

eventbrite

# FOURTH SPACES™

Where Online and Offline Worlds Meet

eventbrite | Fourth Spaces™, January 2025



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# FOREWORD

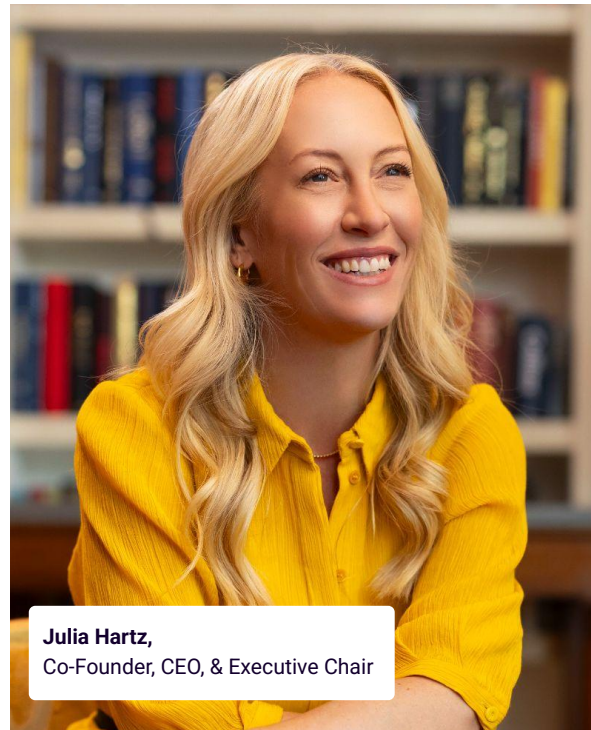
At Eventbrite, we believe in the transformative power of live experiences. As we kick off 2025, we're seeing a fundamental shift in how people think about gathering—moving from a focus on *where* people meet to understanding *why* they come together. This evolution is reflective of a generation that grew up online and is now looking to bring their digital identities and passions into meaningful physical spaces where they can discover who they are beyond their screens.

While traditional "third places"—coffee shops, bars, and community centers that have long served as informal gathering places—remain vital to our social fabric, today's young adults are searching for something more intentional. They're seeking spaces that celebrate and deepen the interests they've nurtured in their digital lives, while creating opportunities for real self-expression and growth.

What's emerging are what we call Fourth Spaces™—gathering places that transcend physical location, bringing people together through shared passions and bridging online communities with real-world connections.

In these spaces, online inspiration transforms into tangible experience, digital friendships become real bonds, and self-discovery happens through active participation rather than passive scrolling. These spaces welcome everyone—from cooking enthusiasts moving beyond saved recipes into intimate supper clubs, to art lovers exploring creative workshops, to gaming fans turning virtual teammates into tournament partners—all seeking to discover new interests, like-minded friends, and new layers of themselves.

In this report, we'll explore how this next chapter of the URL-to-IRL movement is reshaping the way people gather and find belonging. We'll examine the profound shift from online spectator to real-world participant and how these Fourth Spaces are becoming the perfect setting for authentic connection and personal growth. These aren't just trends—they're signals of a generation ready to bring their whole selves into the physical world.



**Julia Hartz,**  
Co-Founder, CEO, & Executive Chair

# INTRODUCTION

**The evolution of gathering:**  
from *where* we gather to *why* we gather.

Third places—publicly accessible locations away from home and work, such as parks, libraries and cafes—have long been the heartbeat of communities.

But for Gen Z and Millennials who move fluidly between physical and digital worlds, traditional community spaces aren't meeting their evolving needs. They're searching for spaces that reflect who they are—places that tap into their interests and passions, whether they were born online or offline.

As young adults navigate an increasingly hybrid world, they need something different: a new kind of space that bridges physical gathering and digital connection.







# FOURTH SPACES: THE NEW SOCIAL FRONTIER

In tracking the future of social connection, we've identified the rise of Fourth Spaces—where online communities are reimagining real-world connection. These aren't traditional meetups bound by location, but vibrant gatherings organized around shared passions that blur the lines between digital and physical worlds, becoming powerful catalysts for self-discovery and personal transformation.

From immersive cosplay events to fandom festivals and curated dinner clubs, Fourth Spaces represent a cultural breakthrough in how young people explore identity and build community.

