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DATA INTELLIGENCE

HUMANGRAPHEXPERIENCE

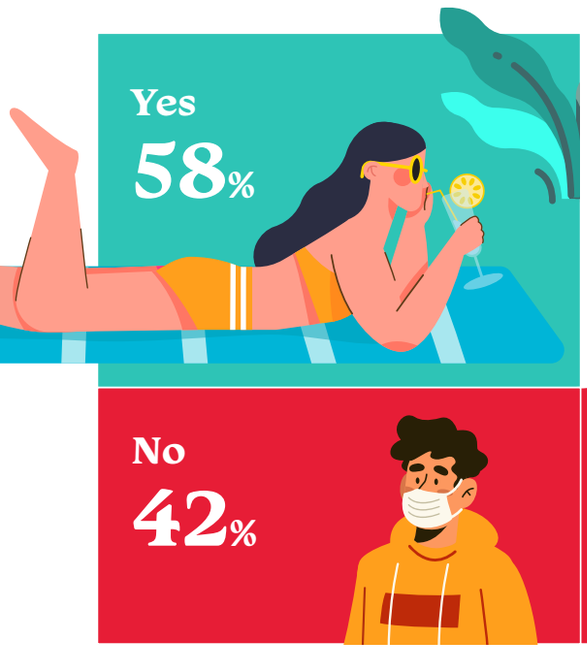
The Impact of COVID-19 on Vacation Behavior

Vacation during Pandemic Period

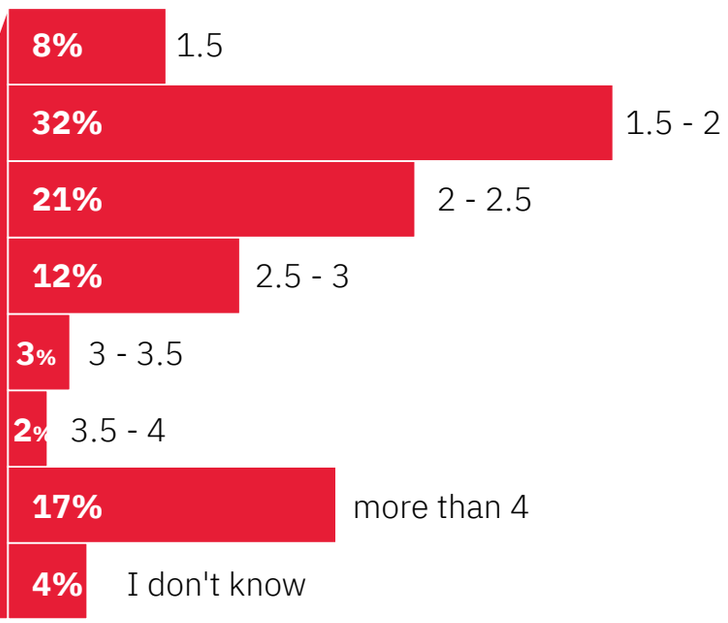
6 out of 10 Romanians were not impacted by the pandemic and were on vacation in 2020.

While 4 out of 10 urban internet users didn't have a vacation during 2020, for most of them their last vacation was in 2019, before the pandemic started.

Were you on vacation in 2020?



