# THE FURE OF VENUES

RESHAPING EVENT EXPERIENCES

**\*** momentus<sup>™</sup> technologies

**Boldpush** 

Research into the present and the future of event venues

# About Momentus Technologies

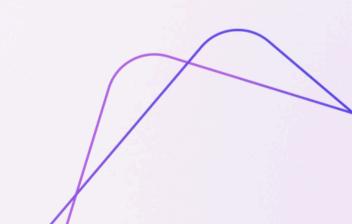
Momentus Technologies is a global provider of industry-leading venue and event management solutions that empower organizations to create extraordinary moments.

Momentus powers over 1.4 million live events each year, generating more than \$12 billion in revenue at venues worldwide. From convention centers and universities to corporate campuses, stadiums, arenas, and performing arts centers, we're behind the moments that bring people together in 55+ countries.

The Momentus platform gives venues data-driven insights to streamline event operations, providing a clear view of past, present and future performance. It enables venues to make smarter decisions, enhance efficiency and drive their business goals with confidence and clarity.

To learn more, visit gomomentus.com





### About Boldpush

## Boldpush is a media, research, and consulting firm for the event industry.

Founded by Julius Solaris in 2022, Boldpush brings industry focused insights to event professionals across the globe.

Boldpush is also a newsletter with 27,000 subscribers and an advanced platform for industry insights, <u>Boldpush+</u>.



# Executive Summary



#### **Executive Summary**

# The future of venues is tech-driven

Venues believe technology is the solution to their challenges.

Whether it is operations or cost minimization, AI is the protagonist of the future of venues.

Adopting technology is still challenging, and training staff is the key to delivering that change.

**50%** of respondents anticipate increased focus on technology and automation in the industry's future

**67%** cite AI as having a significant impact on venue management

**37%** see AI-powered automation as the most transformative for operations

**44%** identify advanced technology adoption as the top game-changing initiative

1 out of 3 venues see technology adoption as a challenge

#### **Action**

**Venue Operators:** Train staff to use AI for operations, automation, and analytics.

**Event Professionals:** Ask your venue if and how they are using AI and if you can take advantage of their investment.

# There is no other option than embracing data-driven operations

Data is seen as a must-have to better tackle the operational challenges both venues and event professionals face. The focus on revenue and ROI as key metrics over only attendance showcases the wider industry's move to strive for efficiency.

**52%** identify data and analytics as a key technology area

**91%** consider data analytics either essential (67%) or very useful (24%)

Specific metrics like revenue generation (26%), and ROI (20%) are consistently prioritized

#### **Action**

**Venue Operators:** Constantly review data to uncover operational efficiency. Pass the data to event professionals to display impact.

**Event Professionals:** Demand advanced reporting to show the impact of your events.

**Executive Summary** 

# Better experiences are linked to technology investment

Technology is seen as a key factor in delivering better attendee experience. Structural investments are needed to better equip venues to stay competitive. Data is paramount to deliver better and more efficient experiences.

**66%** see personalized experiences as a key feature

**54%** prioritized high-bandwidth connectivity

**72%** are likely to invest in attendee experience technologies

Satisfaction scores are among the top metrics to evaluate success.

#### **Action**

**Venue Operators:** Update infrastructure and show the benefits to event professionals.

**Event Professionals:** Choose venues that invest in technological infrastructure.

# Sustainability is important, but a basic expectation

While all venue operators understand the importance of sustainability, they see it more as a structural expectation than a game changer in market differentiation.

**80%** see sustainability as very or extremely important for the future of venues

60% weigh sustainability heavily when choosing partners

**38%** prefer technology to reduce waste as the approach to balance luxury with sustainability

Despite high importance, only **6%** see sustainability as the top game-changer

#### Action

**Venue Operators:** Secure your business by having a sound sustainability approach.

**Event Professionals:** Ask how venues can support your sustainability practices.

**Executive Summary** 

# Training + Automation are the solutions to bring costs down

The most highlighted solutions to the challenging cost environment are training staff to face the future and implementing technology automations.

**35%** identify training and education for staff as the top resource needed for future-readiness

The majority of respondents cite cost control and budgeting as their biggest operational challenge

Automation is widely seen as addressing this issue, with **77%** expecting significant or transformational impacts on efficiency

#### Action

**Venue Operators:** Retain and invest in your human capital. People are an integral part of the venue experience. Substitute back-end touchpoints with automation for better efficiency.

**Event Professionals:** Choose venues committed to creating exceptional experiences by training their staff.

# Note from the CEO



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"We are bringing our industry-leading data insights partnered with events industry intelligence from Boldpush to our customers. Our goal is to empower our customers with smarter, more responsive solutions to address the evolving challenges and opportunities venues and event managers face."

- ALEX ALEXANDROV

CEO

#### **SURVEY PARTICIPANTS**



#### VENUES (IN OVER 50 COUNTRIES)

Convention Centers, Stadiums, Arenas, Performing Arts Centers, Theatres, Museums, Universities, Conference Centers, Corporate Spaces, Unique Venues, Government Entities



#### **EVENT MANAGEMENT COMPANIES** (IN OVER 50 COUNTRIES)

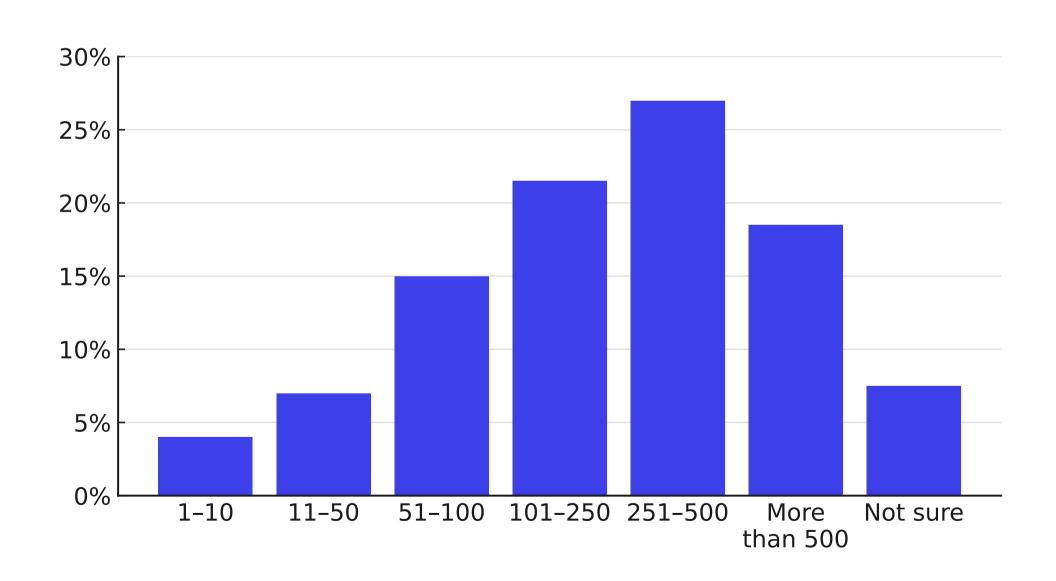
Exhibition Centers, Exhibition Organizers, Conference Organizers, Meeting Planners, Associations, Universities, Government Entities

The titles of the respondents range from Event Managers to C-suite

Last year our customers hosted over **1.4M events** with around **140M** attendees, and generated **\$12B** in revenue.



