

# The State Of AI In Venue & Event Management



Interest is high. Execution is early.

What venue leaders across North America, EMEA, and APAC reveal about AI, operations, and the path forward.

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March 2026  
Research

20+  
Countries

Among venue &  
event leaders

Includes all major  
venue types



# A WORD FROM OUR CEO

ALEX ALEXANDROV

Venue and event management is at an inflection point. After years of post pandemic recovery, workforce pressure, and growing operational complexity, organizations now face a consequential question: *what role will AI play in how they operate?*

I have spent years working alongside the passionate people who run these operations – sales leaders overwhelmed by online inquiries while still facing the need to source high-quality international business, event planners managing last-minute changes in real time, directors navigating fragmented systems, executives trying to extract insight from data that was never designed to connect. What is consistent across every venue is the level of care. When something breaks down, the impact is real. It affects teams, clients, and the ability to operate at the standard this industry demands.

At the same time, the potential of AI is no longer theoretical. It is beginning to show up in day-to-day operations. The question is no longer whether it will impact this industry; it is whether organizations will be ready to apply it in a way that actually improves how venues operate and events are booked, staffed, and executed.

This report is our effort to bring clarity to that question. We surveyed venue and event professionals across North America, EMEA, and Asia-Pacific to understand where the industry stands today. The results point to an industry that is engaged and forward-looking, but still early in turning potential into meaningful impact.

What stands out most is the gap between interest and execution. AI does not solve foundational challenges on its own; fragmented systems, inconsistent data, workflows not designed for it. It depends on those being solved first. At Momentus, we believe the path forward starts with our customers' data and existing workflows. AI delivers the most value when it is embedded in the workflows teams rely on every day: supporting coordination, improving visibility, and enabling better decisions in real time. We believe the first several steps in the AI journey will amplify existing teams with superpowers – Momentus AI superpowers!

Our mission is to combine our 20+ years of deep event and venue expertise with the power of AI to serve as a force multiplier for talented operators, unlocking the full potential of their teams and the experiences they deliver. We are excited to be on this journey with you.

**AI is advancing quickly**, but adoption in venue and event management is still taking shape. The industry is aligned on the opportunity, but not yet executing at scale.

### 1 AI is advancing faster than it is being applied.

**64%** see AI as highly significant, yet only **7%** are actively piloting or scaling it. Most usage remains limited to low-impact tasks rather than core operations.

### 2 The demand is clear: save time and improve decisions.

**75%** want AI to eliminate administrative burden. **62%** want better insights and decision support. Organizations aren't asking for automation in the abstract, they want relief from manual work and smarter decisions.

### 3 Early progress is real, but the hardest use cases remain almost untouched.

Organizations are making the most progress where AI is easiest to apply: data entry and admin relief. But staffing, real-time operations, and risk prediction are still barely started. The easy wins are being captured; the hard ones still aren't.

### 4 The barrier is not interest. It is trust and integration.

Security and trust lead concerns, but integration and change management are close behind. The challenge is not adopting AI, but embedding it into daily operations.

### 5 The foundation for AI exists — but the data isn't ready.

Most venues have technology in place. The gap isn't tools, it's measurement: **55%** report limited or incomplete operational data. AI depends on reliable inputs to deliver reliable outputs — and most organizations aren't there yet.

### 6 The future is human-led, but performance will be AI-enabled.

**66%** prefer a model where AI supports human decision-making. The organizations that move fastest to integrate AI into operations will gain a measurable execution advantage.



### Central Conclusion

The primary barrier is structural, not a lack of interest. Venues that connect their operations — across booking, staffing, and execution — and build consistent data foundations today will be best positioned to capture AI's full value. The window to build that advantage is now.

**AI is moving quickly at the macro level**, but most venue organizations remain early in practical adoption. Interest is widespread, but execution is limited and often confined to low-impact use cases.

**AI HAS MOVED FROM ‘IF’ TO ‘WHEN’ — AND ‘WHEN’ IS GETTING CLOSER**

**64%** rate AI as highly significant, and only **7%** are actively using it. That’s not skepticism — it’s an industry in the early stages of a transition that most already believe is coming. The organizations moving now are building the operational foundation to be ready when the rest of the market catches up.