The last vacation was ... years ago

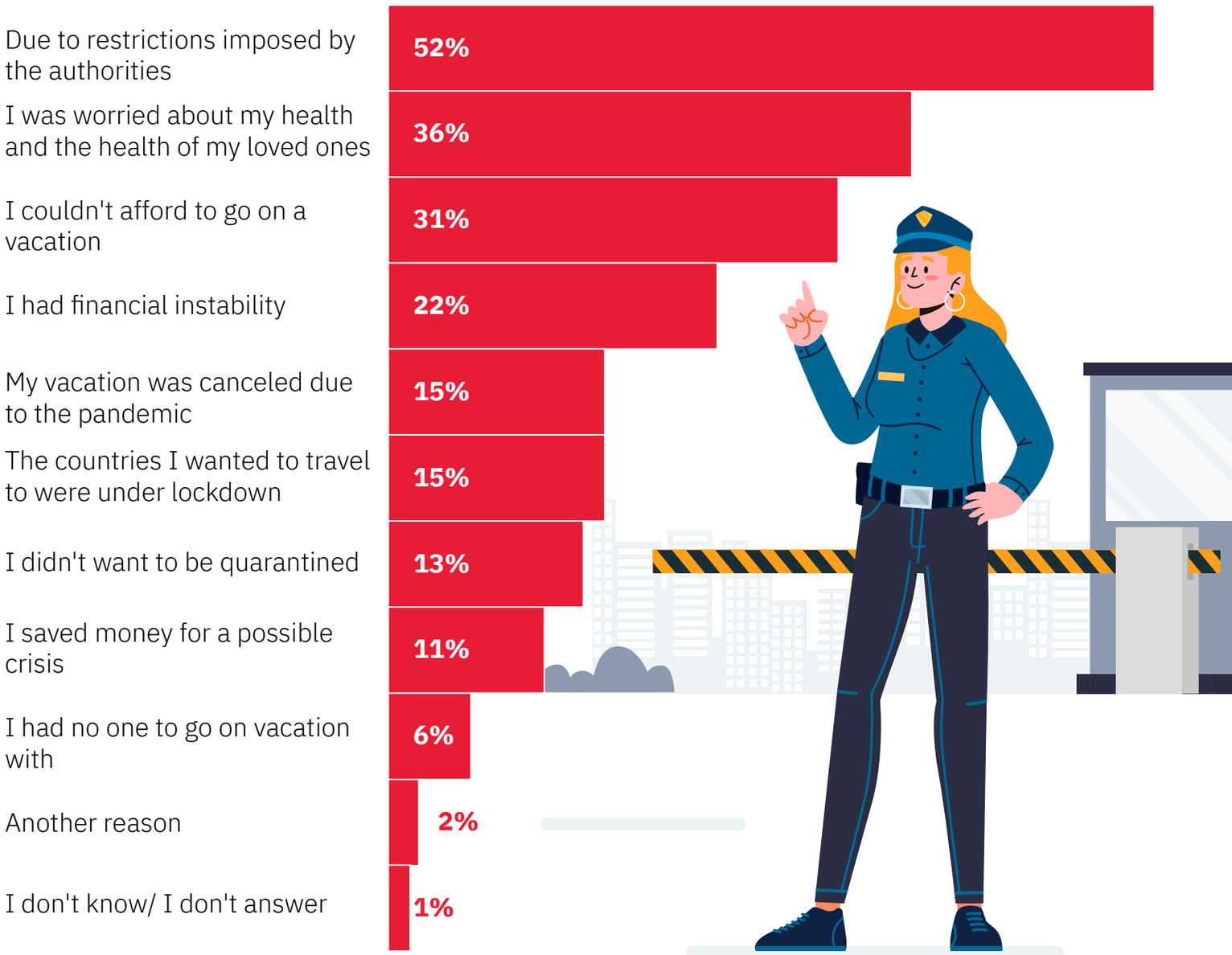


Vacation Barriers in 2020

The **restrictions** imposed by the authorities was the main reason for which 1 out of 2 urban internet users didn't travel in 2020.

4 out of 10 urban Romanians chose to stay at home in 2020, as they **worried about their health and the health of their dear ones.**

Another barrier for travelling was the **financial instability**, generated by the pandemic, as one third of urban Romanians couldn't afford to travel in 2020.



In 2020, 1 out of 2 urban Romanians went to vacation less often than in other years.

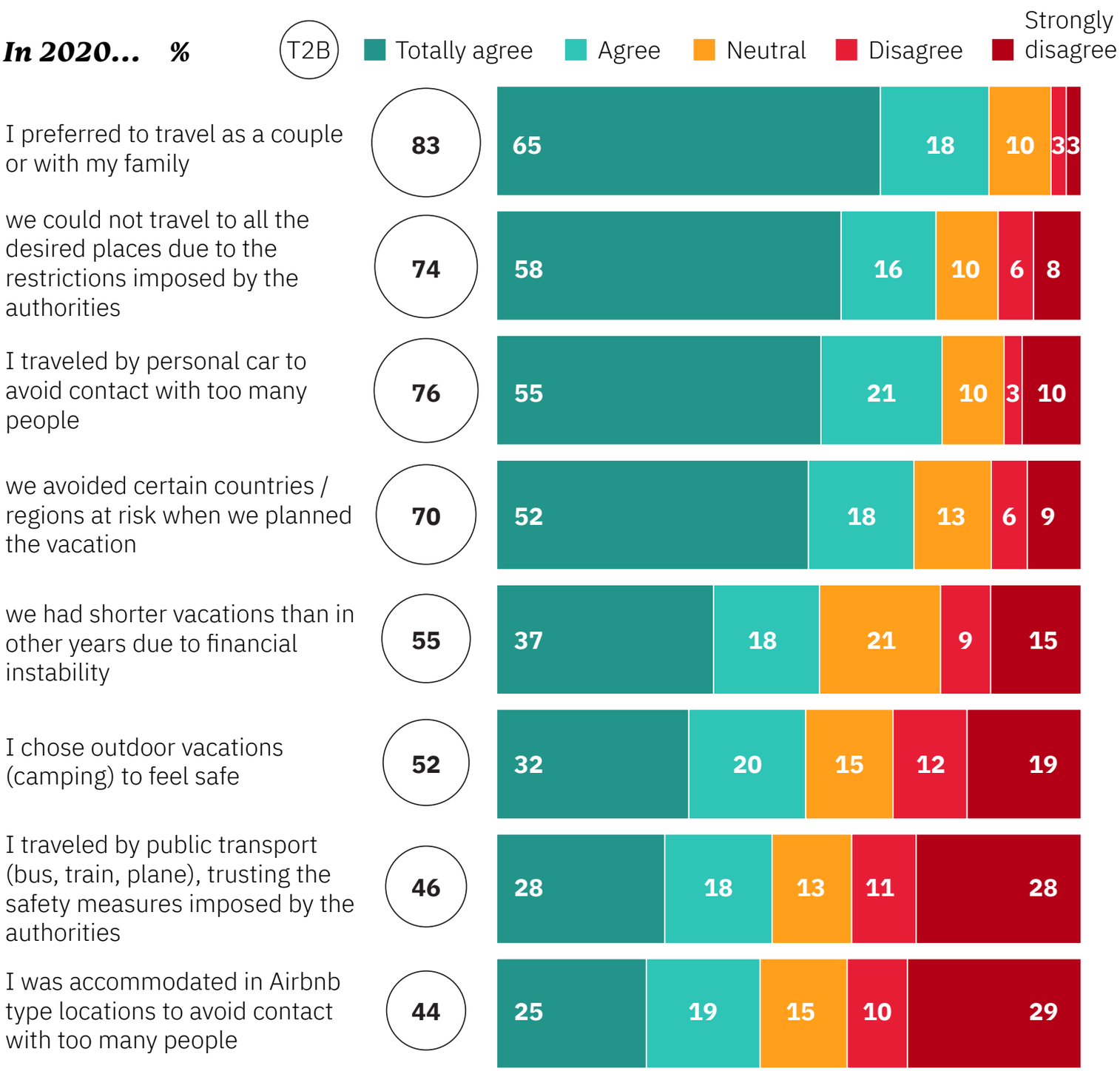
Vacation during 2020

2020 was the year of family vacations, as 8 out of 10 respondents preferred to travel with their family/close ones in order to feel safe.

Restrictions imposed during 2020 impacted urban Romanians' vacation behavior, as they couldn't go to the desired places/countries.

Decisions regarding the means of transportation or the destination were also impacted by the pandemic, as **urban Romanians traveled mostly with personal car** to avoid contact with many people and they avoided certain countries or regions at risk.