### On average, how many events does your organization host per year?

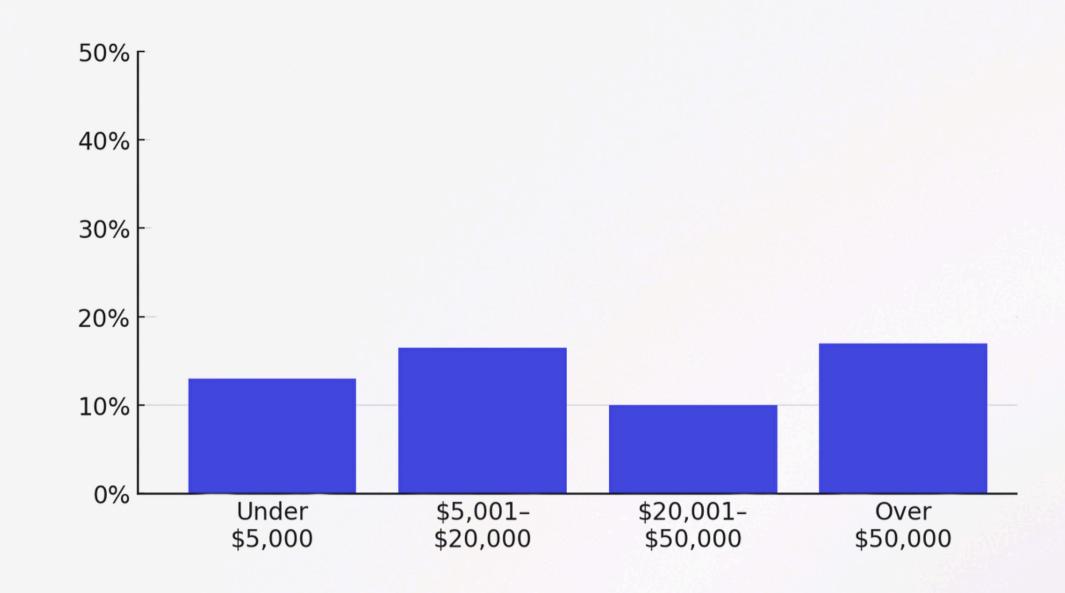


The largest segment of respondents (27%) reported hosting 251–500 events per year, and another 21% host 101–250 events annually. Additionally, about 19% say they host more than 500 events a year.

Only a small minority have a small event count: roughly 9% of respondents host fewer than 50 events per year (and just 3% host under 10 events).



# What is the average budget you allocate for venue-related expenses per event?



The most common budget ranges are \$5,001-\$20,000 (about 17% of respondents) and over \$50,000 (another  $\sim 17\%$ ).

Smaller proportions reported typical budgets under \$5,000 ( $\sim$ 13%) or \$20,000-\$50,000 ( $\sim$ 10%).

# Technology



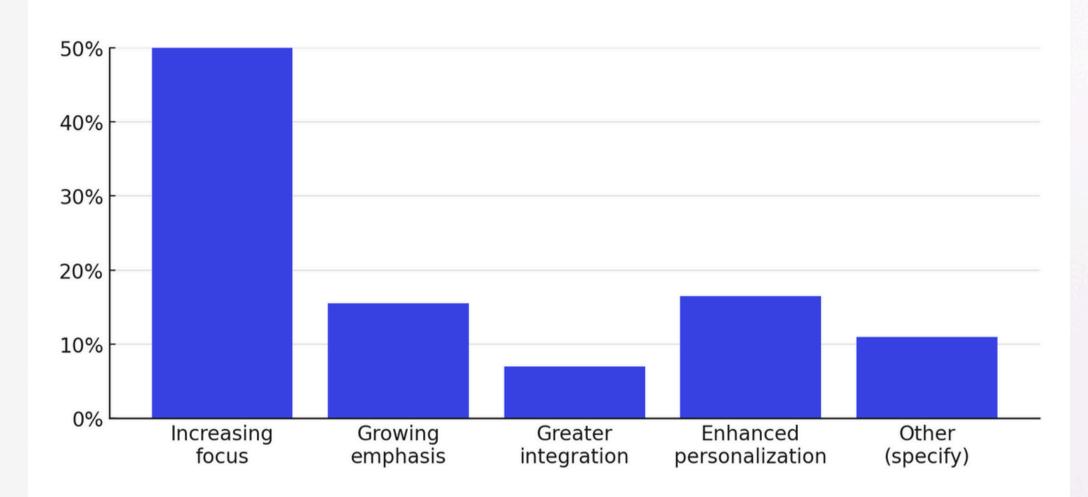
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#### A STRONG MESSAGE FOR VENUE OPERATORS

The key role of technology in the future of events and venues is prominent across the research. There is no question that more technology will be associated with the venue of the future. Venues not investing in technology may soon be associated with a negative connotation as market perception shifts.

#### How do you envision the event and venue management industry technology evolving over the next 5-10 years?



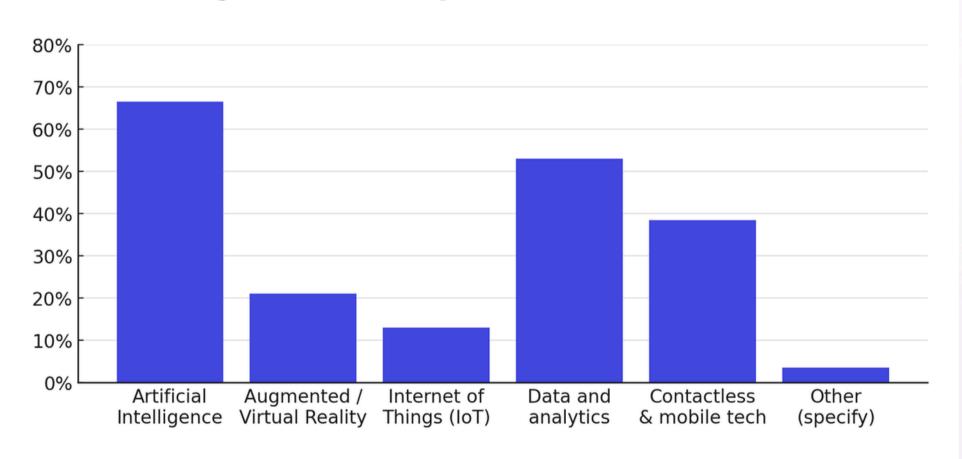
Half of respondents (50%) anticipate an increasing focus on technology and automation in the industry's future – by far the most cited trend.



### AI HAS THE VENUES' FULL ATTENTION

Event planners and venue operators should prioritize implementing AI-driven tools and advanced analytics. These technologies are widely seen as game-changers.

