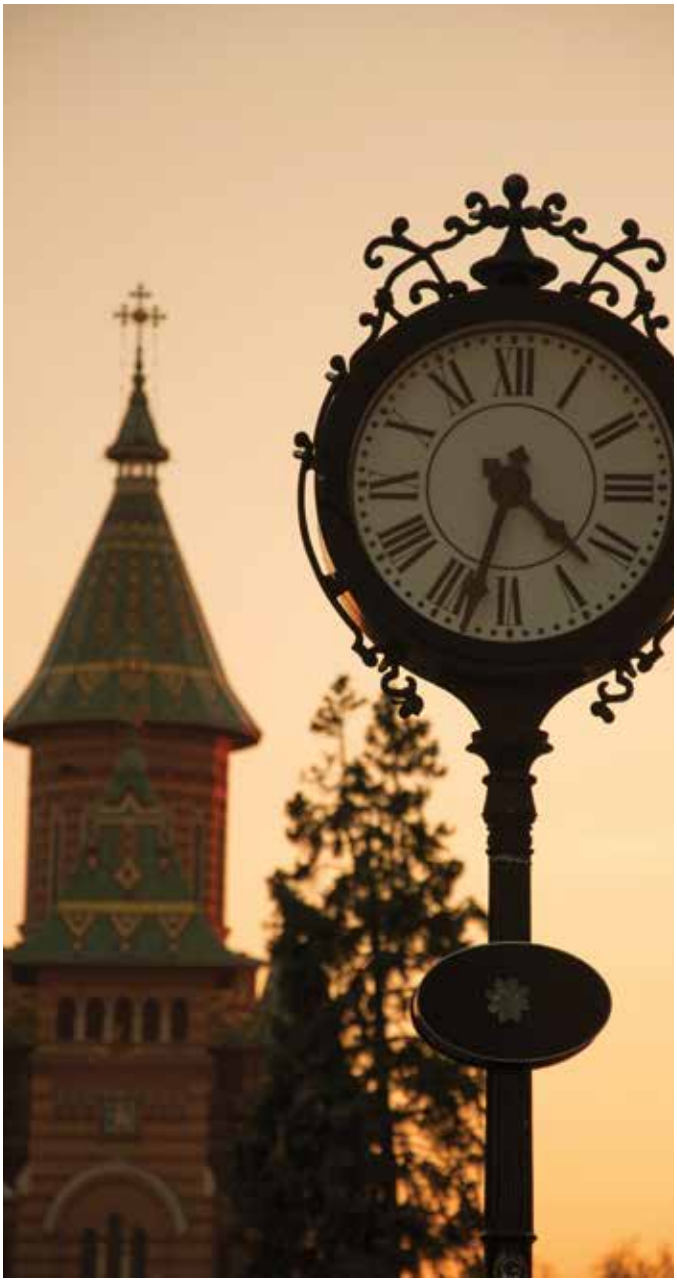
TIMISOARA

REAL ESTATE OVERVIEW

October 2024



ROMANIA PROPERTY CLUB

Prok. Cleppenburg

IULIUS TOWN

ORAȘUL TĂU

RETAIL

- 102,000 sqm retail
- 450 stores
- Cinema multiplex, fitness center

OFFICE

- 4 premium office buildings * 82,000 sqm
- 50 multinational companies * 9,500 employees

EVENTS

- Fun and relaxation destination for the entire family
- 3 event halls

PARK

- Venetian carousel
- Event squares
- Lake

RESTAURANTS

- Elegant restaurants inviting clients to explore cuisines from around the globe
- Coffee shops
- Food court

IULIUS TOWN

TIMIȘOARA

The first mixed-use project in the west of Romania

iuliustown.ro

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NEW PROSPECTS IN ROMANIA'S WESTERN BUSINESS HUB

Timisoara gathered a lot of attention as the **2023 European Capital of Culture** and authorities are working to consolidate the enthusiasm generated in 2023 with initiatives such as applying for 2028 European Gastronomic Region but also significant investments in infrastructure.

A9, the new motorway towards Serbia, a new stadium, hospital and green campus represent major **infrastructure updates** with a value exceeding **3,2 billion EUR**, scheduled for the next four years.

The strong economy in Timis not only kept the unemployment rate under 1% but also generated an **average net wage** of c.a. **1,200 EUR –** the second biggest in the country, after Bucharest.

The new hotspot of the city seems to be the 40 hectares zone neighbouring Iulius Town, "**Antennas Area**", where the City Hall works at a new **masterplan** comprising mixed functions: residential, a large park of five hectares, a school and a cultural centre.

The **office market** registered a slower pace, in line with the regional office markets across Romania for the past few years. The reasons are multiple and related to the switch in working patterns and recruitment challenges. The local modern stock amounts to approximately 300,000 sqm, with headline rents ranging between 13.5-15 EUR/sqm/month.

The increase in average wages, coupled with a lower housing cost than the other regional poles, leads to a more generous disposable income that powers the **retail** space. Primark confirmed Timisoara's robust and growing economy, by choosing the city as the second destination in Romania.

