

TIMISOARA

REAL ESTATE OVERVIEW

September 2025







IULIUS TOWN

Ce facem azi?

RETAIL

- 108,000 sqm retail
- 450 stores
- Cinema multiplex, fitness center

OFFICE

- 4 premium office buildings * 80,000 sqm
- 65 multinational companies * 11,000 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

Shopping. Cinema. Sports. Dining. Events. Office.
One destination. Endless experiences.



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UNLOCKING TIMISOARA: economic trends & real estate potential

One of the strongest regional poles of Romania, with a history of cultural, economic, and political leadership, Timisoara is a beacon for democracy, representing the birthplace of the Romanian Revolution that led to the fall of communism in 1989. Its physical proximity to Central Europe leaders (Austria, Germany, Italy, etc.) and pan-European road infrastructure massively contributed to the transfer of know-how and investments in manufacturing capabilities, laying the ground for accelerated economic development.

Local and central authorities are focusing on investments for development with a program of **270 million Euro (City Hall)** and **100 million Euro (Timis County)**. Moreover, the **3 billion Euro A9 highway** connecting with Moravita towards Serbian border is under the bidding process. The strong economy in Timis kept the unemployment rate at 1,06%, while the average net wage stands at 1,200 Euro, third largest following Bucharest & Cluj-Napoca. Two of the most prominent family offices in Romania, Tiriac Group and Paval Holding, obtained urban planning approvals for large mixed-use projects in Timisoara.

Despite a challenged **office market** across the country, Timisoara performed slightly better this year than other regional hubs, being the only city to register a **small 10% increase** in the total leasing activity for H1. The stock remained stable at 285,000 sqm, asking rents vary between 12.5 to 14.5 EUR/sqm, with a 15% vacancy rate.

Timisoara remains an **accessible city**, ranking fourth nationally, following Cluj-Napoca, Brasov and Bucharest.

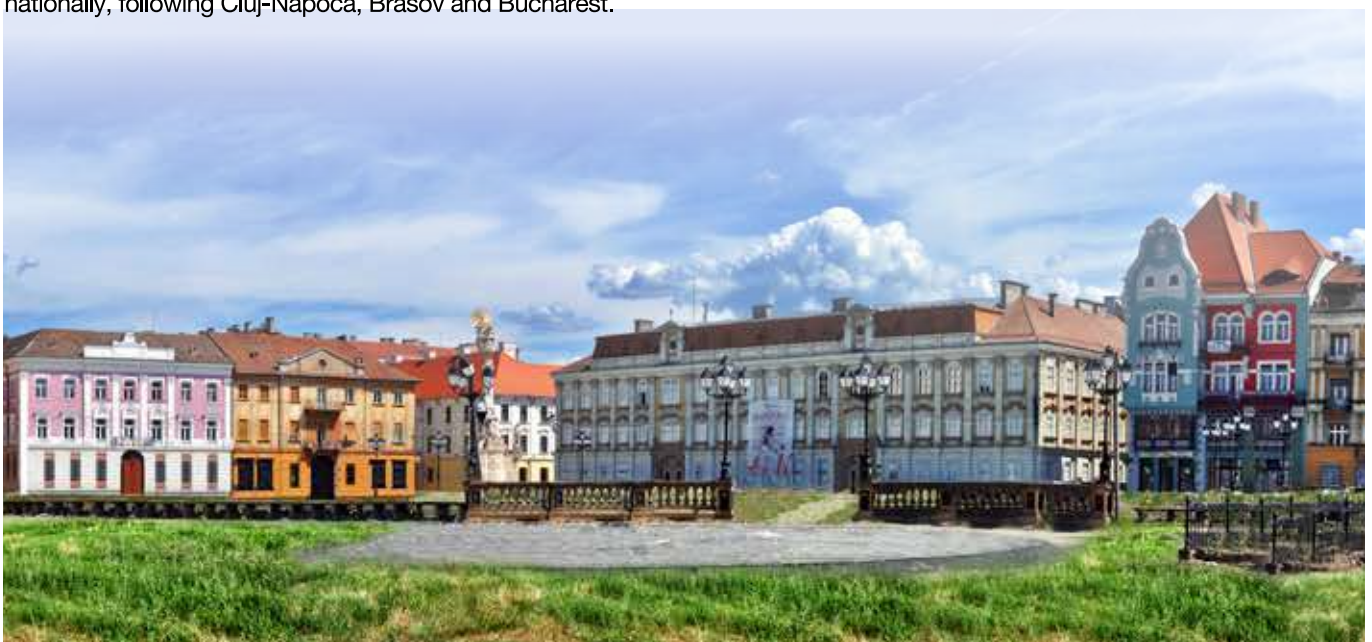
In August 2025, the average asking price in Timisoara for new apartments reached **2,127 Euro/sqm**, after an 11% increase compared to the end of last summer, according to the Imobiliare.ro Index.

