

GOVERNANCE,  
LEADERSHIP  
& PARTNERSHIP

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2 BRAND  
POSITIONING  
& NARRATIVE

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MARKETING  
INTELLIGENCE  
& DATA INSIGHT

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MARKETING,  
COMMUNICATIONS  
& DIGITAL PRESENCE

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SUSTAINABILITY  
& DESTINATION  
STEWARDSHIP

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# TIMISOARA TOGETHER

2026 - 2031



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INDUSTRY  
DEVELOPMENT  
& SKILLS



7

PRODUCT  
DEVELOPMENT  
& EXPERIENCE  
DESIGN



CONNECTIVITY,  
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MONITORING,  
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& DELIVERY

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Visit  
Timișoara

in partnership with

TOPOSOLOGY  
PLACE MAKING & MARKETING AGENCY

[www.visit-timisoara.com](http://www.visit-timisoara.com)

Illustrated by Dan Ungureanu



# TIMIȘOARA , TOGETHER

Tourism Development  
& Marketing Strategy  
2026 - 2031



## MANAGEMENT OBJECTIVES

### 5 SUSTAINABILITY & DESTINATION STEWARDSHIP

*Tourism that cares for the city.*

By 2031, tourism growth supports local life, protects what makes Timișoara special and respects climate and community goals.

#### How we get there

We promote public and active transport.  
We create a responsible visitor charter.  
We support greener businesses.  
We protect shared places like the Bega.

#### What success looks like

Visitors move through the city more sustainably.  
Businesses adopt greener practices.  
Residents feel tourism works with them.  
Timișoara is recognised for responsible tourism.



## OUR VISION

Our vision is to grow tourism in a way that feels true to Timișoara.

Tourism that happens with the city, not to it.

Built together with partners, communities, businesses and residents, this strategy is rooted in research, data and real conversations.

We want Timișoara to welcome curious, respectful visitors all year round, while strengthening local pride, local businesses and everyday life in the city.

## STRATEGIC OBJECTIVES



### 6 INDUSTRY DEVELOPMENT & SKILLS

*A stronger visitor economy.*

By 2031, tourism and hospitality in Timișoara offer better skills, better service and stronger career paths.

#### How we get there

We support training and language skills.  
We connect businesses and associations.  
We promote tourism careers.  
We encourage quality and service excellence.

#### What success looks like

Businesses feel supported.  
Service quality improves.  
More young people see tourism as a career.  
The industry works better together.



## GOVERNANCE OBJECTIVES

### 1 GOVERNANCE, LEADERSHIP & PARTNERSHIP

*Clear roles. Strong partnerships.  
Trusted leadership.*

By 2031, Visit Timișoara leads with clarity and credibility, bringing institutions, businesses and communities together around shared goals.

#### How we get there

We define our role clearly.  
We listen to residents.  
We build strong partnerships.  
We prepare for crises.

#### What success looks like

Our role is public and understood.  
Partners trust our leadership.  
The team has the tools to deliver.  
A crisis plan is in place.



### 7 PRODUCT DEVELOPMENT & EXPERIENCE DESIGN

*Better experiences, not just more visitors.*

By 2031, Timișoara offers richer, more authentic and more accessible experiences across the city and the region.

#### How we get there

We grow MICE and business events.  
We support food, heritage and neighbourhood experiences.  
We improve evening offers.  
We build links with Banat, Serbia and Hungary.

#### What success looks like

Visitors have more reasons to stay.  
Local experiences are easier to book and promote.  
The night-time economy grows.  
Timișoara becomes known for quality, depth and character.

## MARKETING OBJECTIVES

### 2 BRAND POSITIONING & NARRATIVE

*One clear story for Timișoara.*

By 2031, Timișoara has a strong, authentic destination story that works across tourism, culture, business, study and city life.

#### How we get there

We grow the Free City, Free Spirit brand.  
We tell local stories.  
We build on civic courage, food and culture.  
We share the city in more languages and formats.

#### What success looks like

People recognise the brand.  
Locals feel part of it.  
Visitors stay longer and spend more.  
Timișoara's story is easy to find and share.



### 3 MARKETING INTELLIGENCE & DATA INSIGHT

*Better data. Better decisions.*

By 2031, tourism decisions in Timișoara are guided by useful, shared and regularly updated data.

#### How we get there

We track visitor trends.  
We listen to residents.  
We support data sharing.  
We use technology and AI wisely.

#### What success looks like

We understand our visitors better.  
Partners use shared insights.  
Reviews and ratings improve.  
Data helps us plan, adapt and invest.



### 8 CONNECTIVITY, VISITOR SERVICES & PLACE EXPERIENCE

*A city that is easier to explore.*

By 2031, Timișoara is more welcoming, accessible and easy to navigate for visitors and residents alike.

#### How we get there

We improve wayfinding.  
We support better public spaces.  
We strengthen visitor services.  
We make accessibility a priority.

#### What success looks like

People move through the city more easily.  
Information is clearer and multi-lingual.  
More areas beyond the centre are explored.  
Visitor services feel useful, local and connected.



### 9 MONITORING, EVALUATION & DELIVERY

*A strategy that keeps moving.*

By 2031, the strategy is actively tracked, regularly updated and clearly connected to real progress.

#### How we get there

We monitor delivery.  
We report on progress.  
We keep listening to residents and partners.  
We adapt when things change.

#### What success looks like

Actions are tracked and updated.  
Responsibilities are clear.  
Progress is public.  
The next strategy is built on real evidence.

### 4 MARKETING, COMMUNICATIONS & DIGITAL PRESENCE



*A clearer voice in the world.*

By 2031, Timișoara is visible, consistent and compelling across the markets and platforms that matter.

#### How we get there

We run targeted campaigns.  
We improve the website.  
We strengthen social media.  
We work with partners, creators and the diaspora.

#### What success looks like

More people discover Timișoara.  
Digital channels perform better.  
Campaigns are clearer and more consistent.  
Ambassadors help carry the story further.



**VISIT  
TIMIȘOARA** is the city's destination management organisation. We work to promote and improve Timișoara as a place to visit, live, meet and explore.