

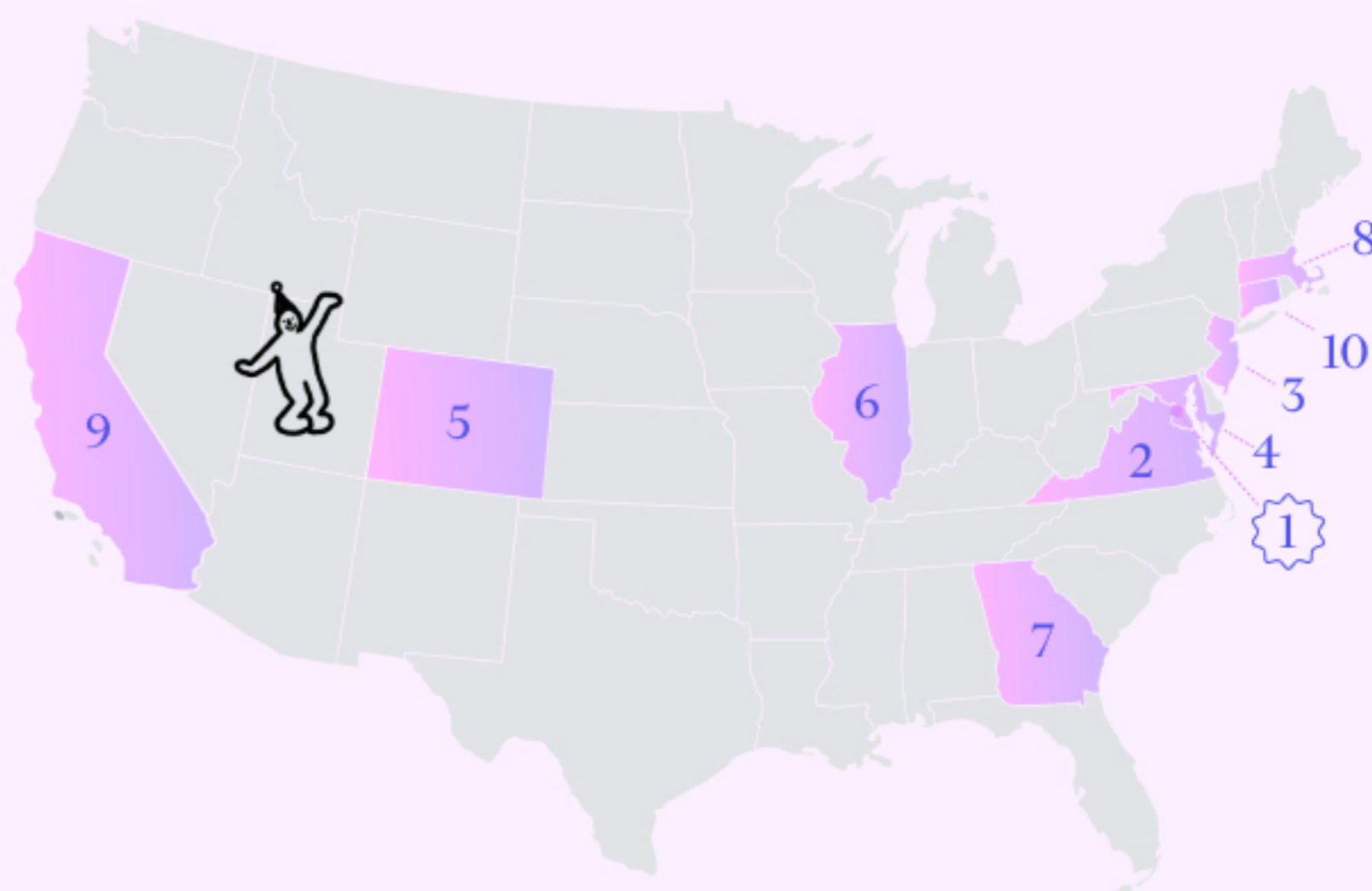
The After Party Report

The top celebrations across the nation

Top 10 Party Markets

Yes, D.C. took the top spot here! The East Coast, in general, was the place to party in 2023, though as a California-based company, we're proud to see Cali make the list (our office def contributed to many of those parties).