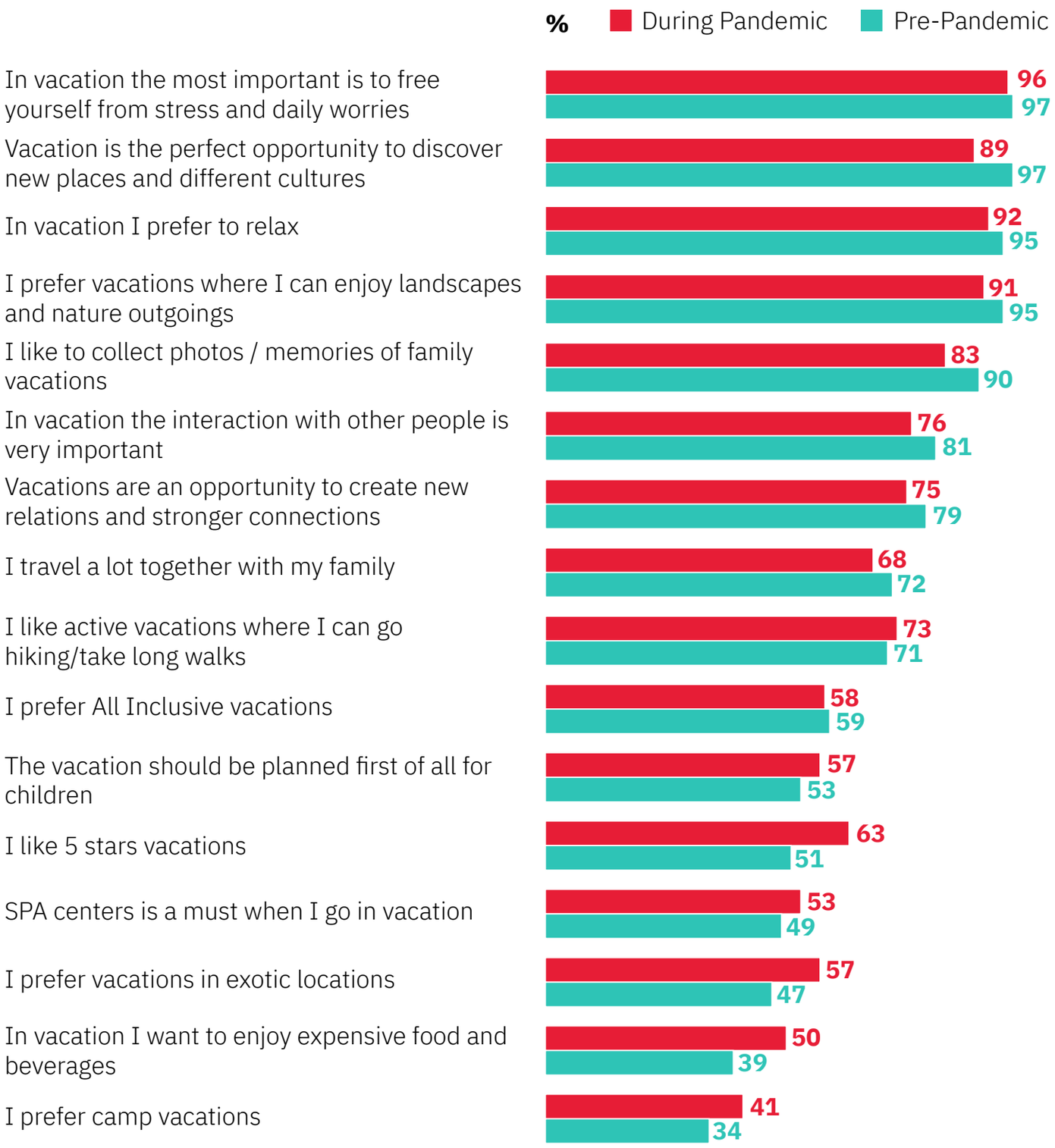
For 6 out of 10 respondents, **financial instability** was a reason to have shorter vacations in 2020.

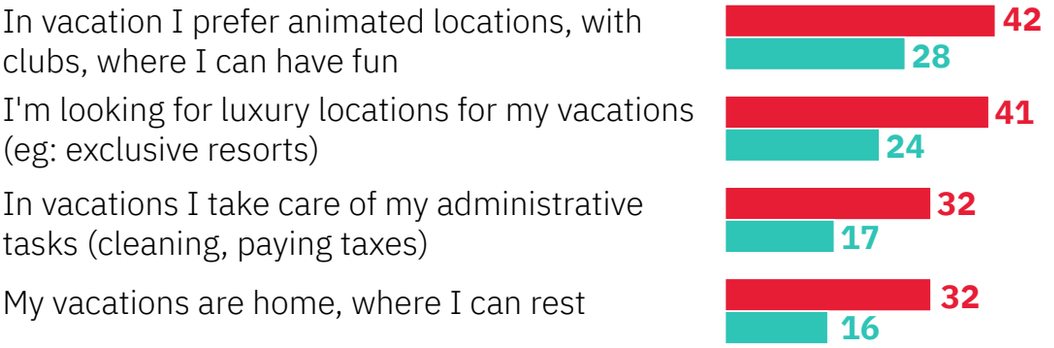


Vacation Behavior

Comparing with pre-pandemic period, **in 2020 urban Romanians spent their vacations in less accessible locations**, both geographically and financially (luxury locations, resorts, exotic places, locations which were not at risk). As they traveled less than in other years they afforded to enjoy a more expensive experience.

People's desire to spent their vacation discovering new places/countries, interacting and bounding with other people/local people has decreased during pandemic, due to their health concern. And traveled mainly with their family or a very close circle of friends.

