The UK Wedding Report 2018

By **Bridebook.co.uk**
The UK's #1 wedding planning app and website

&

TWIA
The top client-voted awards in the wedding industry

Introduction

"I'm thrilled to bring you our second annual UK Wedding Report! Through this report we hope to provide you with one of a kind insights into every area of the wedding industry and wedding planning in the United Kingdom. We have gained invaluable insight into the preferences and behaviours of today's modern couple thus enabling our industry to continue to grow, thrive, and provide the highest level of service to all engaged couples. I hope you enjoy reading this report as much as I have, and come away with a heightened understanding about the state of the wedding industry in the UK."

Best Regards,

Hamish Shephard

Founder of Bridebook.co.uk

Damian Bailey

Founder & Chairman The Wedding Industry Awards (TWIA)

Methodology

The UK Wedding Report 2018

The 2nd annual industry report, the most comprehensive of its kind for the UK, is produced by Bridebook.co.uk, the #1 UK wedding planning app and website, and The Wedding Industry Awards (TWIA), the UK's leading industry awards.

Bridebook.co.uk have analysed data from nearly 3,000 UK couples married in 2017 to gain insights into wedding planning behaviours and spending across the UK. Recently married couples who voted in The Wedding Industry Awards 2018 were asked to complete a survey about their wedding. 2,668 respondents completed the 51-question survey. The sample was comprised of 89% Brides, 9% Groom, and 2% One of Same Sex Married Couple.

THE WEDDING INDUSTRY AWARDS

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Contents

UK Wedding Profile

UK Wedding Profile >> Key Numbers

- Most couples are engaged for just short of 2 years which remains unchanged from the previous year

- The average wedding size also remains relatively unchanged from the previous year

- Couples are engaged for an average of **20 months**

- The average wedding size:
  - 78 guests for the ceremony
  - 78 guests for the wedding breakfast
  - 80 guests for evening

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UK Wedding Profile >> Months

- The most popular wedding season is **Summer (44%)**, followed by Autumn (26%), and Spring (22%). This represents a change from last year, where Spring was more popular than Autumn

- The most popular wedding months are **August (17%), September (16%), and July (15%)**. The least popular months for weddings is January (2%)

Most Popular Wedding Month
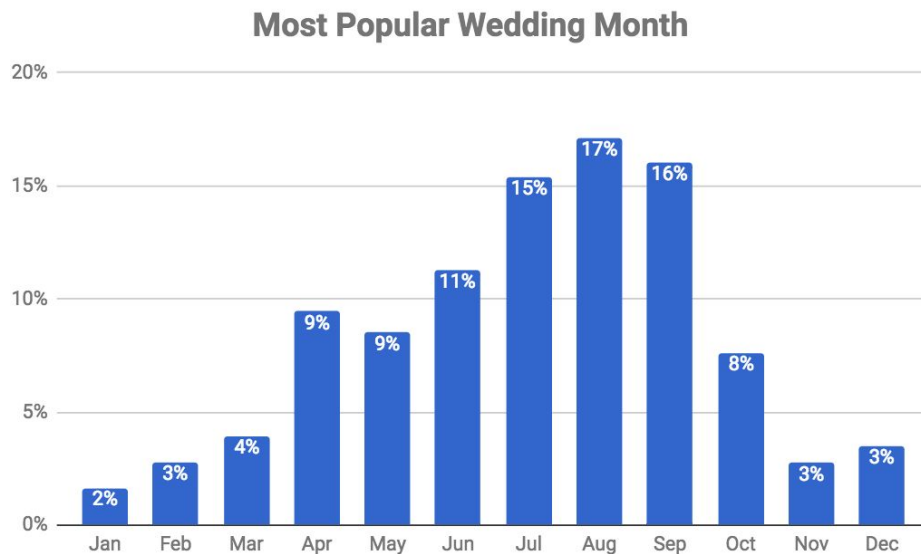
UK Wedding Profile >> Days of Week

- The most popular day of the week for weddings is **Saturday (56%)**

- Almost half of couples had **Non-Saturday weddings (44%)**

- For alternative wedding weekdays, Fridays are popular with 18% of weddings, as well as Sundays which represent 9% of weddings

Most Popular Wedding Day of Week

Day	%
Sun	9%
Mon	3%
Tue	2%
Wed	4%
Thu	7%
Fri	18%
Sat	56%
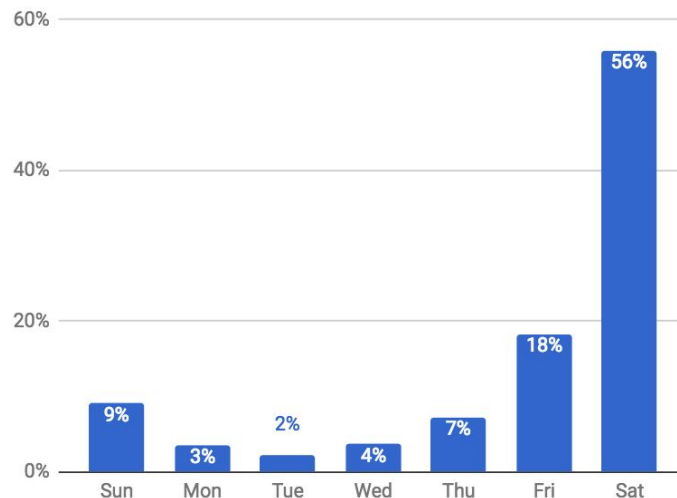
UK Wedding Profile >> Popular Dates

- The most popular wedding dates were Saturdays in July, August and September

- The single most popular dates were 9th September and 26th August

UK Wedding Profile >> Regions

- The most popular regions in the UK for weddings are **South East England (20%),** South West England (16%) and North West England (14%)

- While 10% of the couples live in London, only 3% get married there

- More couples get married in South East and South West England than the proportion who live there, demonstrating the popularity of these regions for weddings

Abroad   2% Weddings

<1% Live,
<1% Weddings

1% Live,
1% Weddings

Scotland

7% Live,
7% Weddings

North East
England

Northern
Ireland

11% Live,
11% Weddings

North West
England

13% Live,
14% Weddings

East
Midlands

10% Live,
11% Weddings

East of
England

13% Live,
12% Weddings

West
Midlands

Wales

2% Live,
2% Weddings

10% Live,
3% Weddings

London

South East
England

South West
England

12% Live,
16% Weddings

19% Live,
20% Weddings

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UK Wedding Profile >> Honeymoon

- The most popular honeymoon destinations are **Europe (25%)**, UK (12%) and the USA (11%)

- The most popular length of honeymoon is **1-2 weeks (37%)** followed by 2-3 weeks (23%) and 1 week (22%).

Most Popular Honeymoon Destinations

Destination	%
Europe	25%
UK	12%
USA	11%
Caribbean	7%
Far East	7%
The Mediteranean	5%
Indonesia	5%
Africa	4%
Mexico	3%
Maldives	3%
Mauritius	2%
Middle East	2%
Australia and/or NZ	2%
India	1%
Sri Lanka	1%
South America	1%
French Polynesia	1%
Canada	1%

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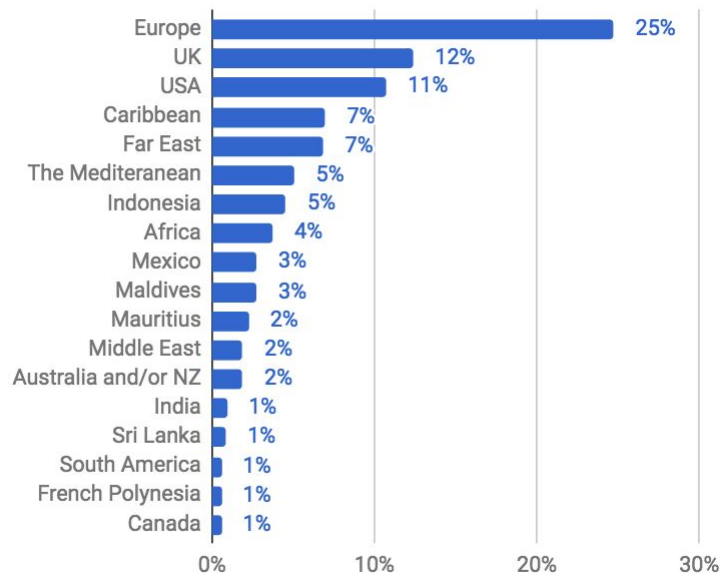
UK Wedding Profile >> Budget Range

- **40% of couples report spending between £10,000 - £20,000** on their wedding

- 10% of couples spend more than £30,000 on their wedding

Wedding Budget Ranges

Budget Range	Percentage
<£5,000	5%
£5001 - £8000	8%
£8001 - £10000	7%
£10001 - £15000	20%
£15001 - £20000	19%
£20001 - £25000	12%
£25001 - £30000	9%
£30001 - £35000	3%
£35001 - £40000	2%
>£40,000	5%
I'd rather not say	10%
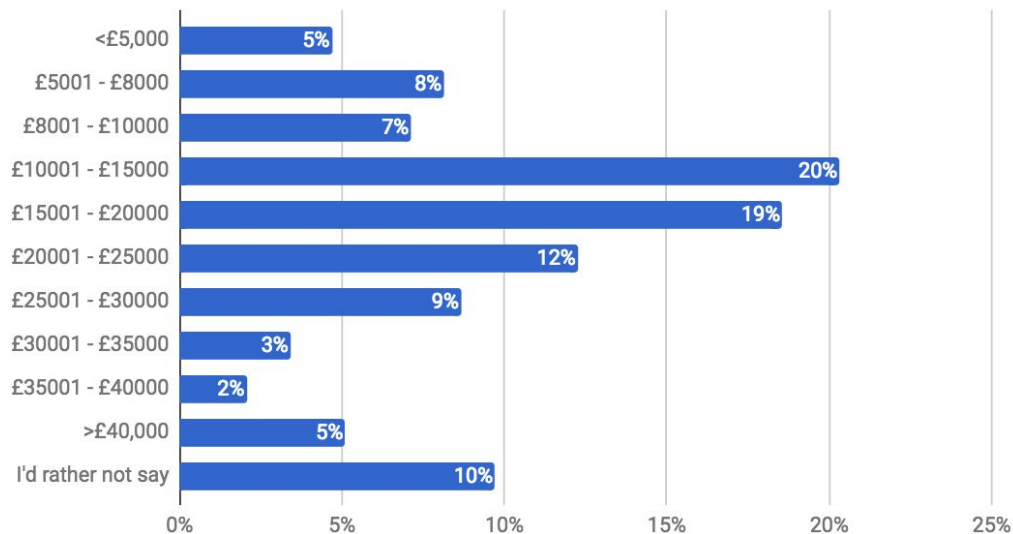
UK Wedding Profile >> Average Wedding Spend

