

2023 - A Year in Review

A review of Tripleseat data shows that 2023 brought substantial growth in event revenue and bookings.

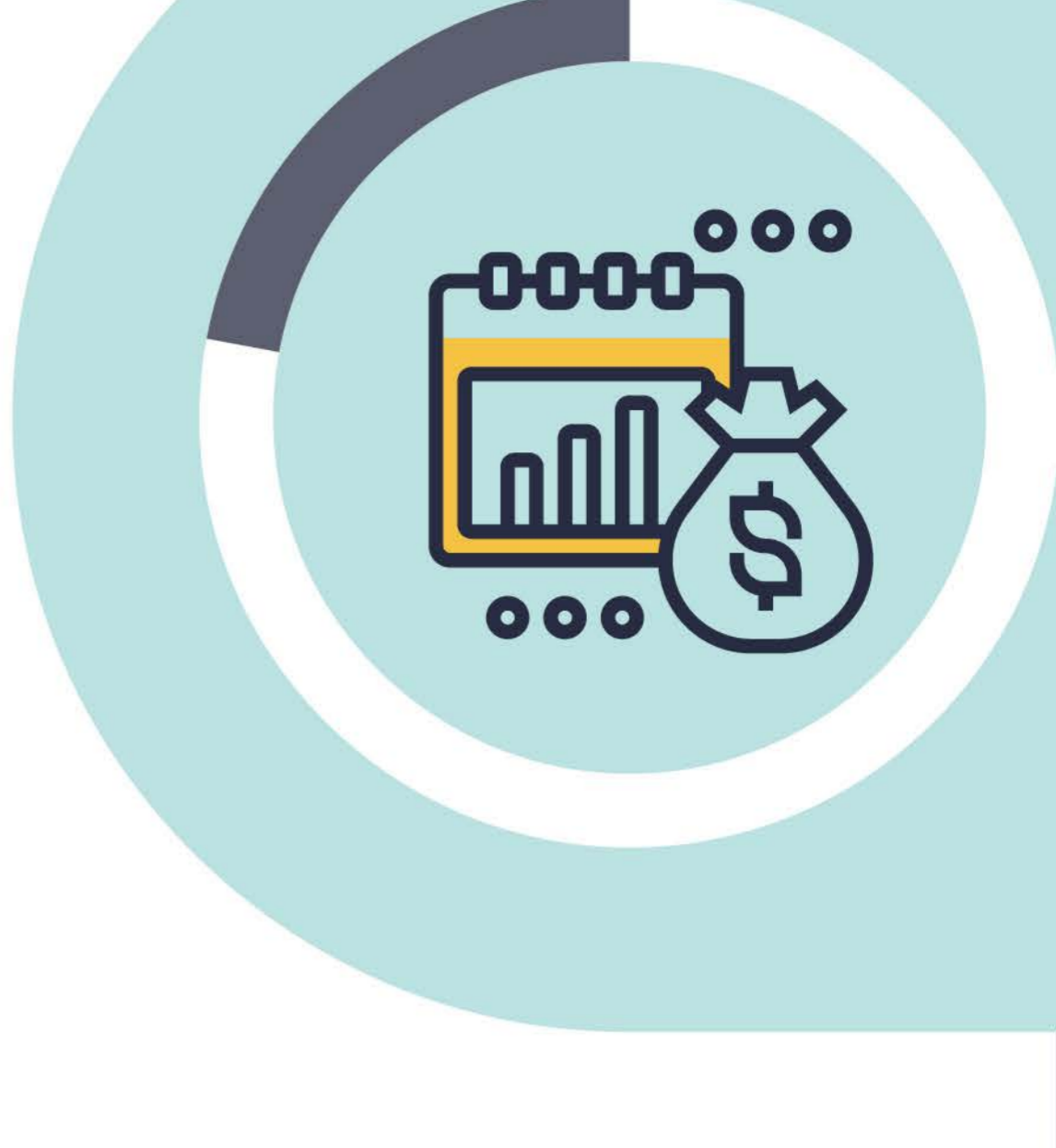
Check out the Top 10 points that stand out!

In 2023, Tripleseat managed

\$7.3B

in event revenue for our customers, a **21% increase** from 2022.

This represents a significant growth trend in the demand for private events in restaurants and unique venues.