### What trends in technology do you believe will have the most significant impact on the venue management industry?



Artificial Intelligence (AI) is the top technology trend, cited by about 67% of respondents as having a significant impact on venue management.

Data and analytics is the second most impactful tech area (chosen by ~52%), signaling that over half of respondents are focused on data-driven decision-making.

Contactless and mobile-first solutions stand out at about 39%, indicating a strong interest in frictionless, techenabled guest experiences.

## This data is further confirmed by recent Boldpush research with 75% of event planners using AI

#### DO YOU USE AI?

75.4%
YES

24.6% NO





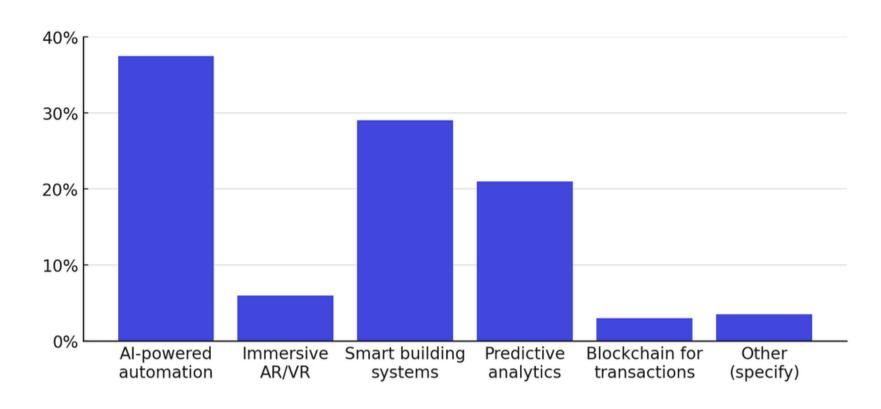
#### AI DELIVERS AUTOMATION

AI is seen as a key tool to deliver automation and the most transformational for the future of venues.

Automation can directly counter the staffing and cost issues venues are experiencing.

Venue operators see automation as a lifesaver. Still, they should pay attention to the impact on the race to automate the guest experience, as attendees value the in-person component of events.

#### What emerging technologies do you believe will transform how venues operate and deliver experiences?



**AI-powered automation** is seen as the most transformative emerging technology for venue operations, selected by about **37%** of respondents.

Smart building technology is the next key area, noted by roughly 29% of respondents.

The **emphasis on analytics** also shows the data-driven approach of most venue operators.



# THE COMPLEX CASE FOR HYBRID EVENTS



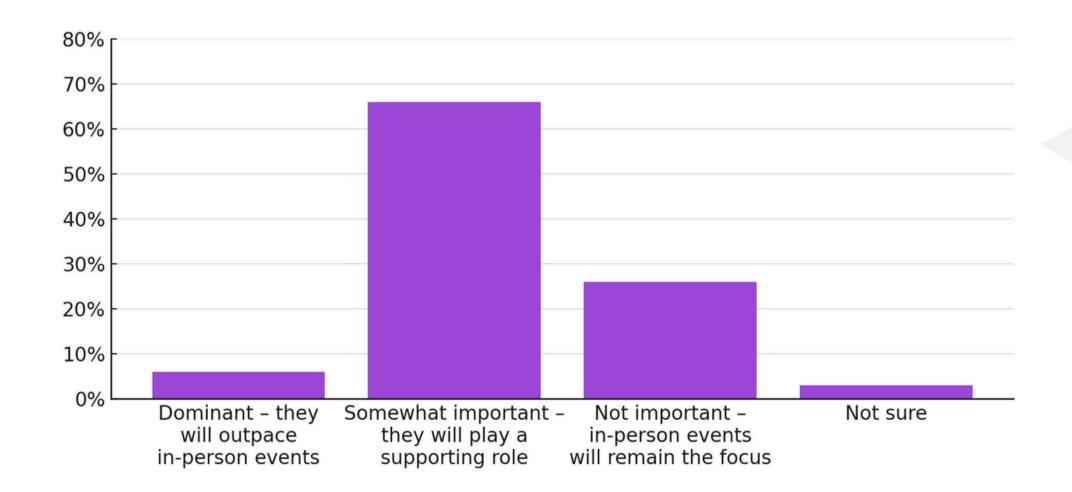
Event planners and venue managers should incorporate hybrid capabilities as an add-on feature rather than the core format. Venues are key partners to deliver hybrid events.



If venues do not make the first step in providing infrastructure (Wifi, spatial audio, and cameras) at affordable cost, hybrid events may not fully materialize.

Given the challenging cost environment, hybrid events may still be delayed. Yet technology constantly evolves and hybrid events are becoming more affordable, therefore, both venue operators and event planners should not dismiss hybrid events.