**64%**

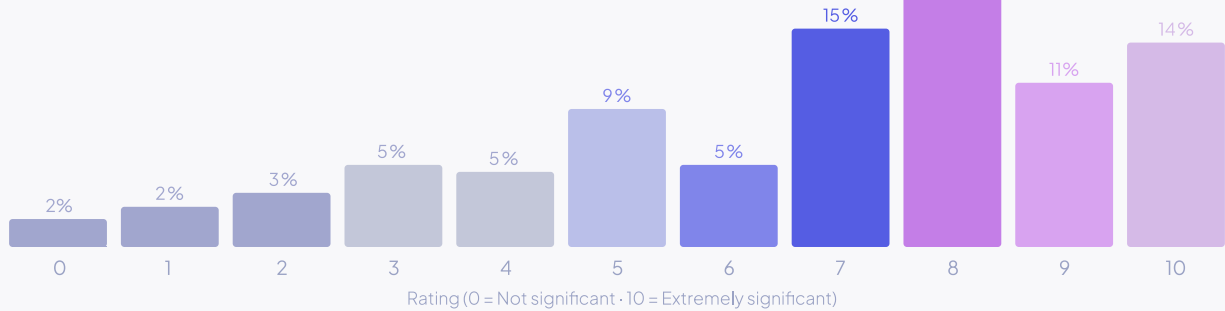
Rate AI as highly significant (score 7 or higher)

**7%**

Are actively piloting or scaling use cases

**AI significance scores cluster toward high importance — but a meaningful skeptical tail remains.**

How significant will AI be for events & venues? Score 0-10



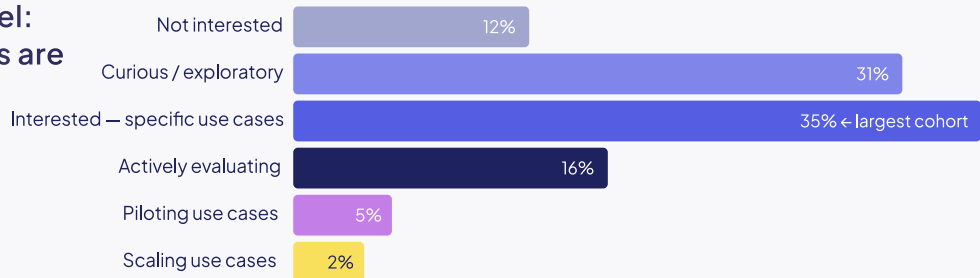
Source: Momentus Technologies AI Survey, Q1 2026

**INTEREST IS HIGH, EXECUTION IS EARLY**

Over **80%** are exploring or evaluating AI. Fewer than **7%** are actively piloting or scaling use cases. Most organizations are exploring AI, but very few have moved into real deployment. The gap between curiosity and action remains significant.

