



FIXR

**Event Industry
Trends Report 2025**

Exploring event organising
and ticket buying habits in 2025

CONTENTS

Introduction	3
Methodology	4
Ticketing transformation: Pricing, booking and the power of insights	5
1. Evolution of last-minute bookings	
2. Dynamic pricing debate	
3. Convenience is king	
4. Data-backed decisions now table-stakes	
Lifestyle shifts: Daytime events, running clubs, and modern values	11
1. Daytime popularity	
2. The rise of the running club	
3. Building events that reflect modern values	
Interactivity drives engagement: The continued ascendancy of immersive experiences	16
Conclusion	18
About FIXR	19



EDMUND GLOVER
CEO OF FIXR

Last year, we saw the events industry take bold steps in response to evolving audience expectations and economic realities. Event organisers continued to push the boundaries of creativity, adapting formats, introducing new concepts, and fine-tuning experiences to better align with shifting consumer demands. From a surge in daytime events to the growing influence of immersive experiences, the message was clear: audiences are looking for more meaningful and engaging event experiences.

While affordability remains front of mind for both organisers and attendees, our latest survey reflects a positive outlook for the year ahead. 65% of attendees plan to attend more events in 2025, and 57% of organisers are set to increase their event output, confident in their ability to deliver experiences that capture attention and excitement.

However, the focus has shifted. It's no longer just about scale; it's about delivering quality, unique experiences that stand out in an increasingly competitive landscape.

Organisers actively investing in the value of their event offering, and increasing the price of their tickets to reflect that investment, are most equipped for sustained success. We've already seen that attendees are more than willing to up their spending for a smaller number of high-quality, engaging experiences.

At FIXR, we're committed to supporting our clients with the insights and tools they need to navigate these changes with confidence. Whether it's simplifying the ticketing experience or providing deeper data-driven insights, we're here to support all of our clients in creating unforgettable events that resonate with audiences.

Thank you to everyone who contributed to this year's report. Your insights help us all better understand the future of events, and we hope this report provides valuable takeaways for your planning in 2025 and beyond.

Methodology

We surveyed more than 3,000 event organisers and ticket buyers, predominantly in the UK.

Across late December 2024 and early January 2025, we asked respondents to look back over their year in events, reflecting on their habits, what impressed them, what they value as attendees or organisers of events, and what they think 2025 will bring.

The aim of this report is to explore what is happening in the events industry and how that has developed and evolved from our previous reports in 2023 and 2024.

Following a year that wasn't always the easiest in the events industry - with rising costs for organisers and less disposable income for attendees - the responses show an encouraging level of enthusiasm and excitement for the year ahead.

Read on to see what is shaping the landscape for **event organisers** and **attendees**; from the **key themes, trends** and **behaviours**, to **useful data insights** to help with your strategy for the year ahead.

