



VIII CONGRESO ANDALUZ DE COMERCIO

FORO DE COMERCIO MEDITERRÁNEO

ALMERIA, DEL 13 AL 15 DE MAYO 2010

AUDITORIO MAESTRO PADILLA, (Plaza de Alfredo Kraus s/n)

Mesa Redonda:

Experiencias sobre revitalización de
Áreas Comerciales Urbanas

“Turismo comercial en Brasov”

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Commercial tourism in Brasov

Cristina Antonie

**ASSOCIATION FOR THE PROMOTION AND DEVELOPMENT OF TOURISM IN
BRASOV COUNTY**

Brasov Tourism

- **Rapid growth**
- **Two Axes**

Brasov Tourism

- **Agro tourism**

Brasov Tourism

- **Urban tourism.**
- **Commercial Tourism.**

Agro tourism

Small hostels, family
businesses (20
rooms)

60% of market

Pensio
ns –
local
cuisine

Rural areas –
landscapes,
wildlife

Commerce
with local
products

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Urban tourism - commercial

Urban middle aged tourist

**- Above average
training and
income tourist**

**- Olympics of
shopping**

**- Brasov Tourist
Association**



BRASOV



SPA

- SPA centers with the latest equipment

SHOPPING

- Target Client: High Incomes
- Apparel and Footwear

Brasov Tourist Association

Objective



Develop a strategy

Together with the local city hall

To be more accessible



Incentives to promote so-known brands to be attracted here

Commercial Events

- To Promote Commercial Activity
- Frequency: Monthly
- Week-End

Commercial Events

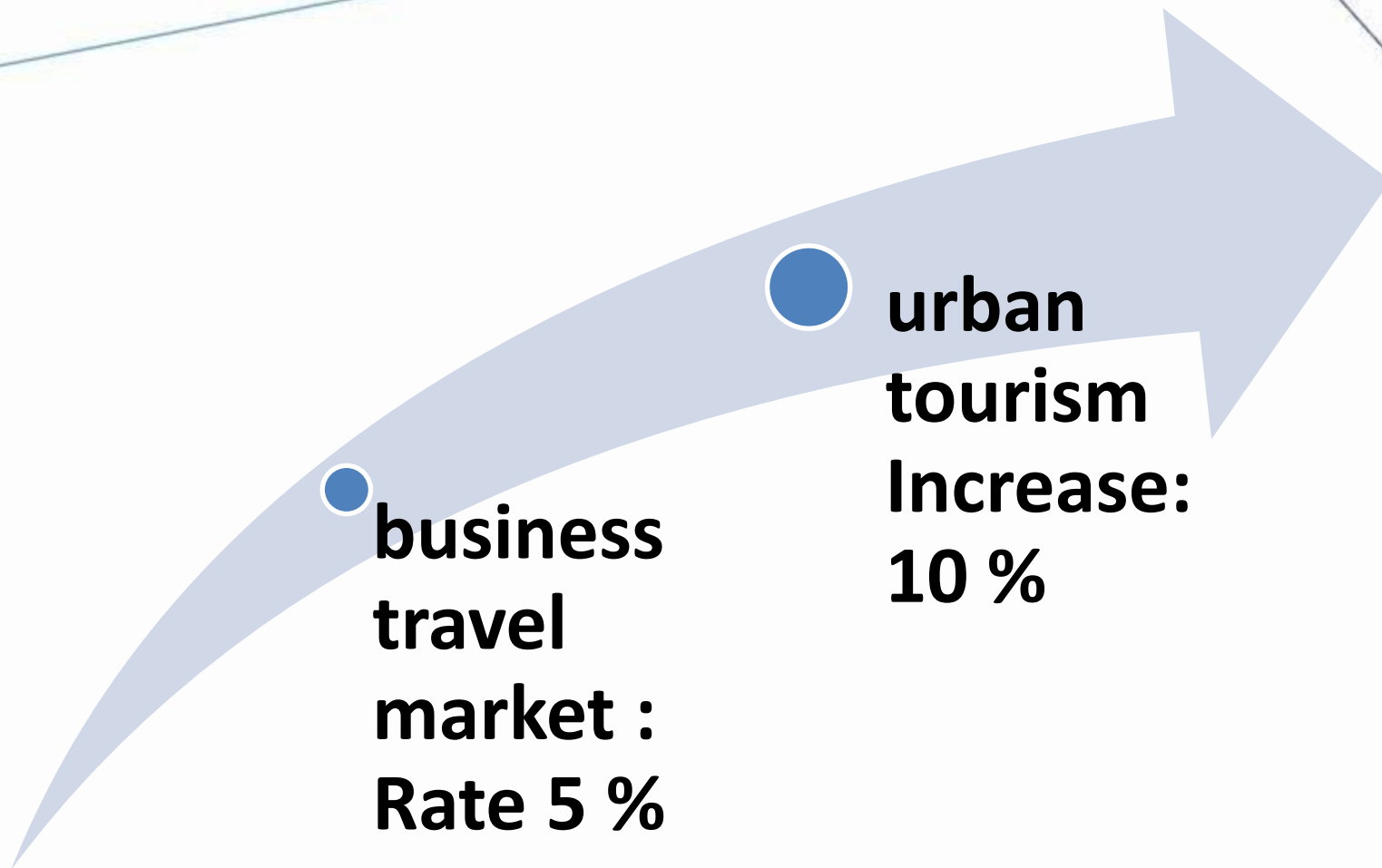
- Slow food Fair
- Hand Made Fair
- Spices Fair
- Artisans Fair



BRASOV



BRASOV



● **business
travel
market :
Rate 5 %**

● **urban
tourism
Increase:
10 %**

BRASOV



**Winter
Season**

**Great flow of
tourists**

**first wave of
price cuts**

**Summer
Season**

**Figures are
slightly
lower**

Reductions

Golden Stag Festival

Pop music contest
which transform Brasov
for a week in to the
European Capital of pop
music




**All these
attract tourists
from Romania
and other
countries,**

**Contribute to
the
development
of commercial
tourism**


**Brasov virtually
tourist season
never ends.**



- One way Romanian tourism is still quite difficult.



- We have a long journey to catch up the major European cities



- Even if we are not the first commercial tourism section
- we have definitely rule the natural beauty and wild landscape





**Perhaps the strongest
reason to come visit us**



BRASOV
Piata Sfatului