The city is attracting new residents: at the beginning of 2024, the population by domicile recorded by INS in Timisoara was 302,000 people. The population of the Timisoara metropolitan area is estimated at over 500,000 people. Those numbers are driving a **strong retail expansion, with 200,000 sqm under development**.

Timisoara's total modern **industrial & logistics stock grew by circa 10%** in the past year, to reach 850,000 sq m. The county registered an increase in vacancy rate from 8.2% to almost 11% (the second highest in Romania after Iasi), despite a few notable large transactions and a total leasing activity surpassing 85,000 sq m in the past 12 months.

Although the tourism figures are not yet over the pre-pandemic levels (2019), the interest of **international hotel brands** remains high. In the next four years (2025-2028) there are five hotel branded projects in pipeline with a total number of **616 rooms** most of them in the "4 stars" ranking.

With its rich cultural heritage, strategic location, and dynamic spirit of innovation, Timisoara holds the potential to become not only a regional leader in sustainable growth but also a model of modern European urban development.



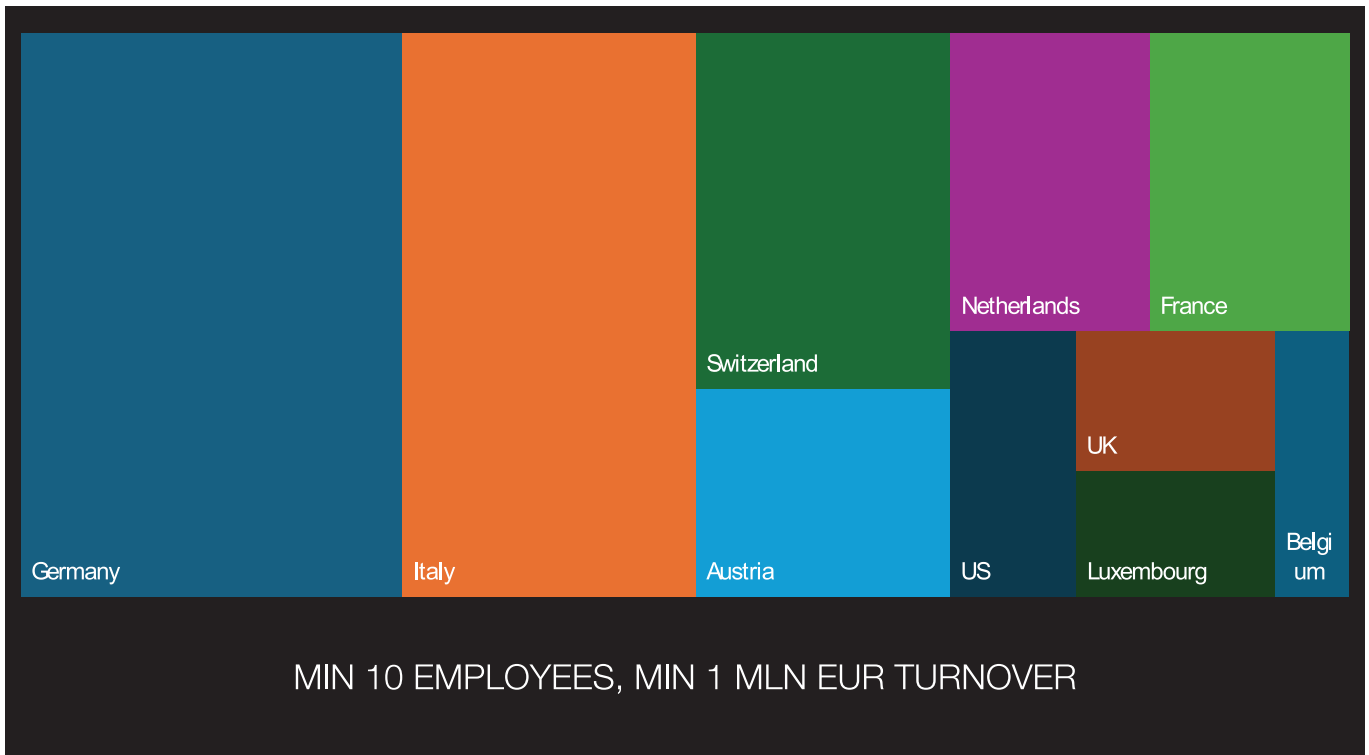


INVESTORS STILL PLACE THEIR TRUST IN TIMISOARA

In a context of modest economic growth at both the EU and country-level, investors still place their trust in Timisoara. Two of the most prominent family offices in Romania, Tiriac Group and Paval Holding, obtained urban planning approvals for large mixed-use projects in Timisoara. Tiriac Holding is developing a historical 5 ha site (Abator) into co-working, commercial, hotel, and extensive residential areas within the city center. Paval Holding obtained a PUZ for a 36-ha industrial & logistics park located on the north side of the city, plugging in with the future West Motorway section, in addition to kicking off the mixed-use, with an accent on residential, Spumotim urban reconversion project.

What drives investors? A brief economic analysis reveals that Timis is the 3rd preferred destination (after Bucharest-Ifov and Cluj) for foreign investors. Approximately 150 companies with foreign shareholding and a meaningful economic impact (turnover exceeding 5 million EUR and employing a minimum of 10 people) have set their headquarters in Timis. These mainly run businesses in chemical & plastics, automotive and electronics components, transport, IT, and agriculture. By country of origin, Central and Western Europe dominate the investor chart.

Romanian companies with significant economic activity (min 10 employees, min 5 million EUR turnover) overwhelmingly focus on commerce, construction, agriculture, transportation, and the restaurant business. There is a clear differentiation between foreign companies with a specialization in B2B export products and Romanian companies looking to mainly capitalize on consumption and internal market opportunities.



The 3rd position is consistent with the overall percentage of companies with meaningful economic activity, irrespective of the shareholders' country of origin. Timis' headquarters 4.32% of the companies with a minimum 10 employees and a 5 million EUR turnover, and is equally 3rd in employing workforce in such a stable type of company.

