tripleseat

# 2025

## Consumer Event Planning Insights

Tripleseat, the leading event management platform for restaurants, hotels, and unique venues, surveyed 500 consumers to learn what they look for in event venues and the booking experience.

Get started



# Intro

The world of event planning is constantly evolving, and staying ahead means understanding your customers. Tripleseat, the leading event management platform for restaurants, hotels, and unique venues, surveyed 500 consumers* to deliver **2025 Consumer Event Planning Insights**. This infographic unpacks their preferences, from desired event types and budgets to booking habits and amenity expectations, so you can perfectly position your venue for success.

This infographic's insights are drawn from a comprehensive survey conducted by Tripleseat in partnership with Pollfish, a leading agile research platform. We polled 500 U.S. consumers online to gather their valuable perspectives on event planning and venue preferences.

# Table of Contents

**SECTION 1:** Understanding Event Demand & Seasonality — 3

**SECTION 2:** Guest Count & Budget Breakdown — 4

**SECTION 3:** Venue Search & Booking Preferences — 5

**SECTION 4:** Elevating the Event Experience — 7

*Section 1: Understanding Event Demand & Seasonality*

## 1. What types of events are you looking to book?

1. Birthday parties
2. Social events (anniversary, baby shower)
3. Holiday events
4. Wedding-related events
5. Off-site catering
6. Interest-based events (wine tasting, cooking classes, book clubs)

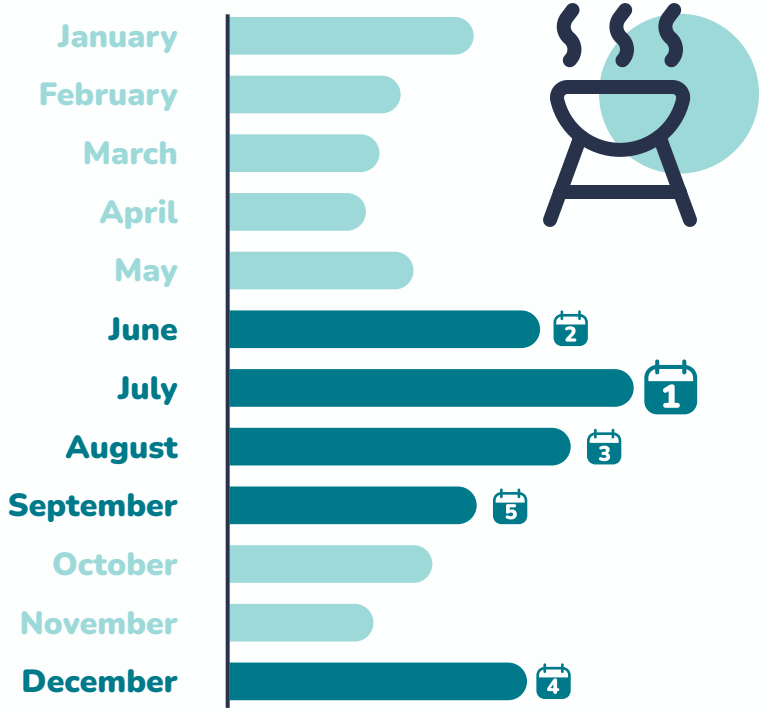
## Unlock more bookings!

Learn how to craft irresistible event packages that fit various event needs and boost your revenue.

**Read our blog**

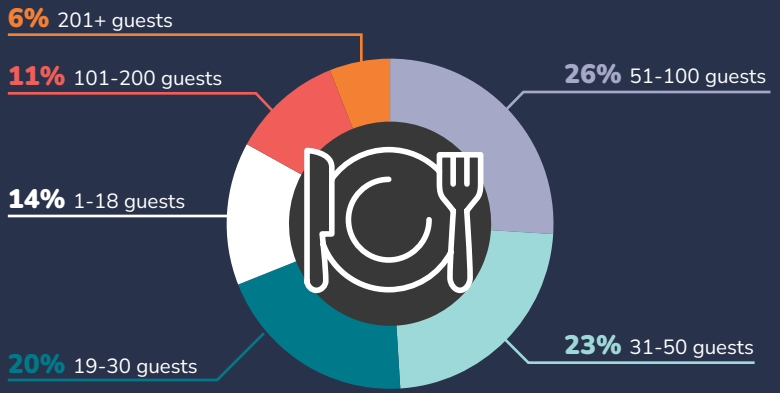
**Crafting Irresistible Event Packages: Boosting Bookings and Revenue**

## 2. What time of year are you HOLDING the largest event you are planning?



*Section 2: Guest Count & Budget Breakdown*

## 3. What is the approximate guest count for the largest event?




Looking to maximize your profits, even with smaller groups?

