

2019 UK Wedding Report

By  BRIDEBOOK.CO.UK

with The Wedding Industry Awards

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This report offers insights into various aspects of UK weddings from planning to venue and supplier decision-making, to the wedding day itself.

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1. Introduction & Key Trends

Welcome from the
creators of the 2019
UK Wedding Report



Introduction

Welcome!

“We’re thrilled to share the findings of the 2019 UK Wedding Report with you. Over the last three years we’ve identified key insights of the UK wedding industry, and published the widely recognised annual UK Wedding Report.

Now in its third year, we’ve once again uncovered new learnings about couples getting married in the UK. We remain committed to being at the forefront of the wedding industry in the midst of Brexit discussions and we look forward to keeping you abreast of the direction of the industry as a whole.”

Best wishes,



Hamish Shephard,
Founder of Bridebook.co.uk

 BRIDEBOOK.CO.UK



Damian Bailey,
Founder & Chairman, The Wedding
Industry Awards (TWIA)

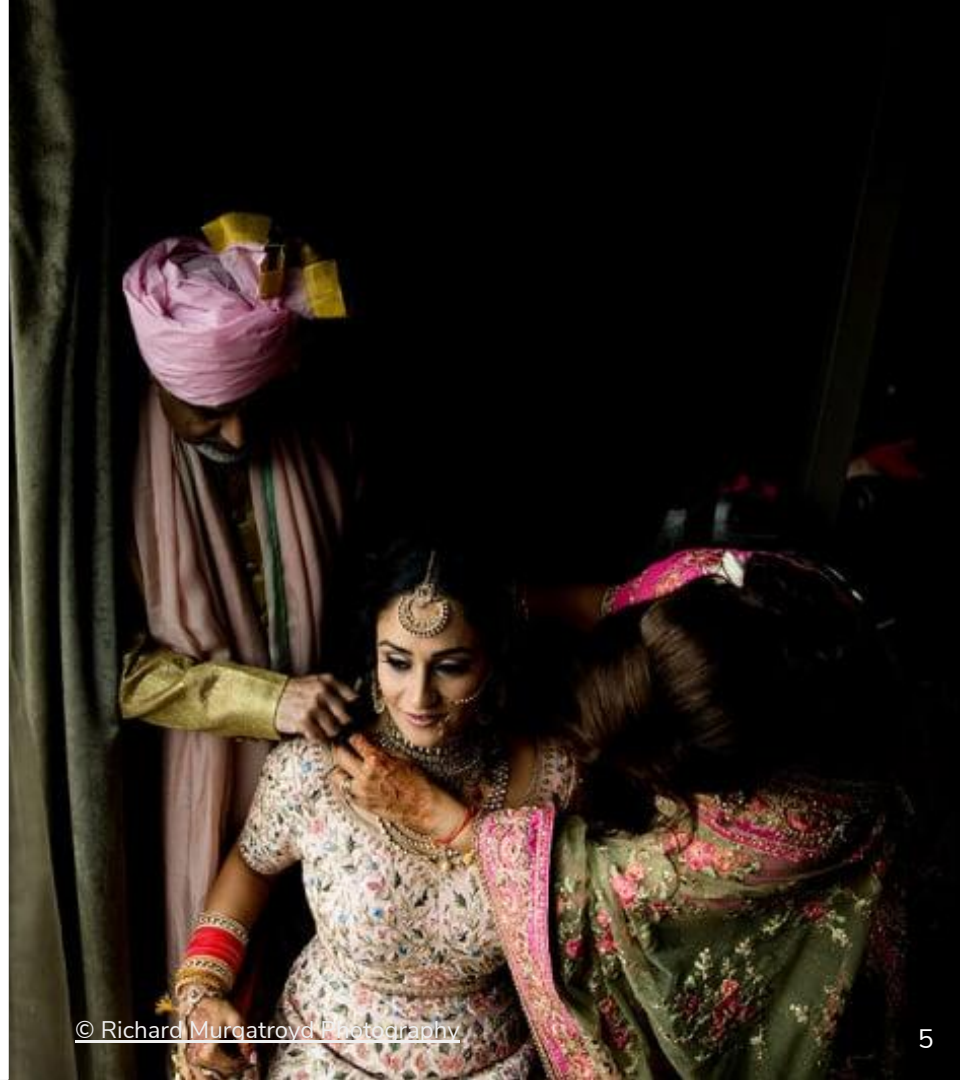
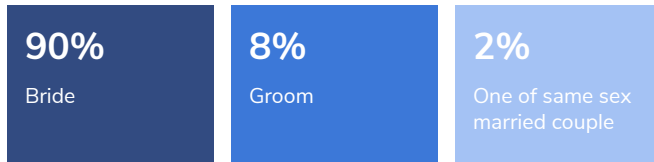


Methodology

The third annual UK Wedding Report is brought to you by Bridebook.co.uk, the UK's no.1 wedding planning app, and The Wedding Industry Awards (TWIA), the UK's leading industry awards.

