



What makes for an enjoyable event

Fan expectations today are higher than ever. And it's more than just the quality of the show or the excitement of the game that determines whether or not they have a good time. When we asked people who attend sports and entertainment events what else affects their experience, here's what they mentioned:

Safety



Ranked top 3

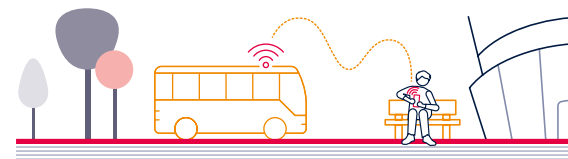
59%



Ease of transportation



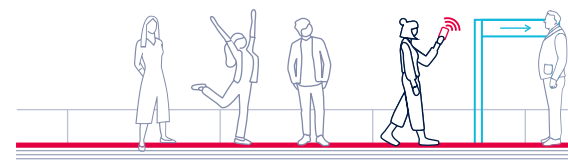
53%



Wait times and entrance logistics



51%



Cleanliness



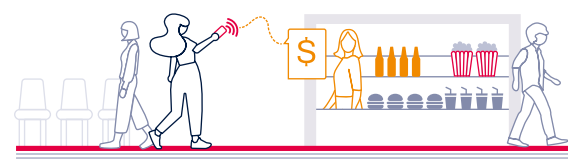
44%



Food and drink options



39%

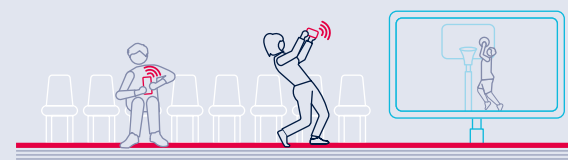


Ranked: ■ 1st ■ 2nd ■ 3rd

Big screens

Percentage of respondents who deem venues' large screens/video-boards important to having a good experience at an event.

54%



Merchandise selection

Percentage of respondents who believe that the availability of merchandise affects the overall environment/mood of the event the most.

20%