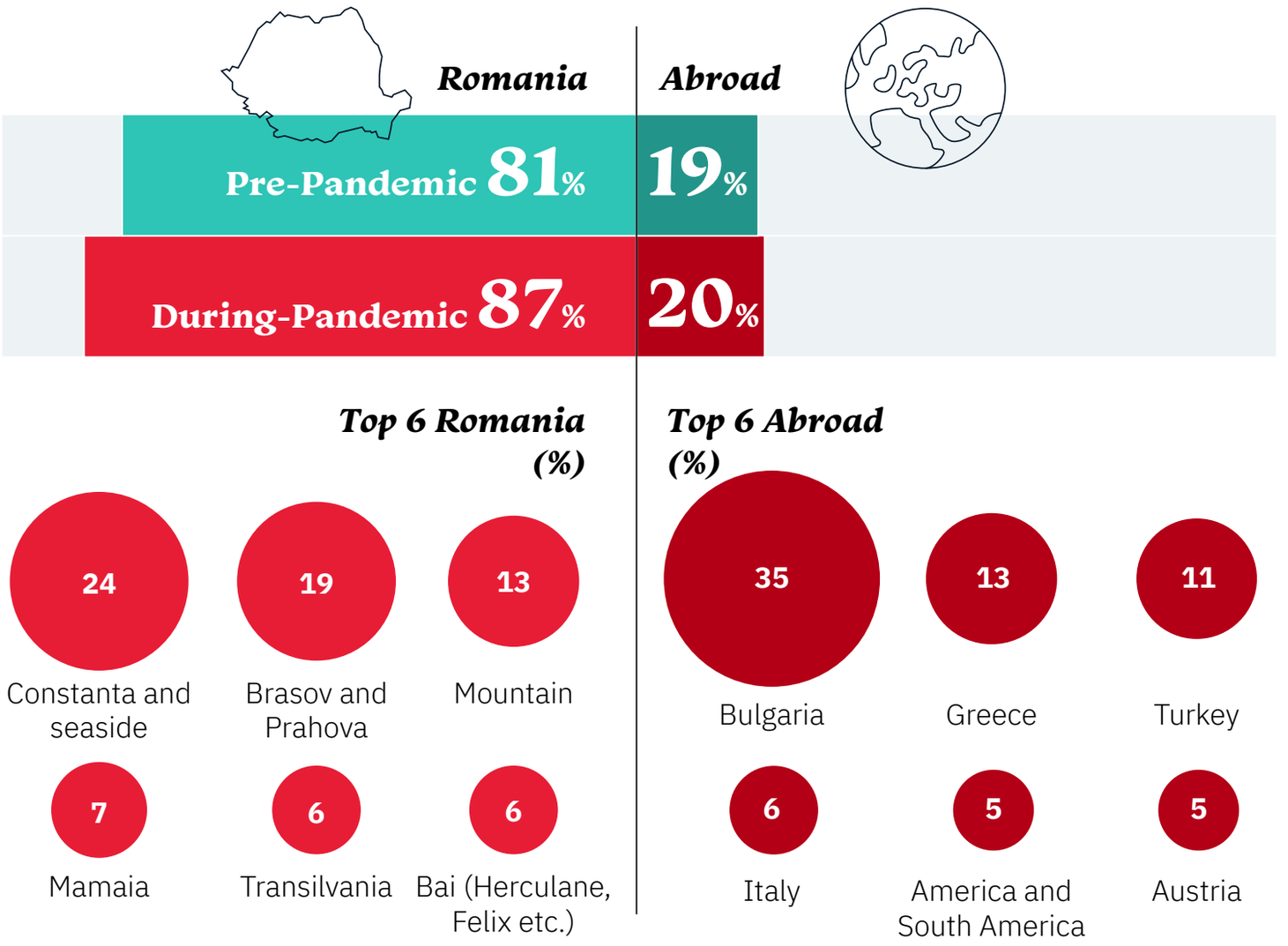




Vacation Destination

During pandemic, **the vacations spent in Romania have increased**, most probably due to travel restrictions in other countries/abroad.

Seaside is one of the main attractions for urban Romanians both locally and abroad. Brasov & Prahova are second choice for their vacation destinations.



6 out of 10 urban Romanians really miss going on vacation, and almost all plan to travel in 2021

Do you want to go on vacation in 2021?

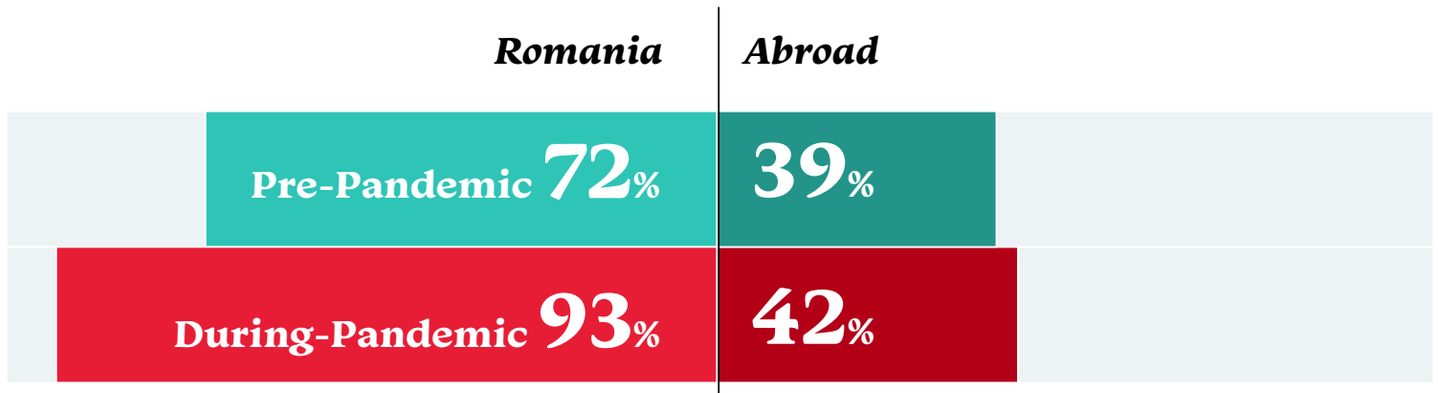
Especially women (60%) and people with age between 18-24 y.o. (66%)

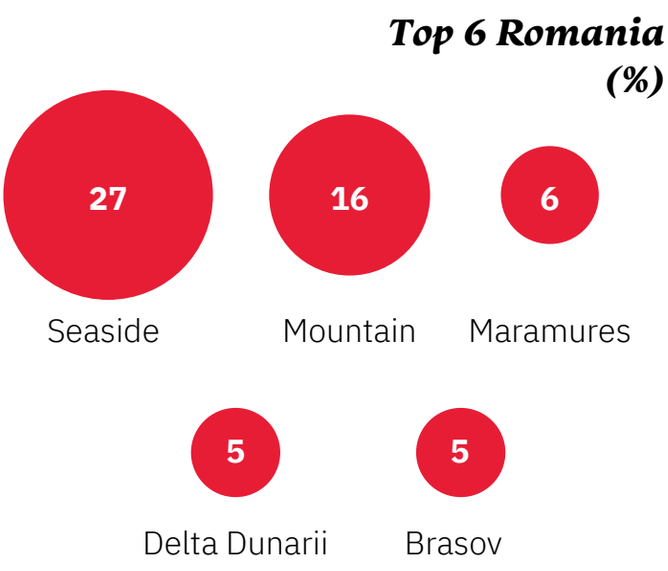
Planned Vacation

The pandemic period opened the appetite of urban Romanians for spending their vacation locally, **9 out of 10 urban internet users plan to spend their 2021 vacation in Romania.**

Seaside is still the first in top Romanian destinations, followed by mountain areas and Maramures region.