One interesting data point is that IT&C is the dominant sector to hire more than 10 professionals and generate a minimum of 1 million EUR turnover. While Timisoara is generally perceived as a strong manufacturing and logistics hub, value-added (and higher-paying) tech services seem to proliferate and drive the region's future.

As for the impact of volatility in the economies of Europe and the exposure to the auto industry, Timisoara has been mainly sheltered from large corporate efficiency programs. While one of the top employers did perform a round of layoffs, we have yet to witness a markedly increase in Timis's country's historically low unemployment rate. Thus, despite a slowdown in the overall economy, it is easy to understand why experienced investors continue to place their faith in the region.

Public authorities play their part as well in the county's development. The construction of the West Motorway Belt is progressing, as the city hall approved the eminent domain program. CNAIR designated a construction company winner for the A9 highway this summer, underlying the commitment to expanding the country's road network. Investments in educational infrastructure continue, along with the construction and refurbishment of new bridges, urban regeneration programs, and public health infrastructure.

Timis is set to become one of the most advanced and modern health hubs in Romania. Following the construction of the new maternity building and private hospital investments (Medlife), major projects such as the Burnt Center, Neurosurgery Excellence Center, and Oncology Institute are moving forward. Despite a general governmental direction of cutting or postponing investments (such as the Dan Paltinisau stadium), the medical health infrastructure projects in Timis still enjoy support at both the central and local levels. The projects recently received building permits, and alternative financing sources, where needed, were secured.

Previous infrastructure investment, such as the expansion of the Traian Vuia Airport, is starting to yield, as airlines such as Wizzair and Animawings are opening new routes to the Middle East and Western Europe.

County-level, the refurbishment of the Huniade Castle, important road enlargement, and educational facilities investment are on the local administration's priorities list. Considering the overall direction of cost-cutting/postponement imposed by the central administration, it is difficult to assess which projects will be financed in the immediate future.

LAND MARKET OVERVIEW

Analysis by **Hitch & Mosher**

The priority objectives for the development of Timisoara are as follows (in accordance with those stated in the General Memorandum of the new General Urban Plan for the city):

Development and modernization of communication and access routes along the north-south axis for better territorial connectivity, including the cross-border western territory of Romania.

Optimization of county-level accessibility through the modernization of access routes by increasing traffic capacity on the routes that connect to cross-border, national, and regional territories.

Integration and connection of Timisoara International Airport - the 3rd most important airport in Romania with significant destinations in Europe and worldwide.

Strategies and cooperation programs with neighbouring countries (Hungary and Serbia), as well as with adjacent counties (Arad, Hunedoara, Caras-Severin), aimed at **developing cross-border and inter-county tourism**.

