

ONCE DISCOVERED, NEVER FORGOTTEN

BRAȘOV COUNTY





1 405 004

Tourists in 2022

1 513 522

Tourists in 2023 (Sept 2024 _ 1.123.659)

2 616 872

Tourist overnights in 2022

2 848 694

Tourist overnights in 2023 (Sept 2024_2127801)

Multiculturalism is one of the most important assets of Brasov County, each of the three main historical ethnic communities (Romanians, Hungarians, Germans) knowing how to preserve their cultural identity, whereas the interferences between these cultures deeply enrich one another ethnic, linguistic and religious diversity.

Story goes that Romanians and foreigners, alike, fall in love with our region, the travel destination with the highest *re-visit rate* in Romania.



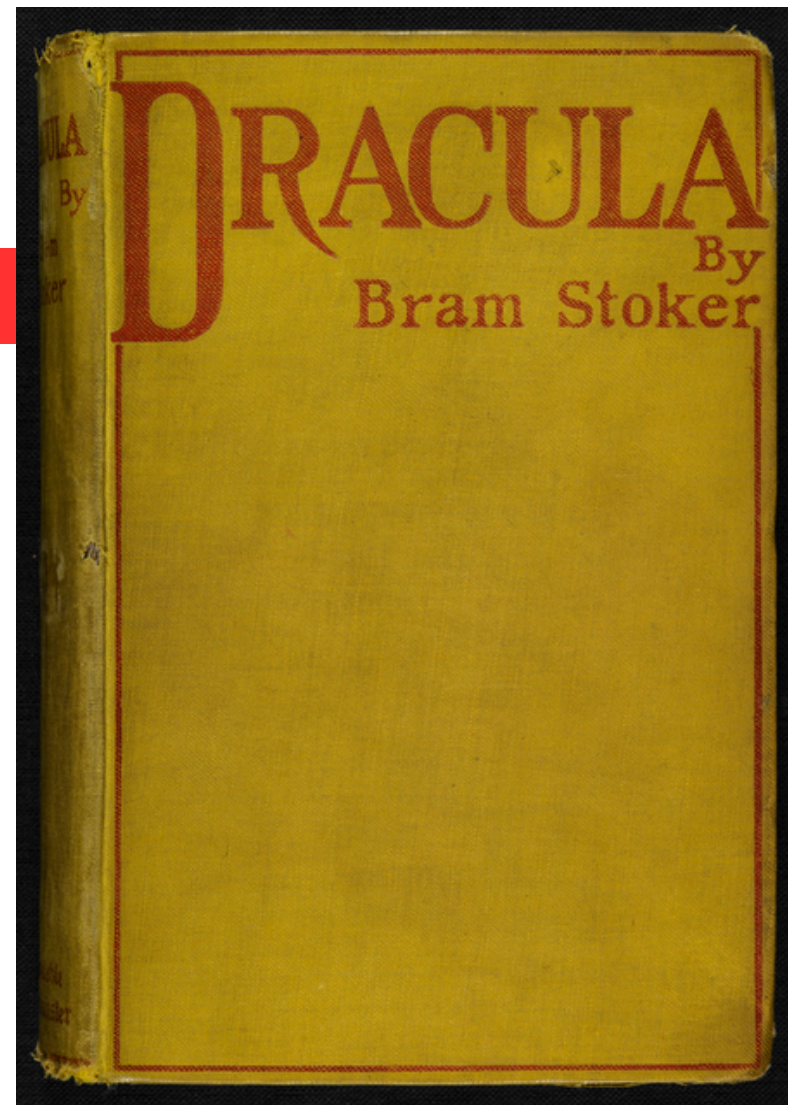
Braşov County
Council

You'll never be bored!!!

Wild landscapes, a remarkable medieval cultural heritage, cultural events, outdoor adventures - all beaming with a continuous effervescence, culinary delights and colourful traditions.



SOME OF OUR FAMOUS CHARACTERS AND PLACES...



Bram Stoker

...who never visited Romania depicted the imaginary Dracula's castle based upon a description of Bran Castle that was available to him in turn-of-the-century Britain.

Count Dracula

Bran Castle



We promise to captivate you with our diversity of places, landscapes and natural values.

Mountains are everywhere, with no less than seven spectacular massifs: **Bucegi, Piatra Craiului, Ciucaș, Perșani, Făgăraș, Piatra Mare or Postăvarul.**

breathe us...

