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Survey: DIY party planners expect to increase rental activity
ARA commissions “Rental Customer Needs Study”

(November 11, 2019) MOLINE, IL.: A representative sample of DIY party planners across the country was surveyed as part of the “Rental Customer Needs Study,” conducted by RSG, an independent research firm for the American Rental Association (ARA). Results showed that 52 percent of respondents rented in the last year and more than 80 percent plan to rent in the upcoming year.

The study found that tables, chairs, tents and canopies, balloons and helium tanks, food service equipment and inflatable bounce houses topped the list of items party planners rented most in the last year. These items are rented for weddings, birthday parties, community events and birthday parties to name a few.

Reasons event planners rented included: needed to use infrequently or for a short time period (56 percent); needed the item for immediate use and did not want to buy (45 percent); convenient rental store location (36 percent); no storage space (35 percent); already owned the item, but needed more (26 percent); could not afford to buy and own (25 percent); did not want to be responsible for maintenance (22 percent); and had a strong relationship with the rental store (16 percent).

Ninety-six percent of those surveyed said they are satisfied with their rental experience, with 62 percent saying they are very satisfied. Key to creating a positive experience, respondents noted their top needs were items are in good condition, as well as good availability and variety of items from the rental store.

When deciding on a rental store partner, DIY party planners consider:
- Rental costs
- Positive past experience
- Location convenience
- Delivery options
- Selection of items
- Availability of items

“ARA members will act on this research, using it to provide the best possible experience for their customers,” said Tony Conant, ARA CEO. “Our members help DIY party planners design and create inspiring events by offering fresh, on-trend, affordable rental options and advice. These results will help them better anticipate the clients’ needs.”

About ARA: (www.ARArental.org) The American Rental Association, Moline, Ill., is an international trade association for owners of equipment and event rental businesses and the manufacturers and suppliers of construction/industrial, general tool and party/event rental equipment. ARA members, which include more than 11,000 rental businesses and more than 1,000 manufacturers and suppliers, are located in every U.S. state, every Canadian province and more than 30 countries worldwide. Founded in 1955, ARA is the source for information, advocacy, education, networking and marketplace opportunities for the equipment and event rental industry throughout the world.

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