

White Paper: Event Trends in 2024 – Attendee Perspective



Introduction

Understanding the evolving dynamics of public events is crucial for event organizers to tailor experiences that resonate with attendees. This white paper analyzes survey responses from individuals who attended public events in 2022 and 2023 in Colorado, aiming to uncover trends and preferences shaping the events landscape in 2024.

Methodology

The survey gathered insights from 165 respondents who consider themselves frequent event guests, regarding changes in event attendance, RSVPs, support, ticket costs, and emerging trends. Additionally, it explored attendee preferences for elements of charity/non-profit events, focusing on both appreciations and areas of lesser importance.

Key Findings

Event Attendance

Decreased Attendance: The majority (64%) reported a noticeable and significant decrease in event attendance compared to pre-pandemic levels, noting an increase in number of event options and variety of choices.

Event RSVPs

Unpredictable RSVPs: A significant portion (45.8%) observed unpredictable RSVP patterns, suggesting challenges in gauging event turnout and planning logistics accordingly.

Event Support:

Decreased Support: A notable proportion (34.8%) noted a decrease in event support from sponsors, donors, and volunteers, signaling potential challenges in fundraising and organizing events.

Event Ticket Costs:

Increased Costs: A considerable number (36%) reported a significant increase in event ticket costs, highlighting financial challenges for attendees and potential barriers to participation.

Event Trends:



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Quality Experience Focus: The majority (76.9%) anticipated a trend towards a more quality-focused event experience, emphasizing the importance of attendee satisfaction and engagement.

Touchless Technology: A significant percentage (76.9%) foresaw a surge in touchless ticketing/payment systems, reflecting evolving health and safety preferences among attendees.

Smaller Events: A substantial portion (34.6%) predicted a rise in smaller, more intimate events, suggesting a shift towards more personalized experiences.

Charity/Non-profit Events Preferences

Quality Experience: A vast majority (84%) appreciated well-thought-out experiences, emphasizing the importance of event planning and execution in fundraising success.

Alcohol Availability: A significant portion (72%) valued alcohol availability at charity/non-profit events, indicating preferences for social and relaxed atmospheres.

Learning Opportunities: Most respondents (60%) appreciated the opportunity to learn more about the non-profit and its work, emphasizing the importance of mission awareness and education.

Least Appreciated Elements:

Virtual Attendance Option: A minority (4%) found virtual attendance options less important, suggesting a preference for in-person experiences and interactions.

ADA Friendly: A minimal percentage (4.3%) considered ADA-friendly elements less important, highlighting the importance of inclusivity and accessibility in event planning.

Research Conclusion

The survey findings underscore the nuanced preferences and evolving expectations of event attendees in 2024. As public events continue to adapt to post-pandemic realities, organizers must prioritize quality experiences, embrace touchless technology, and cater to diverse attendee needs to ensure successful and inclusive events. By understanding and leveraging attendee feedback, event organizers can navigate challenges and capitalize on emerging trends to create memorable and impactful experiences in the years ahead.

Note: The insights 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 demographic factors, event types, and regional differences.



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