More than a trend, this is a fundamental reimagining of social spaces for those who move fluidly between digital and physical realms in their pursuit of authentic connection and personal growth.

## Part 1

# SEARCHING FOR NEW SPACES

What's shaping the search for  
in-person connection





# EAGER TO EXPLORE

Gen Z and Millennials have spent most of their lives crafting online personas, curating niche interests, and finding like-minded communities online. While this exploration has helped them form a foundation for their identities, they're more ready than ever to explore who they are offline through in-person events.

## Turning interest into action

**73%** of 18- to 35-year-olds are "likely" or "very likely" to **attend an in-person event in the next 6 months.**

(n=2000)

## Looking for belonging

**45%** of 18- to 35-year-olds say **"a sense of belonging and identity"** attracts them to communities they're interested in.

(n=2000)



## FROM URL TO IRL

95% of 18- to 35-year-olds are interested in exploring interests and communities they've discovered online through in-person events. (n=2000)

# FINDING YOUR PEOPLE

Building on this eagerness to explore offline connections, young adults are motivated to attend gatherings that help them feel seen beyond their screens. Fourth Spaces naturally bridge this desire, creating environments where shared interests spark authentic connections of all kinds. By transforming online passions into real-world meetups, these gatherings offer exactly what so many are seeking.

**18- to 35-year-olds are most motivated to attend an in-person event to:**

Make new friends

**64%**

Meet people who share their passions and interests

**55%**

(n=2000)





# DISCOVERING YOURSELF

When people bond over shared interests, something transformative happens. Fourth Spaces create opportunities for more than connection—they're environments where people can discover new aspects of themselves through shared interests and authentic relationships.

**Of 18- to 35-year-olds who have attended an event to meet people with shared interests in the last few months...**

Have met a close friend through an event



Say it enhanced their sense of self



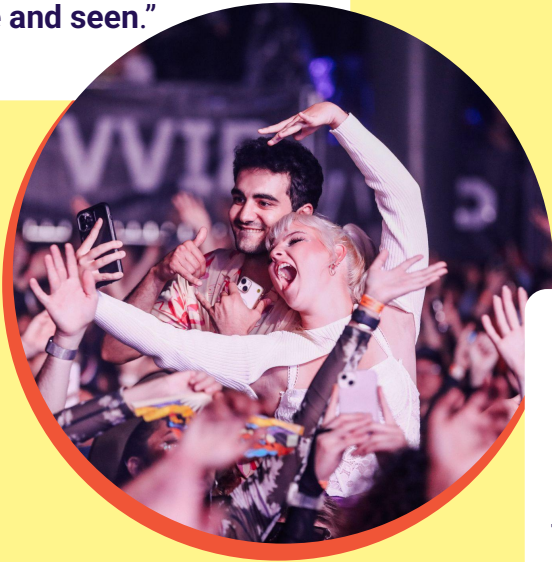
(n=931)



# THE FOURTH SPACE EFFECT

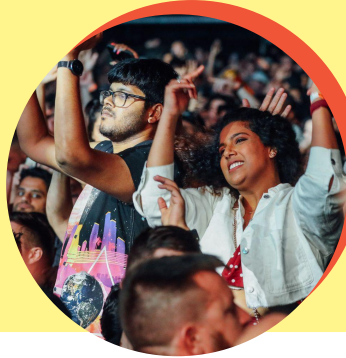
"Meeting people like me made me feel **less alone** – and **more at home and seen.**"

(Male, 30)



"It **helped me connect** with people nearby who are trying to accomplish similar goals in their lives."

(Female, 23)



"People I met **created a feeling of belonging** I hadn't felt in some time. Meeting total strangers who felt comfortable around me **allowed me to open up** and be more of myself."

(Male, 19)







## Part 2

# THE FOURTH SPACE GUIDE

The events bringing Fourth Space Seekers together in 2025

# THE IDEAL SPACE

While the ideal space varies for everyone, a few key elements make in-person events especially unique and memorable for Fourth Space Seekers aged 18 to 35.

