


The New Venue Funnel Is a **Conversation**

What More Than Half a Million Venue Conversations
Reveal About Guest Intent, Revenue, and Experience



When does the
show go on sale?



Get notified when
tickets go on sale

Notify me

Executive Summary

When a guest pulls out their phone to ask "What's happening this weekend?" they're not making small talk. They're beginning a journey that might end with a suite purchase, a parking reservation, and a screenshot of the venue map—all before they've even decided which event to attend.

This report analyzes more than half a million venue conversations across our venue client-base from 2025 to understand how guests actually engage with stadiums, arenas, and theaters. What emerges isn't a linear funnel from awareness to purchase. It's an ecosystem of four interconnected behavioral modes that happen simultaneously, often within the same conversation.



Planning Mode: event discovery and consideration

- 28% of conversations focus on event discovery.
- 35% click through to event detail and conversion pages.
- Nearly 1 in 5 event questions lead to a ticket intent conversation.



Purchase Mode: revenue-intent language and transaction readiness

- 1 in 5 conversations contain explicit buying language.
- Revenue intent peaks around 10 AM and is strongest on Wednesdays.
- Guests bundle ticket inquiries with parking, upgrades, and add-ons in the same conversation.



Premium Mode: suites, VIP, and high-touch experiences

- Represents 4% of total volume.
- Drives 37% click-through rates.
- 19% escalate to live sales reps for a consultative sales journey.



Experience Mode: on-site navigation, food & beverage, and real-time needs

- Highest activity between 1-8 PM during event hours.
- 99% of on-site inquiries are resolved automatically, primarily for wayfinding and food & beverage.
- 73% of Food & Beverage inquiries occur on mobile.
- Seating charts generate 84% click-through—guests prefer visual answers for spatial questions.

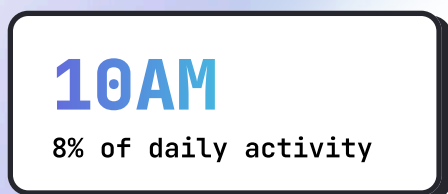
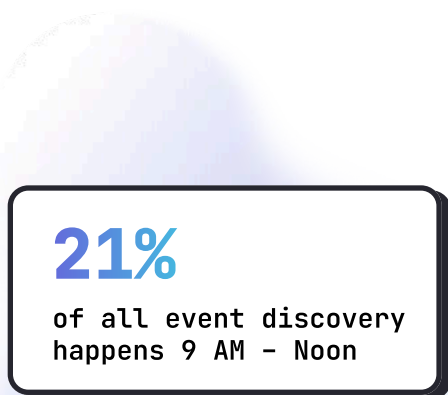
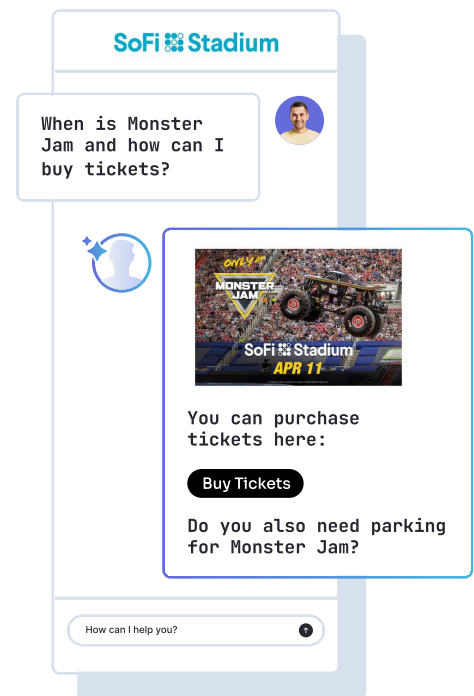
Across all four modes, the patterns are consistent: guests are mobile-first, multi-intent, and time-specific. Venues that treat conversational channels as infrastructure and not an “extra support tool” are positioned to capture intent at every stage of the guest lifecycle.

