

## What Consumers Look for in a Venue Listing

EventUp, the largest online venue directory, asked 500 consumers about what they look for in a venue's online listings when booking events. 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

### How far in advance do you book events?



**62%**

A month or less

**38%**

More than 2 months

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

**87%**

Yes

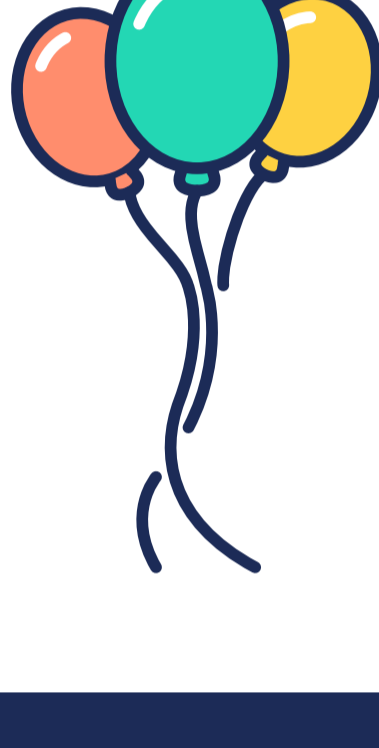


### What are the things you look for in a venue listing?

1. Event packages
2. Photos
3. Venue description
4. Floor plans
5. Tours

### What's the first thing you look for in a venue listing?

1. Professional photo album of the venue
2. Videos
3. Pricing minimums
4. Detailed descriptions of event spaces
5. A list of amenities



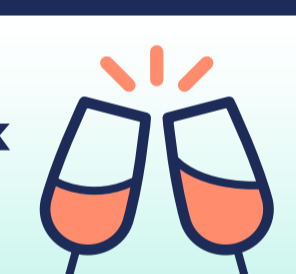
### What do you want to see in a venue's photographs?

1. Interior
2. Exterior
3. Food
4. Rooms
5. Amenities
6. Previous events
7. Types of events
8. The view
9. Other



### Which amenities do you look for in an event venue?

1. Bar package
2. Audio visual equipment
3. Dance floor
4. Breakout rooms for meetings
5. Ceremony site
6. Outdoor space
7. Great views
8. Business center
9. A variety of seating arrangements
10. Live music or a DJ



### What kinds of vendors do you look for on a venue listing?

1. Photographer
2. DJ
3. Caterer
4. Photo booth
5. Experiences (such as paint nights or wine tastings)
6. Kid activities
7. Makeup artists
8. Audio visual companies
9. Hairstylists
10. Event designers



### When asked "What makes you not want to book with a venue when viewing their online listing?" consumers said these top five things made them decide to look at other sites:

1. No information
2. Bad photos
3. Too expensive
4. No venue website listed
5. No online presence for venue



### 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

### Are you booking an event?

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