# In your opinion, what role will hybrid or virtual event options play in the future of venue management?

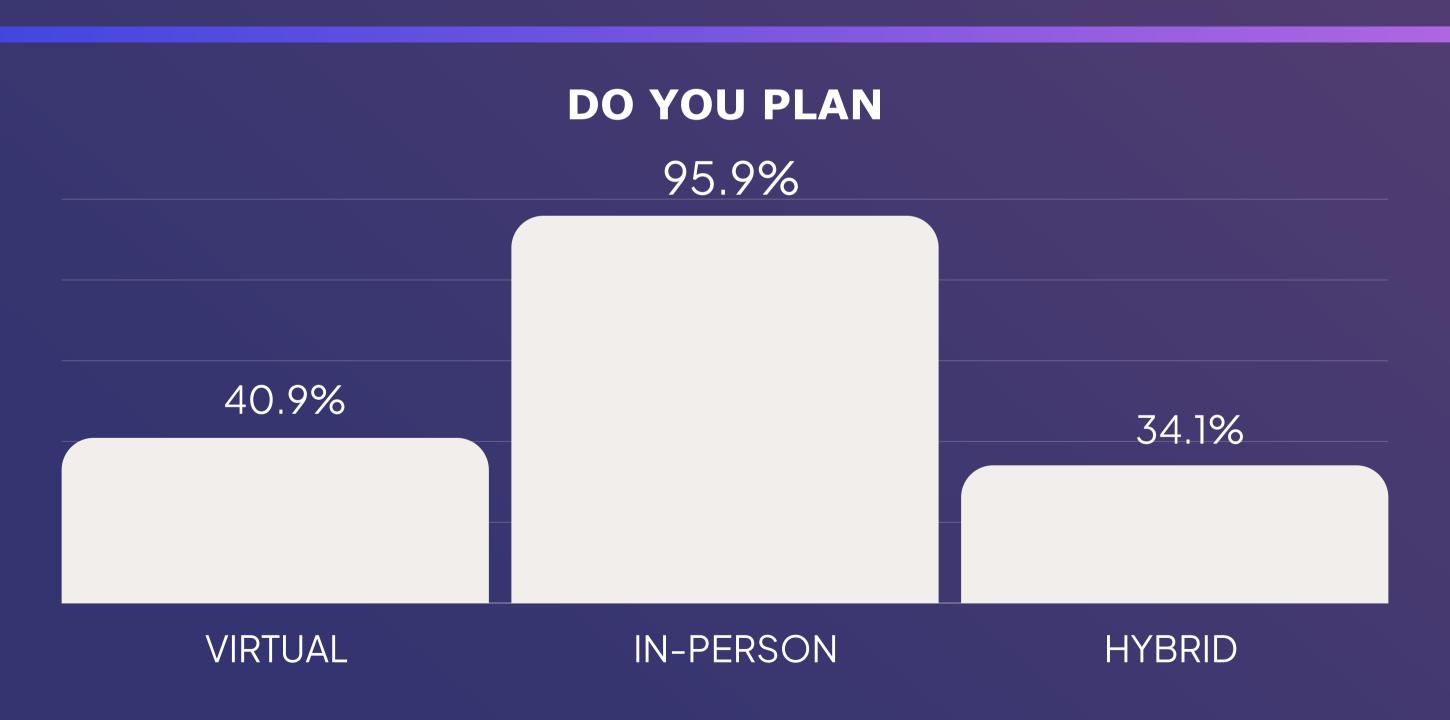


The majority view hybrid/virtual components as supplementary to in-person events.

About 66% say hybrid options will be "somewhat important" – meaning they'll play a supporting role alongside physical events in the future.

Very few respondents believe virtual will overtake in-person: only ~5% think hybrid/virtual offerings will become "dominant" and outpace traditional events.

# The responses are further confirmed by Boldpush data as there is a lower YoY interest in hybrid (-14%) and virtual (-9%) events.





# BUILDING A DATA-DRIVEN CULTURE FOR THE EVENT INDUSTRY IS NOW A KEY OBJECTIVE

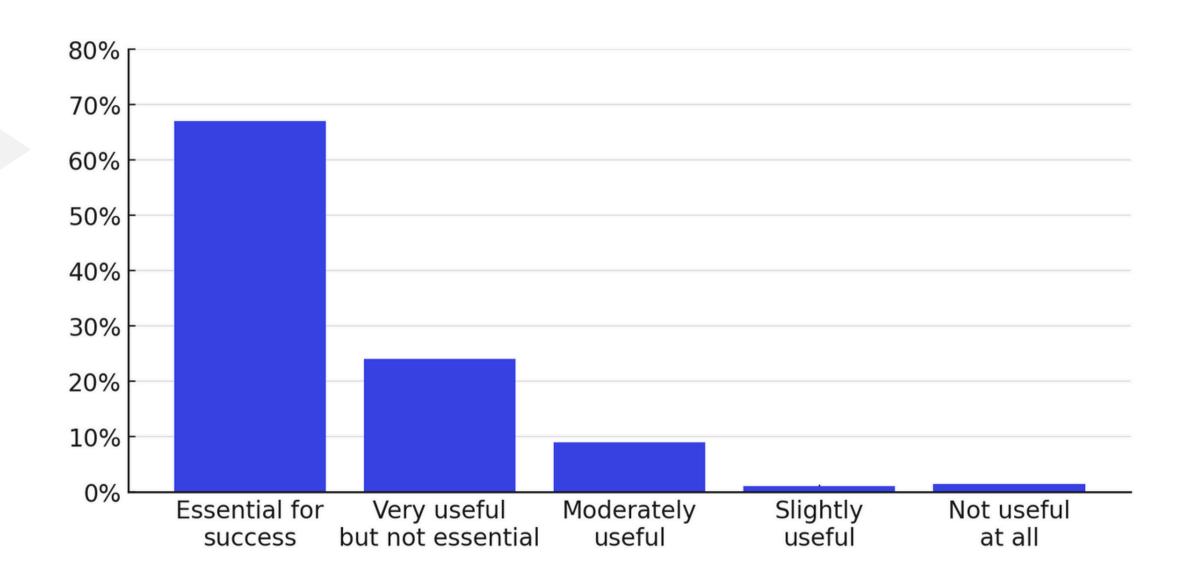
Given the consensus on its importance, both venue operators and event planners **should encourage their team to use data at every step** – from planning logistics (forecasting attendee counts, optimal staffing) to post-event evaluation (survey results, ROI calculations).

Data and analytics are key to meeting attendee expectations and improving efficiency.

# 67% say data and analytics are essential for success in improving event planning and venue management, and an additional 24% consider them "very useful."

In total, over 91% of respondents attribute high importance to using data-driven insights.

#### How do you perceive the role of data and analytics in improving event planning and venue management?





# AUTOMATION IS THE ANSWER TO DEAL WITH A DIFFICULT COST ENVIRONMENT



It is no secret that **cost has been the number one issue** for all
operators of the event industry in
the past three years.

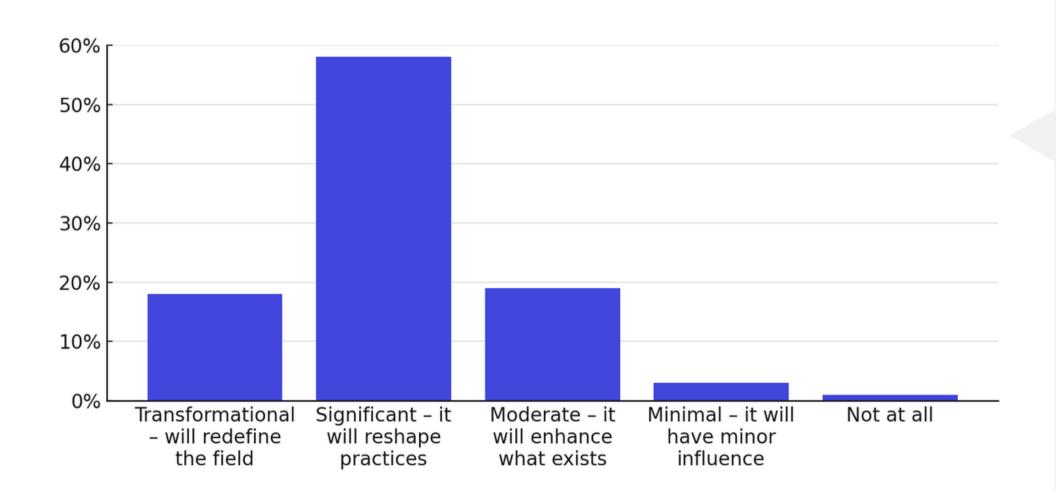


With an uncertain and volatile 2025, finding solutions to this challenging environment is a **priority for venue operators**.



AI is seen as the tool to deliver automation at scale.

## How do you see automation shaping staff management, logistics, and other back-end processes in the future?



About 59% of respondents believe automation will significantly improve efficiency of staff management, logistics, and other back-end processes.

Another 18% go even further to say it will be "transformational", completely redefining operations.

In total, roughly 77% foresee automation bringing significant changes.

Almost all respondents see at least some benefit: an additional 19% expect moderate improvements from automation.

