

eventbrite

MUSIC & NIGHTLIFE

Event Trends
Report 2024

Ardalan: Great Northern/ San Francisco, CA

After a difficult few years due to the pandemic and its fallout, 2023 saw attendees out in force at stadium gigs, boutique festivals, intimate acoustic sessions and everything in between. The year was record breaking for the concert industry, reports Variety, with live music revenue predicted to reach almost £19 billion globally in 2024.

While the nightlife industry has struggled, ever-innovative promoters and venue owners are leading an inspiring fightback and discovering new ways to pull in the crowds. And despite the global cost of living increase, concerts, nights out, and experiences are a priority for people looking to make up for lost time.

The end of the pandemic isn't the only significant shift. Born at the tail end of the 1990s, more than one-third of Gen Zs are now fully-fledged adults with wallets to match. Globally, Gen Z's spending power was estimated to be worth £356 billion in 2023, according to Snapchat — that's £7,029 per consumer.

Our TRNDS 2024 event forecasting guide revealed that, just like millennials, Gen Z want to spend on experiences over material possessions. Their thirst for personal growth is also higher than any generation before them, according to an Intuit survey. It's no surprise, then, that unique experiences, extra special nights out, and feeling like part of a community are huge priorities.

We asked some of our most experienced and successful music and nightlife experts from across the globe to share the trends they're most excited about in 2024 — and how others can adapt their events business to get in on the action.

There's never been a better time to get creative, dream bigger, and reach new audiences.

Our Panel



Matt Orlove

Founder and CEO at ORLOVE
Los Angeles, California, US



Matt Tuffuor

Co-founder at Toasted Life and
Global Community Marketing
Manager at Eventbrite
Oakland, California, US



Lani Love

DJ, producer, and Club Mesh
co-founder
Los Angeles, California, US



Mateen Hepburn

Director at Busspepper
London, England



Megan Stoll

Co-founder and chief marketing
officer at Duck Club Entertainment
Boise, Idaho, US



Eric Woo

Co-founder at WAO Events
Sydney, Australia

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TREND #1

REINVENTING CONNECTION

Once a go-to place for marketing events, Facebook use is on the decline — especially when it comes to Gen Z, according to Fortune. Promoting an upcoming gig is no longer as simple as creating an event and advertising it on the social media platform. Now, in order to build those loyal and lasting connections, it's time to throw out the rule book and try something new.

"For over a decade, Facebook and Instagram have been such integral parts of our promotional and advertising strategy, but I believe we're entering a period in which the audience for both is dwindling, especially for the younger demographic," says Matt Orlove, whose eponymous company throws more than 250 parties a year.



For 2024, Orlove is exploring the merits of another development in the marketing space — the return of text messaging. SMS marketing is experiencing a revival, [Ad Age reported](#), noting that because texts are something people often deal with quickly, they “can drive immediate action”.

“I know a lot of event producers that have been using text blasting that's been super effective for them,” he says. “We’re internally discussing ways where we could effectively use text blasts where it's not intrusive, and we're only texting people who want to be texted.”

Take inspiration from DJ Lani Love, who connects with her audience on another platform. Love built a loyal following online during the pandemic as thousands of fans tuned in to watch her live-streamed sets on [Twitch](#). After being encouraged by her community to start a [Discord](#) channel, Love has helped turn online connections into IRL ones.

“Having that Discord just meant that they didn't necessarily have to exchange Instagram handles. They just had an immediate place that they knew they could pull up, continue conversations, and build friendships,” she says. When Love announces a new date or event, it doesn’t take long for people to hop on the channel to share travel details and pre-party plans. “It made me emotional because I realised the community is bigger than me now,” she adds. “It's a really nice feeling.”

“I realized the community is bigger than me now. It's a really nice feeling.”

