# Attendance at events seems to be higher when they take place near Romanians.

How often do Romanians attend events?

Unlocking the pulse:

In cities where even-goers live

More than 10 events

events

60%

19%

For events outside their city of residence, they need to be truly special to justify the effort

34%

of traveling and the additional costs, such as accommodation and transportation. 2-3 times Once Once Once Once Less than Never a week or every few a month a month a year once a year months more often

14%

concerts

Theatre

**Food festivals** 

comedy shows

2-5 events

11%

More than 10 events

5%

know

Stand-up

5% 14% 9% 5% In other cities 4% 7% 26% 16% 27% 12% In the current year and in 2024, 8 out of 10 Romanians state that they attend events. Among the most popular are music concerts, which are by far the favorites, followed by theater performances, craft fairs, and food festivals. The popularity of other types of events varies from 2024 to 2025. Most people (48%) start planning their social calendar 1-3 months in advance. However, 27% of Romanians organize their activities spontaneously. The main sources of media, either through organizers' pages or friends' posts. When deciding which events to

As for the indicators of good organization, they include providing essential information

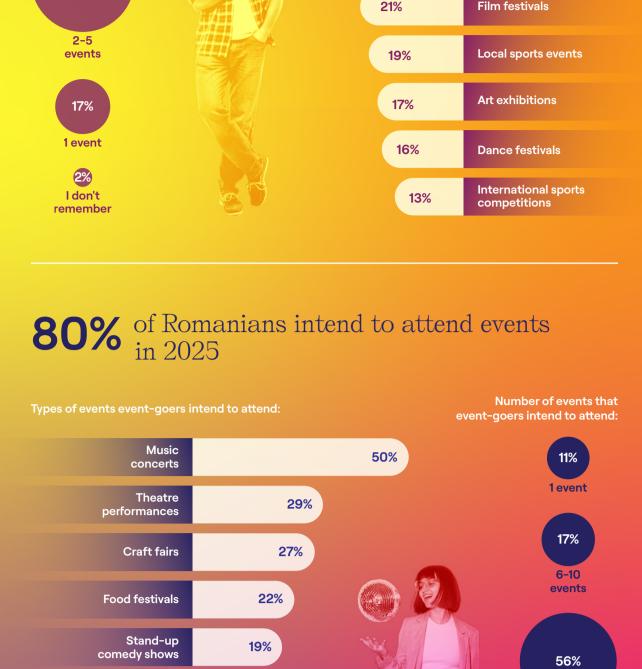
attend, the main criterion for Romanians is the ticket price, followed by the distance to

82% of Romanians attended events in 2024 Number of events attended: Types of events attended: Music 8% 55%

42% performances 13% **Craft fairs** 35% 6-10

27%

21%



13%

13%

11%

8%

8%

Film festivals

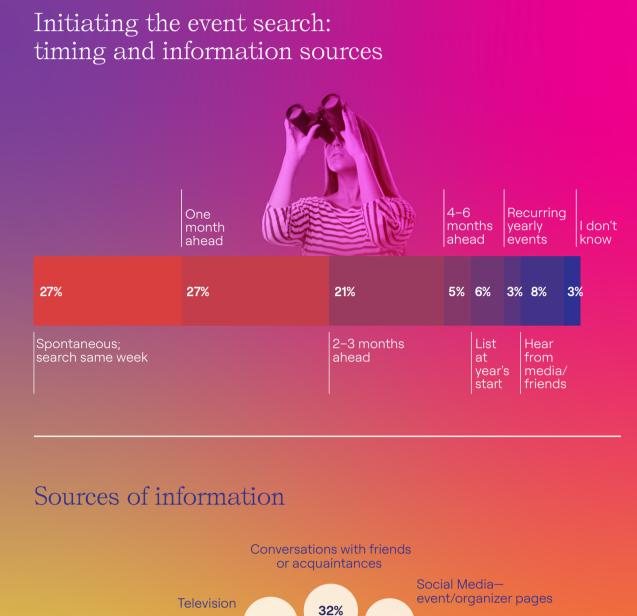
Art exhibitions

**Dance festivals** 

competitions

**International sports** 

Local sports events



33%

9%

11%

14%

**15**%

18%

19%

Social Media-

partner brand pages

Leisure guides

Artist websites

Radio

Print media/

Ticket sale websites

news websites

28%

28%

23%

21%

Social Media-

artist pages

21%

20%

influencer/celebrity pages

20%

Social Media-

Social Media-

friends' posts

Event groups

on social media

Event websites

Posters/billboards

11%

13%

14%

**16**%

18%

21%

26%

51%

I think it's an

it helps

increase

visibility

Romania's

international

excellent idea;

46%

It's a good

see artists I

wouldn't

otherwise

have the

Netnography findings

truly attend for the music) the safety of the festival

Evaluating the importance

of waste recycling in event

13%

recycling at

events, but I

mandatory

campaigns on consumer

It encourages

me to

brand

I don't have a

this matter

formed opinion on

8%

continue

using the

The impact of CSR

perception of brands

don't think it's

8%

Recycling is

not a priority

15%

It encourages

the brand in

me to try

the future

for me at

events

around:

out with.

fans.