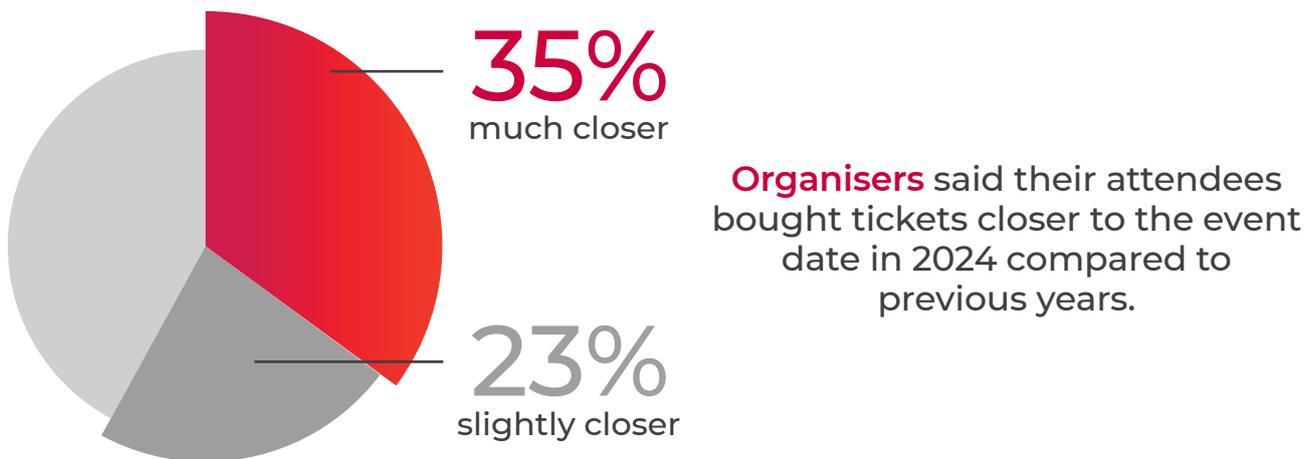


Future Frequency Festival,
South Africa

Ticketing transformations: Pricing, booking, and the power of insights

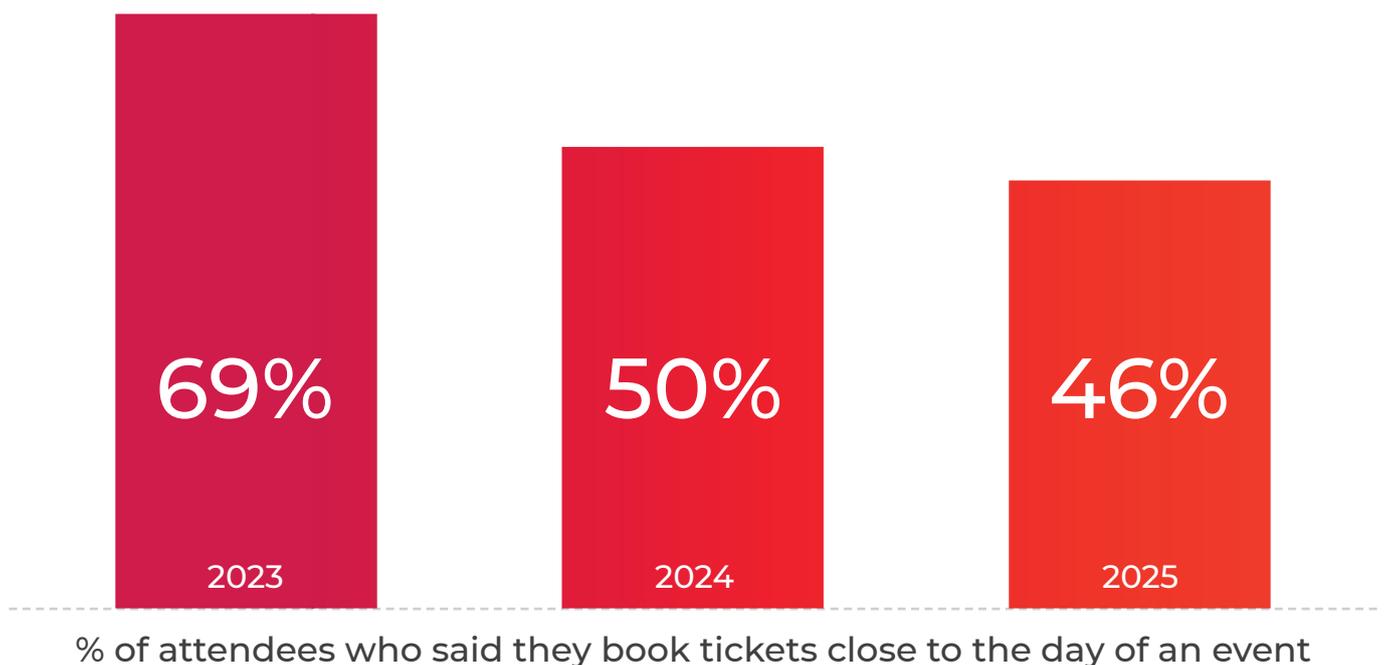
Trend 1 The evolution of last-minute bookings

Ever since the world opened up and events returned following various lockdowns and regulations, it's been impossible to ignore the conversations around attendees buying their tickets at the last minute. But the data suggests a change in behaviour.

