

Learn How to Increase Revenue with Private Dining and Events



P.4 CALCULATE THE ROI

P.7 ATTRACT PROSPECTS

P.8 BRING IN REVENUE





THIS HANDBOOK

is all about the financial benefits and the best advice on how to implement a successful events program at your venue.

Why private dining and events are good for your business

Hosting private dining and events at your restaurant, hotel, or unique venue will bring significant revenue opportunities that you should consider. If you are contemplating diversifying your revenue streams, it is important to understand the tremendous value that private dining and events can provide to your business.

A look at revenue potential for events and private dining



Before you work out the details of your events program, it's important to take a look at the events industry as a whole to better understand your investment. Private dining and events create more potential revenue for you than you may have initially thought.

Today we are seeing more people that would rather turn to your expert team to execute the perfect event experience.

**THE PARTY AND EVENT
PLANNING MARKET SIZE
IN THE US FOR 2023 IS
EXPECTED TO BE \$4.8 BILLION.**

In no way is the potential to book event business going to slow down.

In addition to that impressive statistic, recognize that the average check price for private dining is substantially higher than you might think. Larger groups tend to spend more on food and alcohol and party planners often have a larger budget for special occasions. According to a recent study, Tripleseat learned that the average spend per attendee of a private dining or event is \$133. Remember too that events are paid outright on deposit and are essentially guaranteed revenue.

There's money to be made with private dining and events. And if your venue isn't jumping in, your competitors certainly will.



Calculate the ROI

Interested in what your piece
of the private dining and events pie might be?
Get a preview with our [ROI calculator](#).

Events provide year round revenue

Having a private dining and events business at your venue means that you are guaranteed to fill seats throughout the year. Both social and corporate dinners and events can provide bookings in December and January for holiday parties, springtime for high school and college graduations, and summer weekends for weddings, and more.

Tripleseat makes private dining and events easy to manage. Our cloud based system allows a seamless process of incoming event leads and booking, planning, and payments. Your overall sales numbers will be more consistent all year.

TRIPLESEAT MAKES
PRIVATE DINING & EVENTS
EASY TO MANAGE.



Events can bring in revenue on slow days

LOOK TO PRIVATE DINING & EVENTS

Business may slow down in the aftermath of the holiday season, or when everyone leaves the area for long summer weekends. But that doesn't mean your venue has to be empty. Look to private dining and events to boost your business.

Tripleseat forecasts opportunities where you can book more private dining and events. Manage your events calendar and pull sales reports to predict what is ahead and prepare for it.



Events attract prospects and repeat customers

KEEP THIS LOYALTY



The clients who book events with you become your best source for new and repeat business. Your satisfied customers will turn to you to host their next event, and their attendees will keep you in mind for their future celebrations. If you work with corporate event planners, you can become one of their preferred vendors for their company events and departmental gatherings. Don't forget - all of these people dine out for brunch, lunch, dinner, and drinks. They may end up becoming regulars in your main dining room as well.

Tripleseat helps you keep this loyalty going. Pull reports on your most booked clients or clients that booked for a certain time period that may want to hold the same event at the same time this year. Contact those important customers ahead of time and check to see if they would like to reschedule upcoming events.



Running an event and private dining program is easier than you think

When you have the power of an event management tool like Tripleseat, you'll have a system in place that allows you to increase sales and streamline the planning process. Tripleseat is a complete web-based platform that will power any restaurant, hotel, or venue events team to increase group sales, manage and communicate easily with guests, keep track of every detail, plan every event seamlessly, and more. Use our robust features including —————>