More than 2,000 respondents completed the survey which was issued to recently married couples who voted in The Wedding Industry Awards 2019.

Respondent Mix:



Editor's Note

How venues and suppliers can gain the most from this report

“There are so many interesting and valuable data points within these survey results that can help wedding venues and suppliers find new opportunities for business development in 2019. I encourage you to read each page carefully and think about what the information means for your business and how you can use this knowledge to capitalise on trends.

“On Bridebook.co.uk, the UK’s No.1 wedding planning app, we are fortunate to connect thousands of couples with their wedding venues and suppliers every single day. Led by our unique position at the intersection of the wedding industry and engaged couples, I have taken the opportunity to identify key points throughout this presentation and offer advice on growth and marketing for industry participants.

“I hope the information in this report can help spur new thinking and drive success within your business and the UK wedding industry overall.”

Sincerely,

A handwritten signature in blue ink that reads "Hamish". The signature is stylized with a long horizontal stroke at the bottom.

Hamish Shephard,

CEO & Founder of [Bridebook.co.uk](https://www.bridebook.co.uk)

The #1 Wedding Planning App - 1 in 3 couples planning their weddings on Bridebook

2019 Trends

“We’re seeing that millennials view weddings as a big party with unique experiences, personal touches and beautiful photo backdrops. They’re planning on their phones, jointly together, and they’re cutting costs wherever possible. We expect to see planning become more digital and social in the near term with increased personality woven throughout the wedding activities. Wedding venues and suppliers are encouraged to show off their unique offerings to reach those looking for something ‘different’.” - Hamish Shephard, Founder of Bridebook.co.uk



Wedding Spend Flat

The average UK wedding spend has remained relatively flat year over year at £17,674, however a London wedding costs at least a third more at £24,039.



Rise of the Groom

Grooms now contribute 35% of wedding costs. Three quarters of grooms are heavily involved in planning, taking part or owning decision-making in many different categories.



Mobile Planning

Couples are using phones daily for planning, primarily venue and supplier research. Reviews, recommendations from websites and venue’s social media are gaining prominence as trusted information sources.



Non-Traditions

Unique features are making headway in weddings. One quarter of weddings last more than 1 day, half take place on non-Saturdays, and new trends are emerging like midnight snacks, mobile vans and candy carts/tables.



Venue Trends

Couples care most about a venue’s visual appeal, price and service. The most popular venue types are country / manor houses and barns, and couples continue to move towards hosting ceremonies at the reception venue versus places of worship.



DIY Stays Strong

Almost all couples engage in DIY for many aspects of weddings, mainly table seating arrangements, invitations and decor, as well as homemade wedding cakes and their own music playlists.

“By far the most comprehensive reviews of the bridal industry I have ever seen. An excellent piece of research and a must-read for anyone who works in the industry.”

- Sam, Stock Florist



2. Wedding Profile

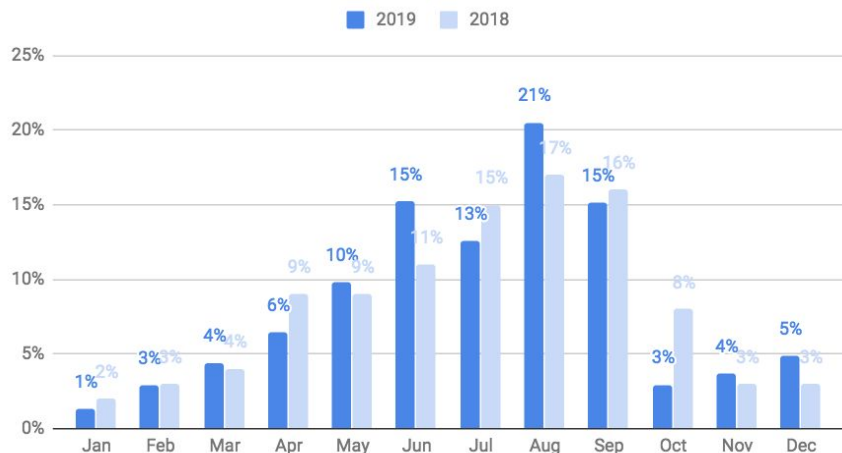
Key dates and figures
about couples and
their weddings.



