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SURVEY RESULTS

Dr Hai Nguyen
University of Greenwich

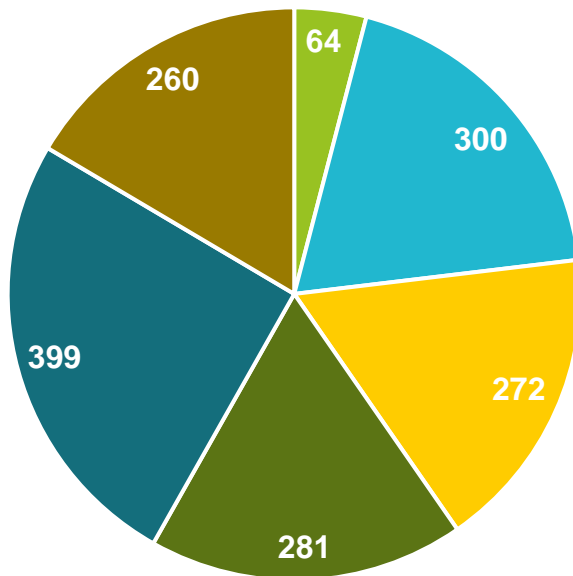
Greenwich, 15 June 2022

About our respondents

About our respondents

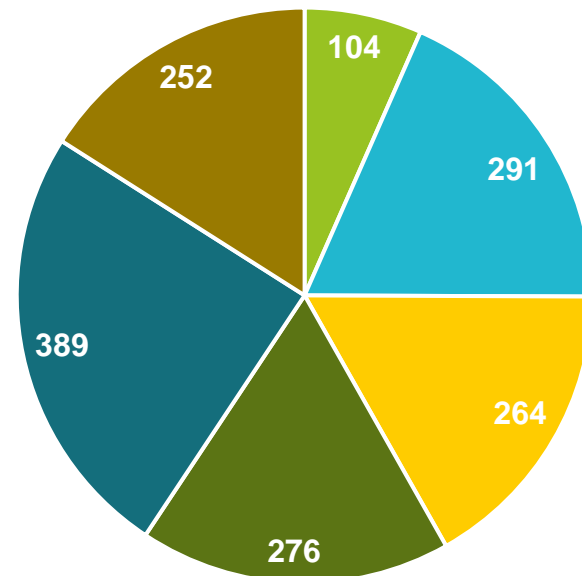
We received a total number of 1576 valid survey responses.

Language



■ EN-GB ■ ES-ES ■ HR ■ HU ■ IT ■ RO

Country of residence



■ Others ■ Spain ■ Croatia ■ Hungary ■ Italy ■ Romania

About our respondents

		Croatia	Hungary	Italy	Romania	Spain	Others	All groups
Region	Urban	228	216	318	198	242	78	1280
		86.7%	78.3%	81.7%	79.2%	83.2%	77.2%	81.5%
	Rural	35	60	71	52	49	23	290
		13.3%	21.7%	18.3%	20.8%	16.8%	22.8%	18.5%
Gender	Male	79	170	207	83	148	38	725
		30.5%	62.3%	53.6%	34.0%	51.9%	39.2%	47.0%
	Female	180	103	179	161	137	59	819
		69.5%	37.7%	46.4%	66.0%	48.1%	60.8%	53.0%

- 81.5% from urban areas, 18.5% from rural areas
- 47% male, 53% female

About our respondents

		Croatia	Hungary	Italy	Romania	Spain	Others	All groups
Age	18-24	6	100	111	53	134	14	418
		2.3%	36.2%	28.5%	21.0%	46.0%	13.9%	26.6%
	25-34	63	101	147	46	47	18	422
		23.9%	36.6%	37.8%	18.3%	16.2%	17.8%	26.8%
	35-44	95	49	56	82	20	23	325
		36.0%	17.8%	14.4%	32.5%	6.9%	22.8%	20.7%
	45-54	65	14	40	55	54	27	255
		24.6%	5.1%	10.3%	21.8%	18.6%	26.7%	16.2%
	55-64	25	7	23	15	25	14	109
		9.5%	2.5%	5.9%	6.0%	8.6%	13.9%	6.9%
	65 or older	10	5	12	1	11	5	44
		3.8%	1.8%	3.1%	0.4%	3.8%	5.0%	2.8%