## The celebration of niche interests

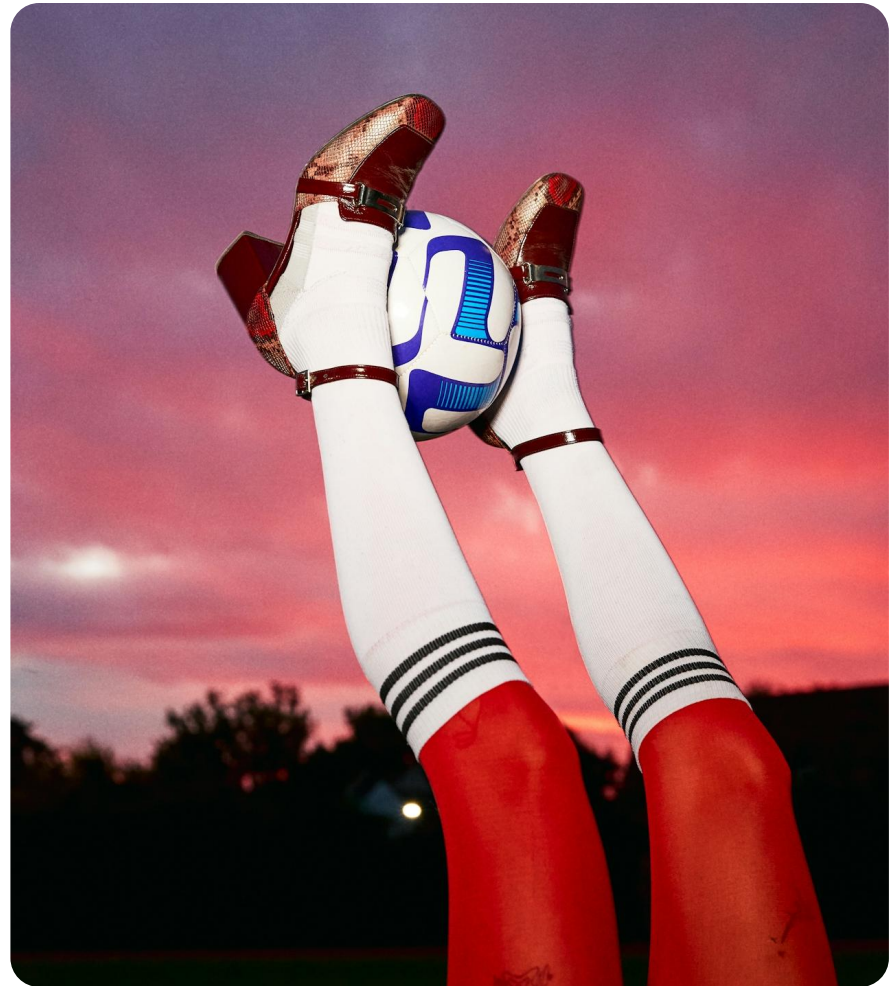
**81%** say their interests are  
"somewhat" or "very" niche  
(n=2000)

## The intersection of diverse interests

**79%** say they're interested in events  
that combine multiple interests  
(n=2000)

## Freedom to connect

**62%** prefer events that  
are lightly structured  
(n=2000)





# FROM INTERESTS TO IDENTITY

For Fourth Space Seekers, the most powerful events spark self-discovery. Here's what they called their most "unique" and "memorable" events:



"An event for amateur tattoo artists like me"



"A retro gaming convention"



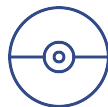
"A fundraiser for a new skate park for charity"



"Release listening party of a favorite artist of mine"



"An event that showcased queer art in a full-day exhibit"



"Gathering with Pokémon lovers to trade rare memorabilia"

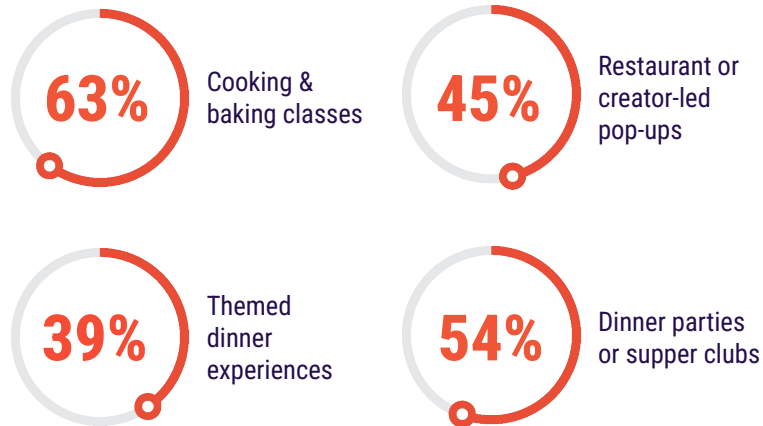


# 1. CULINARY CIRCLES

49% of Fourth Space Seekers want to come together through food & drink events. Whether it's mastering a niche culinary skill or transforming dinner into a social sensory adventure, these gatherings turn saved recipes and online inspiration into delicious opportunities for creativity and connection.

