



THE BRIDAL MARKET

The bridal market is completely unique, both time and emotion driven, and totals over \$61 billion annually nationwide. The average cost of an individual wedding averages \$20,000-\$24,000. The window of opportunity within which brides, grooms and their families make decisions for the wedding and life after the wedding all occurs within an 11 month period (on average) that takes the couple from engagement to the reception and honeymoon.

Expectations are high. Demands are many. Emotions run deep.
Because *this day* Must. Be. Perfect.

If you provide a service or offer a product for this emerging market you may want to consider being an exhibitor. These business categories can include but are not limited to:

APARTMENT RENTALS
APPLIANCES
BANKS
BRIDAL PARTY GIFTS
BRIDAL REGISTRATION
CATERING / BAR SERVICE
COSMETICS
COSMETIC SURGERY
DECORATIONS
DJ SERVICES
DRESSES
DRESS PRESERVATION

ELECTROLYSIS
ELECTRONOICS
FACILITIES / VENUES
FLOWERS
FURNITURE
HONEYMOON / TRAVEL
INSURANCES
INVESTMENT SERVICES
INVITATIONS
JEWELRY
LIMOUSINE / CARRIAGE
LIVE MUSIC

PHOTOGRAPHY
REAL ESTATE
RENTALS
SALONS / SPAS
TABLE FAVORS
TEETH WHITENING
TUXEDOS
VIDEOGRAPHY
WEDDING CAKES
WEDDING PLANNERS

Couples combine bank accounts, insurance, cell phone plans and more up to and after the wedding. They relocate and combine households. They make purchases after the wedding to establish their lives together.

December is the most popular month for becoming engaged. Saturday is the popular day for becoming engaged. Weddings are somewhat evenly scheduled across the annual calendar with an emphasis on April-August.

VENUES

A wedding entails a number of different types of venues for an engagement party, wedding showers, rehearsal dinner, the wedding and the reception... sometimes even a breakfast brunch for traveling guests on the day after the wedding. 44% of weddings and receptions are held at the same location, 35% of weddings are held outdoors. The venue selection process reflects the following:

Type

1. Reception Hall
2. Hotels
3. Clubs
4. Restaurants
5. Historic Mansions
6. Parks, museums, private homes, et al

Basis for Decision

1. Great space for dancing
2. Picturesque backdrop for photos
3. Has outdoor area for cocktails
4. Provides a breathtaking view
5. Has a waterside location

The average number of invitees to a wedding is 145.

WHERE THE MONEY IS SPENT

Engagement Party... \$ 380
Rehearsal Dinner... 774
Wedding Planner... 1816
Engagement Photos... 601
Engagement Ring... 2939
Wedding Bands... 1861

Bridal Shower.... \$ 305
Bachelor Party... 291
Bachelorette Party... 299

Average Wedding Party: 4 bridesmaids, 4 groomsmen

The Wedding:

Dress... \$ 841
Veil... 97
Facial... 60
Hair... 77
Make-up... 61
Manicure & Pedicure... 50
Massage... 76

Tuxedo... 314
Bouquets.... 740
Boutonnieres/Corsage 116
Flower Arrangements.. 274
Bridal Party Gifts... 368

Photos... 1415
Limousine... 474
or Antique Car... 454
or Horse Carriage... 439

The Reception:

Location.... \$2636
Food Service.... 3299
Bar Service.... 2309
Tent, Tables, etc... 1881
Centerpieces.... 294
Cake... 334
DJ,,, 652
or Band.... 1126
Flower Arrangements..369

Source: Bridal Association of America 2008, The Wedding Report 2009 and The Knot 2008

The on-line wedding market is estimated to be as much as \$16.2 billion.

Expenditures following the wedding:

\$4 billion in furniture
\$3 billion in housewares
\$400 million in tableware

Source: Bridal Guide 2008