

2022

Corporate Holiday Event Trends

Event professionals know that you can never start planning events too early, and that's especially true for the holiday season. We surveyed 500 consumers who are responsible for planning corporate holiday events for the 2022 holidays, and here's a look at the trends we found.

2022 holiday snapshot:

Who is planning holiday events?

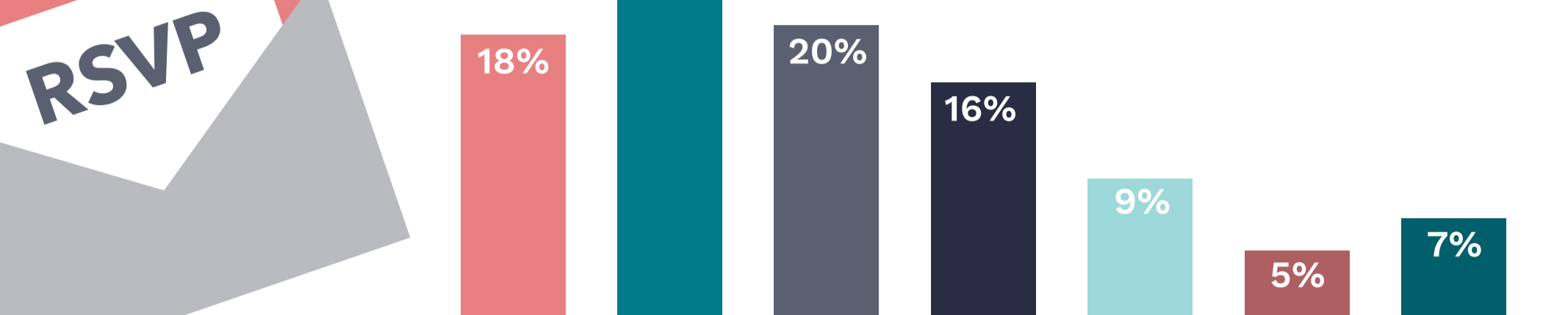
Of our survey respondents:

64% are planning events for the business they work for

36% are hired by corporations



Companies are hosting more intimate to mid-size holiday celebrations.



Holiday party timing

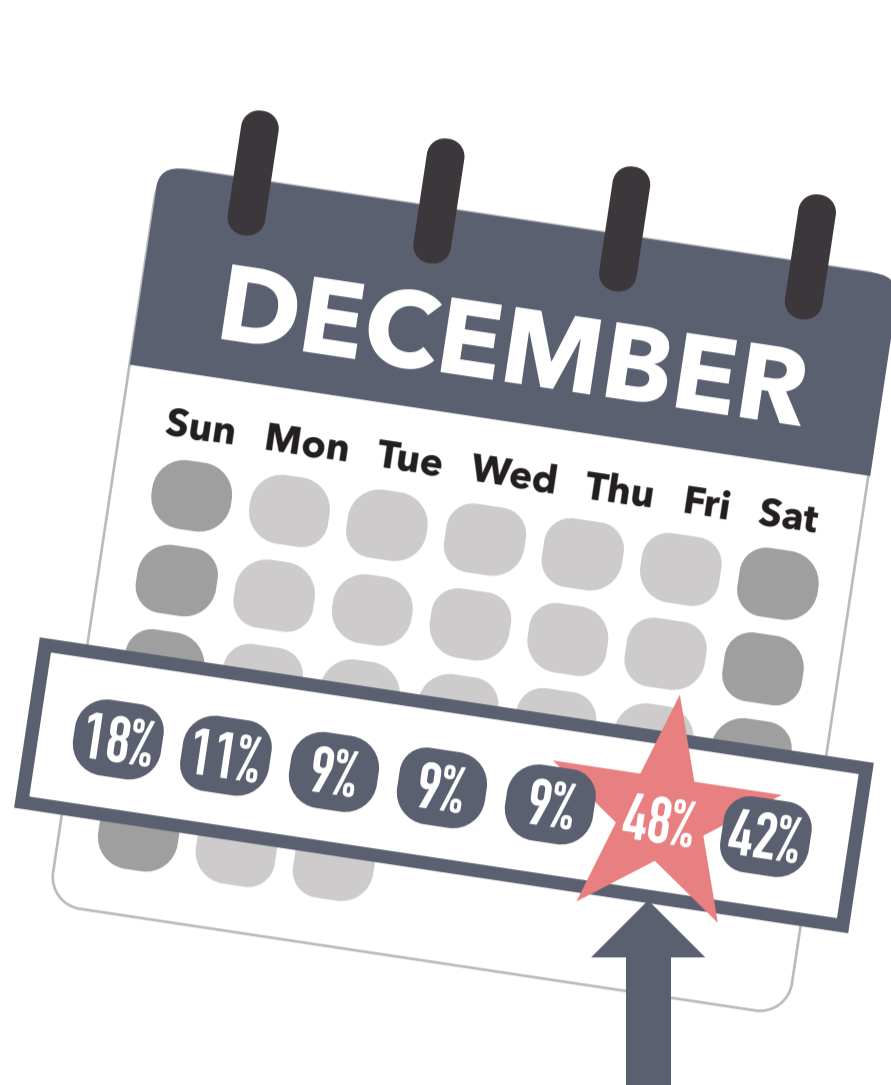
The end-of-year holidays take place November through January, and those are the prime months for corporate holiday events:

