



# THE MARCO SURVEY

POST COVID  
CONSUMER BEHAVIOUR II

„marco“



## MARCO RESEARCH:

### Post Covid Consumer Behaviour II

**The “MARCO Research: Post Covid Consumer Behaviour II” survey carried out by the leading global communication agency MARCO to track consumer trends in 14 key markets.**

Including the main European markets (UK, Germany, France, Italy, Spain and Portugal); key markets in Africa (Morocco, South Africa, Kenya and Ivory Coast) and Latin America (Mexico, Brazil, Colombia) and the USA.

The fieldwork was carried out from May to June 2022 with a total sample of 14,200 consumers using online methodology with representative permission marketing based sampling carried out by CINT.



## MARCO RESEARCH:

### Post Covid Consumer Behaviour II

**The first study ,“MARCO Research: Post Covid Consumer Behaviour”, was carried out in April and May of 2020 in six countries.**

This second edition includes eight more countries and broadened the scope of topics to include:

- The rise in the consumption of responsible brands,
- The consumption of media
- The rise of the metaverse
- The growth of e-commerce
- The use of cryptocurrencies
- The tourism sector and the current drivers



# THE RESULTS & MAIN CONCLUSIONS

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## **GLOBAL DATA**

## What is most important to you when choosing your next vacation?

- Moroccans are the least concerned about the pandemic situation when choosing their holiday destination this year
- Kenyans and South Africans have been the most concerned about Covid-19 when it comes to travelling this year

A Covid safe destination		
1	Kenya	77%
2	South Africa	77%
3	Mexico	76%
4	Colombia	74%
5	Germany	71%
6	Brazil	71%
7	Portugal	60%

8	Spain	57%
9	UK	56%
10	US	49%
11	France	49%
12	Italy	46%
13	Ivory Coast	31%
14	Morocco	30%

## What is most important to you when choosing your next vacation?

- Of the countries surveyed, South Africans and Kenyans were the most likely to value a country's cuisine when choosing a holiday destination
- Moroccans and the French are the least concerned about gastronomy when travelling

Somewhere with great food experiences		
1	Kenya	83%
2	South Africa	83%
3	Colombia	81%
4	Brazil	77%
5	Mexico	74%
6	Ivory Coast	64%
7	UK	64%

8	Portugal	64%
9	US	61%
10	Italy	53%
11	Germany	50%
12	Spain	50%
13	France	44%
14	Morocco	31%



# THE RESULTS & MAIN CONCLUSIONS

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## **EUROPEAN DATA**

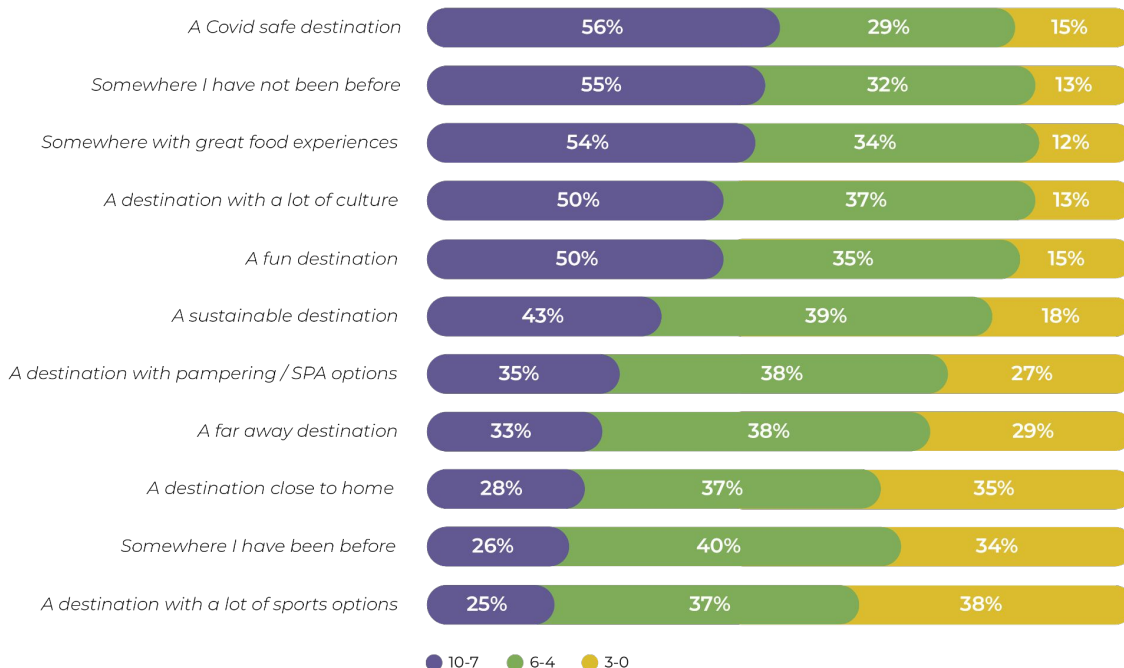
## THE RESULTS & MAIN CONCLUSIONS

### European data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- When it comes to planning their holidays, Europeans tourists look for Covid-safe places and news places that they have never been to before
- A destination with a lot of sports is the least influential option for consumers in Europe
- A place they have already been to is the second least popular choice among European consumers