**The adoption funnel: most organizations are curious — few have committed.**

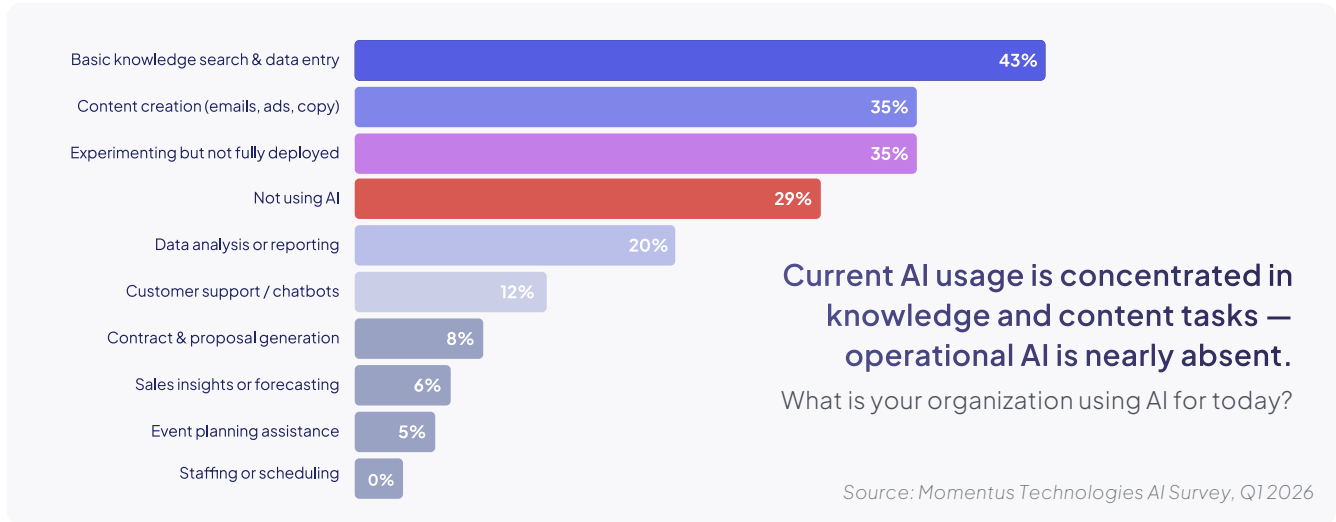
Phase of AI interest



Source: Momentus Technologies AI Survey, Q1 2026

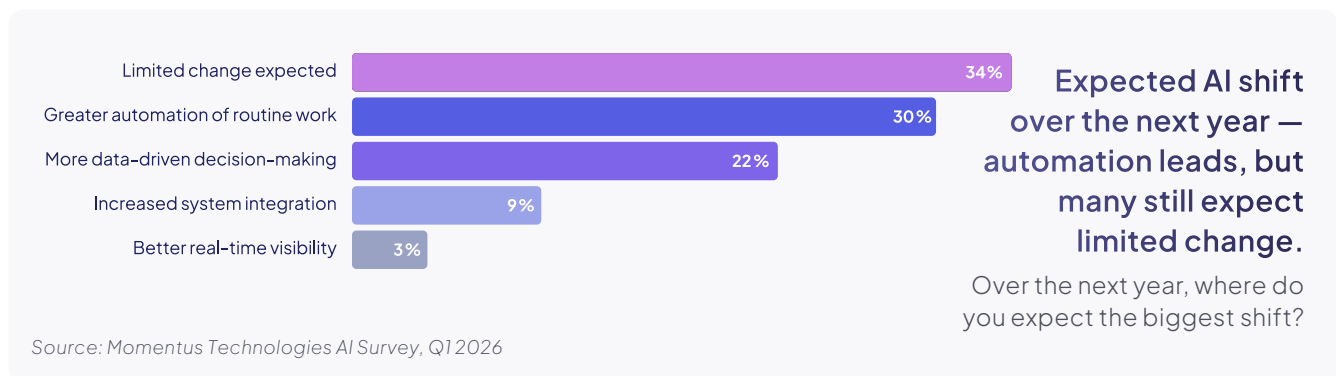
### AI HAS NOT YET REACHED VENUES' CORE OPERATIONS

AI adoption is concentrated in low-risk, accessible use cases. Most organizations are using it to support individual productivity rather than improve how events are booked, staffed, and executed on the day of. Core workflows like planning, staffing, and forecasting remain largely untouched.



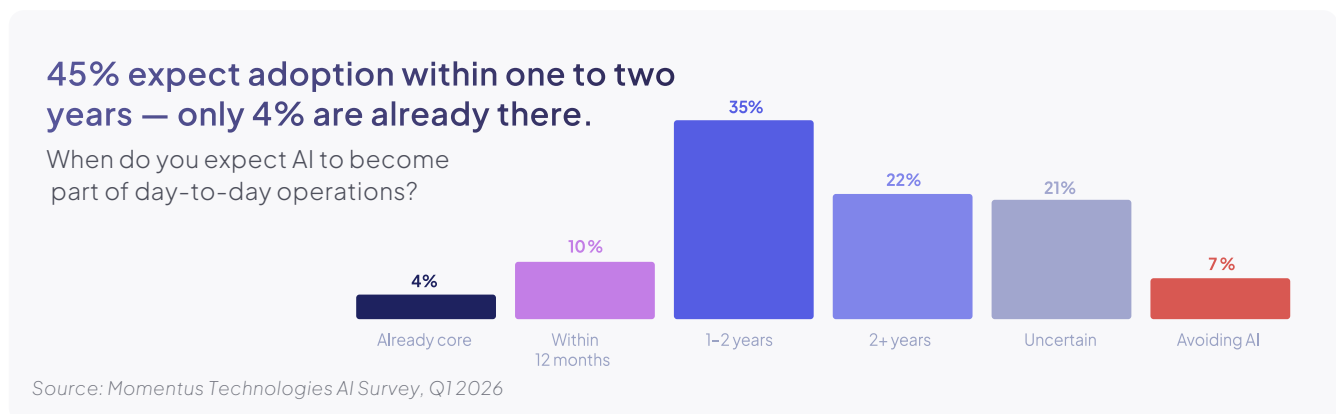
### ADOPTION WILL BE GRADUAL

Organizations expect progress, but not transformation in the near term. Most are focused on incremental improvements rather than large-scale change.



### ADOPTION IS NEAR-TERM

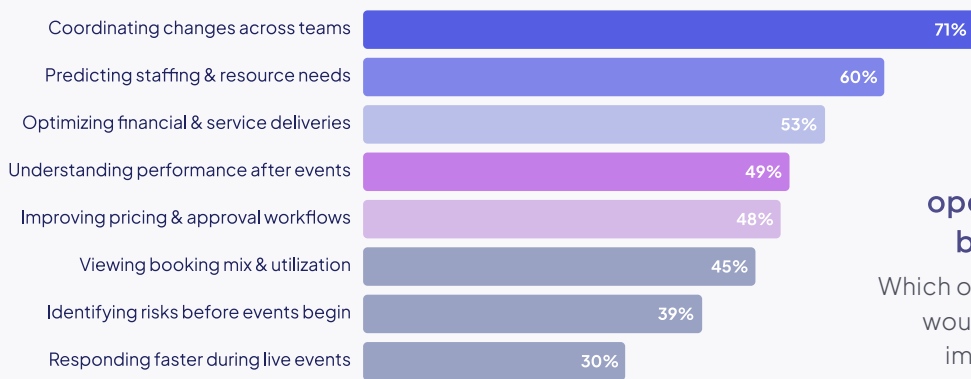
Most organizations expect AI to become part of daily operations within the next one to two years, though only a small percentage have reached that point today.