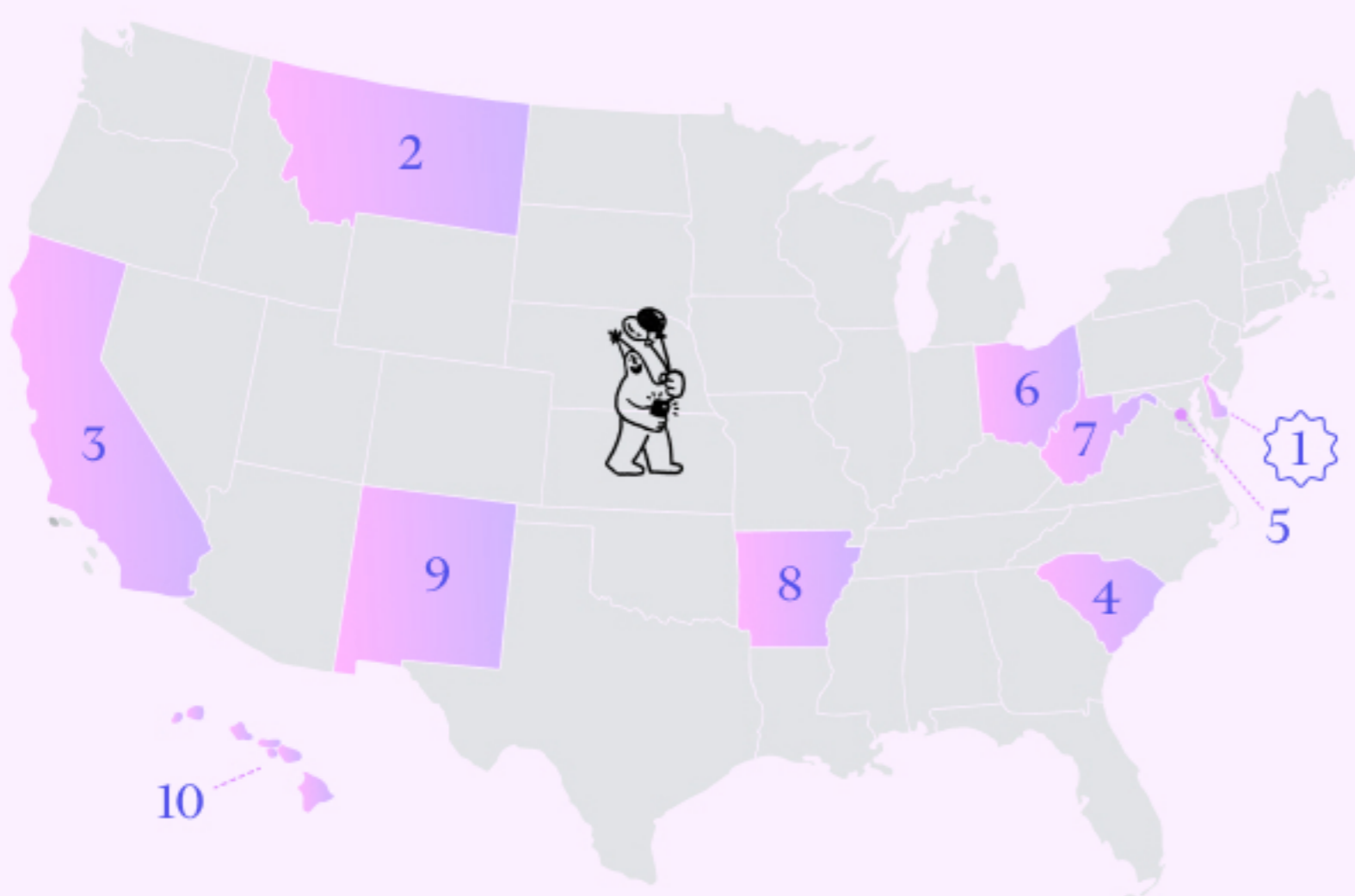
1. Washington, D.C.
2. Virginia
3. New Jersey
4. Maryland
5. Colorado
6. Illinois
7. Georgia
8. Massachusetts
9. California
10. Connecticut



Based on the number of Evite events thrown per capita using state population data from the U.S. Census Bureau and internal Evite data on events.

Top 10 Markets by Party Event Size

The first state in the U.S.—aka Delaware—is also first in party event size! Here are the top 10 markets (and their average guest list sizes) from 2023.