# THE RESULTS & MAIN CONCLUSIONS

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## **GERMANY DATA**

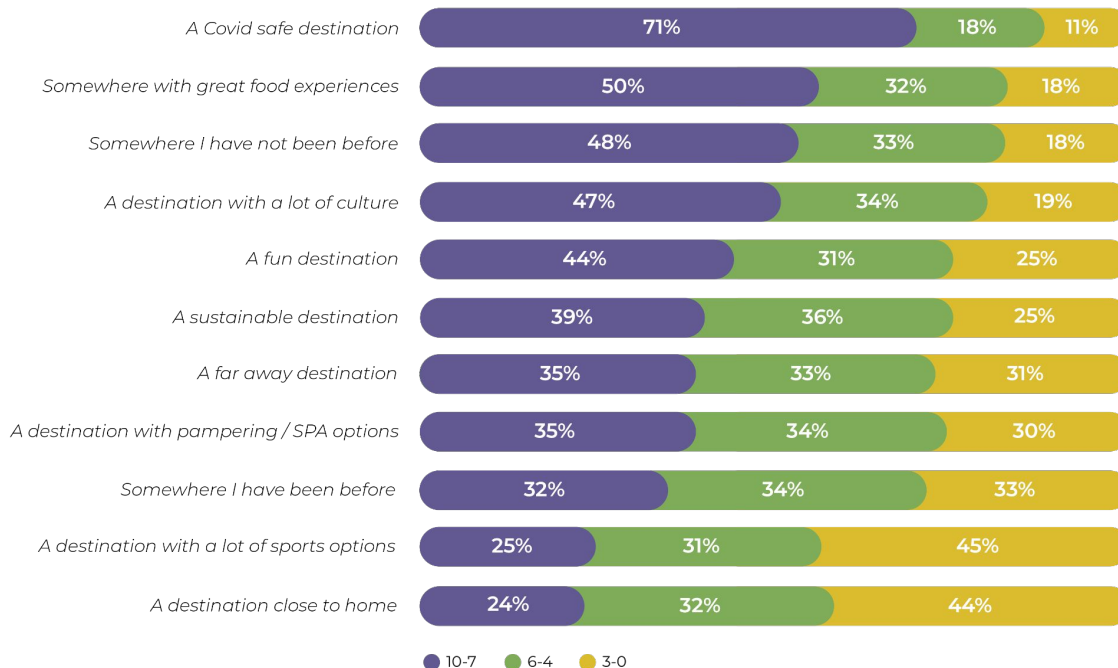
## THE RESULTS & MAIN CONCLUSIONS

### Germany data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- German tourists are not interested in holiday destinations close to home or those with a wide range of sports options
- 7 out of 10 German tourists were concerned about the pandemic situation when choosing a holiday destination this year
- Gastronomy and discovering new places are two of the three most important factors for Germans when choosing a holiday destination





# THE RESULTS & MAIN CONCLUSIONS

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## **UK DATA**



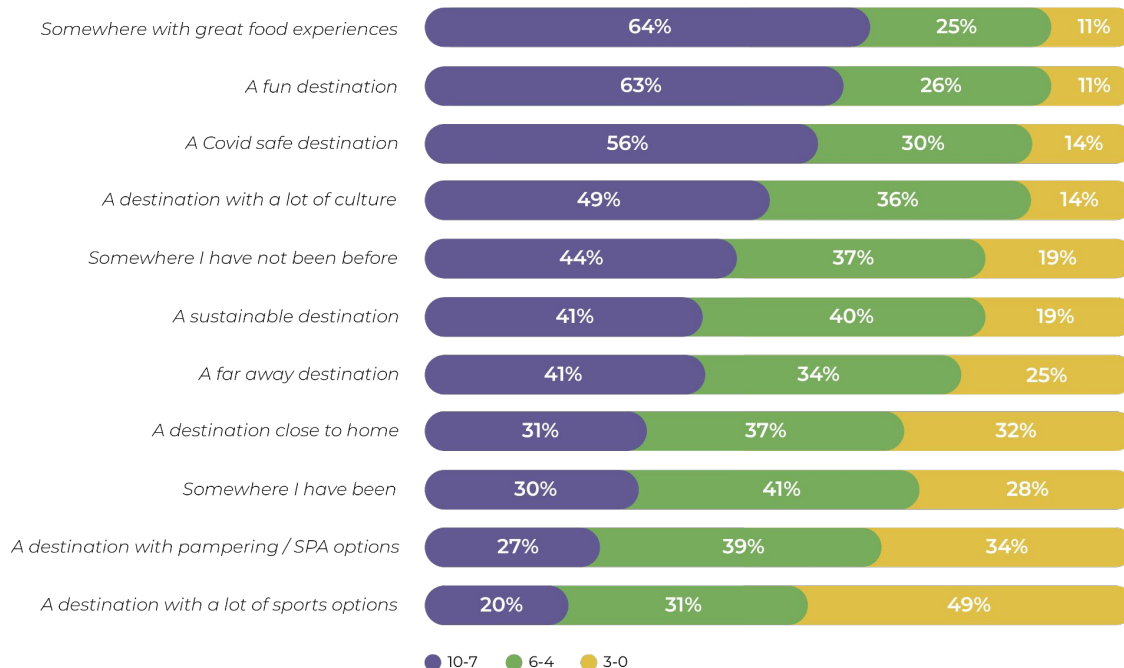
## THE RESULTS & MAIN CONCLUSIONS

### UK data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- When it comes to planning their holidays, English tourists look for places with great food experiences and places where there are plenty of leisure activities on offer
- The least popular option among English tourists when choosing a holiday destination is a place with a lot of sports options



