eventbrite

TRNDS 2025

WELCOME TO TRNDS 2025, EVENTBRITE'S ANNUAL TREND FORECASTING GUIDE, REVEALING WHAT'S NEW AND NEXT FOR LIVE EVENTS.

We're calling 2025 "The Year of Opportunity." There are plenty of reasons to be optimistic about what the next 12 months could bring—in fact, 71% of organizers told us that's exactly how they're feeling. Eventgoers share their positivity, with eight in 10 planning to attend either the same number of events or more, compared to last year.

Gen Zs in particular are looking to add more live experiences to their calendars—and they're willing to dig deeper into their pockets, too, with one-third (36%) saying they plan to spend more money on events in the coming year.

The golden question is: **how do you make your events unmissable in 2025?**

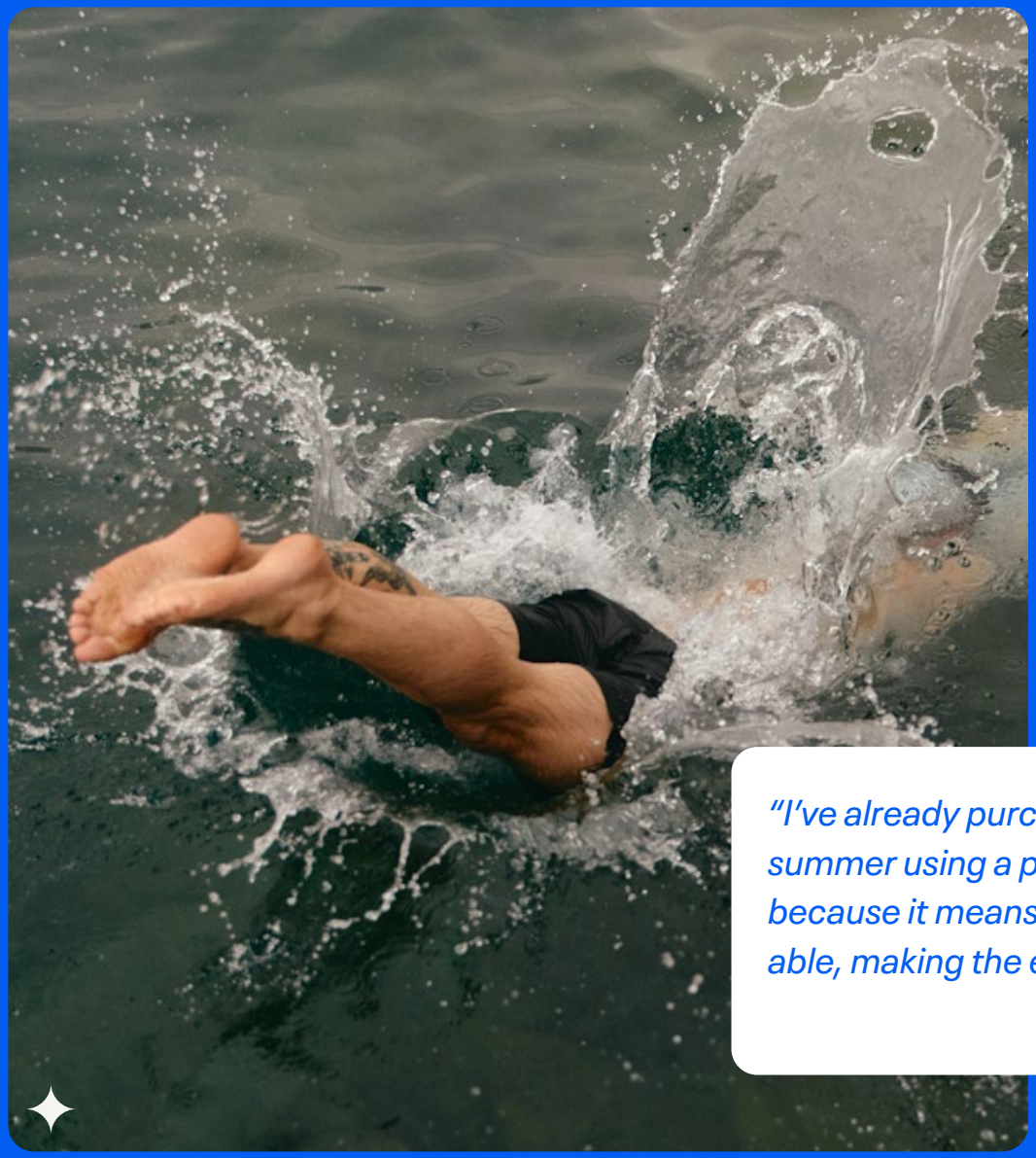
We've heard from eventgoers about the types of events they're looking for in 2025, where they're discovering events (hello, TikTok), and what motivates them to make that final ticket purchase. We've also surveyed and conducted in-depth interviews with event organizers on the planning and marketing strategies that work for them and their priorities for 2025. We're topping that off with exclusive insights from ticketing data on the Eventbrite platform and identifying "opportunity gaps" where consumer interest outweighs the current event offering.

