

How Event-Goers Will Spend Money in 2020

Square and Eventbrite data show how events spending will shift over the next three years

Today... buyers want speed and security



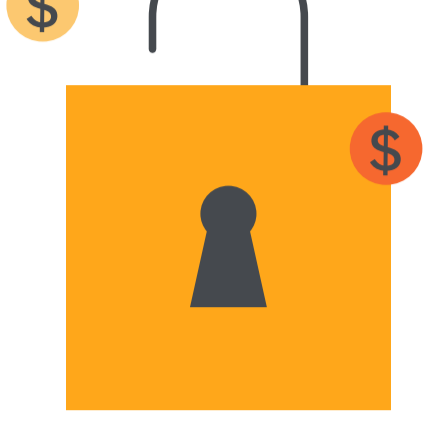
29%

of buyers are uneasy with the threat of payments fraud



37%

of buyers say top pain point is slow lines



1 year from now... Cashless payments will dominate

“ A faster line means more sales for event owners. No one likes waiting.

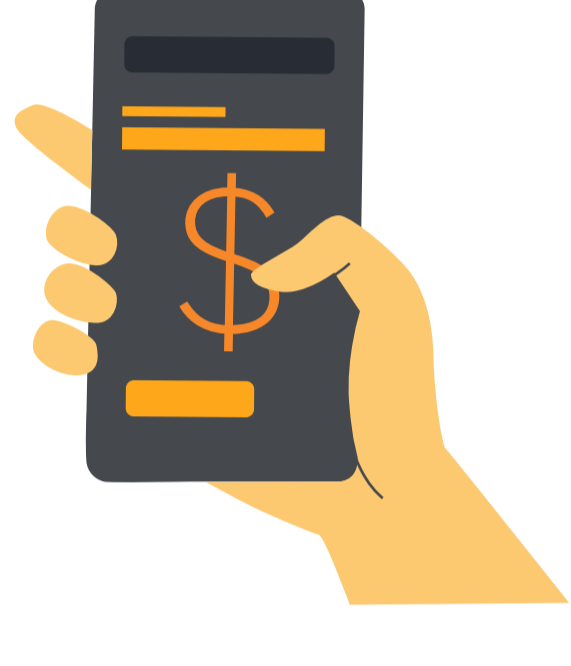
—Mary Kay Bowman, head of payments at Square



Attendees using cashless RFID payments spend an average of 2x more than those using regular payments

2/3

of event professionals plan to use cashless payments in 2018



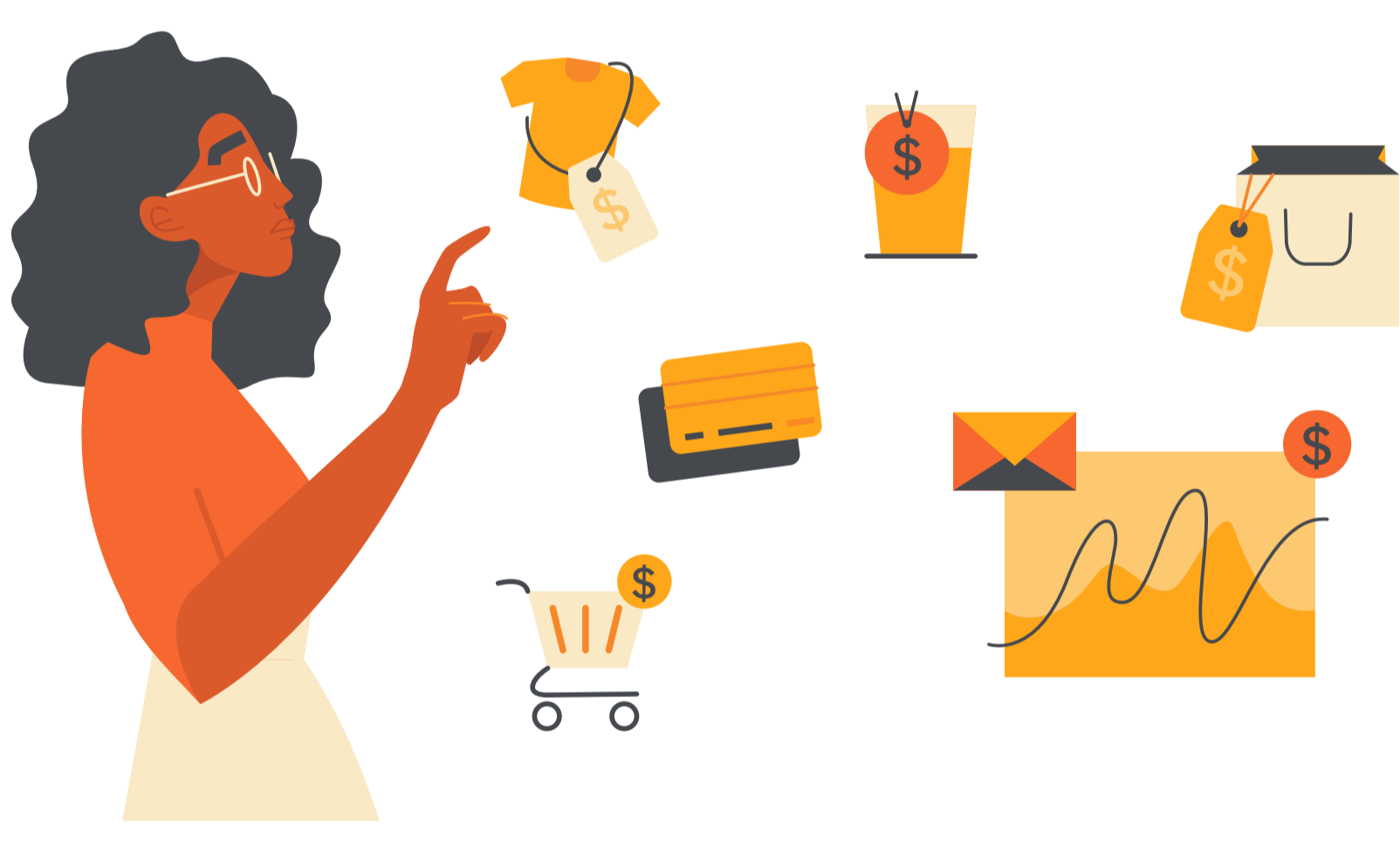
Mobile wallet users report being more likely to spend more and more likely to tip

Millennials are nearly 2x more likely than non-millennials to use mobile payment technology

Two years from now... Event creators will have a complete view of their customers

“ Event creators will have a single view of all ticket, food and beverage, and merchandise sales.

— Carl Perry, head of developers platform at Square



1/3

of event professionals generate the majority of their revenue from sources other than ticket sales

Nearly 10%

of event creators aren't sure how much of their revenue comes from sponsors, vendors, or merchandise sales

Three years from now... Primary and secondary markets will converge to fight fraud

Ticket fraud affects nearly

5 million

people every year



“ In 3 years if someone buys a ticket and can't go to the show, people will just ask, 'Did you return your ticket to the organizer?'

— Ant Taylor, the CEO of Lyte

Newport Folk Festival saw a

70%

decrease in tickets on the scalper market using technology that will be widespread in three years

Want to learn how to prepare your business for the future of event spending?

[Download the full report](#)

for five-year predictions and steps you can take today to prepare.

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