Increased residential development in recent years has created new opportunities for proximity retail formats: 40,000 sqm are under construction with delivery dates up to the end of 2025. Prime rents for shopping malls peaked at 55 EUR/ sqm, whereas retail parks rents ranged between 9 to 14 EUR/sqm.

The **industrial market** in Timisoara is steadily growing, with a modern stock of 742,300 sqm, representing 10.5% of Romania's total volume of Class A/B+ warehousing capacity. While the vacancy rate slightly increased to 8.2% (vs 6.8%), the second largest industrial hub in the country registers solid market activity, with approx. 60,000 sqm let in H1 2024, 15% of the overall market take-up.

Timișoara remains an accessible city compared to the other large regional centers in Romania. In the first semester of 2024, the average asking price for **new apartments** for sale here reached **1,674 EUR/sqm + VAT**, after a 7% advance YOY, as the data from Imobiliare.ro shows.

Despite a decrease in the tourists' arrivals this year, the **branded hotel pipeline** looks good for the next four years, mainly due to the pronounced lack of offer. There are five hotel branded projects in pipeline, with a total number of **600 rooms**, according to Est Hospitality. 2024 will mark the opening for the first 5-star branded hotel in Timisoara: Tresor Le Palais Curio Collection by Hilton.

Considering the authorities openness and involvement in numerous initiatives, as well as the city strategic location with direct access to pan-European road infrastructure, Timisoara remains a strong destination for real estate investments.

POSITIVE PERSPECTIVES FOR THE ECONOMIC OVERVIEW

TIMISOARA WAS UNDER THE LIMELIGHT IN 2023 AS THE EUROPEAN CAPITAL OF CULTURE.

THE PROGRAM ACTIVELY RECEIVED INVESTMENTS OF CIRCA 3 MLN EUR, 90% OF FUNDS PROVIDED BY PUBLIC SOURCES.

The presence of acclaimed Nobel Prize winners, among which Orhan Pamuk, Nadia Murad, and Eric Stark, and exceptional exhibitions of artists such as Constantin Brancusi, and Victor Brauner brought visibility in the Time Magazine, New York Times, Le Monde, El Pais, and RAI UNO.

The thrilling success of the European Capital of Culture events generated investments in cultural infrastructure - new events space, social and educational centers in various neighborhoods, and two rehabilitated cinema multiplexes.

Presently, the authorities are allocating new funds for follow-up events through the Timisoara.

Next program: to consolidate the enthusiasm generated in 2023.

Moreover, the County Council took the lead by applying to other events that might offer international exposure, such as the 2028 European Gastronomic Region status.

In addition to cultural investments, important steps were completed in transportation, educational, sports, and healthcare infrastructure.

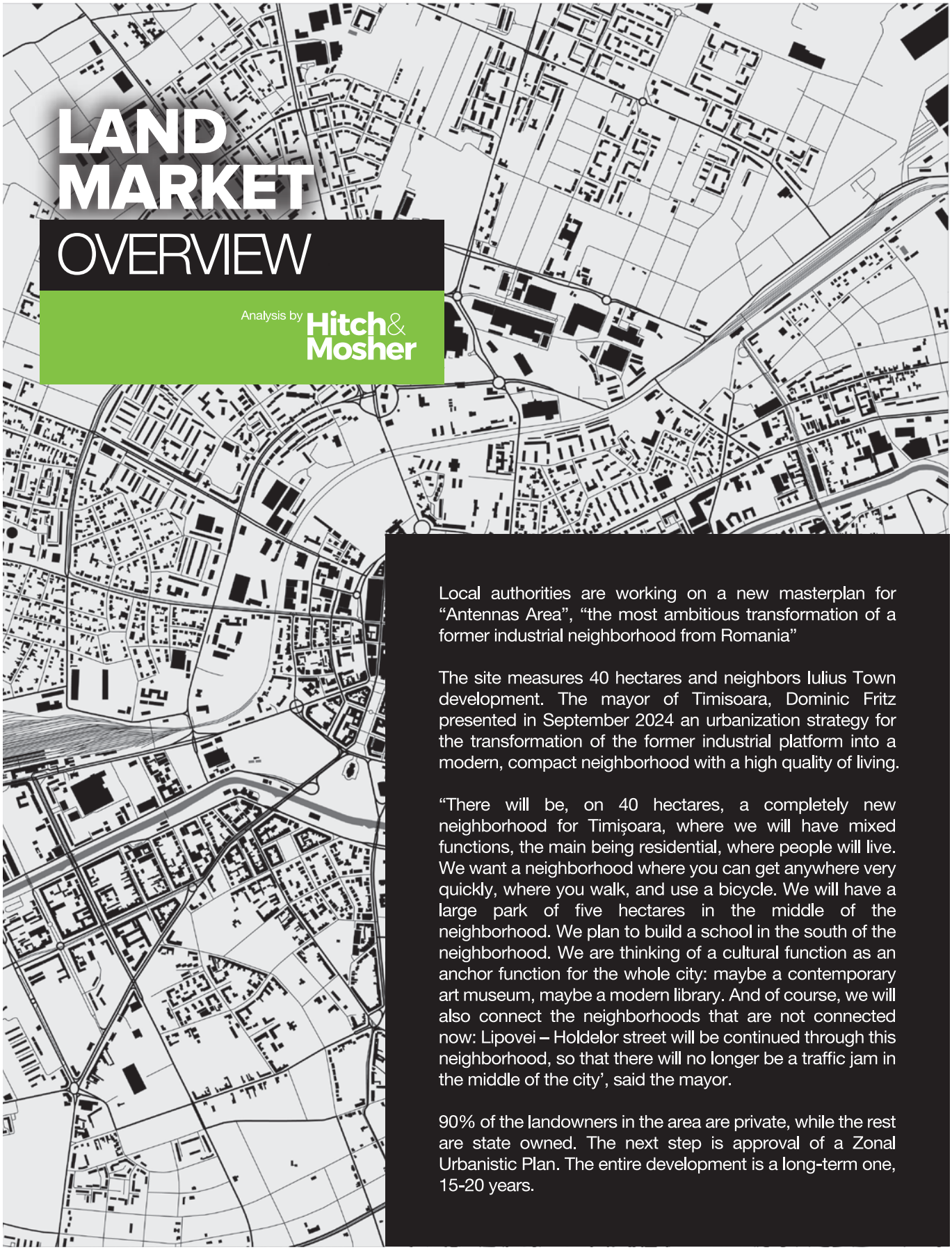
In March, authorities opened a brand new 40 million EUR international airport terminal, with a capacity of up to 1,000 passengers per hour. In Q4 2024, the new 25 km South Belt Motorway shall be finalized; this new road will decongest city-wide traffic. The final part of the Timisoara motorway, the 14 km West Belt, shall break ground soon, as the bidding process for a constructor was completed. The motorway is an important plug for the recently approved 3bn EUR A9 highway, connecting Timisoara to Moravita. A9 will increase the flow of goods and commercial exchange between Romania and Serbia. Another important development is the approval of opening a new border control point at Beba Veche, to decongest Nadlac.