customizable
lead forms



business intelligence
dashboards



reports



sales goals



tasks



email templates



documents



payments

Tripleseat tracks the who, what, where, when, and why of all your events

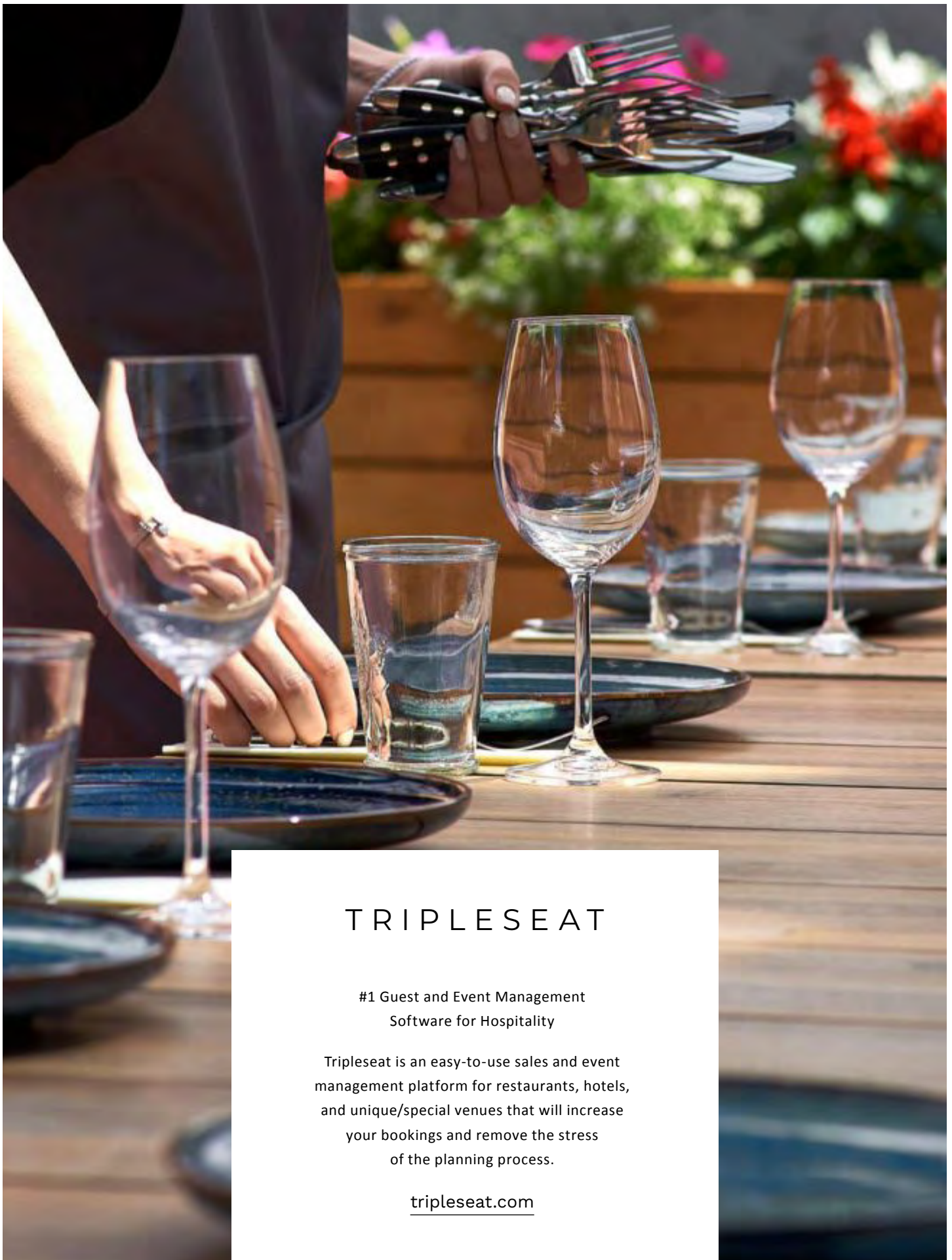
With the best event management software in place, you'll be able to:

- Book multiple properties
- Solicit upcoming meetings and parties
- Manage different spaces
- Market towards new event business
- Fill last-minute cancellations

[SCHEDULE A DEMO](#)



Learn how Tripleseat can help you prove the value of private dining and events to your team.



TRIPLESEAT

#1 Guest and Event Management
Software for Hospitality

Tripleseat is an easy-to-use sales and event management platform for restaurants, hotels, and unique/special venues that will increase your bookings and remove the stress of the planning process.

tripleseat.com