

2021 FEC TRADESHOW SURVEY

**VIRTUAL & IN-PERSON
INTEREST REPORT**

partycenter
software



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INTRODUCTION

In January of 2021, 10 industry partners joined together to prepare a survey.

The purpose of the **2021 Tradeshow Survey** was to ask owners, operators, party hosts, partners, and other employees in the Family Entertainment Industry to **weigh in and share their thoughts on attending in-person and virtual events** this year.

Submissions were collected from January 29th to February 9th, 2021. All of the results are included in the following study.

We appreciate everyone who participated in the survey. If you were one of them: **thank you for sharing your feedback.**

The results will help inform everyone in our industry and allow us to make the best decisions possible as we plan for the year ahead.



We would also like to take a moment to thank and recognize the fantastic **industry partners that participated in this survey.**

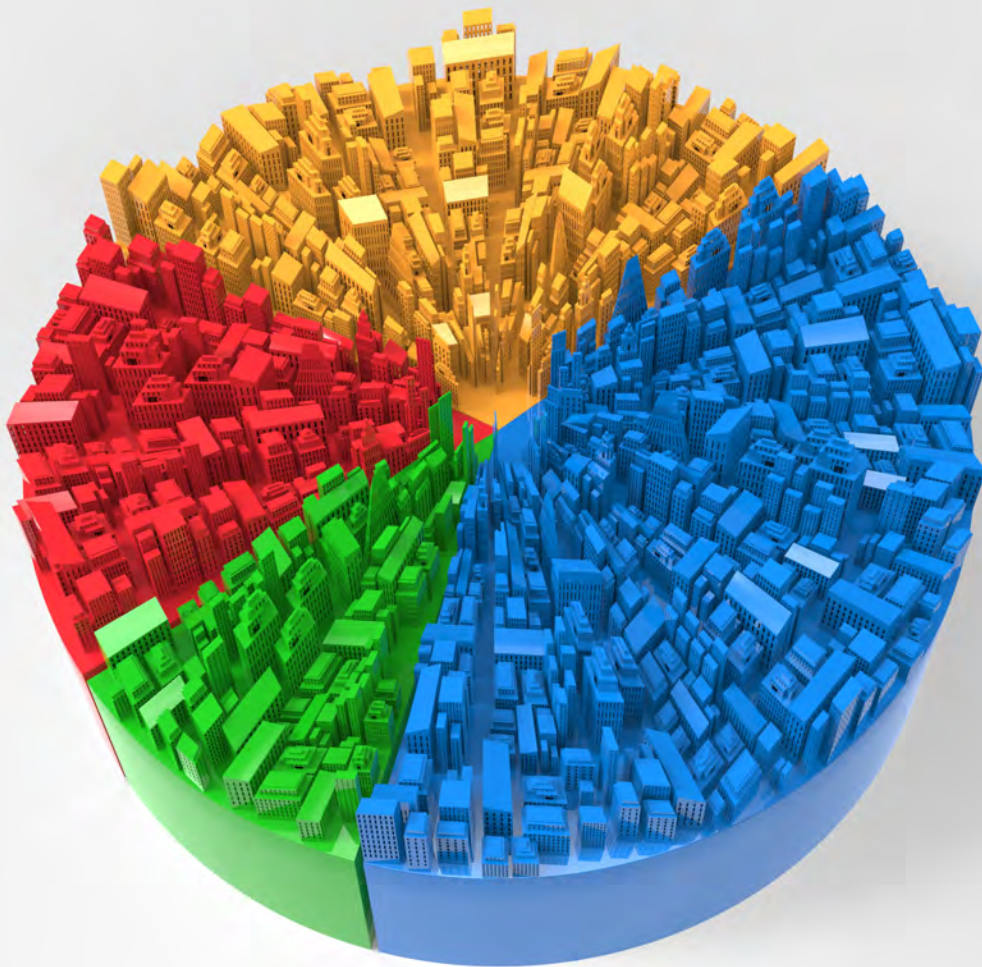
Not only did they conceptualize the survey and help prepare it for distribution and share it with the community, but they also volunteered to contribute financially so we could offer giveaways to participants for taking the time to share.

Partners, thank you for your generosity. It is greatly appreciated.