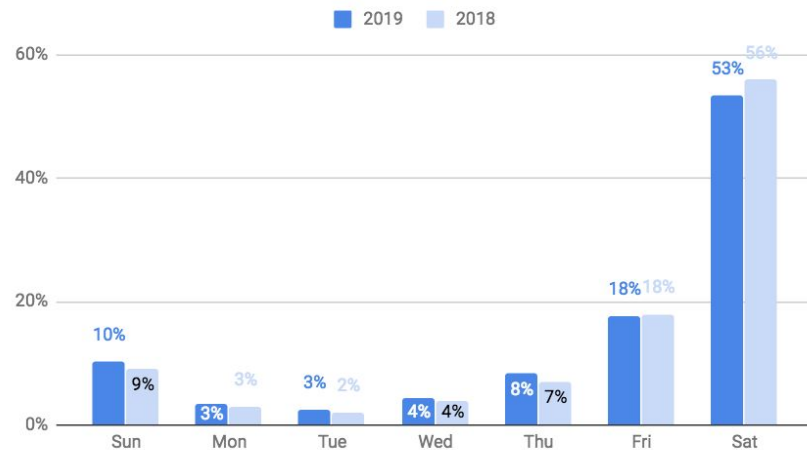
Wedding Dates

August remains the most popular month with 21% weddings. Two thirds (63%) took place in the warmer June through September timeframe. 47% of weddings were held on a day other than Saturday (up from 44% the previous year).

Wedding Month



Wedding Day of Week



“Venues and suppliers should take note of this growth in weekday weddings, and be sure to include weekday package options in client proposals.” - Hamish Shephard, Founder of Bridebook.co.uk

Popular Wedding Dates of 2018

The first 2 weekends of August hold the top two most popular wedding dates, while the top 20 dates span Saturdays throughout Summer and Spring.

The Royal Wedding date of the 19th of May was the 16th most popular wedding date of 2018.

Top 20 Most Popular Wedding Dates

1	Saturday	11	August
2	Saturday	04	August
3	Saturday	01	September
4	Saturday	08	September
5	Saturday	16	June
6	Saturday	14	July
7	Saturday	15	September
8	Saturday	02	June
9	Saturday	22	September
10	Saturday	30	June
11	Saturday	18	August
12	Saturday	09	June
13	Saturday	28	July
14	Saturday	21	July
15	Saturday	25	August
16	Saturday	19	May
17	Saturday	23	June
18	Saturday	26	May
19	Saturday	07	July
20	Saturday	29	September

Harry & Meghan's
Royal Wedding

Wedding Regions

21% of weddings take place in South East England while 14% take place in South West England. Together these two southern regions account for 35% of all UK weddings.