opportunity to

chance to see

41%

It's beneficial

bringing more

tourists and

generating

additional

revenue

for the

economy,

33%

It contributes

to diversifying

Romania's

cultural

offerings

14%

More

investment

should be

promoting

local artists

made in

9%

I don't have a

on this topic

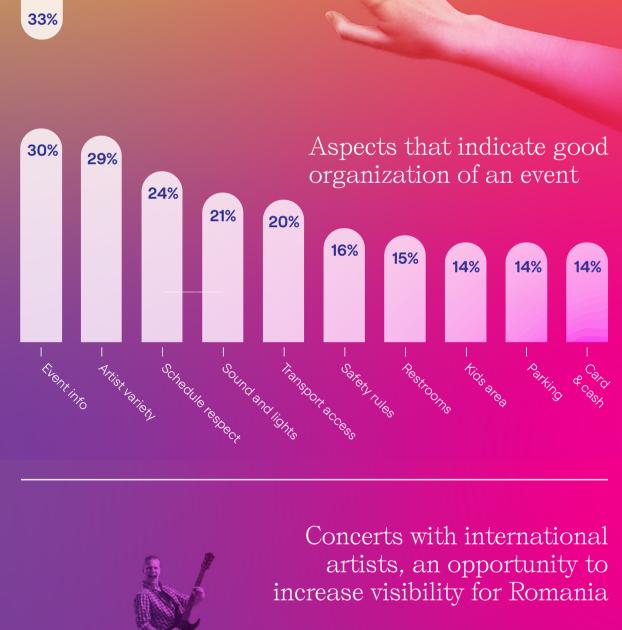
formed opinion

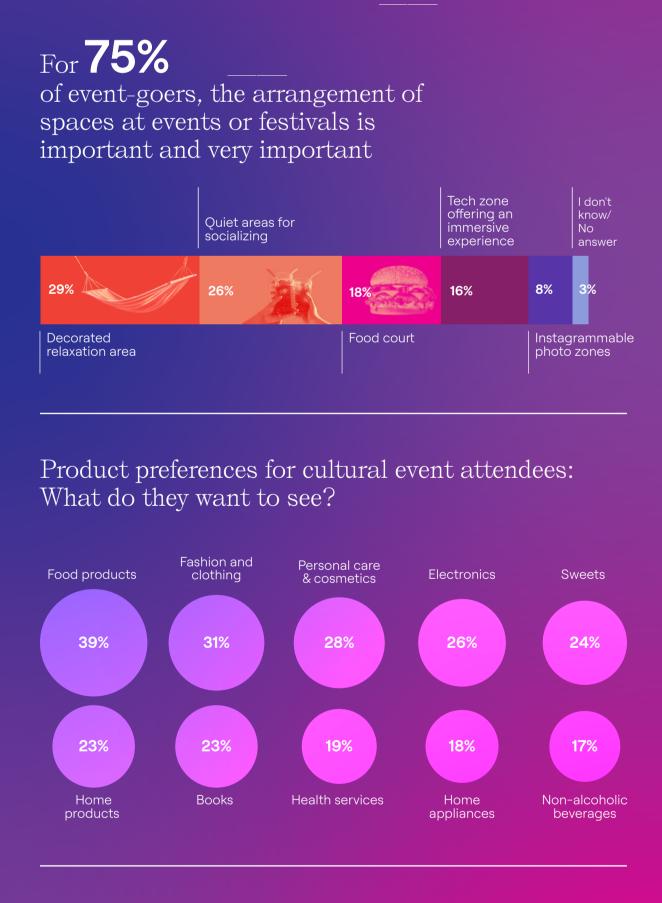
22%

22%

Criteria for choosing

an event





The core reasonings that users provided for their liking of the Untold festival revolve

price accessibility (relatively inexpensive in contrast to other similar scale festivals)

• their great organization (e.g. the various food options and the largely available/clean

• the type of people attending (participants mention that people are very friendly and

ticket offers and how foreign/lone attendees were looking for individuals to hang

for example, the removal of the Fortune (Trance) stage without the prior notification of future participants led to a wave of intense disappointment expressed by trance music

6%

I care more

experience

12%

It motivates

me to get

involved in

activities

myself

responsibility

social

than the

recycling

about the

4%

Recycling

seems more

like a trend

necessity at an event

5%

It impacts

me in the

moment,

convince

me to use the brand

but doesn't

than a

4%

I don't have

an opinion

10%

It doesn't

impact

I think they are only suitable for

cause-related

events

18%

me at all

Any change to the above factors can act as a deterrent to festival participation:

the diversity of stages (e.g. Main, Galaxy, Alchemy etc.)

### I believe I appreciate

waste recycling is

events

essential at

37%

It positively

influences

my opinion

on the

brand

organization

65%

## Event-based CSR actions enhance societal awareness

I think they make us more aware of what's happening around us

39%

### I think these actions I think these actions are essential and add value to the are just marketing 14% 6% tricks and have no event real impact **14%**

I prefer that events focus more on entertainment than on charity or social responsibility

- MORE INSIGHTS AT REQUEST
- Intention to participate in local sports events, culinary fairs or festivals, local conferences, local and international music festivals, film and theater events; Awareness and intention to participate in Neversea Kapital; Envisioning the ideal festival space for shared experiences; Event-goers next move: reactions to eye-catching spaces at festivals and

Intention to watch international sports competitions;

Comparative conclusions of the results from 2021 vs. 2022 vs. 2024 vs. 2025

Engaging with artistry: responses to captivating performers; Key actions taken when engaging with brands at cultural events; Interest in social media content from festivals and events; Demographic data comparisons;

Ask for details from consumer@starcomww.com