The most popular foreign country remains Greece, most probably for its summer tourism at seaside.





Main Reasons for having a Vacation in Romania

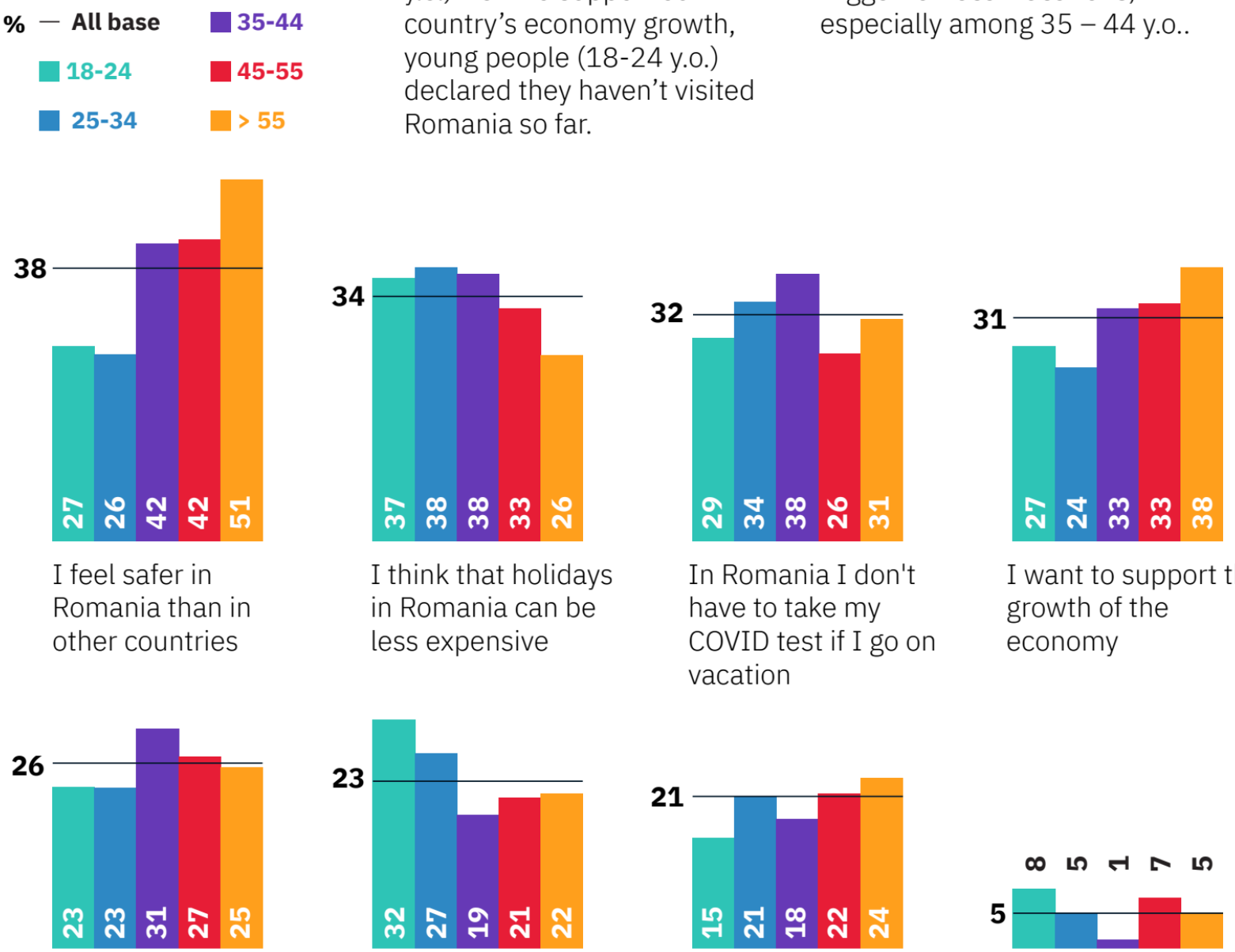
Split by age

Staying safe is the main reason for having a vacation in Romania, people feel safer inside their country, especially mature people (over 55 y.o.).

Urban Romanians believe that holidays in their country can be less expensive, especially 25 – 44 y.o..

While mature people (over 55 y.o.) want to support our country's economy growth, young people (18-24 y.o.) declared they haven't visited Romania so far.

COVID-19 test seems to be a trigger for local vacations, especially among 35 – 44 y.o..