How Venue Guests Actually Behave

On a Tuesday morning at 10:15 AM, a guest opens a chat on their phone while sitting at their desk. “What concerts are coming up?” The response surfaces a list. They click an artist. “Are there still good seats for Friday?” A seating chart link appears. They click. “What about parking?” A map loads with pricing and a purchase link. “Can I upgrade to club seats?” The conversation routes to a specialist.

This isn’t hypothetical—it’s a composite of the patterns in the data. Guests regularly move from discovery to ticket evaluation to add-ons to premium in a single thread, often within minutes. Nearly **28%** of all conversations begin with event discovery, and **18%** of those discovery threads convert into ticket intent in-thread. Beyond discovery, about **19%** of all conversations include explicit buying language (“buy,” “book,” “reserve”), and those purchase threads frequently include **parking and upgrades**, signaling bundled decision-making—not isolated transactions.

The takeaway is simple: guests don’t follow a linear funnel. They shift intent in real time, and infrastructure has to keep up—surfacing the right content, enabling transactions, and escalating premium when necessary without forcing channel switches or restarts.



The Tuesday Morning Planning Window

Event discovery concentrates during work hours, not weekend leisure time. Discovery activity clusters between

9 AM and 3 PM, with **10 AM** representing **8%** of daily activity.

Morning engagement from **9 AM to noon** accounts for **21%** of all discovery conversations—higher than non-venue benchmarks (17%).

Weekday discovery remains steady (around 15% Monday to Friday), while weekends dip (12% Sunday, 13% Saturday), reflecting guests attending events rather than planning them.

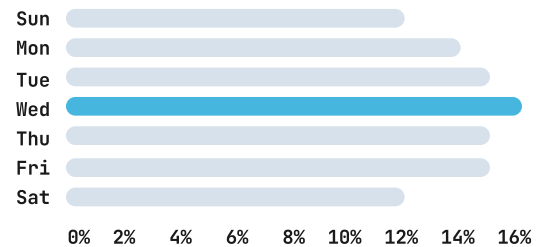
The conversion proximity is the point: **18%** of discovery conversations produce ticket intent in the same thread. That collapses the traditional assumption that event discovery is “top-of-funnel awareness.” In venue conversations, the gap between “What’s happening?” and “How do I buy?” is often minutes. Venues that surface event details and ticket links inside the conversation capture this; venues that route guests out of the thread lose it.

Revenue Intent in Real Time

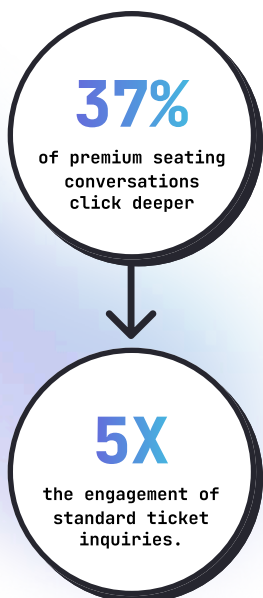
When a guest types "How much are tickets?" they're not browsing. They're buying, or very close to it. The language guests use in conversations—"reserve," "purchase," "book," "buy"—signals immediate commercial opportunity, not vague future interest.

At venues, 19% of all conversations contain this revenue language, outpacing non-venue companies. They're not asking "Can you help me?" They're asking "How do I buy this right now?" The distinction reframes what success looks like. Resolution time and satisfaction scores become secondary to revenue attribution and conversion tracking.

The timing patterns are equally precise. Revenue intent peaks at 10 AM (8% of daily activity), mirroring the event discovery window. **Nearly half (48%)** of all revenue conversations occur between 9 AM and 4 PM—work hours, not leisure time. **Wednesday dominates the weekly cycle at 16%**, creating a mid-week conversion surge when guests finalize weekend plans or book upcoming events. Weekends drop to 12% (Sunday) and 12% (Saturday), confirming that guests attend events on weekends but buy tickets on Wednesdays.



