

ACTDIVATE

FOMO for Business?



Is your business missing out on the opportunity events bring to the city?

Ever realized too late that a major event just brought a surge of potential customers into your area—and you weren't ready?

If so, you're likely experiencing a case of Business FOMO, and you're not alone.

The hidden opportunity

People are spending more on travelling for events and not just on traditional getaways. From concerts and sports to cultural festivals and pop-ups, Event Tourism is transforming how people gather, identify and spend.

*“The global event tourism market hit **\$1.63 trillion** in 2024, and is projected to reach **\$2.38 trillion** by 2034.”
(Future Market Insights 2024)*

The Challenge

Despite the goldmine of insights event data offers, businesses struggle to unlock its value.

- Only **1%** of data is actually used to make better decisions *(Harvard Business Review)*
- **80%** of data teams' time is spent cleaning data instead of analyzing & using it *(TechCrunch)*

Leaving businesses to remain reactive and under prepared, missing the chance to plan ahead & optimize operations, to effectively maximise the opportunity.

The Solution

If you're among the many city-based businesses lacking the time, tools, or expertise to take advantage of complex event data, ACTDIVATE could help you today.

- 1) We remove the **headache** and **cost** that comes with identifying event opportunities for businesses.
- 2) We then make this available for businesses to efficiently **optimise** their **operations** for planning.
- 3) This ensures that businesses are prepared to **maximise** on the opportunity that an event brings.

The next big event in your city could be your biggest opportunity—but only if you're ready for it.

Why It Matters

With ACTDIVATE, you can:

- ★ Identify key events in advance
- ★ Plan pricing, staffing, inventory, and marketing around real demand
- ★ Avoid missed opportunities and ride the wave of event-driven footfall



Book a **STREAM** demo



Let's solve your business **FOMO**

See what **ACTDIVATE** can do for your business.

