

# EVENTS BEHAVIOR

## in 2025

### Unlocking the pulse: How often do Romanians attend events?

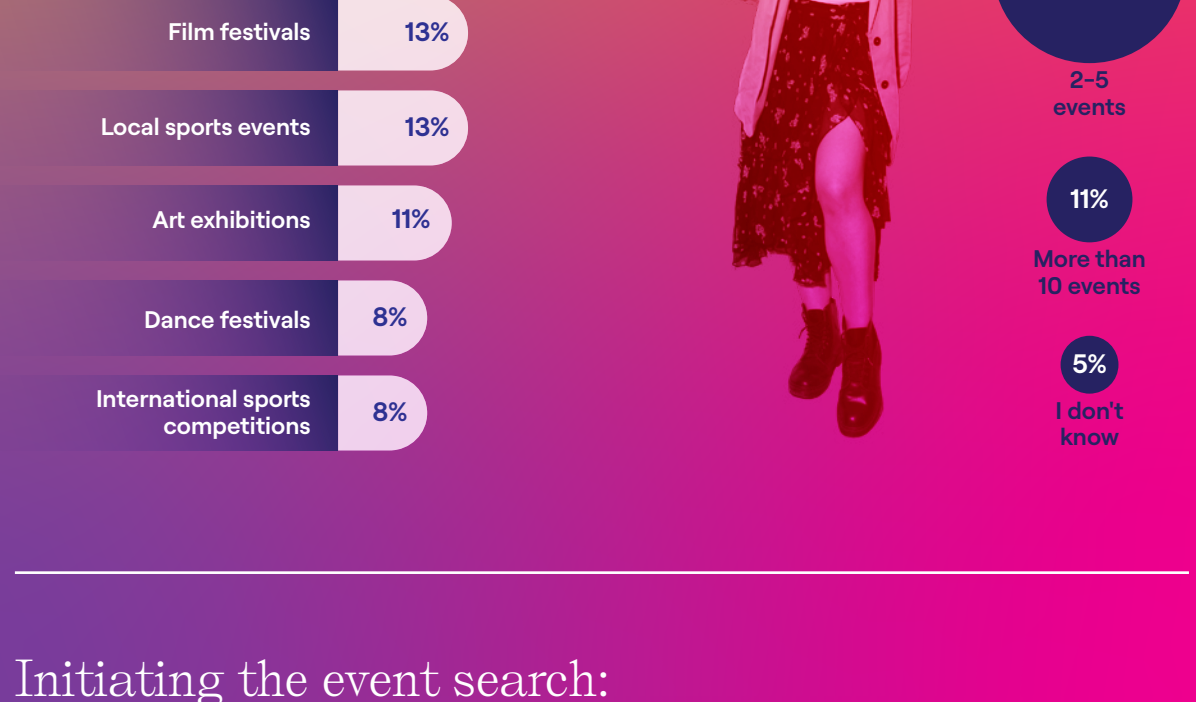
Attendance at events seems to be higher when they take place near Romanians. For events outside their city of residence, they need to be truly special to justify the effort of traveling and the additional costs, such as accommodation and transportation.



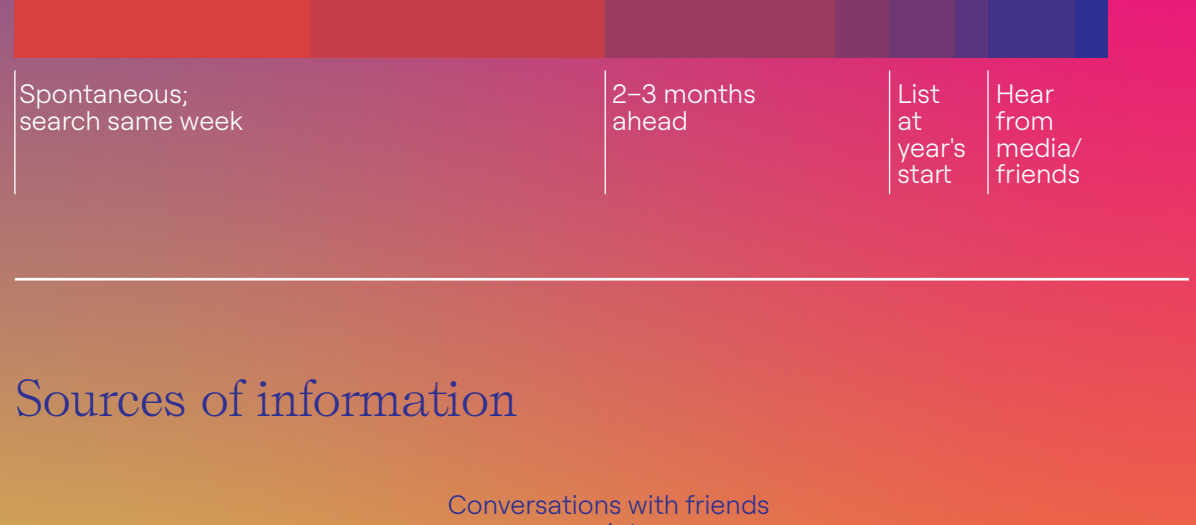
### 82% of Romanians attended events in 2024



