

# Consumer Event Trends: 2023 Review

Trends and benchmarks for consumer brands who invest in events and beyond.



## Table of Contents

**01** Introduction

---

**01** At a Glance

---

**02** Metrics and Measurement

---

**06** Spending and Growth

---

**08** 2023's Challenges and  
How to Move Forward

---

# Consumer Events: 2023 in Review

Do you remember the exhilaration of your first festival? How about your date night class with your partner to learn a specific dish?

When you hear a song or want to cook your new favorite dish, the brands mentioned and used throughout your experience are the first to fondly come to mind.

That's the entire purpose of brand events and activations: to **bring consumers closer** to your brand through a curated experience that creates a bond through emotion.

In the spirit of shining a light on the brand experience community, we've asked event marketers and leaders to share their plans, challenges, and more to bring you a holistic view of the event landscape today. We're even including the **benchmarks and trends** surfaced within our platform from the past year, giving you an exclusive look into the data our customers have access to every day.

Use this report in partnership with our State of Experiential Marketing 2024 report to explore what's happening in the world of brand events and leverage it to **map out your strategy**.

## What is AnyRoad

We're AnyRoad: the leading experiential marketing platform for consumer brands. **For over a decade**, we've been helping brands like JUST Egg, Michael's, Campari, and Fleetwood Paints streamline, scale, and power greater ROI from their events.

**End-to-end experience management** meets with **rich data capture and analytics** in our platform to help brands realize greater impact from every event. We believe in the power of experiences, plain and simple. Each is **an invaluable opportunity** to build long-lasting consumer relationships, using emotion, memory, and delight to create a community of brand superfans and accelerate revenue growth.

## What You Need to Know: At a Glance



70%

of those surveyed said their main goal for events and activations was to grow brand loyalty and awareness.



48%

will increase their experience investment in the next 1-3 years.



48%

measure their success through attendee numbers.

# Metrics and Measurements

What does success look like for consumer events? And how are they measuring up?

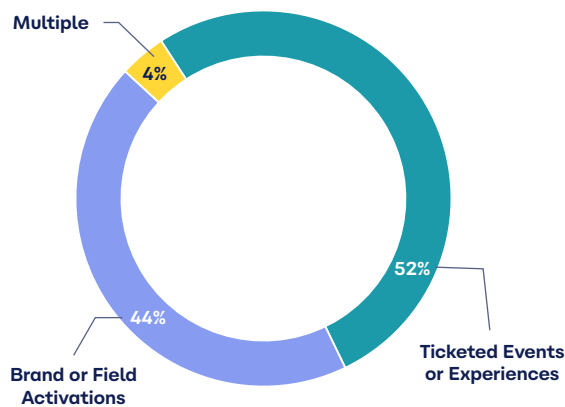
Here are the metrics and measurements you need to understand what brand experiences do for your prospects.



## Events To Invest In

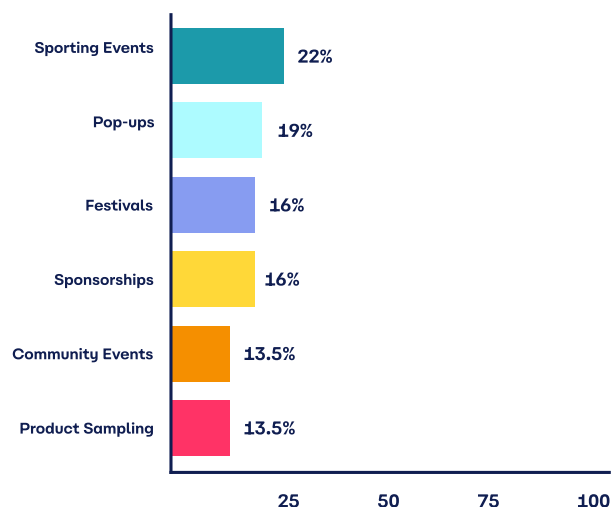
When it comes to the events umbrella, we were curious about exactly what kind of experiential marketers were using for their strategy. So, we asked!

