

Event trends





EVENTBRITE'S ANNUAL EVENT
TRENDS FORECASTING GUIDE,
REVEALING WHAT'S NEW AND
NEXT FOR LIVE EVENTS.

ALL 2024 TRENDS

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ADVENTURE**

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All In Together Now / Pop Pop / USA

**"I'M ALL ABOUT
KEEPING IT
INTERESTING, SO
DEFINITELY WANT
ADVENTURE IN 2024."**

- Michelle, 38, event attendee, Cork

"We live in a society where we have lots of virtual reality devices and effects. Immersive theatre brings the audience into the heart of the action and encourages them to be an actual part of it, not a virtual part of it."

- Emily Chatfield-Lewis, Histoire Productions

"We use the best make-up artists, the best actors, and the best storylines, all to make the audience react. We've seen increased public demand and a willingness to let go and fall into an immersive adventure."

- Joe Carruthers, Scream Aloud



VAN GOGH

THE IMMERSIVE EXPERIENCE

fever

#The VIP Treatment



Goodie Bags



Loyalty
Programmes



Tours, tastings and
Transport



A background photograph showing two women in conversation at what appears to be a social event. The woman on the left has curly hair and wears glasses and a dark top, smiling and touching her chin. The woman on the right has her hair in a bun, wears glasses, and a leopard-print top. The background is slightly blurred, showing other people in a dimly lit setting.

"We are all about equality, diversity and inclusion, and the best way to practise what we preach is to make all our guests feel valued and special."

- Paul Allimadi, VibeLdn Events

"When people pre-order, they automatically start stacking up the bar spend at the venue, which is especially big when your hire fee will be reduced if you hit a minimum spend. So that premium VIP service boosts our reputation, but it also helps the balance sheet when it comes to contracting with our venues."

- Mateen Hepburn, Busspepper Productions

"Nobody remains untouched by the financial situation so we want it to be affordable and we want to give people the level of customer service that makes them feel special."

- Mateen Hepburn, Busspepper Productions



TAYLOR SWIFT DIAMOND PACKAGE

£749 INC VAT

- Reserved ticket in a central seating block on Level One
- Champagne and Cocktail Reception
- Premium grazing menu
- Complimentary beers, premium wines and soft drinks from when doors open until show starts for one hour post show
- Bespoke drinks options available through the show
- Access to hospitality lounge throughout
- Access to one hour post-show party with dance floor & DJ
- Concert goodie bag



[ENQUIRE NOW](#)



#Back to Nature

75% of attendees said they would pay a higher amount for nature connected events

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



“Nature is extremely important to me. **I’ve not done many organised nature events but would be interested if they didn’t come across as very busy and commercial.** I’ve been doing small female-only surf retreats with friends for a couple of years which have been amazing because it’s been active, challenging and a great chance to meet an inspiring group of new women!”

- Frances, 31, event attendee, Wiltshire

#Healthy Hedonism

+ 76% increase in no and low alcohol events

Partying and wellness will continue to merge



#Healthy Hedonism

Over 200 chapters worldwide

All are welcome to join us on the roads, trails, and beyond. We believe that enjoying great beer and doing a bit of physical activity can help you create the perfect run-life balance. You don't have to be a runner to join, but you might just become one.



BREAK THE ICE

New York-based Absence of Proof hosts a range 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 socialising without alcohol, it can be daunting, and social anxiety can be high. Having various activities at events helps facilitate organic conversation," says 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."

"PEOPLE WANT TO DO FUN THINGS, THEY JUST DON'T WANT TO WAKE UP WITH A RAGING HANGOVER AND ANXIETY THE NEXT DAY!"

- **Millie Gooch**, Sober Girl Society



"Equality of experience is important and serving alcohol-free in the same way as alcohol is essential. Guests shouldn't need to hunt for a warm glass of orange juice at the back of the room... that's so 2019!"