What amplifies the revenue opportunity is bundling behavior. While tickets dominate revenue inquiries as expected, parking and upgrade requests appear in the same conversation. Guests aren't just buying tickets in isolation. They're securing their entire experience: parking passes, seat upgrades, dining reservations, potentially premium access. This bundling pattern creates immediate tactical opportunity. When a guest asks about tickets, that's the moment to surface parking availability, not after checkout. When they're evaluating seating options, that's when upgrade paths should appear contextually. The conversation data proves guests are already thinking this way—venues just need infrastructure that presents complementary purchases at decision moments rather than hoping guests navigate back to add them later.



When High Value Requires High Touch

Premium seating inquiries look different from the start. A guest asking "Tell me about club seats" isn't seeking quick information, they're beginning an evaluation that might span days and involve group discussions, amenity comparisons, and questions about access. Though these conversations represent just **4% of venue volume**, they demonstrate the highest engagement intensity in the dataset. When guests ask about suites, VIP experiences, or premium seats, **37% click through** to additional resources – **more than five times** overall ticket click rates. These aren't casual browsers clicking randomly. They're serious prospects gathering information to inform high-value purchase decisions.

The conversation journey itself extends longer. While 14% of general revenue messages continue beyond the third exchange, 18% of premium discussions do—a 26% higher rate of sustained engagement. Guests asking about suites aren't making impulse decisions. They're comparing packages, discussing with groups, evaluating whether the premium experience justifies the investment.

10X HIGHER
 escalation rate for
 premium venue
 conversations

Then there's escalation. Nearly **one in five** premium conversations routes to live agents—**10x** the rate observed in non-venue premium inquiries. The escalation isn't a failure of automation—it's by design to accommodate venue's business goals - identifying sales rep leads. Premium seating involves nuanced questions. The challenge isn't replacing this expertise with AI; it's ensuring AI handles qualification effectively before escalation occurs.

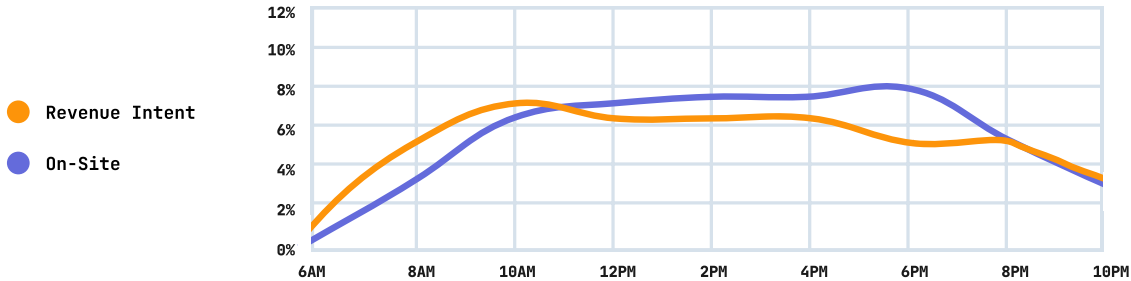
Premium revenue is not about replacing human sales, it's about improving lead quality, response timing, and conversion efficiency using measurable behavioral signals

The In-Venue Moment

At 6:15 PM on a Saturday, a guest inside the venue asks, "Where's Section 214?" They don't need a paragraph. They need a map. The response surfaces an interactive venue map with the destination marked. They tap. They walk. Problem solved.

On-site conversations account for just **4% of total volume**, but they concentrate during the most operationally critical hours. While ticket purchases peak at 10 AM, in-venue questions surge at **6 PM**, with **47% occurring between 1 PM and 8 PM**—leading up to event starts when staff resources are stretched. And these moments are overwhelmingly mobile.

Food & Beverage inquiries show **73% mobile usage overall**, with specific items even higher: **coffee (97%), pretzels (95%), ice cream (93%)**. Guests standing in line—or trying to avoid one—pull out their phones to find the nearest option. This is not passive browsing. It's immediate purchase intent tied to physical location. That behavior creates a direct F&B revenue opportunity. When a guest asks where to get a pretzel, the conversation can do more than provide directions—it can enable mobile ordering, show nearby locations, highlight featured items, or surface upsells. Wayfinding becomes commerce.



When guests ask "how do I find" questions, they overwhelmingly engage with visual tools. **Seating charts drive an 82% click-through rate**. The data is clear: for navigation, maps outperform text. Guests don't want descriptions, they want interactive guidance.

