

eventbrite

TRNDS 2024



Eventbrite's annual event trends
forecasting guide



Neil Frances Live Show / Neil Frances / USA

**CAN YOU FEEL IT? THERE'S AN
ALMOST PALPABLE APPETITE
FOR ADVENTURE IN 2024 —
WITH 21- TO 35-YEAR-OLDS
PARTICULARLY KEEN TO GTFO
TO EXPERIENCE NEW THINGS,
EXPLORE NEW PLACES, AND
MEET NEW PEOPLE.**

WELCOME TO **TRNDS 2024**, EVENTBRITE'S ANNUAL TREND FORECASTING GUIDE, REVEALING WHAT'S NEW AND NEXT FOR LIVE EVENTS.



Discover what eventgoers are saying — what they love, what they're craving, what they're missing. Plus, see how event creators are innovating and optimizing their lineups for the year ahead.

Thankfully, attendees continue to prioritize "experiences over things" and have a deep desire for connection and community. **No wonder attending live events is high on the priority list, especially for younger people.**

The rising cost of living means this coming year will have its challenges, with 60% of creators intending to increase ticket prices to offset rising overheads. Still, the majority of attendees say spending on events is a priority, and most plan to splash as much or more cash on events in 2024 as they did last year.

It's reassuring that **70% of creators feel somewhat-to-extremely optimistic about the year ahead**, and that more than half (53%) plan to put on more events in 2024. As far

as key themes go, nature-bathing, personal transformation, and living in the moment are all so hot right now, with both creators and eventgoers hopeful that this year's events can positively impact people and the planet.

In the live events industry, we know an event is never just a "night out." It's a chance to feel something: catch up with old friends and make new ones. It's a moment of discovery: you might come face-to-face with your next favorite activity, venue, cuisine, or cocktail (and in 2024, that might not be an alcoholic one). It's an opportunity to reset: calm busy hands and soothe a busier mind. And it's a chance to reconnect: with nature, with others, and, most importantly, with ourselves.

As event creators, 2024 is your chance to make those moments happen. Ready?

ALL 2024 TRENDS

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The Great Northern / USA

YEAR OF ADVENTURE

#01 YEAR OF ADVENTURE

We're calling 2024 the Year of Adventure:

people want to experience new things, explore new places, and live their best lives. Last summer's "get out and try stuff" energy grows even stronger, with 61% of 21- to 35-year-olds (and 55% of all eventgoers) leaning into their sense of adventure.

People are willing to spend more on experiences, too: **nine out of 10 plan to attend the same or more events in 2024**, with more than half saying they want to attend more events compared to last year. Seven out of 10 surveyed would rather splurge on an experience over material goods, with the 21- to 35-year-old demographic being 1.4 times more likely to say event spending is a high priority for them.

The Year of Adventure encapsulates multiple layers of consumer desire: yes, people want to get out of their comfort zones and turn their backs on cozy comfort and chillout experiences, but embracing adventure isn't just about scoring tickets. It's about what happens during the experience — and after: **meeting new people, discovering shared interests, building connections, making friends, and finding digital and IRL communities to link with beyond that initial event.**

Creators are eager to accommodate this growing demand, with over half planning to increase the number of events they put on. Encouraging that sense of community and connection is a key priority, with 31% of creators stating they host events primarily to foster connection.

Immersive, experimental, and interactive events, in particular, are big news in the new year.

Think themed speakeasy soirees where you dress up, enter a hidden back room space with a secret password, and drink some Prohibition-era history along with your cocktails.

This adventure-hungry trend extends to the 'bleisure' traveller, who combines work and travel and loves to attend events while exploring the world. In 2024, 65% of survey respondents plan significantly more personal travel, which will incorporate work — a 19% increase from our summer 2023 event trends report.

Happily, creators are already meeting many of the needs of nomadic eventgoers, with 58% saying they plan to provide amenities, facilities, and capabilities that cater to those who might also be traveling and working — a 20% increase from our summer 2023 event trends report.