# Sustainability



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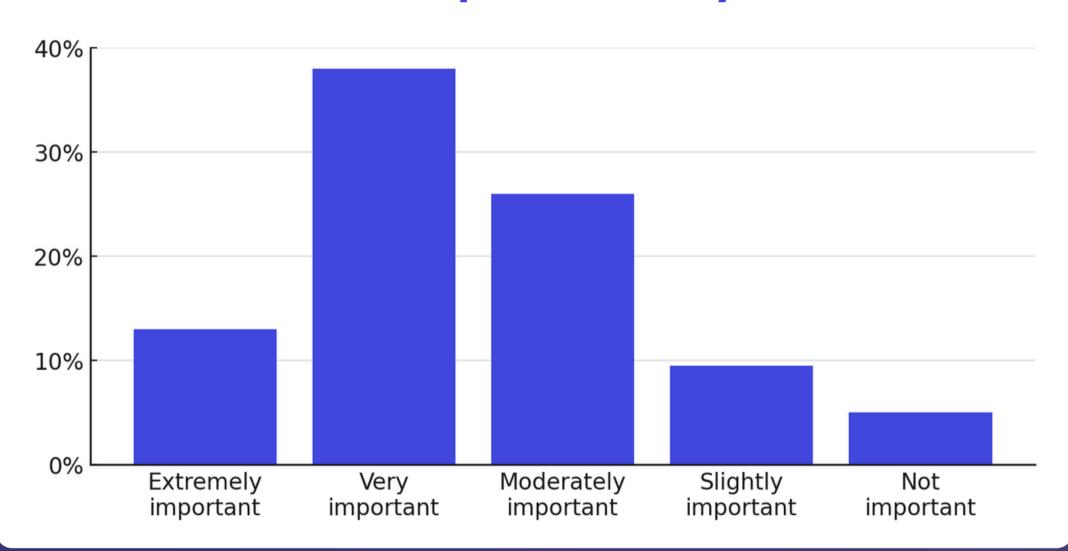


### A STRUCTURAL REQUIREMENT

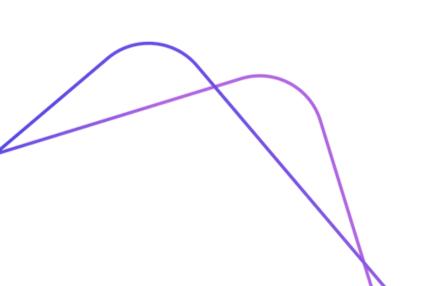
Event planners and venue managers should treat **sustainability as a must-have** element of their strategy.

This means actively integrating eco-friendly practices into events and venue operations.

#### How important is sustainability in your decision to select partners for your events?



An overwhelming majority see sustainability as important: Roughly half of the respondents rate sustainability as either "Very important" (~37%) or "Extremely important" (~13%) in selecting partners. About a quarter (25%) say it's "Moderately important."





# TECHNOLOGY AS A SUSTAINABILITY ENABLER

Technology is seen as a partner in delivering on the sustainability piece. A behind-thescenes actor that can help create better experiences.

#### How do you think venues can balance

#### **luxury experiences with environmentally conscious choices?**



The leading strategy to balance luxury and sustainability is leveraging technology to reduce waste, chosen by about 38% of respondents.

The second most popular approach is offering incentives for sustainable practices (selected by ~25%).

# Guest Experience

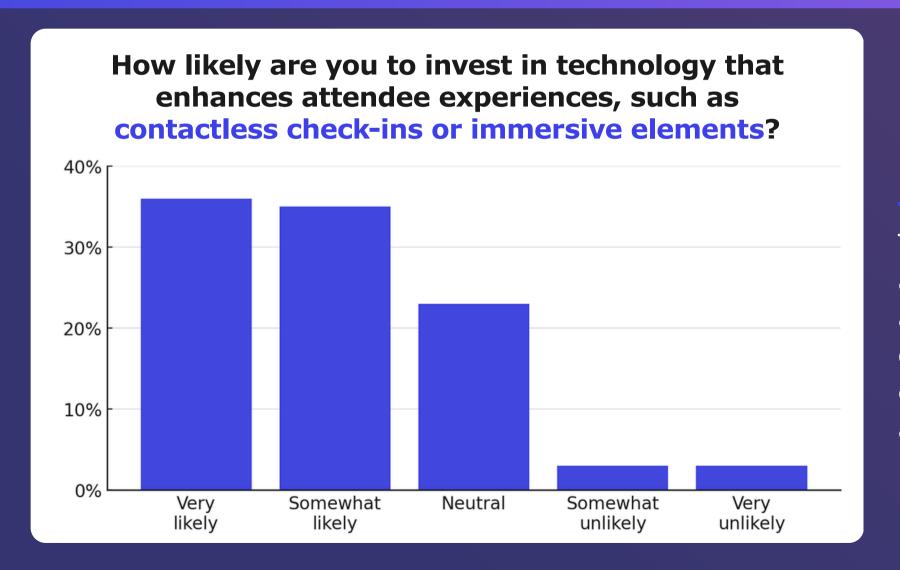


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### GUEST-FOCUSED TECH INVESTMENT IS COMING TO VENUES

Attendee-focused technology is likely to become the norm. Venues might consider partnering with tech providers or budgeting for these systems. The race for a better experience is especially relevant for those events that want to grow and venues that want to attract more budgets.

95% of high-budget events prioritize experience versus 60% of low-budget events.



There is broad intent to invest and enhance the attendees' experience. About 72% of respondents are likely to invest in technologies like contactless check-ins, mobile engagement apps, or immersive environment tech – with roughly 36% "very likely" and 36% "somewhat likely."



### WHAT DOES GUEST EXPERIENCE MEAN?



To meet future guest expectations, venues should invest in infrastructure and systems that enable personalization and top-notch connectivity.