# THE RESULTS & MAIN CONCLUSIONS

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## **ITALY DATA**

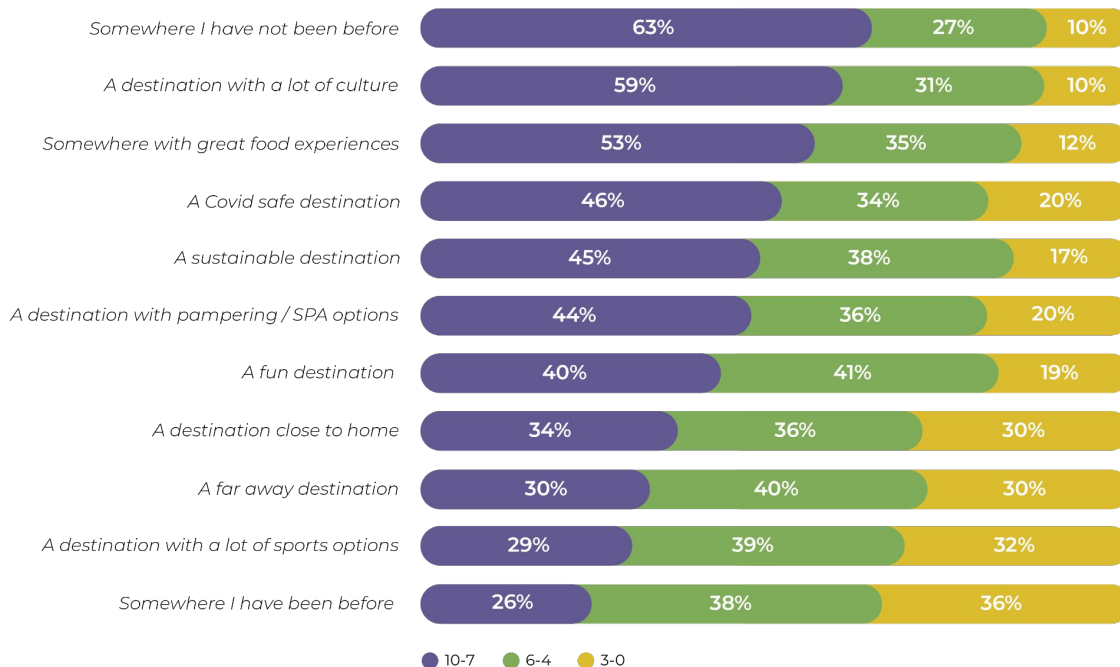
## THE RESULTS & MAIN CONCLUSIONS

### Italy data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- When it comes to choosing their holidays, Italian tourists look for places they have never been to before and places where there are plenty of culture experiences
- Italian tourists are not interested in holiday destinations with a wide range of sports options or places that they already visited





# THE RESULTS & MAIN CONCLUSIONS

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## **FRANCE DATA**

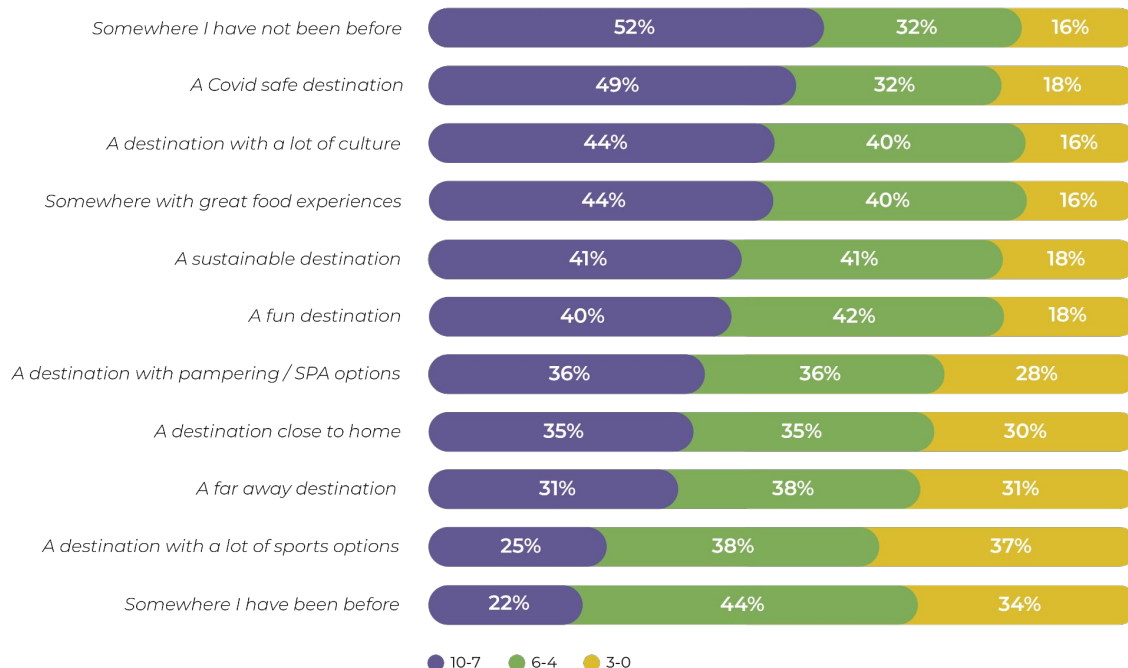
## THE RESULTS & MAIN CONCLUSIONS

### France data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- 5 out of 10 French tourists were concerned about the pandemic situation when choosing a holiday destination this year
- When it comes to choosing their holidays, French tourists look for places they have never been to before.
- French tourists are not interested in holiday destinations with a wide range of sports options or places that they already visited