- The majority were less than 35 years old (53.4%)
- Very few respondents who were over 55 years old (9.7%)

About our respondents

		Croatia	Hungary	Italy	Romania	Spain	Others	All groups
Education	Primary school	2	6	6	0	4	3	21
		0.8%	2.2%	1.5%	0.0%	1.4%	3.0%	1.3%
	Secondary/high school	36	115	165	49	76	13	454
		13.7%	41.7%	42.4%	19.4%	26.1%	12.9%	28.9%
	University degree	162	121	169	92	112	35	691
		61.6%	43.8%	43.4%	36.5%	38.5%	34.7%	44.0%
	Postgraduate degree	63	34	49	111	99	50	406
		24.0%	12.3%	12.6%	44.0%	34.0%	49.5%	25.8%

- Most respondents held university degrees

About our respondents

		Croatia	Hungary	Italy	Romania	Spain	Others	All groups
Employment	Full-time employed	228	144	160	195	126	67	920
		86.4%	52.2%	41.2%	77.4%	43.3%	66.3%	58.5%
	Part-time employed	5	35	77	5	25	10	157
		1.9%	12.7%	19.8%	2.0%	8.6%	9.9%	10.0%
	Unemployed	15	22	20	3	14	3	77
		5.7%	8.0%	5.2%	1.2%	4.8%	3.0%	4.9%
	Full-time student	5	68	117	45	119	13	367
		1.9%	24.6%	30.2%	17.9%	40.9%	12.9%	23.3%
	Economically inactive	11	7	14	4	7	8	51
		4.2%	2.5%	3.6%	1.6%	2.4%	7.9%	3.2%

- Most of the respondents were full-time employed
- There were quite high numbers of student respondents in some cases

About our respondents

		Croatia	Hungary	Italy	Romania	Spain	Others	All groups
Income	15.000 or lower	106 47.5%	134 60.4%	91 27.3%	74 45.1%	74 38.5%	17 21.0%	496 40.8%
	15.001 - 25.000	58 26.0%	53 23.9%	85 25.5%	58 35.4%	51 26.6%	16 19.8%	321 26.4%
	25.001 - 35.000	21 9.4%	19 8.6%	99 29.7%	11 6.7%	24 12.5%	11 13.6%	185 15.2%
	35.001 - 50.000	13 5.8%	7 3.2%	48 14.4%	14 8.5%	28 14.6%	19 23.5%	129 10.6%
	Higher than 50.000	25 11.2%	9 4.1%	10 3.0%	7 4.3%	15 7.8%	18 22.2%	84 6.9%

- Most respondents were in a lower level of income

About our respondents

		Croatia	Hungary	Italy	Romania	Spain	Others	All groups
Household	One-member	41	64	68	38	37	20	268
		15.5%	23.3%	17.5%	15.1%	12.8%	19.8%	17.1%
	Shared/multiple occupations	42	83	74	10	83	20	312
		15.9%	30.2%	19.0%	4.0%	28.6%	19.8%	19.9%
	Nuclear family without children	54	33	67	41	59	21	275
		20.5%	12.0%	17.2%	16.3%	20.3%	20.8%	17.5%
Nuclear family with children/others	110	75	160	152	85	34	616	
	41.7%	27.3%	41.1%	60.3%	29.3%	33.7%	39.2%	
Single-parent family/others	17	20	20	11	26	6	100	
	6.4%	7.3%	5.1%	4.4%	9.0%	5.9%	6.4%	

- Most respondents were from families with children or other dependents

About our respondents

		Croatia	Hungary	Italy	Romania	Spain	Others	All groups
Vaccination	Not vaccinated	52 21.1%	28 10.4%	20 5.2%	75 33.3%	13 4.5%	6 6.4%	194 12.9%
	Partially vaccinated	9 3.7%	4 1.5%	8 2.1%	16 7.1%	41 14.3%	2 2.1%	80 5.3%
	Fully vaccinated	117 47.6%	72 26.9%	50 13.0%	65 28.9%	119 41.6%	21 22.3%	444 29.5%
	Booster dose received	68 27.6%	164 61.2%	306 79.7%	69 30.7%	113 39.5%	65 69.1%	785 52.2%