### What types of brand experiences are you investing in?



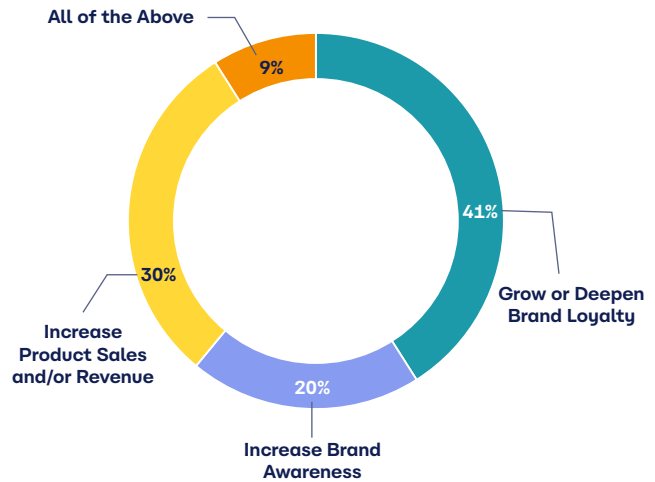
We know that ticketed events and experiences are a popular choice for brands looking to engage their consumers. **But 44%** are investing in brand or field activations, so we wanted to dig a little deeper there to uncover what types of events brands were activating at & which types of activations are most popular.

### What types of activations are you investing in?

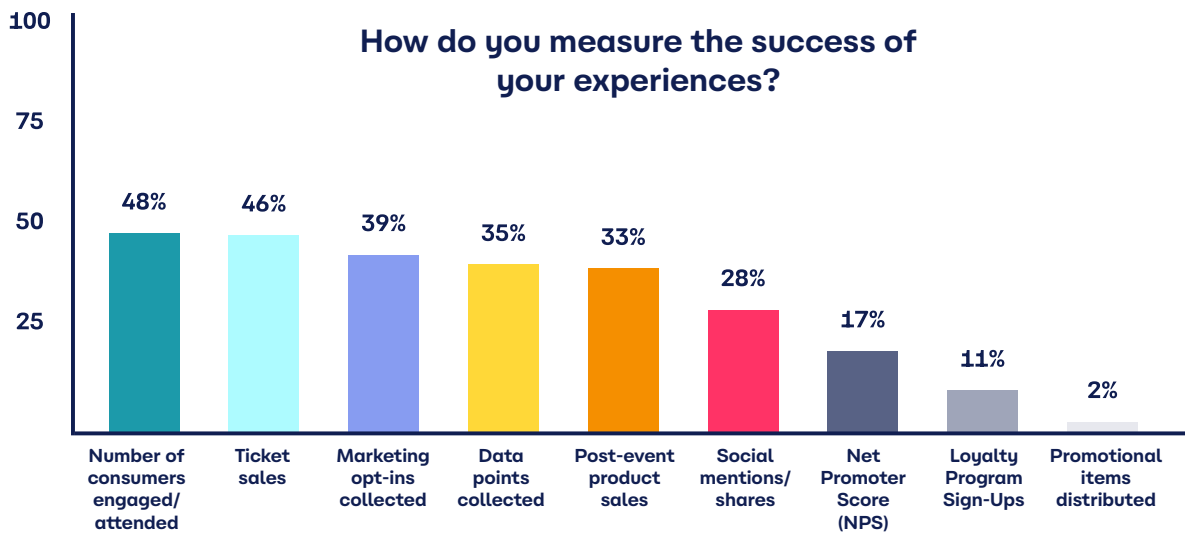


# Defining Success

What's your main goal for your events and activations?



How do you measure the success of your experiences?



## Consumer Events Effect on Loyalty

Although those surveyed focus on the number of consumers engaged/attended and ticket sales to measure success, our data shows a healthy mix of net promoter score (NPS) and brand conversion rate **can be more impactful**.

Since consumer events all serve different purposes, using a wide array of metrics will be your best bet. The **important stat to remember** is evolution – how, over time and through different experiences, your metrics change.





### What is Brand Conversion Rate?

Brand conversion rate is the number of consumers who previously identified as detractors or passives, according to NPS results, but leave your experience as promoters. Detractors think poorly of your brand, and passives are more apathetic.

The detractors and passives are divided by those who became promoters during your brand home experience, then multiplied by 100.

Here are some impressive benchmarks for consumer events powered by AnyRoad in 2023.

## Brand Conversion Rate Benchmarks

### Industry Average

68%

### Average BCR for Men

67%

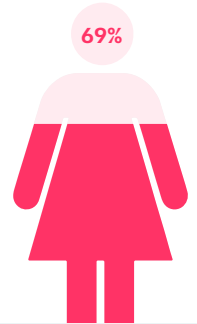


### By Gender

Our data shows that women start at a higher net promoter score on average and have a more significant change in perception after attending an experience.

### Average BCR for Women

69%



## Perception and Net Promoter Score Across All Demographics

That's a 30% increase!