7/10

eventgoers like to experiment and try new flavors and food

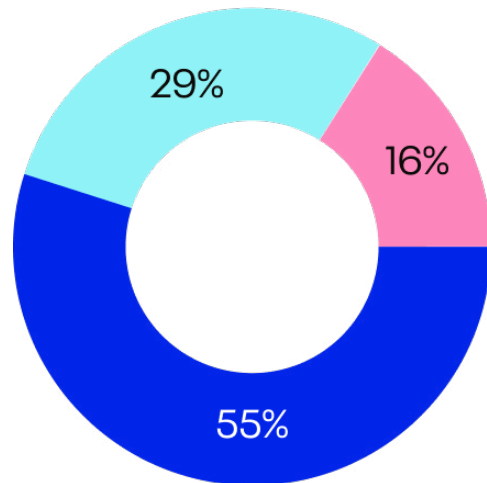
69%

of eventgoers would rather spend on an experience than material goods

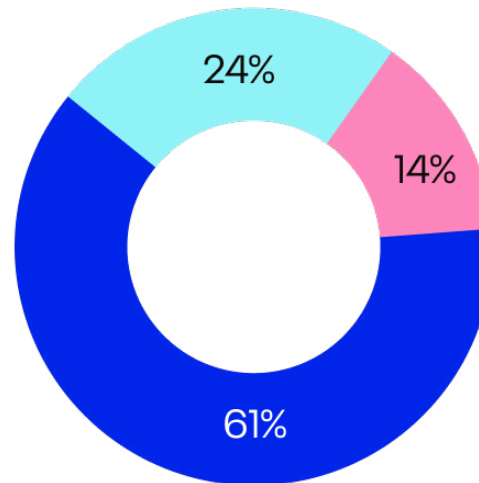
61% OF 21- TO 35-YEAR-OLDS SAY 2024 WILL BE A YEAR OF ADVENTURE

Trying new things, listening to new music, going to new places, and eating new foods. Meeting new people and making new friends. Maybe even a new romance?

TOTAL US CONSUMERS



21-35 YR OLDS



Year of Comfort

Doing your favorite things. Seeing your favorite acts. Listening to the music you grew up with (or grew old to). Indulging in comfort foods (and drinks). Spending time with your besties, your ride-or-dies, and your day-ones.

Year of Chill

Getting away from the hustle and bustle. Engaging in activities that ground you. Recharging your batteries. Listening to music – real music – not noise. Only hanging out with like-minded people.

ADD TO THE ADVENTURE

With adventure sitting high on attendees' agendas, could you sell more tickets, increase prices, and boost audience numbers by introducing an immersive and experiential element to your events? How about creating an immersive experience with local artists or an unforgettable food and drink experience?

Attendees want to make the most of 2024, so don't miss the opportunity to maximize your offer.

AT YOUR BLEISURE

How can you lure bleisure travelers to your event? The three biggest drawcards are: unique local food options, transportation from local hotels to the event venue, and hotel discounts for event attendees.

Don't forget to provide free, stable, high-speed Wi-Fi throughout the venue!



All In Together Now / Pop Pop / USA

**"I WOULD LOVE TO SEE
MORE INTERACTIVE
SPACES THROUGH
TACTILE EXPERIENCES."**

- Emma, 27, event attendee, NYC

"Attendees are increasingly looking for experiences that go beyond the plate, seeking opportunities for interactive engagement and education. Incorporating cooking demonstrations, wine pairings, and behind-the-scenes insights elevates our events and provides a more immersive experience for participants."

- Chef Mimi, Black Food & Wine Experience

"What I try to do is create something they've never seen before. Anything unique, outside of the box, unconventional ... people are more open to going to that than the exact same thing they've seen time and time again."

- Cynthia Daniels, Cynthia Daniels & Co.

#02 THE VIP TREATMENT



#02 THE VIP TREATMENT

How are your tightrope-walking skills? Because this trend requires a bit of balance. Rising cost of living means competition for consumer spend might be higher in 2024. Our data reveals that 60% of creators intend to increase ticket prices in 2024. And though live events in 2024 will retain and grow their share of wallets among eventgoers, only 28% are looking to spend more on events in 2024.

So how can you ensure eventgoers spend their hard-earned cash at your event? More than ever, you need to cater to your target audience to stand out from the crowd.

Our advice? **Make your guests feel extra special by introducing VIP add-ons.** These could include exclusive elements (think tours, tastings, transport), goodie bags, or a loyalty program.

Why not play on attendees' FOMO by introducing invite-only aspects to your event, such as an intimate dinner or backstage access to meet performers? Whatever you choose to do, make sure it feels relevant to your event.