-DJ Lani Love

Over in Boise, Idaho, Duck Club Entertainment put the community at the heart of everything they do — including the launch of their first permanent venue. “The Treefort Music Hall can adapt to whatever is going on and that’s really important to us,” explains co-founder and chief marketing officer Megan Stoll. “Our brand is all about community so having a multi-use space is really important. We also give it to other promoters to come in and make it theirs. It doesn’t just belong to us.”

The venue allows attendees of all ages, which is a key move in future-proofing the business. “The younger population are what keep things going,” says Stoll. “We have a snack shack at the music hall and mostly teens run that. They get a chance to come in and be part of it all, and we have a production intern who has been shadowing one of our leads.”



Matt Tuffuor, co-founder of Toasted Life, has hired a new team member whose role is purely focused on growing the community in 2024 and beyond. "My co-founder Warren and I are often busy running around orchestrating all the logistics at our events, but there should be someone really representing us in the room," he says. As well as meeting people IRL at events, the role will also be focussed on connecting with the community on social media and in person. "We realise we have to be very proactive about building community and meet people where they are," Tuffuor says.

Toasted Life also host community-building events outside of their typical event series, which is something they're looking to continue in 2024. "We're always evolving. We don't always show up in the same way," he explains. "We ask ourselves, 'How can we be that glue for people seeking connection?' Maybe it's travel, maybe it's a VIP dinner, maybe it's a discussion about something meaningful."

Sometimes, community building means thinking completely out of the box to bring memorable (and sharable) experiences to people. Toasted Life host regular charity events, including a pop-up party in a nursing home. "Imagine bringing a really dope hip-hop DJ to a nursing home. We had soul train lines with people being spun around in wheelchairs," he recalls. The lesson? Take the opportunity to demonstrate your brand values in unexpected places.

62%

of event organisers in the UK and Ireland believe using SMS/text messages to engage and communicate with eventgoers is important.*

Building community and connection is the number one reason event organisers put on events.*

TREND #2

FANDEMONIUM

From the Bruce Springsteen fan who made an 11,000-mile pilgrimage to see The Boss to the 306,000 people who descended on Liverpool, England, for the Eurovision Song Contest, music fans are a seriously dedicated and loyal bunch. Tapping into the power of fandoms can be a great way to create memorable experiences — and you don't need to be booking A-list acts to do so.

Taylor Swift's mammoth Eras tour has seen Swiftogeddon mania reaching new heights in the UK. The club night started life as a one-off London event dedicated to the Blank Space songstress and her incredible back catalog — but dedicated Swifties have turned it into an event that sells out venues up and down the UK every weekend.

As well as catering to loyal fans all year round, think about how you can get in on the action when huge events or concerts attract thousands of dedicated fans to your city. The Beyoncé BeyHive was truly spoilt for choice around her Renaissance tour, with themed events worldwide to celebrate before, after, and during the gigs.

“In order to keep it fresh, you really have to try and do something special.”

- Matt Orlove

Take Notting Hill Carnival. London's annual Caribbean celebration brings two million visitors to the capital for one weekend in August. "There is a huge influx of people around that time so our market is artificially inflated," says Mateen Hepburn, the director of London-based Caribbean events promoter Busspepper. "There is not a single period of the day over that weekend when there aren't Soca-led, carnival-type events going on."

As well as running their two regular Notting Hill weekend parties, in 2023 Busspepper made the most of the market increase by plotting one of their most ambitious projects yet, flying in international act Vibes with Voicey for an exclusive tour date at one of London's most exciting new venues.

"It became a full concert and the customer base clearly differentiated from our DJ-led Friday and Saturday night events," Hepburn explains. "It was a gamble as tickets were double our usual price but the event was almost sold out, at a capacity of 1,000. With the other two events' sales seemingly unaffected, we did three 1,000+ events in as many days."

Tempting as it may be to go all in on niche events, be mindful that you don't overdo it and risk losing momentum. Matt Orlove is acutely aware that you can have too much of a good thing.