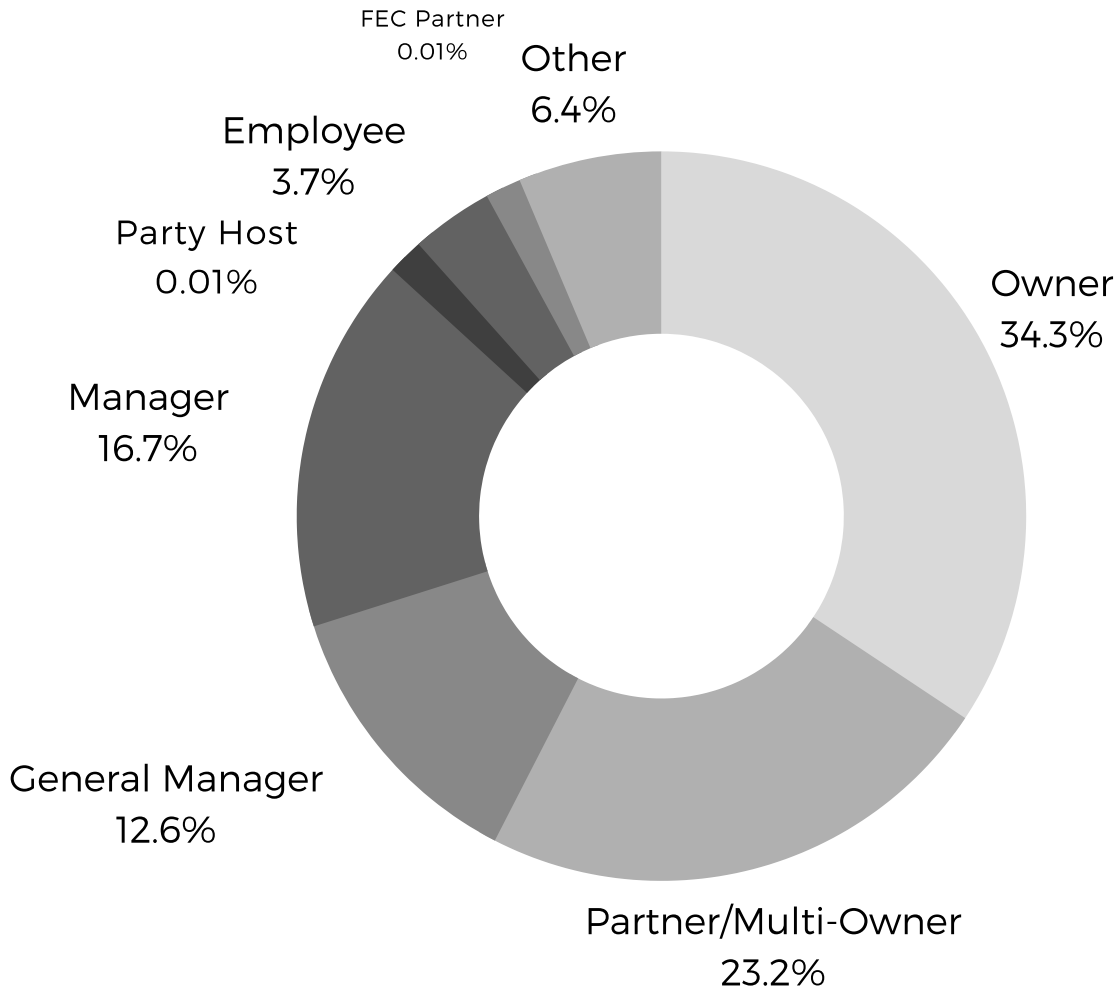




DEMOGRAPHICS



WHAT IS YOUR ROLE?



The **majority of survey takers** were Owners, Partners, or Multi-Owners, with **57.5%** of total submissions.

There were also quite a few submissions from General Managers, Managers, and Employees.

The smallest pool of submissions came from Party Hosts and FEC Partners. **The total number of submissions was 629.**



COUNTRY

We were also interested to know where our survey takers reside.

There were respondents from over **25 countries**, with the largest number of submissions from the **United States**, **Canada**, and the **United Kingdom**.