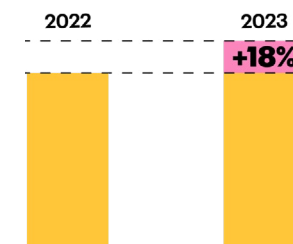
And don't just take our word for it. Attendance at events mentioning "VIP" grew globally by 18% on the Eventbrite platform between January to September 2023, compared to the same period in 2022. Cynthia Daniels offers a VIP element at

three of her events, typically including a lounge, access to special hors-d'oeuvres, a signature cocktail and, in some instances, early entry.

"If it's VIP for a festival versus a social event. I allow them to come in two hours early so they can chat before the crowds get there, meet in the food truck line, check out the bands," says Daniels. "Those types of things are important to VIPs that don't necessarily want to be around crowded spaces."

Duck Club Entertainment will also host an exclusive VIP lounge area at its flagship event, the five-day Treefort Music Fest, for the first time in Treefort's 12-year history. The VIP area will be accessible to fans who have splashed out extra cash on a pass upgrade or purchased an access-all-events pass (the "frequent flyer" program with a digital passport, which grants access to 250+ shows a year, including two music festivals and lets fans skip the lines at Treefort).

"We really want to have engaging experiences for fans, and we're hoping to do it by having more activations with sponsors," says Megan Stoll, co-founder and CMO of Duck Club.



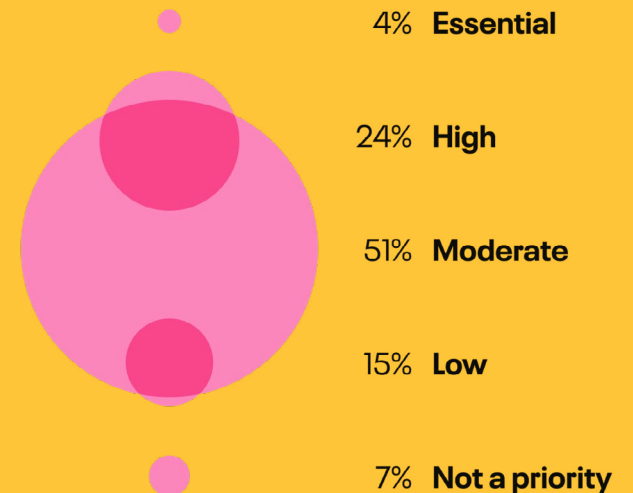
Attendance at events mentioning "VIP" grew globally by 18% on the Eventbrite platform between January to September 2023, compared to the same period in 2022

60%

of organizers intend to increase their ticket prices in 2024

78% OF ATTENDEES PLAN TO SPEND AS MUCH OR MORE ON EVENTS IN 2024, COMPARED TO 2023

HOW MUCH OF A PRIORITY WILL SPENDING ON LIVE EVENTS BE IN 2024 FOR 21-35 YEAR OLDS



21- to 35-year-olds are **1.4x more likely** to say event spending is a **HIGH** priority

Rickshaw Stop/ Popscore / USA



"The importance of providing something extra at an event cannot be overstated. Extra touches could include surprise performances, exclusive access, or complimentary offerings. These elements contribute to a more positive emotional experience, making attendees feel valued and appreciated."

- **Chef Mimi**, Black Food & Wine Experience

"If you sign up in advance and add this VIP program, you get extra perks for a discounted price (like a second beer, a cool T-shirt, a super fun wristband), which really creates that kind of built-in ambassador program."

- **Morgan Jappe**, Brewery Running Series

UNFORGETTABLE EXPERIENCES

Take inspiration from the year's biggest pop culture moments to make your event memorable and allow attendees to connect over a shared experience. Think of the sea of feather boas and cowboy hats at Harry Styles' 2023 concerts or Beyoncé's silver-clad fans at her Renaissance tour.

In fact, 41% of 21- to 35-year-olds enjoyed wearing themed outfits with friends to events/concerts, while another 41% would be enticed by different or unusual merchandise to commemorate a special experience.

And make sure your attendees are set up to share this extra-special experience and do valuable word-of-mouth marketing for you! Strong Wi-Fi is now an expectation rather than an exception at events, so make sure your tech doesn't let you down.