Organizations know what they want from AI: less manual work and smarter decisions. **75%** prioritize administrative relief. **62%** want better insights to drive decisions on staffing, scheduling, and event readiness — in real time, not after the fact.

### MANUAL WORK DOMINATES — AND TEAMS ARE READY FOR RELIEF

Coordinating changes across teams (**71%**) and forecasting staffing and resource needs (**60%**) top the list of decisions that need better technology. The underlying reason is clear: too much of this work is still done manually, consuming time and creating risk as booking changes ripple across staffing, room setup, and service delivery across complex events.



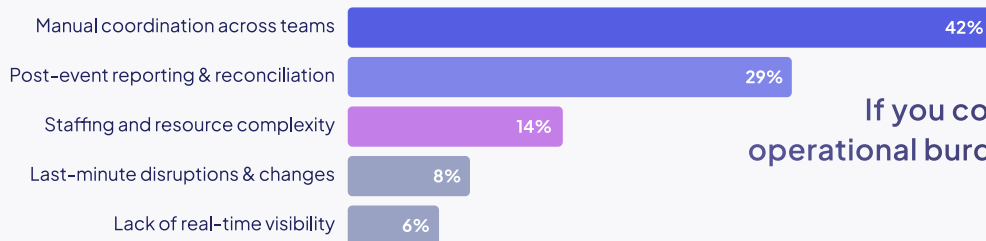
**Coordinating changes across teams is the #1 operational need — by a wide margin.**

Which operational decisions would benefit most from improved technology?

Source: Momentus Technologies AI Survey, Q1 2026

### WHEN ASKED TO CHOOSE ONE BURDEN TO ELIMINATE, TEAMS POINT TO MANUAL COORDINATION

**42%** would use AI first to eliminate manual coordination across teams. **29%** would target post-event reporting and reconciliation. Together, these reflect a consistent theme: the biggest drag on operations is time spent on work that should be automated — not judgment calls that require human expertise.



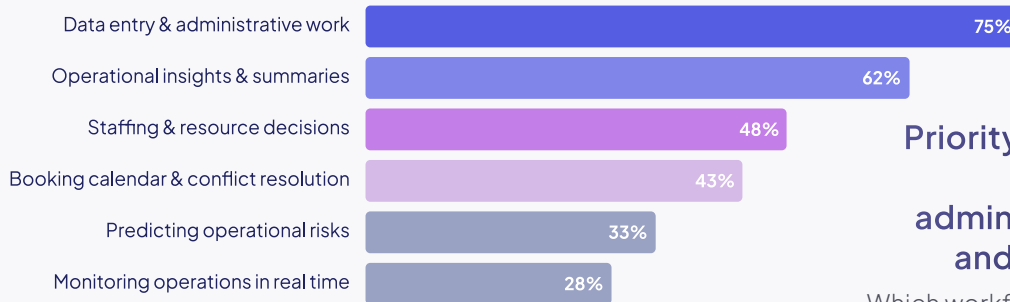
**If you could eliminate one operational burden using AI, what would it be?**

Single-select

Source: Momentus Technologies AI Survey, Q1 2026

## ADMINISTRATIVE RELIEF AND DECISION SUPPORT — THE TWO HIGHEST-DEMAND AI OUTCOMES

75% want help with data entry and administrative work. 62% want operational insights and summaries that support better decisions. These aren't peripheral requests — they point directly at the workflows consuming the most time and producing the least insight. The opportunity is to give teams back the hours lost to manual effort and replace gut-feel decisions on staffing, scheduling, and event readiness with AI-driven visibility in real time.



**Priority AI workflows by demand — administrative relief and insights lead.**

Which workflows would benefit most from AI automation?