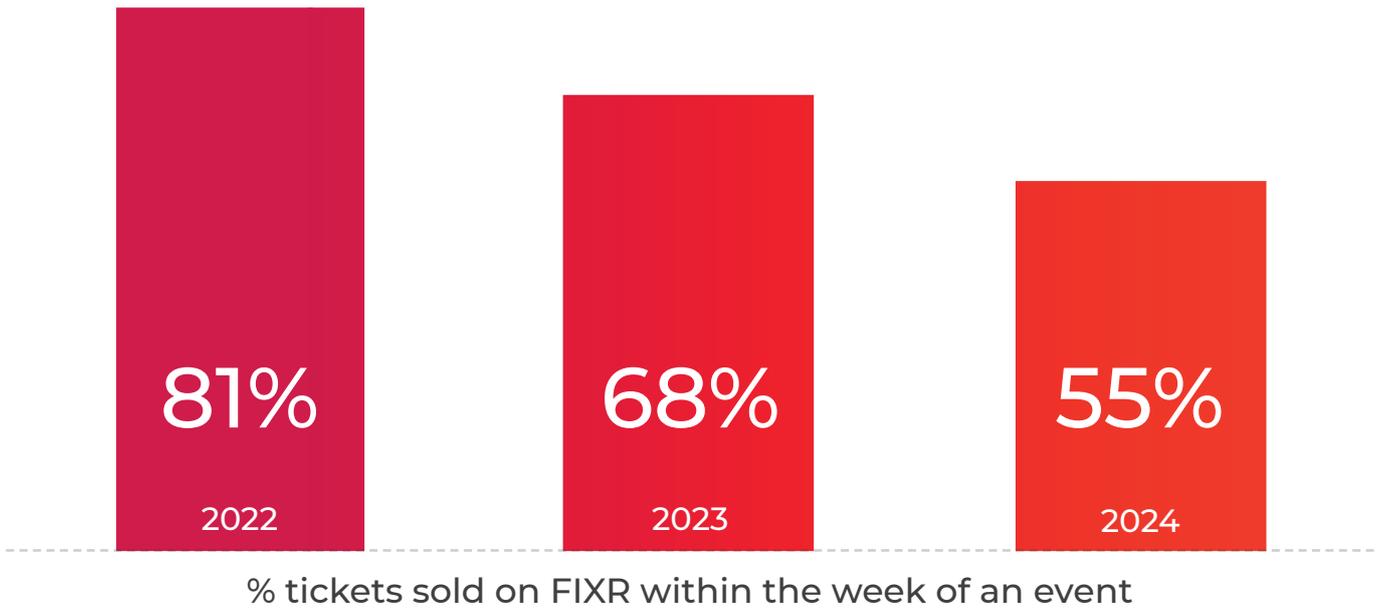


Attendees are telling us the opposite

Over the last three years we've seen a **50% decline** in the number of attendees who say they book tickets close to the day of the event, from **69%** in January 2023 to **46%** in January 2025



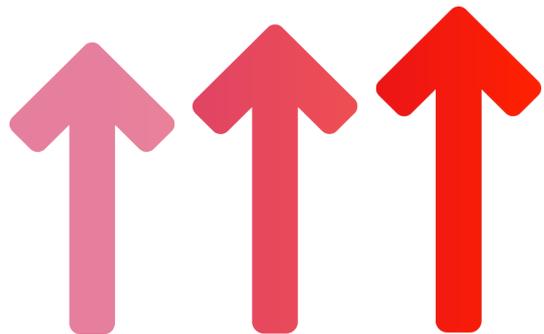
FIXR platform data reflects the attendees' responses



What's clear is that although the data suggests some let-up in the post-pandemic behavioural trend, event organisers are still feeling the pinch.

