

custom profile & insights report

Discover additional insights about a honeymoon segment that is relevant to your business

- Landmark study of the honeymoon industry
- Competitive snapshot across the entire honeymoon landscape
- Unique and cost-effective access to honeymoon behavior and attitudes
- Insightful analysis from bridal industry experts

STUDY OVERVIEW

METHODOLOGY

- April 2009 online survey
- Email invitation to members of The Knot Wedding Network (represents more than 70% of brides online)

RESPONDENT PROFILE

- 62% engaged with wedding in the next 6 months
- 38% married within the last 6 months

TOPLINE SNAPSHOT

- 50% of couples plan the majority of their honeymoon together
- Begin planning 7 months out, on average
- Average length of honeymoon: 8 days
- 30% of couples honeymoon in the Caribbean
- 13% take a cruise for their honeymoon
- Spend \$4,847 on their honeymoon, on average
- 76% spend more on their honeymoon than on a typical vacation
- 12% include honeymoon expenses on their wedding gift registry
- 61% plan to return to their honeymoon destination in the future

MORE THAN
8,500
QUALIFIED
RESPONDENTS



CUSTOM PROFILE & REPORT INCLUDES

- Custom data filtered by one segment. Possible segments include*:
 - > Brides that had their honeymoon in a specific location
 - > Brides from a specific geographic region or demographic
 - > Brides from a particular spend segment
 - > And more...
- Filtered respondents compared against total respondents
- Custom report with additional insights and observations

RATE: Available upon request

**Custom segment availability dependent upon stability of respondent base*

Gain valuable honeymoon insights from the leading bridal industry expert.

> contact us! email insights@theknot.com

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2009 honeymoon travel study



GENERAL VACATION TRAVEL

- # of domestic and int'l trips per year
- Vacation preferences
- Typical booking behavior
- Typical vacation spend
- Attitudinal statements

HONEYMOON BASICS

- Honeymoon timing
- Honeymoon length
- Travel time
- Important honeymoon attributes
- Honeymoon attitudes

RESEARCH & PLANNING

- Planning responsibilities
- Research timeline
- Important considerations
- Influential sources
 - > Choosing destination
 - > Accommodations & transportation
 - > Online sources

LOCATION

- Detailed location breakdowns in the following regions:
 - > Africa
 - > Alaska
 - > Asia
 - > Australia/New Zealand
 - > Canada
 - > Caribbean
 - > Central/South America
 - > Continental US

- > Europe
- > Hawaii
- > Mexico/Baja
- > Middle East
- > South Pacific

BOOKING & ACCOMMODATIONS

- Honeymoon accommodations
 - > Important considerations
- Booking behavior
- Hotel & resort brands
 - > Considered
 - > Booked
 - > Reasons for selecting hotel/resort
- Honeymoon packages
 - > Special offers/discounts
- Honeymoon activities
- Honeymoon extras

BUDGET & SPEND

- Items purchased for honeymoon
- Economy's effect on honeymoon
- Honeymoon spend
- Who paid for honeymoon
- Budget behavior
- Use of frequent flyer and hotel rewards points

HONEYMOON WRAP-UP

- Honeymoon satisfaction
 - > Overall
 - > Accommodations attributes
- Intent to return to honeymoon destination at a later date

DEMOS & CLASSIFICATIONS

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