Source: Momentus Technologies AI Survey, Q1 2026



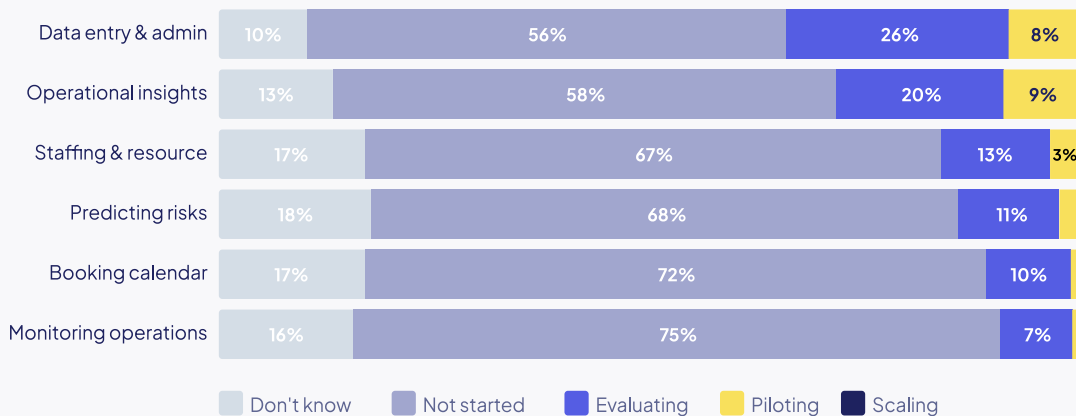
**Organizations are starting where it’s most accessible.** Progress on data entry and admin automation is ahead of every other category. But the workflows with the deepest operational complexity — staffing decisions, real-time monitoring, and risk prediction — remain almost entirely untouched. The first wave of AI adoption is underway. The second, harder wave hasn’t started.

**THE MOST ACCESSIBLE USE CASES ARE LEADING ADOPTION — BY A WIDE MARGIN**

**34%** of organizations are evaluating or piloting AI for data entry and admin tasks — the highest activity of any workflow. Operational insights follow at **29%**. But adoption drops sharply from there: staffing and resource decisions sit at **16%** active, and real-time monitoring trails at under 9%. Organizations are progressing in order of ease, not just in order of value.

**“Not started” dominates every workflow category — evaluation activity is nascent.**

Which operational decisions would benefit most from improved technology?



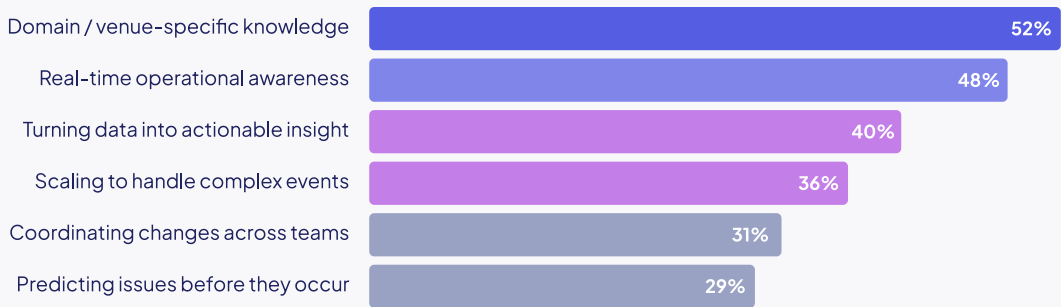
Source: Momentus Technologies AI Survey, Q1 2026

**THE HARDER USE CASES LAG BECAUSE AI ISN'T YET BUILT FOR OPERATIONAL COMPLEXITY**

52% say AI tools fall short due to a lack of venue-specific context. 48% cite poor real-time operational awareness. These aren't minor gaps — they explain exactly why staffing, scheduling, and live-event monitoring remain almost entirely unadopted. Until AI tools can handle the complexity of a live event environment, the most impactful workflows will stay out of reach.

**Where AI tools fall short — domain knowledge and real-time awareness top the list.**

Where do AI tools fall short most often?



Source: Momentus Technologies AI Survey, Q1 2026



Organizations are open to AI, but practical barriers — **security concerns, integration challenges, and change management** — are slowing adoption and limiting impact.

### TRUST IS AS IMPORTANT AS TECHNOLOGY

Concerns about security and trust remain the biggest barriers, but operational challenges like integration and change management are close behind.