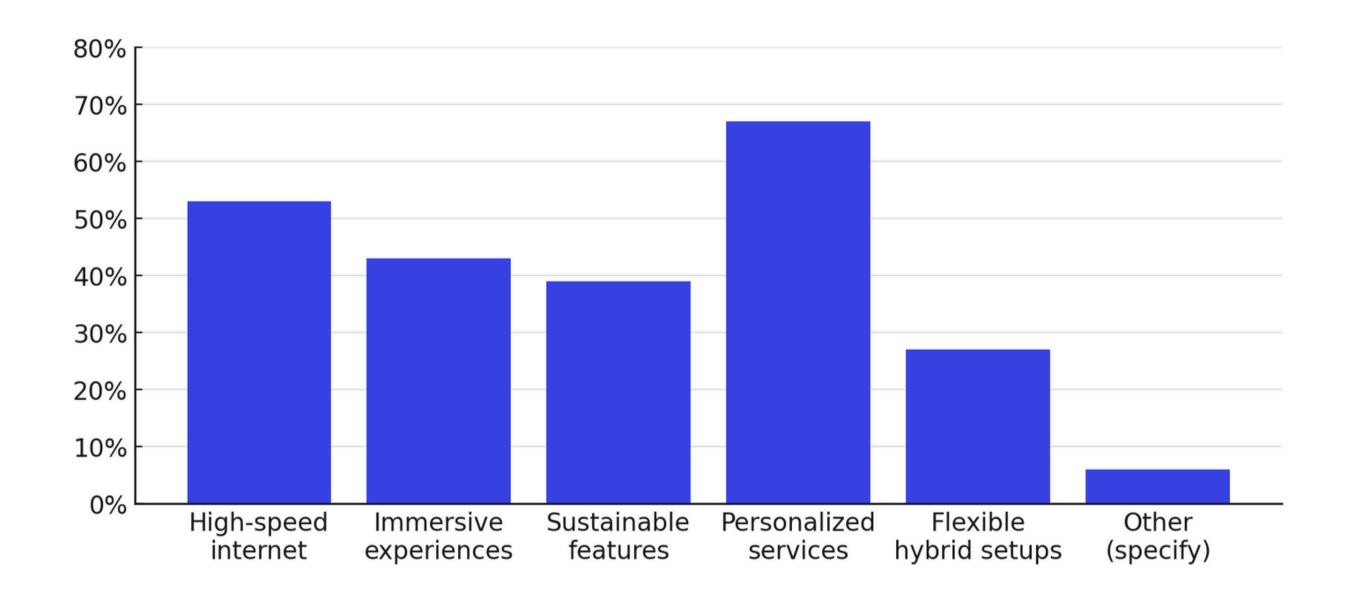


**High-performing Wi-Fi** will be non-negotiable.



Planners will favor venues known for excellent connectivity and offer unique and customizable experiences. These two factors will significantly impact attendee satisfaction.

What amenities or features do you think will define the guest experience at future venues?



About 66% of respondents selected personalized experiences as a key feature (the highest of any option), and 54% pointed to reliable, high-bandwidth internet and connectivity as essential. These two areas are top priorities for enhancing guest experience.

Other significant amenities include immersive entertainment options (e.g., interactive or experiential installations, chosen by ~43%) and sustainable, ecofriendly amenities (about 40%).



#### HOW WE MEASURE EVENTS



**Bigger is not better.** More efficient, more remunerating, and more engaging is the way forward. Event planners and venue managers should track and report on attendee satisfaction and revenue for each event.



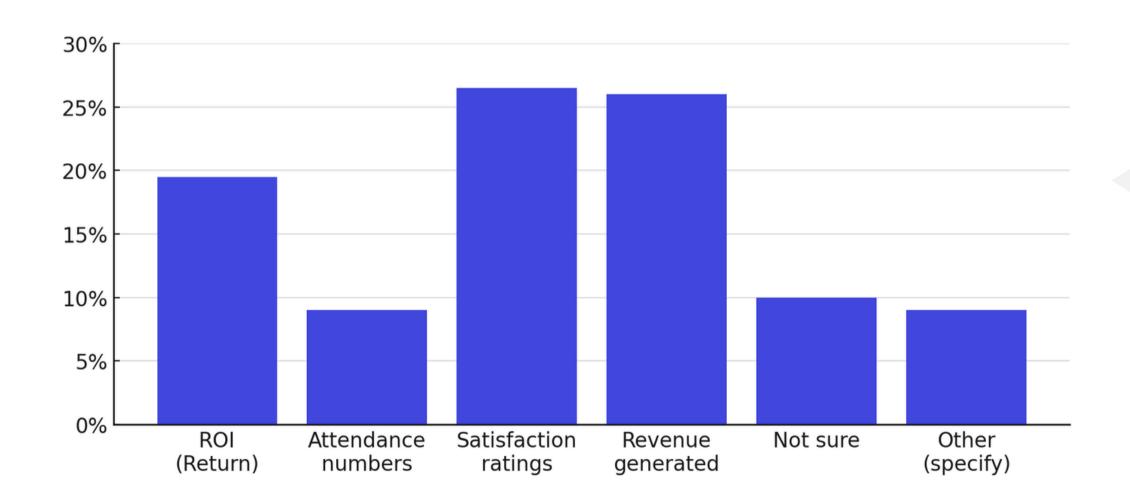
AI and tech for personalization are key to helping event professionals assess the impact of their events and for venues to ensure business.

Cost minimization efforts and automation are also key to delivering better ROI to planners. These savings should be communicated and passed to events.



**Venue managers can contribute by providing data on costs.** This helps demonstrate value for money. Build success dashboards that highlight attendee satisfaction scores, revenue, and ROI.

#### What is the most important metric you use to evaluate the success of an event?





Half of the respondents point in equal measure at satisfaction rates and revenue as the most important metrics to identify success.

Return on Investment (ROI) is the next significant metric, chosen by about 20% of respondents.

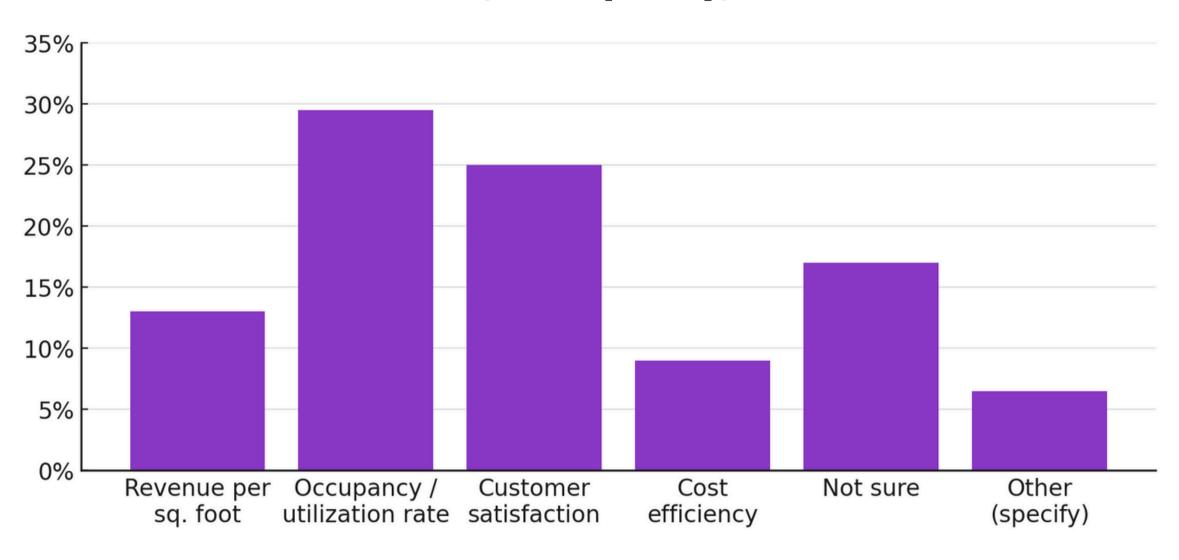
In contrast, **fewer participants picked attendance numbers** (~9%) as the primary metric.



### OCCUPANCY LEADS THE WAY

Keeping accurate track of occupancy is paramount for venues that want to measure their performance.

#### How do you measure venue performance in terms of revenue, occupancy, or other KPIs?



#### **Occupancy/utilization**

rates are the most commonly used KPI for venue performance, with about 29% of respondents saying this is their top metric.

