

11th

EDITION

THE UK

WEDPRO

THEWEDDINGCRM.COM

2026

WEDDING
Industry Report

Introduction

Hello Wedding Pro! Welcome to the **2026 Wedding Industry Report** – I'm proud to say it's our **11th Edition!**

For over a decade, the team behind **WedPro, The Wedding CRM**, has been trusted by wedding venues and professionals to deliver meaningful data and real-world insights that support smarter business decisions.

You work incredibly hard to deliver unforgettable experiences for your couples. Our job is to make sure you're **backed by data** that helps you set realistic targets, plan with confidence, and build a sales and marketing strategy that actually works in the real world.

This report is grounded in the expectations, behaviours, and decision-making of modern engaged couples. *What's driving their choices? What's changed? And what really matters when it comes to booking?* We've done the heavy lifting so you can focus on using these insights to be proactive (*not reactive*) in your business.

Data should guide decisions, not create panic. This report isn't a trend list to skim once; it's a planning tool designed to be revisited throughout the year, helping you **adapt ahead of market shifts** rather than scrambling when bookings slow.

So grab a coffee, dive in, and let's turn insight into action – strategically and confidently!



Ciara Crossan
Founder & CEO



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Love, Lists **& LOGISTICS**

22%

**of respondents
are planning a
destination wedding**

***DO YOU KNOW HOW TO
CATER TO THE NEEDS
OF MODERN COUPLES?***



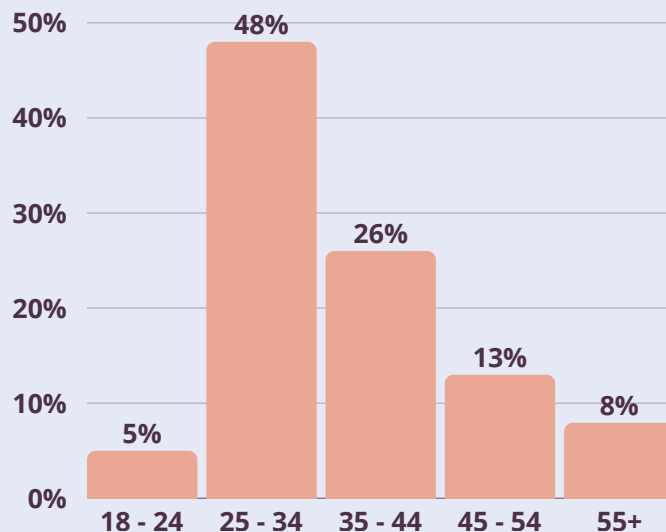


900+
COUPLES
SURVEYED

48% **AGED 25-34**

48% of our respondents are aged 25-34, **26%** are 35 - 44, and **21%** are over 45.

AGE BREAKDOWN OF COUPLES SURVEYED



This year's survey presents a **broader mix of couple demographics**, offering a valuable snapshot of today's engaged couples. While **Gen Z and Millennial couples** continue to make up the majority of respondents (**79%**). This year, a higher proportion of couples **aged 45+** answered our survey, representing **21%** of participants.

GEN Z & MILLENNIAL AGE GROUPS

For this report, **Gen Z** includes couples aged 18-29, while **Millennials** are defined as those aged 30-44.

Demographics **DECODED**

GENDER & COUPLE TYPE

79% of this year's respondents identify as a bride, and **16%** as a groom. The remaining **5%** identify as same-sex couples.

OPPOSITE SEX: 95%

SAME SEX: 5%



The split between **opposite-sex and same-sex couples** remains largely consistent with previous surveys. However, **one standout shift is increased groom participation**, rising to **16%** compared to just **2%** last year, offering a broader perspective on the **modern wedding planning journey**.

The Dating GAME

Couples in general are being **engaged longer** (I've been a fiancée for nearly three years!) Venues that stand out will **nurture relationships** and tailor the approach to **respect the couple's timeline**. **WedPro** users, the **'Long Lead'** feature will be a huge benefit in this area!



BETH FOX

45%

ENGAGED 6 MONTHS OR LESS

45%

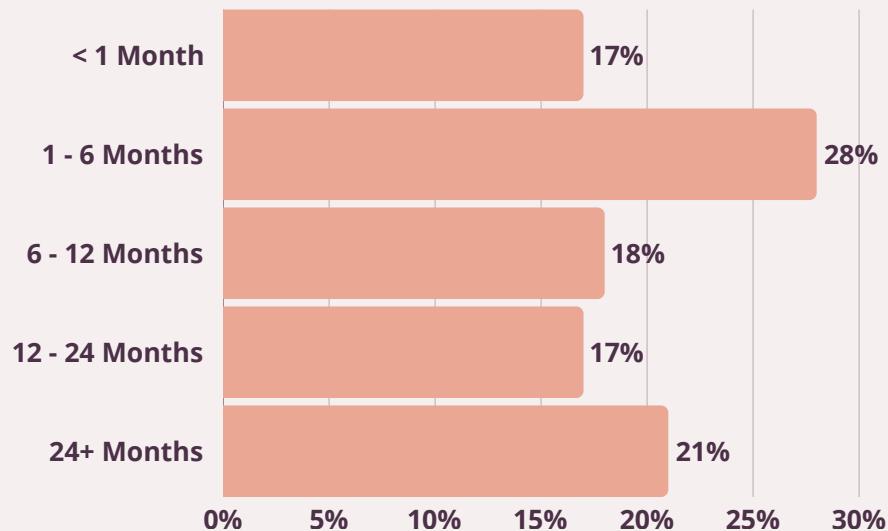
GETTING MARRIED IN 2026

38%

PLAN TO WED IN SUMMER

ENGAGEMENT LENGTH IN MONTHS

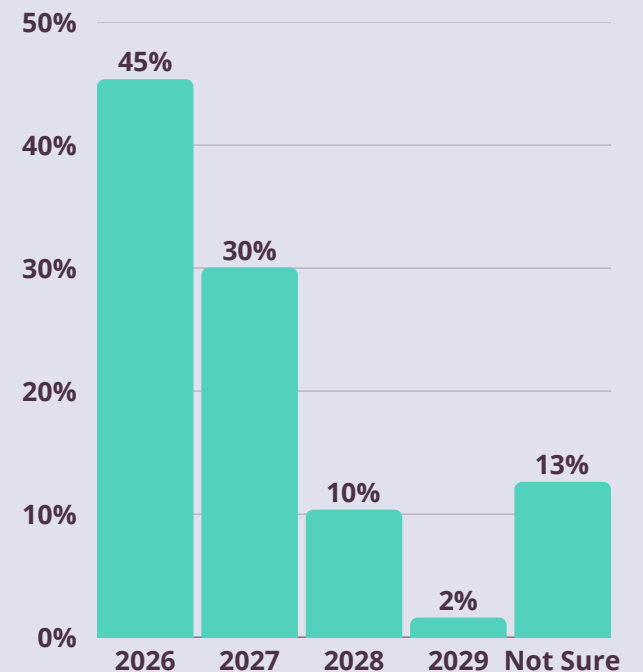
Our survey, carried out during the peak Christmas and New Year engagement period, shows a move towards **longer engagements**, with **45%** engaged for six months or less (down from **54%** in 2025) and **38%** engaged for over a year.



Couples are represented across a range of stages in their planning journey, from those just beginning to explore ideas to others thinking further ahead. **Understanding where couples sit in their engagement timeline helps you tailor your approach accordingly**, allowing you to stay relevant, build relationships early, and remain front of mind as decisions take shape over time.

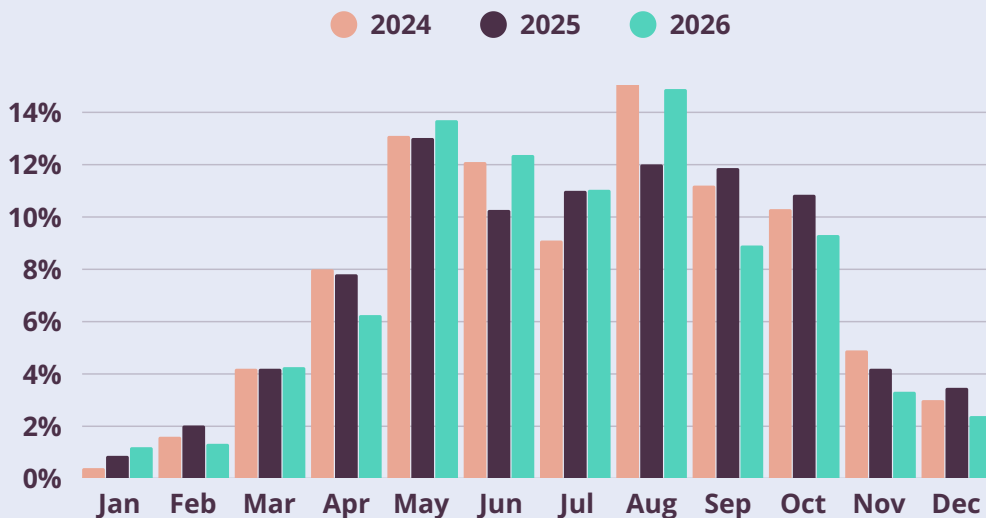
WHEN IS THE BIG DAY?

With **75%** planning on getting married in the next 1-2 years, now is the time to capture those future bookings. You can strengthen your marketing, **optimise your enquiry process**, and build relationships early to **secure your share of these weddings**.



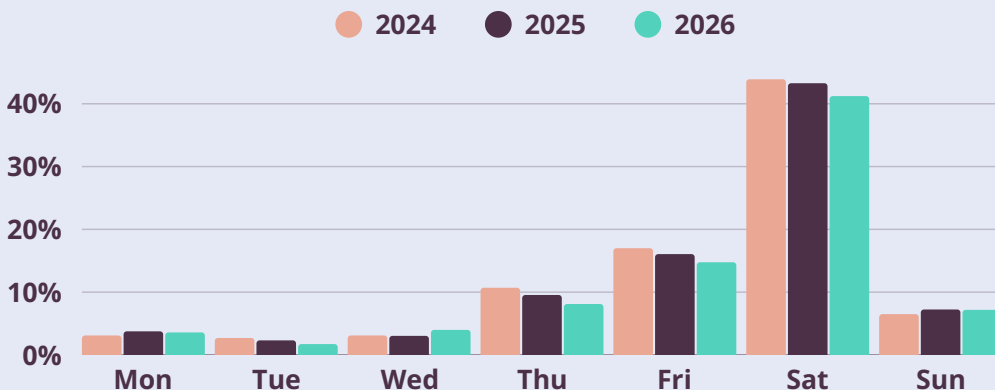
POPULAR MONTHS TO GET MARRIED

Unsurprisingly, and consistent with previous years, **Summer** is the favoured wedding season, with **38%** of couples choosing it. This year, **August (15%)** came out on top, followed by **May (14%)** and **June (12%)**. **Shoulder months** like **April, September, and October** have been **slowly declining in popularity**.



DAYS OF THE WEEK THEY'RE CHOOSING

Saturday retains its status as the most popular day with **41%**, ahead of **Friday** at **15%** and **Thursday** at **8%**. **19%** weren't sure what day they'll choose, indicating potential **flexibility** based on availability and price.



68% of couples indicated seasonal pricing **DID NOT** influence their day or date choices

COST AS A PRIMARY FACTOR

Based on the **32%** who said **seasonal pricing or special offers influenced their decision**, the following trends were established:

- Many prioritised **lower costs**, choosing weekdays, Sundays, or off-peak months **to stay within budget**, with midweek and winter weddings remaining the most affordable options.
- **Special offers**, seasonal pricing, and package deals strongly influenced decisions, with discounts for specific days providing **greater value for money**.
- **Flexible planning**, including adjusting the wedding date, month, or venue selection, was common to make the most of cheaper options and **create a more affordable celebration**.

15%

plan to get married in August (up from 12% in 2025)

41%

Saturday is still the most popular day for a wedding

24%

plan on getting married in Spring (March - May)

*We couldn't afford a **weekend date**, so we opted for a Friday instead. This was the best way to **get the wedding venue we wanted** and have it in the **Summer** too.*

Location & LOGISTICS

Destination weddings often mean **smaller guest lists** and a celebration that feels more **experience-led**. Overseas locations can offer sunshine and a holiday feel, while domestic destinations like Scotland or Cornwall provide **stunning scenery** and a **sense of escape from home**. Both types often mean **multi-day celebrations**.

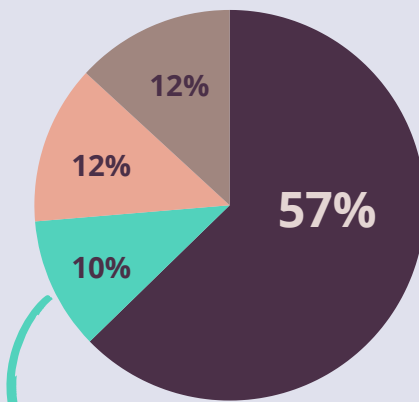


WHERE DO THEY PLAN TO CELEBRATE THEIR WEDDING

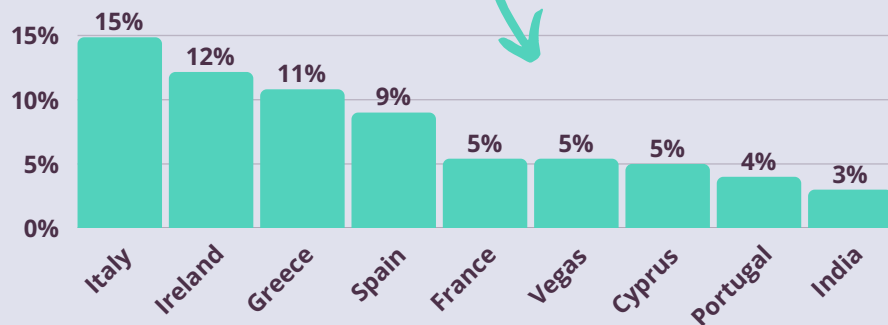
NEW

Destination weddings are making a clear return this year, with this **NEW** question highlighting renewed interest from couples who are open to **celebrating beyond their local area**.

- In their hometown/county (in the UK)
- Near where their partner is from (in the UK)
- Destination wedding (elsewhere in the UK)
- Destination wedding (abroad)

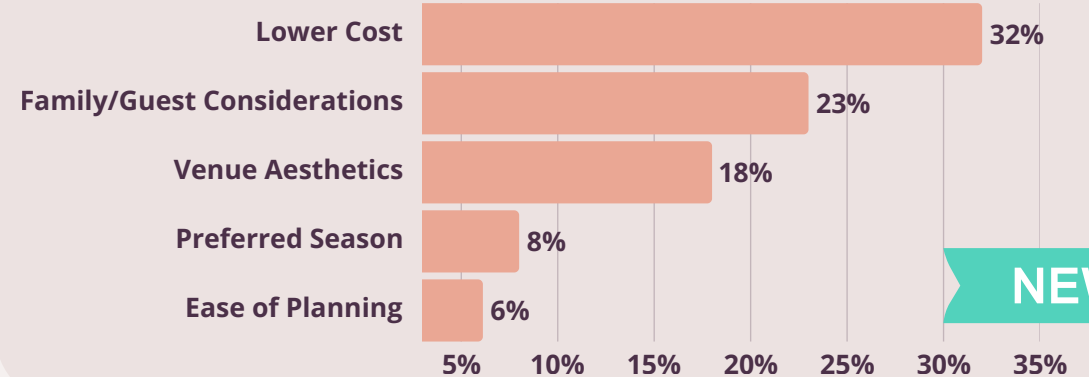


BUT... WHERE ABROAD??



THE APPEAL OF A DESTINATION WEDDING

Destination weddings are appealing to UK couples for both practical and personal reasons, with **lower overall costs** cited as the top motivator by **32%** of respondents. **Family or guest considerations** follow closely at **23%**, suggesting that destination celebrations are often seen as a way to **balance budget, experience, and the needs** of those closest to them.



