

Impact of the corona crisis on the attitude of event visitors in Belgium

Results of 3 national surveys in June 2020, September 2020 & April 2021

KdG
Expert
Karel de Grote Hogeschool

Public Impact

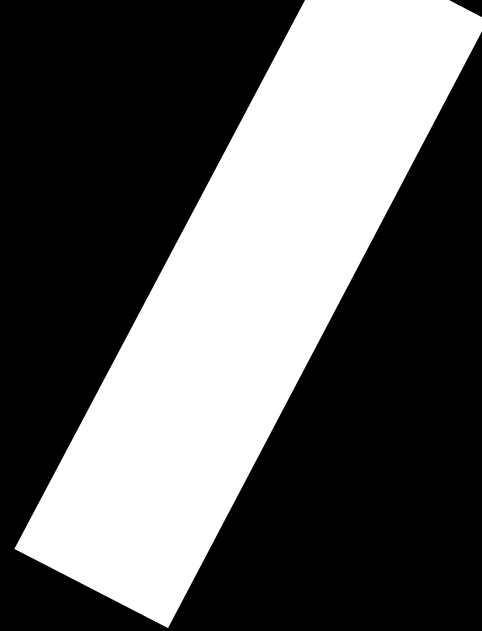
Centre of expertise for the event sector



Content

1. Methods
2. Results
3. Key findings

Methods



The study

Research problem

Data is needed to be able to assess the impact of the corona crisis on the attitude of event visitors in Belgium, now and in the near future. Events require visitors. Insights in their attitude, opinions and general feelings about the present and future situation are crucial. The study was conducted by the centre of expertise Public Impact of KdG University of Applied Sciences and Arts. The surveys in 2020 were conducted on the initiative of the different sectoral federations and Experience Magazine, with the support of VISITFLANDERS and EventFlanders.



The continuation of the surveys in 2021 is an initiative of and supported by the centre of expertise Public Impact.

Central research questions

- When do event visitors want to go to events again?
- Which safety measures are crucial for visitors to feel safe at events?
- Which type of events will they go to, rather sooner than later?

The study

Survey waves



Methods

- National **survey**, in Dutch and French:
 - W1: June 16 - June 23, 2020
 - W2: September 21 - September 27, 2020
 - W3: April 9 - April 21, 2011
- **Recruitment** via online panel
- Sample **representative** for gender, age, education level, migration background and family size
- **Cleaning** dataset
- Analysis, reporting and publication of **key findings** and relevant **evolutions**
- Analysis and **reporting** of all data and findings

Introduction text survey W3

Thank you for filling in our questionnaire!

For some time, the organisation of events is not allowed in Belgium due to the corona measures. Many events that were to take place in the upcoming months have been postponed to later this year or even to next year. Curious to find out what you think about this!

Events are referred to as professionally organised events such as cultural performances, fairs, parties, fairs, processions and so much more. Events in this survey are also private parties organised by professionals, such as weddings.

The questionnaire is an initiative of the centre of expertise Public Impact of KdG University of Applied Sciences and Arts.

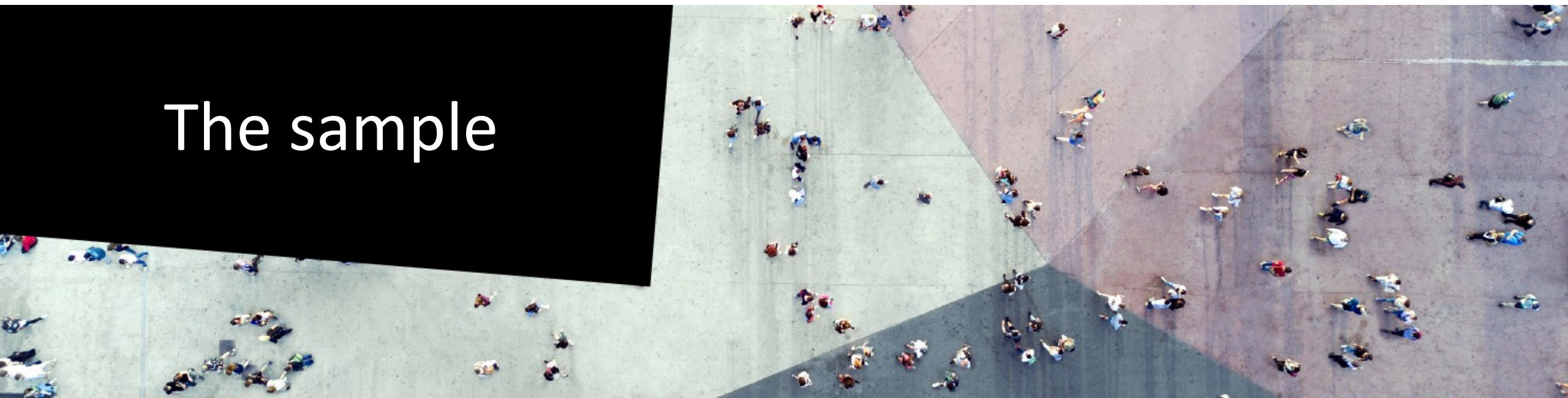
It takes about 5 minutes to complete the questionnaire. Your answers will be treated confidentially and anonymously.

Thank you for your cooperation.

Centre of Expertise Public Impact
KdG University of Applied Sciences and Arts

www.publicimpact.be

The sample



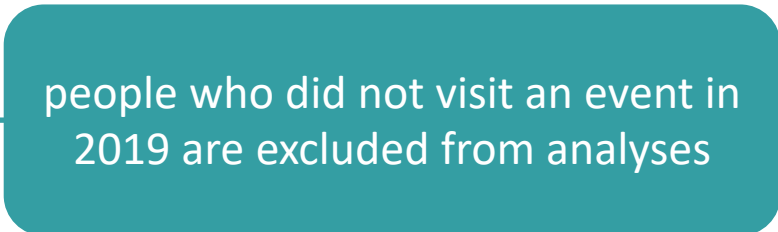
Who is included in the survey? (W1/W2)

Did you attend events last year (2019)?

With events, we do not only mean festivals or large sport events, but also fairs, concerts, processions and private parties organised by a professional event organiser (e.g. marriage).

Yes

No



people who did not visit an event in 2019 are excluded from analyses

Who is included in the survey? (W3)

Approximately how many events did you attend each year before the corona crisis?

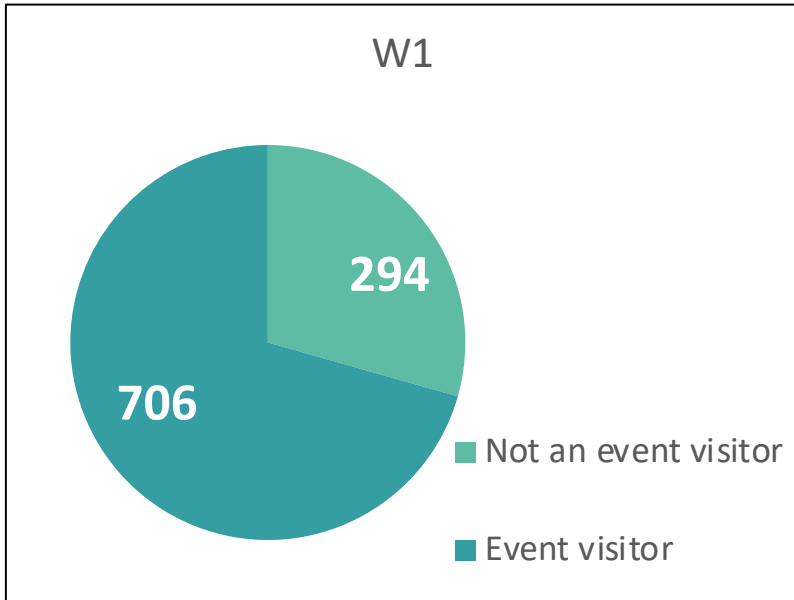
With events, we do not only mean festivals or large sport events, but also fairs, concerts, processions and private parties organised by a professional event organiser (e.g. marriage).

> 0

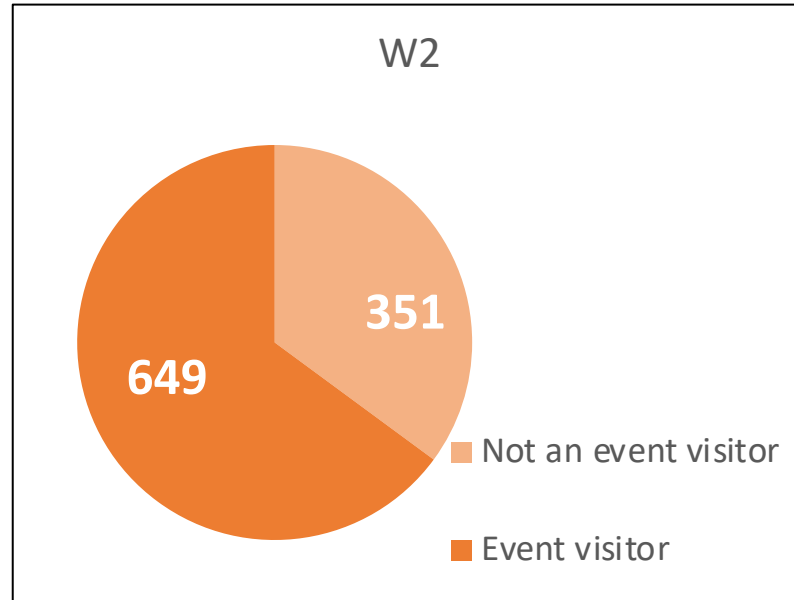
0

people who did not attend any events before the corona crisis are excluded from analyses

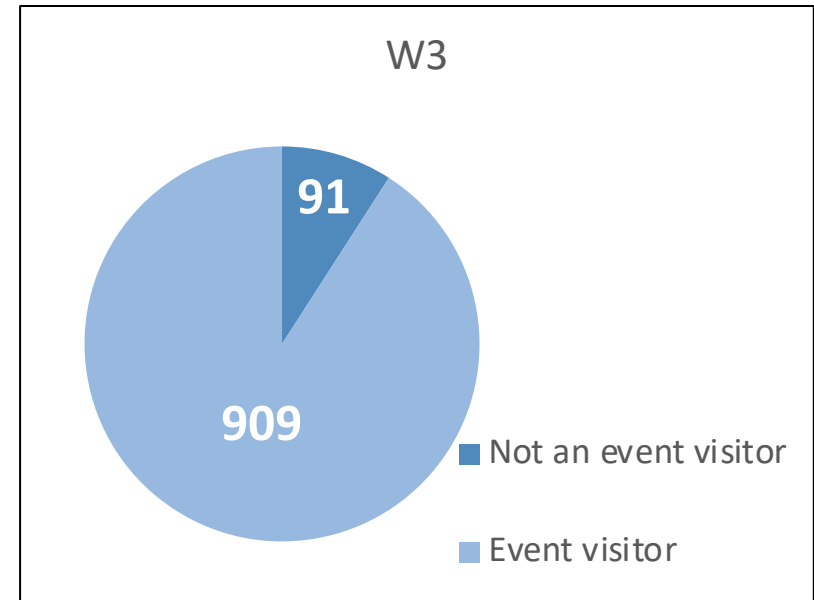
Sample size



Wave 1



Wave 2



Wave 3

Total sample size = 3* 1000

Margin of error

4%

Assuming a completely random selection of respondents, we can apply a margin of error of 4%, at a confidence level of 95%.

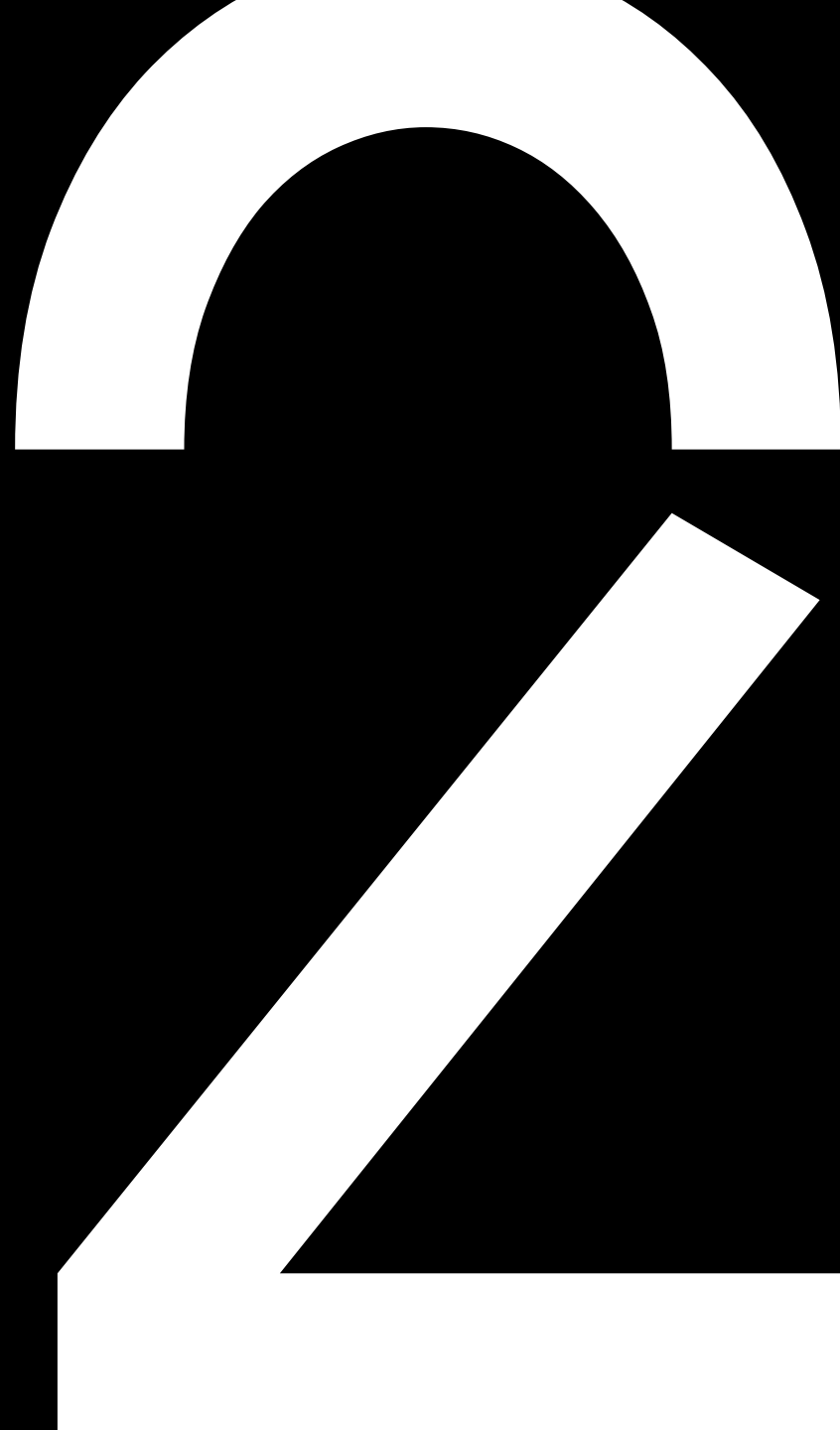
If we would repeat this study 100 times, a percentage reported in this study would be found in 95 of the other studies, within a range of +/- 4%.

We can be 95% sure to extrapolate a given percentage to the entire population, with a margin of +/- 4%.

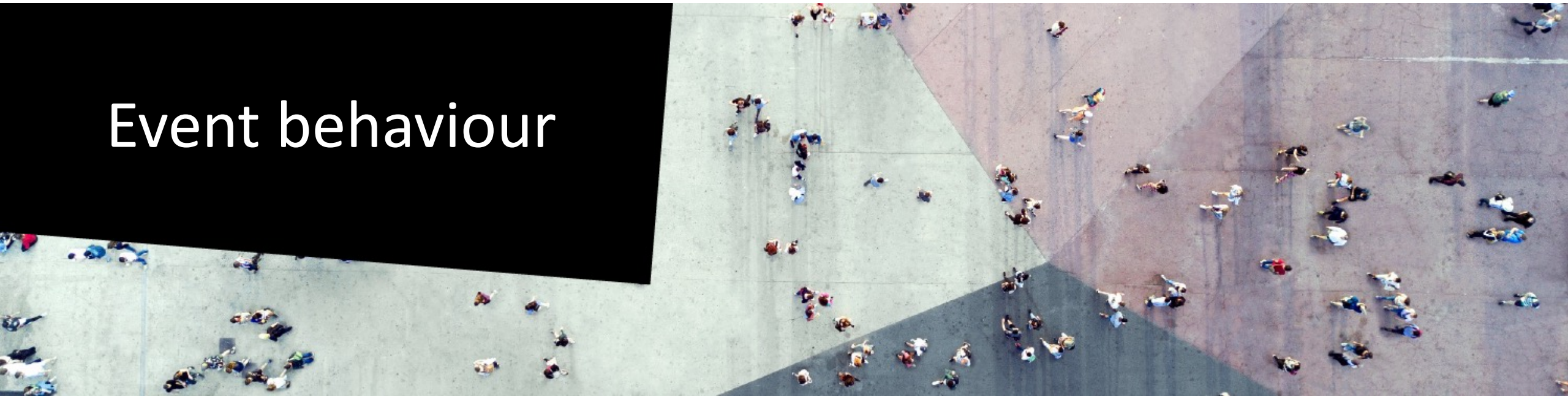
For instance: if the survey suggests that 50 % of the respondents missed events, 46%-54% of the people in the population will have missed events. We can be sure of this for 95%.

4% is the maximum margin of error, assuming a 50%/50% distribution. The more extreme the percentages are (e.g. 80%/20%), the smaller the margin of error will be.

Results

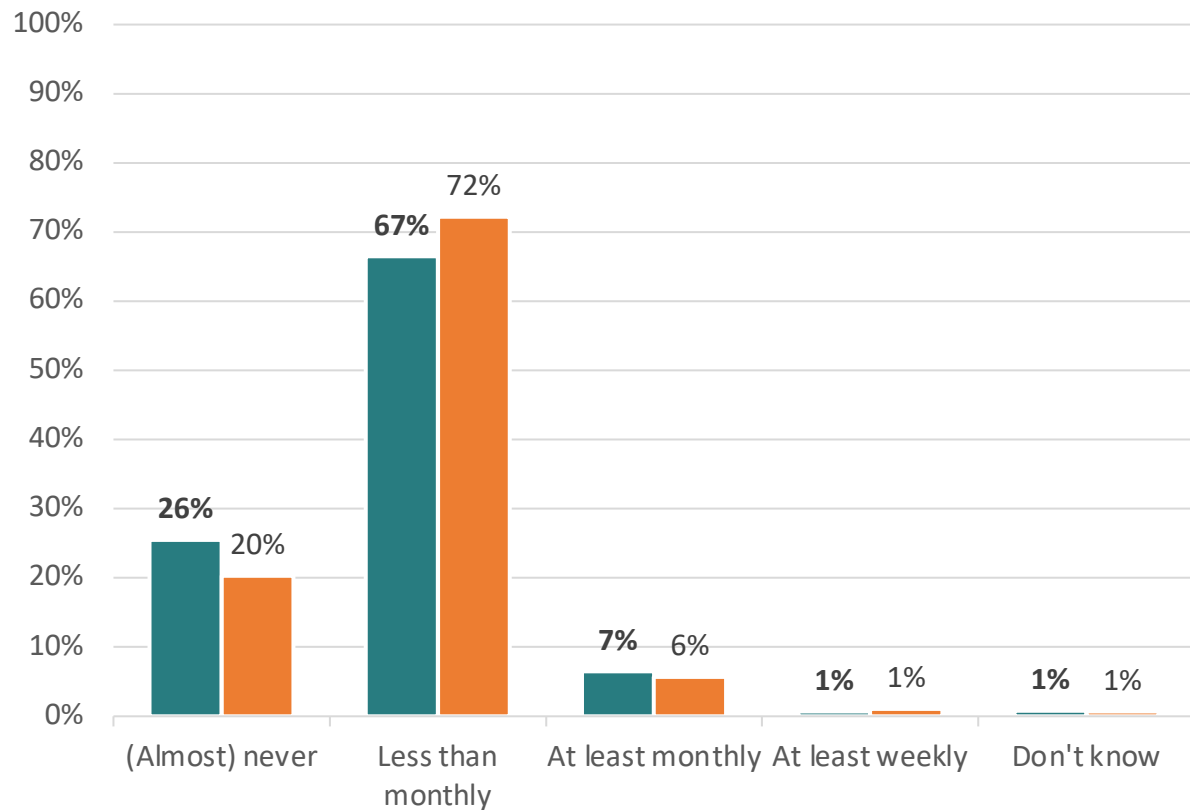


Event behaviour

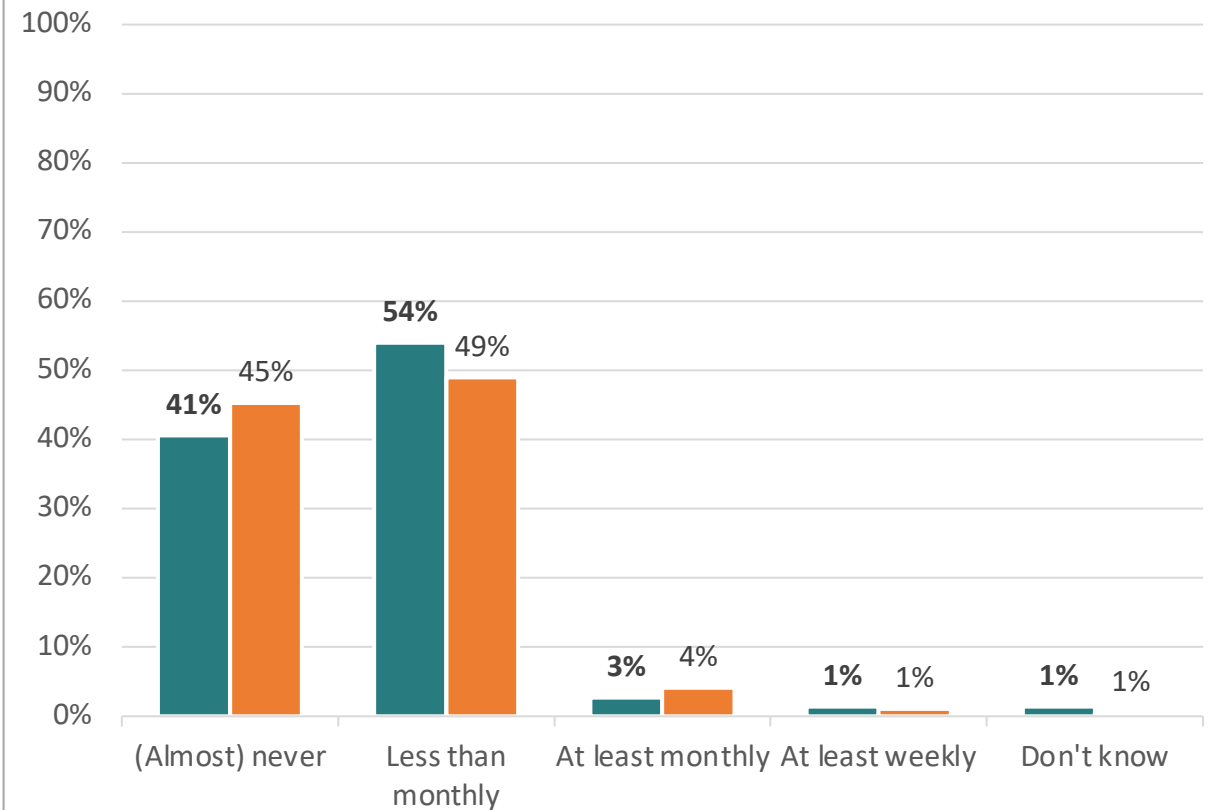


Type of events visited in 2019

Private parties (if professionally organised)

