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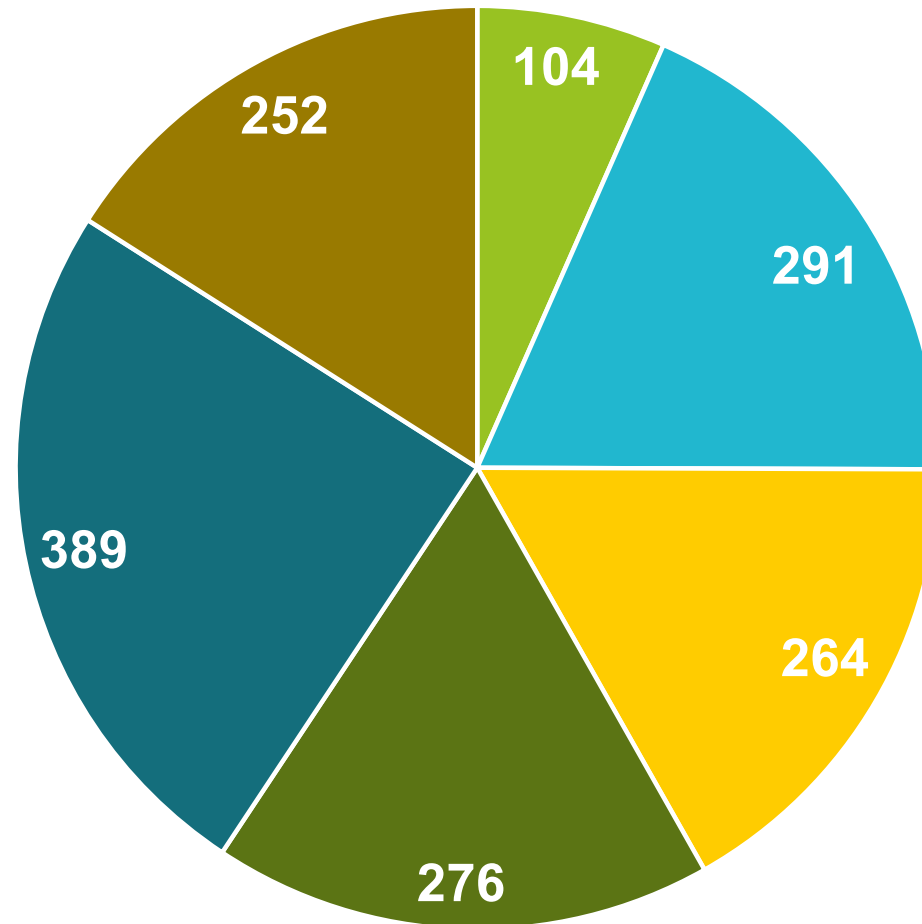
Visitor behaviours during and post COVID-19

Dr Hai Nguyen & Prof Andres Coca-Stefaniak
University of Greenwich

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About our respondents

We received a total number of 1576 valid survey responses.



About our respondents

Most of our respondents were from **urban** areas, in **younger** age groups, with **university degrees** (or equivalence), **full-time employment**, in a **lower range of income**, and within a **nuclear family with children** or other dependents.

Demographic characteristics		Freq.	%	Demographic characteristics		Freq.	%
Region	Urban	1280	81.5	Employment	Full-time employed	920	58.5
	Rural	290	18.5		Part-time employed	157	10.0
Gender	Male	725	47.0		Unemployed	77	4.9
	Female	819	53.0		Full-time student	367	23.3
Age	18-24	418	26.6		Economically inactive	51	3.2
	25-34	422	26.8		Income	15.000 or lower	496
	35-44	325	20.7	15.001 - 25.000		321	26.4
	45-54	255	16.2	25.001 - 35.000		185	15.2
	55-64	109	6.9	35.001 - 50.000		129	10.6
	65 or older	44	2.8	Higher than 50.000		84	6.9
Education	Primary school	21	1.3	Household	One-member	268	17.1
	Secondary/high school	454	28.9		Shared/multiple occupations	312	19.9
	University degree	691	44.0		Nuclear family without children	275	17.5
	Postgraduate degree	406	25.8		Nuclear family w/ children/others	616	39.2
					Single-parent family/others	100	6.4