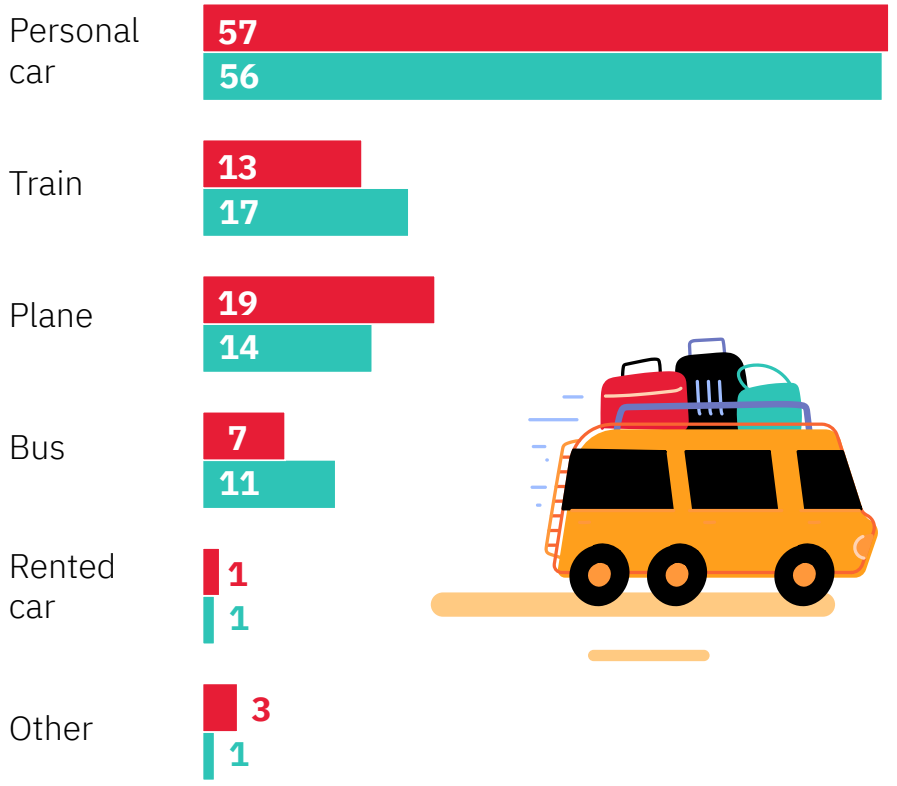


% During Pandemic Pre-Pandemic

Most Used Means of Transportation

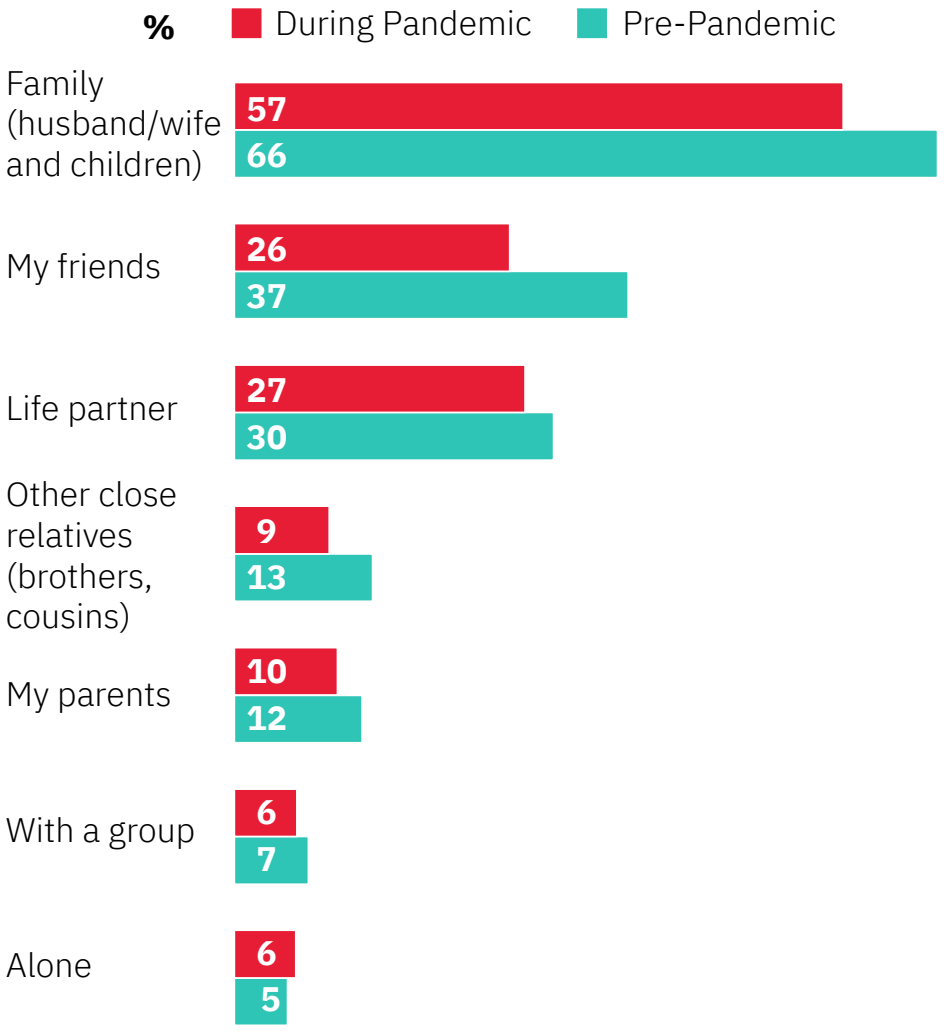
Personal car remains the most popular means of transportation when going in vacation.

Compared to pre-pandemic period, the number of people who plan to travel by train and bus decreased, while those who choose to travel by plane increased.