Encouraging urban and rural cooperation among small and medium-sized urban centres at the county level for better consolidation and balancing of the settlement network at the regional level.

Capitalizing on road and rail accessibility along the east-west axis with a view to possibly planning an “urban gateway” system of Romania towards the West, formed between the two municipalities in the cross-border area - Arad and Timisoara.

**RESIDENTIAL & MIXED USE
DEVELOPMENTS**

RETAIL DEVELOPMENTS

LOGISTICS DEVELOPMENTS

Quotations

PERMITTED PLOTS:
200 - 1.000 EUR/sqm.
UNDER PERMITING PLOTS:
175 - 550 EUR/sqm.
NOT PERMITTED PLOTS:
150 - 250 EUR/sqm.

PERMITTED PLOTS:
120 - 500 EUR/sqm.
UNDER PERMITING PLOTS:
110 - 220 EUR/sqm.
NOT PERMITTED PLOTS:
85 - 120 EUR/sqm.

PERMITTED PLOTS:
35 - 60 EUR/sqm.
UNDER PERMITING PLOTS:
19 - 26 EUR/sqm.
NOT PERMITTED PLOTS:
10 - 15 EUR/sqm.

Available
areas

NORTH:
not permitted plot:
total surface: 18.454 sqm
price: 220 EUR/sqm

CENTRAL / INNER CITY:
permitted plot:
total surface: 32.463 sqm
price: 1.000 EUR/sqm

CENTRAL / INNER CITY:
not permitted plot, ongoing
procedure:
total surface: 13.000 sqm
price: 650 EUR/sqm

CENTRAL:
not permitted plot, ongoing
procedure:
total surface: 8.350 sqm
price: 1.490 EUR/sqm

NORTH - WEST:
permitted plot:
total surface: 4.794 sqm
price: 500 EUR/sqm

NORTH - WEST:
not permitted plot, ongoing
procedure:
total surface: 7.253 sqm
price: 350 EUR/sqm

NORTH (retail, schooling, sport):
permitted plot:
total surface: 200.000 sqm
price: 155 EUR/sqm.

NORTH (hotels):
permitted plot:
total surface: 12.243 sqm
price: 450 EUR/sqm.

NORTH:
not permitted plot:
total surface of 20.000 sqm
price: 300 EUR/sqm

NORTH - WEST:
permitted plot:
total surface: 30.000 sqm
price: 150 EUR/sqm.
total surface: 6.800 sqm
price: 500 EUR/sqm

SOUTH - WEST:
permitted plot:
total surface: 29.636 sqm
price: 113 EUR/sqm
total surface: 16.000 sqm
price: 175 EUR/sqm

SOUTH - EST:
permitted plot:
total surface: 50.000 sqm
price: 200 EUR/sqm

EST:
permitted plot:
total surface: 8.000 sqm
price: 350 EUR/sqm

ARAD CITY:
not permitted plot:
total surface 30.000 sqm
price: 135 EUR/sqm.

NORTH:
permitted 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

Iulius Town, Timisoara



**STEADY
EVOLUTION
FOR THE LOCAL
OFFICE MARKET**



AFI Park, Timisoara

The total office stock in Timisoara remained stable at 285,000 sqm, with United Business Center – Iulius Town, AFI Park, ISHO, and Vox Technology Park being the benchmarks for qualitative Class A business parks. Asking rents vary between 12.5 to 14.5 EUR/sqm, and the negotiations can become competitive, considering the 15% vacancy rate.

Timis is the third county nationwide (following Bucharest – Ilfov & Cluj) to host the headquarters of foreign companies with a more consistent turnover, making this region an important business pillar.

Big international companies (e.g. Bosch, Continental) operate here. The city hosts modern facilities producing components, electronics, etc. With a growing IT/tech ecosystem, startups and well-educated workforce (several universities producing graduates), Timișoara is increasingly known as a tech hub in Romania.

Despite a challenged office market across the country, Timisoara performed slightly better this year than other regional hubs, being the only city to register a small 10% increase in the total leasing activity, reaching c.a. 8,800 sq m.

IULIUS TOWN Timisoara is the city’s main urban regeneration mixed-use scheme that Iulius Group rolled over Romania’s most important regional poles.

The project is a large integrated retail-office development. United Business Center, the office component, offers more than 80,000 sq m of modern LEED Certified class A infrastructure to 65 multinational companies, hiring 11,000 employees.