Before Experience



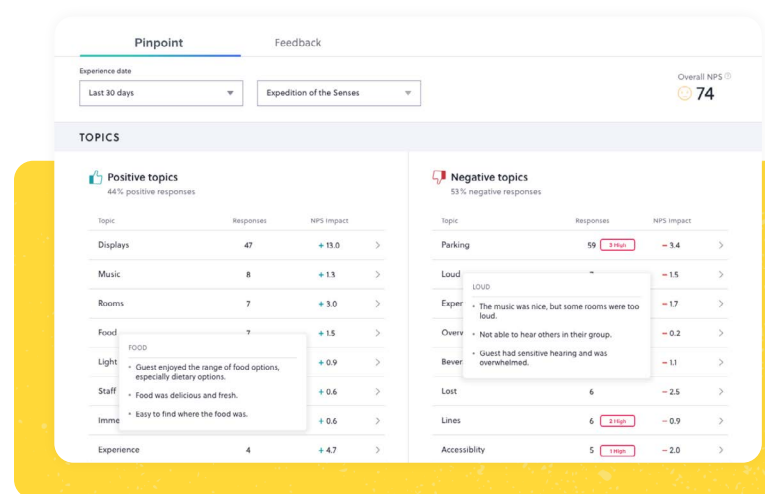
After Experience

# Tech Stop: Finding Your Brand Conversion Rate and Other Insights



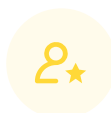
## Want to Take the Guesswork Out of Your Events Strategy?

AnyRoad empowers you to collect, analyze, and take action on attendee and experience data, giving you a deeper understanding of your consumers while generating insights to prove what's working and what you should do to improve.



### Streamline & Scale Operations

Get back hours of your team's day with automation and an integrated suite of solutions to manage every aspect of brand experiences.



### Grow Brand Awareness & Loyalty

Don't let those moments when your fan interacts with your brand go to waste — understand your consumers with first-party data and feedback capture and deliver a consistent, seamless consumer experience.



### Power Greater Revenue & Prove ROI

Easily measure your event performance and know what's working to make key strategy decisions, and prove your undeniable impact to your team and beyond.

**Want to see it in action? See for yourself.**

[Book Demo](#)

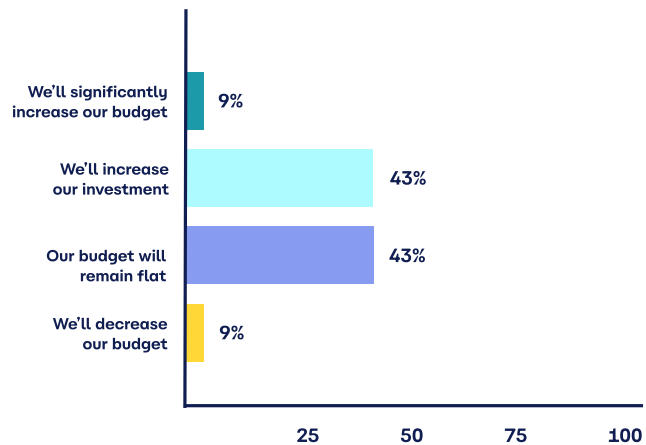
# Spending and Growth

What do experience budgets look like moving forward? We asked marketers and leaders how they plan to invest in the coming years.



## Annual Budget

How much do you anticipate your investment in experiences will change in the next one to three years?