The perception from event organisers is that late bookings persist, which speaks to continued concerns around cash flow and the substantial cost of putting on events. A concern that can be exacerbated by uncertainty around ticket sales in the run-up to an event.

Thankfully, things are moving in the right direction and a continuation of this trend in 2025 should bring more stability and optimism for event organisers.

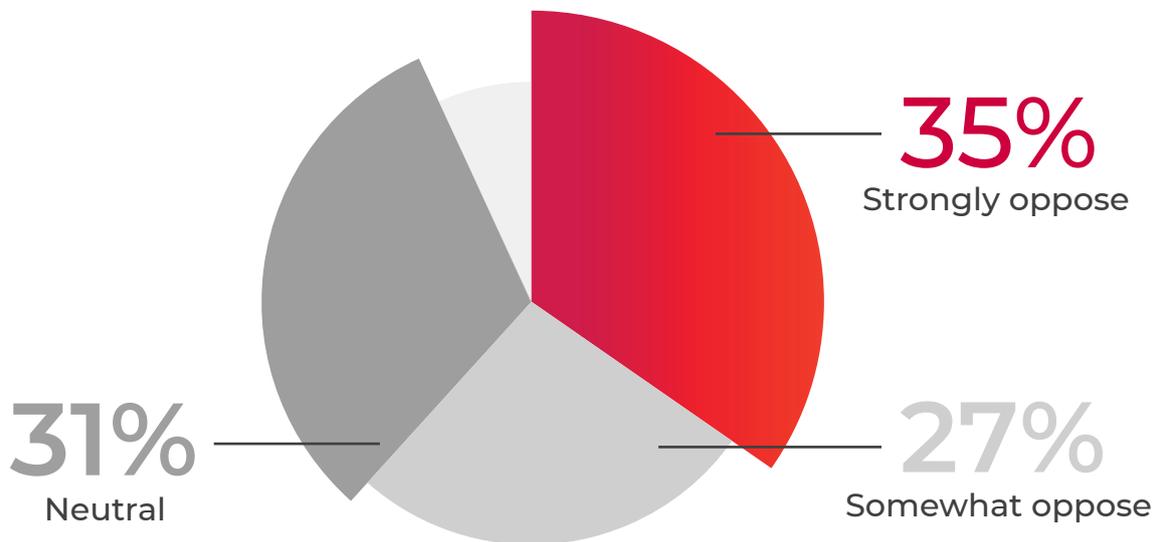


Trend 2 The Dynamic Pricing Debate

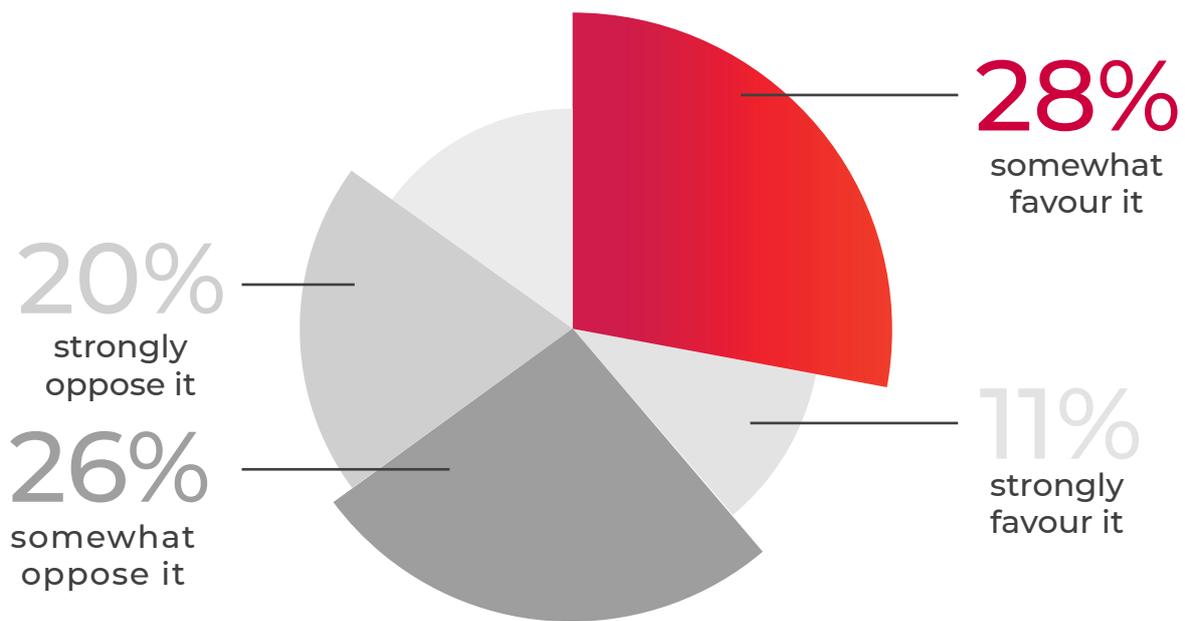
Pricing remains a sensitive topic for both organisers and attendees. **57% of event organisers reported concerns about rising ticket prices** from their audience, but **40% anticipate raising prices in 2025**.

While the concept isn't new, and discussions around the potential implementation of **dynamic pricing** in the events industry have been ongoing for some time, 2024 was the year that it really hit the big time - with the Oasis reunion tour pushing the debate into the mainstream, and fuelling discussion worldwide.

Attendee views on dynamic pricing



It's a less clear-cut story among organisers:



While it may have been one of the biggest talking points of the past 12 months, the reality is twofold:

- For the vast majority of event organisers, the idea of demand-based dynamic pricing is essentially irrelevant - few events are so high-demand to warrant exploring it regardless of public opinion.
- Even for those who could benefit, audience response is overwhelmingly negative and the short-term benefit may be outweighed by long-term distrust and audience dissatisfaction.

However, our survey also showed that more than a **third** of attendees believe a **higher ticket price is fully justified** when booking tickets close to, or on the day of, an event.