- Most respondents were fully vaccinated or had booster doses

Perception of the COVID-19 pandemic

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
I believe COVID-19 represents a severe public health problem	7.67	7.02	8.12	8.05	6.81	7.84	8.36
I believe COVID-19 has serious negative consequences in general	7.89	7.27	8.04	8.48	7.35	7.86	8.32
I believe that COVID-19 is extremely harmful generally	7.32	6.44	7.92	8.01	6.58	7.11	7.81
It is likely that I will get infected with COVID-19 while travelling	5.65	4.55	5.23	6.55	5.96	5.52	5.81
I am at risk of getting COVID-19 while travelling	6.24	5.22	7.14	6.80	5.64	6.03	6.33
It is possible that I will get COVID-19 while travelling	6.30	5.83	6.99	6.65	5.85	5.87	6.59
I have trust in the national government	4.82	4.02	4.34	5.81	4.29	4.95	5.39
I tend to trust the COVID-related information provided by government authorities	5.54	4.81	4.69	6.52	5.00	5.95	6.17
I have trust in COVID-related safety measures of the destination I am due to visit	6.17	5.57	6.29	6.45	6.04	6.15	6.77
I would prefer for all countries in Europe to apply exactly the same safety measures against COVID at all times.	7.13	6.95	7.00	7.65	6.98	6.87	7.02

- Generally, respondents considered COVID-19 as a serious issue, but the risk of being infected while travelling was not high
- While they didn't have much trust in national government in general, they trusted the safety measures

About their travel behaviours

Numbers of trips

		All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Within my region	Average	13.07	32.29	11.88	7.15	10.47	7.71	11.43
	S.D.		61.697	38.156	17.510	29.093	13.125	24.500
	Min.		0	0	0	0	0	0
	Max.		365	432	200	350	100	200
Outside my region	Average	5.18	12.14	4.62	3.56	3.34	3.52	4.31
	S.D.		21.312	7.964	6.650	4.216	4.369	8.948
	Min.		0	0	0	0	0	0
	Max.		150	96	100	30	30	80
Outside my country of residence	Average	1.19	1.69	0.70	1.06	1.29	1.07	1.83
	S.D.		5.429	1.239	1.662	4.039	2.933	3.004
	Min.		0	0	0	0	0	0
	Max.		84	8	10	50	40	20

- On average, respondents took 13 leisure trips within their regions, 5 trips outside their regions and 1 international trip.

Numbers of trips

Compared to the previous 12 months

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Within my region	5.02	5.08	4.65	5.86	4.07	5.00	4.75
Within my country of residence	4.69	4.98	4.50	5.17	3.78	4.76	4.53
Outside my country of residence	3.55	3.39	3.48	3.92	3.06	3.62	3.68

- In general, the number of regional and domestic trips had not changed much
- The number of international trips decreased

Transportation

Ranking in terms of usage frequency

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Private vehicle	1	1	1	1	1	1	1
Train	2	4	3	2	4	3	2
Coach/Bus	3	2	2	4	2	2	3
Airplane	4	3	4	3	3	4	4

- A private vehicle was the most popular choice of transportation during COVID-19
- Other modes of transportation were ranked differently among countries

Accommodation

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Hotel	958 65.3%	161 61.2%	104 45.4%	255 67.1%	188 78.0%	187 71.1%	63 68.5%
Youth hostel	95 6.5%	7 2.7%	12 5.2%	38 10.0%	11 4.6%	17 6.5%	10 10.9%
B&B/guest house	408 27.8%	17 6.5%	77 33.6%	153 40.3%	115 47.7%	28 10.6%	18 19.6%
Airbnb or similar	433 29.5%	84 31.9%	49 21.4%	157 41.3%	44 18.3%	77 29.3%	22 23.9%
Privately rented holiday homes	338 23.0%	69 26.2%	42 18.3%	117 30.8%	54 22.4%	41 15.6%	15 16.3%
Camping	144 9.8%	20 7.6%	22 9.6%	44 11.6%	23 9.5%	24 9.1%	11 12.0%
Friend/relative's place	660 45.0%	116 44.1%	123 53.7%	168 44.2%	82 34.0%	130 49.4%	41 44.6%
Apart-hotel	180 12.3%	16 6.1%	56 24.5%	29 7.6%	45 18.7%	26 9.9%	8 8.7%
Second home	302 20.6%	62 23.6%	34 14.8%	91 23.9%	40 16.6%	63 24.0%	12 13.0%