In terms of modern healthcare facilities, the public administration started the official bidding process for building the 230 million EUR Regional Oncological Hospital, which should open in the next three years. This tops investments already finalized or under advanced construction: a new emergency unit for the county hospital, 65 million EUR burn unit, 20 million EUR new maternity building, a children's hospital building, and a new spa clinic.

Education and a qualitative student pool are key economic pillars that appeal to major corporations considering maintaining or extending their stay in Timis. Thus, the upcoming private and public investments in educational facilities shall consolidate the regional leader status of Timisoara. Authorities allocated more than 20milEUR to modern student housing revamping or building from the ground up. The British International School of Timisoara is increasing its capacity with up to 1,000 seats through a new building on its campus. These modernization efforts should help Timisoara appeal to students, as the registration numbers slightly decreased over the years, in favor of Cluj and Iasi.

In terms of sports and leisure, a 180 million EUR investment in a 30,000-seat stadium (the second largest in the country) began the bidding process, in parallel with the demolition of the existing run-down facility.

THE STRONG ECONOMY IN TIMIS NOT ONLY KEPT THE RATE OF UNEMPLOYMENT UNDER 1%, BUT ALSO GENERATED AN AVERAGE NET WAGE OF C.A. 1,200 EUR – THE 2ND BIGGEST IN THE COUNTRY (AFTER BUCHAREST). THE WAGE INCREASE AND THE LOWER HOUSING COSTS BY COMPARISON TO ALL OF THE OTHER MAIN POLES (CLUJ, BUCHAREST, IASI, BRASOV) SHOULD MAKE THE CITY MORE APPEALING TO THE YOUNG AND MOBILE SEGMENT OF THE POPULATION.



LAND MARKET OVERVIEW

Analysis by Hitch & Mosher

Local authorities are working on a new masterplan for “Antennas Area”, “the most ambitious transformation of a former industrial neighborhood from Romania”

The site measures 40 hectares and neighbors Iulius Town development. The mayor of Timisoara, Dominic Fritz presented in September 2024 an urbanization strategy for the transformation of the former industrial platform into a modern, compact neighborhood with a high quality of living.

“There will be, on 40 hectares, a completely new neighborhood for Timişoara, where we will have mixed functions, the main being residential, where people will live. We want a neighborhood where you can get anywhere very quickly, where you walk, and use a bicycle. We will have a large park of five hectares in the middle of the neighborhood. We plan to build a school in the south of the neighborhood. We are thinking of a cultural function as an anchor function for the whole city: maybe a contemporary art museum, maybe a modern library. And of course, we will also connect the neighborhoods that are not connected now: Lipovei – Holdelor street will be continued through this neighborhood, so that there will no longer be a traffic jam in the middle of the city’, said the mayor.

90% of the landowners in the area are private, while the rest are state owned. The next step is approval of a Zonal Urbanistic Plan. The entire development is a long-term one, 15-20 years.