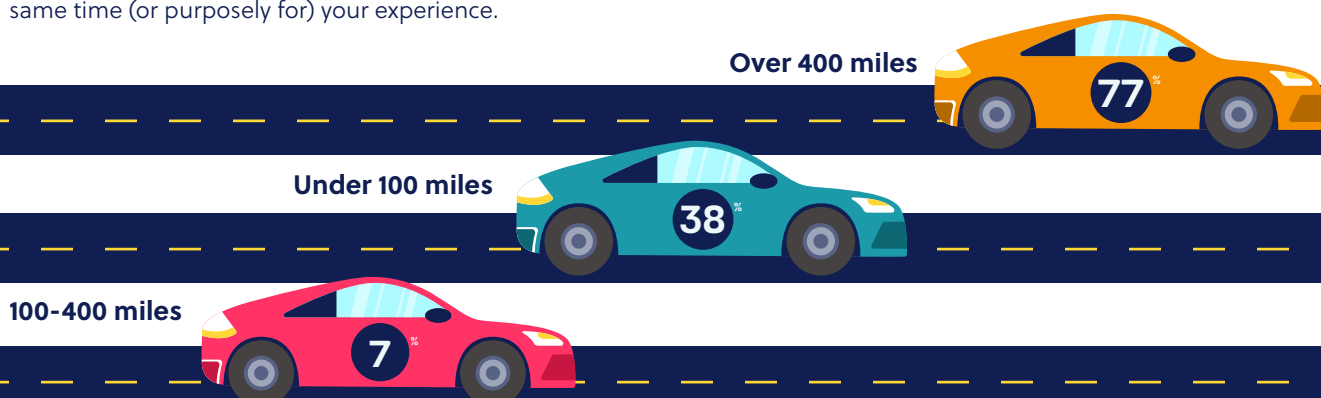


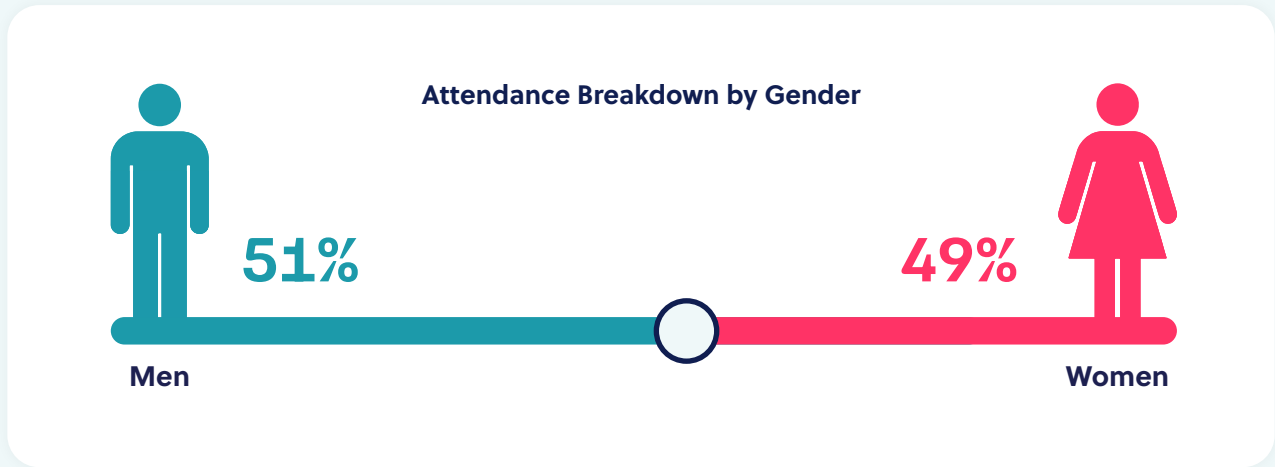
## Growth Strategy: Who's Coming to Experiences

With so much invested in brand events and activations, knowing who's attending is a must. Take a look at what we saw from millions of experience attendees in 2023.

### Consumer Travel Distance

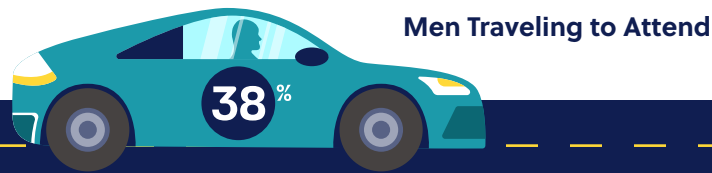
**Most popular with:** Tourists who are visiting at the same time (or purposely for) your experience.



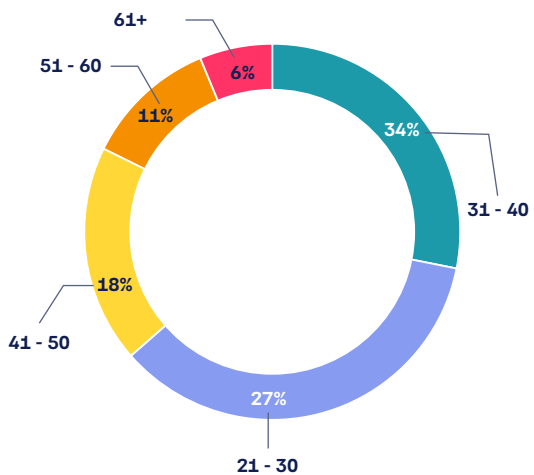


### Gender Distance Breakdown

**Most popular with:** Women across all distances, and make up the most of those who travel over 400 miles to attend an experience.