# THE RESULTS & MAIN CONCLUSIONS

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## **SPAIN DATA**



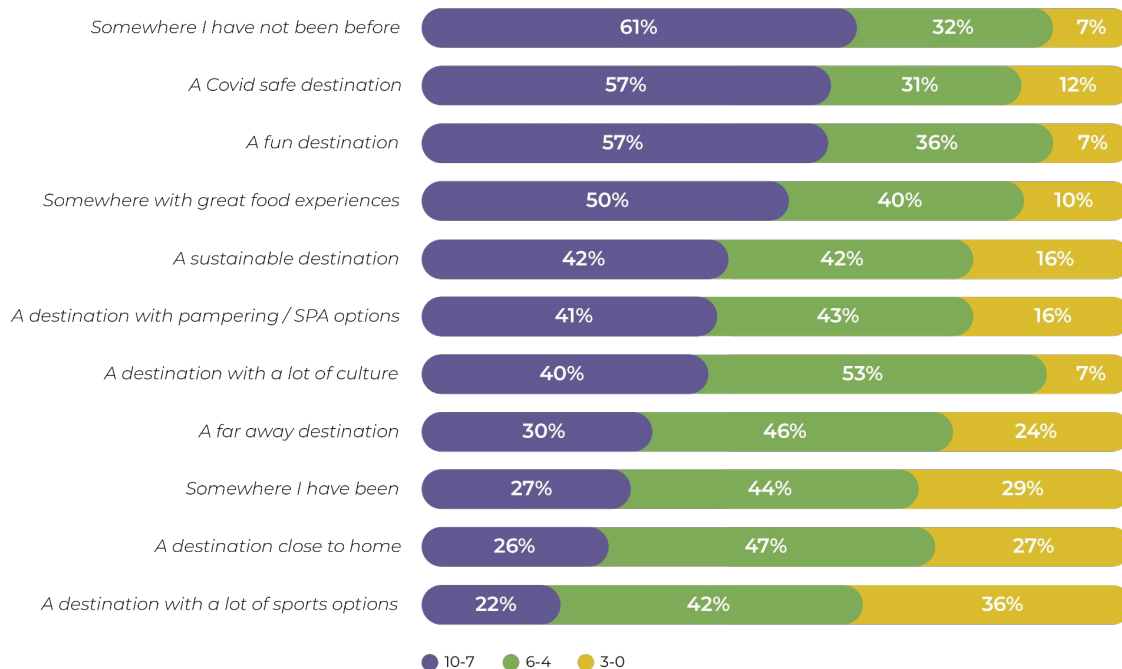
## THE RESULTS & MAIN CONCLUSIONS

### Spain data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- More than half of Spaniards took the Covid-19 situation into account when choosing their holiday destination in 2022
- 57% of Spanish men chose fun destinations as well as destinations they had not been to before. Spanish women's first choice was a country or city they had never visited before (62%)
- Generation Z were most concerned about the level of entertainment locations had to offer (73%), while millennials chose places they had never been to before (65%) or places with a lot of culture (59%).



# THE RESULTS & MAIN CONCLUSIONS

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## **PORTUGAL DATA**

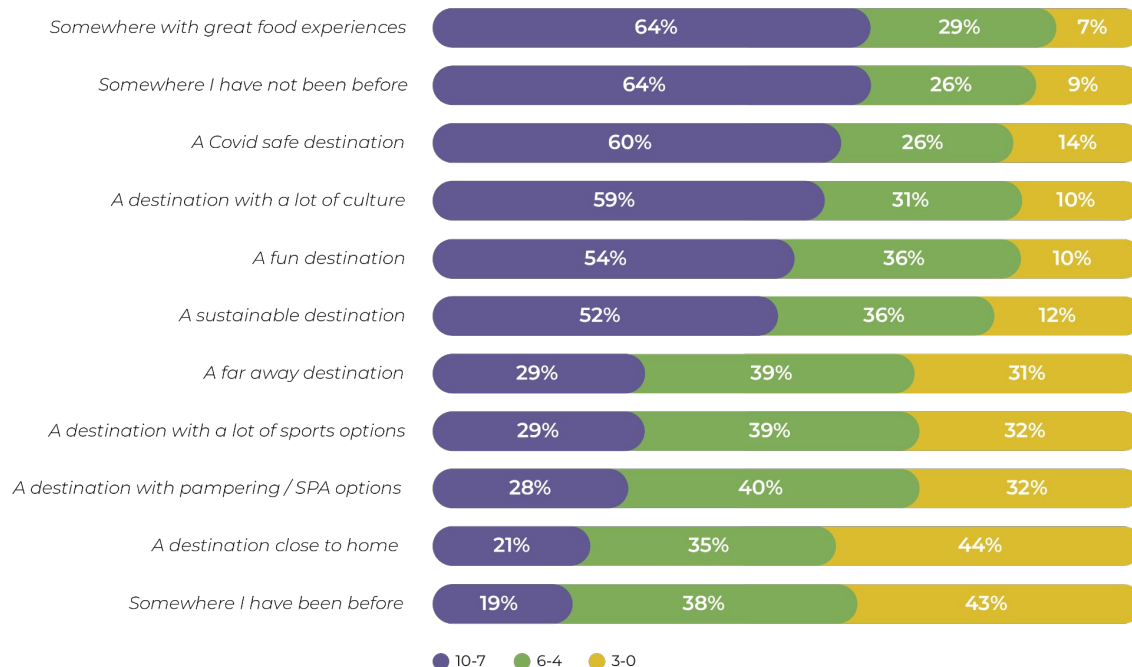
## THE RESULTS & MAIN CONCLUSIONS

### Portugal data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- The Portuguese opt for a place with good gastronomy when looking for a holiday destination
- Portuguese tourists are not interested in holiday destinations close to home or places they have been to before