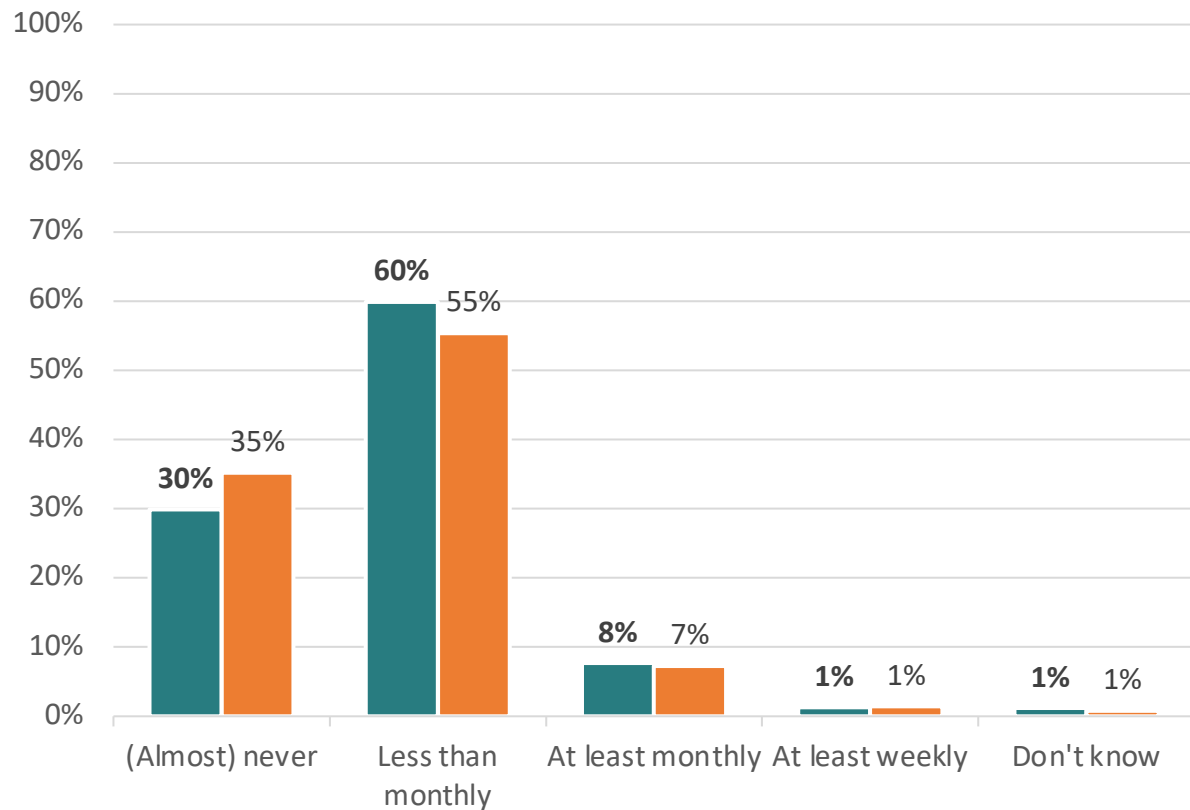


Music festivals

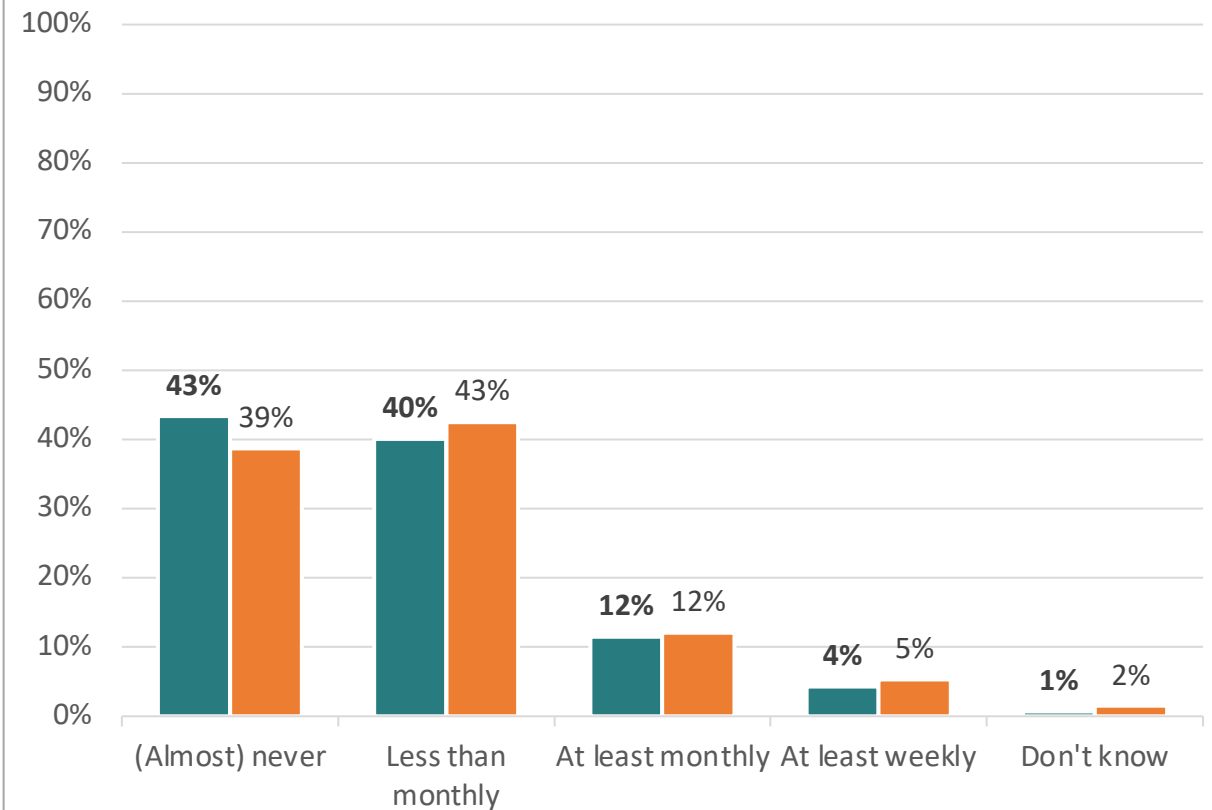


Type of events visited in 2019

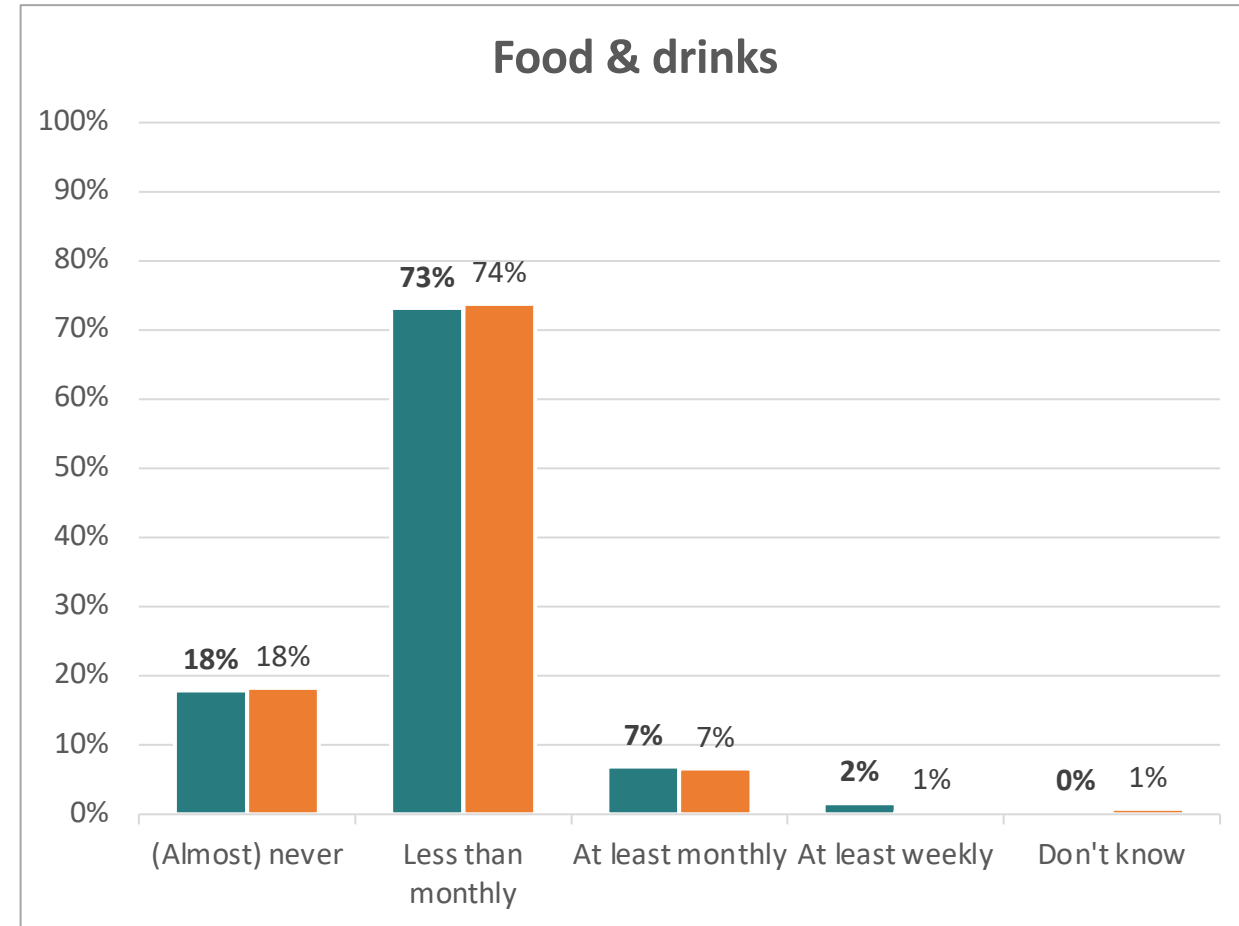
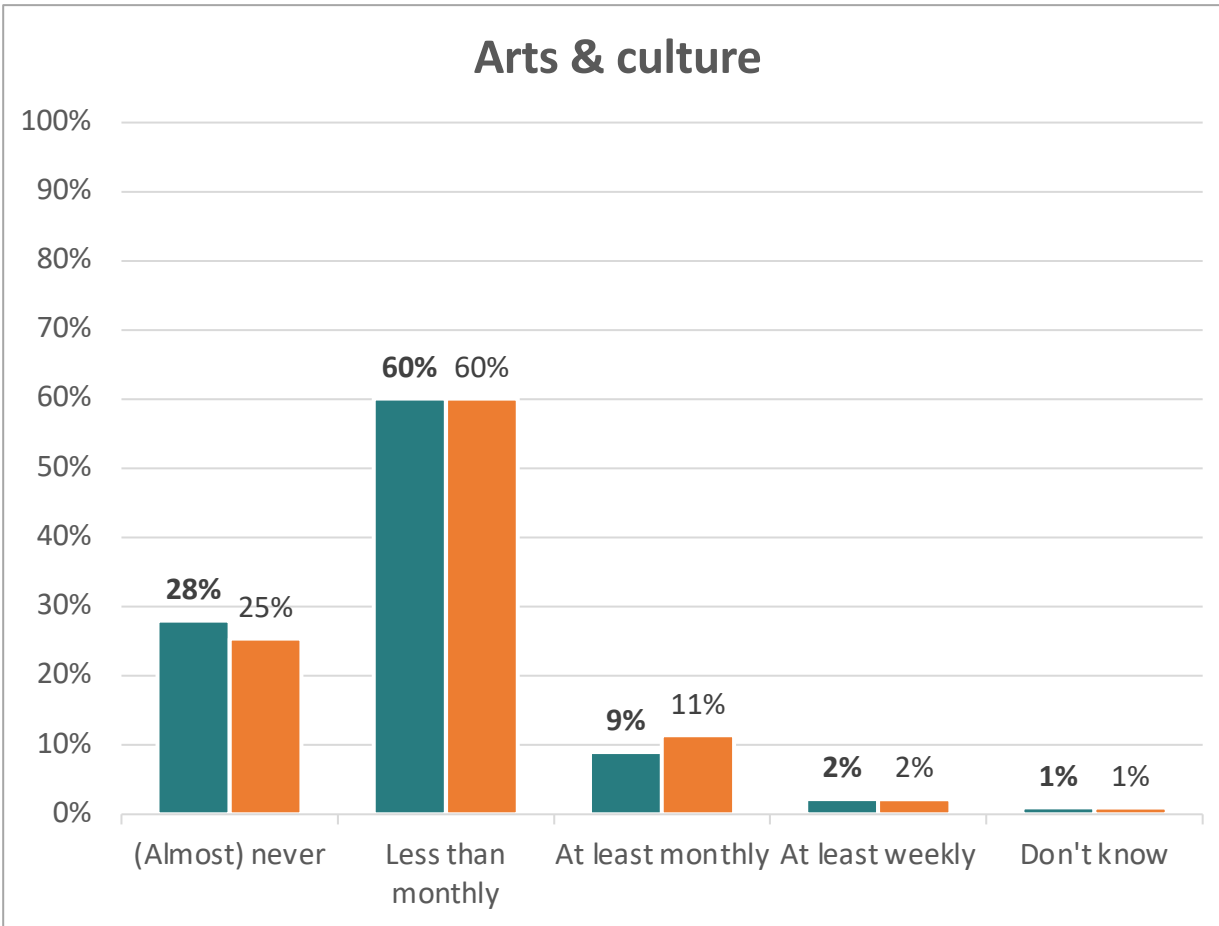
Other music and dance events



Sports & activity



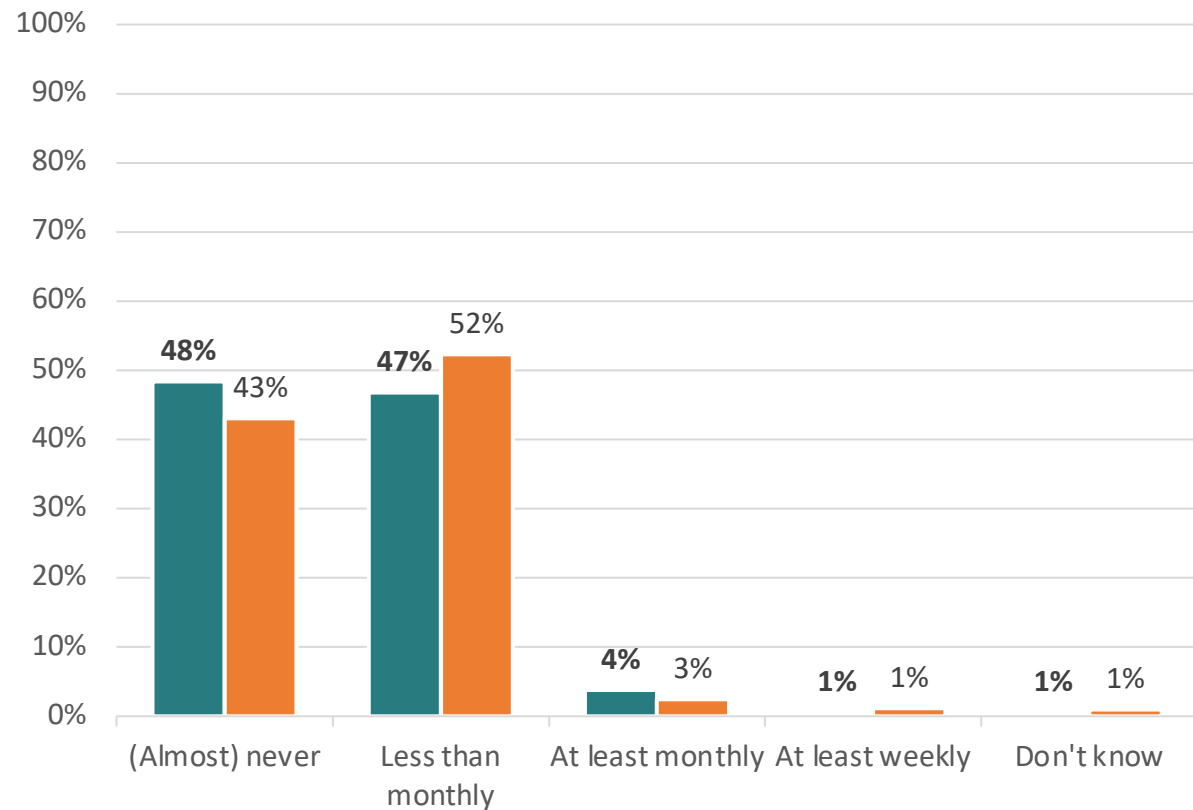
Type of events visited in 2019



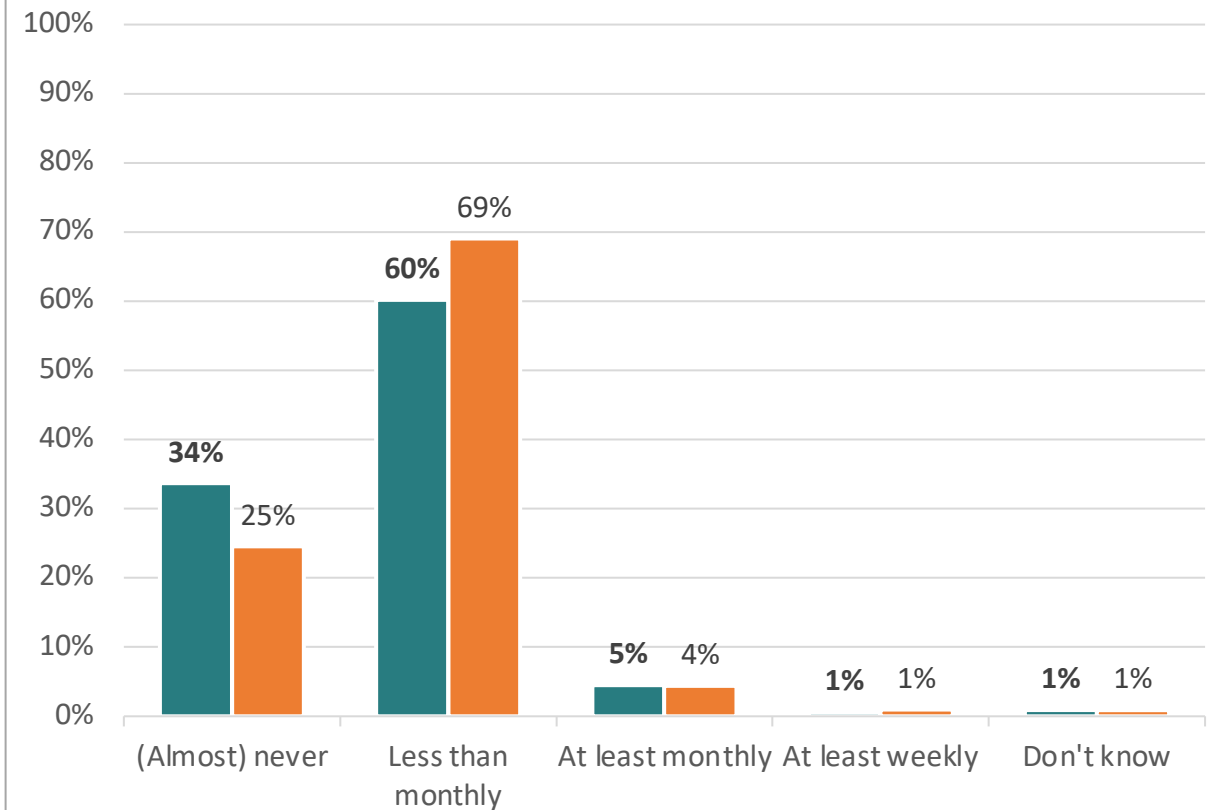
W1: n = 706 | W2: n = 649 | W3: question was not included in survey

Type of events visited in 2019

Parades and processions

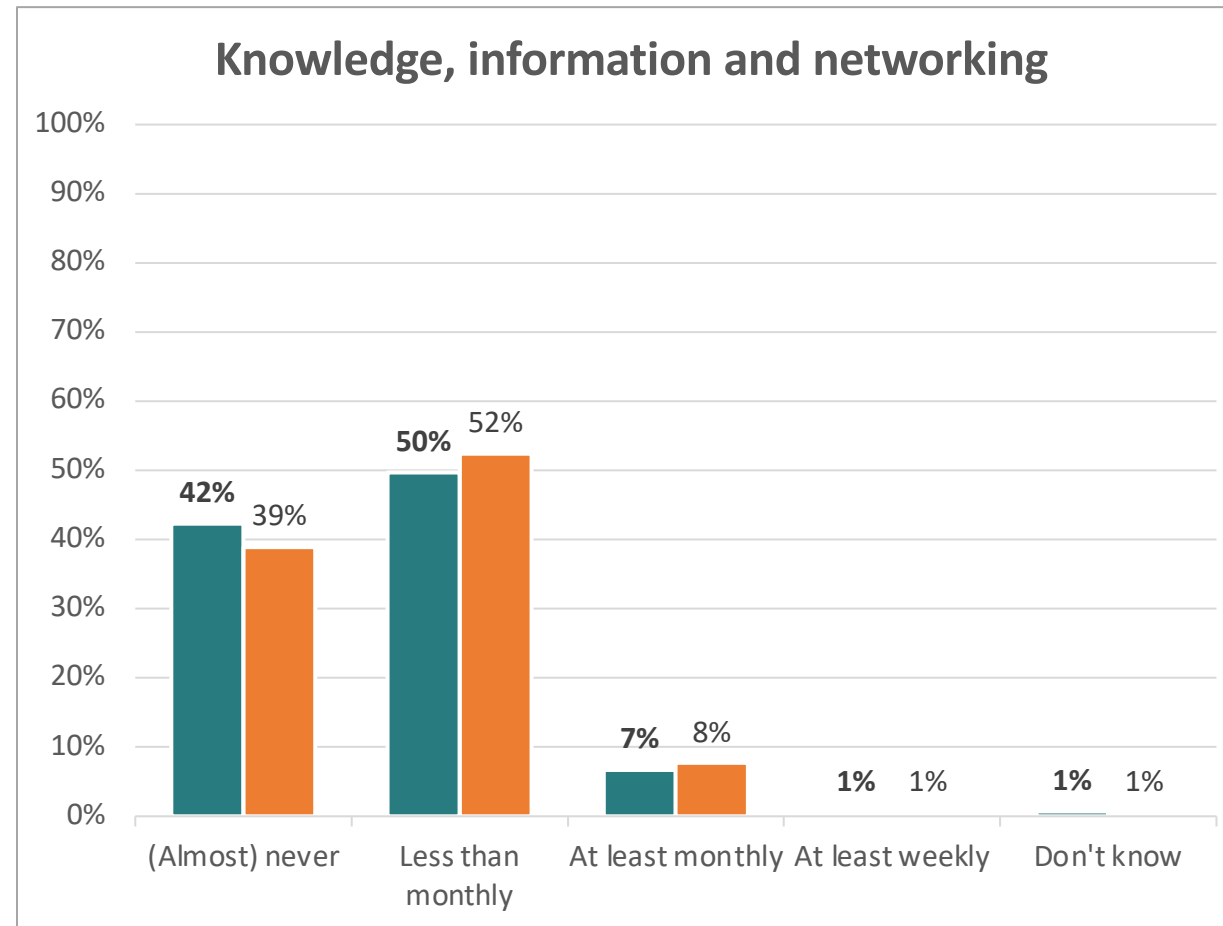


Folklore



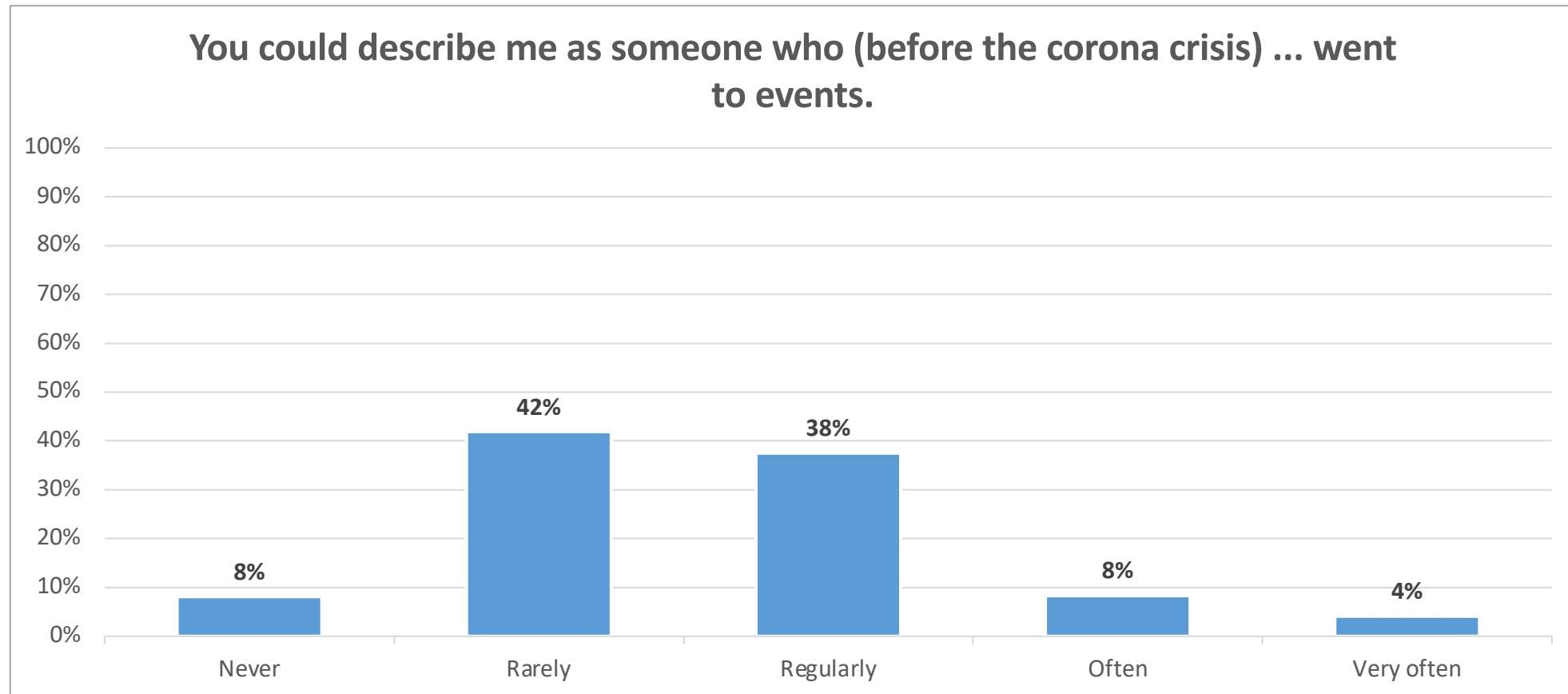
W1: n = 706 | W2: n = 649 | W3: question was not included in survey