Dead Man's Luau / Wes Chiller / UK



BACK TO NATURE

Camp Dyketopia / Dyketopia Comedy / USA

#03 BACK TO NATURE

As the collective feeling of climate urgency mounts, both eventgoers and organizers are looking to get more green in 2024. This trend reflects an **interest and emphasis on planet-protecting efforts and initiatives and a growing appetite for nature-based events and activities.**

Three-quarters of 21- to 35-year-olds (and 69% of all attendees) feel more positive about events that enable them to connect with and immerse themselves in nature. While this can encompass nature runs and hikes, foraging, and forest bathing (connecting with nature in a meditative, therapeutic way), don't forget there are plenty of opportunities for unexpected nature-based activities, too. Think of outdoor comedy sessions and community bike rides that teach cyclists about the area's local history as they speed through it.

Seeking out nature-themed activities in urban settings will become increasingly common in 2024

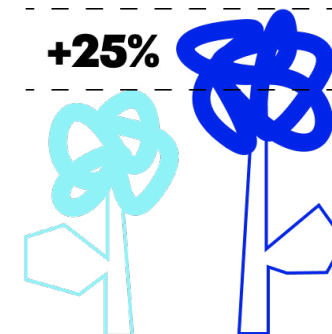
At Brooklyn wellness destination Gaia Nomaya, attendees do breathwork and yoga sessions inside a salt cave.

"Embracing nature in our events provides attendees a unique and rejuvenating experience," says Sara Ramirez Loaiza, Gaia Nomaya co-founder and wellness director. "As this trend evolves, **we anticipate a continued emphasis on holistic well-being**, and organizers can enhance it by incorporating sustainable practices and immersive nature elements in their events and gatherings."

Sustainability also informs Did You Khado's hands-on cooking sessions, run by husband-and-wife chefs Raina and Gautam. The company is vegetarian (the chefs even run a 100% vegan sushi class using vegan salmon made from tapioca flour), with the goal of teaching students how to be more confident — and less wasteful — in the kitchen.

"We have the ethos of wanting to bring back the flavors of our grandparents while also keeping in mind sustainability in the kitchen, so we talk about how to reuse ingredients, how to make stock," Gautam says. "It's a little bit of a meditation exercise coming to our class. It's very immersive. Even from the scenery, there's a lot of greenery around, so you kind of get lost."

+25%



Attendance at events focused on nature and the outdoors grew globally by 25% on the Eventbrite platform between January and September 2023, compared to the same period in 2022

61%

of organizers are looking to plan more eco-friendly experiences in 2024

75% OF 21- TO 35-YEAR-OLDS FEEL MORE POSITIVE ABOUT EVENTS THAT ENABLE THEM TO CONNECT WITH NATURE

Two-thirds of attendees overall (and 73% of 21 to 35-year-olds) feel happier knowing there is a conscious effort to make an event sustainable.

"I'd like to take advantage of living in a rural area by doing more outdoor activities like hiking and kayaking, especially if my pup can join me... I'd love more events that are dog-friendly!"

- Rebecca, 36, event attendee, Vermont

SUSTAINABILITY SHOWS YOU CARE

Attract eco-conscious attendees by keeping Mother Nature in mind — **6 out of 10 (61%) organizers say it's important to make events as sustainable as possible and minimize their environmental impact.** But what do planet-loving punters want?

WHICH OF THE FOLLOWING WOULD MAKE YOU FEEL ORGANIZERS ARE COMMITTED TO MAKING AN EVENT AS SUSTAINABLE AS POSSIBLE?

Responsible event management to minimize waste

67%

Clearly marked recycling receptacles

62%

Food/organic waste composting receptacles

62%

Commitment to source materials locally to reduce transportation/production emissions

57%

Show your commitment to having a positive impact by introducing a few sustainability initiatives to your 2024 events.

"As city life gets busier, the desire to connect with nature is growing. More New Yorkers are actively seeking ways to immerse themselves in natural settings within the urban jungle for a sense of balance and tranquility. Not everyone has the capacity to go on a long trip to nature or travel for days; that's why experiences that ignite that connection are slowly growing."

- Sara Ramirez Loaiza, Gaia Nomaya

HEALTHY HEDONISM



#04 HEALTHY HEDONISM

A recurring theme of this year's trends report is attendees' appetite for adventure, making memories, and enjoying immersive experiences. **But just because they want to lose themselves in the moment doesn't mean they want to lose their phone in the process.**

Welcome to healthy hedonism. These two words might sound like they sit on opposite ends of the event spectrum, but with adventure-hungry eventgoers seeking pleasure while prioritizing balance, it feels just right.