### 80% of Romanians intend to attend events in 2025



### Initiating the event search: timing and information sources



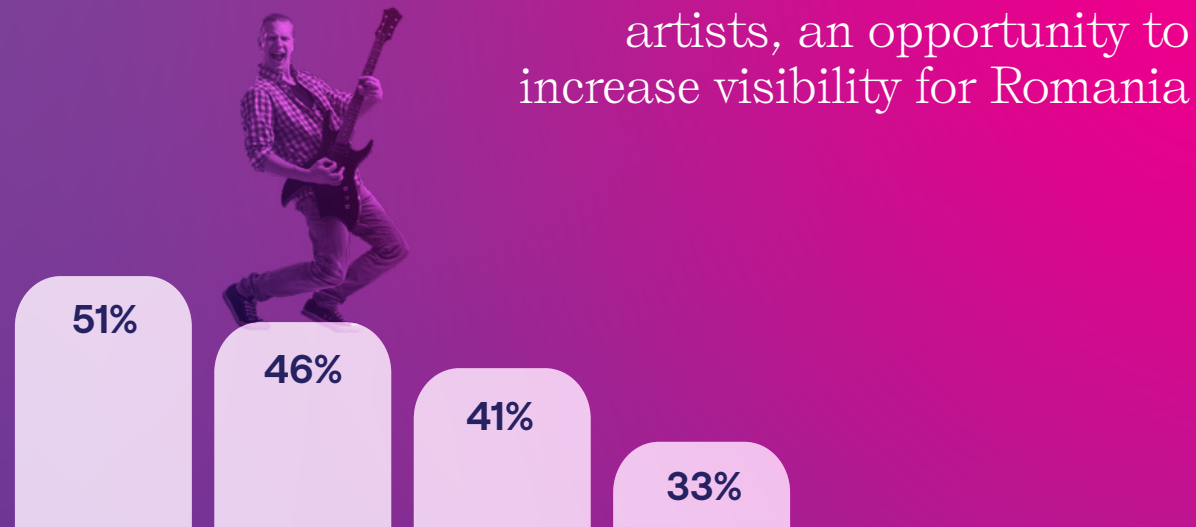
### Sources of information



### Criteria for choosing an event



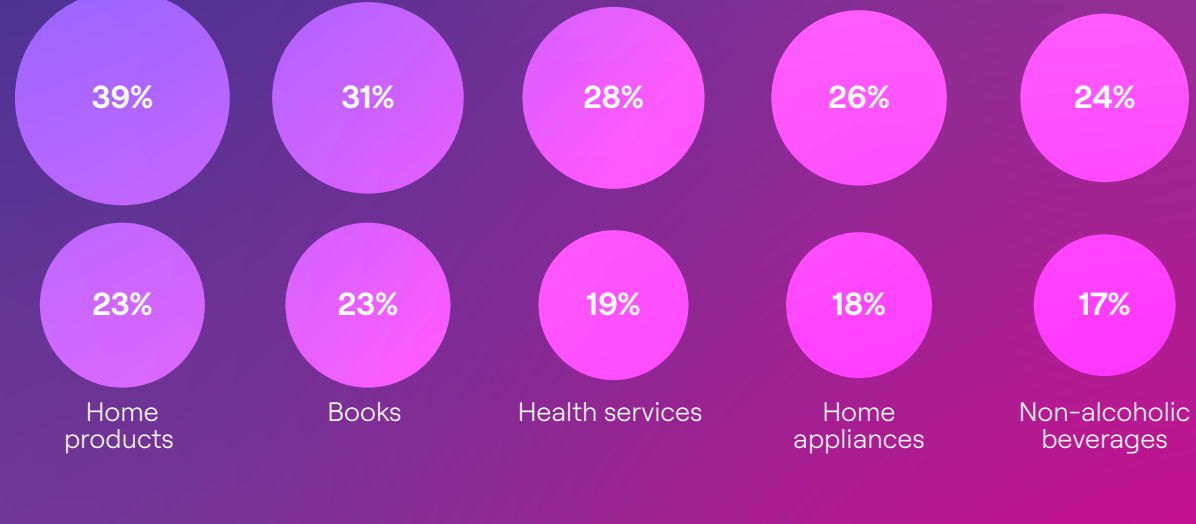
### Aspects that indicate good organization of an event