- Hotels and Friend/relative's places were the most popular choices of accommodation
- While youth hostels and apart-hotels were the least common

Restrictions

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
The use of face masks in all indoor spaces	878	166	73	268	127	181	63
	59.8%	63.1%	31.9%	70.5%	52.7%	68.8%	68.5%
The use of face masks in all outdoor spaces	122	5	4	36	51	14	12
	8.3%	1.9%	1.7%	9.5%	21.2%	5.3%	13.0%
The hospitality/tourism/leisure sectors in full lockdown or reduced capacity.	121	23	7	23	41	11	16
	8.2%	8.7%	3.1%	6.1%	17.0%	4.2%	17.4%
A 'Green pass' (or similar proof) is required	439	43	8	236	86	39	27
	29.9%	16.3%	3.5%	62.1%	35.7%	14.8%	29.3%
There are no restrictions on travel within the country	1035	187	191	255	144	204	54
	70.5%	71.1%	83.4%	67.1%	59.8%	77.6%	58.7%
A colour coded system within the country	174	1	3	102	48	10	10
	11.9%	0.4%	1.3%	26.8%	19.9%	3.8%	10.9%
A colour coded system for international travel	183	18	43	40	48	19	15
	12.5%	6.8%	18.8%	10.5%	19.9%	7.2%	16.3%
A negative COVID test before arrival	364	94	44	67	70	63	26
	24.8%	35.7%	19.2%	17.6%	29.0%	24.0%	28.3%
A quarantine period after arrival	223	47	39	48	59	8	22
	15.2%	17.9%	17.0%	12.6%	24.5%	3.0%	23.9%

- There were almost no restrictions on travel at the time of the survey
- Face mask in indoor spaces was the most common restriction

Protective behaviours while travel during COVID-19

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Avoid international travel	5.83	5.40	6.20	6.72	4.83	5.51	5.96
Avoid long-haul travel	5.46	5.21	5.44	6.47	4.21	5.14	6.29
Avoid destinations with a low vaccination rate	5.79	5.42	5.38	7.14	4.15	5.81	6.61
Avoid destinations with a high infection rate	7.16	7.06	7.08	8.10	5.75	7.03	7.88
Avoid destinations with less stringent safety measures	5.34	4.21	5.16	6.71	4.34	5.20	6.40
Avoid destinations with stricter entry requirements	5.38	5.76	4.65	5.85	4.75	5.35	5.86
Avoid using public transport	5.42	5.87	4.75	6.05	5.15	4.83	5.55
Avoid interacting with other travelers	5.59	5.57	6.52	6.04	4.82	4.89	5.43
Avoid interacting with local people	4.67	4.32	5.10	5.41	4.19	4.12	4.48
Avoid traveling during peak times	5.62	6.27	5.57	6.09	4.68	5.07	5.90
Seek travel advice regarding COVID-19	5.72	6.60	3.55	7.02	5.31	4.92	6.62
Follow local COVID-19 guidelines to avoid infection	7.09	6.13	7.72	7.82	6.65	6.69	7.45
Use a face mask and hand-sanitizing gel	7.80	7.39	7.76	8.67	6.91	7.60	8.39
Check the local news for COVID-19 updates	5.72	5.52	4.98	6.55	5.36	5.36	6.75
Avoid inviting vulnerable friends or family members	6.83	6.98	7.22	7.52	5.67	6.24	7.30
Use COVID-19 apps or similar technology	4.35	5.02	3.33	5.52	4.35	2.61	5.10
Keep a safe distance from other people	6.84	6.21	7.00	7.88	6.00	6.38	7.45
Get vaccinated	8.03	7.23	8.34	8.89	6.21	8.75	8.71

- **Common protective behaviours include** *Avoid destinations where there is a high infection rate, Follow local COVID-19 guidelines, Use a face mask and hand-sanitizing gel, and Get vaccinated*
- **Not so popular ones include** *Avoid interacting with local people and Use COVID-19 apps or similar technology to keep track of the places I visit*

Travel intention

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Travel craving	6.24	7.18	4.11	6.56	6.56	6.19	6.82
	7.53	8.99	6.26	7.46	7.87	7.08	7.25
	6.23	7.11	4.62	6.55	6.61	5.83	6.55
Travel within my region or country	8.12	9.23	7.39	7.93	7.64	8.23	8.40
	8.17	9.27	7.56	7.91	7.76	8.23	8.58
	7.93	9.19	7.36	7.56	7.53	7.93	8.33
Travel beyond my country of residence	6.49	7.24	5.00	7.09	6.57	5.92	7.02
	6.44	7.39	5.00	6.87	6.53	5.83	6.98
	6.29	7.20	5.00	6.68	6.40	5.60	6.92