Type of events visited in 2019

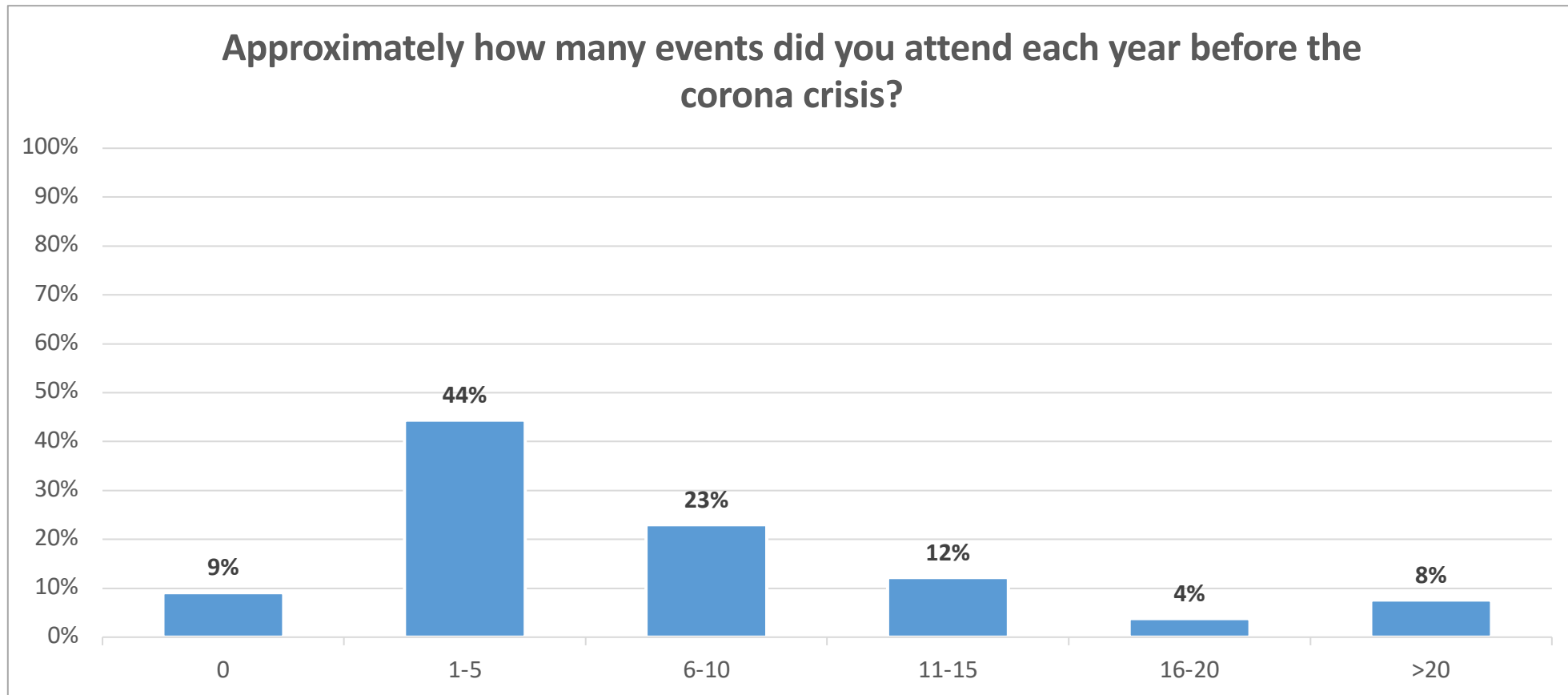


W1: n = 706 | W2: n = 649 | W3: question was not included in survey

Event visiting frequency



Event visiting frequency

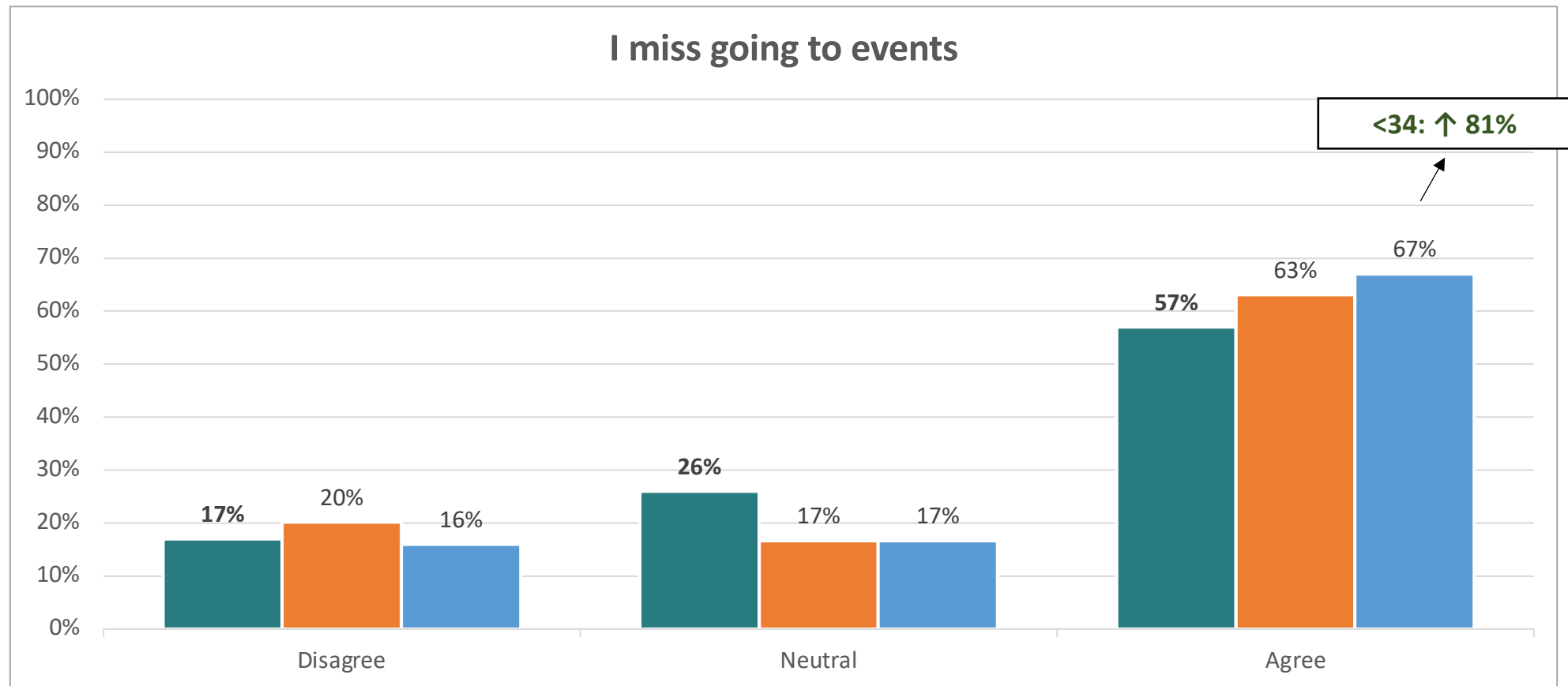


General feelings about
(future) events



General feelings

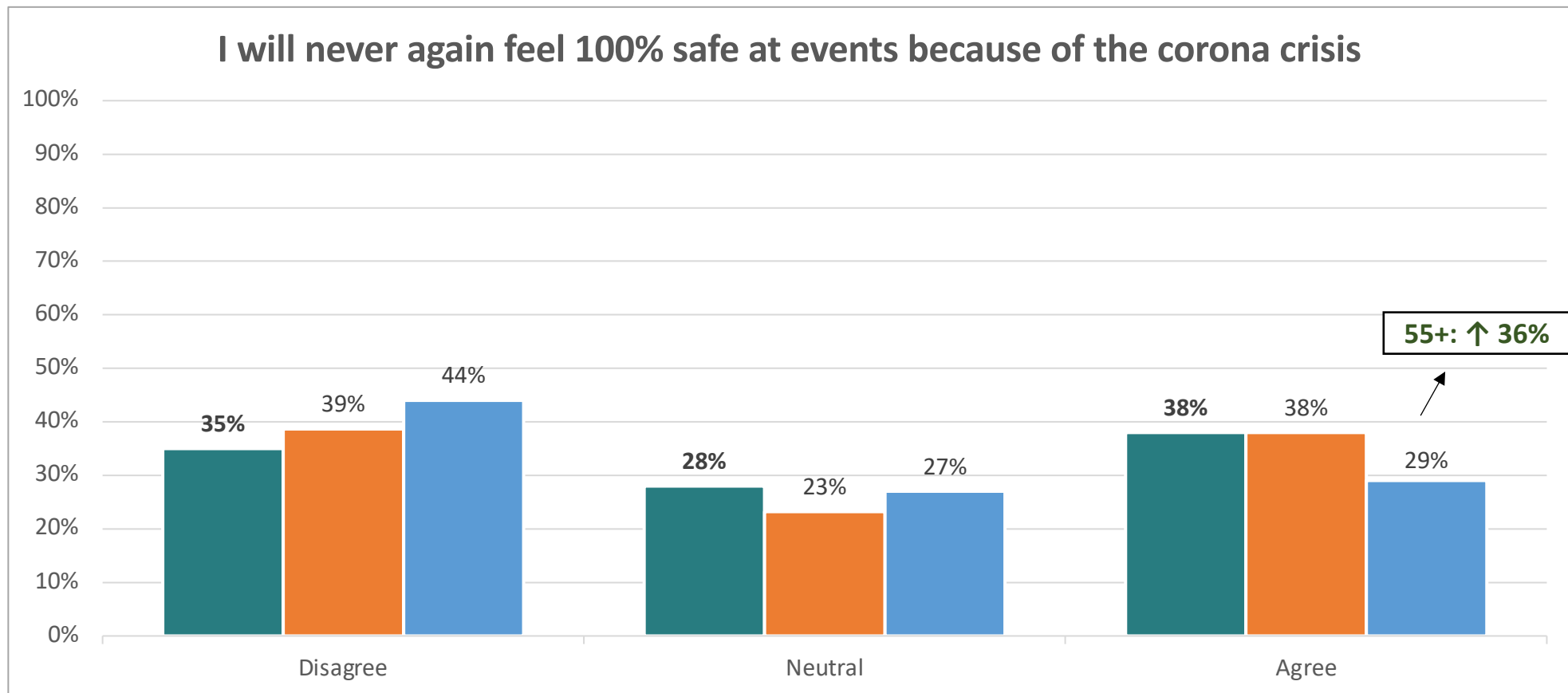
To what extent do you agree with the following statements?



W1: n = 706 | W2: n = 649 | W3: n = 901

General feelings

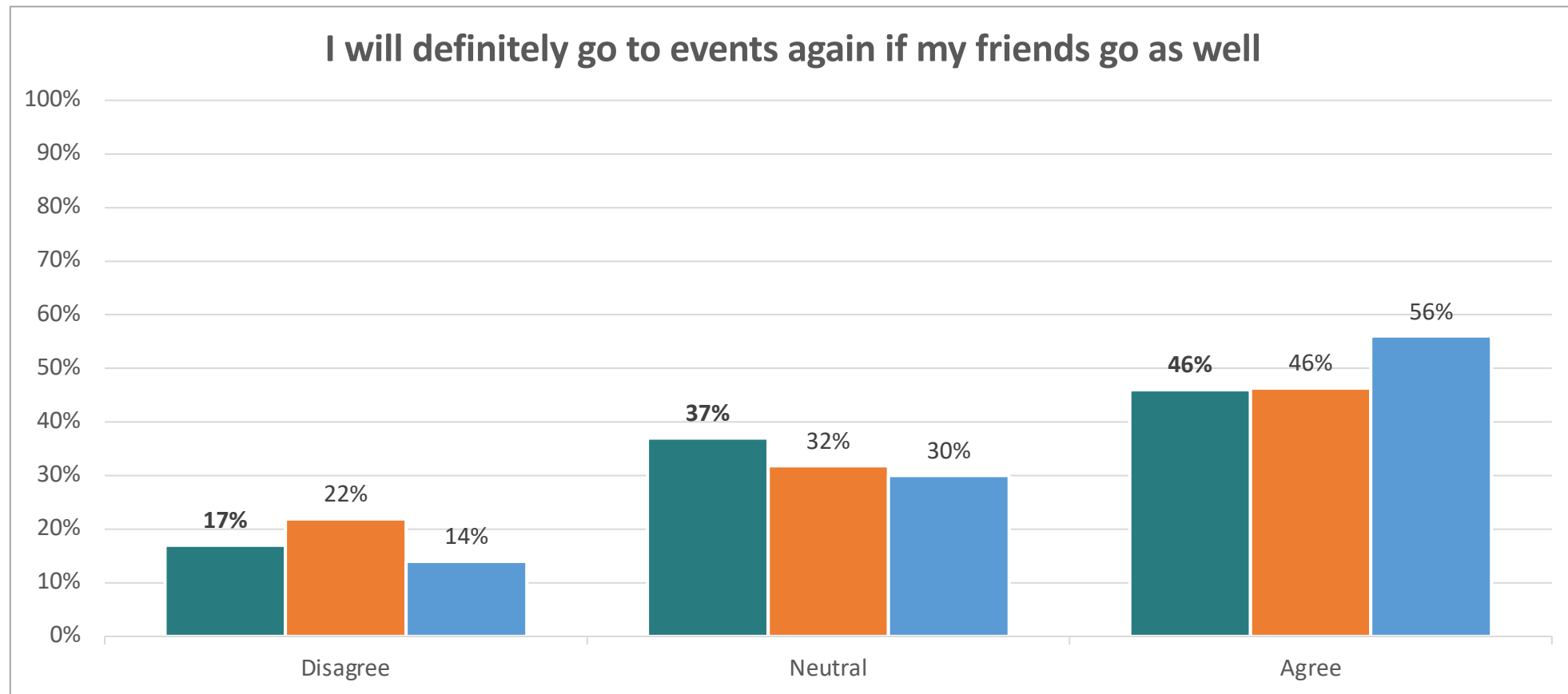
To what extent do you agree with the following statements?



W1: n = 706 | W2: n = 649 | W3: n = 901

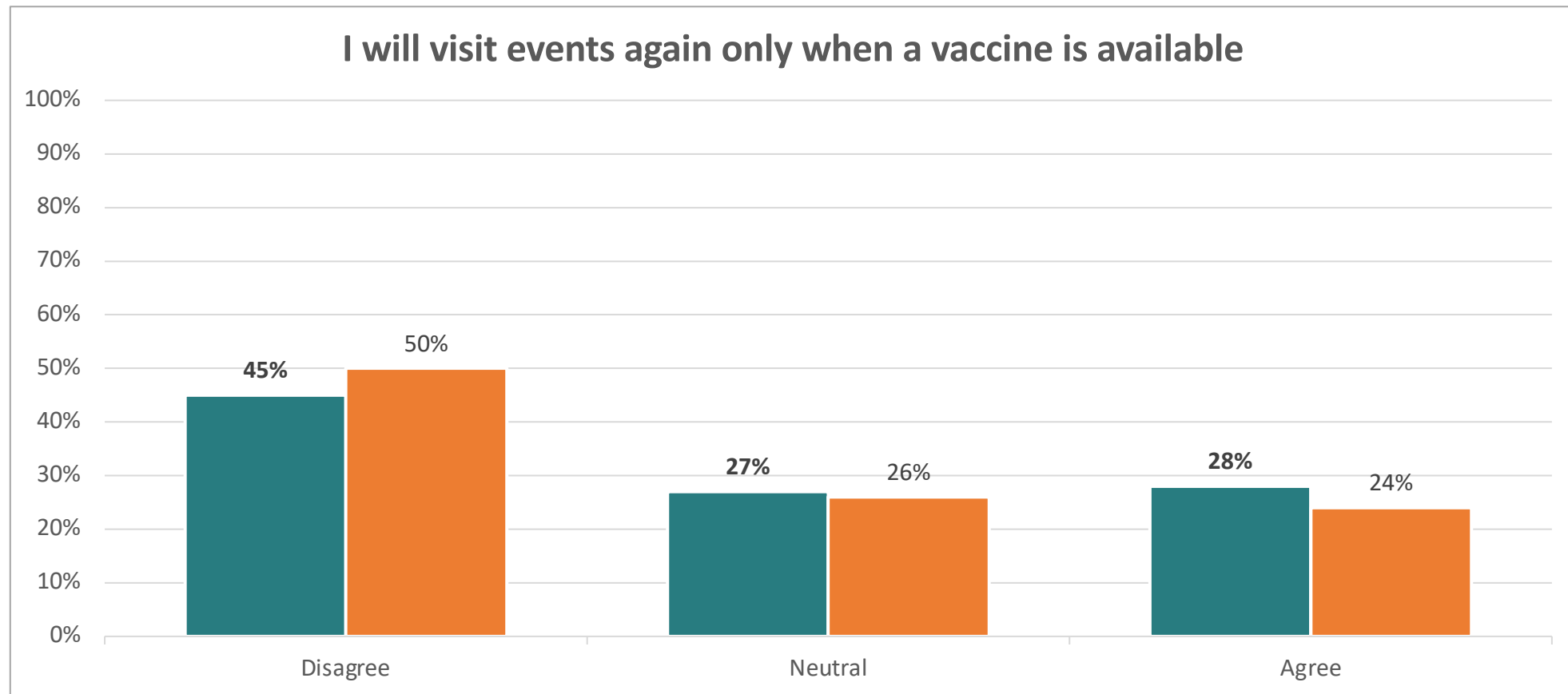
General feelings

To what extent do you agree with the following statements?



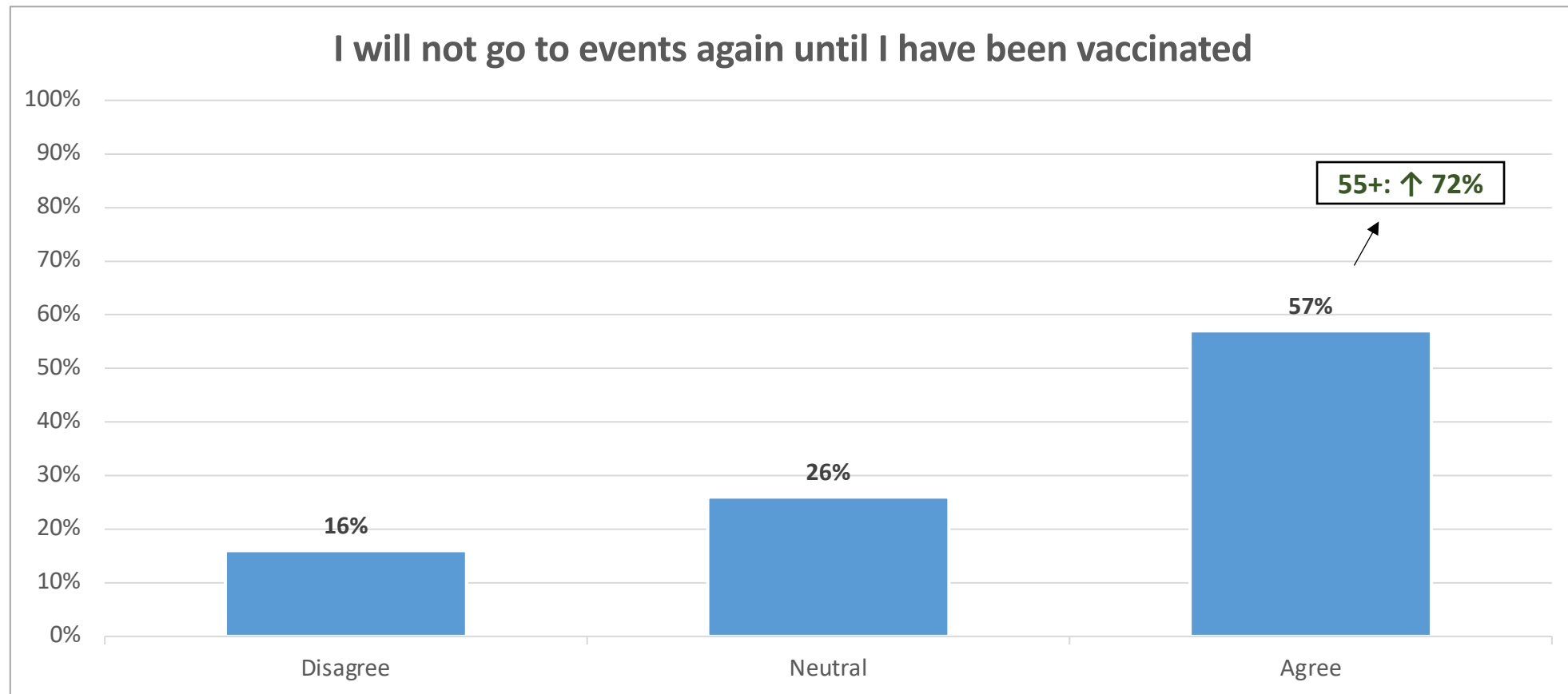
General feelings

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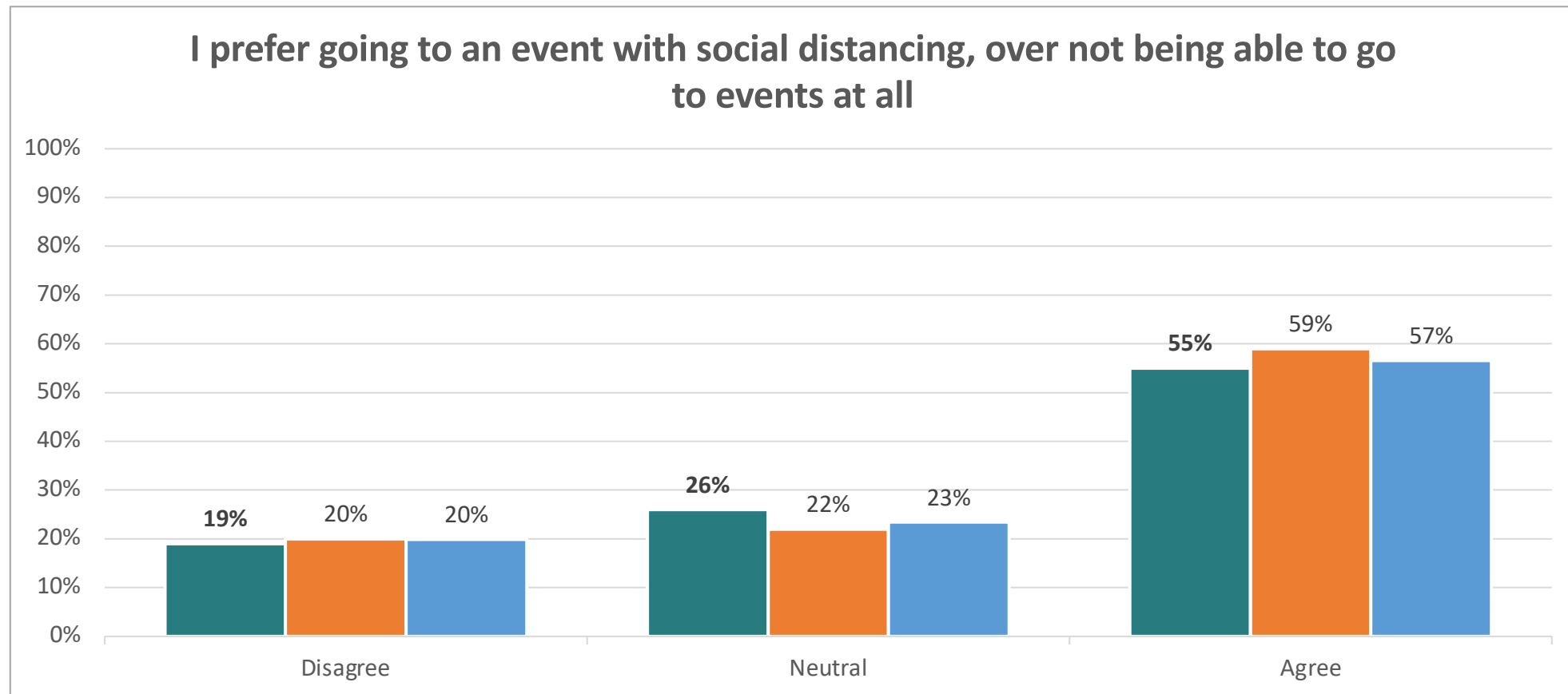
General feelings