November 28%

December 49%

January 21%

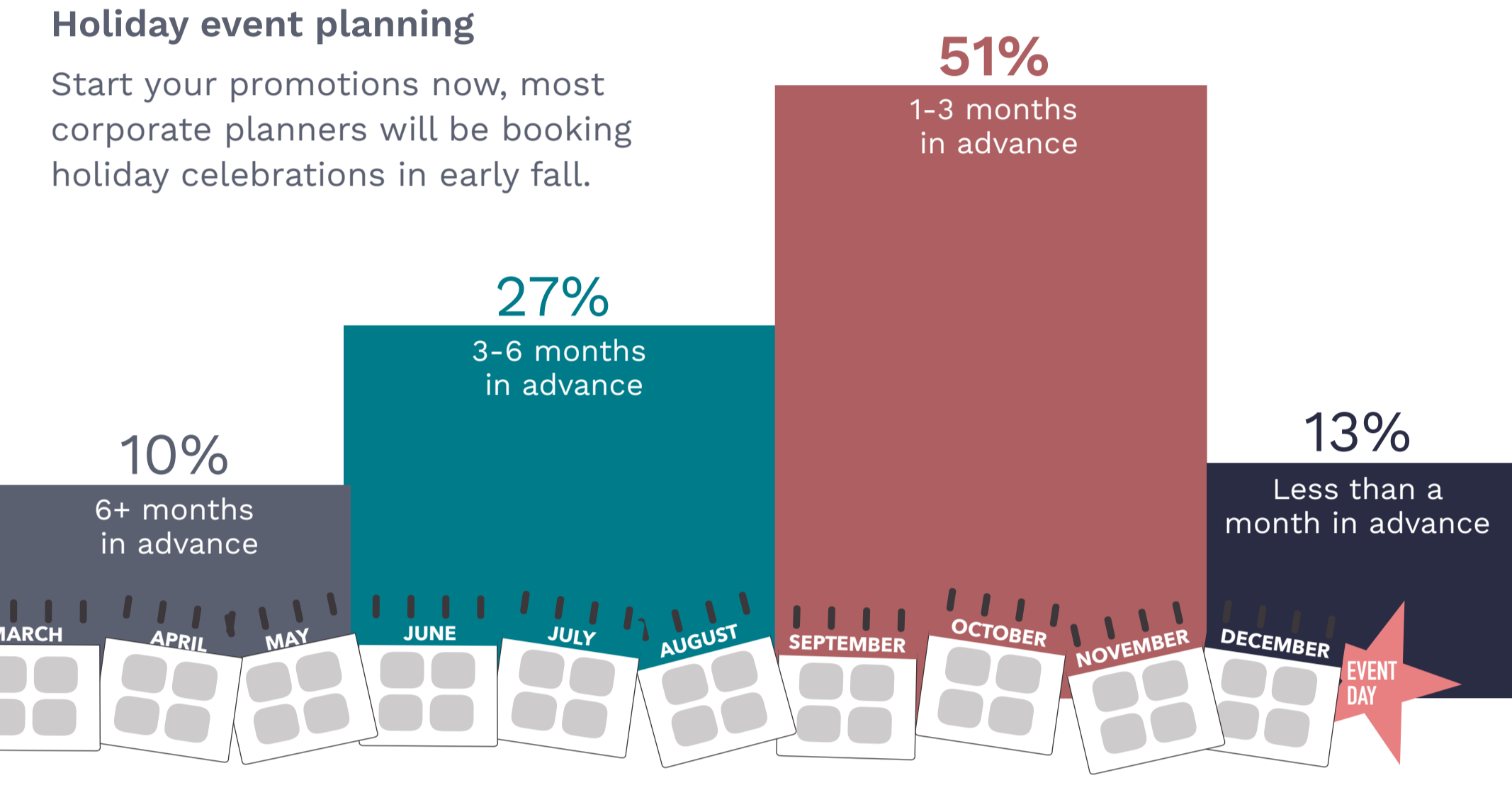
Other 2%



As for days of the week, Friday is the most popular day to hold a holiday party.

Holiday event planning

Start your promotions now, most corporate planners will be booking holiday celebrations in early fall.