	RESIDENTIAL & MIXED USE DEVELOPMENTS	RETAIL DEVELOPMENTS	LOGISTICS DEVELOPMENTS
Quotations	PERMITED PLOTS: **155 - 1.490 EUR/sqm.** UNDER PERMITING PLOTS: **220 - 1.490 EUR/sqm.** NOT PERMITED PLOTS: **200 - 220 EUR/sqm.**	PERMITED PLOTS: **113 - 350 EUR/sqm.** UNDER PERMITING PLOTS: **113 - 200 EUR/sqm.** NOT PERMITED PLOTS: **100 - 120 EUR/sqm.**	PERMITED PLOTS: **35 - 60 EUR/sqm.** UNDER PERMITING PLOTS: **22 - 26 EUR/sqm.** NOT PERMITED PLOTS: **15 - 22 EUR/sqm.**
Available areas	**NORTH:** not permited plot: **total surface: 18.454 sqm** **price: 220 EUR/sqm** **CENTRAL / INNER CITY:** permited plot: **total surface: 32.463 sqm** **price: 1.000 EUR/sqm** **CENTRAL / INNER CITY:** not permited plot, ongoing procedure: **total surface:13.000 sqm** **price: 650 EUR/sqm** **CENTRAL:** not permited plot, ongoing procedure: **total surface: 8.350 sqm** **price: 1.490 EUR/sqm** **NORTH - WEST:** permited plot: **total surface: 4.794 sqm** **price: 500 EUR/sqm** **NORTH - WEST:** not permited plot, ongoing procedure: **total surface: 7.253 sqm** **price: 350 EUR/sqm** **NORTH (retail, schooling, sport):** permited plot: **total surface: 200.000 sqm** **price: 155 EUR/sqm.** **NORTH (hotels):** permited plot: **total surface: 12.243 sqm** **price: 450 EUR/sqm.**	**NORTH:** not permited plot: **total surface of 20.000 sqm** **price: 300 EUR/sqm** **NORTH - WEST:** permited plot: **total surface: 30.000 sqm** **price: 150 EUR/sqm.** **total surface: 6.800 sqm** **price: 500 EUR/sqm** **SOUTH - WEST:** permited plot: **total surface: 29.636 sqm** **price: 113 EUR/sqm** **total surface: 16.000 sqm** **price: 175 EUR/sqm** **SOUTH - EST:** permited plot: **total surface: 50.000 sqm** **price: 200 EUR/sqm** **EST:** permited plot: **total surface: 8.000 sqm** **price: 350 EUR/sqm** **ARAD CITY:** not permited plot: **total surface30.000 sqm** **price: 135 EUR/sqm.**	**NORTH:** permited plot: **total surface: 700.000 sqm** **price: 35 EUR/sqm** **total surface: 350.000 sqm** **price: 45 EUR/sqm** **total surface: 200.000 sqm** **price: 60 EUR/sqm** **total surface: 158.700 sqm** **price: 30 EUR/sqm**

LOCAL OFFICE MARKET REGISTERS SLOWDOWN

THE OFFICE MARKET IN TIMISOARA REGISTERED A SLOWER PACE, IN LINE WITH THE REGIONAL OFFICE MARKETS ACROSS ROMANIA FOR THE PAST FEW YEARS.

Access Group offices from UBC Iulius Town Timisoara, designed by COS

The local modern stock amounts to approximately 300,000 sqm, with headline rents ranging between 13.5-15 EUR/sqm/month.

During H1 2024, the total market activity amounted to 5,000 sqm, half of last year's total market activity. This is significantly lower than the traditional ~30,000 sqm / year leasing volume in Timisoara.

While Cluj fared better during this particular year, with close to 30,000 sqm let, if we analyze the main office markets outside Bucharest (Cluj, Iasi, Timisoara, Brasov) for the past 3-4 years, we will notice an overall slowdown.

If in Bucharest the leasing pace is strong, even accounting for the downsizing and renegotiation trends. The regional cities had a different dynamic in the past three years. The reasons are multiple:

SWITCH IN WORKING PATTERNS:

hybrid/work from home allowed for employment across the country, with fewer reasons to secure regional hubs; that being said, companies still need a meeting and training point.

RECRUITMENT CHALLENGES:

while in some cities challenges are represented by strong competition among employers that would drive salaries up in margin-focused businesses (strong presence in Iasi and Timisoara), others are more fundamentals – meaning difficulty in recruiting for the right technical skills. Timisoara's authorities' efforts to improve student housing, lifestyle appeal to youth, and increase net wages are crucial to the economic future of the city.

Benchmarked against Iasi, one of the meaningful regional office markets, with 0 Class A square meters left during the first six months of the year – Timisoara performed by accounting for 15% of the office demand outside the capital city.

The vacancy rate for the local market maintained at around 14.5%.

Besides the office component from Iulius Town, another important development is AFI Park Timisoara, a legacy project owned by AFI Europe.

"THE FIRST HALF OF THIS YEAR WAS CHALLENGING; THE OFFICE MARKET BEING INFLUENCED BY THE MACRO-LEVEL EVOLUTION OF THE ECONOMY.

