



# Booking in Romania

September 2023

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## Booking in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong sales growth due to boom in early bookings and impact of travel vouchers  
Greater frequency of travel supports growth in travel intermediaries

#### PROSPECTS AND OPPORTUNITIES

Digital strategies to become increasingly essential as online sales continue to soar  
The extension of the holiday vouchers scheme to support sales growth

#### CATEGORY DATA

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## Travel in Romania - Industry Overview

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