62%

Cite security and data privacy as a top concern

57%

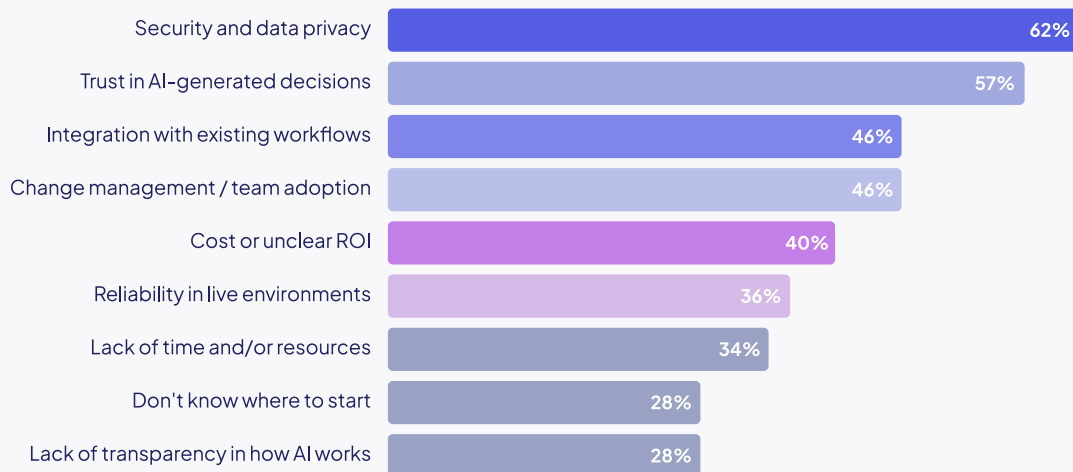
Cite trust in AI-generated decisions

46%

Cite integration with existing workflows

### Security, trust, and integration dominate AI concerns.

Biggest concerns related to using AI in event operations



Source: Momentus Technologies AI Survey, Q1 2026

Data privacy and trust lead concerns. Integration and team adoption are major hurdles. **The challenge is not adopting AI, but embedding it into daily operations.**

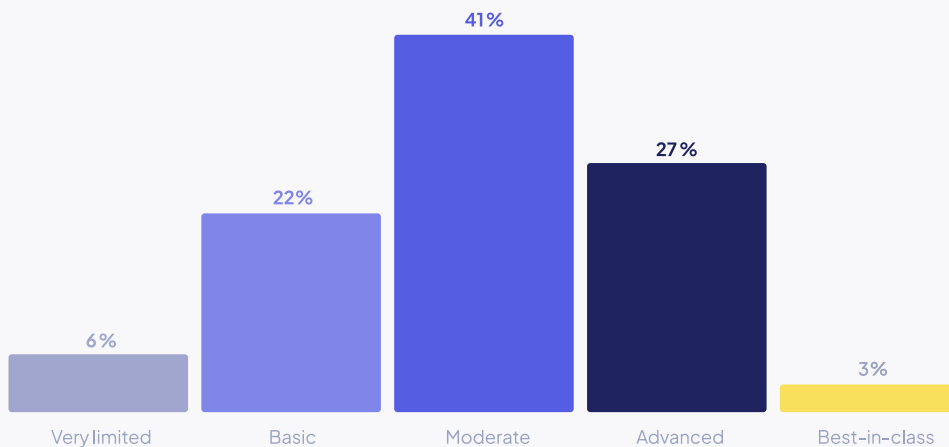
Most venues have invested in technology. The challenge isn't infrastructure — it's that systems aren't connected, adoption is uneven across departments, and operational data remains too incomplete to support AI reliably. Organizations that consolidate their operations onto connected platforms are best positioned to close that gap — **and to capture AI's value when they do.**

## MOST VENUES HAVE TECHNOLOGY — BUT IT'S NOT WORKING AS A SYSTEM

Most venues sit in the middle of the maturity curve. Technology is in place, but systems are not fully connected and workflows are not fully optimized. Nearly **70%** rate themselves as moderate to advanced — but only **3%** are best-in-class.

### Technology maturity — nearly 70% report moderate to advanced use, but only 3% are best-in-class.

How would you rate your venue's use of technology?



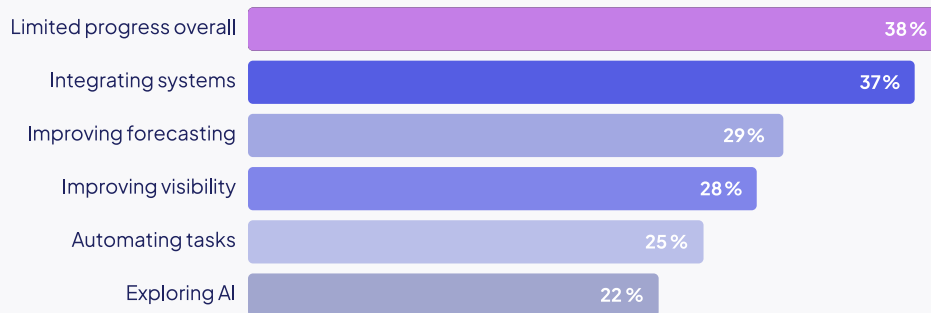
Source: Momentus Technologies AI Survey, Q1 2026

### PROGRESS IS HAPPENING — BUT NOT AT SCALE

While some organizations are improving integration and visibility, many are still making incremental changes rather than transforming operations. Improvements remain fragmented rather than part of a cohesive strategy. **38%** report limited progress overall — but over half are actively integrating systems, automating tasks, or improving forecasting.

#### Modernization progress — limited progress remains the most common response.

Where has your organization made the most progress in modernizing event management?



