A person is holding a smartphone, and a futuristic digital overlay is visible on the screen. The overlay includes various charts, graphs, and data visualizations, such as a bar chart, a line graph, and a pie chart. The background is a blurred image of a person's face and hands, with a blue tint. The overall theme is technology and data.

2017 ONLINE PARTY BOOKING STUDY

Powered by:

partycenter
software



Welcome to the 2017 Online Party Booking Study

We're pleased to bring you the first annual Online Party Booking Study. At Party Center Software, we're creating the shift from a product company to a product, services and insights company. This study is a major step in that direction.

The intention of the study is to create an analytical foundation for party booking strategies. We've uncovered interesting trends that will help our valued customers in the Family Entertainment Industry to grow their businesses and increase the number of lasting memories for families around the world.

Consumer behavior has evolved. New technology has become a fundamental reality in the buying process and in the customer experience. That trend will only continue to grow and change the way that customers interact with FEC's.

We're proud of the way our customers are adapting to the shift in buyer behavior. This study will help to form a vision for how you can take advantage of technology to improve bottom line business and overall guest experience.

Moving the industry forward requires forward-thinking ideas, experimentation, and openness to new technologies that turn customers into advocates. It's not always an easy transition, but it's worth it. We look forward to partnering with you to face the challenges of the digital age. We do what we do because we want you to succeed. We do it for the love of family fun.

Yosuke Carter
Director of Marketing and
Customer Success,
Party Center Software

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Who Books Parties

- + *Which Devices They Use*
- + *Mobile Operating Systems*
- + *Party Booking Rankings by State*
- + *Increase in Users by State*

Which Devices Do Users Use?

The devices consumers use can say a lot about the situation and moment in which they book parties. More than half of all visitors to our Online Booking Module visited from a mobile device in the past two years.

Is your website Mobile friendly? What kind of guest experience is your online booking tool providing? **Check out a comparison here and let us know which you think provides the best experience.**



