



2024

Industry REPORT

Key data from the UK's 2024
Ultimate Wedding Survey.

WEDPRO
by WEDDING
DATES

Table of CONTENTS

03

MEET THE “I DO” CREW

Unveiling insights into couples' demographics, behaviours, their ideal wedding date and party size.

08

ECONOMIC UNCERTAINTY

Examining the cost of living crisis, economic forces and its impact on wedding planning.

10

VENUE SELECTION DYNAMICS

Exploring decision-making processes, challenges, and favoured methods of communication.

21

INDUSTRY TRENDS

Identifying key trends: social media, sustainability, and other elements shaping the industry.

24

KEY TAKEAWAYS

Sharing the WedPro team's insights and roadmap for the future – cheers to making informed decisions!

Introduction

Welcome to our much-anticipated ninth annual Wedding Industry Report. This year, we're excited to present a thorough analysis based on the invaluable insights from over 1000 newly engaged couples who took part in our 2024 Ultimate Wedding Survey.

This report is designed to equip you with the data-driven solutions necessary to navigate the challenges and opportunities that lie ahead. We've delved deep into the desires and preferences of these couples, giving you an insider's look into what makes their hearts flutter and their wedding dreams come alive.

“Understanding the heartbeat of the wedding industry is crucial for making informed decisions.”

Our commitment to empowering wedding venues with actionable intelligence is at the core of this report. It's more than just pages and stats - it's your roadmap to positioning your venue for success in 2024. So, dive in, and together, let's transform these insights into unforgettable experiences.

Ciara Crossan
Founder & CEO



Demographics **DECODED**

59%

of survey respondents are
between 25 and 34
years of age

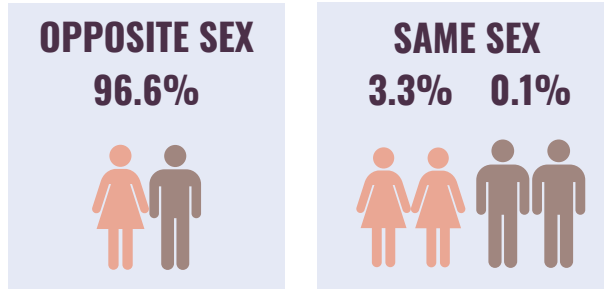


1000+
COUPLES
SURVEYED



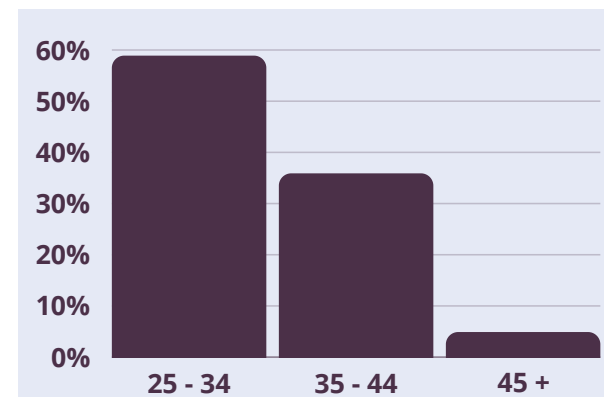
95% ARE HETEROSEXUAL BRIDES

95.3% of respondents identify as a bride, and 1.3% as a groom. The remaining 3.4% identify as same-sex couples.



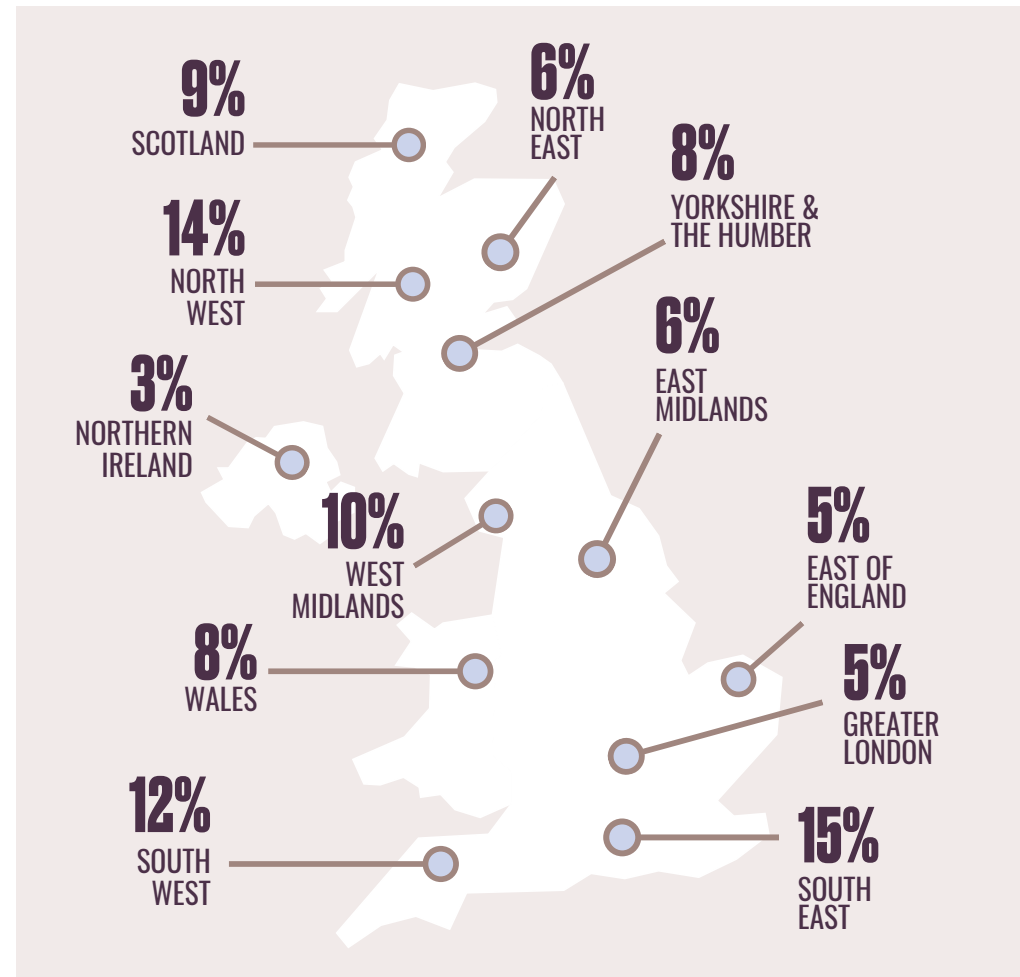
59% AGED 25-34

59% of our respondents are aged 25-34, 36% are 35 - 44, and only 5% are over 45.



It's important to note that the data presented in this report offers a snapshot of a specific segment of the population, primarily consisting of **heterosexual brides**.

Meet the 'I DO' CREW



The Dating GAME

Understanding the dynamics of each couple allows you to meet their needs and desires effectively, elevating your venue's appeal and setting it apart in a competitive market.

ALIX MATANIA-ALLERTON, FORMER WEDDING PLANNER



ENGAGEMENT LENGTH IN MONTHS

48%

ENGAGED LESS THAN 6 MONTHS

40%

GETTING MARRIED IN 2024

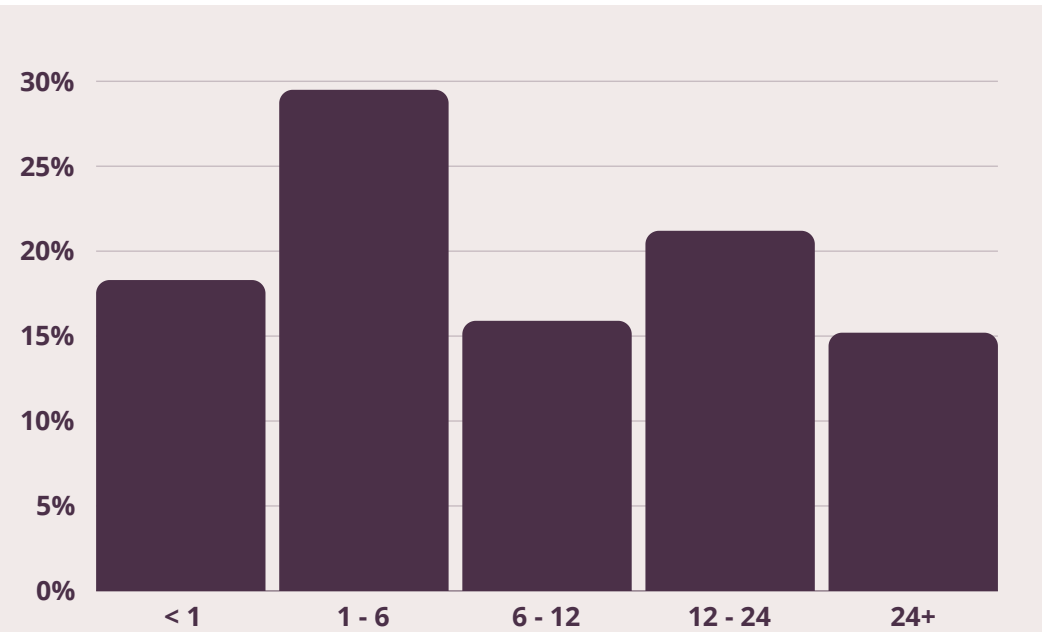
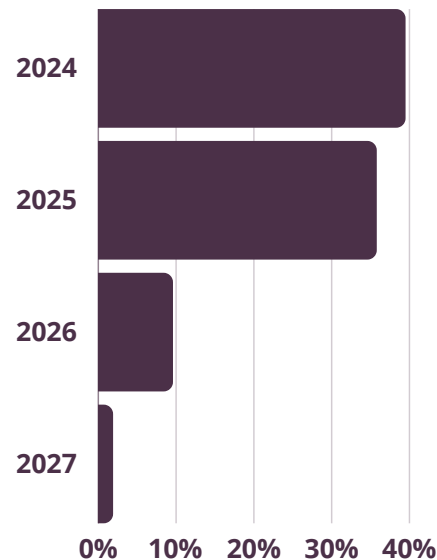
37%

PLAN TO WED IN SUMMER

WHEN IS THE BIG DAY?