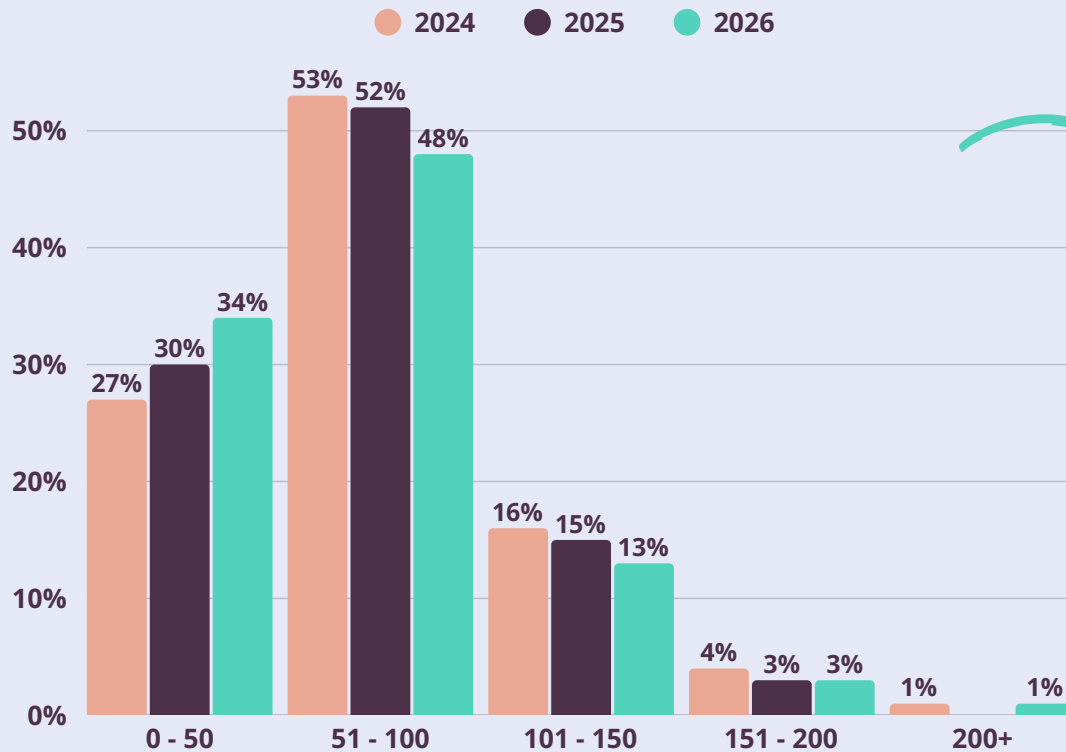
NEW

*Planning a **destination wedding** has added a layer of challenge due to the **language difference**, but everything has still been really accessible.*



HOW GUEST NUMBERS HAVE CHANGED OVER THE YEARS...

Guest numbers continue to show small shifts year on year, with the **average guest count** now sitting at **76**. With lists staying on the smaller side, venues should highlight their ability to create **intimate yet memorable experiences**.



This year saw a **3%** increase in weddings with **25 guests or fewer** and a **7%** shift in celebrations hosting **50 or fewer guests when compared to 2024**. Weddings with **76-100** guests **declined by 6%** year on year, reinforcing the ongoing trend towards **intimate weddings**.

*The **requirement** to **book a set amount** of **hotel rooms** put us off. If not we would be charged for the rooms despite them not being used by our guests. Prior to this, the venue was initially one of the front-runners and this **massively swayed our opinion**.*

Who's On The GUEST LIST?

HOW MANY GUESTS ARE THEY EXPECTING?

11%
25 OR LESS

23%
26 - 50

22%
51 - 75

26%
76 - 100

13%
101 - 150

4%
151 +

Making the list: Guest list decisions are increasingly shaped by budget, flexibility, and how they want their day to feel. With **more couples opting for smaller celebrations**, venues that are **transparent** about minimum numbers, offer **flexible capacity options**, and clearly explain how different guest counts affect pricing will **help couples plan with confidence** and **reduce unnecessary friction**.

SURVEYED COUPLES' THOUGHTS ON LOGISTICS & WEDDING PLANNING

"It was a **lot cheaper** to get married on a **Thursday** compared to a **Friday**. As we are **travelling to Scotland** for the wedding, we decided just to have an extended weekend!"



Our **biggest challenge** is **the sheer volume of things that need to be planned**, and the **amount of time it takes**. It takes so long to research each vendor to make sure they're legitimate, what you want, the right price range etc. **Each supplier choice takes weeks of work.**

"The biggest challenge in our wedding planning journey is **costs** and the **overwhelming amount of information and pressure** to get everything sorted immediately after getting engaged and therefore not able to remain in the engagement bubble."

Our top three challenges have been staying within our **agreed-upon budget**, dealing with **unwanted opinions** and feedback from others, and the time-consuming process of **contacting vendors while working full-time.**



"**Working within our budget** while also trying to plan the biggest, most extravagant party of our lives has been a challenge. Also, not becoming too **overwhelmed** by the enormity of it all."

We are getting married abroad, so there is a **slight nervousness** around the **vendors**, as we cannot easily meet them prior.

WHAT INDUSTRY EXPERTS HAVE TO SAY...

THE BOOKING WINDOW WILL SHORTEN...

But the **research stage will expand**. We're seeing couples researching and shortlisting well **before they are engaged**. Both shifts are driven by information being more readily available; **they can research without contacting venues**, and know how many options are available.



PETRA CLAYTON



TRYING TO APPEAL TO EVERYONE IS A MISTAKE

Couples are looking for **clarity and reassurance**. If a business isn't prepared to clearly communicate how they work, what they stand for, and who they're best suited to, **couples will move on** to those who do.

POOR FOLLOW UP IS LOSING YOU SALES...

The businesses that will thrive over the next 2 years are the ones that **keep their finger on the pulse** of customer behaviour & marketing shifts. If you keep doing things 'the way you used to' you're going to lose out.



KATIE FLANAGAN



DEMAND FOR TWILIGHT WEDDINGS IS SURGING

Couples are prioritising a **high-energy "party vibe"** at a **better price point**. They want early evening, golden-hour ceremonies outdoors, followed by drinks, informal dining, and plenty of dancing.

Budgeting **THE BIG DAY**

58%

indicate the cost of
living has impacted
their budget

***CAN YOU HELP THEM
MAKE THE MOST OF
THEIR BUDGET?***



Cash, Cards AND CAKE

PER HEAD COSTS FOR BOOKED VENUES

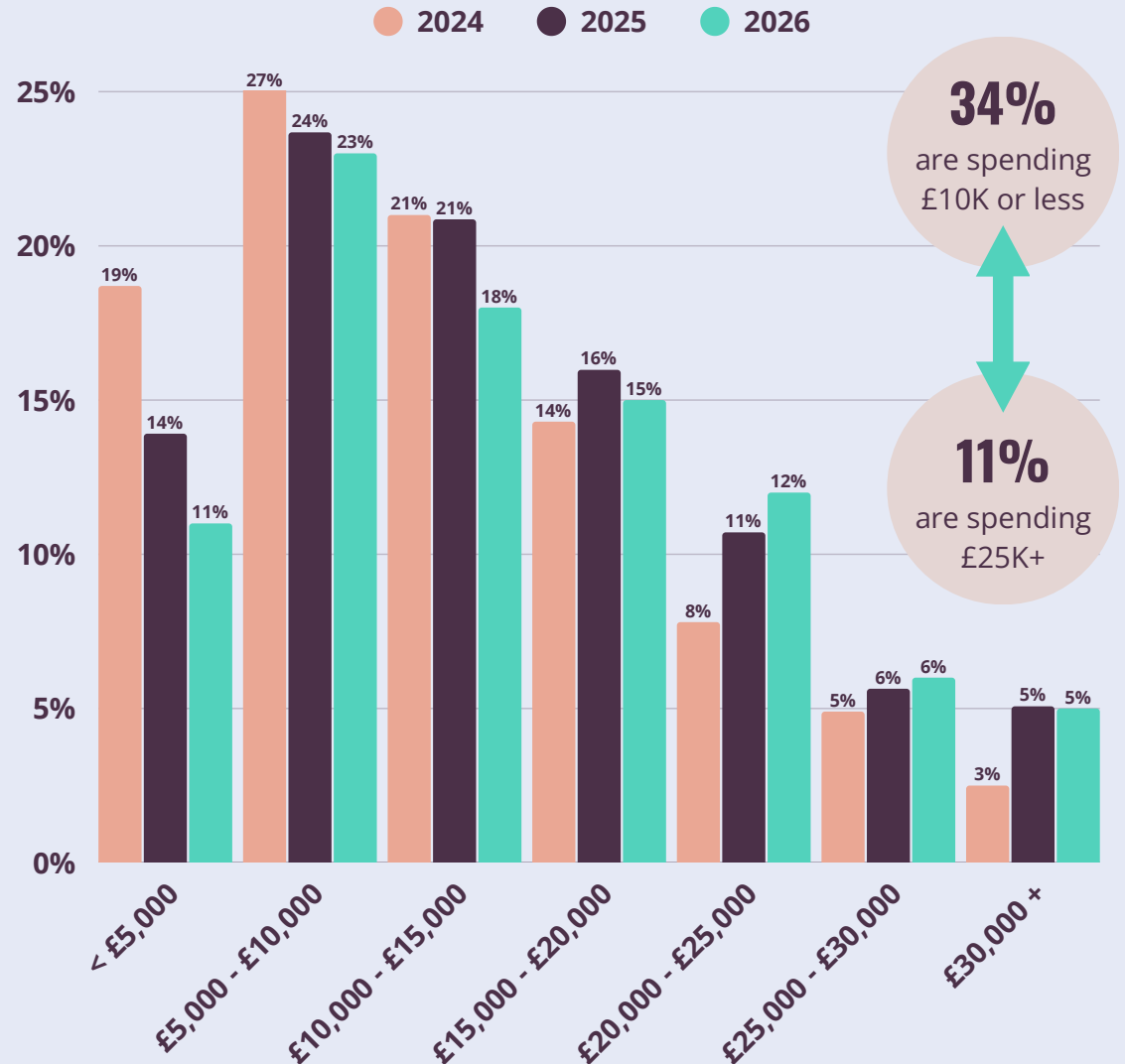
Per-head spending reflects a **widening spread in budgets**. Many continue to prioritise **guest experience**, with over a quarter spending more than **£100 per head**, while nearly a third are keeping costs to **£65 or less**.

	2024	2025	2026
< £50	27%	23%	15%
£51 - £65	20%	19%	16%
£66 - £80	19%	16%	14%
£81 - £100	16%	17%	26%
£101 - £150	14%	21%	25%
£151 +	5%	5%	3%

This divergence suggests **couples are responding differently to ongoing cost pressures**: some are absorbing higher prices to maintain their vision, while others are adjusting expectations and managing spend more carefully.

THE ENTIRE WEDDING BUDGET

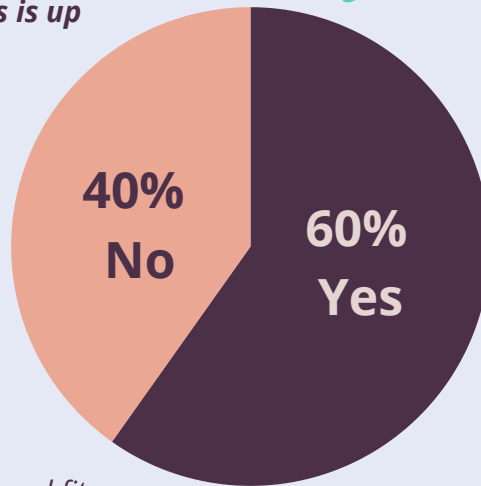
Since 2024, the number of couples spending **over £20K** on their wedding (excluding the honeymoon) has increased by **8%**, whilst those spending £10K or less have fallen by **9%**. This reflects how rising costs are affecting budgets. *You need to understand your target couple, set realistic pricing for the experience you offer, and ensure your offering remains competitive within your local market.*



WOULD THEY ENQUIRE WITH A VENUE EVEN IF THEY DON'T HAVE PRICES ON THEIR WEBSITE?

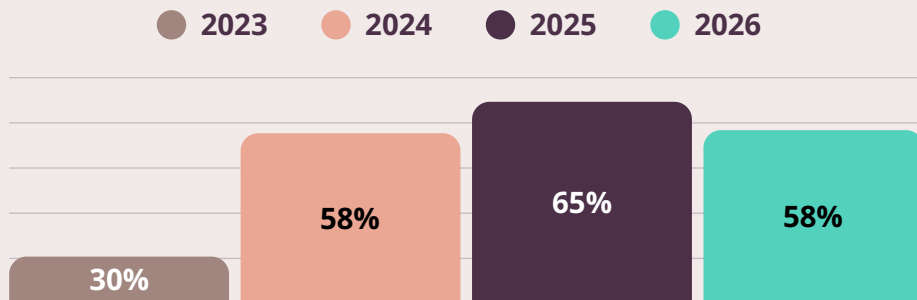
60% would still enquire without pricing available upfront, but you may lose the remaining 40% due to a lack of transparency (this is up 10% on 2025).

Survey feedback indicates hidden costs are frustrating, and couples prefer clear, upfront pricing. Not to mention time-consuming for them AND your team. Attracting enquiries who are simply looking for pricing can ultimately **harm your conversion rates**, wasting valuable time with **low-quality leads** who aren't a good fit.



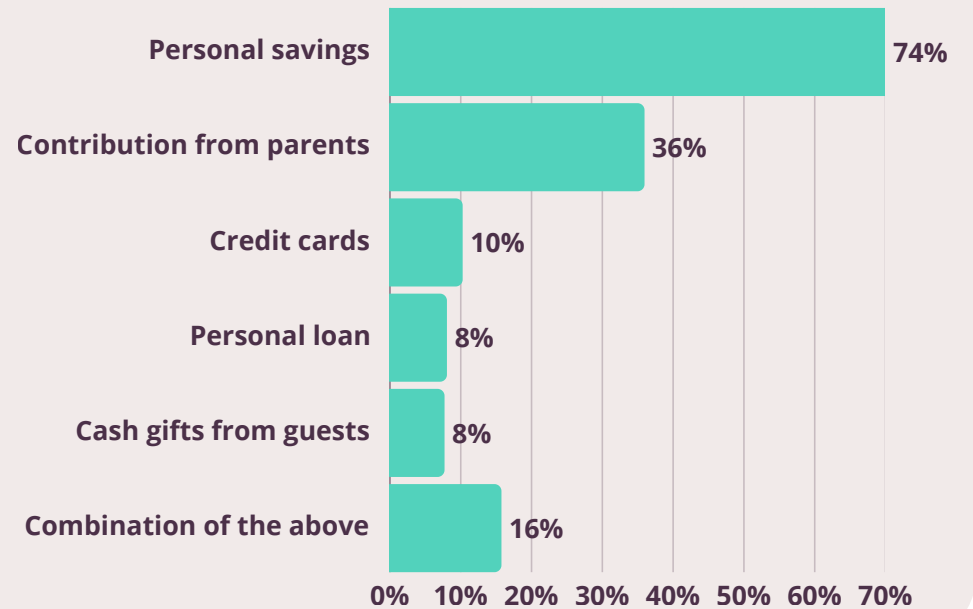
YES! THE COST OF LIVING IS STILL IMPACTING WEDDING PLANS AND BUDGETS

This year, 58% of couples report that the cost of living has impacted their wedding plans or budget. While it is down from 65% it still represents a marked increase from 30% in 2023. With the continued pressure on the cost of living in the UK, **budget sensitivity** remains a crucial consideration for couples.



HOW ARE THEY FUNDING THE BIG DAY

Most couples are funding their wedding through **personal savings (74%)**, with **over a third** also receiving **contributions from parents (36%)**. This means purchasing decisions are often **carefully considered** and **influenced by more than one decision-maker**, making clear pricing, flexible payment options, and the opportunity to include family in key conversations (such as a *second showround*) especially valuable.