@Piatra Craiului

One can visit centuries-
old oak forests at Racoș

admire the Carpathian
Delta at Dumbrăvița,
where over 20,000 birds
roost

take a walk through the
beautiful gorges of Dopca
or the Zărnești Cliffs.

while
honoring
nature

@The secular oak from Mercheasa



**fostering
silent areas
as a tourist
attraction**



explore us...



kayaking



hiking



mountain biking



horse riding

winter sporting



experience us...



thematic trails in Piatra
Craiului National Park



hiking and cycling trails
in the Transylvanian Hills

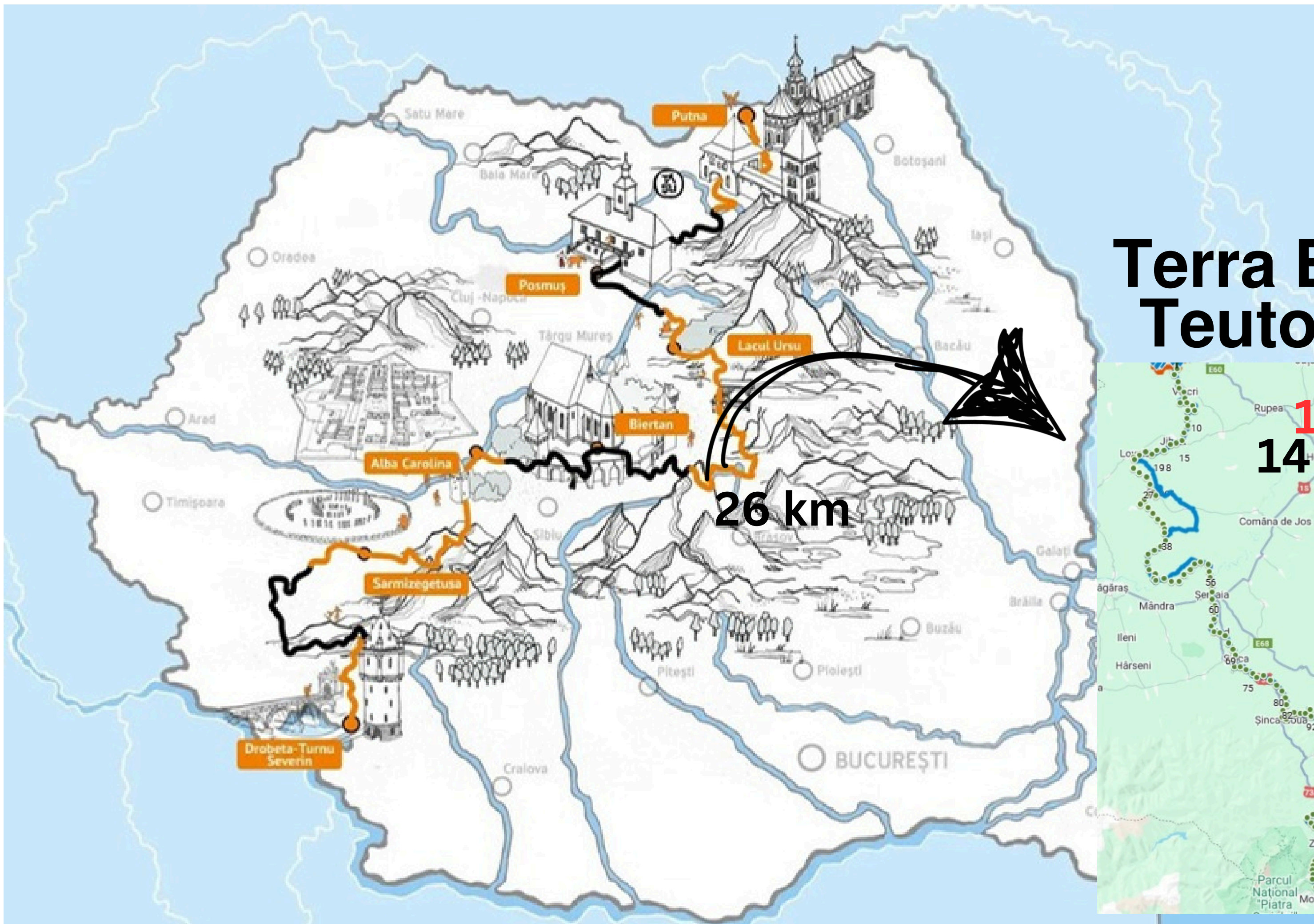


ecotourism trails in the
Carpathian Gate



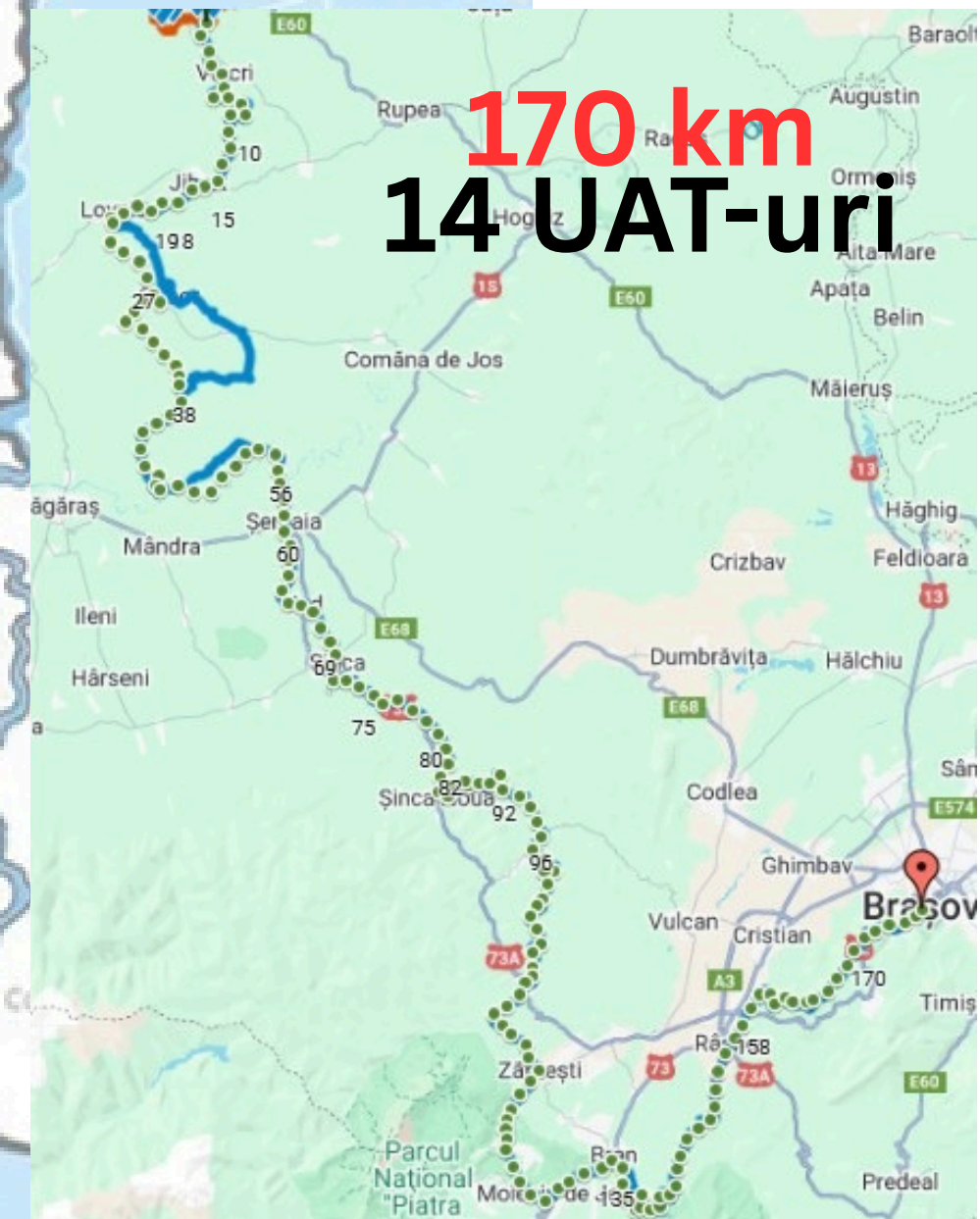
trails linking Rasnov's
Historical Centre and
Rasnov Fortress





Terra Borza Teutonica

170 km
14 UAT-uri





Prejmer - Pancake Festival/Fasching is a tradition of Saxon origin dating back to the 15th-16th centuries and revived by the young people of Prejmer.



Işler, our emblematic dessert, a Traditional Transylvanian cake with Austro-Hungarian origins, is waiting to be savoured on the Isler Tour, in the city of Brasov...

taste us...

...together with our local craft beer, a pilsner specially produced for the Brasov Tavern Keepers' Guild.





Started in autumn 2019, in Vama Buzăului, Brasov county, it offers tourists an authentic, safe, unique culinary experience in the countryside.

Local Gastronomic Points



→ a nationwide network, based exclusively on the establishment of Local Gastronomic Points.