The majority of respondents (**40%**) plan on getting married in 2024 followed by **36%** getting married in 2025.

10% are looking at 2026, **2%** at 2027 and **13%** of couples surveyed do not have a date in mind yet.

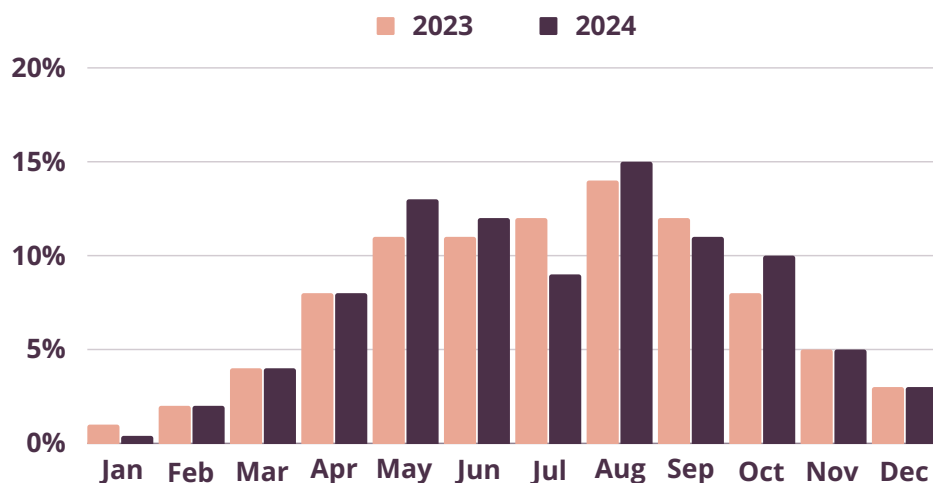


Our survey spans the peak engagement period of Christmas and New Year, with **48%** of respondents engaged for 6 months or less.

Breakdown: **18%** newly engaged (less than 1 month), **30%** engaged within the last 6 months, **16%** engaged for more than 6 months but less than a year, **21%** engaged for 12-24 months, and **15%** for more than 2 years.

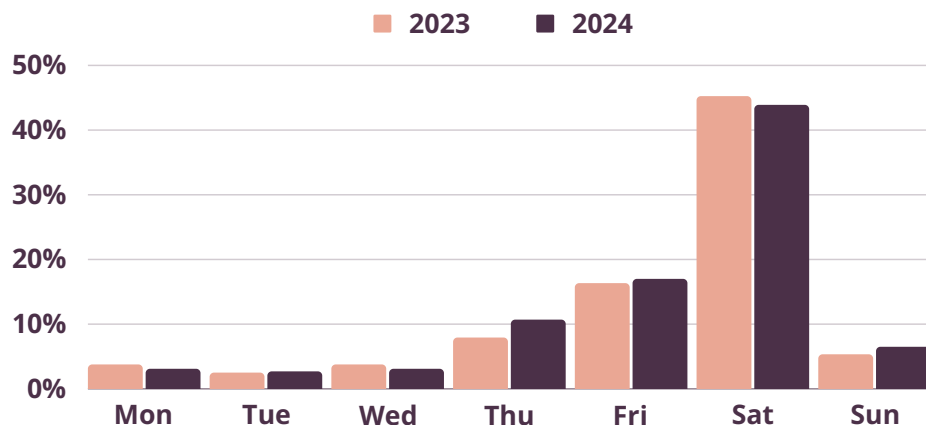
WHAT MONTH DO YOU PLAN TO GET MARRIED?

This year **August (15%)** is still the most popular month followed by **May (13%, up from 11% in 2023)** and June at **12%**. **October** has seen a rise in popularity from **8%** in 2023 up to **10%**. Interestingly, **July** is only favoured by **9%** compared to **12%** in 2023.



ON WHAT DAY DO YOU PLAN TO GET MARRIED?

Saturday (44%) is by far the most popular day followed by **Friday at 17%** and **Thursday at 11%** (up from **8%** last year).



56%

of respondents indicated seasonal pricing **DID NOT** affect their decision on a date

COST AS A PRIMARY FACTOR

Based on the **44%** of respondents that indicated seasonal pricing **DID** influence their decision on the date the following trends were established:

- Many couples expressed a preference for mid-week weddings or dates outside of peak wedding seasons, citing **lower costs** as a primary motivator.
- **Saturdays** and **May to September** were consistently noted as being more expensive for venue bookings, accommodation for guests and other wedding services.
- Couples voiced concerns about the **overall cost of weddings** and the need to balance their desires for a special day with financial realities.

15%

of couples plan to get married in August (up from 14% in 2023)

44%

Saturday is still the most popular day for a wedding in the UK

44%

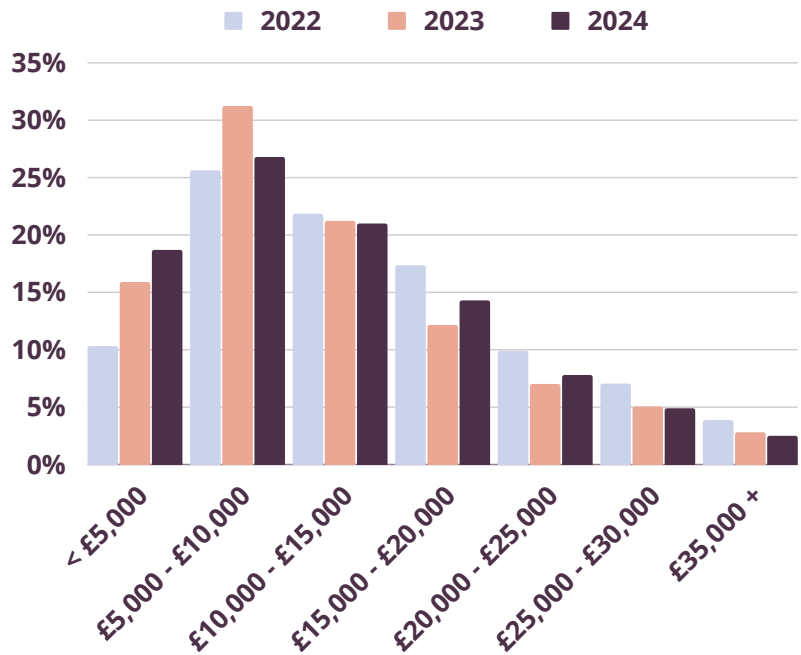
of couples indicated seasonal pricing **DID** affect their decision

By choosing a Friday over a Saturday it gives us a little bit more money to invite more loved ones to celebrate with us. Rather than having to remove people from the list because of price...



WHAT IS YOUR ENTIRE WEDDING BUDGET?

This year, a significant **58%** of couples report that the cost of living has affected their wedding budget, marking a notable increase from **30%** in 2023. **81%** of couples are now spending less than £20K on their wedding (excluding the honeymoon) with **46%** spending £10K or less.



46%

are spending £10K or less on their wedding

58%

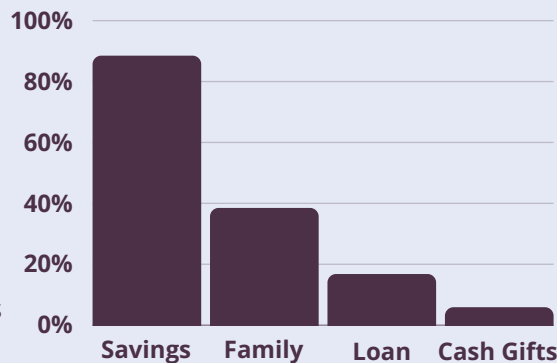
indicate the cost of living has impacted their budget

15%

are spending £20K or more on their big day

WHO IS PAYING FOR THE WEDDING?

Couples are combining funding options, with the vast majority part-funding their wedding through savings (**89%**) and **39%** depend on family to help them with their expenses. Those resorting to loans have reached an all-time high at **17%**, and only **6%** rely on cash gifts from guests to fund their big day.



The Budget DANCE

WHAT IS YOUR PER HEAD COST FOR YOUR VENUE?

Among those who have booked their venues, **27%** are spending £50 or less per head and on the other end of the scale, **19%** of couples are exceeding £100 per head on their guests. 1 in 5 are spending between £50 and £65 per head and **16%** are spending £80 to £100, a **5%** decrease from 2022.