"We used to do a monthly Blog Haus party and we would easily get between 800 to 1000 people every time, but the attendance kept dwindling," he says. "After five or six months, there were 200 people in the room. We realised that after a while if you're going to that event, you're really just hearing the same music."

Their monthly event at Chicago's Subterranean now switches between themes. "We rotate them, so at most, we're only doing each of our formats twice a year," Orlove adds. "In order to keep it fresh, you really have to try and do something special."

Attendance at nostalgia events (referencing the 80s, 90s, or 2000s) grew by 53% in the UK.***

TREND #3

TECH IT TO THE NEXT LEVEL

When it comes to exploring how technology can improve an audience's experience and create unforgettable events, an old saying really is true — the only limit is your imagination.

Berlin's newly-opened Reethaus is a brehtaking, partly-subterranean venue with a 360-degree spatial sound system perfect for immersive and experimental sound-based performances, while one of Singapore's latest hotspots has AI bartenders.

But the most talked-about venue of 2023 has to be Las Vegas's hyper-futuristic Sphere, which features 1.2 million LED lights on its exterior and a 250-foot high screen inside, offering untold possibilities when it comes to production. Thankfully, there are plenty of ways to get involved in the trend without lodging a lengthy planning application.

“We’ve installed an AI-inspired head from the ceiling. We wanted to create an immersive experience with high-end production elements.”

- Eric Woo



Sydney's only superclub, WAO, is entering 2024 with an eye-catching and highly Instagrammable new installation as the centerpiece of its venue. "We've installed an AI-inspired head from the ceiling," says co-founder Eric Woo. "We wanted to create an immersive experience with high-end production elements.

"It's mirrored on all sides and the reflective surface plays around with the lights that hit the head, and also the lasers and smoke create a unique experience. It can also rotate during the night, which adds another element of movement."

Woo urges those working in music and nightlife events to "keep evolving, especially around theming and production". He says: "Guests like to always see new things so keeping the concepts and production fresh is key but, at the same time, retain the basics of great customer service and guest experience in the venue."

Treefort Music Festival is using tech to improve its attendees' experiences in another way. The five-day affair spans the entirety of Boise, Idaho, and thousands of fans spend five days zipping across the city to see bands in multiple venues — and they've created a handy app feature that makes attendees' lives a lot easier.

"We have a line-o-meter so festivalgoers can see how long the lines are at each venue and use that information to help with their planning," explains Megan Stoll. The app is updated by venue managers and Duck Club employees working at the festival and it takes just seconds for them to do so.

Meanwhile, the UK's Night Time Industries Association has identified plenty of exciting possibilities for using AI in nightlife spaces. It has noted how artificial intelligence could soon be used to "revolutionise the clubbing experience" by analysing crowd reactions, adapting visuals to match beats, or even controlling temperatures to deliver a sensory experience.

And if you're not already embracing AI behind the scenes then 2024 is the time to Eventbrite has already integrated AI into its platform to simplify complex tasks such as creating listings and ad copy. "Eventbrite's Marketing Tools have been really crucial for the amount of shows that we have," says Stoll. "When you're pumping out 20 adverts a day for various shows at various times in various venues, you really need a tool like that to help you."

+58%

More than half of event organisers in the UK and Ireland believe using new technologies to augment the event experience (ie. AR/VR, event-specific app, etc) is extremely important*



TREND #4

VERY IMPORTANT PARTYGOERS

Whether you're turning left after boarding a plane or queue-hopping at the hottest club in town, the VIP Post-pandemic, people are prioritising experiences more than ever, with 61% of eventgoers saying they'd rather spend their hard-earned cash on an experience than a material possession, according to our TRNDS 2024 annual forecasting guide.^{*} And in 2023, attendance at VIP events grew by 18% globally on the Eventbrite platform.^{**}

With this in mind, 2024 is an excellent time to boost customer loyalty through offering extra special VIP experiences and membership options.