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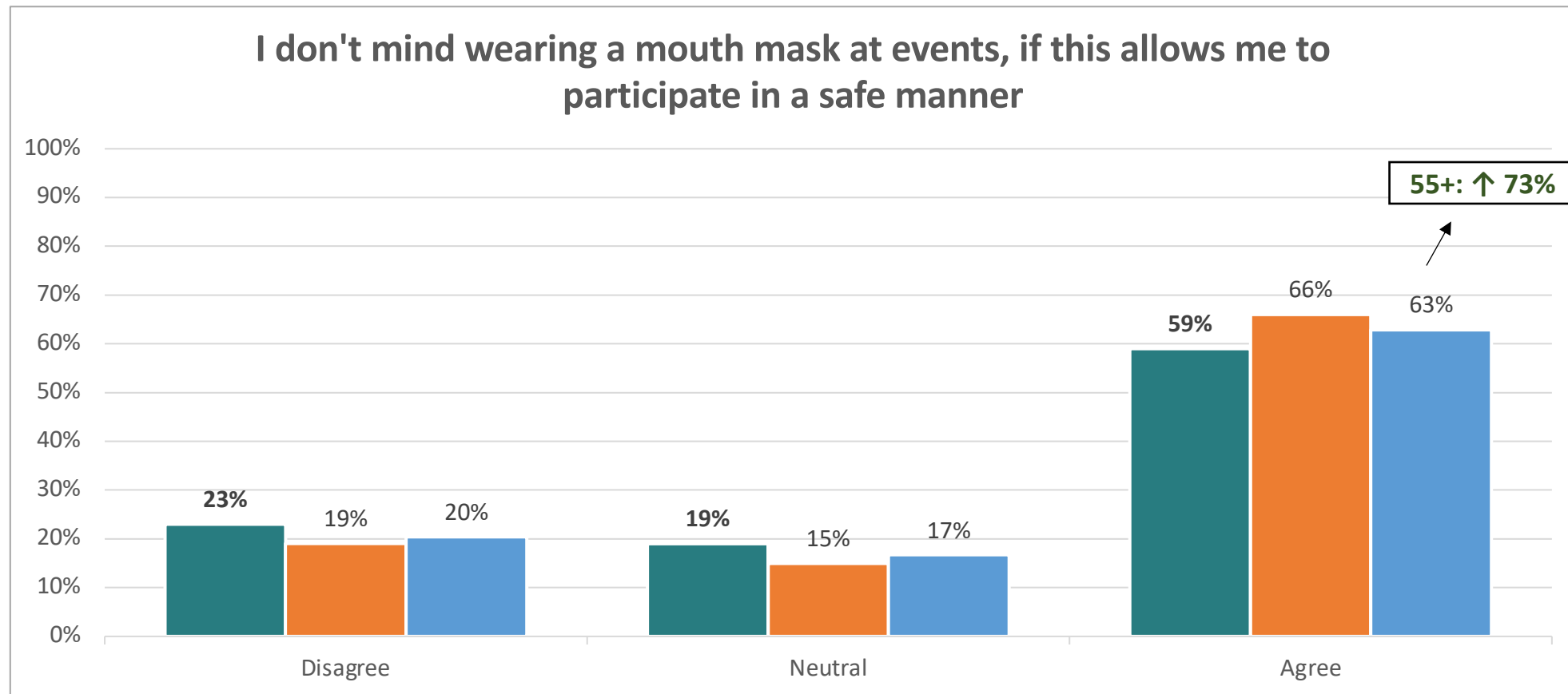
General feelings

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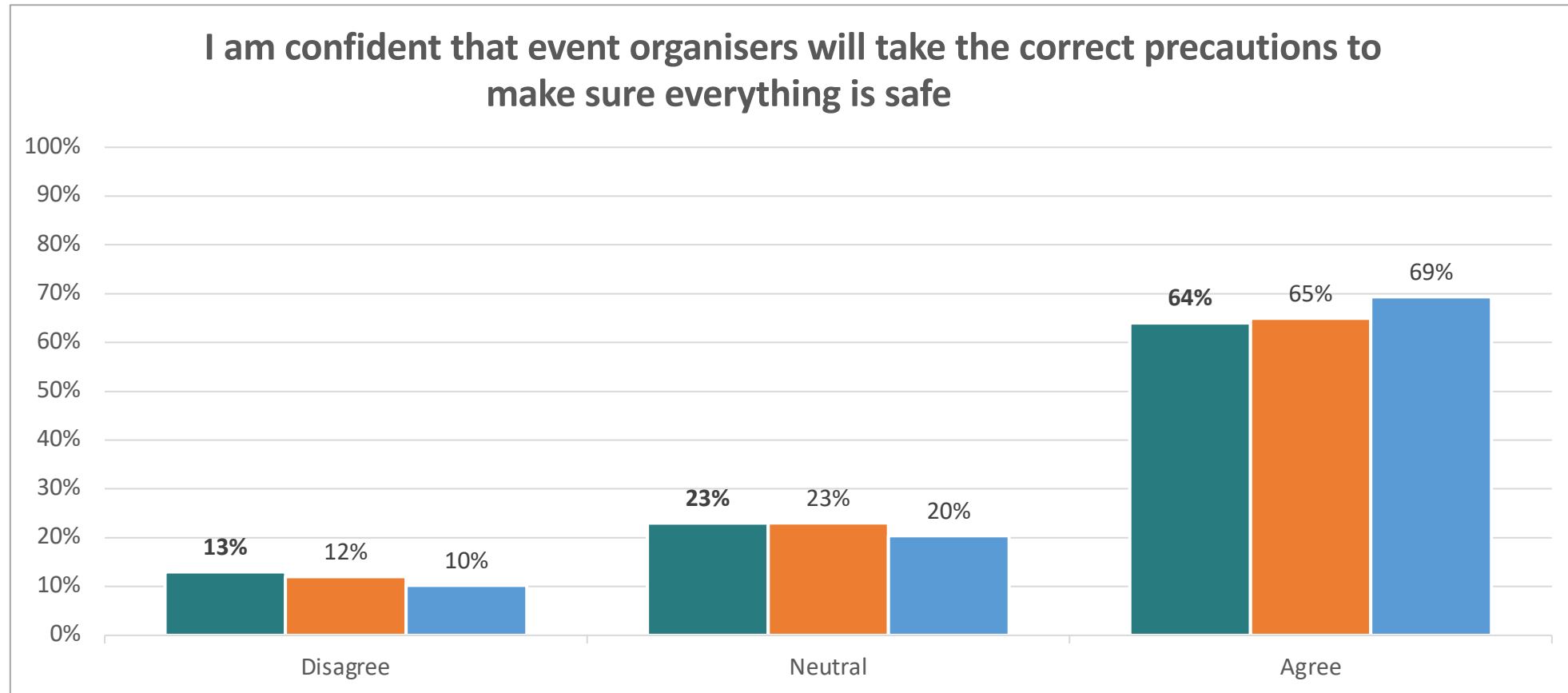
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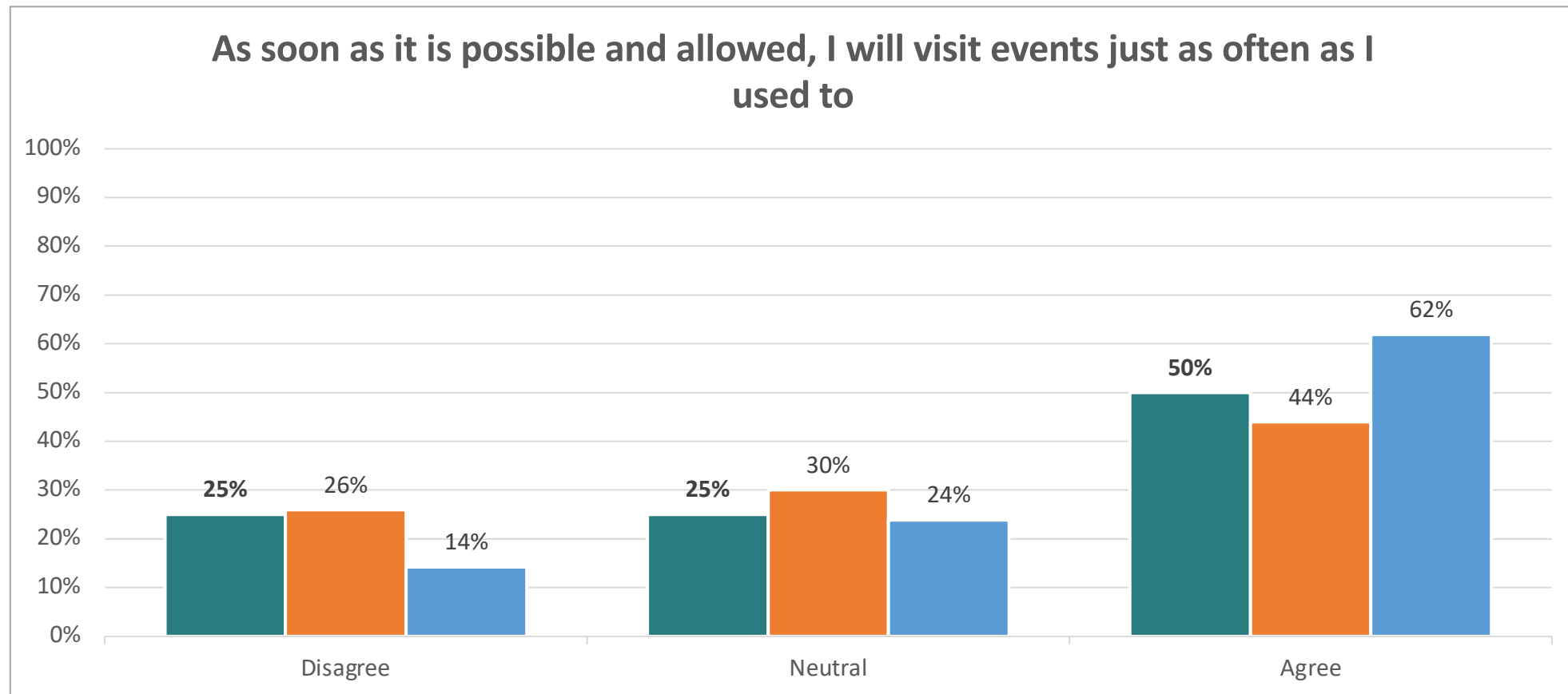
General feelings

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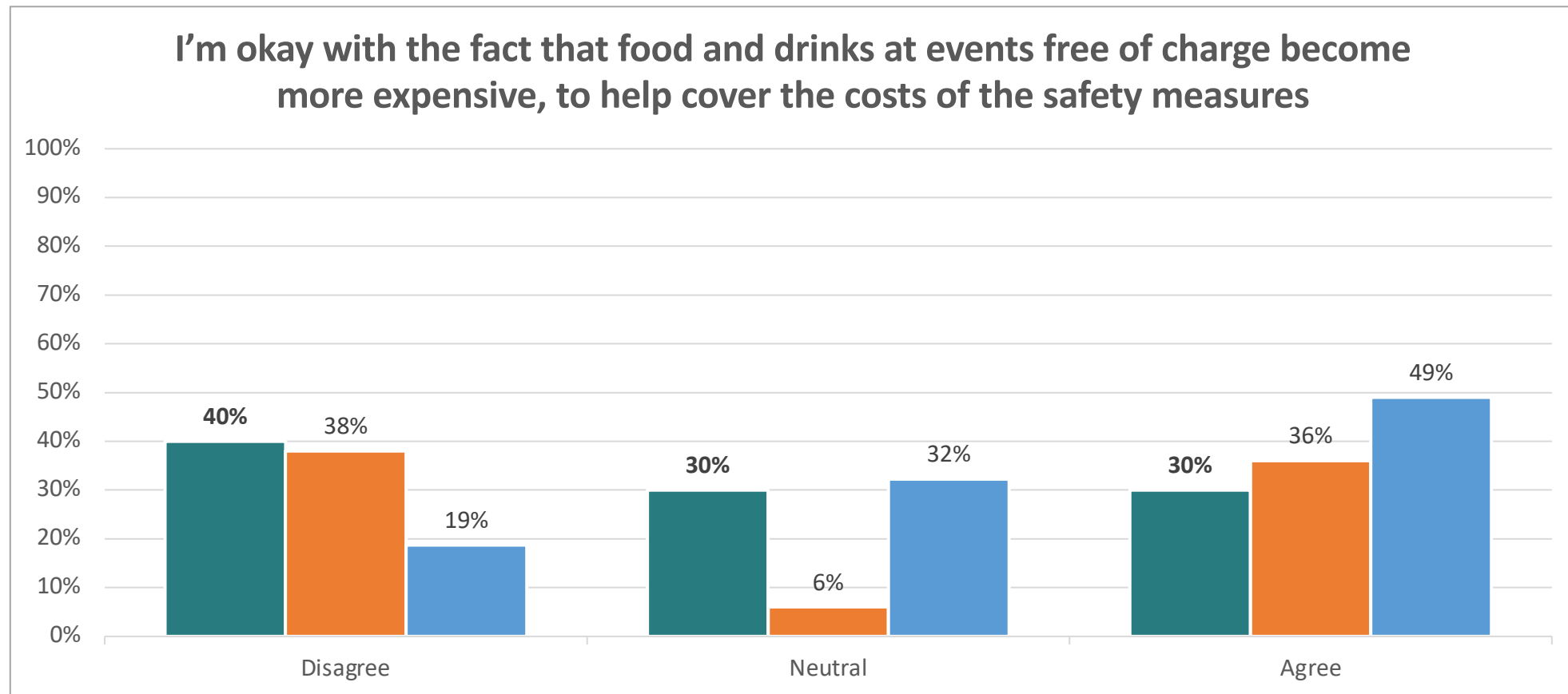
General feelings

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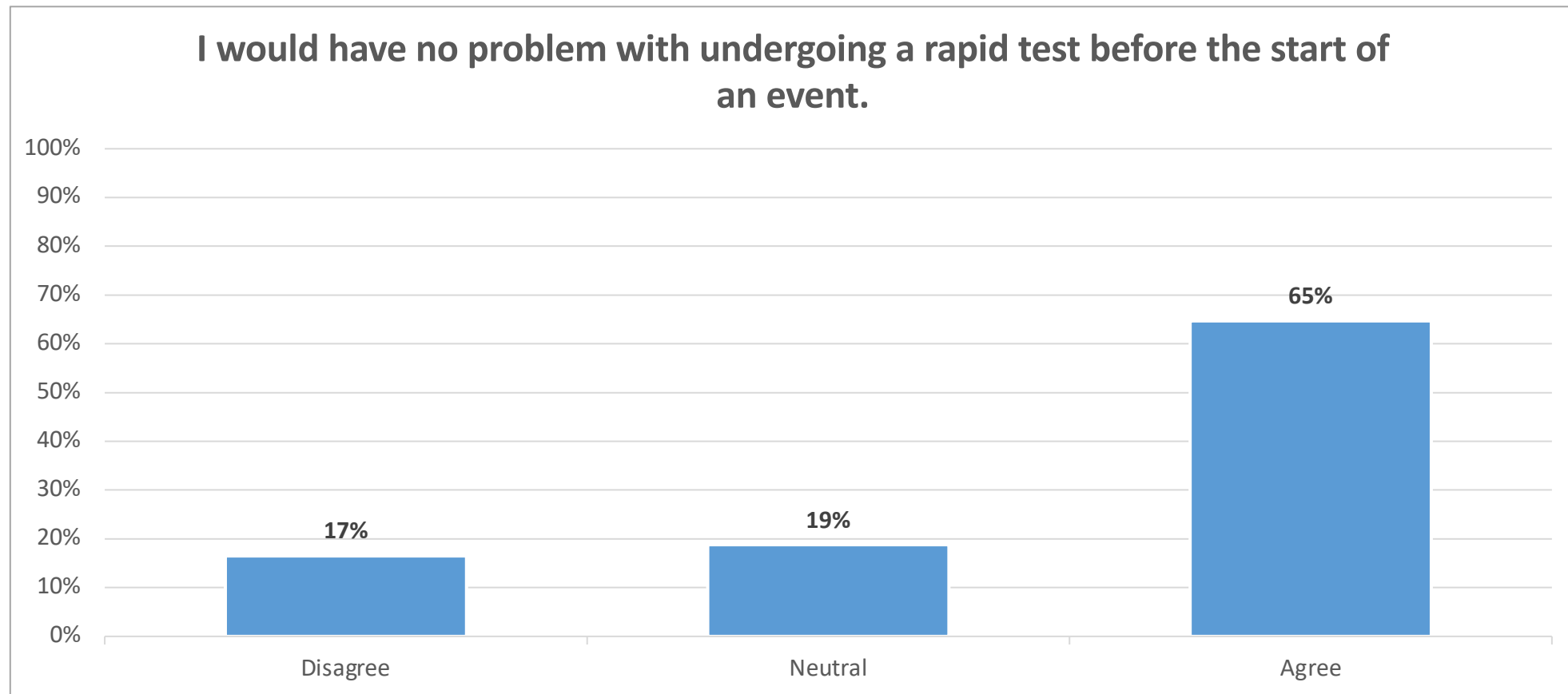
General feelings

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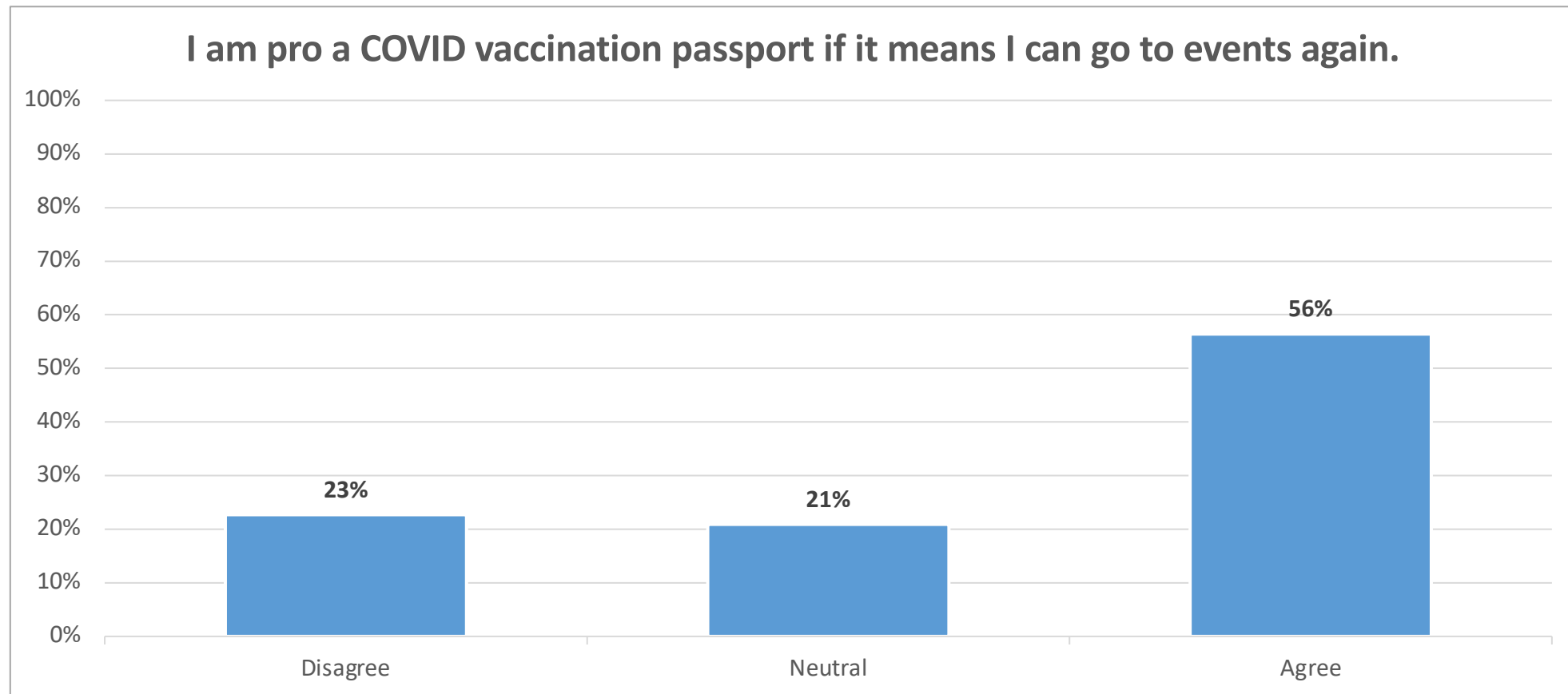
General feelings

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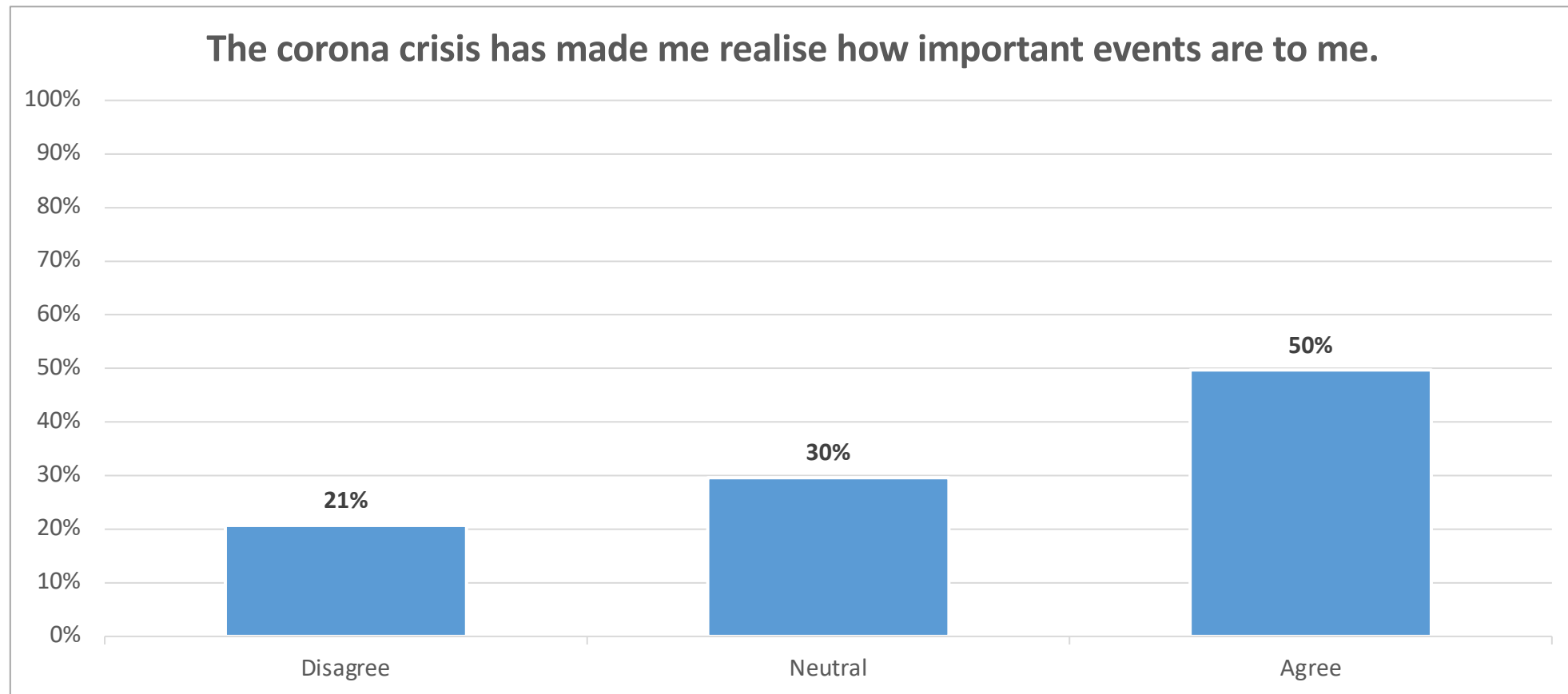
General feelings

