export achieved his highest value with 1136 € billion which represent 7.53% from the total export.



Tourism export from the world's export in 2015(%)

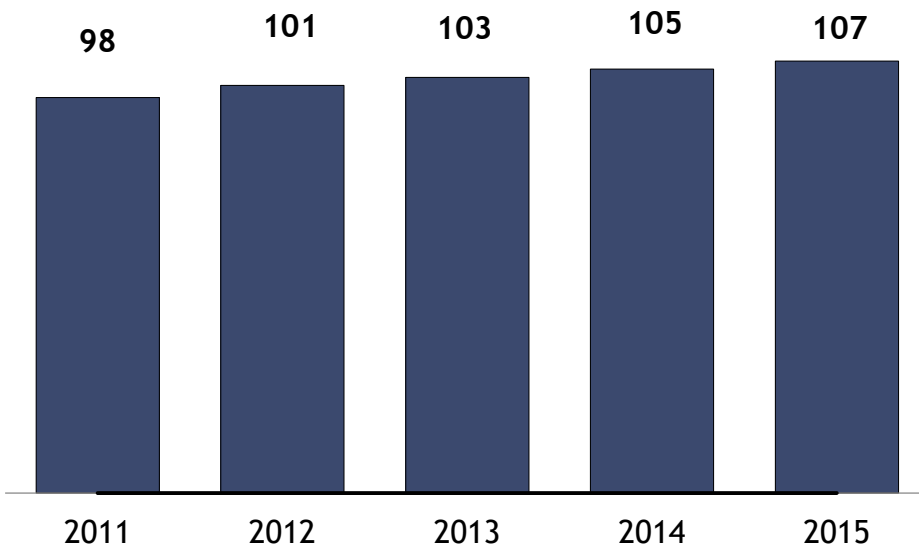


Between 2011-2015 the **exports in tourism** constantly increased, and in **2015** achieved his highest value in this period maximum with **1136 € billion**. The **tourism industry export** represented **7.53%** from the world's export **2015**.

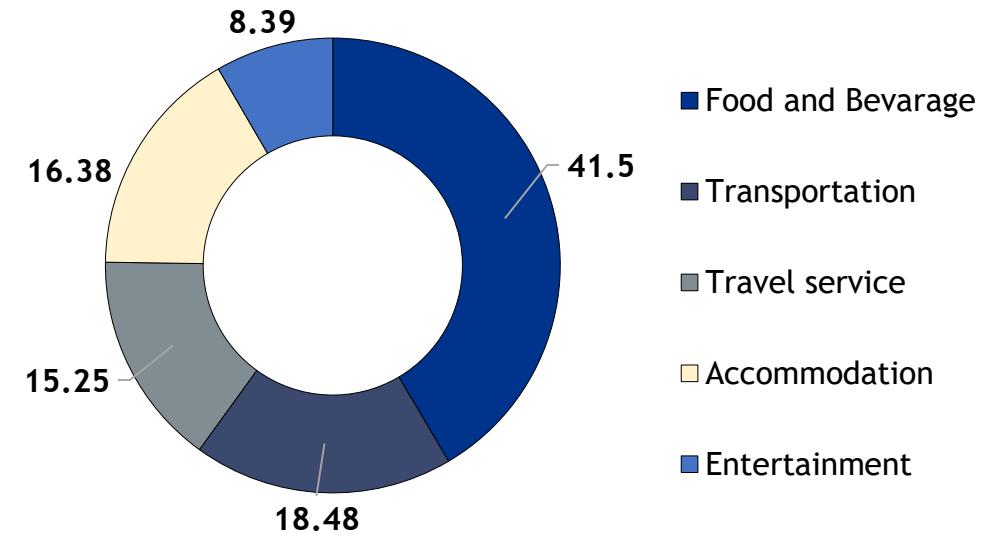
Employment between in tourism between 2011-2015

The employees number in tourism increased constantly between 2011-2015 and in 2015 achieved 107 million capita. The food and beverage had the most employees with 41.5% from the total employment.

The number of employees (million capita)



Employees in different tourism sectors in 2015 (%)

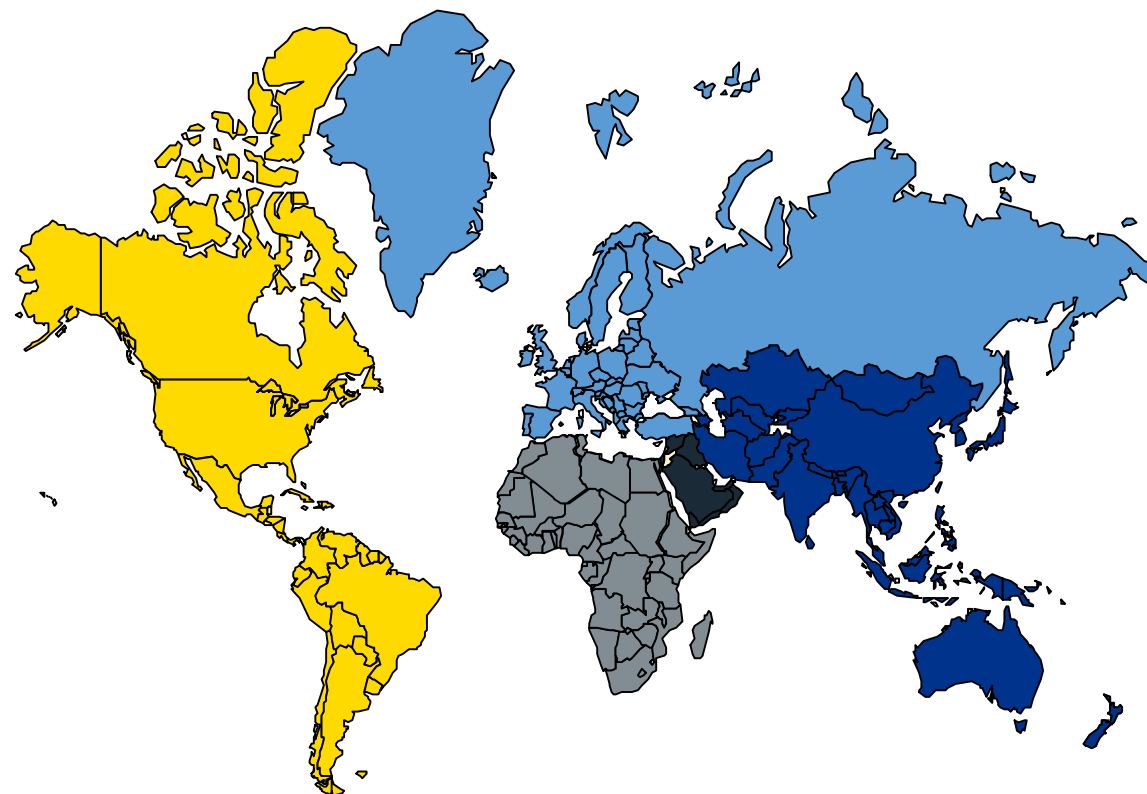
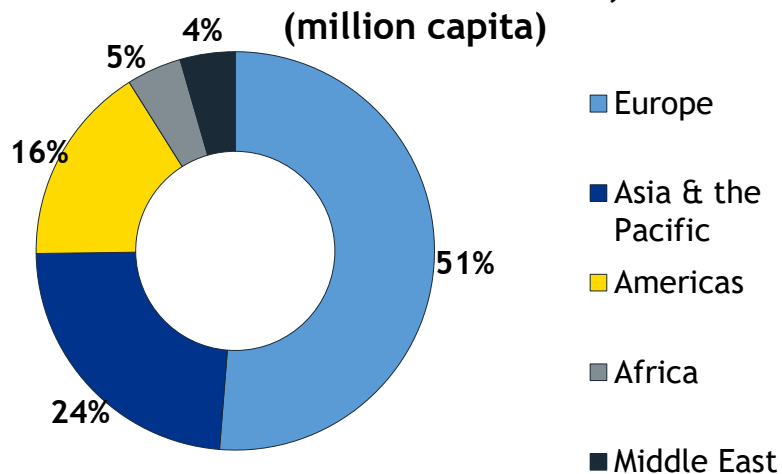


The employees number increased constantly between 2011-2015. In 2015 the employees number was 107 million capita, the highest value in this period. The food and beverage sector accounted the most capita, with 41.5% from the total tourism employment. Transportation accounted 18.48%, accommodation 16.38%, travel services 15.25% and entertainment 8.39% from the total employment.

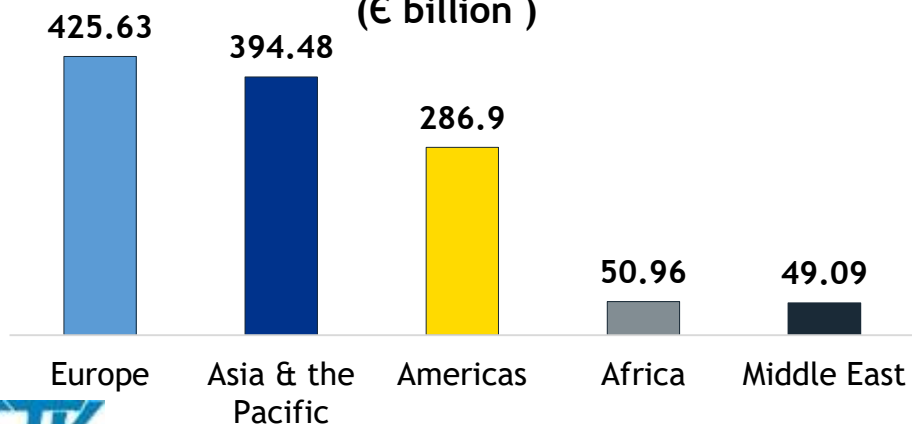
International tourism in 2015

The number of international tourist arrivals in 2015 was 1186 million, and the revenues reached 1160 € billion worldwide. Europe had the highest revenue, followed by Asia and the Pacific, and the Americas.

International Tourist Arrivals, 2015
(million capita)



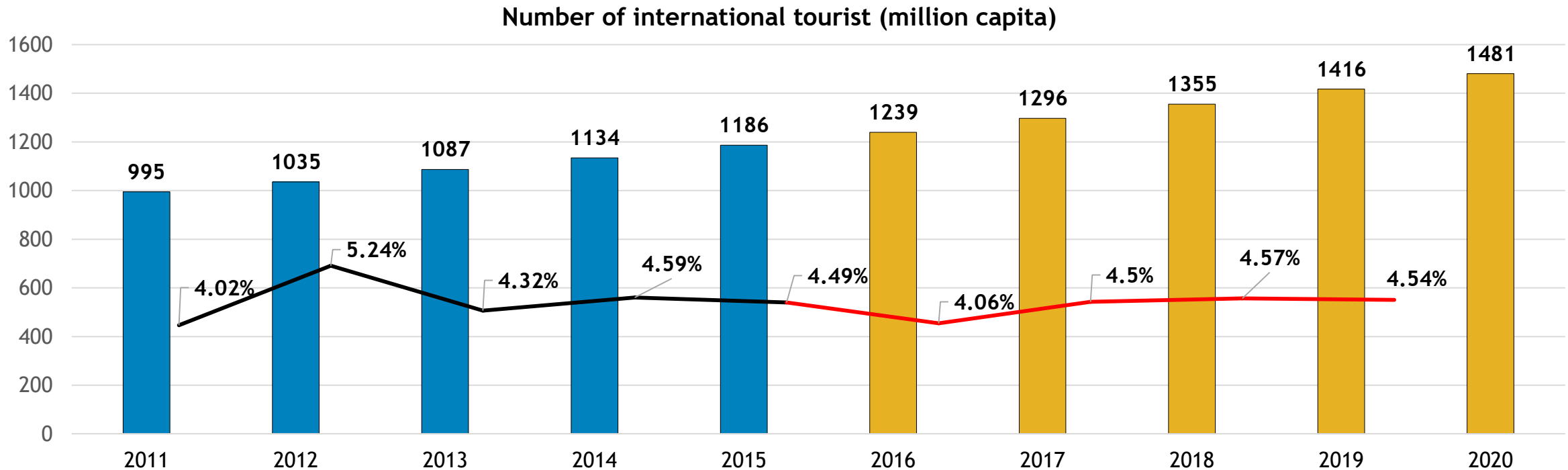
International tourist revenue, 2015
(€ billion)



In 2015, the most tourists were in **Europe** with **51%** from the total tourist arrivals, therefore this continent had the highest revenue, **425 € billion**. Europe is followed by **Asia and the Pacific** with **394 € billion** revenue and **24%** from the total arrivals.

Number of international tourist arrivals worldwide

The number of international tourist arrivals growth with a CAGR of 4,5 % between 2011-2015. In 2015 was 1186 million capita. This number will grow with a CAGR of 4,4% and in 2020 will reach 1481 billion capita.



The number of **international tourist arrivals** growth with a **CAGR** of 4,5 % between 2011-2015. In 2015 was **1186** million capita, which is the highest value in this period. The forecast shows that the number of international tourist arrivals will grow with a **CAGR** of 4,4% between 2015-2020 and will reach **1481 billion** capita in 2020.

Top 10 countries by tourism between 2011-2015

France was the most popular country among tourist between 2011-2015, with 86.3 millions visitors in 2015. France is followed by the USA, Spain and China.

Country	2010-11	2011-12	2012-13	2013-14	2014-15	2011-2015	Visitors in 2015 (million capita)
1 France	○	○	○	○	○	○	86.3
2 USA	○	○	○	○	○	○	77.9
3 Spain	○	○	○	○	○	○	68.1
4 China	○	○	○	○	○	○	56.9
5 Italy	○	○	○	○	○	○	50.8
6 Turkey	○	○	○	○	○	○	39.3
7 Germany	○	①	○	○	○	①	35.0
8 UK	○	①	○	○	○	①	33.9
9 Mexico	—	—	—	—	⑤	⑤	32.1
10 Russia	○	○	○	○	①	①	31.6

France is to most popular country for international tourists. In 2015 France was visited by 86,3 million capita. The top six kept their places while Mexico moved forward five places in this period.

The world's top 10 international tourism destinations based on receipts

In 2015 the international tourism revenue amounted 1,16 trillion euros. The United States had the highest revenue in 2015 with 204,5 billion €. China positioned in the 2nd place and Spain in the 3rd place.

	Country	2010-11	2011-12	2012-13	2013-14	2014-15	2011-2015	Total international receipts (€ billion)
1	United States	○	○	○	○	○	○	204,5
2	China	○	○	①	○	③	②	114,1
3	Spain	○	○	○	①	○	①	56,5
4	France	○	○	○	①	②	①	45,9
5	United Kingdom	①	①	○	⑤	①	②	45,5
6	Thailand	—	④	○	③	④	⑤	44,6
7	Italy	○	①	○	③	②	②	39,4
8	Germany	○	②	○	②	②	②	36,9
9	Hong Kong	①	○	○	②	①	○	36,2
10	Macao	④	②	①	③	③	①	31,3

The United States maintained his first position in this period. The USA is followed by China and Spain in the rankings. Thailand moved up five positions in this period and China moved up two positions.

Countries worldwide with the most outbound travel trips

The USA residents made the most outbound travel trips between 2011-2015. In 2015 the residents of USA made 161,3 million trips, they were followed by China and Germany.

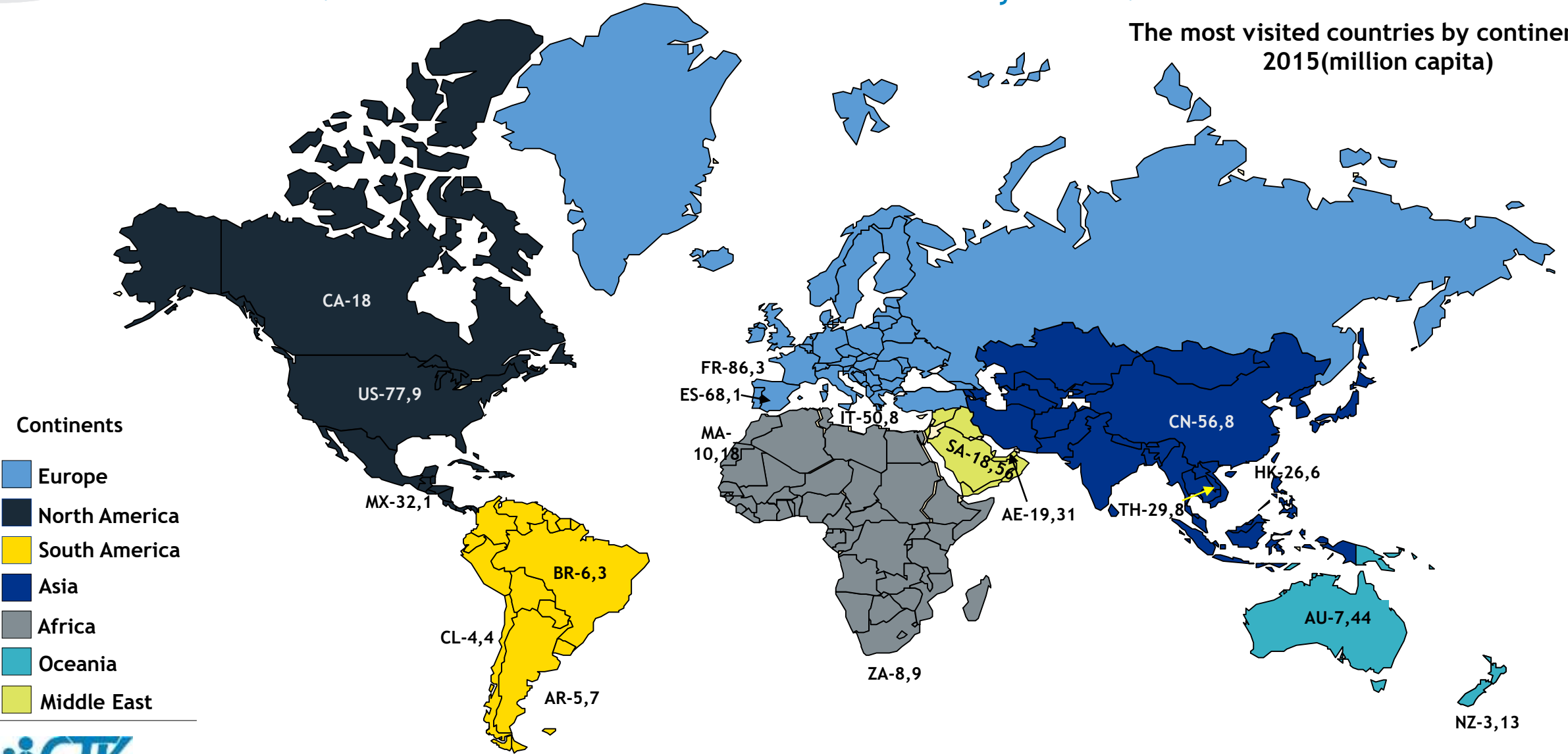
Country	2010-11	2011-12	2012-13	2013-14	2014-15	2011-2015	Number of outbound trips (million)
1 United States	○	○	○	○	○	○	161,3
2 China	○	○	○	○	○	○	110
3 Germany	—	8	○	○	○	8	95,8
4 United Kingdom	○	1	○	○	○	1	65,7
5 Italy	○	1	1	1	○	1	50,9
6 Russia	○	1	1	1	○	1	36,8
7 Canada	○	1	○	○	○	1	35,3
8 India	—	—	—	3	1	4	20,4
9 Mexico	○	○	1	3	1	1	19,3
10 Netherlands	○	1	○	2	○	3	17,8

Residents from the **United States** travelled the most in 2015, with **161,3 million** travels abroad. With **110 million** outbound trips, **China** ranked second and with **95,8 million** trips abroad, **Germany** remained is the third. **Germany** moved up **eight positions** in the rankings and **India** moved up **four positions**.

Top countries in tourism by continents

Europe has two of the most visited cities in the world. France has the most visitors and Spain is in the third most visited. North America has the second most visited country the USA.

The most visited countries by continents in 2015 (million capita)

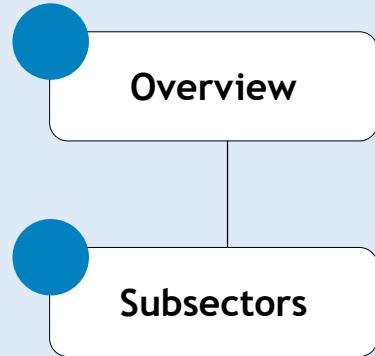


- Continents
- Europe
 - North America
 - South America
 - Asia
 - Africa
 - Oceania
 - Middle East

Source: e-unwto.org; worldbank.org; wtcc.org;

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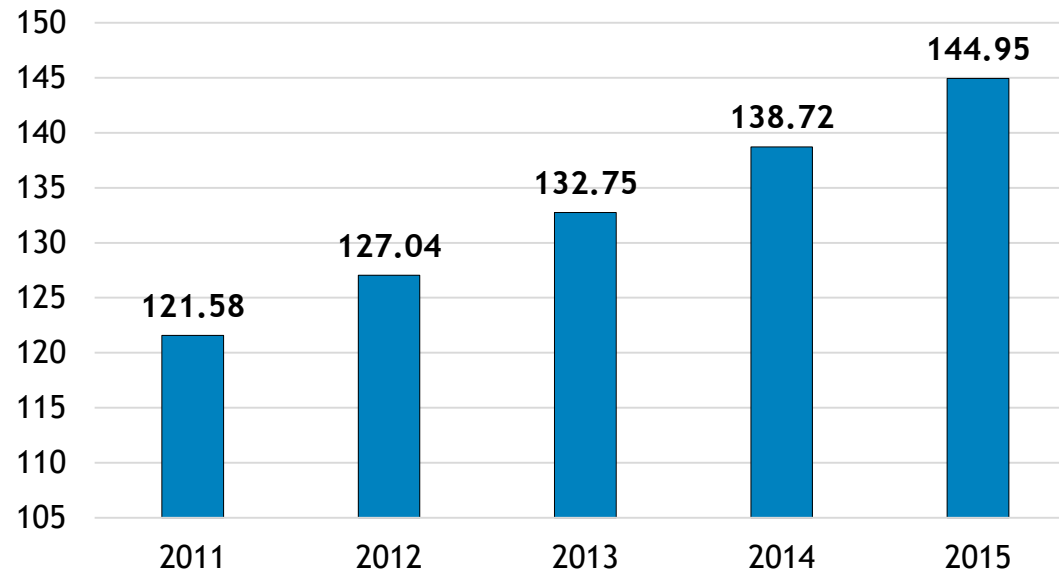
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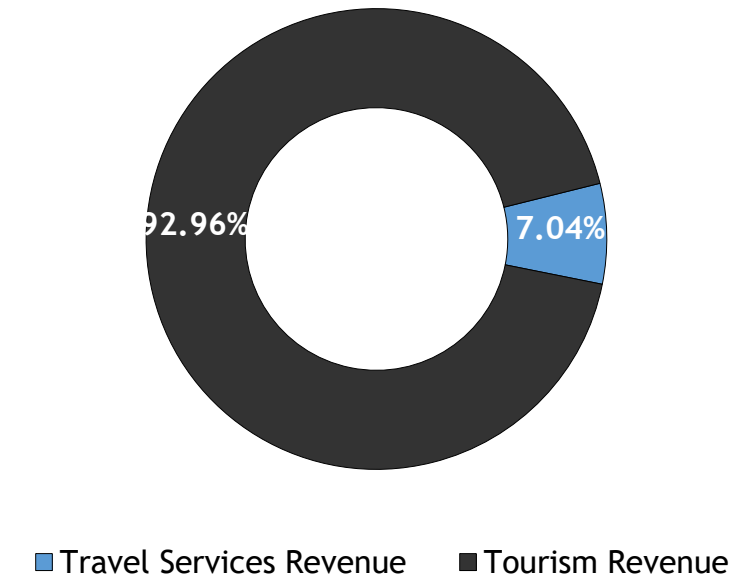
Travel services sector revenue between 2011-2015

The travel services sector revenue growth constantly between 2011-2015 with a CAGR of 4.3%. In 2015 the revenue was 144.95 billion € which represent 7% of the total tourism revenue.

Revenue of travel services between 2011-2015
(€ billion)



Travel services sector revenue from total revenue
in 2015 (%)

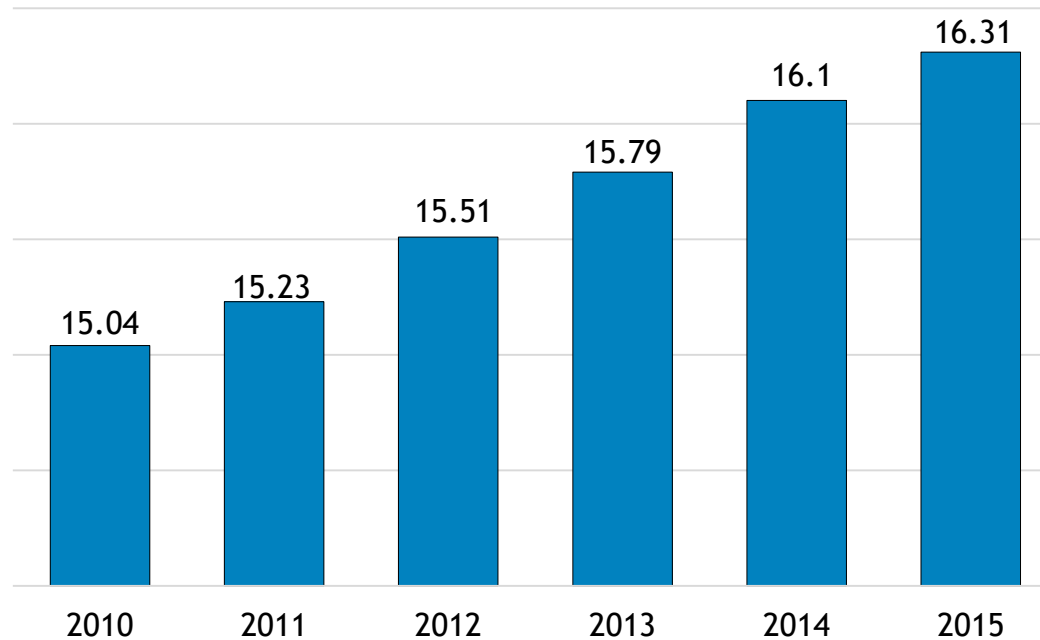


The travel services sector revenue growth constantly between 2011-2015 with a CAGR of 4.3%. In 2015 the revenue was 144.95 billion € which is the highest value in this period and represent 7% of the total tourism revenue.

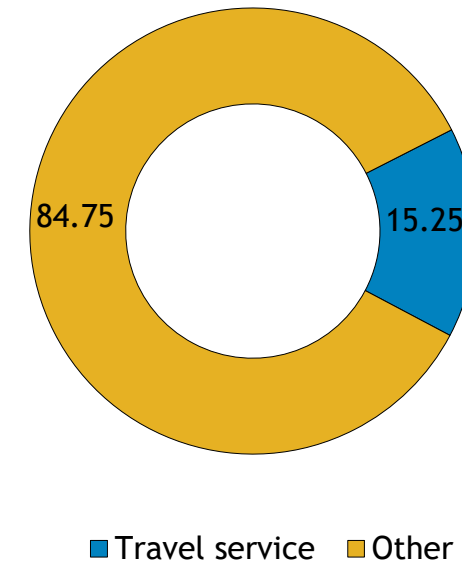
The global travel service employment 2010-2015

Between 2010-2015 the number of employees in travel services sector increased constantly. In 2015 the number of employees was 16.31 million capita, representing 15,25 % of the total tourism employment.

Travel service employment 2010-2015
(million capita)



The size of travel service employment in 2015(%)



In 2015 the travel services sector had **16.31 million employees**. The number of employees in this sector increased constantly between 2010-2015. The travel services sector represented **15.25%** of the total employees number in tourism.

The biggest travel agencies by sales

The biggest travel agency in the world is Expedia, followed by Priceline Group and American Express. The Priceline Group moved up five positions in this period.

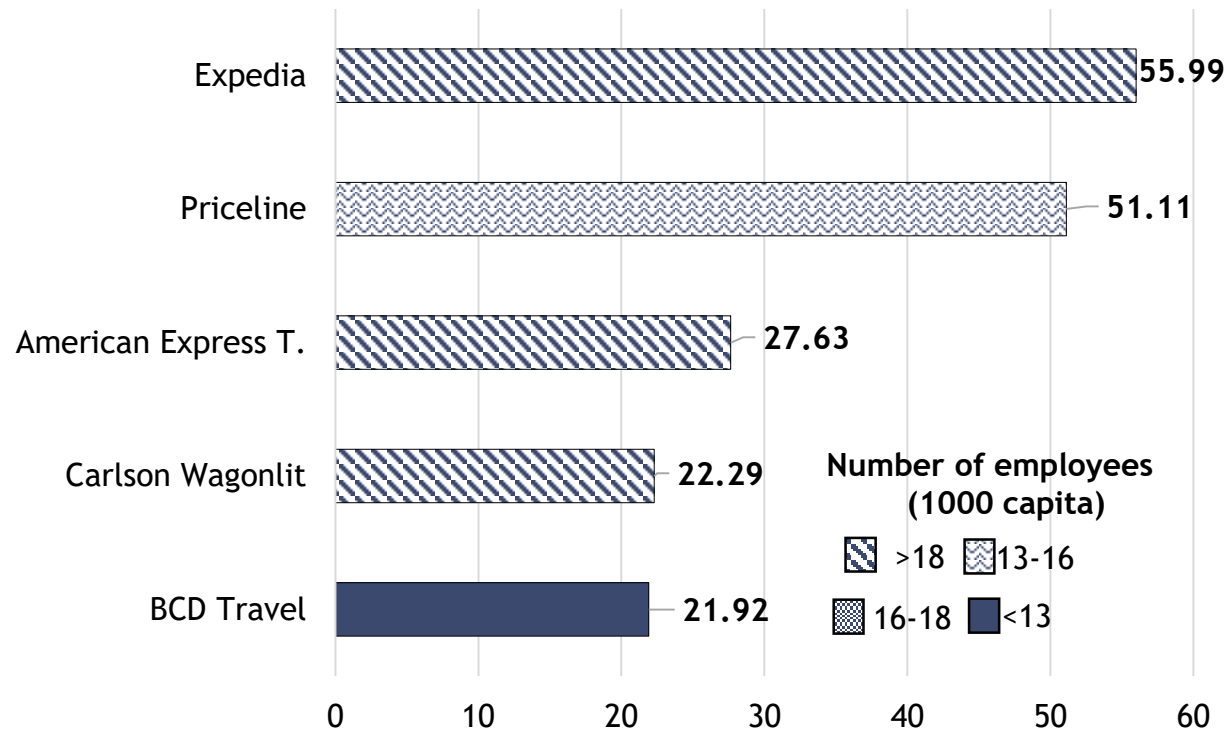
Company	2010-11	2011-12	2012-13	2013-14	2014-15	2011-2015
Expedia	○	①	①	○	○	○
Priceline Group	①	②	①	①	○	⑤
American Express	○	①	①	①	○	①
Carlson Wagonlit	○	○	①	○	○	①
BCD Travel	○	○	○	○	○	○
HRG North America	○	②	○	○	○	②
Orbitz Worldwide	①	○	①	○	①	①
FC USA	①	①	④	○	①	①
Travelong/Fareportal	②	②	②	①	①	④
AAA Travel	○	○	①	○	①	②

The biggest travel agency in the world is **Expedia** , followed by **Priceline Group** and **American Express**. The **Priceline Group** was able to move up **5** position in the last 5 years and **Travelong** also get a better position.

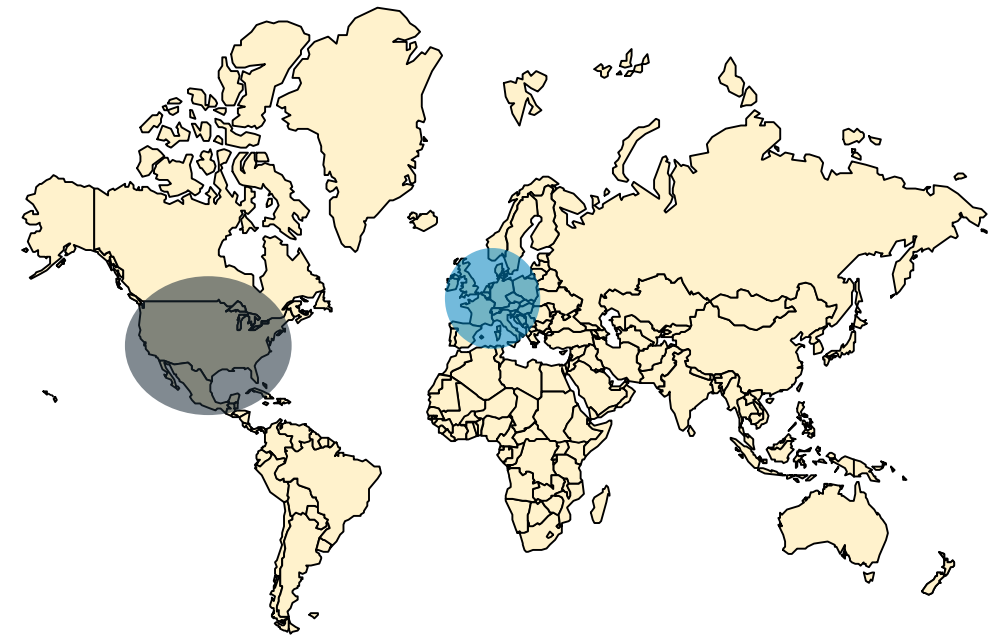
The biggest travel agencies by sales

In 2015 the Priceline Group has the highest sales with 55,99 billion €. The biggest three travel agency headquarter is located in USA.

Top travel agencies by revenues in 2015 (€ billion)



TOP 5 companies headquarters

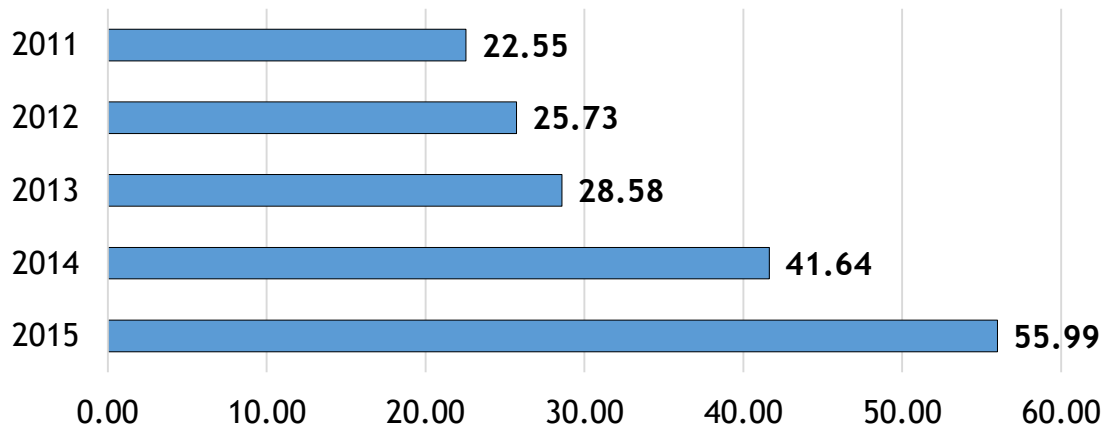


In 2015 the Expedia has the highest revenue with 56 Billion € and the American Express Travel has the most employees with 54.000 capita. From the top five company three has his headquarter in USA, one in France and one in the Netherlands.

1. Expedia Inc.

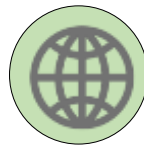
Expedia, Inc. is an online travel company, empowering business and leisure travelers. Their advertising and media businesses help other businesses, primarily travel providers, reach a large audience of travelers around the globe.

Sales between 2011-2015 (€ billion)

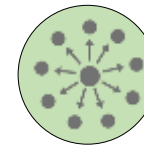


Founded in: 1996

18.000+ employees now



Localized sites in 33 countries



Market Management
Technology
Corporate
Lodging Partner Services

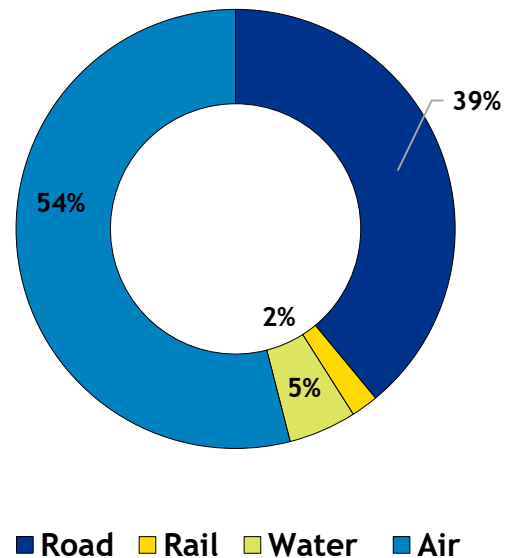


Bellevue,
United States

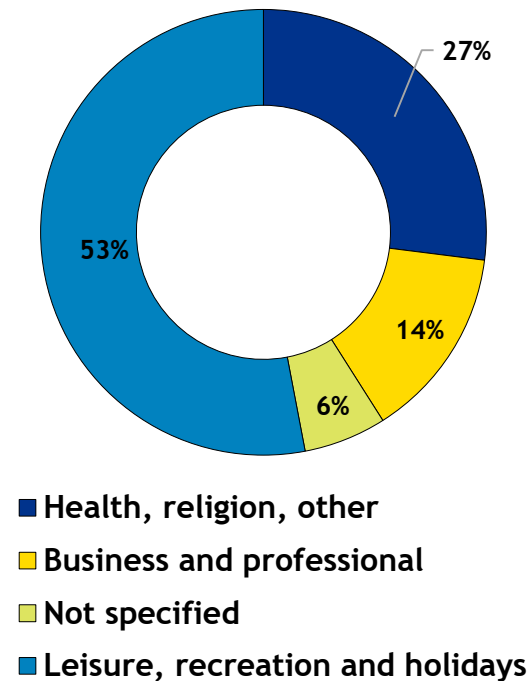
Tourism by mode of transport and purpose of visit in 2015

The most significant mode of transport is the air transport with 54% from the total transports. The purpose of the visits are in the highest proportion the leisure, recreation holidays with 53%.

Tourism by mode of transport 2015 (%)



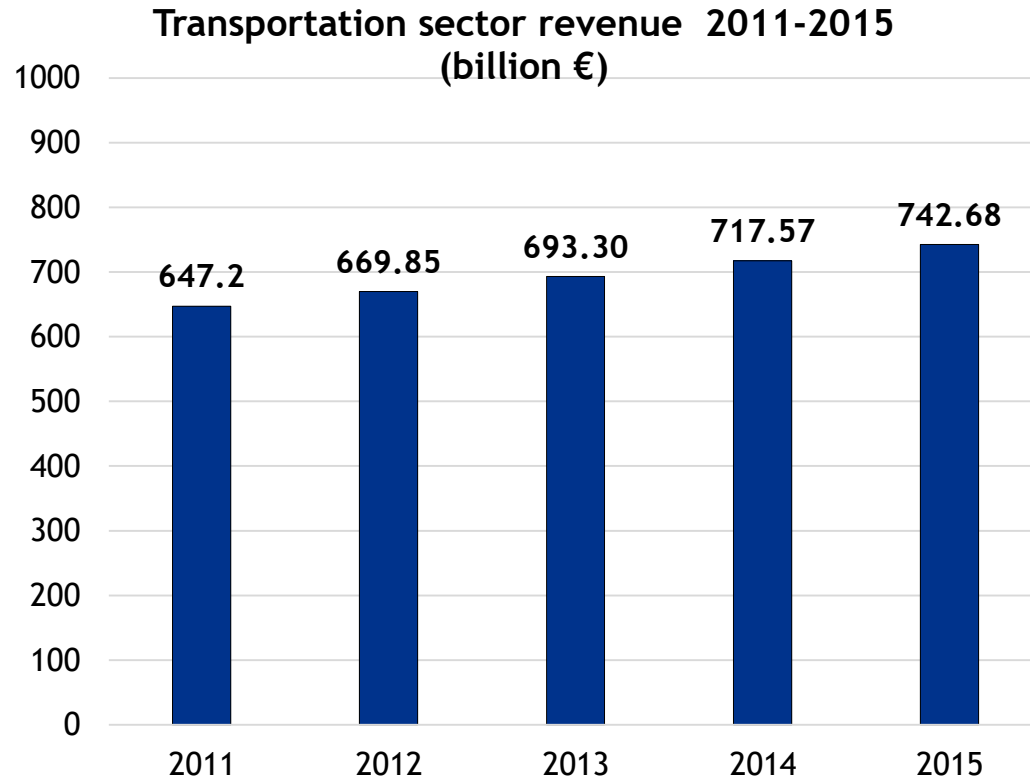
Tourism by purpose of visit in 2015 (%)



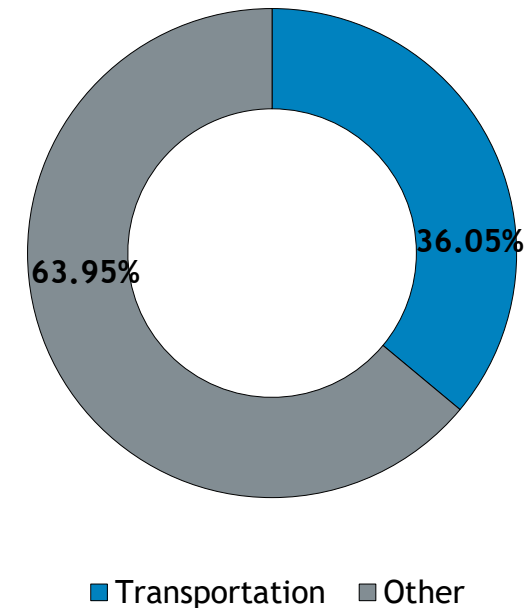
The **Air transport** represent **54%** of the total transport in the tourism industry, the **road transport** is **39%** from the total. The **leisure, recreation and holidays** represent **53%** of the total tourism visits purpose and the second is the **health, religion and others** with **27%**.

Transportation sector revenue between 2011-2015

The transportation sector revenue growth constantly between 2011-2015 with a CAGR of 3.5%. In 2015 the revenue was billion € which represent 41% of the total tourism revenue.



Transportation sector revenue from the total revenue in 2015(%)

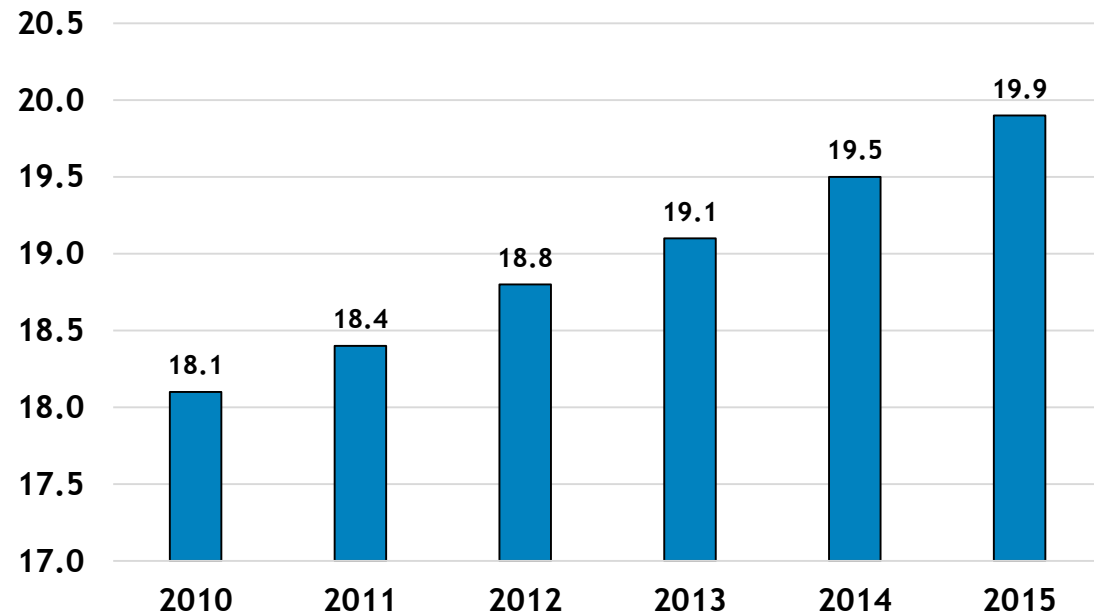


The transportation sector revenue growth constantly between 2011-2015 with a CAGR of 3.5%. In 2015 the revenue was 742.68 billion € which is the highest value in this period and represent 41% of the total tourism revenue.

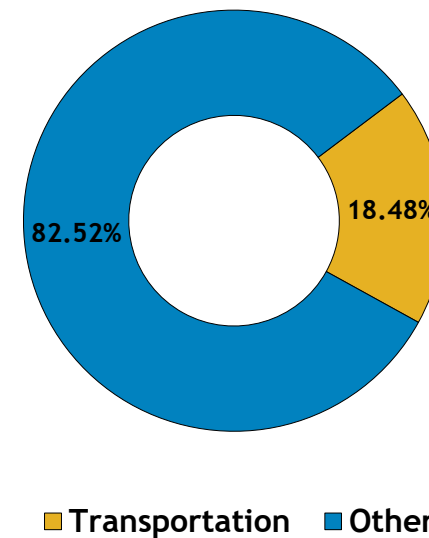
The global transportation employment 2010-2015

Between 2010-2015 the number of employees in transportation sector increased constantly. In 2015 the number of employees was 19,9 million capita, representing 18.48% of the total tourism employment.

Transportation employment 2010-2015
(million capita)



The size of transportation employment in
2015(%)



In 2015 the transportation sector had **19.9 million employees**. The number of employees in this sector increased constantly between 2010-2015. The transportation sector represented **18.48%** of the total employees number in tourism.

Top 10 airlines 2011-2015

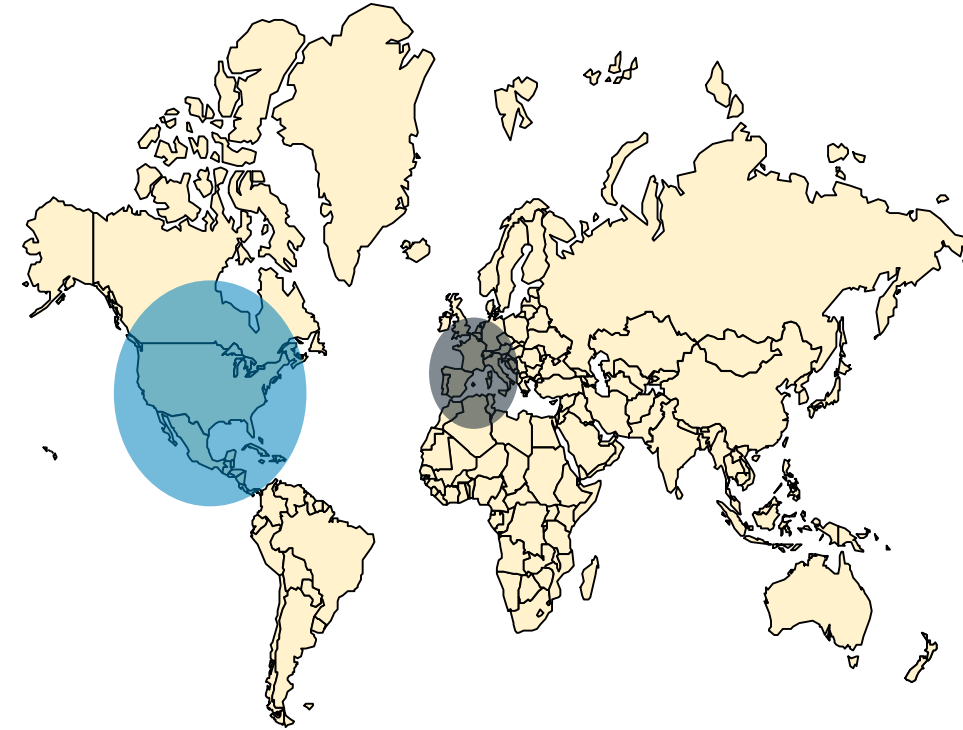
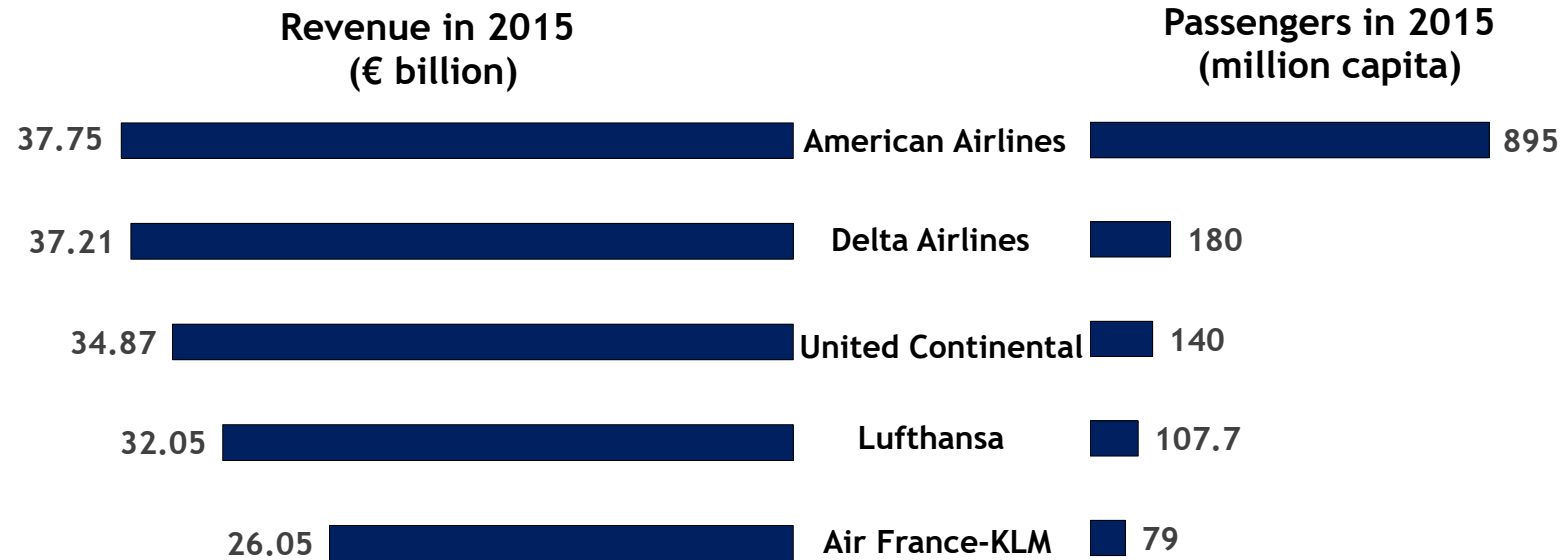
The top five airlines are American, Delta, United, Lufthansa and Air France they lead the list between 2011-2015. American Airlines and Southwest moved up 4 positions in this period.

Airline	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2011-2015 Fleet in 2015 (planes)
1. American Airlines	○	○	○	④	○	④ 1494
2. Delta	○	○	○	○	○	① 830
3. United	○	○	○	②	①	① 736
4. Lufthansa Group	○	○	○	①	②	③ 600
5. Air France	○	○	○	①	○	① 573
6. Southwest	○	①	③	○	○	④ 711
7. Qantas Airlines	○	○	○	○	①	① 123
8. Alaska Air	○	○	○	○	○	○ 365
9. Ryanair	○	○	○	○	○	○ 233
10. easyJet	○	○	○	○	○	○ 233

The top 10 airlines are: American, Delta, United, Lufthansa and Air France, Southwest, Qantas, Alaska Air, Ryanair, and EasyJet. American Airlines and Southwest moved up four positions, on the other hand Lufthansa moved down three positions.

Top 5 airlines in 2015

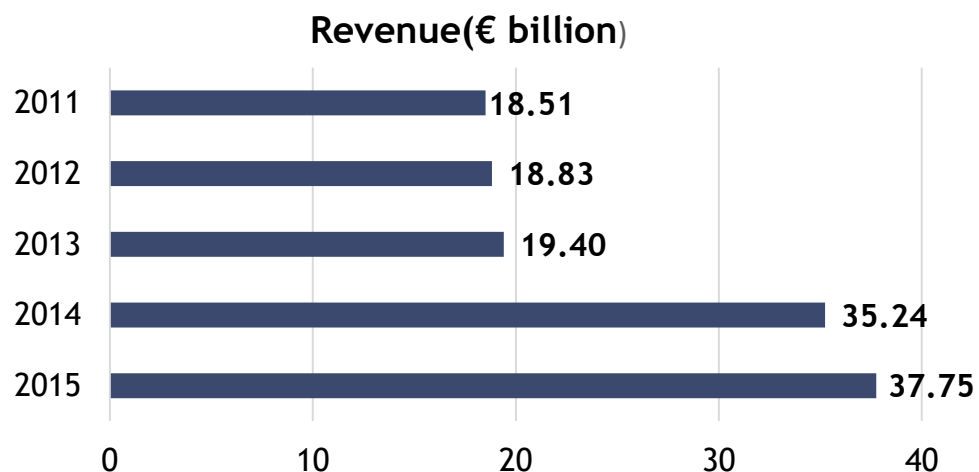
American Airlines has the highest revenue in 2015 with 37,75 billion € and the highest number off passengers with 895 million capita. American Airlines is followed by Delta Airlines and United Continentals.



American Airlines has the highest revenue in 2015 with 37,75 billion € and the highest number off passengers with 895 million capita. American Airlines is followed by Delta Airlines and United Continentals. The top three airline headquarter is in USA, Lufthansa is from Germany and Air France from France.

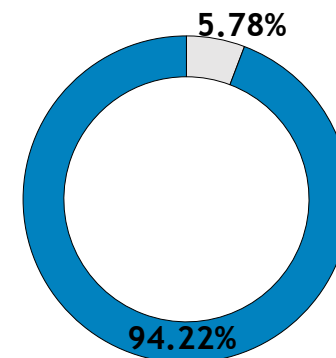
1. American Airlines Group

American Airlines Group is the result of a merger between Us Airways and American Airlines, and today is the largest airline in the world. The company posted the best year in 2015 with a revenue of 37.75 € billion.



118500

Company market share in 2015(%)



Fort Worth, US



Airbus, Samsung,
Sabre, OneWorld



1776



6700 flights daily

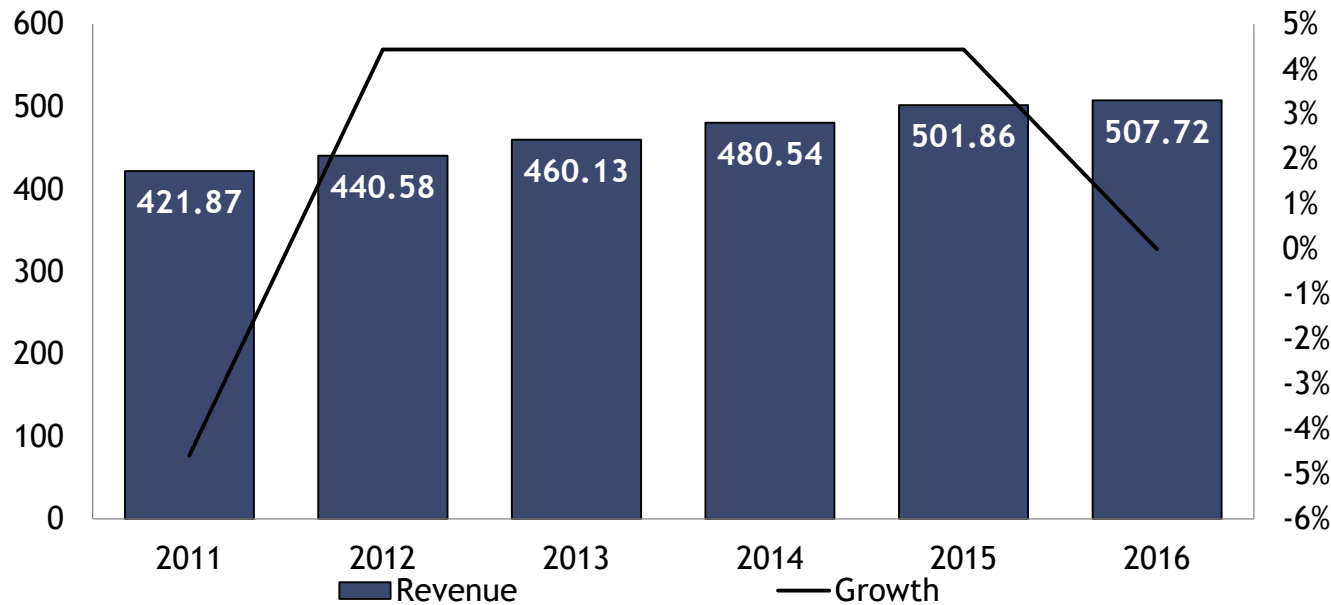


1494 planes

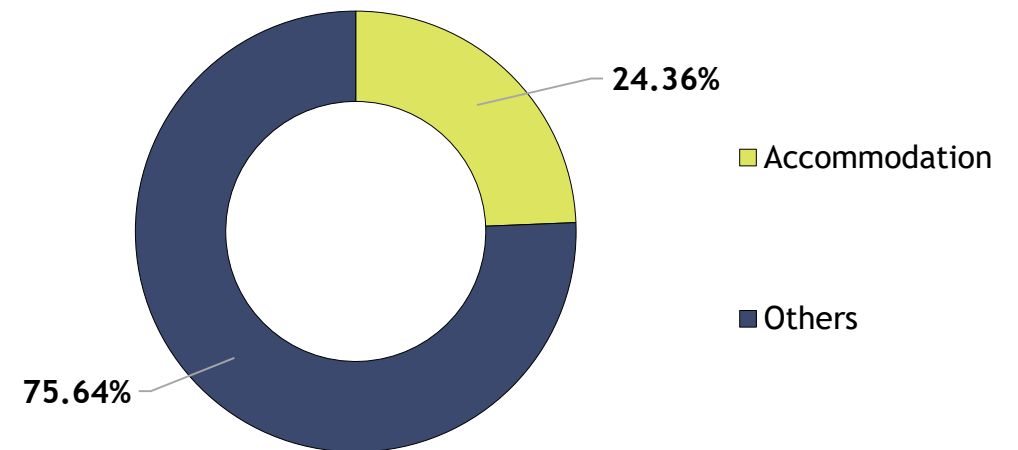
Global accommodation sector revenue

The global accommodation sector had a real steady growth through the last five years, with a CAGR of 3,5%, reaching 507,72 billion € in 2016.

Global hotel industry revenue (billion €)



The size of the accommodation sector in 2015 (%)

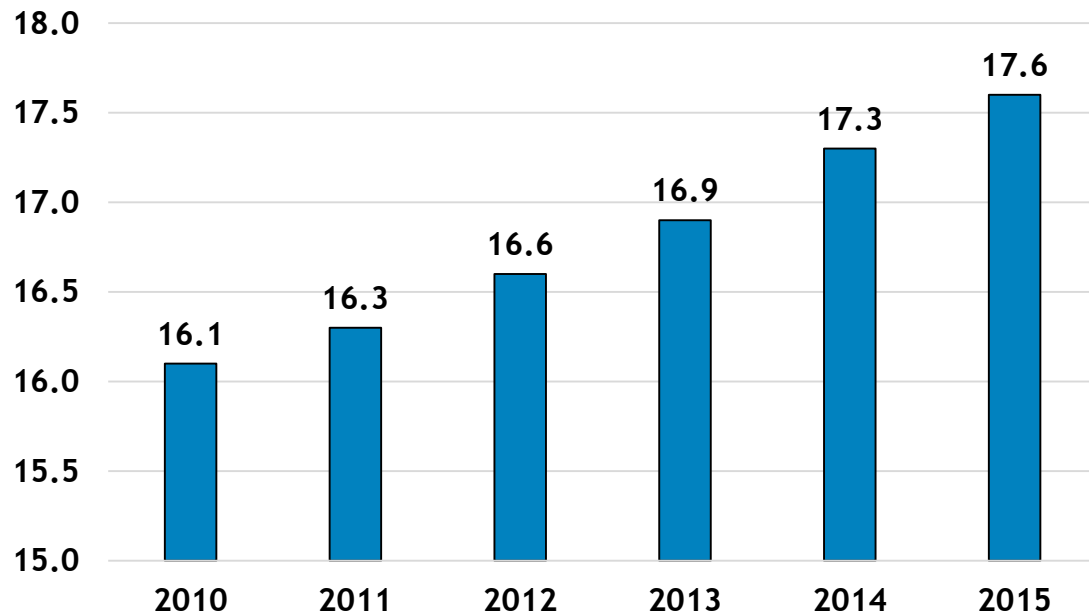


The sector revenue was worth 421.87 billion € in 2011, which showcases an increase in revenue of more than 85 billion € in the past five years. Across the sector, there are new key business, technology and hotel marketing trends that are set to take root and impact the industry as a whole in 2017.

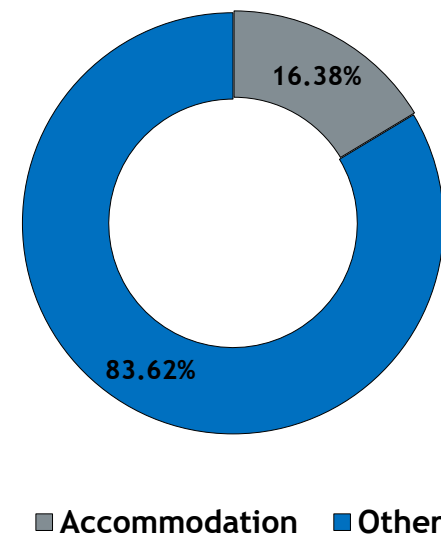
The global accommodation employment 2010-2015

The employment in global accommodation sector increased between 2010-2015 with 1,5 million capita. In 2015 the number of employees was 17,6 million capita.

Accommodation employment 2010-2015
(million capita)



The size of accommodation employment in 2015(%)

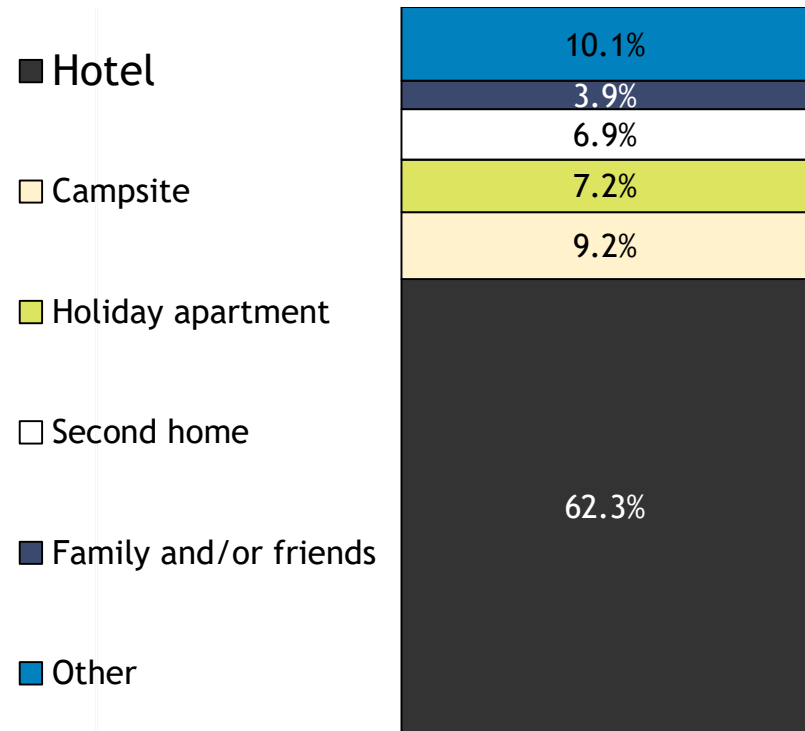


The employment in global accommodation sector increased between 2010-2015 with 1,5 million capita. In 2015 the number of employees was 17,6 million capita which represent the highest value in this period. The accommodation sector accounted 16.38% of the total tourism employment.

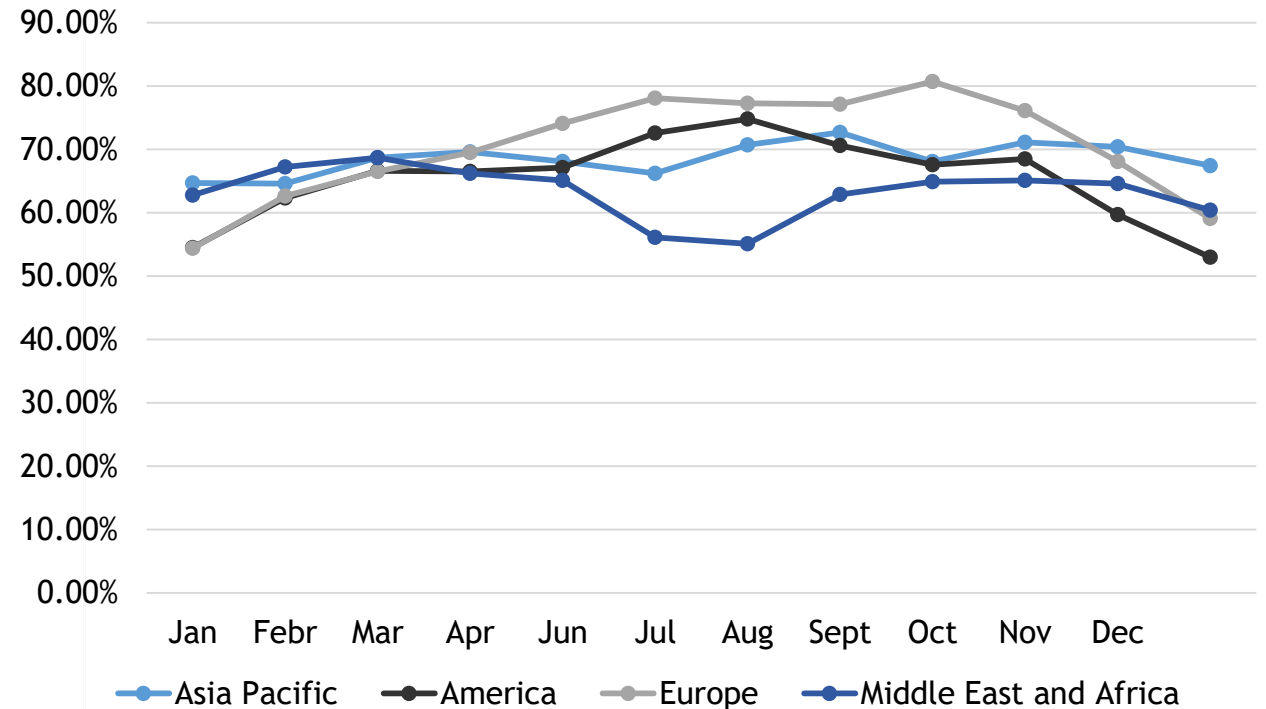
Accommodation sector

Hotels were the most common type of accommodation for overnight stays used by visitors in 2015 with 62,3%. In Europe were the highest monthly occupancy rates in average in 2015.

Types of accommodation for overnight stays used by visitors in 2015 (%)



Monthly hotel occupancy rates worldwide in 2015 by region (%)



Hotels were the most common type of accommodation for overnight stays used by visitors in 2015 with **62,3%**. The number of visitors staying on campsites, in holiday apartments and in secondary residences increased compared with 2014. In **Europe** were the **highest monthly occupancy rates** in average in 2015.

Top 10 hotel chains by revenue

The Intercontinental Hotel Group was the leading hotel chain between 2011-2015. The top 10 companies cumulated 71,23 billion € revenue in 2015. The top three company maintained their position in this period.

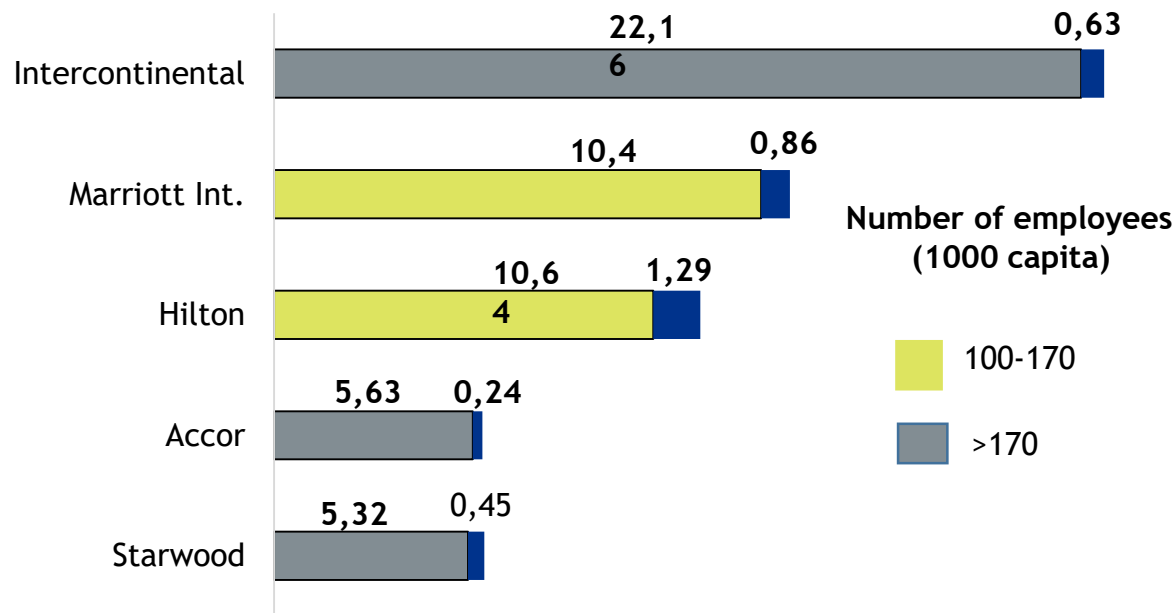
Hotel chains	2010-11	2011-12	2012-13	2013-14	2014-2015	2011-2015	Number of hotels in 2015
1 Intercontinental	○	○	○	○	○	○	4226
2 Marriott Int.	○	○	○	○	○	○	4424
3 Hilton Hotels	○	○	○	○	○	○	4610
4 Accor	○	1	○	○	1	○	4100
5 Starwood	○	1	○	○	1	○	1297
6 Wyndham	○	○	○	○	○	○	7812
7 Hyatt Hotels	○	○	○	○	○	○	599
8 Shangri-La	○	○	○	○	○	○	95
9 The Rezidor	○	○	1	○	○	○	430
10 Home Inns	○	○	1	○	○	○	2341

The Intercontinental Hotel Group was the leading hotel chain between 2011-2015, followed by Marriot International and Hilton Hotels. The top 10 companies cumulated 71,23 billion € revenue in 2015. The top three company maintained their position in this period. The Wyndham hotel chain has the most hotels in the world with 7812.

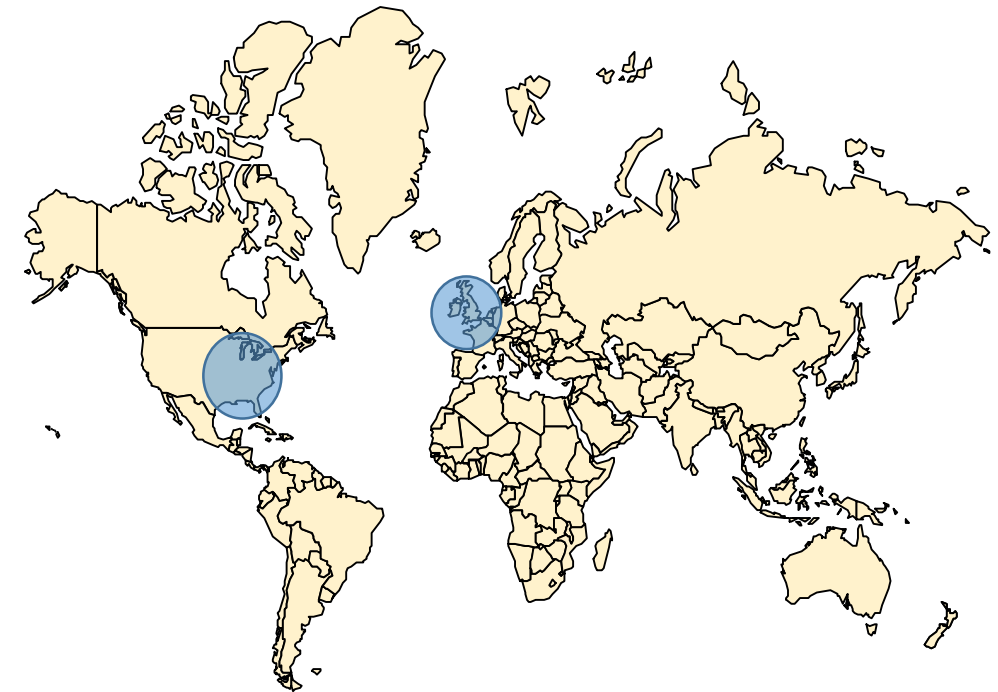
Top 5 hotel chains by income

The Intercontinental Hotel Groups had the highest revenue in 2015 with 22,16 billion €. Hilton had the highest profit in with 1,29 billion € and the highest number of employees with 164 thousand capita in 2015.