After proving successful in 2023, a limited number of Duck Club Entertainment's ultimate access-all-events passes — cleverly branded as a 'frequent flyer' programme with a digital passport — will be on sale in 2024. The pass grants access to more than 250 shows a year, including their two music festivals, and queue-jump at their flagship event, the five-day Treefort Music Fest.

For the first time in its 12-year history, Treefort will feature an extra special VIP lounge area at its 2024 event, accessible to frequent flyers and fans who have splashed out extra cash on a pass upgrade. "We really want to have engaging experiences for fans and we're hoping to do it by having more activations with sponsors," says co-founder and chief marketing officer Megan Stoll. "The lounge is going to be a hangout space tucked away from the main stage with a bar."



Duck Club / Pink Fuzz / Boise, ID

Duck Club has one golden rule, though. "There's no special viewing area," Stoll says. "If we have a 14-year-old who wants to be at the front, they deserve to be at the front. We're not going to create a space there that they can't afford."

In the nightlife space, higher-priced VIP offerings have long been a lucrative revenue stream, and Sydney-based superclub WAO is focussing on making theirs even better. As well as upping their game on production and styling elements such as light shows, their enhanced VIP package now includes a Vegas-style bottle service with presentation cards and sparklers, says co-founder Eric Woo.

“There’s no special viewing area. If we have a 14-year-old who wants to be at the front, they deserve to be at the front. We’re not going to create a space there that they can’t afford.”

- Megan Stoll

Toasted Life's Matt Tuffuor believes there is an appetite for more intimate club experiences in 2024. "They want lounge seating and waitress service so you can order cocktails from the bar or champagne. If they're in the mood to dance, they can hit the cosy dance floor or vibe out from the couch," he says. "For a more seamless experience, we offer VIP packages directly on Eventbrite where guests can make deposits to reserve a section, ensuring that booking is a hassle-free process, eliminating the need for calling or emailing the nightclub which can be time-consuming and intimidating for some."

Making VIP more accessible doesn't end there. Tuffuor is passionate about "democratizing the VIP experience" in 2024. "Our brand is really built on celebration. And whether you just got a promotion at your job or you just moved to a new city, there are a lot of things that people don't necessarily celebrate. Part of our events is making them feel special and giving them that VIP treatment."

Throwing parties at a secret venue, such as a private rooftop, and not releasing the address until the day before is one tried-and-tested way of creating a feeling of exclusivity and FOMO, Tuffuor says. "Then at the event, we have amazing content folks floating around taking photos and videos, we try to make sure there's no line so people get in as fast as possible, and we slow down the traffic a little bit so the bartenders can take more time with people's drinks and cocktails."

+18%

Attendance at VIP events grew globally by 18% on Eventbrite in 2023.**

In London, amid increased demand and competition, promoters Busspepper are thinking in a similar way, but with the added focus of delivering memorable experiences with wallet-friendly prices - which has plenty of other benefits.

"A big part of our premium experience is VIP tables and bottle services," explains Busspepper director Mateen Hepburn. "At most events with a great turnout and a big crowd, it's always going to be a mission at the bar and lots of people would prefer not to wait. We give that option without putting a markup on it just to ensure a group of friends can come and enjoy it."

"Nobody remains untouched by the financial situation so we want it to be affordable and we want to give people the level of customer service that makes them feel special."

Taking this approach has multiple upsides. "When people pre-order, they automatically start stacking up the bar spend at the venue, which is especially big when your hire fee will be reduced if you hit a minimum spend," Hepburn says. "So that premium VIP service boosts our reputation, but it also helps the balance sheet when it comes to contracting with our venues."

"Nobody remains untouched by the financial situation so we want it to be affordable and we want to give people the level of customer service that makes them feel special."

- Mateen Hepburn

TREND #5

PARTY AROUND THE CLOCK

Partying 'til dawn has its merits — spectacular sunrise on the way home, anyone? — but as partygoers get older, many have commitments and responsibilities that move late nights down their list of priorities. This needn't mean being out of the game completely, though — and the post-Covid boom in eclectic day parties and earlier events is an exciting trend set to continue in 2024.

