



### ***Beverly Clark 2008 "Bridal Market Survey"***

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

- 77% First Marriage
- 19% Second Marriage
- 4% Vow Renewal

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

2. How long until event date?

- 6% 4-5 Months
- 28% 6-9 Months
- 28% 10-12 Months
- 15% 13-15 Months
- 23% 16+

**Observation:** *77% of brides actively planning their event will generate 2009 revenue. The wedding pipeline starts early stressing the importance of a strategic plan to capture qualified leads.*

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

- 56% Yes
- 44% No

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

4. How do you plan on saving?

- 44% Venue
- **71% Guest List**
- 38% Catering/Food
- 27% Bar
- 38% Photography
- 44% Gown
- 35% Entertainment
- 41% 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?

- 87% Ourselves
- 13% Family/Friends 50% +
- 10% Family/Friends 50% -

**Observation:** *The majority (87%) of engaged couples are paying for their event thus making the majority if not all of the purchasing decisions. Your venue/service needs to reach them in a meaningful way.*

6. When interested in learning more about a showcased wedding venue or vendor you are more likely to \_\_\_\_\_ as a next step?

- 49% Click to preview web site
- 40% E-Mail request for additional information
- 11% 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?

- **62%** **Hotel/Resort**
- 24% Place of Worship
- 9% Event Center
- 4% 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?

- 54% Yes
- 46% 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?

- 28% 0-1
- **40% 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.