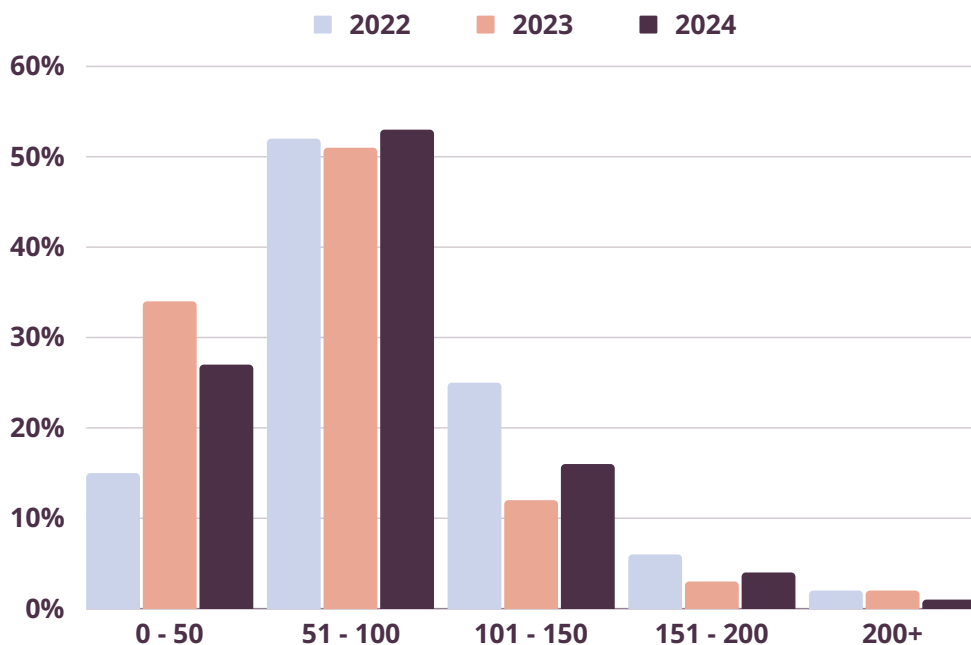
	2022	2023	2024
< £50	23%	31%	27%
£50 - £65	21%	21%	20%
£65 - £80	18%	15%	19%
£80 - £100	21%	17%	16%
£100+	17%	16%	19%

50%

on average, couples allocate 50% of their budget to spend on their venue

HOW GUEST NUMBERS HAVE CHANGED OVER THE YEARS...

This year, **53%** of couples plan to invite 51-100 guests, while **27%** will have less than 50 guests, a slight decrease from **34%** in 2023. **16%** expect 101-150 guests, up from **12%** last year and only **5%** plan on inviting more than 150 guests.



In 2022, the average number of guests was **79**. By 2023, it had slightly decreased to **77**, and in 2024 increased to **83** - while growing by **8%** it still indicates a preference towards smaller more intimate weddings.

It is a challenge navigating possible dramas with the guest list. We're keeping it relatively small and have been asked awkward questions about whom we have, or rather have not, invited.

GUEST NUMBERS

HOW MANY GUESTS ARE YOU EXPECTING?

27%

UNDER 50

53%

51 - 100

16%

101 - 150

4%

151 - 200

1%

201 - 250

0%

250+

Guest List Challenge: A prominent challenge identified in the survey is couples' struggle to manage their guest lists. This common hurdle involves keeping the numbers down, deciding who to invite and navigating family dynamics.

Budget Constraints: With the rise in cost of living affecting wedding budgets, couples are more budget-conscious, preferring a smaller guest list to manage costs.

Location and On-Site Accommodation: Crucial factors in venue selection introduce an additional layer of complexity, as the challenge emerges in ensuring ease of travel, ample accommodation and managing associated costs for the guests attending the wedding.

Economic UNCERTAINTY

HOW DID YOUR VENUE PRICE INCREASE IMPACT YOUR PLANS?

8% of couples that have booked their wedding indicated their venue increased the prices **AFTER** they signed the contracts. To deal with this price increase **40%** opted to increase their budget to absorb the additional expenses, **26%** cut other expenses and **11%** decreased their guest list. It is worth noting that none of them chose to change venues.

11%

reduced the guest list to balance the price increase

26%

cut some of the other expenses to cover the additional costs

40%

had to increase their budget to absorb the cost increase

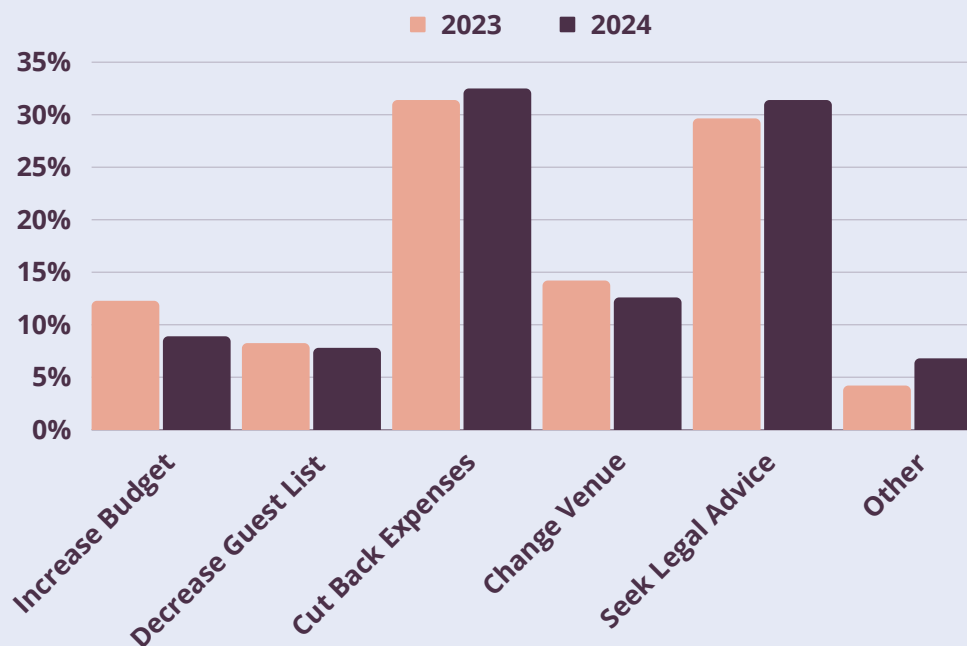
Ensuring transparent communication and honouring signed contracts are pivotal for venues navigating price adjustments and fostering trust.

CARYS DUCKWORTH, WEDDING VENUE EXPERT



IF YOUR VENUE WAS TO INCREASE THEIR PRICES BY 5-10% AFTER YOU SIGNED YOUR CONTRACT, WHAT WOULD YOU DO?

Among respondents whose venues hadn't yet raised prices, we asked them how they would deal with such a price increase. **33%** would cut back on other wedding expenses, **31%** would seek legal advice, and **13%** would consider changing venues. Additionally, **8%** would reduce the guest list, and **9%** would increase their budget.



Other options couples would consider include having a conversation with the venue to understand the reason for the price increase or attempting to negotiate and maintain the original price while discussing the contract terms as agreed with the venue.



57%

would explore options other than changing venues or seeking legal advice if venue prices rise

WHAT THE COUPLES HAVE TO SAY

"Prices have gone up which means our budget gets us less. Our parents have had to help us more than we anticipated which we are very lucky is an option."



"We are doing a lot of DIY stuff such as the save the dates, place cards, and invitations and a lot of the wedding decorations are coming from places like Temu and Shein."

"Our wedding budget hasn't changed but the year of our wedding has had to change to be able to save."

"Finding your dream wedding venue at a reasonable price for when you want your wedding seems unachievable these days."



WHAT IS AFFECTING COUPLES' BUDGETS?

- Financial constraints
- Mortgages or children
- Saving challenges
- Expectations vs reality
- Balancing priorities
- Rising wedding costs
- Concerns about future expenses

"We are trying to confirm a budget with help from our parents as without their help we wouldn't be able to afford things and would have to push back the wedding a few years."

"We have had to cut numbers and have to make choices between quality and cost, which is disappointing."

"We have a tighter budget so we are still able to have the wedding we want, and live a good life while planning."

"Prices are going up year on year, it's making us want to get married sooner so that we don't have unexpected costs."

WHAT ARE COUPLES CUTTING IN ORDER TO SAVE?

- Guest lists or bridal party
- Fresh flowers
- Elaborate decor
- Videographers
- Novelty extras
- Drinks reception
- Entertainment
- Buying new VS renting



Venue Selection **DYNAMICS**

43%

of respondents haven't
booked their wedding venue
yet and are actively looking



**1000
COUPLES
SURVEYED**

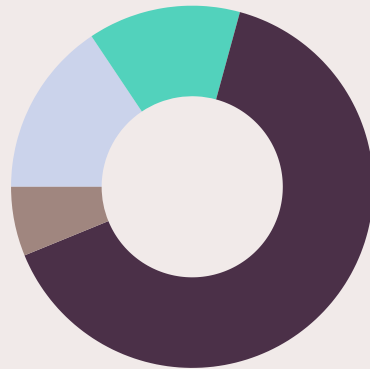


62% WED AT RECEPTION VENUE

62% of all respondents indicated they plan on having the ceremony at the reception venue. Only 15% plan on getting married in a church or other place of worship.

WHERE WILL YOU HAVE YOUR CEREMONY?