So, what does all of this mean for organizers? The Year of Opportunity is the perfect time to reach new audiences, up your social media game, and finally, make that event idea you've been toying with happen.

2025 is yours for the taking. Are you in?

Three-quarters (76%) of consumers want to spend the same or more on events this year.

Gen Z spending intentions are strongest, with 36% looking to spend more on events in 2025.



WHAT CONSUMERS WANT

WHERE ARE GEN Z DISCOVERING EVENTS?

30% TikTok

48% Instagram

24% word of mouth

HOW ARE THEY BUYING?

51% of consumers are likelier to attend an event if they pay in installments

56% of consumers would use BNPL (buy now, pay later) for tickets over $100

"I've already purchased a festival ticket for next summer using a payment plan. It's super helpful because it means the payments are less noticeable, making the event feel more accessible."

- Carys Taylor, 26, London, UK

WHEN ARE CONSUMERS BUYING?

4% the week of

18% 2-3 weeks ahead

42% 1-3 months ahead

36% +3 months ahead

REVENUE STREAMS FOR ORGANIZERS

47% Food and beverage sales

37% Sponsorships

29% Raffles or other contests

27% Merchandise/ Products/ Materials

26% VIP packag-es/premium experiences

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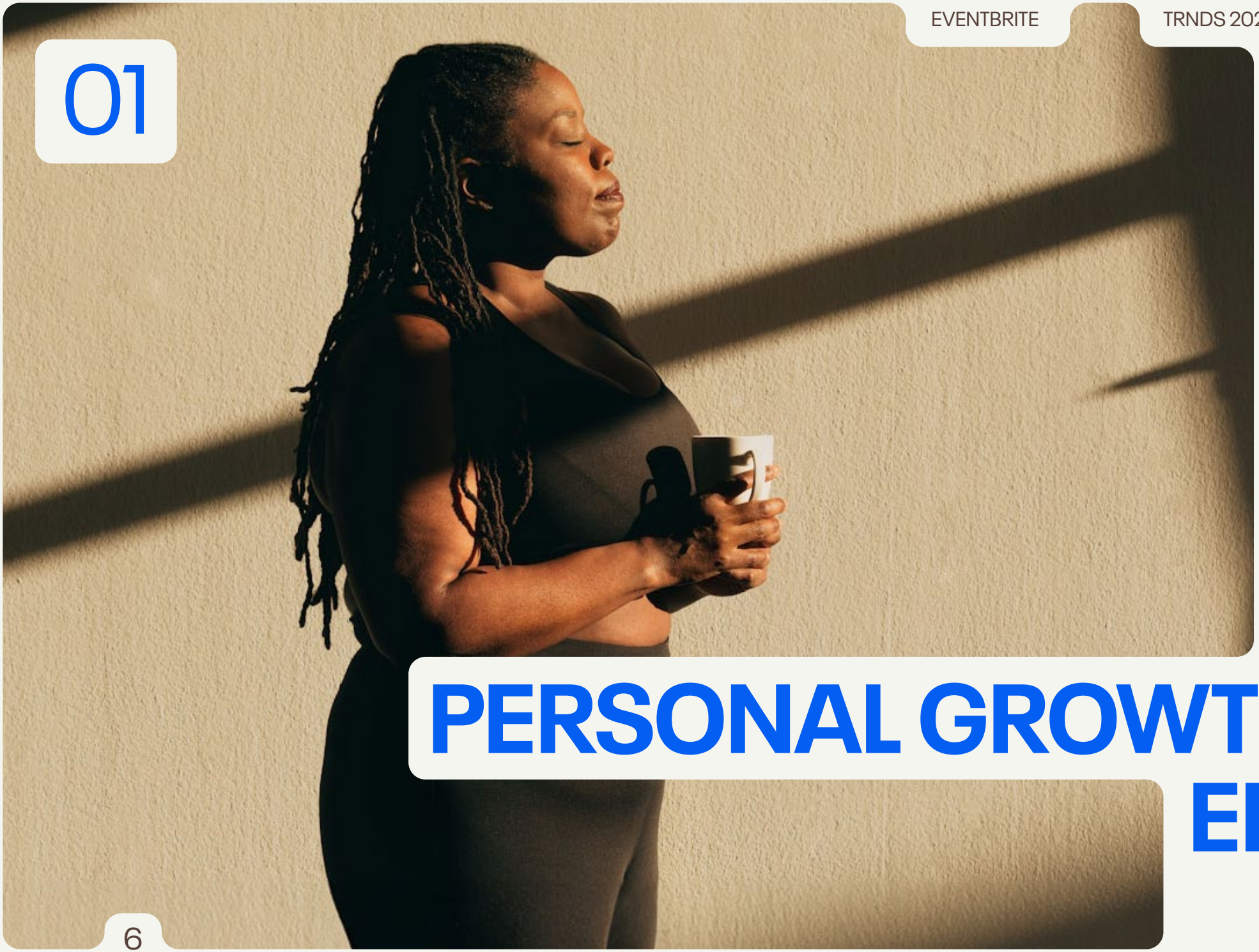