However, the IULIUS company has a solid portfolio of partners, which has grown organically, and fluctuations in our network of office buildings have been minimal, managing to maintain a 100% occupancy rate. Particularly for this year, requests came from the medical sector. We have succeeded in consolidating a unique specialized medical hub in the Iulius Town mixed-use project. The integration of medical operators required compliance with specific requirements much more complex than those of an ordinary tenant, because we are talking about spaces that must meet certain rigors. We are extremely satisfied that we managed, together with our tenants, to integrate all requests and have, today, an extended range of such services."

LAURENTIU MANEA

OFFICE BUILDINGS MANAGER,
IULIUS TOWN TIMISOARA

TIMISOARA SHOPPING SPREE

The modern retail stock in Timisoara remained stable in the past 12 months, given that the city has one of the highest retail densities nationwide and also reflecting investors' and retailers' trust in the long-term economic strength.

Prime rents for shopping center peaked at 55 EUR/ sqm, whereas retail parks rents ranged between 9 to 14 EUR/sq m, marking the city's high cost for suitable development land.

Following the inauguration of Ikea from 2023 (first expansion outside Bucharest), in 2024 Primark enhanced the city's attractiveness.
The retailer confirmed Timisoara's robust and growing economy, by choosing the city as the second destination in Romania and executing a 10 million EUR investment. The tenant that generates high traffic due to its business model set grounds in one of the city's most appealing shopping destinations – Iulius Town. An impressive mixed-use development, the town's go-to destination in terms of enjoying modern amenities, Iulius Town represents a key meeting point in the city, due to the synergies generated by the compound.

Thousands of white-collar workers are served 5 days a week through the 80,000 sqm office component and convention center, whereas, during the weekends locals enjoy the perks offered by outdoor meeting spaces created by Iulius Gardens. 102,000 sqm of shopping space, the second largest after Bucharest, responds to the needs of all residents and the nearby border population (Serbia, Hungary). In addition to the well-designed service point for the city, a clever asset management team keeps the community engaged through events such as the Street Food Festival, Leisure Sports Festival, racing, and influencer campaigns.

Shopping City Timisoara, the other large retail scheme in town, is spanning over 70,000 sqm GLA. The project was designed around complementary shopping needs (brought along a Dedeman big-box) and serves a large catchment area on the west and south sides of the city.

Increased residential development in recent years has created new opportunities for proximity retail formats: 40,000 sqm are under construction with delivery dates up to the end of 2025.

RETAIL PARKS UNDER DEVELOPMENT

PROJECT	GLA SURFACE (sqm)	ESTIMATED INAUGURATION DATE
ESQUIRE COMMERCIAL TIMISOARA (STRIP MALL - CALEA TORONTALULUI)	4,200	Q4 2025
CALEA TORONTALULUI RETAIL PARK	4,495	Q2 2025
PRIMA SHOPS LUGOJ	12,000	Q3 2025
RETAIL PARK SANANDREI	9,000	Q4 2025
MAX VILLAGE SACALAZ	9,000	Q4 2025
CENTRUL COMERCIAL CETATII TIMISOARA	2,500	Q4 2024
TOTAL SURFACE UNDER DEVELOPMENT	**41,195**	

Source: Hitch & Mosher

"FOR IULIUS TOWN, THIS YEAR WAS VERY GOOD, BOTH IN TERMS OF NEW RETAILERS, BUT ESPECIALLY IN TERMS OF THE TWO RELEVANT PARAMETERS IN THE INDUSTRY, SALES & TRAFFIC, INCREASING COMPARED TO 2023.

We are also happy that, together with the major inaugurations of this year, as was Primark, in August, with the first store outside Bucharest, and Lefties of the Inditex Group, which will open, this autumn, the second Digital Store in Romania, Iulius Town has become the only shopping center that includes all the major fashion anchors present on the market in our country. In recent years, our major concern has been to generate as many experiences as possible for the millions of customers who choose us. Now, we can say that we have a complete shopping center: the largest number of HORECA units and the largest food court in Romania, the best mix of sports shops, the largest diversity of experience and edutainment destinations - park, playground, cinema, fitness center, kindergarten and primary school -, and a medical hub with ultra-specialized services."

CRISTINA BRATUIANU
DEVELOPMENT & OPERATIONAL RETAIL LEASING SPECIALIST, IULIUS TOWN TIMISOARA

NEW UPDATES ON INFRASTRUCTURE CREATE LOGISTICS OPPORTUNITIES

In Q4 2024, the new 25 km South Belt Motorway is estimated to be finalized. The final part of the Timisoara motorway, the 14 km West Belt, shall break ground soon, as the bidding process for a constructor was completed. The motorway is an important plug for the recently approved 3bn EUR A9 highway, connecting Timisoara to Moravita. A9 will increase the flow of goods and commercial exchange between Romania and Serbia. Another important development is the approval of opening a new border control point at Beba Veche, to decongest Nadlac.