Loyalty is strong with holiday event planners.

When looking for a new venue, planners turn to:



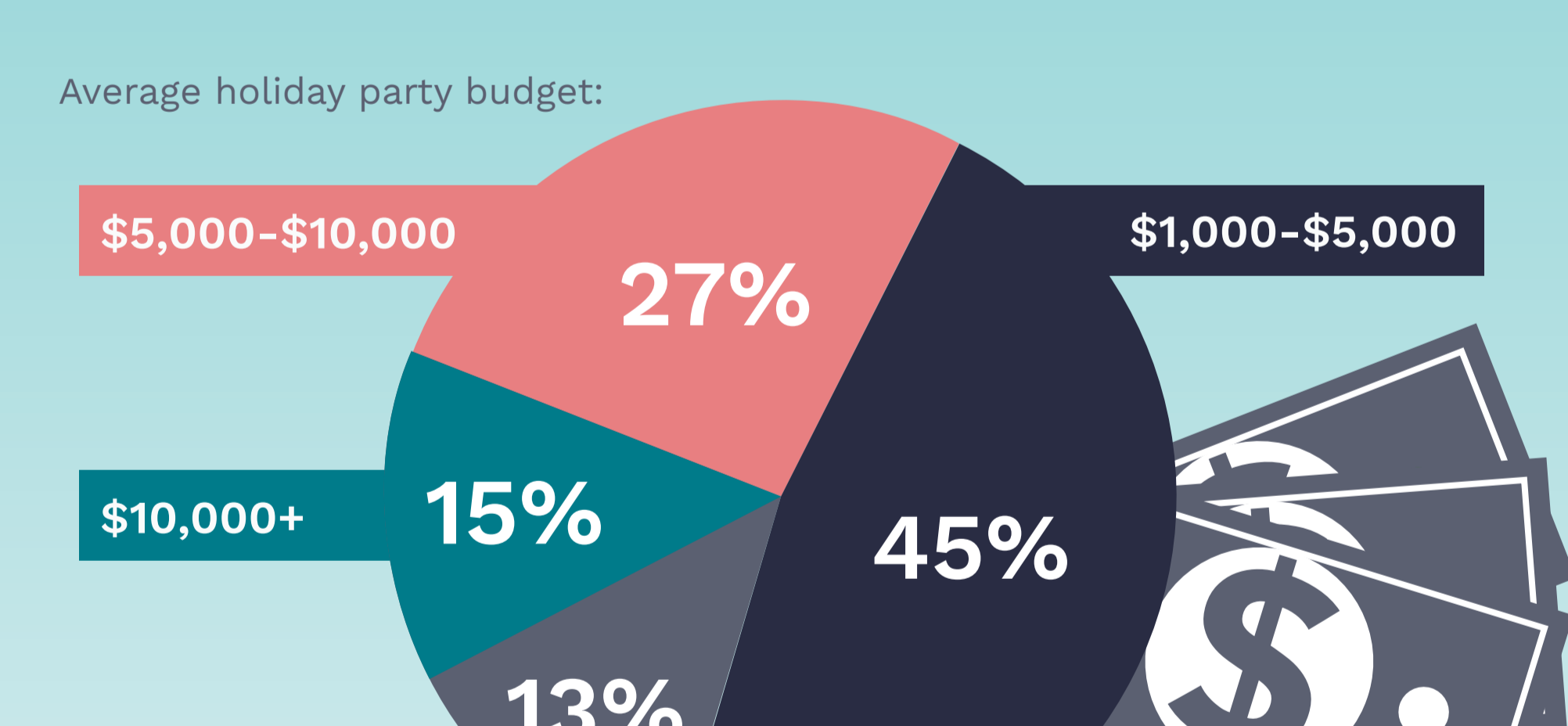
- ✓ Google search
- ✓ Asking colleagues, friends, or family
- ✓ Word of mouth
- ✓ Social media
- ✓ Venue directory websites