Mobile

2017	54.08%
2016	59.77%



Desktop

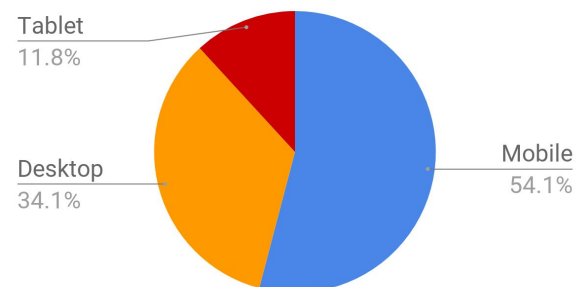
2017	34.10%
2016	30.52%



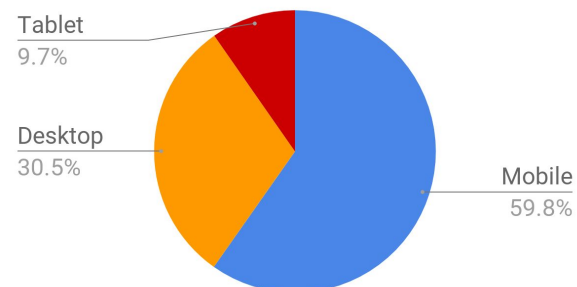
Tablet

2017	11.82%
2016	9.71%

User Devices in 2017



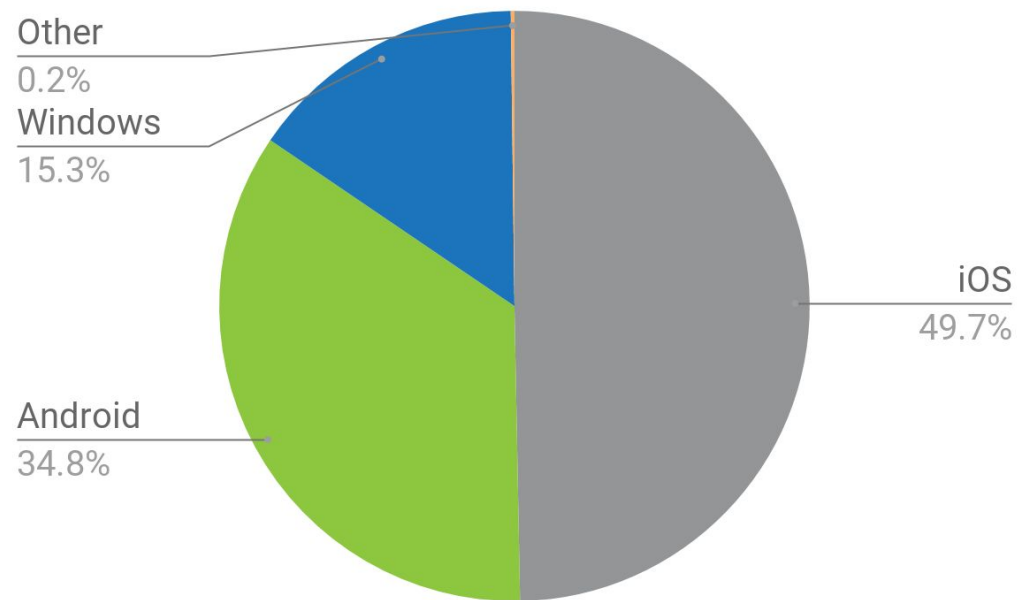
User Devices in 2016



Mobile Operating Systems

According to an analysis of iPhone and Android users from CivicScience.com, there are distinguishing characteristics between the two. Some of them include: iPhone people tend to be more educated, have a higher household income, higher representation in managerial jobs and have a higher distribution of female users. While these are generalizing with large amounts of data, here is the distribution of users of our Online Booking Module since 2016.

What kind of person is on iOS or Android? What are their buying habits? [Learn how to aim your marketing strategy at specific personas.](#)



Party Bookings by State

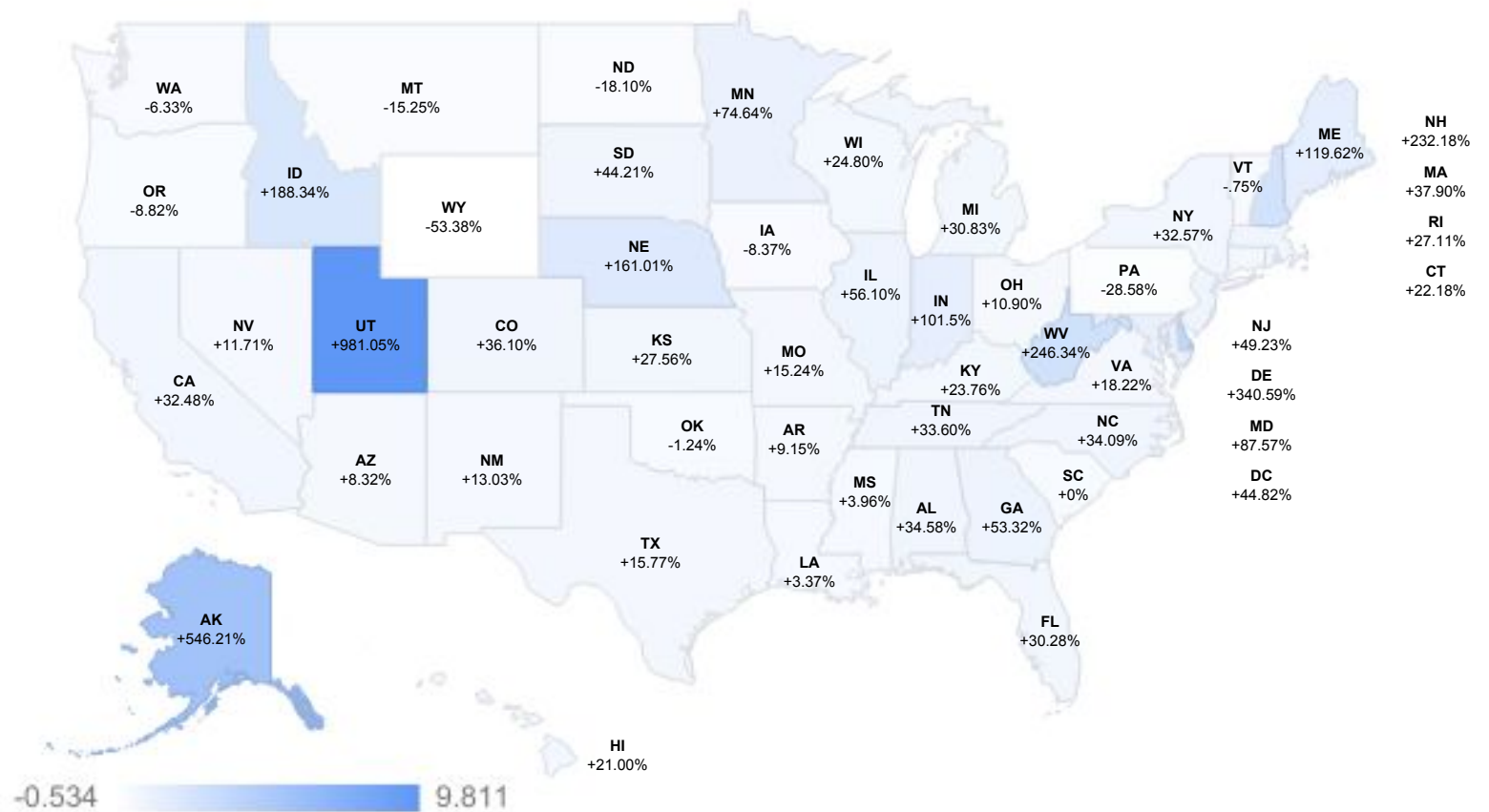
There are a lot of variables that account for changes in the number of parties booked by state. These include the number of PCS customers in each state, states families are leaving and moving to, and adoption of online booking by end users. Here's a rank of the number of parties booked (on PCS software) by state in 2017.