# THE RESULTS & MAIN CONCLUSIONS

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## **US DATA**

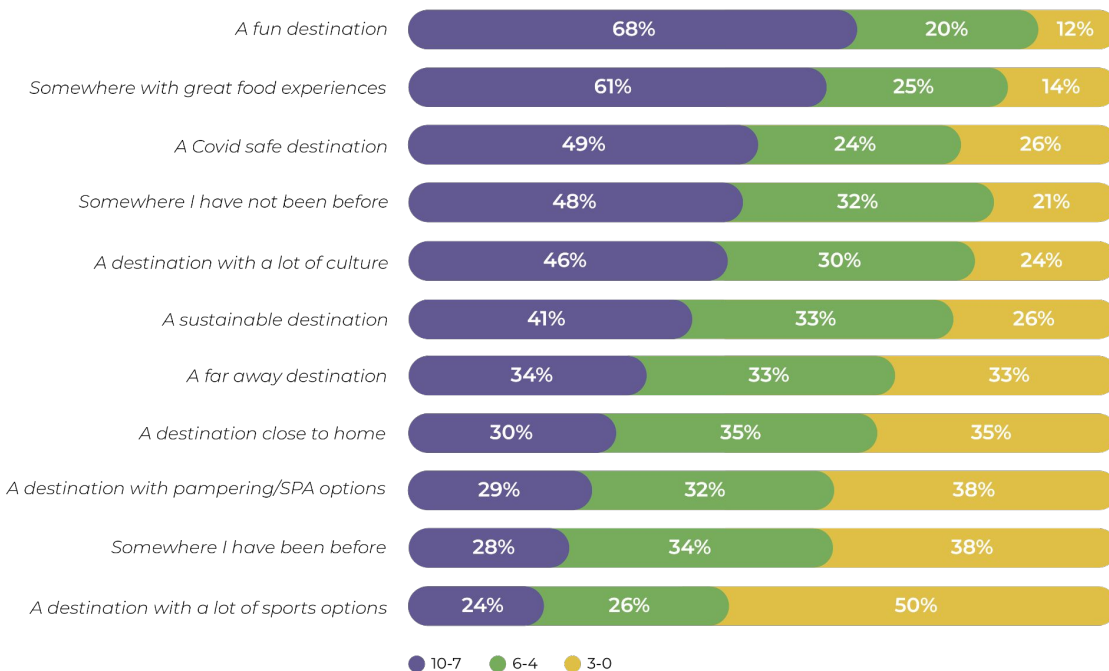
## THE RESULTS & MAIN CONCLUSIONS

### US data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- When it comes to choosing their holidays, tourists from the US look for a fun destination or places that have great food experiences
- People from the US are not interested in holiday destinations with a lot of sport options or places they have been to before
- 5 out of 10 tourists from the US were concerned about the pandemic situation when choosing a holiday destination this year





# THE RESULTS & MAIN CONCLUSIONS

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## **MAGHREB DATA**



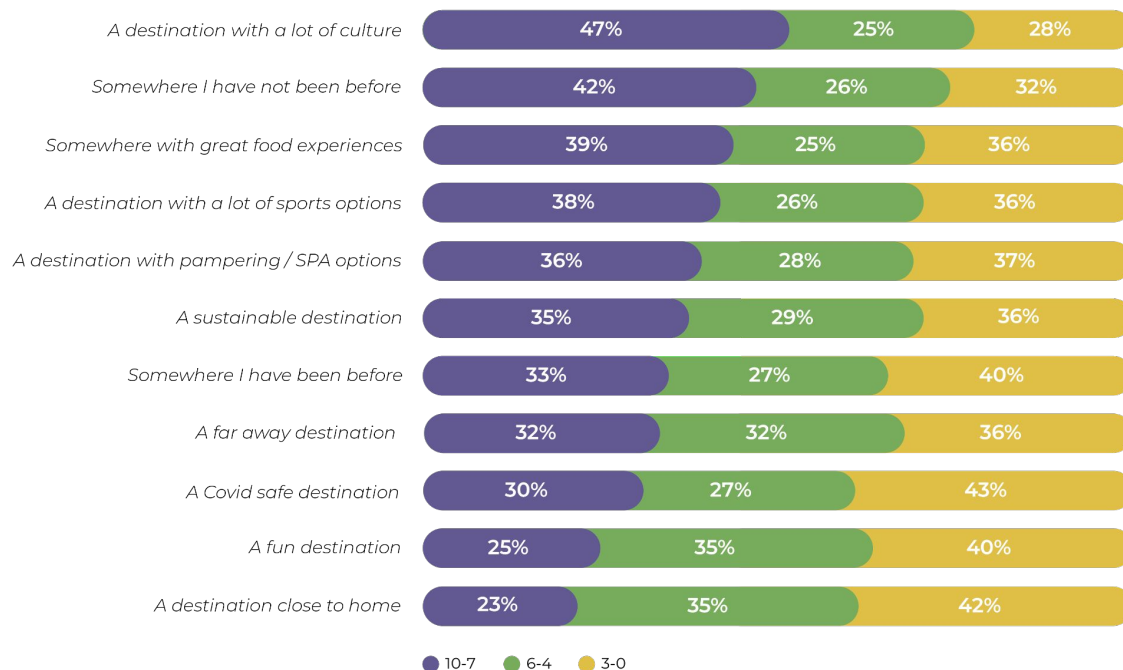
## THE RESULTS & MAIN CONCLUSIONS

### Maghreb data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- A destination with a lot of culture is the number choice when it comes to people from North Africans to find the perfect place to go for their holidays
- North Africans tourists are not interested in holiday destinations with a lot of sport options or places that had a lot of fun experiences
- Only 3 out of 10 North Africans tourists were concerned about the pandemic situation when choosing a holiday destination this year



