



eventbrite

NICHE TO MEET YOU™

Eventbrite's 2024
Summer Dating Report

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FOREWORD

At Eventbrite, connecting people through unique shared experiences is our passion. Whether it's exploring new hobbies, rediscovering their city, or looking to meet new people, we're here to make it happen. Our mission is clear: to offer diverse real-world experiences that cater to everyone's interests, no matter their stage in life.

To ensure we're delivering on this promise, we keep a close eye on the ever-changing cultural landscape. By understanding our community's evolving needs, we can better serve them with the types of events and experiences that truly resonate.

In this age of digital dominance, authentic face-to-face interaction has never been more crucial—especially in the realm of dating, where shared interests and authentic connections matter most. Singles have voiced their frustrations with online dating, and we've heard them loud and clear: they want more in-person opportunities to connect and bond over mutual passions, be it paddle board yoga, kombucha brewing, backyard beekeeping, or freehand glassblowing.

In response, we've launched several initiatives to help singles transition from online to offline dating. And now, we're excited to introduce 'Niche to Meet You,' our first IRL dating report. In it, we cover the factors shaping the modern dating landscape, the experiences people are craving, and offer empowering tips for their dating journey.

I extend my heartfelt thanks to Matchmaker Maria, the founder of Agape Match and a professional matchmaker, Casey Lewis, the founder of After School and Gen Z expert, and our incredible community of event organizers, whose invaluable input helped shape this report. We hope it becomes a valuable resource for those navigating the complexities of modern dating in pursuit of genuine connections. We're firm believers in the transformative power of shared experiences to bring people together, and dating is no exception.

**Julia Hartz, Co-Founder,
CEO, & Executive Chair**



INTRODUCTION

The return of in-person dating

Over the past two years, Eventbrite has had a front-row seat to the evolving dating scene and the rising preference for meeting in person over the digital realm. This ongoing trend speaks to a broader societal shift where people are craving genuine connections and meaningful experiences tailored to their interests.

In this report, we dive into the reasons behind this continued movement away from online dating and shine a light on the array of popular events and activities that are bringing people together in real life.

From niche hobby-based meetups to cultural events and outdoor adventures, there's an undeniable appeal to these authentic, offline interactions.

Our goal is to highlight the many opportunities available for meeting potential partners through shared interests and passions. We hope these insights inspire and empower people on their dating journey, encouraging them to embrace the benefits of in-person connections.

IN THE PAST YEAR!...



376K
PEOPLE ATTENDED
DATING AND
SINGLES EVENTS



+1.5M
TOTAL SITE
SEARCHES FOR
DATING AND
SINGLES EVENTS



PART I

THE ONLINE DILEMMA

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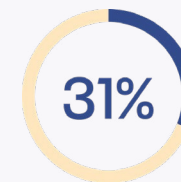
NICHE TO MEET YOU™

Overview

Despite their optimism, Gen Zers and Millennials find themselves grappling with a myriad of challenges when it comes to the world of online dating.

From struggling to find genuine connections in a sea of profiles to facing the disappointment of unmet expectations, the digital landscape often falls short of fostering meaningful relationships.

Adding to the frustration is the prevailing feeling that there just aren't enough spaces for singles to meet and mingle.



Only 31% of Gen Z and Millennials who are optimistic about dating in the future believe there are plenty of places to meet other singles.

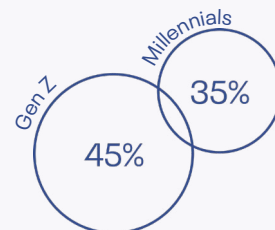
01

Decoding online profiles

When it comes to online dating, profiles are typically reduced to a few images and brief descriptions.

This can make it tough to find shared interests, whether it's a passion for dogs and hiking or more unique hobbies like slam poetry or sound bathing.

Adding to the challenge are the fears of rejection and the fatigue of endless swiping, which can make us hesitant to open up about our unique interests and hobbies.



A significant number of both Gen Z (45%) and Millennials (35%) find one of the biggest challenges of online dating to be connecting with others who share their interests.

02

The trust gap

For many Gen Z and Millennials, the preference for meeting potential partners face-to-face is driven by a fundamental concern: safety. In the world of online dating, there's a constant fear of encountering people who aren't who they claim to be or ending up in risky situations.