**Learn how**

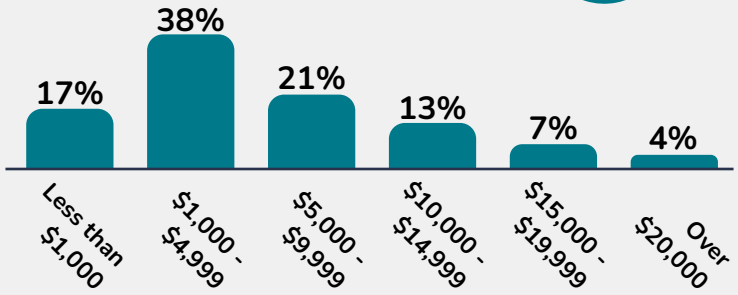
***Restaurant Revenue Streams: Maximize Profits with Large Party Reservations.***

No matter the size, crafting the perfect offering is key!

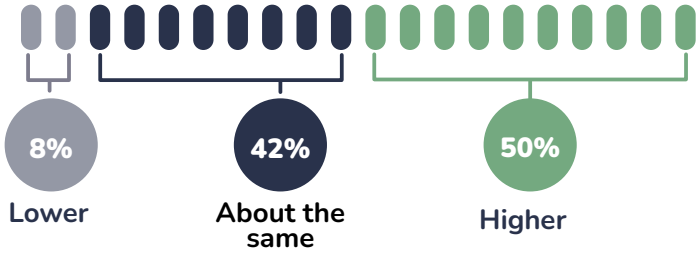
**Read more**

***Irresistible Event Packages: Boosting Bookings and Revenue.***

## 4. What is the approximate total budget for the largest event you are planning?




## 5. Compared to similar events you may have planned in the past, this budget is:



## 6. How do you typically discover or search for potential venues?

1. Recommendations friends/family/colleagues
2. Google search
3. Repeat venue
4. Review websites
5. Online venue directory
6. Social media



Want help optimizing for Google?

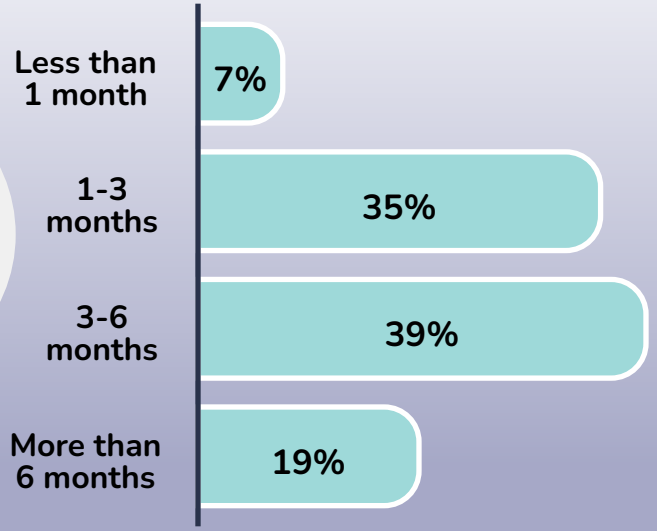
**Read these blogs:**

Restaurant SEO: 9 Best Practices That Will Attract More Customers

Hotel SEO: How To Attract More Group Business With Your Online Presence

## 7. How far in advance do you book your venue ahead of your date?






OPEN

A Comprehensive Guide to Event Marketing for Your Venue

Ready to take your event bookings to the next level?

**Read more**

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Intro

SECTION 1
Understanding Event Demand & Seasonality

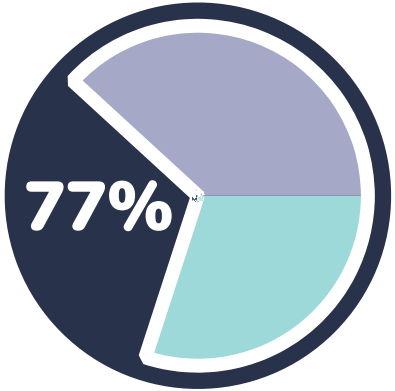
SECTION 2
Guest Count & Budget Breakdown

SECTION 3
Venue Search & Booking Preferences

SECTION 4
Elevating the Event Experience

Conclusion

## 8. Is a venue's responsiveness important?




# YES!

**42%** reported that your responsiveness is **very important**, and **35%** said it's **extremely important**



Discover how Tripleseat can help you create a positive, technology-driven booking experience for your customers.