ACI Worldwide renewed its agreement with Iulius Group, whereas, in 2025, one of the leading independent corporate governance research companies set up operations in Timisoara, pending further growth.

Zoppas Industries decided to open a technology center within the United Business Center.

The leading serviced office operator, Regus, opened its first location in Timisoara, in partnership with Vox Technology Park.

Moving forward, more than 30,000 sq m of office space could be built upon demand, considering the expansion possibilities at Bega Business Center and Paltim. The Abator PUZ (Tiriac Group) features co-working spaces that complement the proximity to student housing and the Polytechnic University.



“THE TRENDS WE HAVE SEEN SINCE LAST YEAR ON THE OFFICE MARKET CONTINUED IN 2025.

In the absence of new project deliveries, demand is shifting towards the modern infrastructure created in previous years. The competitive advantage belongs to green buildings, whose efficiency is reflected in operating costs and in the comfort that employees have. Positioning and the mix of facilities remain essential criteria when choosing an office space, which is why mixed projects, such as Iulius Town, are among the most sought-after options.

We are observing a diversification of the tenant profile. If in the past, IT was the dominant sector, now a strong presence from other industries is emerging. This evolution not only expands our portfolio but also consolidates our position as a business hub in western Romania.”

LAURENTIU MANEA
OFFICE BUILDINGS MANAGER,
IULIUS TOWN TIMISOARA

Residential analysis with the support of

imobiliare.ro

TIMISOARA REMAINS ONE OF THE MOST ACCESSIBLE ROMANIAN CITIES

Timisoara remains an accessible city, ranking fourth nationally, following Cluj-Napoca, Brasov and Bucharest. In August 2025, the average asking price in Timisoara for new apartments reached 2,127 Euro/sqm, after an 11% increase compared to the end of last summer, according to the Imobiliare.ro Index. The city is the fourth most expensive in the country, after Cluj-Napoca (3,139 Euro/sqm), Braşov (2,538 Euro/sqm) and Bucharest (2,284 Euro/sqm).

H1 DATA – OFFER UP BY 6% VS 2024

Almost 2,100 new apartments were put up for sale in the first half of this year in Timisoara. The supply increased locally by 6% in this market segment, if we compare it to the same period last year. The areas counting the largest new offer were Braytim (475 units), Torontalului (363 units), Girocului (297 units) and Calea Aradului (263 units).

H1 DATA – DEMAND UP BY 15% VS 2024

Demand increased by 15% at the city level. The areas with the highest supply attracted the interest of most potential buyers in the first half of this year. Their interest increased by 35% compared to the same period in 2024, in the Braytim neighborhood, which is traditionally one of the cheapest in Timișoara. A 30% advance in demand could also be observed in the Torontal area.

H1 DATA – PRICES UP BY 10% VS 2024

The average asking price for new apartments in Timișoara listed for sale in the first semester was 1,844 Euro/sqm, up 10% compared to the first semester of 2024. The most expensive new apartments are in the city center and in the Take Ionescu area, where the average reaches 2,764 Euro/sqm. At the opposite end of the spectrum were neighborhoods such as Girocului or Braytim in the first semester, where the square meter is sold for prices barely exceeding the threshold of 1,600 Euro/sqm.

INTERVIEW

VALENTIN ZAHARIA
TECHNICAL AND PERFORMANCE
DIRECTOR, VEOLIA ROMANIA



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BY SIGNIFICANTLY LOWERING CO₂ EMISSIONS, OFTEN UP TO 90% COMPARED TO CONVENTIONAL SYSTEMS, THE GEOEXCHANGE SOLUTION CAN ENABLE REAL ESTATE DEVELOPERS TO ACHIEVE STRINGENT ESG BENCHMARKS, ATTRACT GREEN FINANCING, AND EARN CERTIFICATIONS SUCH AS NZEB, LEED OR BREEAM.

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Veolia România is part of Veolia’s global network, a world leader in delivering essential services (water, energy, waste) and driving ecological transformation. In Romania, our teams develop, build, and operate integrated water, wastewater, and energy solutions, helping municipalities and private clients meet modern sustainability requirements. By drawing on Veolia’s nearly two centuries of international expertise and blending it with 25 years of local know-how, we ensure top-tier efficiency and reliability in every project, while contributing to a positive environmental impact and stronger communities.

HOW DOES VEOLIA INTEGRATED RENEWABLE ENERGY SOLUTION HELP REAL ESTATE DEVELOPERS MEET THEIR ESG TARGETS?