- The national **average wedding spend in 2017 was £17,913** (excluding honeymoon) (up £1,071 or 6% from £16,842 in previous year)

- The most expensive regions in the UK to get married are London (£31,837) and Scotland (£19,791)

- The least expensive regions to get married are Northern Ireland (£12,738) and Abroad (£14,151)

2017 UK Average Wedding Spend

Region	Spend
National Average Wedding Spend	£17,913
London	£31,837
Scotland	£19,791
Wales	£19,391
South East England	£19,103
East Midlands (England)	£18,365
South West England	£17,740
North West England	£17,183
East of England	£16,609
West Midlands (England)	£15,924
North East England	£15,624
Abroad	£14,151
Northern Ireland	£12,738

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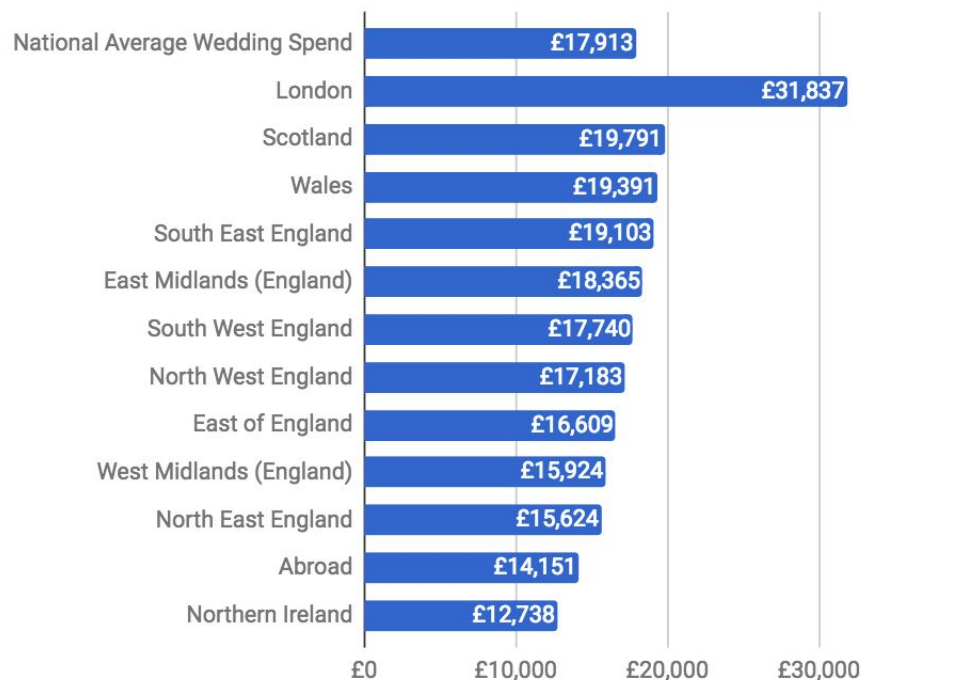
UK Wedding Profile >> Staying Within Budget

- Two thirds (65%) of couples go over budget or have no budget at all

- A quarter of couples (26%) were able to stay on budget, and a quarter of couples (26%) report having no budget

Couples' Ability to Stay Within Budget

Category	Percentage
We went OVER budget	39%
We went UNDER budget	5%
No, we were on budget	26%
There was no budget	26%
I'd rather not say	3%
Other	1%

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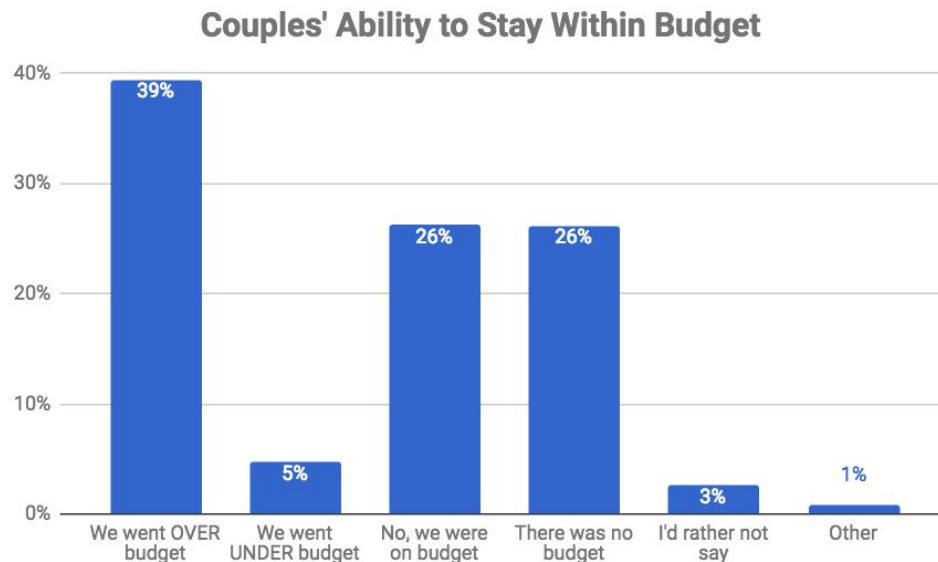
UK Wedding Profile >> Regional Differences: Going Over Budget

- Wedding couples in Wales are more likely than average to go over budget (46% in Wales, compared to the national average)

- Couples in Scotland are are less likely than average to go over budget (33% in Scotland, compared to the national average)

% Couples Who Went Over Budget by Region

As a % of category

Region	%
Abroad	28%
East Midlands (England)	41%
East of England	37%
London	38%
North East England	40%
North West England	40%
Scotland	33%
South East England	39%
South West England	40%
Wales	46%
West Midlands (England)	43%
National Average	40%

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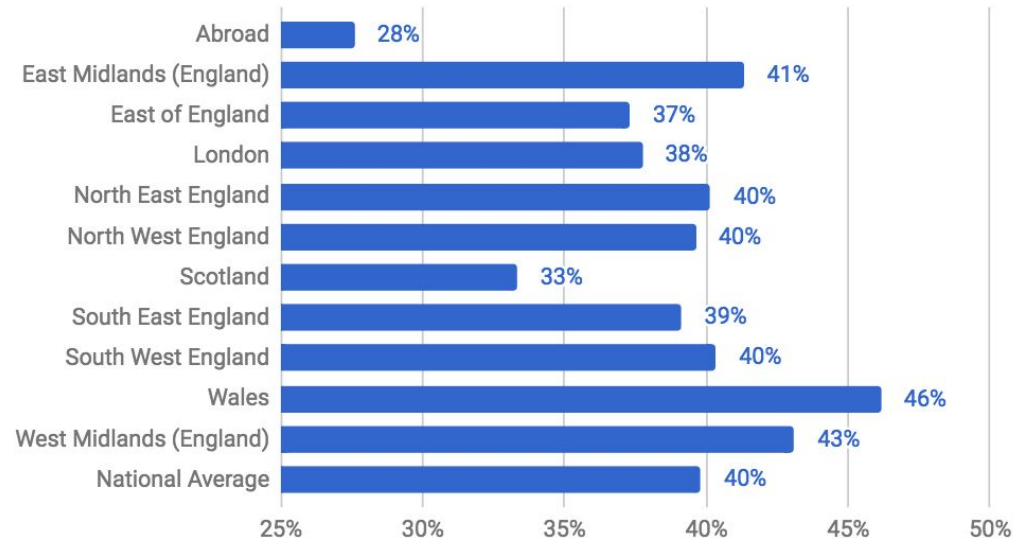
UK Wedding Profile >> Overspending

- **Food & Drink (33%)** represents the area in which most couples overspend

- **Honeymoon (29%)** and Number of **Guests (29%)** are the next most common areas of overspending

Areas on Which Spend MORE than Planned

Category	%
Food & drink	33%
Honeymoon	29%
Number of Guests	29%
Flowers	27%
Bride's Dress/Outfit	27%
Hair & make up	22%
Entertainment	21%
Other wedding outifts	21%
Venue hire	19%
Gifts	17%
Stationery (invitations etc)	16%
Rings	14%
Photography	13%
Wedding cake	10%
Videography	9%
Bride's accessories	9%
Transport	6%
Other (please specify)	5%

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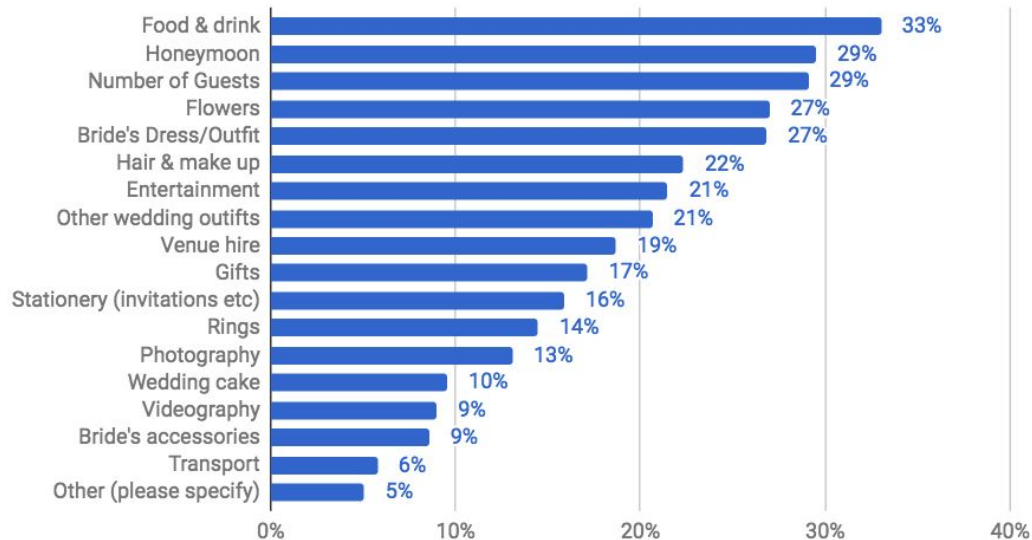
Wedding Planning

Wedding Planning >> Challenges

- Couples find the most difficult aspect of wedding planning to be **Managing their Guest List (24%)** and **Managing their Budget (17%)**

- The least difficult aspect of wedding planning is Managing suppliers once booked (3%)

Most Difficult Aspects of Wedding Planning
(Ranked 'Difficult' on Scale of Difficulty)

Aspect	Percentage
Managing Guest List	24%
Managing Budget	17%
Knowing what to do next	13%
Communicating with Partner & Family	9%
Finding Valuable Advice	7%
Staying Organised	7%
Finding Suppliers	6%
Managing Suppliers Once Booked	3%