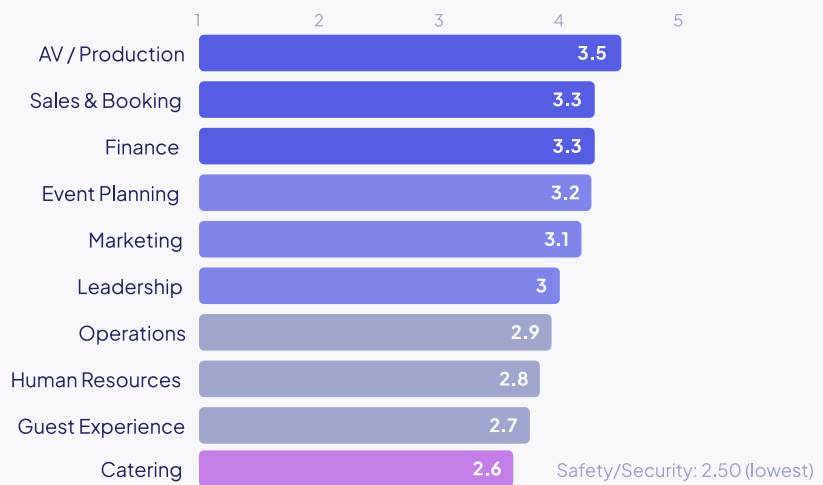
Source: Momentus Technologies AI Survey, Q1 2026

### UNEVEN ADOPTION WITHIN ORGANIZATIONS CREATES COORDINATION GAPS

Technology adoption is not consistent across departments, and that unevenness has a direct operational cost. When sales, booking, and AV are ahead while catering, guest experience, and safety trail behind, coordination breaks down at the seams. The venues making the most progress are those building toward a single operational view.

#### Department technology adoption varies widely — AV/Production leads, Safety/Security trails.

Average technology adoption rating by department (1–5 scale)



Source: Momentus Technologies AI Survey, Q1 2026

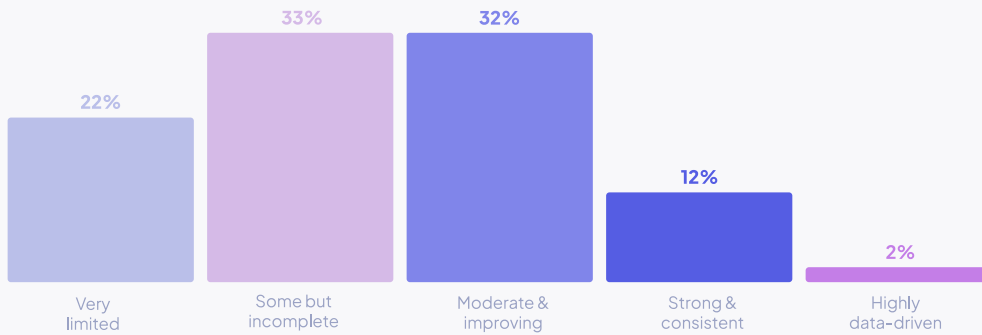
**WITHOUT MEASURABLE OPERATIONS, AI HAS NOTHING RELIABLE TO WORK WITH**

55% of organizations report limited or incomplete operational measurement. Only 14% have strong or highly data-driven foundations. This is the most direct barrier to AI readiness — not a lack of interest or investment, but a lack of the consistent, connected data that AI depends on.

The path to AI readiness runs through operational measurement, and that starts with having systems that capture, connect, and surface the right data in the first place.

**Operational measurability — only 14% have strong or highly data-driven foundations.**

How measurable are your event operations today?



Source: Momentus Technologies AI Survey, Q1 2026



Organizations are not looking to replace people with AI. **They are looking to enhance human decision-making and improve execution** through better visibility and support.

### AI IS EXPECTED TO SUPPORT PEOPLE, NOT REPLACE THEM

**66%** prefer human-led operations with technology support. The preferred model is one where technology enhances human decision-making without removing the human element from event execution.

**66%**

Prefer human-led operations with technology support

**18%**

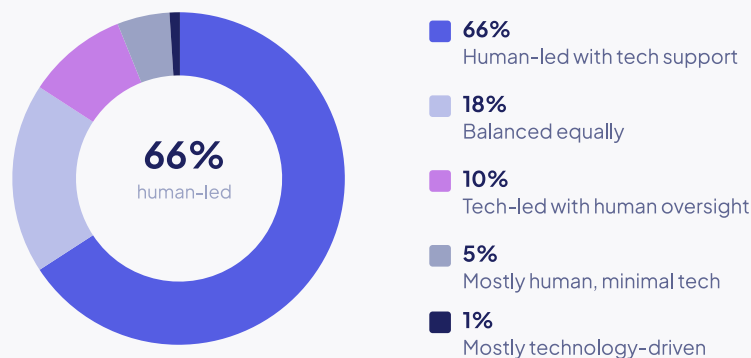
Want technology and humans balanced equally

**10%**

Prefer tech-led with human oversight

### The ideal balance: human-led, AI-supported.

Where is the ideal balance between technology and human interaction?