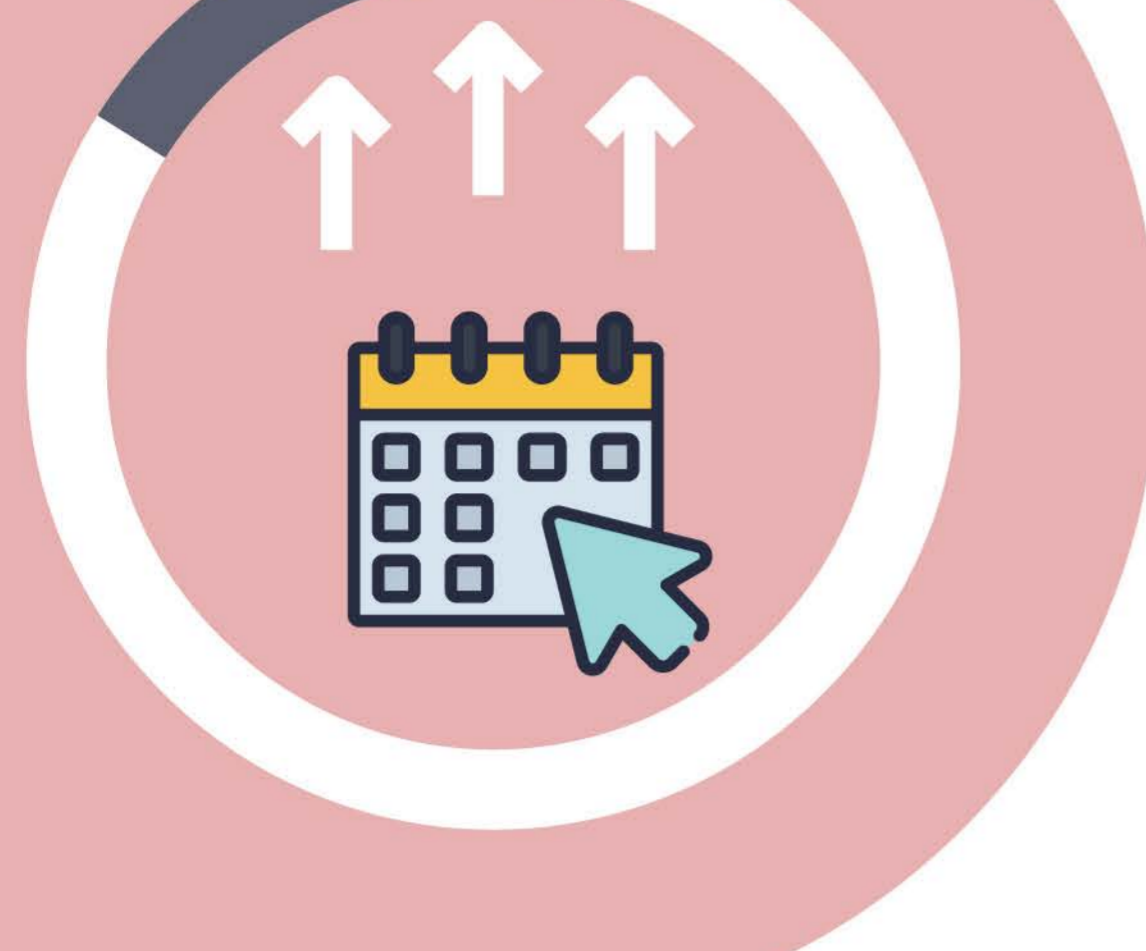


Tripleseat managed

3.5M+

booked events.

A **16% increase** in the number of events booked from 2022.



The average event for our customers was worth

\$2,900

You will see a return on investment in just two events hosted using Tripleseat.

Tripleseat consistently helps customers drive profitable events.



On average, a restaurant makes

\$614K

annually in event revenue and hosts 24 events a month.

The financial significance of Tripleseat should not be underestimated. Restaurants are frequently leveraging events for revenue generation and should take advantage of days without events to fill their private dining spaces.



Wedding receptions are the top money maker, with

\$862M

in revenue.

Weddings are no longer just a one-day affair! Tripleseat customers hosted **29K rehearsal dinners** for wedding celebrations, creating opportunities for restaurants outside of the normal wedding day.



The Most Popular Events

as reported by Tripleseat customers, are **Corporate Meetings and Birthdays**, showcasing a diverse range of events hosted by Tripleseat customers.



Corporate business is back with

190k

events in 2023.

The resurgence of corporate events suggests a return to business-related meetings and events in person.