Top hotel chains by revenue and net income in 2015
(€ billion)



TOP 5 hotel chains headquarters

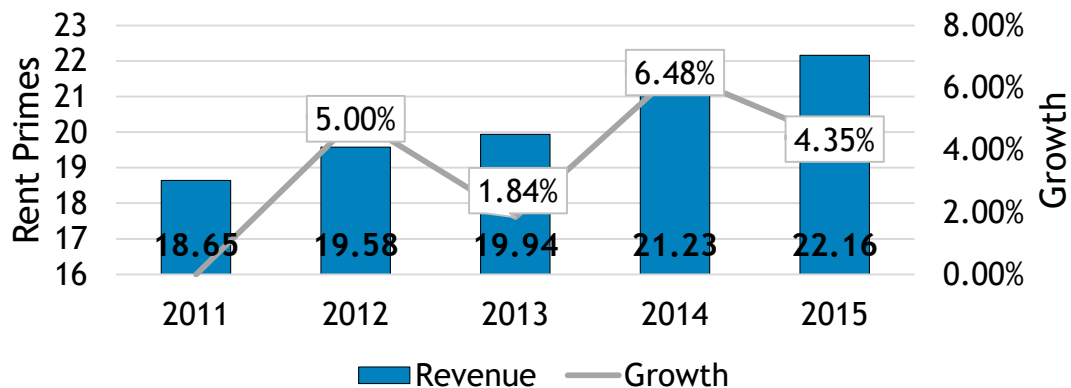


The Intercontinental Hotel Groups had the highest revenue in 2015 with 22,16 billion € followed by Marriott and Hilton hotels. Hilton had the highest profit in with 1,29 billion € and the highest number of employees with 164 thousand capita in 2015.

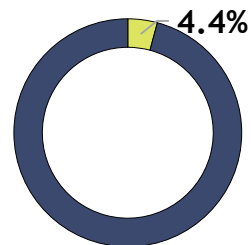
1. InterContinental Hotels Group

The InterContinental Hotels Group is the oldest and the leading hospitality company with a total revenue of 22,16 billion (€) in 2015.

Total revenue (€ billion)
2011-2015



Market Share (%)



Profit:
627 million €



Founded in 1777

Nr. of employees: 350.000

12 Brands

Operating in 100 countries

4.226 Hotels

532.748 Rooms

1.461 Pipeline Hotels

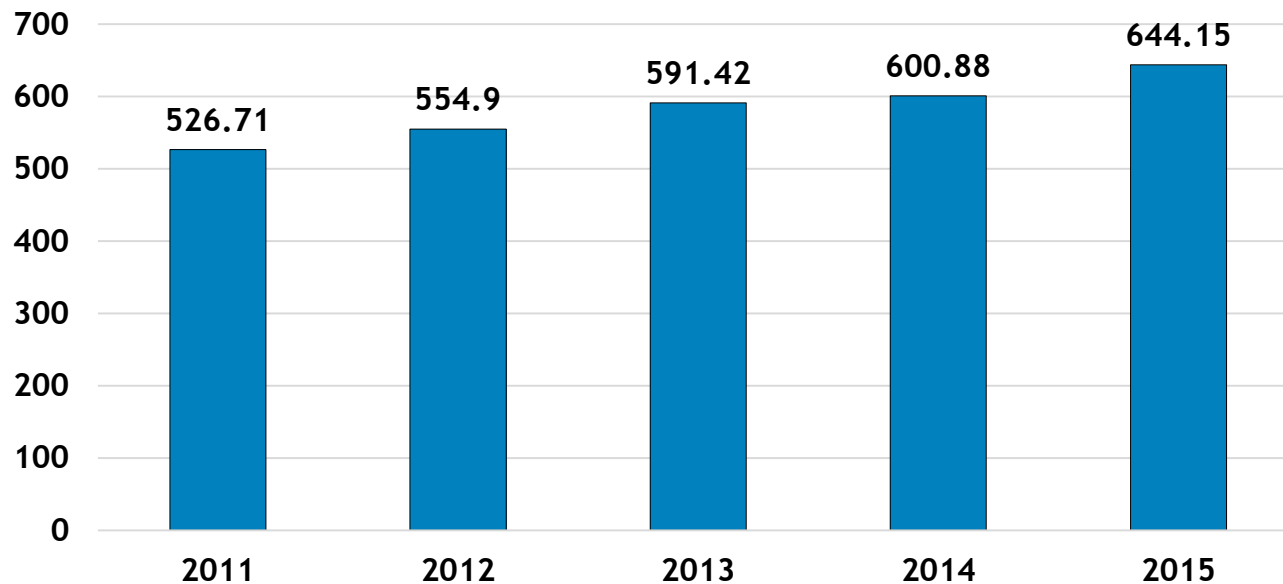
229.895 Pipeline Rooms

Denham, UK

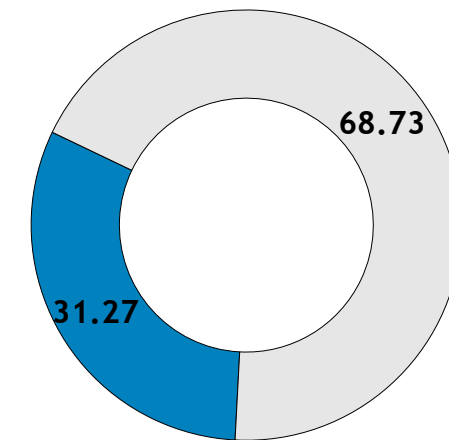
Food and beverage sector's revenue

Between 2011 and 2015, the food and beverage sector's revenue increased with more than 118 billion €. This sector represents 31,27 % of the total tourism sector's revenue.

Annual revenue (€ billion)



Food and Beverage sector revenue from the global tourism revenue in 2015(%)



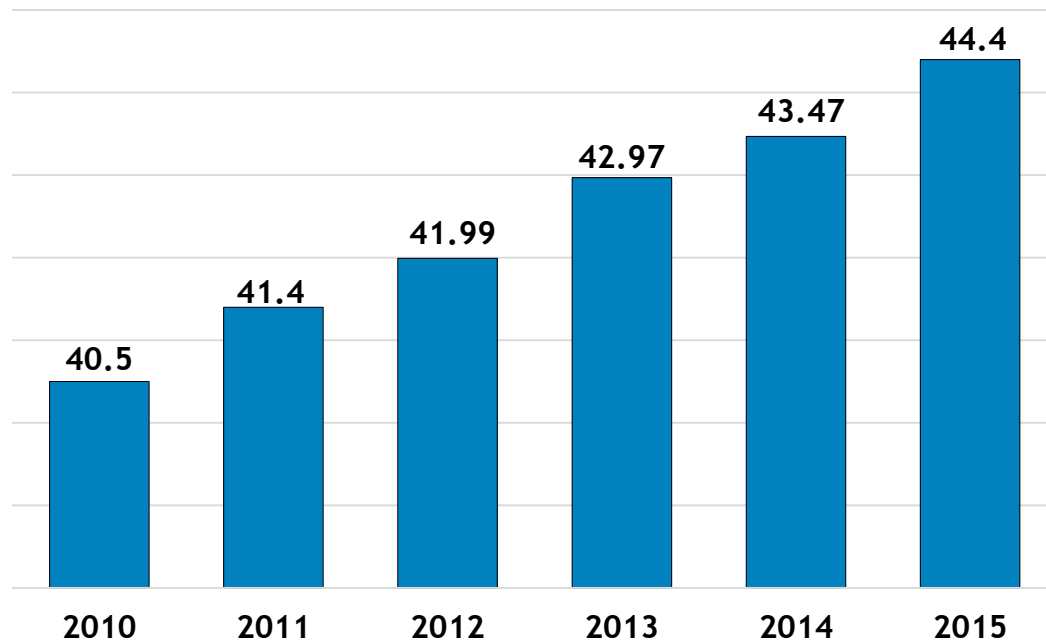
■ Food and beverage □ Other sectors

The food and beverage sector revenue increased constantly between 2011-2015. In 2015, the food and beverage sector revenue reached 644 billion € which is the highest value between in this period. The food and beverage sector accounted 31,27% from the global tourism revenue.

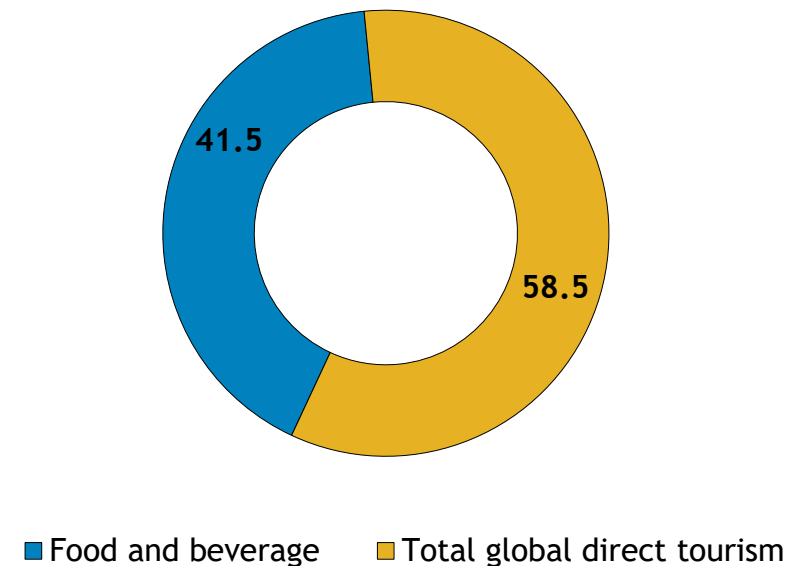
The global food and beverage employment 2010-2015

Between 2010 and 2015 the number of employees in food and beverage sector increased, representing 41,5 % of the total number of employees in tourism. In 2015 the number of employees was 44.4 million capita.

Food and beverage employment 2010-2015
(million capita)



Division of employment in food and beverage, 2015
(%)



In 2015, food and beverage sector had **44.4 million** employees, which is the highest value in the global tourism. In the past six years, the number of employees in this sector always **increased** with more than **0.5 million** employees every year. The sector represented **41,5%** from the total employment.

Dining trends around the world

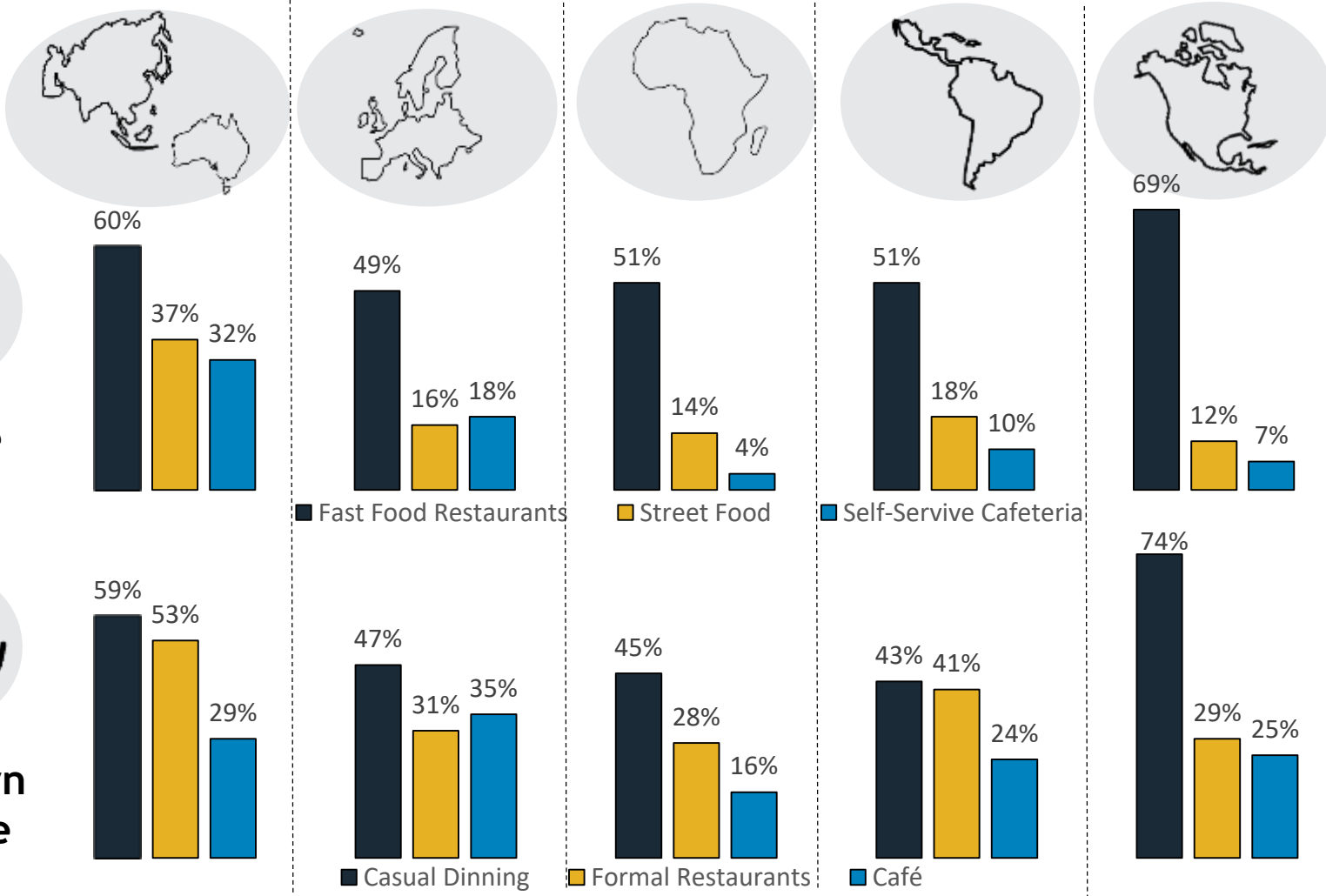
Fast Food Restaurants are the most attractive „on the move” food service models, while Casual Dining restaurants lead the „sit-down” section all around the world.



On the move



Sit-down service

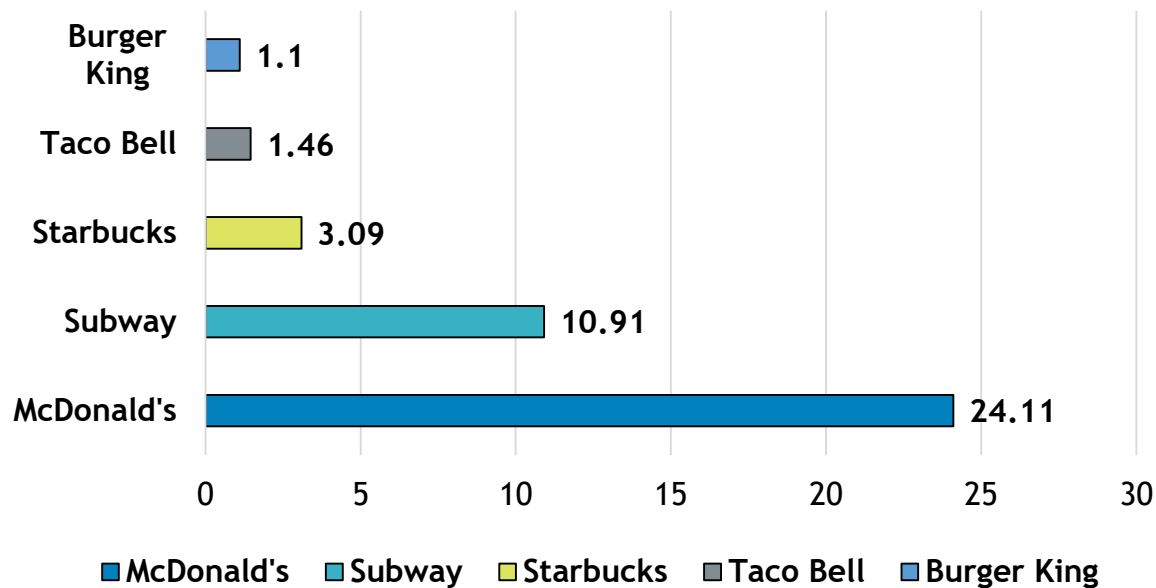


According to a Nielsen report quick-service and casual-dining restaurants are the most popular types of out-of-home dining establishments frequented in every region, and they're particularly popular in North America. Formal dining restaurants, street food and self-serve cafeterias are popular in Asia-Pacific, while cafés are popular in Europe.

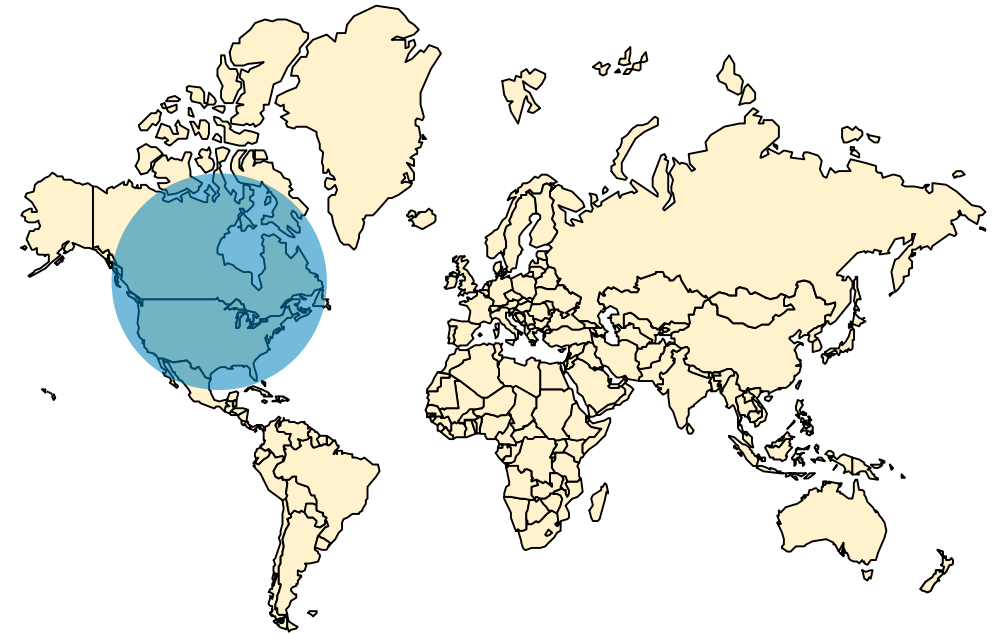
Top 5 fast food companies in 2015

Worldwide the first fast food company based on revenue in 2015 is McDonald's with 24,11 billion €. All of the top five company headquarter lays in North America.

Top 5 fast food companies by revenue in 2015
(€ billion)



TOP 5 companies headquarters

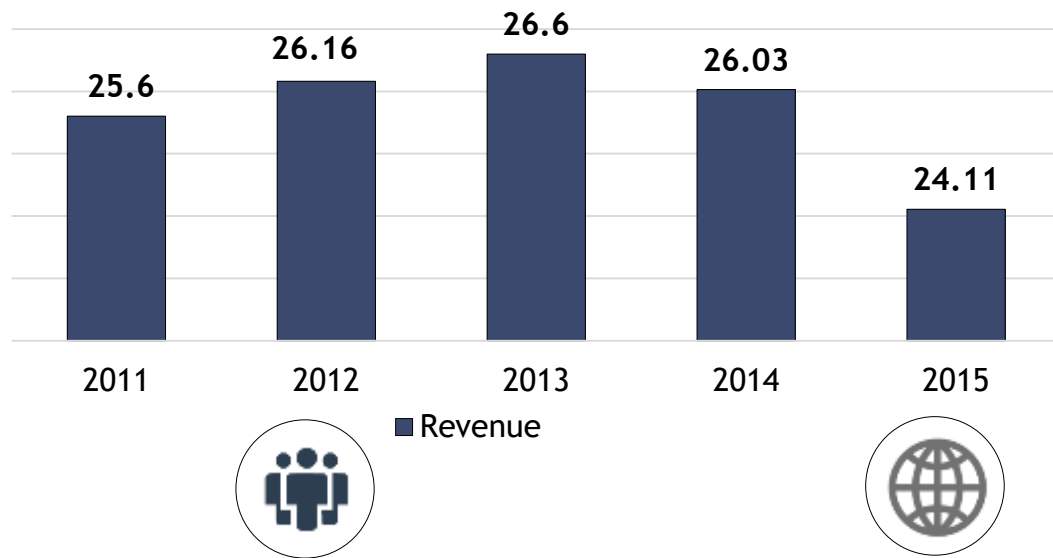


In 2015 based on revenue the top fast food companies were McDonald's, with 33,6 billion € revenue, followed by Subway, Starbucks, Taco Bell, and Burger King. These companies headquarter lays in North America.

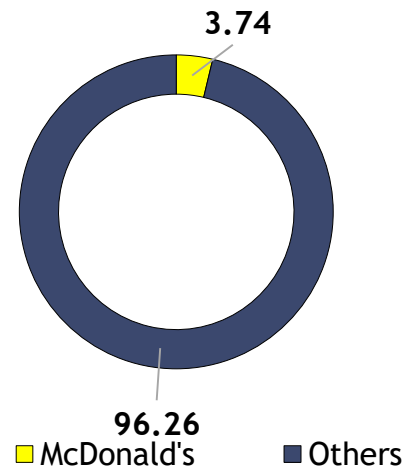
1. McDonald's

The McDonald's is the leading fast food company worldwide based on revenue, which in 2015 reached 24,11 billion €. It is a franchise since 1955 and today it has 1.9 million employees in more than 100 countries.

McDonald's revenue between 2011-2015
(€ billion)



Market Share (%)



Founded in: 1940
Franchise since: 1955
1.9 million employees

Localized sites in more than 100 countries

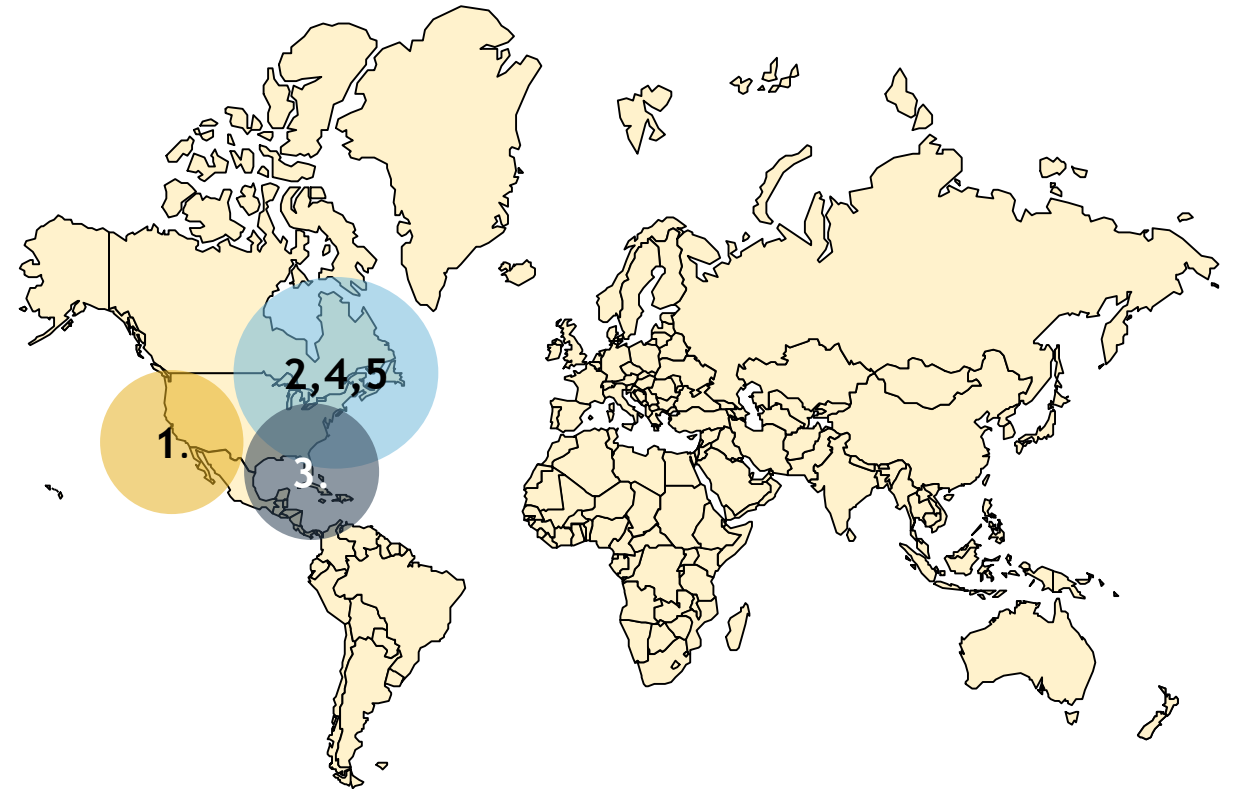
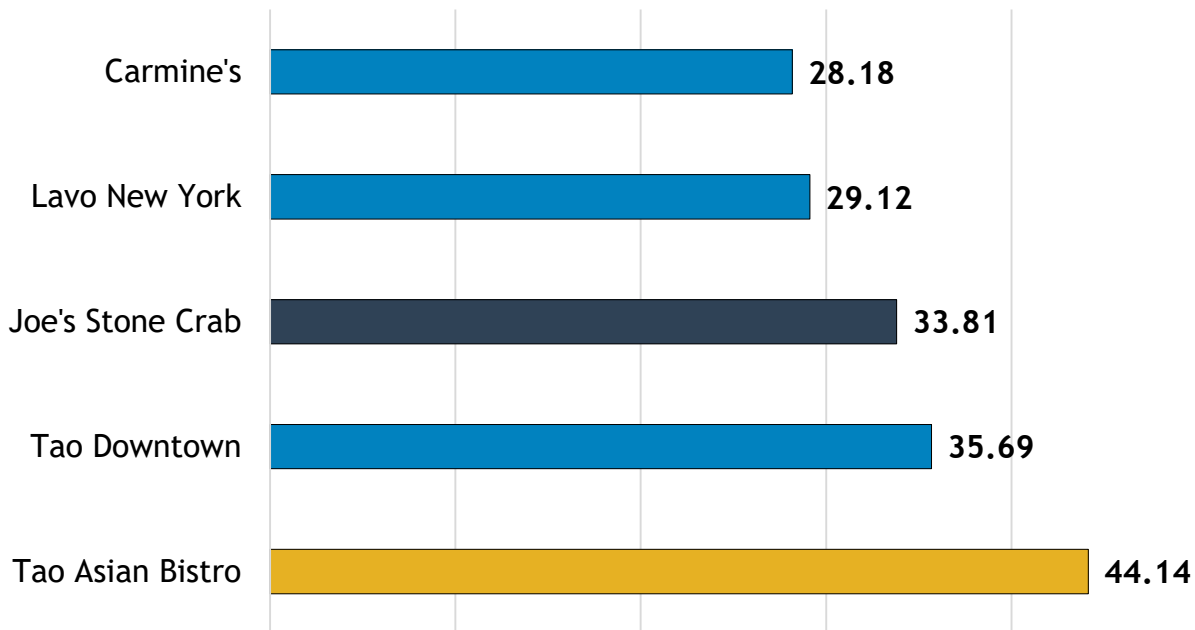
Average Sales per unit (thousands):
2, 500
Number of franchised units: 12, 899
Number of company units: 1,360

Oak Brook,
Illinois,
USA

Top 5 independent restaurants by revenue

The world's top 5 independent restaurants are in North America, these are the following: Tao Asian Bistro, Tao Downtown, Joe's Stone Crab, Lavo New York, Carmine's.

Restaurant's sales in 2015 (€ million)

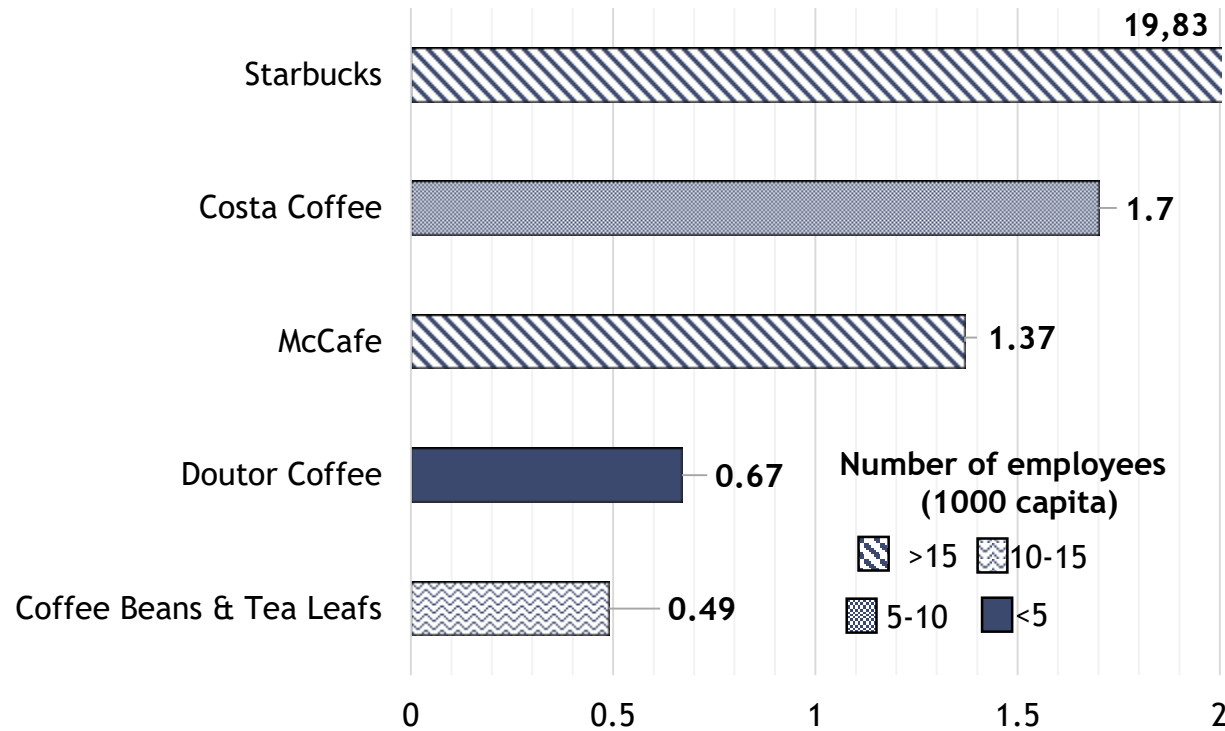


In 2015, Tao Asian Bistro had the highest sales, 44 million €, among independent restaurants. This restaurant is followed by the Tao Downtown with 35,69 million € and Joe's Stone Crab with 33,81 million € sales. The top five independent restaurants are in North America.

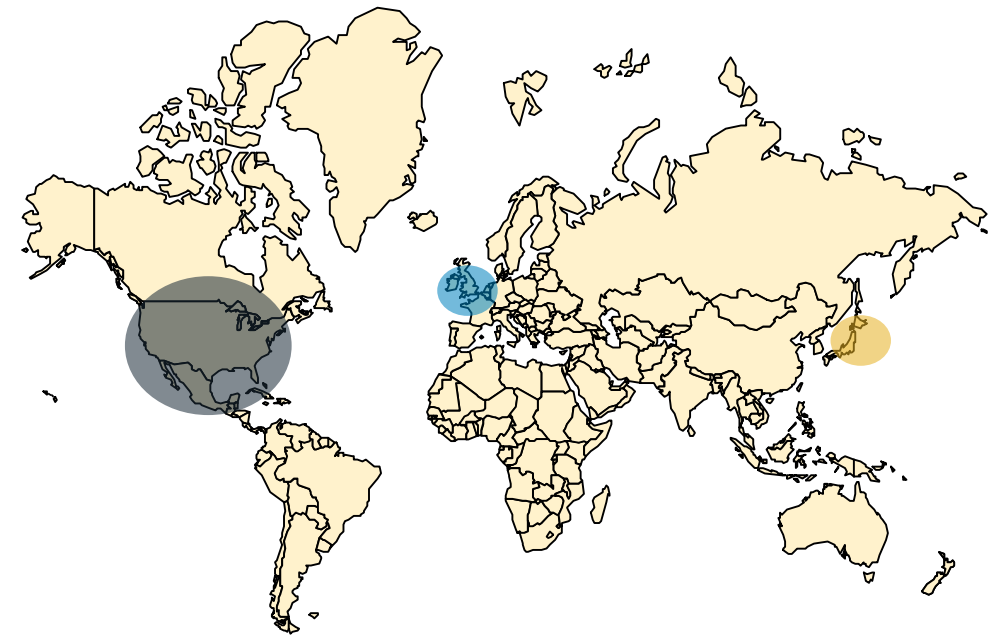
The biggest coffee chains by revenue

Starbucks was the leading coffee chain in 2015, with 19,83 billion € revenue. Starbucks is followed by Costa Coffee and McCafe. Starbucks revenue was higher than the other four company cumulated revenue in 2015.

Top five coffee chain by revenues in 2015 (billion €)



TOP 5 companies headquarters

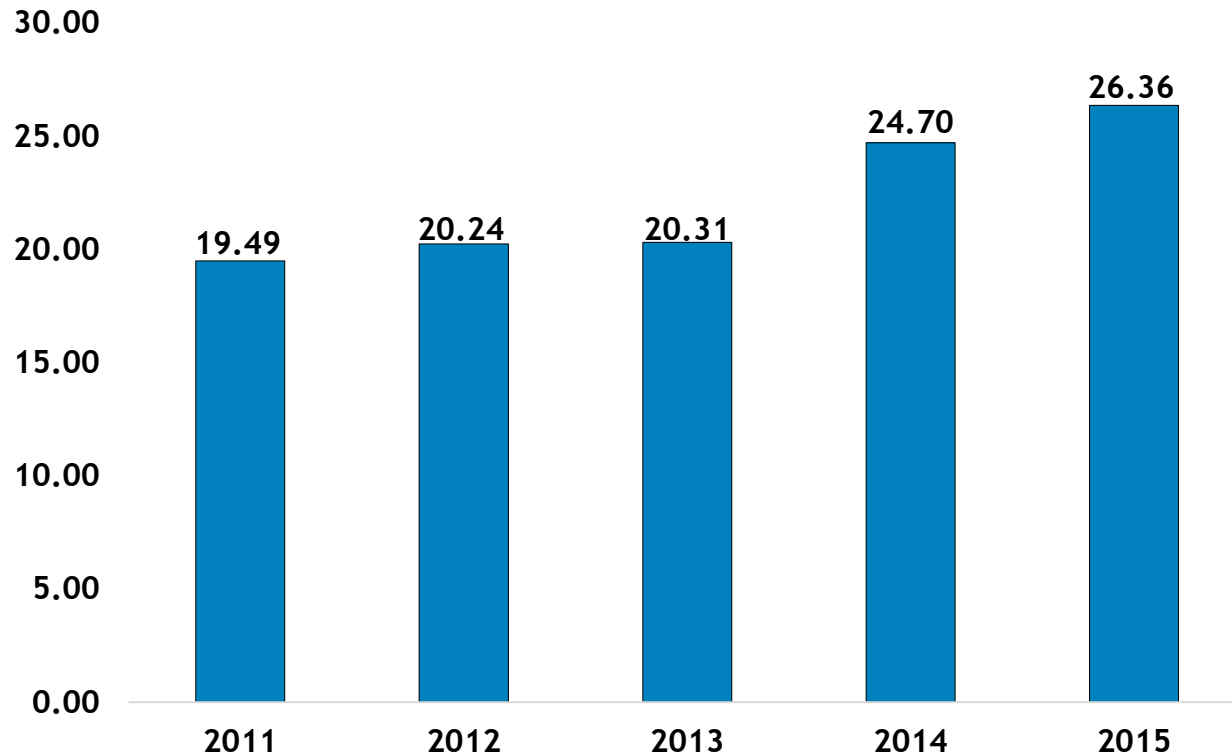


Starbucks was the leading coffee chain in 2015, with 19,83 billion € revenue. Starbucks is followed by Costa Coffee and McCafe. Starbucks revenue was higher than the other four company cumulated revenue in 2015. From the top five coffee chain three are located in USA, one in the United Kingdom and one in Japan.

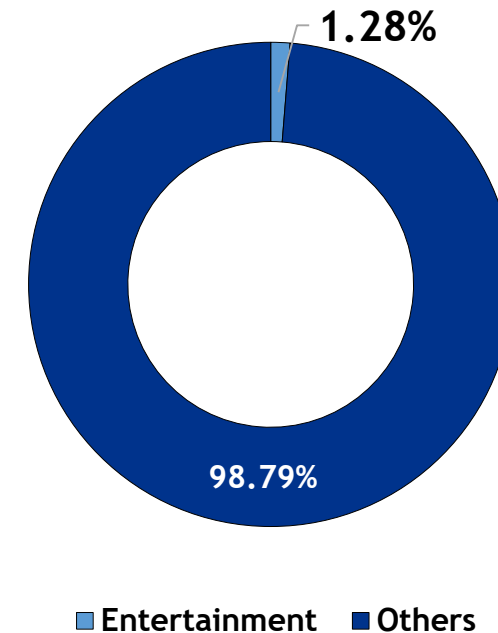
Entertainment sector revenue between 2011-2015

The entertainment revenue in the tourism industry increased with 35,25% between 2011-2015. In 2015 the revenue was 26.36 billion €, which represent 1,28% from the total tourism revenue.

Entertainment revenue 2011-2015 (€ billion)



The size of the entertainment sector in 2015 (%)

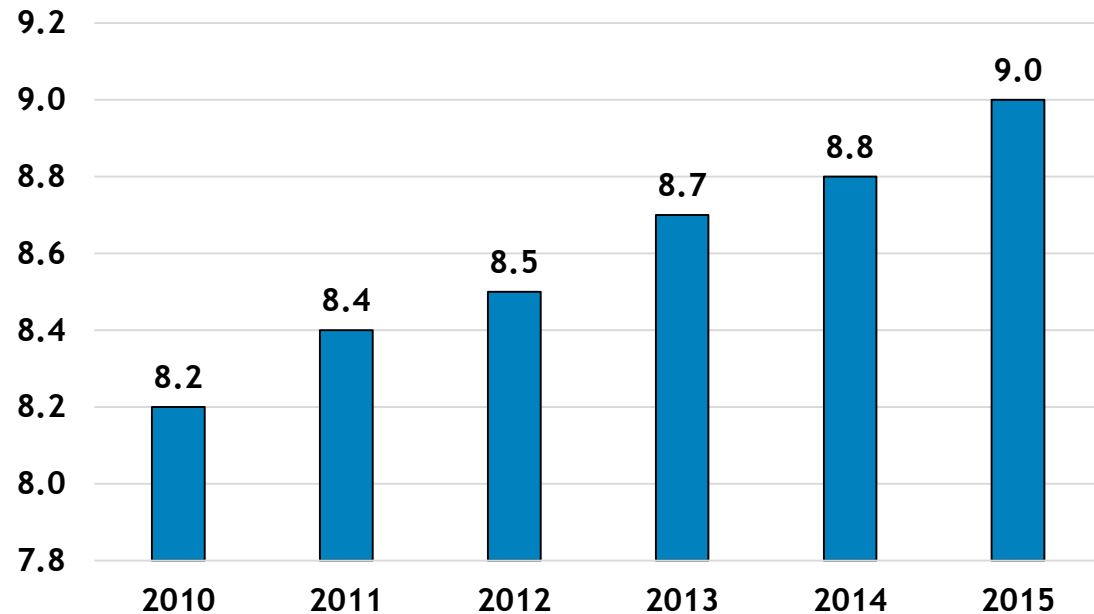


The entertainment revenue increased between 2011-2015 with 35.25%. In 2015 the revenue was 26.36 billion €, which is the highest value in this period. The entertainment sector revenue in 2015 represented 1.28% of the global tourism revenue.

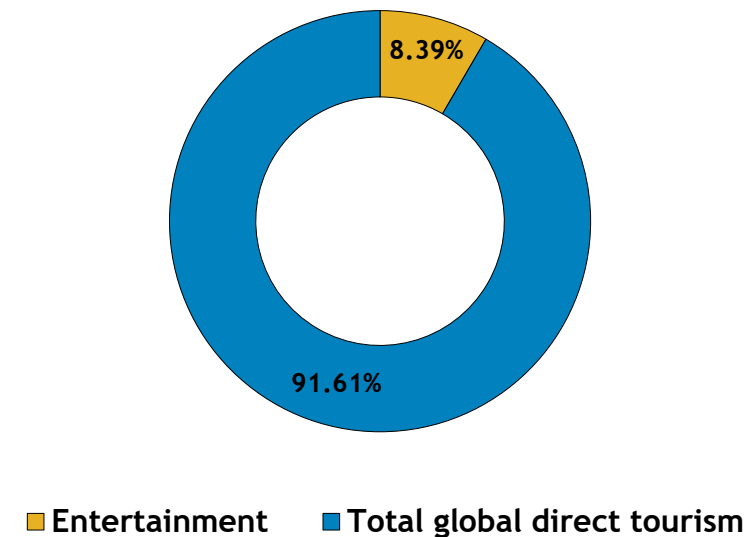
The global entertainment employment 2010-2015

Between 2010-2015 the number of employees in entertainment sector increased constantly. In 2015 the number of employees was 9 million capita, representing 8,39% of the total number of employees in tourism.

Entertainment employment 2010-2015
(million Capita)



The size of entertainment employment in
2015(%)



In 2015 the entertainment sector had **9 million employees**. The number of employees in this sector increased constantly between 2010-2015. The entertainment sector represented **8,39%** of the total employees number in tourism.

1.London

London was a most visited city in the World in 2015 with 18.82 million visitors. The most visited landmarks were: Marble Arch, Tower Bridge, London Eye and The Palace of Westminster.

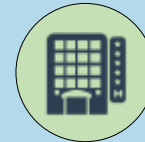


London was visited by 18.82 million capita.

The most visited landmarks are: Marble Arch, Tower Bridge, London Eye and The Palace of Westminster.



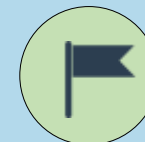
18.82 million visitor.



- The Milestone Hotel
- The Connaught
- Park Plaza



- Shakespeare's Globe
- Royal Court Theatre
- Barnet Museum
- Bank of England Museum



- Marble Arch
- The Palace of Westminster
- Tower Bridge
- London Eye

2. Bangkok

Bangkok was in the 2nd place in the World with 18.24 million visitors in 2015. The most visited landmarks were: La Fenix Sukhumvit, The Grand Palace, The Golden Mount and Marble Temple.



18.24 million capita visited Bangkok, the most visited landmarks were: La Fenix Sukhumvit, The Grand Palace, The Golden Mount and Marble Temple.



18.24 million visitor.



- Shangri-La Hotel
- Chatrium Hotel
- Millennium Hilton



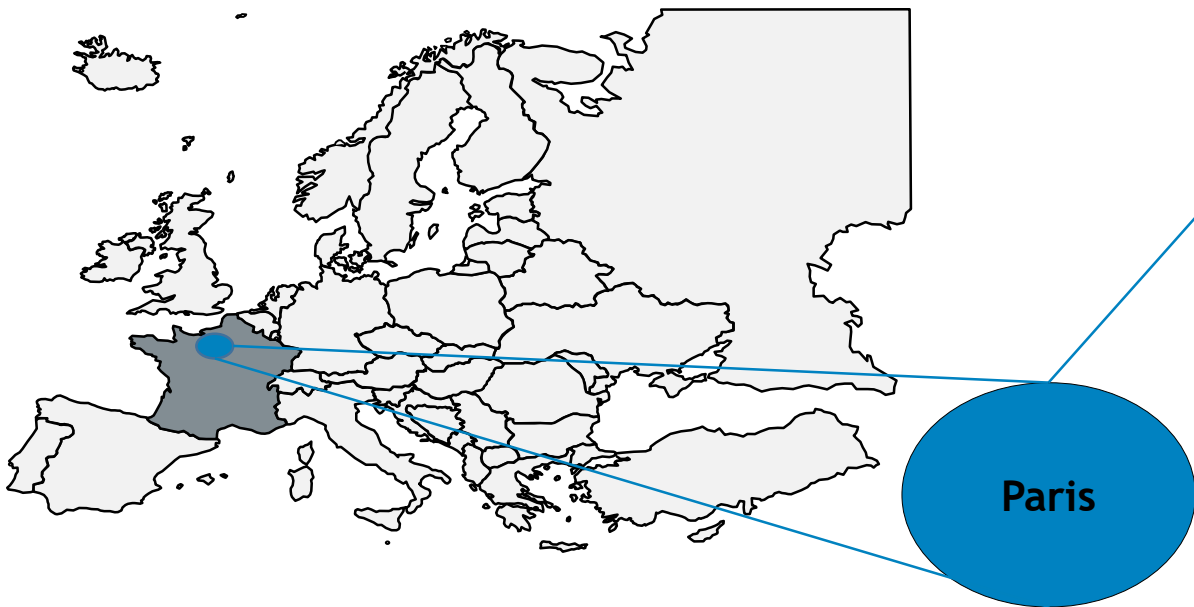
- Aksra Theatre
- Krungsri Imax Theatre
- Siam Museum
- Bangkok National Museum



- La Fenix Sukhumvit
- The Grand Palace
- The Golden Mount
- Marble Temple

3.Paris

The third in this world's rank was Paris with 16.06 million visitors in 2015. The most visited landmarks and museums are: The Louvre, Eiffel Tour, Notre Dame Cathedral, Arc de Triomphe and Sainte-Chapelle.



In Paris were 16,06 million visitors in 2015, the most visited landmarks and museums were: The Louvre, Eiffel Tour, Notre Dame Cathedral, Arc de Triomphe and Sainte-Chapelle.

-  16.06 million visitor.
- 
 - Regina Hotel
 - Monge Hotel
 - Le Six Hotel
- 
 - Paris Theatre
 - The Louvre
 - The Centre Pompidou
 - Musée d'Orsay
- 
 - Eiffel Tour
 - Notre Dame Cathedral
 - Arc de Triomphe
 - Sainte-Chapelle

4. Dubai

In the fourth place was Dubai with 14.26 million visitor in 2015. The most visited museums and landmarks were: Dubai Museum, Deira Clock Tower, Atlantis and Dubai Gold Souk.



14.26 million visitors were in Dubai in 2015, the most visited museums and landmarks were: Dubai Museum, Deira Clock Tower, Atlantis and Dubai Gold Souk.



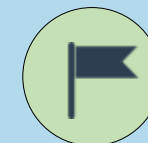
14.26 million visitor.



- Flora Grand Hotel
- Raffles Dubai
- One&Only The Palm
- Grosvenor House Dubai



- Madinet Theatre
- Dubai Museum
- Coffee Museum



- Deira Clock Tower
- Atlantis, The Palm Dubai
- Dubai Gold Souk

5. Istanbul

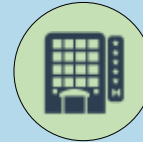
Istanbul was the fifth most visited city in the World in 2015 with 12.56 million visitor. The most visited museums and landmarks were: Hagia Sophia Museum, Blue Mosque, Basilica Cistern and Suleymaniye Mosque.



12,56 million capita visited Istanbul in 2015, the most visited museums and landmarks were: Hagia Sophia Museum, Blue Mosque, Basilica Cistern and Suleymaniye Mosque.



12.56 million visitor.



- Niles Hotel
- Walton Hotel
- Amira Hotel
- Seraglio Hotel



- Hagia Sophia Museum
- Kariye Museum
- Modern Museum



- Blue Mosque
- Basilica Cistern
- Suleymaniye Mosque

6. New York

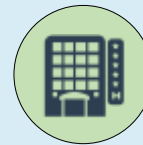
New York was the sixth most visited city in 2015 with 12,27 million visitors. The visitors percentage grew by 3,5% from 2014 to 2015.



In 2015, the most visited museums and landmarks were: **9/11 Memorial Museum, Statue of Liberty, Metropolitan Museum** and the **World Trade Center Memorial** .



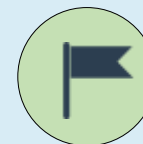
12.27 million visitor.



- Wingate
- The Beekman
- Crosby Street Hotel
- The Roxy Hotel



- Metropolitan Museum
- 9/11 Memorial Museum
- Frick Collection



- Statue of Liberty
- World Trade Center Memo
- Empire State Building

7. Singapore

Singapore was the seventh most visited city in 2015 with 11,58 million tourist. The amount of money spent by visitors was 14,2€ billion in 2015.



In 2015, tourists were interested to visit the **Asian Civilization Museum**, the **National Gallery** and the **Marina Bay**, where are **nightclubs** and **restaurants**, in Singapore.



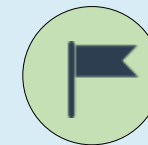
11.58 million visitor.



- Marina Bay Sands
- Swissotel The Stamford
- Carlton Hotel
- Shangri-La Hotel



- 8Q SAM
- Asian Civilization Museum
- National Gallery



- Marina Bay
- Clarke Quay
- Bedok Reservoir

8. Kuala Lumpur

Kuala Lumpur was the eighth most visited city in 2015, with 11,12 million tourists. The percentage of visitors is growing annually from 2012.



Kuala Lumpur

The top 3 hotels in Kuala Lumpur are the Renaissance Hotel, Mandarin Oriental and the Shangri-La Hotel. Tourists prefer to visit the Petronas Twin Towers and the Thean Hou Temple.



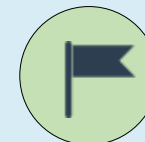
11.12 million visitor.



- Renaissance Hotel
- Mandarin Oriental
- Shangri-La Hotel
- Sunway Putra Hotel



- Islamic Arts Museum
- Kuala Lumpur City Gallery
- National Museum



- Petronas Twin Towers
- Thean Hou Temple

9. Seoul

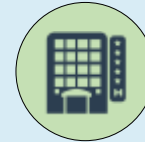
In 2015, Seoul was the ninth most visited city with 10,35 million tourists. The number of visitors increased by 5,2% from 2014.



Seoul's most attractive places were the Bukhansan National Park, and the Trick Eye Museum. Tourist were also interested in seeing the Seoul Tower and the Seoul Grevin Museum.



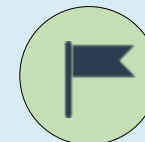
10.35 million visitor.



- Lotte Hotel
- InterContinental
- Millennium Seoul Hilton
- Four Seasons Hotel



- Trick Eye Museum
- Seoul Grevin Museum
- Gyeongbokgung Palace



- Bukhansan National Park
- Hangang Park
- Seoul Tower

10. Hong Kong

In 2012, Hong Kong was the tenth most visited city with 8,66 million tourists. The visitors spent more than 7 billion € in 2015.

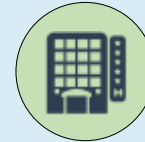


Hong Kong

In 2015, visitors chose to see the **Big Buddha**, the **Victoria Harbour** and the **Museum of History**. The **Maritime Museum** and the **Nian Lian Garden** were also a preferred place.



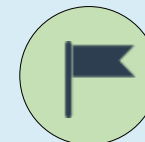
8.66 million visitor.



- Regal Airport Hotel
- L'Hotel Nina et Convention
- Renaissance Hong Kong
- Four Seasons Hotel



- Museum of History
- Maritime Museum
- Science Museum

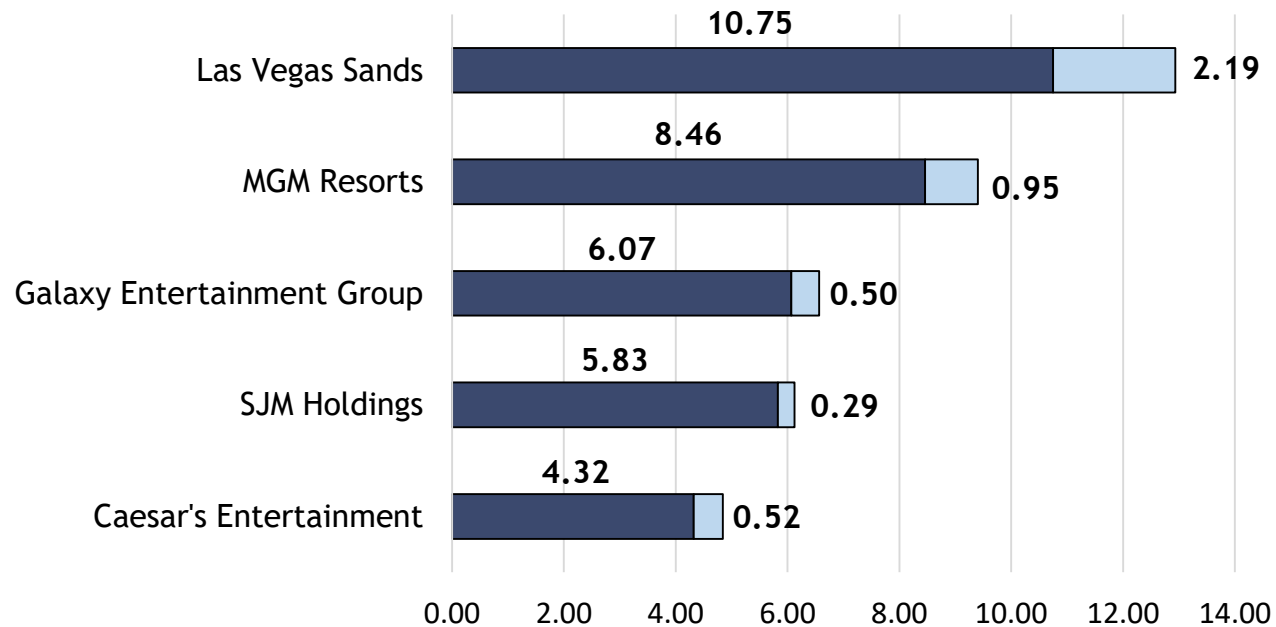


- Big Buddha
- Victoria Harbour
- Nian Lian Gargen

Top 5 casinos

From the Top 5 casinos 3 are located in the U.S and 2 in China. Las Vegas Sands has the highest revenue with 10.75 billion €, followed by MGM Resorts and Galaxy Entertainment Group.

Top 5 casinos in 2015 by revenue and profit (€ billion)



TOP 5 companies headquarters

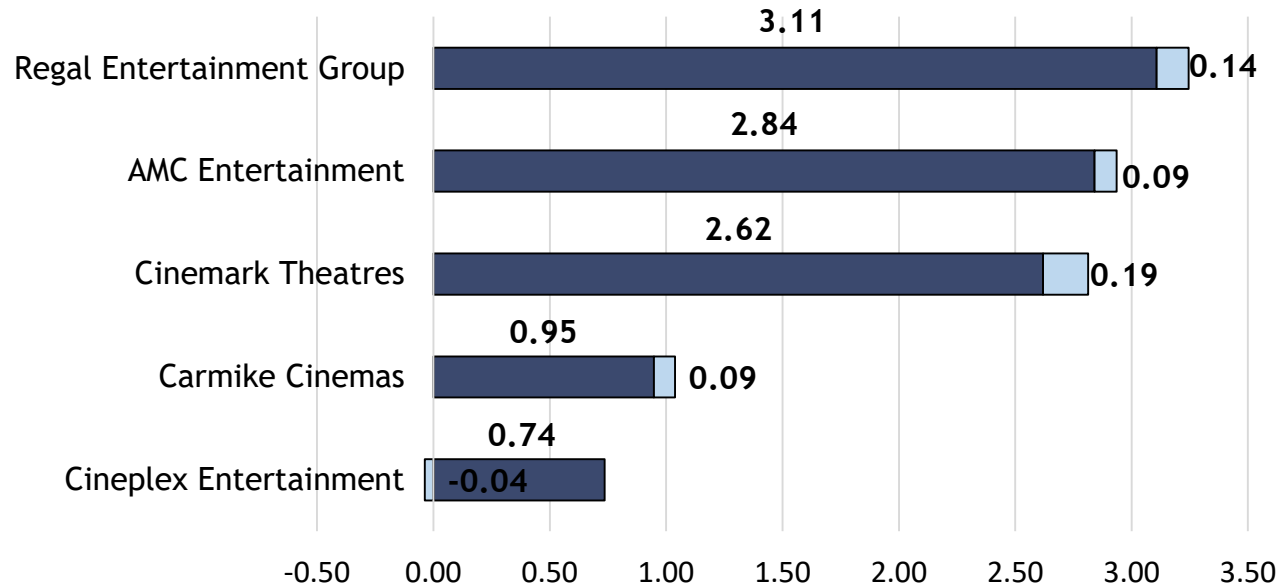


The global industry of casinos and gaming holds down a current net worth of 414 € billion. Since early 2008 the center of the casinos and gaming has progressively shifted from Las Vegas and Atlantic City to Macau in China. Industries profit margin is unstable, a change of 30-40% is possible between the years.

Top 5 cinema chains

All of the biggest 5 cinema chains have their headquarters in North America, 4 in the U.S and Cineplex in Toronto. The top 4 chains represent half of the theater screen in North America.

Top 5 cinema chains in 2015 by revenue and profit (€ billion)

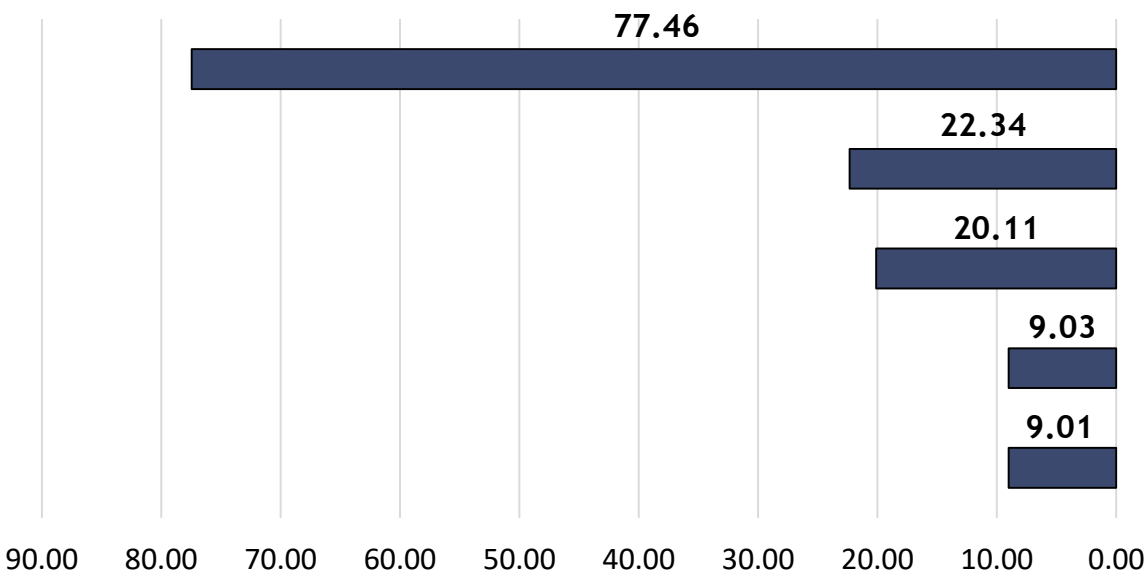


Global box office revenue is forecasted to increase from about 35 € billion in 2016 to nearly 45 € billion in 2020. The U.S. is the third largest film market in the world in terms of tickets sold per year, behind China and India. The top 4 chains represent half of the theater screen in North America, with more than 19000 screens in aggregate.

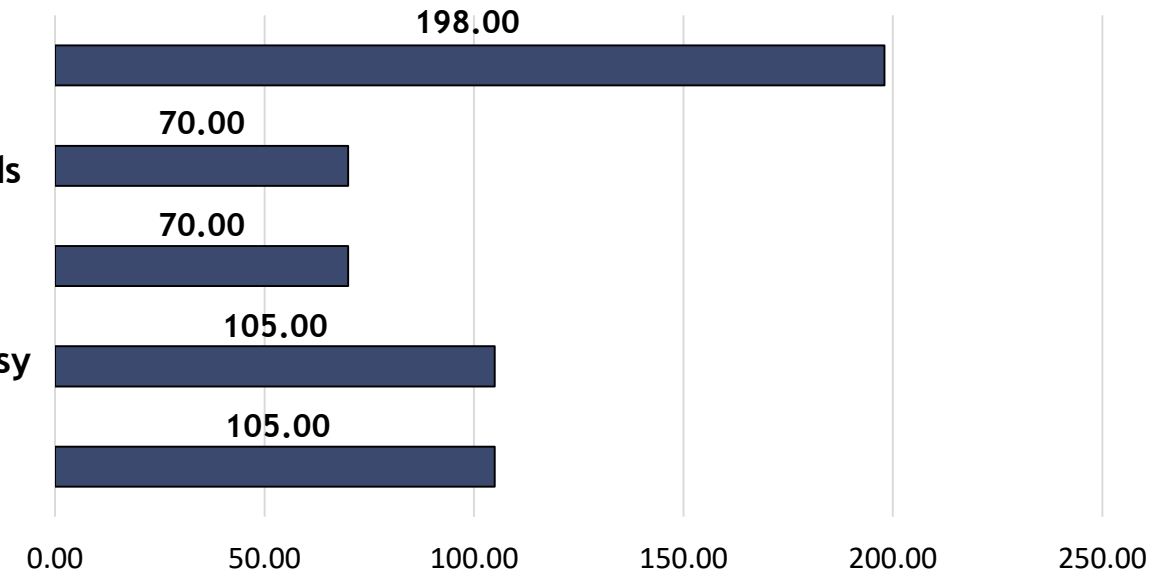
Top 5 festivals

First 4 festivals on the list are located in the USA., while Bryonn Bay Festival is located in Australia. Coachella tops the list by a long way, grossing 77.6 million € from 198,000 participants.

Highest grossing music festivals(€ million)



Number of attendance(1000 capita)



The drop off from Coachella to the second highest grossing festival is huge. Coachella makes about **three times more** than fellow California festival Outside Lands, who rakes in **22,34 million €**, from **70,000 people**. Coachella is leader also in terms of participants with **198 thousand capita**.

Top 5 festivals comparison (2016)

Coachella is more than just a music festival, it's a cultural event that draws celebrities, floods social media feeds and sparks trends in fashion and this is the key of its success.

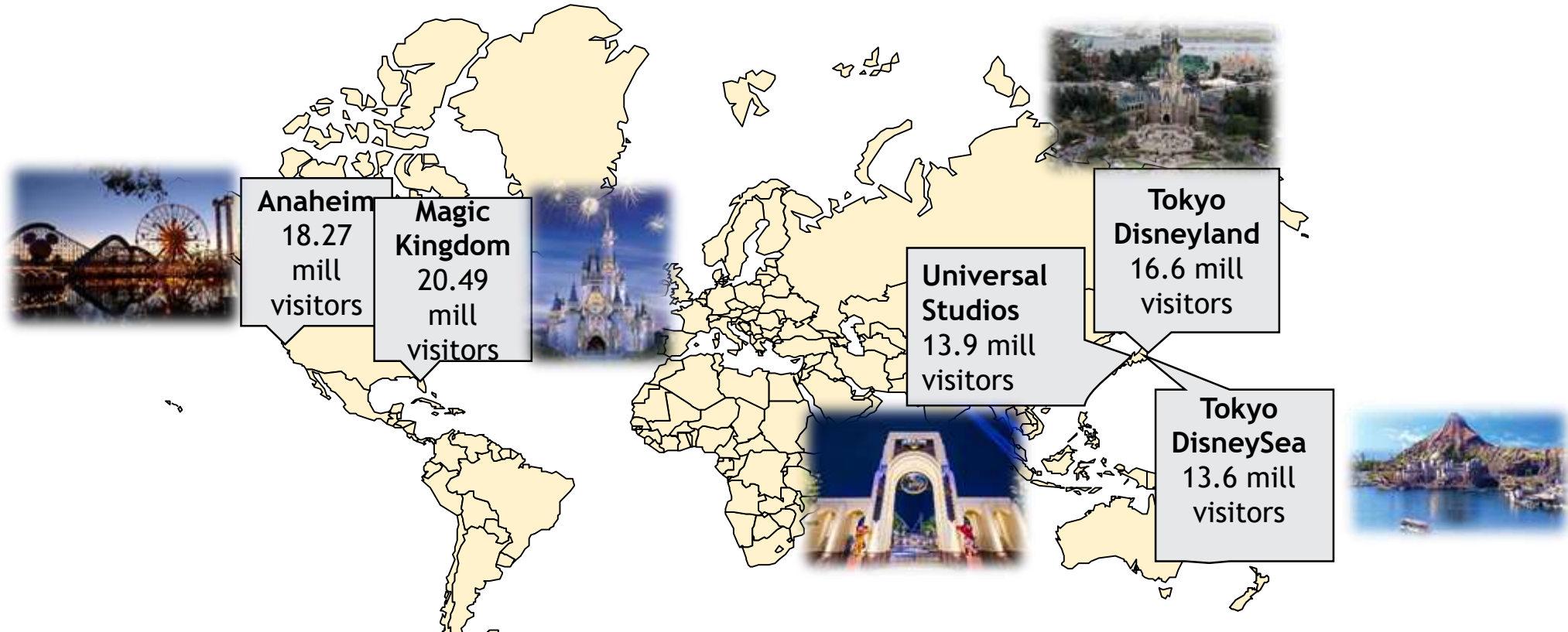


Festivals	Location	Nr of artists	Ticket prices
Coachella	Indio, California	216	345 €
Outside Lands	San Francisco, California	100	295 €
Stagecoach	Indio, California	51	325 €
Electric Daisy Carnival	Rutherford, New Jersey	155	325 €
Byron Bay Festival	Byron Bay, Australia	57	415 €



Top 5 amusement parks by attendance

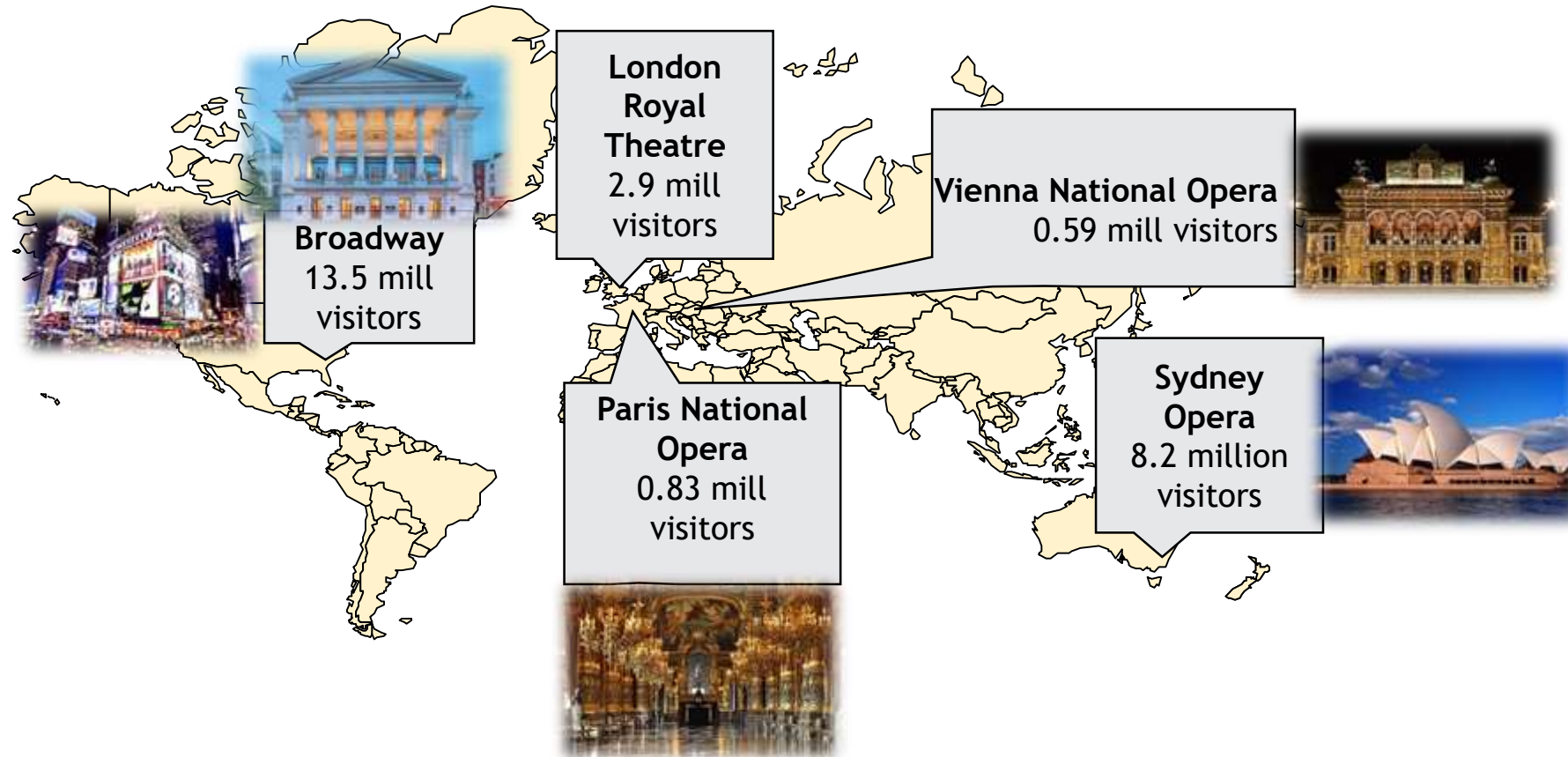
Magic Kingdom is the most popular amusement park with 20.49 million visitors worldwide, followed by Anaheim (California) with an attendance of 18.27 million and the Tokyo Disneyland.



Most popular amusement parks are the Magic Kingdom, Anaheim CA, Tokyo Disneyland, Universal Studios (Japan) and Tokyo Disney Sea. Magic Kingdom was visited by 20.49 million capita in 2015.

Top 5 theatres by attendance

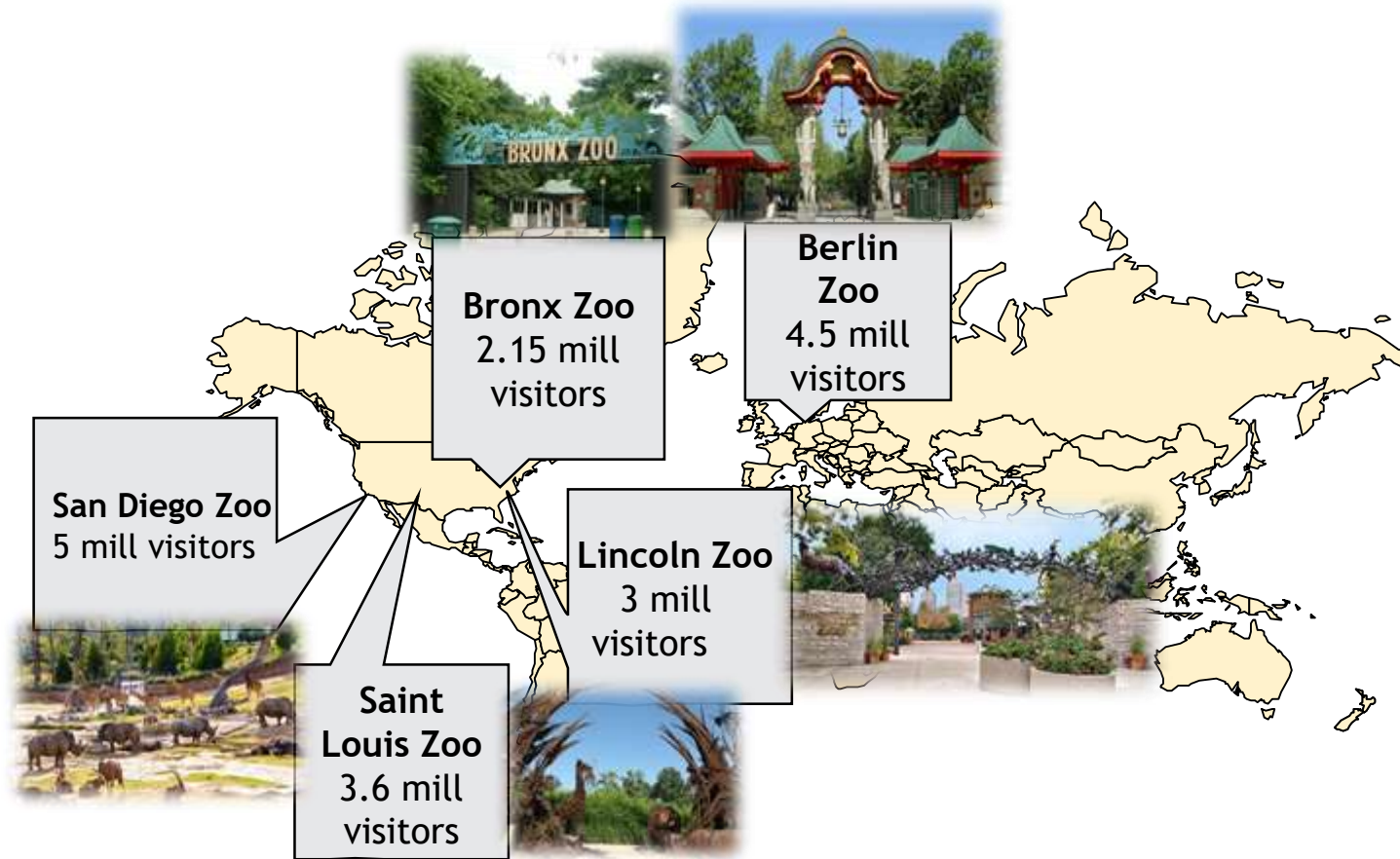
Broadway is the most popular theatre among tourists, with 13.5 visitors in 2015, followed by the Sydney Opera House, with 8.2 million visitors and the London Royal Theatre.



Broadway with 13,5 million, Sydney Opera with 5,2 million, London National Theatre with 2,9 million, Paris National Opera with 0,83 million and Vienna National Opera with 0,59 million visitors are the world's most visited theatres/operas.