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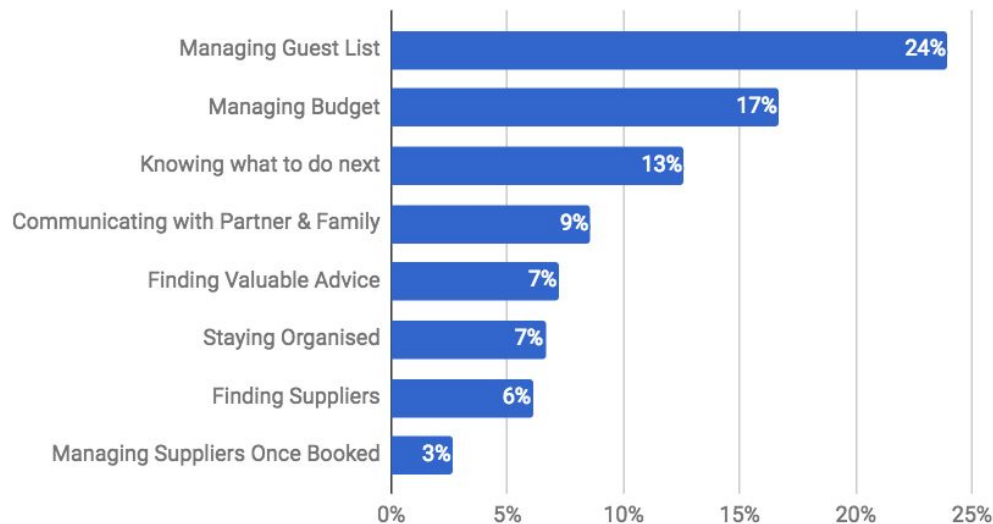
Wedding Planning >> Time to Plan

- The most popular time for wedding planning are **after work and evenings (63%)**

- Couples also spend time planning their wedding during the **daytime on Saturday (40%)** and **Sunday (37%)**

Most Popular Time of Week for Wedding Planning

Time	Percentage
After work/Evenings (during the week)	63%
Saturday Daytime	40%
Sunday Daytime	37%
Saturday Evening	23%
Sunday Evening	23%
At work/lunchbreaks (during the week)	14%

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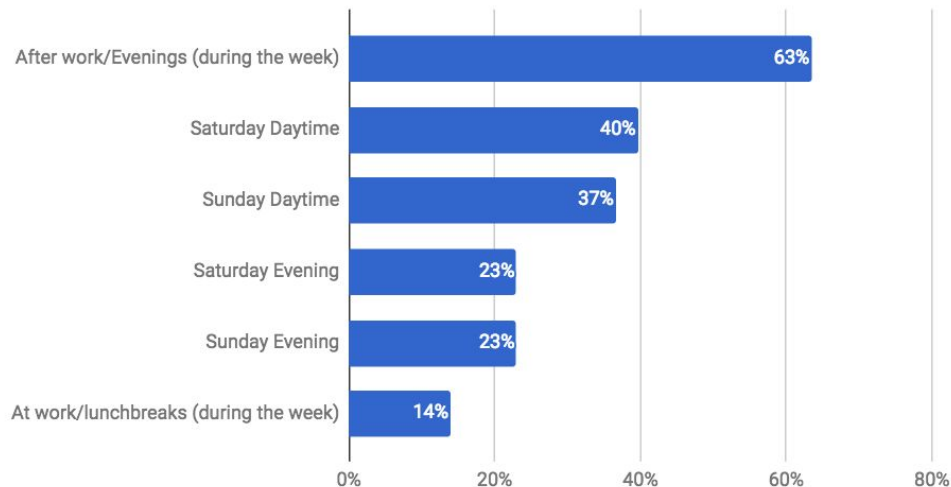
Wedding Planning >> Who's Involved

- **The Bride (98%)** is typically involved the most in wedding planning, followed by **her partner (81%)**

- The women of the wedding party, led by the Bride's mother (44%) and her Bridesmaids (33%) are the next most involved

Who's Heavily Involved in Wedding Planning

Category	Percentage
Yourself	98%
Your partner	81%
Your mother	44%
Bridesmaids	33%
Your sister/s	16%
Your father	15%
Partner's mother	15%
Groomsmen	6%
Partner's father	5%
Partner's sister/s	5%
Other (please specify)	4%
Your brother/s	2%
Partner's brother/s	1%
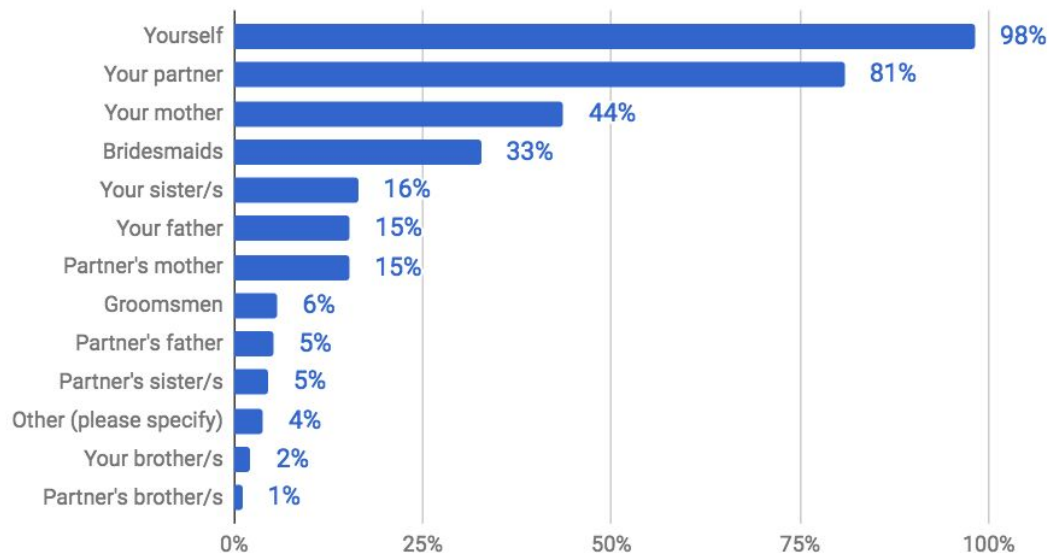
Wedding Planning >> Wedding Fairs

- Most couples report attending a wedding fair **near where they live (60%)**

- 40% have attended wedding fairs at their chosen venue

Wedding Fair Attendance

Category	Percentage
Wedding fair(s) near where you live	60%
Wedding fair(s) at your wedding venue	39%
National wedding fair(s)	22%
I didn't go to any wedding fairs	26%
Other (please specify)	2%
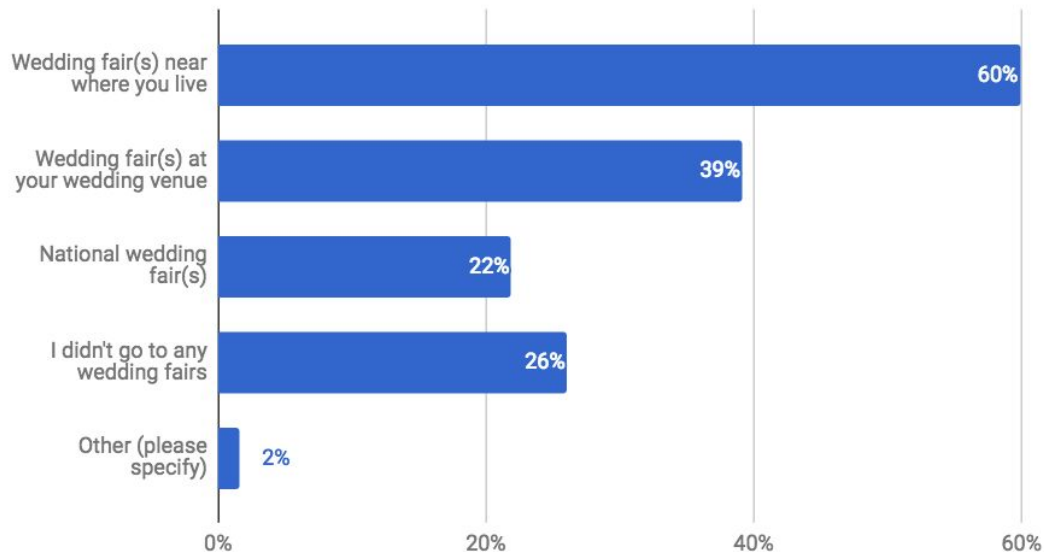
Wedding Suppliers

Wedding Suppliers >> Average Total Wedding Costs

- Average total cost of suppliers (excluding honeymoon) is **£30,355** (up £3,365 or 12% from £26,989 in previous year)

- The largest wedding costs are **Venue (£6,152), Food & Drink (£5,862) and Marquee Hire (£5,468)** which are significantly higher than all other wedding costs

- Besides venue and catering, Bridalwear & Accessories is the largest wedding expense

Average total cost of suppliers: £30,355

Average Cost of Wedding Suppliers

Supplier	Cost
Venue	£6,152
Food & Drink (if not included in Venue Hire)	£5,862
Marquee Hire	£5,468
Bridalwear & Accessories	£1,537
Photography	£1,213
Rings (excluding engagement ring)	£1,074
Music Entertainment	£1,039
Videography	£1,036
Other Wedding Outfits (e.g. bridesmaids)	£638
Flowers	£858
Venue Dressing (inc chair covers)	£882
Groomswear & Accessories	£641
Hair & Make-Up	£381
Non-Music Entertainment	£580
Transport	£495
Wedding Cake	£323
Stationery (invitations etc)	£276
Other	£1,900

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Wedding Suppliers >> Average Cost vs. Previous Year

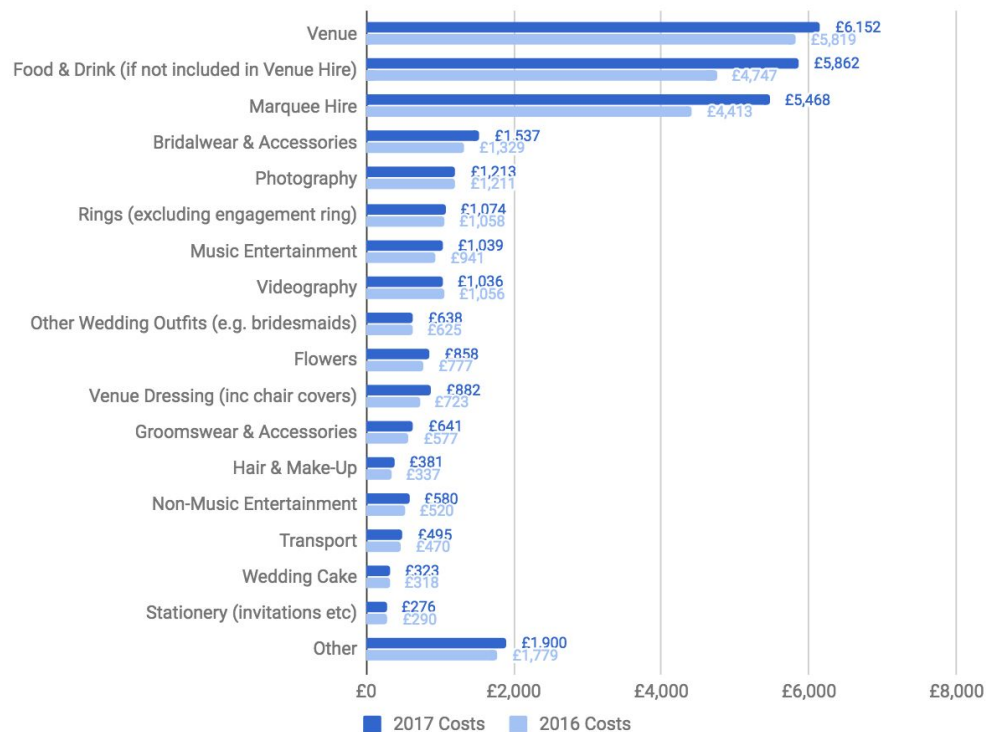- Supplier costs increased by an average of 12%, year over year