# THE RESULTS & MAIN CONCLUSIONS

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## **KENYA DATA**

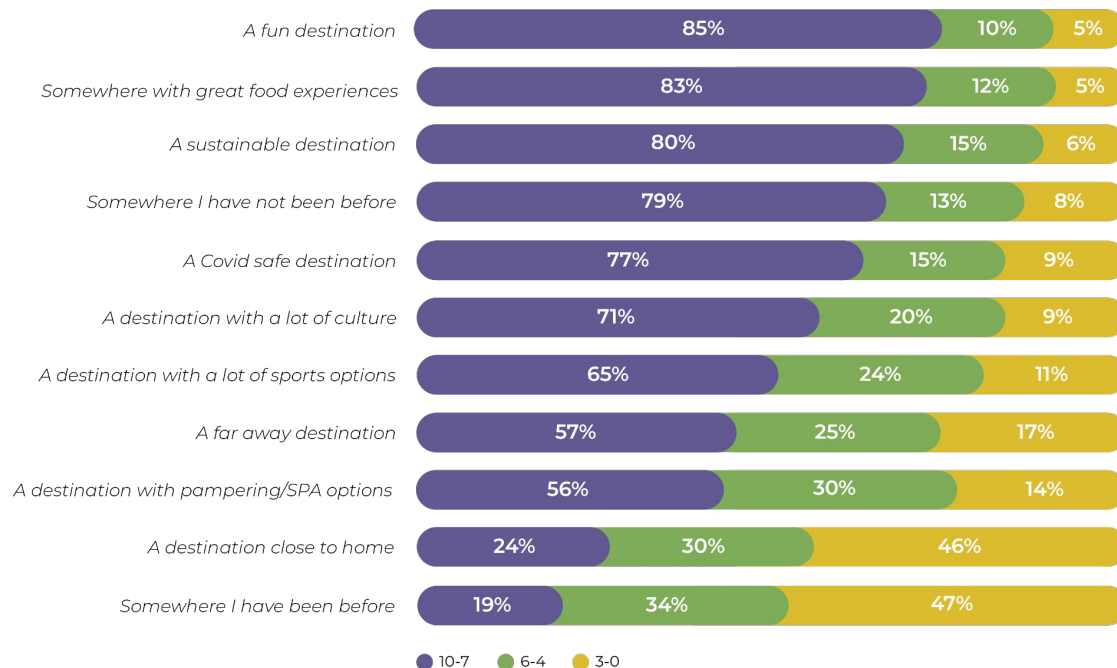
## THE RESULTS & MAIN CONCLUSIONS

### Kenya data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- 85% of Kenyans want holiday destinations with a wide range of fun experiences
- Kenyans tourists are not interested in holiday destinations close to home or places that they have been to before





# THE RESULTS & MAIN CONCLUSIONS

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## **SOUTH AFRICA DATA**

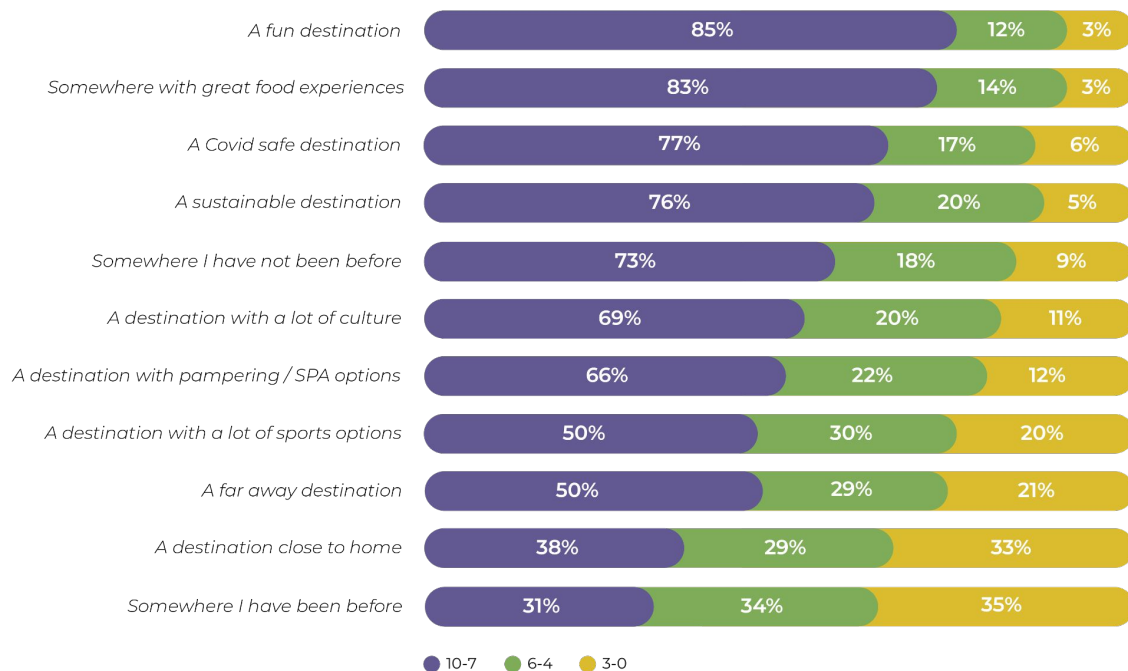
## THE RESULTS & MAIN CONCLUSIONS

### South Africa data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- 85% of South Africans want holiday destinations with a wide range of fun experiences, the same percentage as Kenyans
- South Africans tourists are not interested in holiday destinations close to home or places they have been to before
- 7 out of 10 South Africans tourists were concerned about the pandemic situation when choosing a holiday destination this year





# THE RESULTS & MAIN CONCLUSIONS

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## **IVORY COAST DATA**



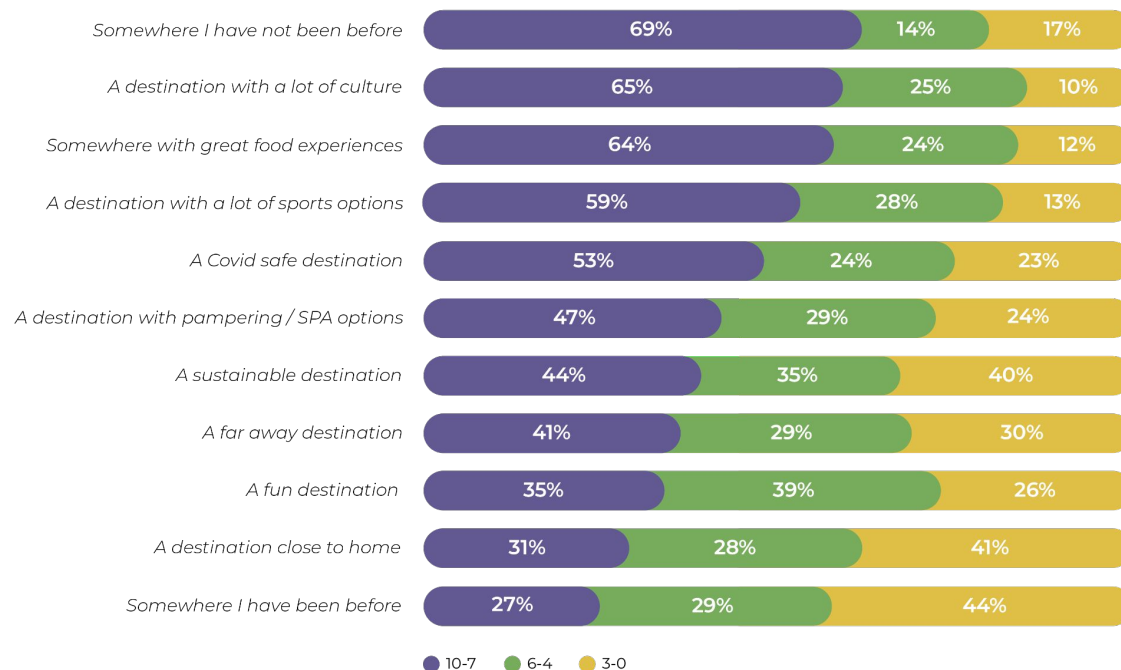
## THE RESULTS & MAIN CONCLUSIONS

### Ivory Coast data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- Ivorians like to visit new places when it comes to choosing their holidays. They are also interested in places with a wide range of cultural offerings
- Ivorian tourists are not interested in holiday destinations close to home or places that they have been to before