Source: Momentus Technologies AI Survey, Q1 2026

The organizations that move fastest to integrate AI into operations will gain a measurable execution advantage — not by replacing their teams, but by **empowering them**.

The venues that will define this industry in 2030 are being built right now. Not with better rooms or larger screens, but with **operational intelligence that enables every team member** to make the right decision at the right moment.

AI will not replace the people who run great events. It will give them something they have never had before: the ability to act on the full picture of their operations in real time, without the administrative weight that currently slows them down.

**75%**

**of venues want AI to eliminate manual coordination across teams.**

This is the single largest opportunity in the industry's AI transition, and the one most within reach today.

**7%**

**are actively piloting or scaling AI in their operations today.**

Most usage remains limited to low-impact tasks. The industry is interested — but execution is still very early.

**50%**

**expect AI to be core to their operations within the next two years.**

The gap between today and where the industry is headed is the window. The organizations that move now will define what the next era looks like.

The organizations that move first are not just adopting AI.  
They are redefining how their operations run.  
The window to do that is open now.

# What This Data Really Signals

**We commissioned this research because we believe the industry's transition to AI will not be defined by the tools themselves, but by how well those tools align to the realities of event and venue operations.**

The data makes one thing clear. This is not an industry that lacks interest in AI. It is an industry where AI, as it exists today, does not yet fit how work actually gets done.

Teams are operating in fast-moving, coordination-heavy environments where decisions happen in real time. The priority is not experimentation. It is execution. That is why demand is highest around coordination, staffing, and visibility, and why adoption remains concentrated in simpler, lower-risk use cases.

At the same time, the foundation required to support AI is still developing. Most organizations are working with disconnected systems, inconsistent data, and workflows that require manual coordination across teams. AI is limited by the quality and connectivity of operational data, and without domain-specific context, it cannot be relied on in live environments.

***This is where the gap emerges.***

AI today is being applied at the edges of work. It helps generate content, answer questions, and assist with isolated tasks. But the real complexity of venue operations sits in the middle. In how bookings affect staffing, room setup, and service coordination across departments. In how changes cascade across teams. In how decisions are made with incomplete information under time pressure.

AI that is not embedded into those workflows will remain useful, but not essential.

The organizations that move ahead will not be the ones that experiment the most. They will be the ones that align AI to how their operations actually function. They will focus on connected systems, consistent data, and workflows that support coordination in real time.

Organizations that move slowly will not stand still. They will fall behind those that are able to connect their operations, apply AI within real workflows, and improve execution over time.

**The opportunity is not to automate tasks. It is to reduce the operational friction that defines this industry. Less manual coordination. Fewer blind spots. Better decisions, made earlier.**

AI can help deliver that. But only when it is applied where the work actually happens.

This report is based on a survey of hundreds of venue and event management professionals conducted in Q1 2026, spanning North America, EMEA, and Asia-Pacific.

RESPONDENTS

Senior venue & event professionals

Executives, directors & operations leaders

COUNTRIES

20+

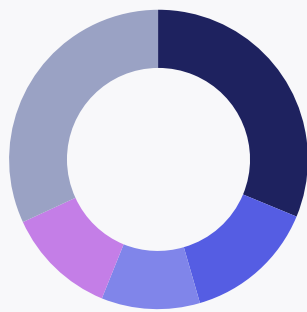
Across 3 global regions

FIELD DATE

Q1 2026

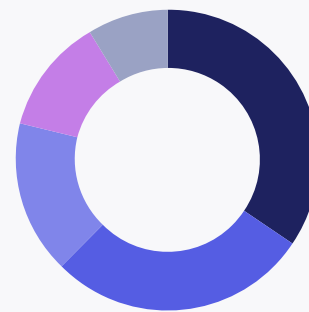
March 2026

Venue type distribution



- 26% Convention / Exhibition
- 17% Performing Arts
- 17% Conference / Event Center
- 13% Stadium / Arena
- 27% Other

Events hosted per year



- 24% 500+ events per year
- 31% 151-300 events
- 20% 301-500 events
- 17% 50-150 events
- 5% Fewer than 50 events

## ABOUT MOMENTUS TECHNOLOGIES

Momentus Technologies is a global provider of industry-leading venue and event management solutions that empower organizations to create extraordinary moments.

With over 60,000 users in more than 57 countries, Momentus serves the needs of convention and exhibition centers, higher education, corporate venues, stadiums and arenas, arts and culture centers and more.

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