Below are all the countries that were represented in this survey:

- Argentina (1)
- Australia (4)
- Austria (2)
- Bahamas (1)
- Bulgaria (1)
- Canada (36)
- China (2)
- Costa Rica (1)
- Croatia (1)
- Denmark (1)
- France (1)
- Germany (3)
- Greece (1)
- Haiti (1)
- India (2)
- Malta (1)
- Mexico (3)
- Netherlands (1)
- New Zealand (1)
- Norway (1)
- Other (10)
- Romania (2)
- Sweden (1)
- United Kingdom (7)
- United States (543)

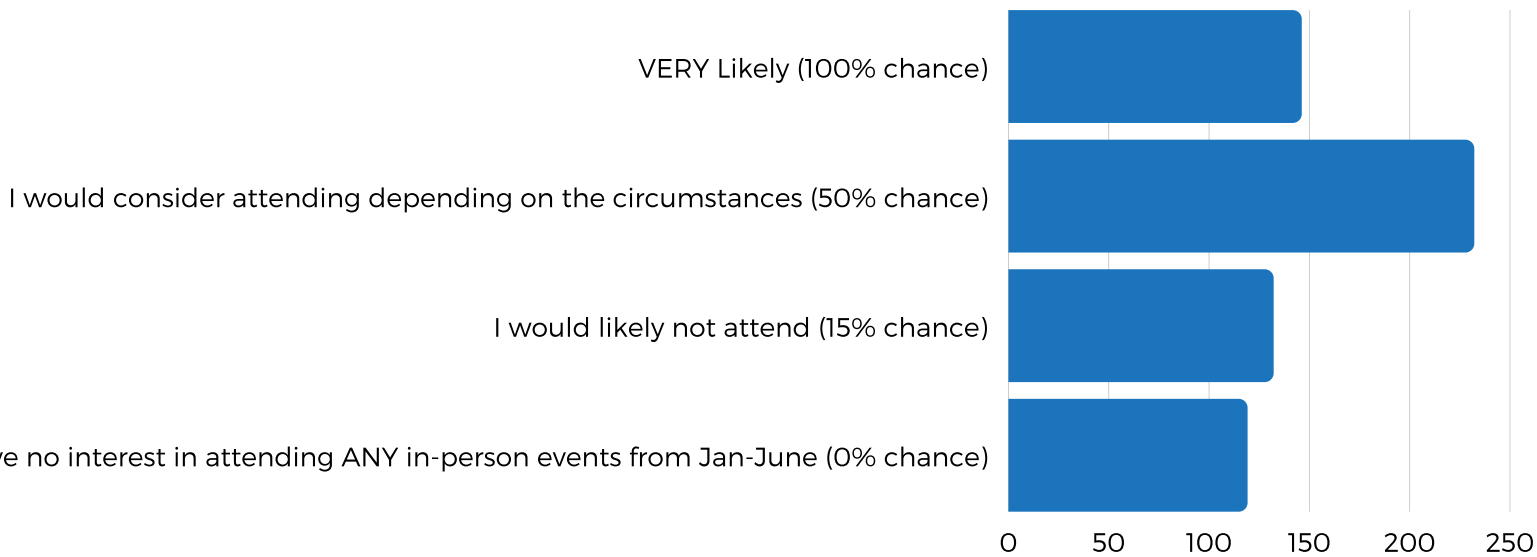


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TRADESHOW RESULTS



HOW LIKELY ARE YOU TO ATTEND ANY IN-PERSON CONFERENCE IN THE FIRST HALF OF 2021 (JAN - JUNE)?