- At reception venue (62%)
- Registry Office (13%)
- Church/other religious house of worship (15%)
- At venue other than reception venue (6%)



57%

of survey respondents have booked their wedding venues

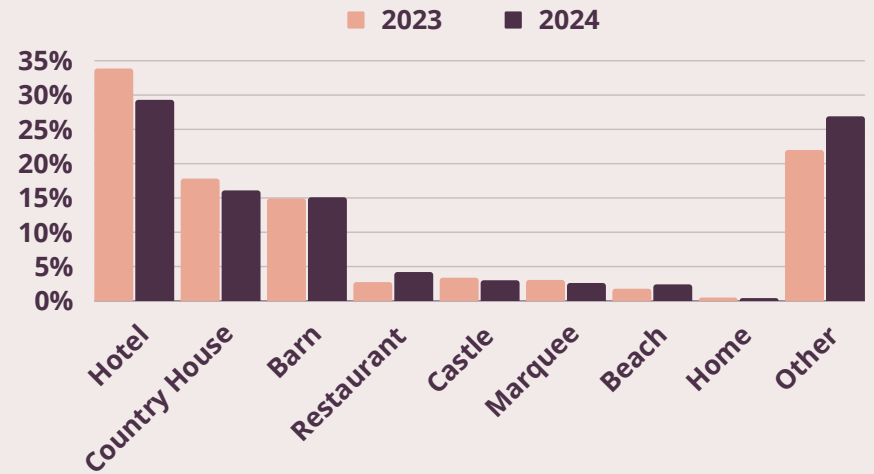
62%

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

Venue Desires DECODED

HOW WOULD YOU DESCRIBE YOUR VENUE?

Of couples that have booked their venues 29% booked a **hotel**, down 5% from 2023. Country Houses (16%) are down from 18% in 2023 and Barns are holding steady at 15%. Other popular options mentioned include golf clubs and town halls.

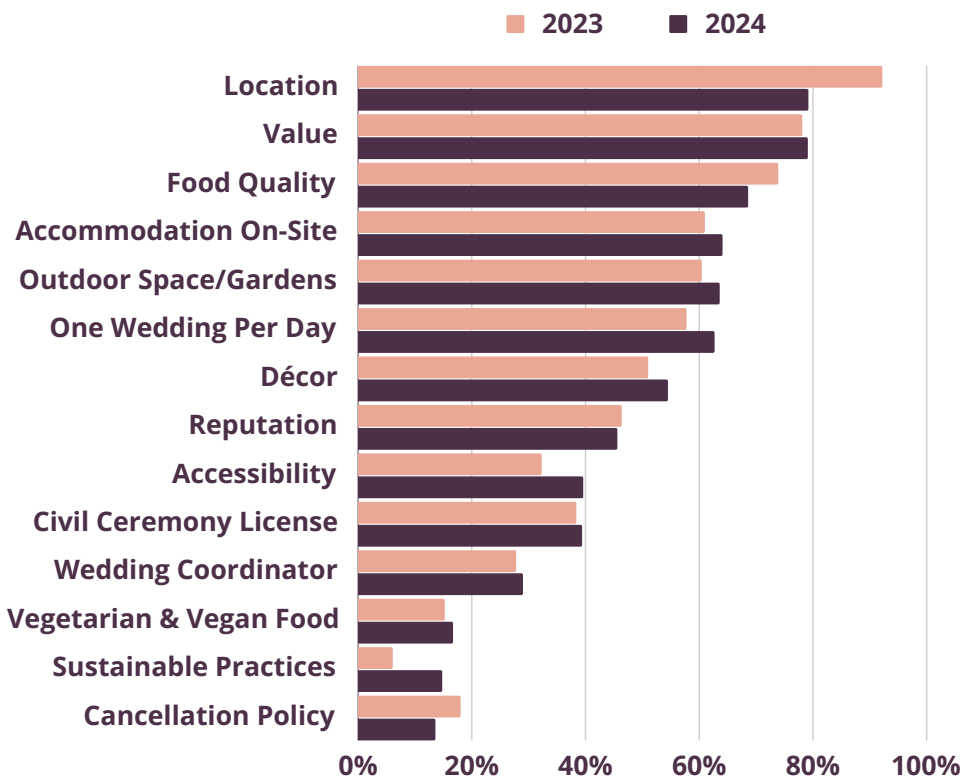


54%

indicated quality is more important than cost when choosing a venue

KEY FACTORS WHEN CHOOSING A VENUE?

The top 5 factors for couples when choosing a venue are Location (79%), Value (79%), Food Quality (69%), Accommodation On-Site (64%) and Outdoor Space/Gardens (64%).

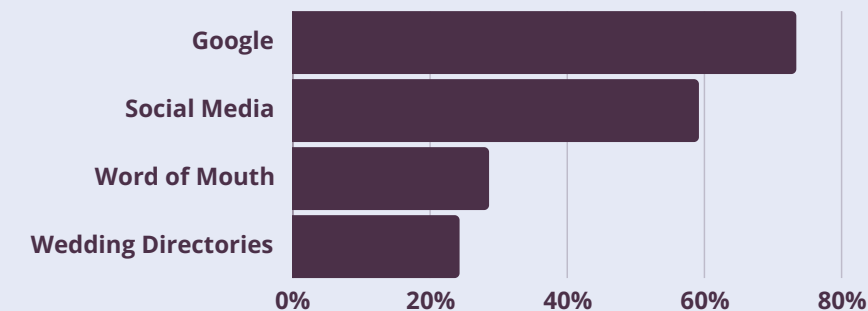


CHANGES TO VENUE SELECTION CRITERIA

Location as a key deciding factor is down **13%** on last year, perhaps due to the concerns re costs so couples have to be more flexible. Of those for whom location is important, **52%** cite proximity to home, ceremony venue, or other noteworthy locations, while **31%** highlight the significance of the view and **10%** because of sentimental reasons. **Other notable changes:** Sustainable Practices (up **9%**), Accessibility (up **8%**) and One Wedding Per Day (up **5%**).

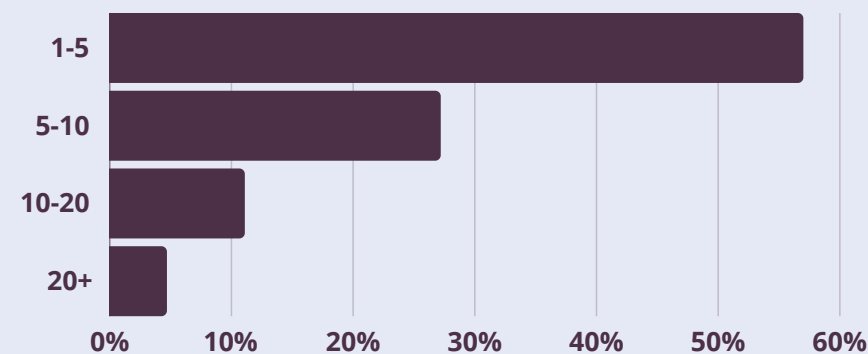
HOW DID YOU RESEARCH VENUES?

The top choices, with respondents able to select multiple options, were Google (73%), Social Media (59%), Word of Mouth (29%) and Wedding Directories (24%).



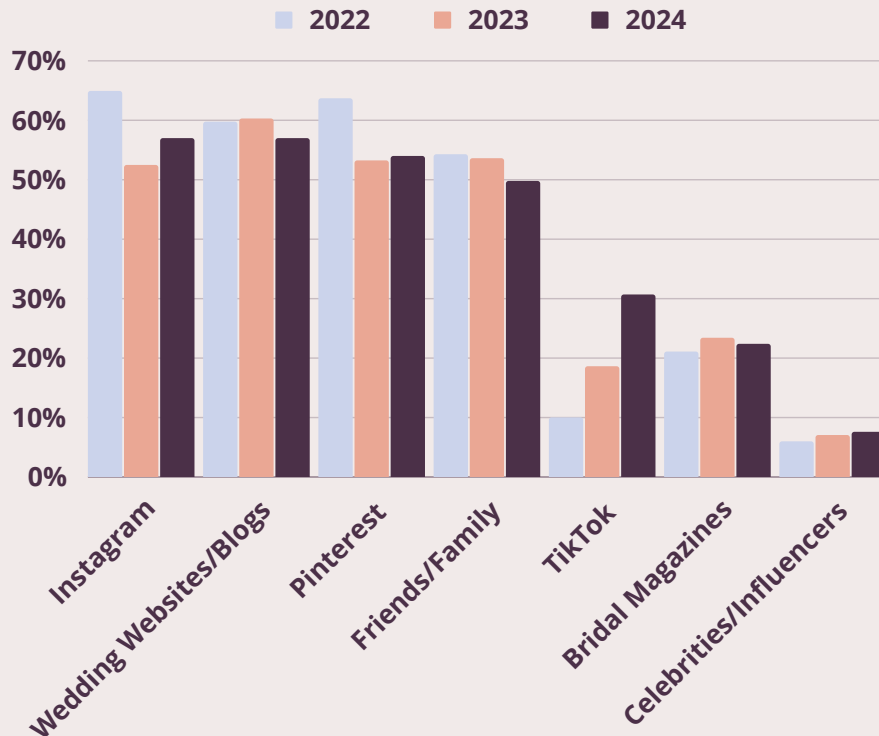
HOW MANY VENUES DID YOU ENQUIRE WITH?

More than half of our respondents (57%) enquired with less than 5 venues. 27% enquired with 5 to 10 venues and 16% enquired with more than 10 venues.



