

Romanians rediscover the pleasure of holidays

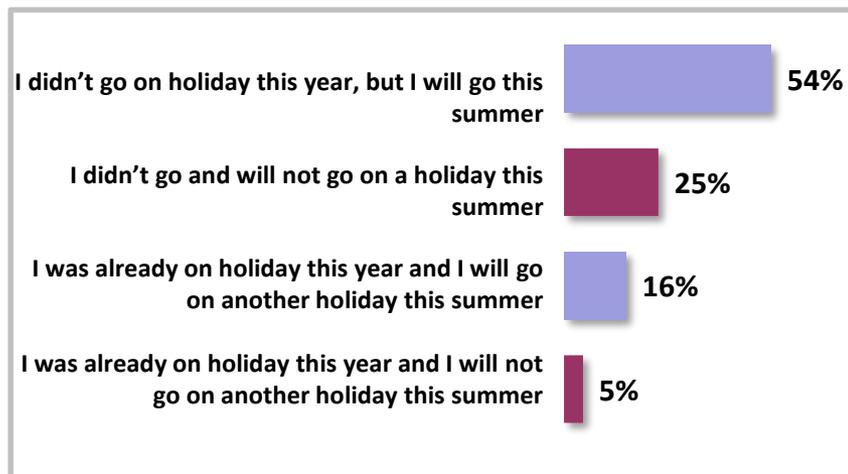
A market research study conducted by 360insights investigates the current trends among Romanians regarding holidays, in the context of the recovery of their appetite towards travelling, now that the effects of the financial crisis, that affected Romania more than 7 years ago toned down.

As so, Romanians include again in their annual activities the holidays, some of them affording even 2 trips per year or allocating larger amounts of money for getting out of the city.

7 out of 10 Romanians go on holiday this year

- Although 25% of Romanians who live in urban areas didn't go and will not go on holiday this year, the number is much lower than the one registered in 2010, when the percentage reached 42%. Not surprisingly, these people come mainly from the elderly segment (55-64 y.o.), but also from those with a lower social status (low income and education).
- On the other hand, the statistics of those who don't give up on holidays is a positive one, given that 54% of the Romanians living in the urban area said that they are going to leave for summer holiday and 16% of them will even have their second holiday this year.

What are romanians doing with their holiday in 2017?



Young people under 18 y.o. are in a significantly higher proportion, the ones who don't conceive summer without a holiday.