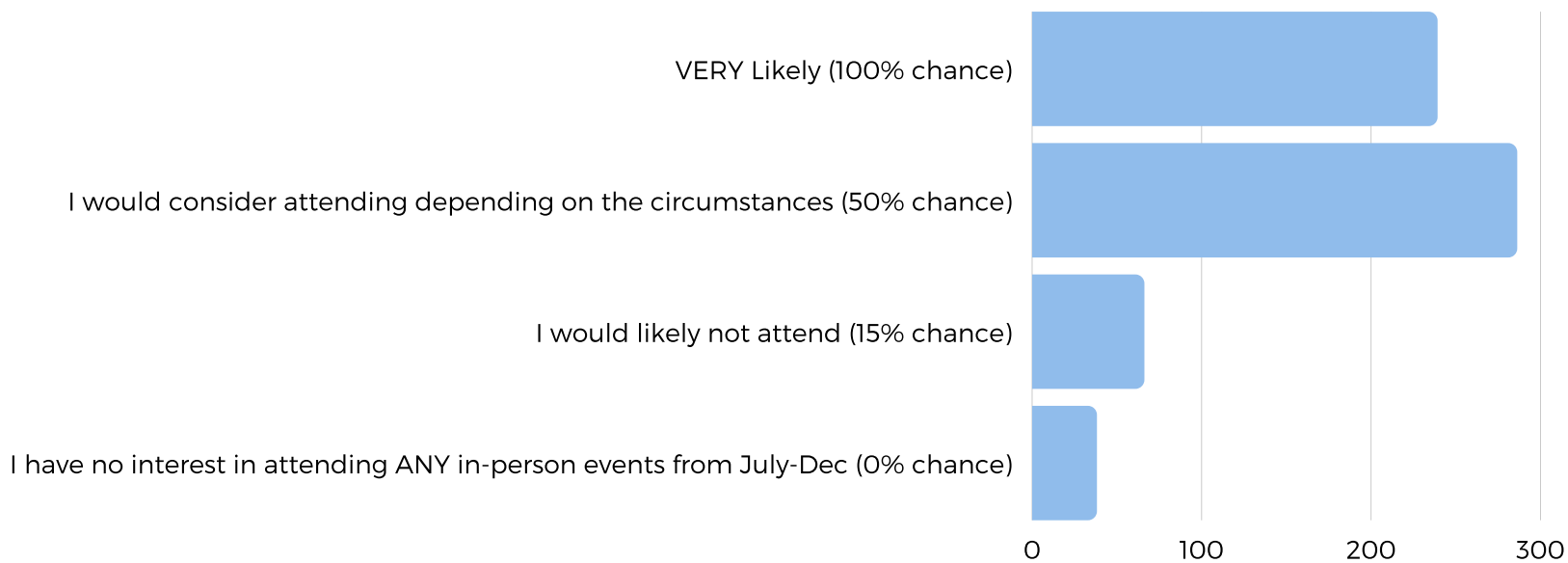
As you can see, the results here are mixed, with the **majority** of respondents stating that there is a **50% chance** they would attend an in-person event in the first half of 2021 (Jan-June).

Our next highest result was "VERY Likely (100%)," followed by "I would likely not attend (15%)" and of course our last category of having no interest in attending in-person events during the first half of the year.

The results show that **there are many people who are interested in attending in-person events during the first half of the year**, but there are **still many** who **don't feel comfortable traveling just yet**.



HOW LIKELY ARE YOU TO ATTEND ANY IN-PERSON CONFERENCE IN THE SECOND HALF OF 2021 (JULY - DEC)?



The results for the second half of 2021 look quite different from the first half.

Respondents appear to be more likely to get out and travel for in-person events, with **83% of respondents sharing that there is a 50% or higher chance of attending an in-person event!**

The shift in results from January-June to July-December indicates that most people will feel more comfortable with travel and interaction as the year progresses.



WHAT ARE THE REASON(S) YOU WOULD NOT ATTEND AN IN-PERSON EVENT IN 2021?



For our next question, we asked "**What are the reason(s) you would NOT attend an in-person event in 2021?**" If a respondent did not resonate with any of the answers because they DID plan on attending an in-person event, we offered the "N/A" response. **20% of respondents chose this option.**

The highest-rated reason for not attending an in-person event in 2021 was **budget at 37%**, followed by "I don't want to travel" at 27%. 21% said they did not want to leave their business and 20% said they did not plan on purchasing products or services this year.

14% of respondents selected "Other," and were given the option to share comments (see next page).



REASONS FOR NOT ATTENDING AN IN-PERSON EVENT, "OTHER"