- Marquee Hire (24%), Food & Drink (23%), and Venue dressing (22%) grew the most year over year

- Stationery (-5%) and Videography (-2%) showed average costs that decreased year over year

Average Costs of Wedding Suppliers (vs. Previous Year)

Supplier	2017 Costs	2016 Costs
Venue	£6,152	£5,819
Food & Drink (if not included in Venue Hire)	£5,862	£4,747
Marquee Hire	£5,468	£4,413
Bridalwear & Accessories	£1,537	£1,329
Photography	£1,213	£1,211
Rings (excluding engagement ring)	£1,074	£1,058
Music Entertainment	£1,039	£941
Videography	£1,036	£1,056
Other Wedding Outfits (e.g. bridesmaids)	£638	£625
Flowers	£858	£777
Venue Dressing (inc chair covers)	£882	£723
Groomswear & Accessories	£641	£577
Hair & Make-Up	£381	£337
Non-Music Entertainment	£580	£520
Transport	£495	£470
Wedding Cake	£323	£318
Stationery (invitations etc)	£276	£290
Other	£1,900	£1,779

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Wedding Suppliers >> Regional Differences: Wedding Venues

- Within the larger cost supplier categories, there are some notable regional differences

- Venue Hire in London is £4,833 more expensive than the national average

- Couples spend £2,728 less on Venue Hire if they get married Abroad

- The least expensive UK region for Venue Hire is the East Midlands (£982 less than the national average)

Average Cost of Venue Hire by Region

Region	Cost
London	£10,985
South West England	£6,362
Wales	£6,356
North East England	£6,293
South East England	£6,273
North West England	£6,264
Scotland	£6,082
West Midlands (England)	£5,831
East of England	£5,768
East Midlands (England)	£5,170
Abroad	£3,425
National Average	£6,153

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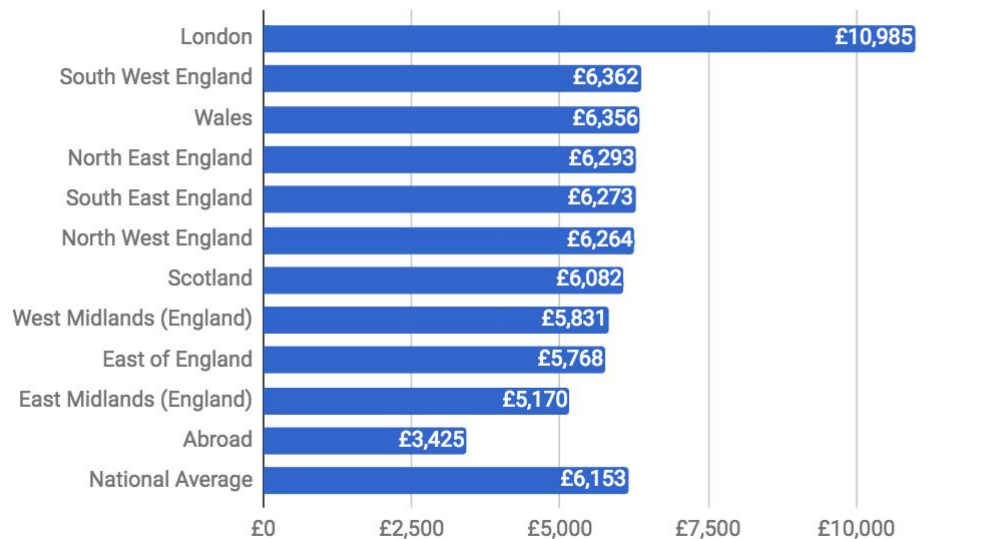
Wedding Suppliers >> Regional Differences: Food & Drink

- Food & Drink in London is £3,904 more expensive than the national average

- Besides London, couples pay more for Food & Drink in the East Midlands (£2,534 more than the national average) and South East England (£510 more than the national average)

- Food & Drink costs are lowest in Northeast England, West Midlands and East of England

Average Cost of Food & Drink by Region

Region	Cost
London	£9,767
South West England	£5,154
Wales	£5,089
North East England	£4,316
South East England	£6,372
North West England	£5,550
Scotland	£5,662
West Midlands (England)	£4,750
East of England	£4,767
East Midlands (England)	£8,397
Abroad	£6,175
National Average	£5,862

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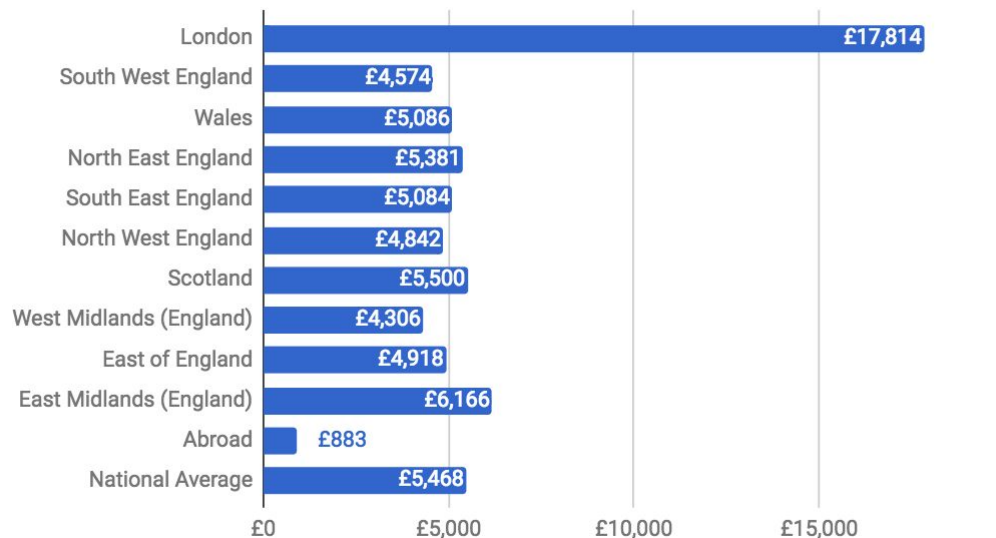
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Wedding Suppliers >> Regional Differences: Marquee Hire

- In London, couples spend £12,346 more than the national average for Marquee Hire

- Within the UK, the regions with the lowest Marquee Hire cost include West Midlands (£1,163 less than the national average) and South West England (£894 less than the national average)
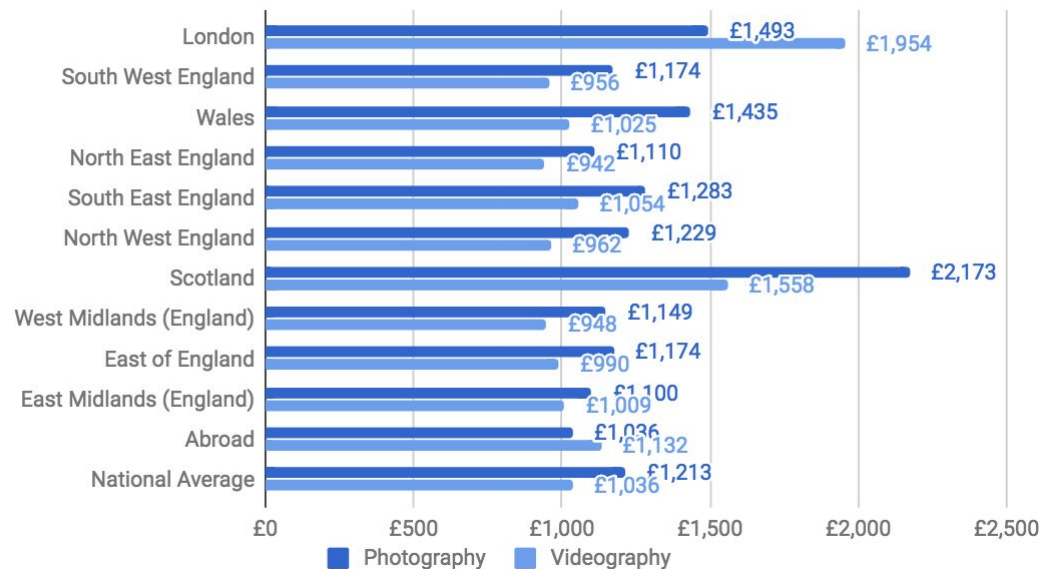
Average Cost of Marquee Hire by Region

Region	Cost
London	£17,814
South West England	£4,574
Wales	£5,086
North East England	£5,381
South East England	£5,084
North West England	£4,842
Scotland	£5,500
West Midlands (England)	£4,306
East of England	£4,918
East Midlands (England)	£6,166
Abroad	£883
National Average	£5,468

Wedding Suppliers >> Regional Differences: Photography & Videography

- Couples in Scotland pay more for both Photography and Videography

- Couples pay the most for Photography in Scotland (£960 more than the national average), higher than London

- London still demand the highest rates for Videography, but Scotland is the next highest at £523 above the national average