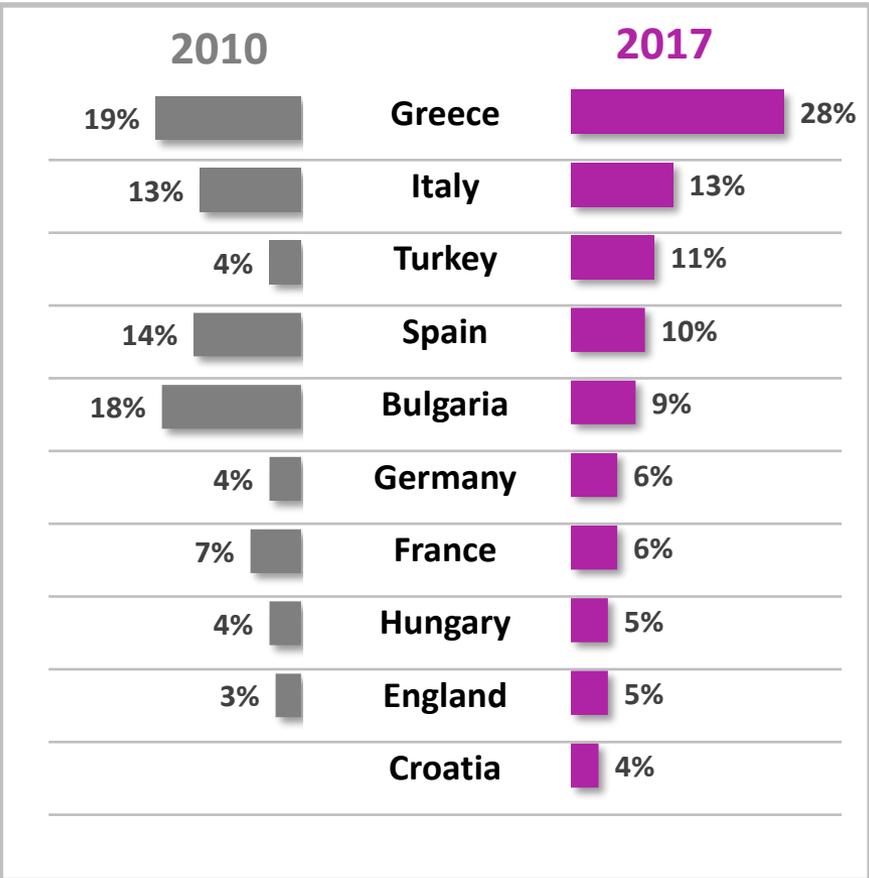
Base: Urban 18-64 y.o., N=401

Where do Romanians spend their holidays?

For the urban area inhabitants, Romania remains their main option as location for spending the holidays, the percentage being even slightly higher than in 2010 - 80% compared to 73%. Going abroad, is an option for 27% of the Romanians, this being an option especially for those with higher personal income.

As for the destinations chosen for a holiday abroad, Greece continues to be the detached leader in ranking, followed this year by Italy, Turkey and Spain. Bulgaria, that seven years ago, during the economical crisis, was disputing its supremacy for the 1st place with Greece, is now only the 5th option for the Romanians who decide to spend their holiday abroad.

The delight of a "mixed" holiday, both in Romania and abroad, is still a thing that few Romanians in urban areas can afford - only 7% of them - the percentage being similar to the one from 2010.

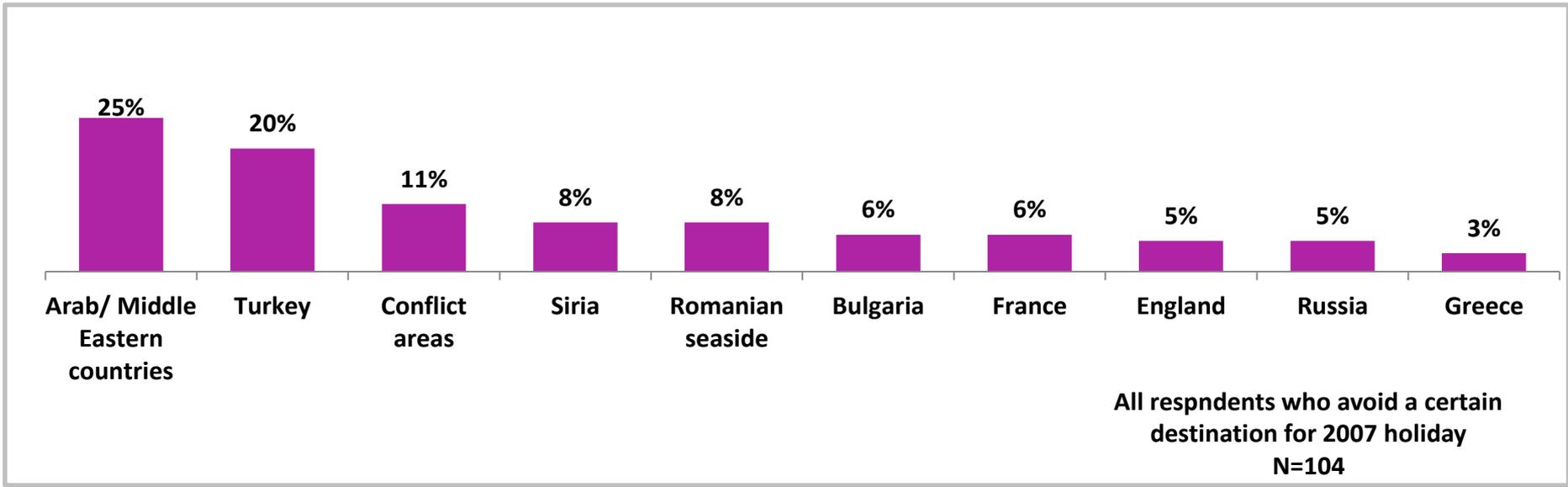


All respondents who went/ intend to go on holiday abroad
2010: N=120 / 2017: N=82

And what destinations do Romanians avoid for holiday?

In the context of the social and political movements that have affected the world in recent years, there are areas for which Romanians, namely 1 in 4, show a certain reluctance when it comes to choose the holiday destination. More cautious in this aspect are Bucharest inhabitants and people from the 25-34 group age.