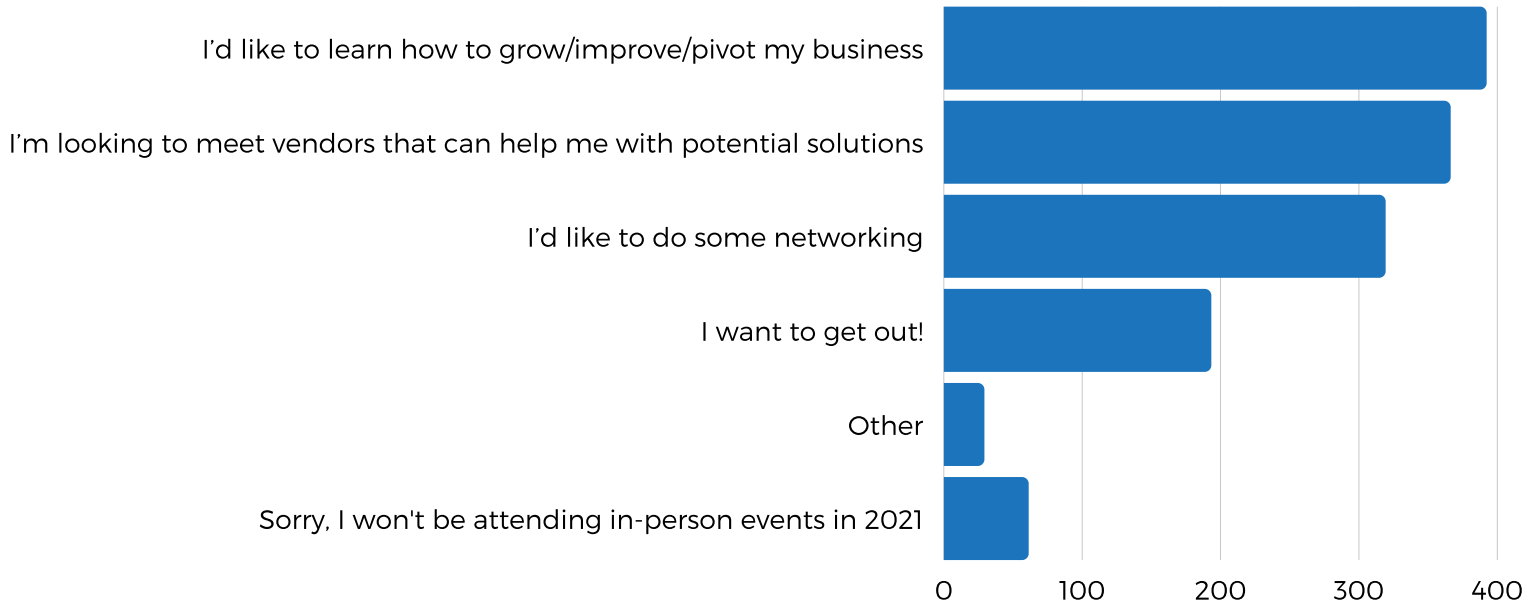
As noted, 14% of respondents selected "Other" when asked for the reason why they would not attend an in-person event in 2021.

Below are some of those responses.

- Attendance Concerns
- Business Construction Projects
- Business Still Closed
- COVID Related
- Do Not Want to Be Around Crowds
- Do Not Want to Fly
- Do Not Want to Get Sick
- Fear of Cancellation
- Prefer Virtual Events
- Safety Concerns
- Timing/Planning Issues
- Tradeshow Theme/Content Potentially Not Relevant or Unknown
- Travel Restrictions or Requirements



WHAT ARE YOU LOOKING TO LEARN OR GAIN FROM ATTENDING AN IN-PERSON EVENT?



We were also curious to know what respondents would be interested to learn more about or discover by attending an in-person event.

As you can see from the graph, the vast majority cited **"I'd like to learn how to grow/improve/pivot my business,"** or "I'm looking to meet vendors that can help me with potential solutions," and/or "I'd like to do some networking."

4% of participants selected "Other," and shared that they were either **interested in learning new things** or were in a pre-business stage and not quite ready to dive into events just yet.