Top 5 zoos by attendance

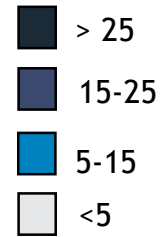
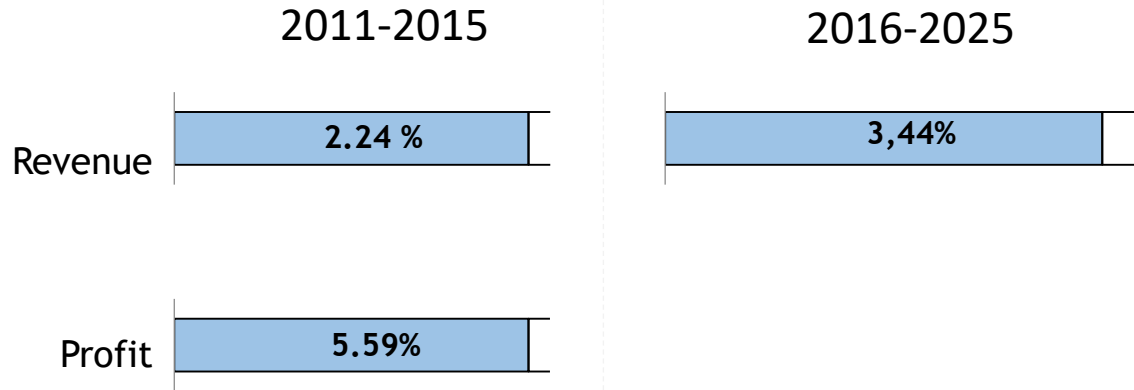
The most popular zoo is the San Diego Zoo with 5 million visitors in 2015, followed by the Berlin Zoological Garden with an attendance of 4.5 million and Saint Louis Zoo.



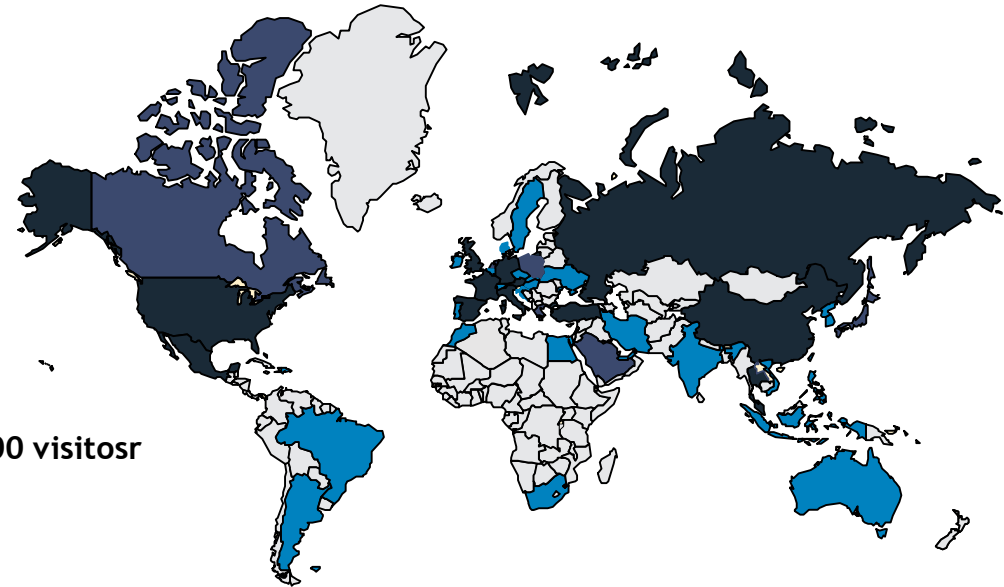
San Diego Zoo, Berlin Zoo, Saint Louis Zoo, Lincoln Zoo and Bronx Zoo were the most visited zoos in 2015. The most popular zoos are American, the only exception being the Berlin Zoological Garden.

Global tourism industry summary

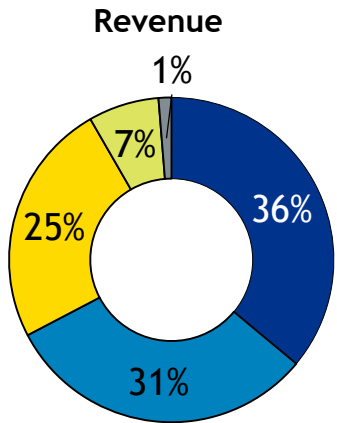
Industry level



* 1.000.000 visitors



Subsectors



Subsector	Top companies	Revenue/Sales
Transportation	American Airlines	37.75 bill EUR
Food & Beverage	McDonald's	114.4 bill EUR
Accommodation	Intercontinental	22.16 bill EUR
Travel services	Expedia	24.11 bill EUR
Entertainment	Las Vegas Sands	10.75 bill EUR

Top 5 visited countries



Top 5 country by revenue

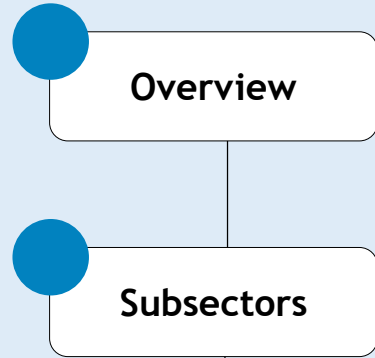


Top 5 countries by outbound

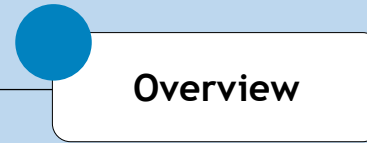


AGENDA

[World]



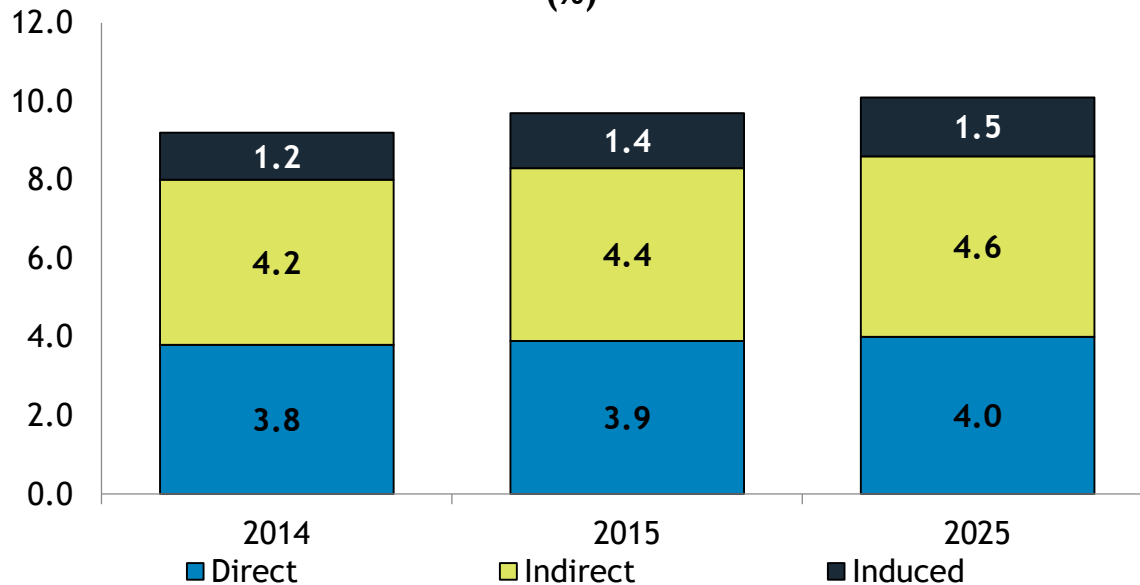
[Europe]



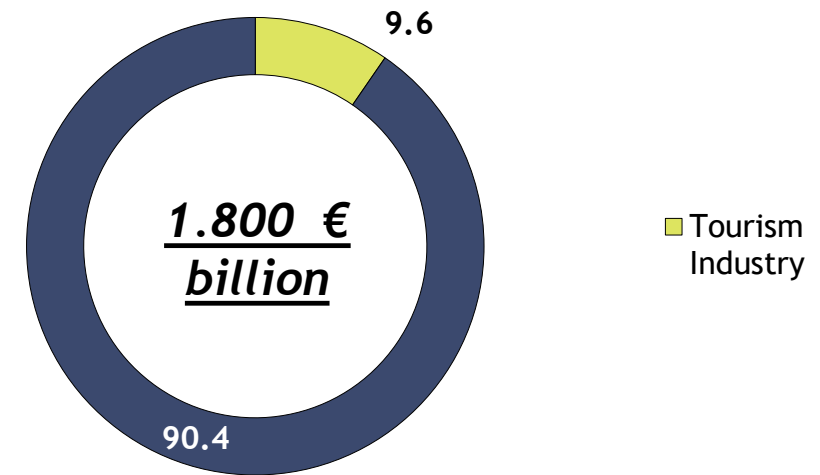
Tourism' contribution to Europe's GDP

The economic activity that was generated by tourism was composed of mainly hotels, travel agencies, airlines and it also includes the activities of the restaurant and leisure industries. The total contribution was 1.64 billion €.

Total contribution of tourism to GDP (%)



The size of the tourism industry in 2015, (% of Europe's GDP)*



The tourism industry's economic activity is generated by **direct** (accommodation, transportation, entertainment, attractions) **indirect** (government collective tourism spending, purchase from suppliers and **induced** (spending of the tourism employees). By 2025 the total contribution will rise by 4%.

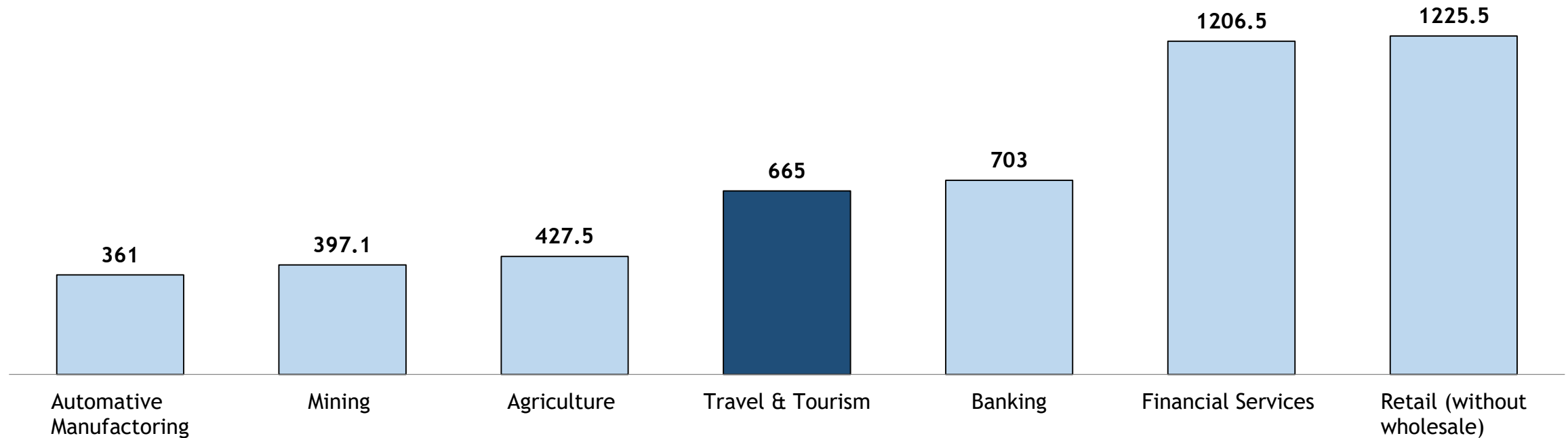
*direct+induced+indirect

Source: wttc.org,

Tourism & Travel in Europe comparatively

Travel & Tourism direct GDP in Europe reached 665 billion Euros in 2015.

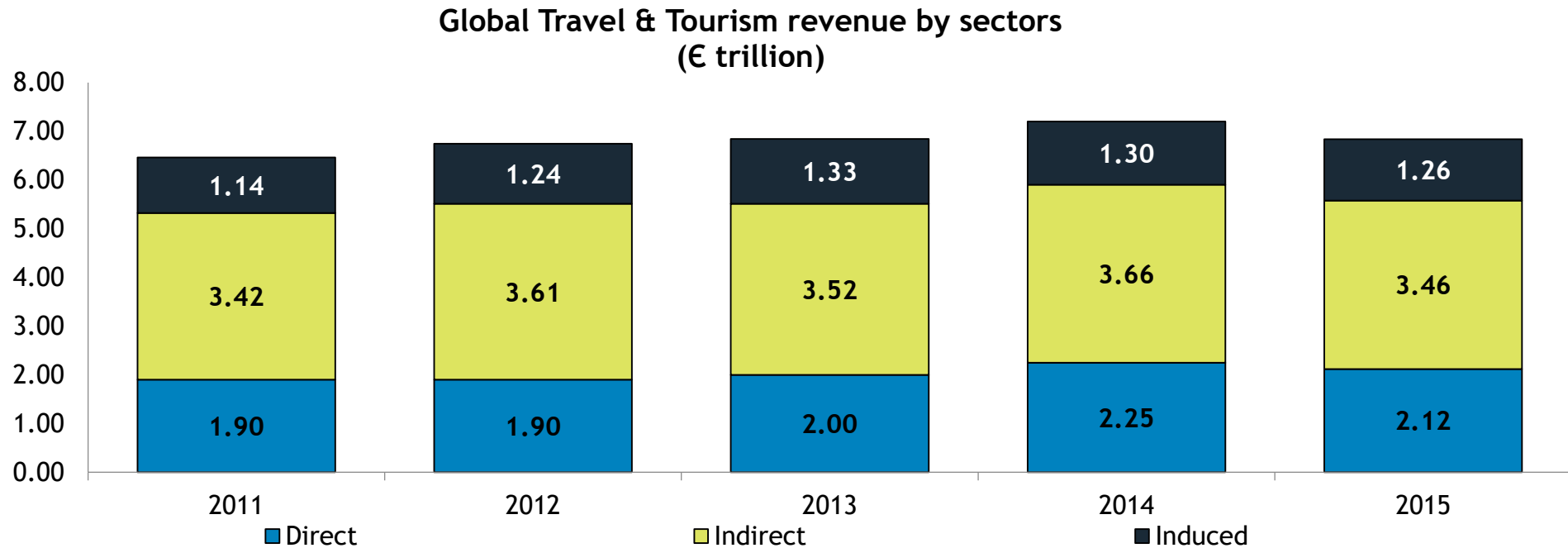
The Travel & Tourism direct revenue in comparison with other sectors
(€ billion)



The Travel & Tourism in Europe in revenue exceeds that of the banking, agriculture, mining, and automotive , manufacturing sectors and is nearly 60% the size of Europe's retail sector.

Global Travel & Tourism direct, indirect and induced revenue

The global direct revenue reached 2.26 trillion Euros in 2014 which did not have precedence for the past 3 years, but dropped back with almost 6% to 2015.

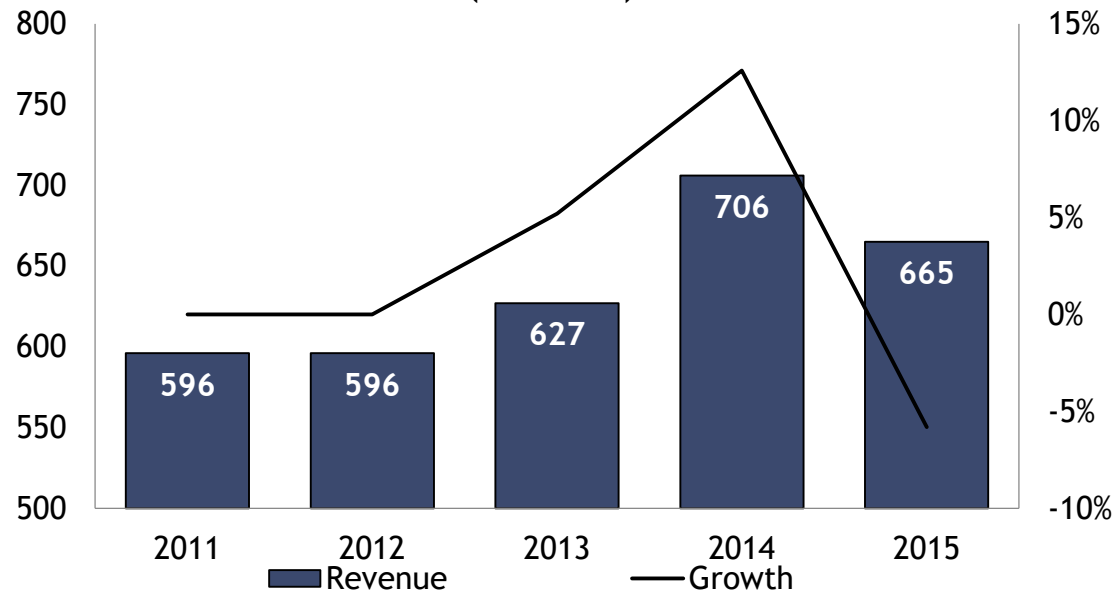


The sub-sectors include the following: **direct** (accommodation, transportation, entertainment, attractions) **indirect** (government collective tourism spending, purchase from suppliers) and **induced** (spending of the tourism employees).

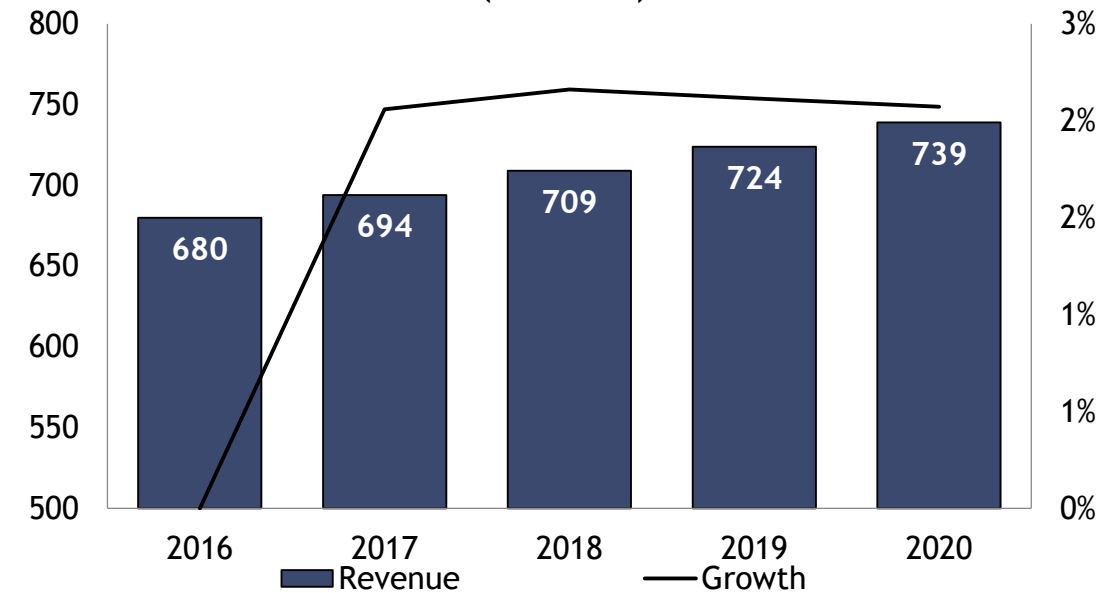
Travel & Tourism revenue in Europe

In the past 5 years tourism realised an unstable revenue, it was increasing and decreasing too. The highest amount was in 2014, and it assumably will increase to € 739 million until 2020 with a CAGR of 0,2%.

Tourism revenue between 2010-2015
(€ billion)



Tourism revenue between 2016-2020
(€ billion)

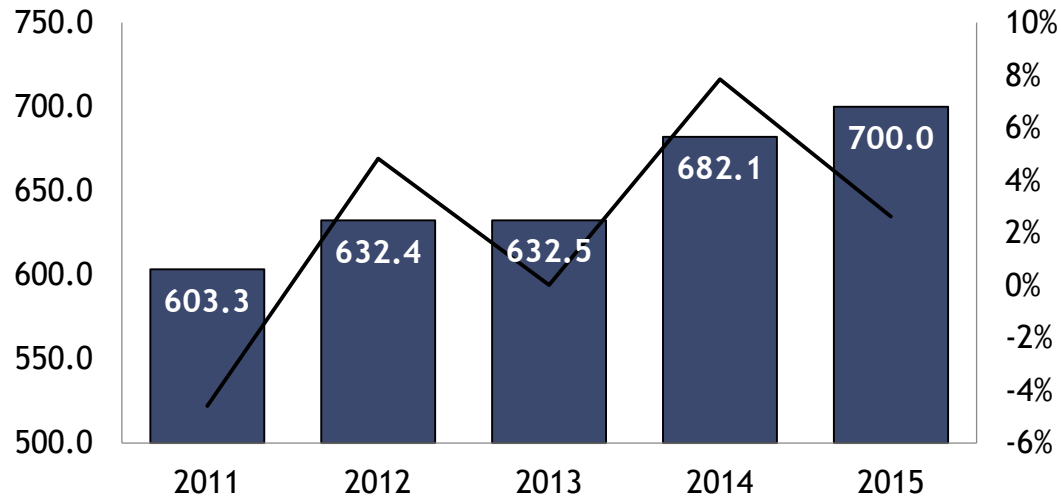


The European tourism's revenue will be increasing in the next 5 years and the analyzes show that in 2020 it will be 739 million EUR.

The European tourism sector's profit between 2011-2015

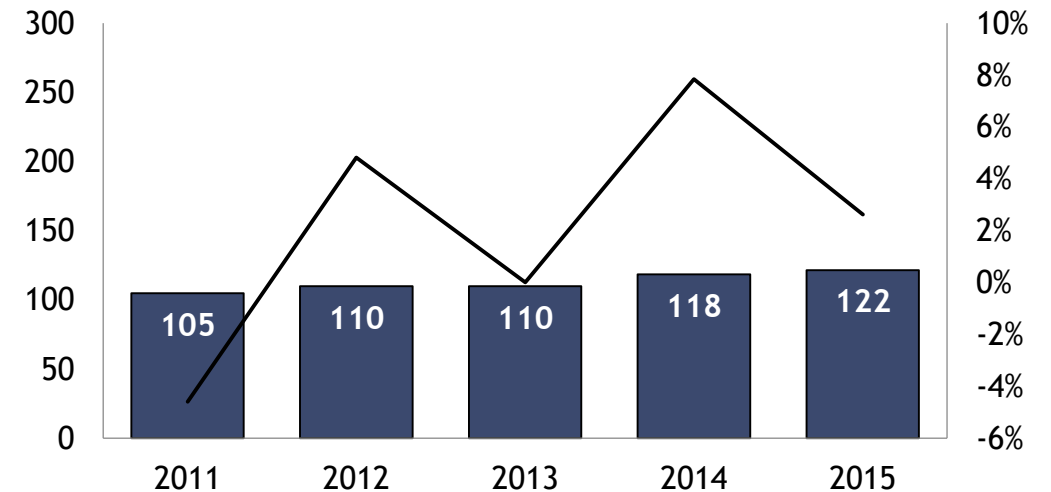
The subsector of the European tourism sector with the highest net profit margin is the Entertainment with its 13,7%, followed by the accommodation subsector (13,2%).

The tourism industry's revenue (€ billion)



■ The Tourism industry's contribution to the GDP (billion...)

The European tourism industry's annual profit from 2011 to 2015 (€ billion)



■ Profit (billion EUR)

— Growth

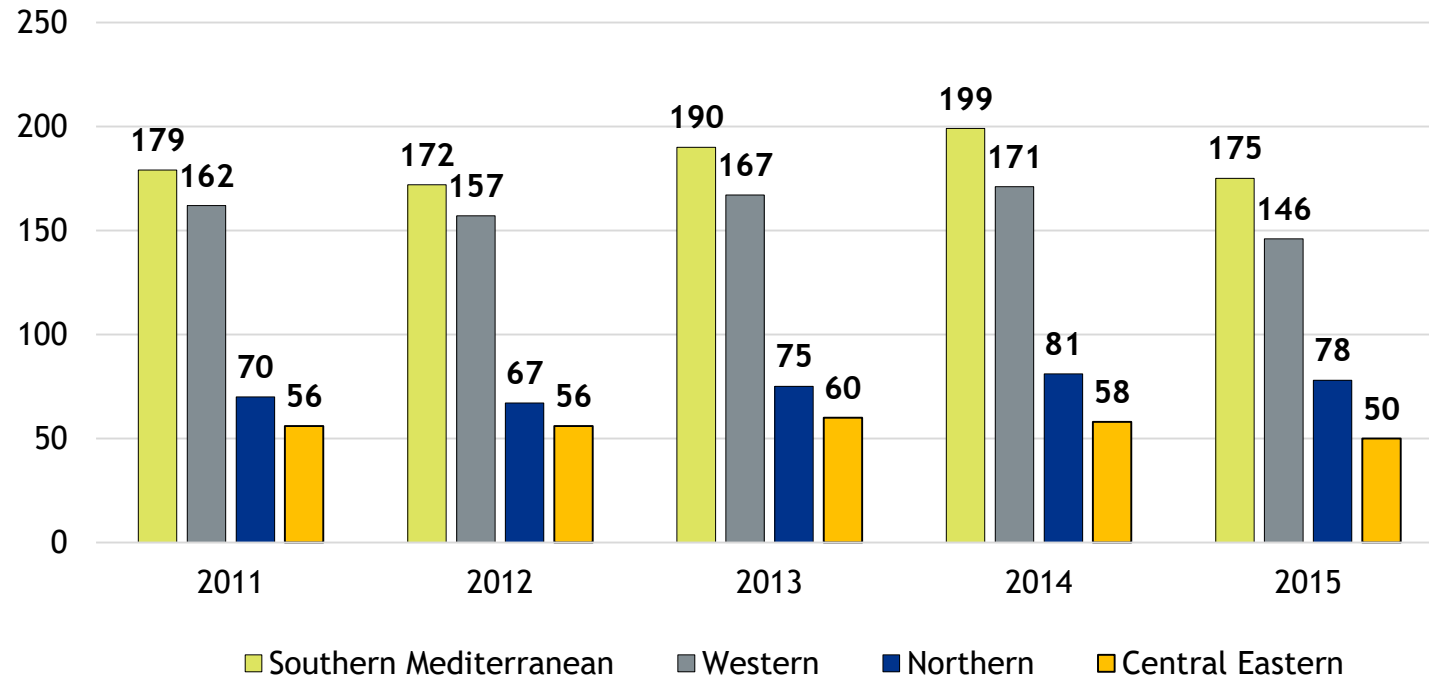
The average net profit margin calculated in this sector is 17,37%.

The European tourism industry's turnover and profit had an almost fluctuated growth in the period of 2011-2015.

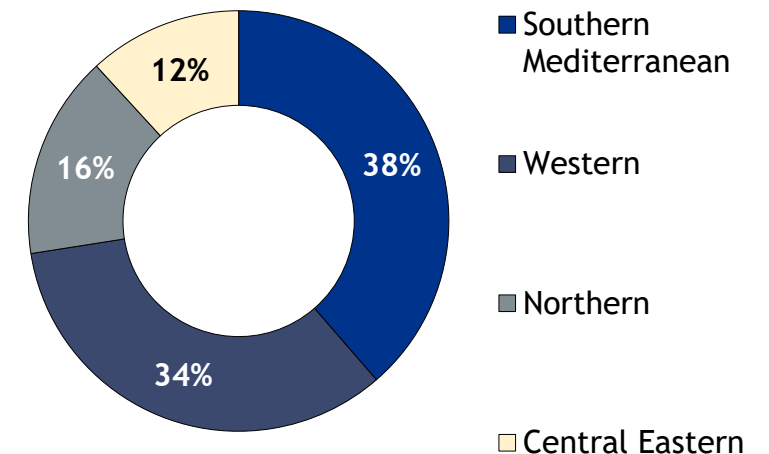
The total revenue from tourism in European regions

The charts show us how much were the revenue from tourism in period 2011-2015 in the four basic regions of Europe: Northern-, Western-, Southern/Mediterranean- and Central/Eastern-Europe.

International tourism receipts in European regions, 2011-2015
(€ billion)



Total revenue share by European regions 2011-2015 (%)

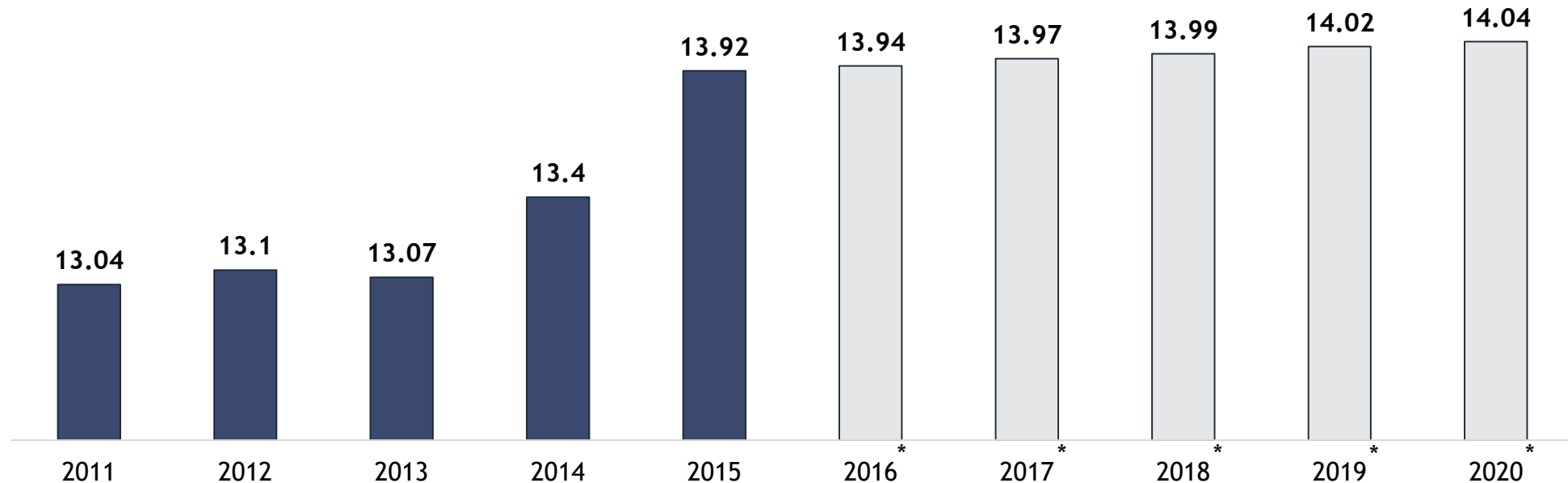


International tourists spend much more money in Southern- and Western-Europe, due to higher prices and more tourist arrivals. In period 2011-2015 Southern-Europe had the biggest revenue (915 billion €) from tourism.

Employment in the tourism industry in the EU (millions/ year)

The number of employed persons has increased in the tourism industry in the EU since 2011 and this growth is expected to continue.

The number of employed persons in the turism industry in the EU (millions/ year)



From 2011 to 2015 the number of employed persons increased with 6% in the tourism industry in the EU. This includes employment by hotels, travel agents, airlines and other passenger transportation services. An increase of 1,6% is expected in the next ten years in this sector according to the forecast of the WTTC.

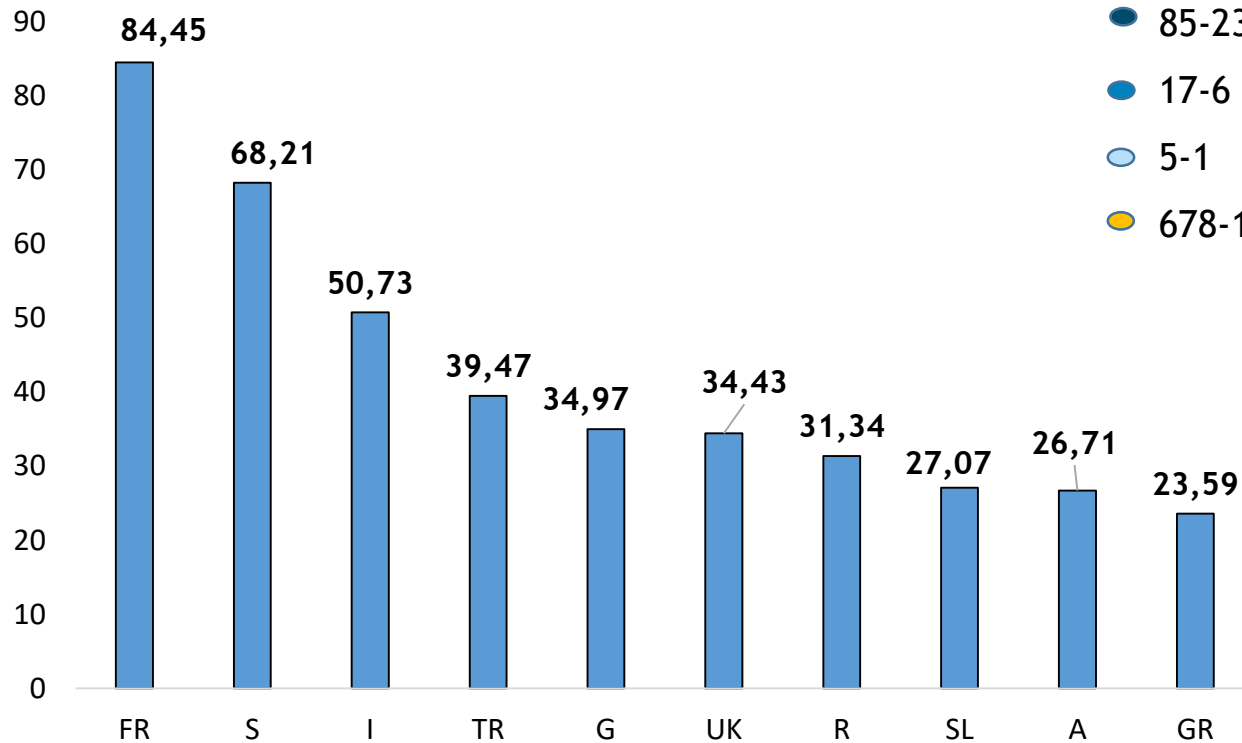
* Forecast

Source: ec.europa.eu; wttc.org

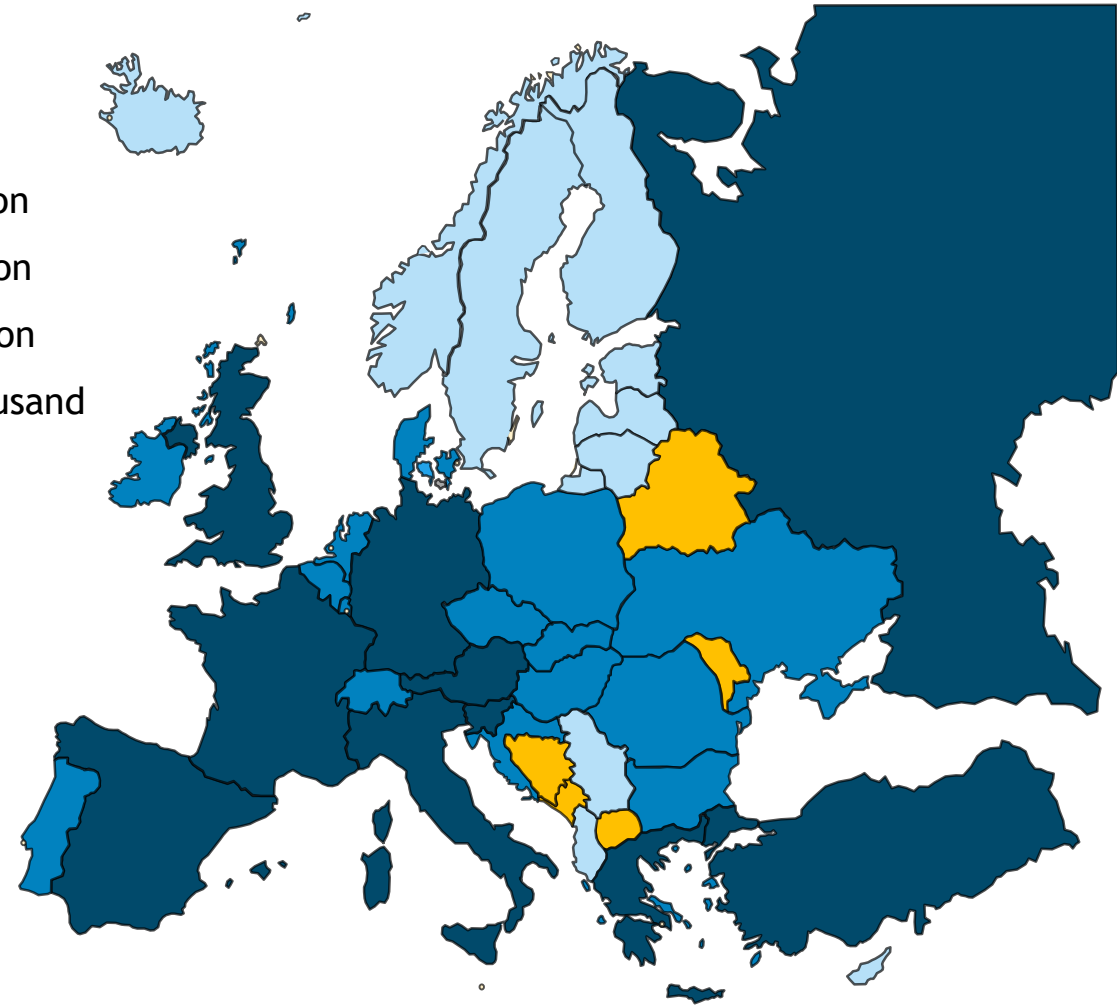
Ranking of European countries by tourist arrivals

In this map European countries are ranked by tourist visitors in 2015. The first 10 countries are shown numerical on the map.

TOP 10 countries in 2015
(million capita)



- 85-23 million
- 17-6 million
- 5-1 million
- 678-11 thousand



In 2015, tourist number in Romania was 9.898.600 which increased by 17,2% according to 2014. Romania take part of the 2nd group of classification.

Tourist arrivals in Europe

The most tourist arrived in France between 2011-2015. France is followed by Spain and Italy. The top four countries maintained their position in this period. Germany and Greece moved up in the rankings.

Country	2011-12	2012-13	2013-14	2014-15	2011-2015
1	France	○	○	○	○
2	Spain	○	○	○	○
3	Italy	○	○	○	○
4	Turkey	○	○	○	○
5	Germany	①	①	○	①
6	United Kingdom	①	①	○	①
7	Russia	○	○	○	○
8	Austria	○	○	○	○
9	Greece	○	○	①	①
10	Ukraine	○	○	①	①

The most tourist visited France between 2011-2015. France is followed by Spain and Italy. The top four countries maintained their position in this period. Germany and Greece moved up in the rankings one position.

Outbound tourism in Europe

Residents from Germany travelled the most between 2011-2015 within the European countries. Germany is followed by the United Kingdom and Poland.

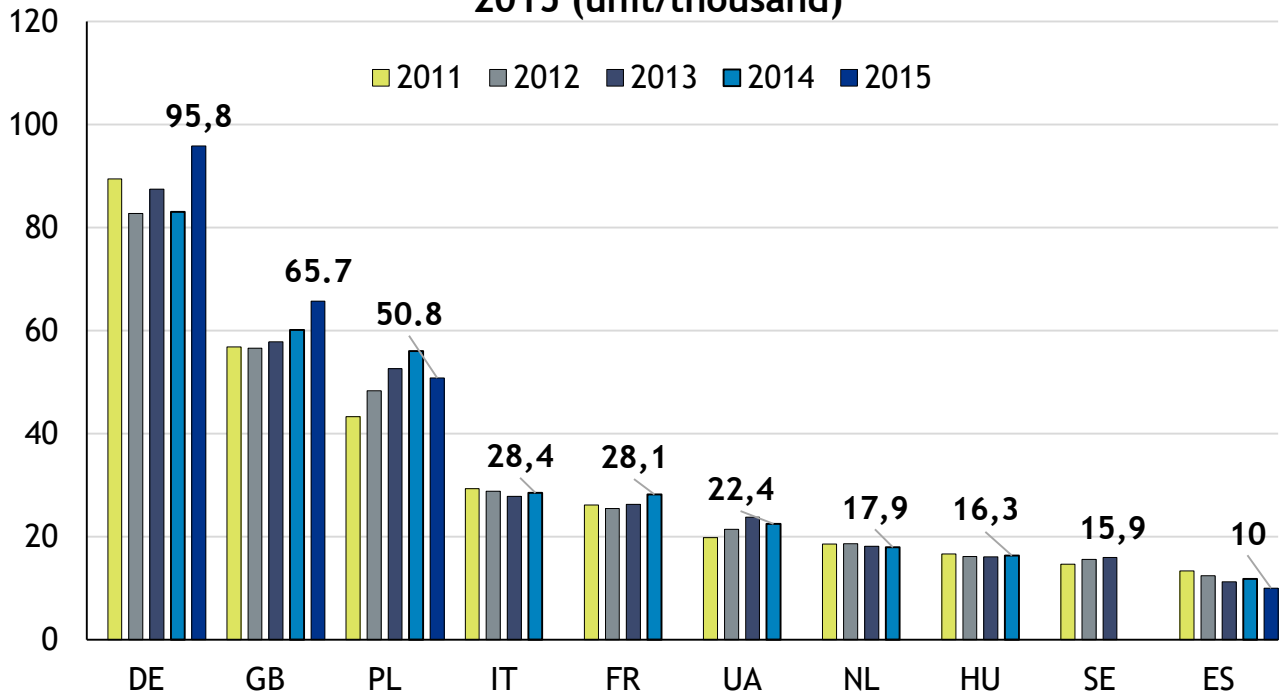
Country	2011-12	2012-13	2013-14	2014-15	2011-2015
1 Germany	○	○	○	○	○
2 United Kingdom	○	○	○	○	○
3 Poland	○	○	○	○	○
4 Italy	○	○	○	○	○
5 France	○	○	○	○	○
6 Ukraine	○	○	○	○	○
7 Netherlands	○	○	○	○	○
8 Hungary	○	○	○	○	○
9 Sweden	○	○	○	○	○
10 Spain	○	○	○	○	○

Residents from **Germany** travelled the most between 2011-2015 within the European countries. Germany is followed by the **United Kingdom** and **Poland**. The countries maintained their position in the rankings in this period.

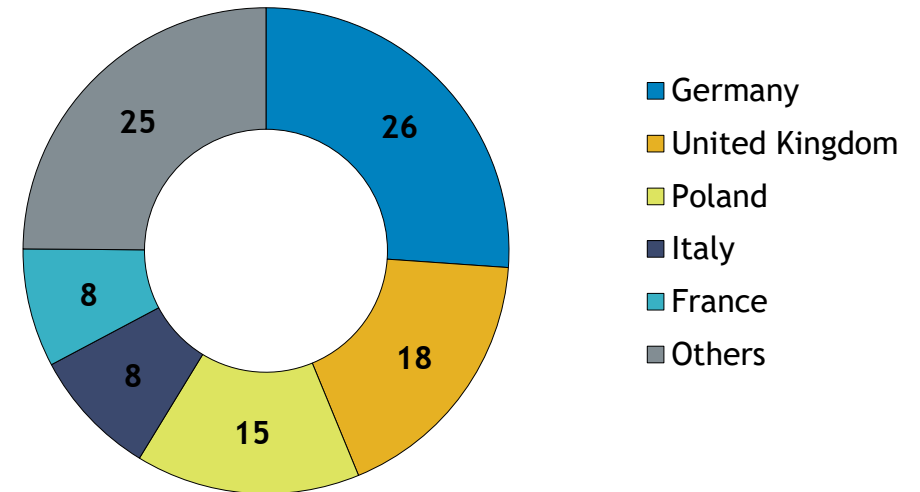
European countries international departures, 2011-2015

The data regarding the number of residents of a European country (aged 15 years and over) travelling abroad, can be used to set up a ranking of these countries.

Top european countries international departures, 2011-2015 (unit/thousand)



Top european countries by the average international departures 2011-2015 (%)

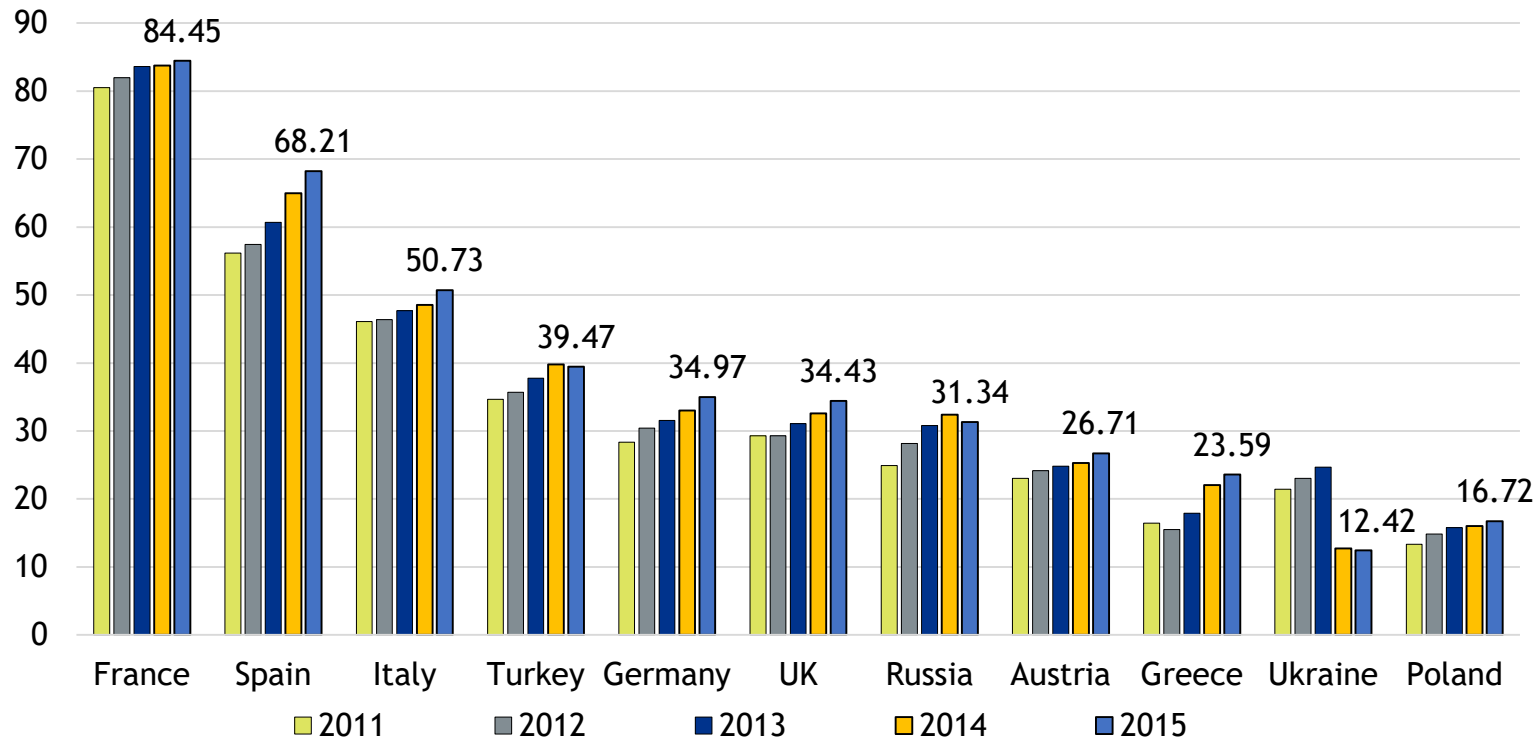


The number of international departures in 2015 was **95,8 thousand** from **Germany**, and **65,7 thousand** from **Great Britain**. These numbers are the highest from the 2011-2015 period. In the 2011-2015 period, **26%** of the European residentst went on trips from **Germany**.

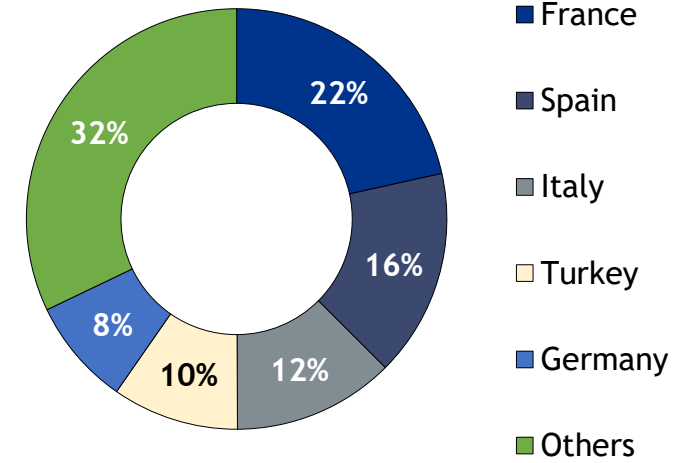
Tourist arrivals in Europe

In this graph all the european countries are ranked by total tourist arrivals from period 2011-2015. The graph also shows information divided by each year.

Tourist arrivals in Europe TOP 10, 2011-2015(milion capita)



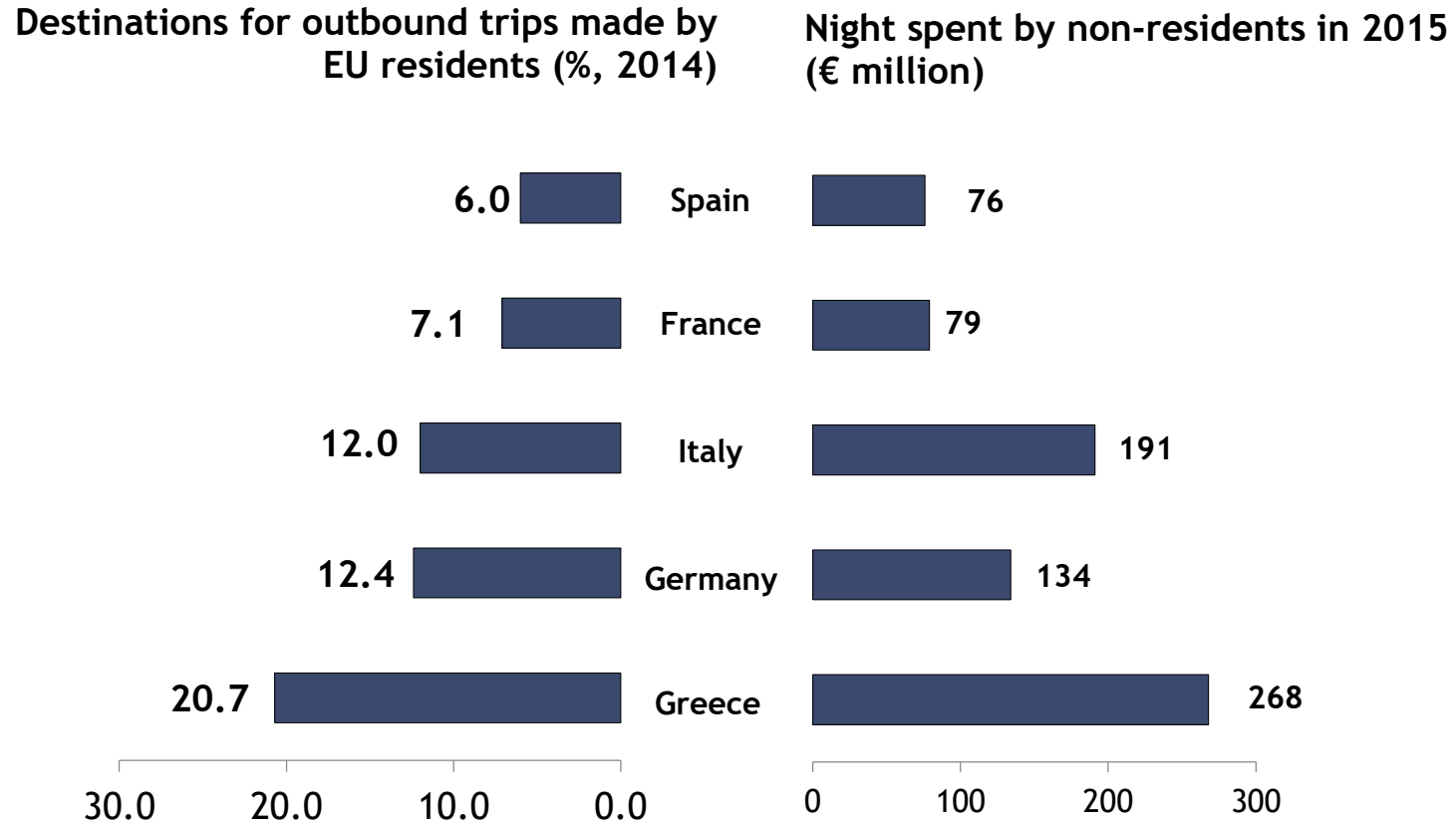
Tourist arrivals in european countries



According to the informations **West-European countries**, especially France are more popular among tourists in numbers than **East-European countries** and there are big differences between the countries.

In Europe the most visited countries

In Spain, one in five visitors come from somewhere other than the European Union.

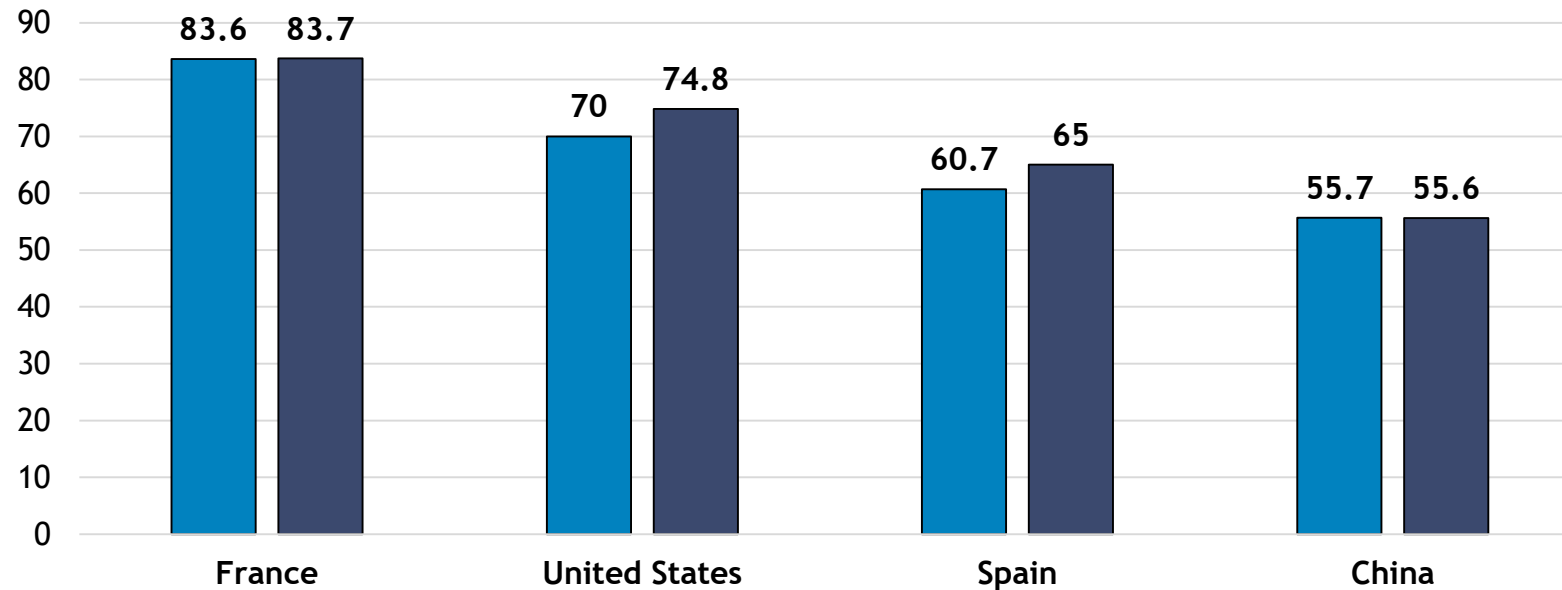


More than 80% of Greeks, Croatians and Italians took time off close to home, while Maltese, Belgians and Luxembourgers were much more keen to go abroad (30%), that they took a domestic holiday last year.

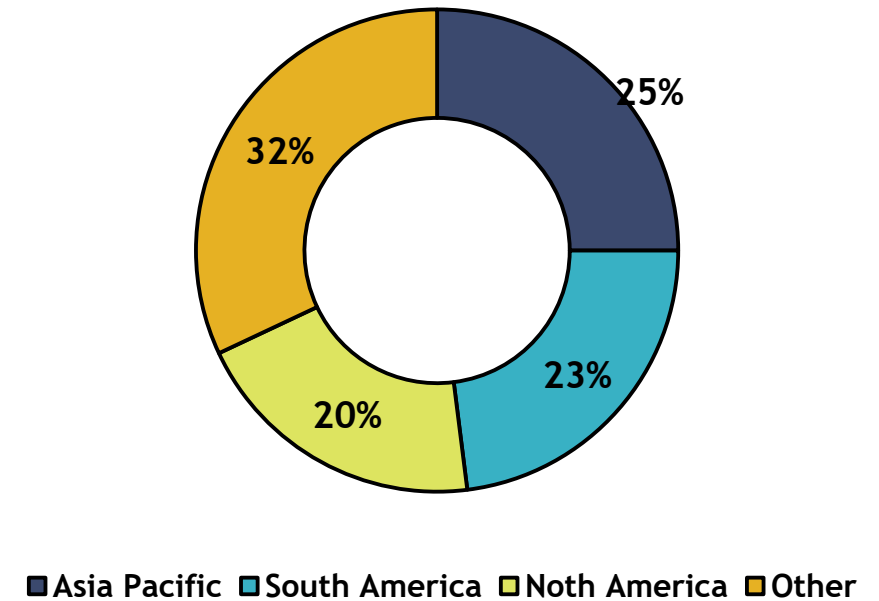
International tourist arrivals

France, the United States, Spain and China continue to top the rankings by the international arrivals and receipts.

International tourist arrivals in 2013 and 2014 (million capita)



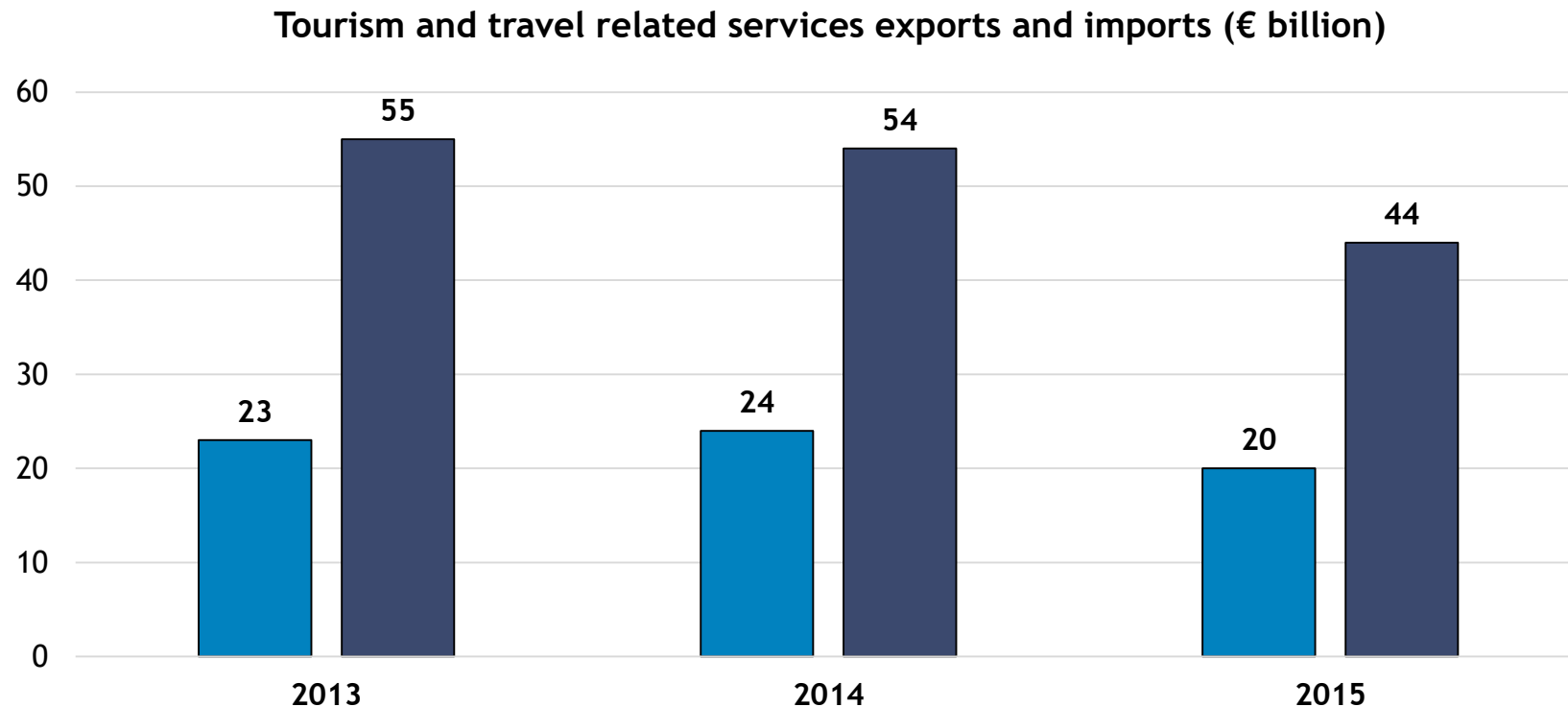
Outbound holiday



In Europe arrivals grew by 3%, welcoming 15 million more international tourists in 2014 to reach a total 582 million arrivals.

Tourism-related activities

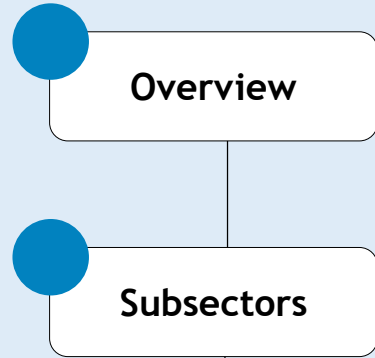
Travel & Tourism is an important economic activity in most countries around the world, and the top 3 countries import and export terms are Germany, France and United Kingdom.



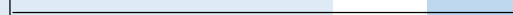
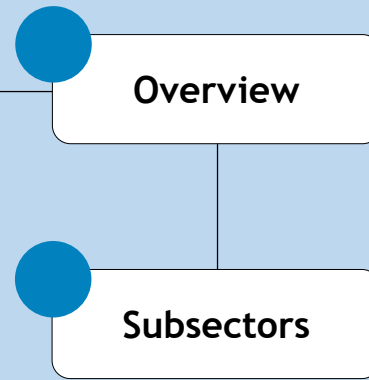
This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services, but it also includes, for example, the activities of the restaurant and leisure industries directly supported.

AGENDA

[World]

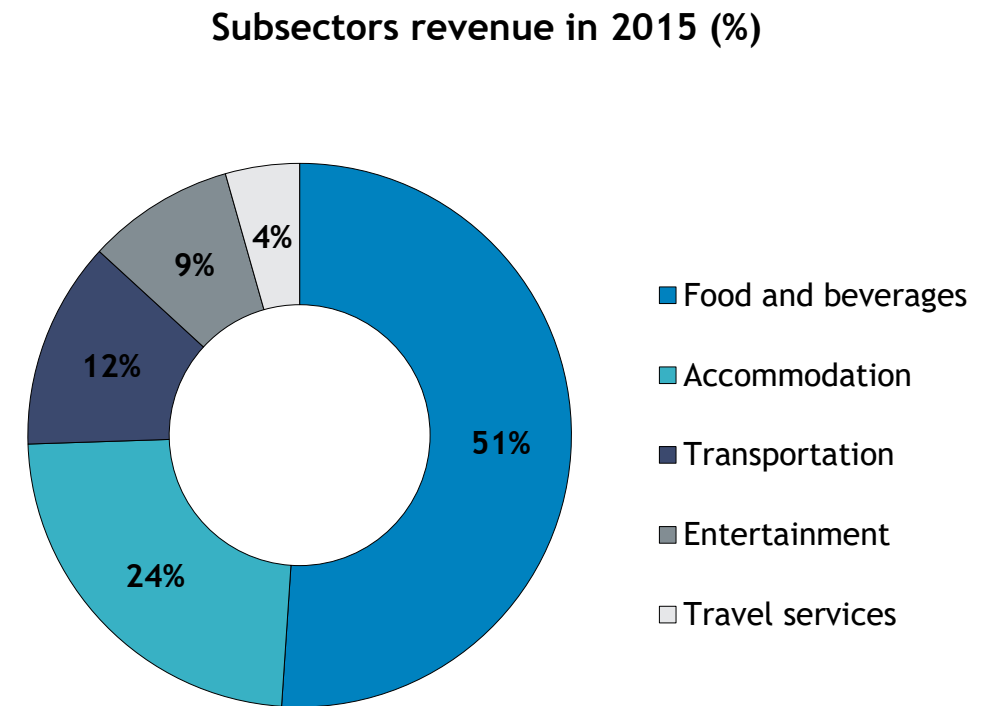
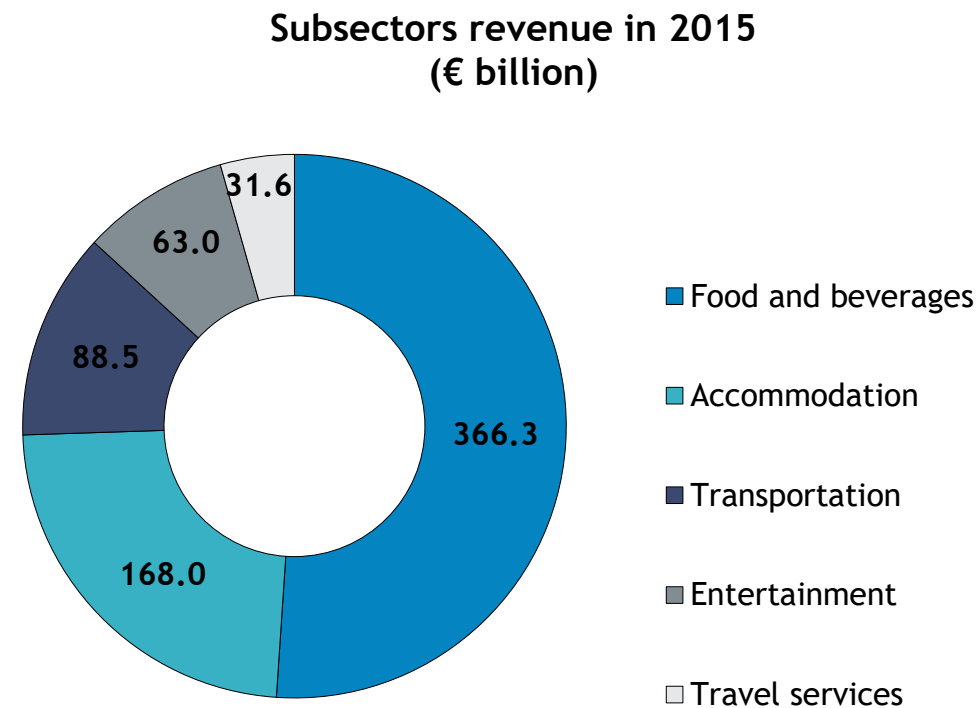


[Europe]



Subsectors of European tourism industry

The tourism industry has 5 sub sectors: accommodation, food and beverages, transportation, retail trade and cultural, sports and recreational services. In 2014 the division of their receipts is shown below.

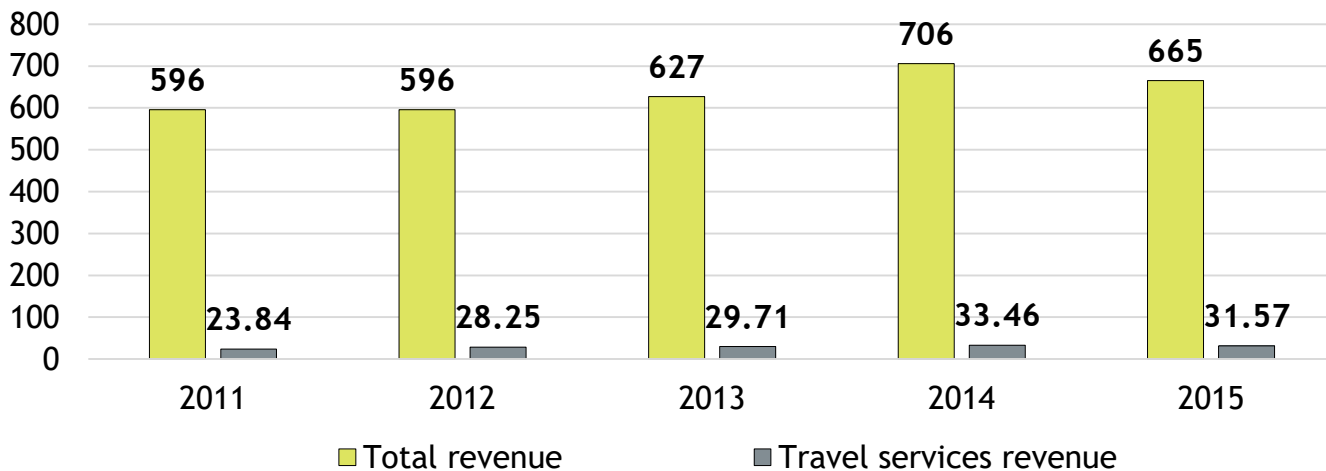


As the charts show the biggest receipt of tourism industry consist of food and beverage (46 %), but accomodation and transportation also adds up a fairly big percentage (41 %).

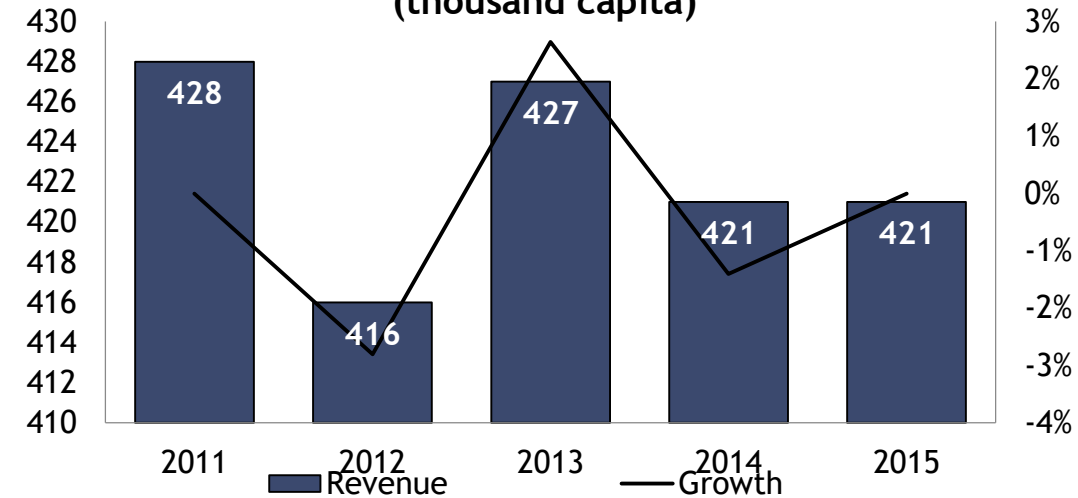
Travel services

The travel services subsector shows annual revenue growth between 2011-2015, in 2015 it had more than 421 thousand employees and a 9% net profit margin in 2015.

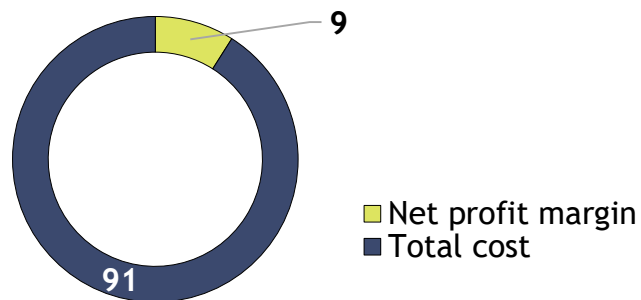
Total tourism revenue/ Travel services revenue between 2011-2015 (€ billion)



Travel services employment between 2010-2015 (thousand capita)



Travel services net profit margin (%)

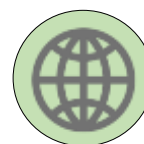
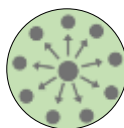
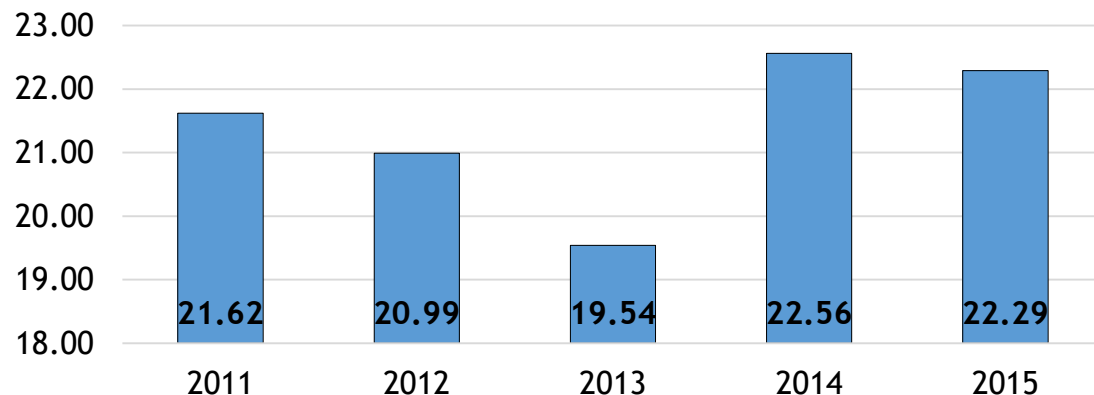


The travel services subsector is one of the subsectors in tourism industry. It's revenue contribution is 4% to the total revenue in tourism. It's employment is 3% of the total industry's employment and it had a 9% profit margin in 2015.