Notably, 47% of respondents who favor in-person meetings share this concern, believing that meeting in person eliminates the possibility of their date hiding their true identity.

41%

27%

Among those who prefer dating in person, 41% of Gen Z and 27% of Millennials say safety is one of their top concerns when meeting someone online.

03

Digging for depth

Modern daters crave connections that go deeper than just surface level. This sentiment is echoed by the majority of Millennials, with 69% expressing a preference for in-person dating because it feels more genuine. There's a common perception that digital interactions often lack the authenticity and emotional depth they crave, which explains why 73% of them enjoy meeting people face-to-face.

They believe that in-person interactions provide a more genuine and meaningful experience, allowing for better emotional connection and understanding.

More than half of daters, including 54% of Gen Z and 53% of Millennials, say it's hard to start or continue meaningful conversations online.

PART II

FROM URL TO IRL

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NICHE TO MEET YOU™

Overview

After riding the highs and lows of online dating, Gen Z and Millennials are now longing for the comfort of traditional, face-to-face connections. The fatigue from endless swiping has driven them to seek more authentic settings like social clubs and hobby groups in their search for potential partners.

They're also branching out, trying unconventional activities they wouldn't usually consider. And now, their excitement about the prospect of meeting their match in person is growing, with 69% of respondents feeling somewhat or very happy after meeting someone in person they might want to go on a date with in the future.



"Everything that's new and exciting eventually loses its charm, and I think that's why we see people looking beyond dating apps towards "retro" event gatherings like speed dating to meet new people. The COVID-19 lockdown touched each of us in myriad ways, yet the absence of social interaction stands out as a profound loss, and we're still trying to find our way back to "normal" in that regard.

I was born in the late '90s, so my generation has grown up on the internet. While we cherish the convenience and access that technology offers, we also crave interactions beyond a screen. My events are a response to this!"