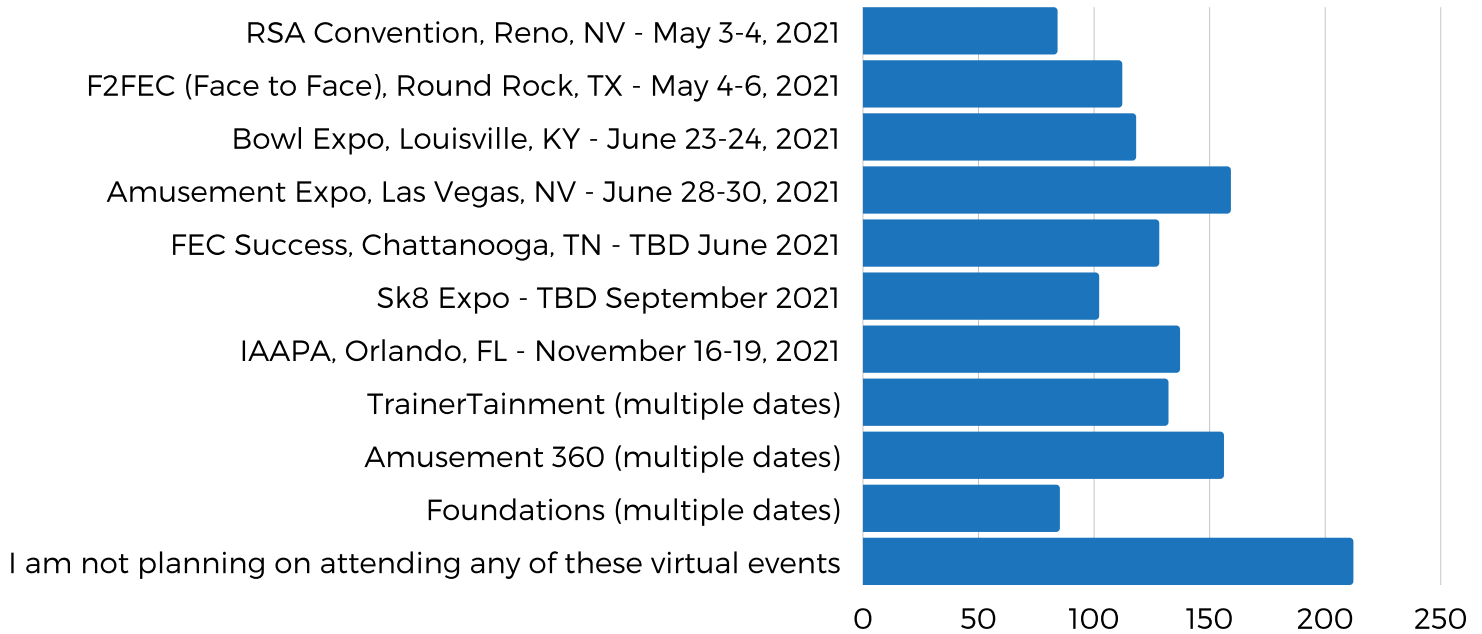
WHAT ABOUT VIRTUAL EVENTS?

2020 was the year of virtual events! We were very curious to analyze the results from this portion of the survey, and see how FEC Owners, Operators, Managers, and Employees feel about continuing to attend events virtually in 2021.

The tradeshow survey also revealed interesting information about which tradeshows people prefer to attend in-person, and which they prefer to attend virtually.



WHICH OF THESE EVENT(S) ARE YOU PLANNING TO ATTEND VIRTUALLY?



