

Good Practices for COVID-Safe Events



Behavioural changes in tourism & events

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European Union
European Regional
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Behavioural changes in tourism & events

In terms of

- Demand (less)
- Preferences for tourist destinations/sites/events (outdoor activities, away from big cities/places with high infection rate)
- Duration of trips (shorter)
- Budget (less)
- Business purpose (postponing)
- Transportation (less public transport)
- Travel distance (stay local)
- More arts and cultural engagement (local arts and cultural events)
- Openness to digital & virtual enhancement
- Emotion (more skeptical, more anxiety)

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Behavioural changes in tourism & events

- Changes vary by age, gender, family size, household income, level of education, etc.
- Intentions do not lead to actual behaviours
- Adoption of the protective or avoidance actions/behaviours
- Public Governance influences willingness to visit a destination

Sources: Li, J., Nguyen, T.H.H. and Coca-Stefaniak, J.A. (2021), "Understanding post-pandemic travel behaviours – China's Golden Week", *Journal of Hospitality and Tourism Management*, <https://doi.org/10.1016/j.jhtm.2021.09.003>
Bloom Consulting and D2-Analytics (2020) COVID-19 The Impact on Tourist Behaviours. https://www.bloom-consulting.com/journal/wp-content/uploads/2020/07/BC_D2_Covid_19_Impact_Tourist_Behaviours.pdf

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Our survey

- Travel behaviours during the pandemic
- Travel intentions and craving
- Protective or avoidance behaviours
- Demographic features
- ...



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Our survey



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