From celebrities to social clubs, Gen Z is paving the way for a more sober and sober-curious going-out culture. It's never been more important to cater to the 54% of 21- to 35-year-olds who would find an event offering zero-proof and low-alcohol drink options appealing. Especially as 64% of these respondents would pay a higher ticket price for such events.

Low- and no-alcohol events grew globally by 73% on the Eventbrite platform between January to September 2023, compared to the same period in 2022. In 2024, expect more sober-curious events across the board, from morning raves like DAYBREAKER to sober social mixers and speed dating events.

Creators and venues don't have to be fully sober-dedicated spaces to participate in this trend and grow their communities. According to Whitney LaMora, creative director at Chicago's Dorothy, a neighborhood cocktail lounge dedicated to the lesbian and queer community, hosting certain nights and events for the sober and sober curious "simply expands our reach as a location that understands that community exists and is important inside our establishment, just as folks who imbibe are ... As with any event, recognizing a community you may not be reaching and can expand access to is always key."

Seven in 10 eventgoers aged 21 to 35 feel more positive about attending events that consider accessibility accommodations and cultivate inclusive environments, and providing no/low beverages is one no-brainer way to make any event more inclusive.

54%

of 21- to 35-year-olds would find an event offering zero-proof and low-alcohol drink options appealing

**LOW- AND NO-ALCOHOL
EVENTS GREW GLOBALLY
BY 73% ON THE EVENTBRITE
PLATFORM BETWEEN
JANUARY AND SEPTEMBER
2023, COMPARED TO THE
SAME PERIOD IN 2022**



Trap Yoga Bae / Trap Yoga Brooklyn / USA

BREAK THE ICE

Absence of Proof hosts a range of sober activity-based events, from card-making to booze-free mixology sessions, to help diffuse any awkwardness on a night out.

"If you're new to socializing without alcohol, it can be daunting, and social anxiety can be high. **Having various activities at events helps facilitate organic conversation,**" says Absence of Proof founder Elizabeth Gascoigne. "If you're all playing a card game, for instance, it's easier to introduce yourself and avoid the awkwardness that can come with an event where you don't know anyone."

"AS WITH ANY EVENT, RECOGNIZING A COMMUNITY YOU MAY NOT BE REACHING AND CAN EXPAND ACCESS TO IS ALWAYS KEY."

- Whitney LaMora, Dorothy



Minnesota Brewery Running Series / Badger Hill Brewing Co / USA

"With trends in the brewing industry these days, you don't even have to drink beer! Seltzers and NA beverage options are available at most of our participating locations, and while yes, we as organizers love a good post-run IPA, it's never been about the booze."

- Morgan Jappe, Brewery Running Series



Gong / Brenan Duncan / UK

EVENTS AS SELF-CARE

#05 EVENTS AS SELF-CARE

2024 heralds the era of events as self-care, where **people actively seek transformative experiences to improve their well-being**. People have accepted that taking time for themselves isn't indulgent; it's essential. It is a top priority for eventgoers to cultivate hobbies and attend events that allow them to unwind, create, reenergize, and learn.

Seventy-two percent of eventgoers (75% of 21- to 35-year-olds) feel positive towards events that offer a meaningful, transformative experience.

From work-related burnout to media overload, our collective mental health is in a fragile place, and events that can give people a mental health boost will be a key differentiator for organizers going forward. Six in 10 eventgoers (65% of younger attendees) favor events empowering attendees to take control of their well-being, health, and longevity.

"Prioritizing self-care has been on all our minds for a while. And while everyone has their own definition — it often involves healthy activity, being mindful of what you're putting in and on your body, and finding ways to connect with others," says Morgan Jappe, co-founder and CMO Brewery Running Series. "Our events check all of those boxes."

From sound baths to rooftop yoga sessions, ecstatic dance to breathwork, workouts for the mind — which typically offer plenty of body benefits, too — are what people are clamoring for. Of those seeking transformation, most (59%) define an experience as transformational if it improves their state of mind.

However, this doesn't mean the event itself has to be cheery. **Exploring tricky-to-talk-about concepts like death and grieving in community settings is a micro-trend starting to gain traction.** From raves and formal dinner parties enabling people to grieve together to past life regression sessions (which have over 400 million views on TikTok) where people explore healing for past lives.