## Top food & drink event interests

(n=986)



### EVENTBRITE DATA

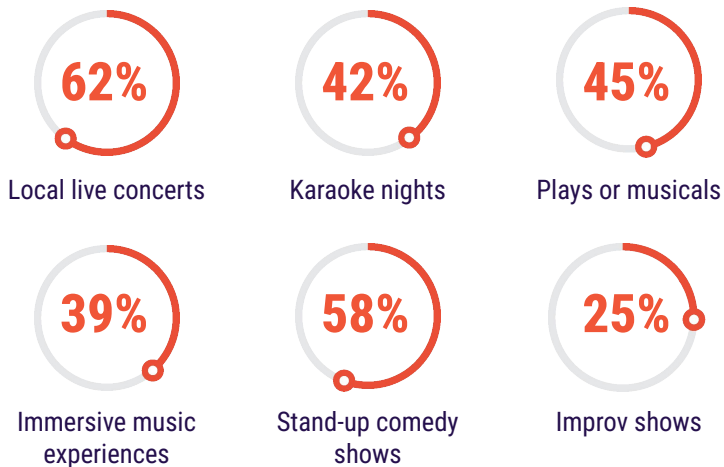
Attendance at culinary workshops increased 35% in 2024, from hands-on Jollof rice tutorials to sous vide masterclasses.

## 2. LIVE SOCIAL CLUBS

From concerts to comedy, 36% of Fourth Space Seekers say live entertainment makes a social gathering more appealing. Music and performing arts events that blur the line between the audience and the stage—through immersive experiences and intimate settings—transform spaces into vibrant communities for belonging and self-expression.

### Top music event interests

(n=870)



### EVENTBRITE DATA

Live show attendance surged in 2024, with alternative music tripling and comedy tours doubling.



# 3. GAME-BASED GATHERINGS

For 38% of Fourth Space Seekers, game-based events are a compelling reason to gather. Whether it's a trivia night or a gamer gathering, these events are a growing outlet for people to meet fellow problem-solvers and challenge-chasers.

## Top game-based event interests

(n=769)



### EVENTBRITE DATA

Diverse game formats drew people in, with bingo events tripling and board game events increasing by 8x in 2024.





"More than ever, people are seeking out in-person spaces to gather and connect with their community. At Book Club Bar, we have a front row seat into how people are gathering to celebrate their unique shared interests, whether it's for an author event, writing workshop, literary trivia, or game night. These events cultivate and inspire new interests, perspectives, and connections that extend beyond our walls."

[Book Club Bar](#) Owner & Manager, Erin Neary

# 4. CREATIVE CLASSES

36% of Fourth Space Seekers are interested in creative skills and crafting events. Art classes and workshops provide accessible opportunities to explore creativity or socialize in a creative setting. These gatherings value creative freedom over mastery, fostering a welcoming environment for offline self-expression and community-building.

## Top creative skills & crafting event interests

(n=729)



Drawing & painting  
classes



Photography &  
videography classes



Pottery-making  
classes



Jewelry-making  
classes



Textile-making  
classes



### EVENTBRITE DATA

2024 saw craft workshops soar with 34% more jewelry-making classes and a 44% rise in crochet events teaching everything from suzette to vintage shell stitch.

# 5. FANDOM FESTIVITIES

Fourth Space Seekers are bringing their favorite fandoms into the real world, with 35% excited about fan watch parties and 21% ready to meet fellow fans at in-person meetups. These gatherings transform what starts as a shared love for a show, series, or genre into real friendships, inside jokes, and a deeper sense of belonging in fan communities.

