

Case File: The Night of Mystery Business Playbook

Night of Mystery: Revenue & Licensing Strategy for Businesses

This guide helps businesses understand how to price, upsell, and strategically use a Night of Mystery license to maximize revenue across multiple events.

Safe, Realistic Ticket Pricing Ranges

- Mystery-only tickets: \$25–\$40 per guest
- Dinner or tasting + mystery: \$45–\$90+ per guest
- VIP experience tickets: \$65–\$95+ per guest

Common Upsells & Add-Ons

- Signature cocktails or mocktails: \$8–\$16
- Wine, beer, or cocktail pairings: \$15–\$30
- Dessert or late-night snack add-ons: \$6–\$12
- VIP seating or premium character roles: \$10–\$25

Licensing Strategy: One Theme, Multiple Events

Think of your license as an asset—not a one-night expense. Night of Mystery licenses are issued per theme and typically cover up to one year of use (based on license type). That means you can run the same mystery multiple times to maximize return.

- Host the same theme on multiple dates (ex: every Friday in a slow month)
- Run two seatings in one night using the same mystery
- Package the same theme with different menus or drink experiences
- Build a monthly or seasonal mystery series before introducing new themes

Tip: Most guests only attend once—so repeating a successful theme allows you to increase revenue without increasing planning effort.

Repeat & Series Revenue

- Monthly or seasonal mystery series
- Early-bird pricing for returning guests
- Private group bookings after public events

For Repeat Hosts: Buy 3, Get 1 Free Bundle

Many repeat hosts choose the Buy 3, Get 1 Free bundle to build a full season of mystery nights. This allows you to rotate themes, plan ahead, and scale your event calendar with less friction.

- Ideal for monthly or seasonal mystery series
- Rotate themes or repeat top performers
- Simplifies long-term slow-season planning

[**CLICK HERE FOR BUSINESS BUNDLE**](#)





Night of Mystery Event Readiness Checklist for Businesses

Use this checklist to confidently plan, price, promote, and host your first ticketed murder mystery event. Designed for restaurants, bars, wineries, venues, and nonprofits.

Before You Book

- ☐ Identify slow nights or seasonal dips
- ☐ Choose an event date and time block
- ☐ Determine target guest count
- ☐ Select a mystery theme that fits your audience

Licensing & Setup

- ☐ Confirm correct business or nonprofit license
- ☐ Review host instructions and event flow
- ☐ Assign a staff member as event host or MC

Pricing & Revenue Planning

- ☐ Set base ticket price
- ☐ Decide food and beverage inclusions
- ☐ Plan at least 2–3 optional upgrades
- ☐ Create simple ticket tiers (Standard / Premium / VIP)

Marketing & Promotion

- ☐ Create ticket sales page or Eventbrite listing
- ☐ Promote to email list and social media
- ☐ Submit event to the Night of Mystery community page
- ☐ Add in-house signage or table tents

Event Night

- ☐ Prepare character packets
- ☐ Brief staff on flow and timing
- ☐ Announce awards and final reveal
- ☐ Promote the next event before guests leave

After the Event

- ☐ Gather guest feedback
- ☐ Share photos on social media
- ☐ Schedule the next mystery night

Tip: Many businesses find that one well-planned mystery night during the slow season can outperform several average service nights.