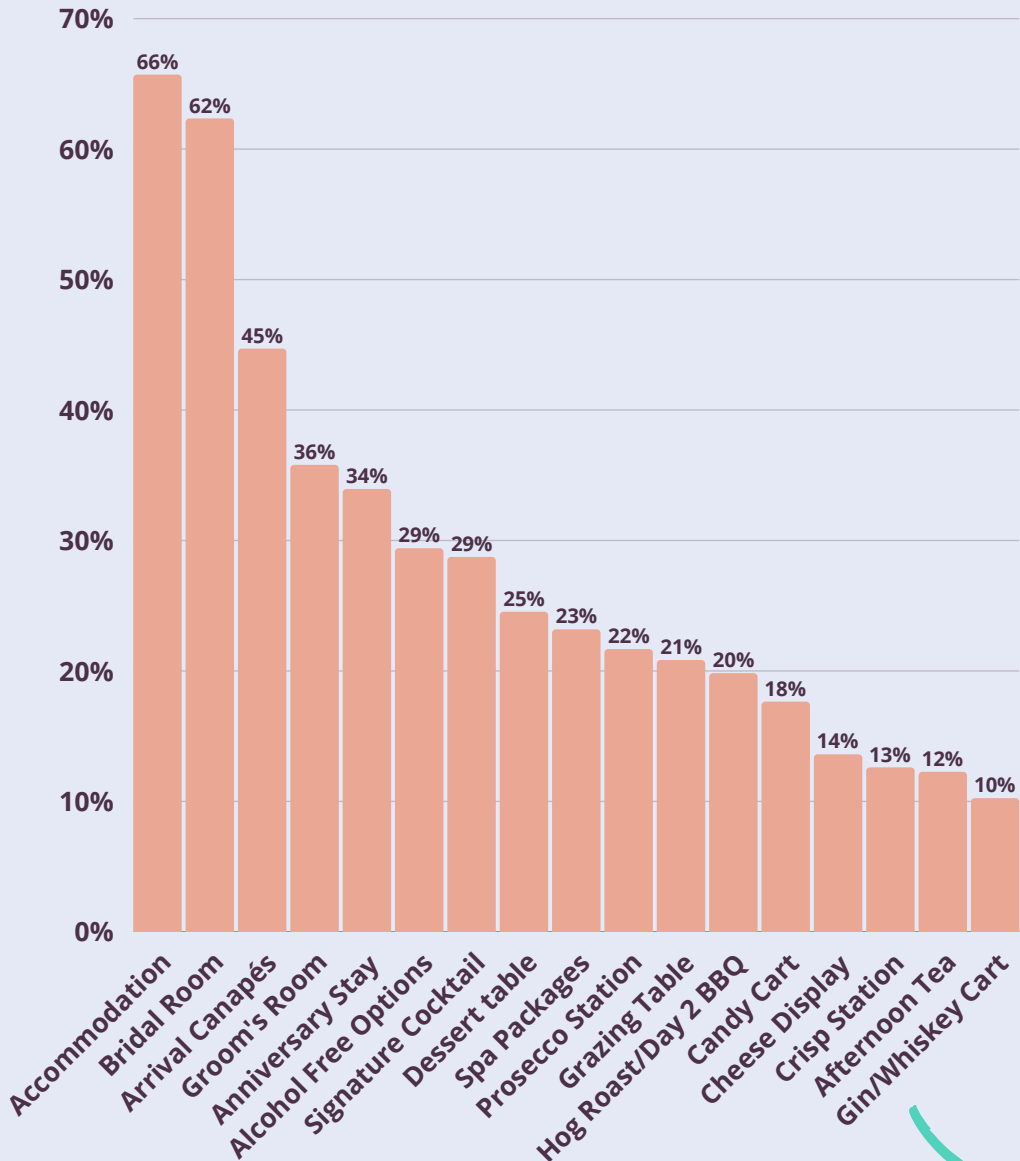


40% of couples will not enquire with a venue if they don't have prices on their website

MUST-HAVE PACKAGE INCLUSIONS

MORE OPTIONS

The most sought-after package inclusions are: day before/day after accommodation (**66%**), a bridal dressing room (**62%**), arrival canapés (**45%**), a groom's room (**36%**), and an anniversary stay (**34%**).



Packages THAT PAY OFF

65%

prefer a choice of set packages with lots of inclusions

22%

want bespoke pricing - design your own wedding

10%

of couples prefer price per head for the meal

UPSELL OPPORTUNITIES & REVENUE GROWTH

Upsell opportunities are most effective when they're introduced at the right moment and clearly linked to the planning journey. Rather than listing add-ons upfront, venues and suppliers can generate more revenue by guiding couples through upgrade options at key decision points, bundling popular enhancements, and highlighting elements couples may not realise they'll value later.

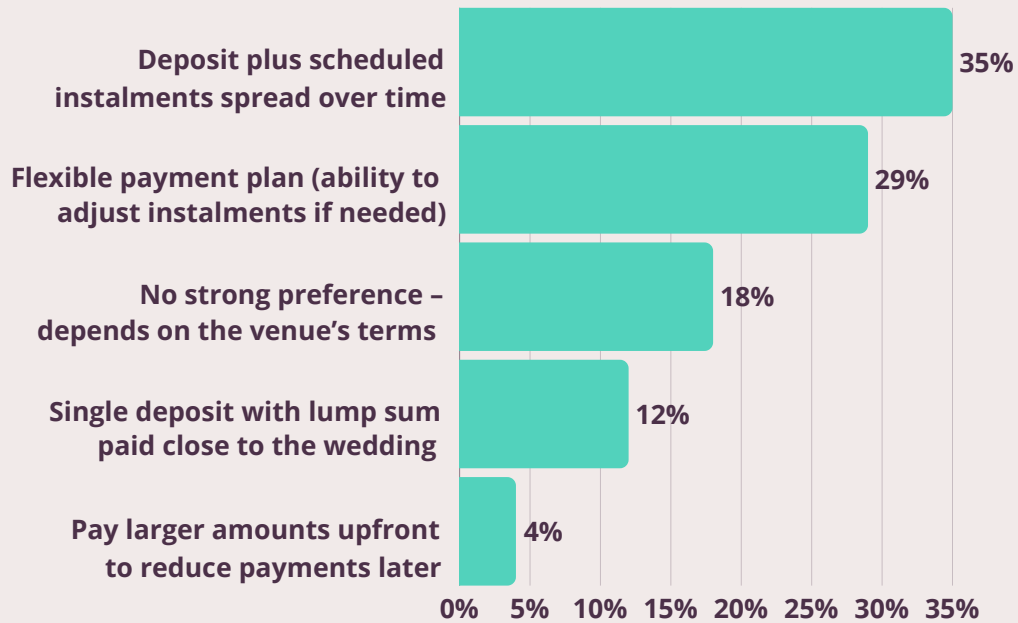
This approach increases spend while keeping the experience supportive, clear, and easy to navigate - all without overwhelming them with too much choice.

66%

want the day before/the day after's accommodation included in the package

PREFERRED VENUE PAYMENT OPTIONS

Couples prefer to pay a deposit and have scheduled instalments spread over time (35%) or a flexible payment plan with the ability to adjust instalments if needed (29%).



MAIN CONCERNS WHEN IT COMES TO WEDDING PAYMENTS

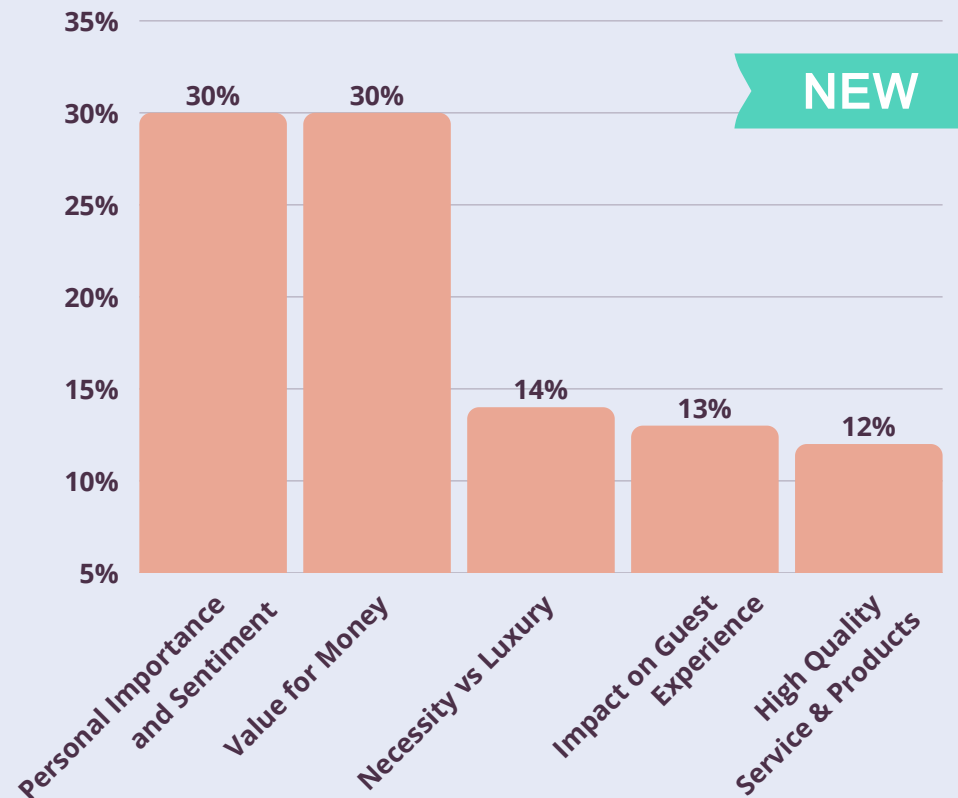


50%

on average, couples allocate this portion of their wedding budget to spend on their venue

WHAT FACTORS INFLUENCE THEIR DECISION TO SPEND MORE ON A PARTICULAR ITEM OR SERVICE

When couples choose to spend more on a particular element of their wedding, **emotion and perceived value** play the biggest roles. Personal importance and sentiment (30%) and value for money (30%) lead the way. **Successful upselling** isn't about adding more; it's about clearly explaining why something matters. Framing **upgrades** around emotional value, guest impact, and tangible benefits helps couples feel confident that spending more is a **meaningful choice**, not an unnecessary extra.



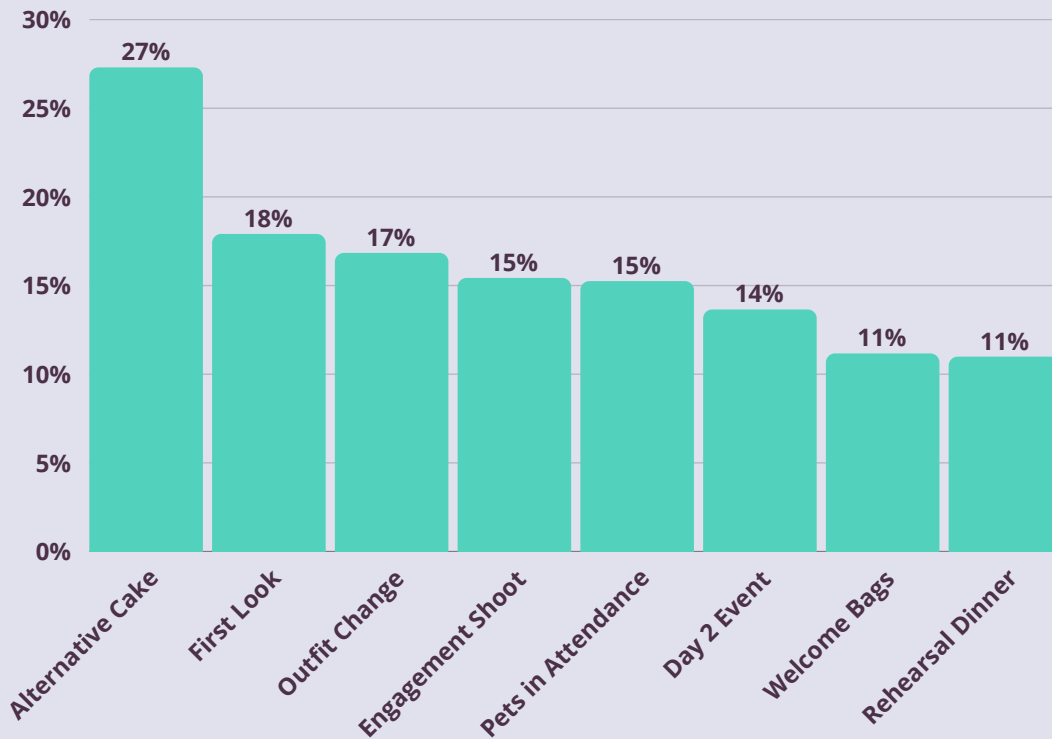
NEW

Extras And UPSSELLS



CHANGING WEDDING TRENDS & UPSELL OPPORTUNITIES

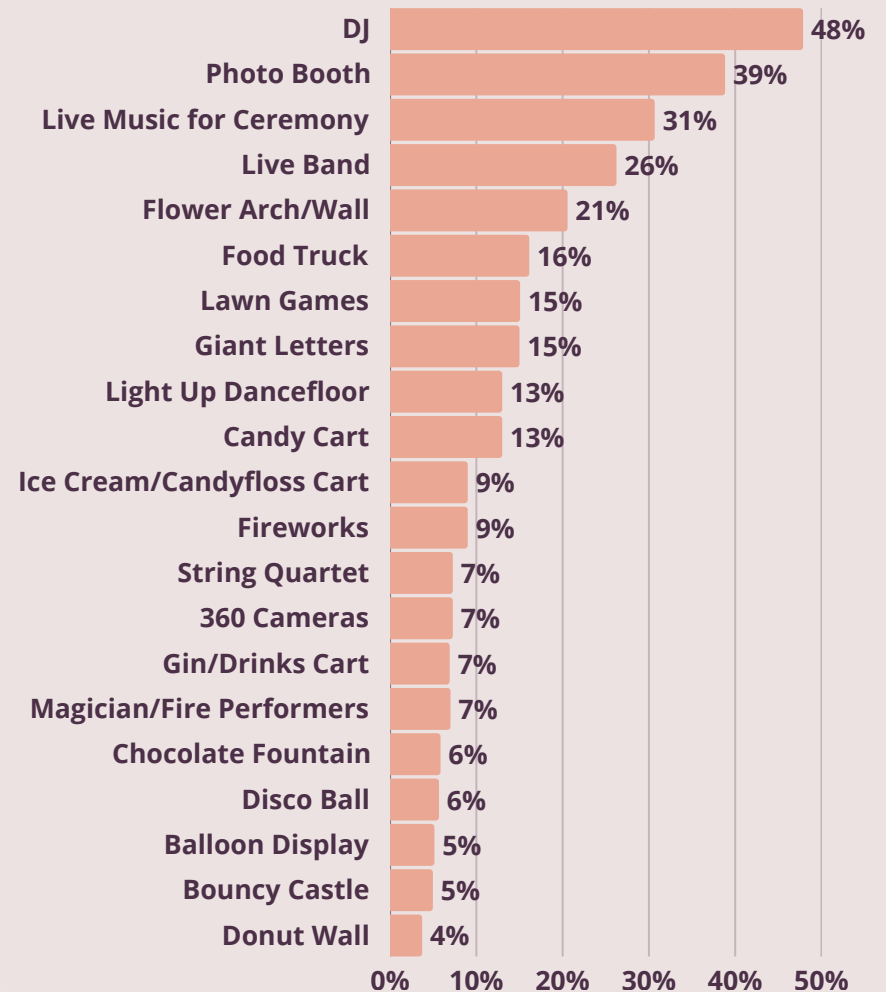
71% of couples plan to embrace trends for their big day, so it is worth considering if there are any **upsell opportunities** for your business. Outfit changes between the ceremony and reception (17%), pets playing a role (15%), and multi-day celebrations (14%) are all trending. Rehearsal dinners are in the mix at 11%, while 18% plan a first look ahead of the ceremony, an opportunity for venues to **highlight suitable locations during a site visit**.



HIRING IN EXTRA ELEMENTS

MORE OPTIONS

86% of couples will **hire extras to enhance the experience** at their celebration, with the most popular choices including DJs, photo booths, live ceremony music, live bands, and floral features such as arches or flower walls. Building **lasting relationships** with trusted **suppliers** will be beneficial when providing couples with recommendations.