## Top watch party event interests

(n=690)



Movie  
watch parties



Sports  
watch parties



Reality TV series  
watch parties



Anime  
fan meetups



Cosplay  
events



Social media  
creator meetups

## EVENTBRITE DATA

Fandom gatherings surged in popularity - cosplay events saw 50% more attendees, while anime events grew by 20%.





## 6. HEALTHY HANGOUTS

32% of Fourth Space Seekers want to connect at health and fitness-related events. Forget rigid gym walls. These spaces transform the traditional fitness experience into flexible, low-pressure environments where like-minded communities work together to help healthy habits stick.

### Top health & fitness event interests (n=636)



# 1 IN 5

18- to 35-year-olds are **seeking alcohol-free or sober-curious events**



### EVENTBRITE DATA

Health and fitness events surged in 2024, with running up 130% and attendance rising 146%, while sober-curious events grew 92% with a 51% attendance increase.





"When spaces are designed for connection, everyone feels the internal permission to show vulnerability—to skip the small talk and allow others to witness their humanity. People often turn to that third beer to permit them to speak what's in their hearts, but through the growth and development of our alcohol-free community, we know that people are craving more than what traditional third spaces are offering. Instead of sharing a beer, we meditate together, do sauna/cold plunge therapy, have vegan feasts, and connect through book clubs. Heart-centered, in-person events reconnect us in a way we are biologically hardwired to thrive in."

Quality Time Company Founder, Derrick Mathy

# COLLIDING INTERESTS

The future of gathering spaces isn't just about single-focus events. It's also about creative combinations that spark unexpected connections. When interests intersect, Fourth Space Seekers find richer experiences and deeper bonds. In fact, a striking 79% of them are drawn to events that combine multiple interests.

**When asked to create their "ideal event" by combining their top two interests, these were among the most popular mashups:**

(n=1577)



DIY Crafting



Food & Drink



Fitness



Live Music/Dancing



Community & Culture



DIY Crafting



Stand-up Comedy



Dating



Fitness



Outdoor/Nature



# CONCLUSION

## Summary

*A New Era of Gathering*

## Key Takeaways

*To Help You Find Your Next Fourth Space*

## Methodology





# A NEW ERA OF GATHERING

**The rise of Fourth Spaces represents more than a trend—it's a fundamental reimagining of how younger generations connect.**

These gatherings aren't just bridging our digital and physical worlds. They're creating environments where people can be themselves and grow through shared experiences. Whether you're deeply passionate about your interests or just starting to explore, these spaces offer a natural path from online inspiration to real-world connection.

As we look ahead, we see a future where meaningful in-person connection is the best part of everyday life. Where your online interests aren't just things you follow, but doorways to communities where you truly belong.



# KEY TAKEAWAYS

As we chart this new era of gathering, here are the essential insights to help you find—or create—your own Fourth Space.

## Prioritize purpose over place



As the desire for IRL connection grows in 2025, so will the list of events to choose from. While familiar venues and locations can make an event feel more comfortable, shared goals and interests can create a stronger foundation for deeper connections and opportunities for self-discovery.

## Explore at your own pace



Whether you're diving into a new skill or revisiting a childhood passion, comfort makes all the difference. For many Fourth Space Seekers, the best connections happen at events with a relaxed, easygoing vibe. Look for spaces that strike a balance between structure and flexibility, creating an atmosphere that feels natural and inviting.

## Let online worlds inspire offline connection



There's a whole world of reasons to gather, and your digital world is the perfect guide to finding the right spaces. Let the curated collection of saved posts and bookmarked tabs guide you to your next hobby or friend group. You never know where your next scroll may take you.

## Create the space you want to see



With 58% of 18- to 35 year-olds interested in hosting events themselves, don't be afraid to take the lead. By curating gatherings around your own passions, you'll attract like-minded people and contribute to the evolving landscape of IRL connection. Your vision could create the next groundbreaking Fourth Space.

# METHODOLOGY

## Eventbrite Platform Data Methodology

Analyzing Eventbrite platform data across the U.S. between 2023 and 2024.

## Survey Methodology

**This survey was written in collaboration between Eventbrite and dcdx.**

The survey was distributed in an online format to 2000 respondents in the U.S. aged 18 to 35. The survey was fielded from December 9th, 2024 to December 12th, 2024. Each survey took approximately 6 minutes to complete.

**Press Contact**

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