#### **Customer satisfaction**

scores (such as feedback from event organizers or attendee surveys about the venue) are the second-leading KPI, chosen by roughly 24%. Together, usage and satisfaction metrics are the primary ways many venues gauge their success.

## Challenges



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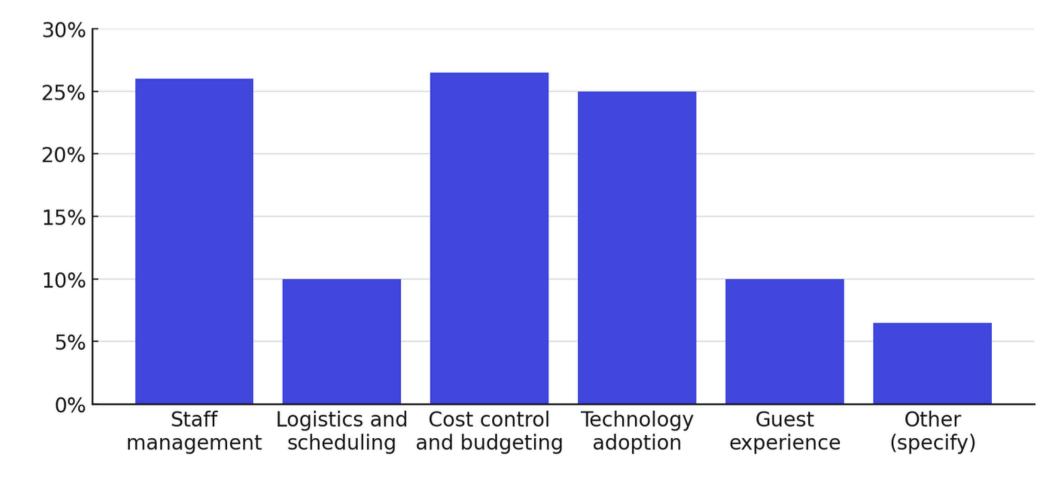


# COST AND STAFFING CONTINUE TO BE PAIN POINTS

While technology is seen as the game-changing element of the future of venues, its adoption is still a sizeable barrier.

The presence of cost and staff as significant challenges also reinforces the link with automation and AI needs. Finding and retaining an AI-ready workforce will be a key challenge for venue operators.

### What is your biggest operational challenge today?



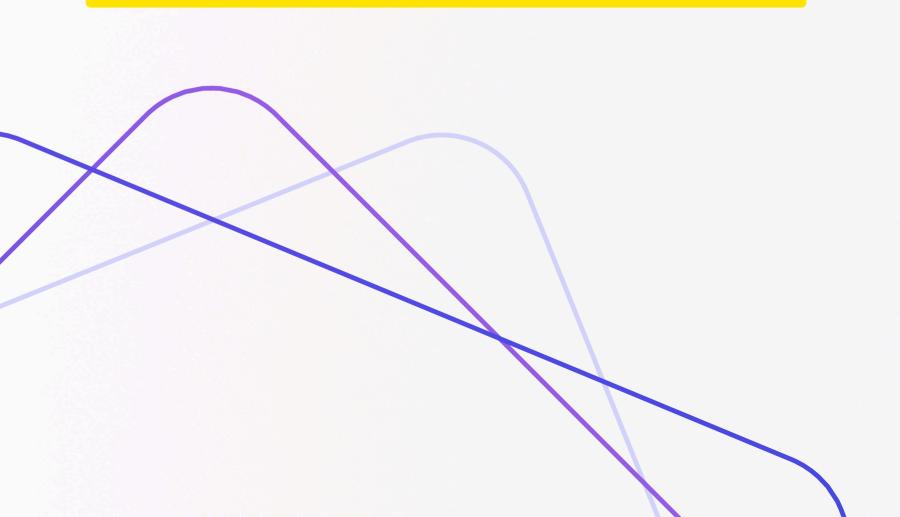
**Cost control and budgeting** are the most frequently cited operational challenges (about 26% of respondents named this their top issue).

**Staff management and training** is almost equally challenging (roughly 25%), indicating workforce issues are a significant pain point.

**Technology adoption and integration** was also identified by about 25% as the biggest challenge, on par with staff management.



### LEAD TIMES ARE SHORT FOR MANY OPERATORS







Venue operators should make calendars visible and bookable and **offer early-booking incentives** or early confirmation of amenities to capture those who plan.



Having a waitlist or backup date options for popular seasons can help manage client expectations.



On the other hand, planners should **reduce cost by committing earlier**, especially for larger programs. Book early or risk availability issues.



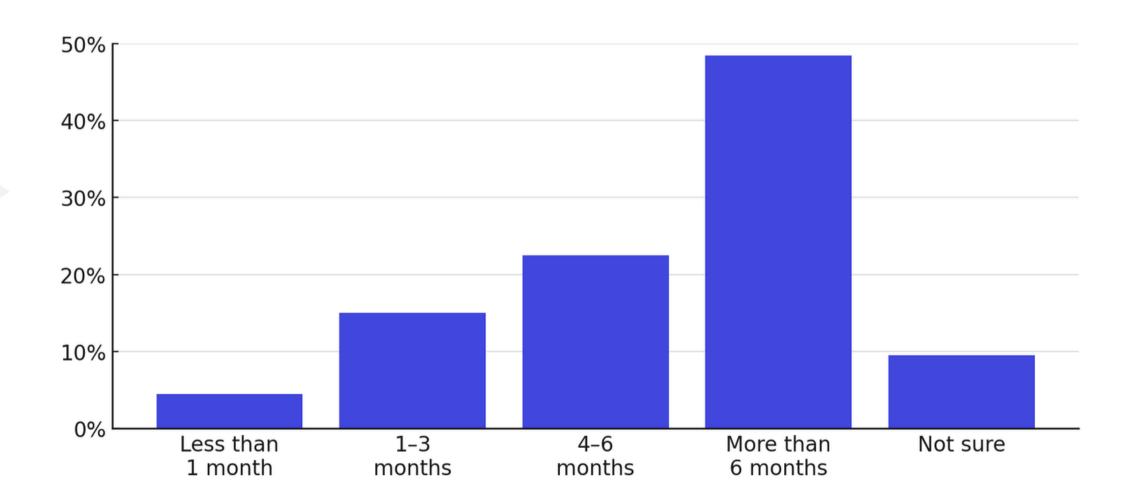
It is interesting to note how data culture directly impacts ability to support varied lead times; in fact, venues with very short lead times (<1 month) almost unanimously rate data analytics as essential.