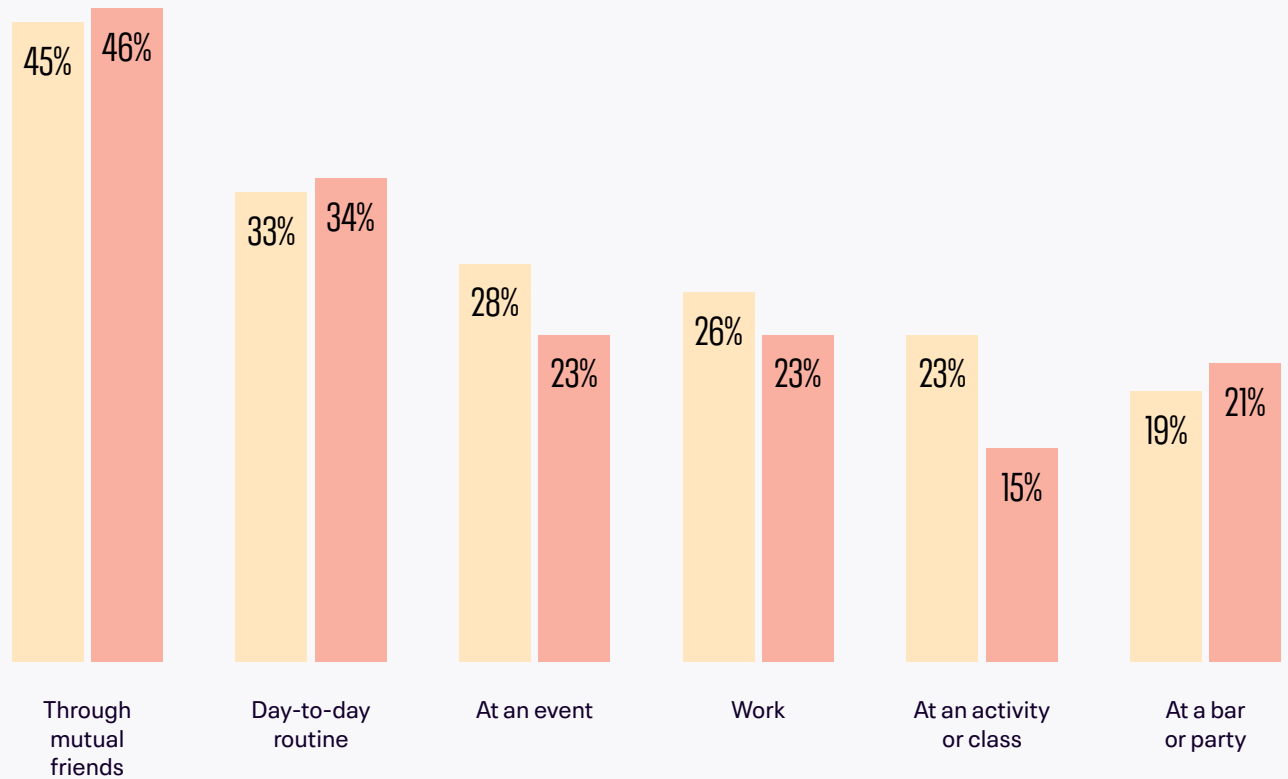
Maxine Williams,
Founder of We Met IRL

01

The ideal meet-cute

As the conversation around meet-cutes continues to soar, it's evident that the belief in traditional romance is alive and well. When exploring the expectations of Gen Z and Millennials regarding their ideal encounters with their life partners, it turns out that nearly half of them are counting on mutual friends for introductions, with other scenarios including their day-to-day routine or at an activity or class.

Interestingly enough, 'at a bar or party' was one of the least popular responses, with only 21% of Millennials and 19% of Gen Z believing they would meet the love of their life in these settings.



PREFERRED MEET-CUTE SCENARIOS

GEN Z MILLENNIALS

02

Third places are the new connection hotspots

Third places have taken on a new role as social hubs, with singles seeing them as prime opportunities to meet new people and potentially foster genuine connections. From coffee shops to bookstores and art museums, they're providing a welcoming atmosphere for people to mingle and discover shared interests.

When it comes to Gen Z, the findings revealed coffee shops as the ideal third place to meet someone, offering the perfect backdrop for casual conversations and chance encounters.

TRENDING THIRD PLACES



COFFEE SHOPS

55% GEN Z
49% MILLENNIALS



OUTDOORS

44% GEN Z
AND MILLENNIALS



BOOKSTORES

33% GEN Z
32% MILLENNIALS



MUSIC VENUES

31% GEN Z
27% MILLENNIALS



LIBRARIES

30% GEN Z
23% MILLENNIALS



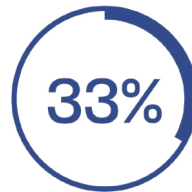
Coffee shops stand out as one of the preferred third places to meet someone in person, as indicated by 51% of all respondents.

03

Passion pairings

Feeling frustrated by the lack of authenticity in online dating, Gen Z and Millennials are taking a step back and reconnecting with their passions. Whether it's hiking, kintsugi pottery, or cosplay, they're immersing themselves in the activities that bring them joy, hoping to meet someone who shares their genuine interests and values along the way.