Average Cost of Photography and Videography by Region

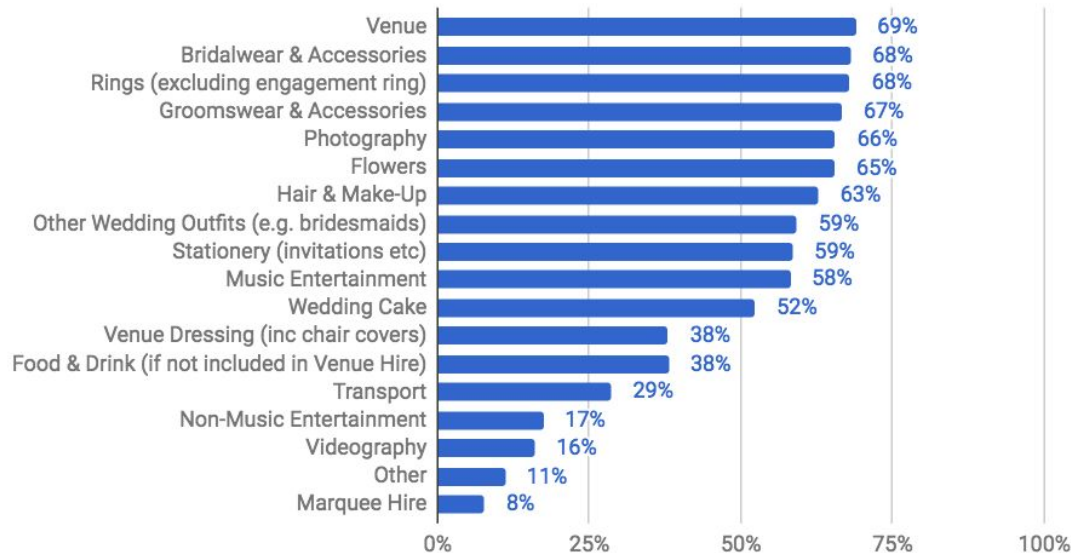| Region	Photography	Videography
London	£1,493	£1,954
South West England	£1,174	£956
Wales	£1,435	£1,025
North East England	£1,110	£942
South East England	£1,283	£1,054
North West England	£1,229	£962
Scotland	£2,173	£1,558
West Midlands (England)	£1,149	£948
East of England	£1,174	£990
East Midlands (England)	£1,100	£1,009
Abroad	£1,036	£1,132
National Average	£1,213	£1,036

■ Photography   ■ Videography

Wedding Suppliers >> Average Usage

- Most couples do not book every type of wedding supplier. In fact the average usage of any supplier, including venue, does not exceed 69%

- The supplier categories used least include Non-Music Entertainment, Videography and Marquee Hire

- The average couple hires suppliers for 13 out of 18 supplier categories

Average % Usage of Wedding Suppliers

Supplier	%
Venue	69%
Bridalwear & Accessories	68%
Rings (excluding engagement ring)	68%
Groomswear & Accessories	67%
Photography	66%
Flowers	65%
Hair & Make-Up	63%
Other Wedding Outfits (e.g. bridesmaids)	59%
Stationery (invitations etc)	59%
Music Entertainment	58%
Wedding Cake	52%
Venue Dressing (inc chair covers)	38%
Food & Drink (if not included in Venue Hire)	38%
Transport	29%
Non-Music Entertainment	17%
Videography	16%
Other	11%
Marquee Hire	8%

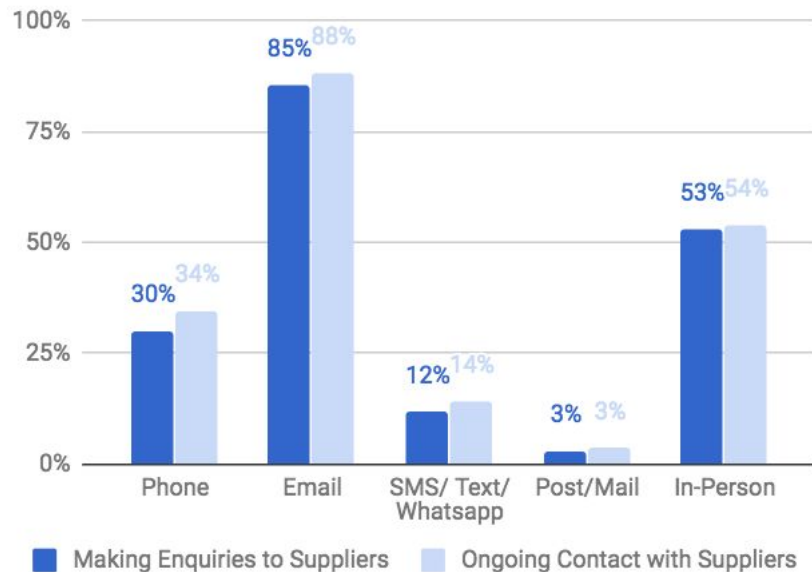THE WEDDING INDUSTRY AWARDS

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Wedding Suppliers >> Contact

- **Email is the preferred method** of communication the majority of couples for both initial enquiries and ongoing contact with suppliers

- Half of couples also prefer in-person contact with suppliers

- Post/Mail is the least preferred method of contact

Bridebook Top Tip #1:
Respond to couple enquiries on the same day. Couples will judge your response speed as an indication of your attentiveness to their wedding and will view quick responses more favourably.

Most Preferred Method for Contact with Suppliers

	Phone	Email	SMS/ Text/ Whatsapp	Post/Mail	In-Person
Making Enquiries to Suppliers	30%	85%	12%	3%	53%
Ongoing Contact with Suppliers	34%	88%	14%	3%	54%

■ Making Enquiries to Suppliers   ■ Ongoing Contact with Suppliers

Wedding Suppliers >> Brochures

- When it comes to brochures, couples still **prefer a physical brochure** over a digital brochure
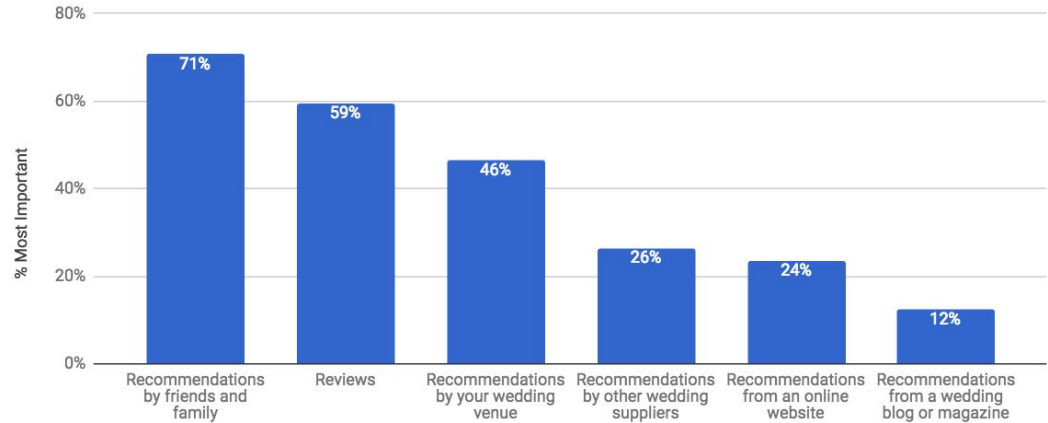
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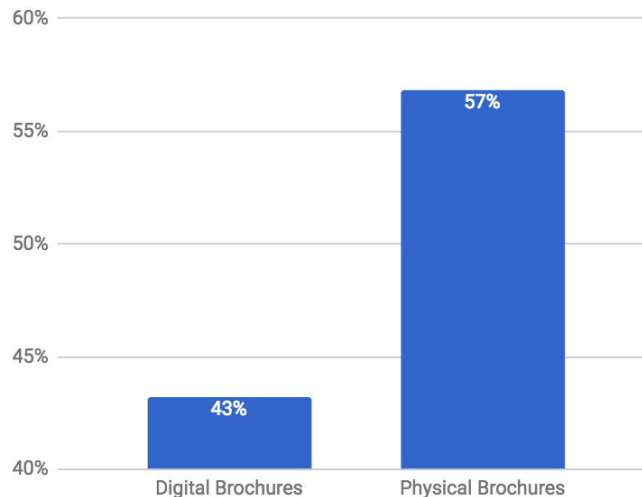
Wedding Suppliers >> Social Validation

- Couples rank **recommendations from friends and family (71%)** as the most valuable source of recommendation

- **Reviews (59%)** and **Recommendations by your wedding venue (46%)** are the next most important source of recommendation

Importance of Reviews and Recommendations When Booking Suppliers

% Most Important

Category	Value
Recommendations by friends and family	71%
Reviews	59%
Recommendations by your wedding venue	46%
Recommendations by other wedding suppliers	26%
Recommendations from an online website	24%
Recommendations from a wedding blog or magazine	12%

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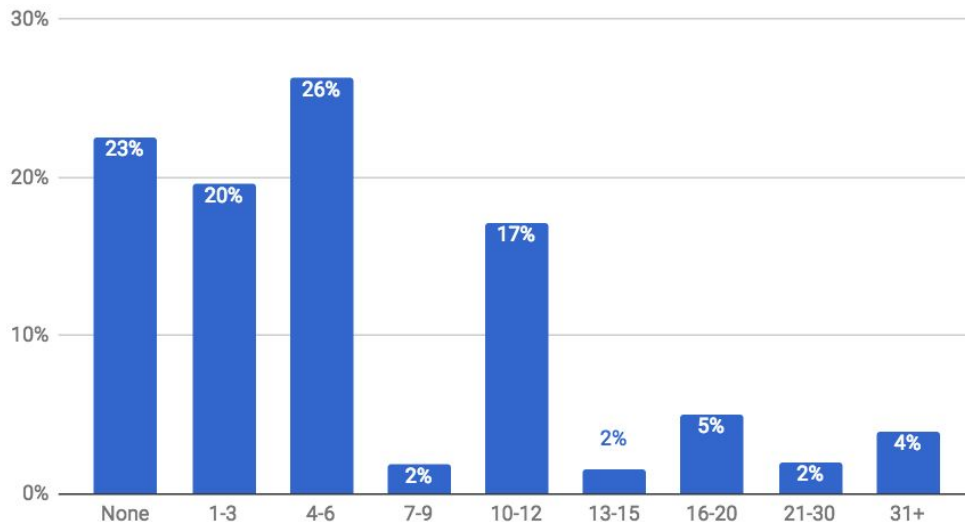
Wedding Suppliers >> Reviews

- Couples **read an average of 8.3 reviews** before booking their suppliers, which represents an increase from the 2017 average of 7.6 reviews read

- 76% of couples read online reviews before booking their suppliers

Average # Reviews Read Before Booking Suppliers

Category	Percentage
None	23%
1-3	20%
4-6	26%
7-9	2%
10-12	17%
13-15	2%
16-20	5%
21-30	2%
31+	4%

Reception Venues

Reception Venues >> Key Factors

- The average amount spent on venue hire = £6,152

- Important factors in deciding on a venue, include
  - Location
  - Friendly Staff
  - Beauty / Stunning
  - Price / Cost
  - Grounds / Views