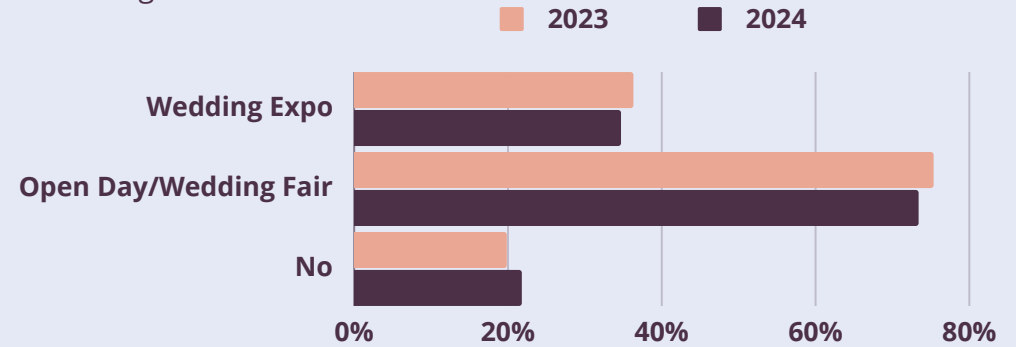
True Love's INSPIRATION

Asked to choose all that apply, couples indicated they get their inspiration predominantly from Instagram (57%), wedding blogs (57%) and Pinterest (54%). Remarkably, 31% now draw inspiration from TikTok, a significant increase from 19% in 2023 and 10% in 2022. Similar to 2023's data, influencers (8%) are deemed less significant than bridal magazines (22%).

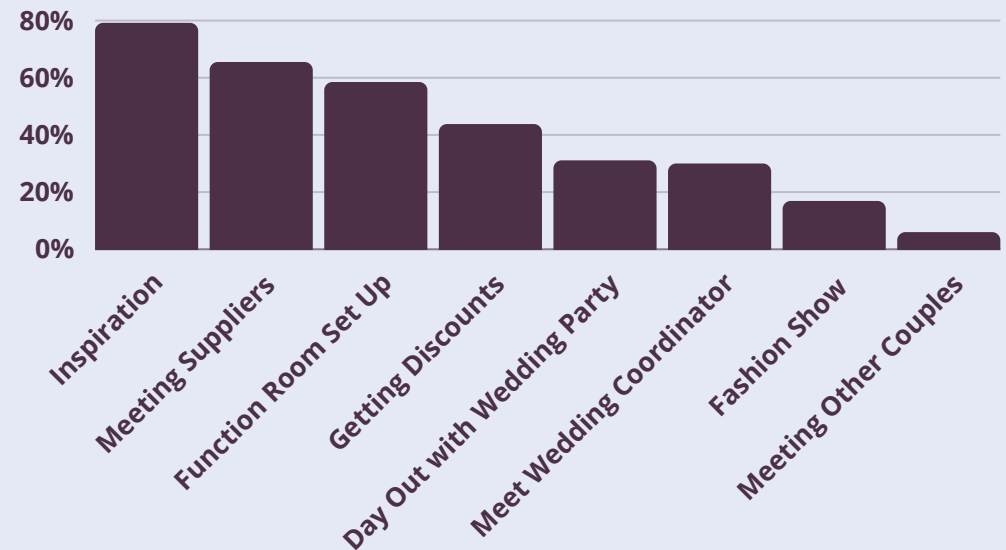


HAVE YOU OR WILL YOU ATTEND ANY OF THE FOLLOWING?

This year 73% expressed attending or planning to attend venue open days or wedding fairs, a slight decrease from 75% in 2023. Additionally, 35% are gearing up for wedding expos, and 22% aren't planning on attending either.

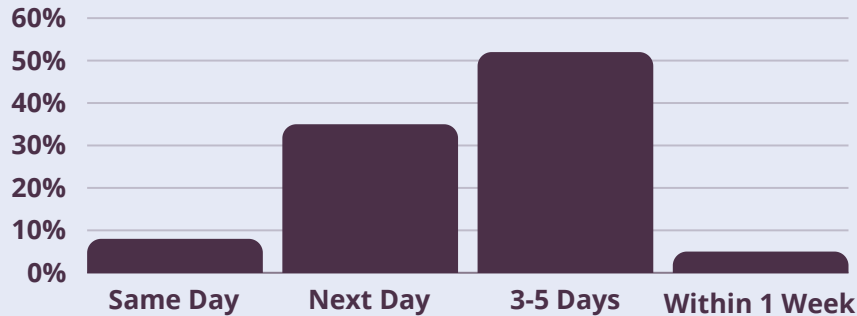


The main reasons for attending a wedding fair are to get inspiration (79%), meet suppliers or vendors (66%) and to see the function room set up (59%). Only 17% citing they attend because of the fashion show.



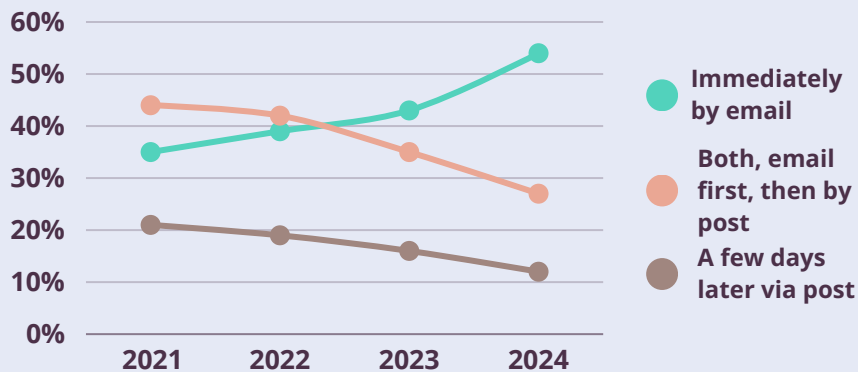
WHAT IS AN APPROPRIATE RESPONSE TIME?

Similar to 2023 data **43%** of couples expect a response within 48 hours and **52%** expect it within 3-5 days. However, this year only **5%** indicated they'd be willing to wait a week.



HOW WOULD YOU PREFER TO RECEIVE THE WEDDING BROCHURE FROM A PROSPECTIVE VENUE?

In a dramatic increase, **54%** want to receive their brochure immediately by email (up from **35%** in 2021). **27%** want both (an email first followed by a physical copy) and only **12%** want to receive it just by post. This year, **7%** indicated they aren't interested in a brochure and just want to see a price list.



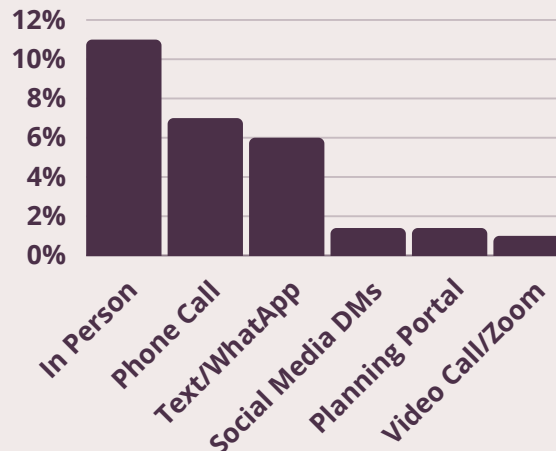
Joining The CONVERSATION

HOW DO YOU LIKE TO COMMUNICATE WITH YOUR VENUE?

We asked the respondents who had already booked how they liked to communicate with their venue most of the time.



The majority prefer to communicate with their venue via email. The rest had a preference for in person, phone calls or text comms, with only a small fraction utilising social media DMs, video calls and online planning portals.



57%

ENQUIRED WITH
1-5 VENUES

43%

WANT RESPONSE
IN 48 HOURS

54%

WANT BROCHURE
VIA EMAIL

Hurdles and HEADACHES

53%

found nothing stands out to them when enquiring with venues

THE BIGGEST CHALLENGES IN THE WEDDING PLANNING JOURNEY

Financial Constraints:

Many couples face challenges related to budgeting and prioritising expenses over wedding costs. Especially when managing financial constraints while striving for a memorable wedding.

Venue Selection:

Some find it difficult to find a suitable venue within budget constraints. This involves considering factors like location, accessibility and capacity, all while meeting the preferences of both partners and guests.

Vendor Selection:

Finding reliable vendors who fit within the budget and meet quality standards is another common challenge. This includes securing essential vendors, negotiating pricing, and ensuring clear communication throughout the process.

23%

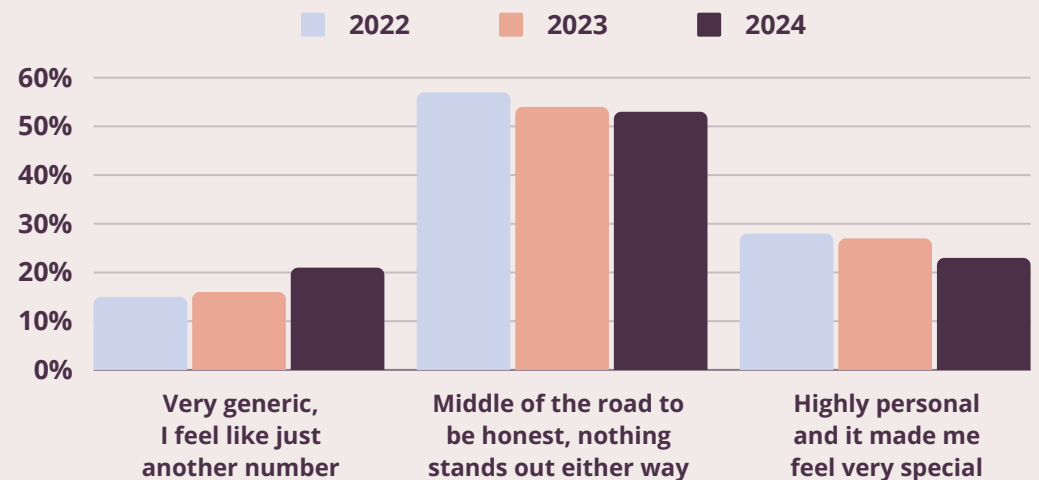
felt it was highly personal and they were made to feel special

21%

felt like just a number and the process very generic

OVERALL, HOW HAVE YOU FOUND THE PROCESS OF ENQUIRING WITH WEDDING VENUES?