1 Texas	19 Massachusetts	37 South Carolina
2 California	20 Oklahoma	38 Mississippi
3 Georgia	21 Oregon	39 Vermont
4 Florida	22 Kansas	40 Idaho
5 Washington	23 Maryland	41 Iowa
6 Illinois	24 Kentucky	42 Delaware
7 Colorado	25 Nevada	43 Alaska
8 Ohio	26 Minnesota	44 West Virginia
9 Pennsylvania	27 District of Columbia	45 Rhode Island
10 New York	28 Connecticut	46 Montana
11 Missouri	29 Alabama	47 New Hampshire
12 New Jersey	30 New Mexico	48 South Dakota
13 Arizona	31 Utah	49 Hawaii
14 Indiana	32 Louisiana	50 North Dakota
15 Michigan	33 Maine	51 Wyoming
16 Tennessee	34 Wisconsin	
17 Virginia	35 Nebraska	
18 North Carolina	36 Arkansas	

Increase in Users by State

If you're in a low ranking state for online party bookings, don't be discouraged. There are customers in many states seeing an increase in the number of users who are visiting our online booking module.

While these are influenced by new and high-performing PCS customers in each state, the key takeaway is that there are people who are checking availability and booking parties online in every state.



When Parties are Booked

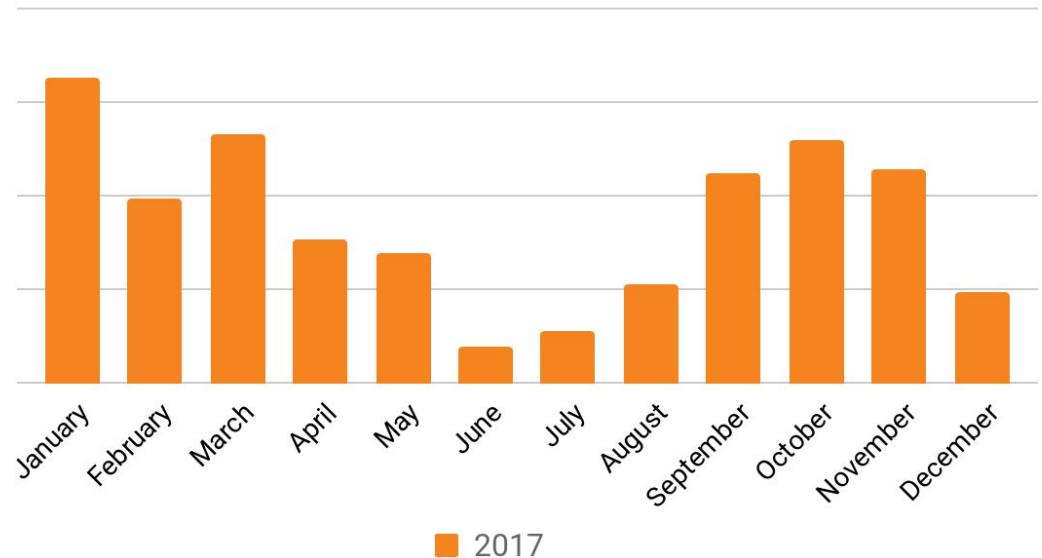
- + *Month of the Year*
- + *Days of the Week*
- + *Time of the Day*

Month of the Year

This is our data for the number of parties booked our Online Booking Module. It is an indicator of the seasonality and typical attraction offerings of consumers who are interested in checking availability and booking parties online.