Abroad 3%

Northern Ireland N/A

South West England 14%

Wales 1%

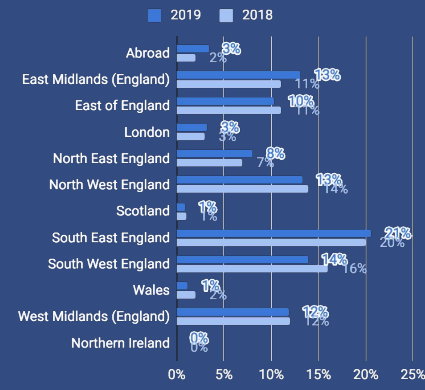
West Midlands 12%

North West England 13%

North East England 8%

Scotland 1%

Most Popular Regions for Weddings



East Midlands 13%

East of England 10%

London 3%

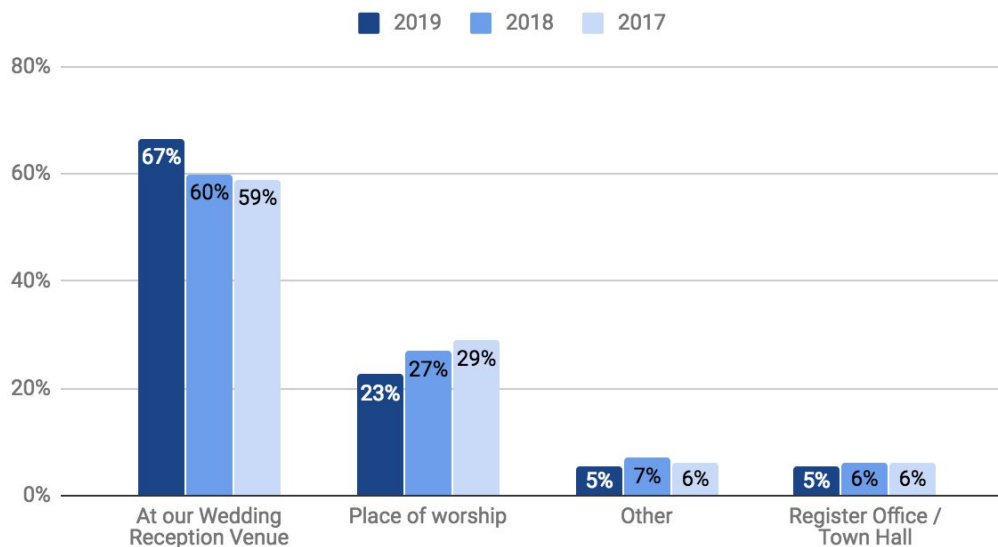
Wedding Ceremony Location

67% wedding ceremonies now take place at the wedding reception venue, up 7% from the previous year. Wedding ceremonies at a place of worship has been declining steadily dropping from 29% in 2017 to 23% in 2019.

“Venues without wedding licenses should view this feature as a top priority given the trend towards all-in-one-place weddings. Why not set things in motion today and reach out to your local council and ask for more information regarding holding civil marriages and civil partnerships at your venue.”

- Hamish Shephard,
Founder of
Bridebook.co.uk

Wedding Ceremony Location



Average Numbers of Invited Wedding Guests

The average number of Evening Guests jumped from 80 in the previous year to 90 in 2018.

The average number of guests remained relatively flat for wedding ceremony (79) and wedding breakfast (76).