01

PERSONAL GROWTH ERA

This year will be all about self-improvement, especially for Gen Z. From career development and getting fit to mindfulness and spirituality, consumers are hungry to be better versions of themselves and looking to shared experiences to help them improve their lives.

Six in 10 (57%) consumers are looking for a year of personal growth, which rises to three-quarters (72%) for Gen Z.

More than half of Gen Z respondents (52%) declared 2025 as their "Year of Leveling Up", focusing on career development, networking, and pursuing personal goals—all in their own uniquely Gen Z way.

"Gen Zs love creative events where they can play and see themselves in a new light," says Vanessa Flowers, who runs Flower Girls Meet, where blooming conversations and girl power come together in Chicago. Her eclectic mix of events includes sewing classes, nature immersion, and portrait sessions—which also help attendees practice self-care and reconnect with themselves and each other. "My portrait series has been a big hit with all demographics but especially Gen Zs, who are focused on authenticity and learning something new," she says.

Events can also help attendees transform their professional lives. London-based Get Sh*t Done does precisely what the name suggests, bringing together expert panels from various industries to share insights and lead brainstorms on ways people can, well, get sh*t done.

Off Worque, a non-profit social club in Los Angeles, combines the personal and the professional, offering a space for those who want to thrive at their 9-to-5 while prioritizing "worque/life" balance. They host events, including Sunday night pizza-making classes to banish the dreaded "Sunday scaries", and mindset-themed workshops, such as "Mute the Corporate Chatter".