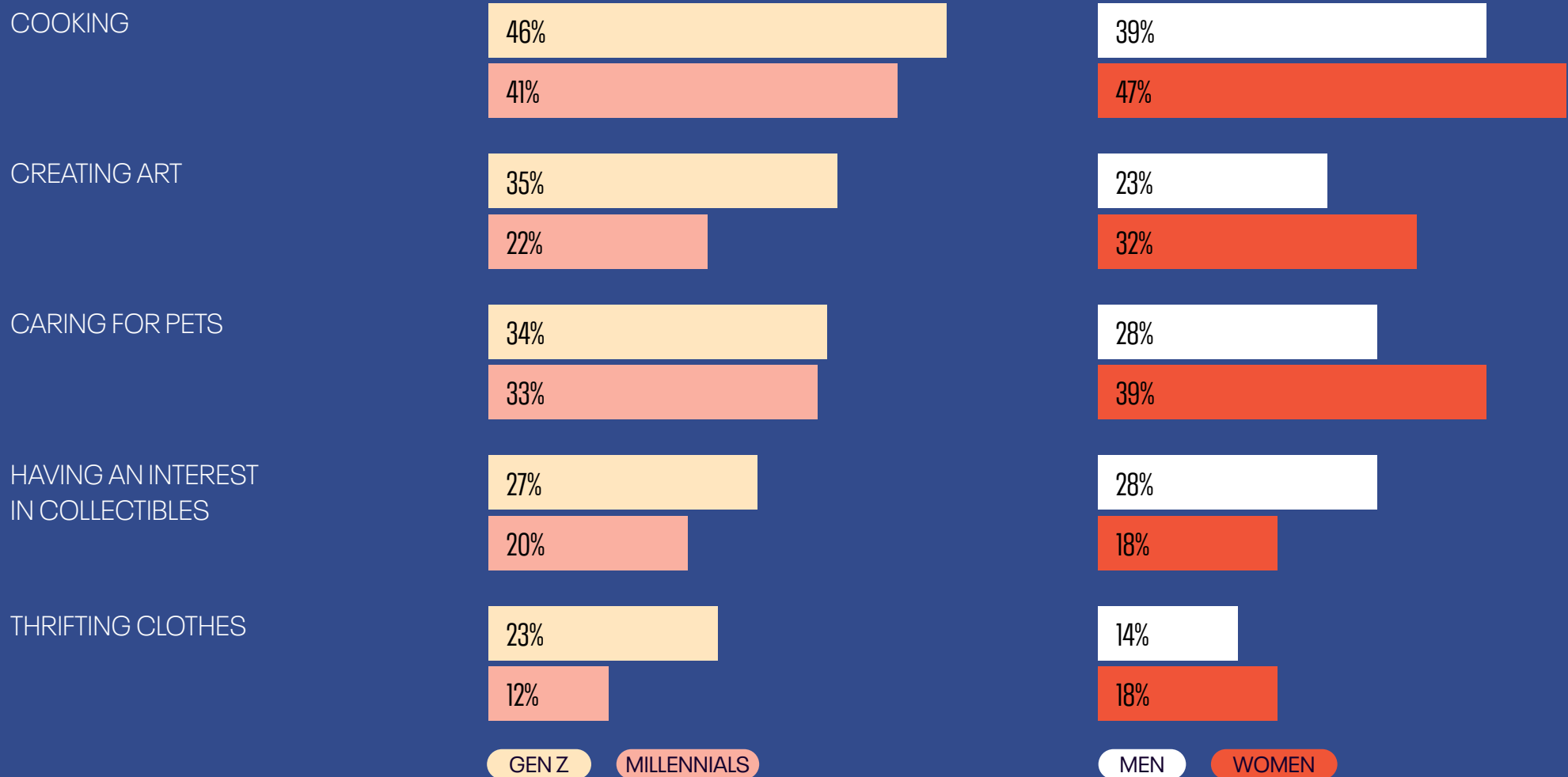
In addition to more traditional hobbies like cooking, art, and caring for pets, we also saw niche interests that both generations hope to share with their partners, such as a love for collectibles and thrifting.



A third of all respondents (33%) anticipate they'll meet a potential romantic partner at a recreational activity like a dance class or a painting workshop.



IDEAL HOBBIES TO SPARK A CONNECTION



04

Eventful encounters

The survey findings also reveal that Gen Z and Millennials see live events and experiences as ideal opportunities to meet potential partners. Beyond just activities themselves, the emotions evoked by these events play a significant role in opening them up to unexpected opportunities for connection.

Whether it's the adrenaline rush of cheering on teams at sports events, the intellectual stimulation of discussions at local book clubs, or the energy of live music performances, these shared experiences serve as catalysts for exploring new romantic possibilities.



EVENTS WHERE GEN Z AND MILLENNIALS ANTICIPATE MEETING A POTENTIAL ROMANTIC PARTNER

27%

**SOCIAL AND
COMMUNITY
CLUBS**

25%

**MUSIC
FESTIVALS**

20%

**SPORTS
EVENTS**

18%

**IN-PERSON
SINGLES AND
DATING EVENTS**

17%

**COMEDY
SHOWS**

NICHE EVENTS ON THE RISE

How current trends are influencing event choices

The cultural shift towards in-person interactions is not only influencing how people want to come together in the future, but also impacting how they're doing so now.