SURVEYED COUPLES' THOUGHTS ON PRICING & COSTS

*"We found it difficult when venues **were not being upfront about the costing**. Every couple has a rough idea of what they can or can't afford. I feel like **some venues tried to hide costs**. If they had been upfront from the get-go, we probably wouldn't have viewed them as it is costing more than what we are willing to pay."*



KEY CONCERNS REGARDING PRICING TRANSPARENCY

- Assumed to be expensive
- Hidden costs suspected
- Fear of wasted time
- Avoiding disappointment & getting hopes up
- Need for upfront clarity
- Fearing pressure to commit
- Lack of trust in venue & staff

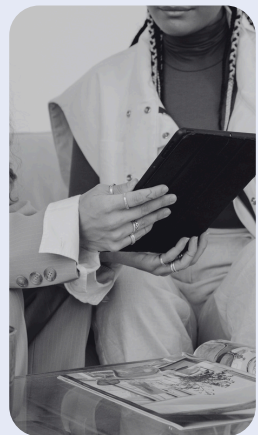
*"I'd appreciate **better pricing visibility**. It's a minefield, and venues that appear **more upfront on pricing** have been the ones we've looked at."*



*I knew **weddings were expensive**, but I didn't expect it to be this expensive. I'm trying to do a lot myself, like decorations, invites, etc. But it's still going to cost a silly amount of money.*

*"So many venues **don't have pricing until you enquire**, which makes it so difficult! **And a waste of everyone's time**. Then you need to spend hours trawling through different wedding brochures and comparing. **It should be clearly visible on the website, please!**"*

*All the **hidden extras are very frustrating** - you see a price for a wedding, but when you actually talk to them, it's "oh that's an extra £50 per person because it's a Saturday, plus an extra fee because it's a Saturday, plus you need a minimum of 100 people because it's a Saturday". So your **cheapest venue** becomes **higher** than some of the others **and you waste your time**.*



WHAT ARE COUPLES CUTTING TO SAVE?

- Reducing guest numbers
- Postponing or downsizing the honeymoon
- "Extras" and luxury touches like favours, photobooths, and welcome drinks
- Opting for DIY where possible, especially decor, flowers, and invitations
- Swapping sit-down meals for buffets, simpler menus, or fewer courses
- Choosing weekday or off-peak dates

*"We were very determined to **pay for the wedding ourselves** without relying on parents but, with costs rising, our monthly savings became more impacted. In the end, it became **more about being married** with those **closest to us** rather than **put ourselves in debt**."*



*If we **adored the venue** and it **ticked a lot of boxes**, we'd enquire to find out prices, but otherwise no. If we can't see a price, that usually comes across as **"probably too expensive to afford"***

Shortlists **TO SIGN-OFF**

46%

of respondents are
still looking for
their dream venue

***IS YOUR VENUE
THE ONE THEY'LL
SAY YES TO?***

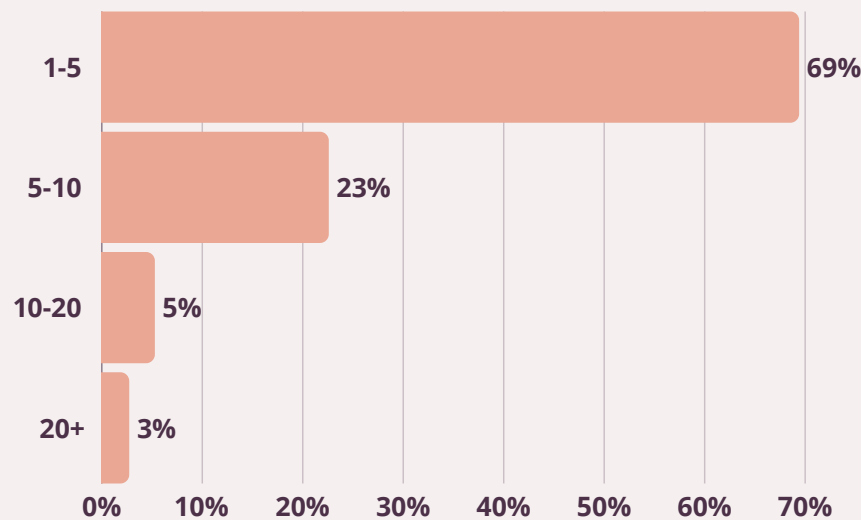


Joining the CONVERSATION



HOW MANY VENUES DO THEY ENQUIRE WITH?

Of those who've begun to enquire, **69%** contacted five or fewer venues - up **9%** since 2025. You are likely competing with just a few others, so **making a strong first impression is key!**

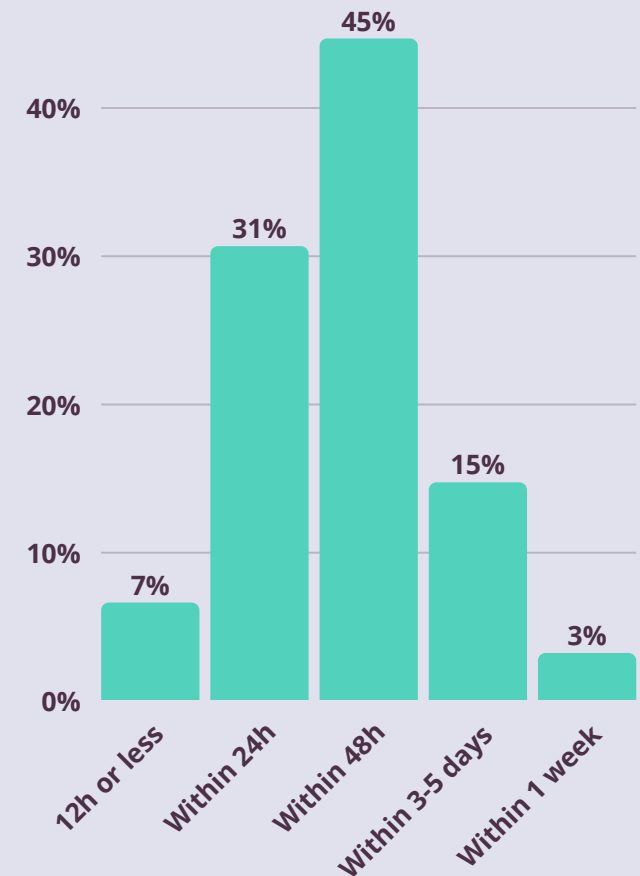


Modern couples are **shortlisting** and being more selective, often before they ever hit "enquire." If enquiries feel quieter, the hard truth is that this is a **marketing challenge**; your visibility, transparency, messaging, and positioning **need to earn you a place on that shortlist** early.

WHAT IS AN APPROPRIATE RESPONSE TIME?

Couples continue to expect prompt responses, with **82% anticipating a reply within 48 hours** of making initial contact.

Delays beyond this window risk falling outside expectations, particularly at the **early shortlist stage** when couples are actively comparing options.



69%

ENQUIRED WITH 1-5 VENUES

88%

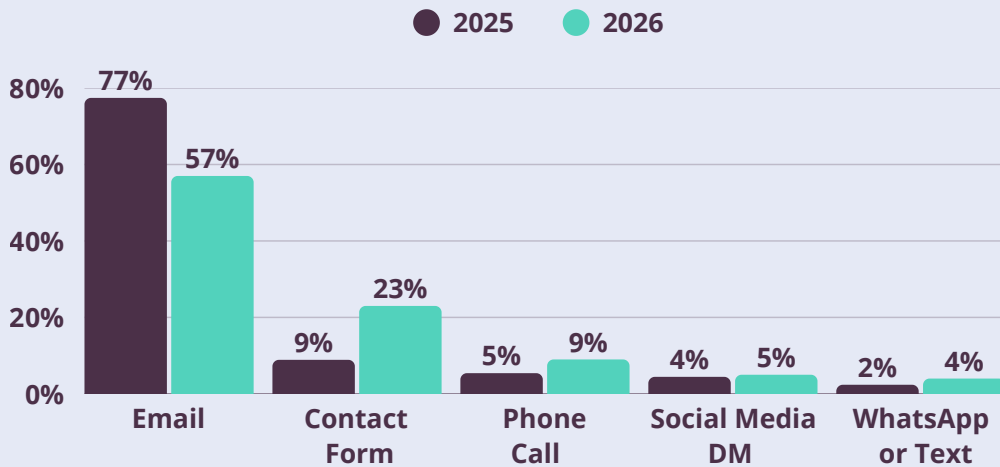
WANT TO DISCUSS PLANS VIA EMAIL

38%

WANT A RESPONSE IN 24H OR LESS

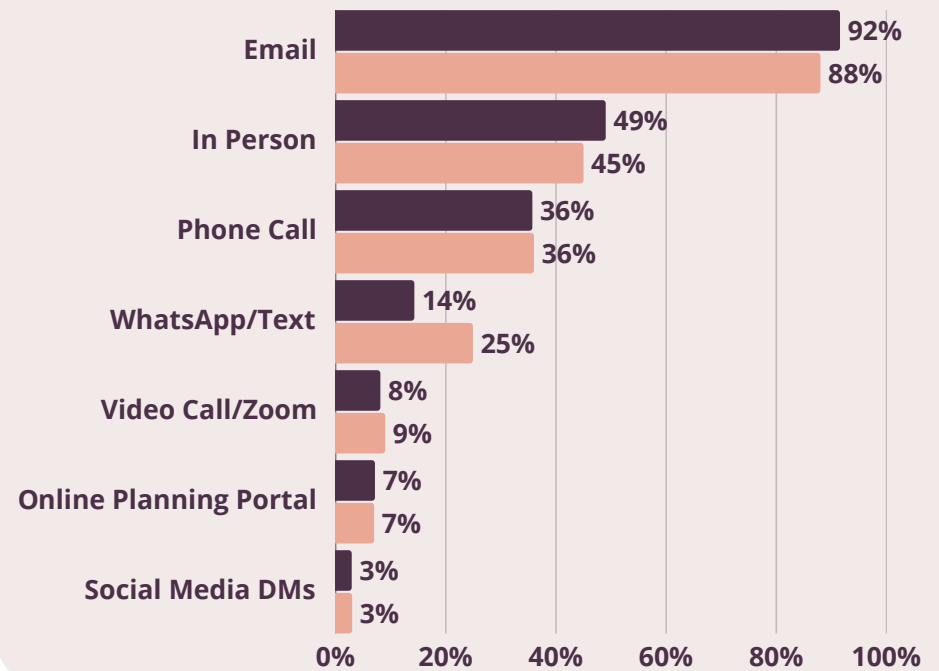
INITIAL CONTACT

Email remains the **leading channel for initial enquiries**, but its use has dropped sharply from **77%** to **57%**, while **website contact forms** have more than doubled, from **9%** to **23%** year-on-year. This shift means couples **increasingly expect fast, seamless responses** through your website, not just inboxes. This makes **reliable enquiry capture and follow-up essential!**



ONGOING COMMUNICATION

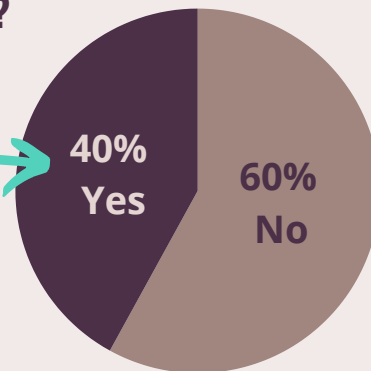
The respondents who have booked their wedding venues indicated they overwhelmingly **prefer to discuss their wedding plans via email**. Nearly half like to **discuss plans in person**, meaning venues that offer flexibility across both **digital and face-to-face communication** are best positioned to **meet expectations**. Most notably, **WhatsApp/Text** is up **10% year-on-year**, showing a growing trend for instant messaging.



DO THEY LIKE TO KNOW WHO THE WEDDING COORDINATOR AT THE VENUE IS BEFORE ENQUIRING?

While **60%** of couples say it doesn't affect their decision to enquire if they don't know who the wedding coordinator is, **40% ARE influenced by this...**

- Yes, I like to see a photo and name - it feels more personal
- No, it doesn't affect my decision



57%
choose to contact vendors & venues by email for more info

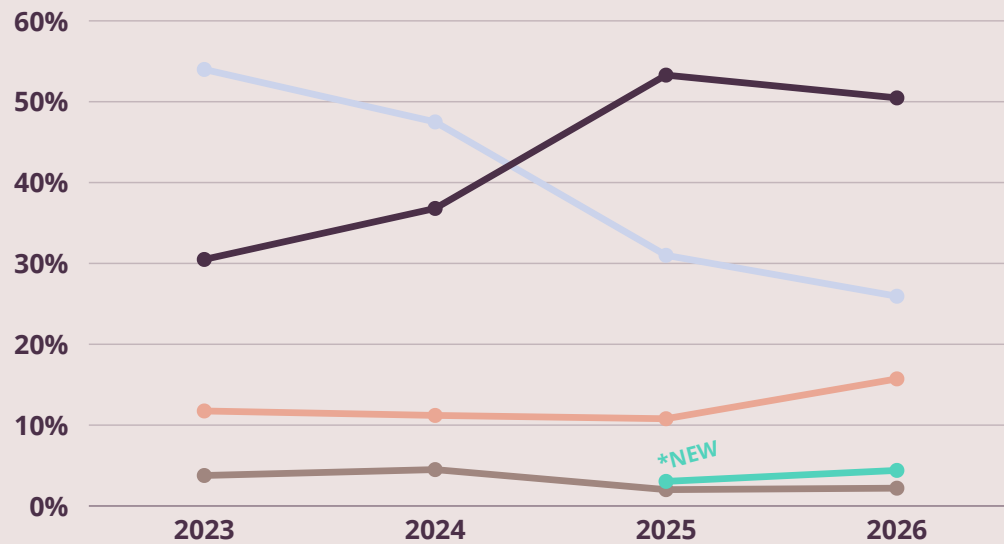
40%
would like to know who the coordinator is before enquiring

10%
increase in couples preferring Text/WhatsApp comms

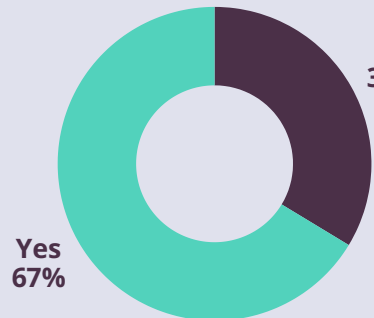
FAVOURERD WAY TO BOOK A SHOWROUND

How couples prefer to request or book a venue tour continues to shift. In 2021, **9%** booked online, rising to **54%** in 2023, and now at **26%**. Email is still the preferred method at **50%**, while **16%** use phone calls. Social media messages account for **2%**, and **4%** prefer WhatsApp. *This trend shows the need for **diverse booking options** to cater to couples, ensuring a **seamless experience** that blends online convenience with traditional communication.*

● Online via Calendar ● Email ● Phone ● Social Media ● WhatsApp



ARE VIRTUAL TOURS STILL WORTH IT? THE ANSWER IS YES!

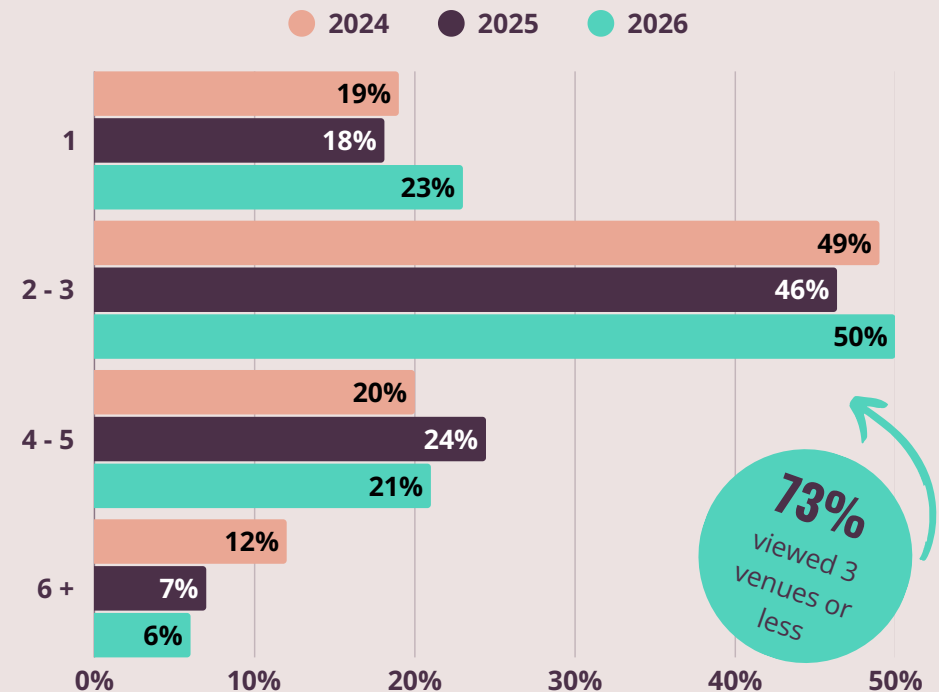


A remarkable **67%** of engaged couples enjoy watching virtual tours on venue social media or websites, using them as a **key shortlisting tool** to assess whether a space suits their needs **before committing** to an **in-person visit**.