Bridebook Top Tip #4:
Ensure your marketing materials emphasise your location, staff, beauty, price and grounds, as these are the most important features to couples.
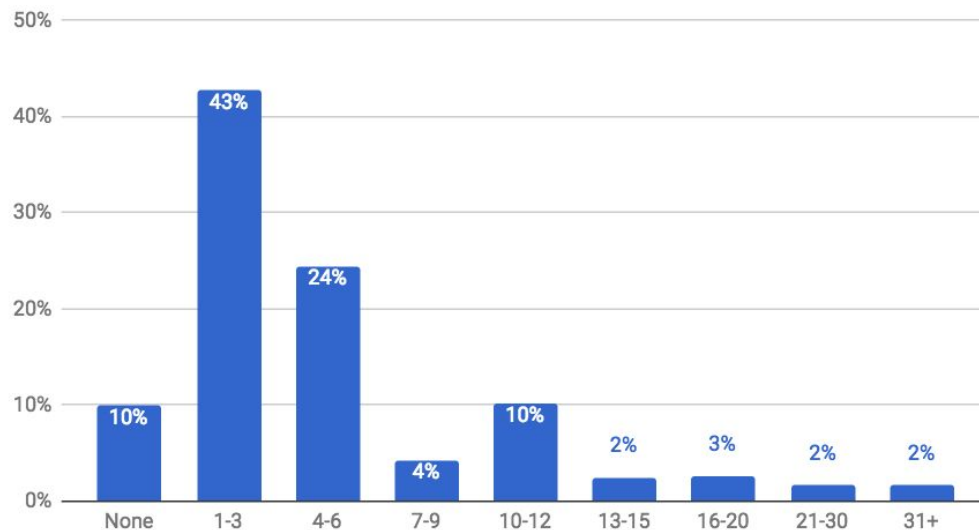
Reception Venues
>> Enquiries Sent

- Couples send an average of **5.7 enquiries** before booking a venue

- The majority of couples sent 12 or fewer enquiries to venues

- Venues **reply to an average of 94.7% of enquiries**

Enquiries Sent Before Booking Venue

Reception Venues >> Showrounds

- Couples go on an average of **2.6 showrounds** before booking a venue

- The majority of couples go on 5 or fewer showrounds

- 14% couples don't go on any showrounds at all

Bridebook Top Tip #5:
Booking a showround increases the likelihood of the couple booking a venue, so prioritise booking showrounds ASAP with all your leads.

## # Showrounds Before Booking Venue

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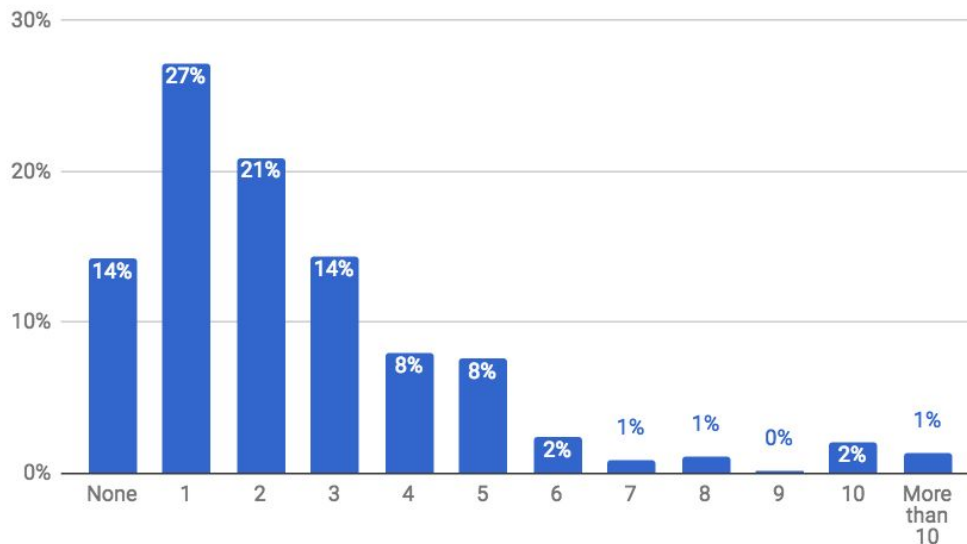
Reception Venues >> Ceremony

- Many couples are choosing to have their wedding **ceremony at their wedding reception venue (60%)** (up from 59% in previous year)

- 27% of couples held their ceremony at a place of worship (down from 29% in previous year)

Bridebook Top Tip #6:
Ensuring your venue is licensed for wedding ceremonies will attract the increasing number of couples who want to get married at their reception venue.

Wedding Ceremony Location

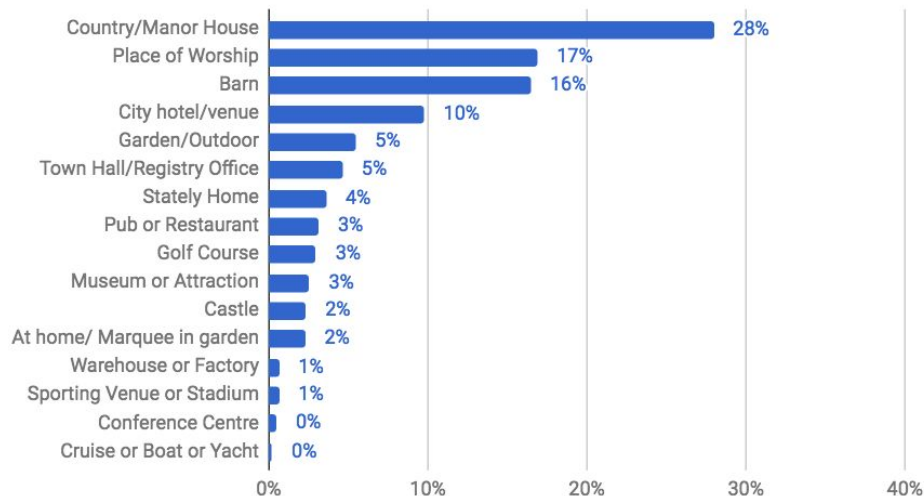| Location	Percentage
At our Wedding Reception venue	60%
Place of worship	27%
Register Office / Town Hall	7%
Other	6%
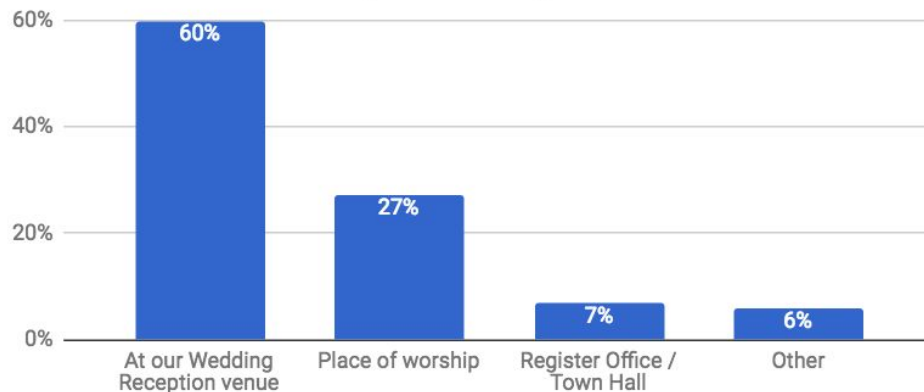
Reception Venues >> Venue Types

- **Country/Manor Houses (28%)**, Places of Worship (17%) and Barns (16%) are the most popular wedding venue types

- Boats, Conference Centres and Warehouses are the least commonly used wedding venue types

Most Popular Type of Wedding Venue

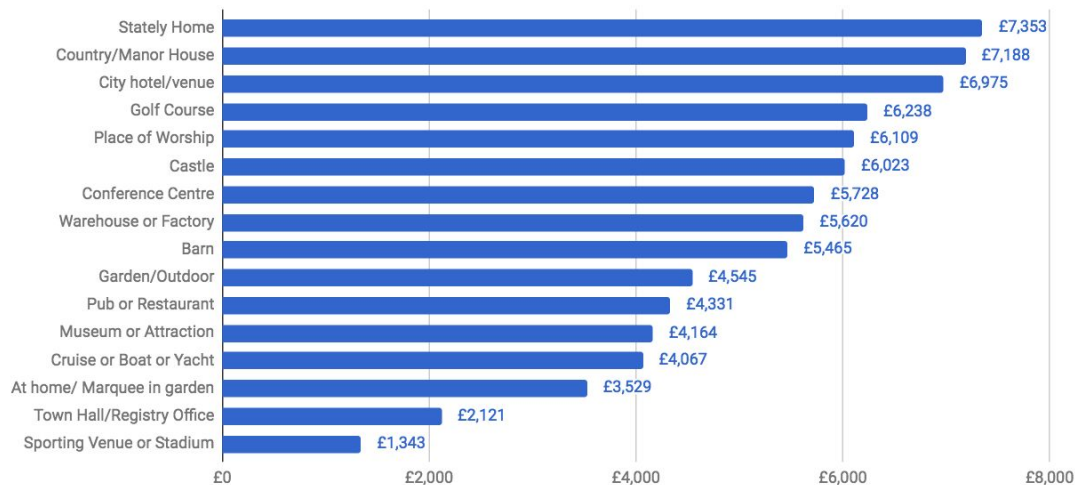| Venue	Percentage
Country/Manor House	28%
Place of Worship	17%
Barn	16%
City hotel/venue	10%
Garden/Outdoor	5%
Town Hall/Registry Office	5%
Stately Home	4%
Pub or Restaurant	3%
Golf Course	3%
Museum or Attraction	3%
Castle	2%
At home/ Marquee in garden	2%
Warehouse or Factory	1%
Sporting Venue or Stadium	1%
Conference Centre	0%
Cruise or Boat or Yacht	0%

Reception Venues >> Costs by Type

- Couples report spending the **highest venue hire cost at Stately Homes (£7,353)** and **Country/Manor Houses (£7,188)**

- Couples report spending the least on venue hire at Town Hall / Registry offices and Sporting Venue or Stadiums

Average Venue Cost by Type of Wedding Venue

Venue Type	Cost
Stately Home	£7,353
Country/Manor House	£7,188
City hotel/venue	£6,975
Golf Course	£6,238
Place of Worship	£6,109
Castle	£6,023
Conference Centre	£5,728
Warehouse or Factory	£5,620
Barn	£5,465
Garden/Outdoor	£4,545
Pub or Restaurant	£4,331
Museum or Attraction	£4,164
Cruise or Boat or Yacht	£4,067
At home/ Marquee in garden	£3,529
Town Hall/Registry Office	£2,121
Sporting Venue or Stadium	£1,343

