

# EVENTS BEHAVIOR

in 2026

Big picture: how Romanians attend events

**2.53** events attended on average in the last 12 months

**54%** start looking within a month  
interest peaks close to the event

**182 lei** average budget per event willing to spend

**41%** attend with their partner  
the most common companionship



## WHO & HOW OFTEN

### 2.53 events on average

82% attended at least one in the last 12 months

### Urban & affluent drive attendance

2.90 in cities vs 2.00 rural; 3.46 for higher earners

### Concerts & festivals lead participation

— with craft fairs close behind

## WHY THEY GO & WHAT STOPS THEM

### Relaxation 1st motivation

leading 11 of 17 event types

### New experiences pull crowds

63% seek events beyond their routine

### Cost is the main gatekeeper

— price and budget outweigh every other barrier

## HOW THEY DECIDE & DISCOVER

### Price, lineup, location

— are the top three criteria behind the decision to attend

### Late planners

54% start looking within a month of the event

### Word of mouth leads discovery

62% would rather live the event than post it

Big picture: the brand opportunity at events

**74%** open to brands at events  
only 16% are indifferent

**31%** want product testing & samples  
the most-wanted brand format

**70%** reward brands that fit naturally  
the single strongest goodwill driver

**38%** want brands actively present  
36% more accept them when unobtrusive



## WHERE BRANDS ARE WELCOME

### Open door

74% accept brands at events

16% stay indifferent

### Calibrate presence

38% want brands active

36% only when unobtrusive

### Skip the hard sell

55% penalize ad-only brands

53% say pushiness ruins it

## WHAT EARNS GOODWILL

### Fit wins

70% favor brands that fit naturally

68% expect a brand-event match

### Be useful

64% think more of brands that offer something useful

35% reward relevance

### Make it memorable

65% a good on-site experience lifts afterwards

61% recall brands they engage

## HOW TO ACTIVATE BY EVENT

### Lead with value

31% sampling

25% event-only discounts

21% recharge areas

### Match the category

— snacks & soft drinks fit fairs and music; alcohol fits beverage events

### Pick high-fit slots

65% gastronomy snacks

53% drink festivals

43% sport health & fitness

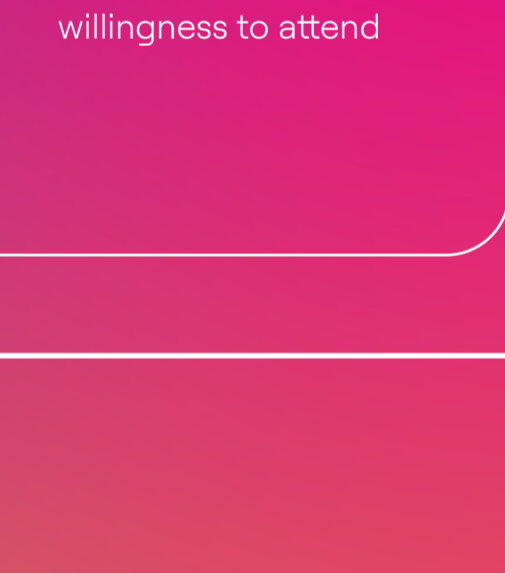
Big picture: music & live experiences

**49%** listen to pop music  
the top genre, dance close at 44%

**96%** know UNTOLD, the top festival  
51% want to take part in 2026

**71%** would see Smiley live  
the top-drawing Romanian artist

**45%** favour outdoor live music  
the most-loved event format



## WHAT THEY LISTEN TO

### Pop & dance lead

49% pop

44% dance

36% Latino

34% mainstream Romanian

### Broad palette

33% rock

28% hip-hop

25% manele

### Roots resonate

— classical, folk, jazz and traditional each reach about a fifth of listeners

## HOW THEY WANT IT LIVE

### Outdoor wins

45% outdoor events

43% live-band concerts

34% festivals

### Multi-act bills

34% several artists on one stage

16% a single headliner

### Homegrown festivals

— UNTOLD, Electric Castle & Summer Well top awareness; foreign fests trail

## WHAT IT MEANS FOR BRANDS

### Back the big stages

— pop, dance and the major local festivals deliver the widest reach

### Match artist to genre

71% Smiley

50% DJ Project

53% Vlăduța Lupău

### Niche means loyal

— manele, folk and traditional fans over-index on willingness to attend

Zoom in: what holds people back

**Cost is the main gatekeeper** price and budget pressure outweigh every other barrier, especially for higher-ticket events.