### **51%** of venues experience less than 6 months for their lead times

**71%** of event planners secure their venue at least **four months in advance** 

19% source less than3 months before the event

### What is your typical venue booking timeline (lead time before the event)?



## The Future

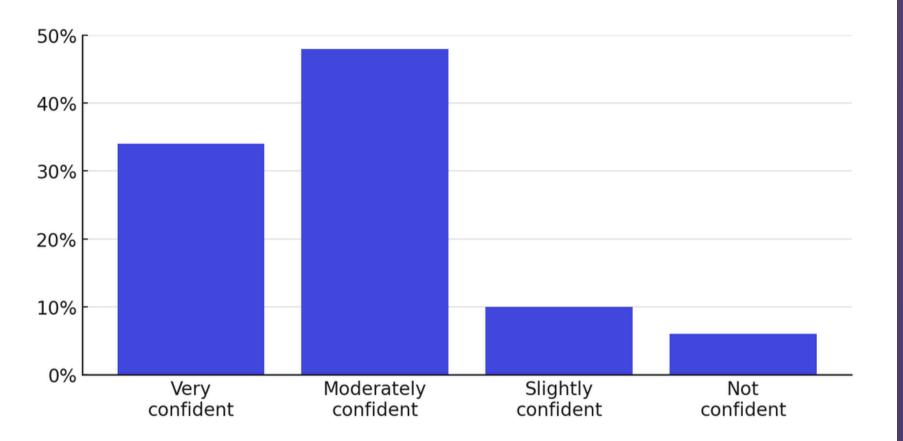


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# Leaders are optimistic and confident.

### How confident are you in your venue's ability to adapt to future changes?



Most venue professionals feel optimistic about their ability to adapt. Approximately 83% of respondents are at least moderately confident in their venue or organization's ability to handle future industry changes. This breaks down to about 35% who are "very confident" and 49% who are "moderately confident."



### HUMANS + TECH IS THE RIGHT RECIPE

Picking the right staff who demonstrate tech friendliness can be a recipe for success.

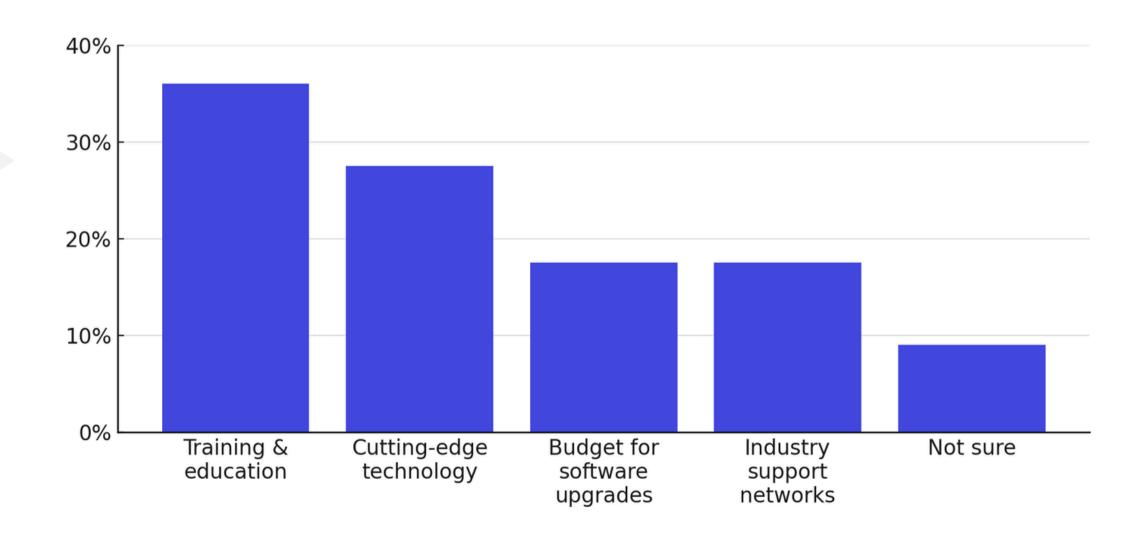
Upskilling workers is the top priority to meet future challenges.

The most commonly cited resource for future-readiness is **training and education for staff**, selected by about **35% of respondents**.

The next most needed resource is access to cutting-edge technology, chosen by roughly 25%. Having the latest tools or platforms will help them adapt going forward.

Additionally, increased budgets for software/technology upgrades (approximately 16%) and industry collaboration or support networks (16%) were mentioned by significant portions of respondents.

### What resources would help you prepare for the future?





## THE VENUE OF THE FUTURE



Venues looking for a leap in their business should consider major technology investments.



According to the survey, such bold tech moves will most likely yield **game-changing results.** 

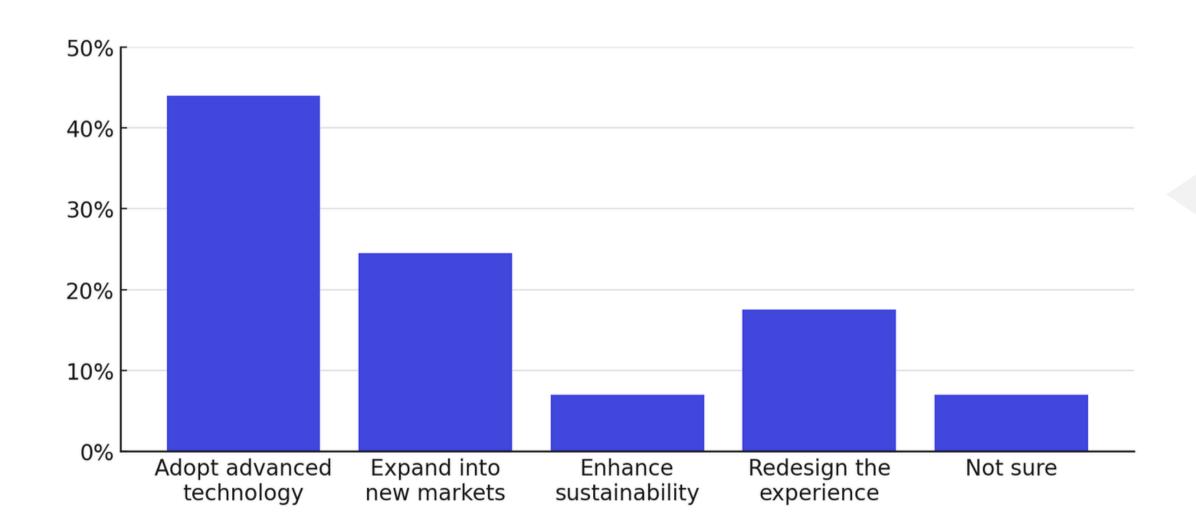


The rise of venue brands that can **guarantee the** same experience in different geographies.



The low ranking of sustainability as a "game-changer" doesn't mean it isn't important – rather, it suggests that many see as a **baseline expectation** rather than a unique differentiator.

### What would be considered a game-changing initiative?



About 44% of respondents said that implementing cutting-edge tech in how venues/events operate would be a transformative initiative.

The second most popular gamechanger is to **expand into new markets or event types**, chosen by ~25%. Expansion is seen as a major strategic move for growth and differentiation.

Interestingly, enhancing sustainability initiatives was only selected by about 6% as the top "game-changer."

While **sustainability** is very important overall (as seen in other questions), few consider it the single revolutionary move.

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Please refer all pertinent questions to the author at julius@boldpush.com.

