

SMART TOURS TRANSYLVANIA

Transylvania: The Smart MICE Choice

Presented by **Smart Tours Transylvania DMC**
IBTM Barcelona - 18 November 2.30pm

What do you know about Transylvania?

Dracula? Vampires? Castles? - **The legends that made us famous worldwide**

King Charles' retreat in the countryside? - **Perhaps you've heard of our royal connections**

The Carpathians? – **Maybe you've heard about the Carpathian Garden before**

But not much more…**There's a remarkable story waiting to be discovered**

Behind the Legend Lies a Smart Destination

A land that Romans, Saxons, Austro-Hungarians and Ottomans have fought over





In the heart of Romania, guarded by the Carpathian Mountains

Behind the Legend Lies a Smart Destination

Romanian, Saxon and Szekler heritage meet - fortified churches, medieval citadels, and vibrant village life

Culture & People





Authentic Gastronomy

Transylvanian rustic flavours: sheep cheese in bark, polenta, spicy sausages, bean soup or semolina desserts

Centuries-old crafts still preserved – traditional weaving, blacksmithing and wood carving

Traditional Crafts




A destination of experiences,
not just sights

Discover…

Untouched Transylvania

Explore vast, pristine landscapes and a wilderness that remains remarkably preserved, offering unspoiled natural beauty.

This backdrop lends itself perfectly for team activities in the mountains like ziplining, forest safaris, overlanding, treasure hunts, rafting, e-biking, snowmobile rides & more.



Discover…

Unexpected Transylvania

Engage with thrilling and surprising adventures, from ancient castles to winter sports, in a region full of hidden gems.

Let Transylvania surprise you with candlelit dinners & live concerts in medieval castles, full-service adventure resorts including accommodation, themed activities and wellness facilities, or even exquisite golf clubs and wineries set in fairytale locations.



Discover…

Unique Transylvania

Immerse yourself in authentic cultural traditions, warm hospitality, and a mix of heritage found nowhere else in the world.

Experience local craft workshops – like weaving or cooking, step foot in iconic locations, like Dracula's birthplace, or sit at the table and enjoy the authentic flavours of Transylvania directly from the hands of local farmers.





The gateway to Transylvania

Brașov is perfectly positioned as your access point to extraordinary experiences, with infrastructure growing rapidly to meet international MICE standards.

Direct Connectivity

Flights from key hubs like London, Milan, Rome, Budapest or Nürnberg.

Expanding Infrastructure

1,300+ new 4★ & 5★ hotel rooms opening within the next three years.

Global Recognition

National Geographic Top 25 Destination for 2025

Transylvania made for MICE

Premium Without the Premium Price

Exquisite experiences at more accessible rates vs. traditional destinations

Accessible Yet Undiscovered

Easy to reach but refreshingly free from overtourism and crowds

Space to Inspire

Unique venues that surprise, connect, and motivate your teams

Seamless Local Expertise

Comprehensive logistics support from our destination specialists



Smart Tours: Your Smart way to Transylvania

20 years of expertise

360° solutions

+250 MICE programs managed





Small groups looking to have a more intimate experience, that brings them closer together, can…