Importantly, **99% of on-site conversations resolve without live agent escalation**. These questions are structured and repeatable: wayfinding, food locations, WiFi, seat identification. AI handles them instantly and at scale during peak event hours, helping guests find what they need faster, ultimately increasing guest satisfaction while reducing staff strain.

Not All Venues Navigate the Same Journey

A premium inquiry at a 70,000-seat stadium does not behave like the same inquiry at a 3,500-seat theater. The data across stadiums, arenas, and theaters shows that venues differ not just in size, but in measurable behavioral patterns. The four core modes—Planning, Purchase, Premium, and Experience—exist everywhere, but their intensity, timing, and operational demands shift by tier.

Stadiums: Automation at Massive Scale Is Operationally Non-Negotiable

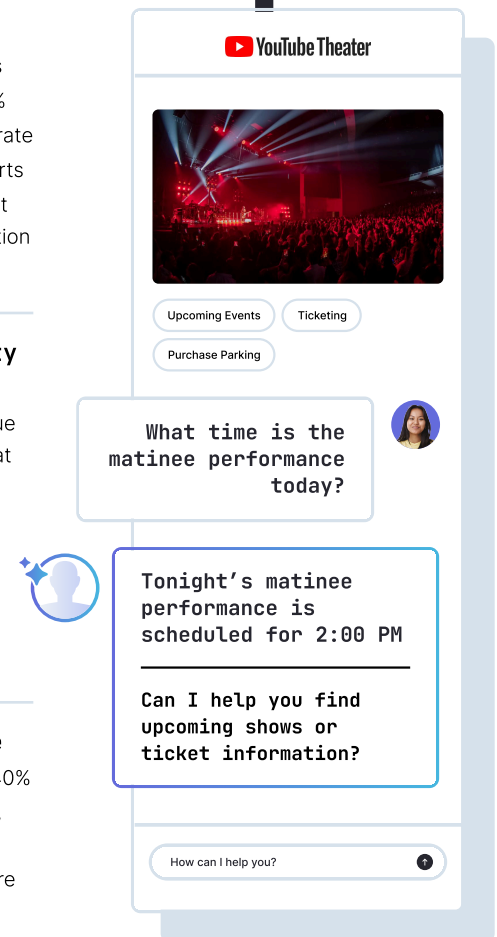
Stadiums operate at extreme scale and demonstrate the most advanced self-service performance. They show the highest on-site conversation share at 9% and a 99% automated resolution rate, reflecting the necessity of handling tens of thousands of simultaneous arrivals without live-agent dependency. Stadiums also record the highest premium inquiry rate at ~5% with exceptionally strong engagement on premium content. Their event-to-ticket conversion rate (15%) trails the overall venue average, but this reflects longer planning cycles for major concerts and championship events rather than weaker intent. Stadium guests research high-investment events deliberately, often weeks or months in advance. The stadium model demands automation at scale paired with infrastructure that supports extended premium evaluation journeys.

Arenas: Continuous Programming Drives Midweek Revenue Intensity

Arenas function as consistent revenue engines driven by frequent events across sports and entertainment. They demonstrate the strongest purchase intensity in the dataset, with revenue intent concentrated at 21% of conversations and the highest event-to-ticket conversion rate at 19%. Wednesday revenue peaks reach 17%, reinforcing arenas' midweek sales concentration. Premium conversations escalate **6X the rate** observed in stadiums, indicating active sales engagement. Mobile revenue intent reaches 21%, while desktop remains strong at 19%, supporting both quick purchases and more complex transactions. Arena infrastructure must prioritize rapid conversion flows, structured premium routing, and campaign timing aligned to these behavioral peaks.

Theaters: Discovery and Mobile Momentum Shape the Buying Cycle

Theaters and regional venues display a discovery-driven profile. Event discovery represents 40% of all conversations, which is 12 percentage points higher than the overall average for venues, indicating that audiences actively explore programming before committing. Mobile revenue intent is nearly double those seen across stadiums, reflecting shorter decision cycles and more spontaneous purchase behavior. Theater guests move from event discovery to transaction quickly, often on mobile. This tier requires strong event visibility, calendar integration, and mobile-optimized purchase paths that support fast transitions from exploration to conversion.