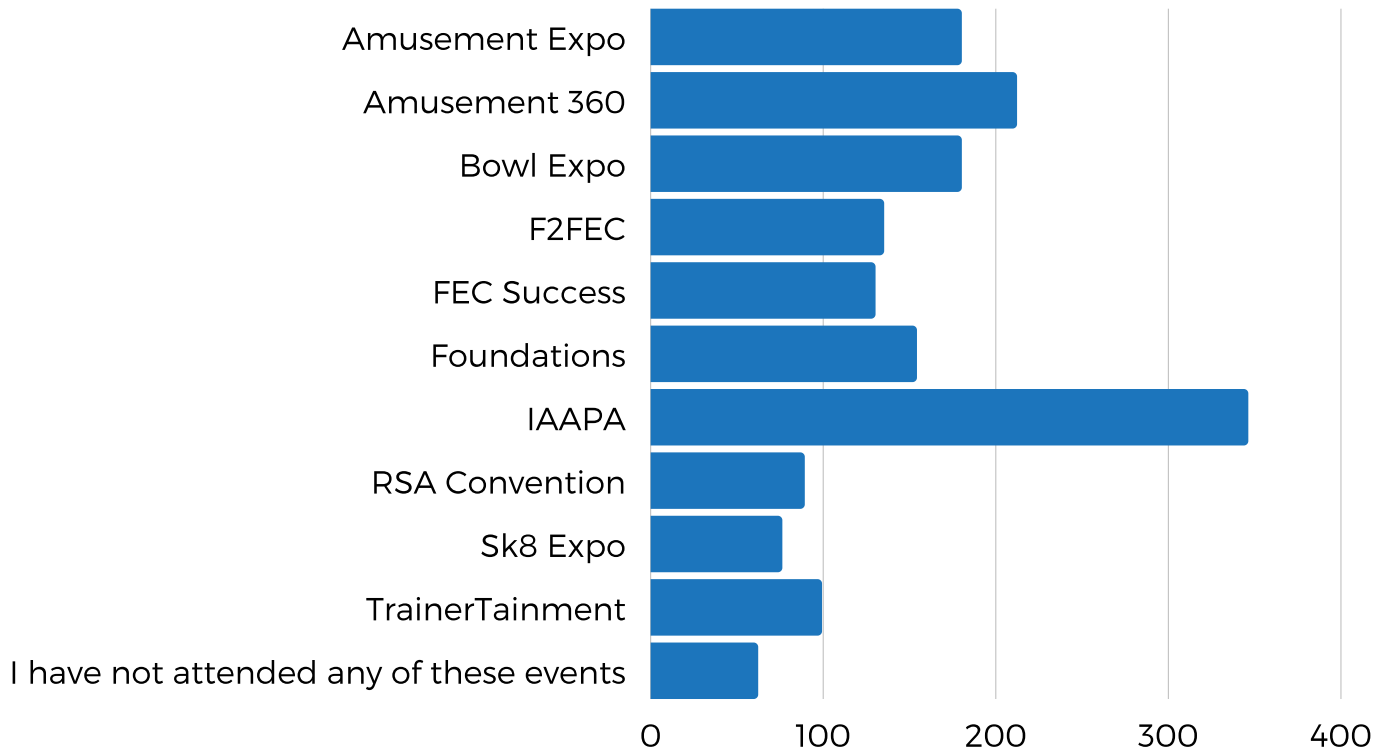
The above graph shares the total results from the question, "**Which of these event(s) are you planning to attend virtually.**"

Do you see that bottom line? That's interesting! Of those surveyed, **33%** responded that **they do not plan to attend any virtual event.**

Of those interested in attending the listed events (*if offered virtually*), Amusement 360 and Amusement Expo were the most popular with **25% of respondents** expressing interest in each event, followed by IAAPA, TrainerTainment, FEC Success, Bowl Expo, F2FEC Success, Sk8 Expo, Foundations, and RSA.



WHICH EVENTS HAVE YOU ATTENDED PREVIOUSLY?