**Check out this case study!**

## 9. Consumers' Technology Preference in Booking



**74%** of consumers prefer using technology (websites, portals, and online booking tools) for some or all of the event booking process with venues

Moreso, **26%** of that 74% are comfortable with fully using technology and minimizing human interaction

## 10. When allocating the budget for your largest event, which areas are most important to invest in?

- Quality food and menu options
- Beverage package and bar service
- Entertainment/live music/DJ
- Decor
- Activities or interactive elements
- Photography & videography
- Audiovisual tech

Looking to elevate your events with experiences that truly make an impact?

**Private Dining Trends: 13 Next-Level Experiences That Will Impact Your Business**

## 11. Which of the following unique or interactive elements would you consider incorporating into your event?

**87%** **say yes** to experiential or interactive elements at their events!

- Interactive food station
- Photo booth with props
- Themed decorations
- Wine, beer, or spirit tasting
- Live band or DJ
- Lawn or indoor games

**Setting the Scene for Experiential Events: The New Frontier for Hospitality**

Want to transform your space into an unforgettable experience?

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Intro

SECTION 1 Understanding Event Demand & Seasonality

SECTION 2 Guest Count & Budget Breakdown

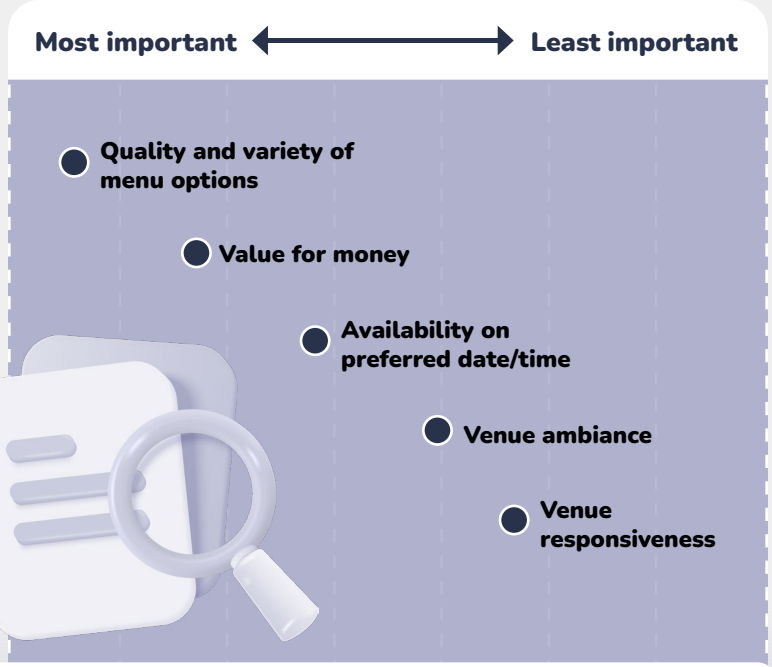
SECTION 3 Venue Search & Booking Preferences

SECTION 4 Elevating the Event Experience

Conclusion

2025 Consumer Event Planning Insights

## 12. When choosing a venue, how important are the following factors?




Looking to elevate your menu?
**Discover what's trending in 2025**

Flavor Forward: Exploring the Top Menu Trends of 2025

## 13. Which specific venue amenities are appealing for your event?

1. Flexible seating arrangements and layouts
2. Outdoor space
3. On-site games or activities
5. Space for live music
6. Dance floor

Design flawless events, every time!
**Learn more:**

**The Ultimate Guide to Revolutionizing Event Management with 3D Floorplanning Technology**

# Boost Your Bookings: Key Insights for Event Venues in 2025

- **TAILORED PACKAGES:** Focus offerings on birthdays and social events with appropriate menus and decor. Implement flexible pricing tiers, particularly for the $1,000-$4,999 budget range.
- **STREAMLINING THE BOOKING PROCESS:** Enhance online visibility through strong SEO and a user-friendly website with integrated event booking features. Prioritize rapid response times with use of tech efficiencies and automation, as over 75% of consumers value quick replies.
- **ELEVATING ON-SITE EXPERIENCES:** Offer high-impact amenities like flexible seating, outdoor spaces, and interactive elements (e.g., photo booths, live music). Integrate smooth digital tools and self-service booking options, preferred by nearly three-quarters of planners.
- **OPTIMIZING LEAD TIMES:** Incentivize bookings 3-6 months in advance, which accounts for 39% of planners. Also, target last-minute reservations with customized outreach for the 7% who book within a month.

By focusing on these areas—customized packages, digital excellence, enhanced in-person experiences, and strategic lead-time incentives—your venue can significantly increase bookings in 2025.

**Ready to attract more event business?**

Discover how Tripleseat can help you transform your venue's event offerings.

**Request a Free Demo Today!**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