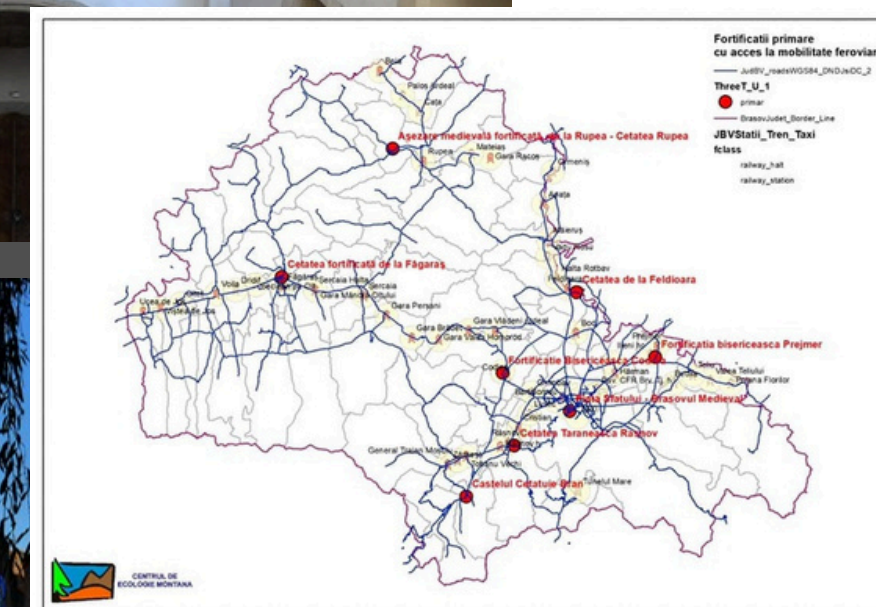
taste us...

<https://www.romania-atractiva.ro/ro/profiles/judetul-brasov-4-anotimpuri-intr-o-farfurie>



discover us...

One of the most "medieval" counties is undoubtedly Brasov. Almost every town has something to visit. An old church, the ruins of a fortress or houses that hide centuries of history behind their walls. Brasov county shelters more than 40 fortified churches.



Fortifications Route

Because we need to protect and highlight the cultural heritage and natural beauty of our area.