Most respondents who began enquiring with venues found the process generic, lacking distinctive elements that made them feel valued and special. An all-time low of **23%** perceived the enquiry process as "highly personalised" with **21%** feeling like just a number.



Logistical Challenges:

Managing various logistical aspects such as guest lists, RSVPs, and coordinating dates that accommodate everyone's availability, can be overwhelming. This also includes handling unexpected costs, and unforeseen circumstances.

Family Dynamics:

Balancing the desires of family members, particularly overbearing parents, and managing their expectations is a significant challenge.

THE TOP 3 FRUSTRATIONS

**MONEY/COSTS/
BUDGET/PRICING**

**FINDING
VENUE**

FAMILY



COMMUNICATION AND RESPONSE TIME

- Lack of communication or non-responsiveness.
- Feeling pressured or bombarded with follow-up emails after enquiry.
- Waiting for confirmation of wedding date availability.



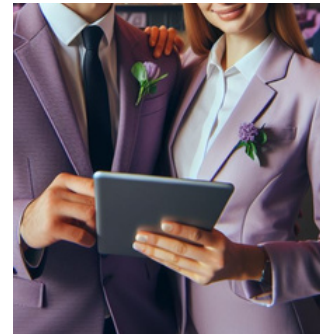
FLEXIBILITY AND CUSTOMISATION

- Facing restrictions on vendors or catering options.
- Lack of availability for last-minute weddings.
- Finding a venue with accommodation.



SERVICE LEVELS AND COORDINATION

- Coping with judgment or lack of enthusiasm from venue staff.
- Feeling rushed or pressured by venues to sign contracts quickly.
- Limited availability for viewings.



AVAILABILITY AND SCHEDULING

- Arranging viewing dates and finding a suitable time to visit outside of working hours.
- Timing of having to make a decision quickly as slots fill up.



VENUE SELECTION AND DECISIONS

- Finding a venue intimate enough for a small wedding party.
- Finding a venue with the "wow" factor.
- Meeting specific requirements and accommodating all needs.



SPECIFIC VENUE ISSUES

- Venues not welcoming children to viewings.
- Finding venues that are accessible and disabled-friendly.
- Dealing with dietary needs.



COST AND PRICING TRANSPARENCY

- Misleading pricing and unexpected additional costs.
- Difficulty comparing costs between venues and understanding pricing packages.
- Price not being transparent or available online.



**66%
VS
34%**

on average, respondents felt they were doing 66% of the wedding planning compared to their partner, indicating progress towards shared responsibilities

WHAT THE COUPLES HAVE TO SAY



One of the most frustrating things is not seeing each room set up - it is hard to visualise, even attending wedding open days some rooms are used for suppliers.

"The process is very overwhelming - some venues were very pushy to get you to book their venue, making us feel uncomfortable."



We found the complicated booking process frustrating - especially the venue being more focused on how much money they could charge us than actually showing us around.

"We had a hard time understanding what was included and excluded from the venue's prices and making sure there were no 'hidden costs'."



TOP 5 FRUSTRATIONS

1. Lack of pricing transparency
2. Difficulty comparing costs
3. Hidden costs
4. Feeling pressured to book
5. Slow or lack of responses

WEDPRO

WILL HELP YOU REDUCE HEADACHES



LEAD CAPTURE INTEGRATION

Our software captures leads and sends brochures instantly via an embeddable form on your website.



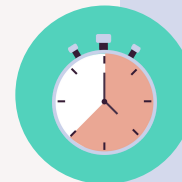
TOUCHPOINT EMAILS

Effortlessly send triggered emails at each touchpoint in the couple's journey ensuring timely communication.



TASK MANAGEMENT

Stay organised and keep on top of to-do lists with powerful but easy-to-use management software.

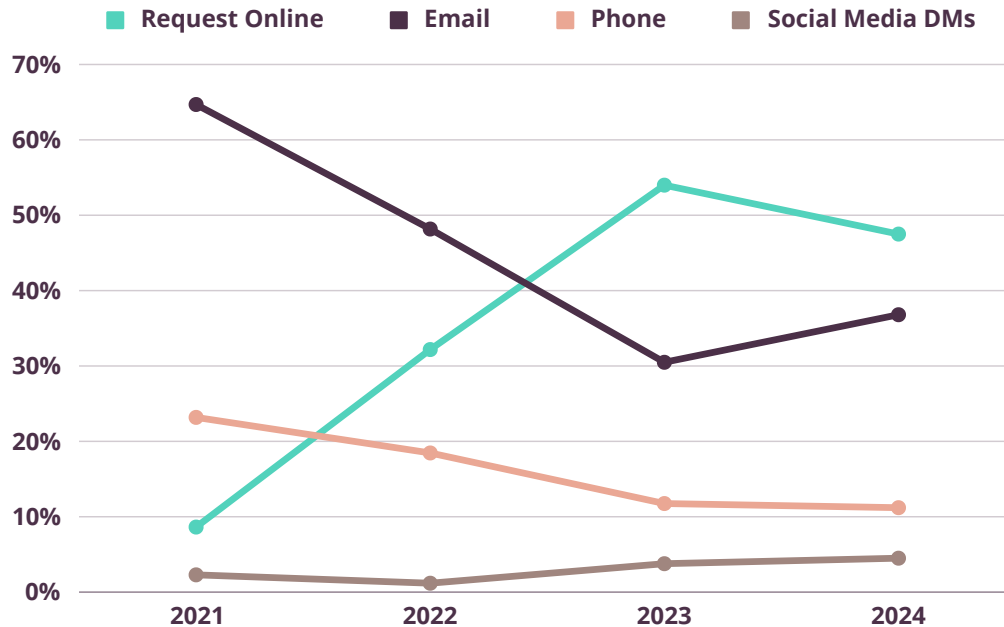


FREE UP VALUABLE TIME

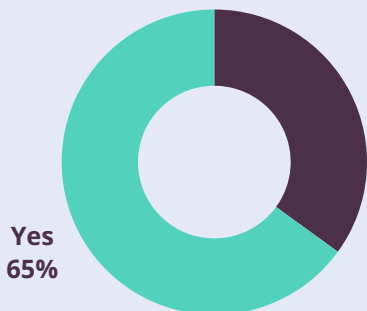
Free up valuable time by allowing wedding teams to focus on delivering exceptional service and memorable experiences.

HOW DO YOU PREFER TO BOOK YOUR FIRST APPOINTMENT OR TOUR WITH A VENUE?

When scheduling a first-time appointment or tour with a wedding venue, in 2021 only **9%** wanted to book online, this is now **48%** of couples. **37%** still prefer to use email to arrange their venue tour and only **11%** choose to organise over the phone, marking an all-time low. **5%** are using social media direct messages, however this segment is growing year on year.



DO YOU LIKE WATCHING VIRTUAL WEDDING TOURS?



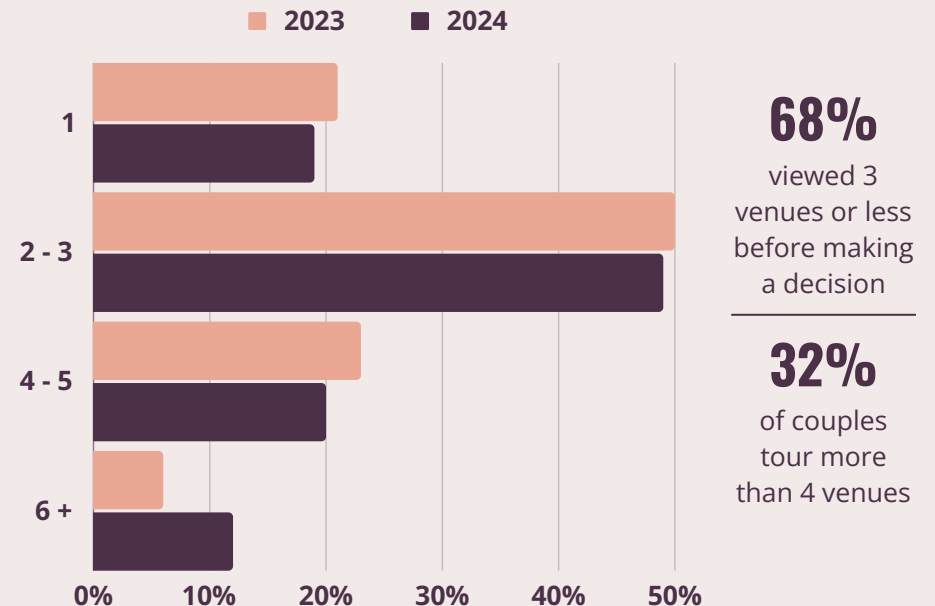
This year, we asked couples if they enjoy watching virtual wedding tours on venues' social media or websites, and **65%** indicated that they do!