What's important is that you take the time to learn from the party booking trends at your facility. And then align your marketing to feast on the popular months.

Parties Booked by Month

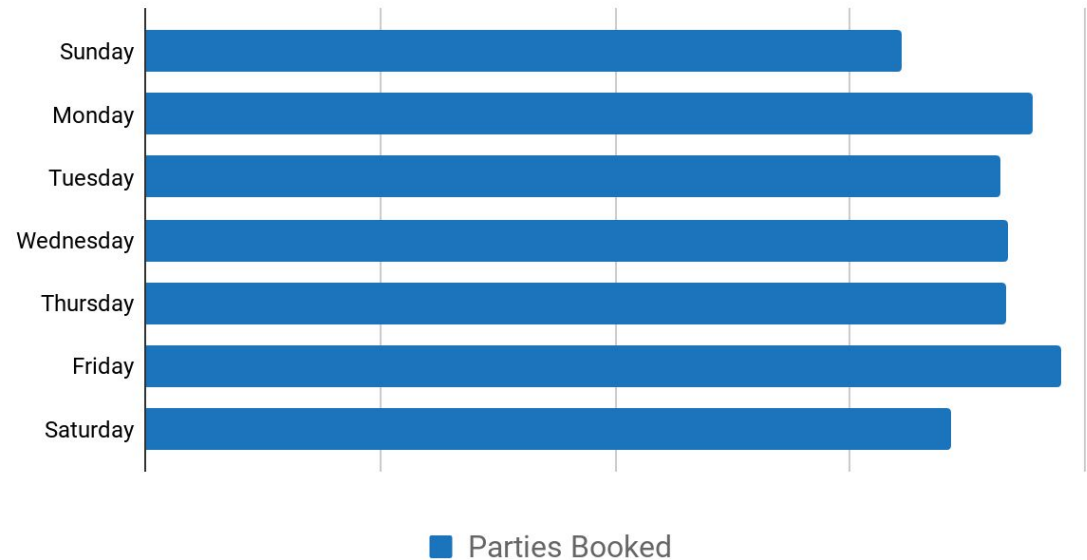


Day of the Week

Think of what a typical week looks like for you and your family. You have jobs to get done and things to accomplish. According to our study, people found time to go online and book a party most often on Friday or Monday. Saturdays and Sundays had the lowest quantity of events booked.

If you are doing email marketing consider sending those emails on Monday or Friday to target the days when people are most often booking events.

Days of the Week for Parties Booked Online



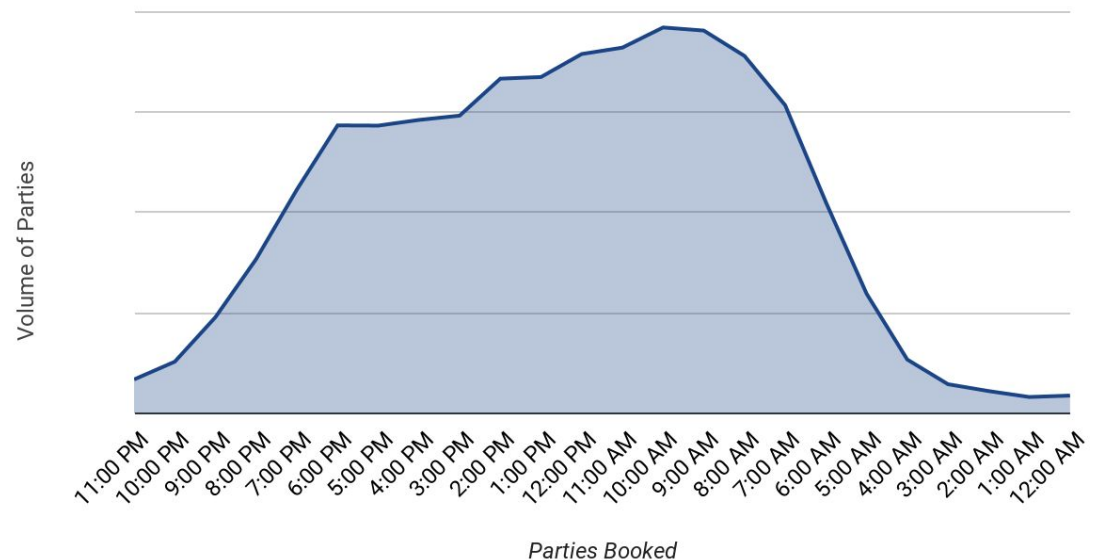
Time of the Day

It's clear that today's customers expect to do things on their own time, not ours. What happens when they're ready to book a party and you're closed?