Love At First SITE VISIT

HOW MANY VENUES DO THEY TOUR BEFORE BOOKING?

Couples are being **more selective** about which venues they visit in person. **73%** of our survey respondents who have booked their venue **viewed three or fewer** (up from **64%** in 2025), and **nearly one in four** only visited **ONE** before booking. With fewer chances to impress, every showround needs to count. This is often your **one opportunity** to help couples picture their day at your venue.



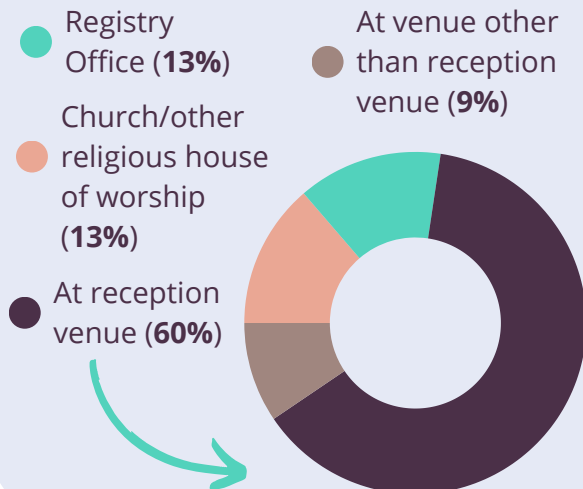
900+
COUPLES
SURVEYED

60% WED AT RECEPTION VENUE

With only 13% choosing a church, venues offering dedicated ceremony spaces can attract more bookings and boost revenue.

WHERE ARE THEY HAVING THE OFFICIAL CEREMONY?

This is a great opportunity for venues, as 60% of couples host both their ceremony and reception at the same location.



54%

of respondents have booked their wedding venues

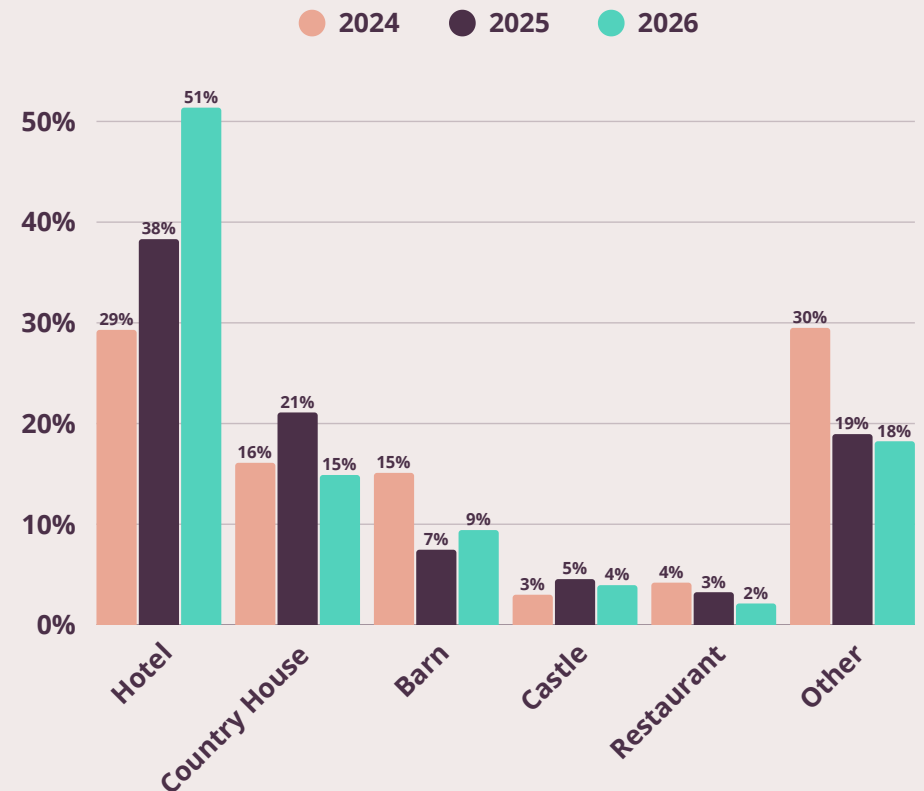
47%

of the venues booked will be closed to the public/exclusive use

Venue Desires DECODED

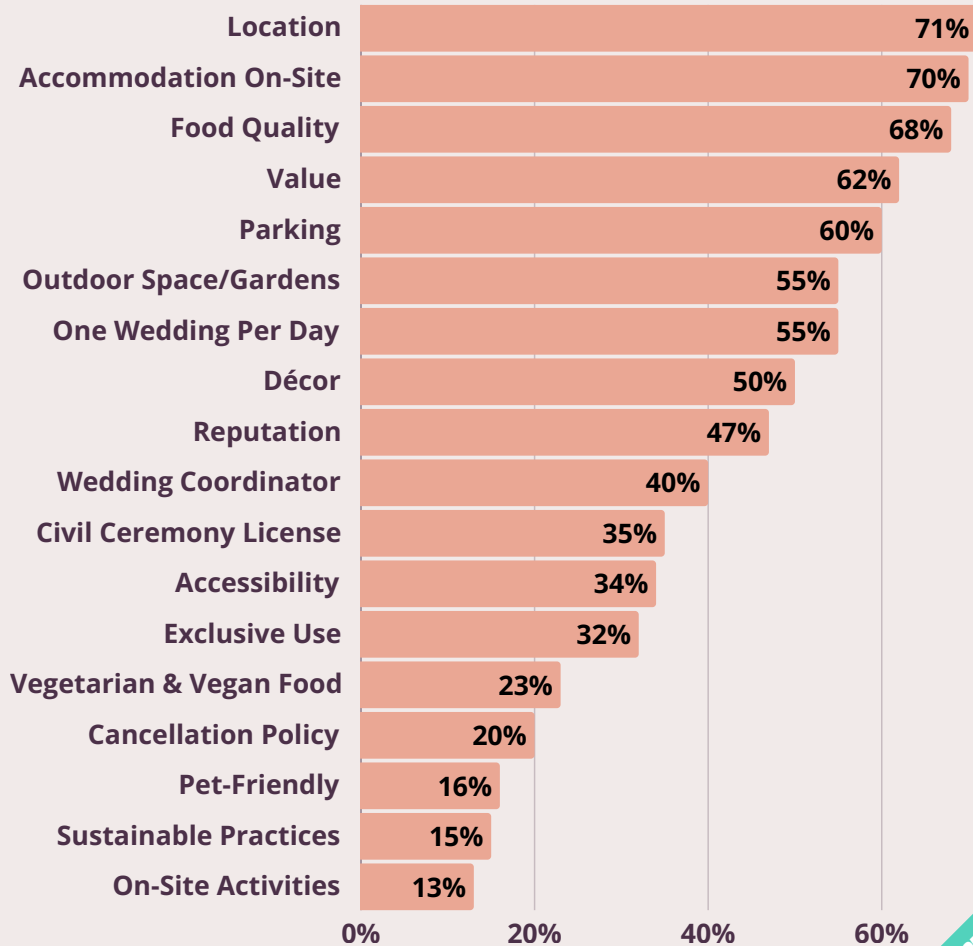
THE TYPE OF VENUE THEY BOOKED

Of newlyweds that have booked their venues, 51% booked a **hotel**, up from 29% in 2024. Other options mentioned included Golf Clubs (2%), Marquees (2%), and Town or Village Halls (2%).



KEY FACTORS WITH VENUE SELECTION

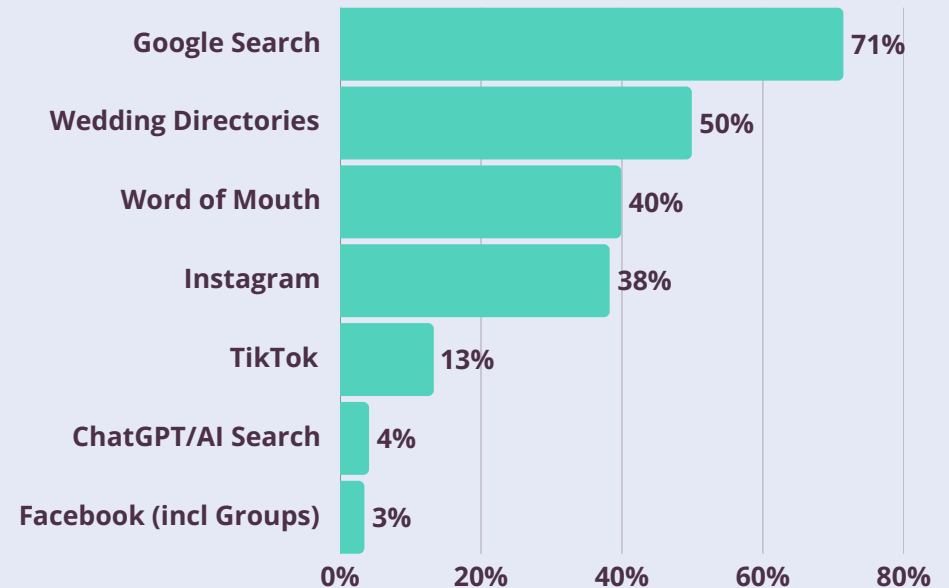
When considering potential wedding venues, couples highlight several key factors as important in their decision-making. These five factors came out on top: Location (71%), On-Site Accommodation (70%), Food Quality (68%), Value (62%), and Parking (60%).



MORE OPTIONS

HOW ARE THEY RESEARCHING VENUES AND VENDORS?

Couples continue to rely on a mix of **Google**, **wedding directories**, **word of mouth**, and **Instagram** when researching venues and suppliers, with these top channels remaining consistent with 2025. As search behaviour evolves (particularly with the rise of AI-driven search) **strong SEO** and clear, well-structured **online content** are becoming even more important to ensure your venue or business is **surfaced early** and often during the **research phase**.



I read the 3 and below reviews because I think it's easy to see what's actually gone on. Responses from the venue were my biggest influence though. Professional responses that ACTUALLY address the problem so you can also get an idea of both sides was a huge plus for me!*



58%

of nearlyweds read reviews before enquiring with a venue

SURVEYED COUPLES' THOUGHTS ON ENQUIRIES & VENUE SELECTION

"As we're looking at venues now, **what makes a venue stand out is clarity**. They can promise all the glitz and glam they like, but what I'm impressed by is **well-laid-out, clear information**. To see how **organised** and **responsive** they are. It proves to me that they are the person to trust my big day with."



One venue we decided not to go with **didn't seem very prepared for our arrival** compared to where we chose. There was **no wedding pack provided or drink offered** - it all felt a bit rushed.

"Some **venues took weeks to respond**. When you enquire with multiple, it does get a little bit **disheartening** being treated like just another number."



Virtual tours gave us a good idea if the venue offers what we were looking for, so we could **narrow it down** without having to visit each one in person.



"At the face-to-face **appointment**, everyone we have spoken to has been really good, **congratulating us, asking about the proposal**, and things like colour schemes etc. Basically excited for us, which is really nice."

The **lack of care** by some venues is frustrating. I understand our big day is only really exciting to us, but the general **lack of enthusiasm** from people did turn us off massively.

HOW A CRM SYSTEM CAN SOLVE COMMUNICATION CHALLENGES



- ✓ Faster response times
- ✓ Automate follow-ups
- ✓ Better lead tracking
- ✓ Clear record of interactions
- ✓ Improved team collaboration
- ✓ Personalised communication
- ✓ Consistent multi-channel engagement

We **read reviews** before enquiring, as it was **important to see the experience of real people** rather than just the information the venue advertises. In the reviews, you get to see both the **positive** and **negative**, and decide if the negatives are something you can deal with.

"We found the **lack of response after viewing venues** frustrating. They are all short-staffed and **not ready to process enquiries** into bookings..."

"What really **impresses** me is when they **answer the questions** I don't even know I have yet, this makes me feel that they are **experienced** and **know what they are doing**."

Reading reviews was helpful to see what other brides and grooms have felt about the venue and whether **they were made to feel like they were important** on their wedding day.

Venue Vows **AND WOWS**

53%

**said a complimentary
stay would increase
their chance of booking**

***ARE YOU SOLVING
THEIR HEADACHES OR
ADDING TO THEM?***



Making First Impressions

How **effectively you communicate** can set your venue apart from the competition. With **email** as a top communication preference, a **well-organised CRM** ensures you respond **quickly** and **professionally**, creating a **seamless experience** that couples will remember.



16%

FELT LIKE JUST A NUMBER

51%

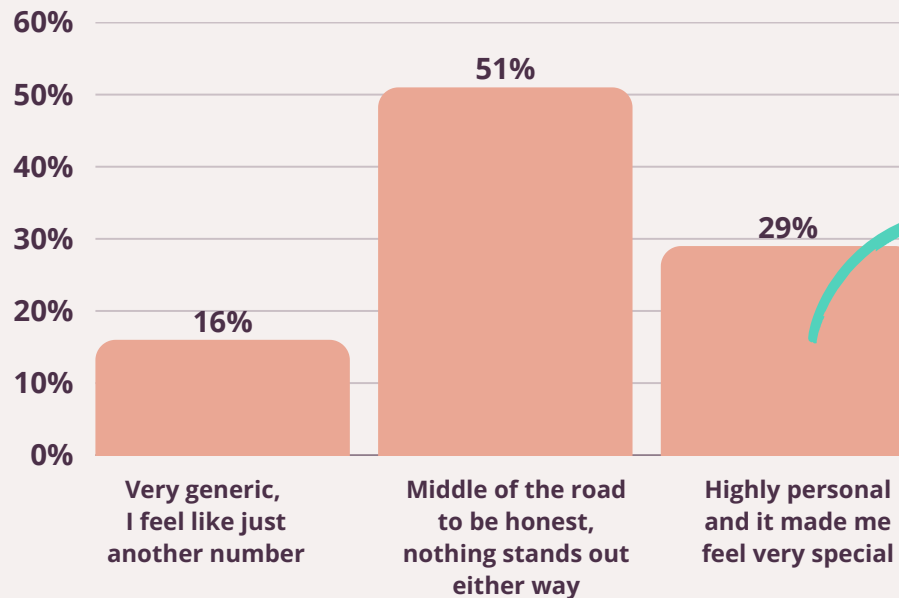
FOUND IT VERY MIDDLE OF THE ROAD

29%

WERE MADE TO FEEL SPECIAL

THEIR EXPERIENCE WHEN ENQUIRING

It's disheartening that **67%** of couples don't feel special when enquiring with venues. This is a **key moment** in their journey, and a **personalised approach** can turn a simple enquiry into a lasting, memorable connection.

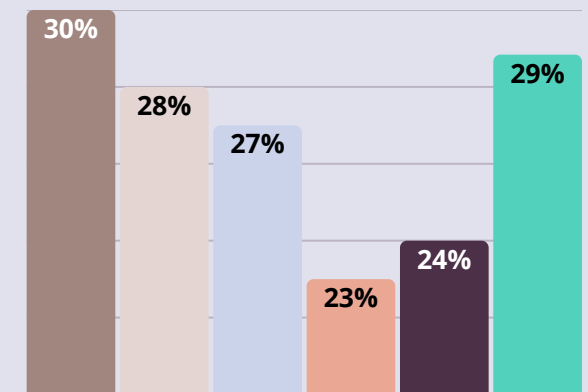


When using **automated emails** to respond to enquiries, they don't have to feel **robotic** or **generic**. Adding a touch of **personality** and originality can go a long way in helping couples feel **welcomed** and **excited** to take the next step.

HOW HAS THIS CHANGED OVER THE YEARS?

This year marks the **highest level** we've seen since **2021** of couples saying they were made to feel special, reaching **29%** and signalling a **rebound in personalised experiences**. By using the insights in this report, you can build **stronger emotional connections** and **win more bookings**.