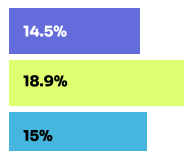
These differences do not require separate platforms. The underlying infrastructure—AI conversation handling, ticketing integration, escalation routing, and analytics—remains constant. What changes is configuration. Stadiums require automation at massive scale and extended premium support. Arenas require fast, midweek conversion optimization. Theaters require discovery prominence and mobile-first execution. The system stays the same; behavioral alignment is what drives performance.

Building for How Guests Actually Behave

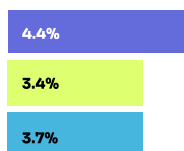
The more than half a million conversations analyzed in this report don't predict future behavior. They document current behavior. Guests already use conversational interfaces to discover events, evaluate premium seating, buy tickets, find concessions, and navigate venues. They move fluidly between planning, purchase, premium, and on-site experience—often within the same thread. The friction exists not in guest behavior, but in venue infrastructure that treats these as separate departments, tools, or workflows.

The Data Reveals a Clear Pattern

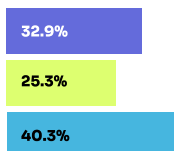
- ✓ Discovery frequently converts immediately to ticket intent.
- ✓ Revenue intent peaks at predictable midweek, mid-morning windows.
- ✓ Mobile dominates in-venue behavior and rivals desktop in purchase intent.
- ✓ Premium requires qualification and human follow-up, not rushed checkout flows.
- ✓ On-site questions are highly structured and almost entirely automatable.
- ✓ Food, parking, and upgrades surface inside the same purchase conversation—not as separate transactions.



Event-To-Ticket Conversion Rate



Premium Inquiry Rate



Event Discovery Rate



Venues need systems that recognize intent in real time, transition seamlessly between discovery and commerce, escalate premium conversations appropriately, automate repeatable in-venue needs, and convert behavioral data into revenue intelligence. The question for venue executives is no longer whether guests use conversational interfaces. The data proves they do. The question is whether your infrastructure is designed to capture and convert that intent when it surfaces.

Executive Summary



Event discovery drives immediate revenue, not awareness. With 28% of conversations focused on upcoming events and 18% converting to ticket intent in-thread, discovery conversations are direct paths to purchase requiring seamless integration between content and commerce, not lengthy nurture campaigns.



Revenue conversations peak at predictable times that marketing calendars should mirror. The 10 AM surge, Wednesday mid-week concentration (16%), and 48% of revenue activity occurring between 9 AM-4 PM create clear windows for campaigns, sales, and agent availability.



Premium sales require different infrastructure than standard ticketing. With 19% escalation rates, 18% extending beyond three messages, and 37% click-through, premium conversations demand qualification-first flows, human consultation during peak hours, and content resources supporting extended evaluation.



On-site automation frees staff for high-value work that builds loyalty. The 99% automated resolution rate for routine, on-site questions don't require human intervention, enabling staff to focus on VIP service, complex issues, and in-person moments that differentiate experiences.



Food & Beverage conversations create immediate commerce opportunities. At 73% mobile usage during event hours, F&B inquiries linking to mobile ordering, real-time wait times, and seat delivery convert information requests into incremental per-cap revenue.



Visual resources drive dramatically higher engagement for spatial questions. Seating charts at 84% click-through prove that investing in interactive maps and location-aware wayfinding directly correlates with satisfaction and reduced operational friction.



Venue type differences require configuration, not separate platforms. Stadiums excel at self-service scale (99.7% automation), arenas drive midweek revenue conversion (19% event-to-ticket), and theaters demonstrate mobile dependency (21% mobile revenue intent)—but the same infrastructure serves all three when properly configured.

Bottom Line

Conversational infrastructure now sits at the intersection of discovery, commerce, experience, and revenue intelligence. Venues aligned to behavioral data capture intent in real time. Venues misaligned to it force guests through friction. The behavior is already here. The opportunity is building systems that meet it.