Using pricing tiers, being adaptable and responsive with pricing, and applying data insights to understand things like optimal price points could be hugely beneficial to driving sales and maximising revenue without misleading or alienating fans.

What Works:

- **Transparent pricing strategies:** Clearly communicate both the value audiences are receiving for their investment and any changes to ticket prices (e.g. tier changes) to convey urgency and incentivise earlier bookings.

Trend 3 Convenience is king

In addition to transparency, audiences demand simplicity in ticketing.



ranked a fast, frictionless booking process as the most important feature for a ticketing platform to provide.

Likewise, easy-to-find tickets and the ability to transfer tickets to friends and family weren't far behind - all speaking to an overwhelming desire for simplicity, convenience and ease of use.

Essential Features:

- **Minimal clicks, maximum ease** - prioritise user-friendly checkout experiences
- **Optimise for mobile** - ensure compatibility and speed on mobile devices, where most ticket purchases occur

93%
of purchases on
FIXR happen on
mobile

Trend 4 Data-backed decisions are now table stakes

The power of analytics is more prominent than ever.



70%

of organisers cited **audience demographics** and **sales reporting** as critical tools in 2024, each forming a vital complement of competitive event planning.

Key Takeaways:

- **Adopt advanced reporting tools:** Invest in platforms offering real-time insights into ticket sales and audience preferences.
- **Refine marketing channels:** With Instagram reigning supreme for both marketing ROI and attendee discovery among online platforms, a focus on optimising ad campaigns and content strategies on this platform are likely to pay dividends.

