

One county

Four complementary tourism experiences

A compact Transylvanian destination combining urban culture, wellness, UNESCO heritage and experience-led travel.

Mures County brings together several of Transylvania's most distinctive tourism experiences within one region



Târgu Mures provides the urban and cultural gateway



Sovata has an established spa and wellness profile



Sighisoara adds international visibility through its UNESCO-listed Historic Centre



...and the wider county offers castles, fortified churches, wine, gastronomy and nature-based experiences.

This diversity supports city breaks, wellness travel, heritage tourism, family travel and experience-led stays, backed by a substantial and growing visitor market.

A growing visitor market, with current 2026 momentum

Every indicator rose again in the first half of 2026. Arrivals, overnight stays and foreign visitors grew at mid single digit rates, and the three main destinations grew faster.

2025

535k

tourist arrivals

+9.0 y/y

963k

overnight stays

+8.5 y/y

83k

foreign arrivals

+18.7 y/y

14k

bed-places

+11.3 y/y





Art Nouveau

Târgu Mureș preserves around 150 Art Nouveau buildings, built during the city's rapid growth in the early 20th century.

Between 1902 and 1912, Mayor Bernády György modernised the city.

The City Hall (1906-1908) and the Palace of Culture (1911-1913), designed by Komor Marcell and Jakab Dezső, combine Hungarian Secession with folk motifs.

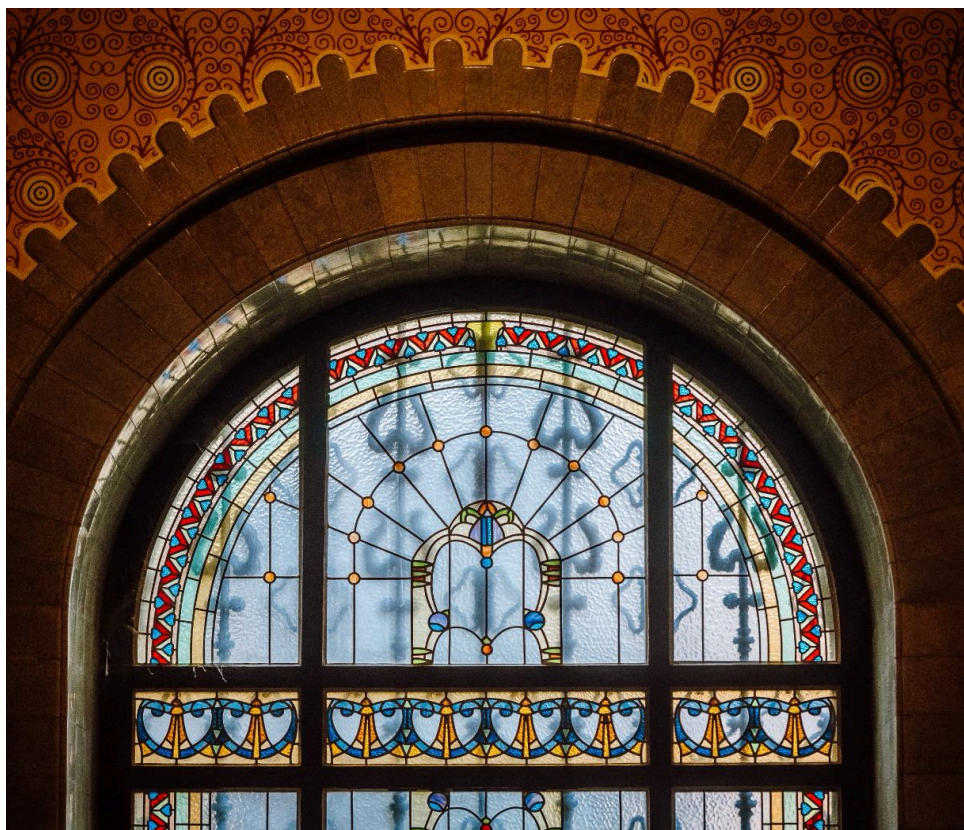




Most of the ironwork, joinery and metalwork came from local workshops.

The majority of buildings keep their original form.

The city is a reference point for Central European Art Nouveau.





Culture, leisure and year-round urban activity

Mureş County's main city combines a distinctive architectural identity with family attractions, events and a wider professional travel base.

Târgu Mureş is the main urban tourism gateway of Mures County, combining a distinctive Art Nouveau cityscape with cultural institutions, a historic fortress, family attractions and a varied calendar of events.

The Palace of Culture and the central architectural ensemble shape the city's visual identity, while the Zoo and leisure facilities broaden its family appeal. As a regional medical, academic and administrative centre, the city also supports year-round professional and institutional travel alongside leisure tourism.



Mureș County also expresses its identity through food: dishes inspired by local tradition, quality ingredients and wines that reflect their place of origin.

Wineries and small producers add to this experience with distinctive wines, made with care and respect for the terroir. Visitors get an authentic encounter with the flavours of the region.



Why Mureş

The investor's front door, advising and connecting you to the latest opportunities across Mureş County, Transylvania, Romania.

€3.1 billion under way

Motorways, hospitals, an airport terminal, industrial plants and digital infrastructure are under construction across the county.

Pharma and life sciences

Novartis, Sandoz, Gedeon Richter and Bioeel manufacture and distribute medicines in the county. The local university of medicine and engineering has 14 000 students.

Workforce

The county has 330 000 people of working age and 145 000 employees. Unemployment stands at 2.6%.

Multi-cultural environment

Romanian and Hungarian are both in daily use. The university teaches in Romanian, Hungarian and English. Employers recruit from a workforce used to working in more than one language.

576k

residents

6 714 km²

county area

102

communities

15k

students

15

international
flight destinations

9k

SMEs

€2 bn

foreign direct
investment

€3.1 bn

investment
under way

Location and connectivity

Târgu Mureş lies on the Trans-European Transport Network (TEN-T).

The city is connected by the A3 motorway, rail and an international airport.

The A8 motorway to Iaşi and the Republic of Moldova is under construction.