VGP Park Timisoara

The industrial market in Timisoara is steadily growing, with a modern stock of 742,300 sqm, representing 10.5% of Romania's total volume of Class A/B+ warehousing capacity.

While the vacancy rate slightly increased to 8.2% (vs 6.8%), the second largest industrial hub in the country registers solid market activity, with approx. 60,000 sq m let in H1 2024, 15% of the overall market take-up.

Considering the leasing pace, the c.a. 60,000 sqm available and the 66,500 sqm under construction, should sustainably be absorbed by the market promptly.

Prime asking rent-stabilized at 4.3 EUR/sqm, with tenants such as Hexing Technologies Europe confirming the region's strategic location.

One of the key developments during the past year is the consolidation of CTP Park's presence in Timisoara, following Globalworth's exit from its industrial portfolio.

VGP is also growing its footprint in Timisoara, through a new 33,000 sqm warehouse under development. The investor secured a blue chip anchor tenant – Continental Tyres, for 20,000 sqm. VGP Park Timisoara is strategically located near the airport, making it an important logistics and industrial hub. The park already hosts seven completed buildings, serving clients across various sectors including transportation, logistics, courier services, automotive manufacturing and electronics. Spanning a land area of 349,098 sqm VGP Park Timisoara offers a total leasable area of 178,861 sqm, with 10,728 sqm currently available for new tenants. The park provides flexible expansion options, modern and innovative facilities, comprehensive support services, cost-efficient operations, and access to a skilled workforce.

Artemis Romania, a Swiss family office owning circa 170ha in strategic locations across Timis, delivered a 10,000 sq m unit for Mondo Style. Other new names that have accessed the Timisoara production market in the past 12 months include Syntronic and Topband.

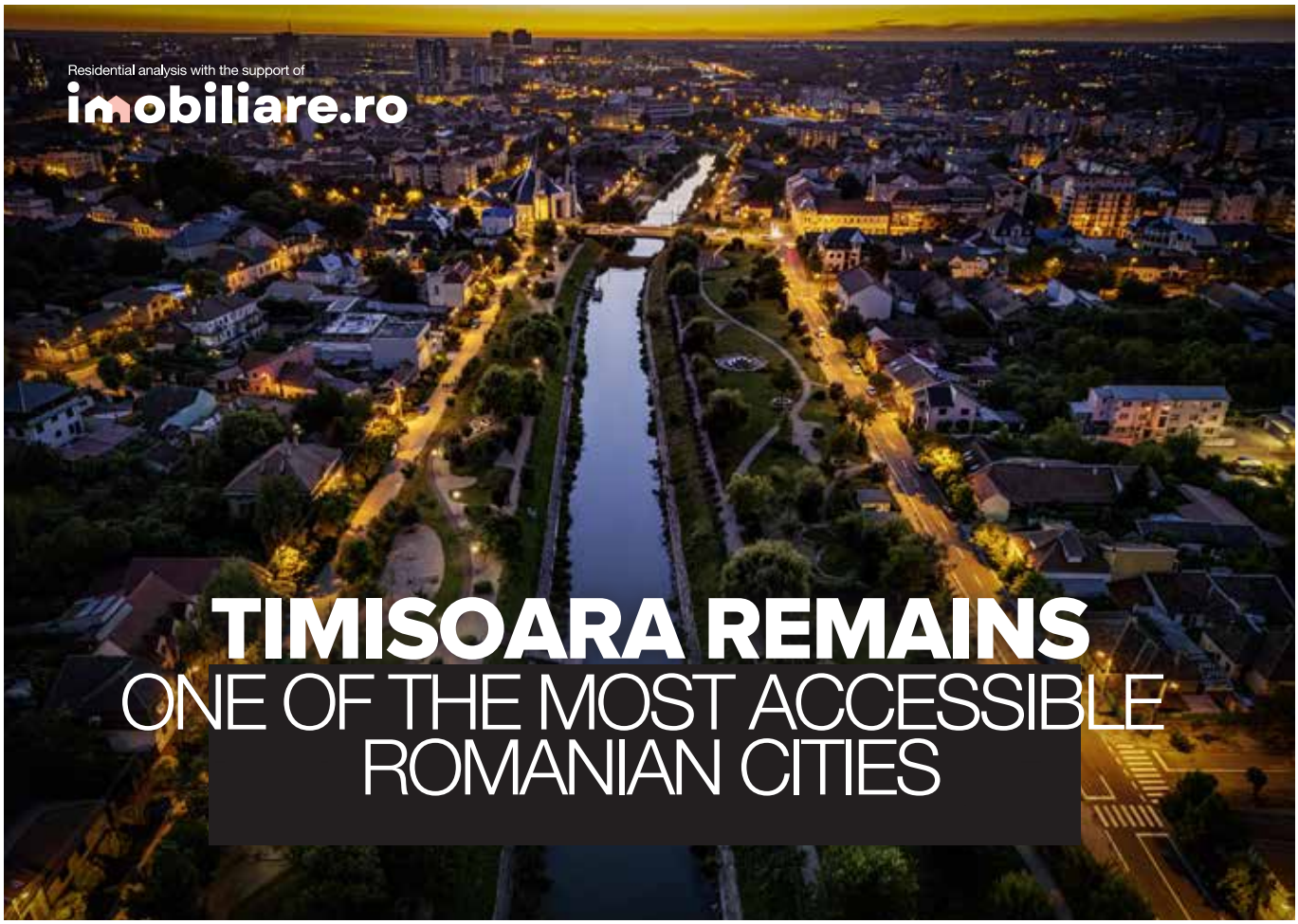
Located along the Pan-European Corridor IV, which connects Germany and Turkey, Timisoara has access to the Pan-European Corridor VII due to the Bega Canal. The West Region of Romania is the second largest, following Bucharest Ilfov, with a stock of over 1 million sqm modern industrial & logistic spaces.