2021 2022 2023
2024 2025 2026



I found the process of enquiring highly personal and it made me feel very special

75%

say they've never ghosted a venue after enquiring

40%

said the coordinator is a key factor when choosing a venue

67%

of couples aren't being made to feel special while enquiring

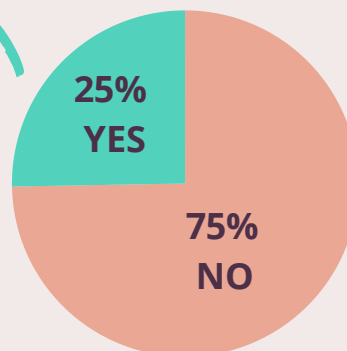
What's up with GHOSTING?

WHY COUPLES STOP RESPONDING

While couples didn't explicitly outline situations where they chose not to ghost, their responses clearly **highlight** the **behaviours** that **drive disengagement**. **Removing these friction points** creates a more **positive enquiry experience** and keeps couples engaged.

TOP FACTORS DRIVING ENQUIRY DROP-OFF

- **Out of budget once pricing was revealed:** *Many only enquire to access prices, then disengage when costs are higher than expected, especially when pricing isn't visible upfront.*
- **Slow or delayed responses:** *Replies taking days or weeks signal low priority; couples often move on quickly and book elsewhere.*
- **Generic or automated communication:** *Copy-and-paste replies that felt impersonal made couples feel like "just another number," reducing motivation to reply.*
- **Too many enquiries, not enough time:** *They often contact multiple venues at once and don't have the capacity to respond to everyone.*
- **Overly pushy or persistent follow-ups:** *Frequent emails, persistent phone calls, or pressure to book made couples uncomfortable and more likely to disengage.*
- **Life gets busy (unintentional ghosting):** *Wedding planning alongside work and life means replies are easily forgotten, especially when no strong connection was formed.*



We asked couples whether they had **stopped responding to venues** after enquiring (*aka "ghosted"*) and what prompted that decision. Their answers reveal clear patterns around **response times, relevance, and how enquiries are handled**. Notably, for the second year running, the **results remain unchanged**, reinforcing that these behaviours aren't a one-off trend but a part of the enquiry experience (*for now anyway!*)

*Yes, we ghosted after enquiring because there were just **too many to reply to**, and some clearly weren't what we were looking for. Their reply was generic, so it didn't feel rude to ghost.*

STRUGGLING WITH GHOSTING? BE TRANSPARENT AND BUILD GENUINE EMOTIONAL CONNECTIONS

Couples want to feel special! A standard brochure and a **cut-and-paste reply** just won't cut it. We're in a **people business** and a **deeply emotional one at that**. Every couple deserves to **feel like their enquiry matters**. Little things like referencing their proposal story or using **emojis** (yes, really!) can go a long way in **making that connection**.



WHAT IS FRUSTRATING COUPLES

Couples have a lot to juggle while planning a wedding, so don't let your venue **add to their stress**. These small changes can enhance your connection with couples and boost your success from the first enquiry.

HERE'S WHAT THEY FOUND MOST DIFFICULT OR FRUSTRATING WHILE ENQUIRING OR CHOOSING A VENUE:

1



PLANNING FRUSTRATIONS:

- **Overwhelming Choice & Comparison Challenges:** *Too many venues, inconsistent package structures, unclear terminology, and no easy way to compare options side-by-side.*
- **Viewing Difficulties:** *Limited viewing hours, work schedule clashes, travel distance, and long back-and-forth just to book appointments.*
- **Availability Issues:** *Preferred dates already booked, unclear availability before enquiring, minimum guest numbers, and limited flexibility for small or twilight weddings.*
- **Not Meeting Practical Needs:** *Accessibility issues, accommodation limitations, layout restrictions, sound limits, and lack of customisation.*

“TOO MANY OPTIONS, NOT ENOUGH CLARITY.”

2



PRICING FRUSTRATIONS:

- **Lack of Transparent Pricing:** *Prices not listed online, hidden extras, unclear packages, fluctuating costs, and minimum spends not disclosed upfront.*
- **Hidden Costs & Misleading Packages:** *Essentials treated as add-ons (chairs, linen, staffing), misleading “from” prices, and key exclusions revealed late.*
- **Difficulty Knowing What's Included:** *Confusing price-per-head structures, unclear inclusions, payment schedules, deposits, and final numbers processes.*

“JUST TELL US WHAT IT ACTUALLY COSTS.”

3



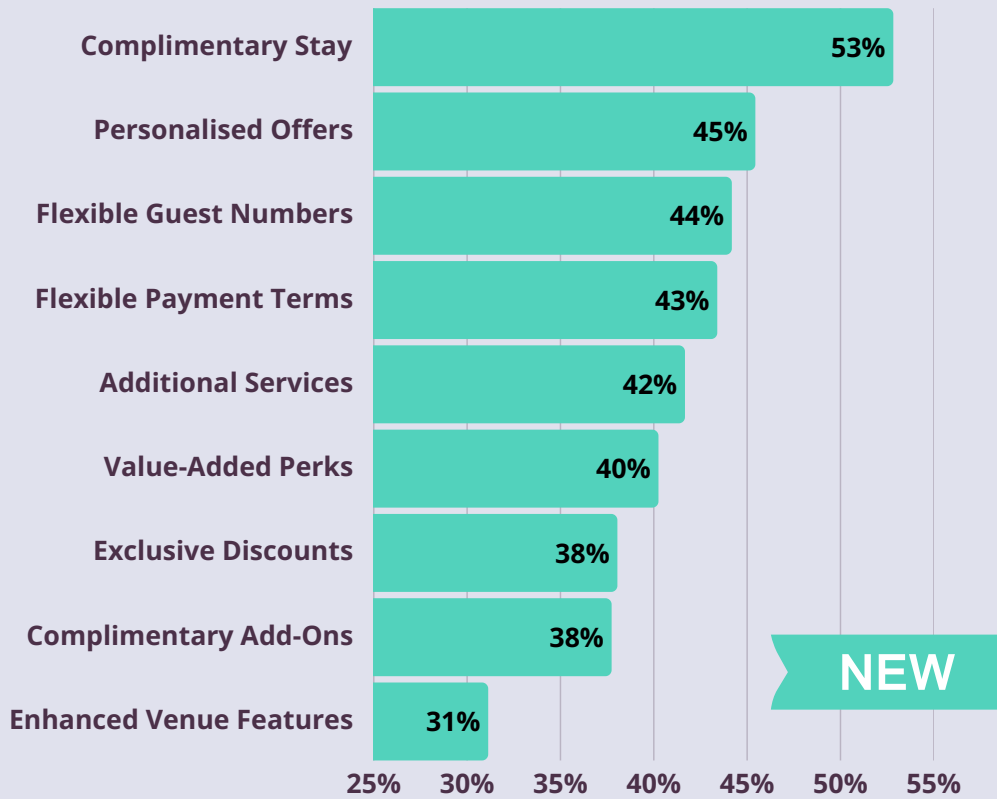
COMMUNICATION FRUSTRATIONS:

- **Slow or No Responses:** *Long response times, unanswered emails or forms, inconsistent follow-ups, or having to chase repeatedly.*
- **Poor Communication & Impersonal Service:** *Generic or automated replies, lack of warmth or enthusiasm, rude interactions, or coordinators disappearing mid-process.*

“SLOW, GENERIC, OR TOO PUSHY.”

INCENTIVES A VENUE COULD OFFER THAT WOULD INCREASE THE LIKELIHOOD OF BOOKING

To secure a wedding booking, offering the right incentives is crucial. Couples seek **value and reassurance** in one of life's biggest decisions. Thoughtful incentives help venues stand out and **expedite the booking process**.



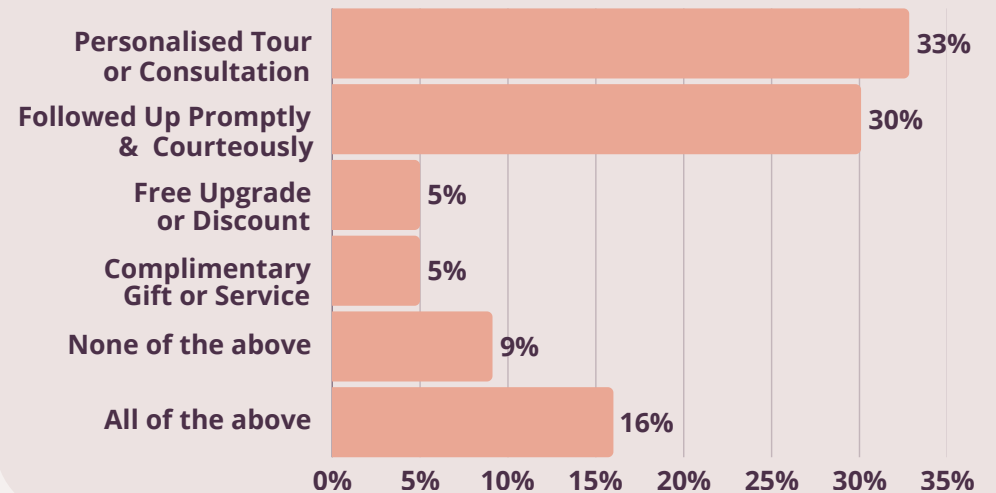
CIARA CROSSAN



Yes, **incentives** can help **seal the deal** (and we have some great examples above), but if the venue isn't a good fit, they won't sway couples. Couples dislike **pushy sales tactics**; they prefer **clear value without pressure**. Choosing your venue has to be a no-brainer!

Exceeding EXPECTATIONS

When we asked couples about **what impressed them about the venues they booked**, we found the bar for meeting their expectations surprisingly low. **33%** mentioned a personalised tour or consultation, **30%** noted prompt and courteous follow-ups, and just **5%** mentioned an upgrade or discount. *This indicates great opportunities for venues to stand out from the competition.*



53%

said a complimentary stay at the venue would increase their chance of booking

What Wins Bookings (AND WHAT TURNS THEM AWAY)

READ
ME

WHAT MAKES COUPLES SAY YES

This open-ended question gave couples space to spill their hearts out, sharing the moments and gestures that made them (or would make them) feel valued, confident, and excited to take the next step:

- ✓ **Fast, friendly responses:** *Prompt replies that feel human, warm, and genuinely helpful.*
- ✓ **Personalisation from the start:** *Using names, referencing their enquiry, and avoiding copy-and-paste replies.*
- ✓ **Feeling listened to:** *Asking questions, remembering details, and responding to their vision — not just a standard package.*
- ✓ **Clear, upfront pricing:** *Honest costs, clear packages, and no surprises or hidden extras later.*
- ✓ **Guidance for first-timers:** *Explaining the process, timelines, and things couples might not even think to ask.*
- ✓ **Warm, welcoming attitude:** *Friendly, calm, non-pushy staff who make couples feel comfortable asking “silly” questions.*
- ✓ **Face-to-face connection:** *Personal tours, one-to-one meetings, and having a named contact throughout.*
- ✓ **Helping couples visualise the day:** *Photos, videos, styled spaces, example timelines, menus, and real wedding examples.*
- ✓ **Small thoughtful touches:** *Welcome drinks, snacks, handwritten notes, or personalised signs — little things make a big impact.*
- ✓ **Knowledge & confidence:** *Knowing the space inside out and reassuring couples you’ve “got this”.*

AND WHAT TURNS THEM AWAY

Couples were equally generous in sharing what caused their confidence to drop and venues to be ruled out during the enquiry, consideration, and booking stage (*apart from hidden costs and pricing*):

- ✗ **Slow, generic or impersonal communication:** *Long response times, copy-and-paste replies, or emails that feel cold or rushed leave couples feeling like just another enquiry.*
- ✗ **Pushy sales tactics:** *Aggressive follow-ups or pressure to book before couples are ready can be an instant dealbreaker.*
- ✗ **Lack of exclusivity:** *Sharing spaces with hotel guests or multiple weddings on the same day makes couples feel their wedding isn't special.*
- ✗ **Poor first impressions at viewings:** *Unprepared tours, no welcome, no wedding pack, or staff unable to answer basic questions can undo interest fast.*
- ✗ **Inflexible packages & restrictions:** *Limited ability to personalise, strict supplier lists, or rigid timings make venues feel more about the process than people.*
- ✗ **Facilities that don't meet real needs:** *Issues with accessibility, parking, toilets, accommodation, layout, the size of the bar or lighting often outweigh how good a venue looks online.*
- ✗ **A mismatch between marketing and reality:** *Beautiful photos that don't reflect the actual space damage confidence and credibility.*

NEW

SURVEYED COUPLES THOUGHTS ON FRUSTRATIONS & EXPECTATIONS

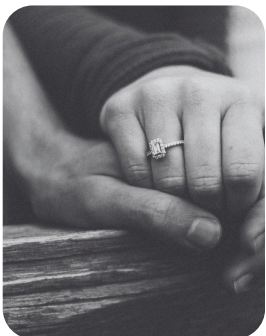
*"It would **make me feel special** if you make me feel like any questions aren't a problem. For them, they say it day in, day out, but as a **bride** you are doing **everything for the first time.**"*



*The main thing is to be **greeted** with a **friendly, helpful approach**, whether it be on the phone or face-to-face. Choosing a venue is daunting and worrying regarding unknown costs, etc. so to have **someone who listens to you** initially and greets you with a **friendly voice** is what can make all the difference.*

*"Our biggest frustration was having to **submit forms** and **sign up to mailing lists** to see **prices for venues**. We ended up on so many mailing lists for venues that were out of our price range, or did not cater to enough guests, before finding the information to confirm they'd not be suitable."*

*A **personal introduction** to your wedding co-ordinator, even if this is just a **name** and **contact details** in an email makes it so much more personal. Also, an **invite** to any **open days** coming up. **Our venue did this really well.***



*"Ask about our **engagement** and ask if there is **anything in particular that we would like to see when we visit**. Offer us a **complimentary drink** upon viewing the venue."*

***Slow responses** are SO frustrating! If you take a week to reply and then try to push me into booking a showround, it's not happening.*

WEDPRO WILL HELP YOU REDUCE HEADACHES

LEAD CAPTURE INTEGRATION



Our new **Lead Capture Tool** automatically imports enquiries from third-party sources like directories. Plus **send brochures instantly** through an easy-to-use form on your website.

TOUCHPOINT EMAILS



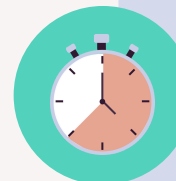
Easily send **triggered emails** at key moments in the couple's journey, keeping communication timely. Each email can be **personalised** before sending for a more personal touch.

TASK MANAGEMENT



Stay **organised** with software that consolidates your **to-do lists**. Track enquiries, reminders, and daily admin, like showround **appointments** and call logs, so nothing slips through the cracks.

FREE UP VALUABLE TIME



By **automating brochure delivery**, follow-ups, and admin tasks, you'll **optimise sales processes**, allowing you to focus on providing exceptional service and memorable experiences.

Top Trends **UNVEILED**

48%

**Say Instagram is their
fav platform when
looking for inspo**

***ARE YOU SHOWING UP
WHERE THEY
ARE LOOKING?***



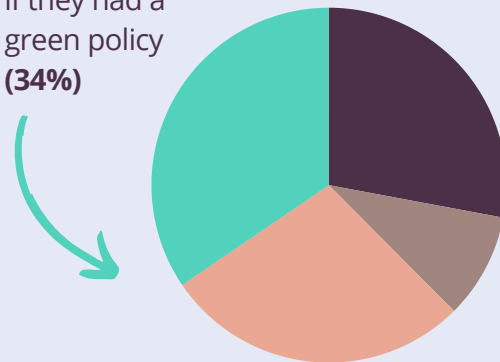


81% CONSIDER SUSTAINABLE ELEMENTS

Sustainability is a key consideration for today's couples, allowing venues and suppliers to stand out with eco-friendly offerings.

HOW IMPORTANT IS IT THAT VENUES OR SUPPLIERS SUPPORT SUSTAINABLE PRACTICES?