Additional feedback revealed that while they appreciate virtual tours, it doesn't replace an in-person experience.

Show Me THE WAY

HOW MANY VENUES HAVE YOU TOURED/HAD AN APPOINTMENT WITH?

Couples are very discerning about the venues they will spend time going to view in person. Among the surveyed respondents, nearly half (**49%**) have toured only 2-3 venues, and only **32%** of couples will view 4 or more venues.



68%
viewed 3 venues or less before making a decision

32%
of couples tour more than 4 venues

Extras And UPSSELLS

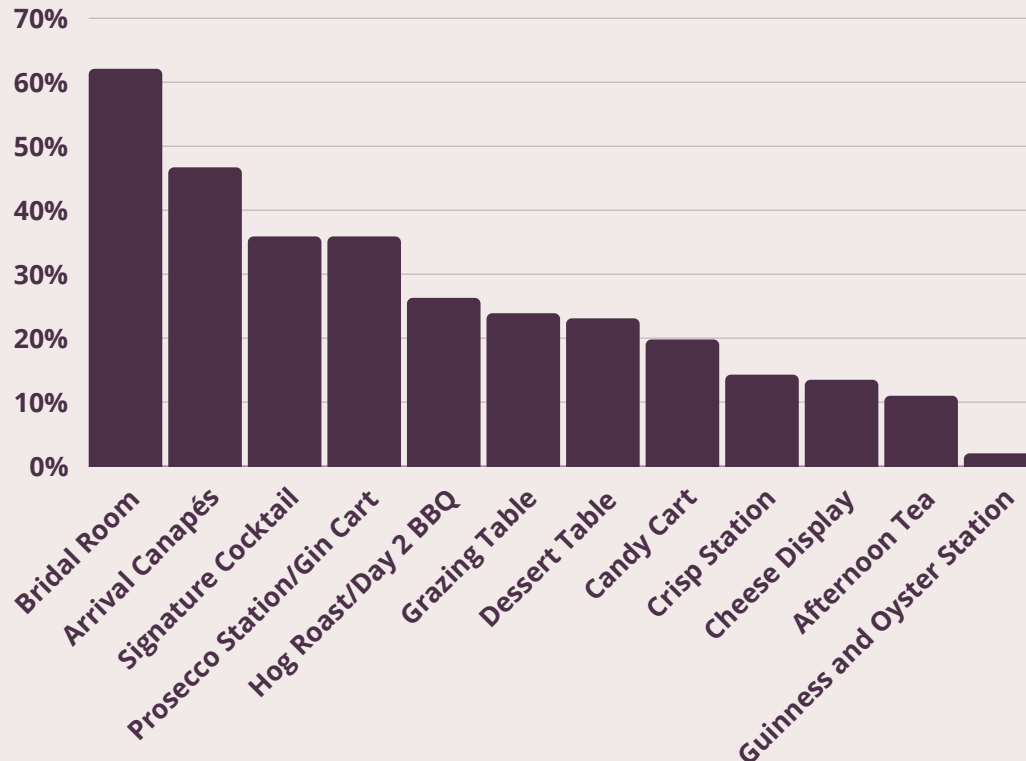
Venues need to capitalise on this opportunity to set themselves apart from the competition through innovative packaging that caters to the desires and dreams of couples.

CIARA CROSSAN, FOUNDER & CEO AT WEDDINGDATES



WHICH OF THE FOLLOWING WOULD YOU LIKE INCLUDED IN YOUR VENUE PACKAGES?

Couples are looking for venues to include more in their packages and the most popular inclusions are; a bridal dressing room (62%) arrival canapés (47%), a signature cocktail, a prosecco station or a gin cart (36%).



WHAT VENUE PRICING DO YOU PREFER?

For the first time, we asked couples what type of pricing they prefer when looking at venues - 66% said they prefer a choice of set packages with lots of inclusions.

66%

a choice of set packages with lots of inclusions

23%

bespoke pricing - design your own wedding

8%

prefer price per head for the meal

PRICING TRANSPARENCY

The feedback from couples received in the survey is clear; couples struggle to decipher hidden costs and yearn for transparent pricing structures.

Overall, pricing, package details, and transparency emerged as critical factors influencing couples' decisions when choosing a venue for their special day.



62%

would like a bridal dressing room included in the package

WHAT THE COUPLES HAVE TO SAY

Other ways couples felt their wedding venue exceeded their expectations, ranged from exceptional service to cost-effectiveness and offering unique features.



Our venue did all of the above. They were amazing! Offered us a tour and gave us several prices, offered discounts and gave us the honeymoon suite for free.



"The staff made us feel like it was all about us instead of it being about the money and trying to get us to go for more expensive things. They were so supportive, understanding, very flexible and just all-around a dream to work with. The venue is outstanding and fairytale-like for the price!"

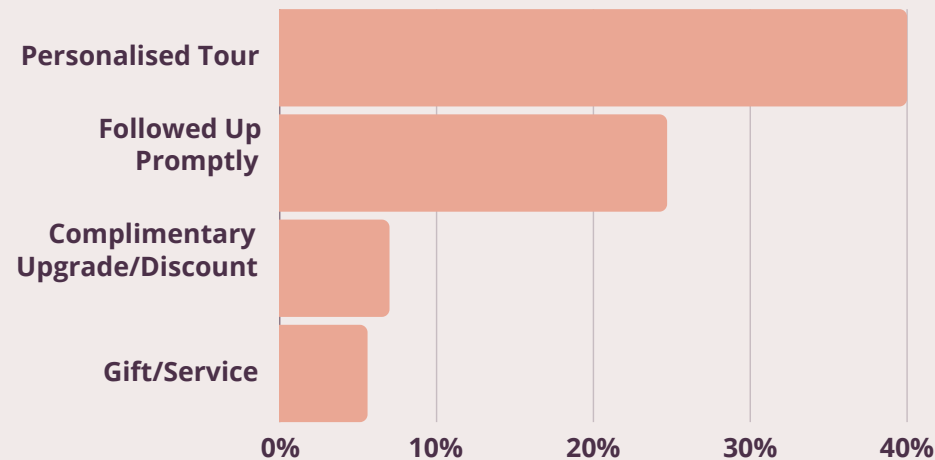


WHAT ELSE DID VENUES DO?

- Personal connections and familiarity
- Cost-effective and affordable rates
- Unique features and services
- Supportive staff
- Added value and freebies
- Friendly and flexible service

Exceeding EXPECTATIONS

When we asked the couples that have booked their venues what the venue did to exceed their expectations we were surprised to see how low the bar is to impress! **40%** said they were offered a personalised tour or consultation, **25%** said the venue followed up promptly and courteously and only **13%** of couples surveys said they received a free upgrade, discount or complimentary gift or service. This demonstrates the ample opportunities for venues to stand out from the competition.



40% exceeded their expectation by offering a personalised tour or consultation

Wedding Trends **UNVEILED**

57%

**Instagram and Wedding Blogs
are the top choices for couples
when looking for wedding
inspiration**

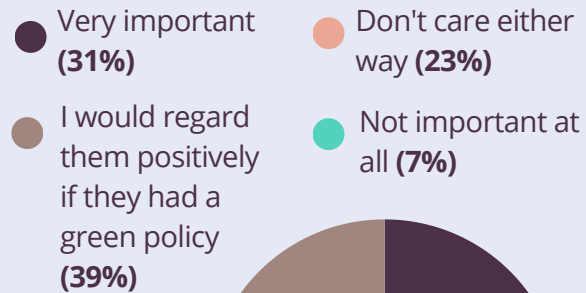


**1000
COUPLES
SURVEYED**

68%
CONSIDER SUSTAINABLE ELEMENTS

68% of survey respondents are opting to include at least one sustainable element in their wedding.

HOW IMPORTANT IS IT THAT YOUR VENUE OR SUPPLIERS SUPPORT SUSTAINABLE PRACTICES?



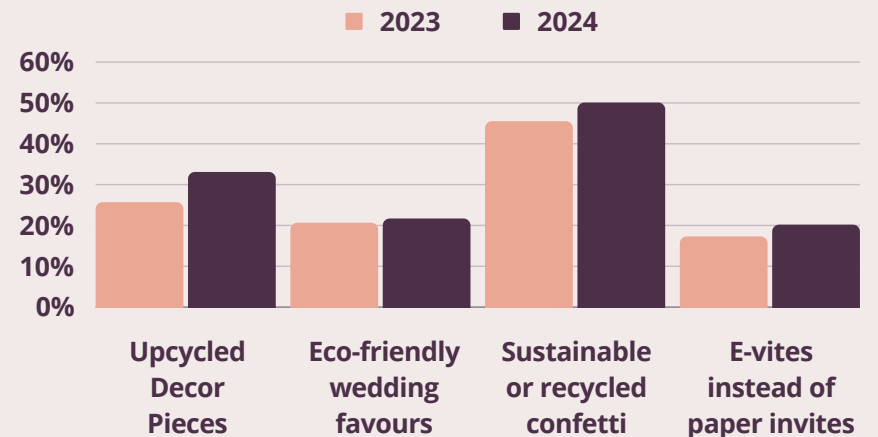
39%
of couples would feel positive about a venue with a green policy

50%
are planning to use sustainable or recycled confetti

**What's
TRENDING**

WILL YOU INCORPORATE ANY "GREEN" ELEMENTS INTO YOUR WEDDING?