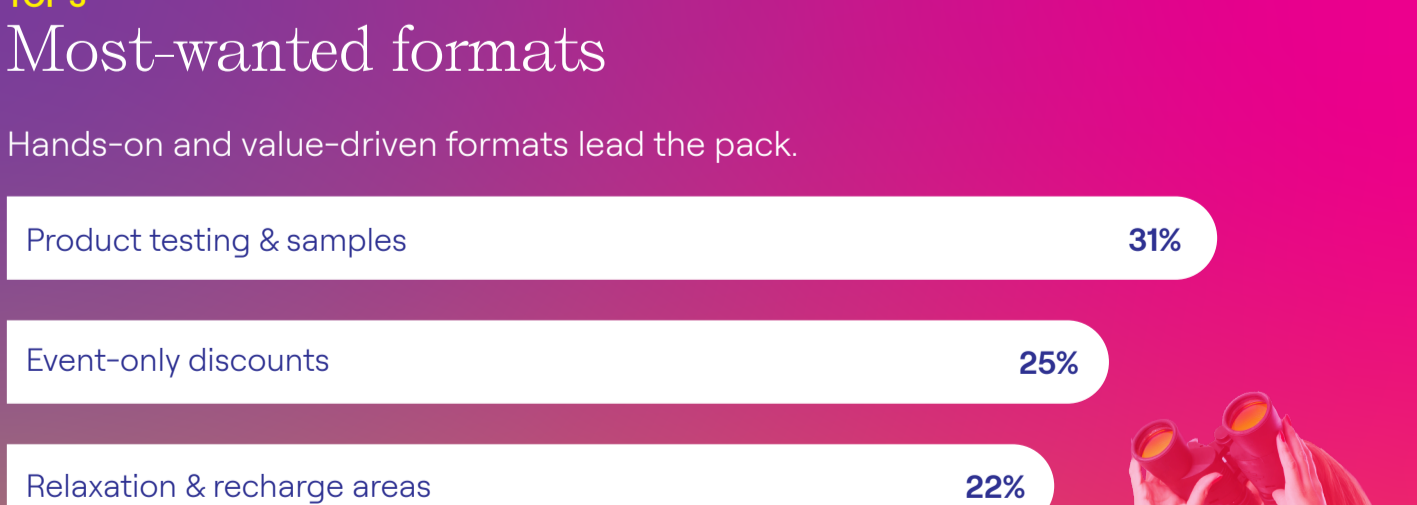
**Access friction comes next** timing, location, and having no one to go with stop attendance more than lack of interest does.

**Most barriers are fixable** cost, low awareness, and convenience dominate, while genuine disinterest is the smallest slice.



Zoom in: what audiences prefer

Given a choice, audiences lean outdoor, daytime, single-day and slightly more intimate — yet on every pair the largest group holds no clear preference.



Zoom in: how audiences see brands

**74%** are open to brands being present at events  
38% want them actively present  
36% accept them when unobtrusive

## PERCEPTION

### Openness to brand presence

Most welcome brands that add real activations — not just visibility.

Like active presence: 38%

Accept if unobtrusive: 36%

Indifferent to presence: 16%

## TOP 3

### Most-wanted formats

Hands-on and value-driven formats lead the pack.

Product testing & samples: 31%

Event-only discounts: 25%

Relaxation & recharge areas: 22%



## TOP 3

### What earns goodwill

Relevance and fit matter more than interaction.

Useful & relevant to guests: 35%

Fits the event naturally: 33%

Memorable experience: 30%

WHAT THE FULL REPORT COVERS

### 01 Decide, attend & share events

- Attendance frequency
- Motivations & barriers across 17 event types
- Deciding criteria, planning timing & companionship
- Budgets by category; discovery & social sharing

### 03 Events on their radar

- 120 named 2026 events, ranked by engagement
- Awareness, participation & intent funnels
- Sports, Horeca, culture, thematic & music

### 02 Brand presence at events

- Openness to brands & the goodwill drivers
- Most-wanted on-site activation formats
- Best-fit brand categories for 15 event types

### 04 Genres, gigs & artists

- Genre tastes & live-format preferences
- Local & international festivals on the radar
- 170+ Romanian artists across 10 genres

Ask for details from [consumer@starcomww.com](mailto:consumer@starcomww.com)