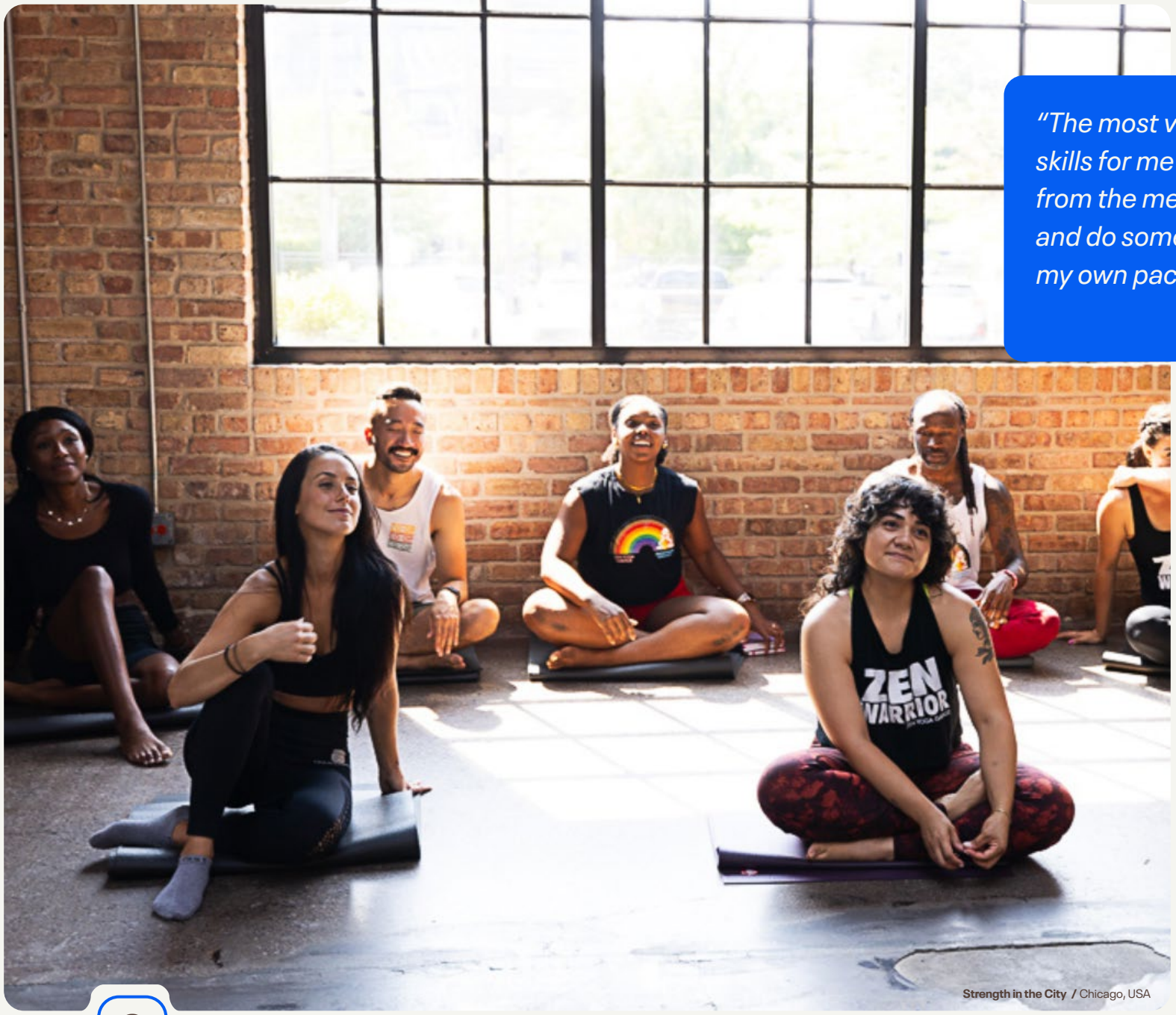
Consumers of all ages have told us that, as well as learning skills, they want to boost their career (and side hustle) prospects with IRL networking. The number of networking events on Eventbrite has grown 33% year-on-year, but career-focused attendees are still hungry for more. Demand currently outweighs supply, with 29% of people seeking more networking meetups in 2025, while just 19% of organizers host them.

Ermantourage hosts regular Hollywood meetups to bring together key players and rising entertainment industry stars in Tinseltown. "My mentality for networking events is simplicity," says founder, Erman Baradi. "We bring in special guests from the film and entertainment industries, but for people to get the most out of networking, we tend to forego the distracting bells and whistles and just allow people to talk."

Two-thirds (65%) of consumers are hungry for transformative experiences.

Attendees looking for transformative events want events that improve their lives (53%), contribute to their mental health (52%), or help them reset / re-energize (48%).

Events focused on career growth on Eventbrite increased by 5.6% in 2024.



Strength in the City / Chicago, USA

"The most valuable joy of learning new skills for me is the ability to switch off from the mental noise of day-to-day life and do something fulfilling for myself, at my own pace."

– Jas Taylor, 25
Manchester, UK

02

WILD ESCAPISM

Muslim Hikers / UK

Work. Life. Politics. Sometimes, it can all get a bit much. It's no surprise people are seeking escapism in the form of shared experiences—and where better to get away from it all than the great outdoors?

In 2024, we identified a desire to reconnect with nature, and that spirit lives on with an added hunger for adventure and activity. **In 2025, 60% of consumers told us they want to connect with and immerse themselves in nature—and 77% are willing to pay more for such events.**

Year-on-year, we've seen a growth in outdoor activities—such as hiking, rafting, canoeing, climbing, and kayaking—on the Eventbrite platform. What's more, consumer desire for sports (47%) and group fitness activities (41%) outweighs the number of events being hosted (at 21% and 13%, respectively), meaning there's a gap in the market for organizers who can deliver adventurous outdoor group activities.

Out Our Front Door is a Chicago non-profit whose mission is to immerse people in local nature and history through bike tours and camping trips. Its events show city dwellers that they don't have to fly or drive for hours to enjoy picturesque scenery and biodiverse landscapes.

"The mental health benefits of being in nature are profound," says co-founder Glenn Schneider. "We just hop on our bicycles, so it's accessible. Everyone could do this, and that's where we're trying to break down barriers. We're showing people the pathways out of the city and into nature."

Elsewhere, organizers harness the great outdoors to build inclusive communities and tackle underrepresentation. Muslim Hikers, which hosts regular meet-ups around the UK and internationally, has grown to become a global community, while SheJumps is dedicated to unearthing the potential of all women and girls through outdoor play and connection to nature.