Veolia România, through its local ecosystem of companies, follows an approach that focuses on reducing carbon footprints, reusing resources and minimizing their usage and consumption, and enhancing cost efficiency. Moreover, when it comes to integrated renewable energy solutions, we showcase this strategy through our GeoExchange system, which harnesses shallow-ground geothermal energy in conjunction with high-efficiency heat pumps to provide heating, cooling, and domestic hot water.

By significantly lowering CO₂ emissions, often up to 90% compared to conventional systems, the GeoExchange solution can enable real estate developers to achieve stringent ESG benchmarks, attract green financing, and earn certifications such as nZEB, LEED or BREEAM. Beyond decarbonization, our integrated services also include long-term operation and maintenance, enabling continuous system performance, predictable energy costs, and transparent tracking of sustainability metrics. Moreover, another interesting feature is its versatility, as the solution is suitable for both new and existing buildings.

IN WHICH REAL ESTATE PROJECTS HAS THE VEOLIA GEOEXCHANGE SOLUTION BEEN IMPLEMENTED AND WHAT ARE THE ADVANTAGES FOR THE RESIDENTS OF THOSE PROJECTS?

We have successfully introduced the GeoExchange technology in multiple residential projects in Bucharest and in multi-purpose developments around the country, such as retail, industrial, office and residential buildings, several airports (Sibiu, Satu Mare, Tuzla), private and public hospitals, and also in a very special project in Alba Iulia, an elderly care home, for which we designed and built a turnkey solution, reducing the reliance on traditional gas boilers by up to 85%.

The GeoExchange solution provides residents with lower and more predictable energy costs, higher comfort in the living spaces, and a considerably smaller carbon footprint. Furthermore, the system reduces operational costs by up to 50%, providing significant financial advantages.



200,000 SQM NEW RETAIL PREMISES UNDER DEVELOPMENT

IULIUS TOWN AND SHOPPING CITY TIMISOARA CONTINUE TO DOMINATE AND SERVE THE COUNTY. WITH RETAIL DENSITY ON THE HIGHER END WHEN BENCHMARKED AGAINST OTHER COUNTY SEATS, TIMISOARA DIDN'T ADD NEW STOCK TO ITS 175,000 SQM OF SHOPPING CENTERS.


Both malls attracted new tenants, such as Samsonite, Various Brands, Lee Cooper, Hugo Boss, Treevi Pizza, McDonald's, and Flanco, while continuing to be a focal point for the community.

Food festivals, e-sports tournaments, movie nights, and concerts are just a few examples of community-focused events that foster a sense of belonging, while keeping consumers on-site and increasing foot traffic.

The drivers of new additions to the total modern retail schemes were small grocery-anchored galleries located in the bustling metropolitan area or in the proximity of new residential developments. Kaufland, Penny, and Lidl are aggressively looking to anchor the sprawling metro area.

Hornbach is also looking to capitalize on the refreshing of the residential stock by opening a second store in 2026. Jumbo made a bold move to open a second store in Timisoara, in the Calea Sagului shopping hub, to be closer to the city.

The rents for retail schemes in Timisoara remained stable, while the prime retail yield is estimated at 7.7%.



WITH ONE OF THE LARGEST
RETAIL AREAS IN ROMANIA,
IULIUS TOWN REMAINS
THE LEADER OF THE MARKET.

ANDREI SIVOI
SHOPPING CENTER MANAGER,
IULIUS TOWN TIMISOARA

"The retail market in Timisoara maintains its dynamism in 2025, confirming the trends of consolidation of physical commerce. According to the latest market study, shopping in offline stores has returned to a share of 53% of the total, equaling the level recorded in 2022. And Iulius Town's market share reached 28.2%, higher than the competition. Timisoara consumers remain demanding, quality-oriented and willing to invest in superior shopping experiences, with high expectations in terms of services and available brands. In response, in the last year we have expanded our portfolio with exclusive brands, but also with department stores appreciated by the general public. Iulius Town owns one of the largest commercial areas in Romania - over 190,000 sqm of rentable space, of which 108,000 sqm for retail - and is the only project that brings together all the major fashion anchors present in the country."

Taking into consideration the purchasing power per capita in Timis - 14,908 Euro (2024 statistics, according to GfK "Purchasing Power Europe 2024"), notably higher than the 9,092 Euro national average, investors are working on a significant pipeline.