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



### For 75% of event-goers, the arrangement of spaces at events or festivals is important and very important



### Product preferences for cultural event attendees: What do they want to see?



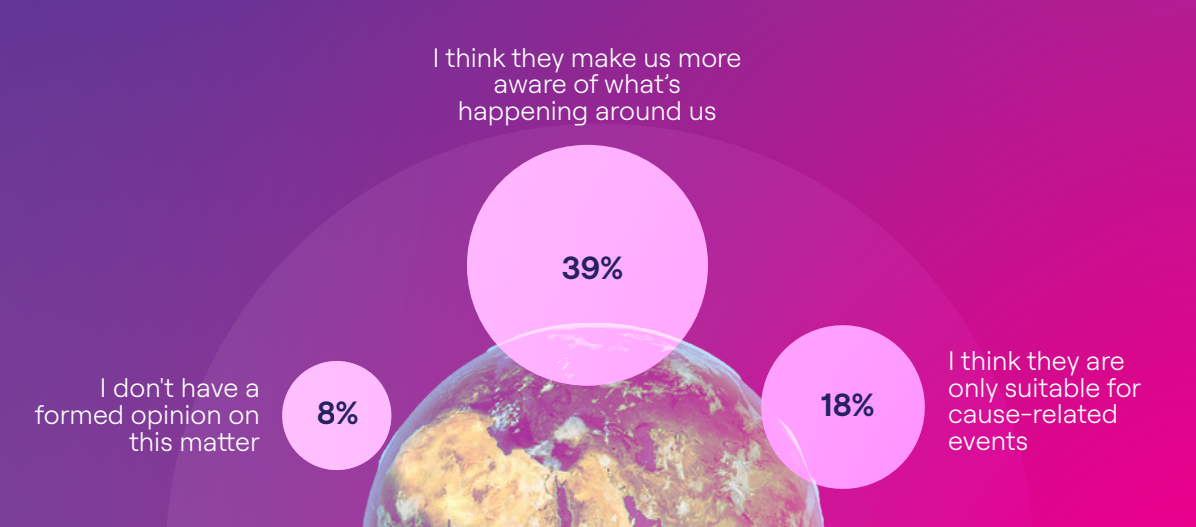
### Netnography findings

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

- **price accessibility** (relatively inexpensive in contrast to other similar scale festivals)
- **the diversity of stages** (e.g. Main, Galaxy, Alchemy etc.)
- **their great organization** (e.g. the various food options and the largely available/clean toilets),
- **the type of people attending** (participants mention that people are very friendly and truly attend for the music)
- **the safety of the festival**
- **ticket offers and how foreign/lone attendees were looking for individuals to hang out with.**

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

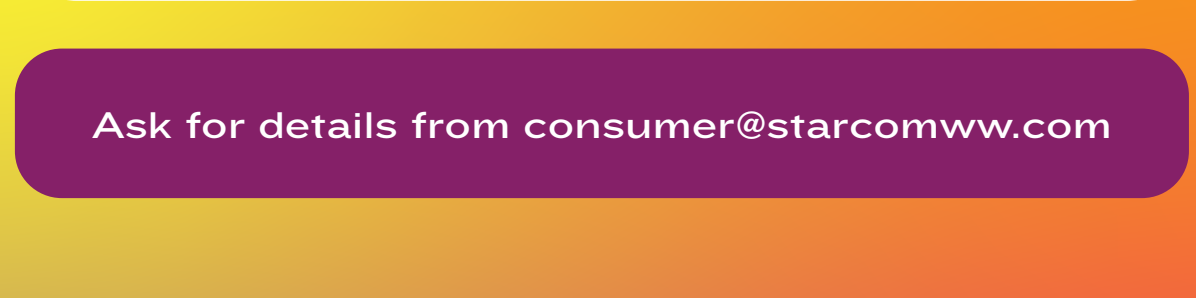
### Evaluating the importance of waste recycling in event organization



### The impact of CSR campaigns on consumer perception of brands



### Event-based CSR actions enhance societal awareness



## MORE INSIGHTS AT REQUEST

- Comparative conclusions of the results from 2021 vs. 2022 vs. 2024 vs. 2025
- Intention to watch international sports competitions;
- 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 events;
- 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;

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