74% of planners said they will be using a venue they have used in the past to host their upcoming holiday events.

Get ahead of the game. These incentives often encourage early bookings:



Average holiday party budget:



Where's the party at? Corporate planners are booking parties at:



Hotel venues 28%

Private restaurant space 22%

Unique venues 22%

Pubs or bars 15%

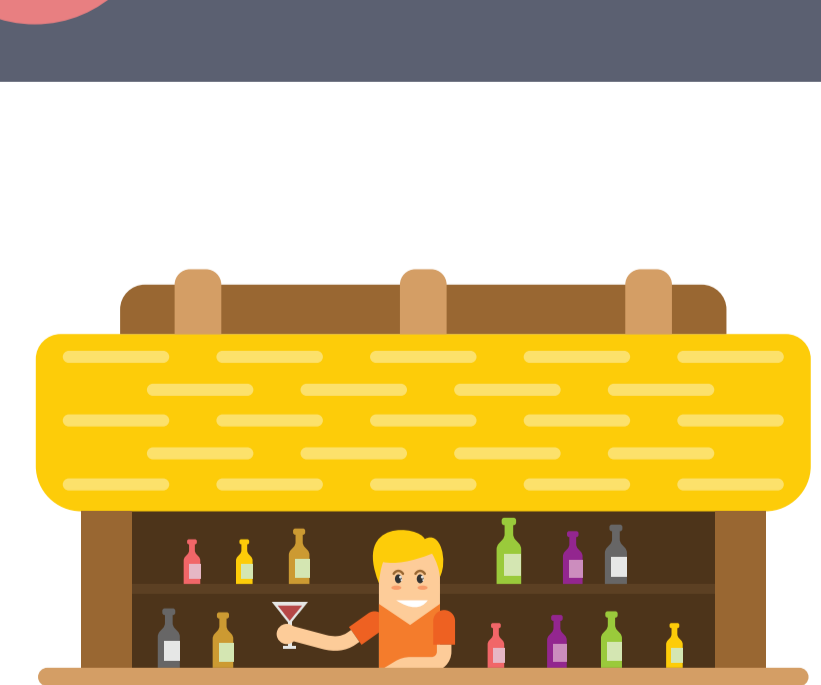
Office or workplace 13%

Hotels are in demand for extended celebrations.

68% of planners said that hotel accommodations are included in the party planning.

Top 5 amenities planners are looking for:

- ✓ Bar package
- ✓ Restrooms
- ✓ Audio-visual equipment
- ✓ Dance floor
- ✓ Business center



Deck the halls...



54% of planners prefer venues that have decor ready to set the tone for their soirée.

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