According to real estate consultant Hitch & Mosher there are 200,000 sqm under development, off-plan and under construction, with estimated delivery dates Q4 2025 - Q1 2027. "Out of these, a little over 100,000 sqm are located in Timisoara and the neighboring localities, while the rest are in Lugoj, Faget and Jimbolia. Hitch & Mosher has an exclusive representation for 35,000 sqm", said Marius Schiopota, Managing Partner, Hitch & Mosher.

County-level, M Core received an urban planning approval for its 10,000 sq m retail park in Lugoj, scheduled for delivery in 2027. While a small town with merely 35,000 people, consumption in the wider area is likely stimulated by the strong employment of blue-chip production companies located along the A1 highway, prompting experienced developers to make a sizable investment.

As Timis keeps topping the average net wage ranking (1,300 EUR, third highest in Romania), and as the local businesses seem to be less impacted by the volatility of the economic environment, the region shall continue to be a steady cash-flowing hub.

In the long term, as the West Belt Motorway becomes functional, we would expect more production facilities and residential developments to balance the map and pave the way for new retail schemes.

RESILIENT GROWTH IN THE LOGISTICS MARKET



Timisoara's total modern industrial & logistics stock grew by circa 10% in the past year, to reach 850,000 sq m. The county registered an increase in vacancy rate from 8.2% to almost 11% (the second highest in Romania after Iasi), despite a few notable large transactions and a total leasing activity surpassing 85,000 sq m in the past 12 months.

The vacancy is likely less of a sign of economic turmoil, but an indication of active bidding and developers' expectations to secure new business in the western side of the country. For the time being, this has not yet materialized, probably due to overall volatility and tariff uncertainty, which hinders production and facility planning.

Moving forward, there is limited new construction planned until the existing space gets absorbed, in line with development pipelines in other regional hubs. For the time being, construction seems to be moving forward only in the Bucharest/Ifov area.

Rent-wise, the prime asking rent slightly increased to 4.5 EUR/sqm, following similar increases across the country, mainly as a result of across-the-board spikes in construction, financing, and land costs.



In 2025–2026, VGP aims to continue its expansion across Romania by consolidating its presence in established logistics hubs. Timisoara is a key location for VGP Romania, the park being located near the A1 highway under construction, part of the Pan-European Corridor IV, which will connect Bucharest to Budapest.

The company’s focus remains on delivering high-quality industrial spaces that meet modern operational and sustainability standards.”

DANA BORDEI
COMMERCIAL COUNTRY MANAGER,
VGP ROMANIA

Notable transactions include the Kyocera renewal with CTP and the RPW Logistics renewal with VGP.

Most recently, Great Wall Motor announced a new partnership with the local auto components producer Elba, marking a significant market entrance.

One of the largest Chinese automotive producers is signaling a more aggressive market penetration to compete with European carmakers by shortening its supply chain. Should the company decide to build a full-fledged factory, new suppliers would flood the market.

Other important production companies that announced plans to open units in Timisoara include Elma Electronic (Swiss) and DDK (Taiwanese bicycle maker).

The higher vacancy doesn’t seem to deter new investments. Most recently, Paval Holding obtained a PUZ for an 85 million EUR investment in a logistics park situated north of Timisoara, in proximity to the new motorway.

This is proof that infrastructure investments do yield new private investments that create economic value and generate jobs.

On the investment properties market, the activity has been less prominent than in previous years, when large players consolidated at a national level.

OPPORTUNITIES TO WATCH

- Cross border logistics (Hungary, Serbia) could grow, especially routes leveraging EU funding or corridor infrastructure improvements.
- E commerce / last mile logistics is likely under served and may demand new smaller, flexible distribution hubs closer to population centers.
- Cold chain / specialized logistics (hazards, perishables) could be niche growth areas if facilities are available.
- Public investment in transport (road, rail, border crossings) will be critical: improvements here can unlock more value.



Recas Wineries

2025 HOTEL MARKET TRENDS

One of Romania’s most dynamic cities, located in the western part of the country in the Banat region, Timisoara is known for rich cultural heritage, multi-ethnic history (Romanian, Hungarian, German, Serbian influences), beautiful architecture, and vibrant arts scenes. However, the city is under its potential following the major event 2023 European Capital of Culture.

The city has not yet returned to the demand levels (in terms of arrivals and overnights) recorded in 2019, according to the data provided by Est Hospitality to RPC. In 2024, tourist arrivals in hotels and apart-hotels were approximately 9.0% below 2019 levels, while overnight stays were down by around 24%.

Nonetheless, the first half of 2025 shows strong growth compared to 2024, with arrivals increasing by 17.6% and overnights by 13.8% in hotels and apart-hotels. This upward trend reflects a healthy market recovery and presents encouraging prospects for both existing hotels and upcoming developments.