Brașov, Bran,
Codlea,
Feldioara,
Făgăraș,
Prejmer, Râșnov,
Rupea, Hărman

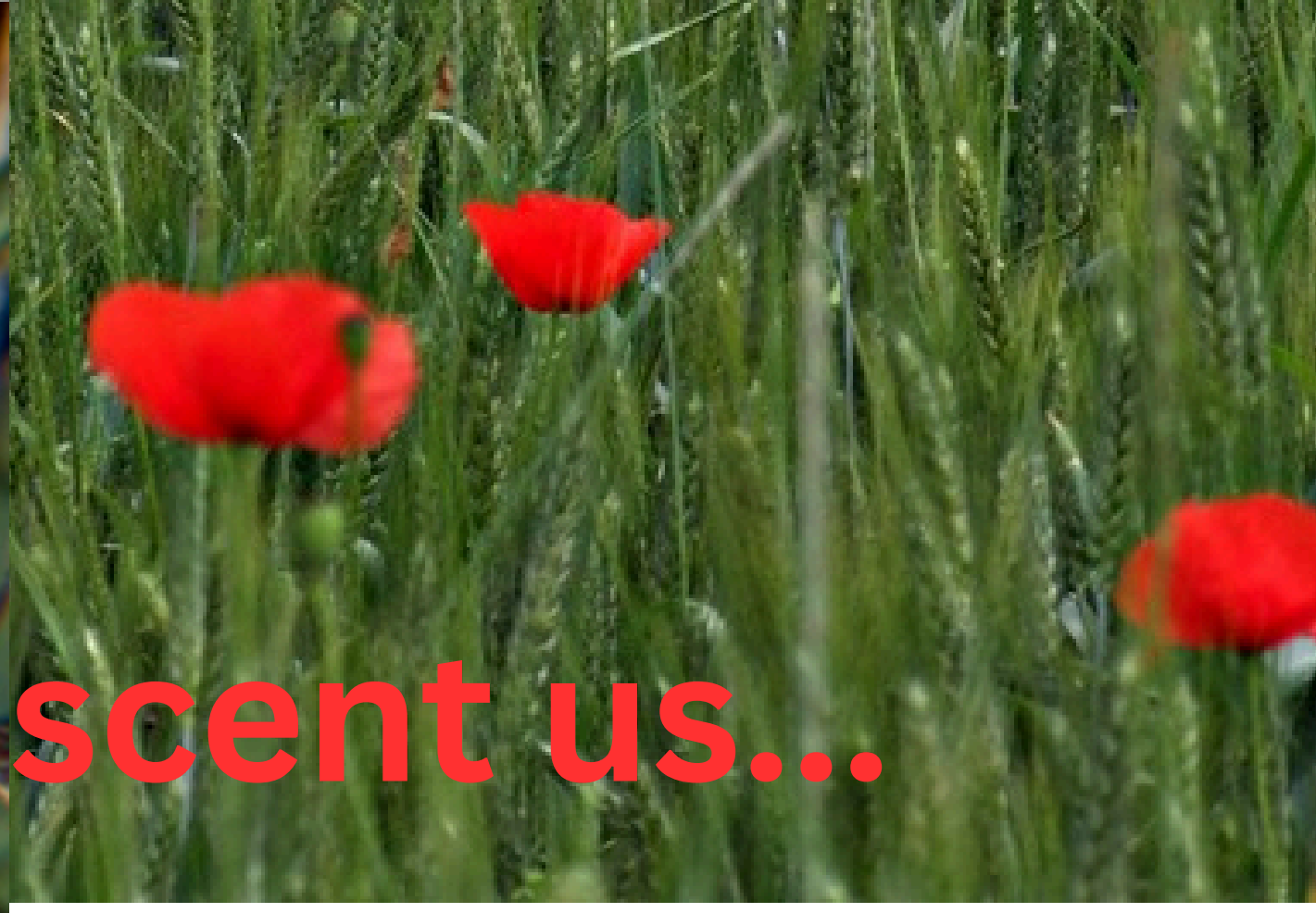


Culinary Chronicles of Transylvania...



value us...authentically





scent us...

befriend us...



frir 17

Festivalul de
Film și Istorie
Râșnov

8 - 24 AUGUST 2025

(ANTI)SISTEM

Halloween parties @Bran Castle

vibe with
us...