People are happy to pay for these feelings, too. Of those interested in attending such events, 79% would pay more for entertaining or informative events that are also meaningful or transformative experiences, while 74% (and 81% of 21- to 35-year-olds) would pay more for an event that left them empowered to take control of their well-being, health, and longevity.

+21%

Attendance at health and wellness events grew by 21% globally on the Eventbrite platform between January and September 2023, compared to the same period in 2022

63%

of event attendees feel positively about events that allow them to take control of their wellbeing, health, and longevity

72% OF EVENTGOERS (75% OF YOUNGER ATTENDEES) POSITIVELY FAVOR EVENTS THAT OFFER A MEANINGFUL, TRANSFORMATIVE EXPERIENCE



72% total consumers

75% 21- to 35-year-olds

Value an entertaining or informative event that is also a meaningful, transformative experience



69% total consumers

75% 21- to 35-year-olds

Value enabling new experiences spaces for event attendees to connect and immerse themselves in nature



63% total consumers


65% 21- to 35-year-olds

Value events that empower attendees to take control of their wellbeing, health, and longevity

EVENTBRITE CONNECTED OVER SIX MILLION PEOPLE TO HEALTH AND WELLNESS EVENTS IN 2023, AND 4.7 MILLION TO EVENTS FOCUSED ON CAREER GROWTH, ACTIVELY CONTRIBUTING TO PERSONAL AND PROFESSIONAL WELL-BEING.



Mystic Journey / Dynasty Elektrik Crystal Sound Bath / USA



"I think events add value to the idea of self-care. **Gathering with others in any experience creates connection**, and there's a seemingly endless space and opportunity to keep coming up with fun things for us all to enjoy."

- **Morgan Jappe**, Brewery Running Series

"Events and classes provide a safe space to tune into our inner guide, fostering a connection with our true nature and profound desires. These experiences not only offer a respite from our daily routines but also give us the opportunity to recharge, redirecting our full energy towards our goals. They play a crucial role in enhancing mental well-being, seamlessly blending joy, wisdom and relaxation for a holistic rejuvenation."

- **Sara Ramirez Loaiza**, Gaia Nomaya

"In 2024 I want to do a pottery class. I'd love to see more old-fashioned photo booths and crafty get-togethers at events. Like the library hosted for children growing up... but for grown-ups."

- **Jolea**, 23, event attendee, Rochester, NY

EVENTS THAT ENHANCE ATTENDEES' LIVES

Join the 77% of organizers — up 7% from last year — who say providing an entertaining or informative event that is also a meaningful, transformative experience is extremely-to-very important.

From creative conference themes that capture attendees' attention and keep them interested and energized to introducing elements designed to support attendees' mental health, the focus should be on delivering maximum value, whatever the event.



INNOVATIVE MARKETING



#06 INNOVATIVE MARKETING

Grabbing attendees' attention in increasingly unusual ways is going to be something to experiment with in 2024 — and it's something organizers need to be thinking about more, especially when it comes to standing out in crowded markets like New York and LA, where bright, shiny, noisy things get attention.

The more immersive, interactive, experiential, and out-of-the-box your marketing idea is, the better.

We know that such approaches can build trust with your audience, humanize your brand, and differentiate you from other organizers. What's not to love?

Limited-time pop-ups like Gascoigne's Absence of Proof events are having a moment, tapping into the hunger for the ephemeral and experiential. **The limited-time 'catch us while you can' approach plays on eventgoers' FOMO and a desire for exclusivity** but also adds an element of surprise and mystery to keep returning customers on their toes.

"Sticking with events rather than opening a brick and mortar establishment allows us to partner with other small businesses and event communities to curate the absolute most exciting event possible,"

Gascoigne says. "We just did a goat and mocktail happy hour, for example, where people drank non-alcoholic cocktails and hung out with 15 goats. It was awesome."

While flash mobs, gamified scavenger hunts, art installations, and secret locations/passwords will also build up buzz ahead of an event — or better yet, go viral on social — a bold yet consistent approach can help organizers get noticed and stay memorable.

Take Trap Yoga Bae as an example. "I'm a guerilla marketer. I chose a color — now known as Trap Yoga Bae blue — dyed my hair and never changed it. When you see that color, you'll think of me," explains founder Britteny Floyd-Mayo. "People send me pictures of cars and shirts in that color. Now, if I've got branding and my name isn't on it, people should still feel my energy. Own a feeling, a color or a mood."