Top 5

event types hosted by Tripleseat customers in terms of revenue:

1. Wedding reception/ceremony
2. Corporate events
3. Cocktail receptions
4. Birthdays
5. Holiday parties



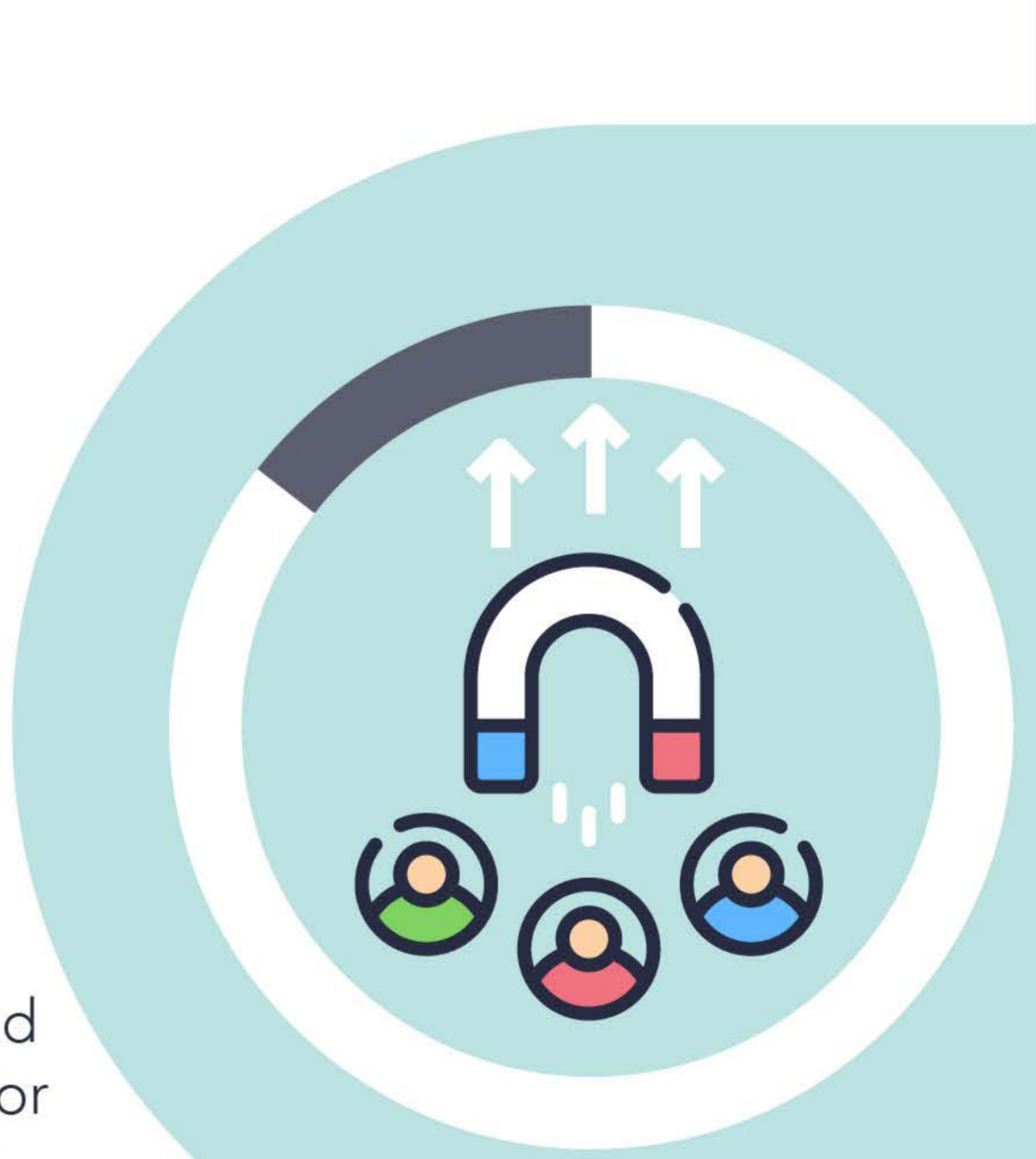
Tripleseat delivered

7.7M+

event leads. A **12% increase** from 2022.

The highest month for leads was Jan 2023, followed by Oct 2023.