The progress registered by the infrastructure updates will most certainly unlock new development opportunities in the medium and long term. Industrial & logistics developers might access more affordable land plots and talent pools along the new infrastructure lines, with a value proposition of timely delivery of goods to Western Europe.

Transport Ministry recently announced the construction works tender for the first lot of A9 motorway to Moravita: Remetea Mare – Jebel, 36 km.

According to Sorin Grindeanu, Romanian Minister of Transport, the first lot of the Timişoara-Moravița highway will be completed in a maximum of 48 months (12 months of design and 36 months of execution), and along the route will also be built:

- 1 bridge over the Timiș River (1,153 m);
- 4 road junctions at: Remetea Mare (A1), Albina (DJ592), VO Timișoara Sud, Pădureni (DN59);
- A maintenance and coordination Center;
- 2 short-term parking lots (each will have the necessary infrastructure to place at least 6 charging stations for electric cars).



TIMISOARA REMAINS ONE OF THE MOST ACCESSIBLE ROMANIAN CITIES

Timişoara remains an accessible city compared to other large regional centers in Romania. In the first semester of 2024, the average asking price for new apartments for sale here reached 1,674 EUR/sqm + VAT, after a 7% advance YOY.

In terms of the offer, 5% more new apartments were put up for sale in the first half of this year as compared to the same period in 2023. The supply included a total of 1,965 units.

The biggest offers of new apartments attracting the highest demand were available in the following areas:

BRAYTIM:
460 units (+1% vs S1 2023), attracting 2,087 potential buyers (+23% vs H1 2023)

CALEA TORONTALULUI:
357 units (+15% vs S1 2023), attracting 1,479 potential buyers (+24% vs 2023).

In the areas with the most extensive offer, the prices requested for new apartments reach, on average, 1,700 EUR/sqm + VAT in Calea Torontalului and 1,506 euros/sqm in Braytim.

Prices differ, however, from one area to another considerably.

The most expensive new apartments are those located in the Take Ionescu area, followed by the centrally located properties. We are talking about an average of almost 2,630 EUR/sqm + VAT. The offer is quite limited, while the buyers' interest has increased considerably. About 400 potential buyers searched for a new apartment located here in the first semester of 2024.

RENTS

The tenants' interest for new apartments in Timişoara is increasing. In H1 2024, 3,119 potential tenants searched for such a unit on Imobiliare.ro, an 8% increase YOY.

In the same period, 963 new apartments were available for rent on the market, a level relatively similar to that recorded in the first semester of 2023.

The owners increased the rents requested for the new apartments. The budget required to rent a new residential unit reached on average, 500 EUR/month in Timişoara. The level is 11% higher compared to the first semester of 2023.

INTERVIEW

EDUARD ANCUȚA

FOUNDER

RENTGUARD

"THE RESIDENTIAL RENTAL MARKET IN ROMANIA IS RAPIDLY MOVING TOWARDS DIGITALIZATION.

THOSE WHO EMBRACE NEW TECHNOLOGIES WILL REDEFINE THE STANDARDS OF EFFICIENCY AND TRANSPARENCY, GAINING A SIGNIFICANT COMPETITIVE ADVANTAGE."

OUR COMPANY PROFILE

RentGuard is an innovative proptech platform, based on SaaS (Software as a Service), that simplifies rental management, facilitates rapid resolution of maintenance requests and improves tenant interactions, while reducing operational costs and maximizing returns on real estate portfolios.

BENEFITS FOR REAL ESTATE DEVELOPERS

In the context of the build-to-rent trend, where developers build properties exclusively for rent, RentGuard becomes an essential tool. Developers can optimize income by converting unsold units into rental income generating assets. The platform allows efficient management of large portfolios and the provision of after-sales services, which can attract investors from other cities and even other countries.

LANDLORDS AND PROPERTY MANAGEMENT COMPANIES

Both owners and property management companies benefit from the complete automation of administrative processes through RentGuard. From collecting rents and utilities, to quickly resolving maintenance requests, the platform simplifies the day-to-day management of properties, saving valuable time and reducing costs. In addition, the rating system between tenants and landlords contributes to transparency and increasing trust in the entire rental process.