"Day parties have become the norm," says Busspepper's Mateen Hepburn. "People often have more commitments at weekends and would prefer to wake up on a Sunday at a reasonable hour, feeling well-rested."



Orlove / SNBRN Boat Party / Long Beach, Los Angeles, CA

For venue owners, day parties are a great way to maximise the usage of a space, while for promoters, they can be perfect for attracting a wider age range of attendees. The first Toasted Life event was a day party and Matt Tuffuor says they offer a fantastic opportunity for promoters to break into the music and nightlife space — not only will sought-after venues have more availability but it is possible to negotiate more preferable rates.

“Day parties have become the norm. People often have more commitments at weekends and would prefer to wake up on a Sunday at a reasonable hour, feeling well-rested.”

- Mateen Hepburn

To cater to his increasingly diverse crowd, Hepburn is experimenting with brunches and using the opportunity to collaborate with creatives in other sectors, including up-and-coming chefs from his community. And he's seen other organisers going even further. "There's a promoter who does a spring Bank Holiday breakfast party," he says. "It starts at 8am and it's finished by 1pm – and it works!"

One of London's latest venues, Drumsheds — a 15,000-capacity space in an old department store — opens its doors at midday and pulls the plug on the music at 10.30pm. Reporting from one of its first events, The Independent noted the "broad crowd" with teenagers "side-by-side with sequin-clad couples in their forties and seasoned ravers in their sixties". Irish DJ and global sensation Annie Mac has also tapped into the market with Before Midnight, which kicks off at 7pm.

Despite having thrown successful day parties for more than a decade, Tuffuor and the team are always innovating and dreaming up fresh ways to create memorable moments. Like injecting a bit of fun into their nostalgia-filled day parties, which are hugely popular and only set to grow in 2024. "We bring out bubbles and hula hoops, and there's 30-year-olds and 20-year-olds playing with bubbles and dancing. Those are things you can't really do at night parties, but we can really tap into that nostalgic feeling of people being outdoors."

Tuffuor adds that day parties are rich content opportunities, especially if you catch those golden hour rays. "The visuals are usually much better because you have natural light. Those are very marketable on social media and on Eventbrite. People put a lot of time into what they're wearing to these events."

Matt Orlove has also been running popular day parties for years. "I don't foresee ourselves reinventing the wheel with our day parties in 2024. We've been fortunate in that the LA weather is prime for daytime events most months of the year," he says. "In the past, we've gone heavier on expensive talent booking, but these past few years, we have created a formula that works: highlighting the perfect venues, vibey music formatting, and ideal days (i.e. holidays), all while keeping our overhead costs down."

DJ Lani Love points out that earlier events can also be the perfect way to target people looking to combine their love of music with other interests. As well as DJing at late-night parties as part of the Club Mesh collective in LA, she's recently got behind-the-decks at the inaugural Feel My Flow, a wellness-focussed afternoon of breathwork, art therapy, and a '70s party.

The question at the forefront of her mind is: "As we get older and try to be healthier, how do we still do things we're interested in but shift that timeframe from 10pm to noon?"

"I think there is a fair amount of opportunity and interest in the space," Lani adds. "I don't think that anybody's totally cracked the code on it quite yet."



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Feeling inspired?

While our panel consists of innovators who work on hundreds of events a year or festivals attended by thousands, these trends apply no matter what size of your enterprise. And there's never been a better time to put them into action to take your business to the next level in 2024.

Feeling inspired and ready to host your next event? [We'd love to help.](#)

*According to a global survey conducted by Eventbrite and Marketcast in November 2023.

**According to internal Eventbrite data collected between January to September 2023, compared to the same period in 2022.

***According to internal Eventbrite data collected between January to June 2023, compared to the same period in 2022