### Age Attendee Breakdown





# In the Wild: OCESA on Fusing Field Activations With Festival Promotion

"AnyRoad helped us understand not just our festival goers, but also how sponsors can benefit from partnering with us. Their on-the-ground support and expertise was first class, and really helped us execute." – Omar Aguilera, Commercial Intelligence Manager



OCESA, the famed concert organizer and promoter brand, is known for their concerts, music festivals, and other live events.

Their main goal: sell sponsorships.

OCESA used AnyRoad to track who attended a particular festival, how attendees felt about the event, and sponsoring brands – **making their goal easier**.

With the volume of festival attendees, WiFi can be unreliable, so they used AnyRoad's **in-person, offline data capture capabilities** to collect demographics, capture marketing opt-ins, measure event satisfaction & affinity for sponsoring brands, and **identify the value that the festival provided** to the sponsors.

[Read More About Their Success Stories](#)

## 2023's Challenges and How to Move Forward

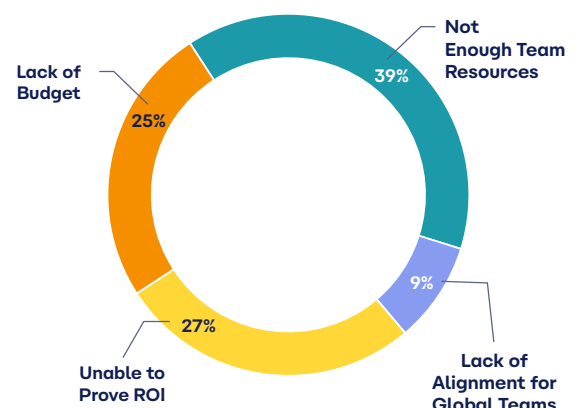
We asked what experiential teams struggled with in 2023, and we have an idea or two for how to move forward from here.

### Challenges

Consumer event teams need more resources, but that's on par with the rest of the industry. In our State of Experiential Marketing 2024 report, we found that **59% of the industry** is faced with the same challenge. And when it's across all teams and types of experiences, that's not a one-off problem; **it's an epidemic**.

For teams with limited resources, finding ways to increase efficiency and streamline operations is critical. That's where AnyRoad comes in.

### The Biggest Experiential Challenges



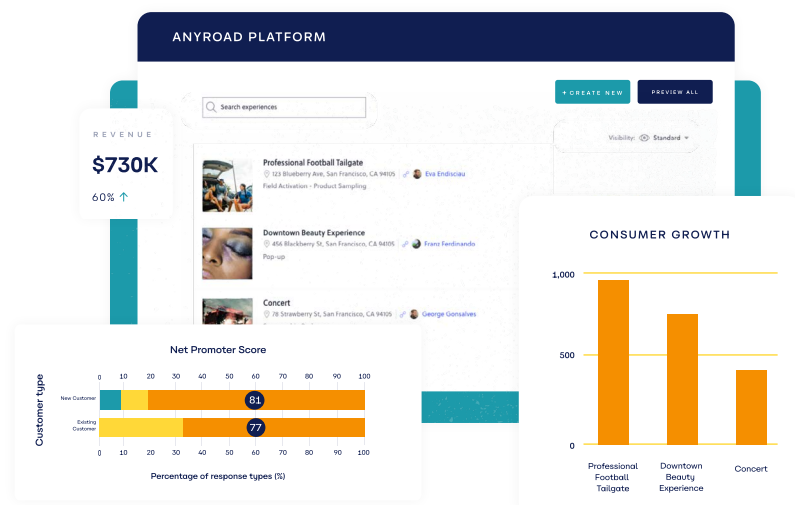
# How to Move Forward

We need to lighten the load on our marketing teams. That's why we built AnyRoad: for the work to step out of the way of the experiential strategy.



## Grow Loyalty and Revenue with Every Experience

All-in-one solution to power **every event**, **field activation**, and **on-site experience**.



## Experiential Marketing Software Built for Consumer Brands



### Experience Manager

Scale every piece of your experiential marketing strategy from experience creation and on-site operations to visitor follow-up and retrospective analysis.



### Guest Experience

Build loyalty every step of the customer journey while seamlessly securing contact info and deep insights from every person who engages with your brand.



### Atlas Insights

Quantify the impact of your experiences so you can highlight successes, take advantage of opportunities and quickly take action to correct inefficiencies.

**Get Your New Brand Growth Started?**

[Talk to an Expert](#)