Simplified booking, fair pricing, and actionable data are the holy trinity of ticketing success in 2025. Platforms that deliver on these fronts will retain user trust and loyalty.



A Bunch of Stuff,
USA

Lifestyle shifts: Daytime events, running clubs, and reflecting modern values

Trend 1 Daytime popularity

Audiences have made their preferences clear: **daytime events are soaring in popularity.**

Whether it's an indoor winter gathering or an outdoor summer festival, daytime events are proving increasingly popular compared with late-night alternatives in ticket sales and audience feedback, according to event organisers.

We asked event organisers what changes they have seen in the demands of their audience, and a clear theme emerged.

“Higher demand for daytime events (even if they're inside for winter).”

“Start early, finish early seems to receive a lot more positive feedback and early ticket sales”

“A spike in day events”

“Day events far more successful”

“Day parties more popular”

“More daytime events”

Key Takeaway:

Daytime events cater to diverse audiences and promote accessibility, positioning them as a cornerstone of 2025's event calendar. This trend is not just seasonal but a reflection of broader lifestyle changes.

What this means for organisers:

- **Capitalise on the “Start Early, Finish Early” trend: Adjust event timings to align with audience preferences.**

Trend 2

The Rise of the Running Club

While the Metro’s assertion that “[run clubs have become our new nightclubs](#)” is overstating things slightly, there’s no denying that 2024 saw running clubs reach new heights of popularity, especially among Gen Z.

The appeal of wellness-focused events surged last year.

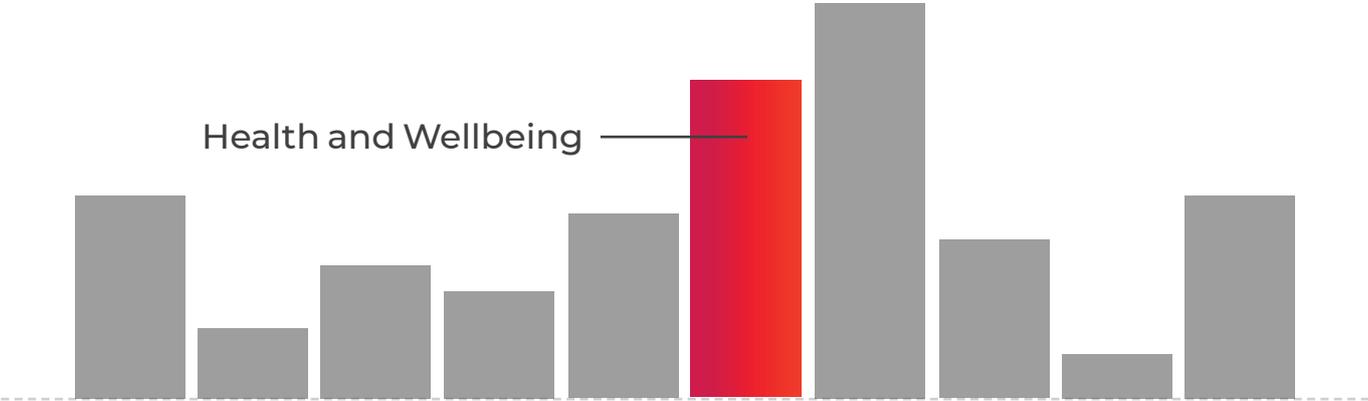
25%

of attendees said that ‘health and wellbeing’ shaped their event experiences in the last 12 months

Said they attended sports, fitness, health or wellbeing events for the first time in 2024

15%

Our data shows that ‘**Health and Wellbeing**’ has been the second fastest-growing event category on FIXR over the past two years; both in terms of the proportion of events listed and tickets sold on our platform.



The second fastest-growing event category on FIXR last year

What this means for organisers:

- **Blend fun with functionality:** Highlight both entertainment and wellbeing benefits to maximise appeal.