Muslim Hikers / UK

Other organizers combine outdoor activity with hobbies and interests to appeal to eventgoers' passions and build community. Read and Run Chicago is a book-meets-run club with literary-inspired running routes, talks, and lectures, while at the Brewery Running Series, participants "run for beer".

Organizers believe 34% of consumers attend their events to escape everyday life and to improve their wellbeing.

Hiking events have increased 87% year on year on Eventbrite.

"Our events are about making important personal connections to our fellow Chicagoans and our built environment to feel more connected to each other and our surroundings."

– Allison Yates, Read and Run Chicago

03

THIS MUST BE THE PLACE

Bar Pop Festival / USA

2024 saw the stratospheric rise of Chappell Roan, while Charli XCX's latest album led to three months of the year rebranded as "Brat Summer". Savvy organizers were quick to tap into these cultural moments to help attendees find their thing (and like-minded people).

But this isn't just an opportunity for those working in music events. Niche and music-inspired events are growing across event categories, from themed spin classes and Sabrina Carpenter pottery classes to Emo Valentine's nights.

Why are they so popular? With tickets for global megastars' concerts becoming increasingly expensive (and harder to get your hands on), themed nights allow fans to join together without spending hours in an online ticket queue or forking over a huge amount of cash. "They're a way to do something there's a need for," says Matt Orlove, whose eponymous company hosts hundreds of parties each year in cities across the States. "They give people the option to go and hear the music they love for a cheaper price."

When it comes to capitalizing on these cultural moments and standing out from the crowd, timing is everything. He adds: "You have to be extremely quick."

And attention to detail is everything. Prove to potential attendees that you know your Renaissance from your Cowboy Carter with on-trend, reference-packed event descriptions and imagery—bonus points for anyone who can squeeze a few clever puns in.

Take inspo from Ash Rides Ldn, who run themed spin classes in London. They've mastered the art of incorporating song titles into their listings, urging Billie Eilish lovers to "get happier than ever on a spin bike together", while a Sabrina Carpenter-themed class had ticket options including 'Please, Please, Please' and 'because i liked a boy'.

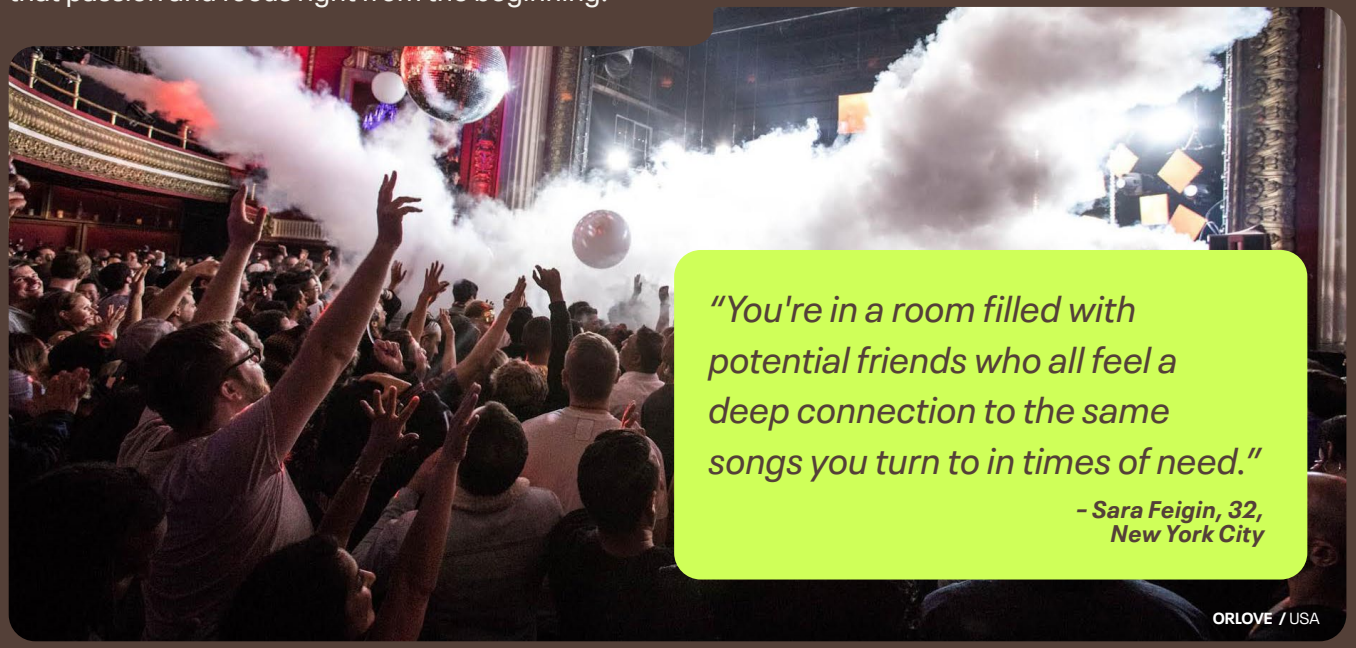
"The music is the heart of the class," says co-founder Ash Newburn. "I spend a lot of time on the playlists, and it sounds cheesy, but they're designed to take you on an emotional and physical journey. Sharing that musical appreciation is a big part of my classes."