A positive trend is observed for the accommodation in apartment units for 2024.

TOURIST ARRIVALS IN	2019	2023	2024	H1 2024	H1 2025	24 VS '19	H1 '25 vs H1 '24
Hotels & Aparthotels	250,054	229,450	227,023	97,693	114,962	-9.21%	17.68%
Rooms for rent	NA	4,524	11,730	5,508	5,684	NA	3.20%

TOURIST OVERNIGHTS	2019	2023	2024	H1 2024	H1 2025	24 VS '19	H1 '25 vs H1 '24
Hotels & Aparthotels	532,113	326,620	403,215	177,639	202,261	-24.22%	13.86%
Rooms for rent	NA	6,487	23,799	12,225	9,759	NA	-20.17%

Source: INS, 2025



Radisson Individuals, Timisoara

Timisoara attracts with its cultural & historical heritage: many preserved historic buildings: Baroque, Secessionist, Habsburg-era architecture as well as rich historical narrative: site of major events (e.g. the 1989 Revolution and the Museum of Memorial of the Revolution). The county has several attractions sites such as Recas Wineries, Valiug, Buzias Park, Charlottenburg Village or Surduc Lake. However, authorities need to level up the calendar of events, to succeed in generating more tourists.

International hotel brands keep their interest high for Timisoara. In the next four years (2025-2028) there are five hotel branded projects in pipeline with a total number of 616 rooms most of them in the “4 stars” ranking.

BRANDED HOTEL NAME & PHASE	ROOMS	RANKING	HOTEL GROUP	OPENING
Galaxy Radisson Individuals (preopening)	48	4*	RADISSON	2026
MGallery Collection (planning)	50	4*	ACCOR	2026
Radisson Blu (under construction)	160	4*	RADISSON	2027
Hampton by Hilton (planning)	150	3*	HILTON	2028
Courtyard by Marriott (planning)	208	4*	MARRIOTT	2028

Source: Est Hospitality Research, 2025

“WE ANTICIPATE THAT TOURIST ARRIVALS AND OVERNIGHT STAYS IN HOTELS AND APARTHOTELS IN 2025 WILL SURPASS THOSE OF 2019, SIGNALING A SIGNIFICANT SHIFT TOWARD GROWTH FOR TIMISOARA. THIS POSITIVE TREND IS DRIVEN BY THE “TIMISOARA – CAPITAL OF CULTURE” EVENT AND THE RECENT EXPANSION OF THE TRAIAN VUIA INTERNATIONAL AIRPORT, WHICH IS EXPECTED TO ENHANCE CONNECTIVITY WITH OTHER EUROPEAN DESTINATIONS AND ATTRACT EVEN MORE VISITORS TO THE CITY.”

MIRCEA DRAGHICI, MANAGING PARTNER, EST HOSPITALITY.



REGIONAL CAMPAIGNS

Adding Romania's regional cities on the National Investment Map

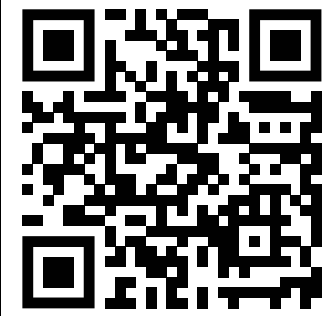
- EVENTS - generating quality debates with local authorities and real estate developers
- PR CAMPAIGNS - spreading through international, national and local media
- RESEARCH CATALOGUE - analyzing the trends of each region's real estate industry

2025
AUTUMN
CALENDAR

23 OCTOBER: CLUJ-NAPOCA
25 NOVEMBER: IASI



CHECK OUT OUR EVENTS



SCAN ME

Life changing **real estate** brands, made extraordinary by our experience

Strategy

Branding

PR & Communication

Web development

Lead generation programs

Events

Content

Verbio

15
years
of marketing
& communication

MEMBERS ACKNOWLEDGEMENT

RPC PROJECTS ARE SHAPED WITH THE CONTRIBUTION OF:

Strategic Members

AFI EUROPE
ONE UNITED PROPERTIES

Corporate Members

AKCENT DEVELOPMENT
HAGAG DEVELOPMENT EUROPE
IULIUS GROUP
META ESTATE TRUST
THETA FURNITURE & MORE
WDP

Business Members

ADP GREEN BUILDING
ATALIAN GLOBAL SERVICES
BL ASSOCIATES
BUILDGREEN
CHARGER.RO
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