USE ART TO ATTRACT ATTENTION

Street art and murals have been eye-catching promotional options for years. However, many brands are now embracing more eco-friendly and organic alternatives. Like reverse graffiti — also known as clean or green advertising — where temporary or semi-permanent images are applied to walls and pavements using a stencil and a water jet to wash away the dirt. Also, chalk does not require chemicals — and costs considerably less.

Get creative yourself or partner with a local artist to draw (quite literally) people to your event



Gong / Brennan Duncan / UK

DISCONNECT TO CONNECT

#07 DISCONNECT TO CONNECT

Team phone or team no phone? It's a tricky one. We're all for social sharing — it transforms attendees into advocates, relies on the organic spread of information through existing social networks, and is a cost-effective way to promote events.

But we also want attendees to be in the moment instead of seeing an event through their smartphone screen.

Thankfully, our survey reveals that — on the whole — attendees share this sentiment. Regarding concerts and festivals, 66% of all attendees (and 70% of 21- to 35-year-olds) say they don't pay much attention to photo opportunities and are only there for the music. Similarly, #foodporn might be falling out of favor, with 76% of all attendees who go to food festivals saying they prefer dishes that taste amazing, even if they are not very photogenic.

In keeping with the Year of Adventure trend, attendees want to immerse themselves in the experience fully. This trend of "disconnecting" during events is something Chef Gautam of Did You Khado notices when running his immersive cooking classes: everyone's so busy with the ingredients they're not on their phones.

"Our students actually comment: 'I got so lost in the cooking class, I didn't even remember to take out my phone.' You'll notice that a lot of the photos taken are after the fact or taken by me. The customers typically really immerse themselves in our experience," Gautam says.

Not only are attendees immersed in the cooking, not having their phones is also helping them make IRL connections. "More often than not, people will come to our class not knowing one another, and they will sometimes come back as friends for the next one. There's a lot of bonding that happens," Gautam says.

70%

of 21- to 35-year-olds reveal they don't pay much attention to photo ops and are only there for the music

76%

say they "prefer dishes that taste amazing even if they are not very photogenic."

THE BEST OF BOTH WORLDS

It's up to you which way you want to go with this one. Maybe you gently encourage event-goers to keep phone use to a minimum, ban photography and recording, or even ask people to lock their phones away upon entry. Either way, make sure the policy is clear up front by putting it on your ticketing page, social media, website, and in any emails you send out prior to the event.

Also, reassure attendees that you will make shareable content available by posting or emailing official videos or photos as soon as possible after the event.

Then again, if you're happy to allow photography and recording at shows, just remember to promote your handles and hashtags!

"A lot of the photos taken are after the fact or taken by me. The customers typically really immerse themselves in our experience."

- Chef Gautam, Did You Khado

"I like to have some level of phone and digital interactivity at events, but it is also important to me to put my phone down and enjoy the atmosphere without looking through a lens."

- Megan, 34, event attendee, Melbourne, Australia

Macoletta Pizza Making Class / Macoletta Williams / USA

2024 IS SHAPING UP TO BE A YEAR FULL OF OPPORTUNITIES FOR EVENT ORGANIZERS, WITH THE MAJORITY FEELING OPTIMISTIC ABOUT THE YEAR AHEAD.

Attendees are hungry for adventure, as well as nature-based, transformative experiences and there's a keen desire to be in the moment — for some, that means no phones; for others, no alcohol.

The rising cost of living means organizers may have to think outside the box to stand out from competitors and offer eventgoers something special. But with attendees, particularly 21- to 35-year-olds, continuing to prioritize experiences over things we hope the challenge feels more like an invitation to create even greater events in 2024.

Feeling inspired and ready to host your next event?

WE'D LOVE TO HELP.

Eventbrite partnered with MarketCast on an online survey among organizers and attendees between the ages of 18 and 54 in US, UK / IE and AU/NZ, sourced from online panels and Eventbrite's own database. We surveyed 1999 individuals between 10/25/2023 and 11/08/2023. Internal Eventbrite trend data was also utilized.

All consumers surveyed had attended at least one paid qualifying event in the last 24 months. Organizers surveyed had produced, hosted, or planned at least two events in the last 24 months, including a summer event.

Each market has its own dedicated Eventbrite 2024 Annual Event Trends Report.