"When we started as a running club, we didn't have this grand vision of becoming what we are today."

Martin Mach, Co-founder of Girls on the Go

In October 2024, we spoke with one of the founders of Girls on the Go, a running club and social enterprise that has evolved into a thriving community and series of events **centred around a core mission**: providing opportunities for women and girls to forge new friendships. [Read more about their story here.](#)



Girls on the Go,
England

Trend 3 Building events that reflect modern values

In addition to a growing focus on health and wellbeing, our survey responses suggest that diversity, equity, inclusion (DEI), and accessibility remain top-of-mind for both organisers and attendees:



Attendees are increasingly scrutinising events for inclusivity, sustainability, and technological integration.

Key Takeaway:

Events that prioritise inclusivity, accessibility, sustainability and wellness increasingly resonate with audiences.

Incorporating these principles into event planning could be important for long-term success.

What this means for event organisers:

- **Create inclusive experiences:** Prioritise accessibility and diversity, ensuring all audiences feel welcome and represented.
- **Collaborate with diverse talent:** Lean on partnerships that reflect your audience's varied interests and identities.

Interactivity drives engagement: The continued ascendancy of immersive experiences

Trend 1

Interactivity and innovation drive engagement

Interactive and immersive elements are no longer optional - they're essential.

61%

of attendees said immersive experiences significantly shaped their event habits.

"Examples like gamification, unique themes and interactive elements are now the standard for audience engagement".

- **Interactive elements:** From gamified zones to student darts tournaments, 56% of organisers revamped their formats to meet audience demands.
- **Immersive growth:** With 61% of attendees citing immersive elements as central to their 2024 experiences, organisers are leaning on innovative concepts to differentiate.
- **Expansion into new formats:** Beyond traditional music and nightlife events, organisers are pivoting toward hybrid entertainment categories, such as the [two new party bar concepts from NEOS Hospitality](#) - one of the UK's largest nightlife operators.

Trend 2 Interactivity and innovation drive engagement

We asked event organisers what changes they made to their events in the last year and it's clear that many are looking to create more immersive experiences

"Expanding into entertainment events rather than focusing on core nighttime and club events"

"Adding more exciting concepts; bringing in arcade games, consoles, ball pits etc."

"Making events more interactive"

"Moving the fun from the ground to the sea! People value unique party experiences over club nightlife, and with limited venue availability, boat parties worked every time"

Key Takeaway:

Creativity reigns supreme. Interactive experiences not only attract new demographics but also foster deeper attendee engagement. Organisers who continue to invest time and energy into innovation could reap rewards in 2025.

Conclusion

Looking at the below data points, the appetite for unique and interesting event experiences is clear to see.

Attendees

65%

plan to attend more events this year than they did in 2024

Organisers

57%

are planning new events this year with innovative formats

By **embracing these trends** and **prioritising audience-centric strategies**, event organisers can stay ahead of the curve, creating memorable experiences that resonate with today's **values-driven, time-conscious, and interaction-seeking audiences**.



Bingo Wonderland,
UK

ABOUT FIXR

At **FIXR**, we're passionate about making ticketing and event management seamless for you. Whether you're organising an event or attending one, our platform is designed to create user-friendly, hassle-free experiences. Trusted by thousands of event organisers and millions of ticket buyers, we offer a powerful, fully self-service platform alongside a popular event discovery tool and optimised checkout that works for events of all sizes.

We believe data and insights are the key to success. By sharing insights and trends from across our industry, we're here to help you stay ahead and make the most of every opportunity. Our commitment to data doesn't stop at our annual report either - it's baked deep into our product to give you the tools to better understand your audience, spot trends, and grow your business.

Who we work with



Contact us

fixr.co | team@fixr.co | +44 (0)20 3700 0610 | [linkedin/company/fixr-app](https://www.linkedin.com/company/fixr-app)