Couples are definitely becoming more eco-conscious with 68% of couples now including eco elements in their wedding.



Breakdown: Upcycled decor pieces (33%), eco-friendly wedding favours (22%), sustainable or recycled confetti (50%) and e-vites instead of paper invitations (20%). Other options mentioned include opting for pre-loved outfits, hired suits, reusing decor from other weddings and reducing single-use plastic, reflecting a growing commitment to sustainability and environmental consciousness in wedding planning.

All The EXTRA BITS

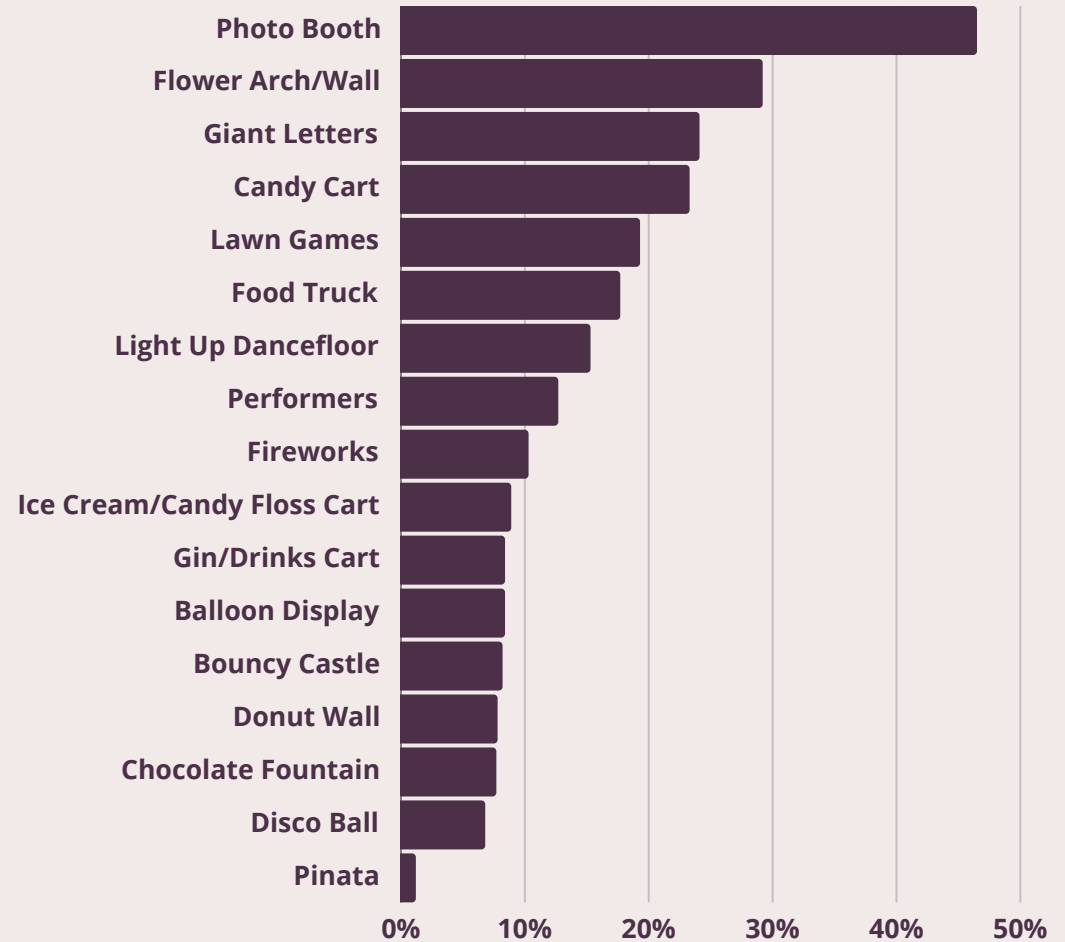
WILL YOU INCLUDE ANY OF THESE TRENDS?

This year **29%** are considering an alternative to the traditional wedding cake and **13%** are planning to wear a different outfit for the ceremony and reception. For the first time, we asked about their pets and **15%** will have furry friends in attendance or part of the ceremony. **13%** of couples indicated they would host a multi-day event for guests or a Day 2 BBQ and **9%** will have a rehearsal dinner.



WILL YOU HIRE IN ANY OF THESE ELEMENTS?

While photo booths remain the top choice among couples for wedding day extras at **47%**, other options are also gaining traction: **29%** are considering flower arches/walls, **24%** giant letters, and **18%** food trucks, indicating a growing preference for entertainment and unique experiences for guests. Additionally, lawn games are considered by **19%** (up from **15%** in 2022) and magicians, caricaturists, and fire performers by **13%** (up from **8%** in 2022), showcasing a trend towards diverse and engaging wedding entertainment.



Forward looking **PERSPECTIVE**

74%

of couples actively enquiring with venues are NOT being made to feel special during the enquiry process



WedPro

KEY ACTIONS

73%

MOSTLY PREFER EMAIL COMMS

Couples overwhelmingly prefer email communication, emphasising the need for a streamlined email system and automated sequences to enhance efficiency.

Unlocking insights from the survey, we've gathered key takeaways that shed light on couples' preferences and challenges in wedding planning:

01 TRANSPARENT PRICING

46% of couples prioritise cost over quality when selecting a venue, underscoring the need for transparent pricing. Their top frustration: unclear pricing, hindering cost comparisons and uncovering hidden fees.

02 INSTANT BROCHURE DELIVERY

Immediate brochure delivery via email is crucial, with couples expecting swift responses. Delays risk losing potential bookings, making a quick and effective system essential for success in 2024 and beyond.

03 COST OF LIVING IMPACT

The tangible effect of the rising cost of living on wedding budgets is clear, prompting couples to reduce guest lists, cut extras and defer their weddings for financial planning.

04 PREFERENCES TOWARDS EXCLUSIVITY

The majority of booked venues offer couples exclusive use, reflecting UK couples' strong preference for privacy and exclusivity.

Our Key TAKEAWAYS

74% are not made to feel special - let's make it happen!

* RETHINK THE EXPERIENCE

Prioritise making each couple feel genuinely special during the enquiry process to enhance their overall experience with your venue.

58% of budgets have felt the impact of rising living costs.

* SHOW DON'T TELL

68% of couples view only three wedding venues or less before booking - your wedding team have to make every showround count.

43% now expect the venue to respond within 48 hours - don't make them wait!

WEDPRO TEAM: INSIGHTS TO HELP YOU SUCCEED



- * Couples often feel frustrated with venues due to unresponsiveness, with nearly half expecting replies within 48 hours.
- * Proactive engagement can significantly enhance trust and satisfaction levels, ensuring a smoother planning process and leading to happier clients.

**CIARA
CROSSAN**
Founder & CEO

**Prioritise timely communication
for happier couples**



- * Venues have plenty of opportunities to impress prospective couples, particularly with the bar set relatively low.
- * Embracing opportunities to go above and beyond will not only exceed expectations but also differentiate your venue in a competitive market.

**ALIX MATANIA-
ALLERTON**
Sales Manager

**Offer couples a personalised,
memorable experience**



- * Couples indicated they feel pressured by venues during the viewing and decision-making process, exacerbated by the challenge of arranging visits outside of working hours.
- * Prioritise flexibility in scheduling viewings, allowing couples ample time to explore options without feeling rushed.

**CARYS
DUCKWORTH**
Sales Manager

**Ease pressure with flexible
viewing schedules**



- * Instagram continues to reign as the top platform for wedding inspiration, with 57% of couples turning to it. However, TikTok is gaining ground, now at 31%.
- * This shift underscores the importance of adapting marketing strategies to effectively reach your target audience where they are seeking inspiration.

**MIZAN
POTGIETER**
Marketing Specialist

**Adapt your marketing strategy for
Instagram and TikTok**

Next Steps



STREAMLINE COMMUNICATION CHANNELS

Improve responsiveness and clarity in communication to address couples' frustrations.



PERSONALISE WEDDING EXPERIENCES

Prioritise personalised experiences to make couples feel valued and enhance overall satisfaction.



STRATEGISE FOR TIKTOK MARKETING

With TikTok gaining popularity you can prioritise your marketing efforts around this rising social media platform.



OPTIMISE PRICING TRANSPARENCY

Offer clear and comprehensive pricing packages to meet couples' preferences and increase booking confidence.



IMMEDIATE BROCHURE DELIVERY

Implement automated systems for instant brochure delivery to meet couples' expectations.



CONSIDER MID-WEEK WEDDINGS

Explore mid-week or off-peak wedding options to attract budget-conscious couples.

CONNECT WITH US



@GETWEDPRO #IAMAWEDPRO

SALES@WEDDINGDATES.CO.UK

READY TO WOW YOUR COUPLES?

Elevate your wedding experiences. Explore our three-part webinar series and comprehensive eBook on The Wedding Lifecycle.



PLAYBACK

DOWNLOAD



ARE YOU READY TO ELEVATE YOUR BUSINESS?

With WedPro, you can efficiently source, manage, and convert leads, resulting in boosted conversion rates and increased revenue. Interested to find out more?

[**BOOK A DEMO**](#)



WEDPRO
by **WEDDING
DATES**

Contact us at sales@weddingdates.co.uk
Registered in Ireland | Company No: 452199

SALES PIPELINE MANAGEMENT FOR WEDDING VENUES