Travel Partners

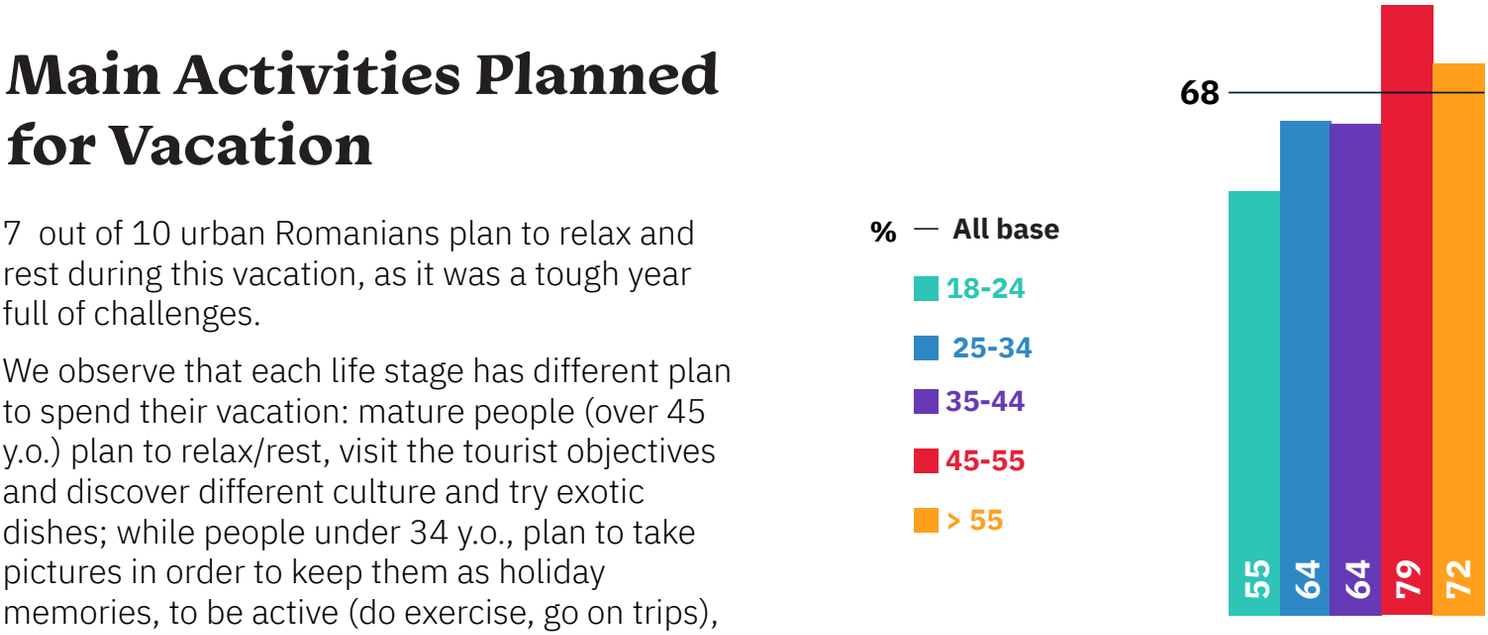
Even on a descending trend comparing with pre-pandemic period, **6 out of 10 urban internet users, plan to make their vacation with their family and friends.**



Main Activities Planned for Vacation

7 out of 10 urban Romanians plan to relax and rest during this vacation, as it was a tough year full of challenges.

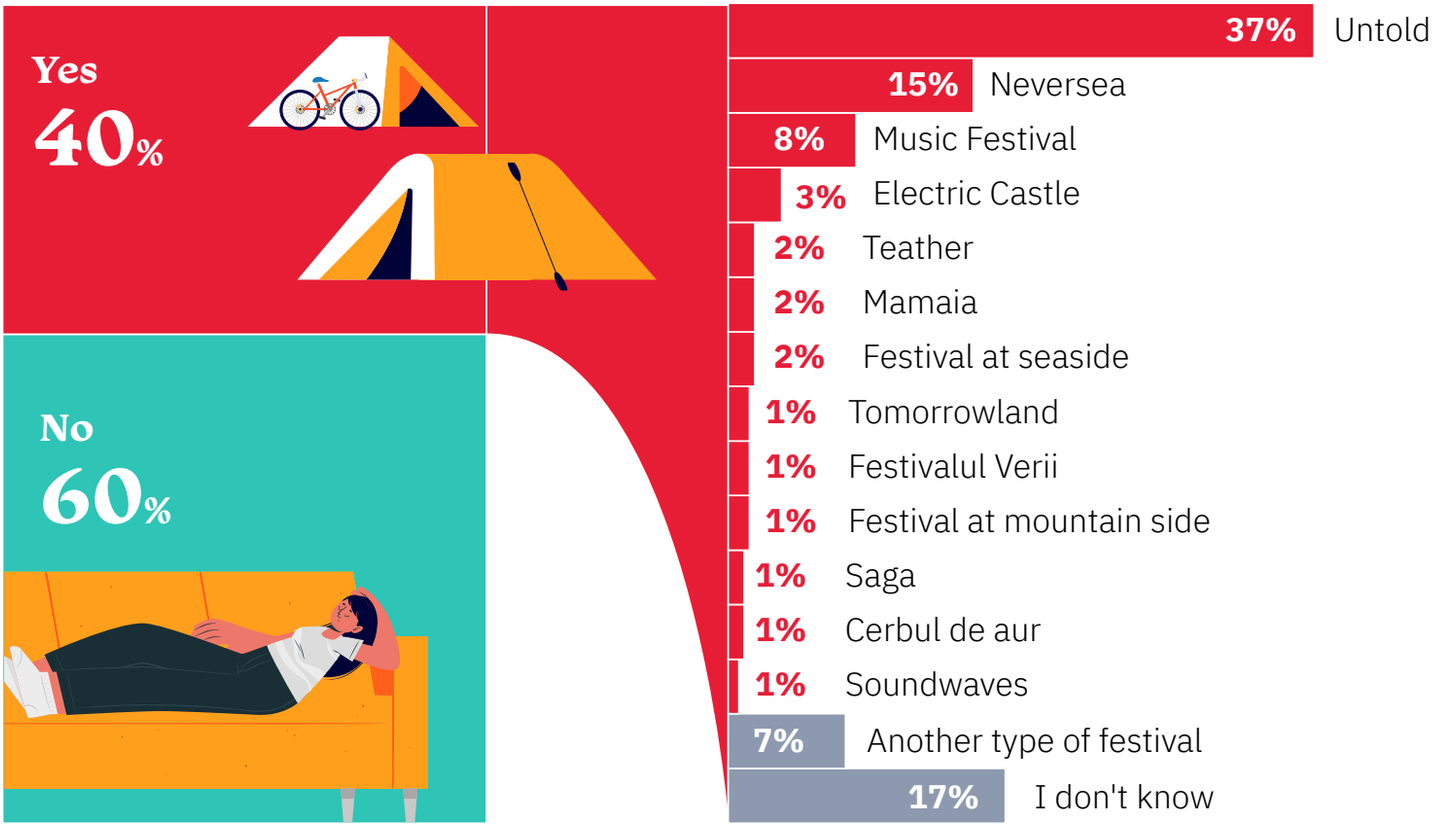
We observe that each life stage has different plan to spend their vacation: mature people (over 45 y.o.) plan to relax/rest, visit the tourist objectives and discover different culture and try exotic dishes; while people under 34 y.o., plan to take pictures in order to keep them as holiday memories, to be active (do exercise, go on trips), have fun and make new friends.



Festivals as Vacation

4 out of 10 urban internet users declare that they will consider Festivals as a vacation idea.

Most spontaneous mentions were related to Untold and Neversea.