"With the ticket names, we try to have that throughline showing our classes are all about the music," says Newburn. "It's a fun way for our customers to experience that passion and focus right from the beginning."

64% of organizers believe people will be looking for more niche events in 2025.

Chappell Roan–themed events sold more than 28k paid tickets on Eventbrite in 2024, an increase of +745% year over year.

Retro-decade events celebrating the 60s, 70s, 80s, and 90s sold 8.5% more paid tickets on Eventbrite in 2024.



"You're in a room filled with potential friends who all feel a deep connection to the same songs you turn to in times of need."

- Sara Feigin, 32, New York City

ORLOVE / USA

04

GO BIG ON MICRO-EVENTS

Organizers have told us they anticipate demand for smaller, more intimate gatherings and are planning more local and community-based events in 2025.

One huge upside of an easier-to-manage guestlist is that micro-events can help foster all-important connections between attendees. "More intimate gatherings mean people can be seen, heard, and inspired," says Flowers. "They make it easier to hear different viewpoints, allow for the quieter people in the room to speak up, and help people get to know each other." Her Chicago-based events are capped at between 25 and 65 attendees, depending on the venue size—but don't be afraid of going even smaller.

Ermantourage's Dinner With Strangers, held in cities across the United States and Canada, caps its attendance at just 10 people per event, and founder Erman Baradi even loves it when they're not fully booked. "The bigger the group, the harder it is to make a connection with each of them," he explains. "For me, I'd say the sweet spot is between four and six people."

"We had a dinner in Miami, and only three people signed up," he says. "One of the ladies signed up because she didn't want to spend her birthday alone, and the three women ended up becoming friends."

At Flowers' events, people have not only made friends, but found job opportunities and even professional mental health support. "I always have an expert therapist in the room," she explains. "And many times, attendees have connected with them, either becoming a client or the therapist has referred them to another if there's a conflict of interest."

As well as giving attendees more space to make connections, micro-events often have lower overheads and upfront costs, meaning organizers can plan more events and experiment with new ideas.

Hot Potato Hearts hosts Chicago events focused on helping people build meaningful connections (both platonic and romantic) in low-pressure environments, with numbers capped at 35-40. "I definitely get to test out different things because it's not such a large scale," says founder Katie Conway. "It's not like if I do something a certain way, I'm doing it for 200 people, so I'm able to play around with different ideas."

Micro-events aren't just for hyper-local or community-focused organizers. "Even if you host one big event each year, I recommend organizing smaller satellite events," says Duncan Wold, one of Eventbrite's strategic advisors who support organizers in growing their events business. "They might be a tenth of the size, but they'll generate money and have the secondary advantage of keeping you in people's consciousness. It's all advertising for your big event."

63% of organizers believe people will be looking for micro-events and intimate gatherings.

Attendance at micro-events grew by 23% on Eventbrite in 2024.

"I go to a lot of smaller gigs that feel really community-oriented. Everybody is welcoming and ready to meet new people and connect over our shared love of music. Nothing compares to that experience."

- Sara Feigin, 32, New York City

Benny Boy Events / UK

05

BUILDING COMMUNITY PAYS OFF

Friend or Flame / USA

Eight in 10 organizers believe growing communities around their events is important. They're seeking creative ways to foster connection and build a following, generating excitement around their events and ideas.

Building a community is undoubtedly rewarding, but it's also revenue-driving and good for business. More than half (54%) of consumers are more likely to go to an event that's trending locally, and 80% of them are willing to pay more for tickets.

39% of organizers also told us that other benefits include selling more tickets, and 29% say attendees also spend more at their events. **Food and beverage sales are the biggest revenue driver for organizers after ticket sales.**

Another huge plus of building a community is free word-of-mouth marketing. Read and Run Chicago founder Alison Yates, says: "Word of mouth is a huge part of reaching new community members, as well as people who literally bring their friends to our events and get them hooked."