# THE RESULTS & MAIN CONCLUSIONS

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## **LATAM DATA**

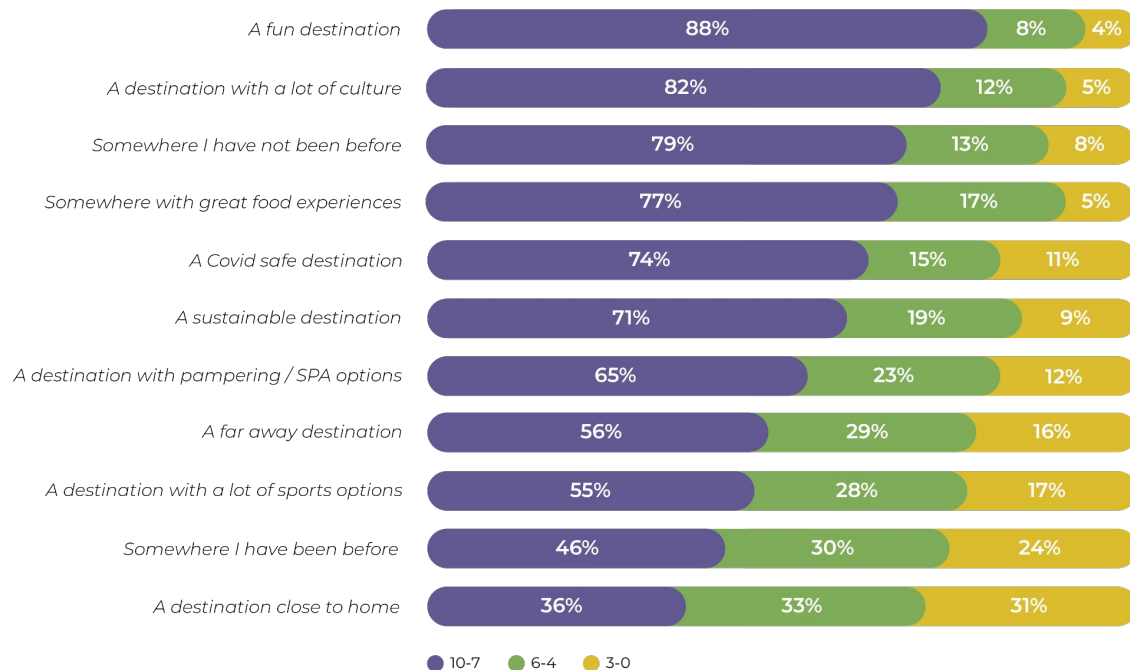
## THE RESULTS & MAIN CONCLUSIONS

### Latam data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- 88% of Latin Americans want holiday destinations with a wide range of fun experiences.
- Latin Americans tourists are not interested in holiday destinations close to home or places that they have been to before
- 7 out of 10 Latin Americans tourists were concerned about the pandemic situation when choosing a holiday destination this year





# THE RESULTS & MAIN CONCLUSIONS

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## **BRAZIL DATA**

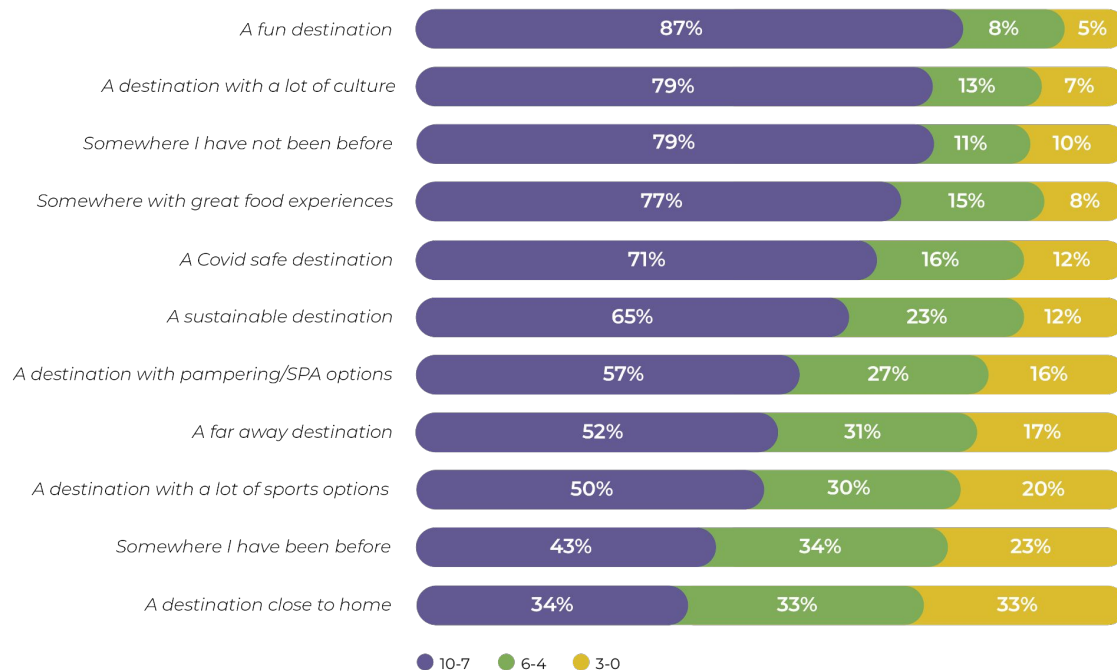
## THE RESULTS & MAIN CONCLUSIONS

### Brazil data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- Brazilians like to have a lot of leisure activities on their holidays, but also many cultural experiences too
- Brazilians tourists are not interested in holiday destinations close to home or places that they have been to before