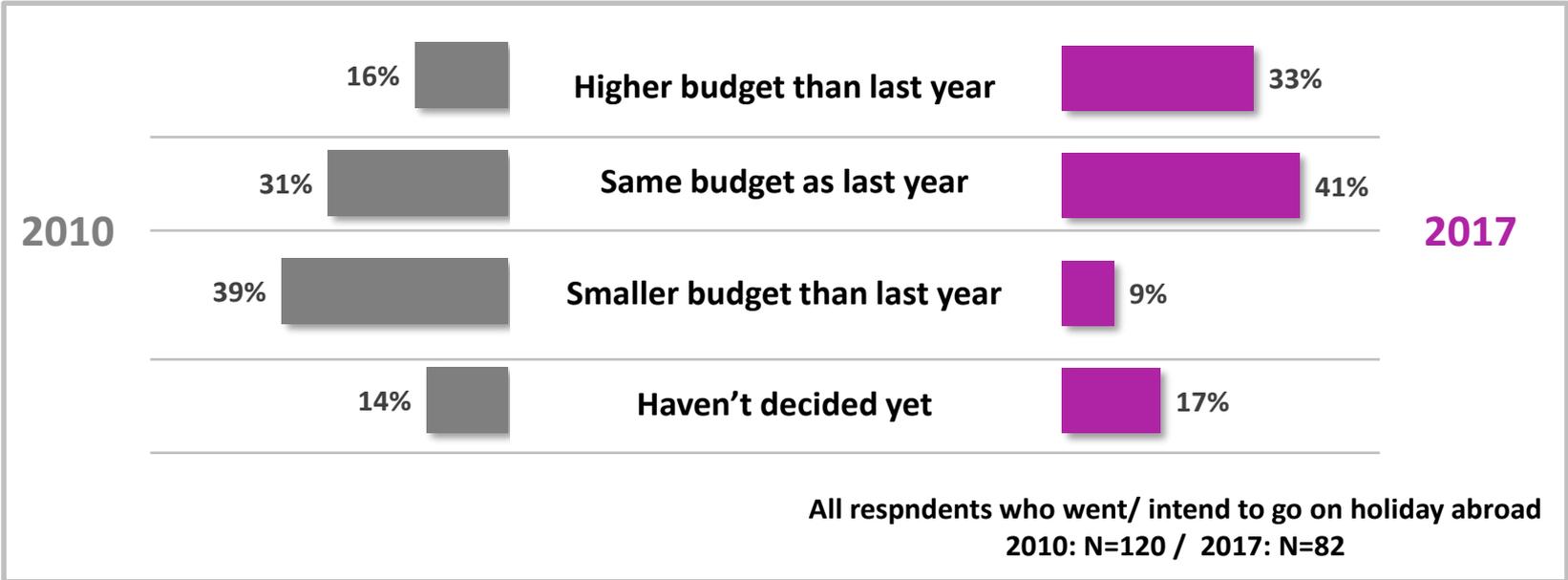
Most avoided areas are lead detached by the Arabic and Middle Eastern countries, which gather 25% of the votes, while Turkey, once, one of Romania's favorite destination, is now ranked second with 20% of the mentions.



How much money do Romanians spend on holidays?

Another proof that the 2010 economic crisis is now a simple memory for many Romanians is also evidenced by the significantly lower percentage, compared to 7 years ago, of those who said they would allocate a lower budget than the previous year for holidays and summer fun. Thus, only 9% of those who went or will go on holiday this summer, intend to reduce their budget, while in 2010, 39% of Romanians had this behavior.

Also increasing is the number of those willing to allocate more funds to summer holiday than in the previous year, the percentage doubling compared to 2010 - 33% vs 16%. This behavior is more common among young people below 24 y.o and among those with high personal income.



Survey methodology

The 360Omnibus study was conducted using CATI methodology (Computer Assisted Telephone Interviews), run on a sample of 401 respondents, men and women, aged between 16 and 64 y.o., representative in urban area. Data collection was done in June- July 2017.

About 360insights

360insights is a full-service marketing research consultancy passionate about helping companies to make the right decisions in order to grow their brands and business . Founded in 2008, 360insights came to be the biggest independent research agency in Romania.

In its evolution, 360insights has been defined on the market as a customer oriented company, working through time with companies in various fields and industries such as FMCG, Telecom, Automotive, Financial, Pharmaceutical Industry, Media, Real Estate, Human Resources, Social marketing.

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