Networking supremo and Dinner With Strangers founder Baradi has spotted a strong sense of FOMO in his regulars who are unable to attend. "We love seeing a community built with people who keep coming back," he says. "When people get FOMO, we can say, 'Well you should've subscribed to membership or our email lists'. It's a matter of catering to a smaller crowd we see all the time, versus a larger crowd we never see again."

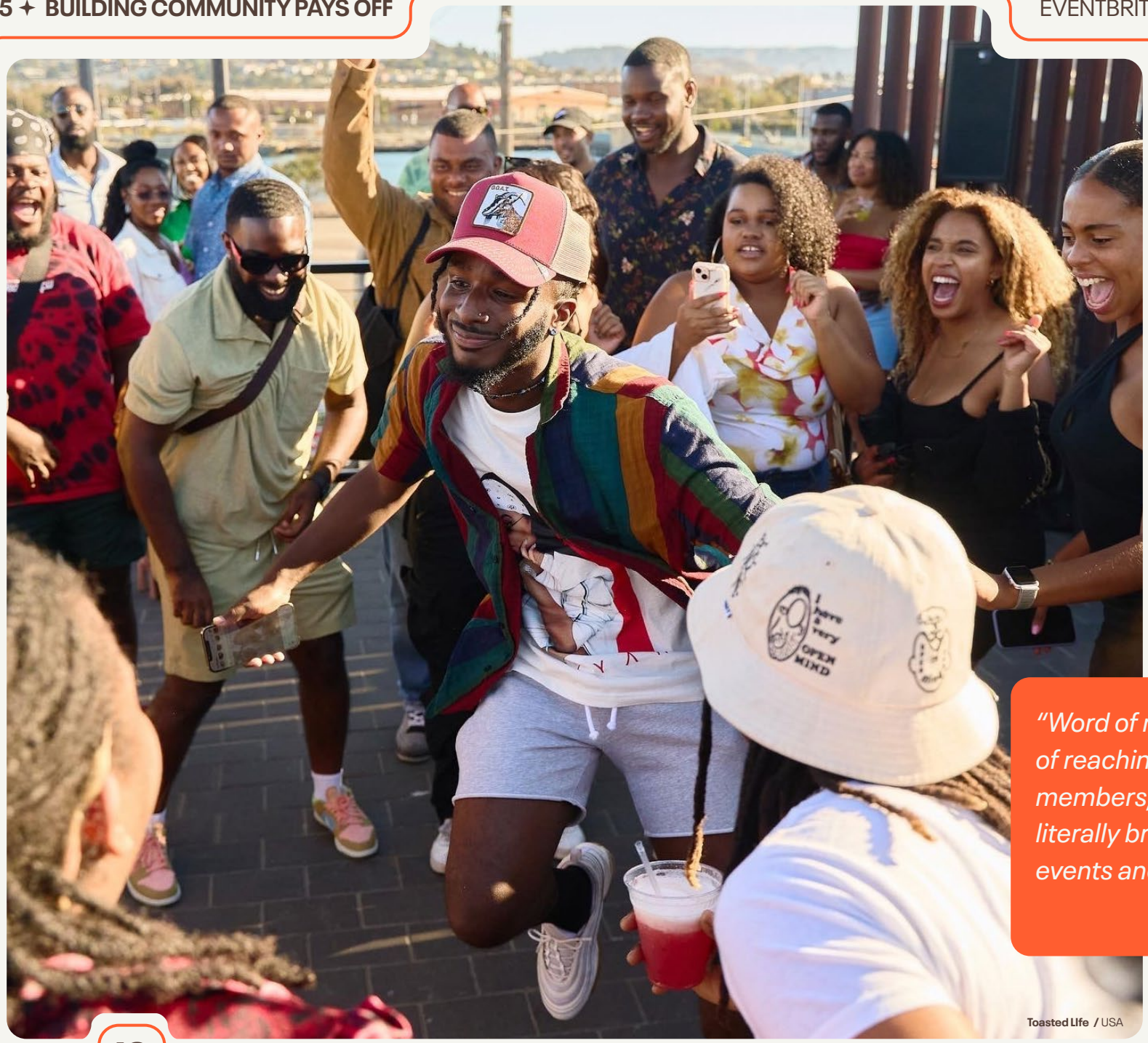
Pink Block / USA

Ash Rides Ldn's focus on building community has helped them develop a pricing strategy that reflects their inclusive ethos. For every spin class, they offer a set number of tickets at discounted prices for people unable to shell out the total cost. "I've been taken aback by how well it's worked," says co-founder Newburn. "The cheapest ones don't sell out first."

Because of their community focus, "there's much more desire to support us," she continues. "We've had people who say, 'we don't live in London anymore, but we want to buy a solidarity ticket you can offer out for anyone who can't afford to come'."