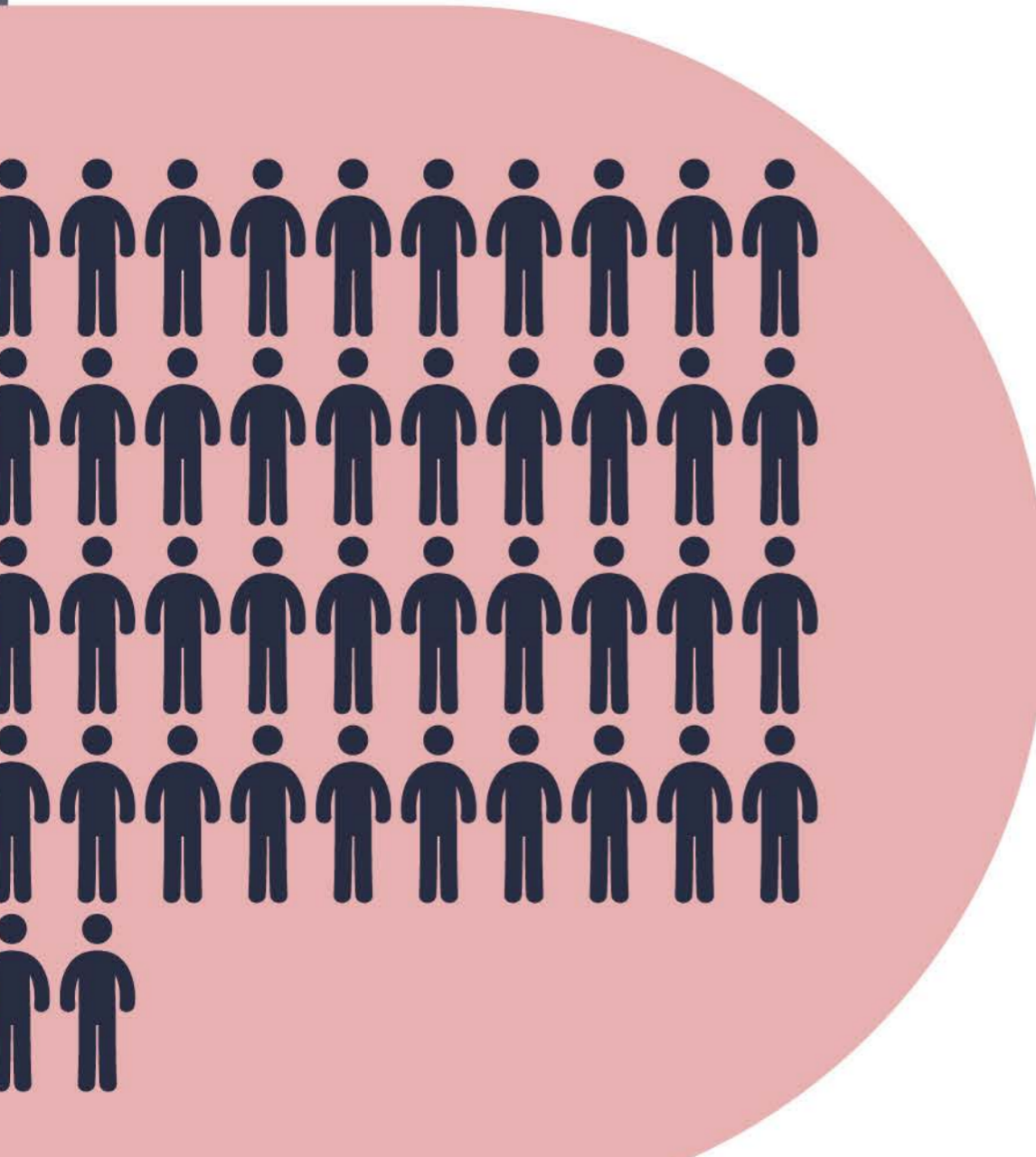
October leads correlate to a lead up to the holiday season events and January leads represent planning for the year ahead with weddings and corporate event planning.



Tripleseat events had an average of

42

guests per event.



On-premise events are still the bread and butter of Tripleseat, but our customers still generated over

\$411M

in catering, and drop-off and pickup orders.

Highlighting the **diverse revenue streams** for customers using Tripleseat and potential opportunities to expand their existing on-premise only business.



Is your venue seeing year-round success like most Tripleseat customers experienced in 2023? **Reach out to make the most of your venue's events**, using Tripleseat Software to reach new heights in 2024.