34% of parties booked (confirmed with deposits) occurred between the hours of 9pm and 9am.

If you don't offer online booking to your customers you're missing out on the opportunity to "be there" in the moment customers are booking parties.

Parties Booked by Hour (PST)



Party Revenue

- + *Online vs. Offline*
- + *Average Cost Per Party*
- + *Average Revenue Generated from Online Booking by Month*
- + *Increase in Online Party Revenue by Month*

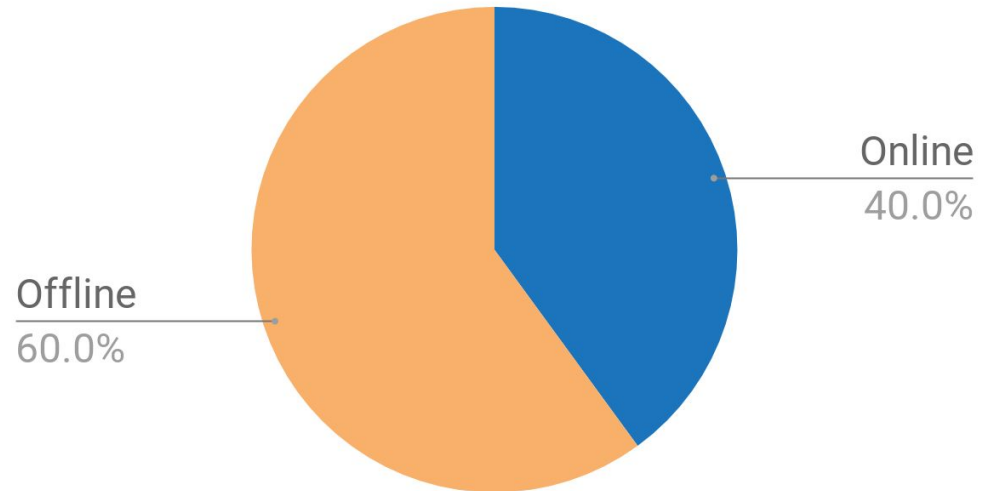
Online vs. Offline

While this is a study about online party bookings, it's worth highlighting the comparison between offline party bookings, or parties that are booked in person or over the phone.

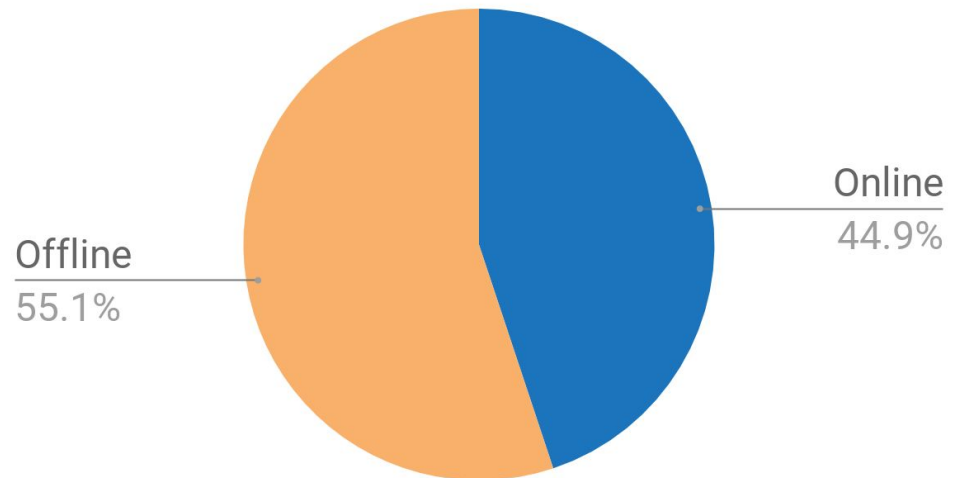
We can predict that the trend will continue to increase as user adoption increases.

How does your business stack up compared to these numbers? If you need help figuring this out let us know. We're happy to help.

