

custom profile & insights report

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

- Landmark study of the destination wedding industry
- Competitive snapshot across the entire destination wedding landscape
- Unique and cost-effective access to destination wedding 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

- 73% engaged with wedding in the next 6 months
- 27% married within the last 6 months

TOPLINE SNAPSHOT

- 42% of couples have their destination wedding outside the Continental US
- 16% of couples choose the Caribbean
- 71% visit their wedding destination and/or event venue prior to the wedding
- Have 77 guests, on average
- 75% of couples have an outdoor ceremony
- For 61%, the 'wedding event' lasts 3 days or more
- Spend \$21,285 on their destination wedding, on average
- 40% have a second reception/party after returning home

MORE THAN
2,200
QUALIFIED
RESPONDENTS



CUSTOM PROFILE & REPORT INCLUDES

- Custom data filtered by one segment. Possible segments include*:
 - > Brides that had their destination wedding 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 destination wedding insights from the leading bridal industry expert.

> contact us! email insights@theknot.com

TABLE OF CONTENTS

2009 destination wedding study



WEDDING BASICS

- Why a destination wedding?
- Attitudinal statements

LOCATION

- Geographic location of destination wedding
 - > Africa
 - > Alaska
 - > Asia
 - > Australia/New Zealand
 - > Canada
 - > Caribbean
 - > Central/South America
 - > Continental US
 - > Europe
 - > Hawaii
 - > Mexico/Baja
 - > Middle East
 - > South Pacific

RESEARCH & PLANNING

- How location was chosen
- Planning challenges
- Groom/Family involvement
- Venue scouting
- Helpfulness of venue staff
- Influential sources for researching destination and venue

WEDDING DETAILS

- Number of guests
- Ceremony and reception locale
- Other wedding events
- Length of wedding event
- Wedding descriptors

WEDDING SERVICES & SPEND

- Services hired
- Spend for the following services:
 - > Cake baker
 - > Ceremony musician(s)
 - > DJ
 - > Florist
 - > Independent caterer
 - > Photographer
 - > Reception band
 - > Reception venue
 - > Transportation
 - > Videographer
 - > Wedding/Event planner
- Total wedding spend
 - > Transportation spend to and from destination
- Spend on travel/accommodations/activities for guests

AFTER THE WEDDING

- Stay at destination postwedding
- Honeymoon location
- Second reception/party after returning home

DEMOS & CLASSIFICATIONS

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