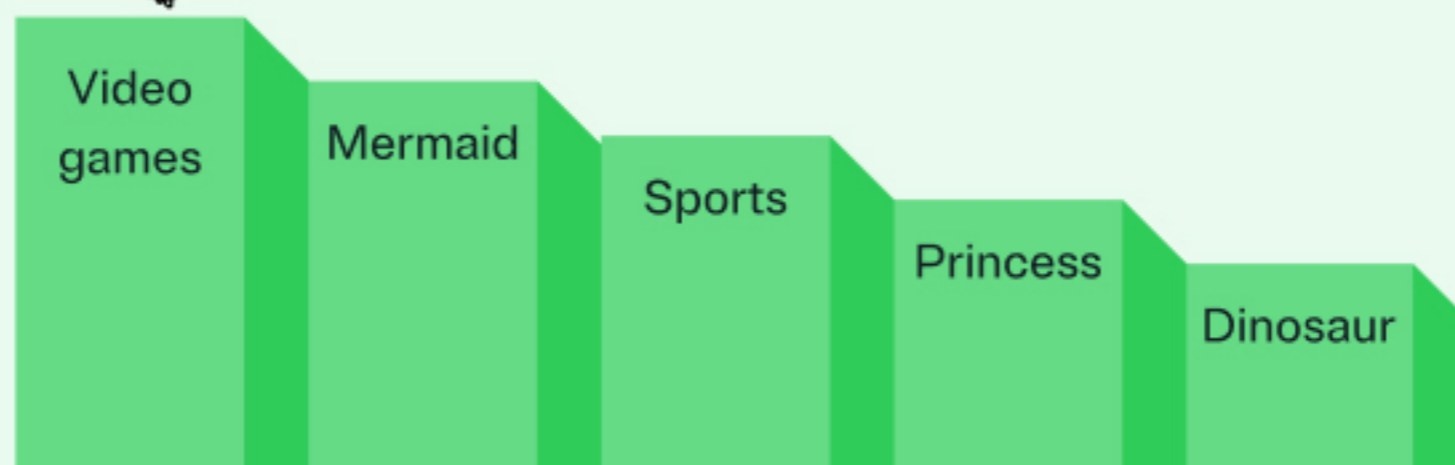
1. Delaware - 42
2. Montana - 41
3. California - 40
4. South Carolina - 40
5. Washington, D.C. - 40
6. Ohio - 39
7. West Virginia - 39
8. Arkansas - 39
9. New Mexico - 39
10. Hawaii - 38

Based on the average total guest count per Evite event for all of 2023.

Top Party Themes Across the Nation



Kids' Birthday



Based on the top templates usage for this category.



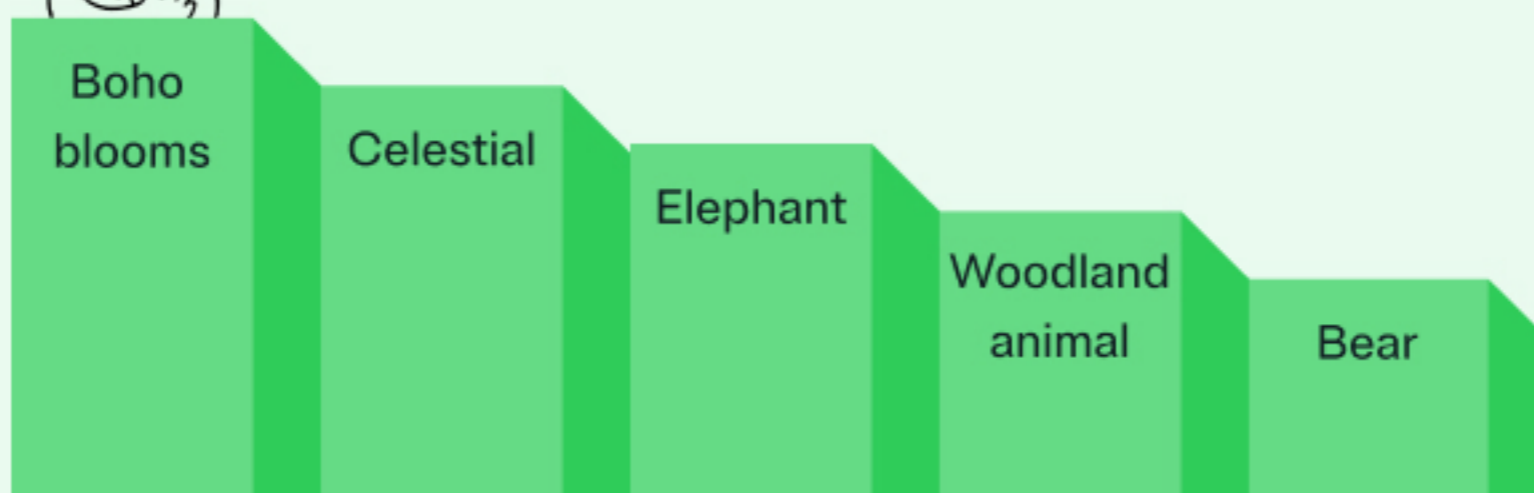
Teen Birthday



Based on the top templates usage for this category.



Baby Shower



Based on the top templates usage for this category.



Taylor Swift-Inspired Events Increased by 230% from '22 to '23

It's no wonder Time's Person of the Year 2023 was Taylor Swift—she was EVERYWHERE! Evite created a series of Taylor-inspired invitations, which were used for everything from album release parties to dozens of Sweet 16s.

Based on internal Evite data.