2 in 5 consumers are willing to pay extra for an event focussed on community building.

47% of consumers discover events through word of mouth.



Toasted Life / USA

"Word of mouth is a huge part of reaching new community members, as well as people who literally bring their friends to our events and get them hooked."

- Alison Yates, Read and Run Chicago

06

FROM FYP TO IRL

ORLOVE / USA

Your Gen Z audience is hooked on TikTok... and they're not just learning viral dances—they're finding things to do AND buying tickets there, too.

Almost one-third (30%) of Gen Z use TikTok specifically for event discovery, while one-quarter (24%) discover events by following people with similar interests on social media.

For event organizers, 2025 is the year to seize this opportunity and meet your future attendees where they are. Start by building your brand on TikTok and partner with local content creators to bring an authentic voice to your events—read our micro-influencer guide for more tips.

Haroon Mota launched Muslim Hikers online during the pandemic, and social media has played a key role in growing the brand into a global community of enthusiasts who meet up regularly. "Many hike attendees find us through TikTok, making it a crucial platform for expanding our reach," he says. "If our mission is to tackle underrepresentation, normalize the outdoors, and create role models, we must be in these spaces."

On the Muslim Hikers TikTok, Mota promotes events with videos of the stunning scenery, interviews with attendees, and details of upcoming routes. "It's not just posting an update—you want to show the real vibe of event day to showcase the real experience," he says.

As well as posting about your events, think about what other content would interest your community. Muslim Hikers' shareable posts feature relevant statistics—such as how few ethnic minorities make the most of the UK's national parks—and practical tips, including how to prepare for hiking in snowy conditions.

TikTok will be a "huge initiative" for Orlove Events in 2025. "We recently set up an account, and we are definitely going to be more active on TikTok next year," says Orlove.

Think about how you could experiment on social media and keep track of your stats to see what's working and what isn't. Ahead of ramping up TikTok activity, Orlove has been experimenting with a different way of doing things. "We tried out something new over Halloween where we hired content creators to cover our events," he says. "So instead of having a standard videographer doing clips of the party, we had content creators who are active on TikTok and Instagram."

If content creators are out of your budget, make the most of your attendees' footage by reposting their content. Orlove explains: "Everyone's desperate to get content. And I love when we have people who come and they shoot clips, then tag us and send us that footage. Then we get an entire folder of amazing content. As an event producer, you want that—it's selling your brand.

40% of consumers now use TikTok to search for their interests and find new information, with 64% of Gen Zs saying they have used the app as a search engine, according to an Adobe survey.

Social media is the biggest driver for event discovery, especially for younger generations. 64% of Gen Z and 61% of Millennials use the platforms to find things to do.

Make the most of TikTok with Eventbrite's integration, which allows you to promote and sell tickets on the platform.

You can now add event links directly to your TikTok videos and share them straight from Eventbrite, allowing users to discover events on their For You Page (FYP) and snap up tickets. And it's not just organizers who can add links to the videos. Anyone—including collaborators, performers, and attendees—can do it, amplifying your event even further and helping you reach wider audiences.

Pink Block / USA

"TikTok is amazing for its ability to surface content that resonates with your interests and values — even if you weren't actively looking for it. It's like a digital word-of-mouth, making it easy to discover meaningful experiences you might never have known about otherwise."

- Pia Blossom, 27
London, UK

"I usually use TikTok's search feature to find things to do when visiting somewhere new and looking for places to go, or for inspiration if I'm feeling indecisive. I often come across things on my FYP and save the video to a collection in the app if I'm excited by it, so I can refer back to it later."

- Carys Taylor, 26
London, UK

2025 IS GOING TO BE A YEAR FULL OF OPPORTUNITIES FOR EVENT ORGANIZERS.

Personal growth, nature-based shared experiences, and themed events will all be in demand in 2025 while micro-events, investing in community, and embracing TikTok are non-negotiables for event organizers.

We can't wait to see what you do next year – and we'd love to be a part of it.

Feeling inspired and ready to host your next event? We'd love to help.

Eventbrite partnered with MarketCast on an online survey among organizers and attendees between the ages of 18 and 54 in US, UK/ IE and AU/NZ, sourced from online panels and Eventbrite's own database. We surveyed 702 individuals between 09/18/2024 and 10/06/2024. All consumers surveyed had attended at least one paid qualifying event in the last 24 months. Organizers surveyed had produced, hosted, or planned at least two events in the last 24 months, one event being paid.

Internal Eventbrite trend data was also utilized.

Pink Block / USA