

# White Paper: Event Trends in 2024 – Event Host Data



## Introduction

The events industry has undergone significant transformations in the past few years. As we progress into 2024, it is crucial to analyze emerging trends to adapt and thrive in this ever-evolving landscape. This white paper presents insights gleaned from a survey conducted among event organizers and professionals, shedding light on changes in event attendance, RSVPs, support, costs, and emerging trends.

## Methodology

The survey collected responses from 157 Colorado event organizers and industry professionals regarding changes observed in event dynamics and emerging trends from 2022 to 2023. Respondents were asked to check multiple options for each question, providing a comprehensive view of trends and observations.

## Key Findings

### Event Attendance

*Increased Attendance:* A substantial portion (40.7%) reported a significant increase in event attendance compared to pre-pandemic levels.

*Decreased Attendance:* Conversely, a significant percentage (62.9%) noted a decrease in event attendance, indicating varied impacts across different events.

*Event RSVPs:* Last-Minute RSVPs: A majority (57.7%) reported a trend of extremely last-minute RSVPs, indicating a shift in planning behavior among attendees.

*Unpredictability:* Over two-fifths (42.3%) observed unpredictable RSVP patterns, suggesting challenges in gauging event turnout.

*Increased Walk-Up Requests:* A significant portion (23.1%) noted an increase in guests expecting last-minute ticket availability by walking up to events.

### Event Support

*Decrease in Support:* A significant proportion (48%) reported a decrease in event support, indicating potential challenges in securing sponsorships, donors, and volunteers.

*Mixed Support Trends:* Some respondents (32%) noted fluctuations, with support increasing in certain areas while decreasing in others.

*Event Costs:* Significant Cost Increase: A vast majority (70.4%) reported a significant increase in event costs, posing challenges for event organizers.



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*Factors Driving Cost Increase:* Increased costs were attributed to various factors, including food and beverage expenses along with staffing.

### Importance of Events

*Engagement and Connection:* A majority (81.5%) affirmed events as a great way to engage with others and important for connecting with the right people.

*Workload Perception:* While events were acknowledged as important, a significant portion (63%) recognized them as a lot of work, highlighting the operational challenges.

### Emerging Trends

*Touchless Technology: Ticketing and Payment:* A majority (57.7%) anticipated a surge in touchless ticketing and payment systems, aligning with evolving health and safety preferences.

*Sustainability: Green Events:* Nearly a third (34.6%) anticipated a rise in eco-friendly events, reflecting a growing emphasis on sustainability within the events industry.

### *Experience Enhancement:*

*Quality Experience:* A significant proportion (57.7%) predicted a trend towards more quality-focused experiences, emphasizing the importance of attendee satisfaction.

*Event Size and Format: Diverse Event Sizes:* Respondents anticipated both larger (7.7%) and smaller (46.2%) events, suggesting a diversification in event formats to accommodate varying preferences.

*Inclusivity and Accessibility: ADA-Friendly Events:* A notable portion (26.9%) predicted an increase in ADA-friendly events, highlighting a commitment to inclusivity.

*Neurodivergent Support:* Additionally, respondents anticipated support for neurodivergent attendees and non-alcoholic options (3.8%), indicating a growing awareness of diverse attendee needs.

### Virtual and Hybrid Events

*Virtual Accessibility:* A significant percentage (38.5%) foresaw continued popularity of virtual and virtually-friendly events, reflecting a persistent demand for remote engagement options.

### Research Conclusion

The events landscape in 2024 is characterized by dynamic shifts in attendance, RSVP patterns, support, and costs. Despite challenges, opportunities abound with emerging trends focusing on technology integration, sustainability, enhanced experiences, inclusivity, and diversified event formats. By embracing these trends and shifts in attitudes, event organizers can navigate uncertainties and deliver memorable experiences in the post-pandemic era.

*Note: The findings presented in this white paper are based on survey responses and reflect the perspectives of the respondents. Actual trends and observations may vary based on regional, sectoral, and organizational differences.*



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