States That Go All Out for the Holidays

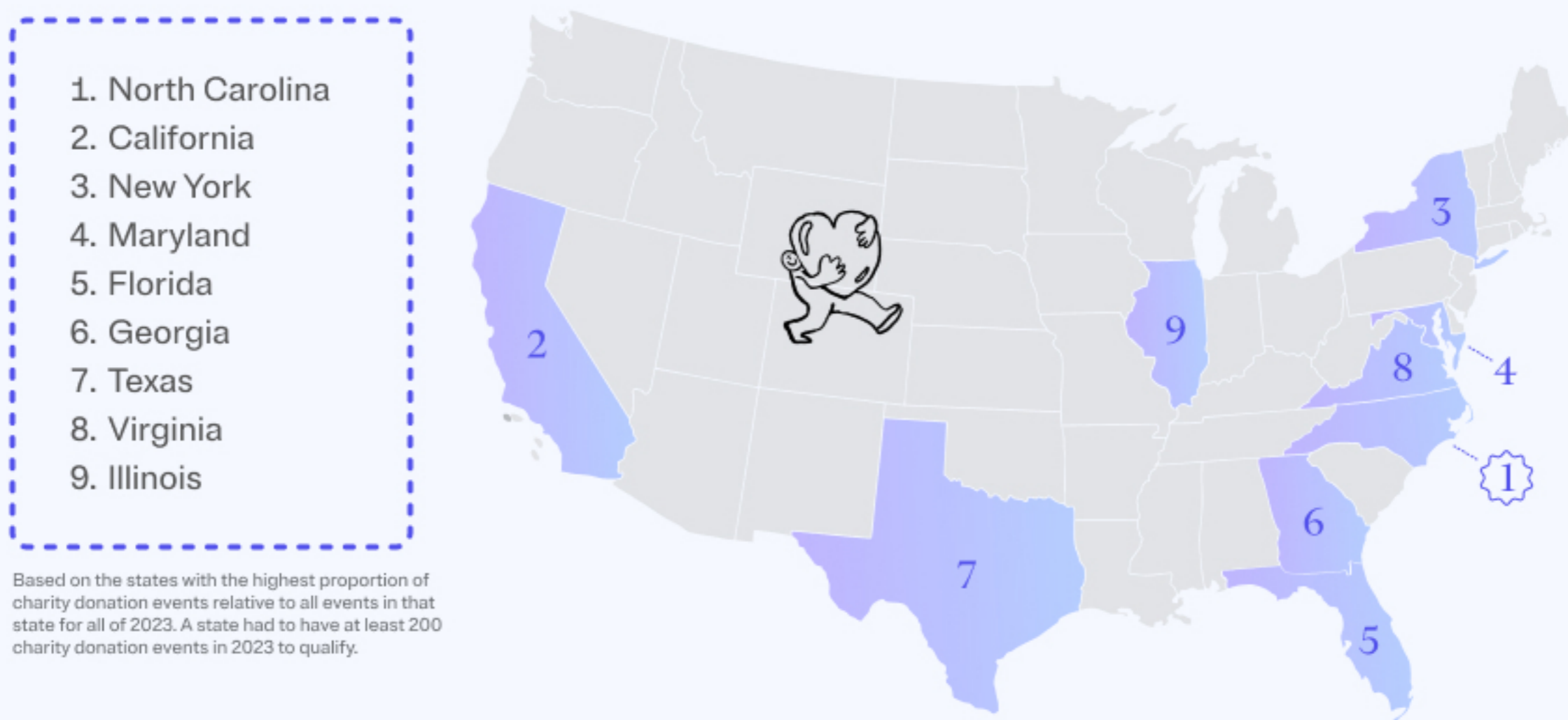
Not only did Utah live up to its reputation as the most Halloween-spirited state, but it's also the top state for Valentine's Day parties. But it isn't the only state that loves certain occasions just a little more than others.

Based on states with the highest number of Evite events per category out of total Evite events during eligible time periods for 2023.



Which States Raised the Most Money for Charity with Their Events

Across the nation in 2023, nearly 5,500 hosts generously opted to raise funds for charitable causes using the Evite Donations™ feature on their invitations. Here are the states that were the most charitable.



Nearly 800 People Celebrated Their 100th Birthday with Evite

That's almost 80,000 candles! Congratulations on reaching such an amazing milestone!

How Families Threw Kids' Birthday Parties in 2023

We surveyed over 800 hosts across the U.S. who threw a kids' birthday party in 2023 to reveal how much they spent and what matters most to them.



54%

of parents invited a **few of their child's friends** vs. the whole class to their party.

Under \$500

is how much **46%** of parents spent on the party.



62%

of parents say the pressure to make the party **enjoyable** was the biggest stressor.

58%

say **cost**



59%

of parents say finding the **right venue** was the most important part of party planning.



65%

were interested in throwing parties **outside their home**.



Under \$10

is how much **45%** of parents spent on **party favors** per child.



53%

of parents attended a birthday party where the host requested **no presents**.