

BREWERY EVENTS INSIGHTS

WHAT PLANNERS WANT AT YOUR BREWERY

Tripleseat, event management software for breweries, surveyed 300 social and corporate event planners to gain valuable insight into their preferences and requirements when considering a brewery for their events. By utilizing this valuable information, your brewery can tailor its offerings, amenities, food, and services to match the needs and expectations of event planners to capture more events and grow venue revenue.

BREWERIES MAKE EXCELLENT EVENT VENUES

Event planners love hosting their events at breweries

74%

are highly likely, or likely to host an event at a brewery

71%

of planners have attended or held an event at a brewery



EVENT DETAILS MATTER



COMMON EVENT TYPES PLANNERS WANT TO HOST

- 35% Birthday Parties
- 29% Bachelor & Bachelorette Parties
- 18% Corporate Events
- 10% Weddings
- 5% Bridal & Baby Showers

TOP AMENITIES NEEDED FOR AN EVENT

- 90% Music
- 68% Outdoor space
- 61% WiFi
- 59% Activities
- 51% Private space
- 47% Non-alcoholic drink options
- 27% Dog-friendly
- 14% Audiovisual equipment

TOP THREE BEER PREFERENCES TO KEEP EVENTS GUESTS THIRST QUENCHED

- 33% Lager
- 31% Ale
- 18% IPA

EVENT FOOD PREFERENCES

- 44% Full menu
- 21% Catering options
- 19% Snacks (Popcorn, pretzels, chips & salsa)
- 16% Food trucks

TOP ACTIVITIES TO OFFER FOR FUN

- 87% Beer tastings
- 74% Live music
- 35% Taproom tours
- 57% Outdoor games (corn hole, Spike ball, Jenga)
- 32% Family games (board games, playing cards, puzzles)
- 28% Comedy shows
- 28% Arcade games

THE PLANNERS HAVE SPOKEN, AND THEY SAID "YES."

Offer more services, and the guests will buy them.

91%

YES NO Would you like to be able to reserve tables for a small party at a Brewery online?

68%

YES NO Should breweries offer beer flights for events?

87%

YES NO Would you buy take-home beer from an event?

89%

YES NO Would you buy tickets to a brewery show? (Live music, comedy show, etc.)



OVERCOME YOUR PRICING STRUCTURE FEAR

How to price small and large events

How much would you be willing to pay to hold a small event of less than 100 people at a brewery? (Birthday, anniversary, company outing)

| | |
|--------------------|-----|
| >\$500 | 40% |
| \$500 - \$999 | 31% |
| \$1,000 - \$2,999 | 24% |
| \$3,000 - \$10,000 | 5% |
| \$10,000+ | 1% |

How much would you be willing to pay to hold a large event of more than 100 people at a brewery? (Wedding, conference, concert)

| | |
|--------------------|-----|
| >\$1,000 | 27% |
| \$1,000 | 27% |
| \$3,000 - \$10,000 | 23% |
| >\$500 | 21% |
| \$10,000+ | 2% |



PLANNERS LOVE TO HOST EVENTS AT BREWERIES

Get to know the survey participants better



45%

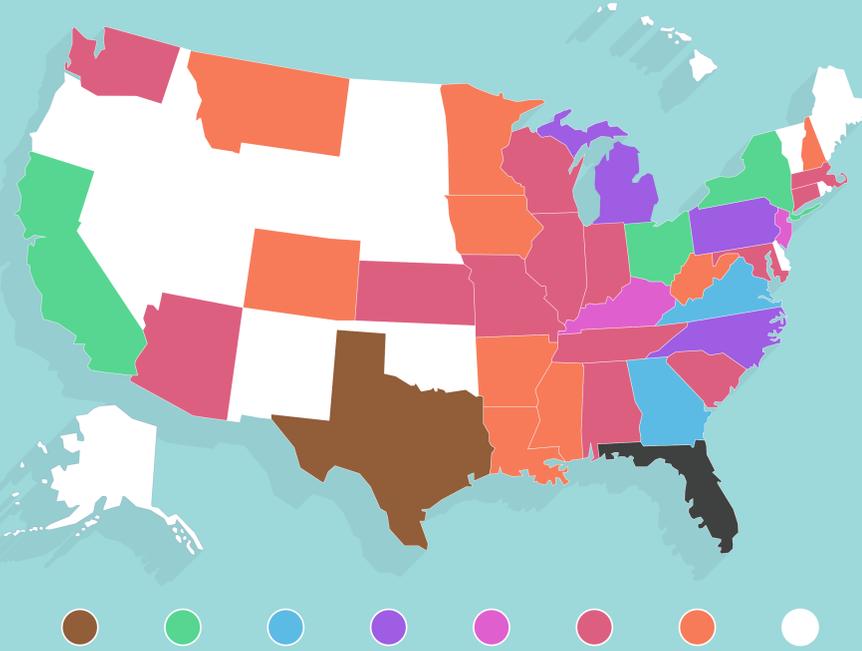


55%

21 - 70

Age Range

IN WHAT STATE DO YOU LIVE?



- 9%
- 7%
- 6%
- 5%
- 4%
- 3%
- 2%
- 1%
- 0%



Say cheers to Tripleseat, a simple and easy-to-use sales and event management software for your event business.

Tripleseat is everything you need for private events at your brewery in a single sales and event platform. Because no two events are the same, you need an event management platform that can work as fast as you do. Tripleseat makes booking and planning any size event easy.

Tripleseat.com