Dating events have also evolved to cater to diverse interests, with concepts like athletic, tantra, and game-based dating gaining popularity. This trend extends to non-dating events as well, where people prioritize shared interests over expected outcomes, focusing on connecting whether it leads to a romantic relationship or friendship.



Dating and singles events are increasingly popular, with attendance rising by 42% from 2022 to 2023. Moreover, attendance has increased by 49% this year over last year.

TRENDING SINGLES AND DATING EVENTS BY ATTENDANCE ²

Game-based

(e.g. singles trivia night, board game nights)

↑ 4X

Athletic

(e.g. paddle board yoga, city strolls for singles)

↑ 136%

Friend

(e.g. speed friending, slow girl run club)

↑ 82%

Tantric

(e.g. dance speed dating, meditation speed dating)

↑ 155%

TRENDING INTEREST-BASED EVENTS BY ATTENDANCE ²

Silent or quiet

(e.g. silent discos, quiet writing classes)

↑ 26%

Crafting or DIY

(e.g. glassblowing, kintsugi pottery workshops)

↑ 61%

Book clubs

(e.g. literary tea parties, brunch book clubs)

↑ 43%

Hobby and special interest

(e.g. brewing classes, foraging)

↑ 29%



“Over the last few years, it’s been fascinating to see young people turning to time-tested hobbies, from book clubs to birdwatching, poetry readings to chess tournaments. Though Gen Z is obviously driven by nostalgia, this is not another microtrend — this is a profound societal shift. They’re eagerly making the time and space to connect IRL in spite of (or, perhaps, because of) our increasingly online lives.

What’s particularly compelling about the niche activities and hobbies this generation is turning to is that they allow them to move beyond surface-level conversations and connect over something a bit deeper.

Swipe fatigue has never been more dire, and young people are seeking opportunities to step out from behind screens when it comes to romance and friendships alike.”

Casey Lewis,
Founder of After School and Gen Z expert

PART III

Centre for Sustainable Fashion (CSF) is a University of the Arts London research centre based at London College of Fashion. CSF challenges the status quo and seeks ways to design and develop research, education and knowledge exchange with businesses, creating ways for us to live well, together, in nature.



THE ANATOMY OF A FIRST DATE

Overview

First dates involve a lot more than just making a good first impression; they require meticulous planning and consideration. From selecting activities to budgeting and wondering about the potential outcome, the preparation starts long before the actual date.

Yet, amidst the planning, one clear trend stands out: 82% of Gen Z and Millennials want to do something they both enjoy. This echoes the ongoing narrative about singles seeking meaningful experiences, emphasizing the importance of shared interests in building genuine connections.

01

Gen Z and the cost of dating

When it comes to first dates, Gen Z prefer to keep it simple and budget-friendly, with a notable 62% preferring to keep their initial meetups within a budget of \$50.

However, their spending habits differ by gender. Men are more inclined to spend between \$76 to \$100, while women are more likely to keep it modest, often spending between \$1 to \$25.



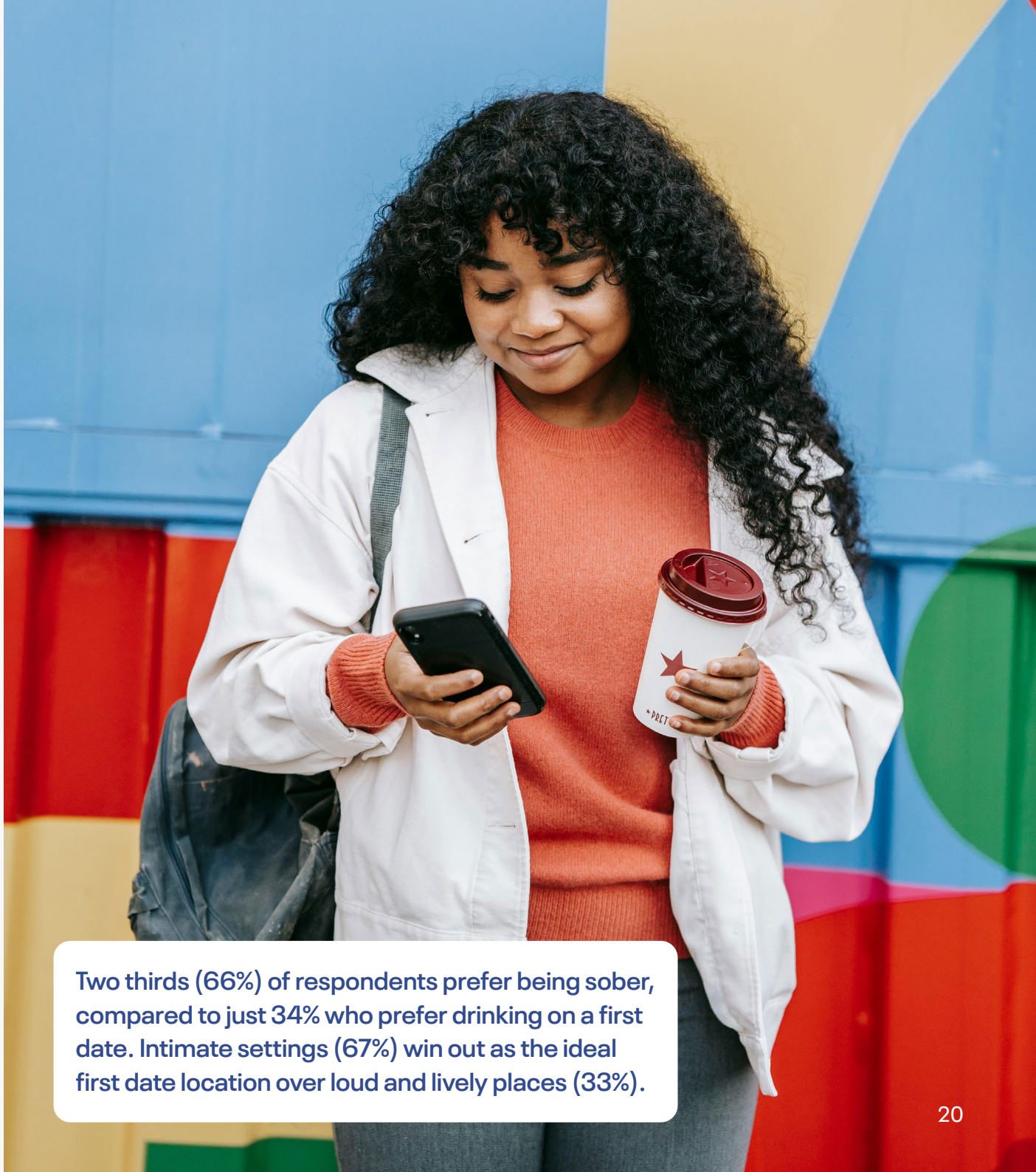
A majority of Gen Z (51%) prioritize focusing their spending on a single activity on a first date, highlighting their preference for quality over quantity in their dating experiences.

02

Date prep preferences

Planning a first date can feel like navigating a maze, especially when trying to cater to both people's preferences. It seems that traditional gender roles still influence these dynamics, with 63% of men enjoying taking the lead in the planning process.

On the other hand, 74% of women lean towards the thrill of being surprised or perhaps an appreciation for traditional romantic gestures, preferring when their date takes charge of the arrangements.



Two thirds (66%) of respondents prefer being sober, compared to just 34% who prefer drinking on a first date. Intimate settings (67%) win out as the ideal first date location over loud and lively places (33%).

03

Date activities

Out with the old, in with the new

The changing landscape of the dating scene is not only reshaping the dynamics of first dates, but also redefining traditional date activities. As 42% of singles venture into new experiences and push their boundaries, their preferences for first dates are evolving.