Săptămâna Kulturwoche

HAFERLAND

31 IULIE - 3 AUGUST 2025



Massif Poiana Brasov - Dec 2025

Brasov City



Râsnov



5 scenic places



Piatra Craiului



Carpathian Delta Dumbrăvița

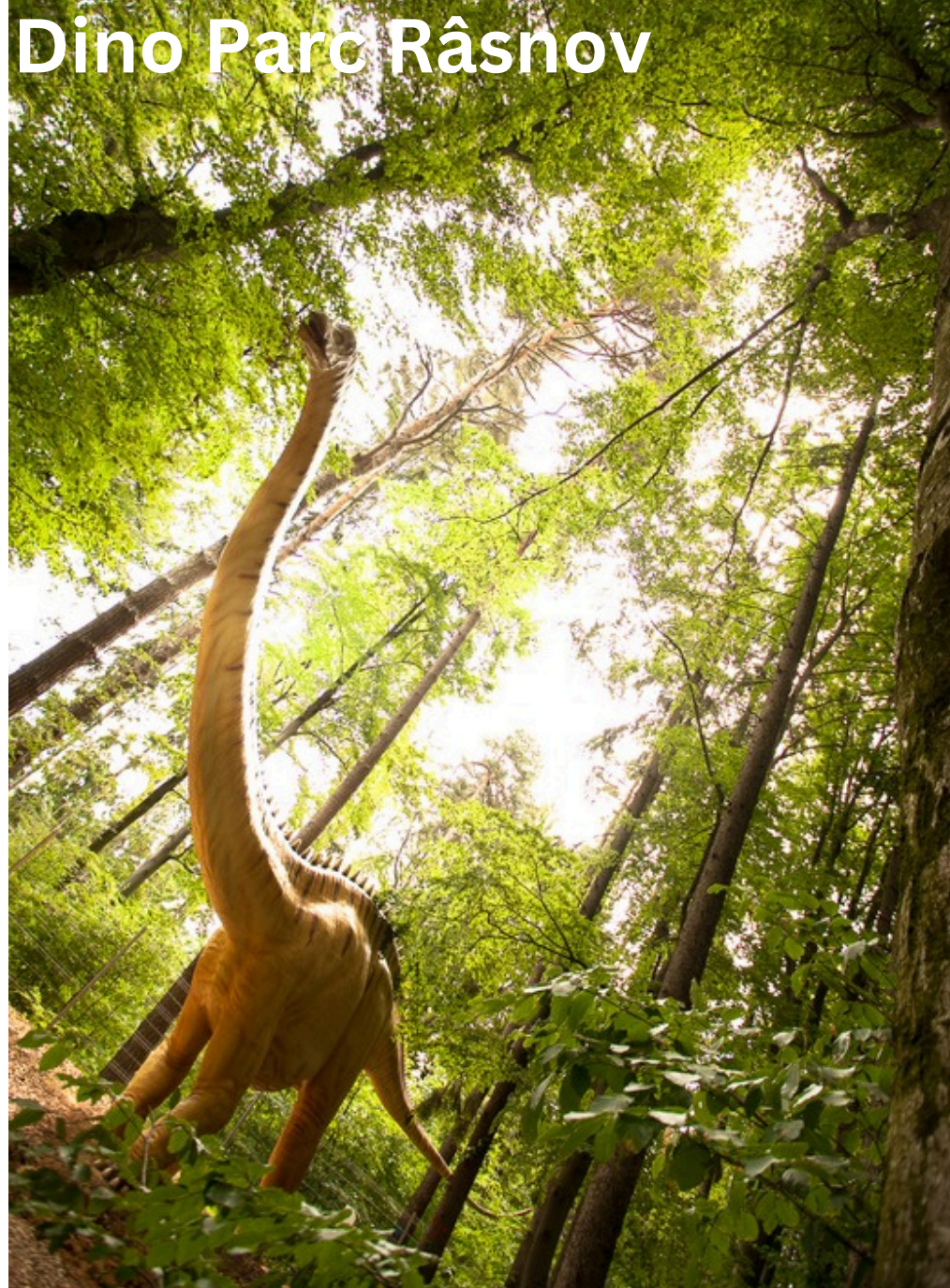


Prejmer UNESCO heritage



5 iconic attractions

Dino Parc Râșnov



Brân Castle



Black Church
Brasov City



Viscri UNESCO heritage





reDescoperă Județul Brașov

Brasov, destinație de citybreak

www.brasovtourism.app

enjoy us...



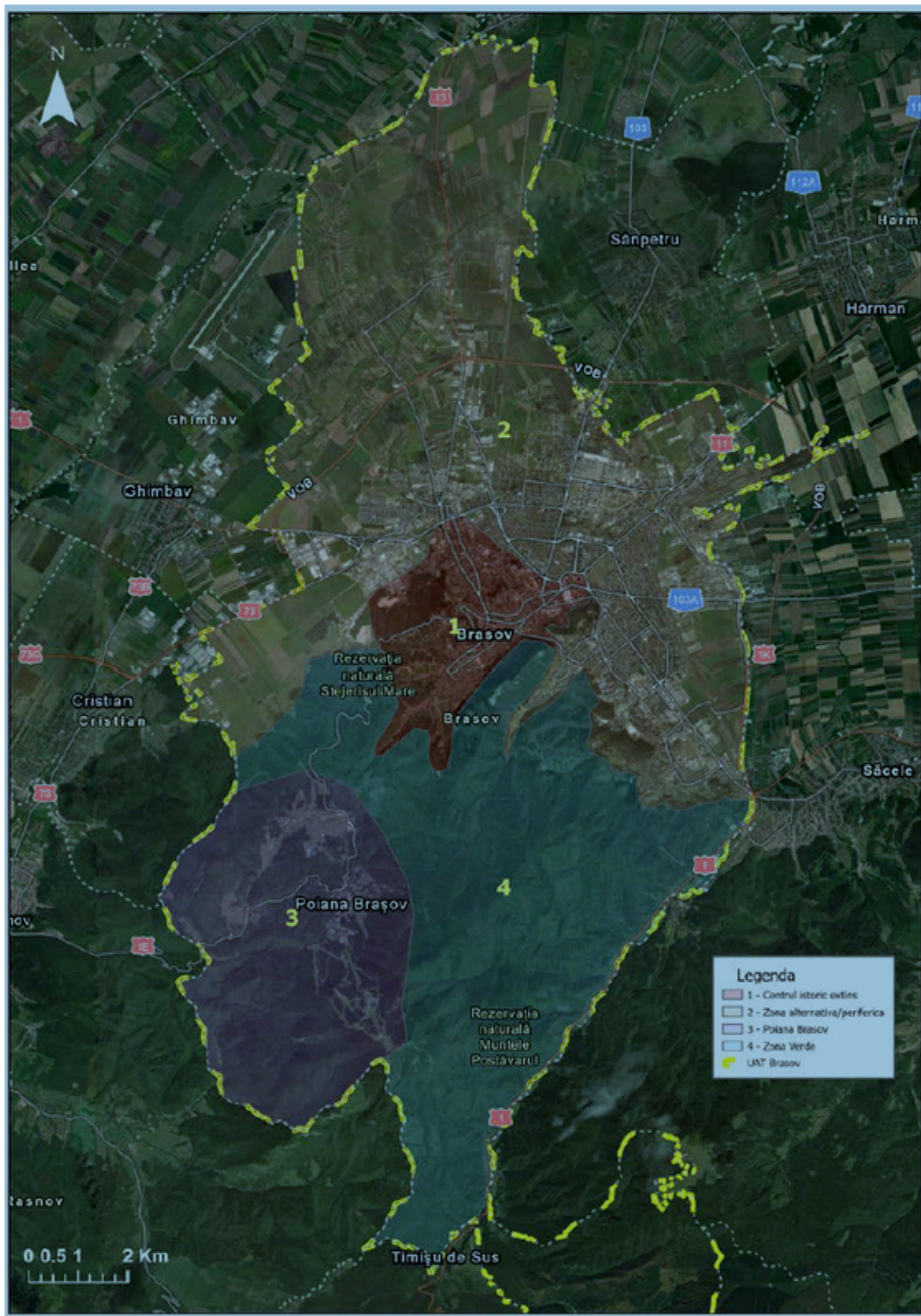
Tourism Concept for Brasov

- A. Historical Center Area
- B. The peripheral area within Brasov
- C. Poiana Brasov tourist resort area
- D. Green area (Tâmpa - Postăvarul)