1. Carlson Wagonlit Travel

4th on the top 10 list of the largest travel service companies in the world was Carlson. In Europe it is the largest travel service company.

Sales between 2011-2015
(€ billion)



Founded in: 1994

19000 employees now

Traveler and transaction services,
program optimization, safety and
security, meetings and events

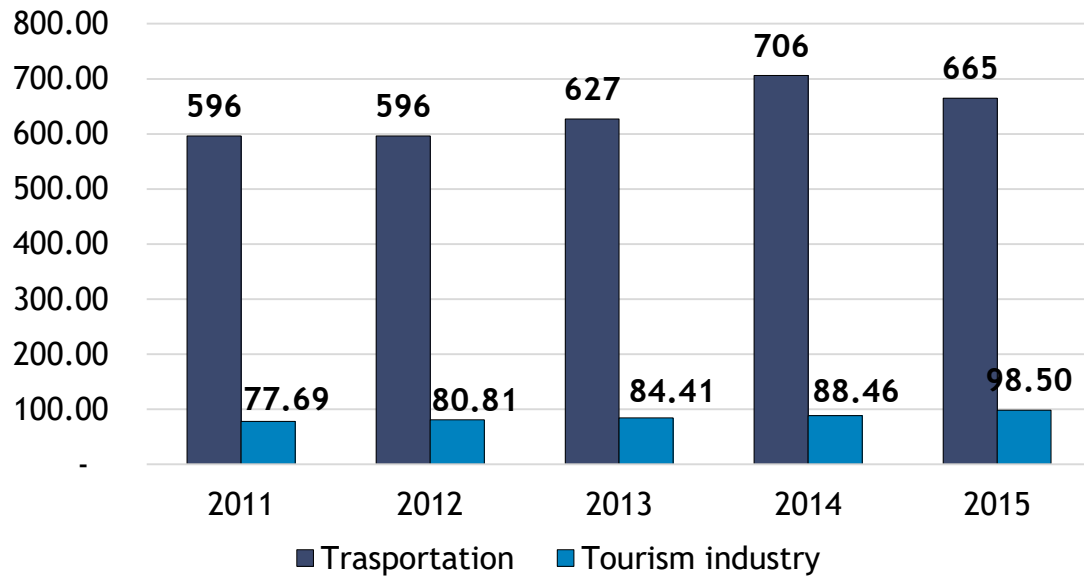
174 states

Paris, France

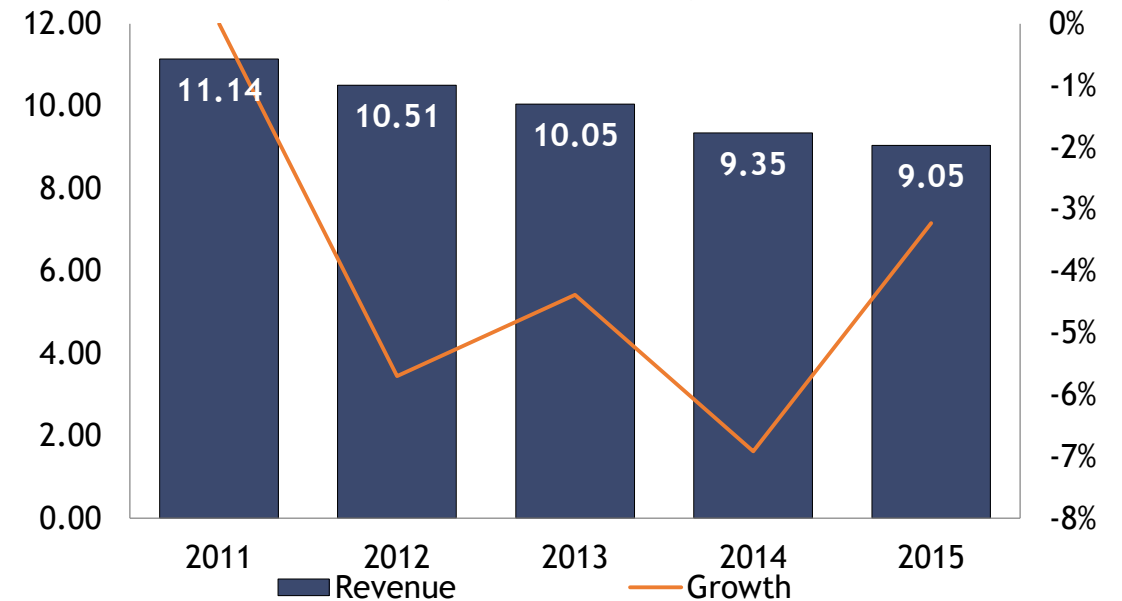
Transportation

The transportation sub sector of tourism industry consists of three main sectors: water transportation, land transportation and air transportation.

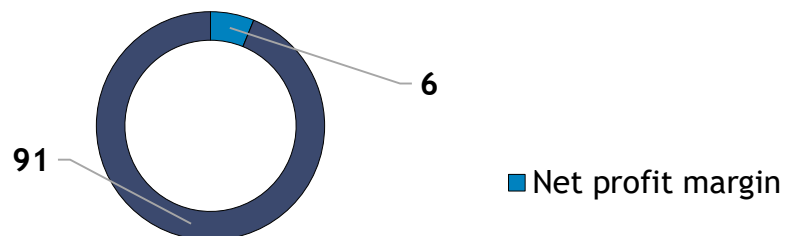
Total tourism revenue/ Travel services revenue between 2011-2015 (€ billion)



Transportation employment between 2010-2015 (million capita)



Transportation services net profit margin in 2015 (%)

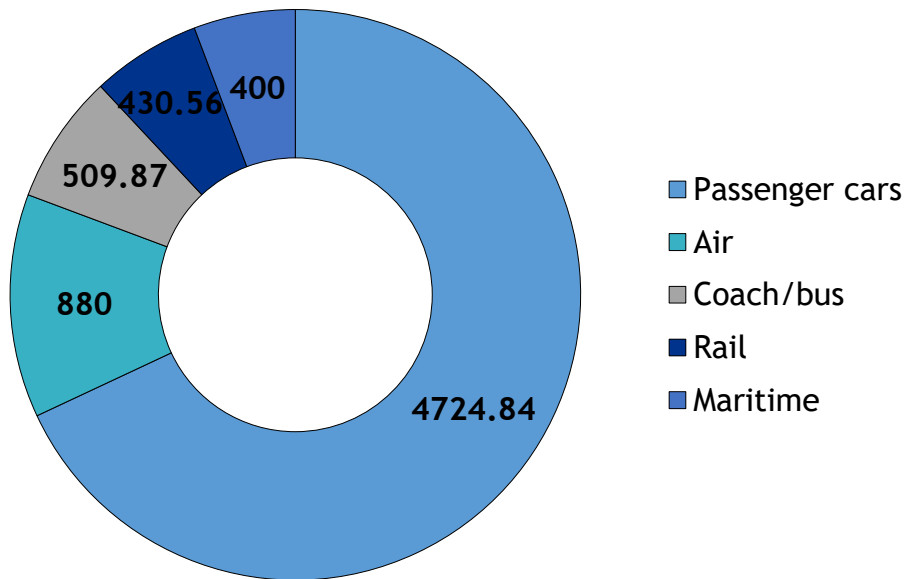


The travel services' revenue contribution is 19 % to the total revenue in tourism and it had a 6% profit margin in 2015.

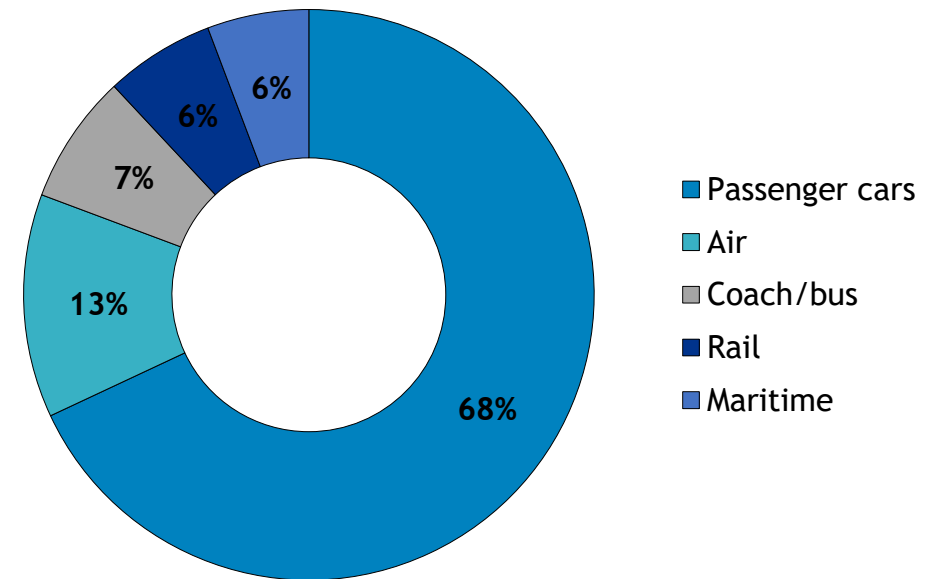
Means of transport usage in Europe

In the transportation subsector there are five big groups: passenger cars, aircrafts, coaches and buses, railway services and maritime.

Modal spilt of passenger transport in 2015
(million capita)



Modal spilt of passenger transport in 2015
(%)



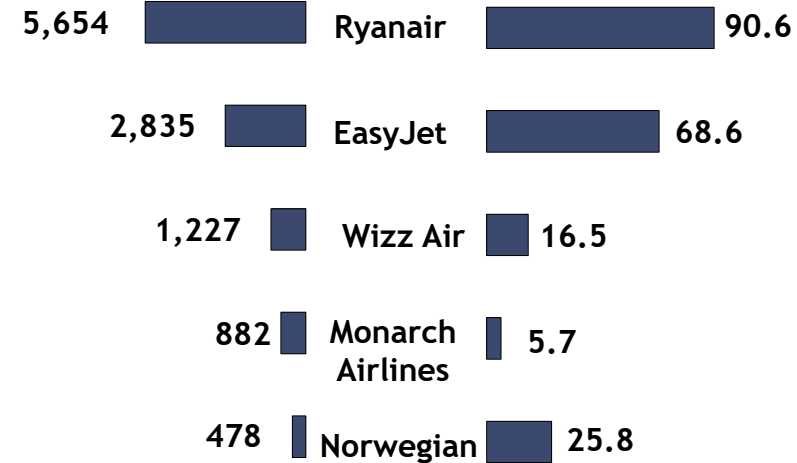
In the transportation subsector there wasn't a big change in the modal spilt between 2010-2015, the favourite means of transport used is cars (68%), aircrafts add up 13% of the total usage, while the other three share the othe 19% evenly.

TOP 10 airlines in Europe

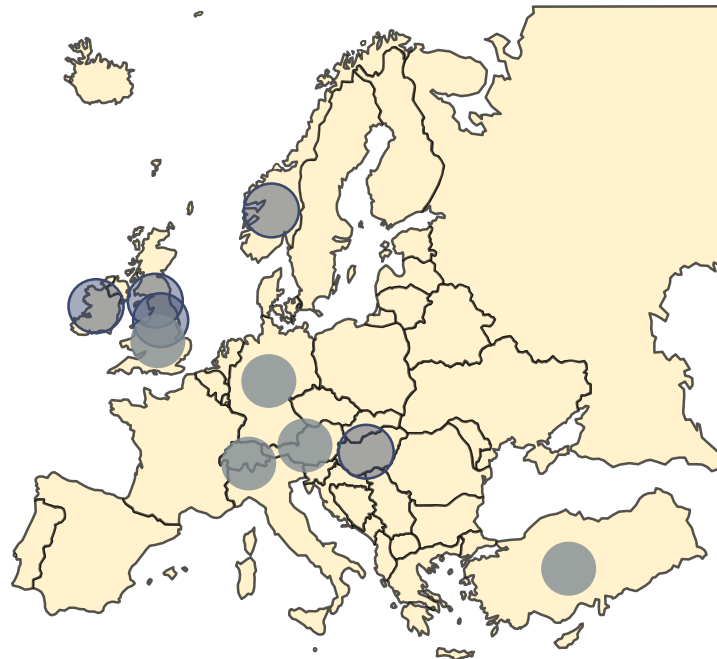
The leading company in 2015 was Lufthansa with € 20,291 million revenue and has the most employees.

Top 5 low-cost airlines by revenue (€ million)

Passengers number (million capita)

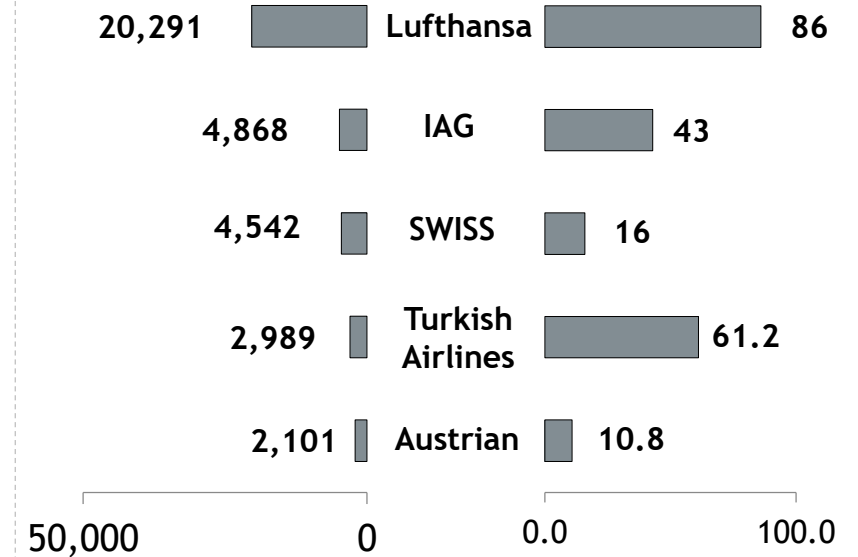


TOP 10 airlines headquarters



Top 5 airlines by revenue (€ million)

Passengers number (million capita)

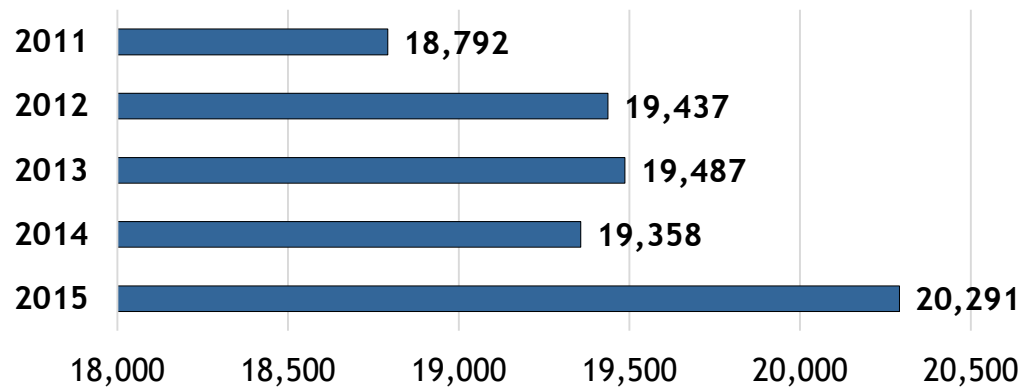


In 2015 are mainly situated in West-European countries, except from Istanbul (Turkish Airline). Lufthansa is the largest German airline and the combined with its subsidiaries also the largest airline in Europe both in terms of passengers carried and fleet size.

1. Lufthansa

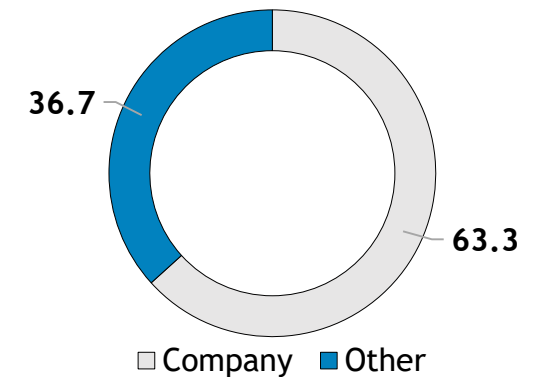
Lufthansa had a 63.3% market share with 20,291 million EUR revenue in 2015, and the first premium network airline system in Europe.

Total revenue, 2011-2015 (€ million)



120,000

Market share in Europe, 2015 (%)



Cologne,
Germany



1,001,975 flights,
89 countries,
220 destination,
270 aircraft



86,053
million
passangers



Austrian Airlines,
Brussels Airlines,
Eurowing,
Lufthansa Cargo,
Lufthansa Regional,
Swiss International
Airlines

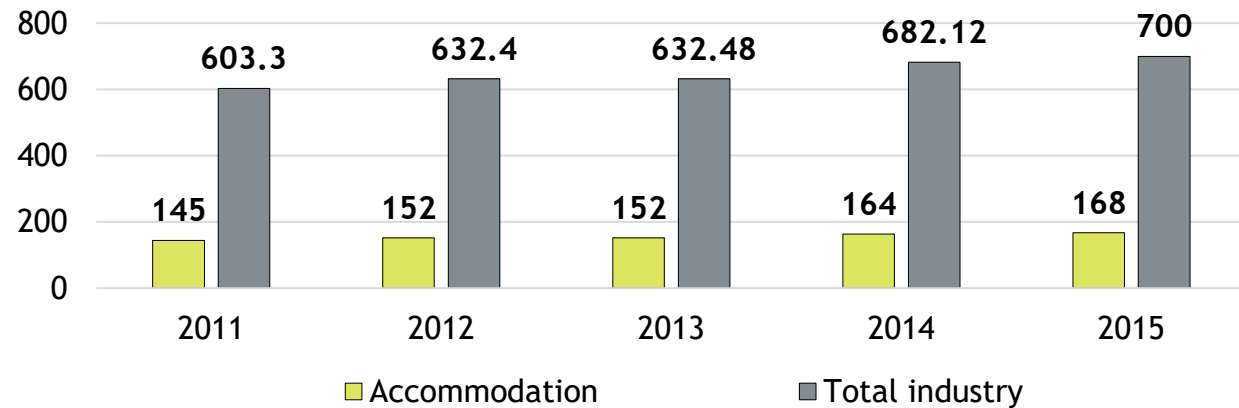


Nonstop you.

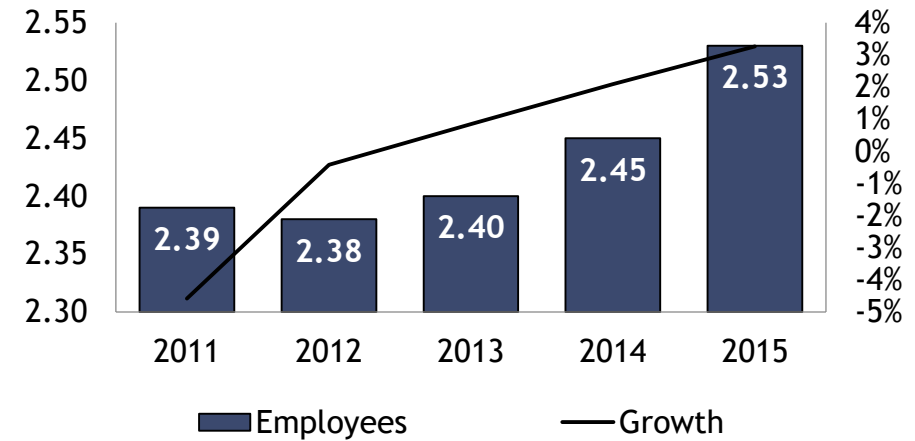
The accommodation sub-sector's revenue in Europe

The accommodation sub-sector has a market share of 24% of the total tourism industry. It works with a NPM of 13,20%.

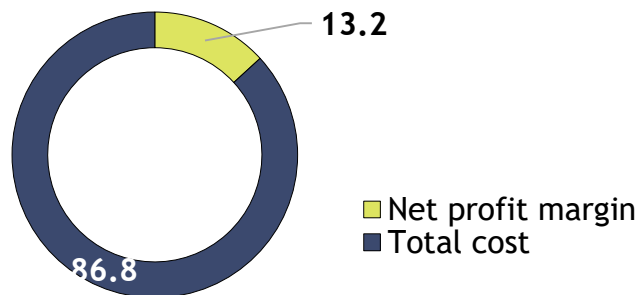
The tourism industry's turnover compared to the accommodation sub-sectors' 2011-2015 (€ billion)



Number of employees between 2011-2015 (€ million)



Accommodation's net profit margin (%)

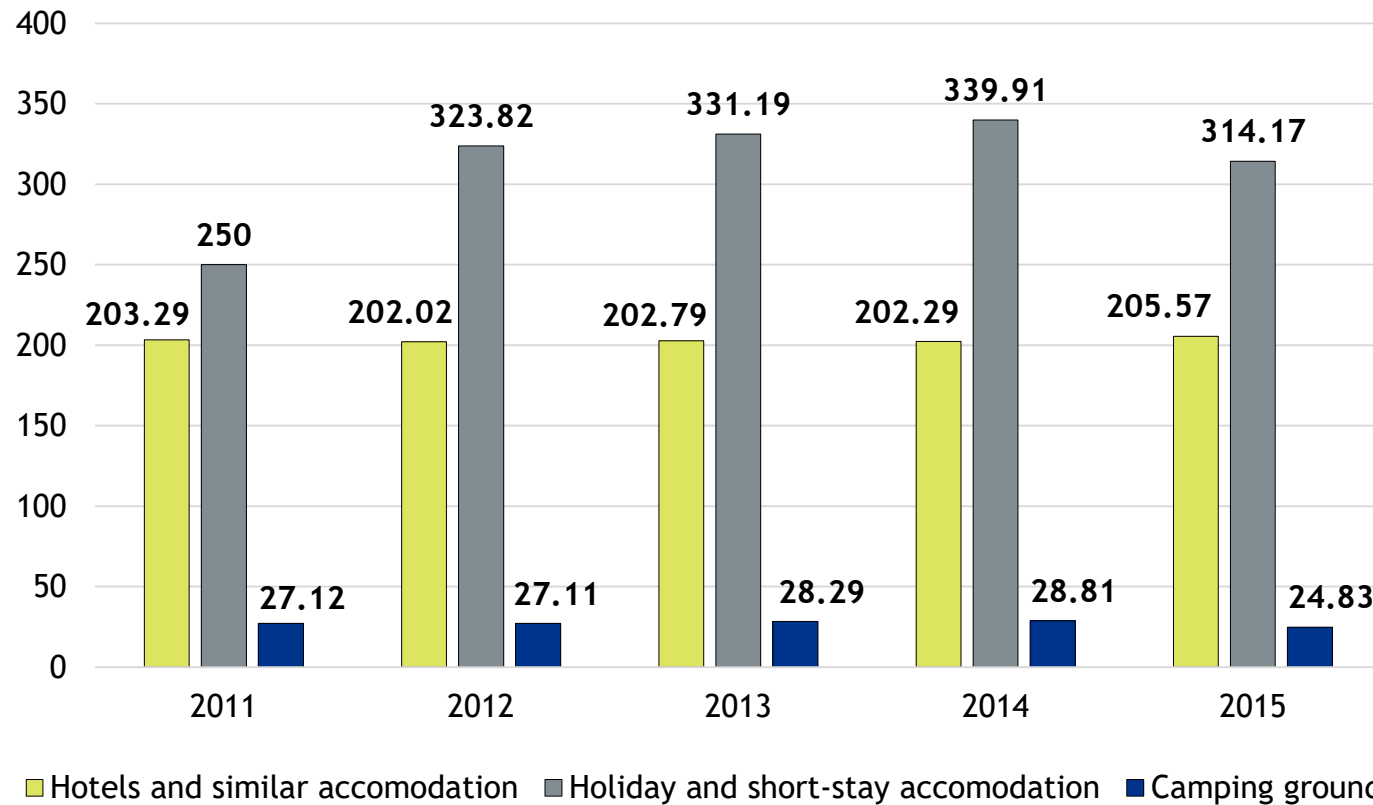


The sub-sector's turnover remained almost constant between the years of 2011-2015, with a CAGR of 2,5%. The number of employees in the accommodation sub-sector makes 18,25% of the whole industry's employee number.

Tourist accommodation establishments in Europe

The most occupied in Europe is the holiday and short-stay accommodation establishments.

Number of tourist establishments
(thousand)

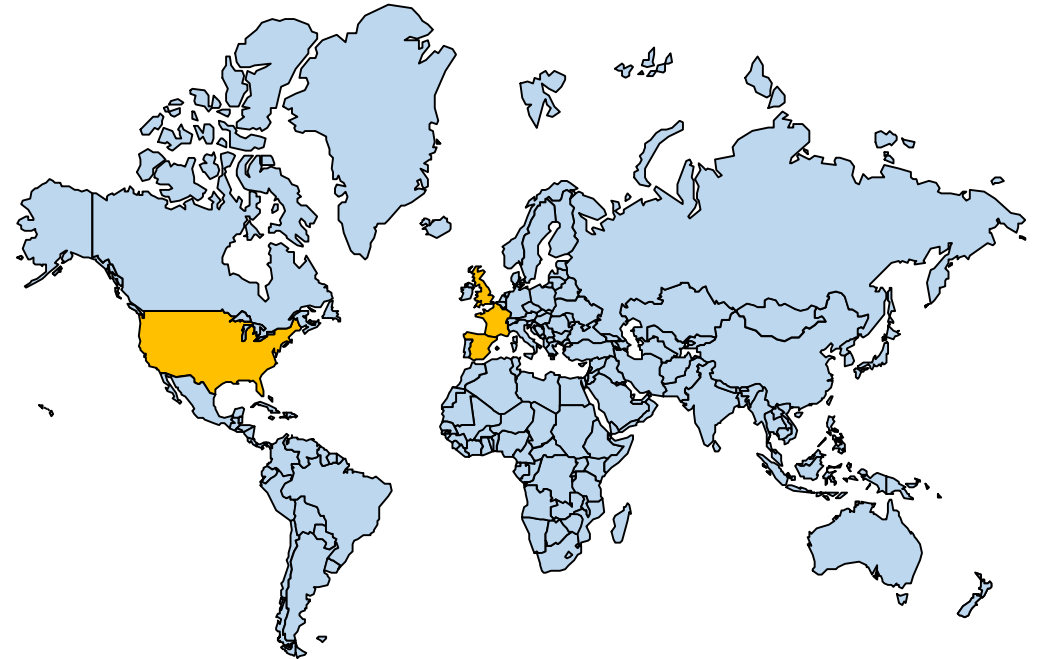
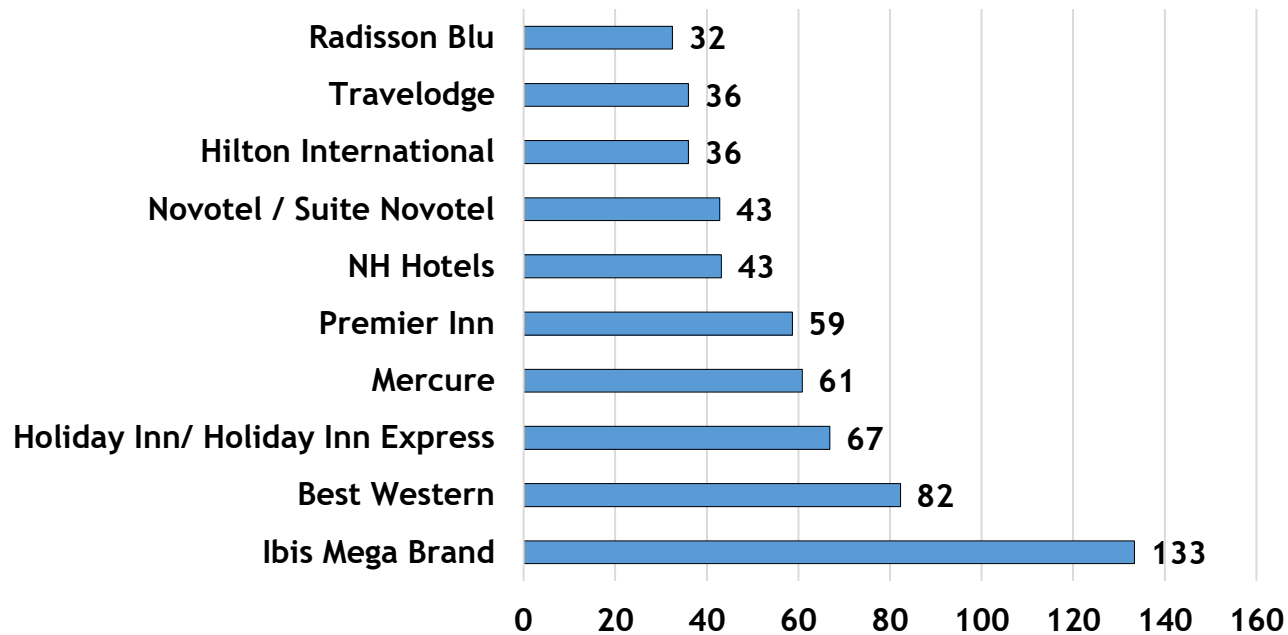


The European tourist establishments includes hotels and similar accommodations, holiday and short-stay accommodations and camping grounds. In Europe the most occupied is the holiday and short-stay accommodation, in 2015 it had 314179 establishments. The number of hotels and similar accommodations in 2015 shown a small increase compared to 2014, it was 205578 in 2015.

The top 10 hotel chains in Europe by number of rooms in 2015

The top 10 hotel chains have their headquarters in the following countries: United States, United Kingdom, Spain and France. The most of them are situated in the USA.

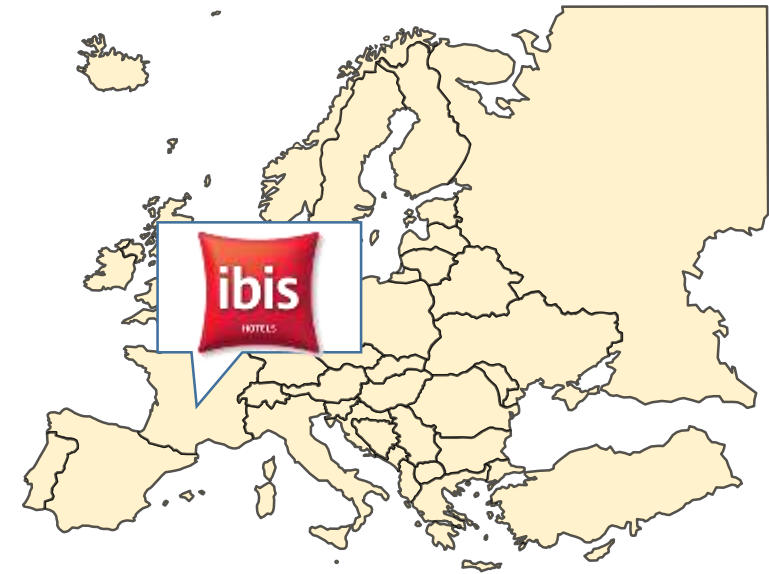
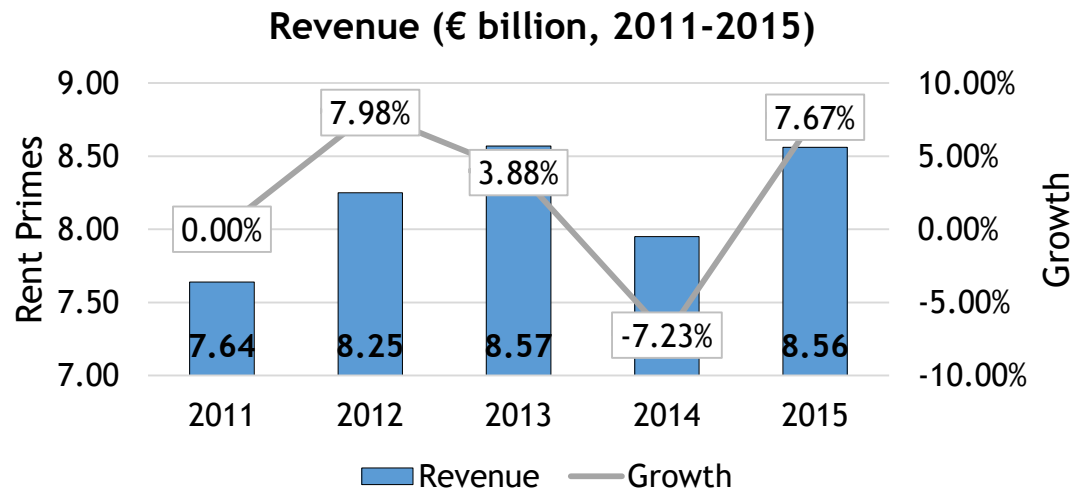
The Top 10 hotel chains in Europe by number of rooms in 2015 (thousand)



The 1st hotel chain by the number of rooms is the Ibis Mega Brand, who takes out more than 4 times the number of the last hotel chain's in this ranking.

1. Ibis Mega Brand

The largest hotel chain with a number of 133.000 rooms is the Ibis Family, with 3 brands. Its parent company, the Accor hotel group stands at the 1st place in the global ranking.



Founded in: 1974
?? employees now



3 brands:
Ibis, Ibis Styles,
Ibis Budget



1555 hotels in Europe



Fitness, golf, swimming
pool, tennis,
thalassotherapy centre

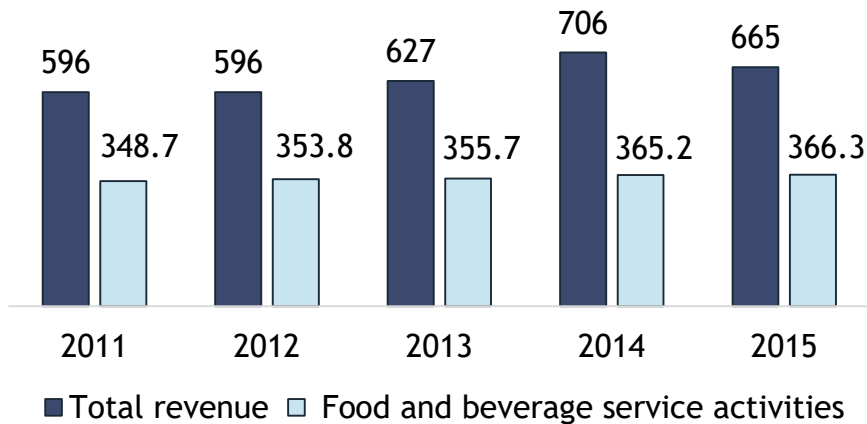


Paris, France

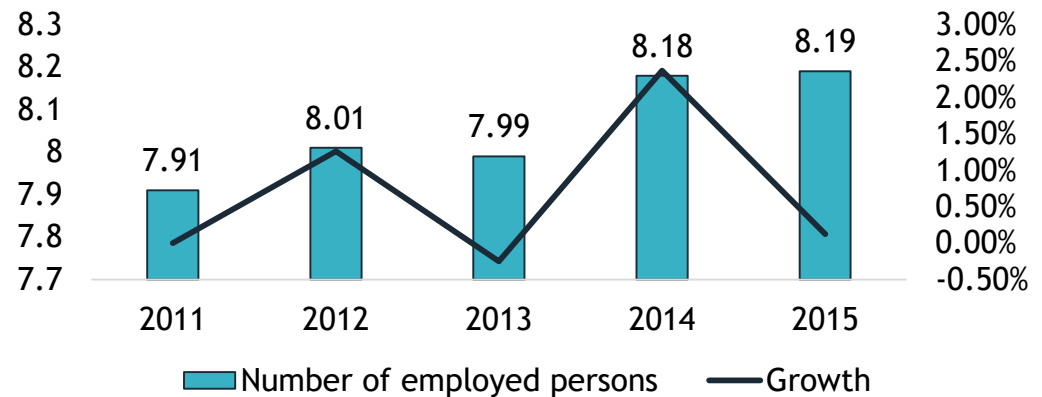
Food and beverage service activities

The food and beverage sector includes all types of establishments that supply food and beverages, from fast service to fine dining, as well as pubs, bars, nightclubs and lounges.

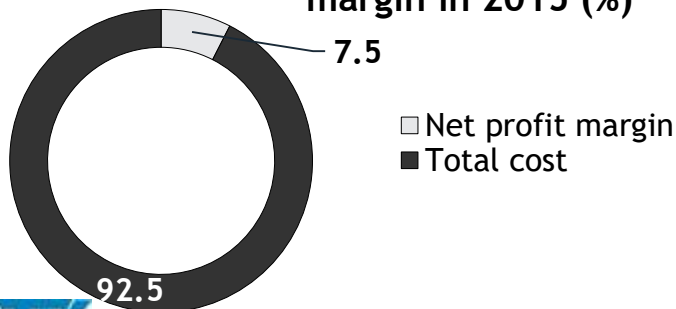
Total tourism revenue/ Food and beverage service activities revenue between 2011-2015 (€ billion)



Employment in food and beverage service activities between 2011-2015 (million person)



Food and beverage service activities's net profit margin in 2015 (%)

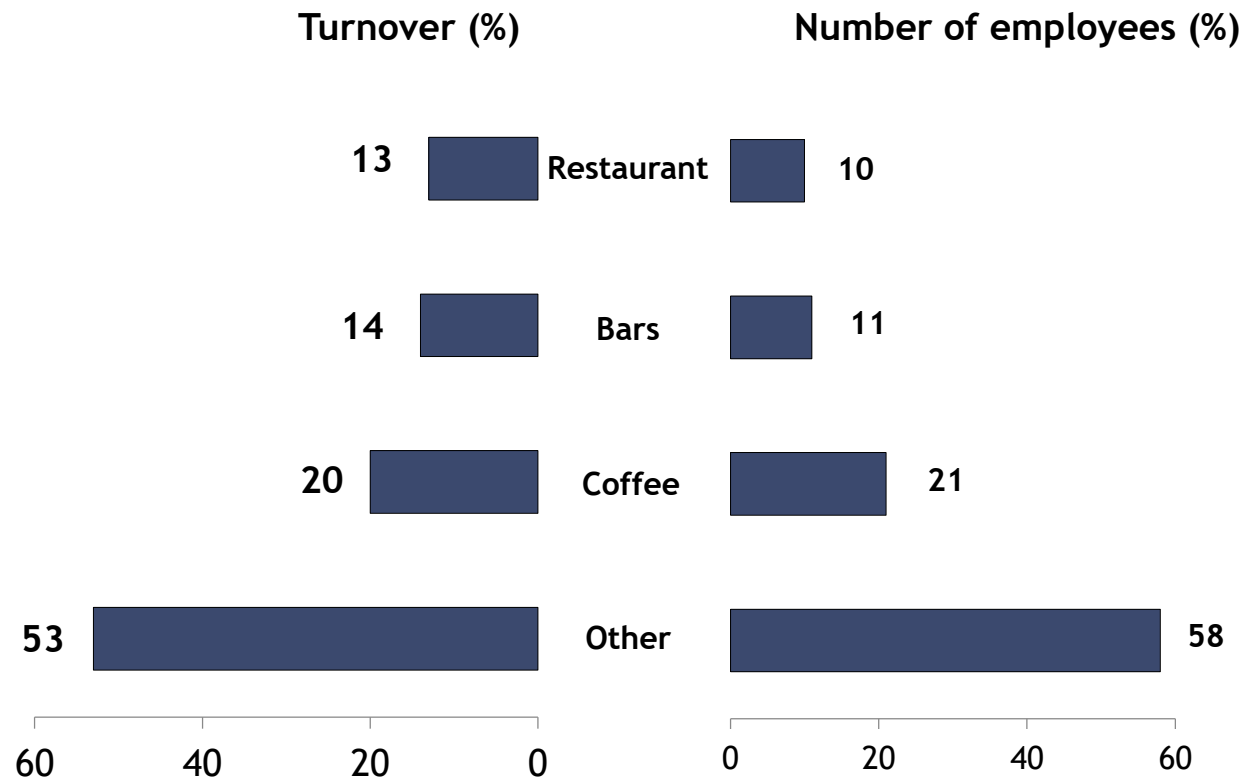


The food and beverages sector is the largest from the tourism industry's subsectors, it accounts more than 32% of the total turnover and more than 60% of the persons employed.

The subsector shows annual revenue growth between 2011-2015 and it's profit margin was 7,5% in 2015.

Food and beverage sub-sectors

The food products and beverages is the biggest sector in the European Union, in the last 10 years, EU food and drink exports have doubled, reaching over 90 billion EUR and contributing to a positive balance.



The accommodation and food services sector recorded value added of EUR 212.3 billion in the European Union in 2015 and employed 10.4 million persons, many of them on a part-time basis.

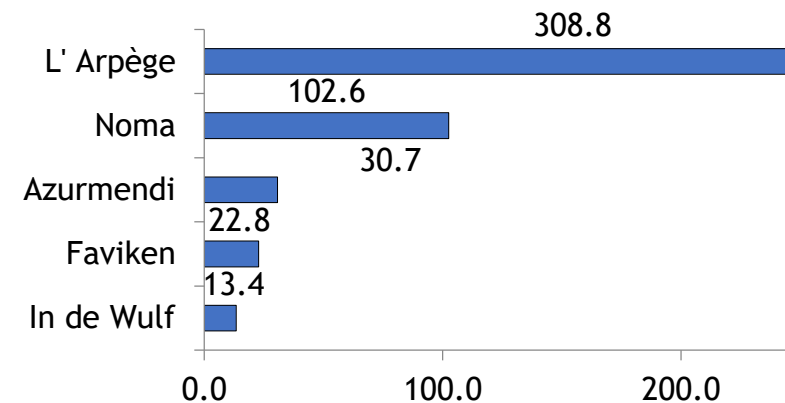
Top 5 restaurants in Europe (2015)

We have studied the 5 best restaurants as the reviews showed. The first and the second restaurants in the ranking are 3 starred ones, the 3rd one has just 1 star and the last one, Norma is a 2 starred restaurant.

TOP 5 restaurants in Europe by the reviews in 2015

1. **L' Arpège** (Paris, France)
2. **Azurmendi** (Larrabetzu, Spain)
3. **In de Wulf** (Huevelland, Belgium)
4. **Faviken** (Jarpen, Sweden)
5. **Noma** (Copenhagen, Denmark)

Top 5 restaurants in Europe by the number of customers (1000 capita) in 2015

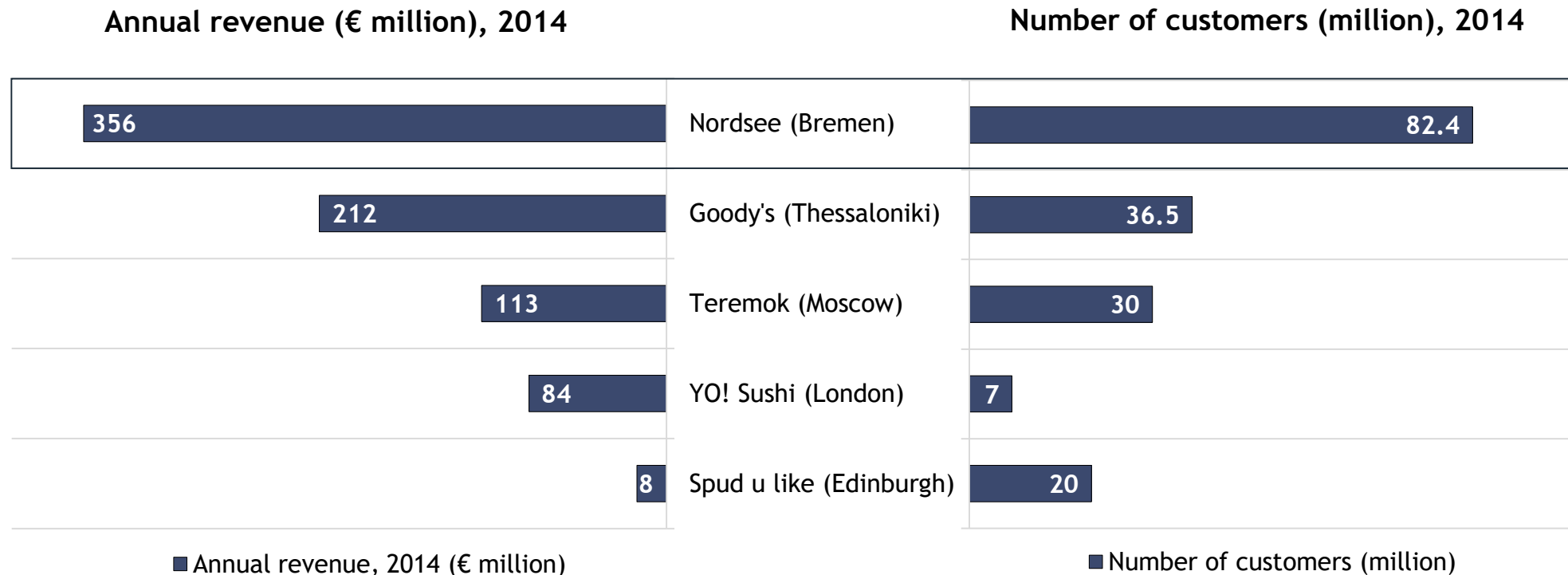


The restaurant from the bottom of the list, **Noma**, occupies the 2nd place by the number of customers served yearly.

In the global ranking In de Wulf isn't even in the top 100 list, but in the Europe ranking it was placed really high.

European top 5 fast food chain

Nordsee fast food chain is the leader in this category, with a revenue of 356 million EUR, followed by Goody's fast food chain with a revenue of 212 million EUR and with 36,5 million customers annually.



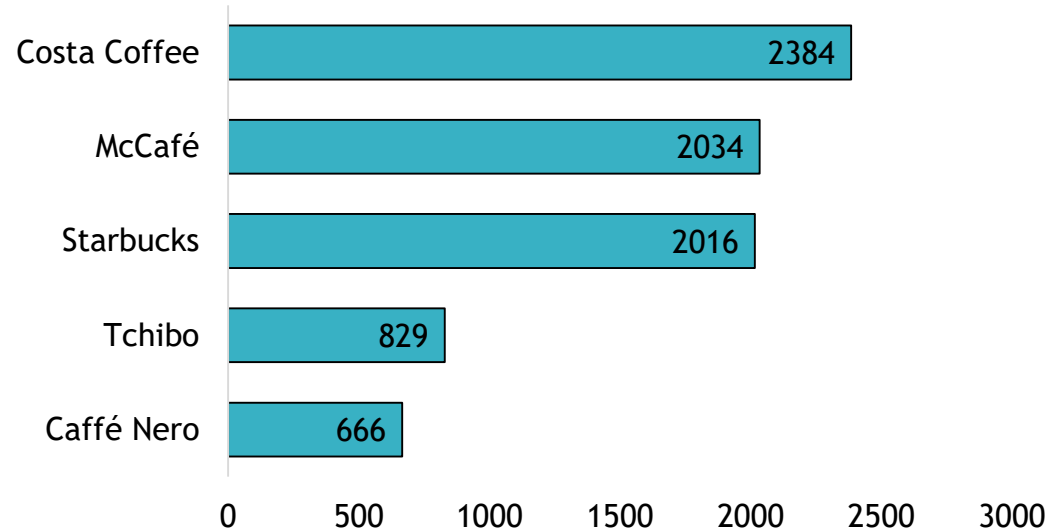
In 2014 the **Nordsee** fast food chain has the highest annual revenue **356 million EUR**, and also it has the highest number of customers **82,4 million**.

In 2013 USA Today ranked **Teremok** Russian chain specialises in crepes, among the world's best fast-food chains outside the US.

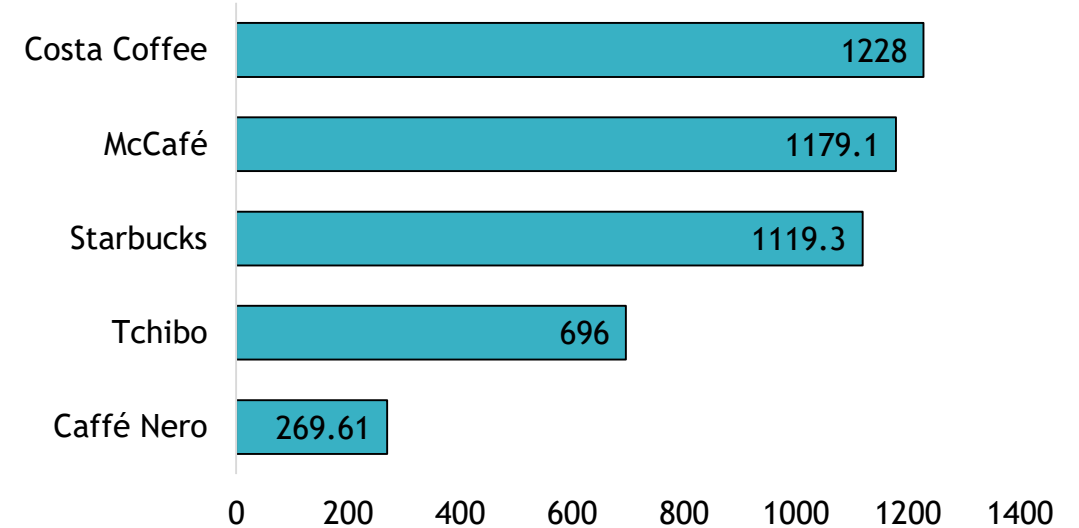
Top 5 Coffee Shop Chains in Europe

With a number of 2384 stores across Europe and a total of 1228 € revenue, Costa Coffee was the leading coffee shop chain in 2015, followed by McCafé, Starbucks, Tchibo and Caffé Nero.

Number of stores in 2015



Revenue in 2015 (€ million)

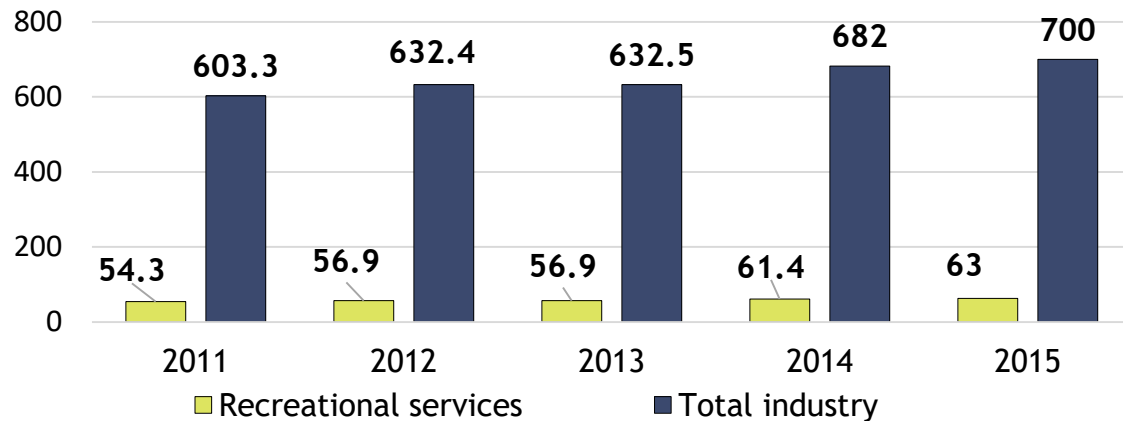


The TOP 5 uses Arabica beans and offers quality coffee to satisfy customer needs, which could explain the fact that there is a high competition between them to acquire the leading position.

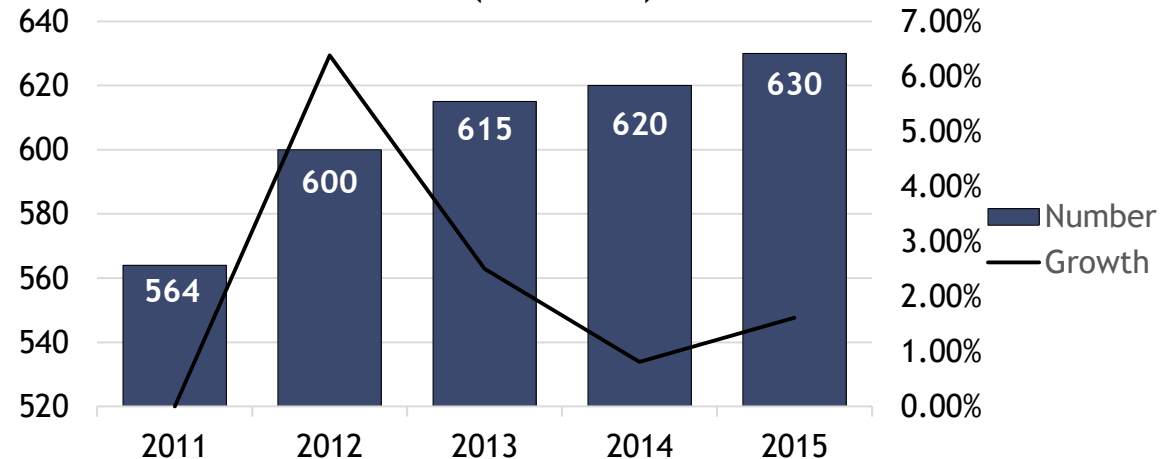
Recreational services sub-sector

The recreational and leisure services sub-sector shows annual revenue growth from 2011 to 2015, in 2015 the number of people employed was 630 thousand and it had a 4,8% net profit margin.

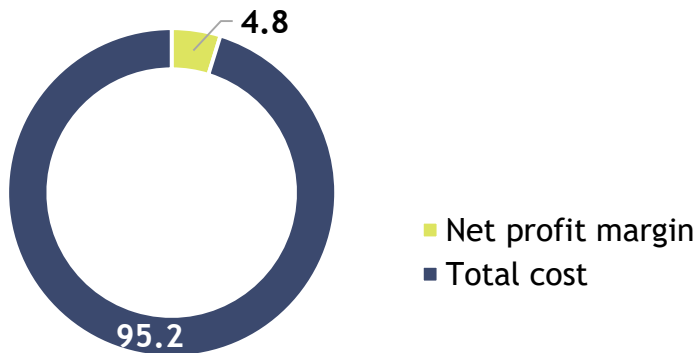
Overall tourism revenue/ Recreational services revenue, 2011-2015 (€ billion)



People employed in recreational services, 2011-2015 (thousand)



Recreational services net profit margin (%)



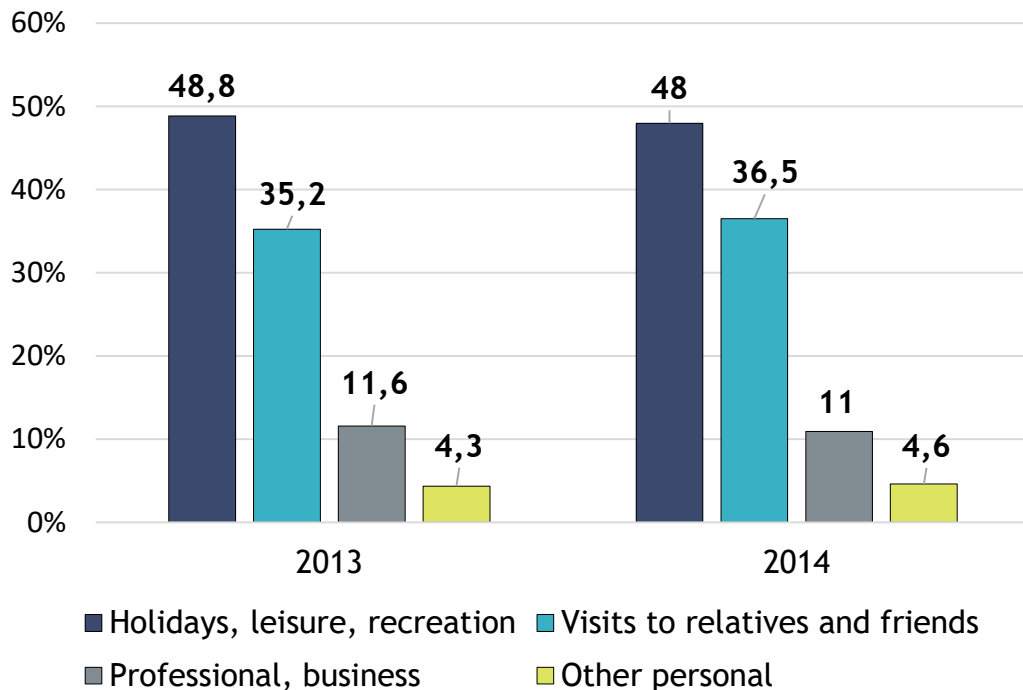
Recreational activities are usually undertaken in free time and produce feelings of well being, fulfillment, enjoyment, relaxation and satisfaction.

In 2015 the annual revenue from the recreational and leisure services subsector, reached **508,8 billion EUR**, the highest value in the 2011-2015 period.

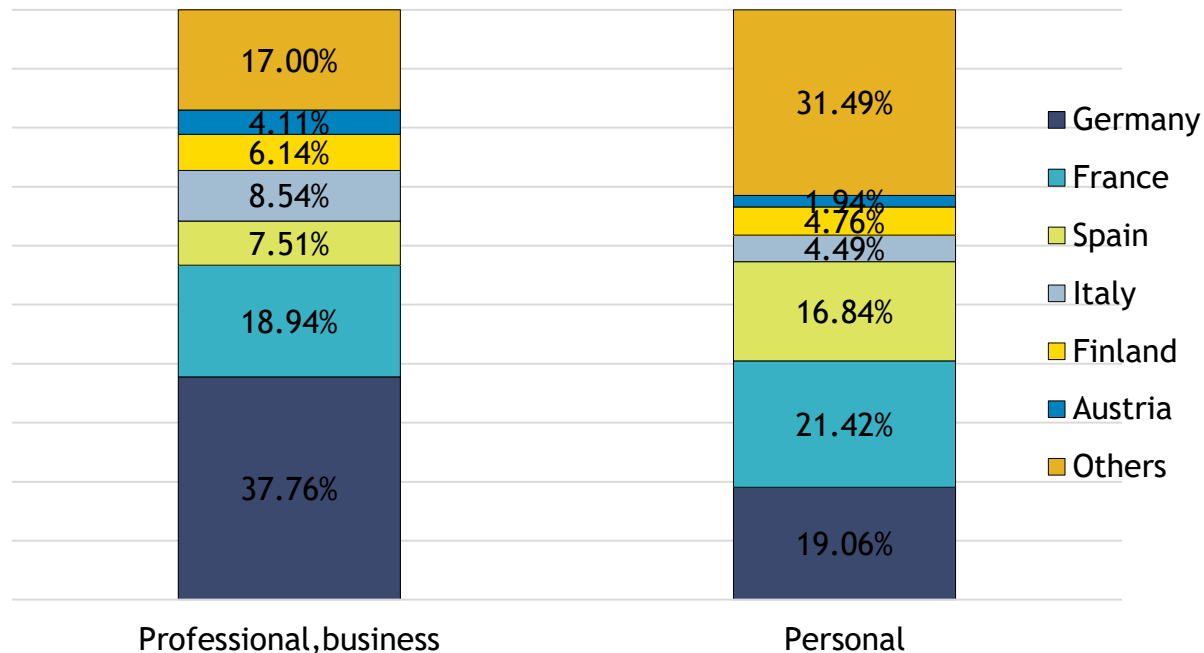
European residents trips made by purpose

In 2013 and 2014, 48% of the residents travelled because of holidays, leisure and recreation. The most popular destinations depend on the purpose of trips.

Distribution of trips by purpose, 2013-2014 (%)



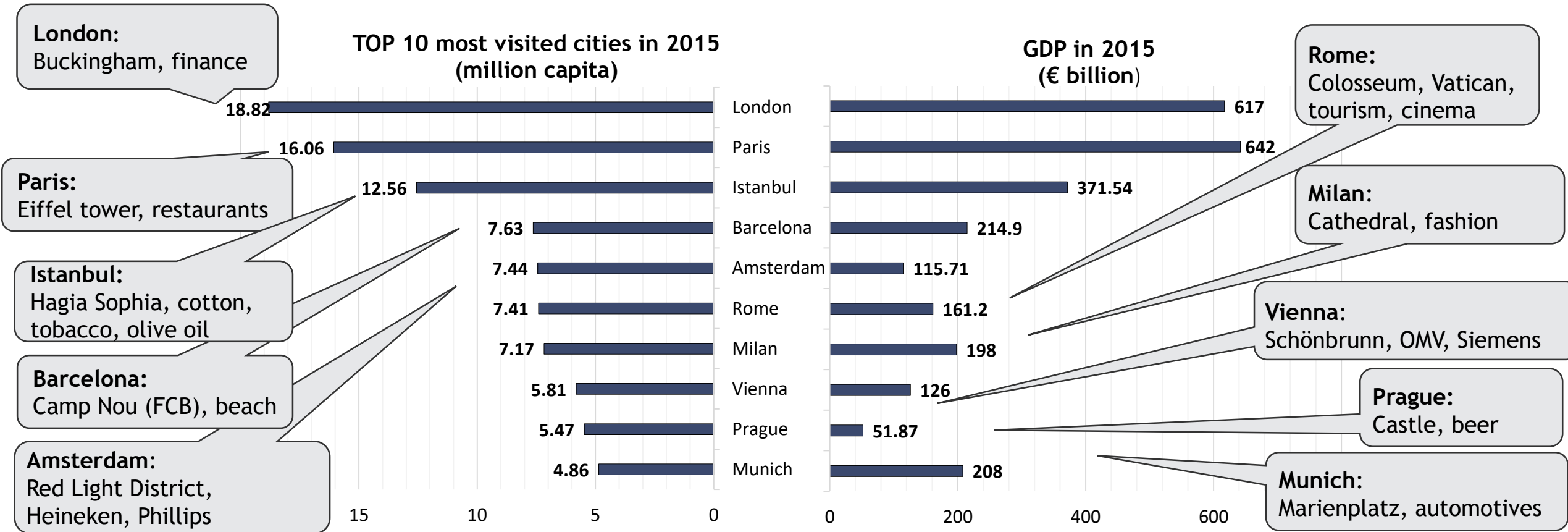
Popular destinations by purpose, 2014 (%)



In 2014 European residents made almost half of their trips on the purpose of leisure and recreation, these are followed by professional and business trips with 10,9%. The favourite destination based on personal purpose is France with 21,5%, but 37,8% of business trips destination is Germany.

Most influential cities in Europe

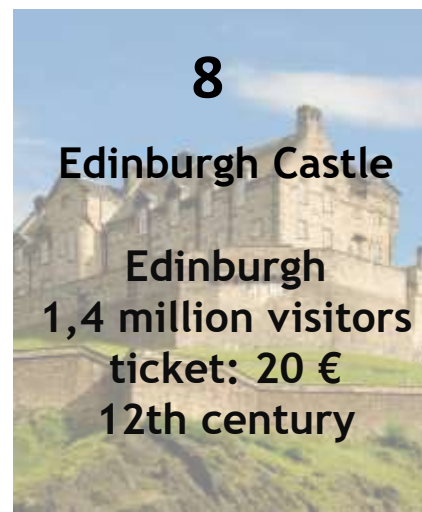
The top 10 most visited cities have a GDP in proportion to the number of tourist, there are some exceptions because not every city is that much of an industrial one, while others are.



In the top 10 most visited cities in Europe tourism is one of the largest industries with unique attractions, but every single one is standing out in other sectors too, generating a high GDP.

The 10 most famous tourist attractions in Europe

In Europe there are several well-known tourist attractions about which everybody has heard, most of them can be found western. Some of them are historical, some of them are religious.



The 8 most visited tourist attractions in Europe

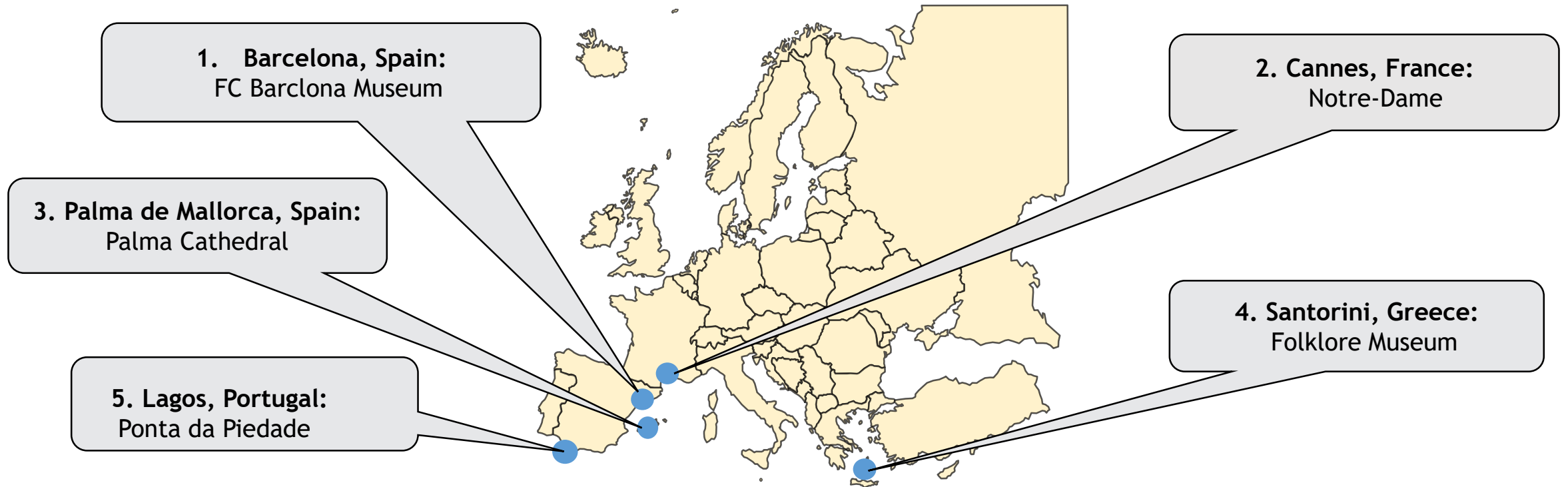
There are 4 most well-known attractions in the group of the most visited ones. These are not the most important ones that attract tourists, these are the ones, where people go.



It is interesting that the most well-known and the most visited tourist attractions aren't all the same. The most visited ones are mainly free, religion connected, but there are some too, where people go just because of the experience.

Most famous European beaches

There is no Romanian beach among the most famous ones in Europe, so a quick summary could be useful in order to know what could be done otherwise in order to attract more tourists.

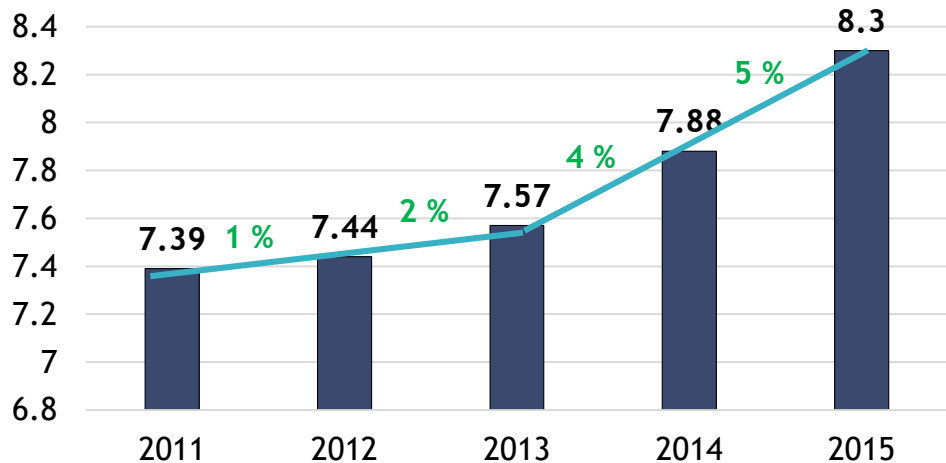


The most famous European beaches are popular mainly because they are **unique and beautiful**, but this is not the only reason. They either give place to a **well-know event**, or have **exceptional nightlife, historical sights** or a **great variety of activities**. They also get **help from the government** and **attract investors**, who want to buy properties, build houses, which is increasing the circuits of tourism in these places.

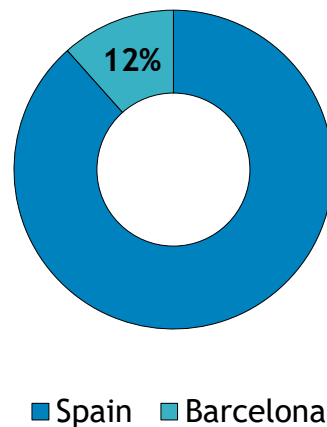
1. Barcelona, Spain

Barcelona is the most popular European beach destination. It has 4,58 km of linear coast area, which is used in a proper way to make the city the number one seaside city.

Number of tourists in Barcelona between 2011-2015 (million capita)



Number of tourists in Barcelona compared to Spain in 2015 (%)



Number of beaches

9



Average Daily Expenses

Accommodation:

€ 67,83

Food: € 22,83

Local Transportation:

€ 14,84



Attractions

Sagrada Familia

Park Güell

FC Barclona Museum

Aquarium

The 7m euros annual tax on hotels has been spent on promoting tourism, but the Catalan parliament is now considering using it to alleviate the industry's effects.

Ski resorts

France and Austria top the list of countries with the most lifts, with about 3 000 each. Only Austria and France have more than 10 resorts that generate over 1 million skier visits per season.

Lifts: 141
Ski areas: 45
National skiers: 653,714
Skier visits: 1,200 000



Lifts: 3,028
Ski areas: 254
National skiers: 2,959 793
Skier visits: 51,561 600



Lifts: 3,391
Ski areas: 325
National skiers: 8,573 709
Skier visits: 55,126 000



Lifts: 2,127
Ski areas: 349
National skiers: 4,918 584
Skier visits: 25,848 000

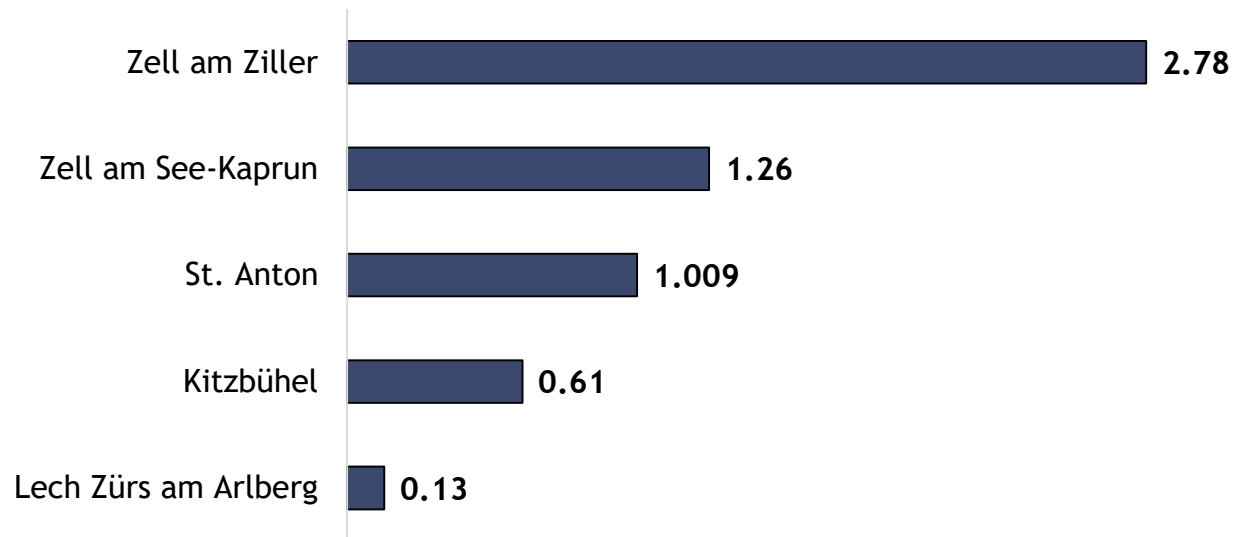


Romania is an attractive destination for foreign visitors, as price are relatively low when compared to most of Europe. The popular destination of Poiana Brasov, the region hosts several sporting events every year. Over the last year, a new ski resort opened, called Star Trek Voineasa, the now official name is Transalpina. It feature's a 2 sector gondola, 1 quad chairlift and 2 surface lifts.

TOP 5 ski resorts in Europe

Austria is the European country with the largest hotel accommodation offering, and the resorts have a strong market positioning; skier visits reached 51.6 million in winter in 2014-2015, 1.6% up from the former season.

TOP 5 ski resorts by over night stay in winter season
2015/2016 (million)



TOP 5 ski resorts

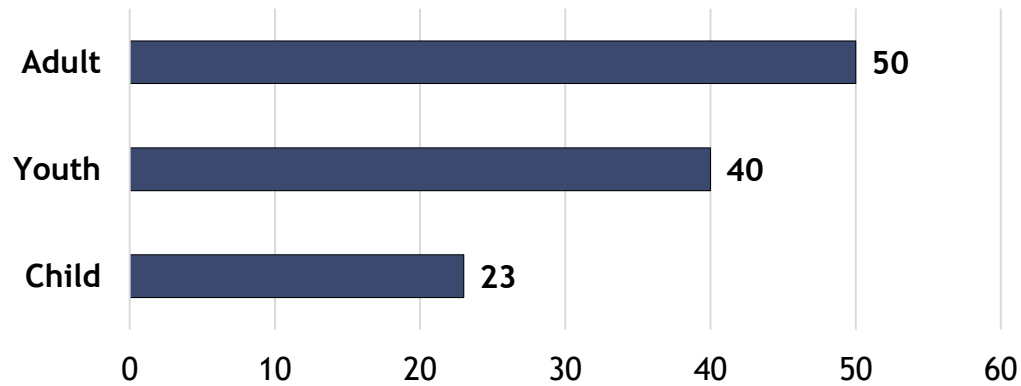


The skiing area Zillertal Arena is the largest skiing area of the Zillertal valley and extends from the village Zell im Zillertal, with more than 2,5 million overnight stays in the winter season 2015/2016, the second is Zell am See-Kaprun with more 1,2 million.