- **Laura Willoughby**, co-founder Club Soda

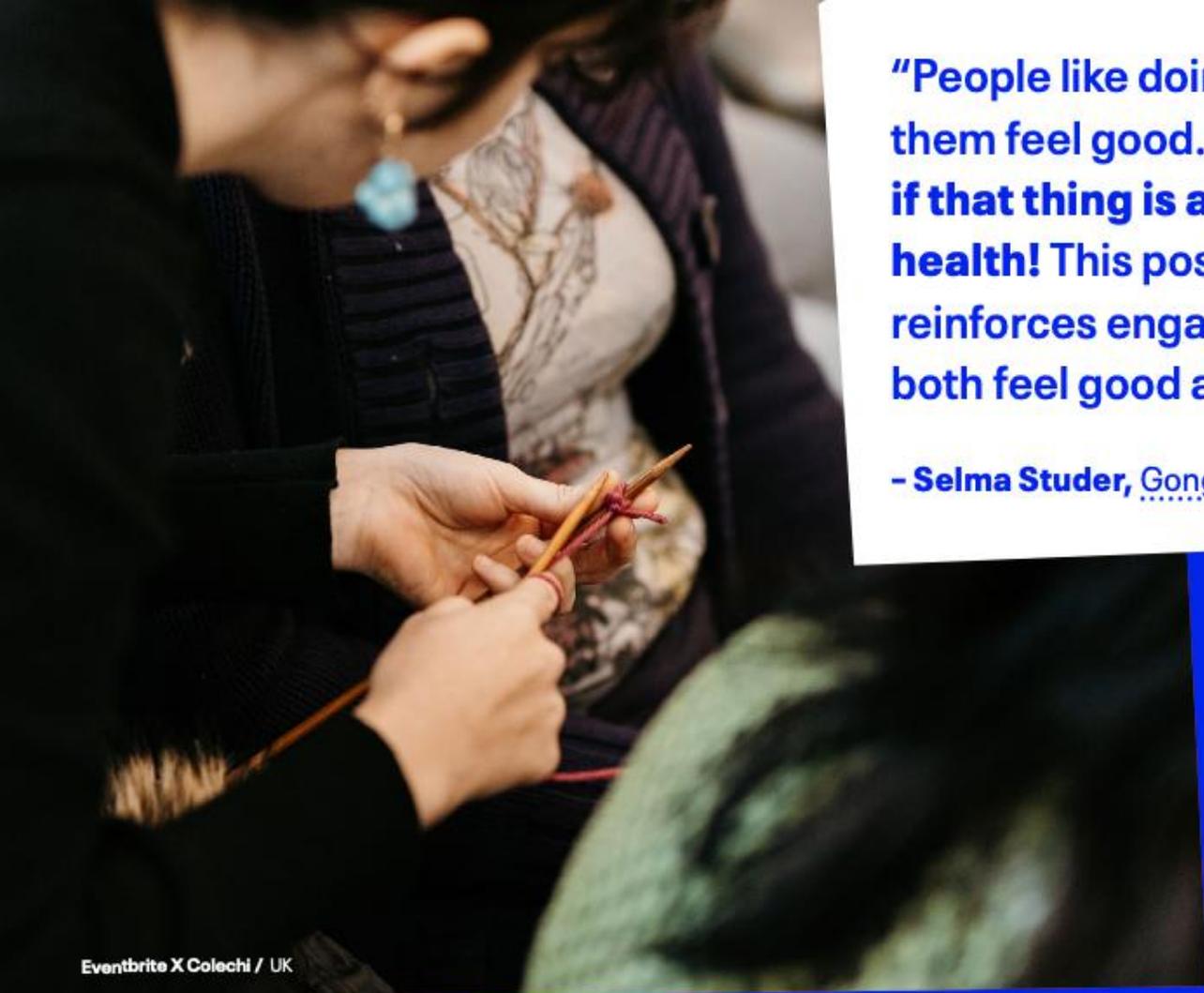
#Events as Self Care

23%

Increase in
attendance at
health & wellness
events grew

73%

Of attendees want events that
might offer a meaningful,
transformative experience



Eventbrite X Colechi / UK

“People like doing things that make them feel good. It’s a huge bonus if that thing is also good for their health! This positive reward loop reinforces engaging in activities that both feel good and are good for you.”

- Selma Studer, [Gong](#)

“People want to invest in their future selves. They come to our events to hear educational and interesting talks from expert speakers and many of our topics are about – or support – attendees’ mental health.”

-William Mclean, [Seed Talks](#)

“I want events that add value to the audience – whether through a panel discussion or a hands-on workshop.”

- Nic, 42, event attendee, London

#Innovative Marketing

When it comes to
promotional activities,
2025 is the year to go big
and bold



#Disconnect to Connect



In the moment, as
opposed to seeing an
event through a
smartphone screen

#Disconnect to Connect

"Love the idea of 'having' to put my phone down. This would be a bonus for me."

- **Frances**, 31, event attendee, Wiltshire

In keeping with the year of adventure tren, attendees want to fully immerse themselves into the experience

**THANKS FOR
WATCHING**