OPPORTUNITIES FOR REAL ESTATE AGENCIES

For real estate agencies, RentGuard represents an opportunity to extend the services offered to clients, going beyond traditional sales and rental transactions. By adding the residential property management component, agencies can build customer loyalty, attract new referrals and create recurring revenue streams. In this way, agencies turn their role into a long-term one, providing constant support to both clients and tenants.

DIGITAL PARTNER

RentGuard is the ideal partner for digitizing and automating administration processes, reducing costs and increasing profitability. With customized and scalable solutions, the platform fully covers the needs of the real estate market in Romania. More details are available on rentguard.ro.

2024 HOTEL MARKET TRENDS

Despite numerous initiatives such as the European Cultural Capital and follow-up events, Timisoara tourism market is still under the pre-pandemic figures. Those figures reflect in a low pace development for the hotel market.

In the last 11 years, Timisoara hotel market grew with only 12%. The highest increase of 19% is in the "4-star" category, according to the data from Est Hospitality.

The total number of hotel rooms for the local market is 2,170.

Branded hotels represent just 17.7% in the market. With one exception – Ibis -, the other three units are rather boutique hotels, with less than 85 rooms.

BRANDED HOTEL NAME	NUMBER OF ROOMS	RANKING	HOTEL GROUP
MERCURE TIMISOARA	60	4*	ACCOR
BEST WESTERN AMBASADOR	42	3*	BEST WESTERN
IBIS TIMISOARA CITY CENTER	200	3*	ACCOR
NH TIMISOARA	83	4*	NH

Source: Ministry of Tourism & Est Hospitality Research, 2024

Regarding tourists' arrivals, the statistics show that for the first semester of 2024, Timisoara is 16% below the same period from 2019 and around 5% below the same period from the previous year. The total number of tourists' arrivals for the first six months stands under 100,000 people. In 2019 the total number of tourists' arrivals was 250,054, while in 2023 it reached 233,289.

However, the branded hotel pipeline looks good for the next four years, mainly due to the pronounced lack of offer. There are five hotel branded projects in pipeline, with a total number of 600 rooms, which represent a growth of 18% for Timisoara hotel market. 2024 will mark the opening for the first 5-star branded hotel in Timisoara.

BRANDED HOTEL NAME	ROOMS	RANKING	HOTEL GROUP	OPENING
Tresor Le Palais Curio Collection by Hilton	31	5*	HILTON	2024
Timisoara City Center M-Gallery Collection	50	4*	ACCOR	2026
Radisson Blu	160	4*	RADISSON	2026
Courtyard by Marriott	208	4*	MARRIOTT	2028
Hampton by Hilton	150	3*	HILTON	2028

Source: Ministry of Tourism & Est Hospitality Research, 2024

"ALTHOUGH THERE IS A STRONG INVESTMENT CONFIDENCE IN THE MARKET, WITH 600 NEW ROOMS ANNOUNCED FOR THE NEXT 4 YEARS, WE DO NOT SEE A POSITIVE TREND IN TOURIST'S ARRIVALS IN TIMISOARA. A DEMAND DRIVER COULD BE THE DEVELOPMENT OF "TRAIAN VUIA" INTERNATIONAL AIRPORT, WHICH MIGHT ADD NEW CONNECTIONS WITH OTHER EUROPEAN DESTINATIONS AND BRING ADDITIONAL TOURISTS IN TIMISOARA."

MIRCEA DRAGHICI, MANAGING PARTNER, EST HOSPITALITY.

REGIONAL CAMPAIGNS

Adding Romania's regional cities on the National Investment Map

- EVENTS - generating quality debates with local authorities and real estate developers
- PR CAMAPIGNS - spreading through international, national and local media
- RESEARCH CATALOGUE - analyzing the trends of each region's real estate industry

2024 AUTUMN CALENDAR

04 NOVEMBER: CLUJ-NAPOCA
26 NOVEMBER: IASI

CHECK OUT OUR EVENTS

SCAN ME

verbio.ro

Life changing real estate brands, made extraordinary by our experience

SCAN ME

- Strategy
- Branding
- PR & Communication
- Web development
- Lead generation programs
- Events
- Content

Verbio

15 years of marketing & communication

ROMANIA PROPERTY CLUB

TIMISOARA www.rpc.ro

MEMBERS ACKNOWLEDGEMENT

RPC PROJECTS ARE SHAPED WITH THE CONTRIBUTION OF:

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ALUKONIGSTAHL
ATALIAN
AXXIS NOVA RESORT & SPA
BL ASSOCIATES
BT PROPERTY
BUILDGREEN
CBRE
CHARGER.RO
CONCEPT STRUCTURE
CORAL CONSTRUCT
DELTA STUDIO
EFMS
ELDRIVE
FILIP & COMPANY
FIODOROV & PARTNERS
FORTIM TRUSTED ADVISORS
HANDY MAN
HITCH & MOSHER
IMRA REAL ESTATE
KAUFLAND ROMANIA
KNAUF ROMANIA
KONE
MEDCITY
META ESTATE TRUST
NAGY SZENDREY LAW OFFICE
NHOOD ROMANIA
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