1. Zell am Ziller

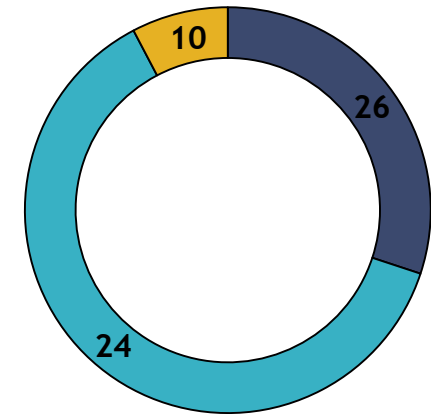
Zillertal Arena is located in Salzburg, Austria; with 8500 skiable acres, Zillertal Arena is a larger ski resort - it is the second largest in Austria.

Resort passes, lifts ticket 1 day (€)



298,693
people/hour

Slopes (%)



■ Easy ■ Medium difficulty ■ Difficult



18



21



12



1

Lift Details:

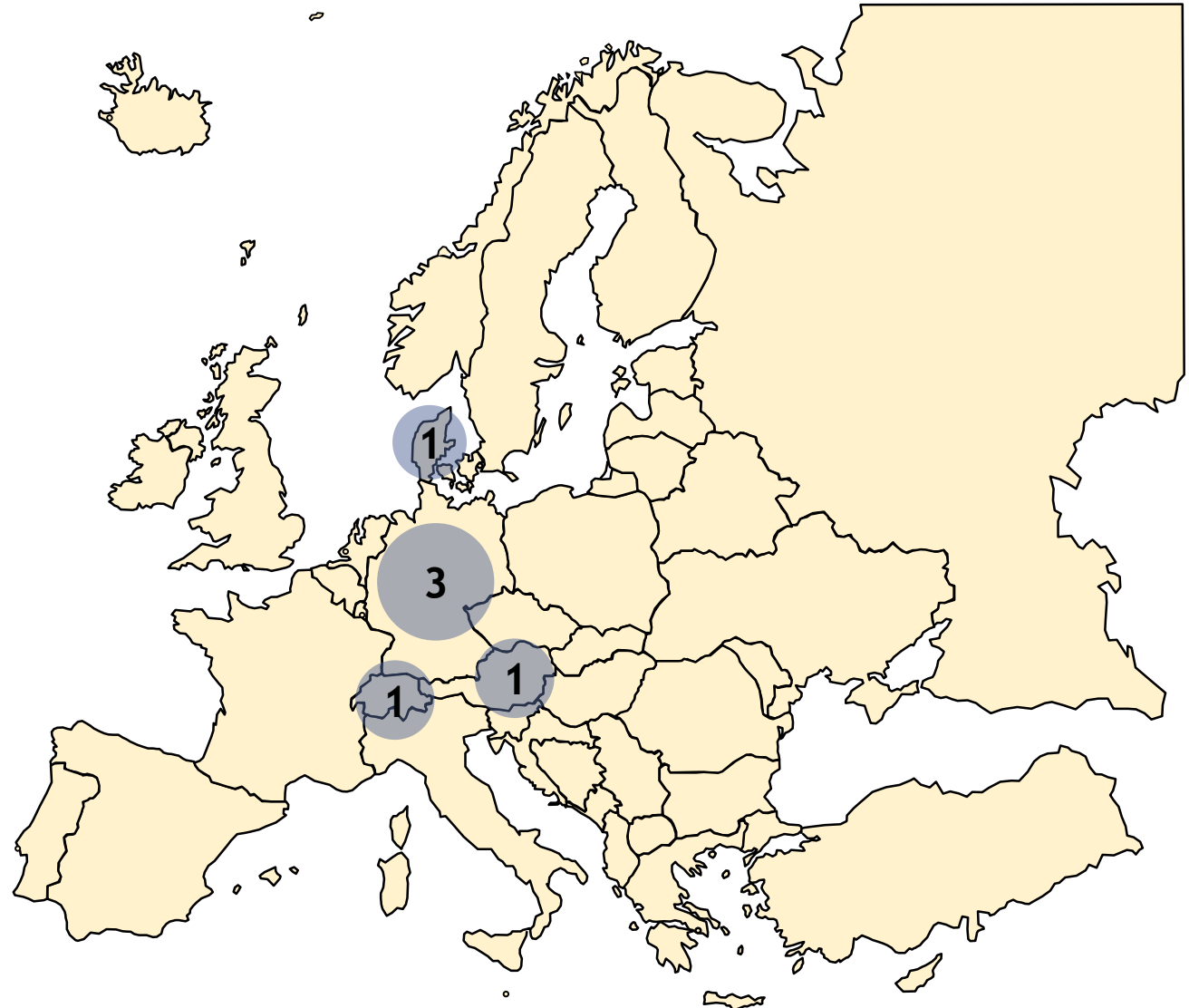
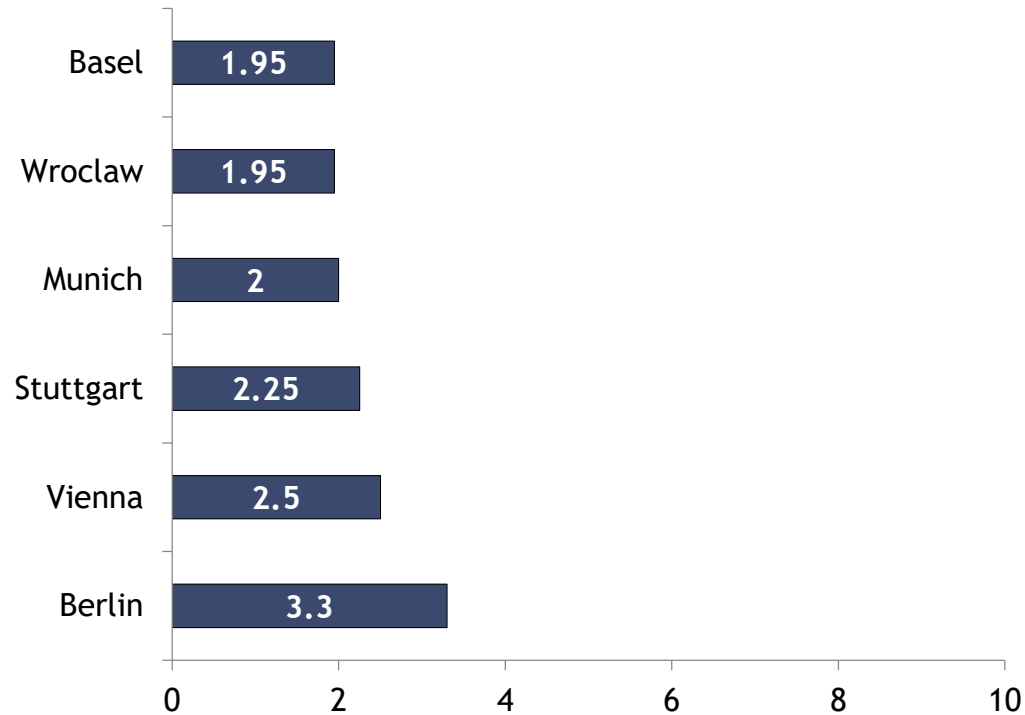
12 Gondolas
1 Eight Seater
Chairs
10 Six Seater High-
Speed Chairs

2 High-Speed Quad
Chairs
4 Quad Chairs
5 Double Chairs
18 Surface Lifts

Top zoos in Europe in 2015 by attendance

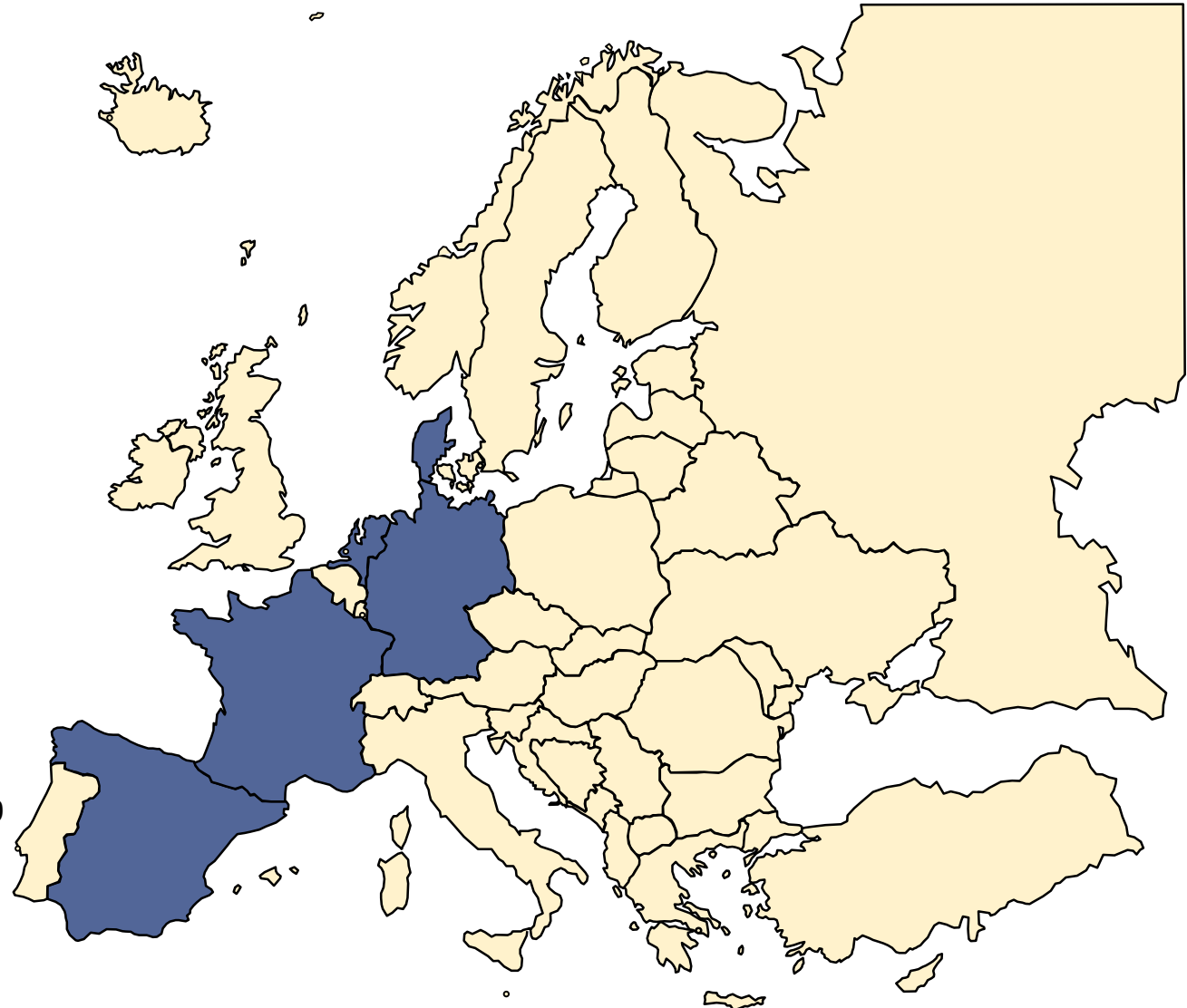
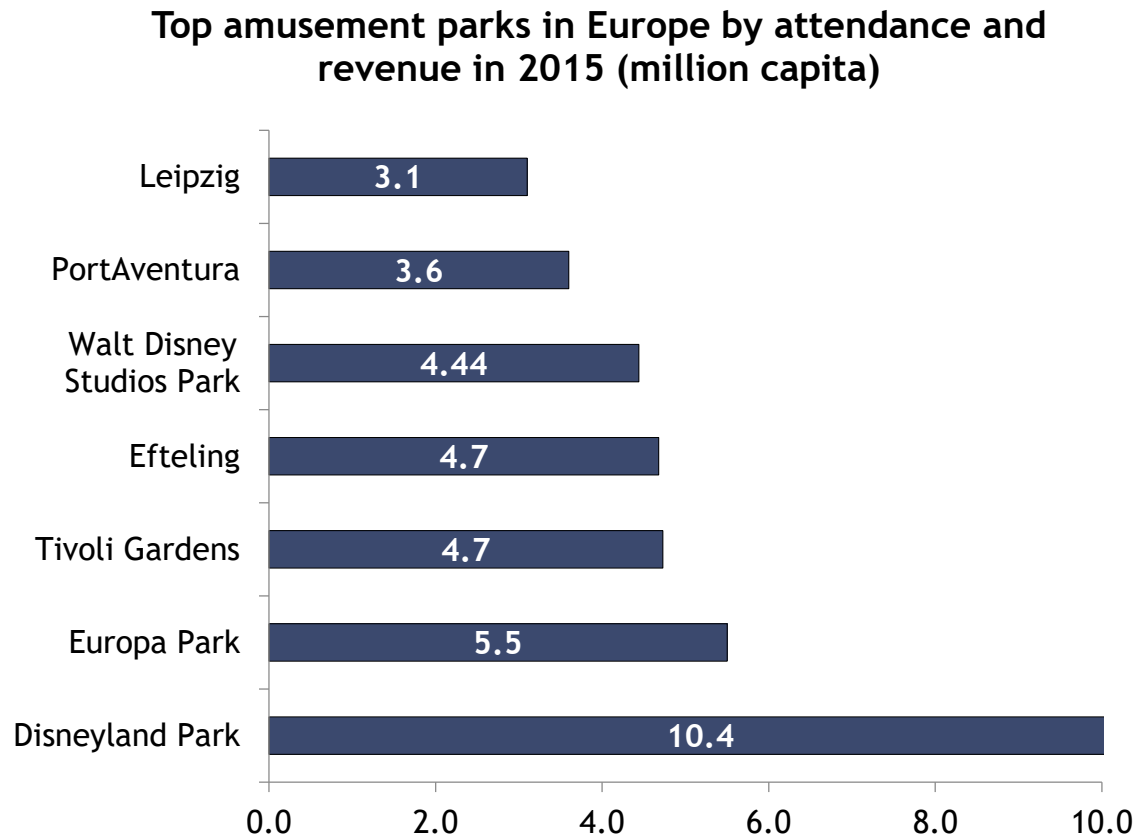
Out of all the European zoos only 30 reach an annual attendance that surpasses 1 million.

Top zoos in Europe by attendance and revenue in 2015
(million capita)



Top amusement parks in Europe in 2015 by attendance

The cumulated attendance in 2015 for top 20 amusement parks in Europe is above 6 million people. With the lowest being 1.4 million and the highest being 10.4 million people.

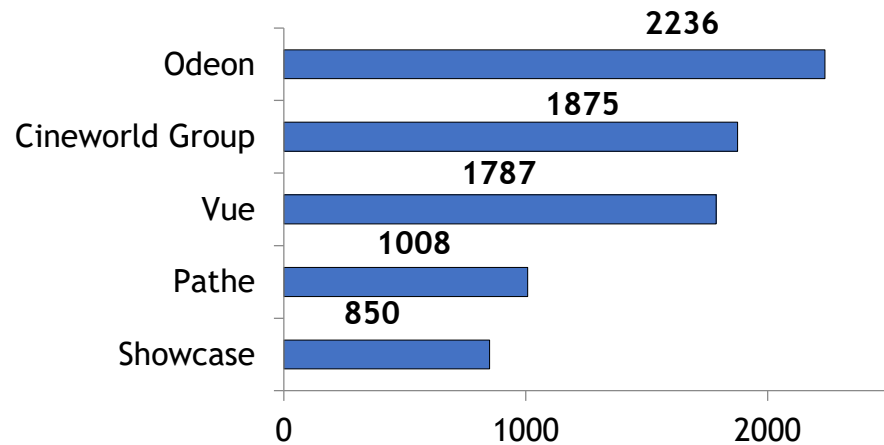


Top 5 cinema chains and theatres in Europe (2015)

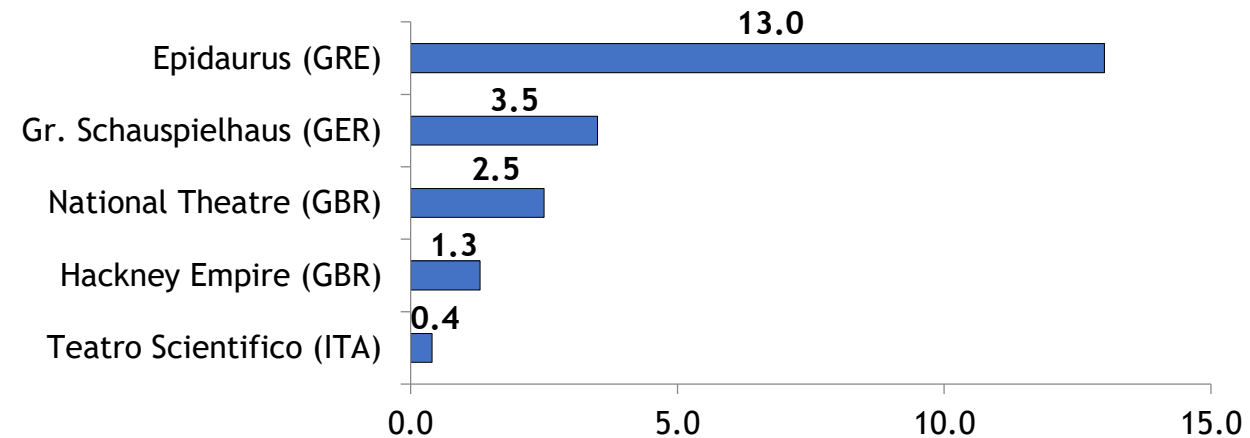
There are four cinema chains in Europe with over 1,000 screens, representing 20% of the total European market.



Top 5 cinema chains in Europe by the nr. of screens (2015)



Top 5 theatres in Europe by the nr. of seats ('000) (2015)



The first European theater, Epidaurus, an open-air Greek ancienty, stands out of the ranking with its 13,000 seats maximum capacity.

Europe's first cinema chain by the number of screens is Odeon, having its headquarter in London.

TOP 5 casinos in Europe

The biggest casino in Europe, regarding to the extent of the building is the Casino di Campione, with 590 thousand square feet and with 556 slots and table games.

Casino di Campione

Campione, Italy
Games: Baccarat,
Blackjack, Poker,
Roulette
590 thousand square feet

1

Casino di Monte-Carlo

Monte Carlo, Monaco
Games: French
Roulette, Baccarat,
Blackjack, **108 thousand square feet**

2

Grosvenor Victoria Casino

London, UK
Games: Roulette,
Baccarat, Blackjack
71 thousand square feet

3

Aspers Casino

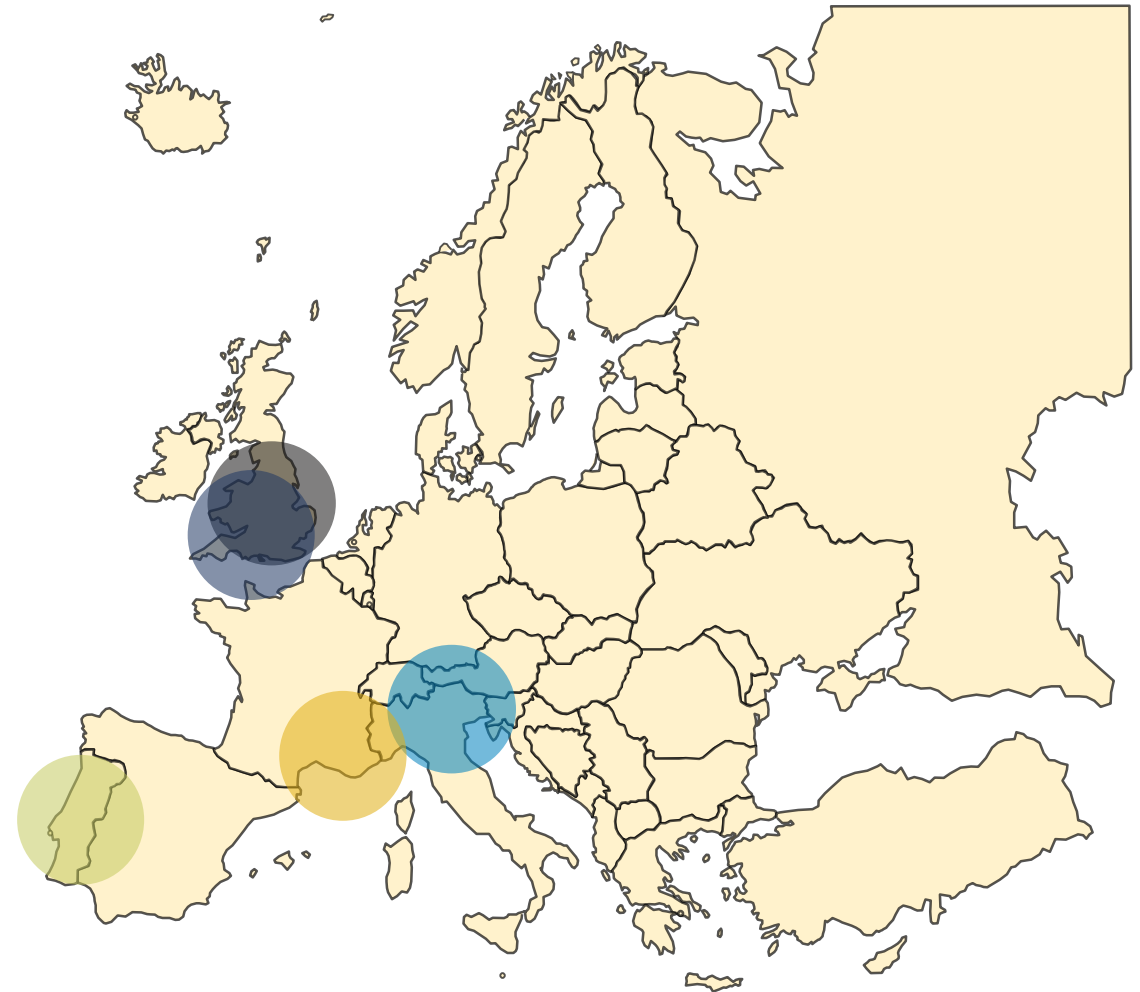
Stratford city, UK
Games: Roulette,
Baccarat, Blackjack,
Three card tables
45 thousand square feet

4

Casino Estoril

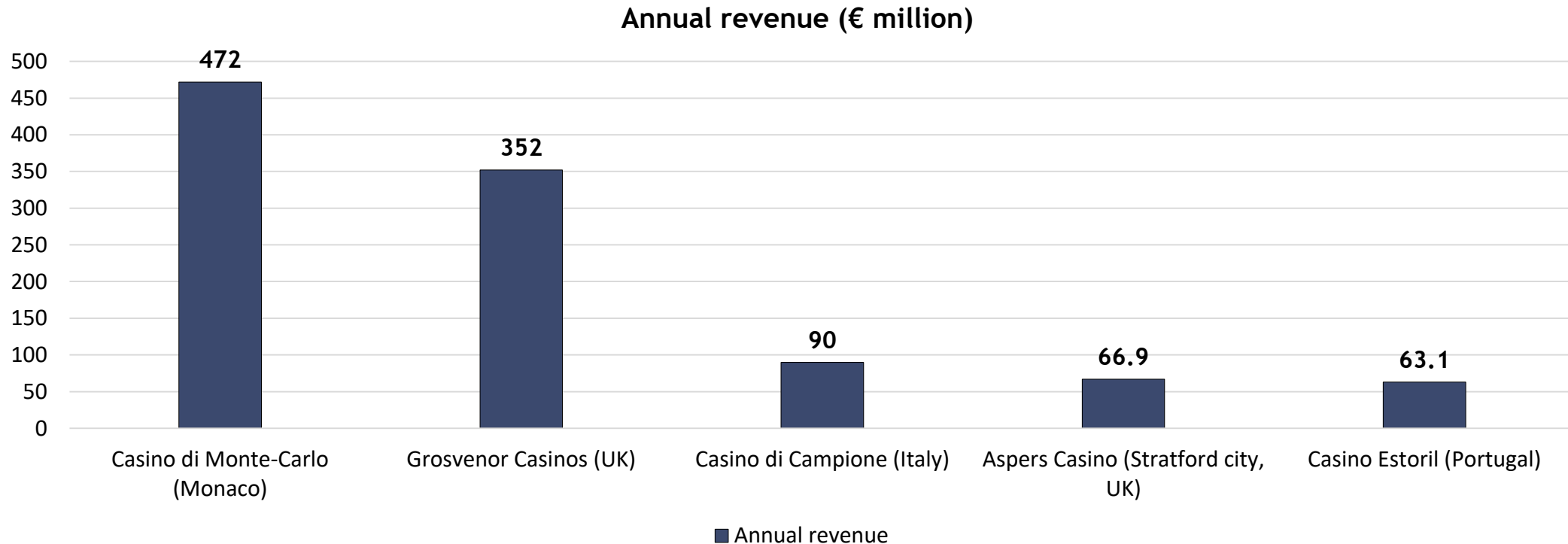
Estoril, Portugal
Games: Roulette,
Blackjack, Baccarat
27 thousand square feet

5



TOP 5 casinos in Europe

The biggest casino in Europe, regarding to the annual revenue is the Casino di Monte-Carlo, with 472,5 million EUR.



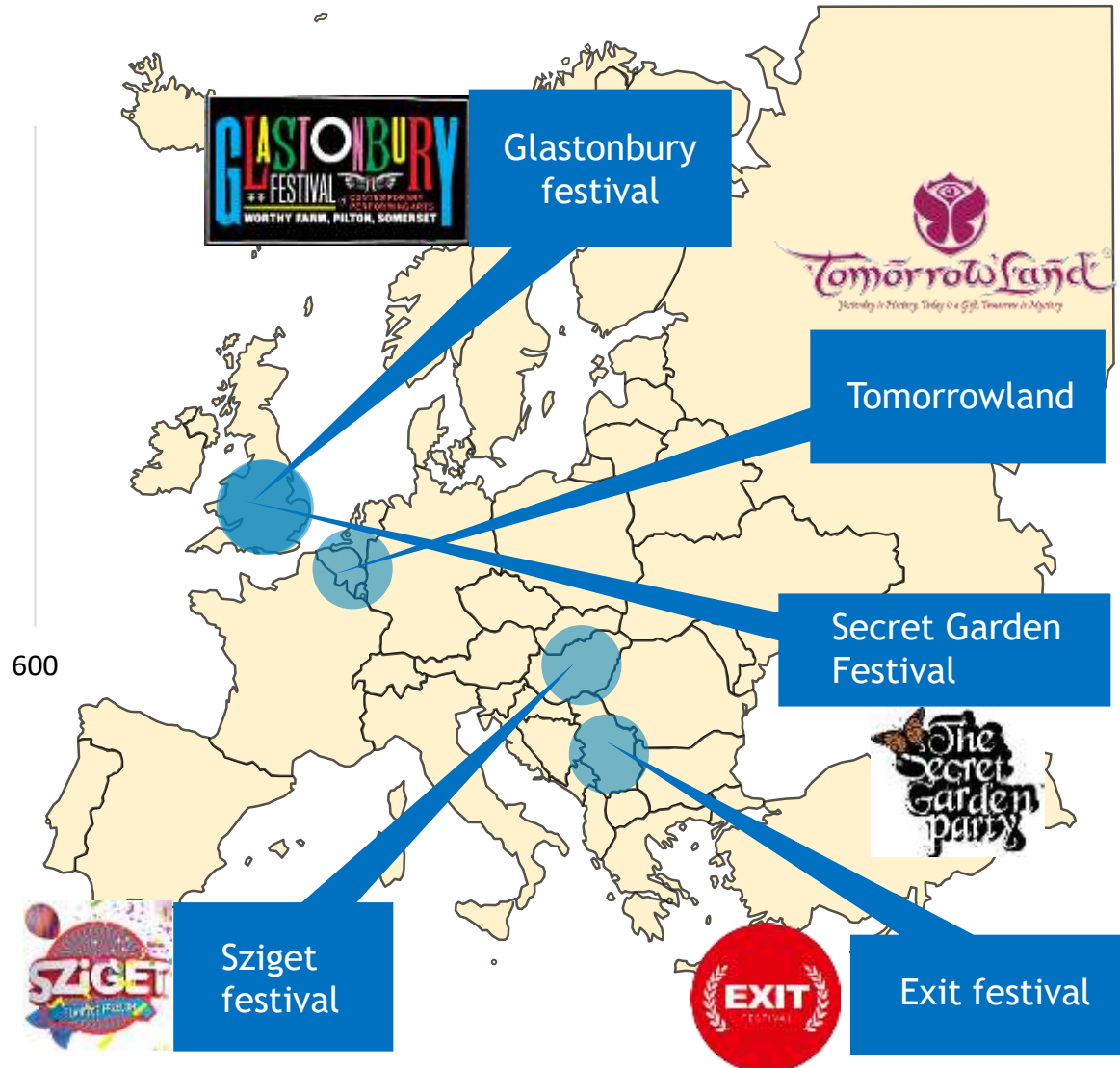
Approximately 5% of **Casino di Monte-Carlo's** total annual revenue stems from the four days of the Grand Prix, which is **23,6 million EUR** and it is the biggest employer in Monaco, has almost 4,200 staff.

58 UK casinos, under the Grosvenor brand received **8,2 million visits**, and average customer spend was 43 EUR.

TOP 5 festivals in Europe

The largest festival in Europe, regarding to the number of visitors is the Sziget festival, with 441 thousand of visitors (2015) and with a revenue of 19 million EUR.

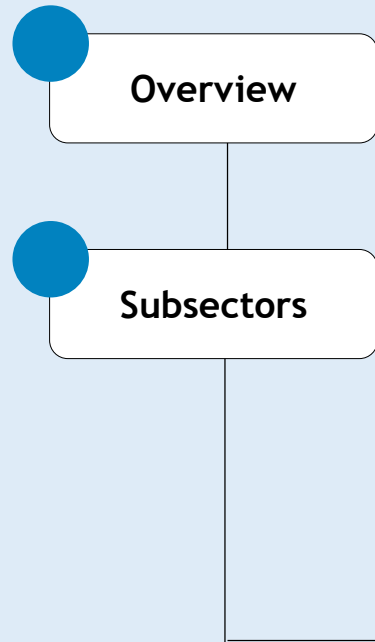
Top 5 festivals in Europe, 2015



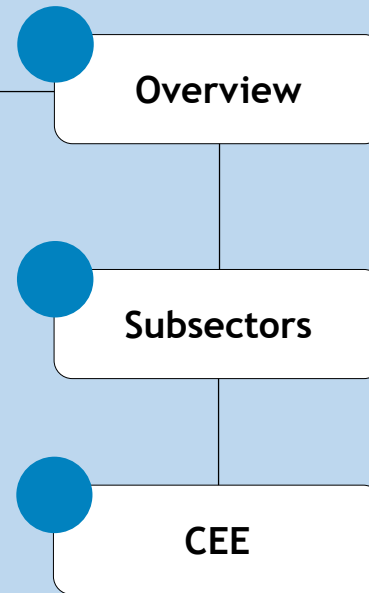
The Sziget festival is the most visited festival in Europe, and one 7-day pass ticket price is **275 €**, one Secret Garden Party ticket has the same price, but also that festival it's not as popular as the Sziget.

AGENDA

[World]

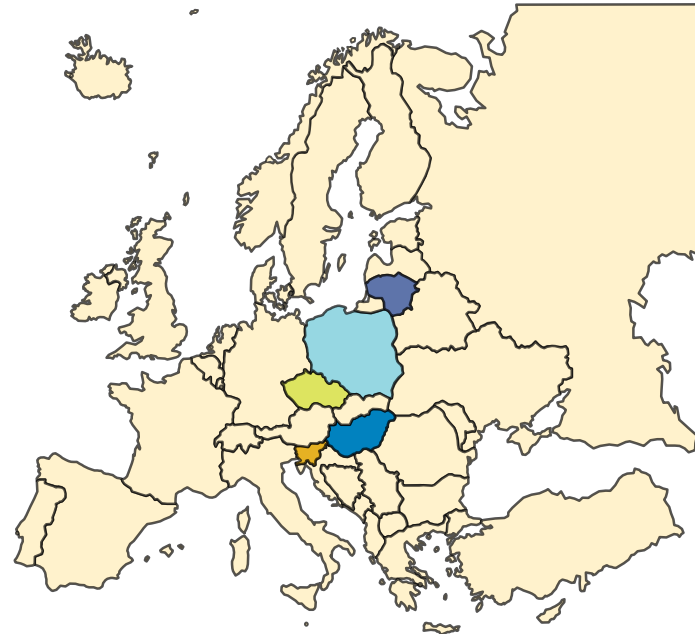


[Europe]



Central and Eastern European (CEE) attractions

Many countries in Central and Eastern Europe (CEE) are beginning to compete with the more established global destinations, the memorial and museum Auschwitz-Birkenau is one of the most visited attractions.



PL

Auschwitz-Birkenau

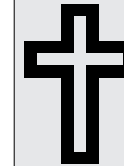
- memory of the murders
- has been visited by more than **25 million** capita



LT

The Hill of Crosses

- 100 000 crosses
- inscribed in the **UNESCO** list of immaterial world heritage
- number of annual visitors is around **42,000** capita



CZ

The Prague Astronomical Clock

- procession of Apostles, moving statues and visualization of time
- number of annual visitors is around **740 thousand**



HU

The Heroes' square

- commemorate the 1000th anniversary of the arrival in the Carpathian Basin
- The total number of annual Visitors is around **4 million**



SL

Postojna cave

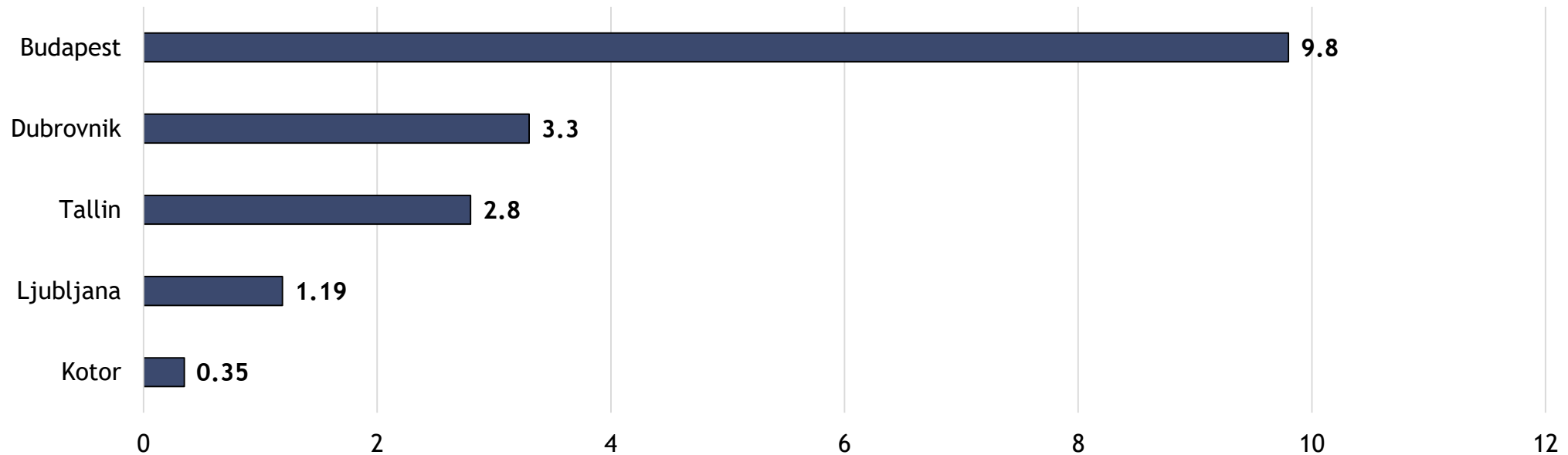
- The most visited tourist cave in Europe
- thus far, more than **37 million** visitors have seen the cave



Eastern European tourist destinations

Budapest was the most popular Eastern European tourist destination with 9,8 million overnight stays in 2015 and it's followed by Dubrovnik, Tallin, Ljubljana and Kotor.

Overnight stays in the top 5 Eastern European cities in 2015 (million)

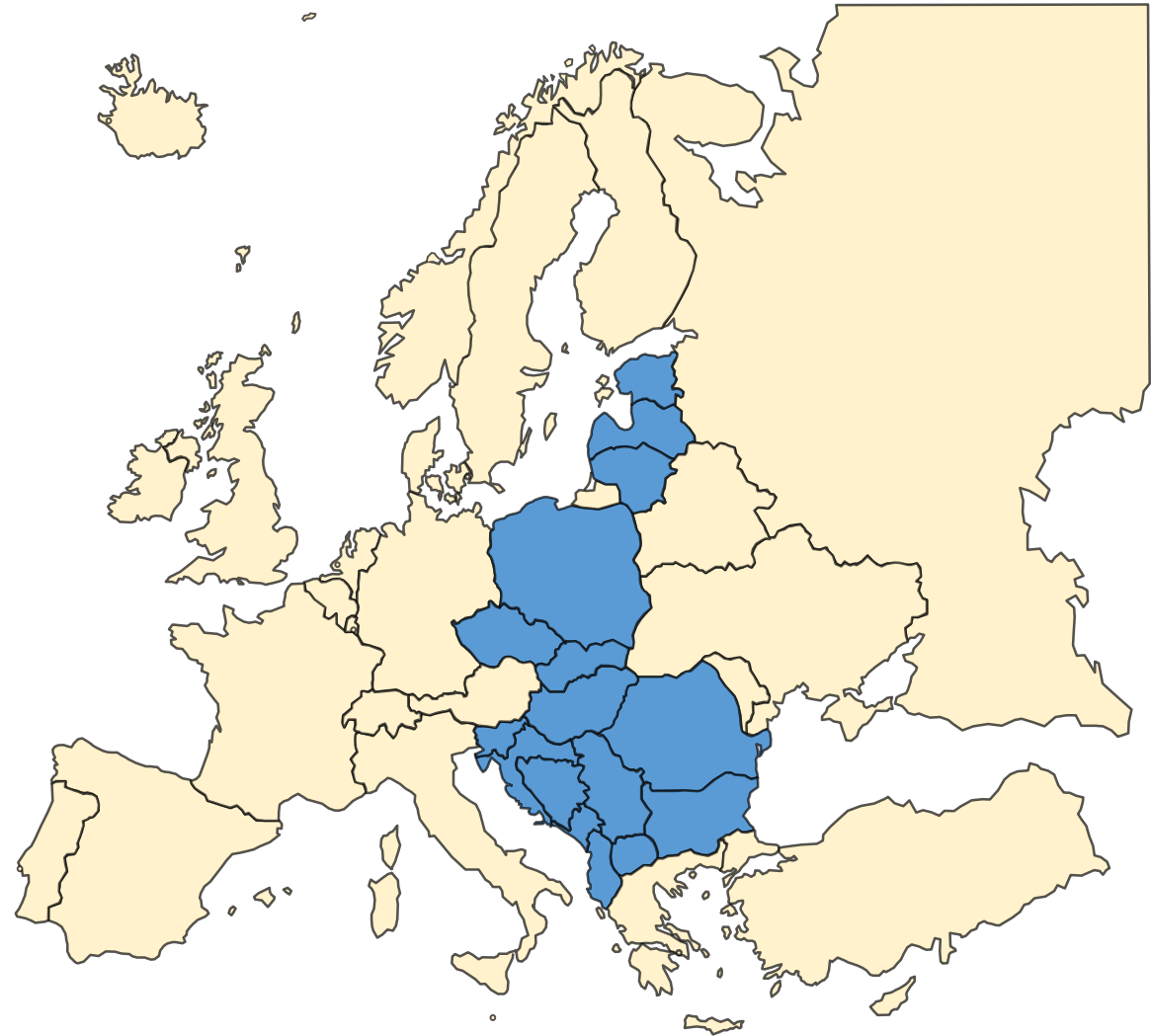
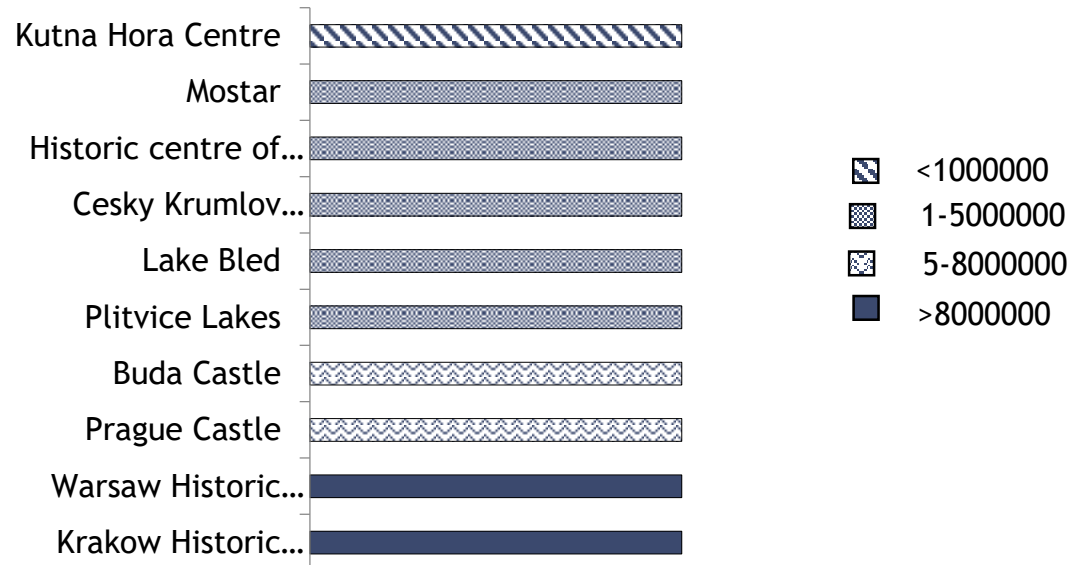


Being a budget-friendly and culturally active tourist destination, Eastern European cities and attractions attract more tourists every year, because of their intermediate price-to-quality ratio.

The top 10 CEE UNESCO World Heritage Sites by visitors

In the Central and Eastern European region the 2 most visited UNESCO World Heritage Sites are in Poland.

Top 10 Most visited Heritage Sites in categories

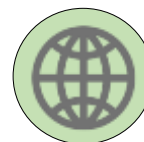


1. Kraków Historic Centre

Kraków is a massive tourist drawcard in Poland as it is truly one of the most beautiful cities in the entire country, and it's historical centre is UNESCO World Heritage.



In the 14th century, over 40 streets in Kraków already had their own names. Kraków, the most famous and most wonderful city in the whole of Poland celebrated in 2007 the 750th anniversary of obtaining city rights. It is still one of the most magical cities of Europe. Although visitor numbers are up, spending is down, as while tourists spent over PLN 4.45 billion (EUR 1 billion), this was PLN 50 million less than in 2014. Of the 10,050,000 visitors to Kraków, over 7.4 million were Polish tourists, while over 2.6 million were from abroad.



First mentioned: 9th century

Visitors/year: ~10.050.000

Mostly hotels:
~80-650 EUR/night

Poland

2. Warsaw Historic Centre

Warsaw's historic centre is a major UNESCO listed World Heritage attraction.



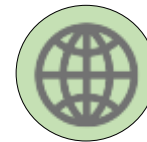
During the Warsaw Uprising in August 1944, more than 85% of Warsaw's historic centre was destroyed by Nazi troops. After the war, a five-year reconstruction campaign by its citizens resulted in today's meticulous restoration of the Old Town, with its churches, palaces and market-place. It is an outstanding example of a near-total reconstruction of a span of history covering the 13th to the 20th century. It is no wonder that the Old City of Warsaw figures in the UNESCO Natural and Cultural World Heritage listing.



Established: 13th century



Visitors/year: ~8.500.000



Mostly hotels:
~80-650 EUR/night



Poland

3. Prague Castle

Prague Castle is the most significant Czech monument and one of the most important cultural institutions in the Czech Republic.



Prague Castle once the home of Bohemia's kings, is today the official residence of the Czech Republic's President and the city's most visited tourist attraction. The largest ancient castle in the world, with an area of almost 70,000 m², this vast complex requires considerable time to tour.



Construction year: ~940



Visitors/year: 5.502.500+



Mostly hotels:
~100-150 EUR/night



Czech Republic

4. Buda Castle

Budapest, including the Banks of the Danube, the Buda Castle Quarter and Andrassy Avenue are part of the UNESCO World Heritage, but the most visited one is the Buda Castle.



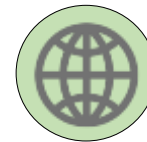
Towering over the Danube, Castle Hill contains many of Budapest's most important medieval monuments and museums. Undoubtedly the most spectacular of these impressive structures is the 18th-century Buda Castle, a massive 200-roomed palace that, like much of the city, is spectacularly illuminated at night.



Construction year: 13th century



Visitors/year: ~4-5.000.000



Mostly hotels:
~50-400 EUR/night



Hungary

5. Plitvice Lakes

The Plitvice Lakes National Park, Croatia's most popular tourist attraction, was granted Unesco World Heritage status in 1979.



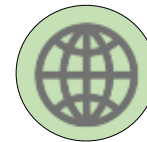
The beauty of the National Park lies in its sixteen lakes, inter-connected by a series of waterfalls, and set in deep woodland populated by deer, bears, wolves, boars and rare bird species. The National Park covers a total area of 300 square kilometres, whilst the lakes join together over a distance of eight kilometers. There's also quite an altitude difference - the highest point is at 1,280m, the lowest at 135 meters.



Founded in: 1949



Visitors/year: ~4.000.000



Mostly villas:
~50-100 EUR/night

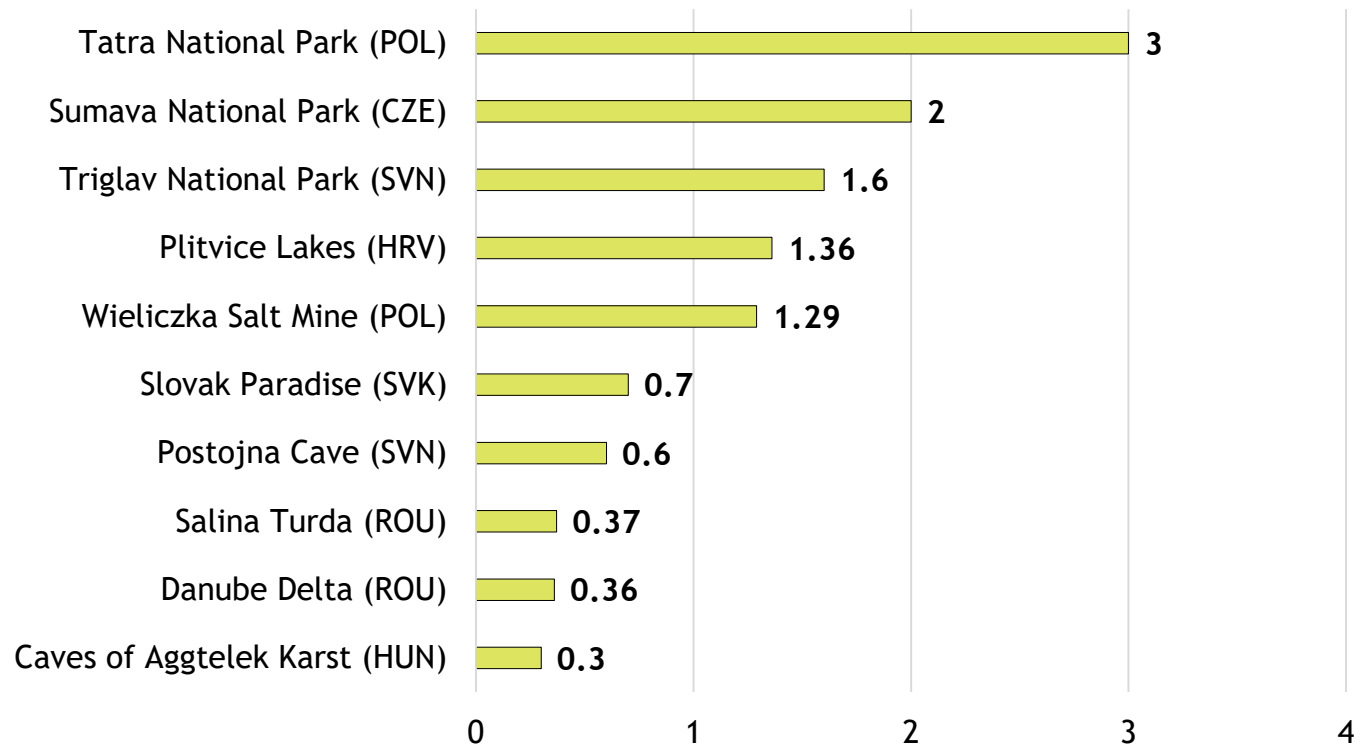


Croatia

TOP 10 natural attractions in Central and Eastern Europe

The most visited was Tatra National Park with 3 million visitors, but Sumava National Park (2 million) and Triglav National Park (1,6 million) also had a high number of tourists.

Nr. of visitors in CEE TOP 10 natural attractions (milion capita)



TOP 5 natural attractions location



The most popular natural attractions from CEE are mainly situated in more visited countries, like Poland, Czech Republic, Croatia. In Romania there are also places with lot of visitors, especially Salina Turda and the Danube Delta.

Romanian surrounding countries analysis 2015

Is analyzed Romania and his surrouindig countries based on imortant competitive data. Appear the population number, th GDP, number of turists, contribution to GDP, accomodation and motorways.

Population: 9,87 mil.

GDP/capita : \$26,200

Tourists/year: 14,32 mil.

Contribution to GDP: 3,9%

Accommodations : 3,927

Motorways: 20



6

Population: 21,6 mil.

GDP/capita : \$20,800

Tourists/year: 9,9 mil. (+17.2%)

Contribution to GDP: 1,6%

Accommodations : 6,800

Motorways: 4



15

Population: 44,2 mil.

GDP/capita: \$7,500

Tourists/year: 12,43 mil.

Contribution to GDP: 1,9%

Accommodations: 6,412

Motorways: 9



16

Population: *7,14 mil.

GDP/capita : \$13,700

Tourists/year: 1,13 mil.

Contribution to GDP: 2,1%

Accommodations : 1,802

Motorways: 7



2

Population: 3,51 mil.

GDP/capita : \$5,000

Tourists/year: 11,000

Contribution to GDP: 0,9%

Accommodations : 2,712

Motorways: 0



1

Population: 7,14 mil.

GDP/capita: \$19,100

Tourists/year: 7, 31 mil.

Contribution to GDP: 3,7%

Accommodations: 3,202

Motorways: 7



4

East Europe's comparative beach destinations

East Europe low-cost has made a preferred destination for tourist. Romania comparatively to the other low-cost destinations

Bulgaria

GDP/capita: 7,441 €

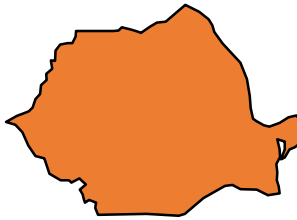


	Tourists	Hotel	Surface
Sunny Beach	50%	€33,95	1,47 km ²

Sunny Beach

Romania

GDP/capita: 24,890 €



Constanța

Mamaia

Tourists in season: ~45%

Tourists in season: ~40%

3 star hotel average prices: 40.6 €

3 star hotel average prices: 41.2 €

Surface: 39.26 km²

Surface: 8 km length 300 m width

Greece

GDP/capita: 16,579 €

	Tourists	Hotel	Surface
Kos Island	50%	€31,5	290 km ²

Kos Island

Rhodes 35% €38 1,401 km²

Milos 40% €34 160 km²

Albena 55% €50,16 44 km²

Golden Sands 40% €35 13 km²

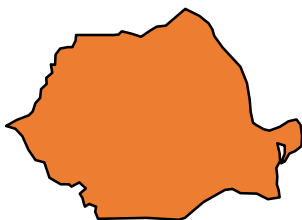
East Europe's comparative beach destinations

East Europe low-cost has made a preferred destination for tourist. Romania comparatively to the other low-cost destinations

Bulgaria			
GDP/capita: 7,441 €			
	Tourists	Hotel	Surface
Sunny Beach	50%	€33,95	1,47 km ²
Albena	55%	€50,16	44 km ²
Golden Sands	40%	€35	13 km ²



Romania			
GDP/capita: 24,890 €			
	Tourists	Hotel	Surface
Conștanța	~45%	3 star hotel average prices: 40.6 €	Surface: 39.26 km ²
Mamaia	~40%	3 star hotel average prices: 41.2 €	Surface: 8 km length 300 m width



Greece			
GDP/capita: 16,579 €			
	Tourists	Hotel	Surface
Kos Island	50%	€31,5	290 km ²
Rhodes	35%	€38	1,401 km ²
Milos	40%	€34	160 km ²



Montenegro			
GDP/capita: 15,295 €			
	Tourists	Hotel	Surface
Sveti Stefan	~55%	€66	0.0124 km ²
Mogren	~43%	€42	350 m
Ulcinj	~44%	€30.1	255 km ²



Turkey			
GDP/capita: 19,380 €			
	Tourists	Hotel	Surface
Antalya	~55%	€61.60	1,417 km ²



Albania			
GDP/capita: 11,305 €			
	Tourists	Hotel	Surface
Sarandë	~55%	€39.90	58.96 km ²



Croatia			
GDP/capita: 12,436 €			
	Tourists	Hotel	Surface
Dubrovnik	50%	€36	21,35 km ²
Split	60%	€69	79,4 km ²



Bucharest's touristical attractions vs. nearby capitals' (2015)

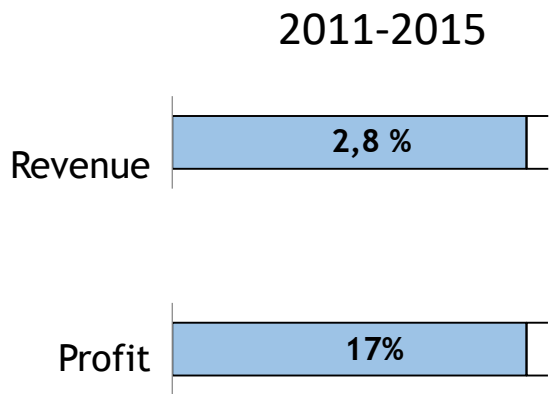
There are compared 6 of the nearby capitals to Bucharest, by the number of overnight tourist arrivals and the tourism's contribution to the capitals' GDP.

<p>↑ <u>Vienna:</u> Overnight tourist arrivals: 5,81 million GDP: 19 billion € Attractions: Schönbrunn, Prater, Hofburg, Volksgarten, Rathaus Vienna Advantages: drinking alcohol in public places</p>	<p>Bucharest Overnight tourist arrivals: 1,02 millions GDP: 0,41 billion € Attractions: Palace of Parliaments, Cotroceni Palace, Mill Lake, Caru cu Bere</p>	<p>↓ <u>Chisinau:</u> Overnight tourist arrivals: 0,016 million GDP: Attractions: Stefan cel Mare Central Park, Military Museum</p>
<p>↑ <u>Budapest:</u> Overnight tourist arrivals: 3,16 million GDP: 5,87 billion € Attractions: Margaret Island, St. Stephen's Basilica, Heroes Square, Chain Bridge Advantages: thermal baths, festivals, foods</p>	<p>+ -</p> <p>Low prices Beautiful churches Unbeatable nightlife Decent subway network Fast internet</p> <p>Traffic Pickpocketing Communist bulidings</p>	<p>↓ <u>Kiev:</u> Overnight tourist arrivals: 0,009 million GDP: 1,19 billion € Attractions: Perchersk Lavra, Golden Gates</p>
<p>↓ <u>Belgrade:</u> Overnight tourist arrivals: 0,62 million GDP: 0,932 billion € Attractions: Belgrade Fortress, Avala Tower, Western City Gate</p>		<p>↑ <u>Sofia:</u> Overnight tourist arrivals: 1,13 million GDP: 5,56 billion € Attractions: Aleksander Nevski Cathedral, Vitosha Mountain, Boyana Waterfall Advantages: nearby mountains, higher number of green areas</p>

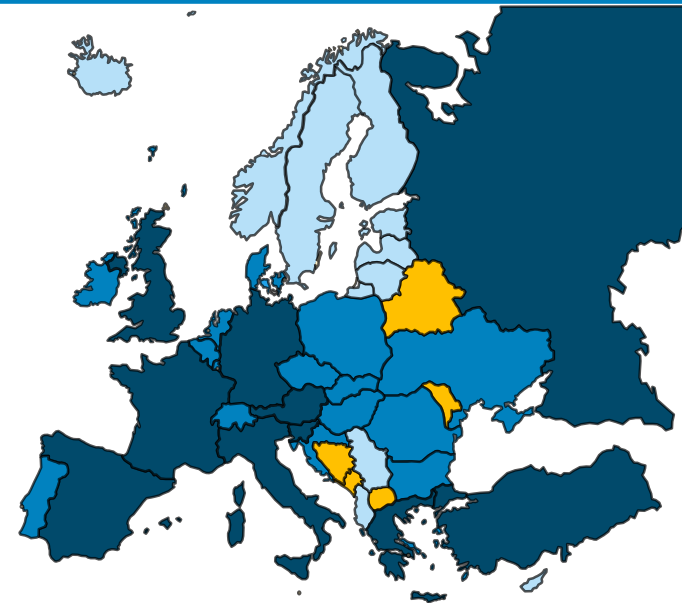
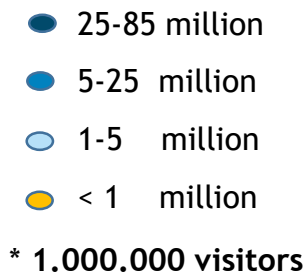
▶ The capitals, which offer more possibilities to the upcoming tourists than Bucharest, are: Vienna, Budapest and Sofia. They also have more entertainment activities (ex. festivals) than we do.

European tourism industry summary

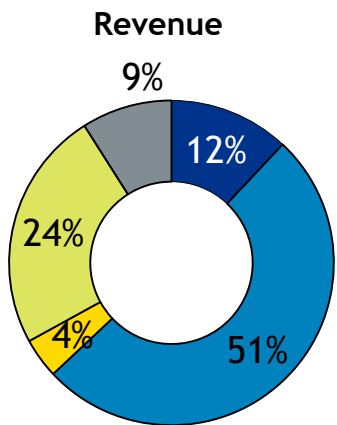
Industry level



2016-2025



Subsectors



Subsector	Top companies
Transportation	Lufthansa, RyanAir
Food & Beverage	Nordsee
Accommodation	Ibis Mega Brand
Travel services	Carlson Wagonlit
Entertainment	Casino di Monte-Carlo

Revenue/Sales

20.3 bill EUR
0.36 bill EUR
8.56 bill EUR
22.3 bill EUR
0,47 bill EUR

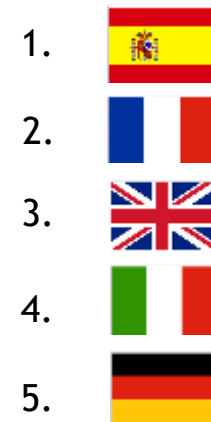
Top 5 departures



Top 5 country by arrivals

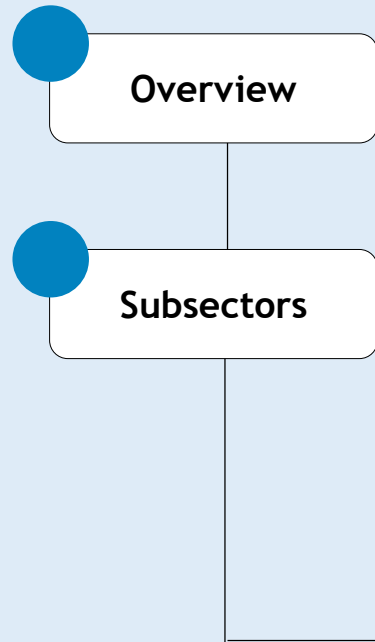


Top 5 countries by revenue

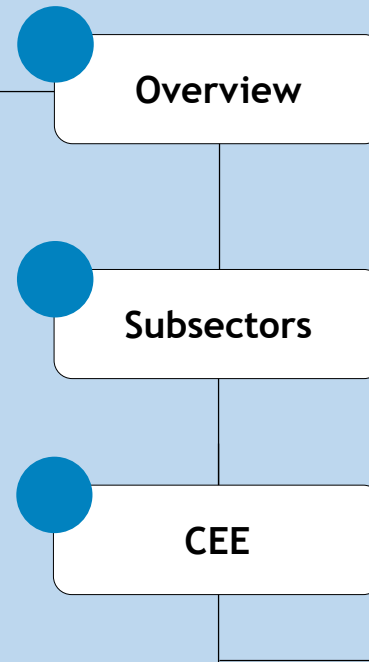


AGENDA

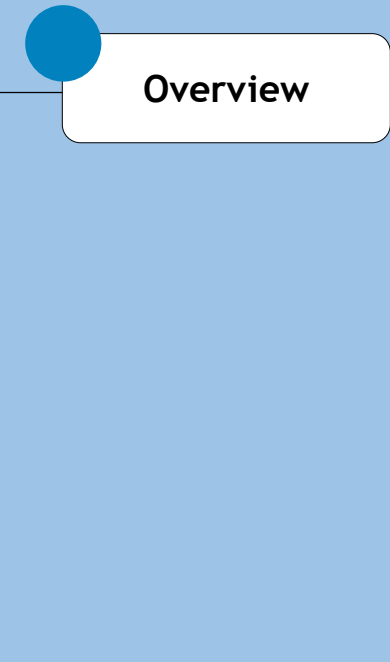
[World]



[Europe]



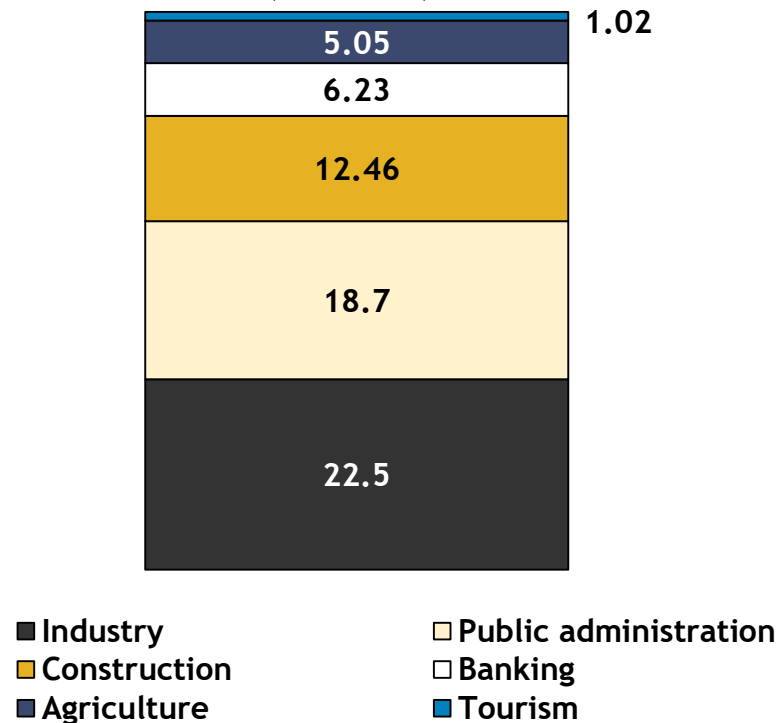
[Romania]



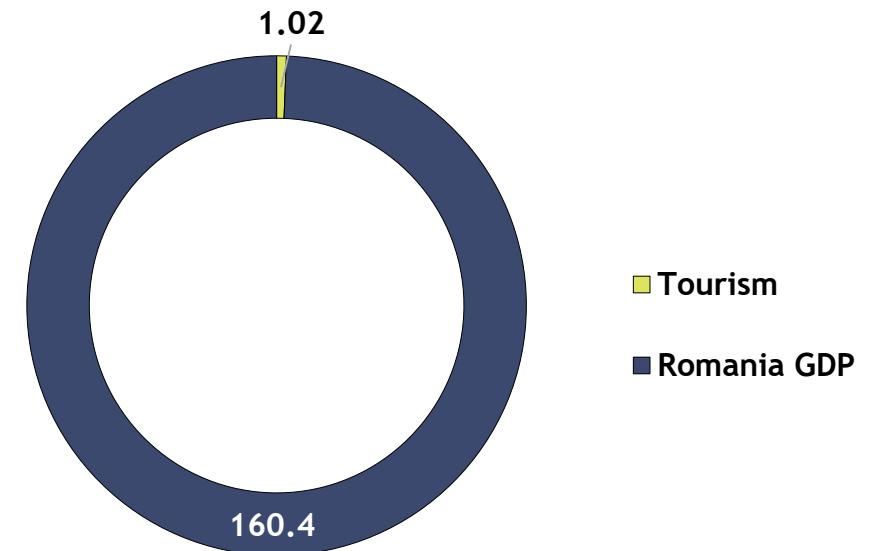
The total tourism turnover in Romania (2015)

Compared to the main industries in Romania, tourism falls way back, but expectedly it will have a growing tendency following the next few years.

The top industries by revenue in 2015
(€ billion)



The size of the Tourism industry in 2015
(€ billion)

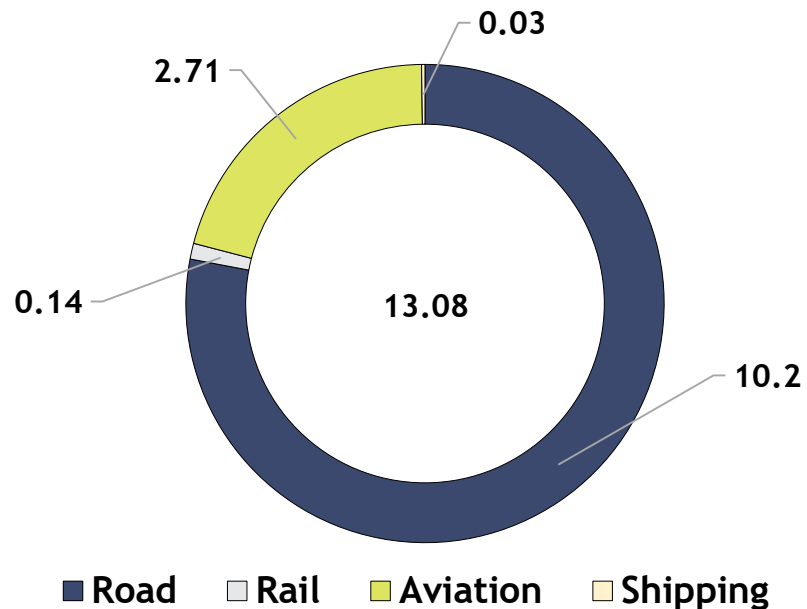


Beside the other sectors the tourism sector is on the bottom of the list by the yearly revenue of **1.02 € billion** and compared to Romania's GDP it is only **0,7 percent** out of it.

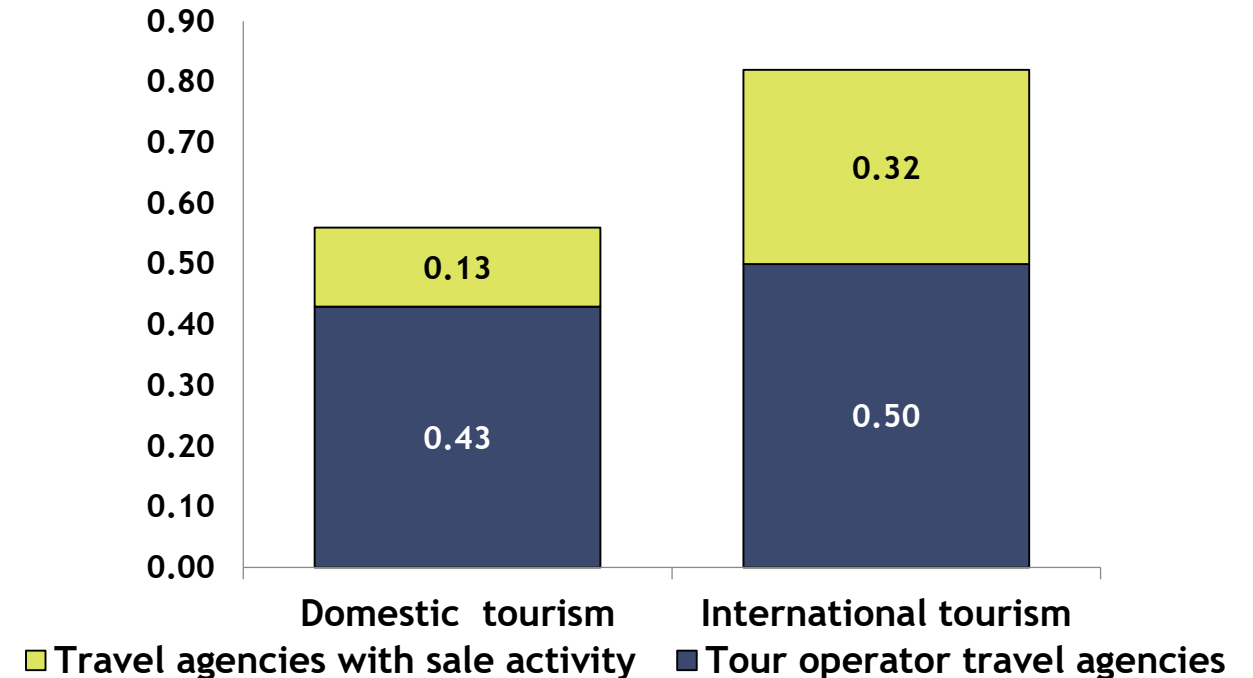
The number of Romanian tourists globally in 2015

On the basis of crossings at the Romanian border, in 2015 the number of Romanian tourists was of 13 million. According to travel agencies the total number of Romanian tourists was of 1.4 million.

Number of tourists based on border crossing, by different means of transportation, in 2015 (million capita)



Number of tourists on domestic and international trips, travelling through agencies, in 2015 (million capita)

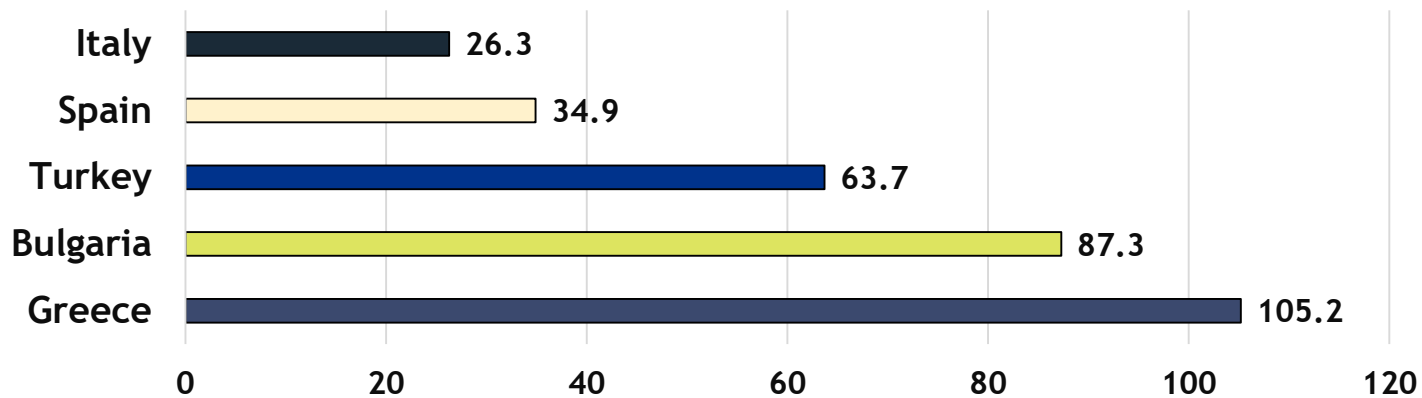


In 2015 the majority of tourists (using travel agencies) preferred to go on trips abroad, rather than to travel domestically. According to border crossings at the Romanian border, the dominant mode of transportation was the road transportation.

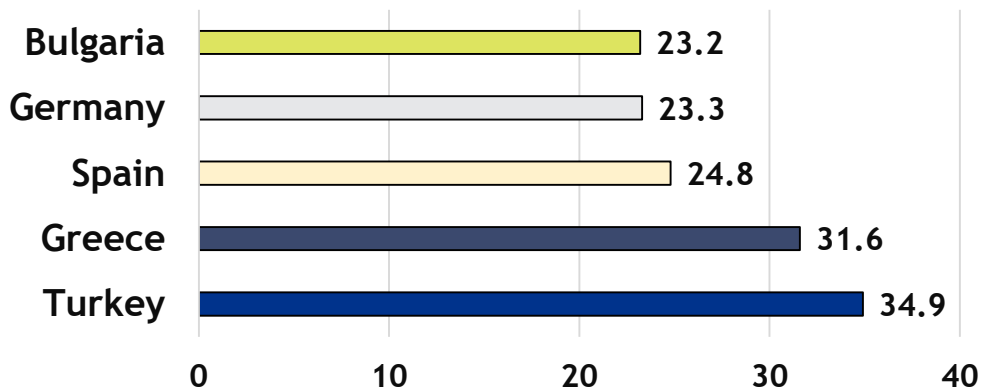
TOP 5 destinations of Romanian tourists in 2015

According to the tour operator travel agencies the most popular destination was Greece, with 105.2 thousand people, while in case of travel agencies with sales activities the first one was Turkey, with 34.9 thousand tourists.

