

ROMANIA

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Romania Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

6.1%

of Total
Economy

Total T&T GDP = RON66.8BN
(USD15,734.3MN)

2.9%

of Total
Economy

Total T&T GDP = RON29.7BN
(USD7,004.3MN)

-55.5%

Change in Travel
& Tourism GDP
vs -5.2% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

575.8

Jobs (000s)
(6.8 % of total employment)

559.6

Jobs (000s)
(6.7 % of total employment)

Change in jobs²:

-2.8%

-16.2 (000s)



Visitor Impact
International:

RON **18.4** BN

Visitor spend
4.2% of total exports (USD4,345.4MN)

RON **3.7** BN

Visitor spend
1.0% of total exports (USD872.5MN)

Change in
international visitor
spend:

-79.9%

-USD 3,473.0 MN

Domestic:

RON **21.0** BN

Visitor spend
(USD 4,942.6MN)

RON **11.3** BN

Visitor spend
(USD 2,660.5MN)

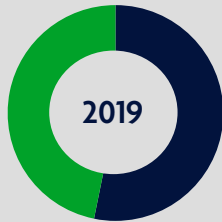
Change in domestic
visitor spend:

-46.2%

-USD 2,282.1 MN

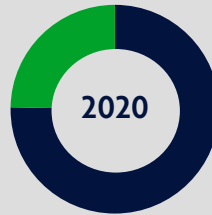
Romania Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 4,942.6MN (53%)

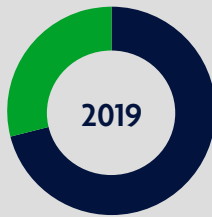
● International Spending:
USD 4,345.4MN (47%)



● Domestic Spending:
USD 2,660.5MN (75%)

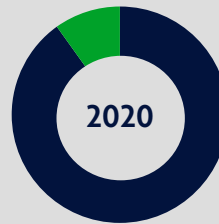
● International Spending:
USD 872.5MN (25%)

Leisure vs Business Spending:



● Leisure Spending:
USD 6,597.7MN (71%)

● Business Spending:
USD 2,690.4MN (29%)



● Leisure Spending:
USD 3,183.2MN (90%)

● Business Spending:
USD 349.8MN (10%)

Inbound Arrivals³

| 2019 | 2020 |
|----------------------------|-----------------------------|
| 1. Germany 11% | 1. Germany 15% |
| 2. Israel 9% | 2. Italy 9% |
| 3. Italy 8% | 3. Hungary 5% |
| 4. United States 6% | 4. United Kingdom 5% |
| 5. Hungary 6% | 5. Poland 5% |
| Rest of world 60% | Rest of world 61% |

Outbound Departures³

| 2019 | 2020 |
|--------------------------|-----------------------------|
| 1. Hungary 14% | 1. Bulgaria 20% |
| 2. Greece 12% | 2. Hungary 13% |
| 3. Italy 12% | 3. Italy 12% |
| 4. Bulgaria 10% | 4. United Kingdom 8% |
| 5. Spain 8% | 5. Greece 7% |
| Rest of world 44% | Rest of world 40% |

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO