

2023 ONLINE BOOKING STUDY

***FEC INDUSTRY
INSIGHTS &
OPPORTUNITIES***

partycenter
software



TABLE OF CONTENTS

**WE'RE SO GLAD YOU'RE HERE!
LET'S GROW TOGETHER.**

2 Introduction

4 Revenue Findings

5 Average Party Booking Revenue

7 Revenue Generated from Online Store by Quarter

9 When Are Parties Booked?

10 Parties Booked by Month of Year

12 Parties Booked by Weeks in Advance

14 Bookings by Day of Week & Time of Day

18 Parties by Day of Week & Time of Day

21 Who is Booking Parties?

22 Parties Booked by Gender

24 Parties Booked Online vs. Offline

26 Age Groups Celebrated

28 Devices Used to Book

29 Mobile Operating System Used to Book

30 Conclusion: Opportunities & Recommendations



INTRODUCTION

2023 has been a fantastic year for the Family Entertainment Center (FEC) industry, and thanks to your feedback and lively discussions in FEC Facebook groups, we've seen just how dynamic and innovative this sector can be.

Remember the tough times in 2020? We've come a long way since then. By 2021, we were on the road to recovery, setting the stage for phenomenal growth and new opportunities in 2022. Despite challenges like inflation, FEC owners like you have been incredibly smart in tweaking strategies, adjusting pricing, and boosting value to stay ahead of the game.

The drive to innovate in 2020 pushed many to diversify their revenue streams, especially through [expanding their online presence](#), creating engaging [online shopping](#) experiences, and more. These moves didn't just help the industry survive—they set us up for ongoing success. **Now, in 2024, we're reaping the benefits of those emerging revenue streams.**



Our latest annual booking study is packed with **insights into the strategies** and tools that have helped FEC owners flourish. We're talking about **trends in revenue, the best times for bookings**, and a whole lot more useful info. **Our goal? To give you the know-how to take your business even further.**

Here at PCS, creating top-notch content for FECs, event venues, and beyond is what we do best. Don't miss out—[subscribe to our blog](#), follow us on social media, [check out our podcast Party Center Speaks](#), and [join the PCS Community Group on Facebook](#).

Let's keep this momentum going and make 2024 a year to remember for our businesses. Together, we've got this!



[Party Center Software](#)



[@partycentersoftware](#)



[Party Center Software](#)



[@partycentersoft](#)

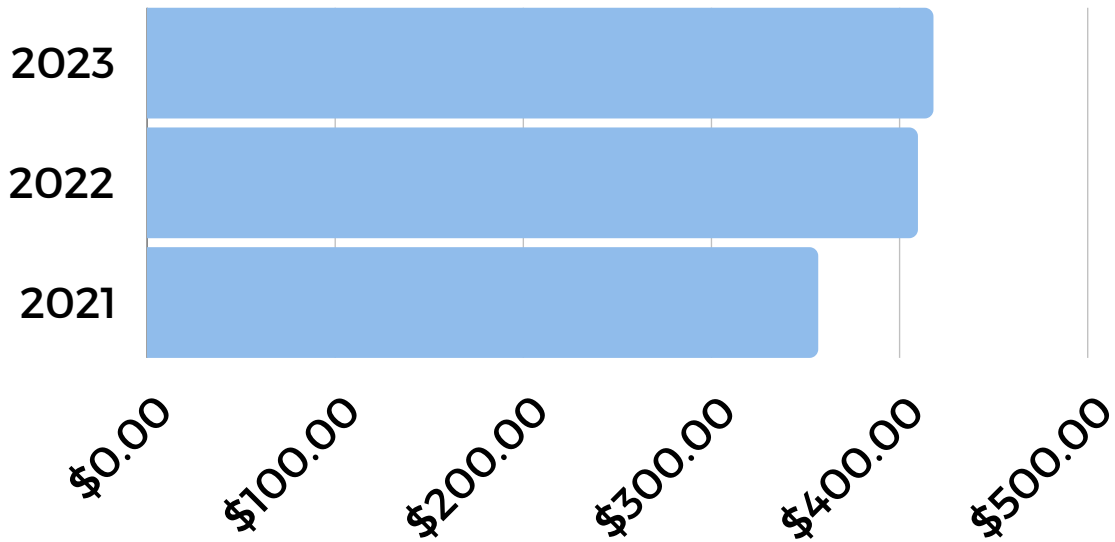




REVENUE FINDINGS



AVERAGE PARTY BOOKING REVENUE



In 2023, we saw an **impressive uptick in revenue from both in-house and online bookings**—a true testament to the resilience and adaptability of businesses in various sectors. You might wonder, **what's driving this growth?** Well, a significant player has been the continued inflation, prompting businesses to adjust their pricing strategies to keep their heads above water in terms of profitability.

But here's where it gets interesting for Family Entertainment Centers (FECs) and event venues. They didn't just sit back. Instead, they rolled up their sleeves and got creative.



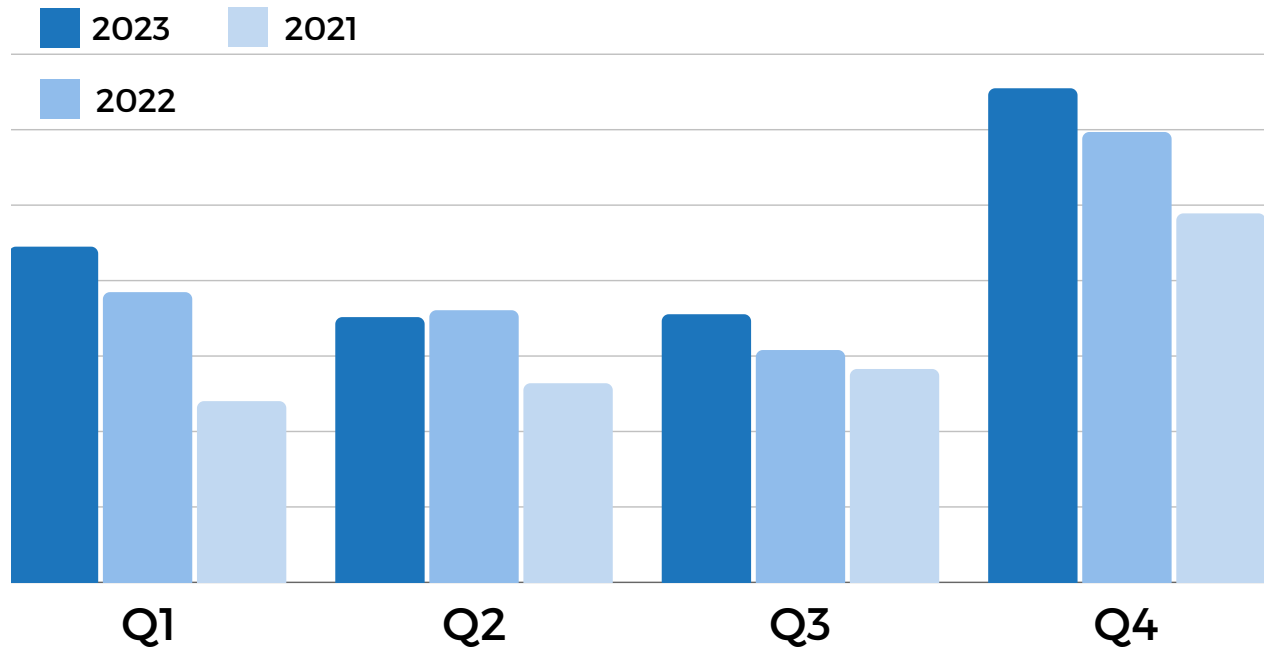
AVERAGE PARTY BOOKING REVENUE

By revamping their [party_packages](#), expanding their [add-ons](#), and stepping up their [marketing_game](#), they've managed to reach a wider audience. These strategic moves didn't just happen by chance; they were **calculated efforts to justify price increases while enhancing the [customer experience](#).**

So, what can we take away from this? For starters, it's clear that being proactive and innovative in your approach can lead to significant gains. If you're running an FEC or an event venue, **think about how you can refresh your [offerings](#) or market your services more effectively.** Remember, it's not just about surviving; it's about thriving.



REVENUE GENERATED FROM ONLINE STORE BY QUARTER



In 2023, the landscape of online shopping has seen a remarkable uptick in activity, surpassing even the bustling pre-pandemic era. Particularly in the **first and last quarters, we've observed the most significant surge in purchases recorded to date.** It's an exciting time for e-commerce!

Many businesses are wisely capitalizing on the trend, doubling down on their [online storefronts](#) as a reliable revenue stream.



REVENUE GENERATED FROM THE ONLINE STORE BY QUARTER

From [gift cards](#) and merchandise to [tickets](#) and more, **the variety of items available online has never been greater**. For those who hadn't ventured into the online space before, now is the time they're choosing to explore the potential benefits it can offer.

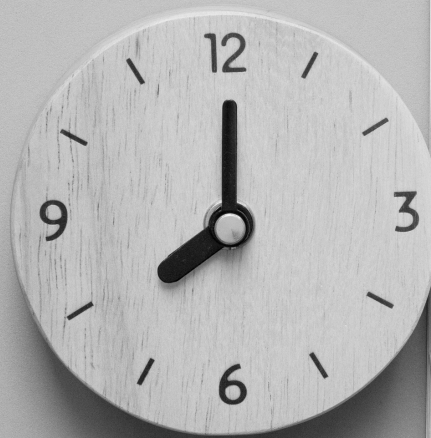
Are you curious about how creating an online store can benefit your business? Our latest [eBook](#) dives deep into this topic, offering valuable insights and practical advice to help you harness the power of e-commerce. [Check it out here](#) and see what possibilities await your business.

Remember, it's not just about following the trend; it's about **strategically positioning your business to thrive in the digital marketplace**. Let's explore together how an [online store](#) can become a cornerstone of your business's success.

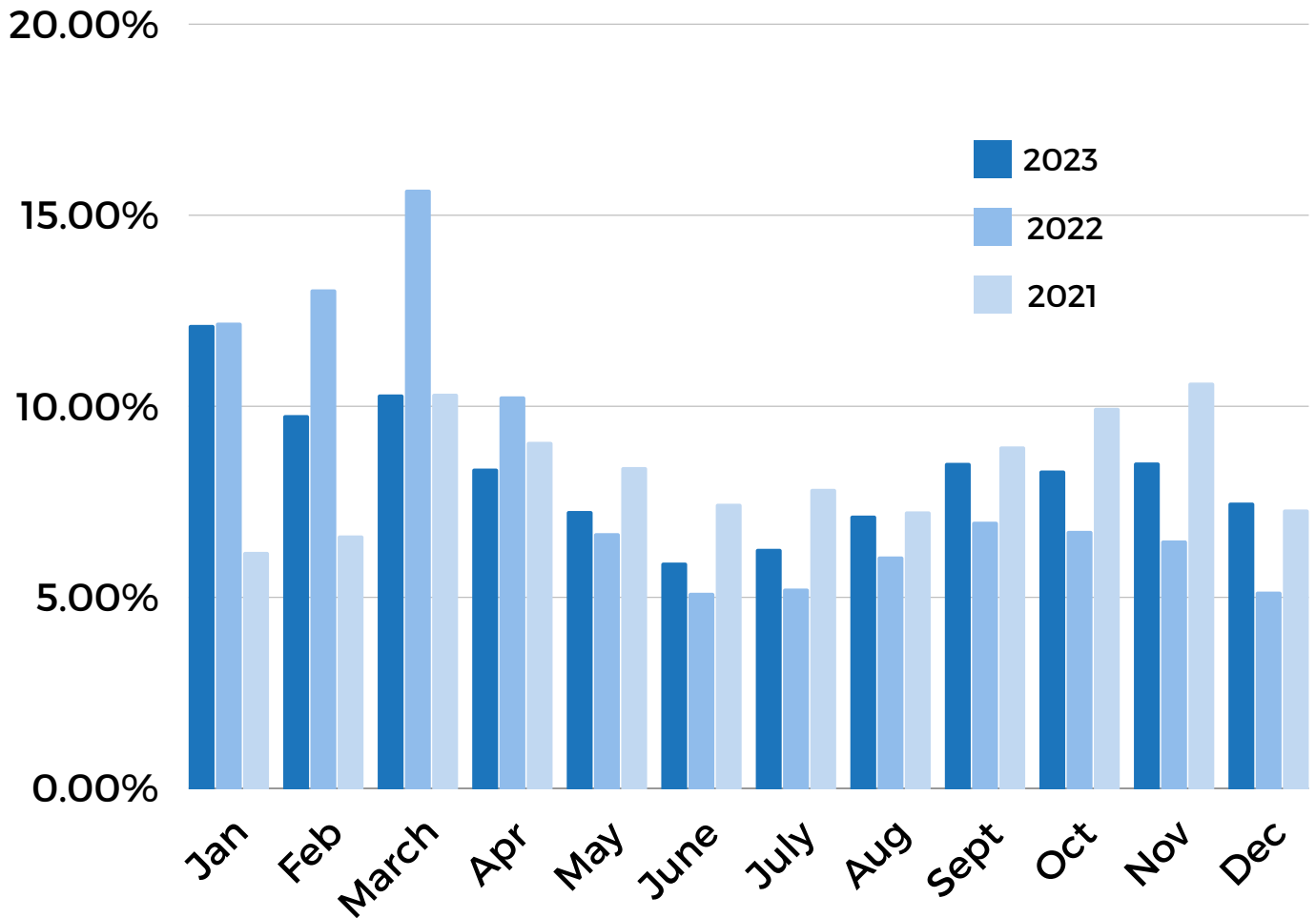


2

WHEN ARE PARTIES BOOKED?



PARTIES BOOKED BY MONTH OF YEAR



As we step into 2023, it's clear that **the first quarter continues to reign as the preferred season for birthday celebrations**, despite a slight dip in popularity for February and March. Interestingly, the **final quarter of the year is witnessing a rise in favor among party planners.**



PARTIES BOOKED BY MONTH OF YEAR

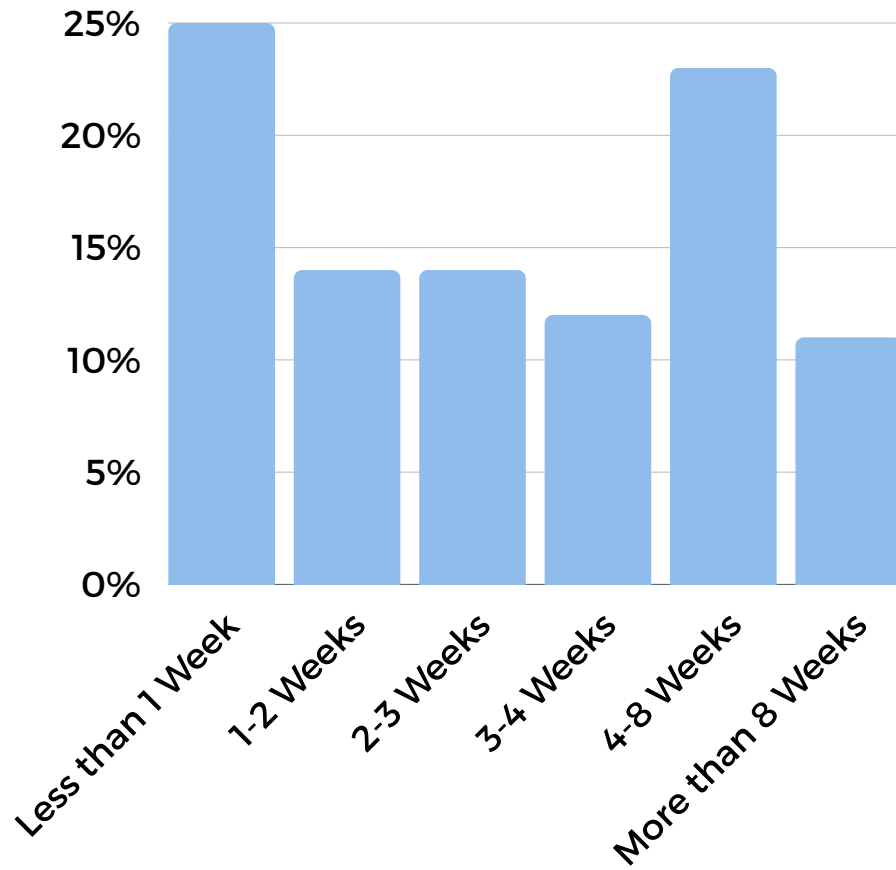
If you're at the helm of a Family Entertainment Center (FEC), it's crucial to leverage this trend to your advantage. **Q1 is a great time to shine a spotlight on your [party packages](#).** Why not craft captivating ads, engage with Facebook mom-groups, and get the word out within your local community? It's about **creating connections and being where your audience is.**

In the quest to [streamline your booking process](#) and enhance your social media presence, [PCS Marketing Automations](#) stands as your ally. **This tool is designed to simplify email campaigns and automate social media postings.**

And speaking of social media, if you need more help in this area, be sure to check our [PCS Social Boost](#) for more information on how we can help you manage your social platforms!



PARTIES BOOKED BY WEEK IN ADVANCE



While most of our clients still tend to book their parties about a week in advance, we've noticed a shift: a 10% decrease in these last-minute bookings since 2022, with a **notable uptick in those planning 4-8 weeks ahead, increasing by 7%**. Moreover, the trend of booking 1-3 weeks in advance is on the decline, while securing a spot 3-4 weeks and even 8 or more weeks in advance has become more popular, rising by 7%, a significant jump from previous years.



PARTIES BOOKED BY WEEK IN ADVANCE

This trend underscores how 2023 has been a bustling year for Family Entertainment Centers (FECs) and event venues, possibly prompting our customers to plan their celebrations well in advance. Perhaps, with our revamped [party package options](#), you're also spending a bit more time deliberating over which add-ons to select and the perfect theme for your event.

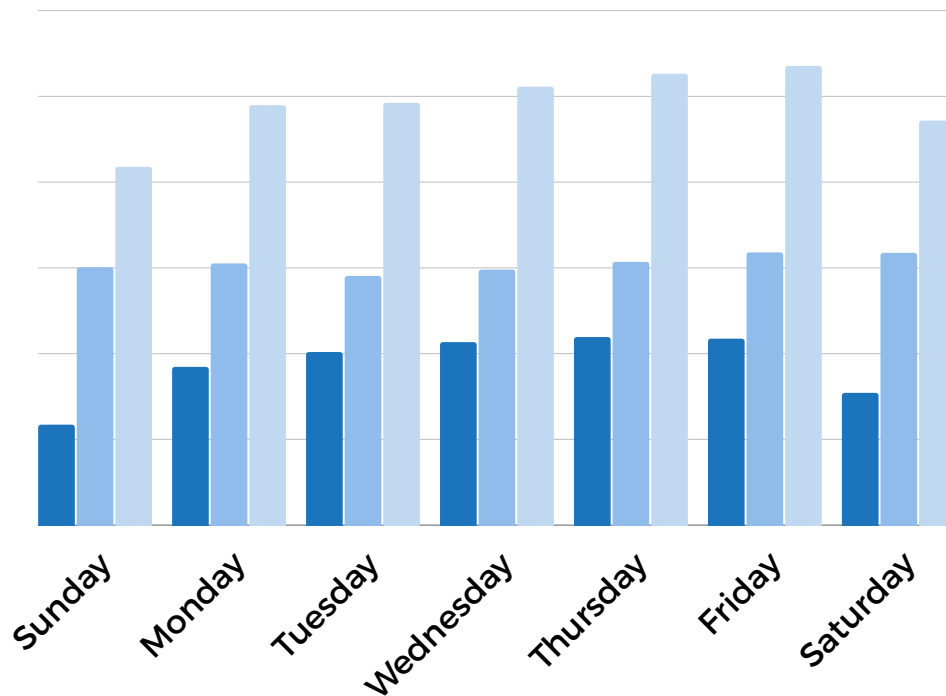
This shift highlights the critical need for FECs and event venues like yours to ensure your **website is not only up-to-date but also user-friendly, encompassing all the essential information about our party packages**. Many of your guests are eager to book their next party with you, and we want to make that process as smooth as possible by providing all the necessary details on your site.

Thinking of giving your website a new look or a complete overhaul? Let's talk about [PCS Websites](#)! We're here to help craft a stunning and efficient website tailored to meet your business needs, boosting your bookings and helping your business flourish.



BOOKINGS BY DAY OF WEEK

- In-House Parties Booked
- Online Parties Booked
- Total Parties Booked



The data we collected for this booking chart was based on **Order Date**, which is the **date the reservation was made**.

It seems the **preferred day for in-house bookings** has subtly **transitioned from Friday to Thursday**. Meanwhile, the digital realm tells its own story, with online bookings swinging their favor from Monday all the way to Friday. Despite these shifts, **Friday stands unwavering as the champion of booking days across the board**.



BOOKINGS BY DAY OF WEEK

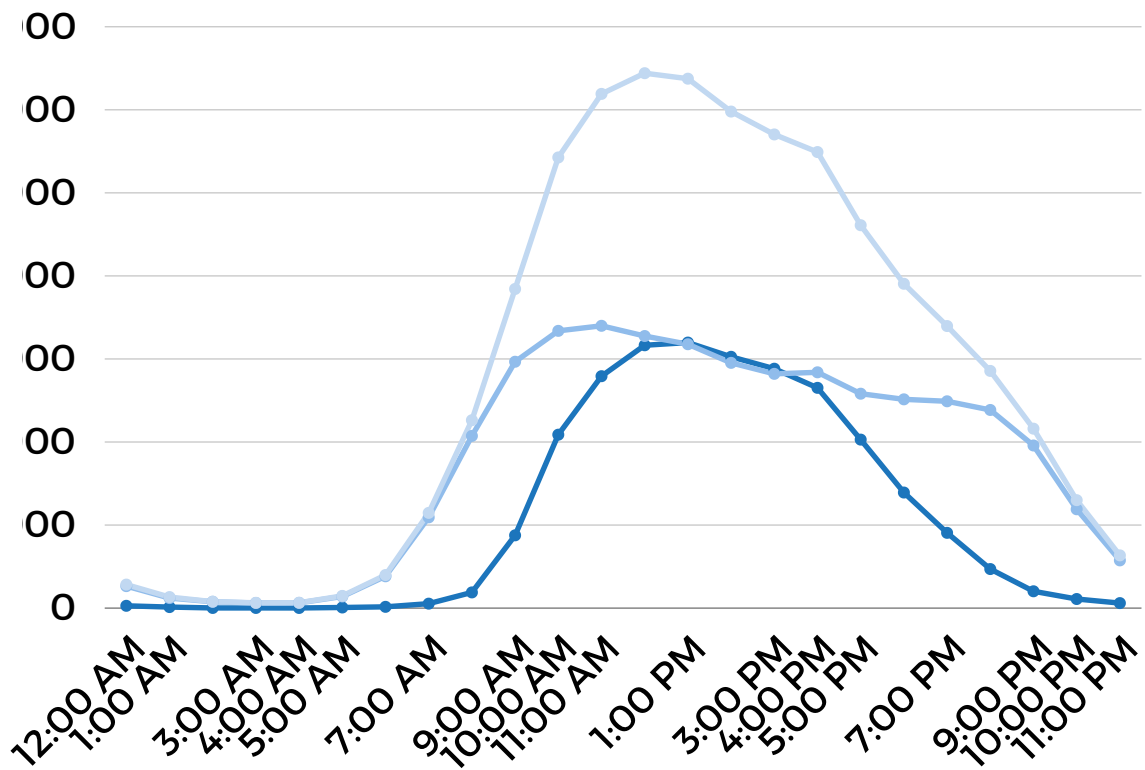
In light of these insights, **Thursdays and Fridays are ripe with potential to boost your bookings.** Consider unleashing the power of [targeted ads](#), [engaging emails](#), or captivating [social media promotions](#) on these days. It's a savvy move that could beautifully **amplify your visibility and attract more guests.**

Remember, every piece of data tells a story, and this one is nudging you towards a golden opportunity. **Why not seize the moment and connect with your audience when they're most receptive?** Let's make those booking charts soar!



BOOKINGS BY TIME OF DAY

- In-House Parties Booked
- Online Parties Booked
- Total Parties Booked



As you navigate the evolving landscape of event planning in 2023, it's essential to stay abreast of the latest trends, especially when it comes to booking times. For those arranging in-house bookings, a noticeable shift has occurred: **the peak booking time has transitioned from 12 p.m. in 2022 to 1 p.m. this year.** This shift suggests a new pattern in customer behavior that's worth paying attention to.



BOOKINGS BY TIME OF DAY

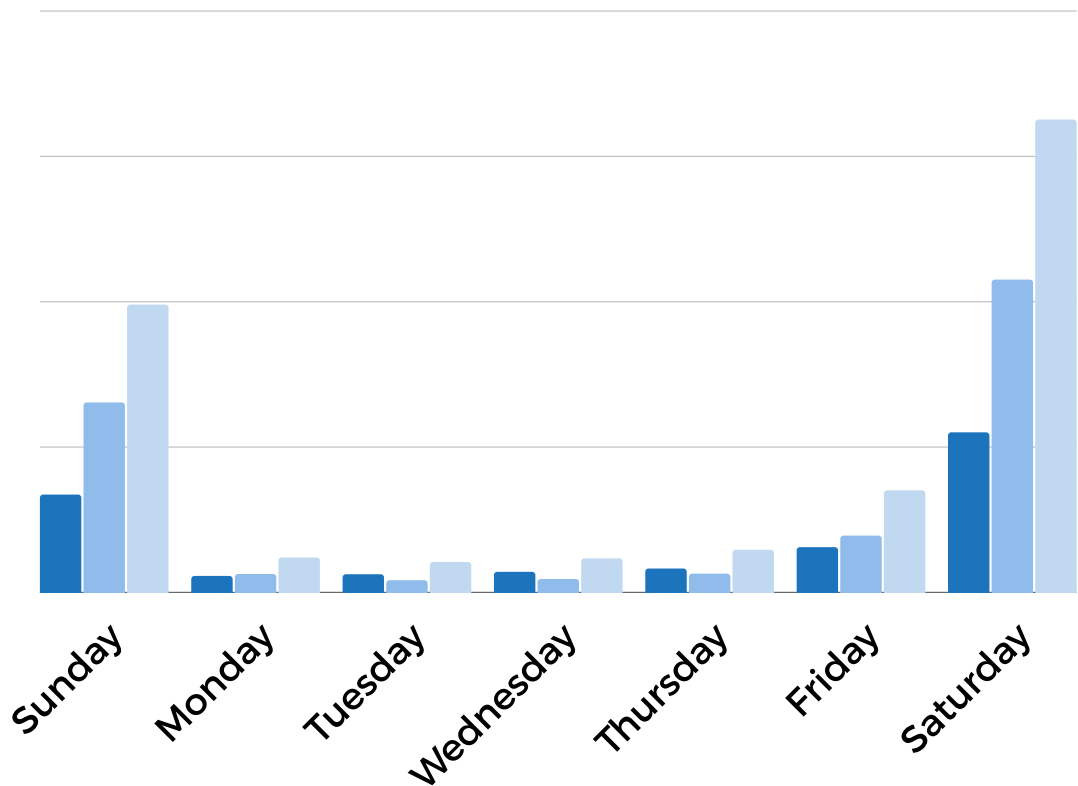
Meanwhile, on the digital front, the preference for booking times has also seen a change. Where 12 p.m. held the top spot in 2022, **11 a.m. has now emerged as the prime time for online reservations.** It's a small but telling adjustment that can greatly influence how you manage your online booking slots.

Despite these shifts, it's interesting to note that **12 p.m. continues to reign as the overall preferred time for bookings.** This lunchtime slot seems to be the golden hour for customers to explore party packages and secure their bookings. Understanding these preferences can be a game-changer in optimizing your booking process and ensuring customer satisfaction.



PARTIES BY DAY OF WEEK

- In-House Parties Booked
- Online Parties Booked
- Total Parties Booked



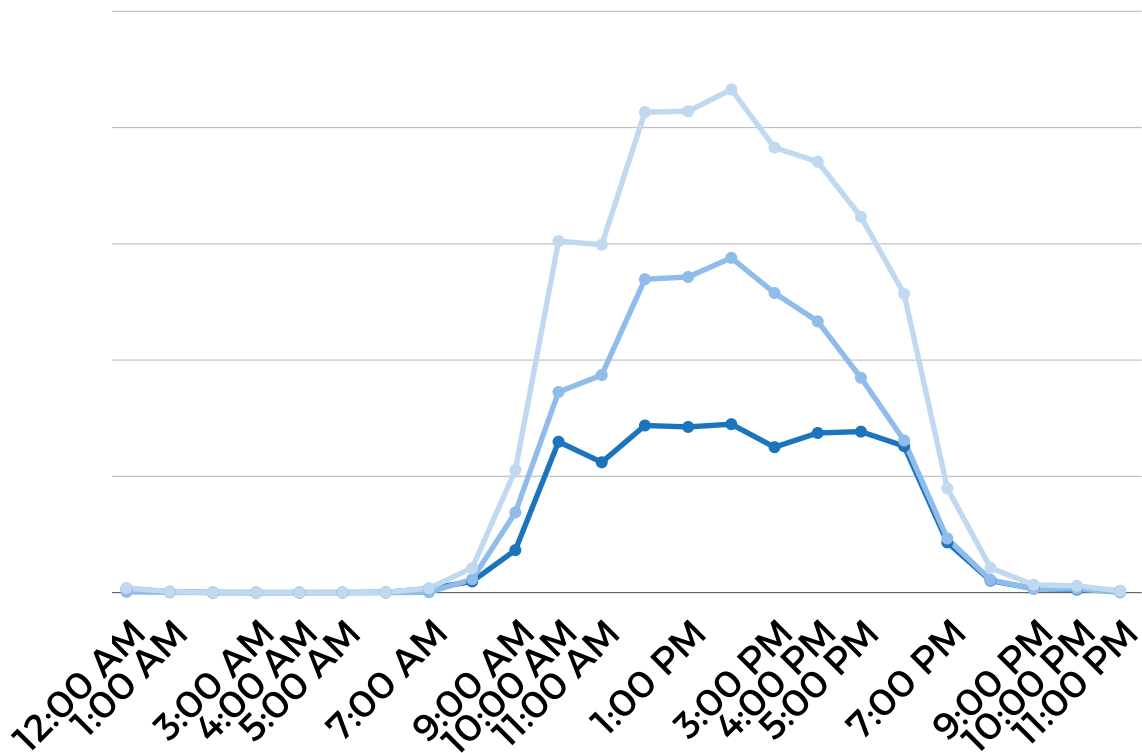
The data we collected for this party chart was based on **Party Date**, which is **the date and time that the party was to happen**.

Whether it was for in-house or online booking requests, **Saturday emerged as the champion for party planners everywhere**. It seems like the perfect day to let loose and celebrate, doesn't it?



PARTIES BY TIME OF DAY

- In-House Parties Booked
- Online Parties Booked
- Total Parties Booked



For in-house party bookings, the most popular time to request a party was 2 p.m., a notable shift from 2022's 4 p.m. For online party bookings, the most popular time to request a party was 2 p.m., which has remained unchanged. **Overall, the most popular time to book and have a party is 2 p.m.** This has remained unchanged since 2021.



PARTIES BY TIME OF DAY

Leveraging this insight can significantly guide your decisions, **impacting everything from optimal opening hours to effectively scheduling staff shifts.**

By understanding these nuances, you're not just making informed choices; **you're strategically positioning your business for success.**



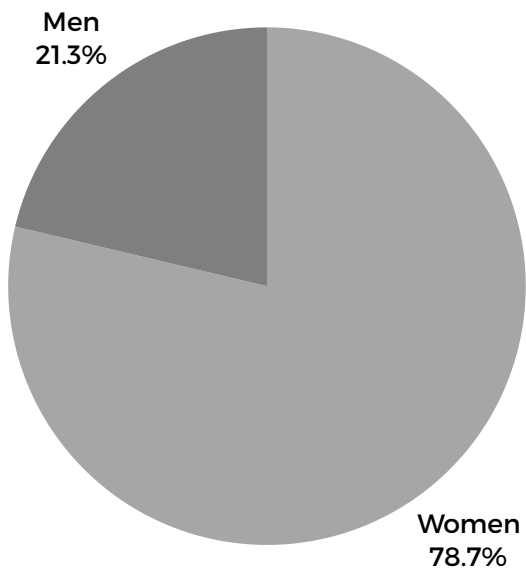
3

WHO IS BOOKING PARTIES?

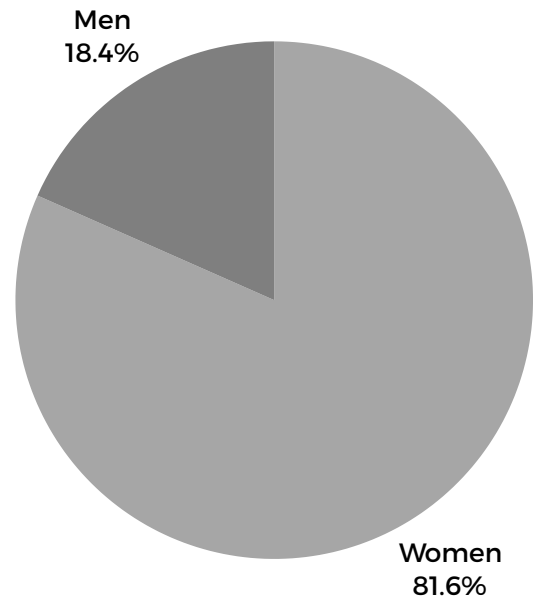


PARTIES BOOKED BY GENDER

Parties Booked **Offline**
by Gender



Parties Booked **Online**
by Gender



Women predominantly book parties, whether it's offline (through a phone call or face-to-face) or online. Interestingly, **men seem to prefer picking up the phone to secure their party plans**, a trend that hasn't shifted much since 2021. Now, understanding your audience is key to tailoring your marketing strategy effectively.

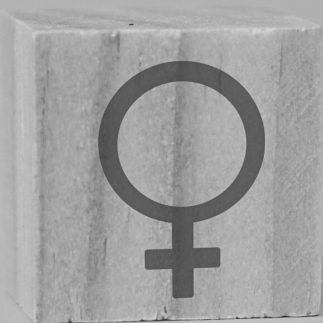


PARTIES BOOKED BY GENDER

Here's a thought: Why not launch a targeted ad campaign in your area aimed at men? You could entice them with a special offer - say, a discount for those who book a party over the phone. For the ladies, encourage them to book online by highlighting this option in your ads. Then, sit back and analyze the outcome.

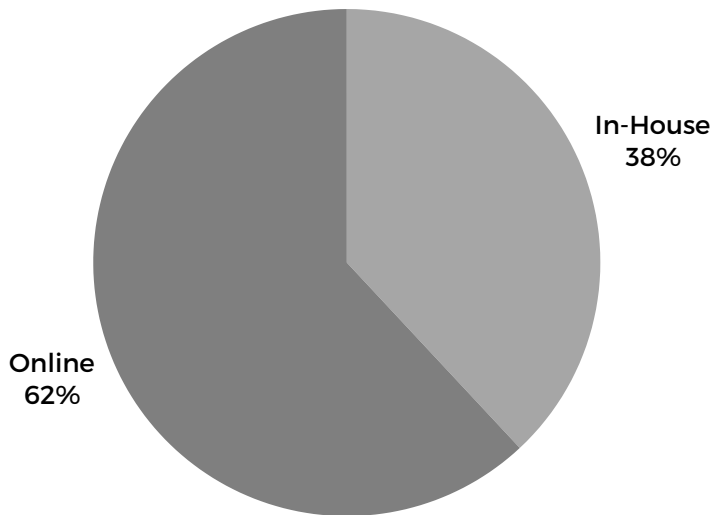
This approach isn't just about boosting bookings; it's about **connecting with your audience** where they are most comfortable. And remember, your **marketing efforts should always aim to be as personalized and engaging as possible.**

Why not share a testimonial from a happy customer who took advantage of your phone or online booking discount?

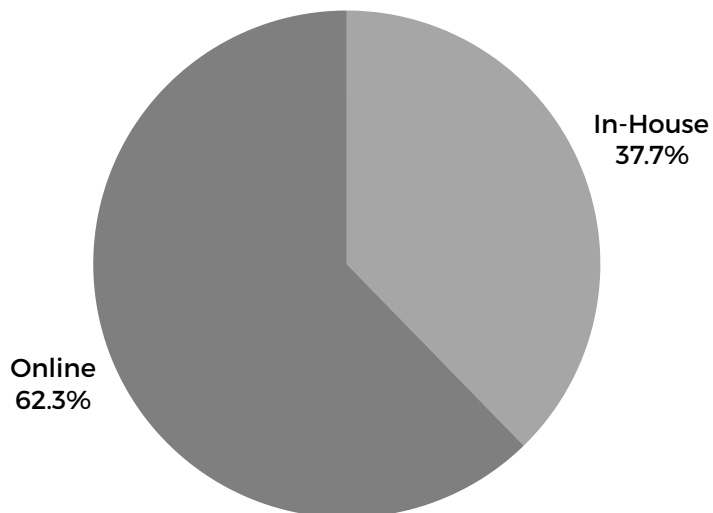


PARTIES BOOKED ONLINE VS. OFFLINE

2023



2022



In the past, the norm was to book parties and events directly at the venue. Yet, as we look back at 2020, the preference for online bookings began to noticeably catch up, closing the gap observed in previous years, 2019 and even 2018. Fast forward to 2023, and it's clear: **online bookings have consistently outpaced in-house bookings for the third consecutive year.**



PARTIES BOOKED ONLINE VS. OFFLINE

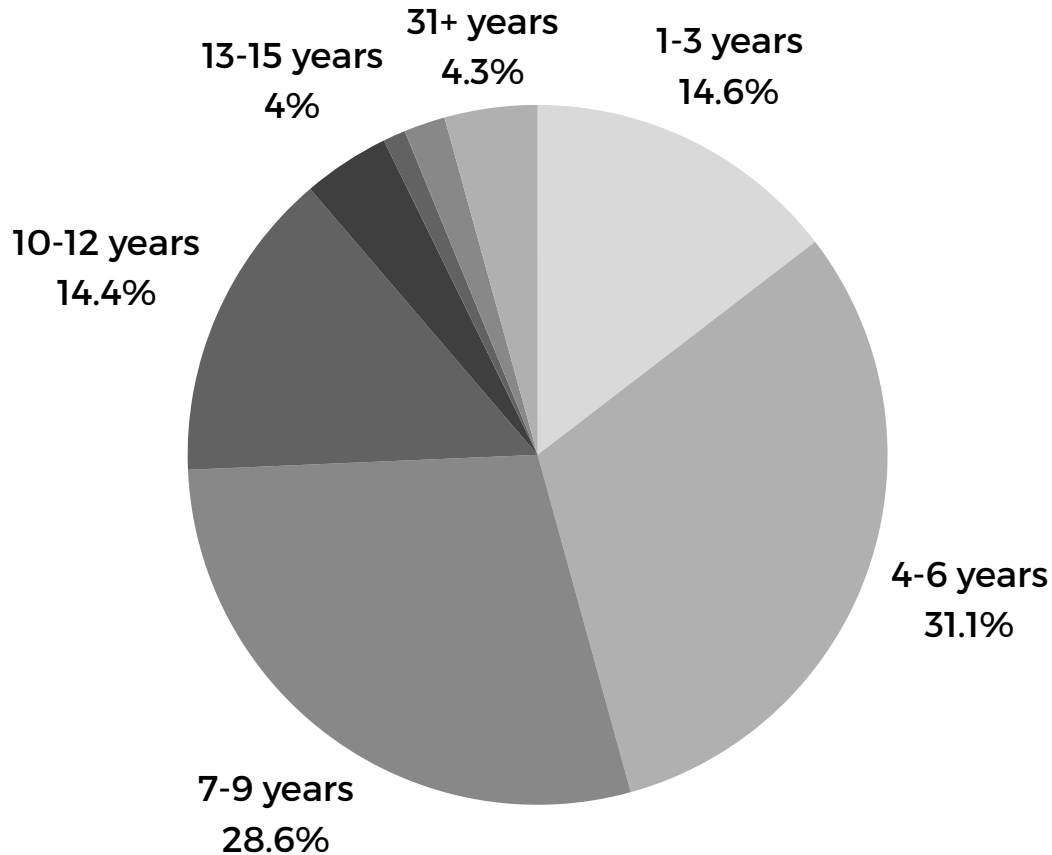
Why the shift, you might ask? **Convenience is key.**

Nowadays, more and more of you are opting for the ease of online bookings. And based on the trends we're seeing in 2023, this preference is only going to grow stronger year after year.

That's why it's so important to have a seamless [online booking system](#) and [functional website](#)!



AGE GROUPS CELEBRATED



Children aged between 4-9 years old continue to be the stars of the show at family entertainment centers, and we're seeing this trend on the rise. Interestingly, we've observed a **slight increase in celebrations for the 1-3 age group compared to 2022**, while other age demographics have remained stable, give or take a few variations.



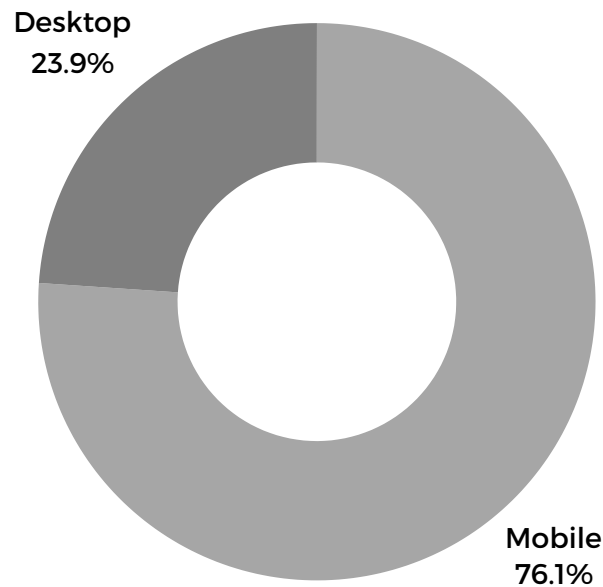
AGE GROUPS CELEBRATED

As a business owner, it's crucial to keep your party packages fresh and aligned with the interests of your target demographic. Remember, **offering options that cater to the entire family can significantly enhance your appeal.** With the shift towards multi-attraction facilities, you're not just sticking to one market; you're inviting a myriad of opportunities to boost your profitability.

We believe in **tailoring experiences that resonate with your guests.** By staying attuned to their preferences and continuously evolving, you create memorable experiences that keep families coming back.



DEVICES USED TO BOOK

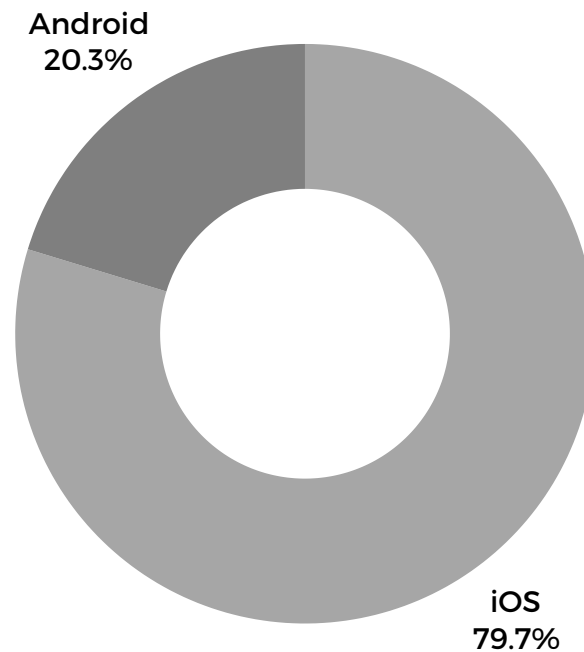


As more customers shift towards online party bookings, it's fascinating to note the surge in mobile device usage over desktop computers for this purpose. In the bustling year of 2023, **the trend of mobile bookings firmly holds its ground, underscoring the evolving preferences your customers.**

The allure of effortlessly scrolling through websites and evaluating [party packages](#) on a smartphone is undeniable. Recognizing this shift, the **importance of optimizing your online presence for mobile users cannot be overstated.** At PCS, we're excited to extend our expertise in crafting [mobile-friendly websites](#) that are not only visually appealing but also enhance user experience.



MOBILE OPERATING SYSTEM USED TO BOOK



In 2023, we witnessed a fascinating shift in the mobile landscape: **iOS device usage saw a modest climb of just over 5%, while Android's share dipped by nearly the same margin.** This intriguing trend underscores a vital point for anyone managing a website: the absolute necessity of ensuring your site performs flawlessly on both operating systems.

You see, in this ever-evolving digital age, meeting your audience where they are is key. Whether they're team iPhone or staunch Android aficionados, your website's functionality can make or break their experience. So, take a moment to ask yourself, **"Is my website truly cross-platform ready?"**



OPPORTUNITIES & RECOMMENDATIONS

2023 turned out to be a standout year for family entertainment centers, with many of our PCS clients shattering records and innovating to foster growth.

As we look back, let's dive into some **key recommendations and opportunities that could propel your business forward.**



OPPORTUNITIES & RECOMMENDATIONS

1. Update Your Website

It's crucial to have a sleek, **user-friendly website**. Your visitors are eager to check out your facility, and they rely on your online presence for essential details like offerings and operational hours.

If you need help, [contact PCS](#) to learn more about our [website design services](#).

2. Elevate Your Marketing Game

An impactful marketing strategy can significantly boost your bookings by captivating potential guests. Ensure your campaign features clear **calls-to-action** and [enticing package deals](#), supported by a robust **email and social media strategy**.

Keen to elevate your marketing? Explore [PCS Marketing Automations!](#) And for that extra social media flair, [PCS Social Boost](#) is just what you need.



OPPORTUNITIES & RECOMMENDATIONS

3. Set Up Your Online Store

As the data has continued to show, developing **an online storefront will allow you to maintain a steady stream of revenue.**

Selling **tickets**, **merch**, and **gift cards** are a great way to diversify. [Contact PCS](#) to open your online store today!

4. Invest in Your Online Booking System

Your online booking system is incredibly important. Right after the online store, our customer's online booking module was pivotal in their efforts to build their business back up.

Online booking is a game-changer for family entertainment centers and event facilities. You're likely to start seeing increased party bookings and revenue almost immediately.

If you don't use one already, [schedule a demo with Party Center Software.](#)



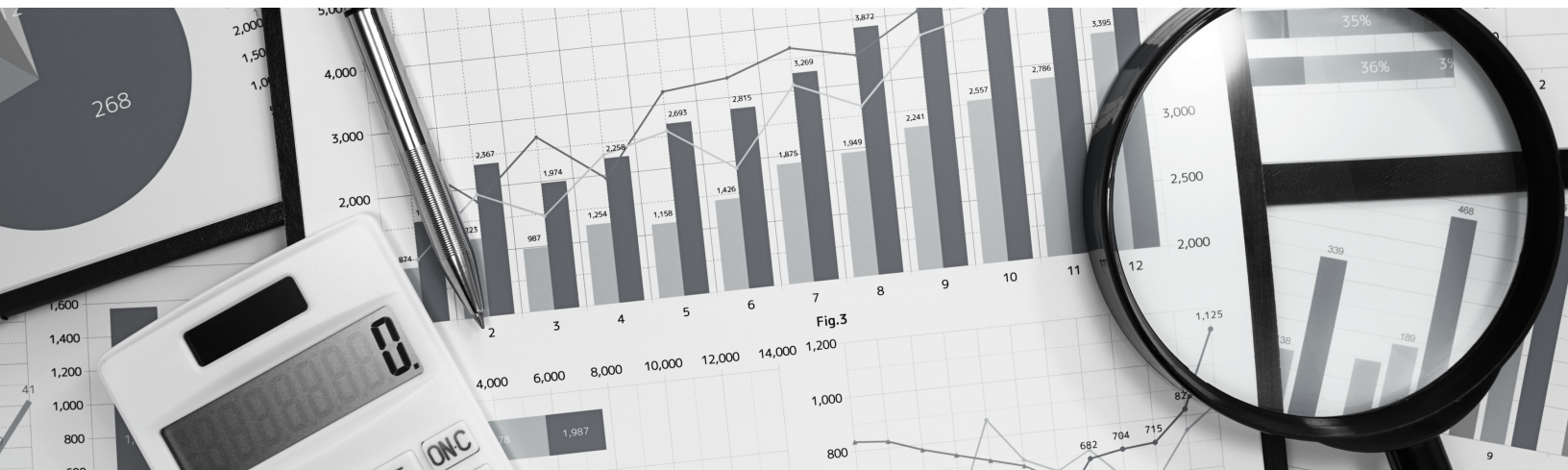
OPPORTUNITIES & RECOMMENDATIONS

5. Offer Digital Waivers & Speed Up Check-In

Accelerate the **check-in process** for parties by having guests complete their [waivers](#) prior to the party.

[Digital waivers](#) are also a smart way to remarket to customers. They allow you to **pull data based on questions asked so you can customize your emails and promotions.**

Protect your business and **collect important data** while saving valuable time!



OPPORTUNITIES & RECOMMENDATIONS

6. Offer Gift Cards & Earn More Revenue

Grow revenue for your business with [gift cards](#).

With the option to **sell in-store and online**, this additional product can **increase sales** immediately.

2022 is all about intentional rebuilding, letting go of things that don't work, and implementing new processes, ideas, and attractions that do.

Here at [Party Center Software](#), we are dedicated to helping you grow your business.

Please [contact us](#) and let's talk about how we can help you achieve your goals this year!



FREE RESOURCES

***FOR THE FAMILY
ENTERTAINMENT
CENTER INDUSTRY***



At Party Center Software, we're dedicated to helping our industry with business tips and tricks. We've prepared a few guides to help you plan ahead with your business.



2022 ONLINE BOOKING STUDY
INSIGHTS & OPPORTUNITIES FOR BUSINESS OWNERS

2022 ONLINE BOOKING STUDY
INSIGHTS & OPPORTUNITIES FOR BUSINESS OWNERS

[Download Now](#)



HOW TO BUILD & PRICE YOUR PARTY PACKAGES
5 KEY STEPS TO REVENUE GROWTH AT YOUR FEC

HOW TO BUILD AND PRICE YOUR PARTY PACKAGES
5 KEY STEPS TO REVENUE GROWTH AT YOUR FEC

[Download Now](#)



UTILIZING YOUR ONLINE STORE TO SELL MORE PRODUCTS
ONLINE SALES BEST PRACTICES FOR FECS

UTILIZING YOUR ONLINE STORE TO SELL MORE PRODUCTS
ONLINE SALES BEST PRACTICES FOR FECS

[Download Now](#)



SIGN UP FOR THE PCS ACADEMY

Want access to more great resources & webinars? [Sign up for the PCS Academy!](#)

Join The PCS Academy

LEARN. GROW. ACHIEVE.

partycenter software | About Us | Features | Resources | Blog | Support | REQUEST A DEMO

Learn. Grow. Achieve.
Welcome to the PCS Academy

Today, I want to...
Work on my business
Are you ready to grow and improve your business?
Here are some of the topics we address in the [Business Growth Portal](#):

- Building a playbook for your business
- Developing an effective marketing plan
- Maximizing social media
- Improving facility operations
- Hiring, onboarding, and training staff
- Growing revenue

ACCESS YOUR BUSINESS GROWTH PORTAL

Today, I want to...
Grow my software skills
Looking to grow your skills and maximize your use of PCS?
Here are some of the topics we address in the [PCS Training Portal](#):

- Schedule blocks
- Digital markers
- Online booking
- Online store
- Point of sale
- Secure payment link

ACCESS YOUR PCS TRAINING PORTAL

BIT.LY/PCS-ACADEMY





Want to see what Party Center Software can do for you? Discover how our platform can help you book more parties and streamline your business.

By requesting a demo, you'll get:

- A personalized tour of the software and how it can meet your specific needs.
- Pricing options based on your needs.
- A Q&A with one of our Customer Success Consultants.

[REQUEST DEMO](#)