



Qvite

# 2020 Party Trend Report

# A Year of Parties

At the start of 2020, no one would have thought we'd be dropping words like **"virtual party"** or **"quarantine birthday"** in our daily vocabulary, but this year had different plans for us.

In this time when the only thing constant is change, we've seen dozens of new party trends emerge as our users across the states invent new ways to comfortably come together and celebrate their most important milestones and occasions.

From the birth of **parade parties** to the rise in **activism events**, this report's insights reveal what we at Evite have always believed: **that despite circumstance, the desire for togetherness still drives human behavior.**

# What Topped the Cake in 2020?



Here's a quick look at this year's biggest celebrations so far:

### Most Anticipated

# 1,200

yes RSVPs were given to one party in Houston, TX

### Most Generous

# \$18,430

was raised through one party using Evite Donations for Project Beautiful – Inside and Out

### Most Popular

# 376

invitations were received by one person

### Most Thoughtful

# 243

cards and invitations were sent by one person

# A Year of Virtual Parties

In 2020, we went from face-to-face to screen-to-screen as we moved our celebrations online.



# The rise of virtual partying looks like this:

## 6.5 Million

people have been invited to a virtual party through Evite since March – a 10,000+% growth YoY



### 780,000

Guests invited to virtual baby showers and sprinkles



### 262,000

Guests invited to virtual bridal showers and bachelor/bachelorette parties



### 127,000

Guests invited to virtual weddings

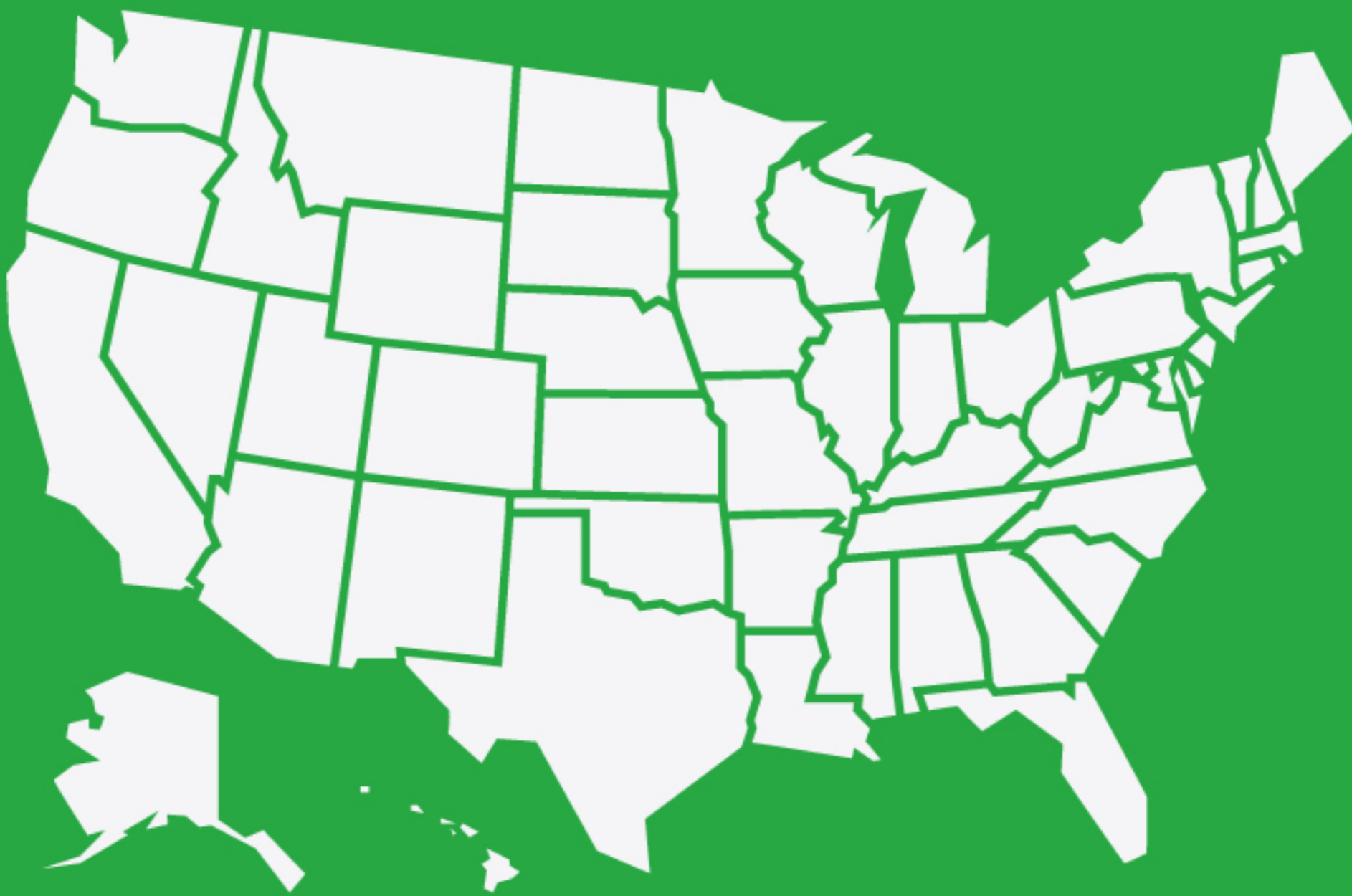


### 221,000

Guests invited to virtual happy hours

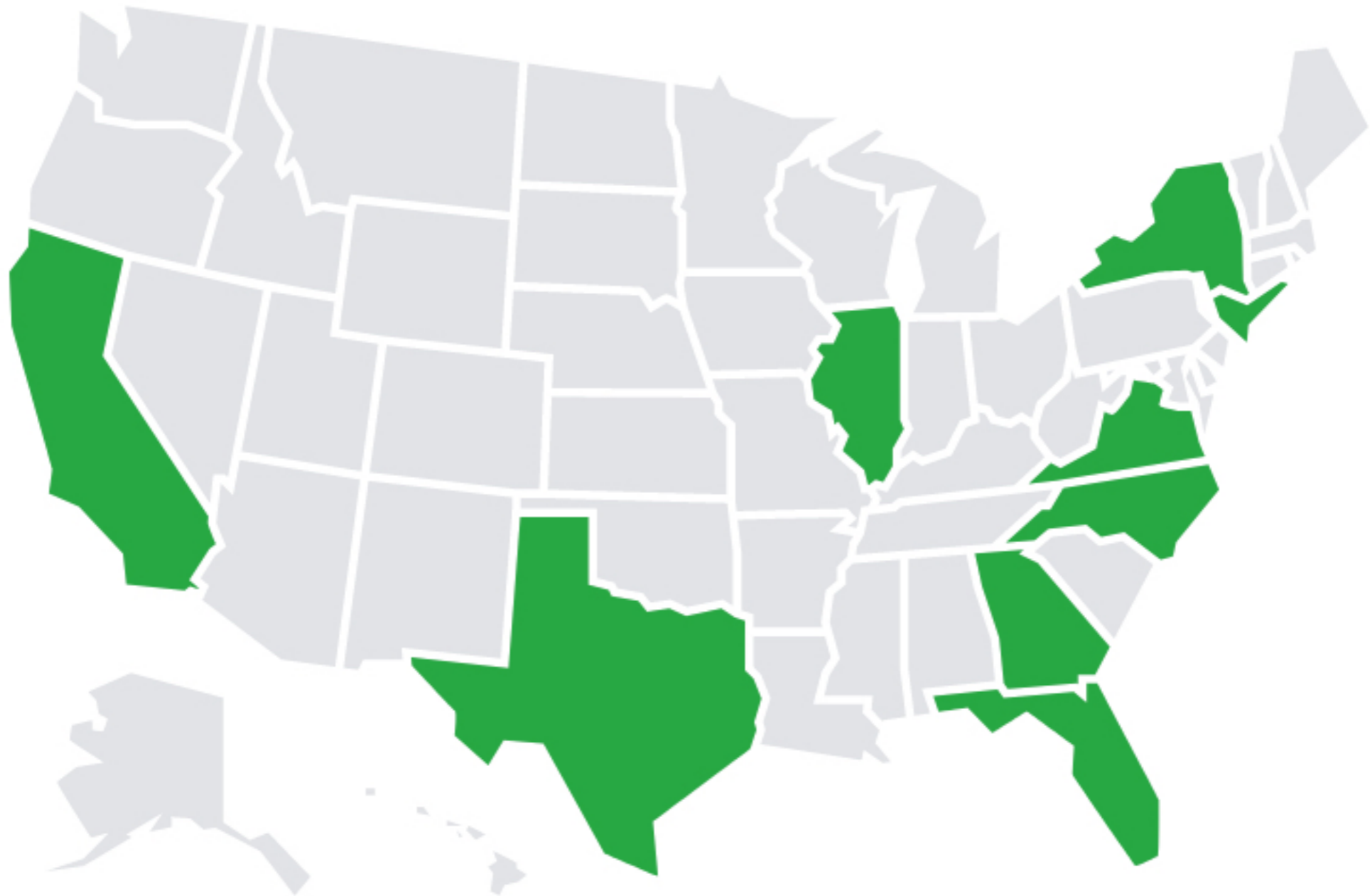
# A Year of Friendly Competition

Our data shows that some parts of the country partied harder than others... though 2020 isn't over yet!



