

Consumer Event Planning and Booking Habits

EventUp, the largest online venue directory, asked 500 consumers about their habits and preferences when booking events online. Here are the highlights of what consumers shared in the survey.



When is the last time you booked a venue for an event?

24% Within the last 1-3 years

23% Within the last year

53% Within the last 6 months



What types of events are you looking to book?

1. Weddings
2. Meetings
3. Birthday parties
4. Social events
5. Holiday parties
6. Cocktail parties
7. Bachelor parties
8. Bachelorette parties
9. Corporate conferences
10. Networking events

How far in advance do you book events?



62% A month or less

38% More than 2 months



What kind of COVID safety protocols do you look for in a venue?

1. Masks for staff
2. Hand sanitizing stations
3. Masks for guests
4. Proof of vaccination
5. Outside venue space

How much do reviews impact your decision-making when booking a venue?



76% Reviews play a role

24% Reviews don't have a lot of influence

Would you like the ability to self-book an entire event?

87% Yes

What is the time frame that you would like to hear from a venue once you submit a request?

92% Within 48 hours



How would you like to communicate with a venue?

73% Email

60% Phone call

What materials do you want from the venue when they respond to your request?



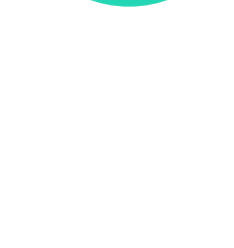
1. Event menu
2. Pricing
3. Floor plan
4. Events packet
5. Contract

What type of venues have you booked or would like to book?



1. Restaurant
2. Event space
3. Banquet hall
4. Hotel
5. Wedding venue
6. Cocktail lounge
7. Entertainment venue
8. Meeting space
9. Bar
10. Gallery

How much do you typically spend on booking a venue?



39% \$1,000-\$5,000

26% \$5,000-\$10,000

13% \$10,000-\$20,000

14% Less than \$1,000

8% \$20,000+

Are you booking an event?

Get access to the best restaurants, hotels, and unique venues by searching eventup.com.