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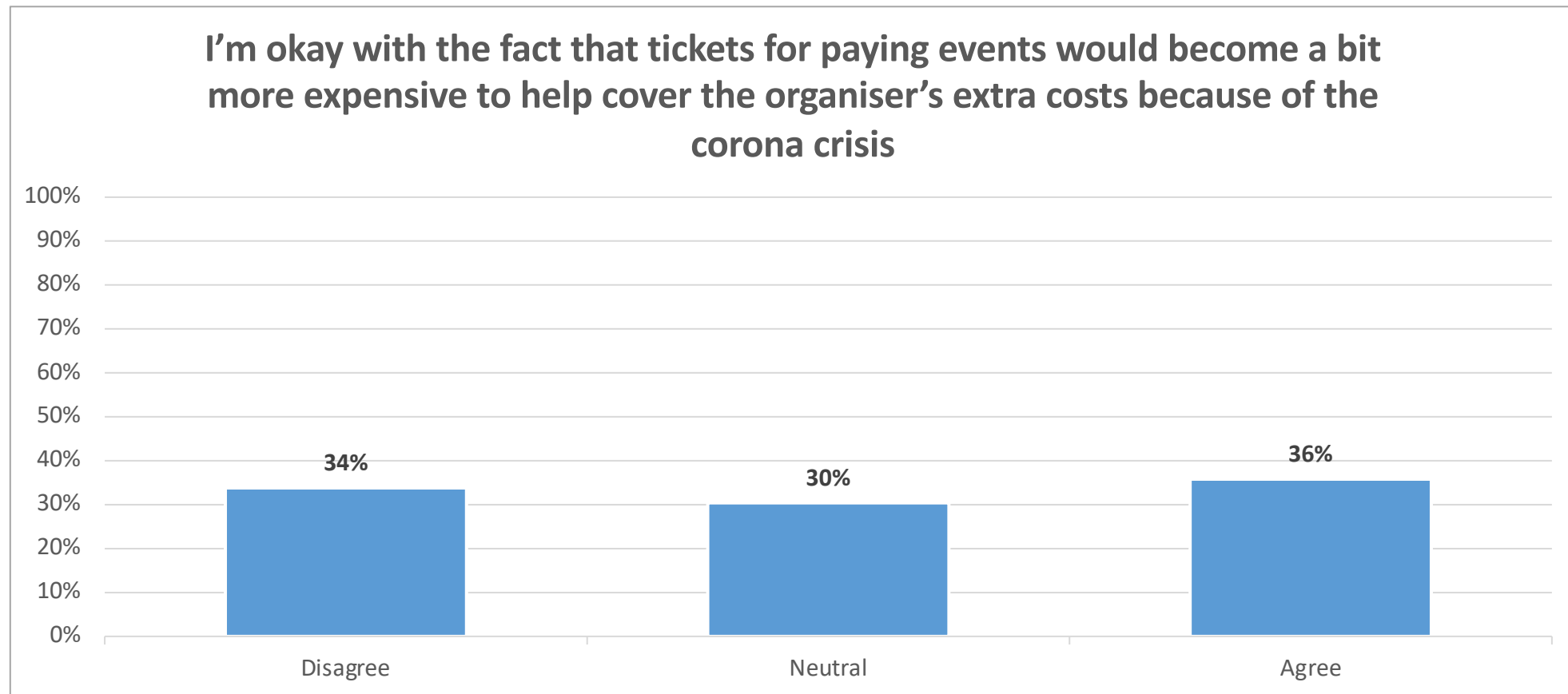
General feelings

To what extent do you agree with the following statements?



General feelings

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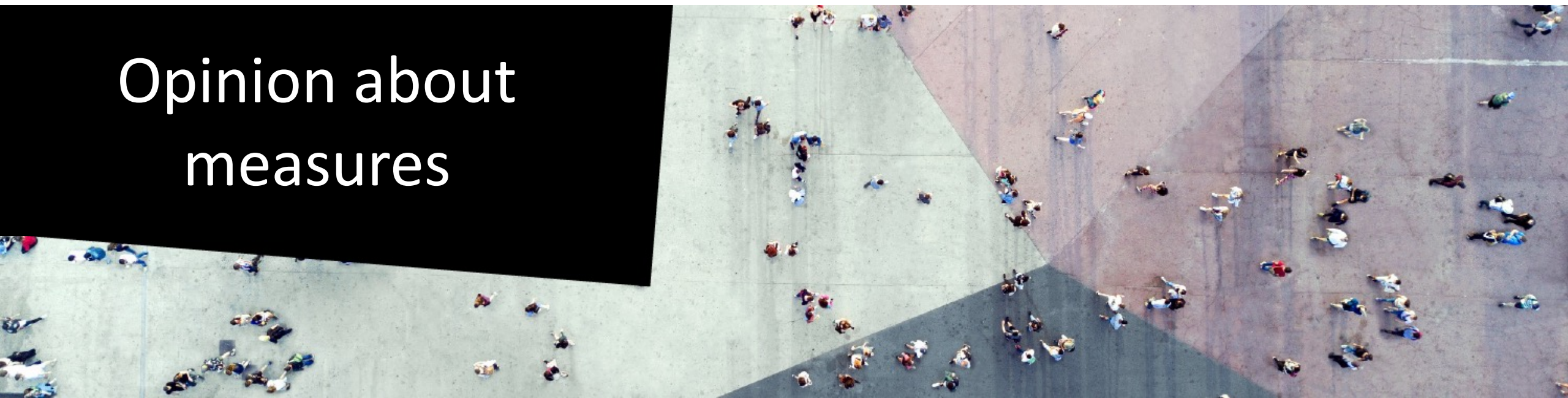
Ticket price

If you think about an event you would like to go to, how much more are you willing to pay for a ticket of ...

Ticket Price	Extra Amount	Willingness to Pay			Summary
		W1	W2	W3	
25 euro	0 euro extra	20%	18%	19%	W1/W2 - on average: 5 euro extra (+ 20% of ticket price)
	1 - 4 euro extra	33%	36%	35%	
	5 - 10 euro extra	39%	38%	37%	W3 - on average: 6 euro extra (+ 24% of ticket price)
	> 10 euro extra	7%	8%	9%	
50 euro	0 euro extra	26%	23%	25%	W1/W2 - on average: 7 euro extra (+ 14% of ticket price)
	1 - 4 euro extra	19%	23%	23%	
	5 - 10 euro extra	47%	45%	43%	W3 - on average: 8 euro extra (+ 16% of ticket price)
	> 10 euro extra	7%	9%	10%	
100 euro	0 euro extra	34%	31%	30%	W1/W2 - on average: 10 euro extra (+ 10% of ticket price)
	1 - 4 euro extra	10%	14%	14%	
	5 - 10 euro extra	39%	39%	37%	W3 - on average: 11 euro extra (+ 11% of ticket price)
	> 10 euro extra	17%	16%	18%	

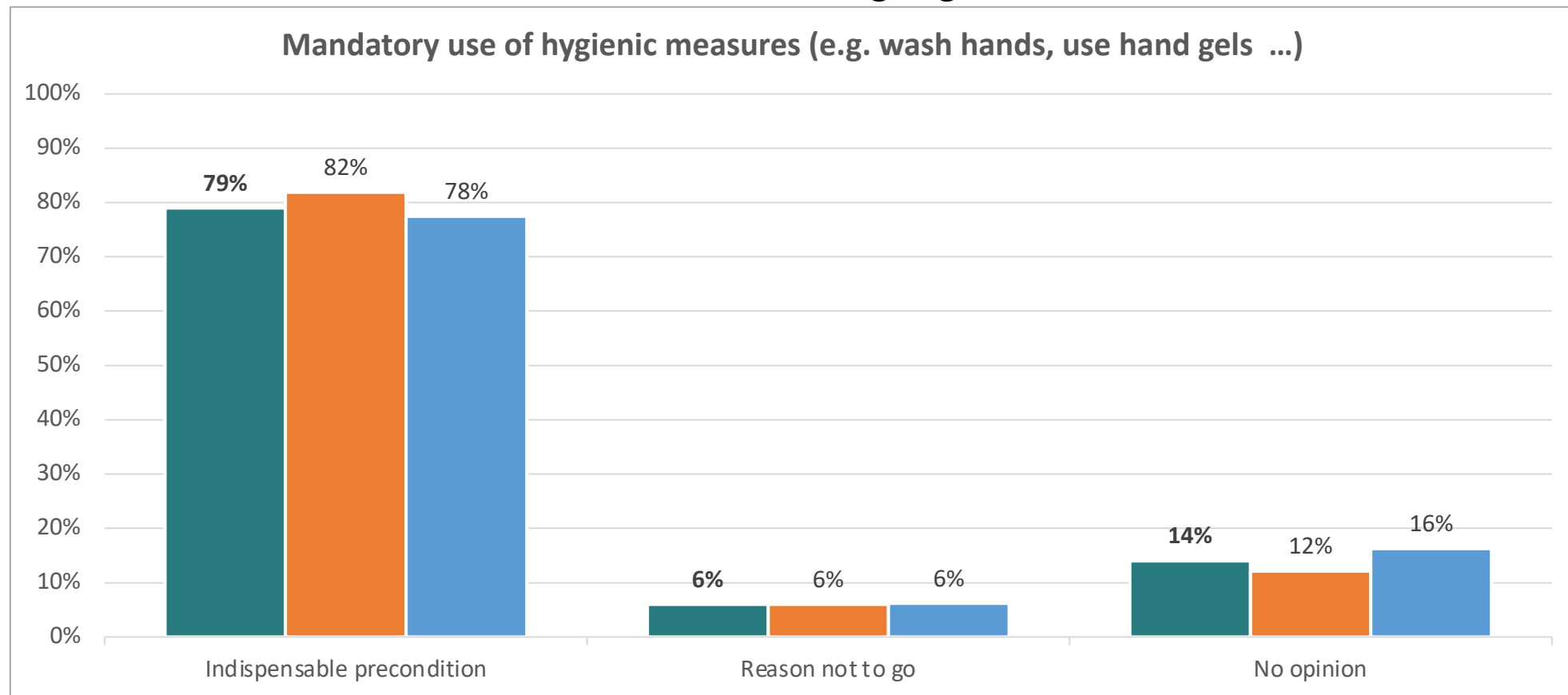
W1: n = 706 | W2: n = 649 | W3: n = 901

Opinion about measures



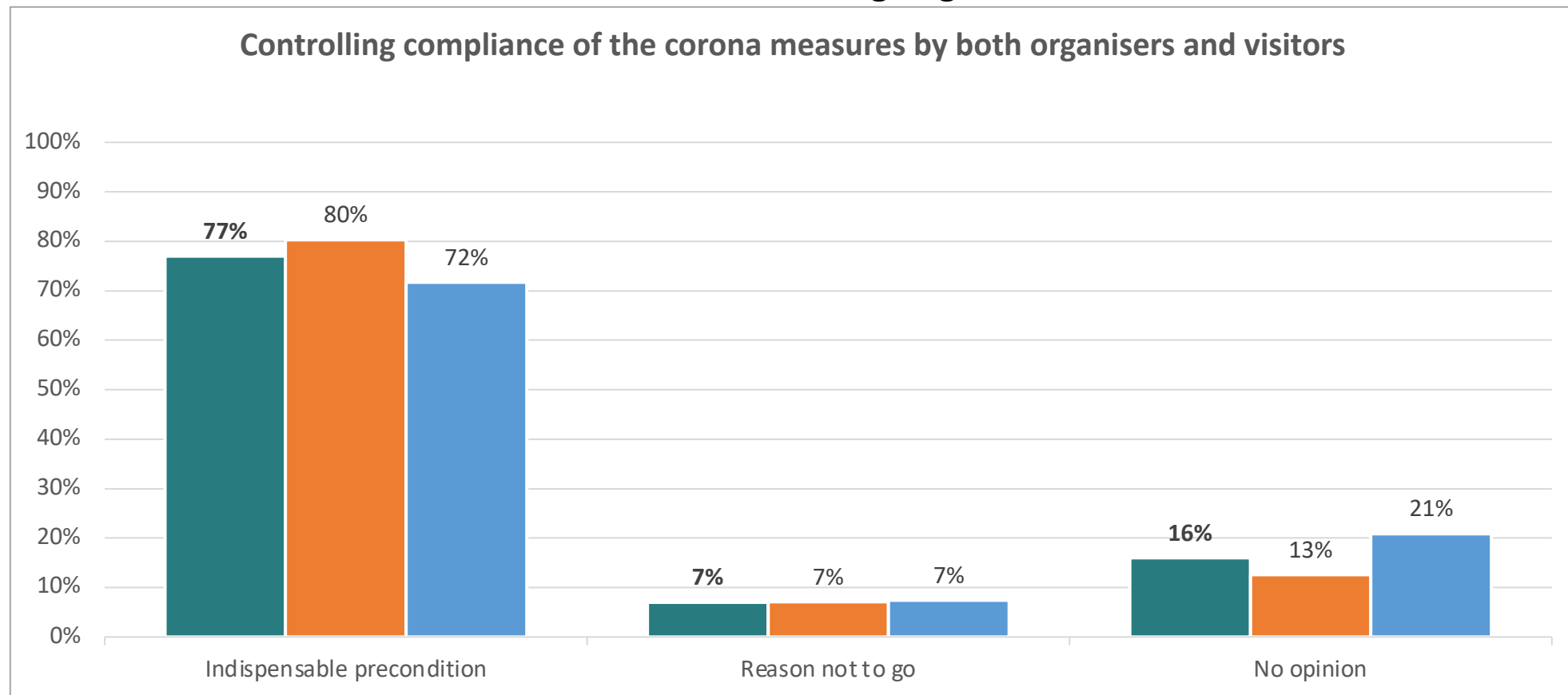
Safety measures

Which of the following measures are an indispensable precondition for you to go to an event again, or a reason for not going at all?



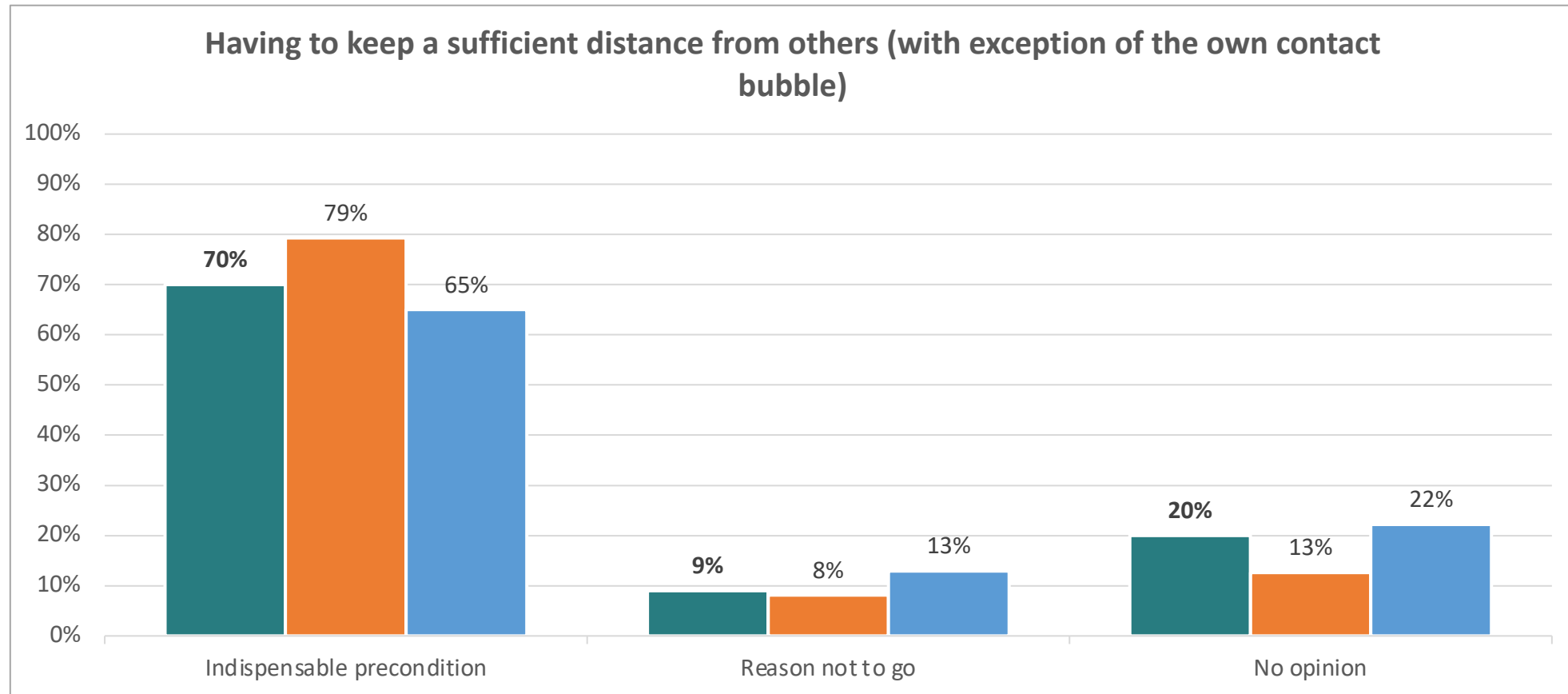
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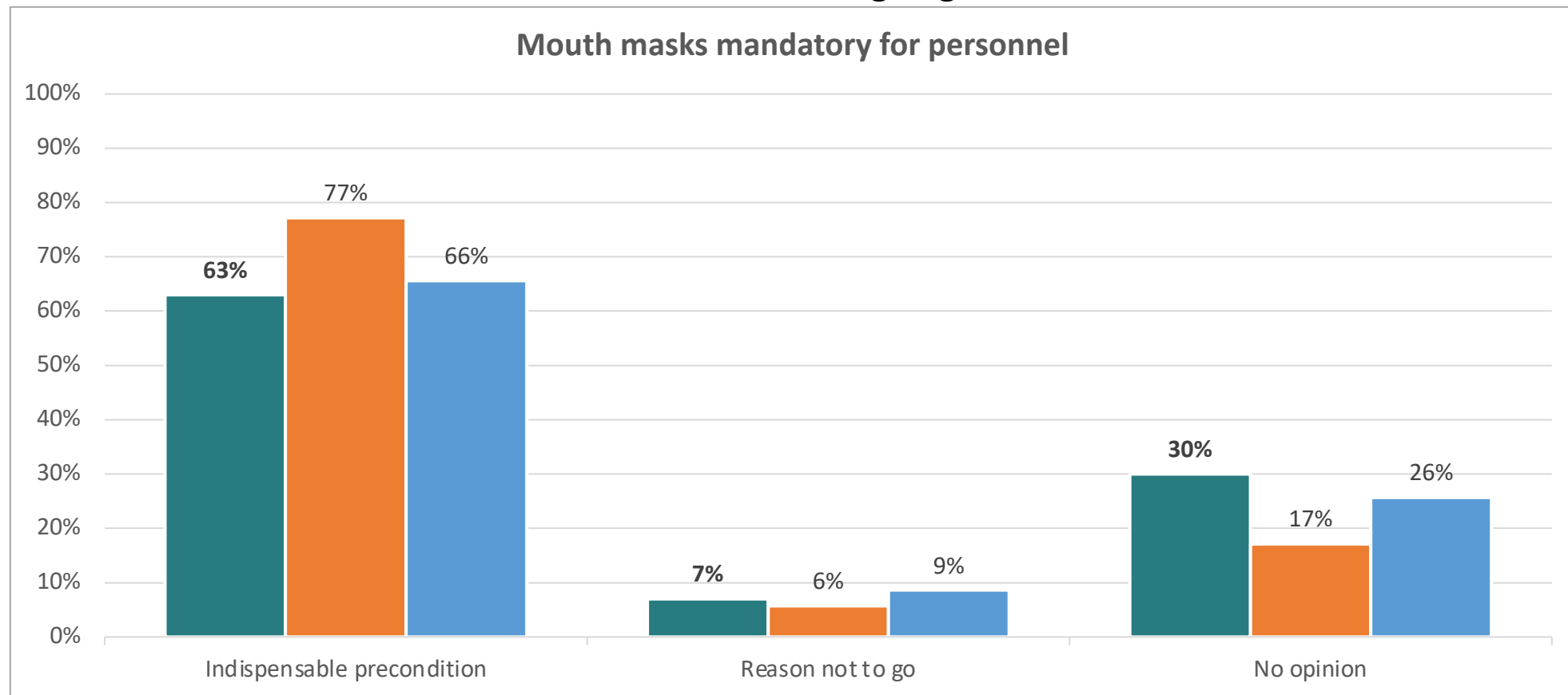
Safety measures