3 pillars for tourism

1. **Adventainment (adventure & entertainment)** based on combining adventure with elements of divertisment, creating unique and memorable activities, capitalizing on the region's natural, and cultural heritage (mountain and hiking culture), integrating mountain traditions with adventure elements.
2. **Gastrotainment** - a fusion between gastronomy and divertisment, includes experiences where culinary moments are combined with fun activities
3. **Edutainment** – touristic activities that combine educational and entertainment elements, giving tourists the opportunity to learn in while haveing fun experiences

Microfestivals - small-scale events or celebrations, often targeting a niche audience and offering specialized experiences.



DESTINATIA ANULUI

🏆 Marele premiu Destinatia Anului 2025 Delta Dunării 🇷🇴🎉

📍 Județul Anului: 🏆 Județul Sibiu & Județul Brașov

🏙️ Categoria Orașe care inspiră

- 🏆 1 Oradea 2 Sibiu 3 Brașov

🎢 Categoria Distracție și aventură

- 🏆 1 Dino Parc 2 Mini Transilvania 3 Brambura Parc & Ariniș

🏰 Categoria Cultură și educație

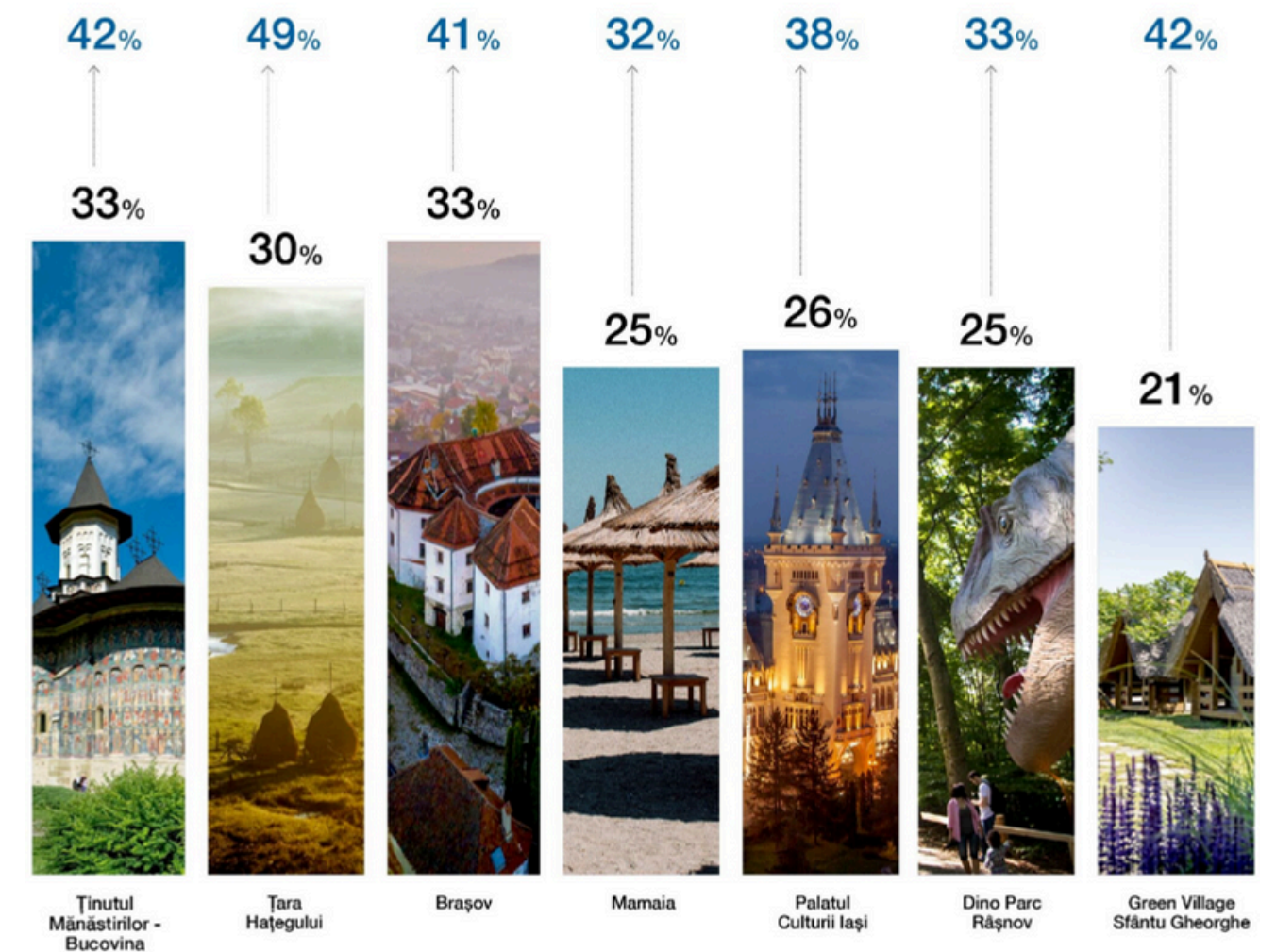
- 🏆 1 Muzeul ASTRA 2 Castelul Bran 3 Castelul Corvinilor