PRESENT-DAY FIRST DATE ACTIVITIES



GETTING A MEAL

61% GEN Z
72% MILLENNIALS



WATCHING A MOVIE IN THEATERS

45% GEN Z
36% MILLENNIALS



GETTING DRINKS

40% GEN Z
42% MILLENNIALS



RECREATIONAL ACTIVITY

40% GEN Z
35% MILLENNIALS



PLAYING GAMES

27% GEN Z
23% MILLENNIALS

FIRST DATE ACTIVITIES RESPONDENTS WANT TO TRY OR DO MORE OF



DOING SOMETHING I DON'T NORMALLY DO

45% GEN Z
38% MILLENNIALS



PLAYING GAMES

44% GEN Z
39% MILLENNIALS



MAKING FOOD TOGETHER

41% GEN Z
37% MILLENNIALS



TRYING FOOD FROM A CUISINE OUTSIDE MY COMFORT ZONE

40% GEN Z
AND MILLENNIALS



CHECKING OUT A NEW BAND

33% GEN Z
31% MILLENNIALS

Matchmaker Maria's tips for a great first date

Get in the right mindset

Your date starts way before you even show up. Adjusting your mindset will move you from viewing the date as high stakes to the I'm-just-happy-to-be-here vibe. Boost your mood with songs that amp you up or jot down notes about the things that made you happy that week.

Integrate a work-to-date buffer

If you're coming from work, integrate a middle stop between work and your date. Stop by a bookstore, window shop, or go to a coffee shop and give yourself some time to decompress from your long work day.

Dress with a splash of color

Swap out the dark shades for lively, inviting colors. Whether you're a man or a woman, bold hues can really make a statement. Think greens for a friendly aura or soft purples and pinks, as these colors usually evoke a sense of security, which is critical for first dates.

Share a story

When asked something like, "Do you like to travel?" don't just say "Yes." Share a story from your last trip. Stay curious about the other person and encourage them to share too.

Be mindful

Whether it's giving a heads up if you're running late or, goes without saying, being kind to your server, showing consideration and respect sets the right tone for your date.



Matchmaker Maria,
Founder of Agape Match and Professional Matchmaker

04

Measuring first date success

When deciding if a first date went well, it's not just about meeting certain criteria. Most respondents—70% of men, 74% of women, and 72% of those actively dating—consider a first date successful if they had fun.

Many find a first date memorable because it breaks from the usual routine. For 32% of men and 29% of women, the uniqueness of the date is crucial, often seeing it as a potential stepping stone to other future dates.

Yet, success isn't only about romance. If you had fun, tried new things, or learned about yourself, it was a success, regardless of what happens next. The key is enjoying yourself, staying open to new experiences, and growing from them.



TAKEAWAYS

Making the most of your dating journey

01

Attitude is everything

Gen Z and Millennials approach their dating lives with positive outlook, with a remarkable 86% feeling at least somewhat optimistic about going on dates in the future. Keeping a positive mindset is key. Remember to see each event and every person as a potential opportunity—your next meaningful connection might be waiting just around the corner.

02

Step out of your comfort zone

Next time you're making solo plans or getting ready for a first date, consider shaking things up a bit. Stepping into uncharted territory can lead to unexpected discoveries and provide opportunities to connect over the thrill of something different. It's interesting to note that 42% of respondents are looking forward to trying something they normally wouldn't do.

03

Approach every date as your first

Whether it's your first, tenth, or 100th date, maintain a sense of curiosity and openness. Treat each experience as a fresh opportunity to connect and discover something new about the person you're with.

04

Find common ground

Over half (55%) of single respondents are interested in a partner who shares their same passions and interests. When you connect with someone over mutual hobbies or interests, it creates a foundation for a deeper, more authentic relationship from the get-go.

05

Date for you

Drop the pressure and overly high expectations tied to first dates. Instead, focus your energy on planning activities that bring you joy, regardless of the outcome. This way, even if there isn't a romantic connection, you've done something that adds value to your life.

METHODOLOGY

Eventbrite Platform Data Methodology

¹ Using Eventbrite platform data, including event data and website / app data, collected in the USA over the one-year period from May 2023 to April 2024.

² Comparing Eventbrite platform data in the USA from 2023 to 2022.

³ Comparing Eventbrite platform data in the USA from January - April 2024 to the same months in 2023.

Survey Methodology

This survey was written in collaboration between GWI and Eventbrite, and was then distributed by a panel in an online format, to 1,001 respondents in the USA with each respondent being compensated at an agreed rate for their time. The survey was fielded from March 7th, 2024 to March 26th, 2024. Each survey took approximately 20 minutes to complete. For this study, a sample of GWI USA survey respondents, aged 21 to 35, were recontacted.

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