- Respondents craved to travel, in most countries
- All groups had a high intention to travel within the region or country, yet lower intention to travel beyond countries of residence

About their visits to cultural heritage sites and events

Numbers of visits

		All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Indoor heritage sites	Average	4.01	6.67	2.64	3.46	2.83	4.48	4.59
	S.D.		10.302	22.318	4.142	4.088	5.505	8.247
	Min.		0	0	0	0	0	0
	Max.		100	50	30	32	37	50
Outdoor heritage sites	Average	6.37	10.57	4.30	4.31	4.94	8.14	7.54
	S.D.		15.821	6.956	5.478	8.907	11.072	11.047
	Min.		0	0	0	0	0	0
	Max.		100	80	50	100	100	80
Events, festivals, & concerts	Average	2.88	6.15	2.61	1.90	1.94	2.59	2.05
	S.D.		12.689	5.954	2.226	6.142	4.064	2.767
	Min.		0	0	0	0	0	0
	Max.		100	80	12	85	30	20

- In the recent 12 months during the pandemic, on average, respondents went to 4 indoor and 6 outdoor heritage sites, and attended 3 events/festivals/concerts.

Numbers of visits

Compared to the previous 12 months

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Indoor heritage sites	4.21	3.81	4.03	5.07	3.45	4.31	4.08
Outdoor heritage sites	4.98	4.89	4.58	5.67	3.89	5.50	4.85
Events, festivals and concerts	3.82	3.44	3.78	4.41	3.32	3.84	3.82

- In general, the number of visits to indoor sites and events slightly decreased, in comparison to the previous 12 months.
- The number of visits to outdoor sites did not change much. In the case of Italy and Spain, there was even a slight increase. And there was a slight decrease in the case of Romania.

Cultural heritage visits' experience

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
	7.05	6.97	7.04	7.06	6.76	7.37	7.07
Satisfaction	7.10	7.23	7.15	7.09	6.54	7.52	6.83
	7.23	7.55	6.87	7.29	6.88	7.48	7.27
I felt anxious during my visits	3.45	3.23	3.18	4.07	3.17	3.27	3.59
I felt safe during my visits	6.96	7.32	6.63	6.79	6.95	7.14	7.11

- In general, visitors were satisfied with their visits
- Visitors were not so anxious and felt rather safe during their visits

The importance of safety measures

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Crowd management measures	7.09	6.76	7.14	7.58	6.19	7.34	7.48
Hand sanitiser stations	7.55	7.02	7.78	8.11	7.21	7.31	7.70
COVID vaccination or negative rapid test	6.68	5.93	6.66	8.29	5.60	6.09	6.91
Face masks	7.55	6.44	7.83	8.53	6.55	7.79	7.74
Social distancing	6.94	6.51	7.07	7.23	6.42	7.10	7.45

- All safety measures were considered rather important. Hand sanitiser stations and face coverings were simple, yet the most important measures

Protective behaviours during cultural heritage visits

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Avoid visiting indoor areas	5.45	5.75	5.34	5.94	4.60	5.39	5.43
Choose outdoor activities	7.34	7.44	7.08	7.79	6.97	7.26	7.26
Avoid crowded events and festivals	6.80	7.04	6.94	7.32	5.99	6.37	6.95
Avoid visiting places where social distancing is difficult	6.52	6.62	6.19	7.37	5.85	6.20	6.50
Avoid visitor peak times	6.66	7.17	6.75	7.11	5.70	6.28	6.79
Avoid interacting with fellow visitors	5.94	5.99	6.27	6.52	5.25	5.31	6.26
Avoid crowded rooms/areas	6.78	7.07	6.96	7.42	5.73	6.31	7.08
Avoid places with less stringent safety measures	5.95	5.60	5.39	7.09	5.22	5.59	6.77
Avoid places with stricter entry requirements	4.75	5.05	4.23	5.25	4.77	4.29	4.69
Practice social distancing	7.13	6.78	6.87	7.95	6.20	7.34	7.38
Follow COVID-19 guidelines	7.56	6.57	7.71	8.28	7.07	7.69	7.85
Stay within the recommended path/one-way system	7.33	6.97	6.99	8.01	6.71	7.50	7.69
Buy online tickets/Book the visit in advance	7.68	7.66	7.68	8.39	6.51	7.74	7.81
Wear a face mask	8.03	7.19	8.15	8.84	7.08	8.30	8.40
Use hand sanitisers	7.61	7.14	7.72	8.41	7.14	7.10	8.15
Be more observant of my surroundings	7.72	8.30	7.62	8.28	6.85	7.22	7.95