- Very important (28%)
- I would regard them positively if they had a green policy (34%)
- Don't care either way (28%)
- Not important at all (10%)



900+
COUPLES
SURVEYED

62%
would value a
green policy from
venues/vendors

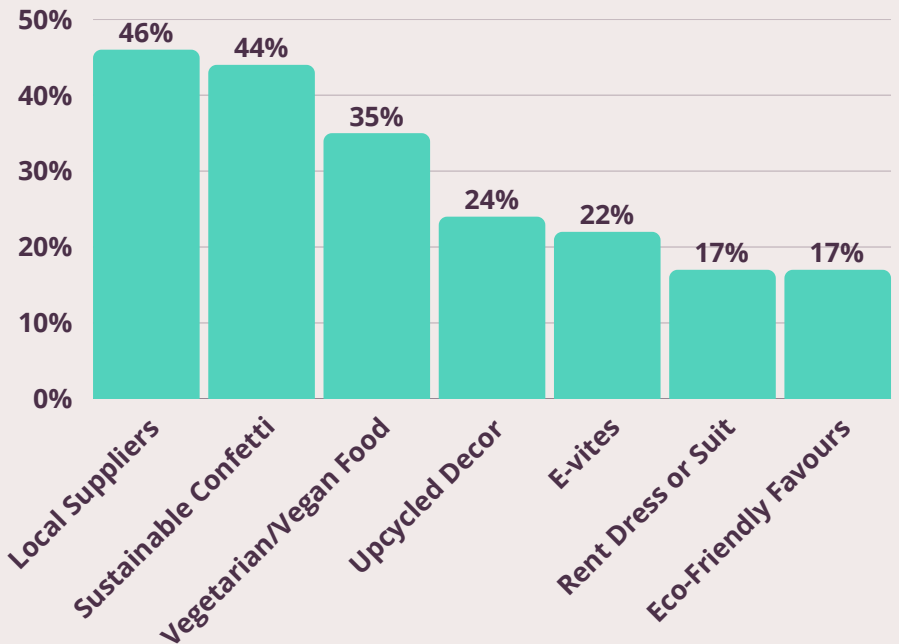
46%
are planning to use
local suppliers for
their wedding

Planning WITH PURPOSE

MORE OPTIONS

GREEN ELEMENTS TO CONSIDER

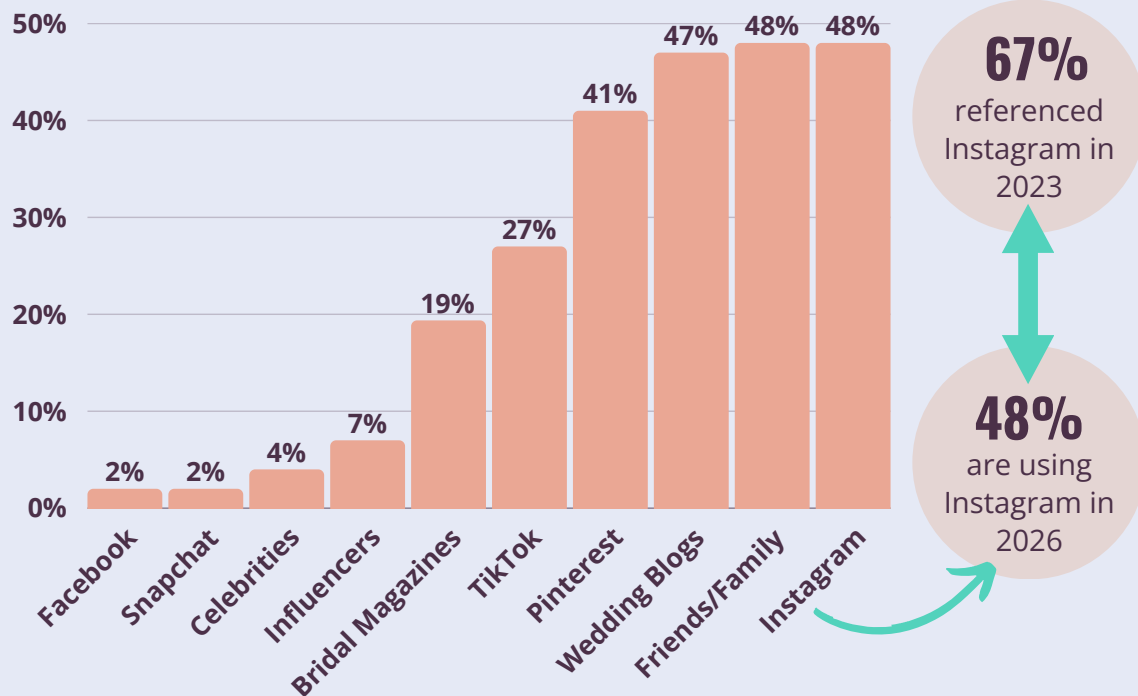
Couples are increasingly embracing eco-friendly choices, with **81%** now considering green elements in their wedding plans (up from **70%** in 2025), reflecting values-driven decisions across everything from décor to suppliers.



True Love's INSPIRATION

THE SOURCE OF THEIR WEDDING INSPO

While **Instagram** remains a key source of inspiration, its influence has declined significantly. **Wedding websites** and **blogs** continue to match friends and family as top sources of ideas. Influencers play a smaller role, with just **7%** finding them impactful compared to **19%** who still turn to bridal magazines. As **social platforms** continue to evolve, it reinforces the importance of not relying on a single channel to reach and inspire couples.



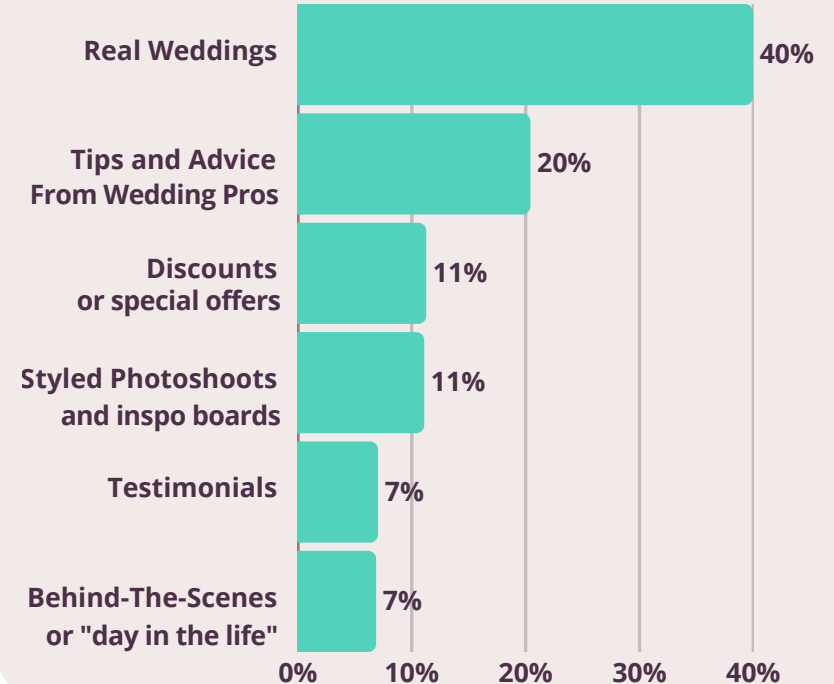
The effective use of **TikTok** can AND WILL bring in **enquiries** for your business. It should be treated like a **search engine**, not just **social media**. I also love it when venues actively **go against the grain to make couples feel special**. Making **mini Pinterest boards** is a great way to do this!



BETH FOX

WHAT TYPE OF CONTENT ON SOCIAL MEDIA INFLUENCES THEIR PLANNING THE MOST?

Couples said they are most influenced by **authentic, experience-led content**, with **real weddings** leading the way. Practical guidance is also gaining traction, as tips and advice from wedding pros have increased to **20%**. Discounts and special offers continue to decline in influence, reinforcing **the value of trust**, expertise, and inspiration **over price-led messaging**.



69%

have already or plan to attend an event

60%

want to meet suppliers or vendors

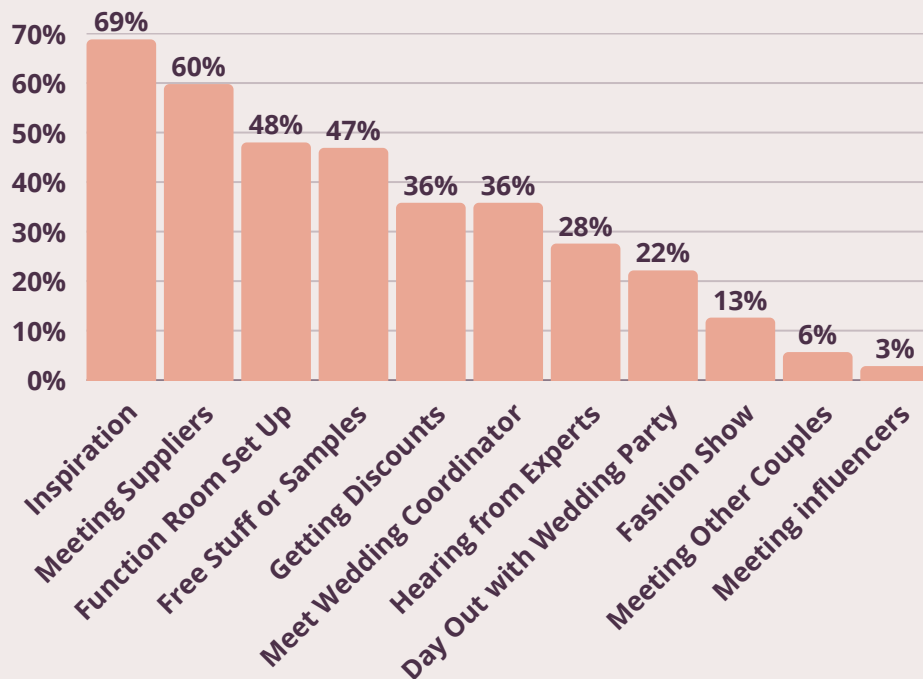
48%

want to see the function room set up

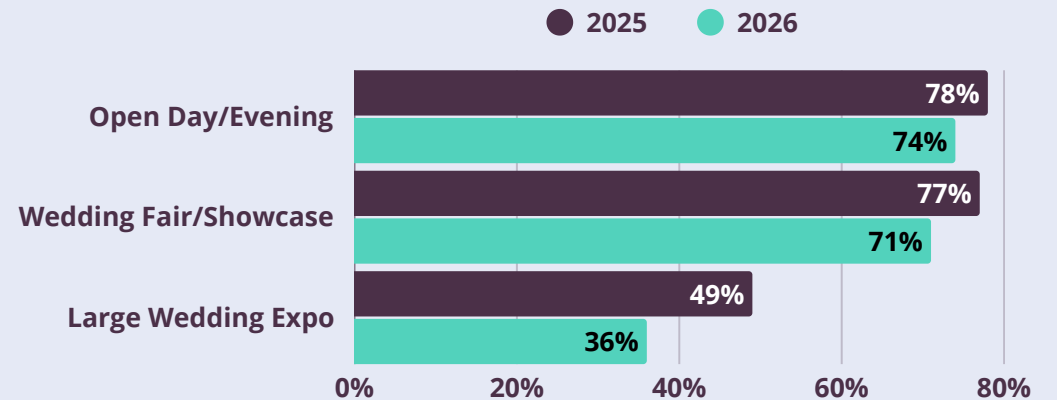
The Event EXPERIENCE

WHAT THEY LOVE ABOUT EVENTS

Among couples who said **they are attending or plan to attend wedding events**, the main motivations are gathering inspiration (69%), meeting suppliers in person (60%), and seeing the function room set up for a wedding (48%). Fashion shows rank far lower, influencing just 13% of attendees.



69% of **nearlyweds** have already or are planning to attend a wedding event. This is down significantly from **84%** in 2025! Couples show a clear preference for **venue-hosted events** over **large external expos**, reinforcing the value of **investing** in your own on-site events compared to exhibiting at large-scale shows. **74%** plan to attend a **venue's open day or evening** (where they can see the venue dressed for a wedding), **71%** a **venue's wedding fair or showcase** (where suppliers will also be in attendance), compared to just **36%** planning to go to a large wedding expo.



CREATING A STRESS-FREE, INCLUSIVE EXPERIENCE

The couples that are skipping wedding events told us it is because they see them as **overly sales-driven** and **overwhelming**, with added pressure to make decisions on the spot. These gatherings often **overlook non-traditional** weddings, leaving couples feeling ignored. *You can address this by creating a relaxed atmosphere, offering genuine advice, and showcasing diverse wedding options to make couples feel understood and supported.*

SURVEYED COUPLES' THOUGHTS ON EVENTS, INSPIRATION & TRENDS

"At events, I like to feel **valued** and **listened to** but not **pressured** into making any commitments at that moment. I like to be given **information** to **take away** so we can view it in our own time. This gives us a sense of **excitement** for the wedding as I want the planning to be an **enjoyable experience**."



“While I enjoyed the **exclusive discounts** on the day, I attended the event with my mum and bridesmaids so I didn't appreciate the **pressure to book** things as my husband-to-be wasn't there.

"My expectations when attending events are to get **inspiration** for my own wedding, **see how things are set up and decorated**, and maybe see what vendors have to offer to **see if I could incorporate more** into my wedding."



WHAT COUPLES DISLIKED MOST ABOUT WEDDING EVENTS (AND WHY)

- **Pushy sales tactics:** Being pressured to book on the day or bombarded with follow-ups afterwards quickly turns couples off.
- **Crowds & overwhelm:** Busy, noisy events make it hard to think, ask questions, or enjoy the experience.
- **Too much repetition, not enough variety:** Seeing the same suppliers or styles makes events feel generic, especially for non-traditional or smaller weddings.



THEIR EXPECTATIONS WHEN ATTENDING WEDDING EVENTS

- **A relaxed, no-pressure environment:** They want freedom to browse, absorb ideas & start conversations on their own terms.
- **A good mix of suppliers & budgets:** Variety matters! Couples expect to see options that reflect different styles, scales, and price points.
- **Friendly, welcoming interactions:** Being acknowledged, listened to, and treated as a couple (not just a sales opportunity) makes a lasting impression.

"While searching for a wedding venue, I did look at a bigger venue during an open day, and it was filled with people and was **very overwhelming** and **not very personal at all**, so we didn't go with that one."

It would impress me when the **wedding coordinator** is as **informative** as possible. I'd love it if you'd **show photos** and **share ideas**. Make it a **personal experience**...

"I like to see **photos of previous weddings** to show what you can do with the place! Make me think **each wedding is different**, not that you're just churning out as many as possible."

“ I like watching **virtual tours** on a venue's website or social media because it **shows the venue better** than the **pictures can** and gives you a better feel for it.

"I use **ChatGPT**; it has become like my **virtual wedding planner**. I mainly use it for decor ideas, and it helps **visualise the overall look** for the wedding."

PLANNING THEIR WEDDING WITH AI

This year, **13%** said they're using **AI tools** to get ideas or to assist with wedding planning (*up from 6% in 2025*), while **4%** said they are using AI to **research** wedding venues and vendors. While adoption is still in its early stages, they're leveraging AI to **streamline** various aspects of their big day. *Keep a close eye on this stat next year!*

● 2025 ● 2026

Using AI to help plan the wedding

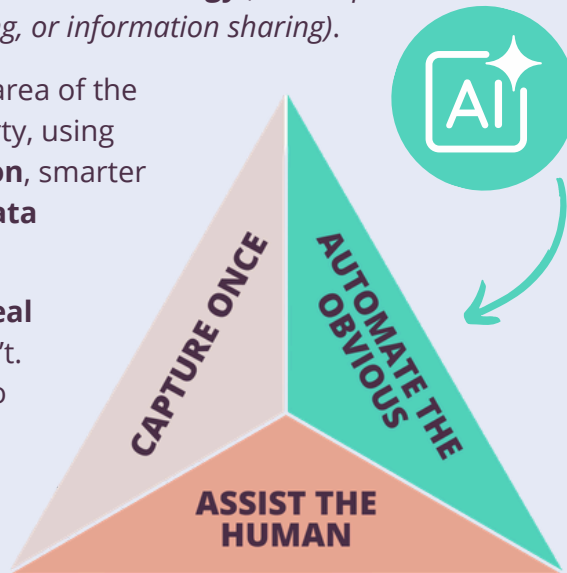


HOW YOU CAN LEVERAGE AI AND TECHNOLOGY

AI and technology work best when introduced with **intention**. Start by auditing your day-to-day operations and **identifying the top five tasks that consistently drain time or energy** (*think repetitive enquiries, follow-ups, scheduling, or information sharing*).

Next, pilot a **solution** in one area of the business or at a single property, using tools that support **automation**, smarter **communication**, or better **data visibility**.