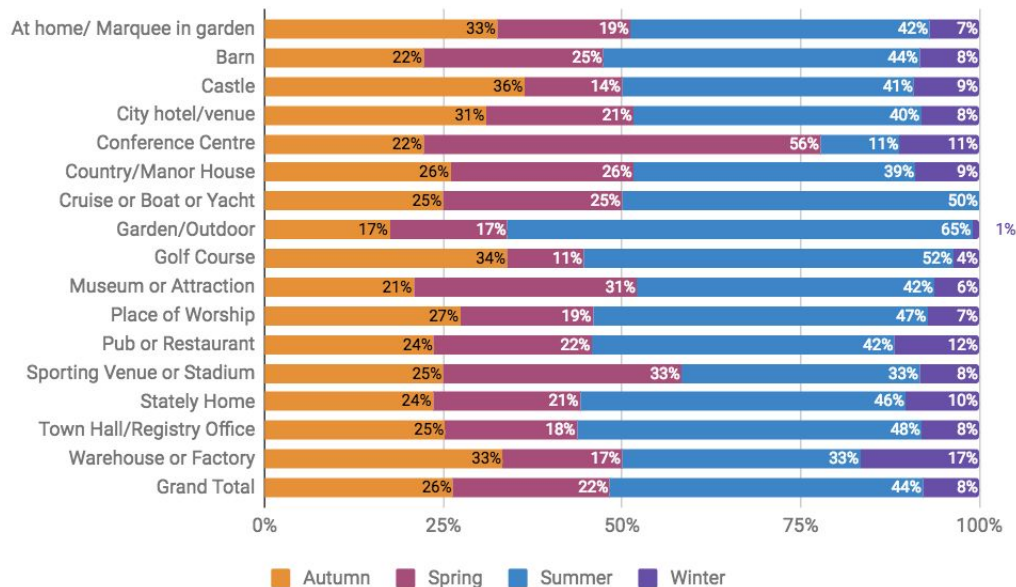THE WEDDING INDUSTRY AWARDS   BRIDEBOOK.CO.UK

Reception Venues >> Seasonality

- All wedding venue types, with the exception of Conference Centres, are most popular in the Summer

- Warehouses/Factories and Pub/Restaurants are more popular in the Winter compared to other venue types

Seasonality by Venue Type

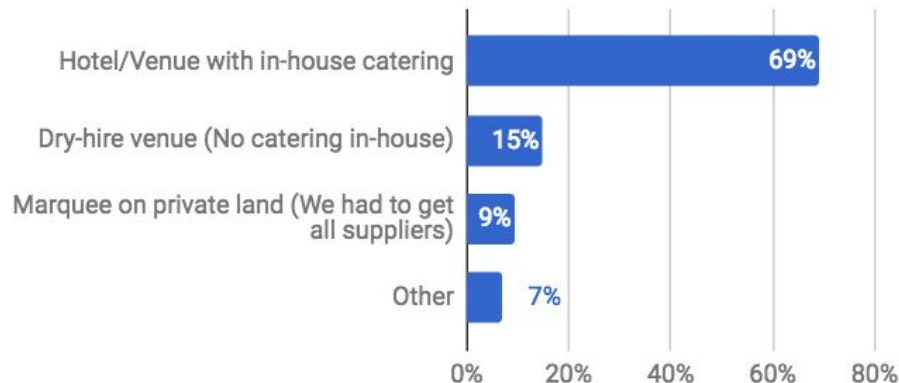| Venue Type	Autumn	Spring	Summer	Winter
At home/ Marquee in garden	33%	19%	42%	7%
Barn	22%	25%	44%	8%
Castle	36%	14%	41%	9%
City hotel/venue	31%	21%	40%	8%
Conference Centre	22%	56%	11%	11%
Country/Manor House	26%	26%	39%	9%
Cruise or Boat or Yacht	25%	25%	50%	
Garden/Outdoor	17%	17%	65%	1%
Golf Course	34%	11%	52%	4%
Museum or Attraction	21%	31%	42%	6%
Place of Worship	27%	19%	47%	7%
Pub or Restaurant	24%	22%	42%	12%
Sporting Venue or Stadium	25%	33%	33%	8%
Stately Home	24%	21%	46%	10%
Town Hall/Registry Office	25%	18%	48%	8%
Warehouse or Factory	33%	17%	33%	17%
Grand Total	26%	22%	44%	8%

Reception Venues >> Catering

- The majority of couples choose wedding venues that provide **in-house catering (69%)**

- Average venue hire cost varies according to the venue's ability to provide catering
    - Hotel/Venue with in-house catering: £6,665
    - Dry-hire venue (no catering in-house): £4,110
    - Marquee on private land: £4,132

Wedding Venue Catering Capabilities

Venue type	Percentage
Hotel/Venue with in-house catering	69%
Dry-hire venue (No catering in-house)	15%
Marquee on private land (We had to get all suppliers)	9%
Other	7%

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Reception Venues >> Pricing Strategy

- The largest proportion of couples paid for their venues with a **Per Head Price, which included food & drink (42%)**

  Average amount spent on venue hire, according to venue pricing
    - Per Head: £6,758
    - Package: £6,298
    - Fixed Hire Cost: £4,727

Bridebook Top Tip #7:
Make sure the pricing on your Bridebook profile is accurate to ensure high quality leads. Your free profile includes options to for Per Head, Package and Fixed Hire Cost details as well as descriptions to best inform clients.

Wedding Venue Pricing

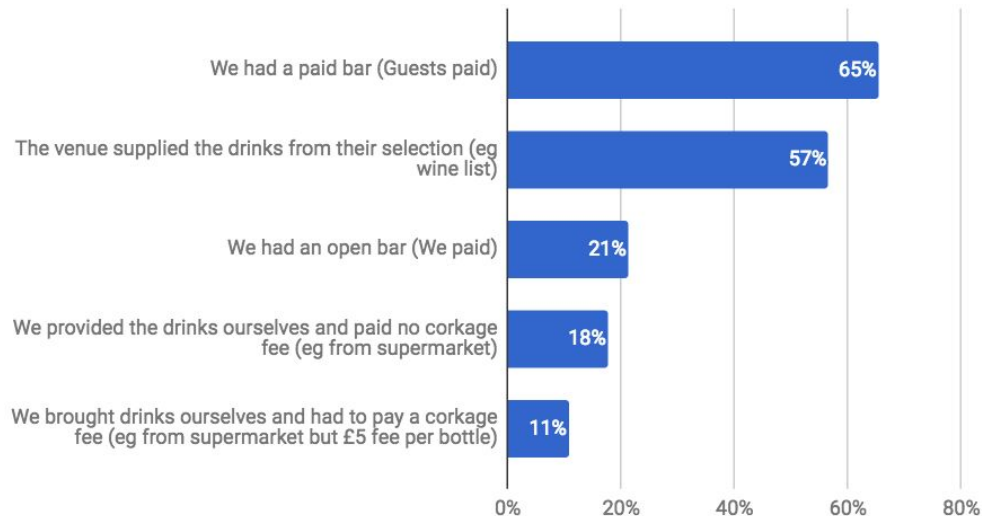|	
Per Head (including food & drink)	42%
Fixed Hire Cost	30%
Package including several suppliers, food, drink and venue hire	28%

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Reception Venues >> Bar Services

- Couples report the most popular type of bar to be a **paid bar (65%)**, followed by **pre-selected drinks provided by the venue (57%)**

- Couples are least likely to provide drinks themselves, with or without corkage fee
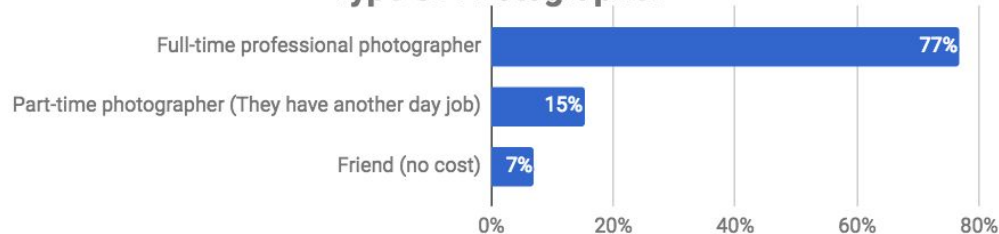
Type of Bar at Venue

Type	%
We had a paid bar (Guests paid)	65%
The venue supplied the drinks from their selection (eg wine list)	57%
We had an open bar (We paid)	21%
We provided the drinks ourselves and paid no corkage fee (eg from supermarket)	18%
We brought drinks ourselves and had to pay a corkage fee (eg from supermarket but £5 fee per bottle)	11%

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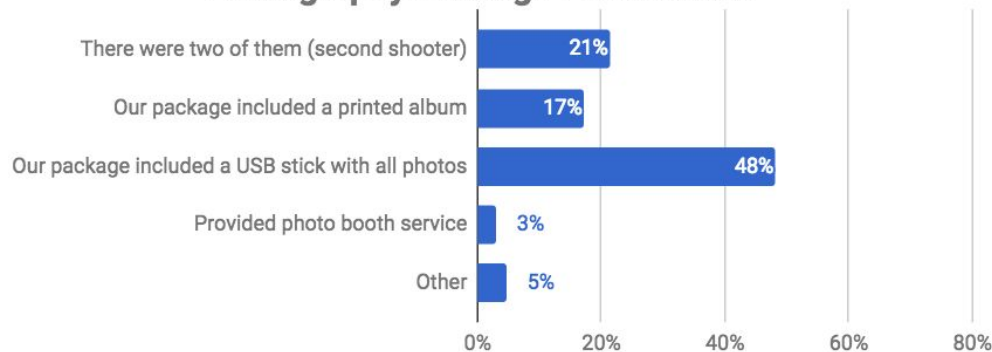
Other Suppliers

Other Suppliers
>> Photography

- The average amount spent on wedding photography = £1,213

- Most couples book a **full-time professional photographer (77%)**

- Almost half of couples book a photography package with **photos on a USB stick (48%)**
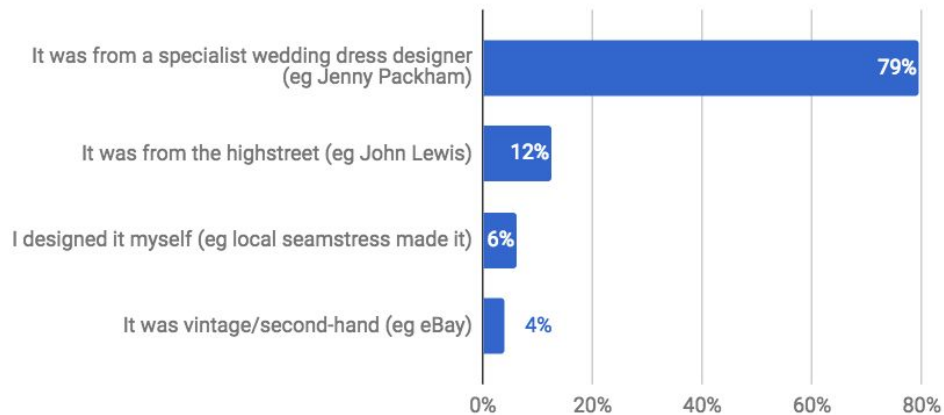
Type of Photographer

Full-time professional photographer	77%
Part-time photographer (They have another day job)	15%
Friend (no cost)	7%

0%   20%   40%   60%   80%

Photography Package Preferences

There were two of them (second shooter)	21%
Our package included a printed album	17%
Our package included a USB stick with all photos	48%
Provided photo booth service	3%
Other	5%

0%   20%   40%   60%   80%

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Other Suppliers >> Photography

- Important factors in deciding on a photographer include
  - Photos
  - Style
  - Price
  - Recommendation
  - Friendliness
  - Quality

Bridebook Top Tip #8:
In addition to uploading a portfolio of photos/videos, ensure that your Bridebook profile descriptions and FAQs reflect your personality and style. As personal recommendations are particularly important for photography, be sure to include a selection of testimonials and reviews on your profile.