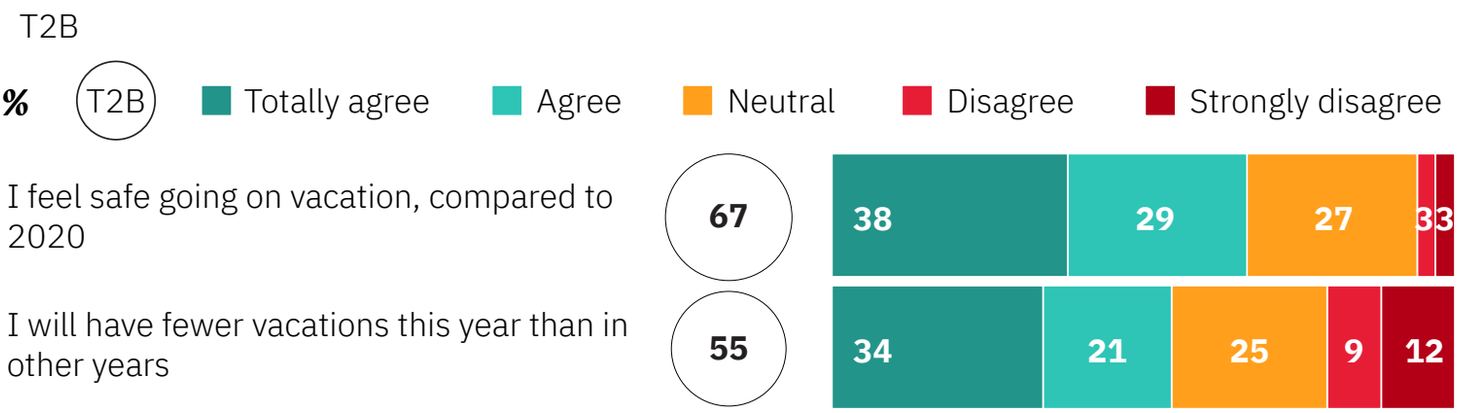


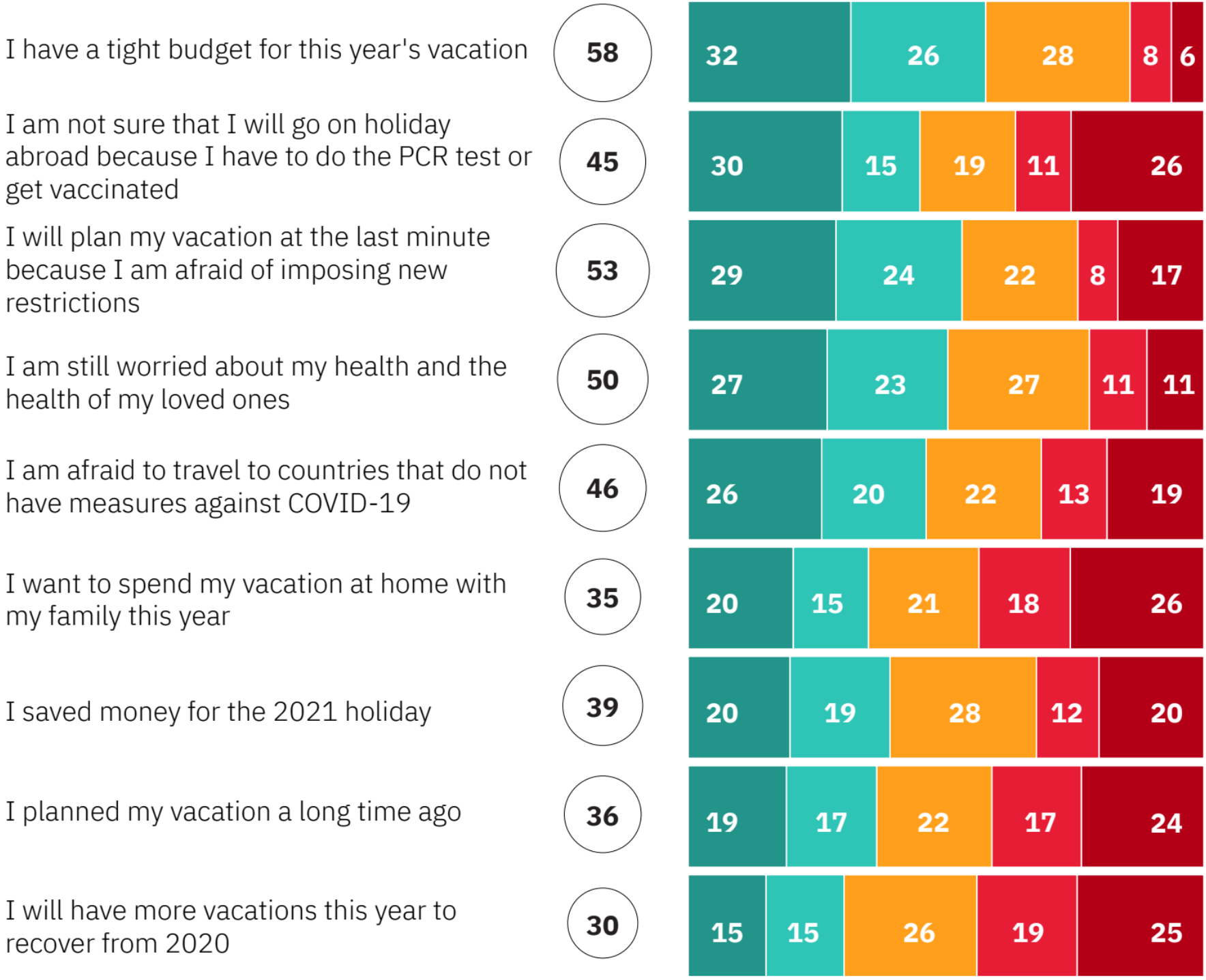
During- Pandemic Vacation Behavior

Romanians are more likely to go on vacation this year versus 2020, but they choose to have fewer holidays compared to other years as they have a limited budget.

Vacation planning is postponed to the last minute, due to the unpredictable new restrictions.

5 out of 10 respondents are still worried about their health and they are not sure about traveling in countries that do not have the proper measures against COVID-19.





July 2021

Ask for details from **consumer_RO@starcomww.com**