Finally, adopt what delivers **real impact** and drop what doesn't. Scaling the right tools leads to higher output without increasing workload, and **stronger performance** across the team.



Using AI & Tech TO STREAMLINE

AI AND TECH CAN SOUND INTIMIDATING AT FIRST, BUT THE RESULTS SPEAK FOR THEMSELVES

When used well, it will create a more consistent guest experience. It's not about replacing people; it's about empowering the same team to do more, convert better, and deliver a smoother journey for couples. Happier teams deliver better experiences, and that shows in the results.



AI WILL CREATE A COMPETITIVE GAP BETWEEN

businesses that use AI to offload repetitive tasks, whilst competitors are stuck in a loop of back-and-forth emails. They'll be using the time saved to talk to their couples.



THEY ARE RESEARCHING MORE DEEPLY THAN EVER

...supported by AI tools and social media. This means higher expectations, more detailed briefs & informed enquiries.

THE BIGGEST CHANGE I EXPECT TO SEE BY 2027...

is the use of generative AI. It's already shifting how people search, make decisions & buy. No website visits, tracking or clicks but where reputation, relevance & trust matter most.



10 WEDDING INDUSTRY MYTHS & WHY THEY MAY NO LONGER BE TRUE

HERE ARE THE TOP 10 MYTHS WEDDING PROS STILL BELIEVE DESPITE THE DATA (AND COUPLES EXPERIENCES) PROVING OTHERWISE:



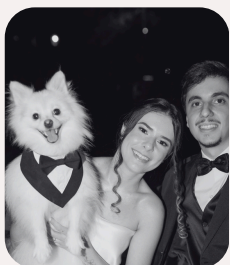
MYTH: COUPLES LOVE BEING CALLED IMMEDIATELY AFTER ENQUIRING

Reality: Many couples prefer control over when they respond, especially during work hours, making email, text, or scheduled calls more effective.



MYTH: COUPLES DON'T NOTICE THE SMALL DETAILS DURING VIEWINGS

Reality: Touchpoints like snacks, drinks, warmth, and atmosphere heavily influence how couples feel and how well they remember the experience.



MYTH: COUPLES WON'T PAY MORE FOR ADD-ONS OR UPGRADES

Reality: They'll pay more when extras reduce stress, save time, or feel personalised, or will add a high-end luxury feel to their special day.



MYTH: COUPLES ONLY CARE ABOUT THE VENUE ON THE DAY ITSELF

Reality: The planning experience and quality of communication influences booking decisions.



FAST RESPONSES MATTER MORE THAN PERSONALISED ONES

Reality: Speed matters, but relevance and tone often matter more once a response-time threshold is met.

NEW



IF COUPLES ARE SERIOUS, THEY'LL PICK UP THE PHONE/RESPOND TO MY EMAIL

Reality: Communication preferences vary, and reluctance to call doesn't equal lack of intent.



PRICE IS THE MAIN REASON COUPLES DON'T BOOK

Reality: Confusion, slow responses, or lack of clarity often block bookings more than budget.



LONG BROCHURES WITH DETAILED INFORMATION HELP COUPLES DECIDE

Reality: Too much info can overwhelm couples and delay decisions; clarity often converts better than completeness.



COUPLES KNOW EXACTLY WHAT THEY WANT WHEN THEY ENQUIRE

Reality: Many couples are still exploring and rely on businesses to guide and simplify decisions.



TRENDS ONLY AFFECT STYLING, NOT SALES

Reality: Shifts in expectations around flexibility, guest experience, and convenience directly influence conversion and revenue.

Turn Insights **INTO ACTION**

67%

of couples are
NOT being made
to feel special

**WILL YOU TURN THESE
INSIGHTS INTO
BOOKINGS?**



Harnessing the power of data is essential for staying competitive in the wedding industry. Use our step-by-step guide to understand your business's market share, analyse the competition, and develop strategic plans.

By leveraging insights from industry data, you can better position your business, highlight your unique offerings, and attract more couples in a dynamic market.

A FOUR-STEP GUIDE TO MAXIMISING YOUR VENUE'S POTENTIAL

STEP 1



ASSESS YOUR MARKET SHARE

Contact your local registrar to find out the average number of weddings in your area for an overview of the market landscape. Set reasonable targets based on past performance and opportunities.

STEP 2

ANALYSE THE COMPETITION

Identify the number of competitors in your area. Divide the number of weddings by the number of venues to gauge your market presence and understand your position relative to others.



STEP 3

UNDERSTAND COUPLES' PREFERENCES

Use the insights and analysis from this report to discern modern couples' preferences. Fine-tune your services and offerings to meet their needs and desires ensuring you stay ahead in the market.



STEP 4

STRATEGISE AND DIFFERENTIATE

With a clear understanding of your market share, develop targeted strategies to enhance your competitive edge. Highlight unique offerings and tailor packages to attract more couples.



10 WAYS TO BOOK MORE WEDDINGS



PERSONALISE YOUR ENQUIRY EMAILS

1. Couples often disengage when communication feels robotic. Revisit email templates and add warmth, excitement, and personalisation.

SHOW UP WHERE THEY FIND INSPO

2. Social platforms play a major role in discovery. 27% turn to TikTok and 48% to Instagram. Video and authentic content can drive enquiries.

PROMOTE GETTING-READY SPACES

3. 62% want a bridal room, and 36% a groom room included. Those that offer preparation spaces gain an advantage by increasing convenience.

SELL THE VALUE, NOT JUST THE PRICE

4. Couples told us they spend more when they see quality or value for money. Show why your venue or services is worth it.

PROVIDE CLEAR, UPFRONT PRICING

5. 40% won't enquire if pricing isn't visible upfront. Transparency around costs builds trust and prevents drop-off caused by hidden fees.

GUIDE THEM THROUGH THE PROCESS

6. Explaining timelines, considerations and next steps during the planning process positions you as a trusted expert and reduces overwhelm.

Our Key TAKEAWAYS

A STAR COORDINATOR SELLS

7. More than 1 in 3 choose a venue based on the coordinator. Ensure your team is proactive, knowledgeable, and enthusiastic.

VIRTUAL TOURS HELP THEM SHORTLIST

8. 67% of couples like watching virtual tours, making immersive online walkthroughs critical for attracting serious leads.

HOST IN-PERSON EXPERIENCES

9. Events remain powerful decision tools, as 69% of couples attend them. Structured showcase opportunities directly support bookings.

GUEST LOGISTICS INFLUENCE DECISIONS

10. 70% look for on-site accommodation and 60% for adequate parking, so promoting these features can strengthen competitiveness.

Our Top Stats

YOUR CHEAT SHEET!



68%

indicated seasonal pricing DID NOT influence their day or date choices

69%

of couples enquired with 1-5 venues (up 9% on 2025)

67%

of couples are NOT feeling special during the enquiry process

40%

will not enquire if prices aren't available on the website



51%

of those that booked their venue said pricing or hidden costs put them off booking certain venues

73%

toured 3 venues or less before booking (up from 64% in 2025)

60%

of couples will have their ceremony at the reception venue

67%

of couples are spending 20K or less on their wedding

MORE ADVICE FROM INDUSTRY EXPERTS...

EARLIER SHORTLISTING IS THE DEFINING TREND IMPACTING WEDDING SALES

Couples are deciding which venues to consider **before visiting websites**, influenced by AI-driven search, with access to reviews, imagery, and pricing. By the time they finally **reach a venue's website**, they should be **ready to book the showround**.



NIKITA THORNE

THESE TRENDS ARE DRIVING BOOKINGS, RATHER THAN JUST BEING 'NICE-TO-HAVE...

Getting-ready spaces are the clear winner. They give couples **extra time on site**, a more relaxed start to the day, **less travel stress**, and **better photo opportunities**. Venues that don't offer at least one (ideally two) **spaces** are now at a real **disadvantage**.

KELLY CHANDLER



WEDDING VENUES AREN'T FULLY PREPARED FOR THIS YET, BUT BY 2027...

couples will expect venues to **operate more like other hospitality sectors** such as hotels, pubs, and restaurants. That means **real-time availability**, **dynamic pricing**, and **transparency** around **sustainability standards**. There's no reason our sector can't keep pace with others.



ALISON HARGREAVES

Hurdles & How YOU CAN HELP

WHY UNDERSTANDING THEIR FRUSTRATIONS MATTERS

By **understanding the challenges and frustrations** couples commonly face, you can **proactively** remove stress rather than unintentionally adding to it. Knowing **what turns them away** helps your team **anticipate concerns, communicate** clearly, and **address objections** before they're even raised, building trust, confidence, and a **smoother path from enquiry to booking**.

BIGGEST CHALLENGES WHEN PLANNING A WEDDING

Budget Pressure & Rising Costs

Managing the cost of a wedding is the single biggest stress point, with couples struggling to balance expectations, savings, and ever-increasing prices.

How you can help: *Be upfront and transparent about pricing early, clearly explain what's included, and help couples prioritise where their budget will have the most impact.*

Guest List & Family Politics

Deciding who to invite (while managing family expectations and budgets) is a major source of stress, and minimum guest number requirements can catch couples planning smaller or more intimate weddings off guard.

How you can help: *Be clear about minimum numbers upfront, offer flexibility where possible, and guide couples on how to make guest numbers work without compromising their vision.*

Finding the Right Venue

Couples find it hard to identify a venue that fits their vision, budget, availability, and needs all at once.

How you can help: *Clearly communicate who your venue is (and isn't) right for, share real examples, and provide virtual tours, sample timelines, and transparent packages to help them shortlist with confidence.*

Feeling Overwhelmed by Planning

Many feel overwhelmed by the sheer volume of decisions, information, and tasks, especially early in the planning journey.

How you can help: *Break the process into simple steps, explain "what comes next," and proactively guide couples rather than waiting for them to ask.*

Finding & Coordinating Suppliers

Securing the right suppliers who are available, within budget, and a good fit takes time and adds to decision fatigue.

How you can help: *Recommend trusted suppliers, explain how different vendors fit together, and share realistic timelines for booking key services.*



MONEY, COSTS BUDGET & PRICE



GUEST LIST DECISIONS



FINDING A VENUE

Our biggest challenge was finding a **reception venue** that would **accommodate guests travelling**, and that meets myself and my partners' vision. We have **found one that is a dream**, we even **stretched our budget for it**.

WEDPRO TEAM: INSIGHTS TO HELP YOU SUCCEED



- * Couples mentioned that they are more willing to spend when they clearly see the value, and they appreciate having reasons to justify the costs involved.
- * Showcase your quality, personalise your offers, and highlight what makes your venue or services worth the investment.

CIARA CROSSAN
Founder & CEO at
WeddingDates

**SHOW THE VALUE,
SECURE THE BOOKING**



- * Nearlyweds want to feel special, not just like another booking. They're looking for a personal, memorable experience where they can be heard!
- * Take time to listen, ask meaningful questions, and show them you genuinely care about their wedding vision.

ALIX MATANIA-ALLERTON
Sales Manager and
former Wedding Planner

**MAKE THEM FEEL VALUED,
NOT LIKE A NUMBER**



- * Slow or poor responses frustrate eager couples and can push them towards another venue that replies faster or gives them the info they need.
- * A well-organised CRM helps you respond promptly, stay on top of enquiries, and create a smooth, professional experience.

SARAH BOLSON
Customer Success Specialist
and former Hotelier

**GREAT COMMUNICATION
WILL SET YOU APART**



- * Engaged couples turn to TikTok and Facebook Groups for advice because they feel overwhelmed and don't know where to start planning.
- * Share your expertise, offer reassurance, and be the trusted guide they need during this exciting yet sometimes stressful time.

BETH FOX
Bride-to-be and former
Wedding Coordinator

**BE THE EXPERT
COUPLES TRUST**

SPECIAL THANKS TO OUR WEDDING EXPERTS

KELLY CHANDLER



WEDDING VENUE TRAINER AND CONSULTANT

A former award-winning wedding planner who has spent the last 10 years helping venues grow their wedding bookings and stand out in a competitive market. Her consultancy focuses on developing irresistible offerings and building strong sales processes with heart.

FOUNDER AND DIRECTOR OF GUIDES FOR BRIDES

An international speaker with 30+ years' experience in wedding data, trends, and sustainability. She is also the Founder & CEO of Beyond Weddings, Big Day Agency and the UK Wedding Association, championing professional and sustainable UK wedding businesses.



ALISON HARGREAVES

PETRA CLAYTON



CREATOR AND CEO AT CUSTARD

With over 25 years of experience in strategic hospitality marketing, Petra launched Custard in 2007 to deliver creative, strategic, and measurable solutions to the hospitality sector. She has her finger on the pulse of the industry's challenges and commercial pressures!

FORMER WEDDING MANAGER & FOUNDER OF CELEBRANT LED

As a fully qualified Independent Professional Celebrant, she is passionate about creating bespoke ceremonies where couples feel completely themselves. As a Freelance Wedding Writer, she shares the "no-filter" truth and trends about the industry.



KATIE FLANAGAN

NIKITA THORNE



HEAD OF STRATEGY AT GUIDES FOR BRIDES

Nikita is known for shaping marketing strategies for venues and suppliers. She hosts Guides for Brides – The Wedding Podcast, speaks at industry events, and brings a strong mix of data-driven insight and consumer perspective to help venues connect with couples.

WEDDING MARKETING EXPERT & INDUSTRY SPEAKER

known as the UK's leading wedding marketing expert and author of the book 'Done is better than perfect'. She works with venues and wedding pros worldwide to help them up their visibility. She also has a wonderful podcast that is well worth a listen!



BECCA POUNTNEY



UK WEDDING
ASSOCIATION

The Future of UK Weddings: Professional, Sustainable, Trusted

Built *by* the industry, *for* the industry, to help credible wedding venues and suppliers stand out.

Trusted badges, expert education, powerful networking and real opportunities.

Membership just £300 per year.

Join the UK Wedding Association today, and stand out as a trusted, professional and sustainable wedding business.

JOIN NOW

ukweddingassociation.co.uk

"It's great to finally have an objective way for venues and suppliers to proudly demonstrate their credentials and stand out."

~ Kelly Chandler, Wedding Venue Trainer & Consultant



TURN DATA INTO ACTION - READY TO GET STARTED?



IMMEDIATE BROCHURE DELIVERY

Capture leads with an automatic first response, sending couples your brochure the moment they enquire



INSTANT AVAILABILITY CHECKER

Allow couples to check if their dream wedding date is available before they enquire with your venue



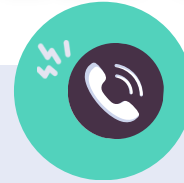
PERSONALISED AUTOMATED EMAILS

Auto-generated emails for every touchpoint, with the flexibility to personalise each one before sending



COMPLETE ENQUIRY MANAGEMENT

Manage all enquiries in one dashboard, preventing duplicates and keeping your team aligned



CALL LOGGING MADE SIMPLE

Prefer phone calls? Keep a detailed record of every conversation directly in the enquiry manager



NEVER MISS AN IMPORTANT TASK

Stay on top of your wedding admin with a daily task list, so you never forget a showround, call or follow-up

HOW SEDGEBROOK HALL SAVED TIME WORTH OVER £5,000 IN STAFF COSTS IN 2025



521 ENQUIRIES LOADED AUTOMATICALLY INTO WEDPRO CRM VIA AI LEAD CAPTURE

4,513 EMAILS SENT TO COUPLES



44% MORE SHOWROUNDS



SAVED 410+ HOURS OF ADMIN TIME

12 MORE WEDDINGS VS PREVIOUS YEAR



*My life was filled with spreadsheets, I couldn't follow up in time, and everything was all over the place. Now (with **WedPro**) it is all in one place. It doesn't take much thinking, and I can find what I'm looking for in 3 seconds flat.*



WHAT THEY LOVE ABOUT WEDPRO

LEAD CAPTURE

"Helps me sort out mutual 3rd party platforms."

USING WEDMAILS

"Keeps us in their minds when they might otherwise forget us."

TEAM SUPPORT

"quick and efficient – could not ask for better."

SPEAK TO US ABOUT YOUR WEDDING BUSINESS

With WedPro, you can easily find, track, and convert leads, helping you book more weddings and grow your revenue.

Want to learn more?

BOOK A DEMO TODAY!



**SCAN
ME!**



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SALES PIPELINE MANAGEMENT FOR WEDDING VENUES