Bond over a Gastrolocal lunch

Authentic Gastronomy

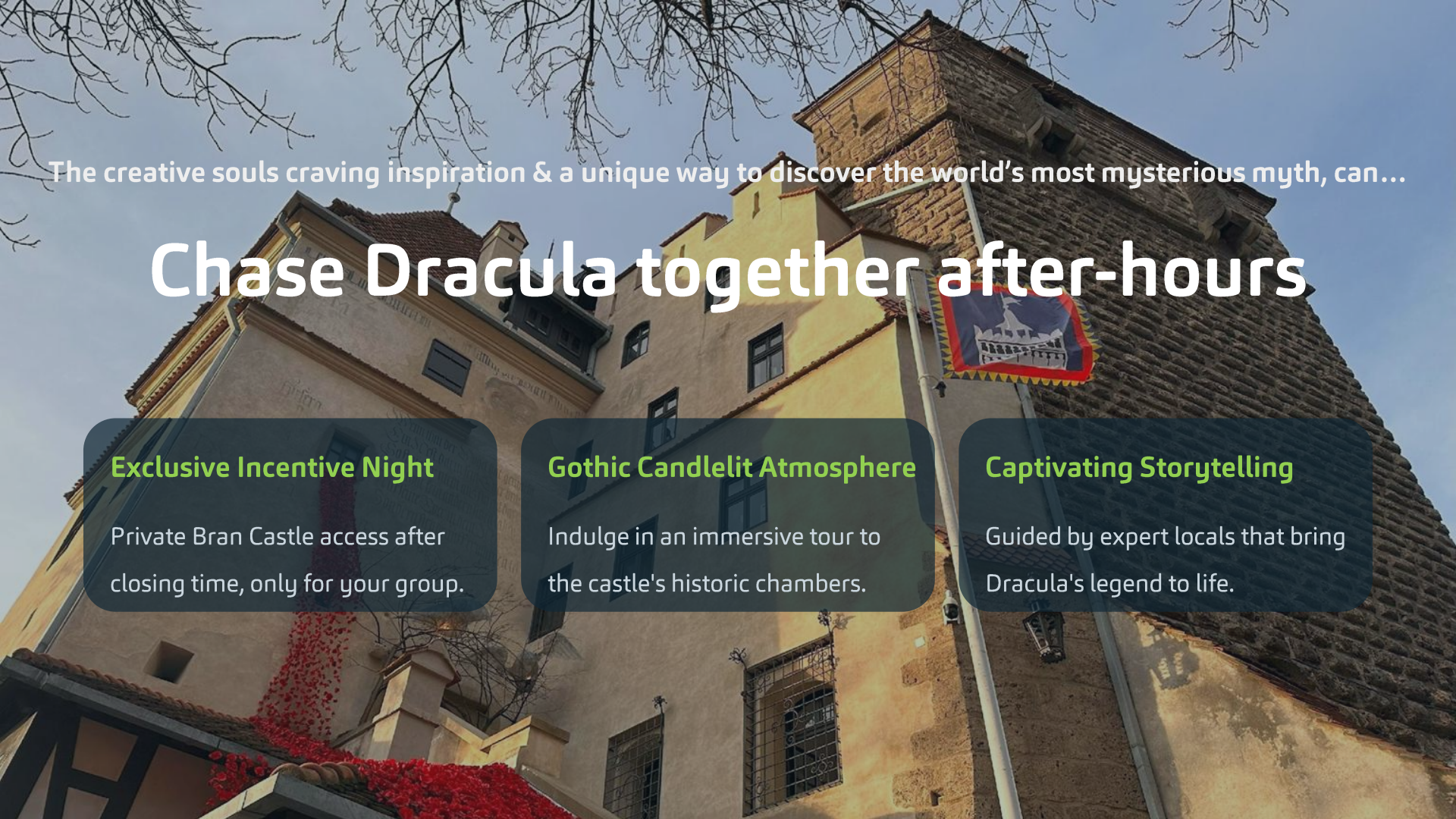
Experience culinary traditions set in less-known picturesque spots.

Local Slow Lifestyle

Savour dishes prepared with locally sourced, seasonal ingredients.

Connection Through Culture

Share unique memories with locals and your peers.



The creative souls craving inspiration & a unique way to discover the world's most mysterious myth, can…

Chase Dracula together after-hours

Exclusive Incentive Night

Private Bran Castle access after closing time, only for your group.

Gothic Candlelit Atmosphere

Indulge in an immersive tour to the castle's historic chambers.

Captivating Storytelling

Guided by expert locals that bring Dracula's legend to life.



Or teams, of any size, that are looking to achieve the best of both worlds between work and fun , can…

Rewire the work to reach new heights

Inspiring Retreat Venues

Scenic mountain lodges that spark creativity and fresh perspectives.

Adventure & Wellness

Play & rest with team challenges, visiting and built-in time to relax.

Made For Smarter Work

Foster innovative and productive thinking with work-ready spaces.

SMART TOURS TRANSYLVANIA

Your smart way to Transylvania

For timely proposals and quotations, please send to: hello@smarttours.ro

For general enquiries, please contact:

Mihaela Surducan, Travel Manager
mihaela@smarttours.ro

Andreea Soare, Marketing & Partnerships Manager andreea.soare@smarttours.ro

Transylvania awaits...