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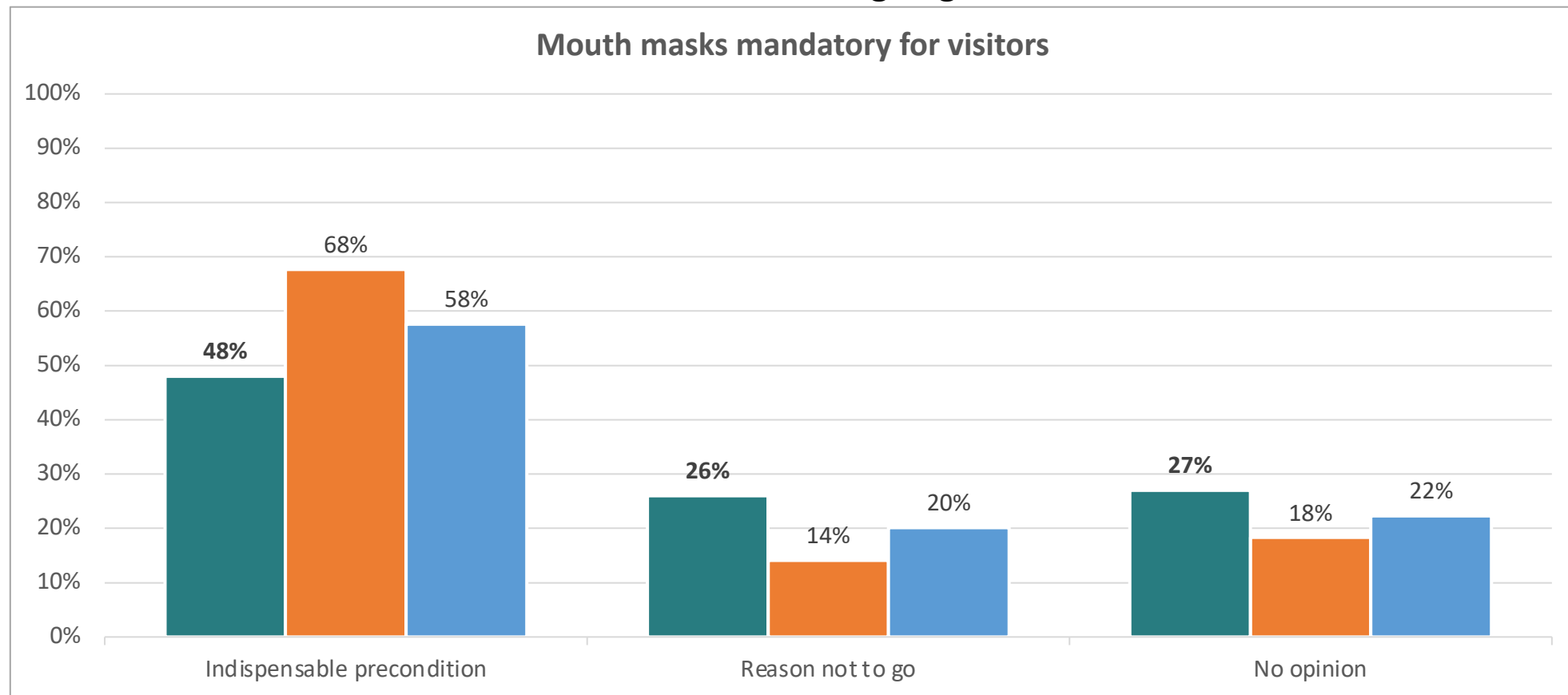
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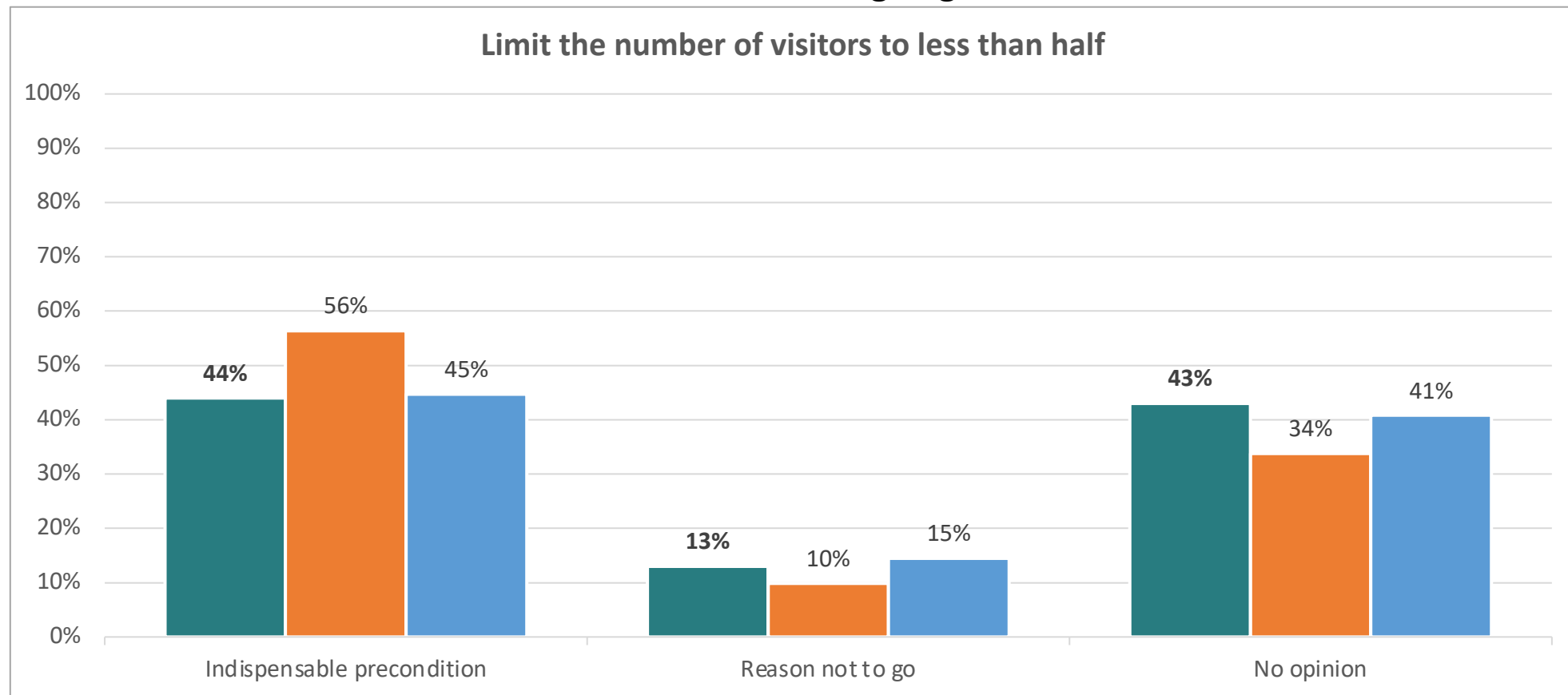
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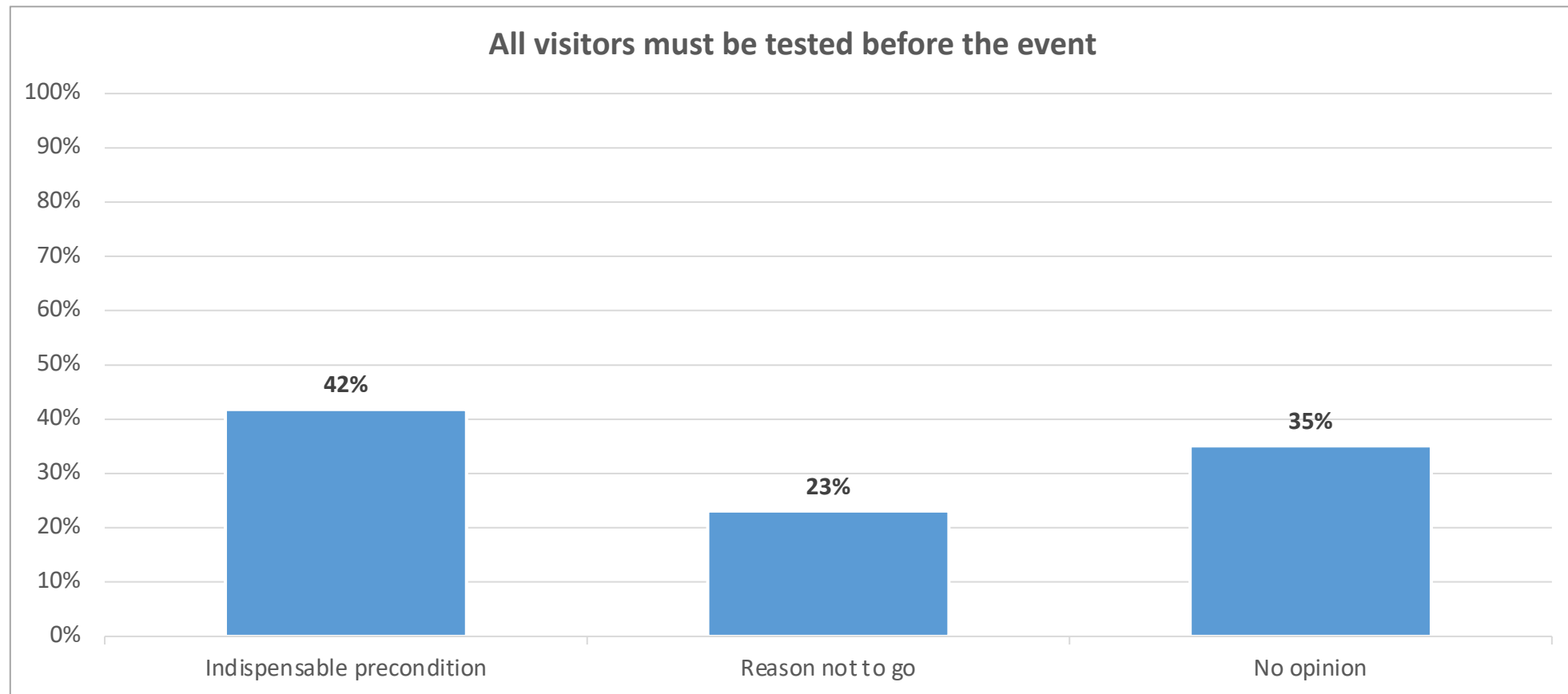
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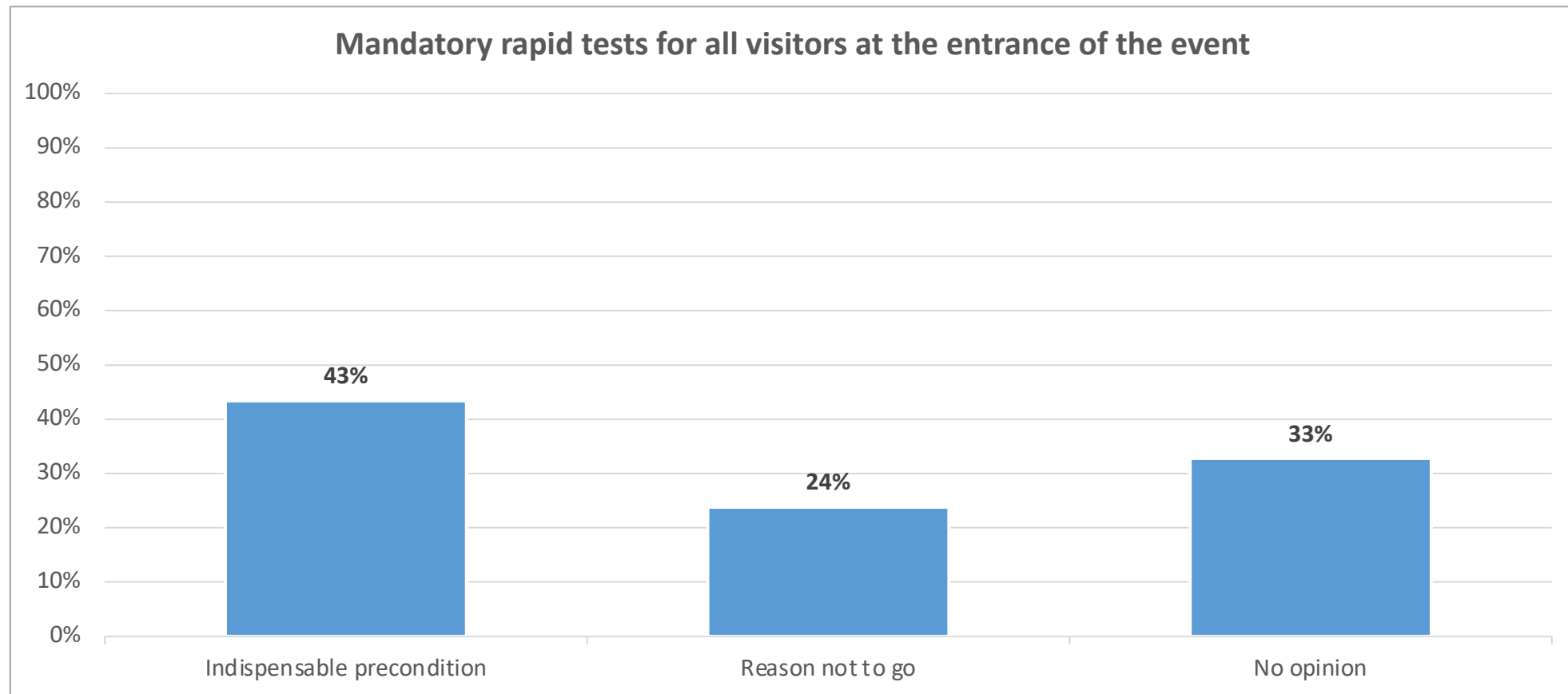
Safety measures

To what extent do you agree with the following statements?



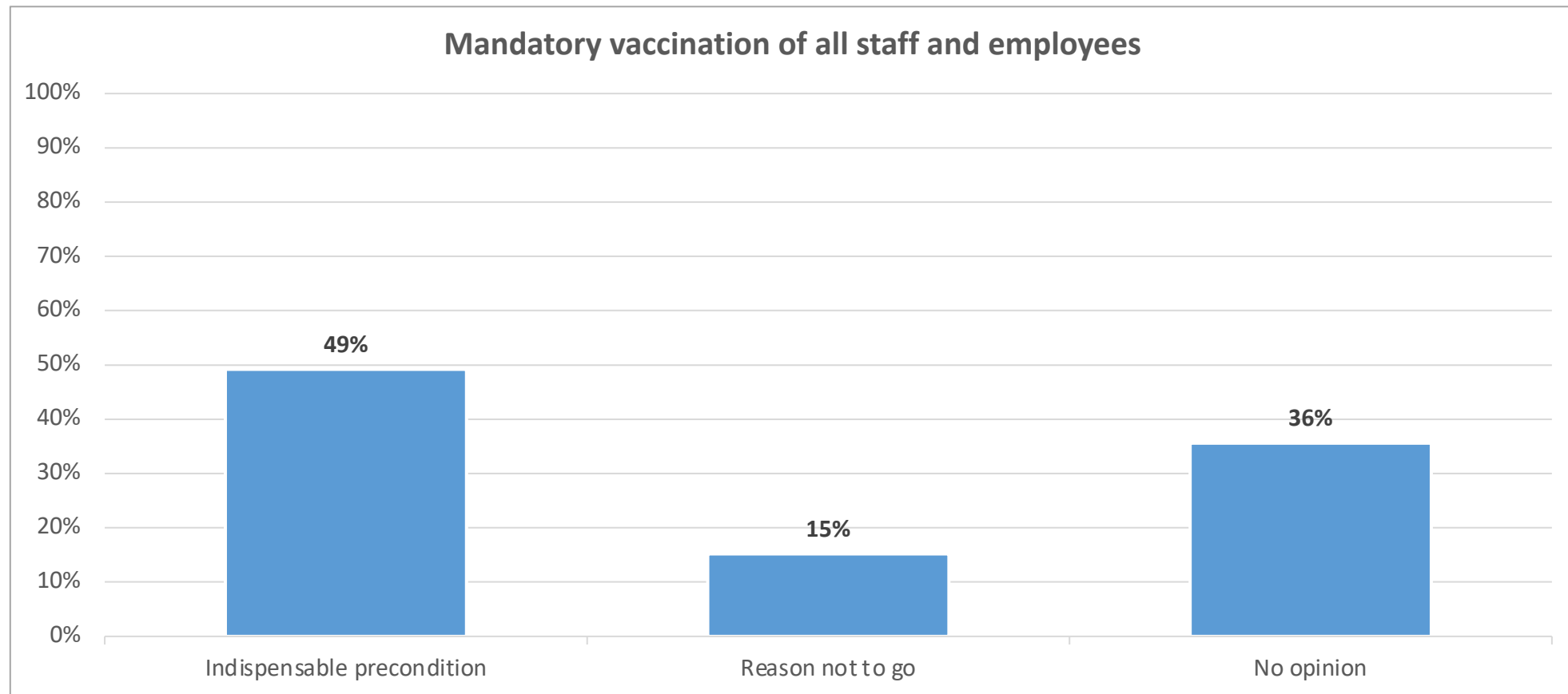
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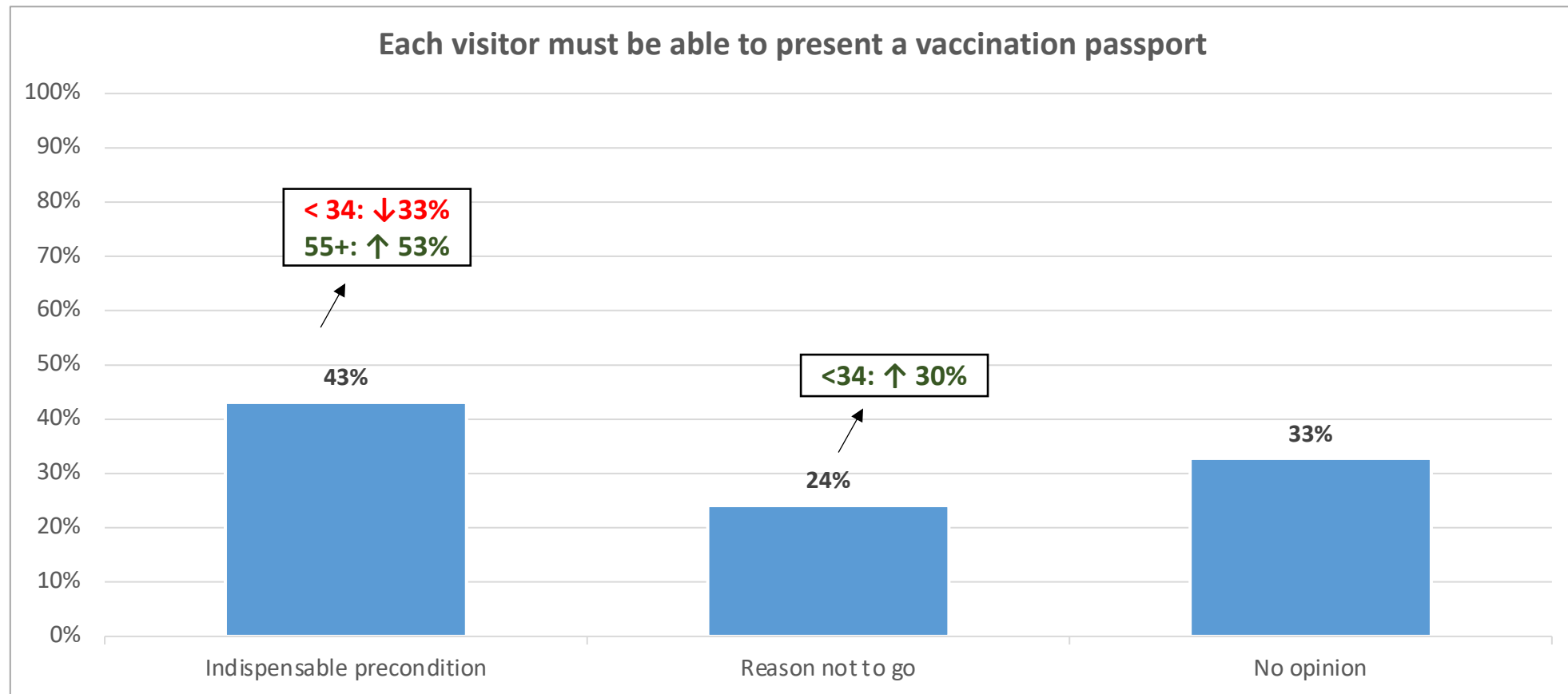
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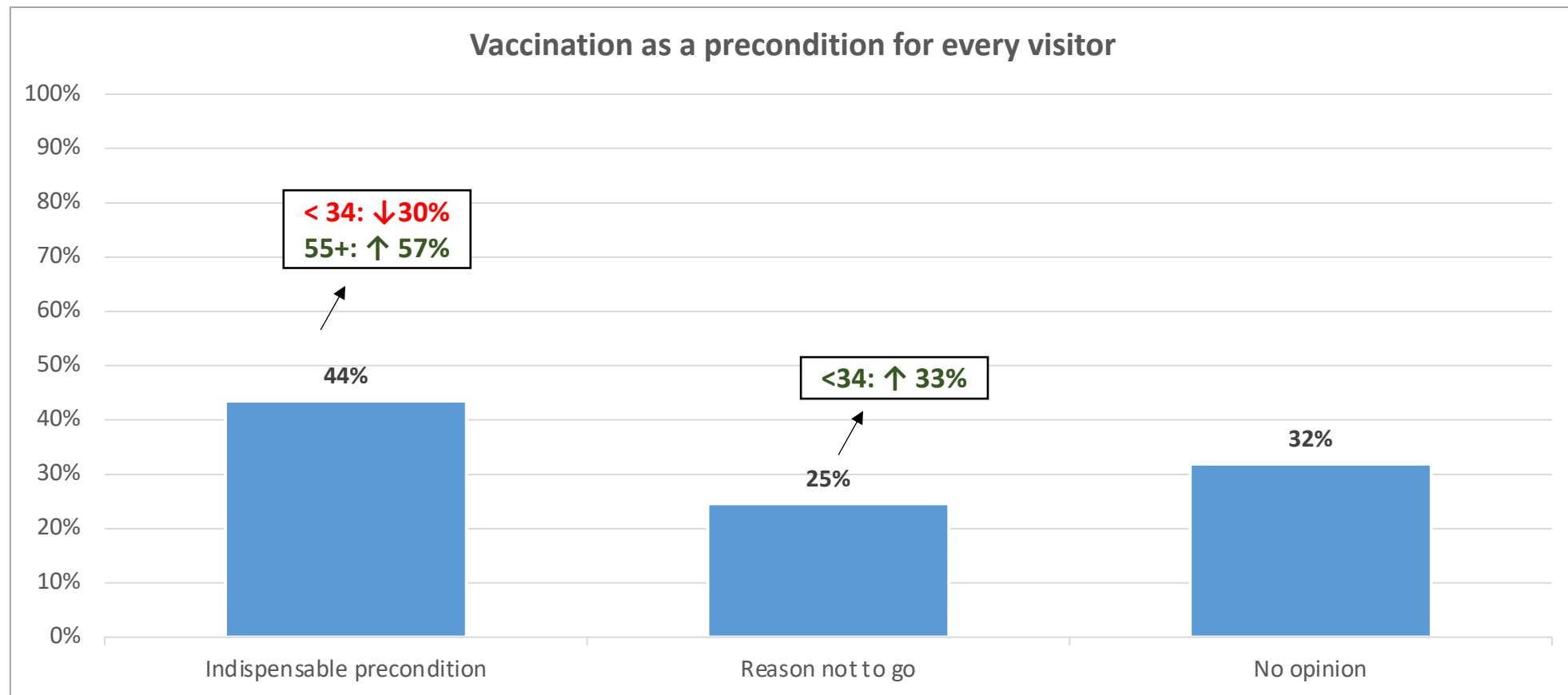
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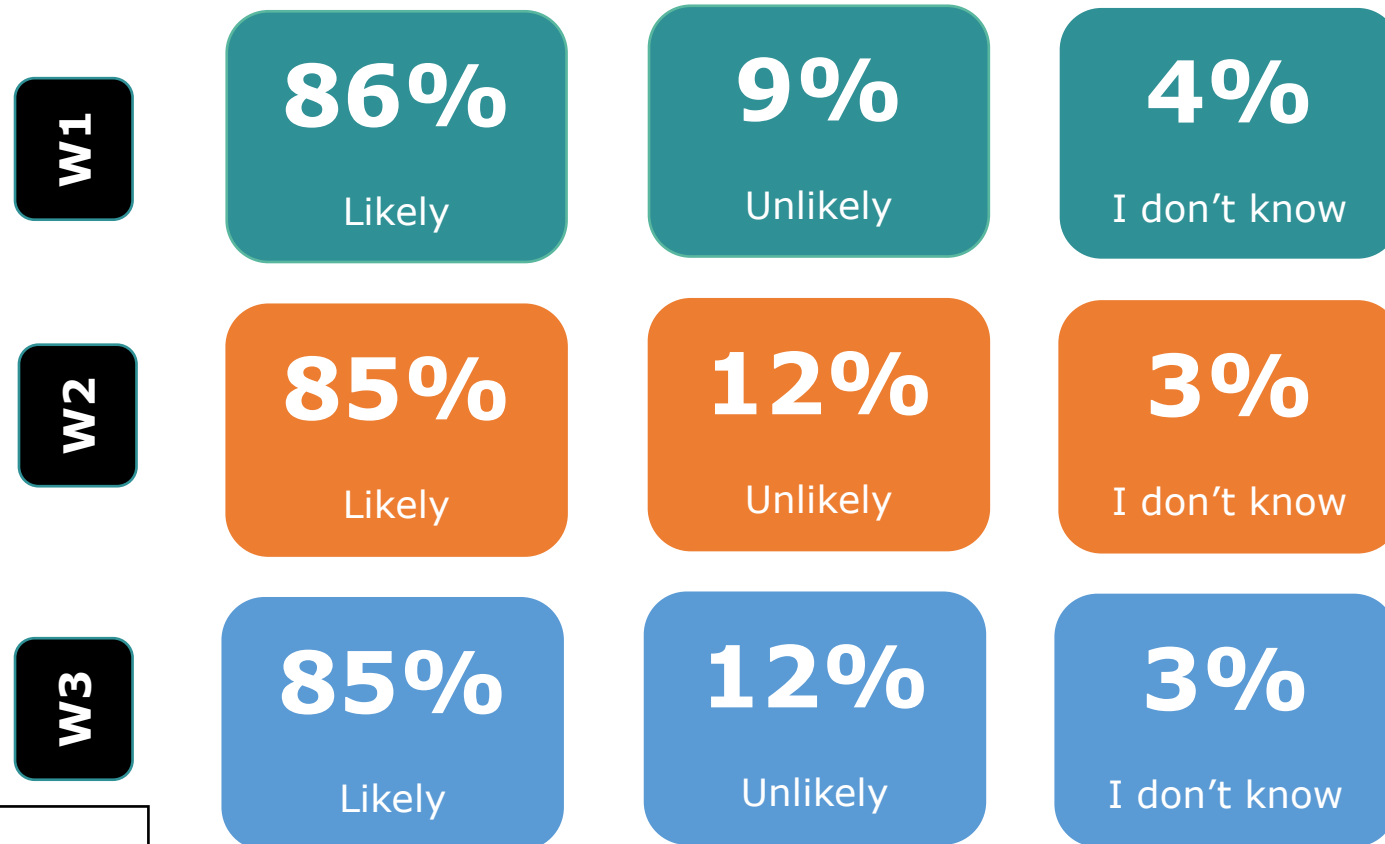
Safety measures

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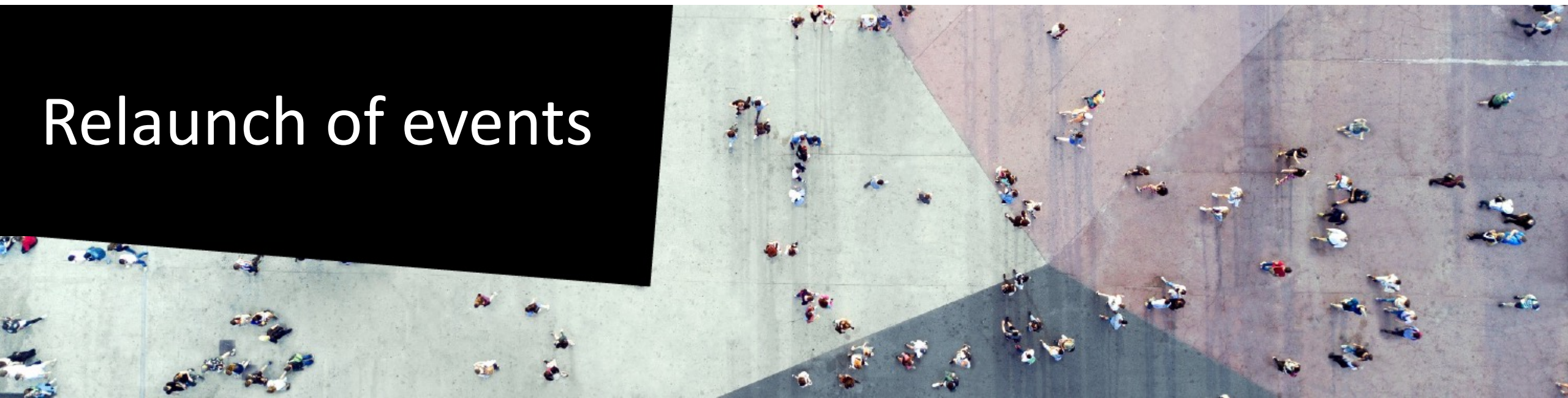
Likelihood of attendance

If an event you would normally enjoy attending meets your indispensable precondition(s), how likely is it that you will attend this event?