👨‍👩‍👧‍👦 Categoria Tărâmurî fermecate

- 🏆 1 Delta Dunării, Tulcea 2 Ținutul Mănăstirilor din Bucovina 3 Colinele Transilvaniei

📣 Cea mai bună promovare:

- 🏆 1 Via Transilvanica 2 Craiova 3 România Atractivă



Attractive Romania

Rediscovery of tangible and intangible cultural heritage, providing an online platform for exploring unique cultural sights and attracting more tourists, both domestic and foreign.

1. The Castles Route - 21 promoted objectives; (**Sambăta de Sus Brâncovenesc Castle, Beldy Ladislau Castle in Budila**)
2. Route of curias from Transylvania - 13 promoted objectives;
3. Route of Kulas - 11 promoted objectives;
4. Route of traditional Romanian gastronomy - 30 promoted objectives; (**Brasov County - 4 Seasons on a Plate**)
5. Route of fortified Churches - 15 promoted objectives; (**Fortified Evangelic Churches Ensemble Cristian and Hărman**)
6. Route of wooden Churches - 53 promoted objectives;
7. Route of monasteries in the Moldavia - 18 promoted objectives;
8. Saint Ladislaus route in Romania - 20 promoted objectives;
9. Route of Roman castra - 22 promoted objectives;
10. Route of fortresses - 31 promoted objectives; (**Bastionul Țesătorilor Brașov, Brasov Fortress - historic center, Feldioarei Fortress**)
11. Route of the cultural landscape from the Danube Delta in order to increase the attractiveness of the area - 8 promoted objectives;
12. Route of villages with traditional architecture - 33 promoted objectives. (**Traditional villages in Prejmer**)



România Atractivă

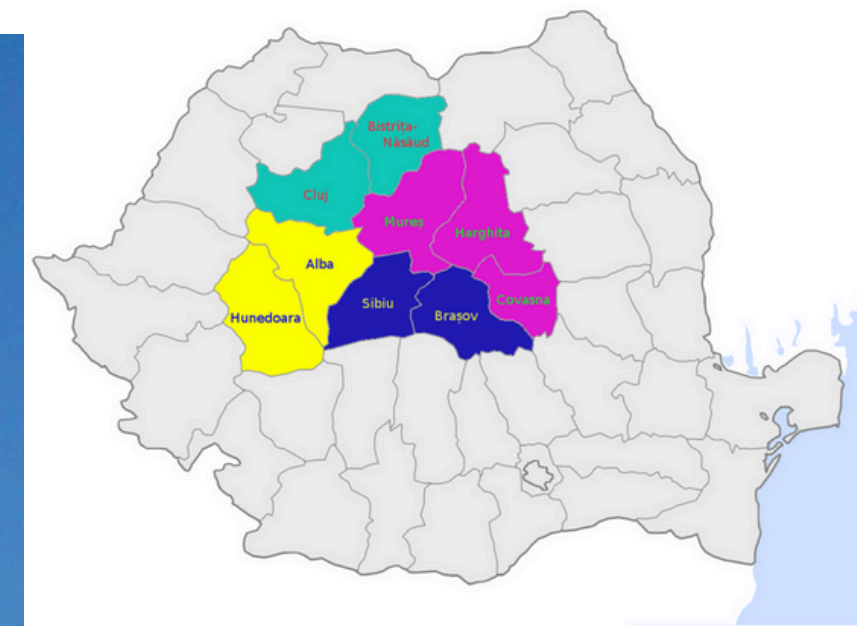
The cultural tourism program that revitalizes lesser-known cultural sites with immense historical and heritage value.

 romania-atractiva.ro



12 rute pentru 12 luni
pline de descoperiri în **România Atractivă**





Local & County DMOs