# States that party the most

California, Texas, Florida, Illinois, Georgia, New York, New Jersey, Maryland, Virginia, North Carolina



## Cities that party the most virtually

New York, NY	Dallas, TX
Los Angeles, CA	San Francisco, CA
Chicago, IL	San Diego, CA
Houston, TX	Washington D.C.



# States that participate in the most car parade parties

## NEW TREND ALERT

In car parade parties, guests form a mini-parade to drive or walk by a person of honor while honking and hollering.

**California**  
19,000 events

**Illinois**  
6,000 events

**Maryland**  
4,000 events

**Texas**  
10,000 events

**Florida**  
4,000 events

**New York**  
4,000 events



# A Year of Working Toward Great Change

2020 has been a key year for social justice. Several polls cited by the New York Times show the Black Lives Matter movement may be the largest in U.S. history, while the upcoming presidential election continues to remind us of the importance of both our voice and our vote. Following this culture, our data shows that Evite users are transforming parties into something more powerful than your average get-together.



# The way people party is impacted by national events:



## 211,000

**Guests**

have been invited to politically focused events, like elections and ballots, phone banking, and canvassing



## 23,000

**Guests**

have been invited to events benefitting causes related to Black Lives Matter

# A Year of Giving Back

This year's parties have stood for more than just friends and food (though those are always welcome staples). A spike in events using Evite Donations tells us that many users are looking to celebrate for a meaningful cause. This summer, we even celebrated a major milestone in charitable giving:



**\$20MM**

raised for nonprofits and personal causes across the country

Here's how Evite users have been giving back in 2020:

**\$1.7MM**

**Raised in 2020**

for nonprofits and personal causes

**\$48,787**

Australia Fire Relief Fund

**\$16,357**

Worthy Of Love

**\$46,272**

St. Jude Children's Research Hospital

**\$16,121**

Alzheimer's Association -  
National Office

**\$18,430**

Project Beautiful - Inside and Out

# A Year of Making Our Own Fun

The way we party has changed a lot this year, and there's more change to come. Our recent survey found that 42 percent of Americans would only feel comfortable hosting a party in 2020 if they knew all their guests had tested negative for COVID-19, and 49 percent would feel more comfortable at a party if everyone was wearing a mask.

We've invented many new ways to socialize in response to regulations and personal comfort levels, but what will that look like through the holiday season? Our Celebration Expert has a few ideas.



# Party predictions for the 2020 holiday season

## Invitations and Events

Invitations will continue to have disclaimers related to COVID-19. Not everyone will feel comfortable gathering in-person, so we'll continue to see variations of what people have already been doing: a mix between in-person and virtual events.

## Halloween

Halloween isn't cancelled, but it will look different. Families will conduct activities for kids at home, such as hiding candy around the house similar to Easter egg hunts. Instead of going to people's homes, parents will decorate their cars and take their kids to parade parties.

## Thanksgiving

For Thanksgiving, this may be the first time many cook a turkey at home themselves. Hosts will invest more time into cooking and creating a virtual atmosphere that friends and family can enjoy. To practice physical distancing, guests might bring their own food instead of partaking in a potluck, and in areas where the weather permits, some may dine outdoors.

## Health & Safety

Temperature checks are the new bouncers. People want to see safety precautions taken at in-person events, including availability of face masks, hand sanitizer and thermometers.

## New Year's Eve

It's been a rough year to say the least, so we're anticipating hosts will theme their New Year's Eve parties around breaking up with 2020. (After all, the best way to get over a breakup is to party with your friends.) As people itch to connect, we may even see "Countdown to 2021" parties starting in the fall.

## Weddings

Weddings will continue to be smaller in size, with a virtual component for those who are not comfortable gathering or traveling. Our recent survey found that only about a quarter of Americans would feel comfortable attending a wedding in-person this year, so couples will need to be mindful of that when envisioning their ceremonies.



**Happy party  
planning  
from your  
friends at  
Evite.**

Celebrate together, wherever you are.

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