TOP 5 destinations of the tour operator travel agencies, in 2015
(thousand capita)



TOP 5 destinations of travel agencies with sale activity, in 2015 (thousand capita)



TOP international destinations

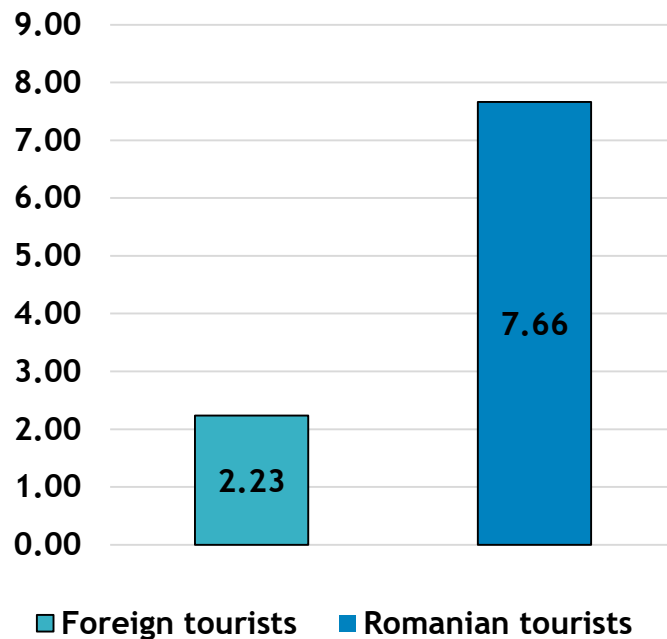


The TOP 5 most preferred destinations are almost the same, but based on the type of the travel agencies, the ranking is different. We can see that the most preferred countries are located in the Mediterranean part of Europe.

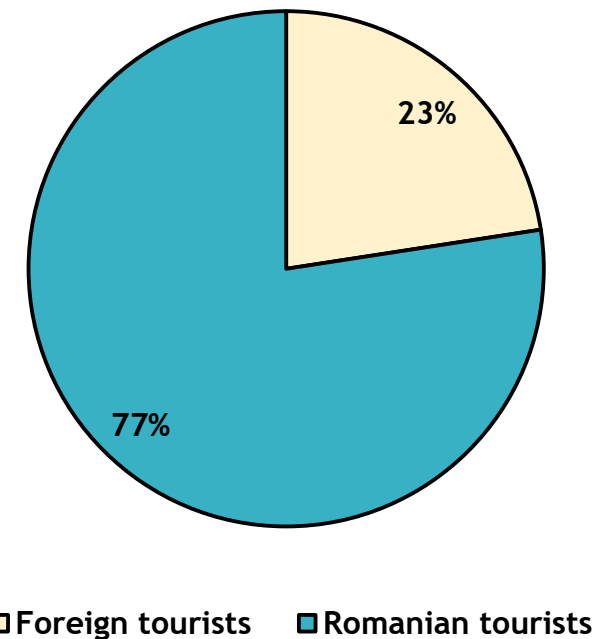
Number of tourists in Romania in 2015

The total number of visitors in Romania in 2015 is capita. The percentage of foreign tourism in Romania is only 23% and the size of inland tourism is three times larger than foreign tourism.

Number of tourists in Romania
(million capita)



Tourist type ratio (%)

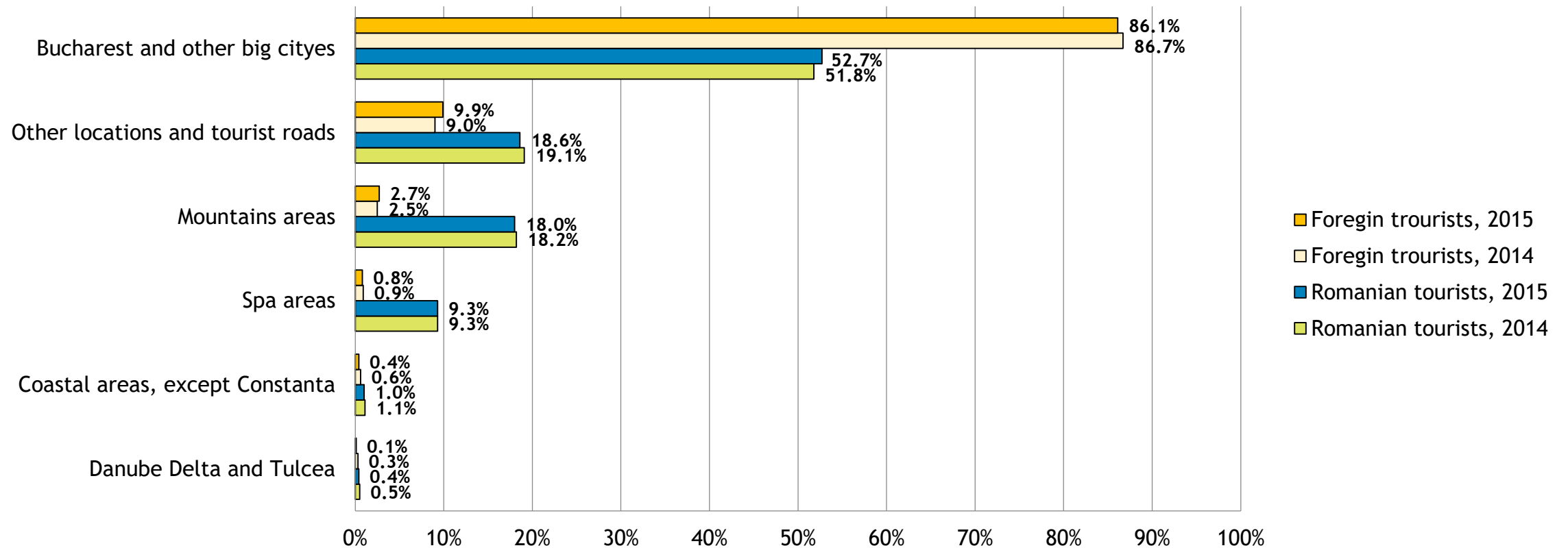


The size of foreign tourism in Romania is less than a quarter of total romanian tourism. Romania should put more emphasis on the foreign tourism.

Tourist arrivals in Romania

The foreign tourist's favorite destination is the capital city, however the romanian tourists also like tourist roads, mountains and spas.

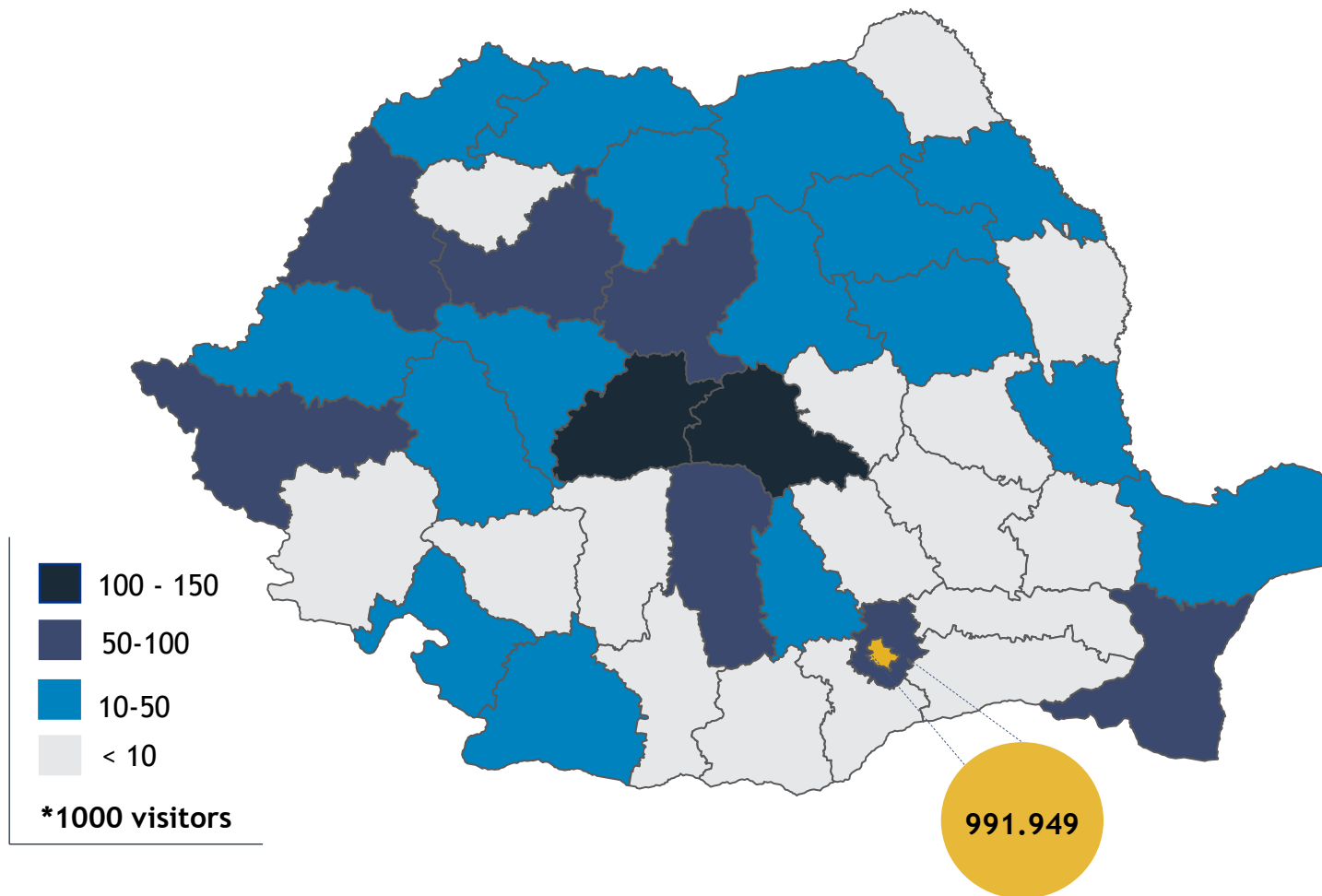
Romanian and foreign tourists arrivals in 2014 - 2015 (%)



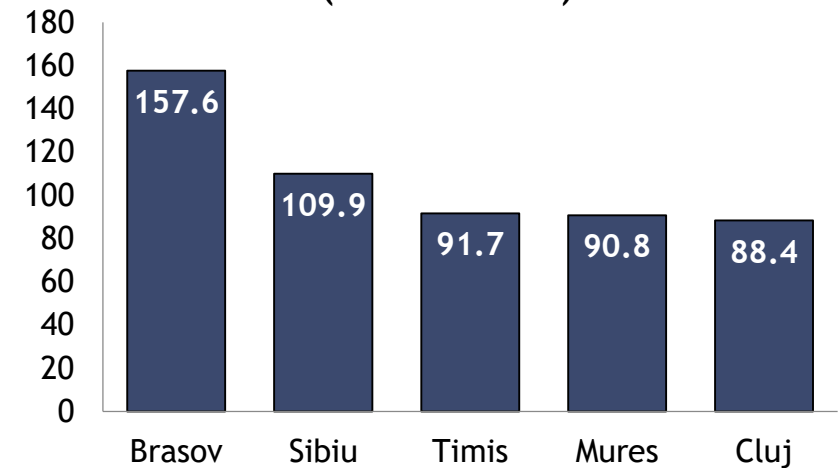
The foreign tourist number in the capital city decreased, but in the tourist roads and mountains area increased. The domestic tourist's preference left almost the same.

The number of tourists in Romania, 2015

The total number of foreign tourists in 2015 was 2.23 million. The highest value was registered in Bucharest with 0.99 million individuals.



The top 5 most visited counties, 2015
(1000 visitors)



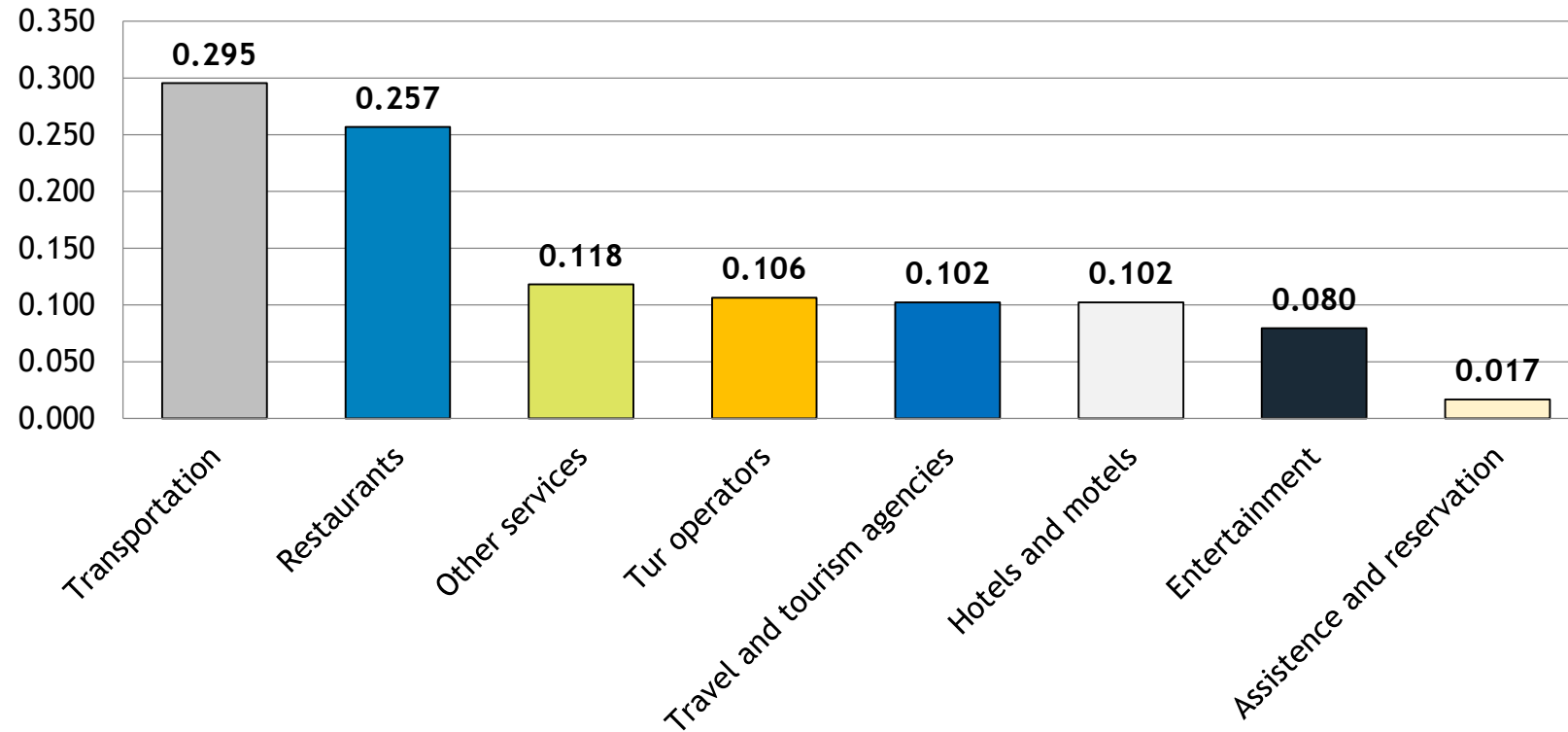
After the capital, the most popular county is Brasov with over 150 thousand visitors, after that comes Sibiu with 109 thousand.

The smallest amount of tourists was counted in the county of Teleorman, 1478 individuals.

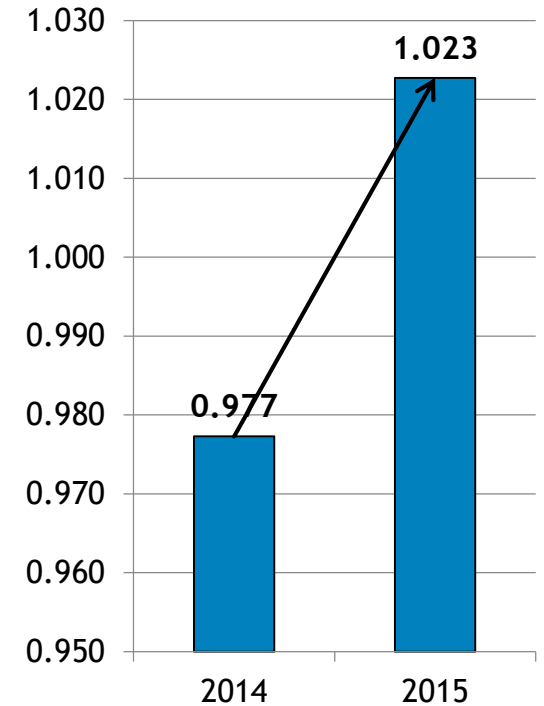
Turnover in the tourism sectors

The turnover in tourism industry increased by 4,6%, reached the 1,02 € billion.

Turnover of tourism by sectors in Romania, 2015 (€ billion)



Turnover of tourism in Romania, 2014-2015 (€ billion)

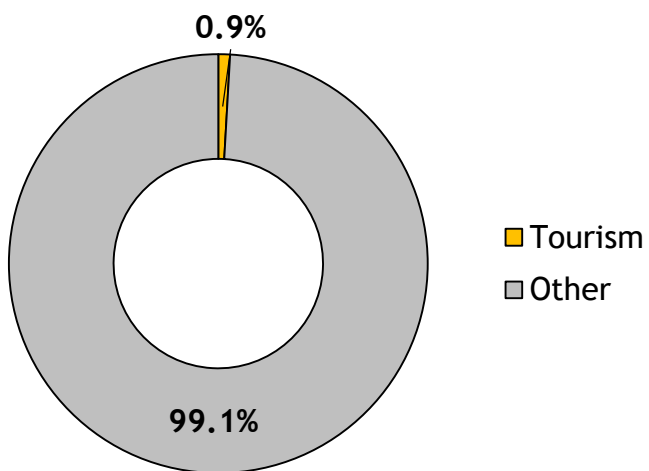


The biggest turnover's are in the transportation sector and in the restaurants and mobile foods sector. The lowest turnover is in the tourism assistance and reservation sector, which is the part of tourist agencies activities. It's inetersting to know, that the country could earn more, aproximative 2,2-3,4 € billion, if the infrastucture and services were provided.

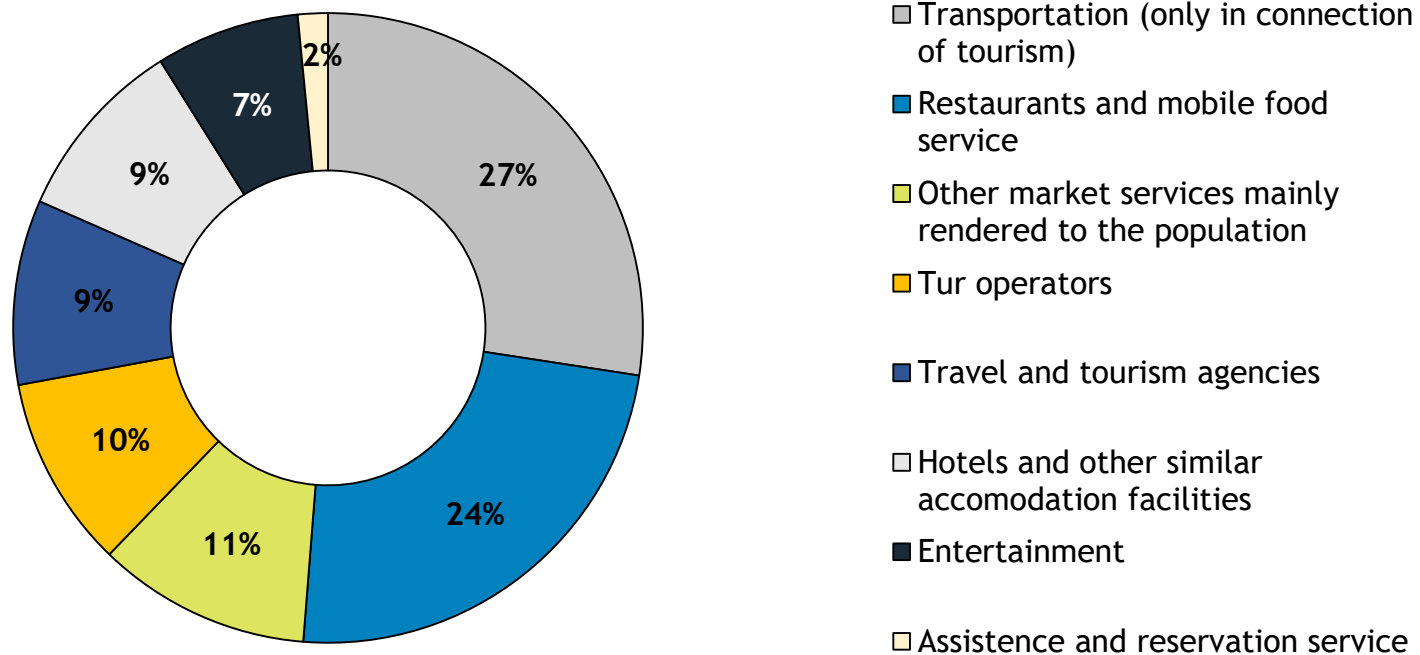
Distribution of tourism sectors

The tourism industry is in a revitalization period in Romania, now more than 3000 firms work in this sector, 1000 of these developing very fast.

Tourism share of GDP, 2015 (%)



Distribution of tourism sectors, 2015 (%)

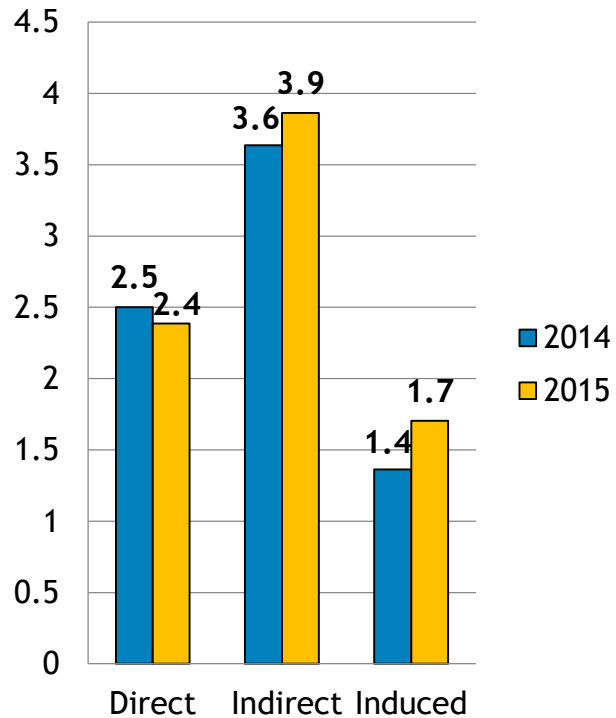


The biggest parts of tourism is the transportation and the reastaurants & mobile food service, 27% and 24%. The assistance and reservation service has the lowest rate. The tourism share of the GDP is 0,9%, which compared with other countries is too low, the average is about 2-4%.

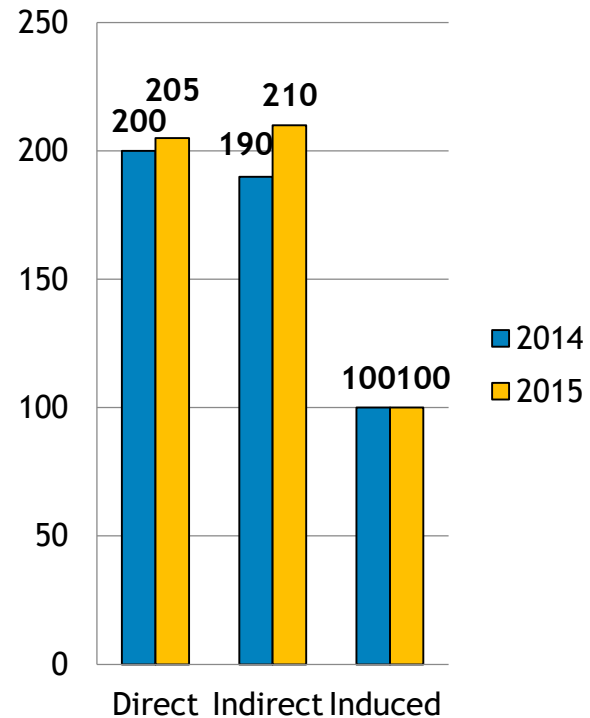
Tourism contribution to the GDP and employment

In 2015 the tourism contribution to the GDP increased, also to the employment.

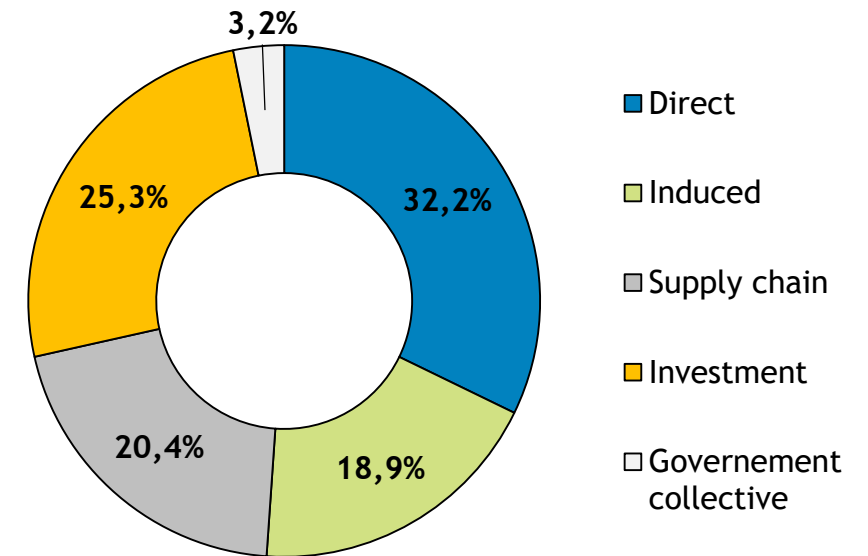
Total contribution of travel and tourism to GDP, 2014-2015 (€ billion)



Total contribution of travel and tourism to GDP, 2014-2015 (1000 jobs)



T&T indirect contribution to GDP, in Romania, 2014 (%)

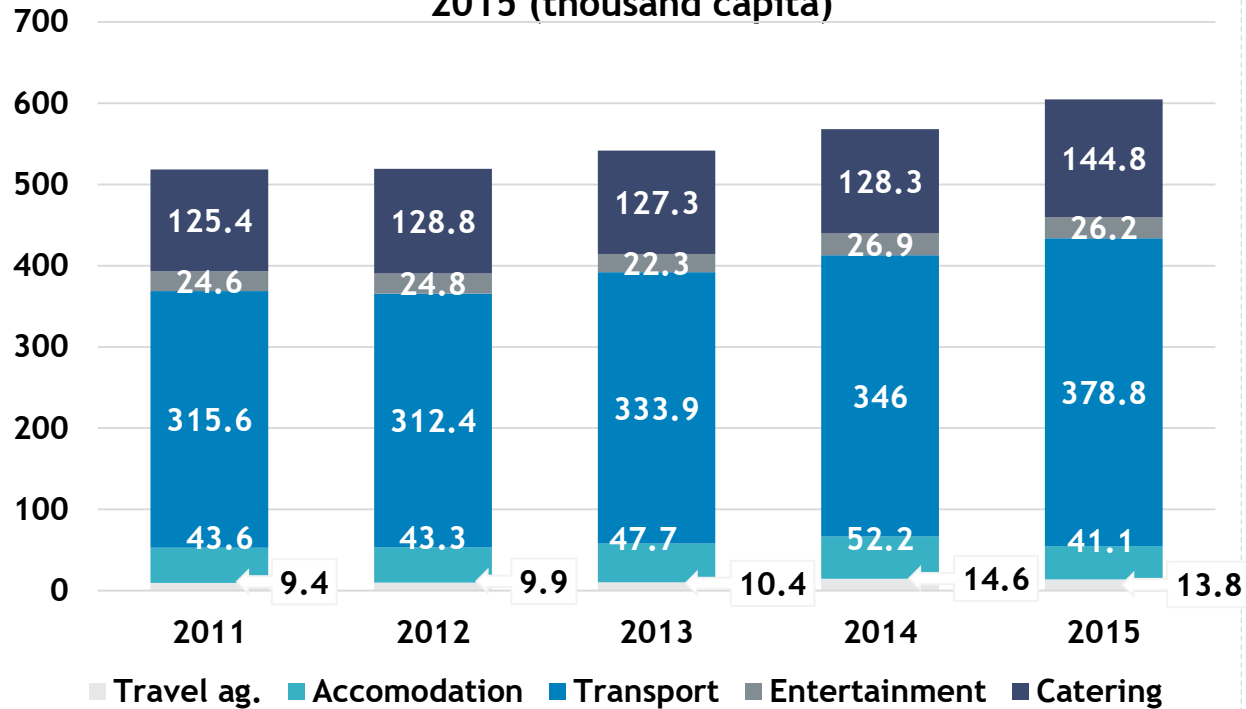


Of tourism total contribution to the GDP, the indirect contributions share is 48,9%. The tourism is a very important sector of the country, but is needed a huge development.

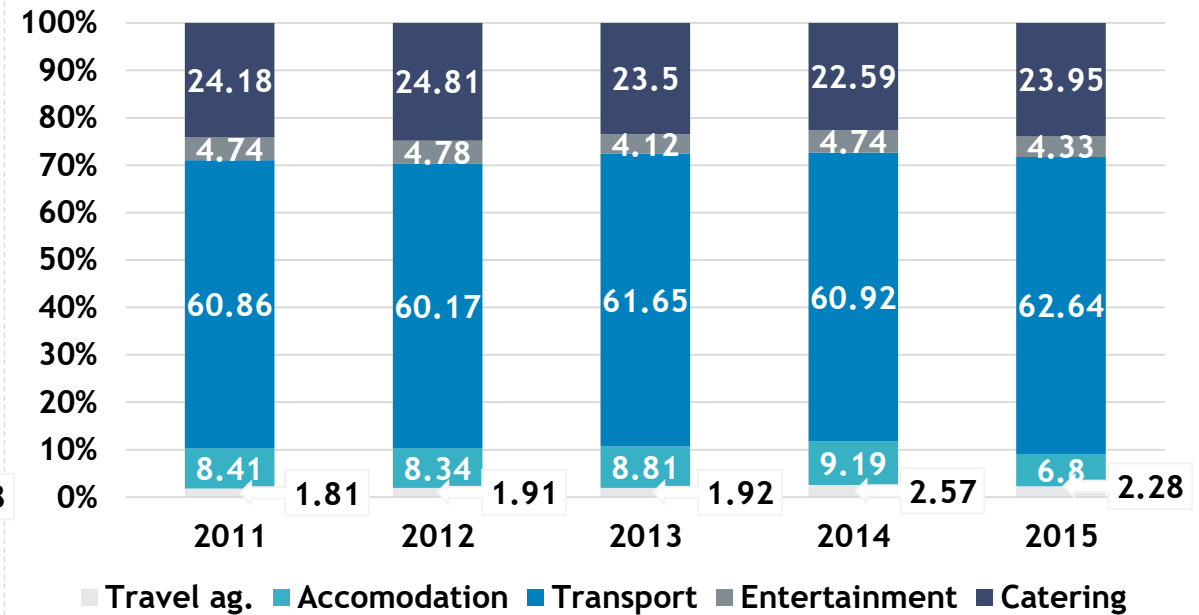
Employment in romanian tourism between 2011-2015

The biggest rate of employees works in transport, 62,64% (around 3,8 million people), the least, only 2,28% (0,014 million) works at travel agencies. A decrease can be identified in the number of employees in entertainment and travel subsegments, compared to the previous year (2014)

Number of employees in subsegments between 2011-2015 (thousand capita)



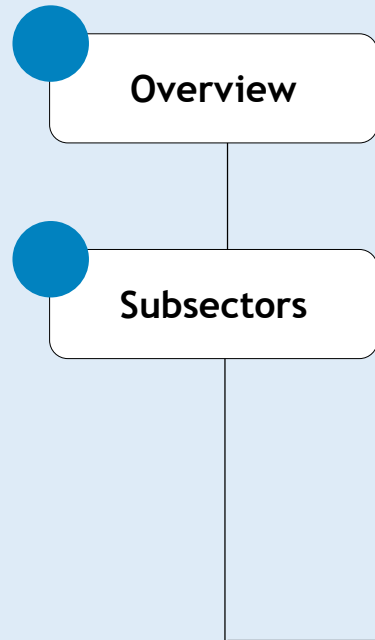
The distribution of employment in subsegments between 2011-2015 (%)



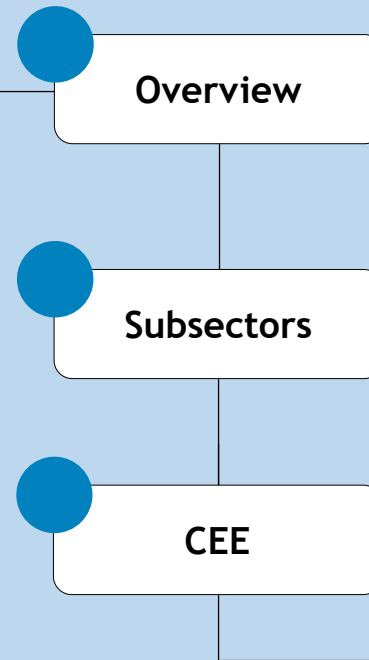
From 2011 to 2015 the number of employees in tourism subsegments shows a growing trend. Between 2011-2015 the distribution ratio grows in travel, transport and catering, decreases in entertainment and accomodation.

AGENDA

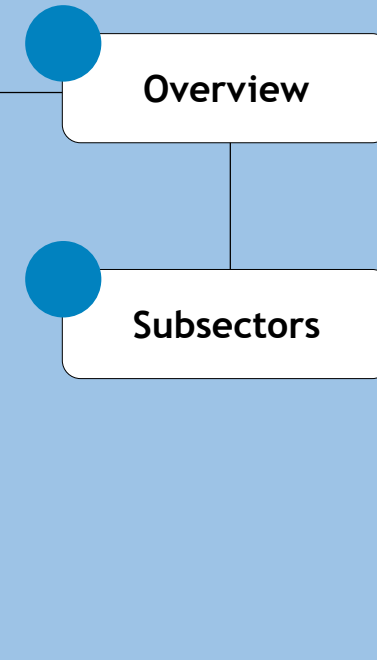
[World]



[Europe]



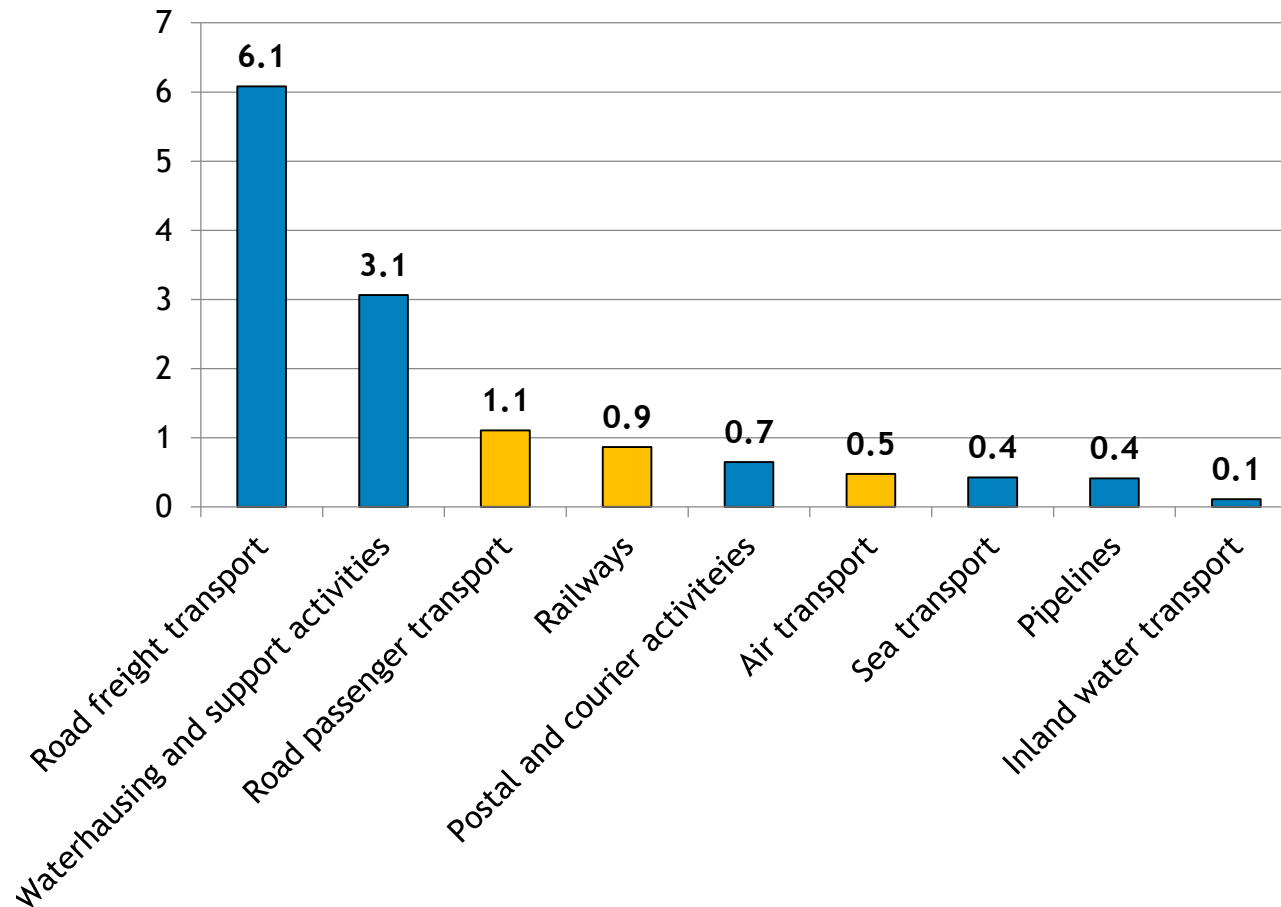
[Romania]



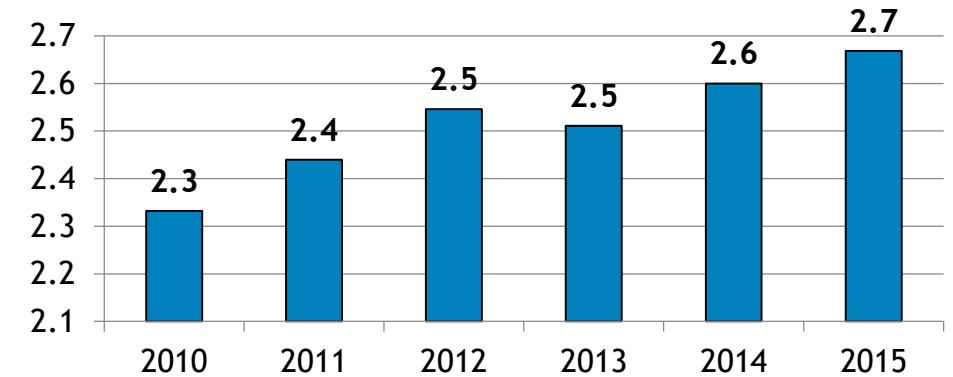
The tourism sectors turnover/number change

The turnover of accomodation and food service activity increased from 2013, the number of entertainmnet instiutions also increased. The biggest turnover is in the road freight transport sector.

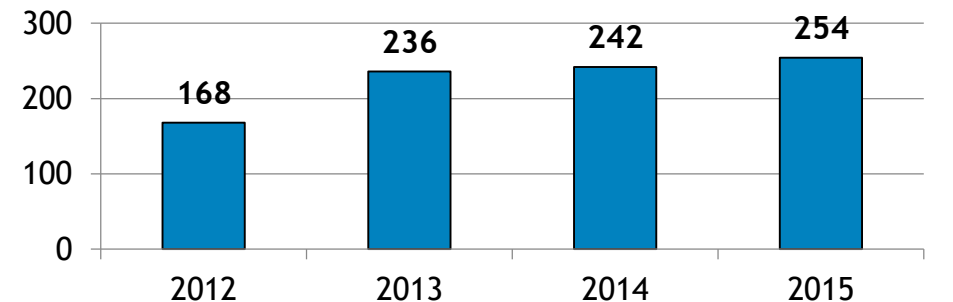
Transport sectors turnover in Romania in 2013
(€ million)



Turnover of the accomodation and food service activities in Romania, 2010-2015
(€ million)



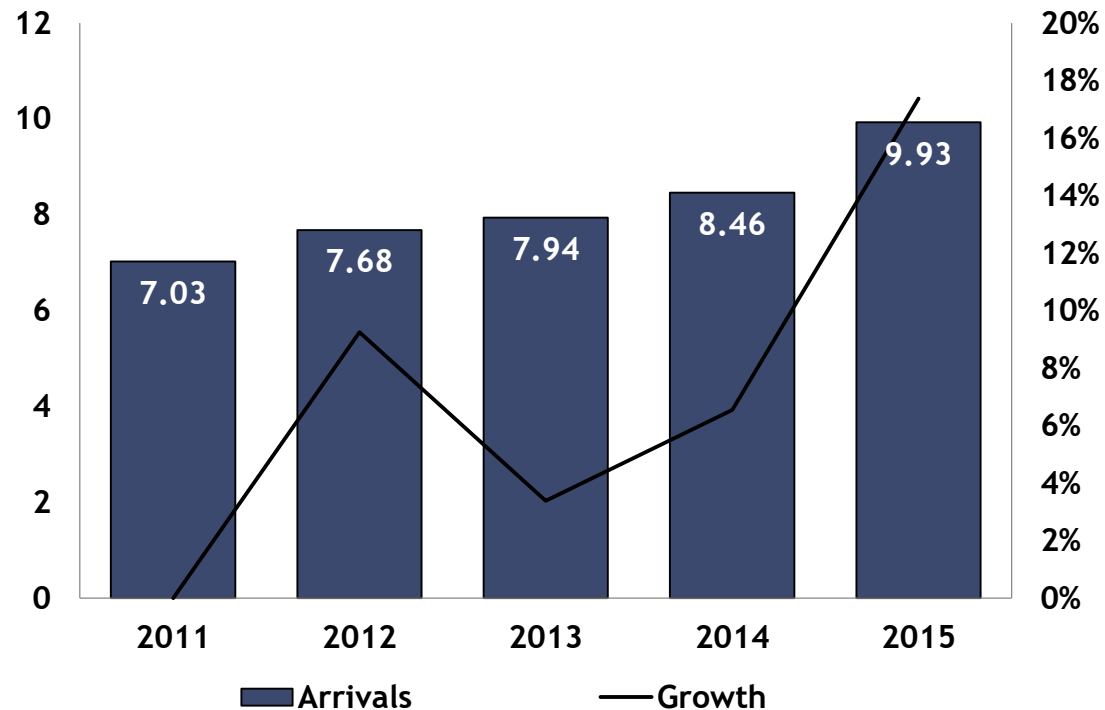
Number of entertainment institutions in Romania (2012-2015)



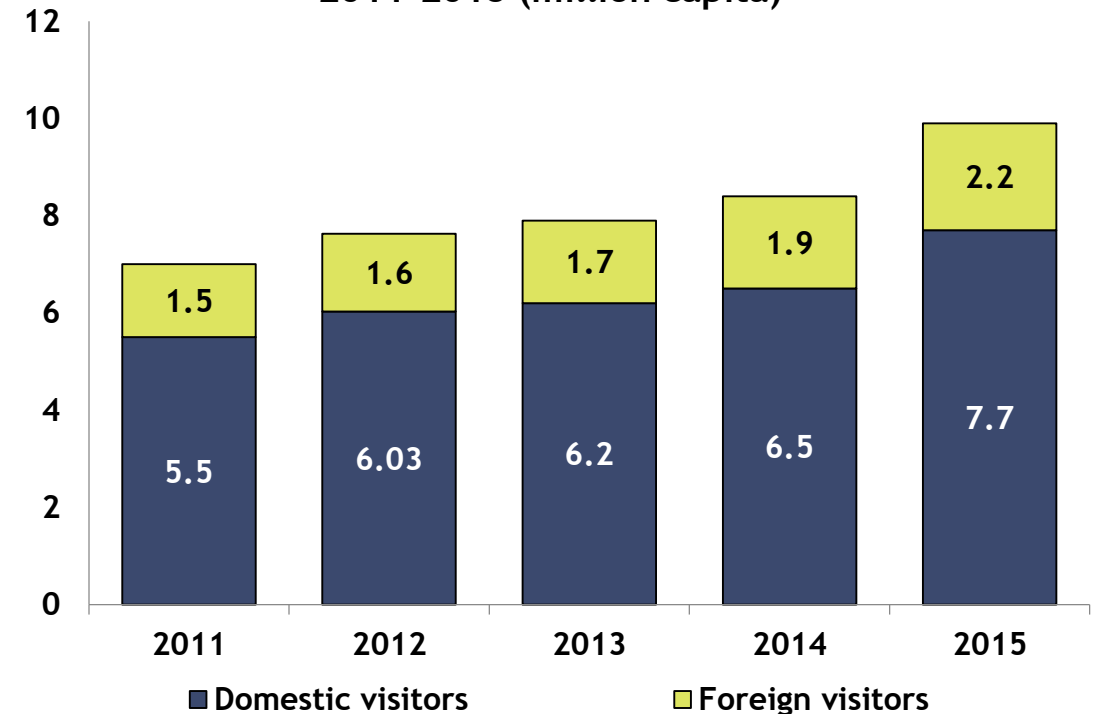
Tourist arrivals in the period between 2011 and 2015

The arrival of tourists is in a continuous increase, with the highest growth rate of 17% in 2015. The number of domestic tourists was much higher than foreign visitors, however the number of foreigners is growing.

Number of tourist arrivals and the growth rate between 2011-2015 (million capita)



Number of domestic and foreign visitors between 2011-2015 (million capita)

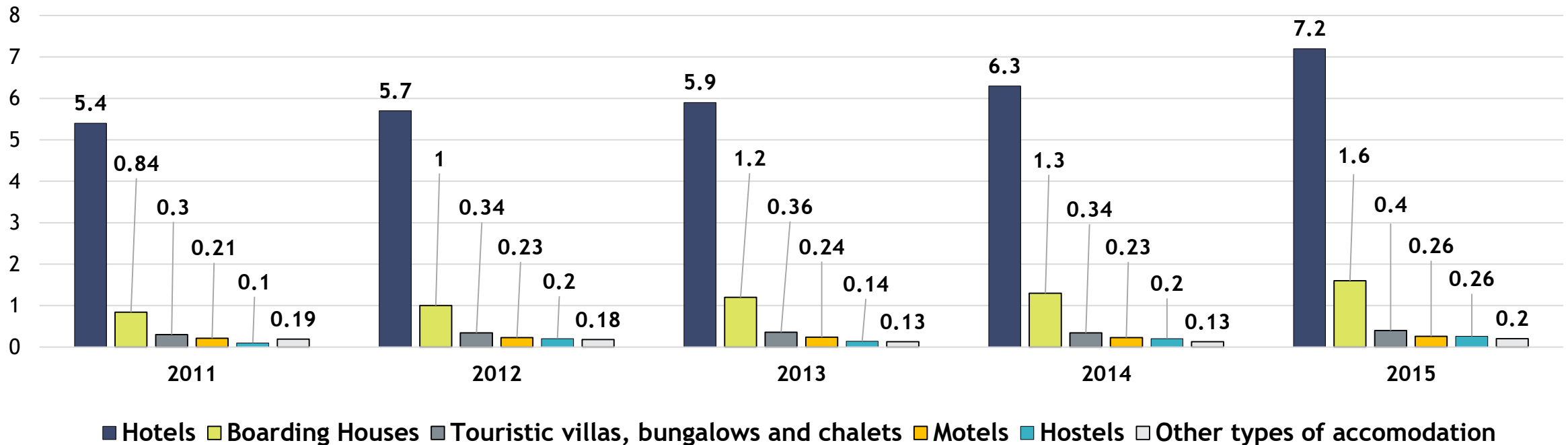


From 2011 until 2015 tourist arrivals have grown with 63.5%. The number of both domestic and foreign visitors is in continuous increase. In 2015 the number of domestic tourists increased with 18%, while the number of foreign visitors increased with 16%.

Tourist arrivals in different touristic establishments, 2011-2015

In each year the most popular touristic establishments were the hotels, these were chosen in 70% of the time. The second most important accommodation were the boarding houses.

Arrival of tourists in different establishments of touristic reception, between 2011-2015 (million capita)

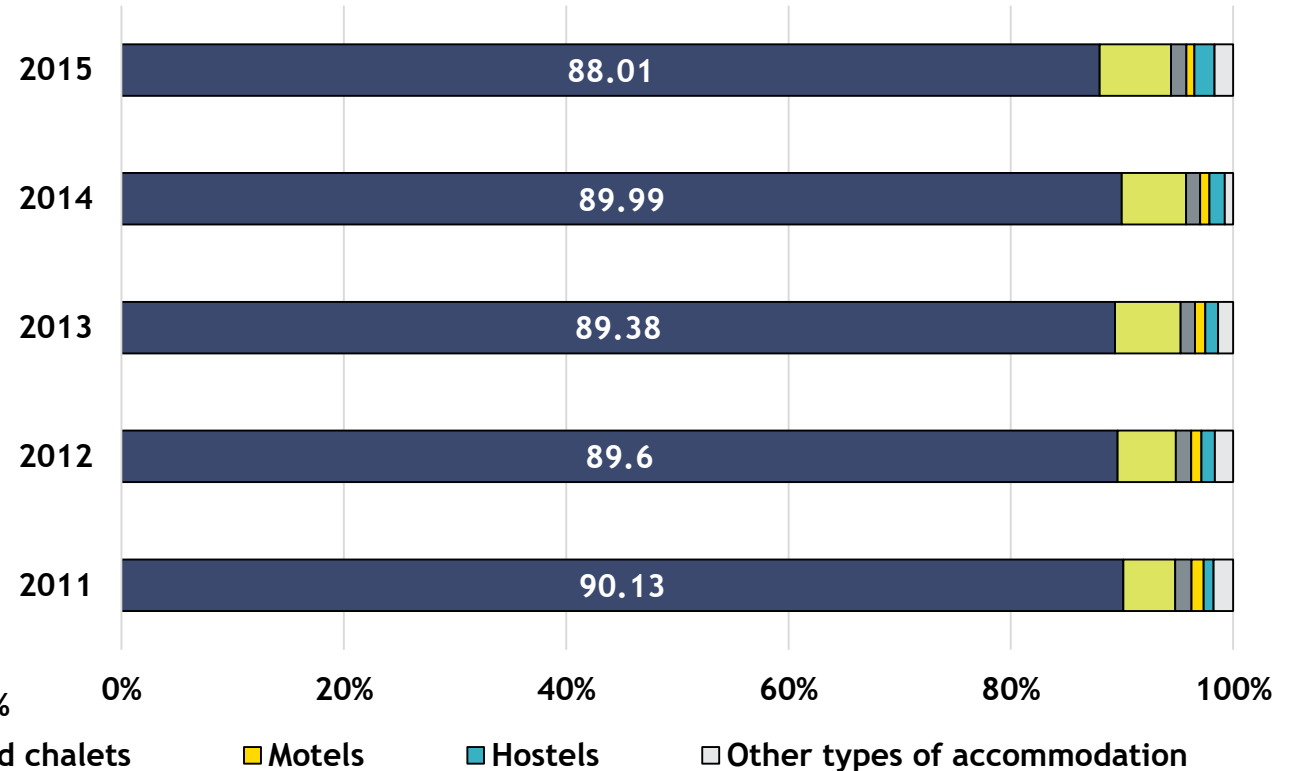
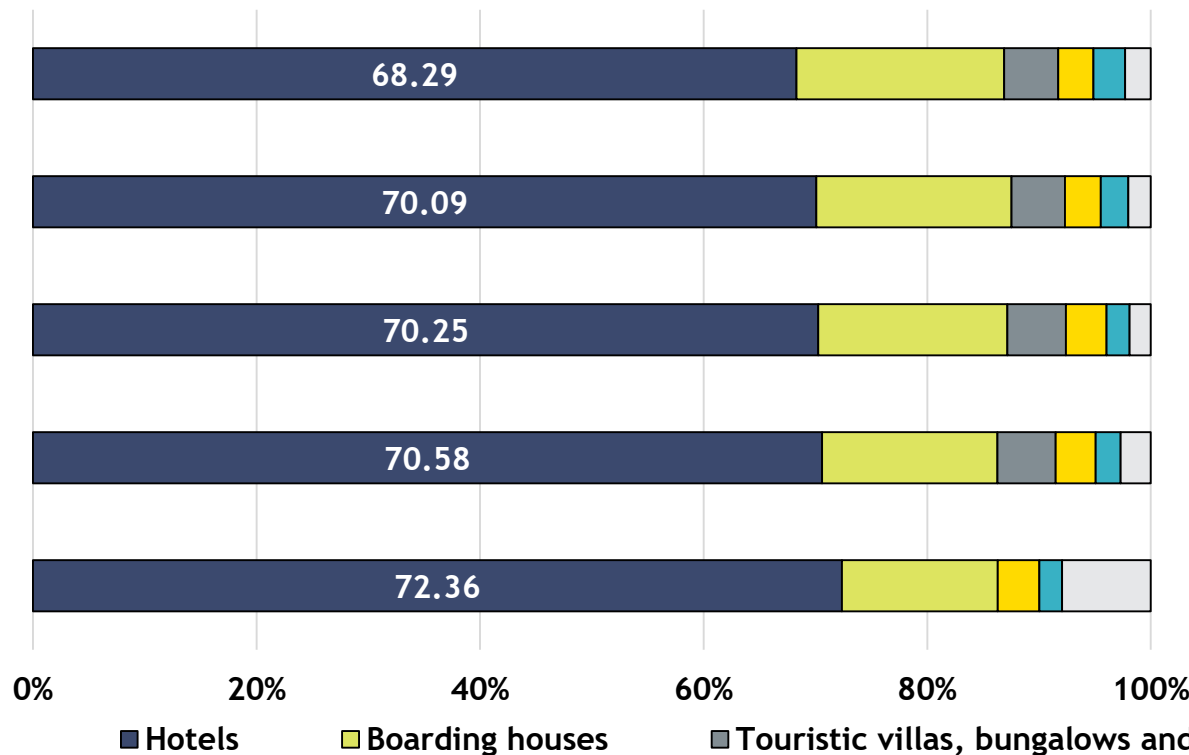


The most used touristic establishment for accommodation are the hotels. The number of tourists is increasing. The growth rate of tourists choosing boarding houses on average is 18%, while those who choose hotels is 8%.

Tourist arrivals in different touristic establishments, 2011-2015

Both foreign and domestic visitors used as accommodation mainly hotel rooms, in more than 70% of the time. The other most used touristic establishment are boarding houses, more significant is case of domestic tourists.

Arrival of domestic (left) and foreign (right) tourists in different touristic establishments (%)

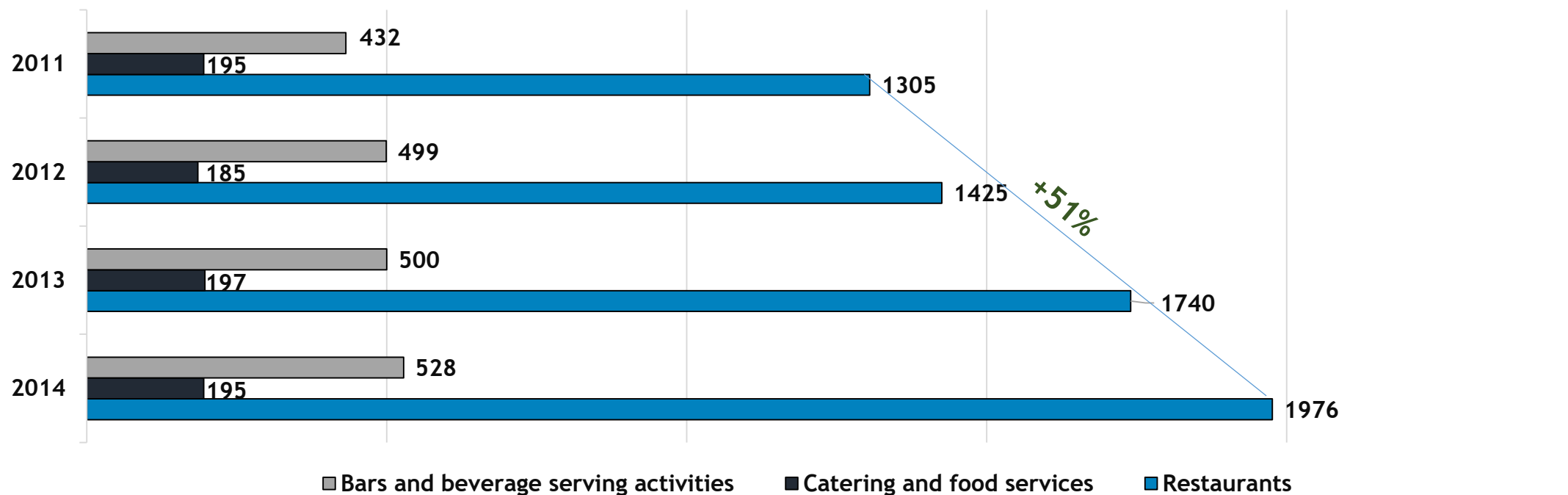


The most used touristic establishment for accommodation are the hotels, but the trend is slowly decreasing, while the usage of boarding houses is increasing. The number of foreign visitors choosing hostels is also growing.

Hospitality industry

In addition to the restaurants ,which achieved growing results, the other sectors mostly stagnated.

Revenues in the Romanian hospitality industry between 2011-2014 (€ million)

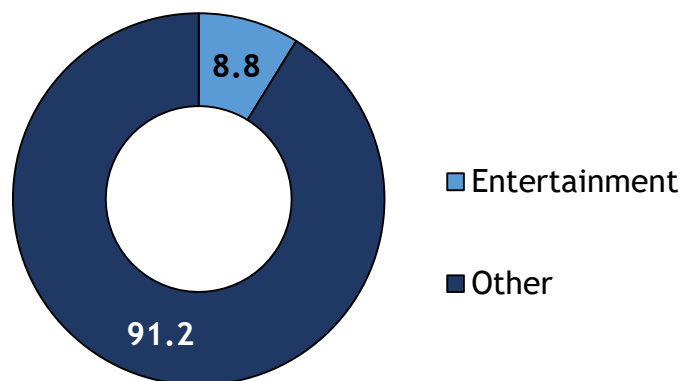


The restaurants revenue exceeded the other sectors every year and also gradually increased by 51% over the years.

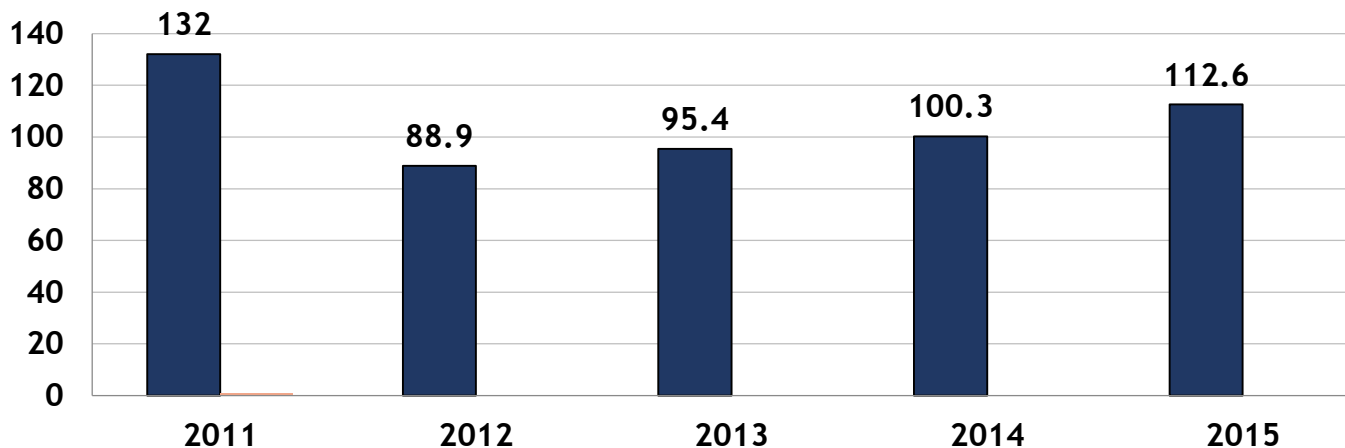
Entertainment sector by revenue (2011-2015)

Entertainment is expected to be the fastest-growing tourism sector in the province. The entertainment sector contributed 8,8 % percent of tourism sectors.

Distribution of entertainment sectors (%)



Entertainment sector by revenue, 2011-2015 (€ million)

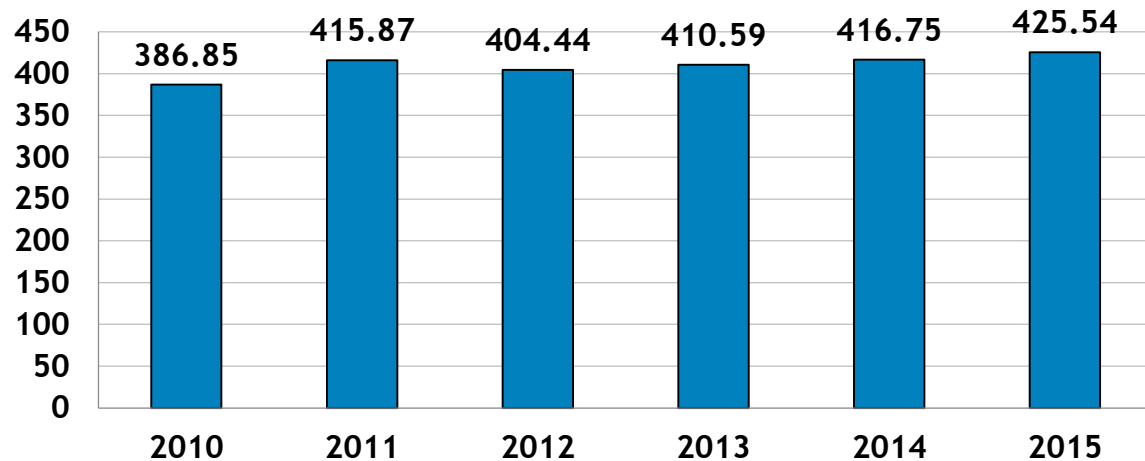


The entertainment sector's revenue shows a growing tendency between 2012 and 2015, and it reached 112,6 million Euro in 2015.

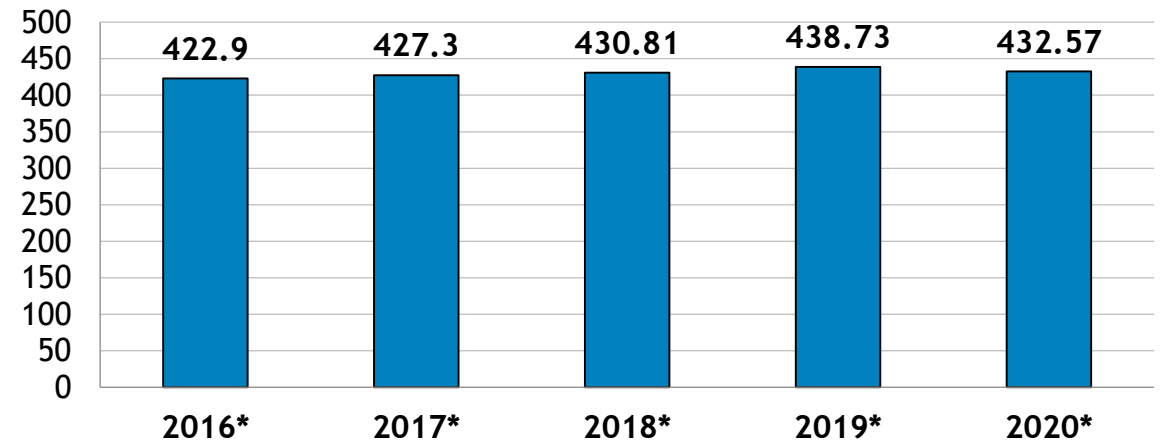
Travel agencies revenue and forecast in Romania

Travel agencies in Romania represent the fourth largest tourism sector, which shows a growing tendency in the coming years.

Revenue of travel agencies in Romania from 2010 to 2015 (€ million)



Revenue forecast of travel agencies in Romania from 2016 to 2020 (€ million)

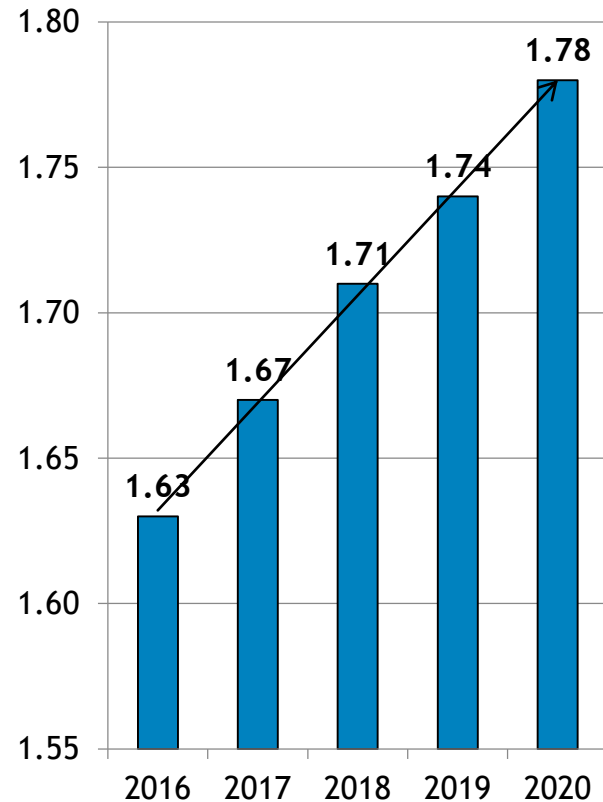


The revenue between 2010-2015 constantly increased, but in 2012 we can see a small relapse. After 2015 the revenue also falls back, in 2019 will be the maximal.

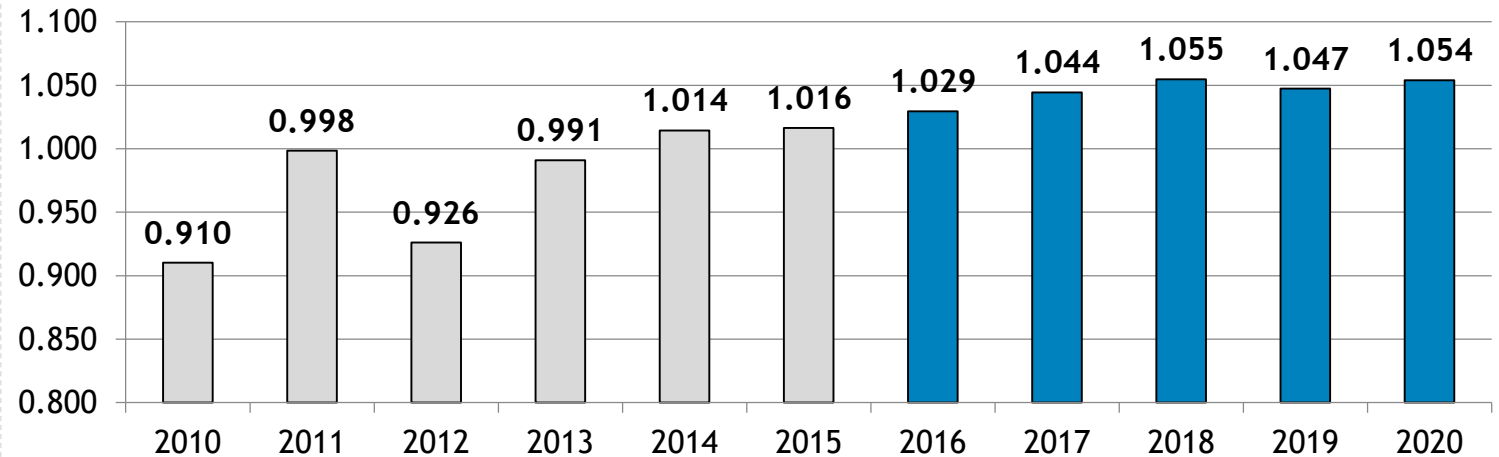
Turnover, revenue and CAGR in accomodation sector

The accomodation sector's turnover will increase, according to the forecasts.

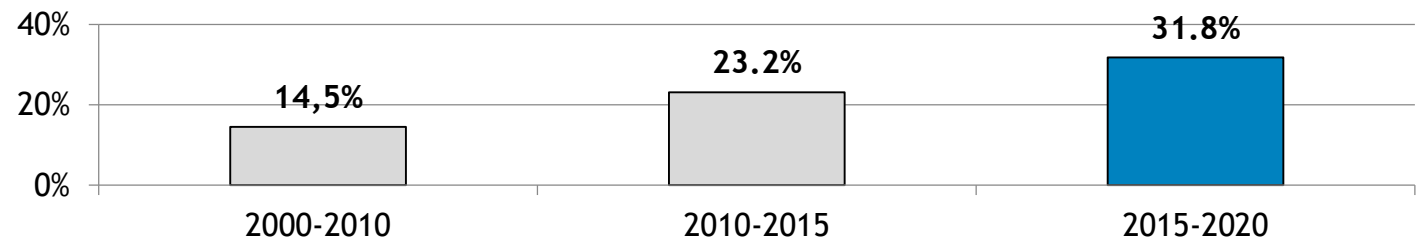
Turnover in accomodation sector in Romania, 2016-2020 (€ billion)



Revenue of hotel accomodation in Romania from 2010 to 2020 (€ billion)



CAGR in hospitality incl. accomodation sector in Romania (00-10 & 10-15 & 15-20) (%)

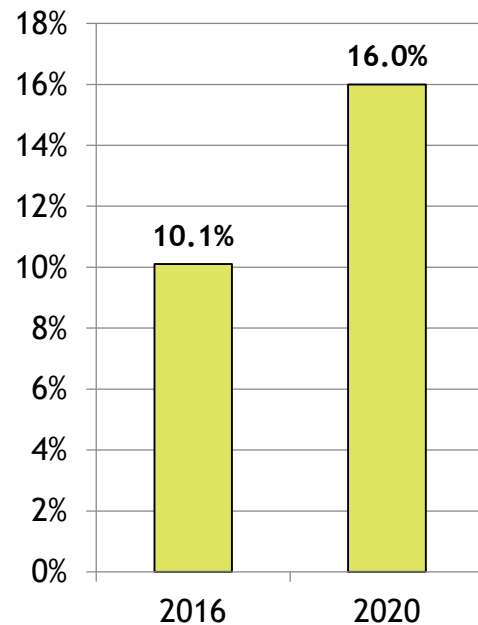


The revenue's increasing tendency is 31,8%, yearly (CAGR). The value of CAGRs since 2000 increased a lot, from 14,5% to 31,8%.

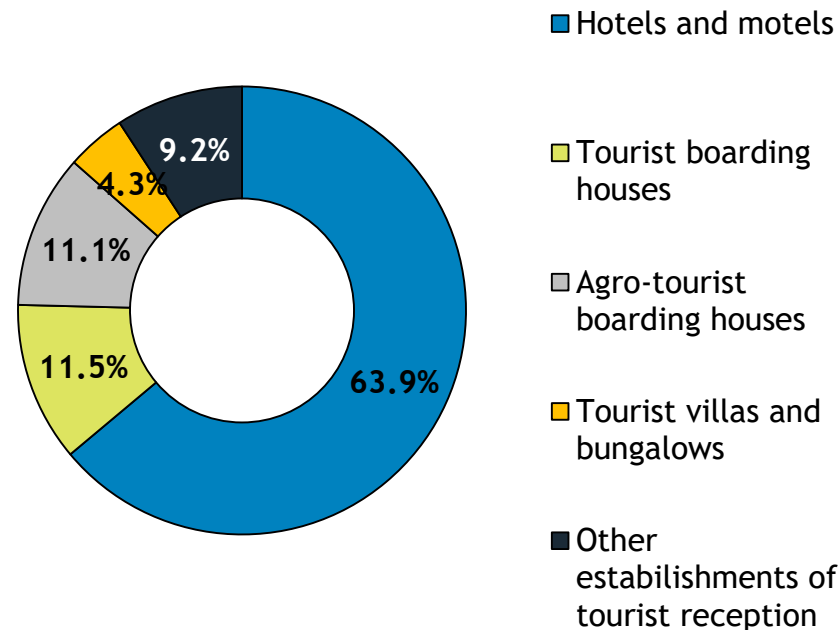
Structure of the tourism accommodation capacity

The hotel and motel users number will increase, while the distribution of hotels will decrease until 2020.