Parties Booked Online vs. Offline in 2016



Parties Booked Online vs. Offline 2017



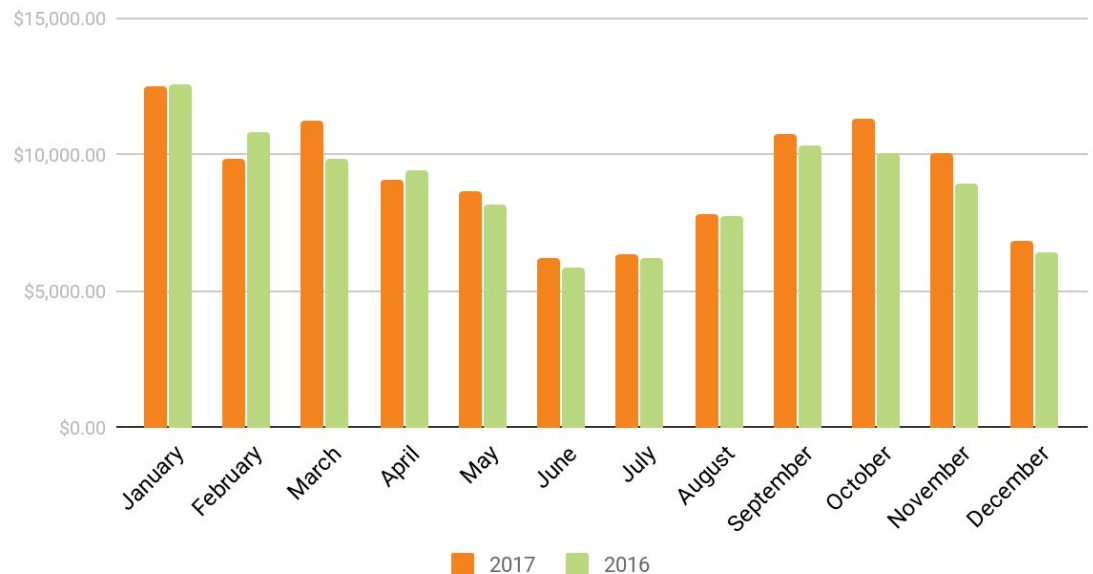
Average Revenue Generated by Month

The average revenue from parties booked year-over-year show a 4% increase in average revenue generated by our Online Booking Module for active PCS customers.

Since this covers a diverse range of businesses (i.e. facility size, markets, attractions, volume of website traffic, etc.) take a look at the average revenue generated from your online booking software.

How much revenue are you generating from your online booking software? Speak to a Party Booking Specialist to get ROI projections.

Online Party Booking Revenue by Month



Conclusion

+ *Key Takeaways and Recommended Actions*

Key Takeaways and Recommended Actions

*“Data is what you need
to do analytics.
Information is what you
need to do business.”
-John Owen*

This study is meant to be a *Minimum Viable Product (MVP)* for our customers and anyone who is looking to increase their party and event revenue in the FEC community.

Our goal is to collect validated learning from you so we can make it better next year. Please offer suggestions and discuss in our Facebook Group.

In the meantime, here are some actionable tips for turning the data into action:

1) Know who your customers are. Know what problems you can help solve with your facility. Date nights? Birthdays? You have solutions to their problems.

2) Communicate those solutions with your marketing in a way that your buyers can see and understand.

3) Time activities for your party booking campaigns based on the timing of the customers' purchasing behaviors.

4) If you are not currently booking parties online and using web forms to capture inquiries, talk to one of our party booking consultants today.

What Party Center Software Can Do For You

Request to speak to one of our expert Customer Success Consultants today!



WE STREAMLINE YOUR PROCESSES

We help you streamline your party booking processes so that you avoid double-bookings and manage all your parties in one place. We also save you the time and hassle of managing your paper waivers by giving you the ability to search for signed or expired waivers by name or phone number.



WE EXPAND CAPABILITIES

In order to leverage online technologies to achieve desired outcomes, it takes digital fluency. We expand your online capabilities with continued education and ongoing customer success from our expert Customer Success Managers. It's like having an Online Party Booking expert on your team.



WE IMPROVE THE GUEST EXPERIENCE

We care about your guest experience. That's why we provide the best online party booking experience in the marketplace. Our product architecture integrates our POS with our Online Booking Module, online waivers, and storefront so you to get a holistic view of your guests.