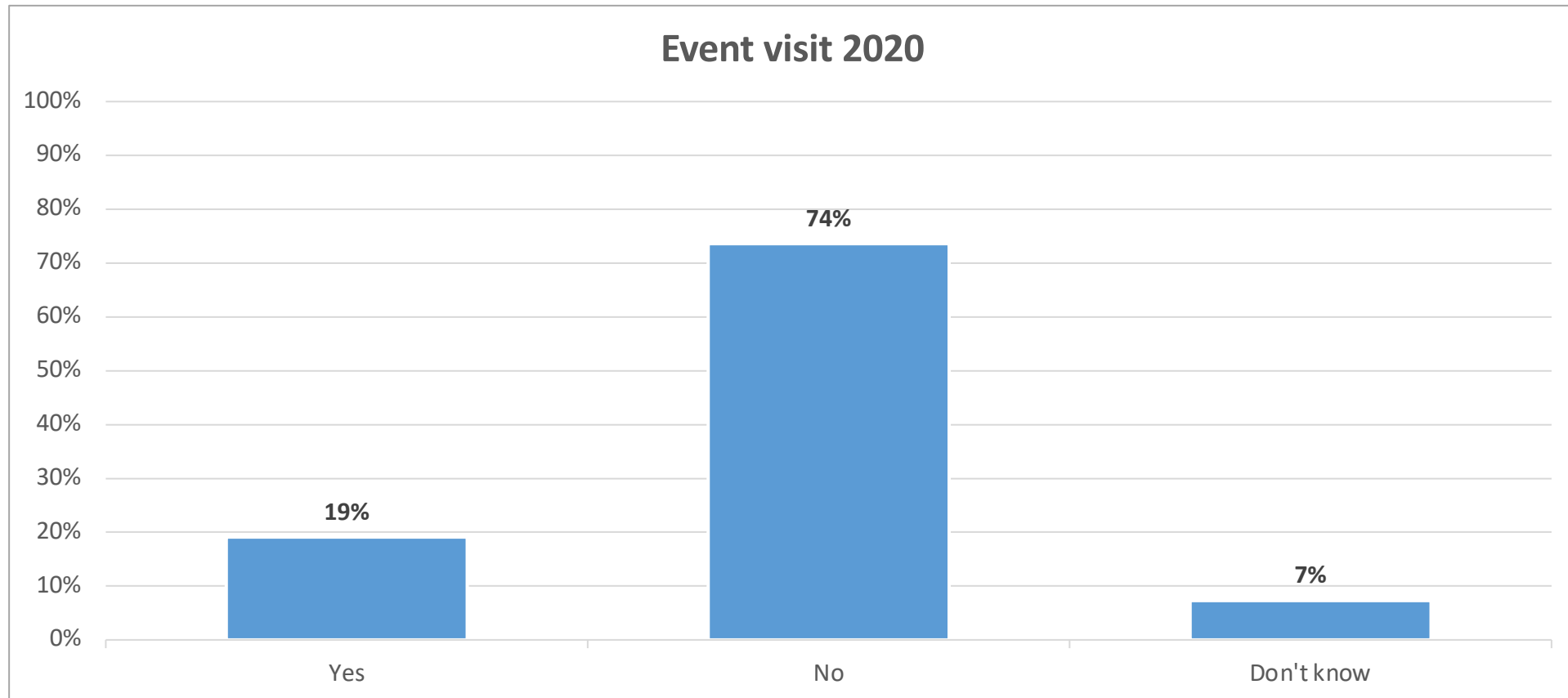
W1: n = 706 | W2: n = 649 | W3: n = 901

Relaunch of events

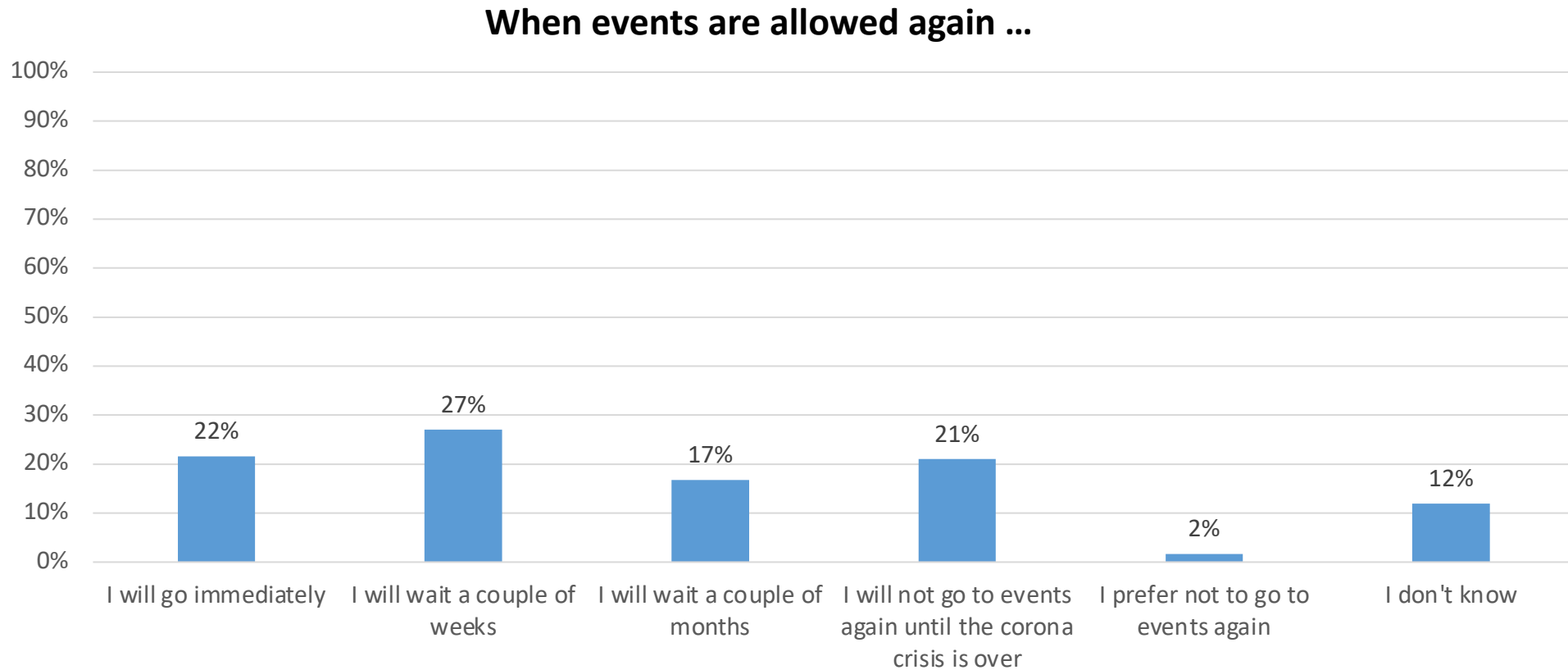


Event visit 2020

Last summer (2020), events were briefly allowed again to be organised on a smaller scale and in certain places, if they met with sufficient safety measures. Did you visit one or more events at that time?



Timing of return to events



Top 1 events

If events can be re-organised again and if they meet the required security measures, which events would you like to go to sooner or later? (% as number 1 event)

cultural performance
16% | 17% | 19%

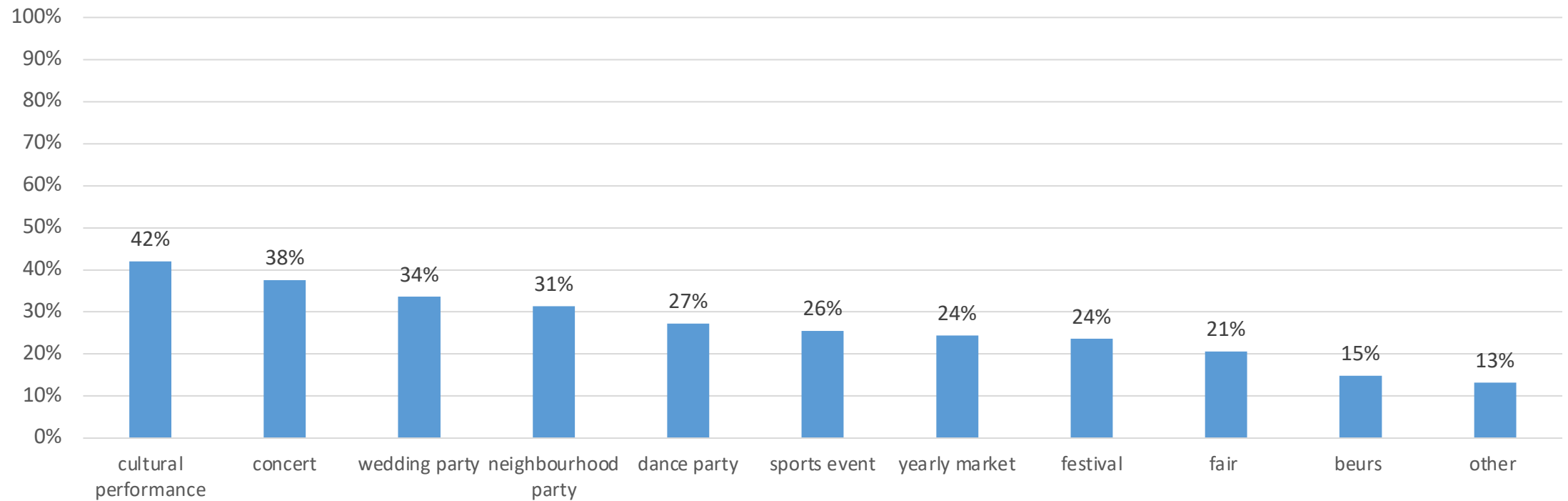
wedding party
27% | 24% | 16%

concert
10% | 12% | 12%

sports event
10% | 12% | 12%

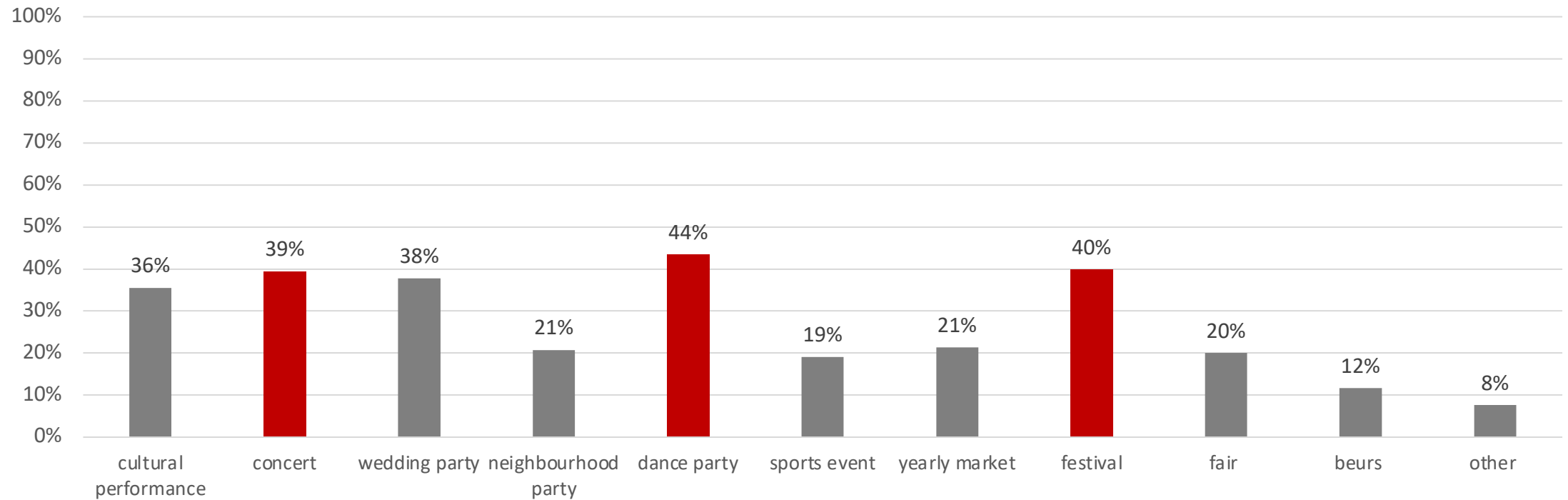
Top 3 events

If events can be re-organised again and if they meet the required security measures, which events would you like to go to sooner or later? (% in top 3)



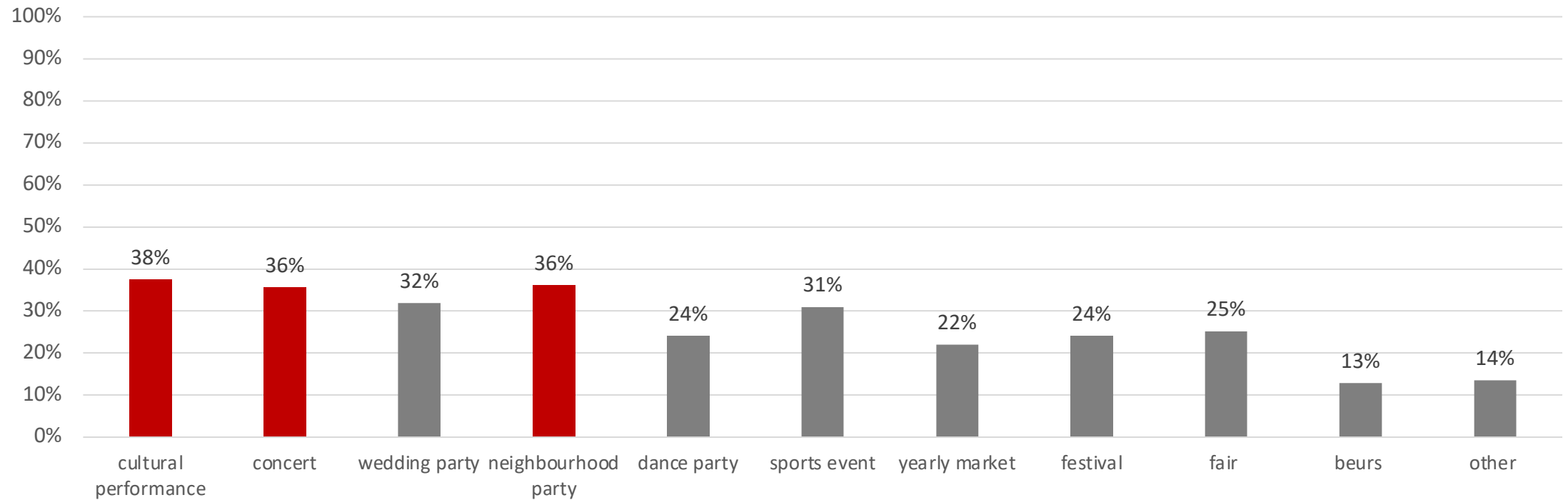
Top 3 events age group <34

If events can be re-organised again and if they meet the required security measures, which events would you like to go to sooner or later? (% in top 3)



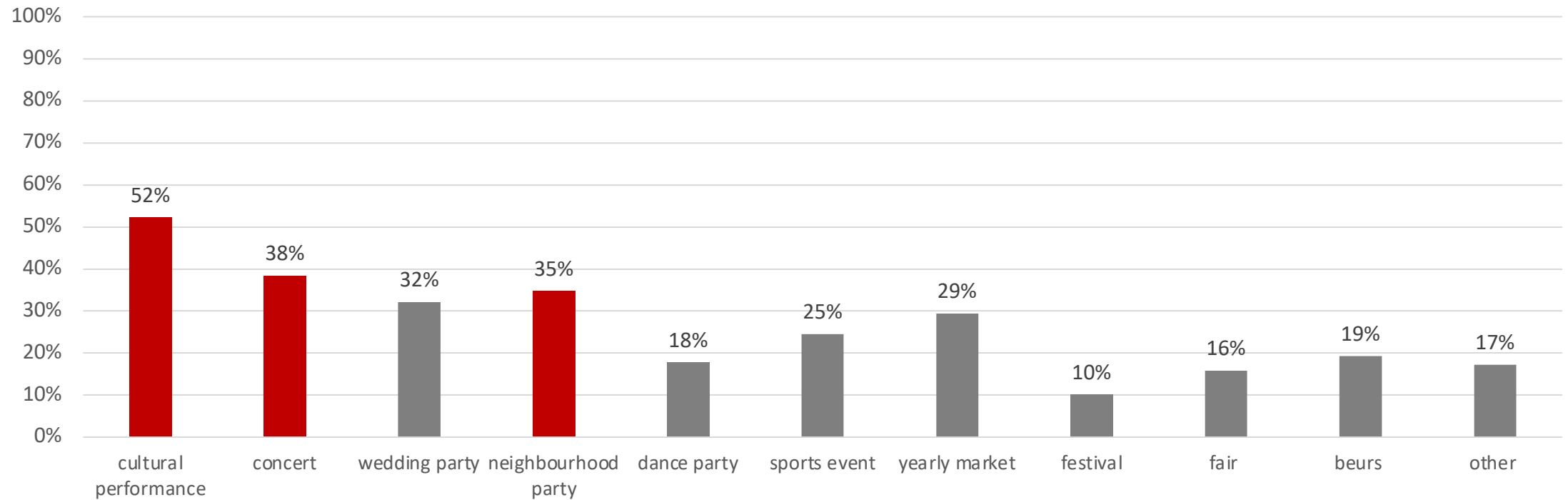
Top 3 events age group 34-55

If events can be re-organised again and if they meet the required security measures, which events would you like to go to sooner or later? (% in top 3)



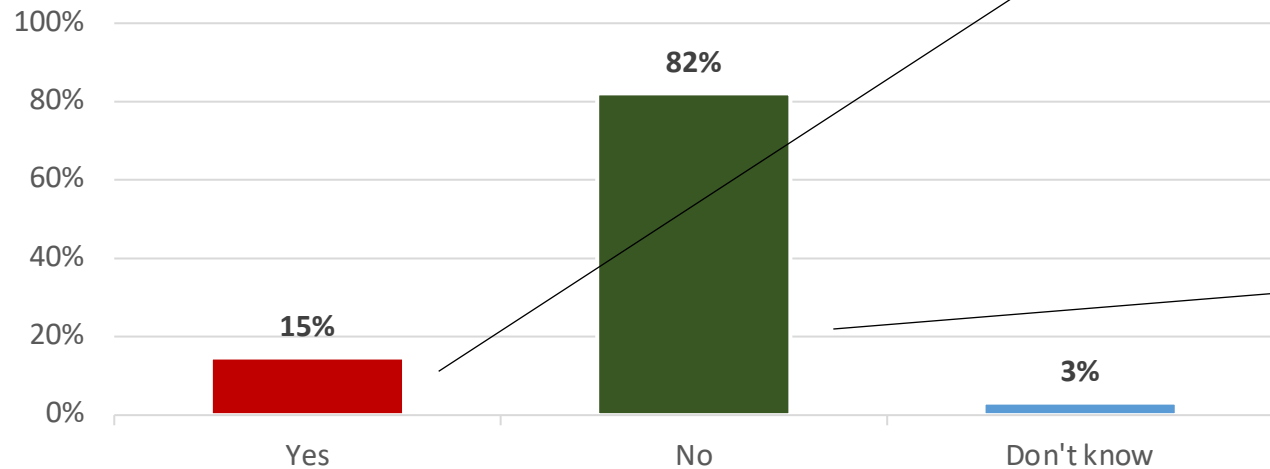
Top 3 events age group 55+

If events can be re-organised again and if they meet the required security measures, which events would you like to go to sooner or later? (% in top 3)

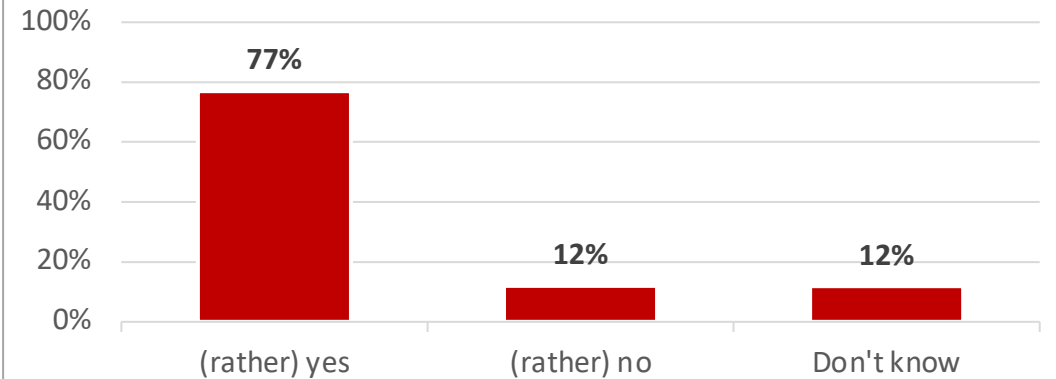


Online event attendance

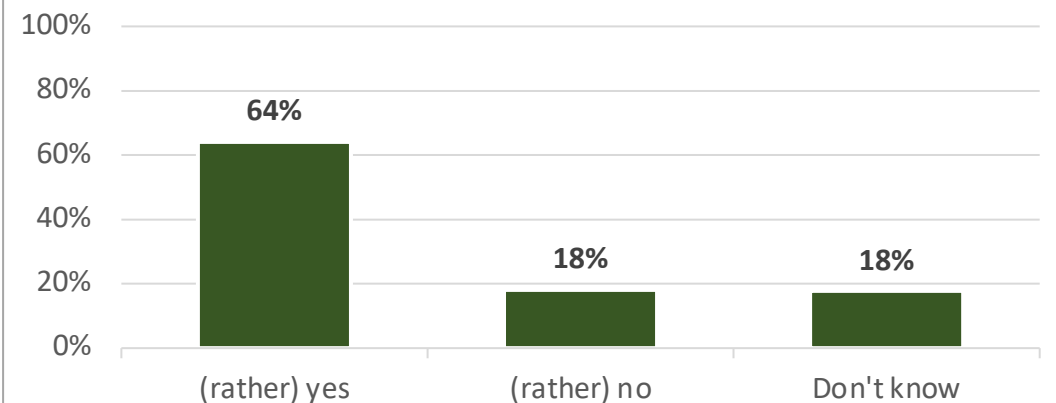
Several online events have been organised in recent months. Did you attend one of these online events?



