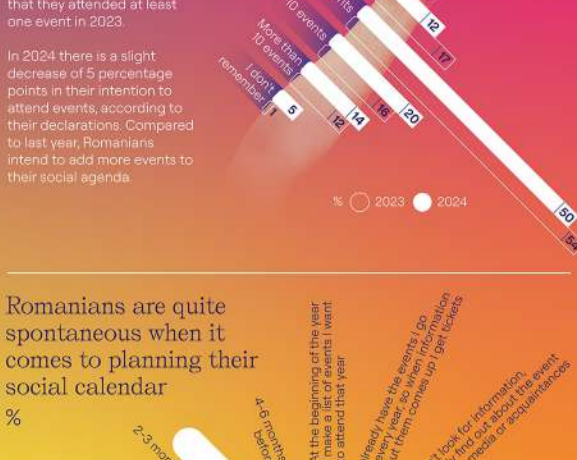


EVENTS BEHAVIOR

in 2024

Cultural events and activities have been gaining momentum lately, and it seems that Romanians are quite interested in experimenting.



The number of events on the Romanians' lists 2023 vs. 2024

86% of Romanians declare that they attended at least one event in 2023.

In 2024 there is a slight decrease of 5 percentage points in their intention to attend events according to their declarations. Compared to last year, Romanians intend to add more events to their social agenda.



Romanians are quite spontaneous when it comes to planning their social calendar



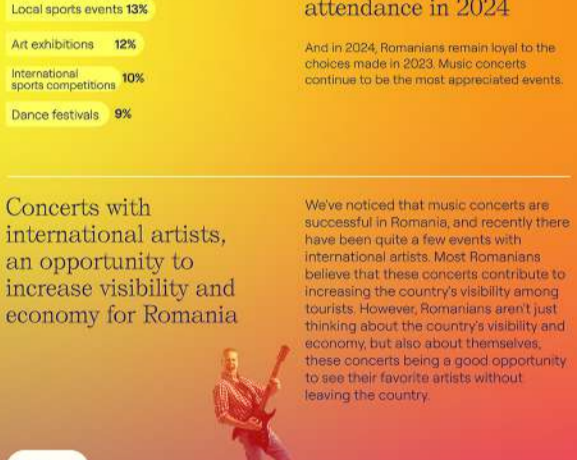
The number of highly organized individuals is relatively low. Only 9% of Romanians plan their social agenda in advance, at the beginning of the year, and 6% plan it about half a year ahead.

Most prefer to look for events in the week when they have free time and/or are in the mood for socializing. An equal percentage of Romanians remember about events one month ahead.

Sources of information for events

Events, being social activities, are typically discovered through friends and acquaintances.

In the same measure, Romanians declare that they found out about events or cultural activities they intend to participate in through television. However, the highest visibility of events is achieved through social media, whether it's friends' posts or artists' pages.



TOP 10 types of events that Romanians attended in 2023

Art, entertainment and food, this is how the list of the most frequently attended 10 types of events in 2023 is summarized. Music concerts are the first choice of

Romanians, followed by craft fairs and theater performances. Romanians are also interested in gastronomy, entertainment through stand-up comedy shows or sports events.

However, some Romanians are also heading towards the professional and/or personal development side and choose to participate in local or international conferences.



Concerts with international artists, an opportunity to increase visibility and economy for Romania

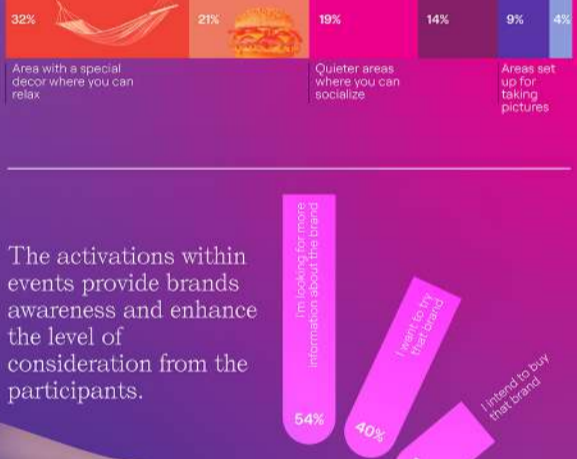
We've noticed that music concerts are successful in Romania, and recently there have been quite a few events with international artists. Most Romanians believe that these concerts contribute to increasing the country's visibility among tourists. However, Romanians aren't just thinking about the country's visibility and economy, but also about themselves, these concerts being a good opportunity to see their favorite artists without leaving the country.



