



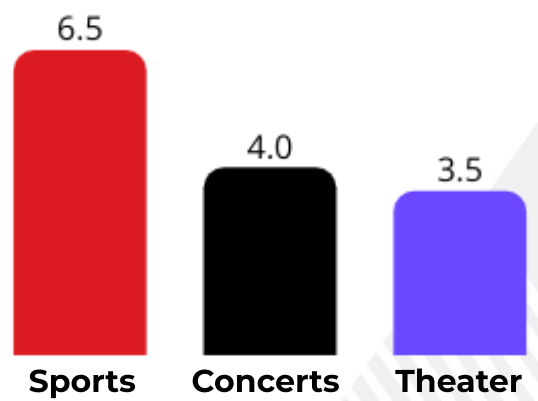
## Reward Employees With Live Entertainment

Post pandemic, the live event industry saw demand skyrocket. People were ready to get out of the house, connect with others and enjoy life. Now, a couple of years after this phenomenon, the demand hasn't even begun to slow. Could new workforce trends be contributing to these demand shifts?

With **consumers trending heavily towards purchasing experiences over material goods**, TFL commissioned an independent study with The Harris Poll that focused on measuring the impact of live events on American workers, and the results are staggering.



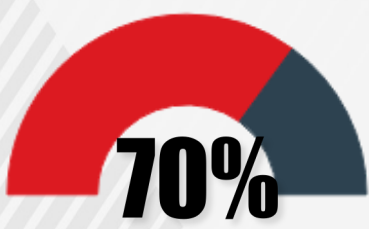
**Gen Z** (ages 18-26)  
**Millennials** (ages 27-42)  
**Gen X** (ages 43-58)  
**Boomers** (ages 59-77)



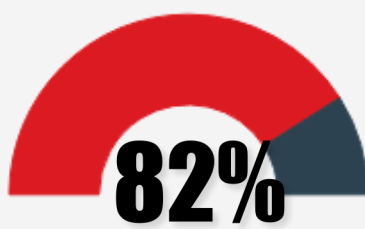
On average, consumers attended **14** live events last year, with Gen Z attending an impressive **24** events.

## Why Are Live Events Trending?

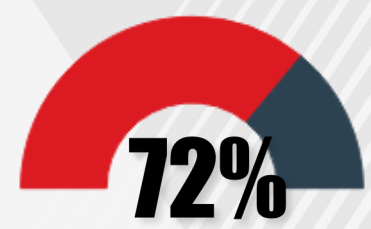
Anecdotal benefits reported include having something to look forward to, helping people to live in the moment, relieving stress and feel connected with others.



Employees value **experiences over material** things.



Experience **at least one benefit** from attending live events.



Employees say - It feels good to **connect with others at live events**.



Employees would attend an **average of 10 more live events** if their employer offered tickets in the benefit package.

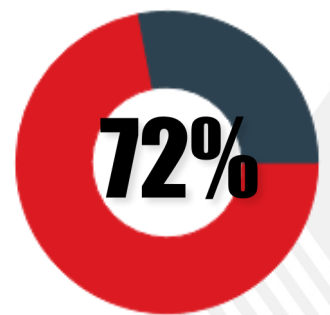
## Innovating with the Speed of Culture

Employee recognition. Employee benefits and perks. Employee satisfaction. These are hot topics for debate surrounding employee retention, after what was recently deemed "The Great Resignation." Expectations for workplace benefits are on the rise with workers seeking a more comprehensive work-life balance package, and they are more likely to remain with an employer who listens to their needs. Therefore, **employers should consider enhancing their benefit and compensation package with live events.**

## The Employer Opportunity Gap

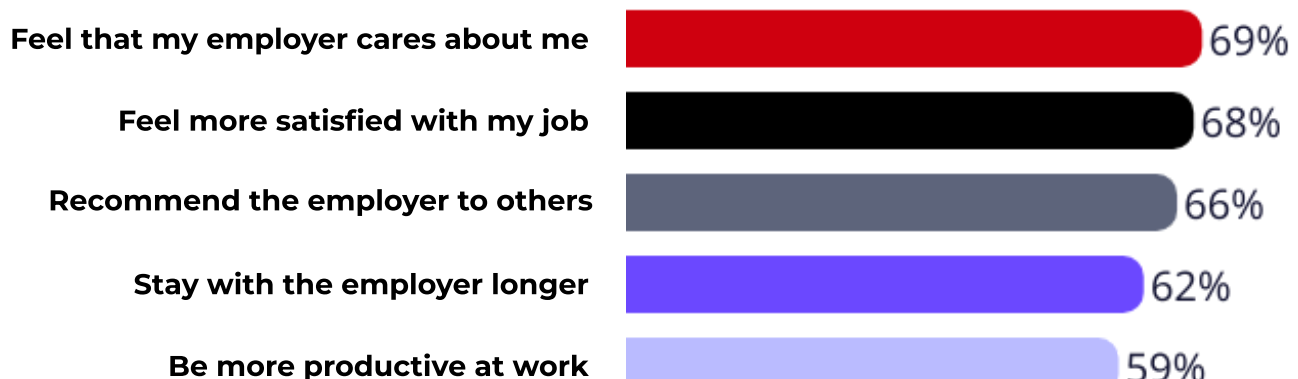
**24%**

Employers are lagging behind, with only **24%** offering live event tickets as a benefit, making it the lowest ranked reward for recognizing a job well done.



Workers wished their company offered **free or heavily discounted live events as a perk.**

## Endless advantages from adding live events to your benefits package



Contact us to learn more about adding live events to your employee benefits program