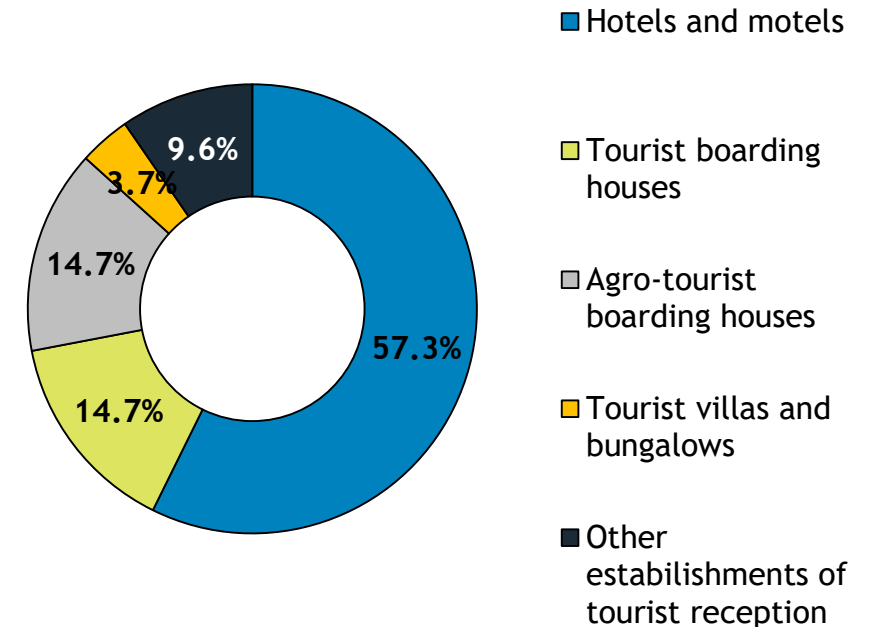
Hotel/motel users penetration in Romania, 2016 and 2020 (%)



Structure of the tourism accommodation capacity in operation in Romania, 2015 (%)



Structure of the tourism accommodation capacity in operation in Romania, 2020 (%)

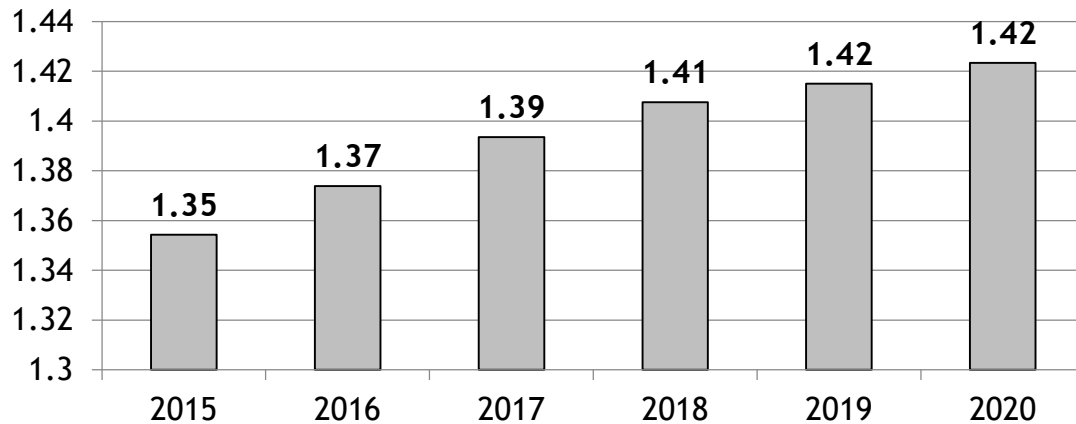


In the accommodation sector the hotels and motels distribution will fall from 63% to 57%, but the distribution of tourist boarding houses and agro-tourist boarding houses will increase with 3,5%. The tourist villas and bungalows also will get less distribution.

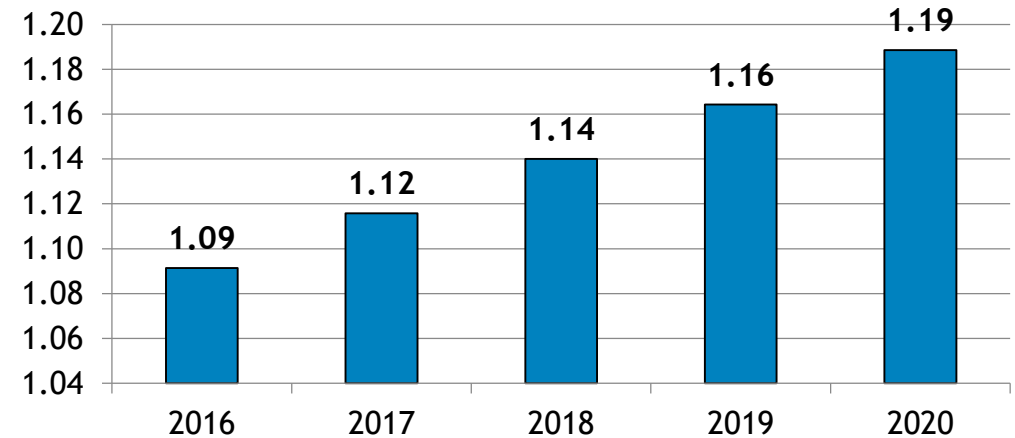
Turnover and revenue in restaurant/food service sector

The turnover in the restaurants/food service sector will reach the 1,42 € billion in 2020.

Turnover of restaurant and mobile food services in Romania, 2015-2020(€ billion)



Revenue in food service activity in Romania, 2016-2020 (€ billion)

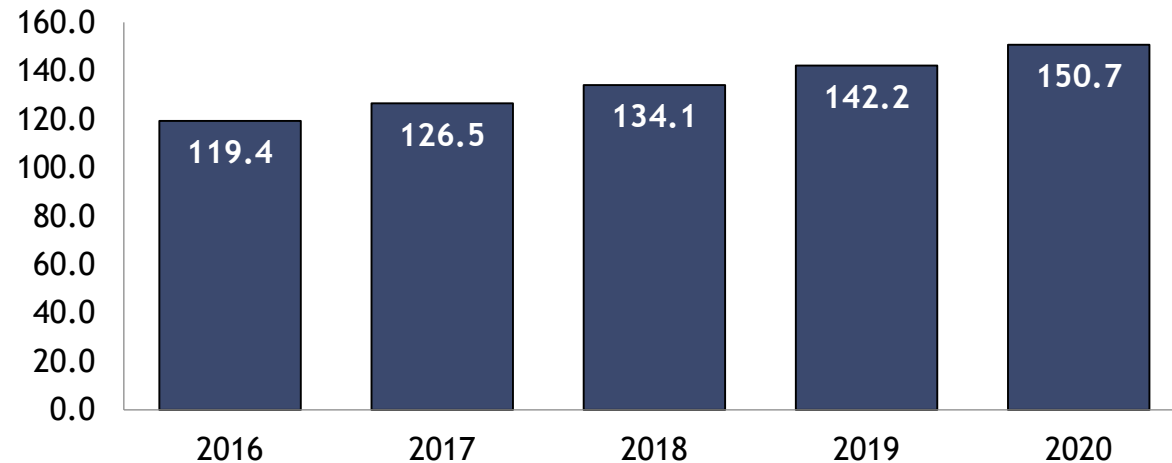


The revenue and the turnover will increase in the restaurants and food service sector. Spendings in the hospitality sector result is 163% spendig in the whole economy.

The forecast of the entertainment sector, 2016-2020

According to the forecast the market of entertainment tourism will increase by 6% between 2016 and 2020, mostly regarded to the growing demand of adventure camps for kids and company team-buildings.

The forecast of entertainment tourism revenue, 2016-2020 (€ million)



The market of entertainment tourism will increase between 2016 and 2020 with an average 6%. By 2050, 50% of the travels will include elements of entertainment tourism, according to the reports of international associations.

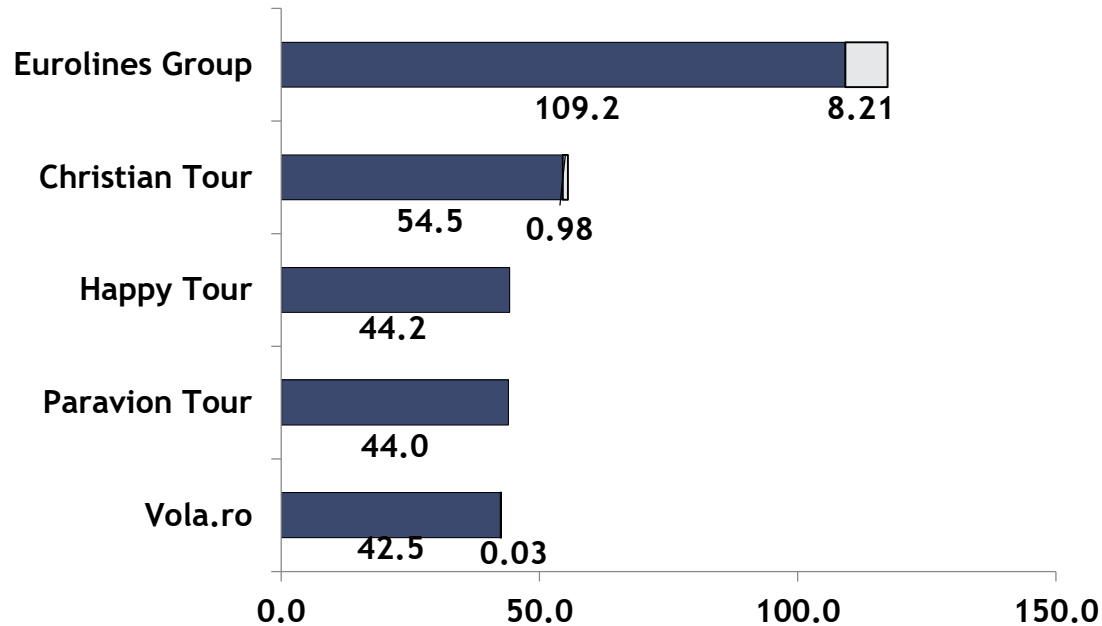
10 key influencing factors:

-  Government policies
-  Safety and security
-  Health
-  Natural resources
-  Cultural resources
-  Adventure Activity Resources
-  Entrepreneurship
-  Humanitarian
-  Tourism Infrastructure
-  Brand

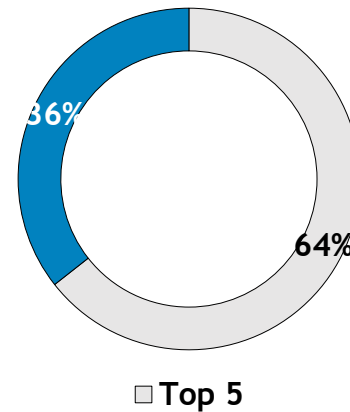
The top 5 travel agency company in Romania (2015)

The market share of the top 5 companies represents 64% of the total travel agencies revenue. All of the companies headquarters are in Bucharest.

Top travel agency companies by revenues and net profit in 2015 (€ million)



Market share (%)

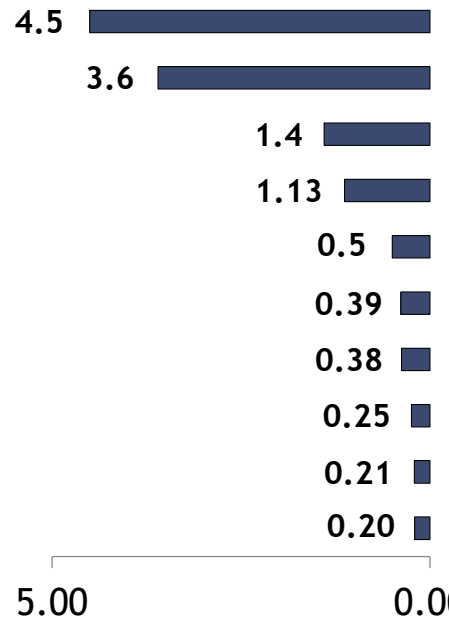


The top company in the travel agency sector is the Eurolines Group with 109,2 million Euro by revenue. The capital seems to be the most advantageous city in the country to have a headquarter.

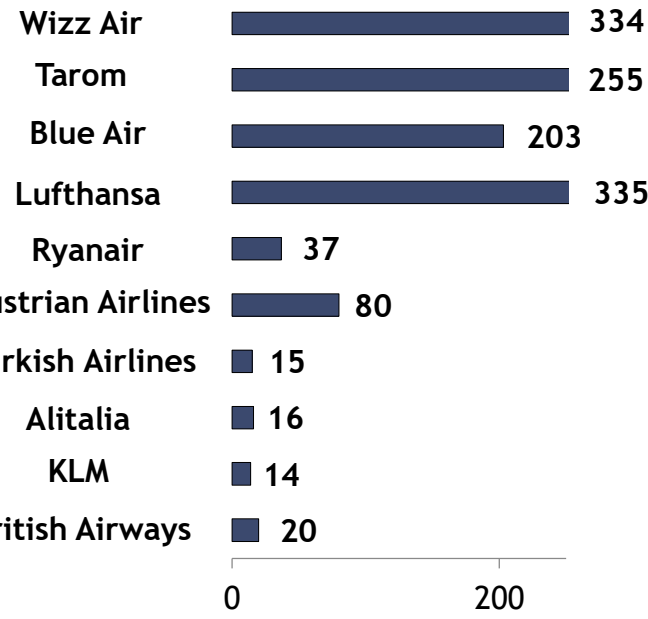
TOP 10 airlines in Romania

If we consider the number of passengers, Wizz Air leads the ranking with a 4,5 million passenger number and a revenue of 334 million euros.

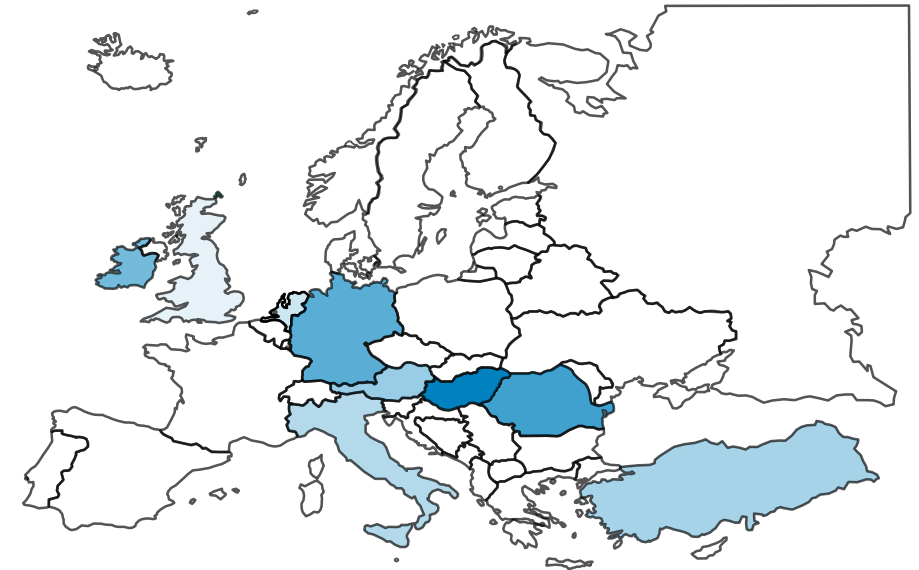
TOP 10 airlines number of passengers (million capita)



TOP 10 airlines by revenue (€ million)



TOP 5 companies headquarters

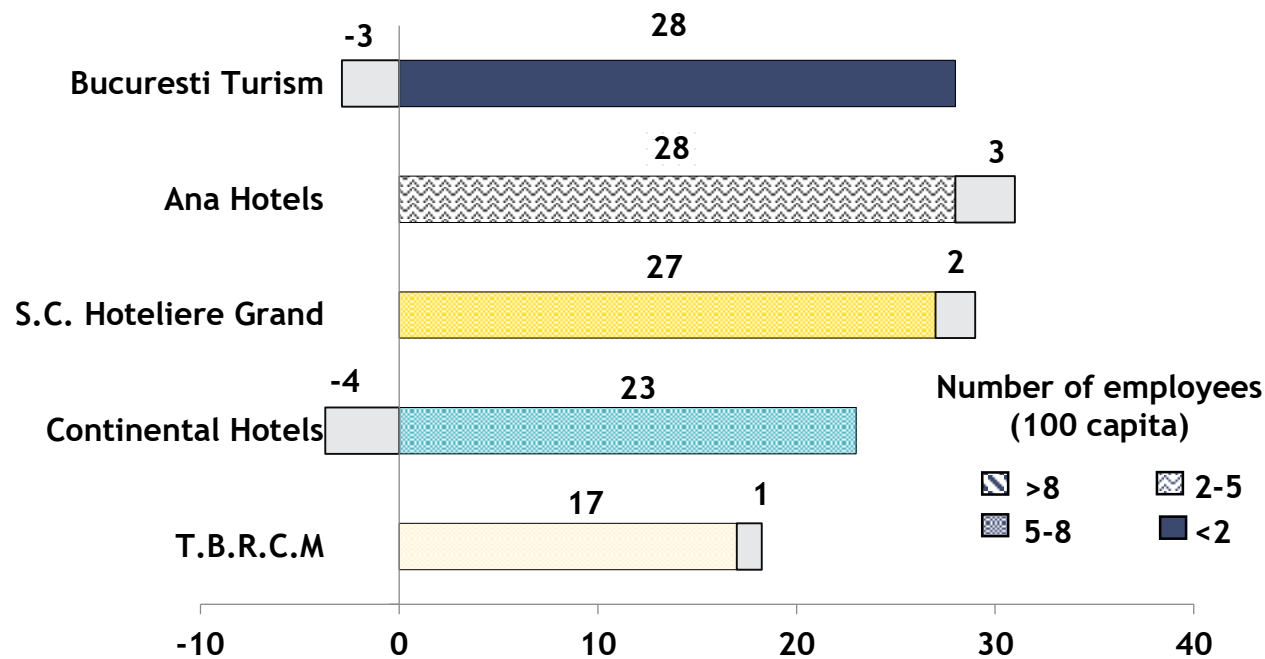


Although **Lufthansa** has the highest value of revenue, 335 million euros, 1,13 million passengers chose their services, which was only enough for the 4th place. The government owned **Tarom** became the second company on the market in 2014, before that it was the leading airline in Romania.

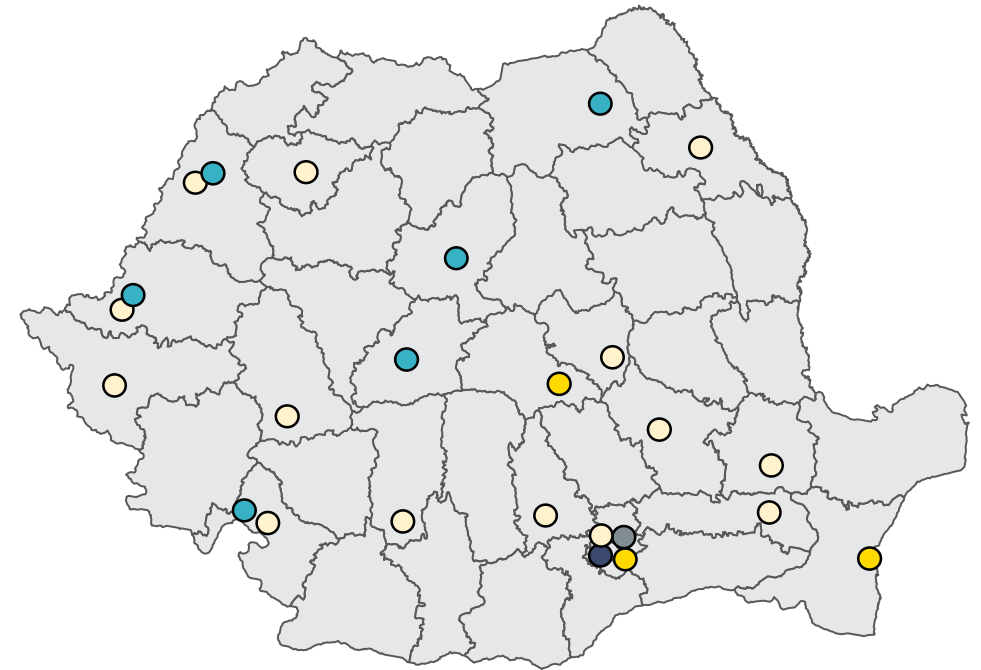
TOP 5 hotel companies in Romania

Four out of the five companies reached a revenue above 20 million EUR, but only three succeeded in reaching profit. However Bucuresti Turism has the highest revenue, of 28 million EUR, the greatest profit was gained by Ana Hotels, of 3 million EUR. T.B.R.C.M and Continental Hotels owns the majority of hotels.

TOP 5 hotel companies by revenue and profit (€ million)



The presence of the TOP 5 companies' hotels

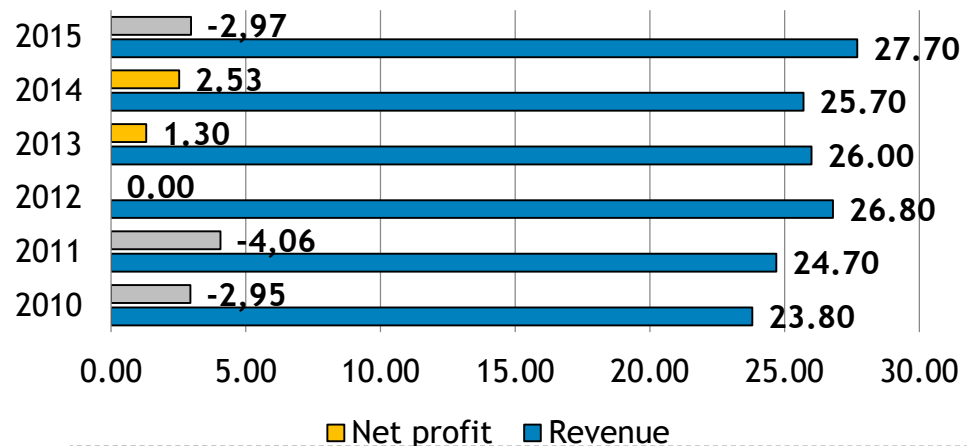


The revenue of the hotel companies is not correlated to the size of the profit. Ana Hotels has the highest profit and is twice as much as the profit of other players. None of the hotel companies has employees above 800 capita, Continental Hotels has the highest number of workers, of 780.

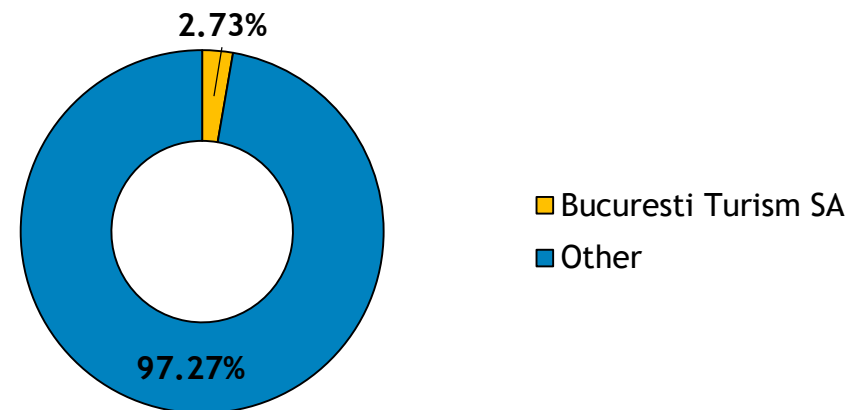
1. București Turism SA

The revenue of Bucuresti Turism SA raised, however in 2015 was lossmaker again.

Revenue and net profit of Bucuresti Turism SA, 2010-2015 (€ million)



Market share of București Turism SA, 2015 (%)



14



Calea VICTORIEI
63-81
București



719 room
(Radisson Blu,
Centre Ville),
7200 sqm



BEA Hotels
Eastern Europe
and SIF
Transilvania
(SIF3)



75% foregin
tourists



8 association and
administrator

The hierarchy of the top 5 hotel companies throughout the past 5 years

The accommodation industry in Romania was stable in the past 5 years. The biggest hotels and hotel chains have not changed their position almost at all. The highest number of hotels is owned by T.B.R.C.M, 13 hotels. S.C. Hoteliere Grand has only one hotel.

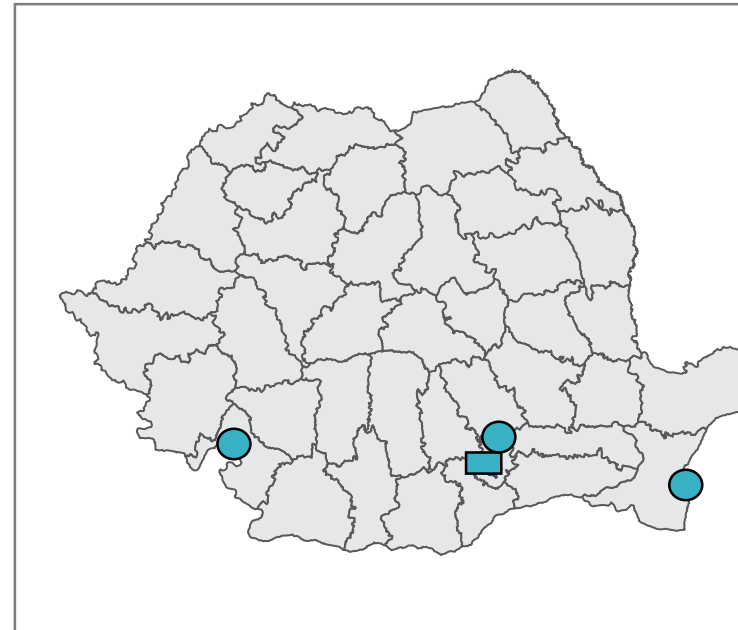
Company	2011-12	2012-13	2013-14	2014-15	Number of hotels
Bucuresti Turism	○	○	○	○	2
Ana Hotels	○	○	①	○	6
S.C. Hoteliere Grand	○	○	①	○	1
Continental Hotels	○	○	○	○	12
T.B.R.C.M	○	○	○	○	13

The industry was very stable throughout the past 5 years. Bucuresti Turism was on the first place in each year. Ana Hotels was on the third position until 2013, but in 2014 advanced to the second position. S.C. Hoteliere Grand fell back to the third position in 2014.

1. Restaurante Trattoria IL Calcio SRL



Restaurante Trattoria IL Calcio had the highest revenues throughout the last 5 years. In 2015 it had a maximum revenue of 7.8 million Euros. The company has 12 restaurants in Bucharest, 1 in Mamaia and 1 in Turnu Severin.

Revenue and profit from 2011 until 2015 (€ million)



- Headquarter: ■
Bucharest
- Number and location of restaurants: ●
14
- Number of employees:
277

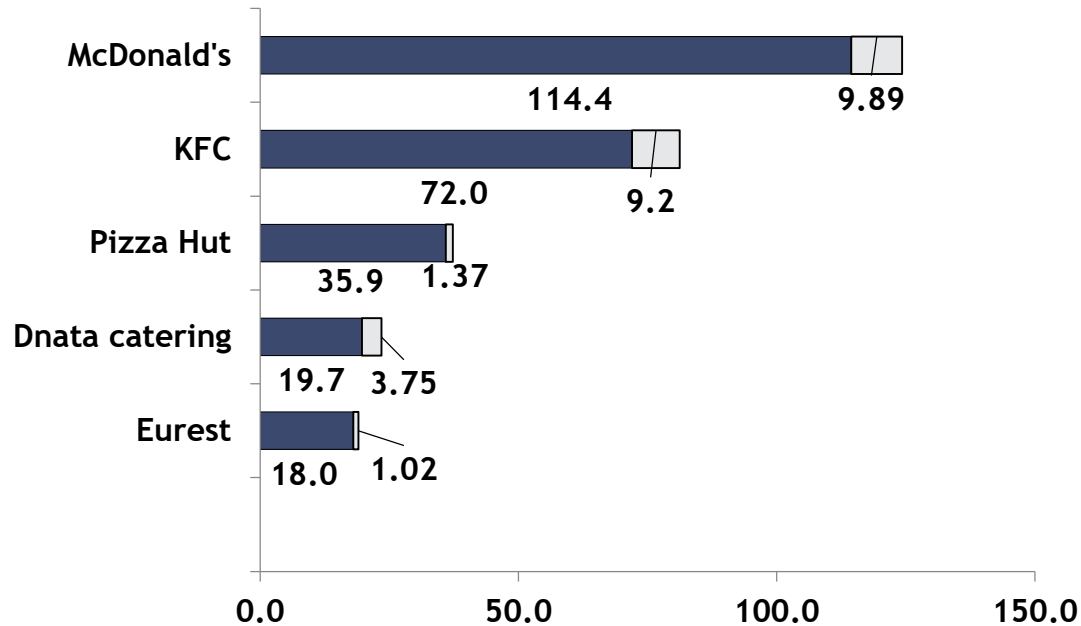
The revenue of the company have been doubled from 2011 until 2015. The highest increase was in 2015 of 33%. The highest profit was also in the last year, of almost €9 thousand.

Further information	Brands
<ul style="list-style-type: none"> • Registration year: 2004 • Registration number (CUI): 16792110 • CAEN code: Restaurants 	 <ul style="list-style-type: none"> • Trattoria IL Calcio  <ul style="list-style-type: none"> • Ristorante IL Calcio

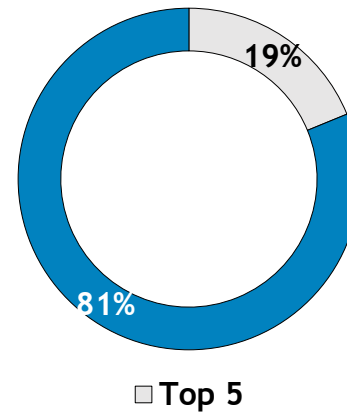
The top 5 fast-food company in Romania (2015)

The market share of the top 5 companies represents 19% of the total restaurant and food services revenue. All of the companies headquarters are in Ilfov county.

Top fast-food companies by revenues and net profit in 2015 (€ million)



Market share (%)

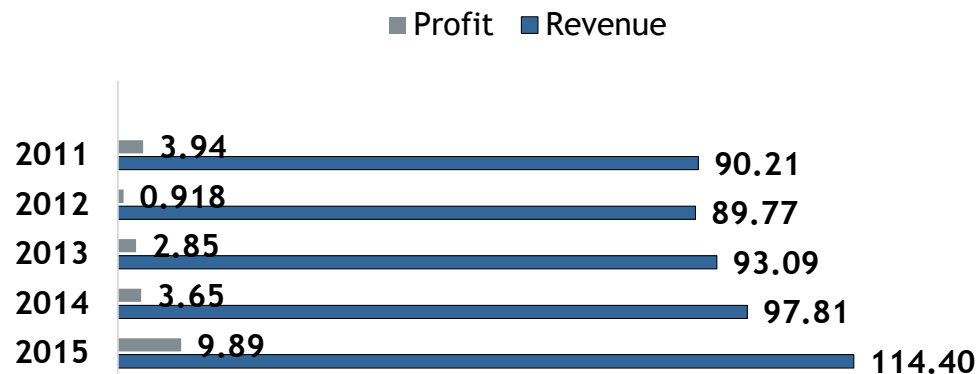


The top company in the fast-food restaurant sector is the McDonald's with Euro 114,4 million by revenue. The capital seems to be the most advantageous city in the country to have a headquarter.

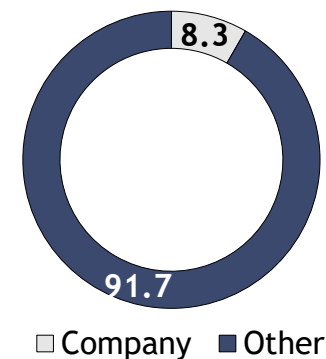
1. McDonald's

McDonald's is the largest fast food restaurant chain in Romania with 67 restaurants in 21 cities. It can be said that McDonald's has become synonymous with fast food in the eyes of many Romanians.

Revenue and profit, 2011-2015 (€ million)



Market share (%)



Established in 1994
2892 employees



Food Services and Drinking
places



Franchise partners
worldwide



The company owns 67
restaurants in 21 cities

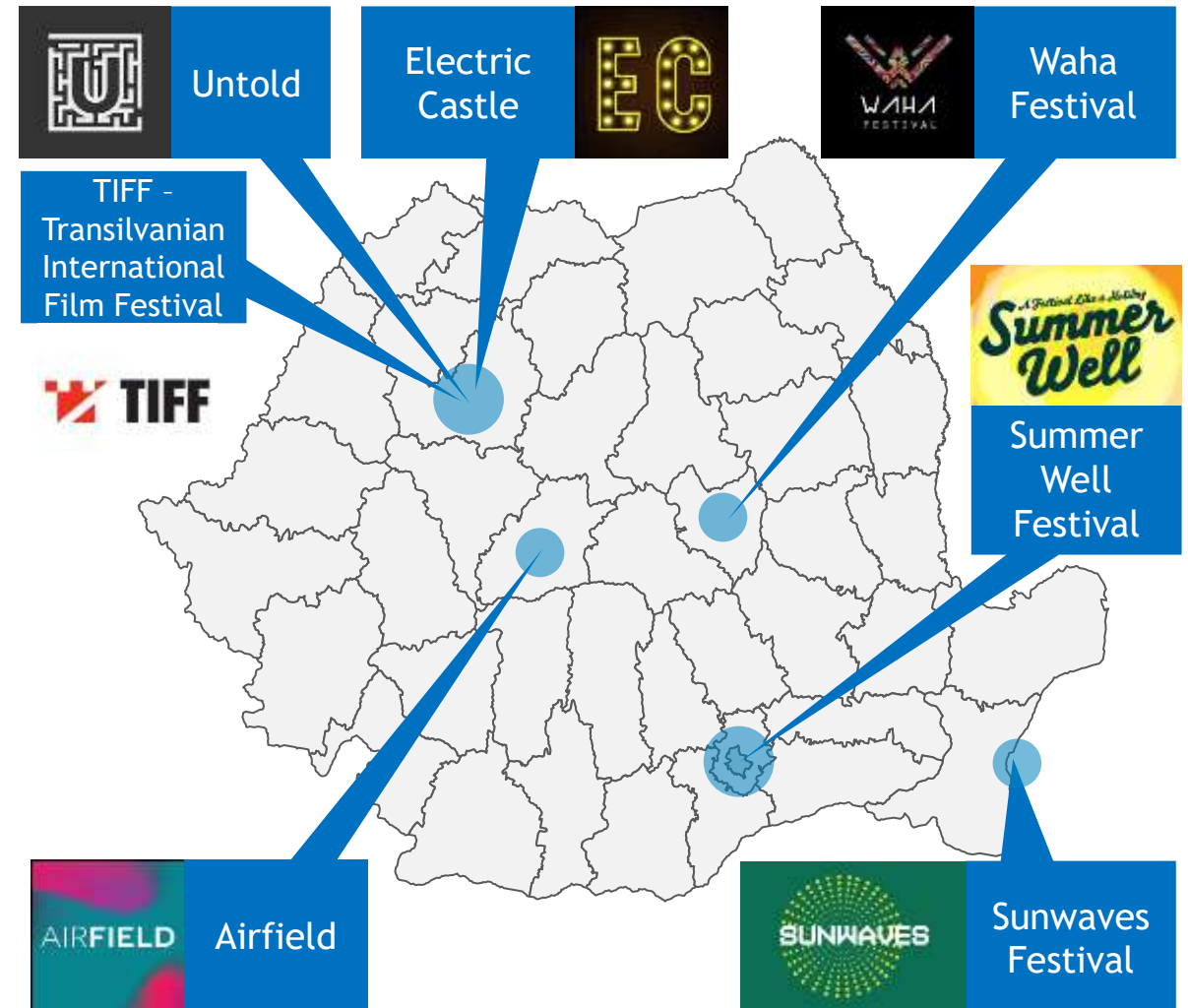
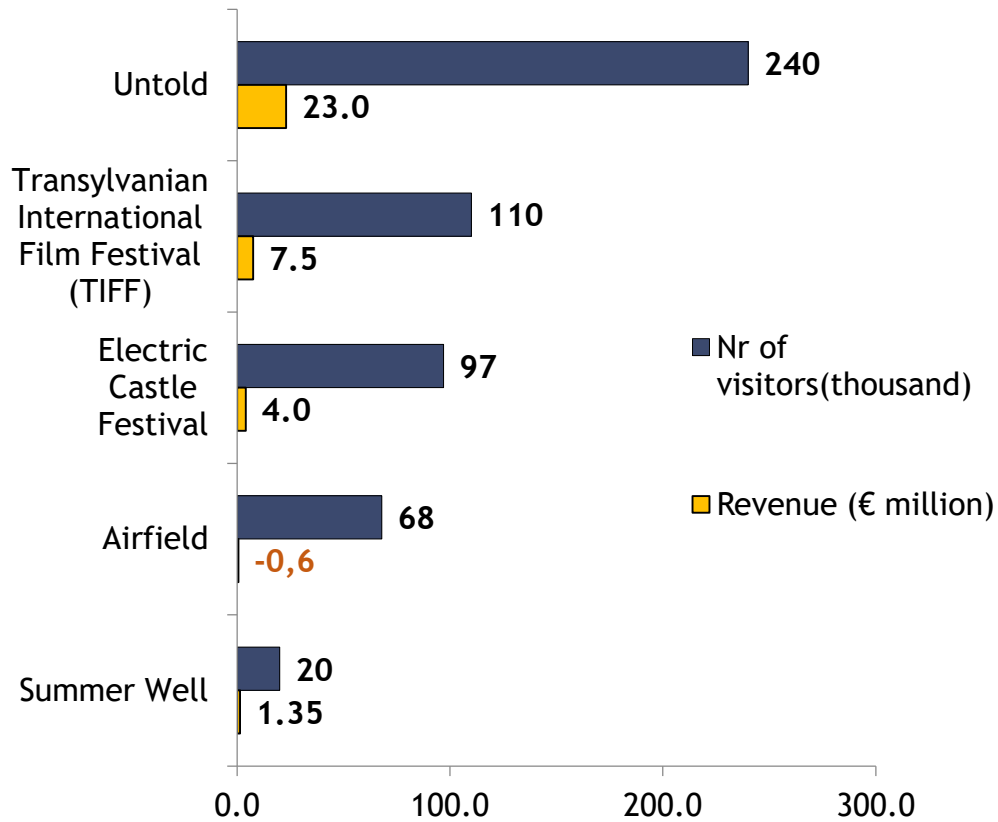


Bucharest

Top 5 festivals/events in Romania

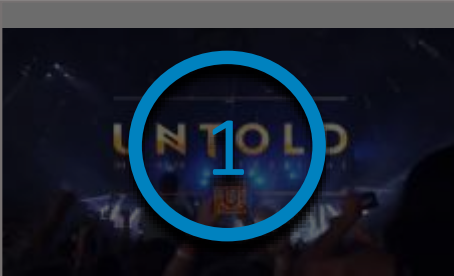




The Top 5 event or festival is: Untold, TIFF, Electric Castle, Airfield and Summer Well, but the Sunwaves and the Waha festival are also well-known.

Number of visitors and revenue in the biggest romanian events (2015)



Curiosity about top 5 romanian events by visitors

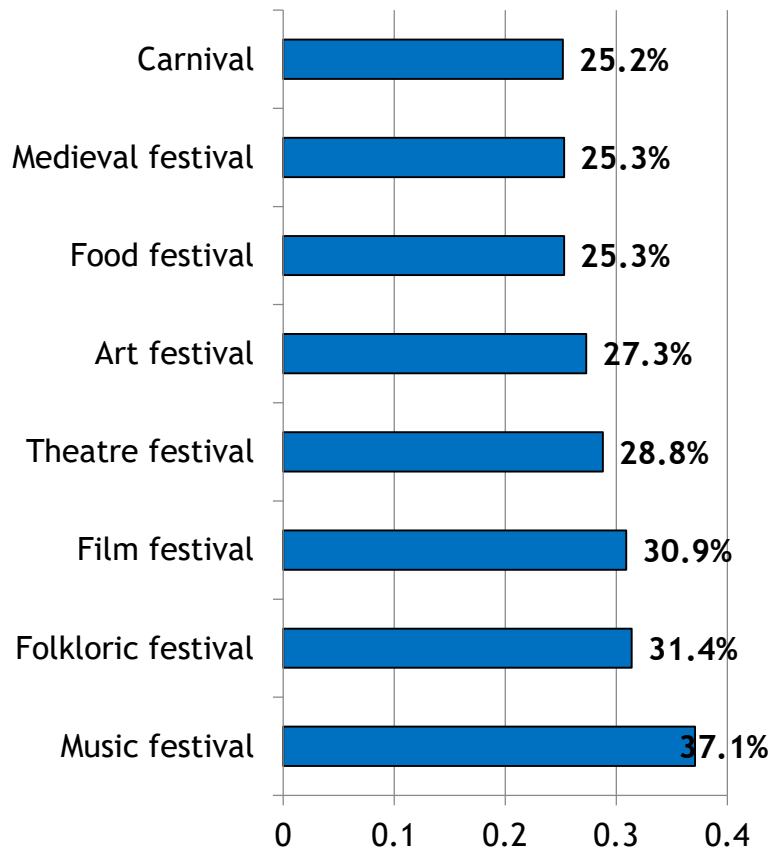
Untold is the most famous and loved romanian festival, got the „Brand of the year” and this is one of the best european events.

				
<ul style="list-style-type: none">•170 performers•600.000 card transactions•52 top-up points•450 merchants•60.000 visitors/day•20 hectares•More than 10 stages•The best major festival in Europe•Brand of the year	<ul style="list-style-type: none">•223 movies from 60 countries•850 professional guest from the film industry•73.000 sold tickets•250 journalists•320 volunteers	<ul style="list-style-type: none">•150 performers•6 stages•Near the „Bánffy Castle”	<ul style="list-style-type: none">• 90 artists• 40 hectares• 4 stage• 600 € thousands loss, because of the Untold festival	<ul style="list-style-type: none">• 10 band• Medium age 21 years, the festival of youth!• Main sponsor: Orange

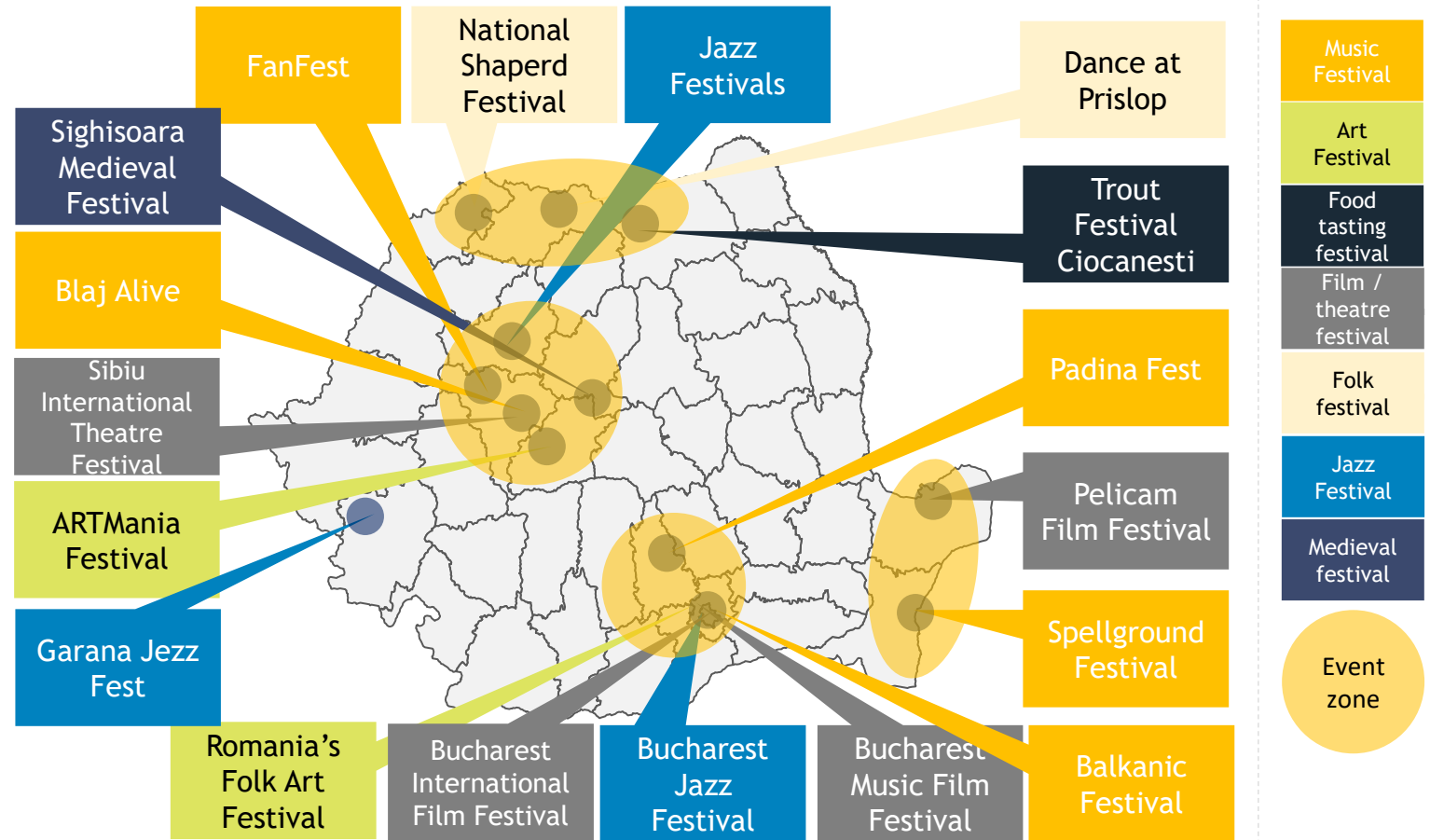
Festival types and main event zones

Most of the events were organized in Transilvania (Cluj-Napoca, Sibiu, Sighisoara), in Bucharest, in seaside (Constanta) and in the eastern zone. The music festivals are the most popular.

What type of romanian festivals are liked (2014) (% , multiple choice, >100%)

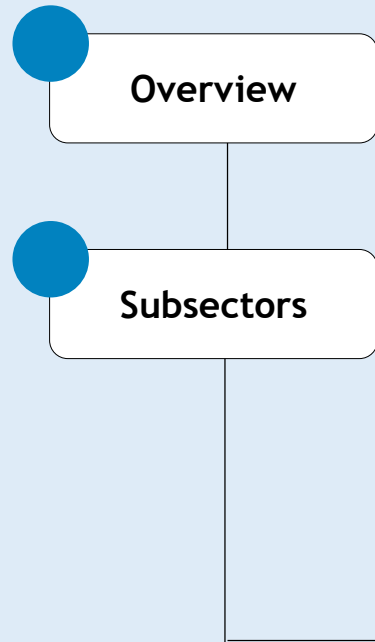


Map of romanian events and festivals

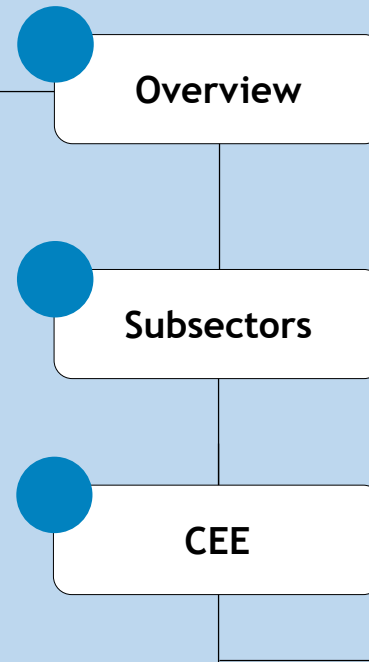


AGENDA

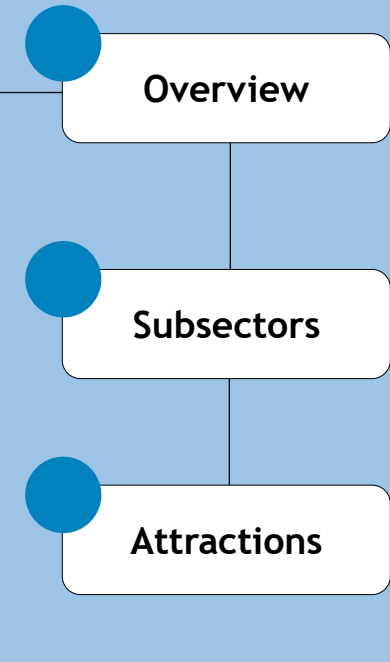
[World]



[Europe]



[Romania]



Regions of Romania in 2015

The most developed region is Muntenia, but that is mainly because the capital, Bucharest is situated there. In the number of tourists and accommodations Transilvania is the second region, with almost 10 times more visitors than in Oltenia.



**Maramures,
Crisana & Banat**

Oltenia

Transilvania

**Bucovina
Moldova**

Muntenia

Dobrogea

Population

2,8 mil.

2 mil.

4 mil.

4,1 mil.

6 mil.

0,8 mil.

GDP/Capita

6 630 €

5 550 €

6 950 €

5 326 €

7 127 €

7 487 €

GDP%

2,16%

1,5%

1,92%

1,65%

3,77%

2,81%

Tourists

253k

50k

544k

130k

1,1 mil.

74k

Accommod.

982

428

2548

915

1053

895

Motorways

1

0

2

0

3

1

Airports

6

1

3

2

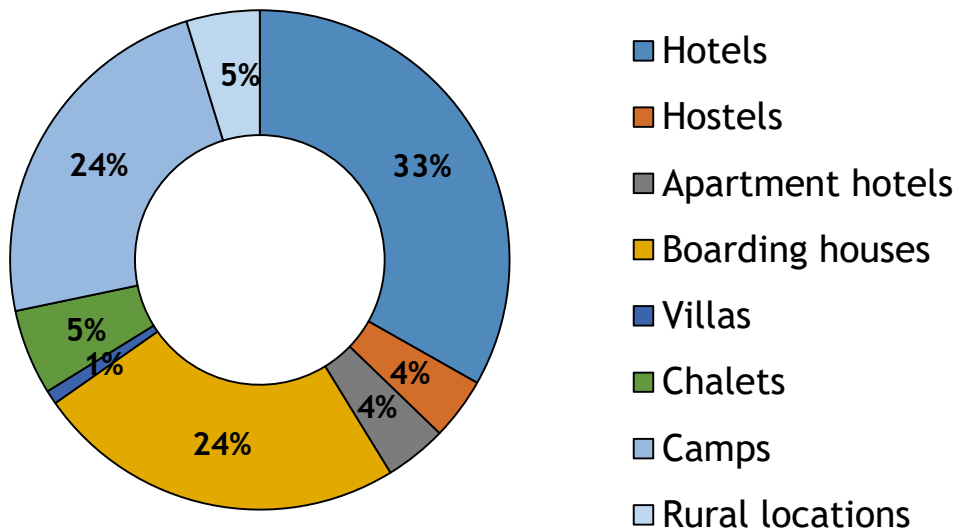
2

2

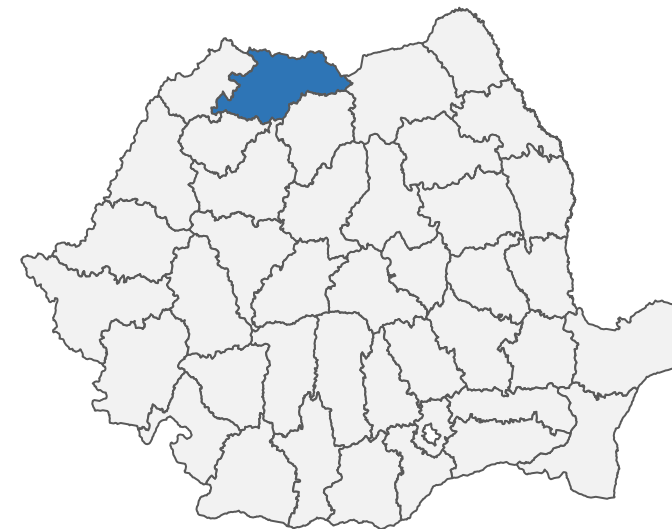
Maramures

This area represents one of the most original, historical and ethnographical regions of the country. National Geographic Traveler recently presented the Top 20 of the most beautiful places to visit in 2015, in which it is presented a tourist destination in Romania, namely Maramures.

Tourist accommodation capacity 2015 (%)



28803
visit this region



Wood carving is highly appreciated in Maramures
- 93 wooden churches

The region is famous for beautiful scenery - more than 30 natural protected areas

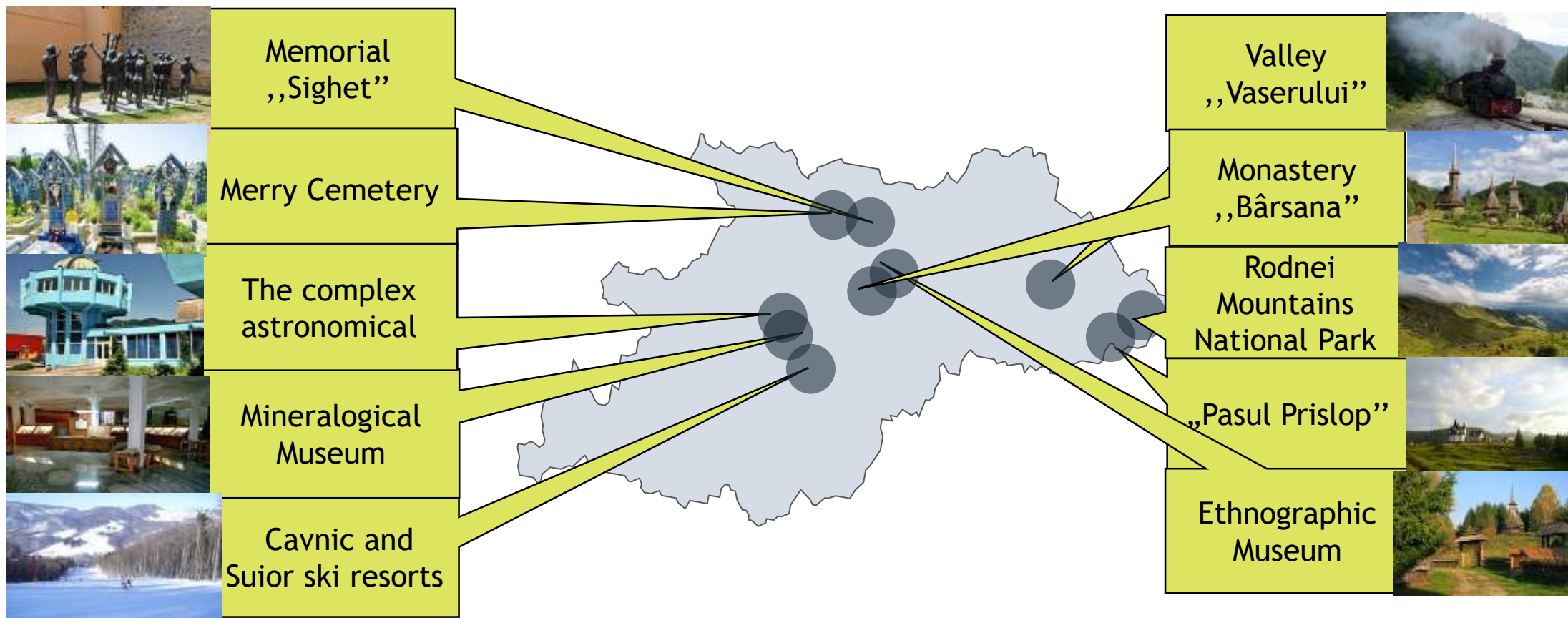
Traditional architectural monuments- over 200 perfectly preserved until today

Traditional rural life, folklore and customs are still preserved

Tourist accommodation capacity : 5614

10 reason to visit Maramures

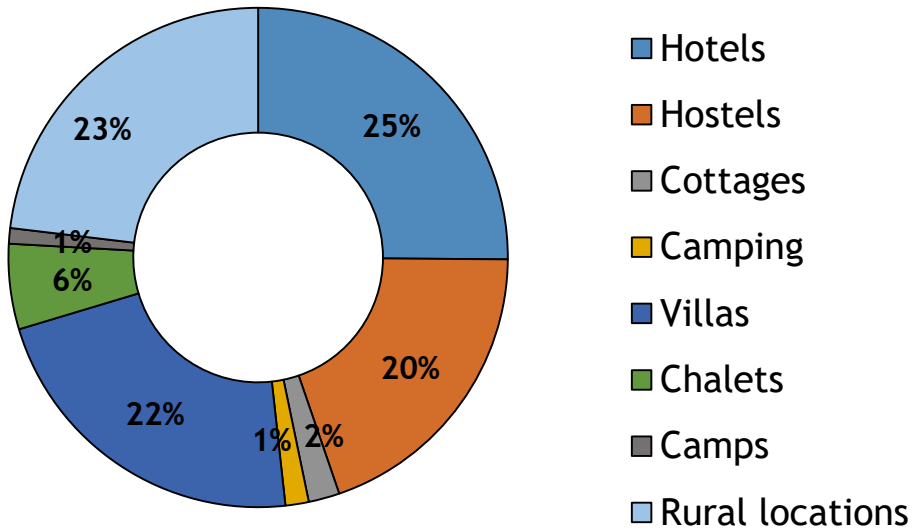
Maramures is a small and unique location in the geographical heartland of Europe that has carefully and distinctively preserved the culture, traditions and lifestyle of a mediaeval peasant past.



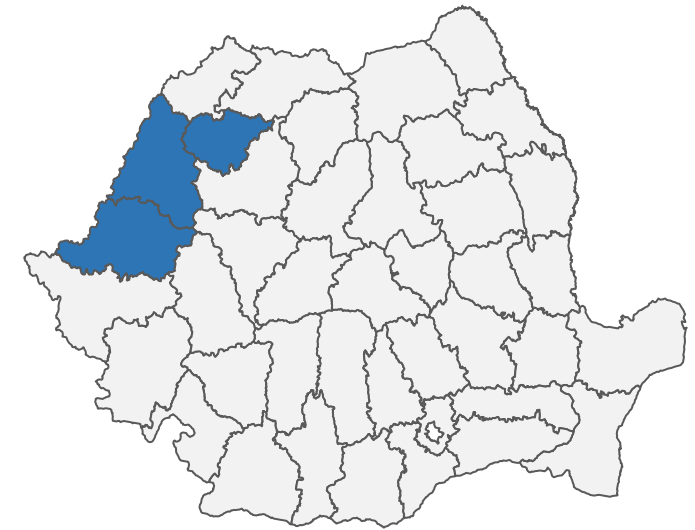
Crisana

Crisana is named after the three main rivers in the region: Crisul Alb, Crisul Negru and Crisul Repede.

Tourist accommodation capacity 2015 (%)



125955
visit this region



Culture and history are two of the main characteristics that define this territory

Fishing is very popular in this area

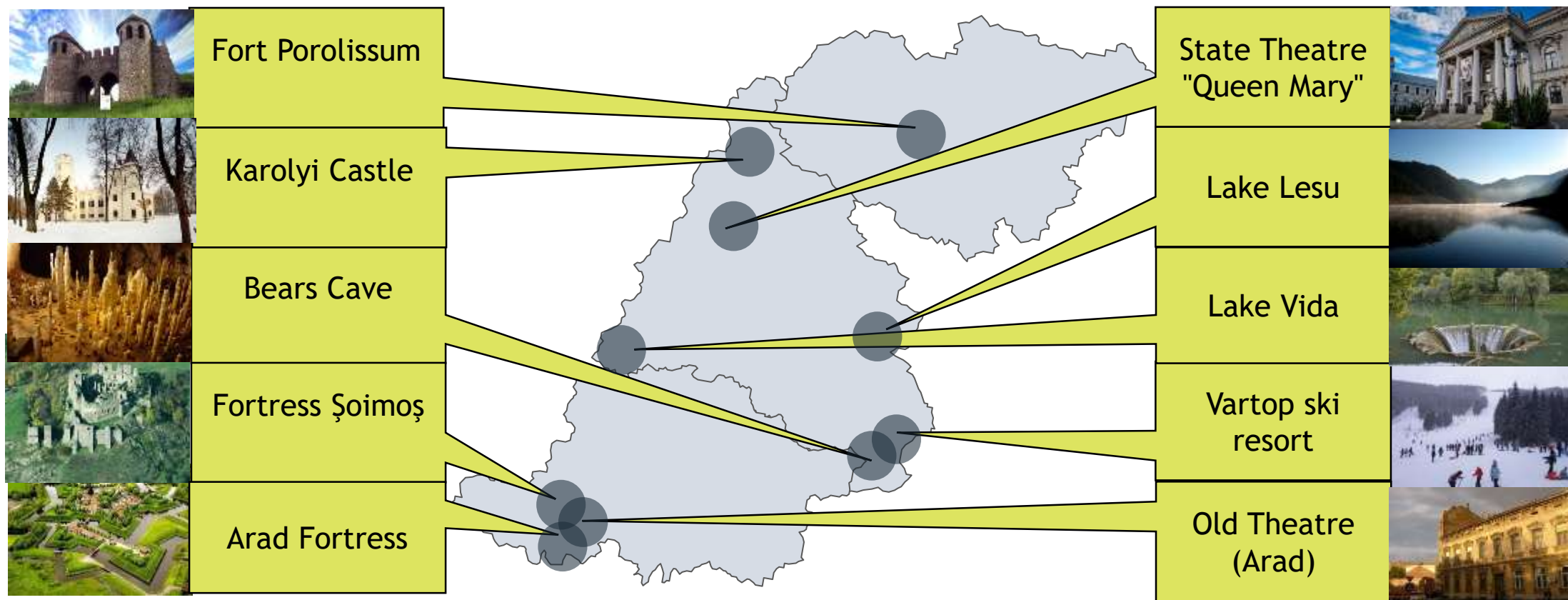
Beautiful natural attractions

Historical monuments

Tourist accommodation capacity :26537

10 reason to visit Crisana

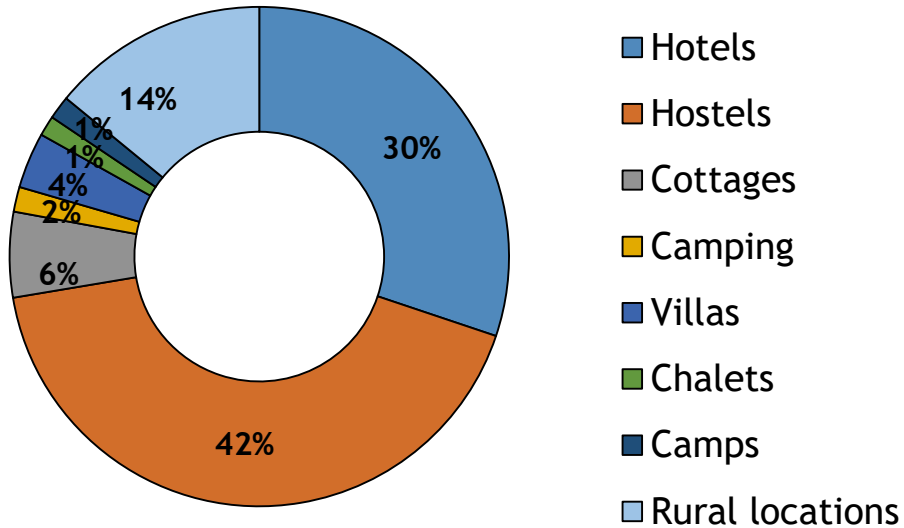
Located along the border with Hungary, this western region is the entry point for most travelers into Romania, who often neglect its Central-European style cities, numerous medieval sites and resorts on the western side of the Apuseni mountains.



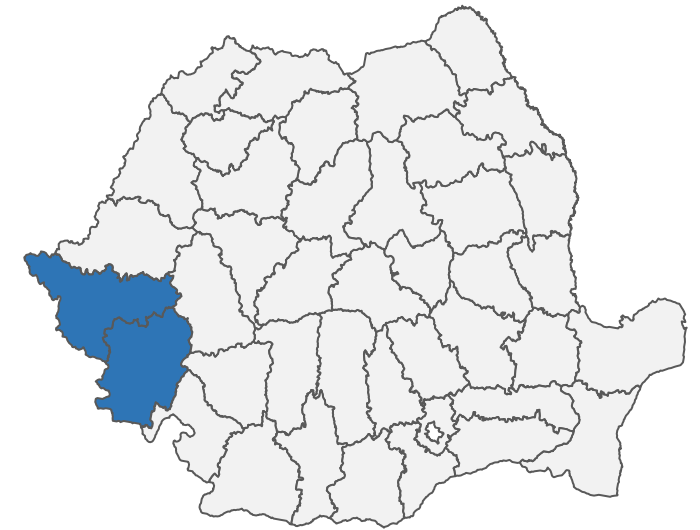
Banat

This ancient habitation area and Romanian culture region, is situated in the South Eastern part of Romania, between the Danube, the Mures river and the Southern Carpathians chain.

Tourist accommodation capacity 2015 (%)



101597
visit this region



Historical monuments

Specific architecture of heritage buildings

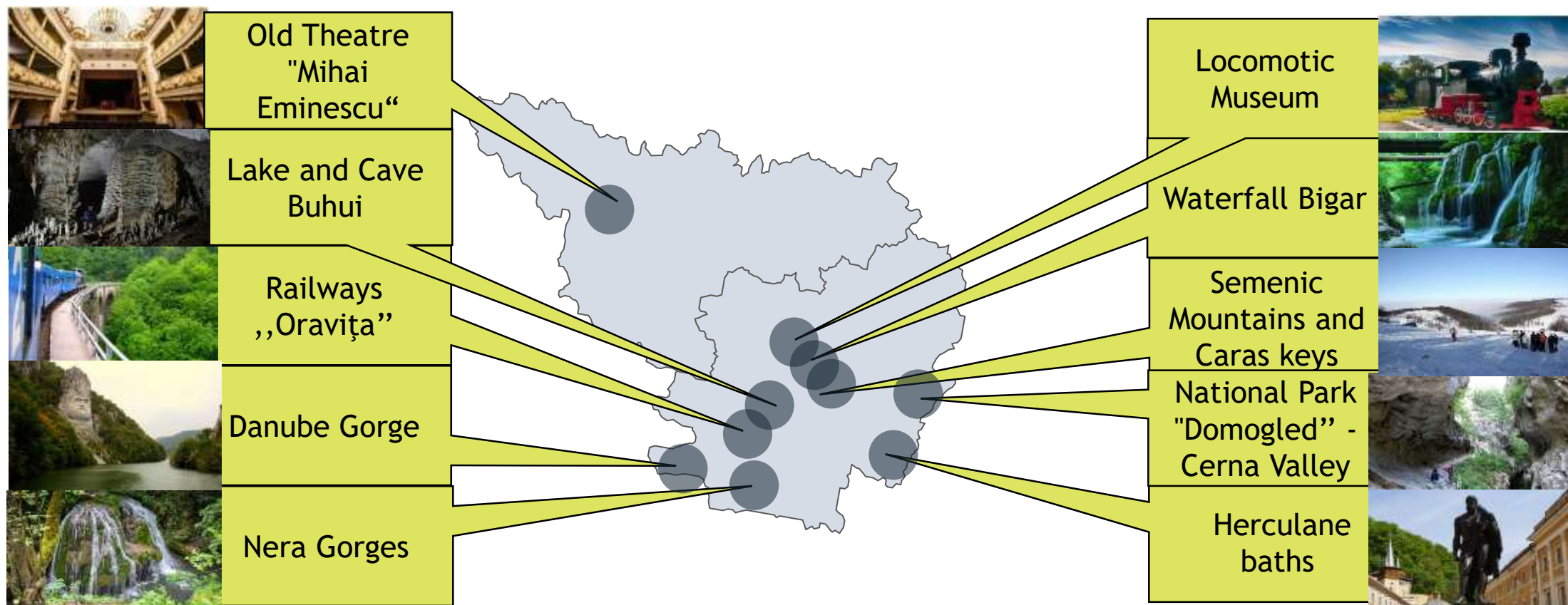
Ethnography and folklore remained unaltered in this region

The cuisine is very diverse and representative of the Euroregion.

Tourist accommodation capacity : 17360

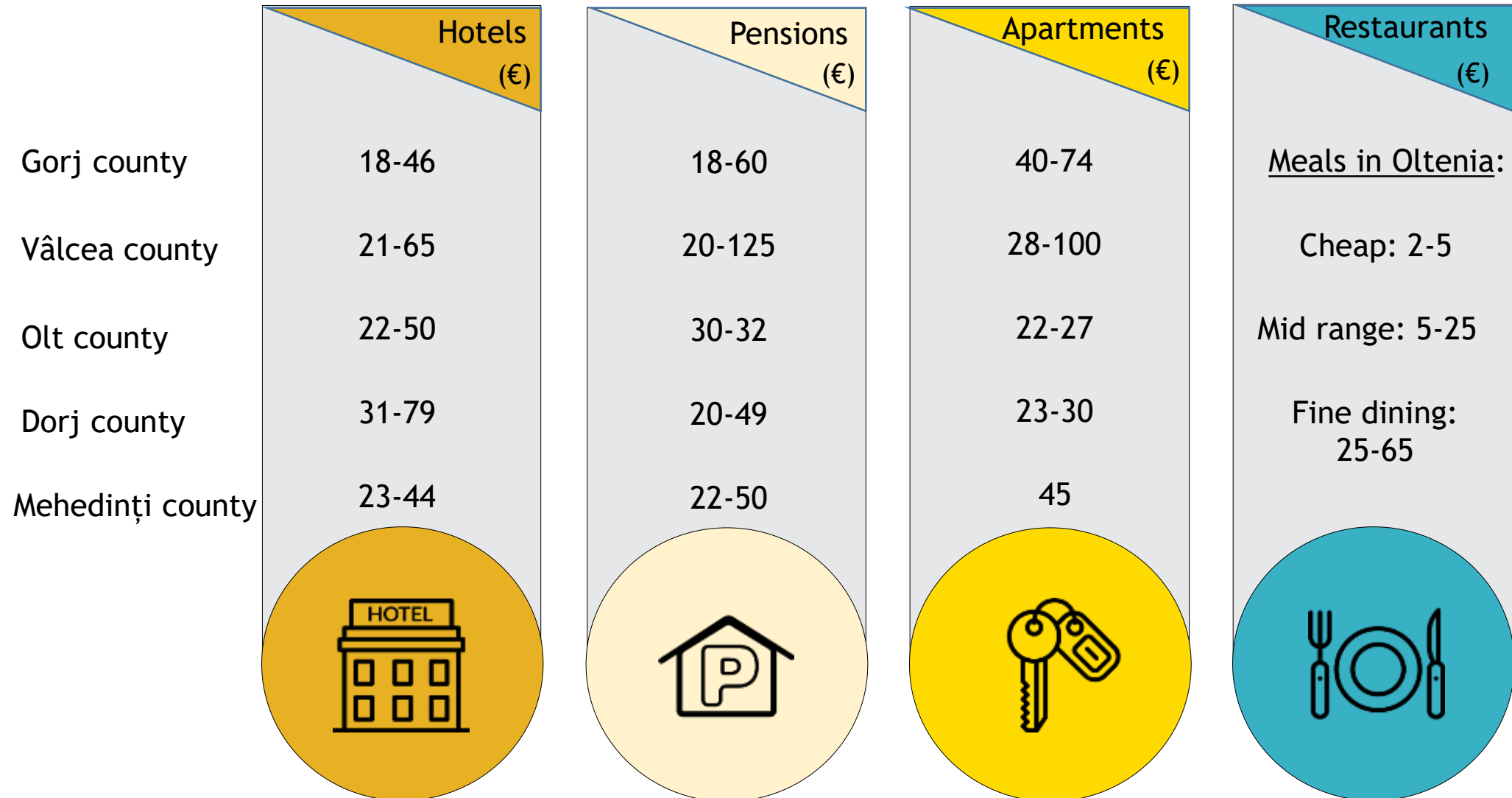
10 reason to visit Banat

During the Middle Ages, the term "banate" was designating a frontier province led by a military governor who was called ban. Banat Mountains are keepers of exceptional natural richness.



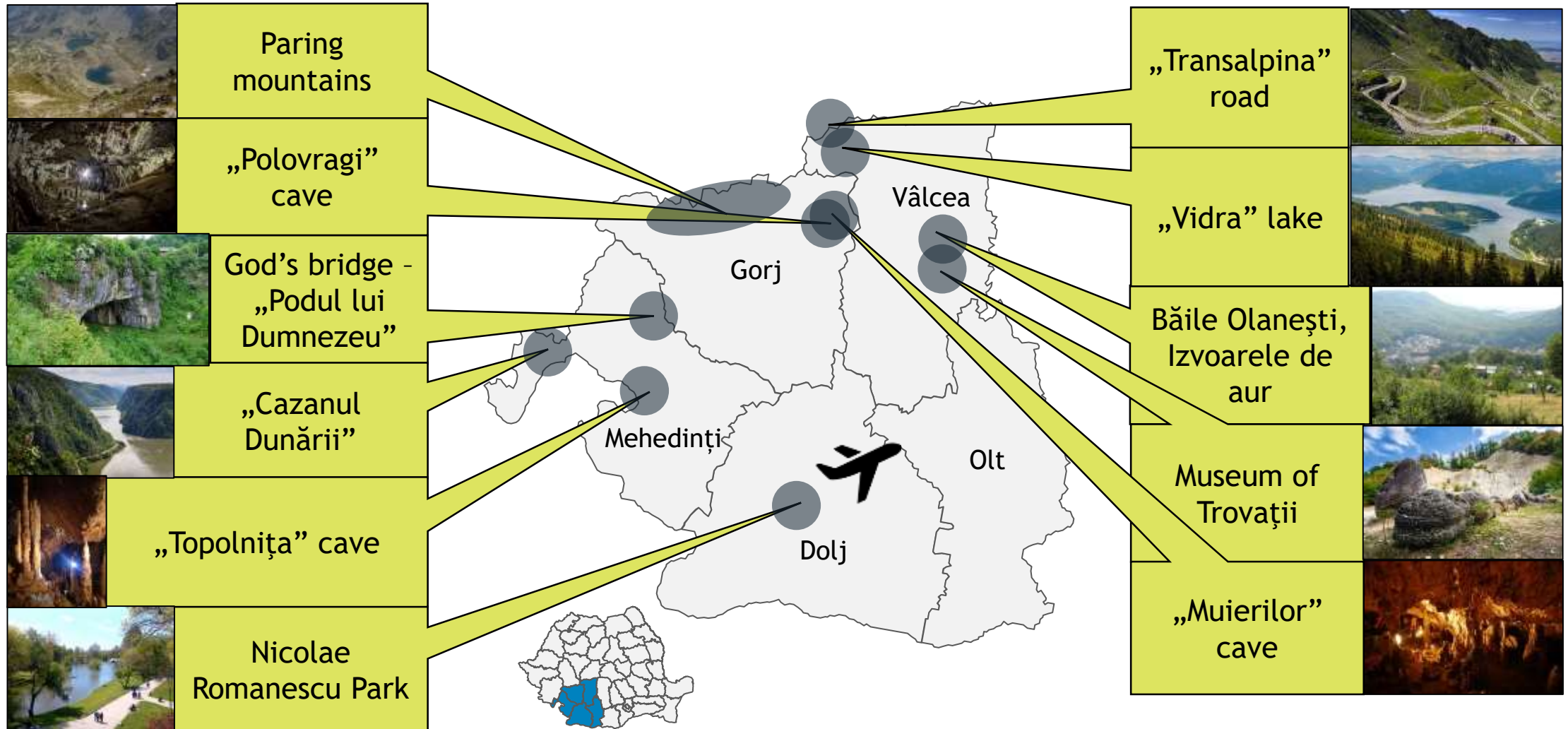
Accommodation and Meal prices in Oltenia

In Oltenia the cheapest accommodation option can be found in Gorj county for only 18 euro and the most expensive in Vâlcea county for 125 €. Also in Oltenia the cheapest meal is between 2-5 euros, the mid range is between 5-25 €, and the most expensive meal is around 25-65 €.