- **Top 5 protective behaviours include** *Wear a face mask, Be more observant of my surroundings, Buy online tickets/Book the visit in advance, Use hand sanitisers, Follow COVID-19 guidelines*

Cultural heritage visit intention

	All groups	Croatia	Hungary	Italy	Romania	Spain	Others
Craving to visit cultural/heritage sites & events	5.55	6.71	3.50	5.99	6.08	5.23	6.05
	5.76	7.42	4.15	5.94	5.78	5.43	5.99
	6.78	8.33	5.46	7.16	6.92	6.01	6.74
Intention to visit indoor cultural/heritage sites	6.74	7.51	5.92	6.85	6.79	6.40	7.31
	6.28	7.39	5.12	6.44	6.36	5.89	6.88
Intention to visit outdoor cultural/heritage sites	7.07	7.52	6.33	7.23	6.92	7.03	7.71
	6.82	8.09	5.65	7.01	6.65	6.47	7.43
Intention to attend live events/festivals	6.51	7.75	5.52	6.79	6.57	5.90	6.44
	6.38	7.41	5.57	6.52	6.40	6.05	6.34

- In general, the craving to visit cultural heritage sites & events was not very high, but there were significant differences among countries
- Respondents had a rather high intention to visit cultural heritage sites & events, with a higher intention to visit outdoor sites

Demographic comparisons

Demographic differences

Age groups

- People aged 45-54 had the highest number of regional trips and heritage visits and a higher level of travel craving and travel intention.
- While people aged 18-24 had the highest number of events attended
- Older and younger groups had the lower level of heritage visit craving and visit intention
- Older groups tended to have a higher level of protective behaviour
- Oldest group had the lowest level of satisfaction, the lowest level of perceived safety, but also a lower level of anxiety

Demographic differences

Urban vs. rural

- Urban respondents had a higher number of indoor heritage visits
- Respondents in urban areas tended to have a higher level of craving and intention to travel as well as to visit indoor sites
- Urban respondents tended to have higher satisfaction, felt less anxious and safer during their heritage visit

Demographic differences

Educational level

- People with higher educational level tended to have a higher level of craving and intention to travel as well as visit heritage sites

Employment status

- Full-time employed respondents had the highest number of heritage visits (including events) and the highest level of craving and intention to travel as well as visit heritage sites
- Economically inactive people also had higher numbers of travel and heritage visits
- Students had a lower level of protective behaviour

Demographic differences

Income

- The lower income group tended to have a lower level of protective behaviour
- Higher income groups had a higher level of travel intention

Household type

- Nuclear family without children had the highest number of heritage visits, and those with children had the lowest number
- Nuclear family without children tended to have a higher level of intention for international travel. They also had the highest level of craving and intention to visit heritage sites

Thank You

Vinaka, Dankscheen, Спасибо, köszönöm, Maake, Kiitos, Asante, Shukria, Dhanyavadagalu, Manana, Dankon, Kam Sah Hammida, 감사합니다, Dank Je, Blagodaram, Ngnyabonga, Dziekuje, Juspaxar, Ua Tsaug Rau Koj, Dëkuji, Suksamat, Matur Nuwun, Rahmat, Misaotra, Bedankt, Dakujem, धन्यवाद, Grazas, Hvala, Welalin, Di Ou Mési, Merci, Salam, Go Raibh Maith Agat, Djierie Dieuf, Eskerrick Asko, Najjis Tuke, Kia Ora, Kop Khun Khap, Paldies, Gratias Tibi, Obrigado, Mochchakkeram, Tingki, Grazie, Arigato, Gracias, Chokrane, Diolch i Chi, Terima Kasih, Taiku, Tack, Matondo, Biyan, Mauruuru, Arakish