How Event-Goers Will Spend Money in 2020

Today...
Buyers want speed and security

29% of mobile wallet users report being more likely to spend more and more likely to tip

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2 Year from now...
Cashless payments will dominate

1/3 of event professionals aren’t sure how much of their revenue comes from sponsors, vendors, or merchandise sales

Two years from now...
Event creators will have a complete view of their customers

1/3 of event professionals generate the majority of their revenue from sources other than ticket sales

Three years from now...
Primary and secondary markets will converge to fight fraud

Today...
Today, 20% of event creators use mobile payment technology

Event creators will have a single view of all ticket, food and beverage, and merchandise sales.

—Carl Perry, head of developers platform at Square

In 3 years if someone buys a ticket and can’t go to the show, people will just ask, ‘Did you return your ticket to the organizer?’

—Ant Taylor, the CEO of Lyte

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Attendees using mobile wallet payments spend an average of 2x more than those using regular payments

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Nearly 10% of event professionals plan to use cashless payments in 2018

Want to learn how to prepare your business for the future of event spending?
Download the full report for five-year predictions and steps you can take today to prepare.

—Mary Kay Bowman, head of payments at Square

A faster line means more sales for event owners. No one likes waiting.

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Ticket fraud affects nearly 5 million people every year

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