11 reasons to visit Oltenia: the natural attractions map

The natural attractions in Oltenia are breathtaking, the 11 most beautiful places are in the map. Oltenia can be accessed with air plane (Craiova).



Tourism in Transylvania

Transylvania is a historical region in Romania and in this place can be found some of Europe's best-preserved medieval towns, like the followings: Brasov, Sibiu, Sighisoara. It has 3 airports in Cluj-Napoca, Sibiu and Târgu-Mureș. The total number of visitors in 2015 reached the 10 million people.

Facts about Transylvania



Central Romania



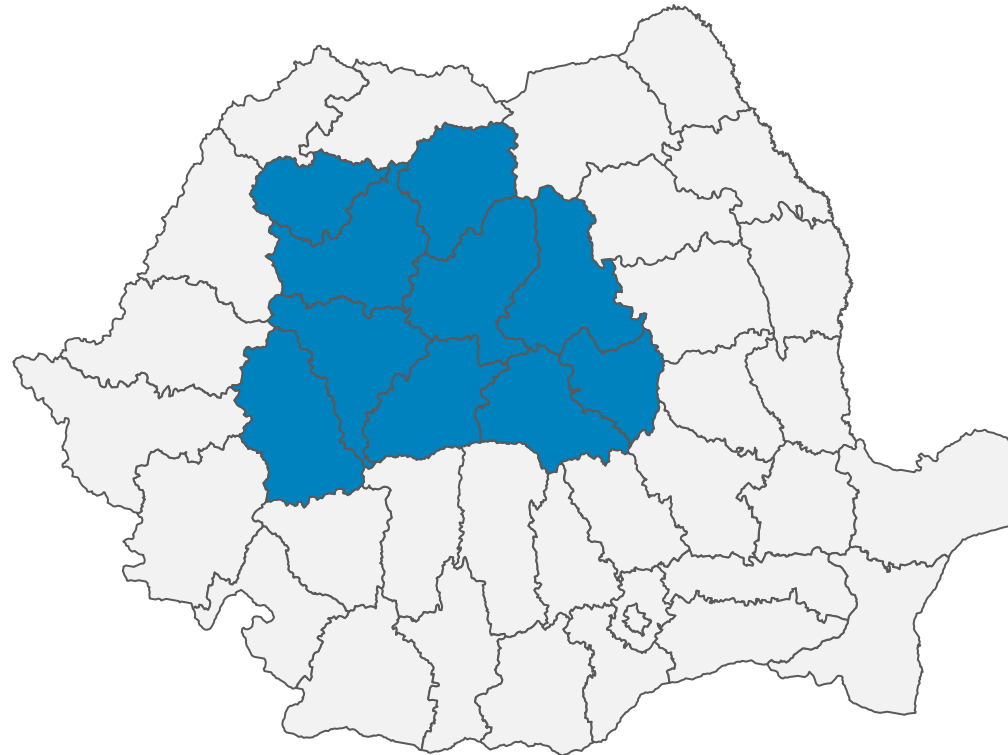
5 million



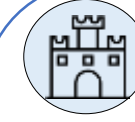
Alba Iulia, Brasov, Cluj Napoca, Sibiu, Sighisoara



Australian Airlines, Lufthansa, Tarom, WizzAir



Some tourist attractions



Bran Castle, Teleki Castle, Bánffy Castle, Corvin Castle



Bear Lake, Botanical Garden, Saint Anna Lake, Fagaras Mountains



Obscuria Room Escape, Dino Parc, Untold Festival, Electric Castle Festival

Characteristics of TOP 5 tourist cities in Transylvania in 2015

In 2015 the most visited cities in Transylvania were Alba Iulia, Braşov, Cluj-Napoca, Sighişoara and Sibiu. The total number of visitors reached the 1,31 million capita. Totally 516 hotels in these cities, 38 museums, 11 cinemas and 5 theatres.



Number of tourists (thousand capita)

Alba Iulia: 62
Braşov: 514
Sighişoara: 94
Cluj Napoca: 319
Sibiu: 320



Number of hotels

Alba Iulia: 30
Braşov: 194
Sighişoara: 69
Cluj Napoca: 86
Sibiu: 137



Number of museums

Alba Iulia: 2
Braşov: 16
Sighişoara: 4
Cluj Napoca: 9
Sibiu: 7

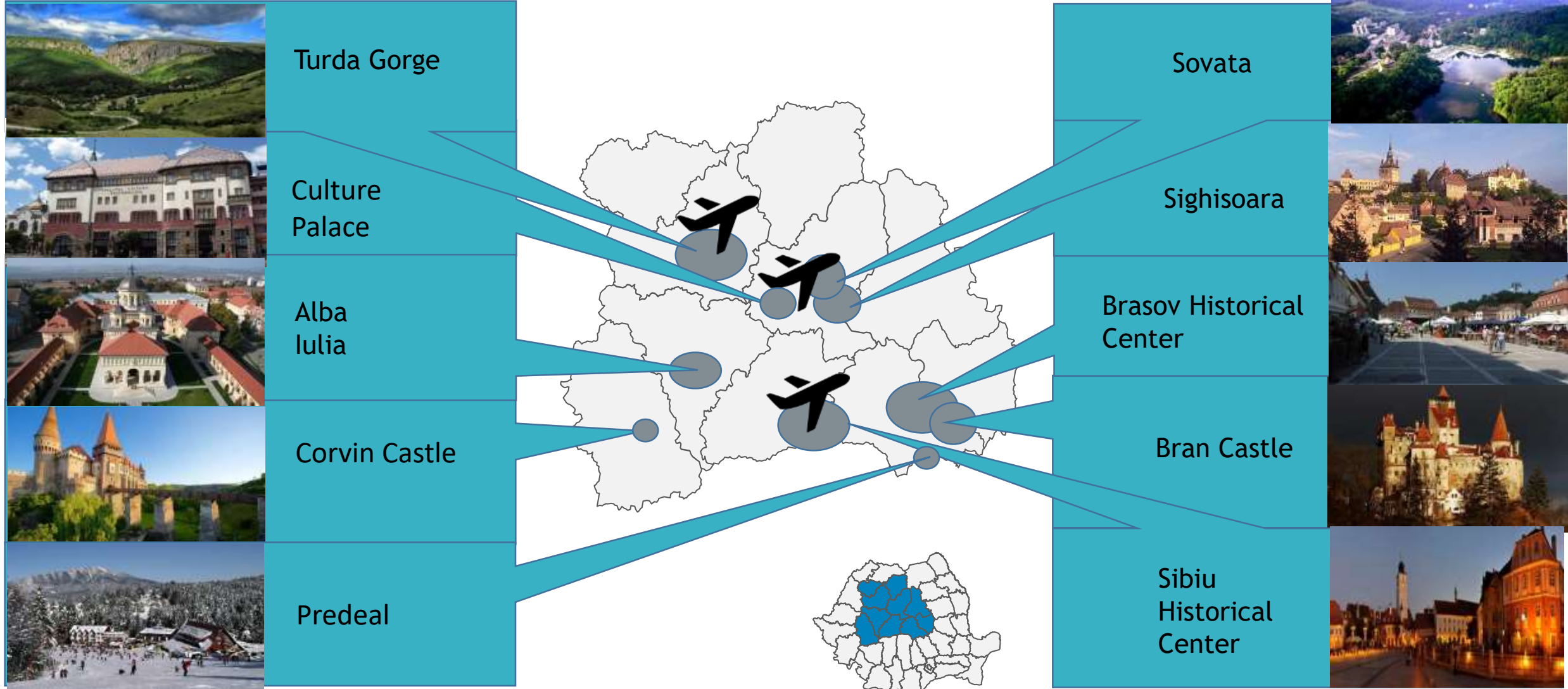


Cinema and theatre

Alba Iulia: 1 cinema
1 theatre
Braşov: 2 cinema
1 theatre
Sighişoara: 1 cinema
no theatre
Cluj Napoca: 6 cinema
2 theatre
Sibiu: 1 cinema
1 theatre

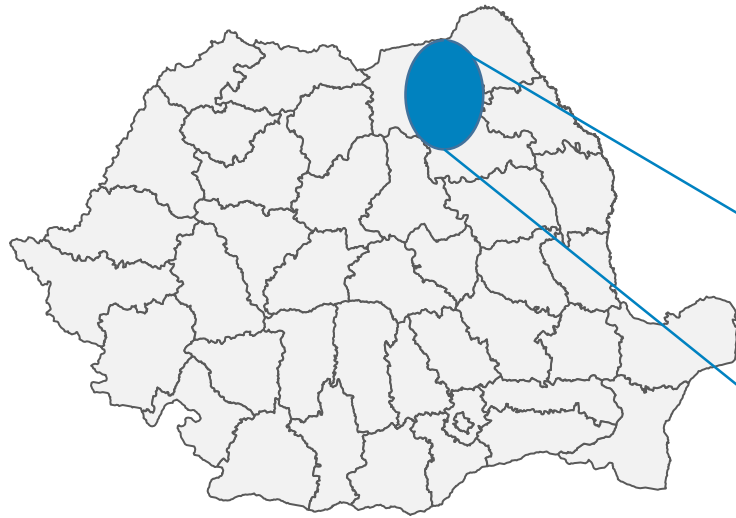
TOP 10 tourist attractions in Transylvania

In Transylvania there are innumerable wonderful places to visit. The best places by tourists are presented on the map. Transylvania can be accessed with airplane (Cluj-Napoca, Targu-Mures, Sibiu)



Bucovina region in Romania 2015

Bucovina was one of the most visited region in Romania in 2015 with 2.2 million visitor of which only 400 thousand was the foreign visitor.



Bucovina

The number of tourist visited Bucovina region was **400 thousand** which was only **18%** of the total visitor in **2015**. In this region has a lot of **UNESCO heritage, monasteries: Humor, Arbore, Voronet, Moldovita, Sucevita.**



2.2 million visitor.
400 thousand foreign visitor.



- Continental Suceava
- Hotel Residenz
- Hotel Sonnenhof



- Ethnographic museum
- “Arta Lemnului” museum
- National museum - Bucovina



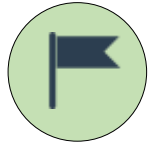
Monasteries:
Humor, Moldovita, Arbore, Voronet, Sucevita



- Vatra Dornei
- Gura Humorului
- Campulung Moldovenesc

Tourist attractions in Bucovina region in Romania 2015.

In Bucovina has many of tourist attractions in summer and winter, for example the monasteries which are UNESCO heritages, museums or ski resorts.



Monasteries

5



Arbore



Humor



Moldovita



Museums

Ethnographic museum



“Arta lemnului” museum



Ski resorts

5<



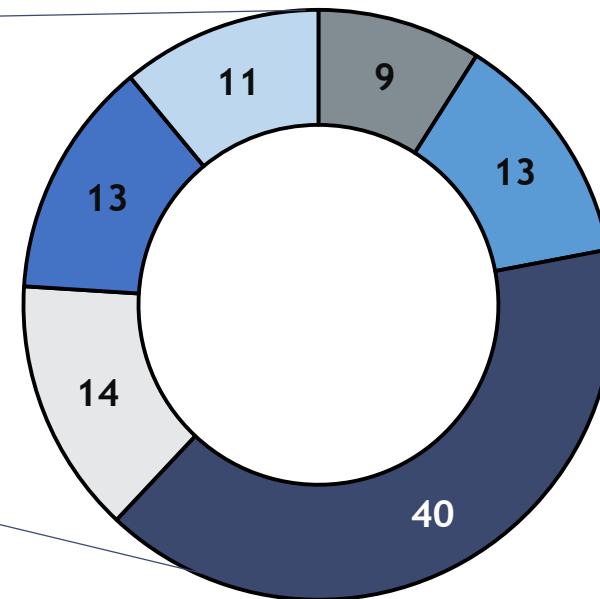
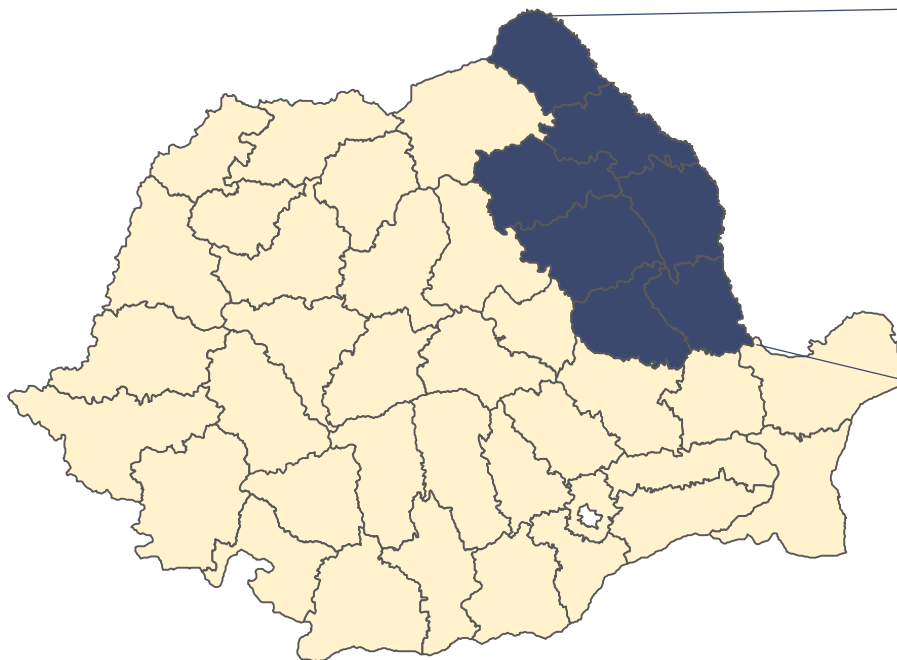
Vatra Dornei

Historical monuments in Moldavia

In Iasi county can be found an impressive number of historical monuments - 1630, which places in the second place in national level after Bucharest (2621 monuments).

Moldavian counties in Romania

Allocation of historic monuments by counties(%)



■ Bacau ■ Botosani ■ Iasi □ Neamt ■ Suceava □ Vaslui

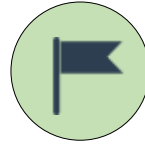
For example one of these monuments is Banu Church. Attested since 1683, during the reign of Vasile Lupu, Banu church is an important historical and architectural monument of Iasi. With its Baroque style, the church bears the imprint of European civilization and culture, enriching the spiritual and artistic heritage of Iasi.

Tourist attractions in Moldavia

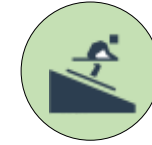
There's a big variety of attractions for those arriving in Moldavia, including extreme sport facilities, cultural tourist attractions and last but not least a wide selection of museums, castles and natural wonders.



Strudza Castle
Slanic Moldova Resort
Hanul Ancutei



International Folklore Festival
"Arcanul"
National Festival "Trandafir de
la Moldova"



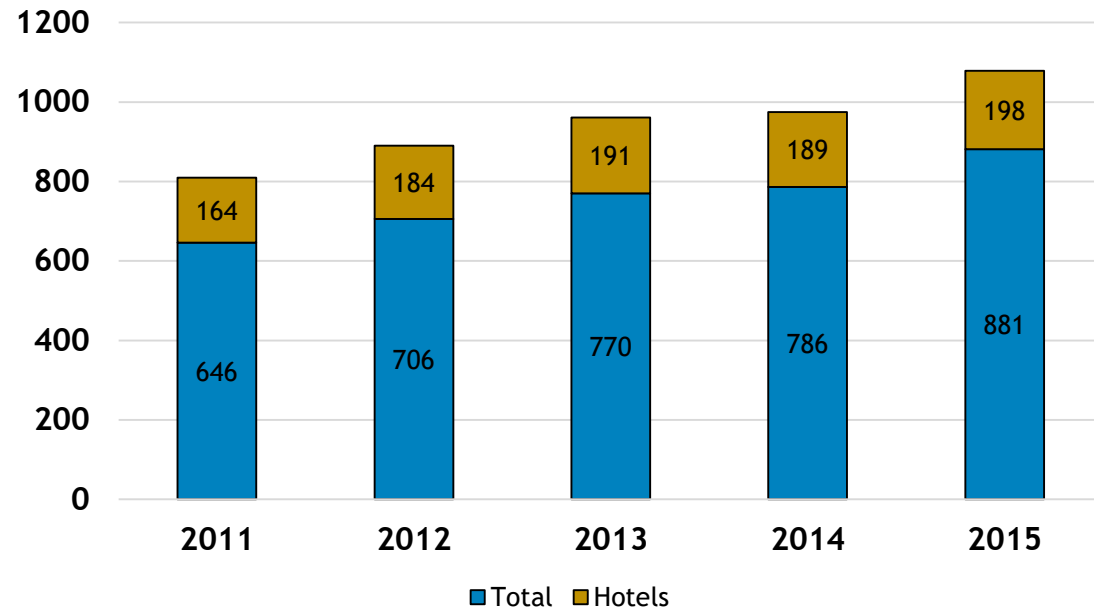
Rafting: Poiana Teiului
Nautic ski: Lacul Izvorul Muntelui
Paragliding: Muntii Ceahlau



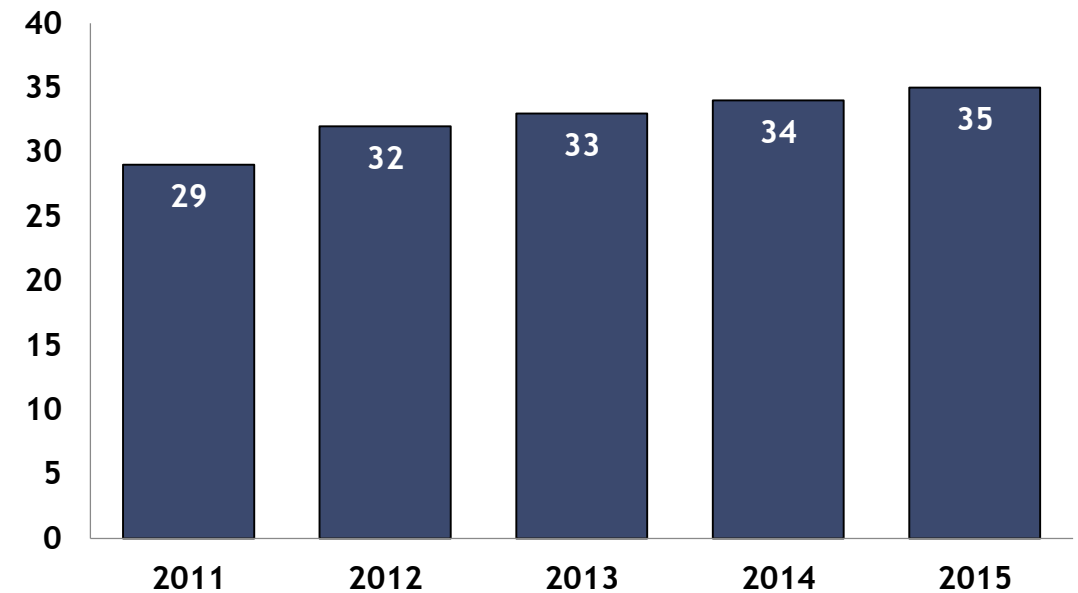
Tourist accommodation establishments 2011-2015

Number of existing places in the Muntenian region shows an average annual growth of 4% between 2011 and 2015.

Tourist reception establishments in Muntenia
2011-2015(no.)



Tourists can be accommodated 2011-2015(thousand no.)



Muntenia has a variety of tourism form manifestations: natural landscapes and parks, religious tourism, winter tourism. This potential helps the region to grow with 1% faster, than national average.

Tourist attractions in Muntenia

Transfăgăraș Route



Vidraru lake



Ialomița cave



Living fires



Mud volcanoes



Peleş Castle



Sinaia



Cathedral of Curtea de Argeș



Natural Parc Comana



Cathedral of Căldărușeni



Dobrogea

Dobrogea is named after prince Dobrotitsa/Dobrotici, (land of *Dobrotici*) , who in 1325 ruled over the region. It is located on the South-Eastern part of Romania - between the Danube River and the Black Sea.



Danube Delta

The Danube Delta's biodiversity is close to the one of the Great Reef in Australia. This delta is Europe's largest wetland reserve and it is a birdwatcher's paradise.



Black Sea

A strip of fine-sand beaches dotted with seaside resorts named after women and mythological gods, such as Eforie, Jupiter, Neptun, Mangalia, etc. stretches from Constanta to the Bulgarian border.



Constanta

The third largest city in Romania, Constanta is now an important cultural and economic centre, worth exploring for its archaeological treasures and the atmosphere of the old town centre.



Acient Tomis

The ruins of the ancient town of Tomis (now Constanta) - its precinct wall, aqueducts, underground galleries, basilica, painted crypt and Roman amphitheatre



Limanu cave

With a length of about 3200 meters long, this cave has several galleries still untapped. A large slot is left to the particular entry as bats and other species can enter in the cavity space.

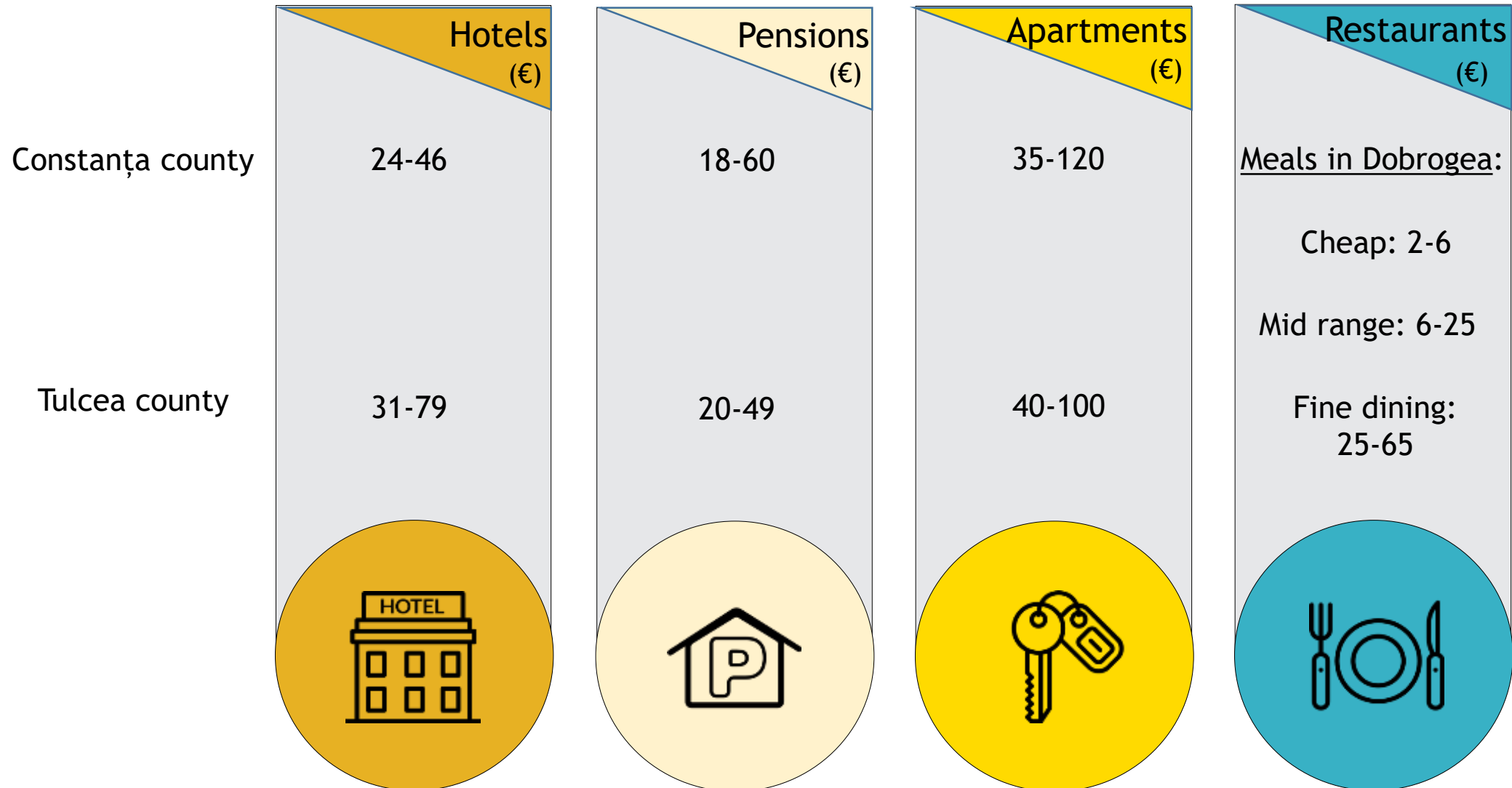


Macinului Mountains

Macinului Mountains National Park - the oldest mountain chain in Romania

Accommodation and Meal prices in Dobrogea

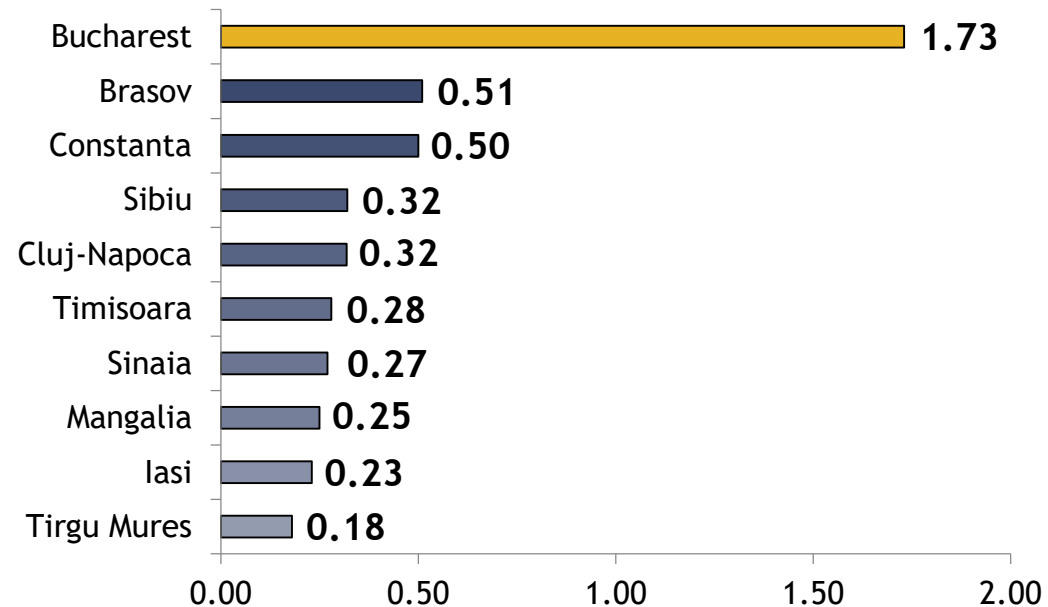
Constanța county is usually more expensive, but the hotel prices are lower than in Tulcea Country. The cheapest accomodation is in a pesion in Costanța country for 18€. The meal prices are almost the same in both country.



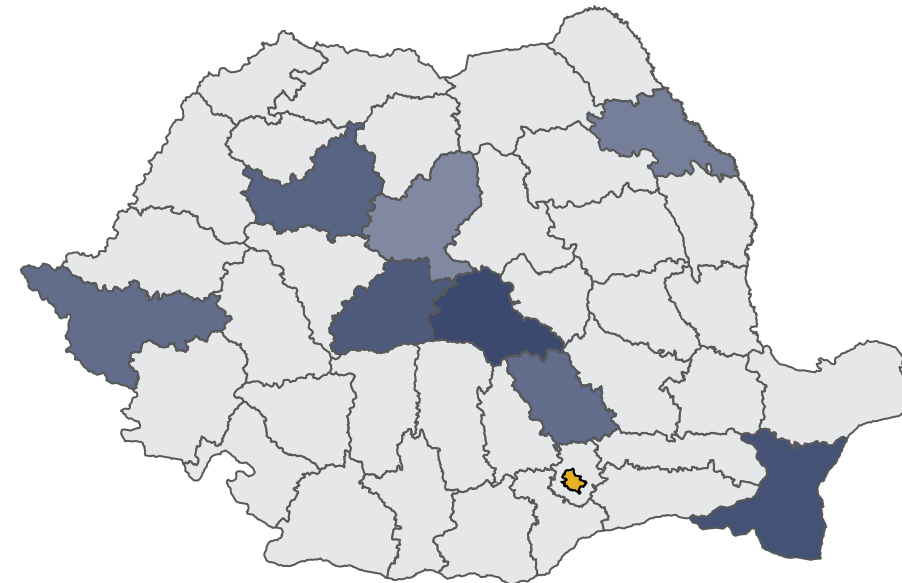
TOP cities in Romania by the number of tourists

In 2015 the most visited city in Romania was the capital, Bucharest, with 1,73 millions of tourists. The second place was taken by Brasov, with more then a half million tourists in the same year.

Top 10 cities in Romania by the number of tourists, 2015 (million)



Locations of the top cities in Romania



Throughout the years between 2011 and 2015 Bucharest was the leading city in the number of tourists with a constant increase. In 2015 there was a growth of 12%, by that the capital strengthened its position on the list. 2015 ment increases for every city, with an average of 17%.

1. Bucharest

Bucharest shows a constant increase in the number of tourists. The city is also called “Little Paris”. From 1900 - 1930 it was considered to be one of the most beautiful and modern European cities.



Bucharest's Palace of the Parliament is the world's second largest building in the world (after the Pentagon), according to the World Records. It is also the most expensive and the heaviest building in the world.

Number of tourists in Bucharest (million capita)



In the city there are 114 hotels, the highest grade of occupation was registered in 2015, with an average **68%**.



Bucharest's surface transit network, run by **Regia Autonoma de Transport Bucuresti**, is the fourth-largest in Europe.



The most popular and beloved Romanian dish - “**mici**” or “**mititei**”, was first invented in Bucharest, at lordache Ionescu's restaurant when one night they run out of guts for sausages.

2. Brasov

Brasov was the most visited tourist destination in Romania's Central Region. Over 66% of the foreigners came from Europe, 22.8% from Asia, 8.3% from North America, and 2.7% from other countries and areas.



Surrounded by the Carpathian Mountains, the city is considered a **mountain resort**, with skiing and ice skating facilities. In Brasov can be found the narrowest street in Europe, the **Rope Street**, which also attracts many tourists.

Number of tourists in Brasov (million capita)



The best hotel in the city is the **Kronwell Hotel**, which is also the second best in Romania.



Transportul Public În Braşov is one of the oldest transport organizations in Romania. The first carriages for this purpose appeared in the **1830s**.



The highest rated restaurant in the city is **Dei Frati**, an Italian restaurant, nearby the central, Piața Sfatului.

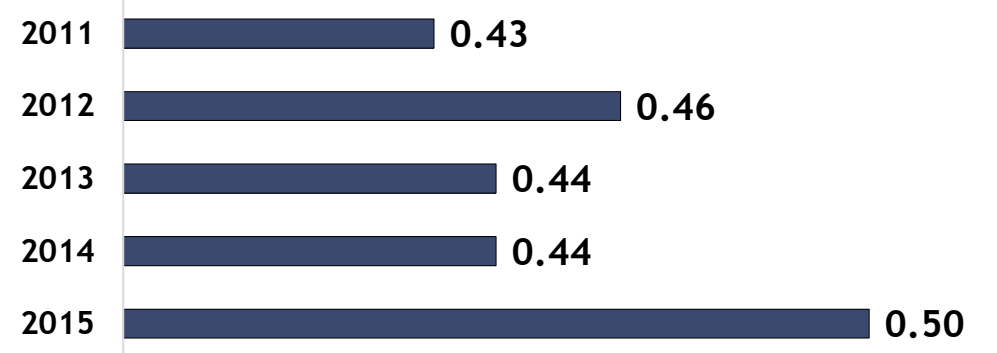
3. Constanta

Not only Romanians visit the city in big numbers, but also foreigners. The number of tourists who arrive by cruise ships to the city is constantly growing, mostly American, French, Italian and German passengers.



Originally founded by the Greeks, Constanta is over two and a half millennia old. The city is full of buildings with fascinatingly diverse styles, and of course the Black Sea beach is another big draw.

Number of tourists in Constanta (million capita)



Splendid Hotel is the highest rated hotel in the city, taking the **10th place in Romania**.



Constanta is the busiest port on the **Black Sea coast**, and the **11th busiest port in Europe**.



In the city you can taste one of the Romanian traditional dishes, the **Dobrogeana Pancake**, a registered brand of the country.

4. Sibiu

Regarded to the city's past and future titles, more tourists visit it every year, with an average growth of 12%. In 2015 25% of the visitors arrived from foreign countries.



Sibiu was designated **European Capital of Culture** in 2007. The historic center of Sibiu is still partially enclosed by its original 12th-century medieval walls.

Number of tourists in Sibiu(million capita)



In **Sibiu county** is located one of the worlds **ice hotels**. Since 2005 every winter the **Hotel of Ice** is rebuilt, namely from the materials offered by nature.



The city has its own airport, the **Sibiu Airport**, where **5** airlines operate flying to **9** different locations. The number of passengers in 2015 was **307 thousand**.



The title of **European Region of Gastronomy 2019** has been awarded to Sibiu. The city will host **gastronomy-related events** throughout 2019 that will showcase regional culture and innovation.

5. Cluj-Napoca

After an decrease in the number of tourists in 2014, 2015 showed growth again. 20% of the visitors were foreigners, mostly from Hungary, Germany, Italy, France, Poland.



Home to the country's largest university, Cluj-Napoca is considered the unofficial capital of the historical region of Transylvania. Cluj-Napoca is one of Romania's arts and cultural centers. In 2015 it was European Youth Capital.

Number of tourists in Cluj-Napoca
(million capita)



The hotel **Hampton by Hilton Cluj** is one of the best Romanian hotels, occupying the **24th** place on the list.



After Bucharests airport the **Avram Iancu Cluj International Airport** has the most **wizzair** destinations in Romania







The first **street food festival** in Romania took place in Cluj, in the **summer of 2015**. Over **50 vendors** were cooking over fires continuously from morning till night over **200 recipes** for dishes and drinks.

Top 10 most popular attractions in Romania

The number of tourists visiting the Peleş Castle in Sinaia is growing year after year, in 2015 it was 300 thousand. The Bran Castle is the most visited castle in Romania with 540.000 visitors per year.





-Peleş Castle-



-  **Location:** Southeast part of Romania, Sinaia, Prahova County
-  **Accessibility:** National roads- DN1 and DN71
-  **Seasons:** All year
-  **Visitors:** 300 thousand

-Bran Castle-



-  **Location:** Middle part of Romania, Bran, Braşov County
-  **Accessibility:** European route E81, A1 motorway
-  **Seasons:** All year
-  **Visitors:** 540 thousand



Top 10 most popular attractions in Romania

Salt Mine in Turda was visited at record level in 2015 with approximately 550 thousand visitors, mainly Hungarian and German tourists. In Sighișoara the most visited place is the medieval castle with the Dracula story.

-Turda Salt Mine-



Location: Western part of Romania, Turda, Cluj county



Accessibility: European route E81, A3 motorway



Seasons: All year, higher in the summer season



Visitors: 550 thousand

-Old Town, Sighișoara-



Location: Midnorthern part of Romania, Sighișoara, Mureș County



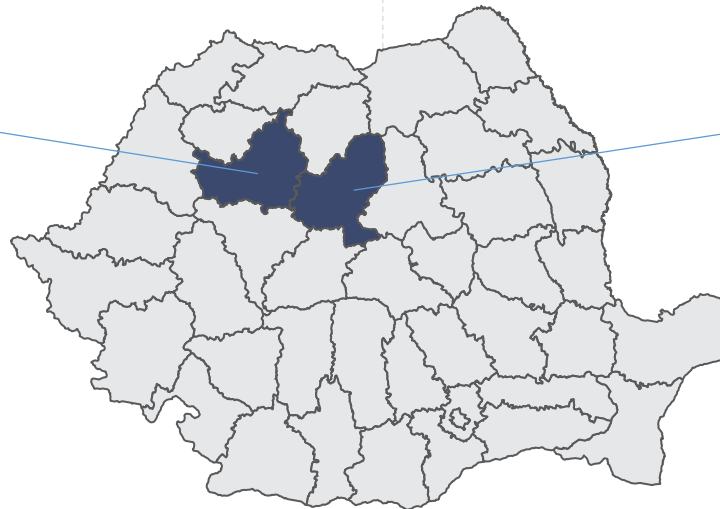
Accessibility: European route E574



Seasons: All year, higher in the summer season



Visitors: 200 thousand





Top 10 most popular attractions in Romania


The Transfăgărășan Highway is a 90 km long road through the Carpatian Mountains. The Danube Delta takes part in the UNESCO patrimony and is the second largest and best preserved delta in Europe.

-Transfăgărășani-



 **Location:** Midsouth part of Romania, Făgărași County


 **Accessibility:** National roads- DN1, DN71


 **Seasons:** 30th of June- 1st of November


 **Visitors:** n/a


-Danube Delta-

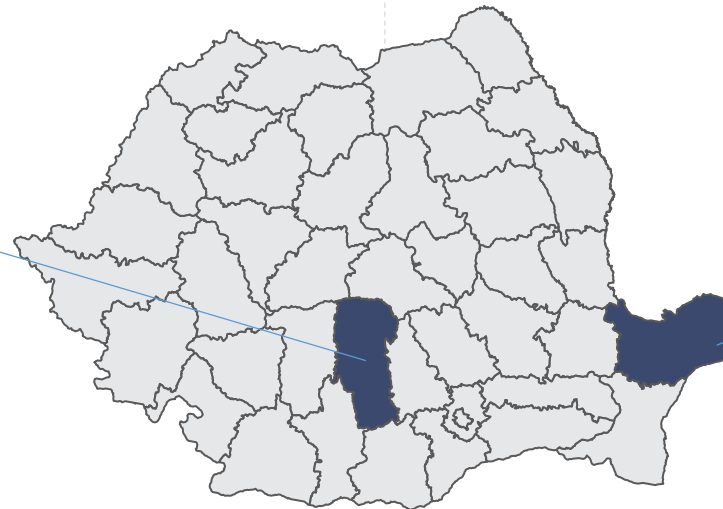


 **Location:** South-Eastern part of Romania, Tulcea County

 **Accessibility:** National road- DN22/22A, or by naval mean of transportation, on the Danube channel

 **Seasons:** Summer time, but is recommended in April- May

 **Visitors:** 77.5 thousand



Top 10 most popular attractions in Romania

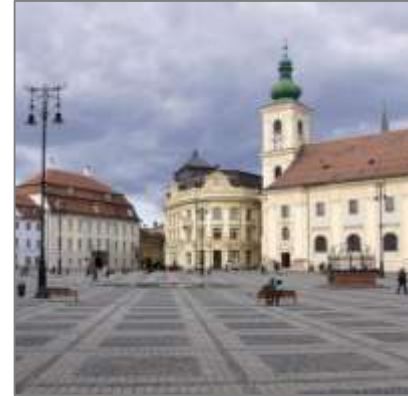
Corvin Castle in Hunedoara was visited at record a level in 2015, it is the most important contributor into the local budget. Sibiu is one of the most visited cities in Romania, in 2007 it was the Cultural Capital of Europe.



-Corvin Castle-



-  **Location:** Western part of Romania, Hunedoara, Hunedoara County
-  **Accessibility:** National road- DN7, or European route E15
-  **Seasons:** Summer time, higher in July and August
-  **Visitors:** 287 thousand

-Big Square, Sibiu-



-  **Location:** Middle part of Romania, Sibiu county
-  **Accessibility:** European route E81, A1 motorway
-  **Seasons:** Each season, higher in May-August
-  **Visitors:** 300 thousand







Top 10 most popular attractions in Romania

The Merry Cemetery takes part in the UNESCO patrimony and it is famous for its beautiful, painted graves. The Palace of Parliament is the number one attraction in Bucharest, it is the second biggest building in the world.

-Merry Cemetery-



-  **Location:** Northern part of Romania, Săpânța, Maramureș County
-  **Accessibility:** National road- DN19
-  **Seasons:** Summer time, higher in June and July
-  **Visitors:** ten thousands

-Palace of Parliament-

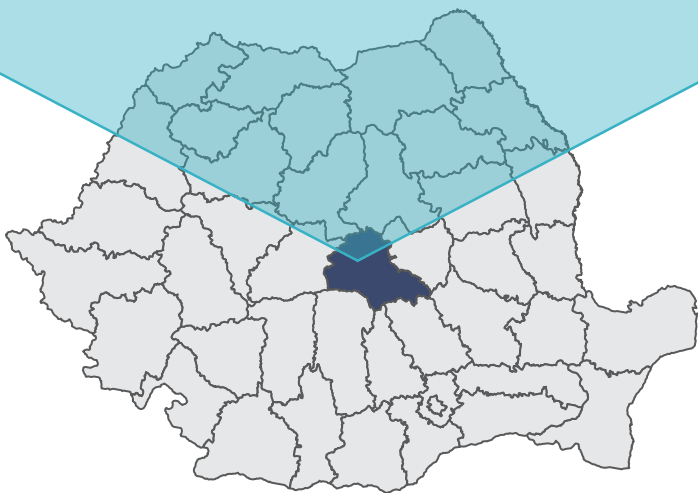









-  **Location:** Southeast part of Romania, Bucharest
-  **Accessibility:** European route E81, A3 motorway
-  **Seasons:** Each season, higher in June and July
-  **Visitors:** 172 thousand



1. Mount Tâmpa

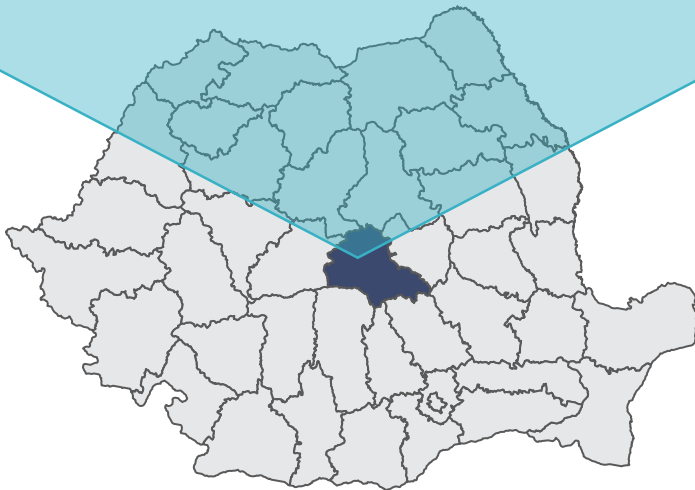
Mount Tampa can be considered to be very unique, because it is a natural reservation, placed in the middle of city Braşov. It has an area of 188.2 hectares, with a very rich flora and fauna.










-  **Location:** Central part of Romania, Braşov, Braşov County
-  **Accessibility:** National road- DN1e, European routes- E68, E574, E60
-  **Season:** All year
-  **Visitors:** 514 thousand, of which 160 thousand foreign visitors.
-  **Hiking:** accessible on several paths- one starting from the old town, or through the Stairs of Gabony/The Road of the Lords, or by the cable car.
-  **Average cost of accommodation:** €35/person/night
-  **Average cost of dining:** €7/person

2. Poiana Braşov

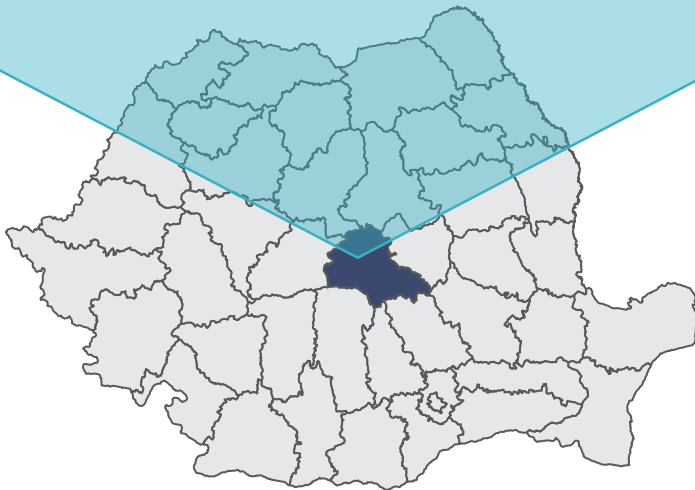
Poiana Braşov is the most famous ski resort in Romania. It is situated at an altitude of 1030 m, it has 12 ski slopes. On average a three-day trip costs €250 per person.










-  **Location:** Central part of Romania, 13 km from Braşov, Braşov County
-  **Accessibility:** National road- DN1E
-  **Season:** Winter season in December- April
-  **Visitors:** 1.5 million visitors (number registered at the turnstiles)
-  **Ski-slopes:** 12 ski-slopes, with different difficulty levels. The ticket for ski lifts costs €32 for adults and €18 for children, per day.
-  **Average cost of accommodation:** €40/person/night
-  **Average cost of dining:** €10/person

3. Bucegi Mountains

The Bucegi mountains are famous for their spectacular landscapes and the accessibility of their routes. The wind and rain have turned the rocks into spectacular figures such as the Sphinx, Babele (the old ladies) etc.



-  **Location:** Central part of Romania, Sinaia, Brașov County
-  **Accessibility:** National road- DN71, European routes- E60, E68, County Road DJ713
-  **Season:** All year
-  **Visitors:** n/a
-  **Sports:** Every hiking destination has a trail with an easy to medium difficulty level, here are one of the most popular ski areas in Romania.
-  **Average cost of accommodation:** €10-70/person/night
-  **Average cost of dining:** €5-10/person

The Carpathians

The Carpathians due to their width, easy access, original and beautiful mountain landscapes, rich mineral waters and lots of possibilities for winter sports, represent the largest and the most complex tourism area of the country.

Western Carpathians



130.880
Visit this region

Eastern Carpathians



104.518
Visit this region



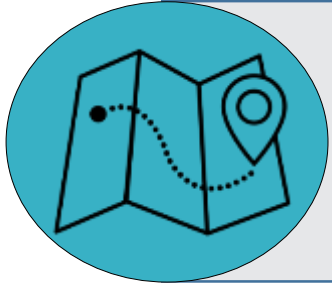
Southern Carpathians



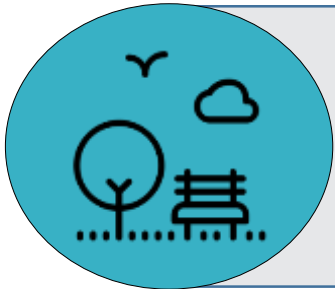
123.498
Visit this region



Facts about mountain tourism of Romania



More than **600** marked hiking trails
Possibility of rock climbing, trekking, horse riding
Possibility to visit glacial lakes, caves, waterfalls



13 National Parks
12 Natural Parks
Most visited National Park in Rodnei Mountains, **47 thousand ha**
Biggest National Park : Domogled- Cern Valley, **61 thousand ha**



136 km of ski slopes in **19 counties**
154 ski slopes
TOP 10 in Voineasa, Poiana Brasov, Vatra Dornei, Sinaia, Predeal and Mogosa
The longest ski slope in Poiana Brasov, **4600 m**

The Romanian Seaside in 2015

There's a program in the area, called "Seaside for everyone", offering tourists an average of 25% discount from the price of accommodation in the "extraseasons", between the 15th of May - 18th of June and starting from the last week of August.



*Warm climate,
miles of sand beaches,
ancient monuments,
vineyards and modern resorts
invite travelers to visit
Romania's Black Sea Coast.*



The average price of accommodation in the season is **72 €**, in the "extraseasons" it is **55 €/night/person**.



Tourists spend on food an average of **17 €/day**, including dishes at restaurants and purchased goods from the markets.



The most important events in the area are the "**Mamaia Music Awards**", "**Callatis Fest**" and "**Ghioroc Summer Fest**".



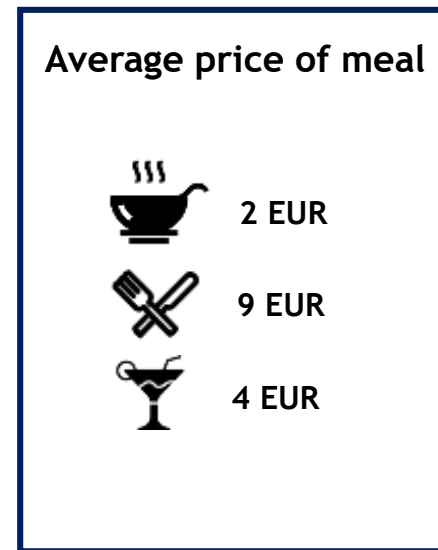
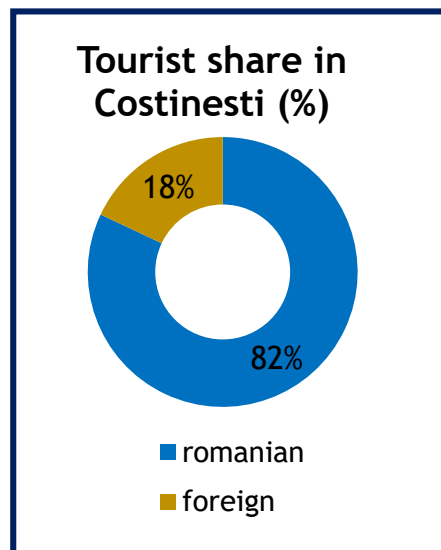
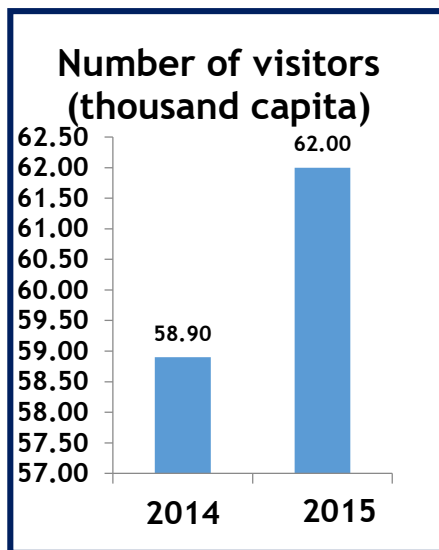
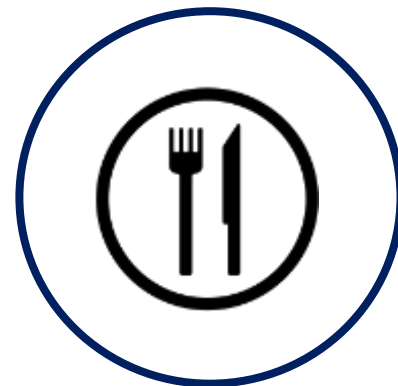
1,02 million Romanian and **74 thousand foreign** tourists visited the seaside.



The total number of tourists was **1,09 million**.

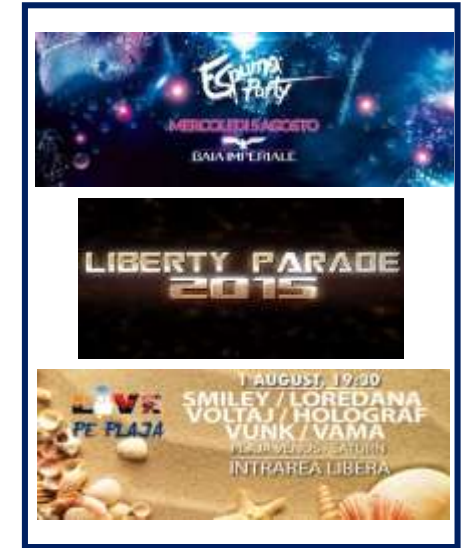
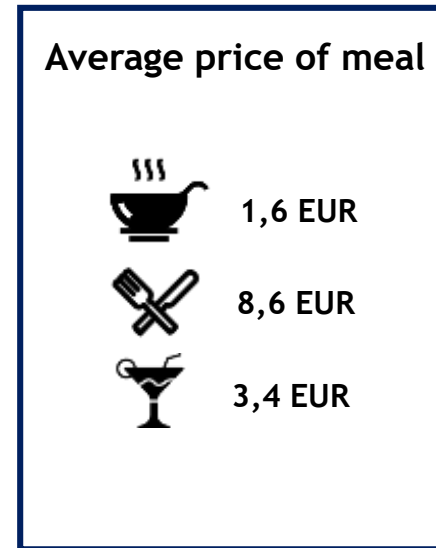
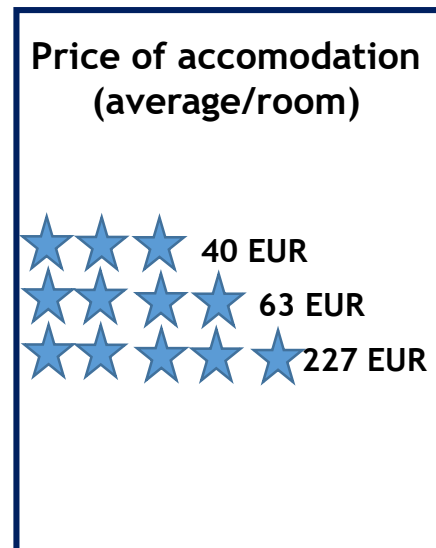
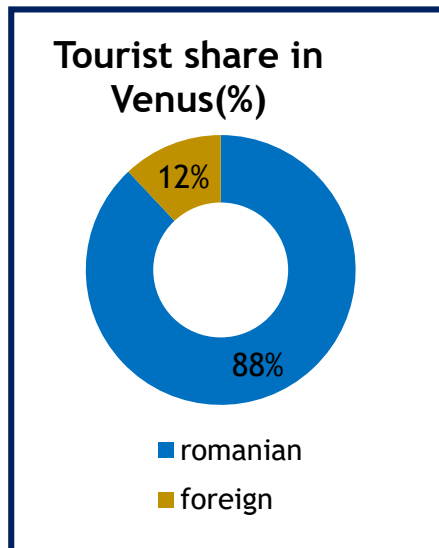
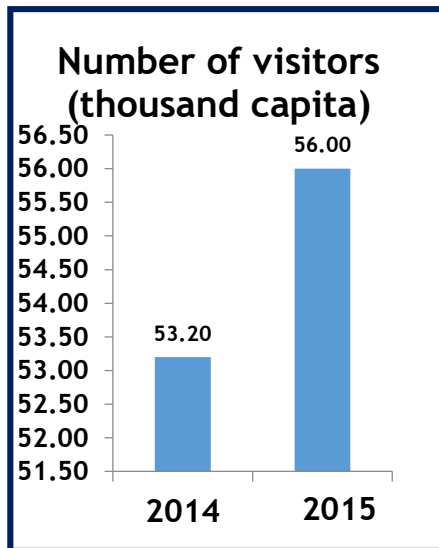
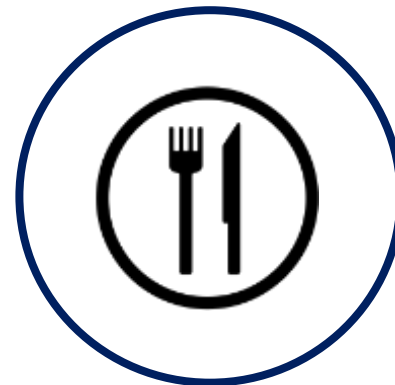
1. Costinesti

The number of tourists increased by 6,8% in 2015, thus Costinesti took the first place. With its 154 accommodation possibilities and various events, it is a perfect choice for both Romanian and foreign tourists.



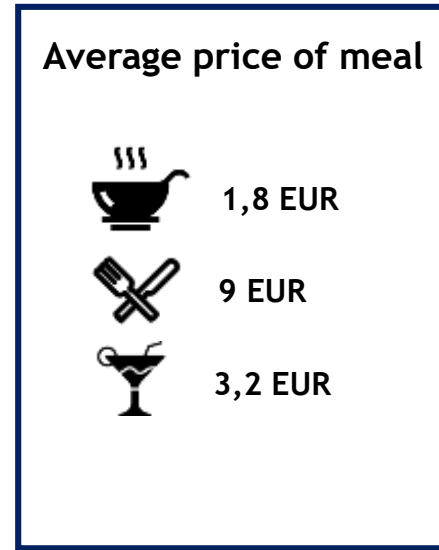
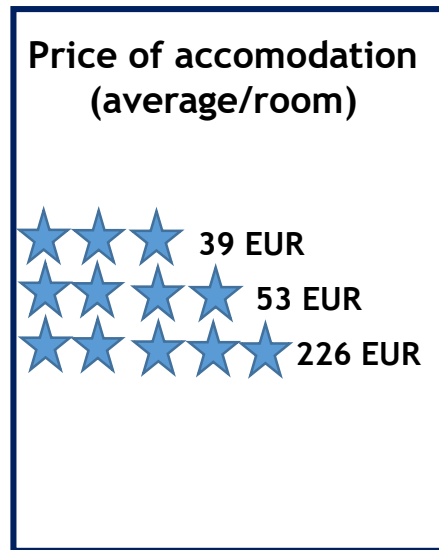
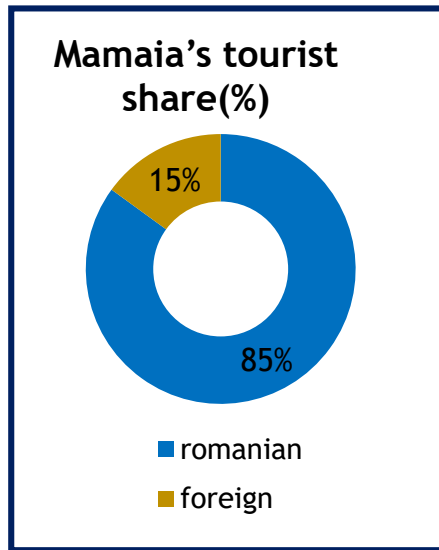
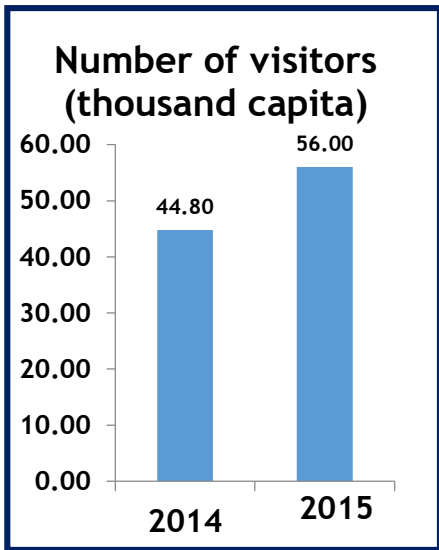
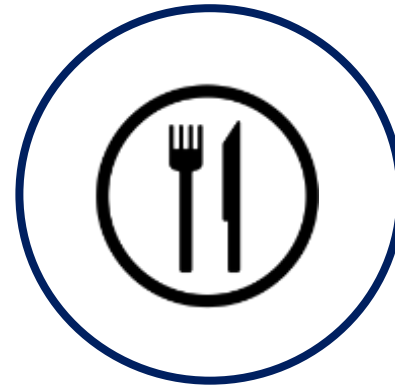
2. Venus

Venus beach to its 56 thousand of tourist can offer not only a various seaside, but the touristic station has thermal baths and a wide range of entertainment opportunities for all ages.



3. Jupiter

Jupiter's coastline is fragmented by many creeks and dams giving this place a charming appearance. Its placement is ideal for relaxing and enjoying a peaceful time away from the crowded noisy city.



Tourism development projects

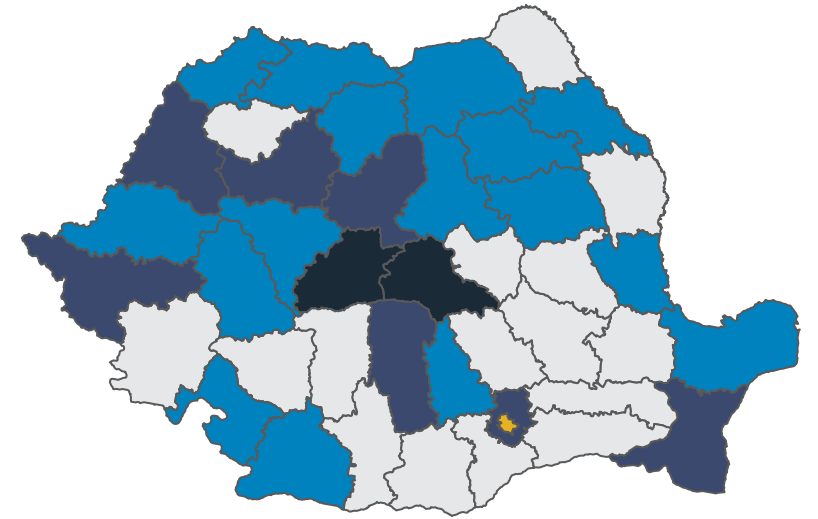
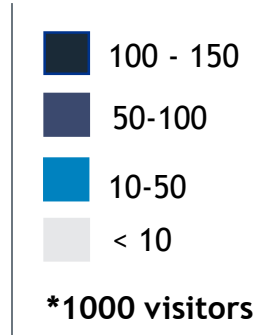
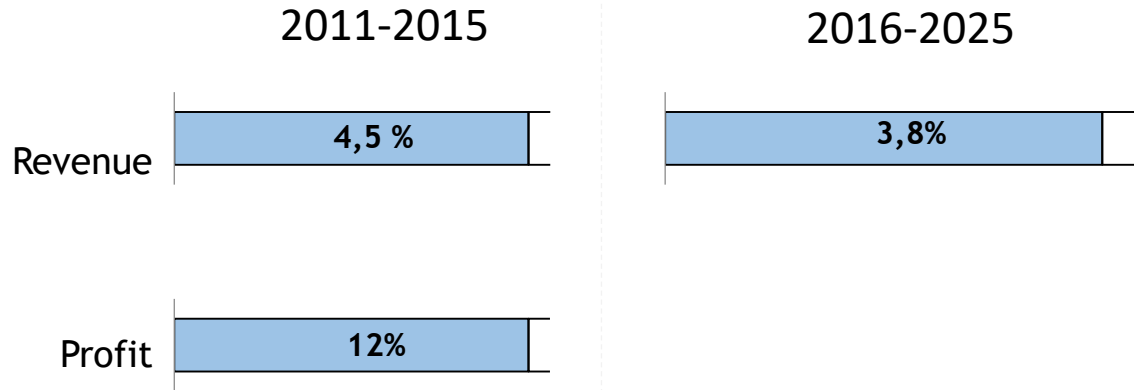
The National Authority for Tourism (ANI) announced the development or renovation of 12 touristic stations, based on a government resolution.



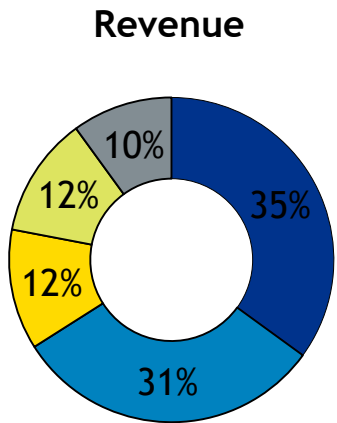
The projects are aiming to develop the social-economical environments of these localities, and to diversify the local economies by funding the tourism industry.

Romanian tourism industry summary

Industry level

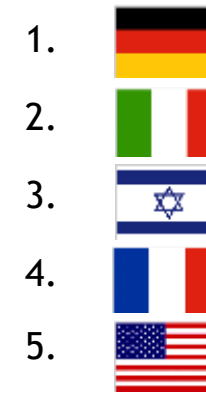


Subsectors



Subsector	Top companies	Revenue/sales
Transportation	Wizzair	334 mill EUR
Food & Beverage	McDonald's	114,4 mill EUR
Travel agencies	Eurolines	109,2 mill EUR
Accommodation	Bucuresti Tourism	27,7 mill EUR
Entertainment	Untold	23 mill EUR

Top 5 visitor countries

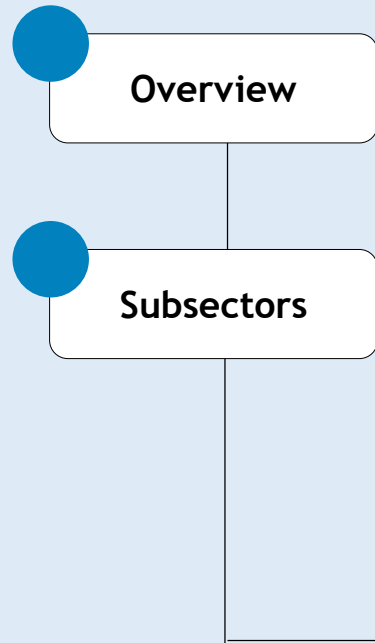


Top 5 visited countries

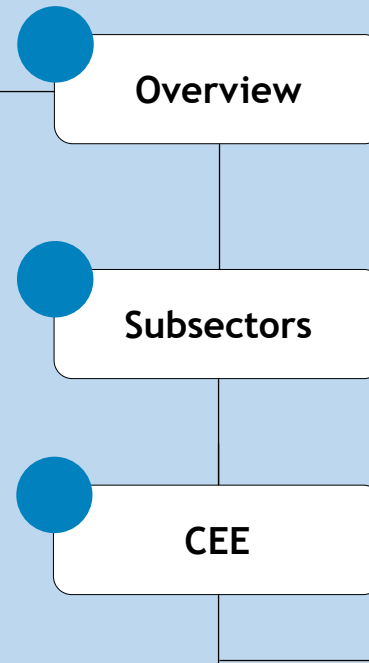


AGENDA

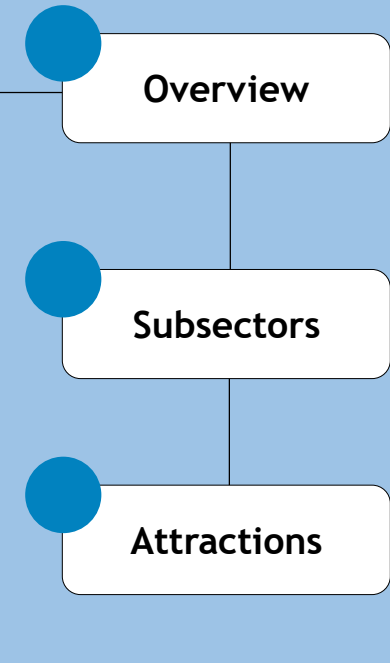
[World]



[Europe]



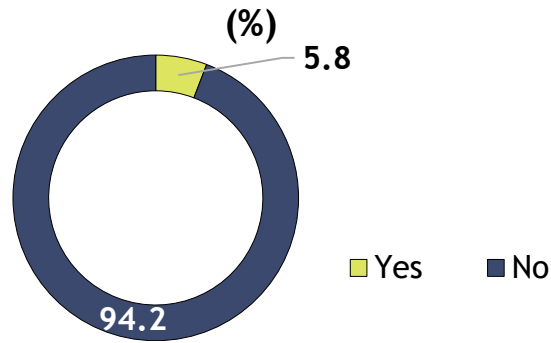
[Romania]



[conclusions]

Promotion and infrastructure in Romania

Are you satisfied with the promotion of tourism?



Effect of infrastructure and marketing on tourism

Current revenue

1.02 € billion

Potential revenue

2.2-3.4 € billion

Small investment



facebook



Medium investment



Large investment



Investment strategy

Small investor

€ <1 mill.

 Accommodation



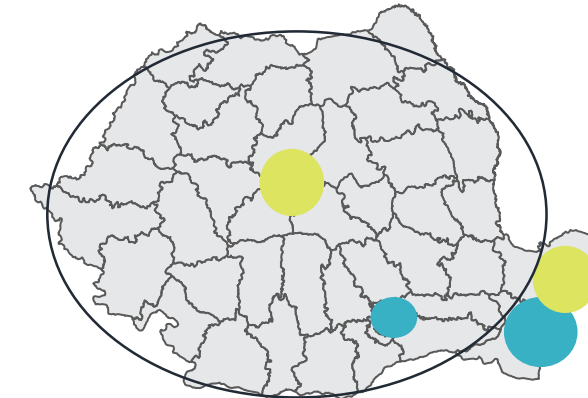
Medium investor

€ 1-3 mill.

 Accommodation

 Entertainment

 Travel services




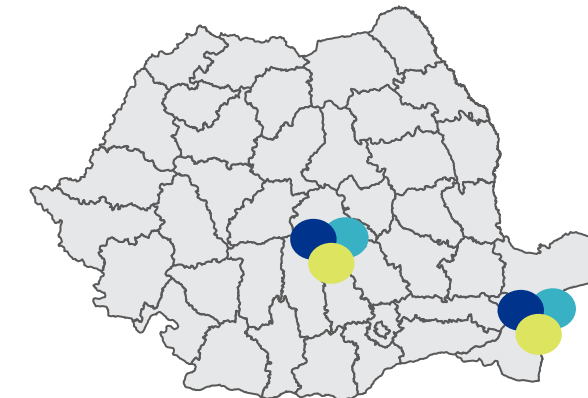
Large investor

€ 3-5 mill.

 Accommodation

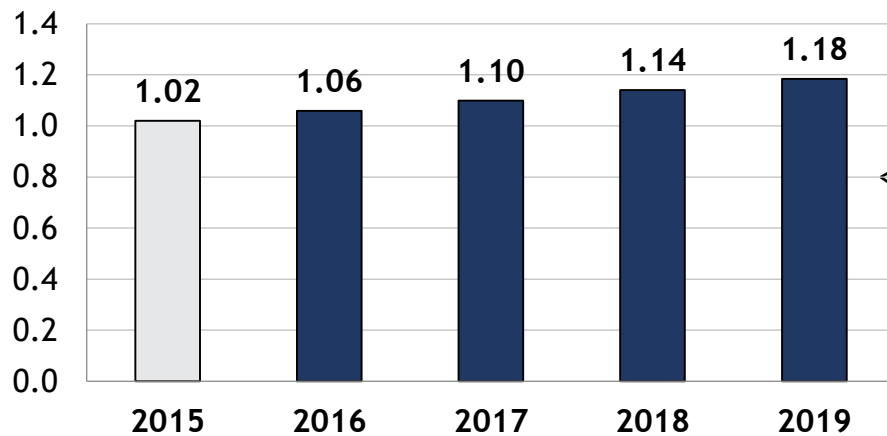
 Entertainment

 Food & Beverage

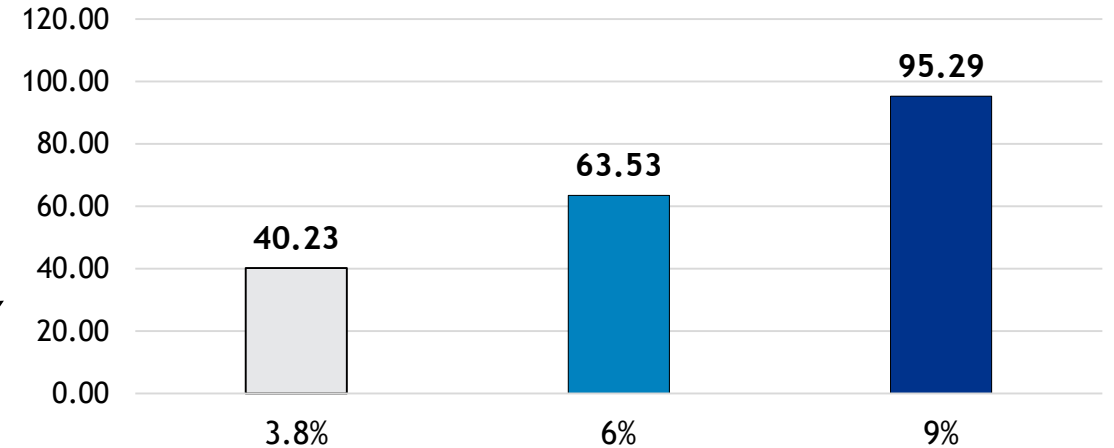


Revenue growth based on added value of visitors and average spending

Romanian tourism revenue forecast 2016-2019
(€ billion)



Added value of the tourist number growth to the tourism revenue in 2017 (€ million)



Added value of the average spending per capita growth to the tourism revenue in 2017 (€ million)

