



2008 Bridal Market Quick Survey

1. What is the purpose of the event currently being researched?

- 82% First Marriage
- 18% Second Marriage

Observation: First marriages have larger guest lists generating more spending / revenue.

2. How long until event date?

- 9% 4-5 Months
- 27% 6-9 Months
- 23% 10-12 Months
- 9% 13-15 Months
- 32% 16+

Observation: A minimum of 68% of brides actively planning their event will generate 2009 revenue. The wedding pipeline starts early stressing the importance of a strategic, early lead pipeline solution.

3. Have you changed event planning due to the economy?

- 59% Yes
- 41% No

Observation: Silver lining 100% of engagements will result in bridal event.

4. How do you plan on saving?

- 61% Venue
- 63% Guest List
- 39% Catering/Food
- 31% Bar
- 46% Photography
- 31% Gown
- 46% Entertainment
- 38% Honeymoon

Observation: Again, the good news is that although more than half plan on reducing spending, 100% are spending.

5. How are paying for wedding?
- 91% Ourselves
 - 9% Family/Friends 50%+/-

Observation: While we find this statistic astounding and do not believe it represents the bridal market as a whole we conclude that visitors to the Beverly Clark sites represent couples paying themselves and therefore actively researching the best venues and vendors but also sensitive to price.

6. When interested in learning more about a showcased wedding venue or vendor you are more likely to _____ as a next step?
- 50% Click to preview web site
 - 41% E-Mail request for additional information
 - 9% Call

Observation: All points of connectivity are important. Additionally, after a bride previews site, 100% will call prior to contracting and deposit.

7. Where will you be getting married?
- 51% Hotel/Resort
 - 28% Place of Worship
 - 11% Event Center
 - 9% Country Club
 - 1% Other

Observation: Dramatic increase in Hotel/Resort weddings from previous polls. This is do to a confluence of factors including more couples paying for event, wedding services on site and wedding planner included,

DESTINATION WEDDINGS

8. Are you planning a destination wedding (a wedding more than 100 miles from your home)?
- 59% Yes
 - 41% No

Observation: Again, with more couples paying for the vent themselves the destination wedding product increasingly becomes more popular.

9. Did you originally plan on having a destination wedding at the onset of your engagement?

- 57% Yes
- 43% No

Observation: The destination wedding product is the most resilient segment of the tourism economy.

10. Where are you considering for your destination wedding? (Top results in ascending order)

- #1 Caribbean
- #2 Mexico
- #3 Hawaii
- #4 Central America
- #5 Florida
- #5 California
- #6 Arizona
- #7 New York
- #8 Europe
- #9 Georgia

Observation: In previous polls Europe ranked much higher along with Cruise.

11. How many guests are you inviting to your destination wedding?

- 6% 4-10
- 6% 11-16
- 29% 17-25
- 12% 26-35
- 18% 36-45
- 29% 56+

12. How many nights will you invite your guests to stay and celebrate?

- 24% 0-1
- 47% 2-3
- 24% 4-5
- 5% 6+

Observation: Assuming an average rack rate \$175 (conservative) 56 guests equals 28 rooms = \$4,900. \$4,900 x 3 nights= \$14,700 per event room revenue only.