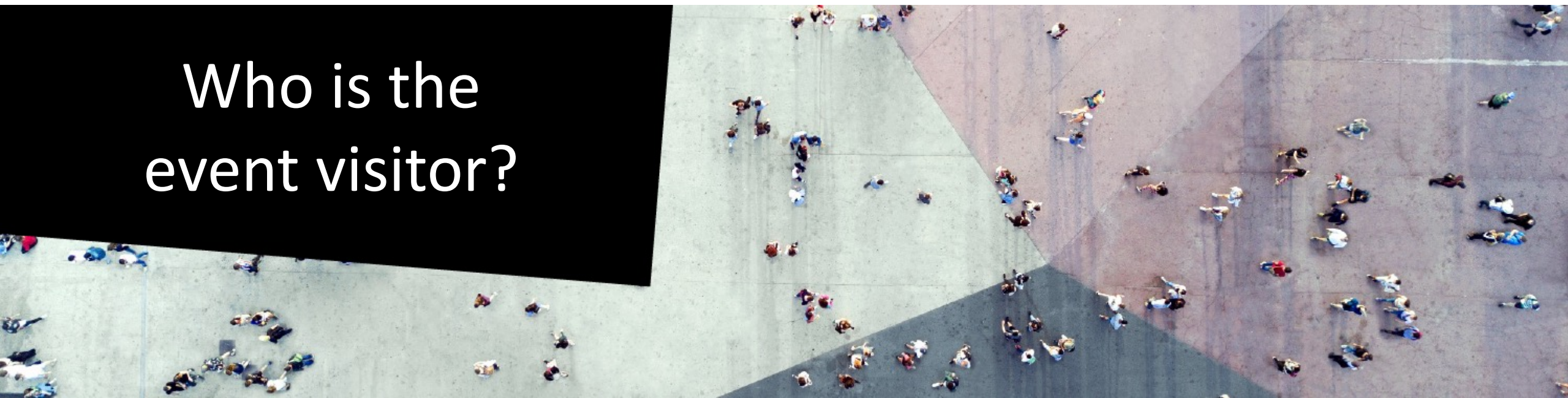
Are you planning to attend more of these online events in the future? **n = 134**



Are you willing to online events in the future? **n = 776**

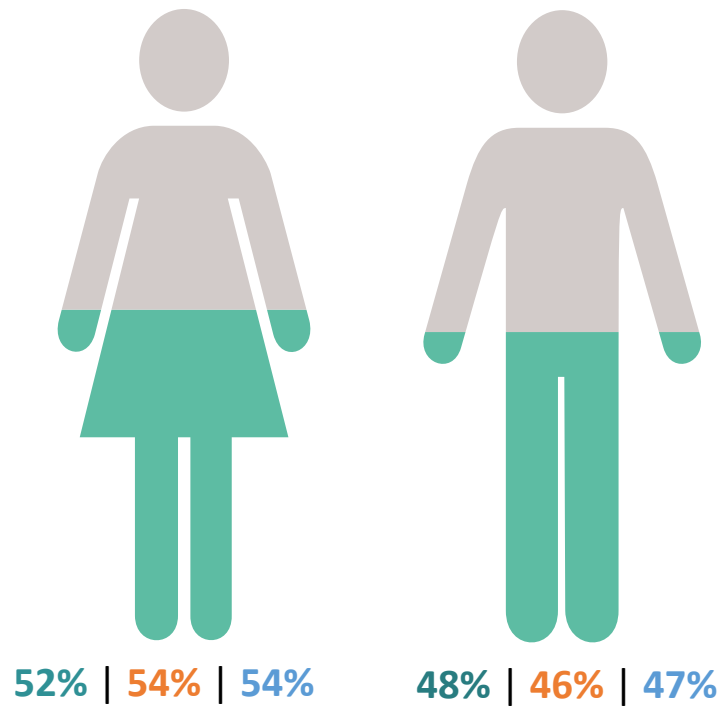


Who is the
event visitor?

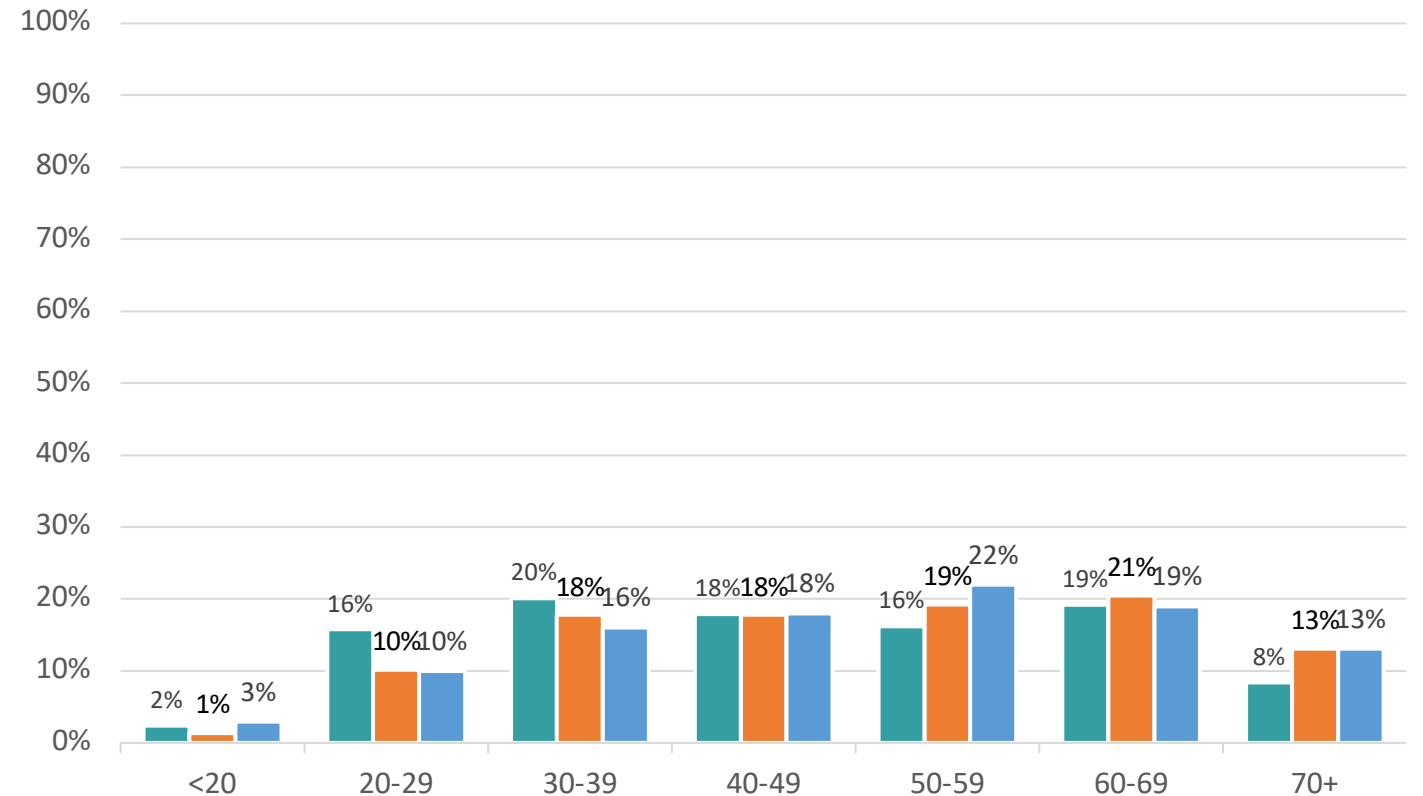


Socio-demographics

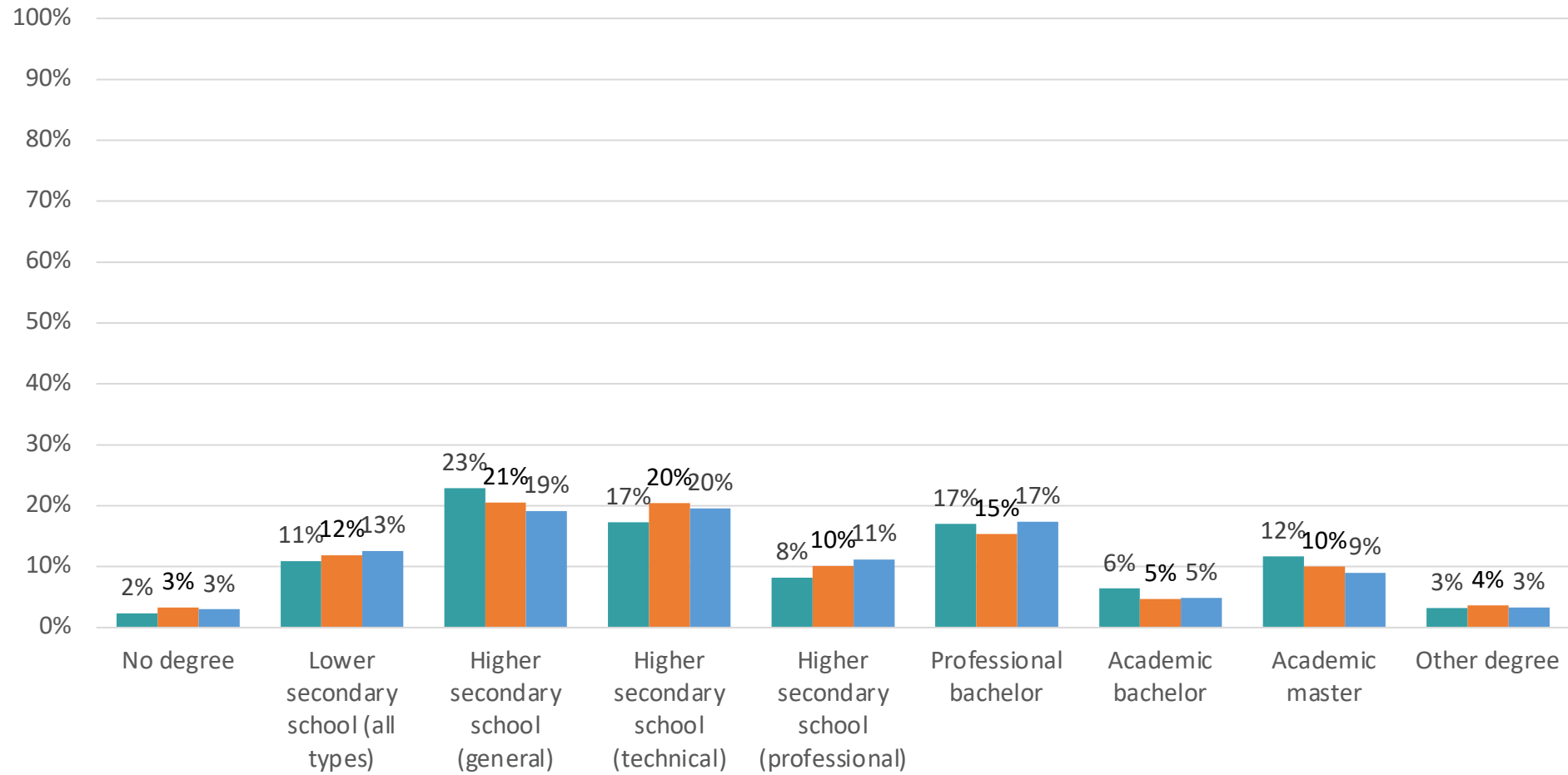
Gender



Age

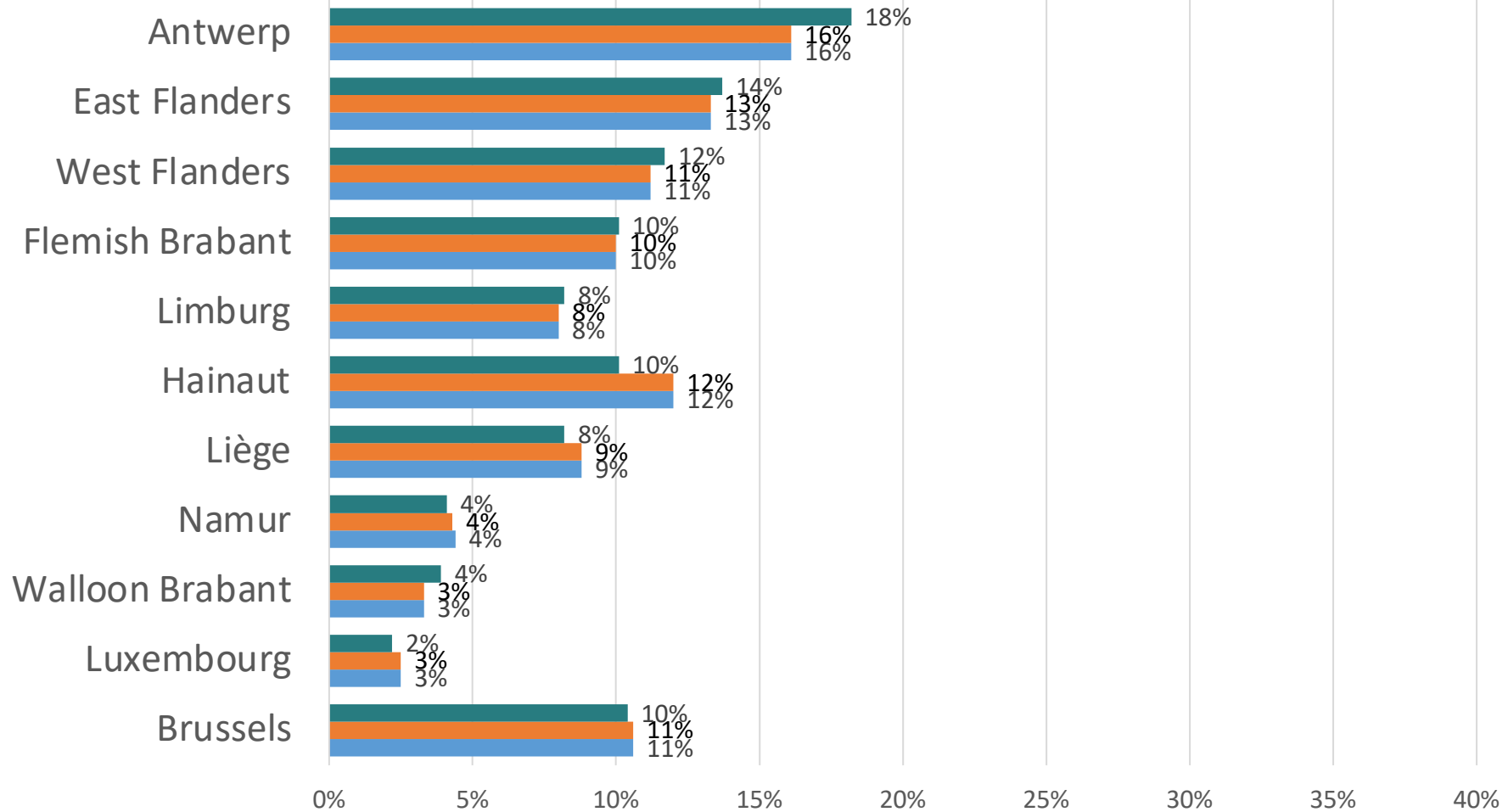


Education level



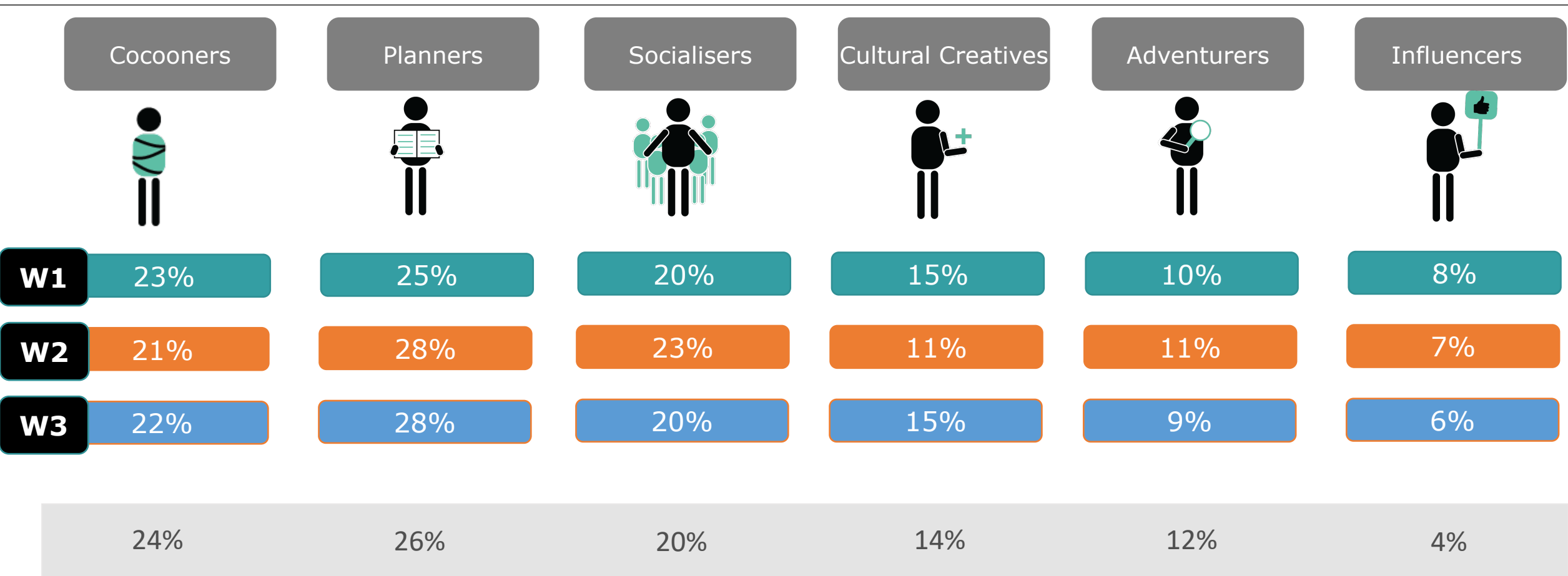
W1: n = 706 | W2: n = 649 | W3: n = 901

Sample distribution by province



W1: n = 706 | W2: n = 649 | W3: n = 901

Visitor profiles



COMPARISON WITH PREVIOUS KdG RESEARCH ON VISITOR PROFILES (2020)

W1: n = 706 | W2: n = 649 | W3: n = 901

Descriptions visitor profiles



Cocooners prefer to go to an event with others they know well. Then they will feel safe and secure. The confirmation and security of the group is important to them. Within their group, they can relax.



Planners prefer to plan their trip well in advance. They like the feeling of being in control. They do not like to be confronted with unexpected twists and surprises. They dislike tension and stress. It does not need to be all that special all the time for them. They prefer the ordinary and things they know.



Socialers are social. They prefer to go to an event with others. They like the coziness and security of the group. With others they can have the most fun. They prefer to follow the group and not taking the lead.



Cultural creatives are looking for enrichment. They like to be stimulated intellectually. They value respect, also for the environment. As conscious citizens, they want to be able to contribute. They also expect this from others.

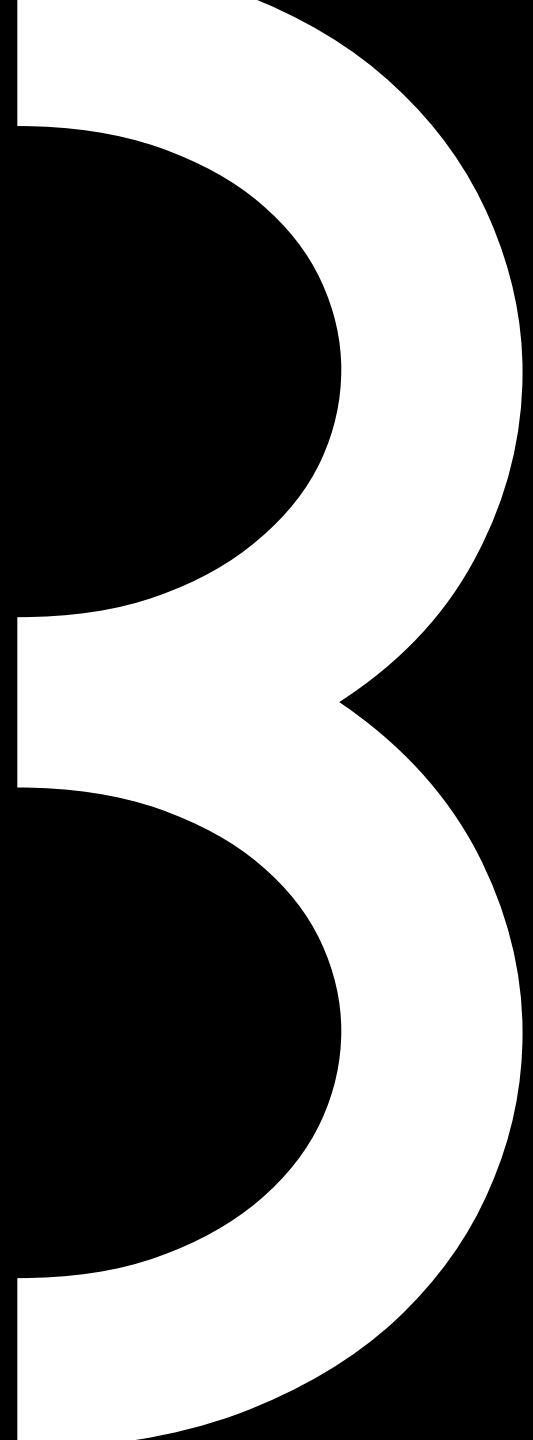


Adventurers like new experiences. They like to be stimulated and challenged. They are open for surprises. Adventure and the unknown do not scare them, quite on the contrary.



Influencers like to take the lead and do their own thing. Others can often come to them for advice. They like to be appreciated for that.

Key findings



Attitude



- 7/10 of the event visitors still **misses going to events**.
- Only 2/10 visited an event in 2020, but 1/2 will go to events again **within a month** once allowed.
- The type of events that visitors prefer to go back to the first, as soon as they will be organised again are: **cultural activities**, wedding parties, concerts and sports events.
- **Festivals** are high on the priority list of visitors who are younger than 34: 40% mentioned them in their top 3 of events they would like to visit once events are allowed again.

Indispensable preconditions



- Compared to W1 and W2, event visitors still consider several safety measures as indispensable preconditions:
 - **social distancing** is for 7/10 event visitors (<-> W1: 7/10 | <-> W2: 8/10) regarded as an indispensable precondition to visit an event in the future;
 - 7/10 event visitors (<-> W1: 6/10 <-> W2: 8/10) state that **mouth masks for event personnel** should be mandatory;
 - 6/10 event visitors (<-> W1: 5/10 <-> W2: 7/10) indicate that **mouth masks for visitors** should be mandatory as well;
 - 6/10 (<-> W1: 6/10 <-> W2: 7/10) would not mind wearing a **mouth mask** if this is a precondition to visit an event in a safe way.

Indispensable preconditions



- 7/10 of the event visitors has no problem with **rapid testing** before the start of an event, 43% events considers this an indispensable precondition.
- 6/10 is pro a **COVID vaccination passport** if that would mean they can visit events again, 4/10 indicated that this is for them an important precondition (lower among < 34 age group: 3/10 and higher among 55+ age group: 5/10).
- 4/10 of the event visitors regards **vaccination** for every visitor as an indispensable precondition, 6/10 will not go to events until they are vaccinated themselves (higher among 55+ age group: 7/10).

Confidence



- **Confidence in organisers** among event visitors is still high.
- 7/10 event visitors are convinced that event organisers do whatever is needed to make sure an event is safe.

Willingness to pay extra



- Event visitors are still willing to **pay extra** ('but not too much') for an event ticket, if the reason for the price increase is due to the measures that need to be taken by organisers to keep everyone safe:
 - 4/10 event visitors agree to a price increase of tickets;
 - 6 euro extra for a ticket of 25 euro (<-> W1 and W2: 5 euro) and 11 euro extra for a ticket of 100 euro (<-> W1 and W2: 10 euro) appears to be a reasonable price increase due to the corona crisis according to the event visitors;
 - results from W3 show that 5/10 event visitors (<-> W1: 3/10 <-> W2: 4/10) agree to a price increase of food and drinks at free events.

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