Other Suppliers
>> Bridalwear

- The average amount spent on bridalwear & accessories = £1,537

- Most couples purchase their wedding dress from a **specialist wedding dress designer (e.g. Jenny Packham) (79%)**

- 12% of couples purchased from a high street retailer (eg John Lewis) (up from 10% previous year)

Wedding Dress Preference

Preference	Percentage
It was from a specialist wedding dress designer (eg Jenny Packham)	79%
It was from the highstreet (eg John Lewis)	12%
I designed it myself (eg local seamstress made it)	6%
It was vintage/second-hand (eg eBay)	4%

Other Suppliers
>> Wedding Cake

- The average amount spent on wedding cake = £323

- Approximately one-third of couples have their wedding cake **homemade or made by a friend (37%)**

- **Multi-tiered cakes (51%)** remain the most popular style of wedding cake

Wedding Cake Sources

Specialist Cake Maker	51%
Homemade / Made by a friend	37%
From Larger Retailer (eg M&S)	5%

Wedding Cake Style Preferences

Multi-tiered	51%
Another style of cake (eg cupcakes, cheese etc!)	15%
Single-tiered	2%
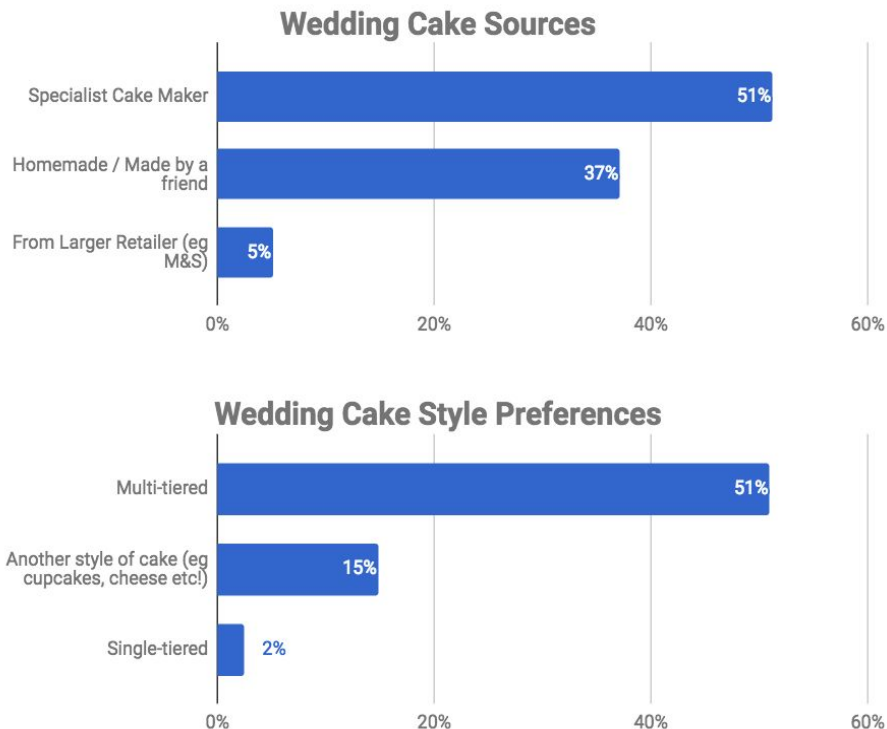
Other Suppliers
>> Entertainment

- The majority of couples hire a DJ (70%) to provide music entertainment, compared to Live Band (44%)

- Average cost of music entertainment is £1,039, however the cost for a DJ is less than half of a Live Band
    - DJ: £604
    - Live Band: £1,446

Usage of Wedding Entertainment Options

DJ — 70%
Live Band — 44%
Non-music entertainer (eg. magician) — 16%
Fireworks — 5%
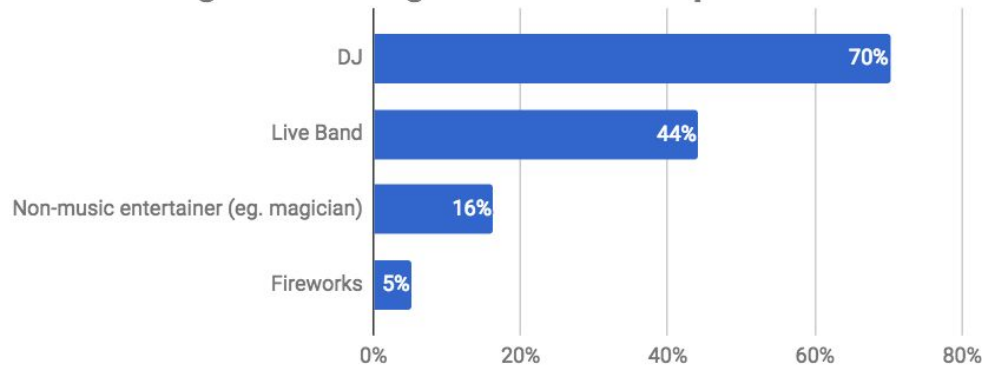
Other Suppliers
>> Additional

- Almost three-quarters of couples still used **printed stationery (71%)**

- About a quarter of couples report using a videographer (26%) for their wedding

Usage of Additional Wedding Suppliers

Supplier	Percentage
Printed Stationery (eg. Menu, Invitations)	71%
Wedding Insurance	44%
Planner, Toastmaster or Celebrant	36%
Videographer	26%
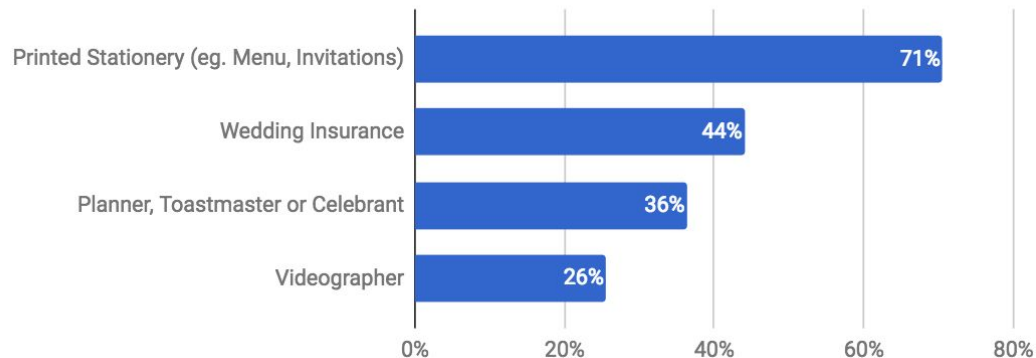
Next Steps for Wedding Venues and Suppliers...

Bridebook Business provides UK venues & suppliers with the marketing tools and industry insights they need to successfully grow their wedding businesses. With 1 in 3 couples now planning their weddings and searching for suppliers on the Bridebook wedding planning platform, it has never been easier for wedding businesses to advertise their services, for free, to the audience that matters.

- Build your own business account & profile to showcase your unique features on a visually stunning platform.
- Receive direct, relevant and high converting enquiries from couples interested in your services.
- Promote your upcoming wedding fairs, special offers and achievements.
- Work closely with a team of professionals who support and help you to successfully maximise your business potential.

Not on Bridebook yet? Contact business@bridebook.co.uk and join our community of wedding industry professionals today.

Already have a free listing? Login to your account at business.bridebook.co.uk and update your profile using our 'Top Tips' report to make sure your profile is doing the work for you.

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Bridebook Business Testimonials

"It has helped generate business for us in our first year as a company." - Spence and Oliver - The Bridal Beauty Co

"Bridebook is brilliant in all areas, for example - communication, leads, social media. We as a team would highly recommend Bridebook." - Nonsuch Mansion

"It's easy to use. Couples can navigate their way through, select your venue and can easily make contact through Bridebook." - The Granary Estates, Woodditton

"Lots of my bookings have come through Bridebook in the last few months, whereas normally directories don't tend to send much traffic my way." - Kelly J Photography

"Super friendly, professional and we feel like we have a real account manager." - Woodhill Hall

"It's got me a lot of business, it's easy to use and not too saturated with people within my profession so I stand out more." - James Riley Videos

"Bridebooks gets it. Brides actually get what they are looking for. And it's fun, contemporary and trusted." - Hodsock Priory Wedding Venue

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About Bridebook.co.uk website and iOS/Android App

Bridebook.co.uk is the UK's leading wedding planning app and website. Launched in 2016, Bridebook has built a state-of-the-art platform to help today's couples plan their wedding anytime, from anywhere, for free. With the UK's largest venue and supplier directory alongside planning tools including a personalised Checklist, Budget planner and Guestlist manager, Bridebook really is the wedding app couples have been waiting for.

Founded by Hamish Shephard, an industry professional and recently married groom, Bridebook was designed with modern couples in mind to ensure the engagement is just as fun as the big day itself. With 1 in 3 couples now using Bridebook, and features from the New York Times to a No.1 ranking in the AppStore, it is safe to say Bridebook is well on its way to achieving this goal. Hamish also has his own Evening Standard column, Groom With a View, where he shares his insights as one of the UK's most prominent wedding experts.

Bridebook.co.uk / iTunes App Store / Google Play Store

Venues & Suppliers: To create and edit your free profile, visit https://business.bridebook.co.uk and join the Facebook Bridebook Business Hub: https://www.facebook.com/BridebookBusiness/

THE WEDDING INDUSTRY AWARDS

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About The Wedding Industry Awards

The Wedding Industry Awards (TWIA) are the most prestigious awards in the wedding industry in this country. The mission of The Wedding Industry Awards is to recognise and reward the very excellence in the wedding industry and to help couples make a better educated decisions when looking for suppliers for their weddings. Each year winning suppliers are awarded across 26 categories. Only last year's clients can vote, and a combination of their score along with industry expert judging process decides the winners to ensure quality and level playing field. Established in 2011, The Wedding Industry Awards logo has become a recognised and coveted kite mark for the wedding industry helping wedding suppliers and Brides and Grooms alike. Voters of The Wedding Industry Awards in 2017 were polled for this survey.

Enter your wedding business in **The Wedding Industry Awards (TWIA)**:
https://www.the-wedding-industry-awards.co.uk

Thank you!

For additional information or questions, contact:
business@bridebook.co.uk

For press, contact:
press@bridebook.co.uk