Criteria in choosing events

The price of the ticket is the main factor considered by Romanians when choosing an event to attend. However, we can assume that the price might be a barrier, depending on how strong their desire is to attend that event or those events.

Romanians also pay attention to the distance from home to the event and the additional costs associated with attending the event.



The experiences that are appreciated by Romanians

In 2024, Romanians do more to enjoy live concerts, quality drinks, and delicious food.

They would also like to have the possibility to interact with their favorite stars, as happened in the past at various brand activities during festivals.

The attraction to the artistic sphere is strong among the Romanian public, as is the opportunity to discover new or local products.



Improving festival experiences: Layout and food court

For 71% of Romanians, the way spaces are arranged within a festival is important. This suggests that organizers should pay close attention to the design and layout of their events. They should ensure there are areas where attendees can relax and socialize, not just areas for performances or presentations.

This could mean having comfortable seating arrangements, quiet zones, or even designated socializing areas that encourage interaction and engagement among participants.

Furthermore, the food court plays a significant role in the festival experience. Organizers should not only ensure that food and drinks are readily available but also that there is a wide variety and high quality of products.



The activations within events provide brands awareness and enhance the level of participation from the participants.

Brand awareness is a key objective for marketers, and events provide a unique opportunity to engage with potential customers. In 2024, Romanians are more likely to engage with brands through various activations at events.

Brand awareness is a key objective for marketers, and events provide a unique opportunity to engage with potential customers. In 2024, Romanians are more likely to engage with brands through various activations at events.



The categories of products that Romanians desire at events

Food products are the most desired category at events, followed by fashion and clothing. Other popular categories include sweets, personal care & cosmetics, and non-alcoholic beverages.

Food products are the most desired category at events, followed by fashion and clothing. Other popular categories include sweets, personal care & cosmetics, and non-alcoholic beverages.



Aspects that indicate good event organization, in the perception of Romanians

Romanians perceive a well-organized event as one that showcases a diversity of artists and offers high-quality sound and lighting. They expect the event to run on schedule and for the organizers to provide comprehensive information about the program, access, and other details.

Transportation options and parking availability are also important considerations for them. They appreciate when an event is easily accessible, either through public transportation or with ample parking for those who choose to drive. These elements contribute to the overall experience and satisfaction of attending the event.



The barriers that Romanians have regarding event participation in 2024

Lack of time is the primary barrier to event participation for 37% of Romanians. Other significant barriers include not liking the crowd, high ticket costs, and preferring to spend free time differently.

Lack of time is the primary barrier to event participation for 37% of Romanians. Other significant barriers include not liking the crowd, high ticket costs, and preferring to spend free time differently.

The impact of CSR activities within events

When it comes to social responsibility actions taken during events, Romanians are split into two camps. Some view these actions as beneficial, while others see them as less relevant.

On the other hand, there are those who prefer events to focus solely on entertainment. They attend these events for enjoyment and leisure, rather than to engage with social or environmental causes.

The importance of recycling at events

7 out of 10 Romanians are in consensus that recycling is an essential part of any event. Meanwhile, 18% of Romanians appreciate the recycling initiative at events, recognizing its importance, but do not view it as a mandatory practice.

The remaining portion of Romanians are primarily focused on the event itself and may overlook the importance of the recycling initiative.

For event organizers, this information underscores the importance of providing clearly marked recycling bins at their venues.

The impact of CSR activities within events

Brands' involvement in social responsibility actions positively impacts their image.

Furthermore, this positive image can attract new customers who are drawn to brands that demonstrate social involvement.

MORE INSIGHTS AT REQUEST

- Comparative conclusions of the results from 2021 vs. 2022 vs. 2024
- Intention to watch international sports competitions
- Awareness & intention to participate in local sports events
- Awareness & intention to participate in gaming and themed events
- Awareness & intention to participate in culinary fairs or festivals
- Awareness & intention to participate in local or international conferences
- Awareness & intention to participate in film and theater events

DEEP DIVE ON SEGMENTS AT REQUEST

Demographical:
Gender
Age
Marital status
Children
Education
Income

Segments can be formed based on the perceptions of Romanians and/or their behavior present in the dedicated questionnaire.

If interested, some of the demographics or/and variable can be merged.

Ask for details from consumer@starcomwww.com