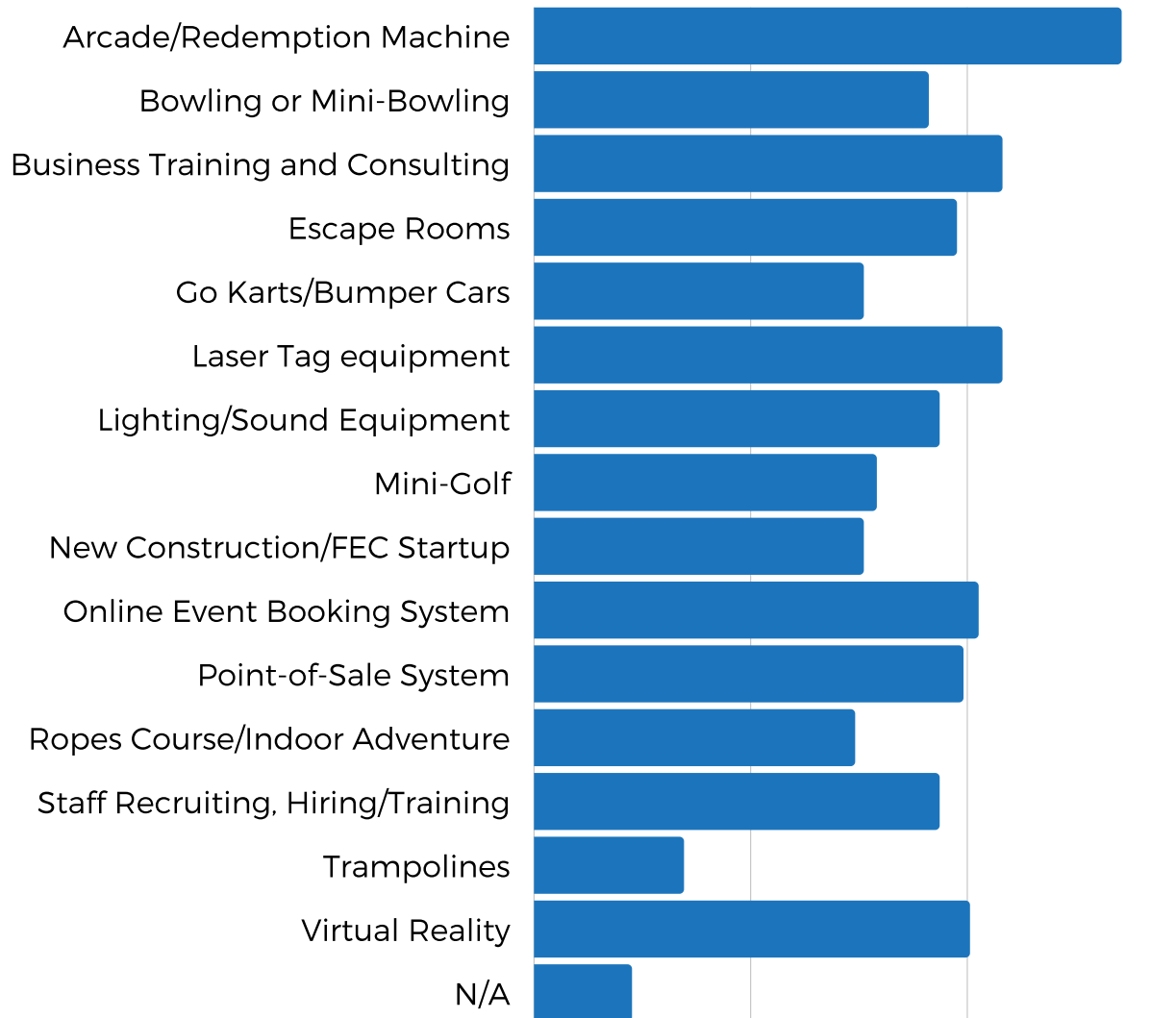
When asked which events survey takers had attended these events previously, the most commonly attended event was **IAAPA with 55%**.

34% have attended an **Amusement 360** event, **28%** attended **Amusement Expo and Bowl Expo**, **24%** attended **Foundations**, **21%** attended **F2FEC**, **20%** attended **FEC Success**, **16%** attended **TrainerTainment**, **14%** attended the **RSA Convention**, and **12%** attended **Sk8 Expo**.

9% of respondents said they **have not attended** one of these events yet.



WHICH SERVICES OR ATTRACTIONS ARE YOU INTERESTED IN LEARNING MORE ABOUT AT A TRADESHOW OR VIRTUAL EVENT IN 2021?



According to the data, it looks like most respondents are interested in a little bit of everything! Redemption, Business Training and Consulting, Laser Tag Equipment, Online Event Booking and Point-of-Sale Systems, VR, and Escape Rooms were the most popular.



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REVIEW & INSIGHTS



REVIEW & INSIGHTS

1. In-Person Events Are On the Horizon.

After reviewing the data it is clear that in-person events are on the horizon! While there is interest in events from January-June, that **interest jumps 39% as we get to July-December.**

June also appears to be of popular interest according to the respondents.

2. Virtual Events Are Not Dead.

67% of total submissions indicated that they are interested in attending one or more virtual events.

While there are still some that do not want to attend virtual events, those surveyed appear to be enjoying the virtual events put on by organizations like Amusement 360 and TrainerTainment.



REVIEW & INSIGHTS

3. The Industry Wants to Grow.

Respondents want to continue to learn and grow.

They want to learn about new attractions, they're interested in consulting and educational services, and they're interested in software solutions.

This is positive news as we look forward to creating and/or participating in events in the future.



THANK YOU

Let's Move Forward, Together.

Thank you for taking the time to flip through the **2021 Tradeshow Survey** results. We hope you found it helpful as you plan for the year ahead.

To those that participated in this survey: **thank you**. You made this possible, and for that, we are grateful.

We encourage you to reach out to the partners affiliated with this survey. We speak for the group when we say: **we all want to help in any way that we can!**