# THE RESULTS & MAIN CONCLUSIONS

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## **MEXICO DATA**



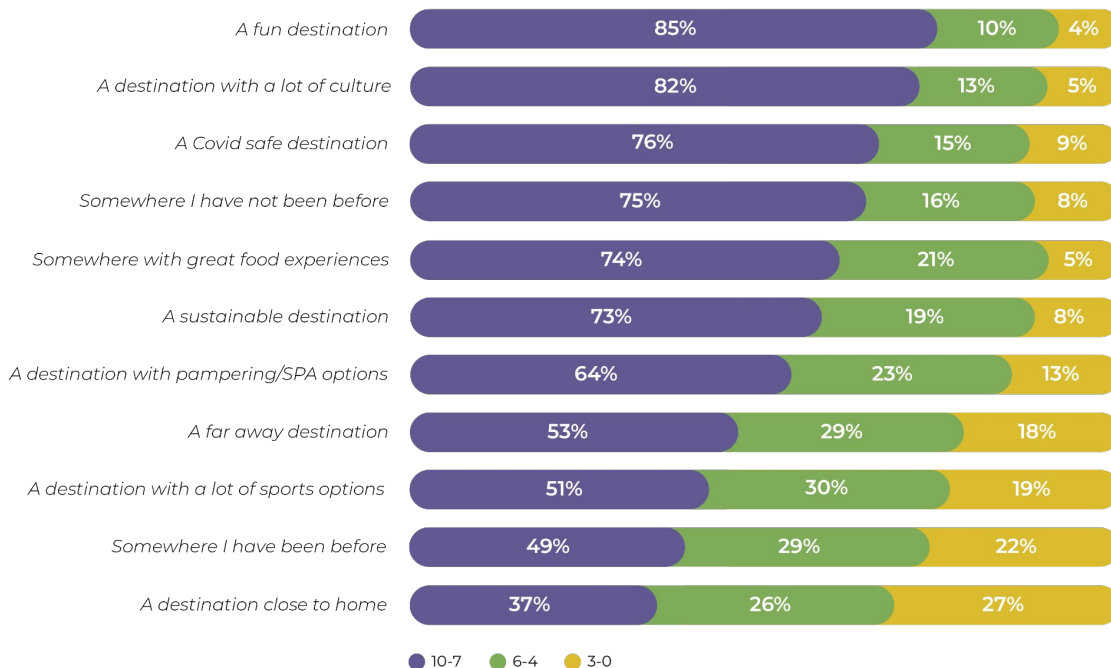
## THE RESULTS & MAIN CONCLUSIONS

### Mexico data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- 7 out of 10 Mexican tourists were concerned about the pandemic situation when choosing a holiday destination this year
- 85% of Mexicans want holiday destinations with a wide range of fun experiences



# THE RESULTS & MAIN CONCLUSIONS

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## **COLOMBIA DATA**

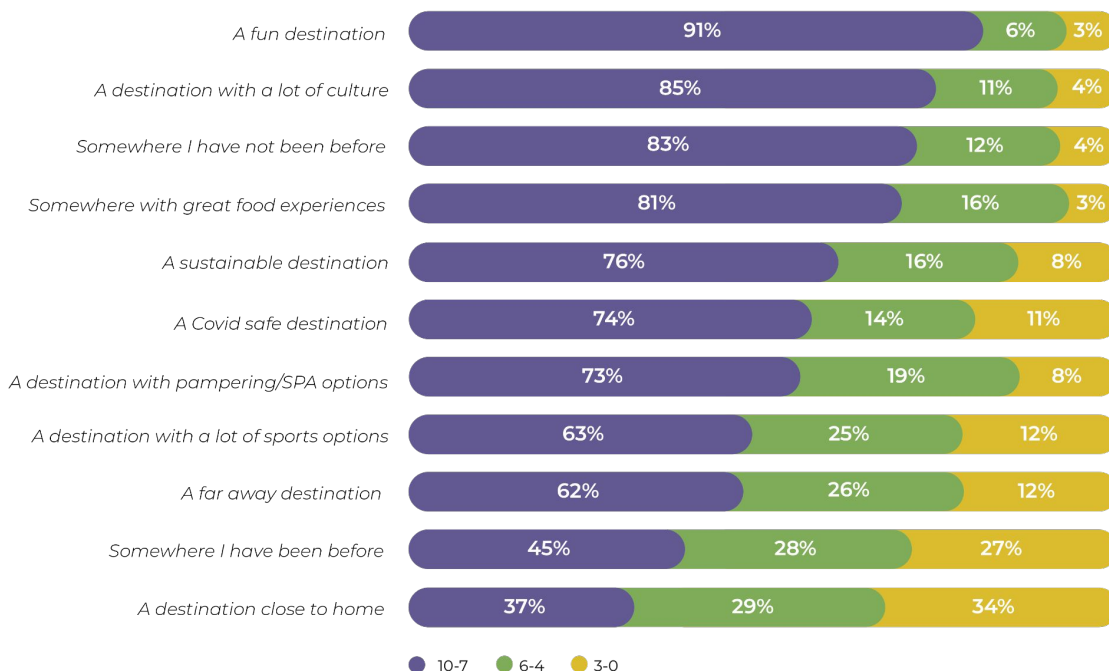
## THE RESULTS & MAIN CONCLUSIONS

### Colombia data

## What is most important to you when choosing your next vacation?

0- being least important to 10- being most important

- 91 % of Colombians want holiday destinations with a wide range of fun experiences.
- Colombians tourists are not interested in holiday destinations close to home or places that they have been to before







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