About their travel behaviours & intention

During the last 12 months of the pandemic:

- On average, respondents took **13** leisure trips within their regions, **5** trips outside their regions and **1** international trip.
- The numbers of regional and domestic trips had not changed much, the number of international trips decreased



<https://ustravel.ro/images/index/aboutright.png>

About their travel behaviours & intention

During the last 12 months of the pandemic:

- A **private vehicle** was the most popular choice
- **Hotels and friend/relative's places** were the most popular choices of accommodation, 65% and 45% respectively.
- Respondents had a **high level of travel craving** (7.53) as well as **intention** to travel within the region or country (8.12), yet a lower intention to travel beyond countries of residence (6.49)



https://www.allianz.com/en/press/news/studies/210628_Allianz-restarting-tourism-are-we-ready-to-travel_for_content/root/parsys/wrapper/wrapper/image.img.82.1920.jpeg/1624884089156/allianz-travel-2021.jpeg

About their visits to cultural/heritage sites and events



[https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1\(pp_w480_h640\).jpg](https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1(pp_w480_h640).jpg)

- In the last 12 months during the pandemic, on average, respondents went to **4 indoor** and **6 outdoor heritage sites**, and **attended 3 events/festivals/concerts**.
- The number of visits to indoor sites and events **slightly decreased**, in comparison to the previous 12 months, but not the case for outdoor sites.

About their visits to cultural/heritage sites and events



[https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1\(pp_w480_h640\).jpg](https://www.travelyesplease.com/wp-content/uploads/2015/07/World-Heritage-Sites-1(pp_w480_h640).jpg)

- People aged **45-54** had the highest number of heritage visits, while people aged **18-24** had the highest number of events attended
- **Urban** respondents had a higher number of indoor heritage visits
- People within a **nuclear family without children** had the highest number of heritage visits, and those with children had the lowest number

About their visits to cultural/heritage sites and events

- In general, visitors were **satisfied** with their visits. They were **not so anxious** and **felt rather safe** during their visits
- All safety measures, including *Crowd management, Hand sanitiser stations, COVID vaccination or negative rapid test, Face masks, Social distancing*, were considered rather important (6.68 - 7.55). **Hand sanitiser stations** and **face coverings** were simple, yet the most important measures.



Online Booking
& e-ticketing



Contactless
Payment



Social
Distancing



Distanced
Seating



Face
Covering



Hand
Hygiene



Increased
Cleaning



Safety
Screens



Staggered
Film Times



Staff Training
& PPE

Protective behaviours

during cultural/heritage visits & events


	Average score (out of 10)
Wear a face covering	8.03
Be more observant of my surroundings	7.72
Buy online tickets/Book the visit in advance	7.68
Use hand sanitisers	7.61
Follow COVID-19 guidelines	7.56
Choose outdoor activities	7.34
Stay within the recommended path/one-way system	7.33
Practice social distancing	7.13
Avoid crowded events and festivals	6.80
Avoid crowded rooms/areas	6.78
Avoid visitor peak times	6.66
Avoid visiting places where social distancing is difficult	6.52
Avoid places with less stringent safety measures	5.95
Avoid interacting with fellow visitors	5.94
Avoid visiting indoor areas	5.45
Avoid places with stricter entry requirements	4.75

- **Older** groups tended to have higher levels of protective behaviours, while visitors with **student** status displayed lower levels.

Future visit intention

- Visitors will prefer to visit **outdoor** sites (7.07)
 - **Older** (65+) and **younger** (18-25) groups reported a lower level of craving and intention to visit heritage sites/events
 - People within a **nuclear family without children** had the highest level of craving and intention to visit heritage sites



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- ? **Knowing the differences between demographic groups, what are the implications for cultural heritage attractions?**
 - ? **Is the strong interest in traveling locally here to stay for the foreseeable future? If so, what are the implications for cultural heritage attractions?**



Dr Hai Nguyen

T.H.H.Nguyen@greenwich.ac.uk

Prof Andres Coca-Stefaniak

A.Coca-Stefaniak@greenwich.ac.uk