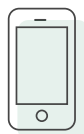


Wedding Vendors Stats & Trends

FACT SHEET

The average couple spends hours researching vendors online to ultimately hire around a dozen for their wedding day. Due to the wide selection, couples focus their attention on wedding professionals who provide information upfront (think: pricing, reviews) and communicate in a timely fashion.

Searching FOR VENDORS



1 in 4

search for vendors on smartphone



60%

prefer email to first contact vendor



88%

want to see price before reaching out



87%

read reviews when searching for vendors



SEQUENCE OF VENDOR RESEARCH (MONTHS TO WED)

**Based on 12 month engagement*

Venue	11.1
Wedding Planning	10.0
Catering	9.1
Photography	9.1
Dress	8.6
DJ	8.4
Band	8.3
Videography	8.3
Flowers	7.6
Officiant	7.6
Ceremony Music	6.5
Wedding Cake	6.2
Event Rentals & Photobooths	5.1
Invitations	4.6
Rehearsal Dinner Location	3.4
Beauty & Health	3.3
Transportation	3.2
Favors & Gifts	1.9

Firing THE TEAM

- On average, couples hire **13** vendors
- **56%** of couples only consider booking vendors they can find on social media
- **84%** hire a photographer for their wedding (most hired pro)
- About **40%** expect at least weekly communication with their vendors, especially with planners, venues and photographers



TOP 6 WEDDING PROS HIRED



84%

Photography



79%

Reception Venue



72%

Hair and Makeup



71%

Dress



70%

Flowers



70%

Cake/Desserts