79

Wedding / Civil Partnership Ceremony

Compared to 78 in previous year



76

Wedding Breakfast

Compared to 78 in previous year



90

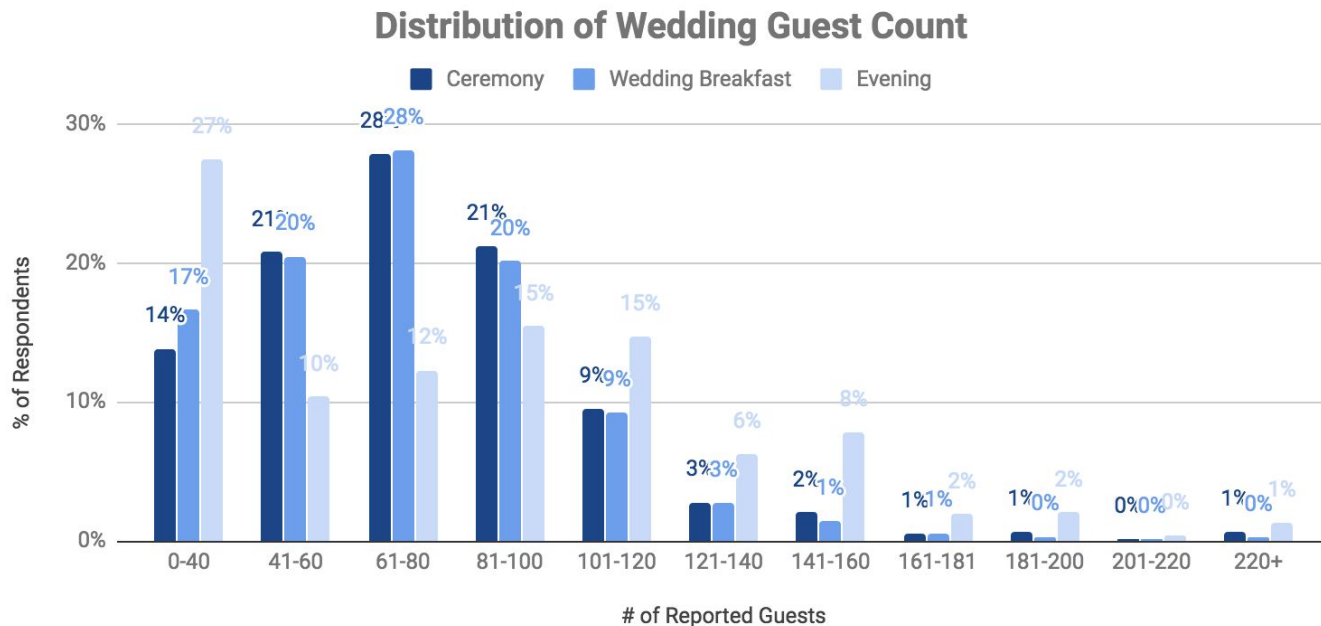
Evening Guests

Compared to 80 in previous year



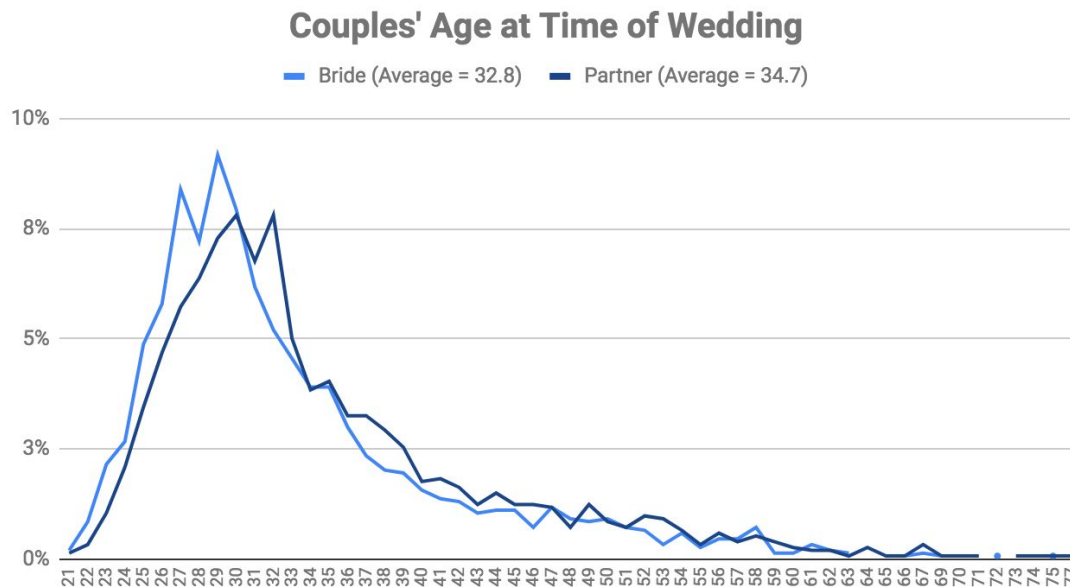
Wedding Guest Count Ranges

95% of wedding receptions have 120 or fewer guests invited to the wedding breakfast. A quarter of weddings (28%) had between 61-80 guests.



Couples Age

The average engaged bride is 32.8 years old at her wedding, and her partner is about 2 years older at 34.7 years old. The majority of couples are between the ages of 25-33.



32.8

Average age of Bride

34.7

Average age of Partner

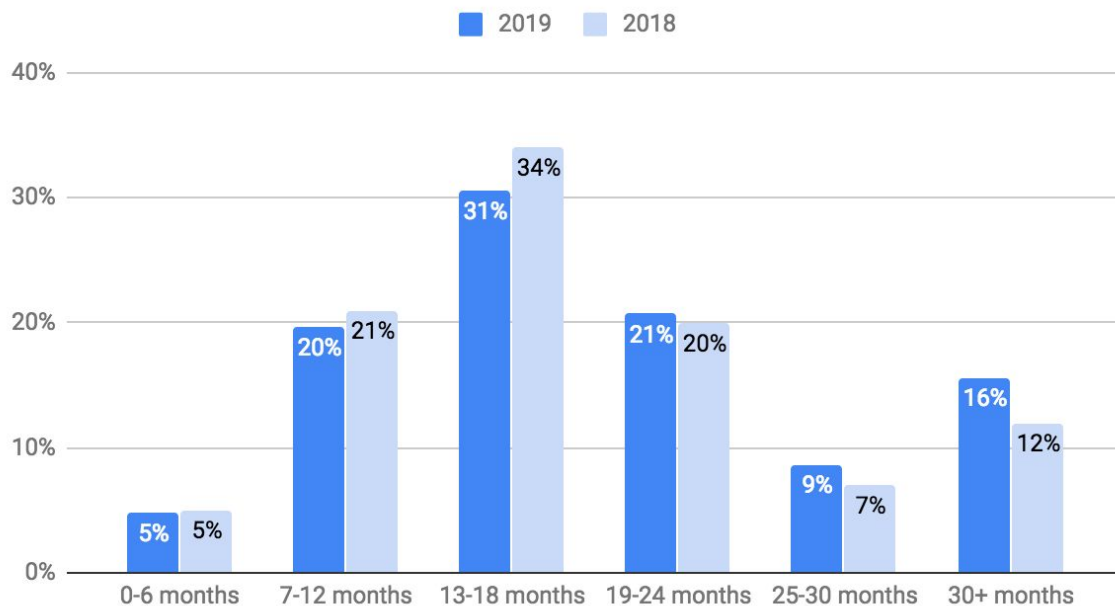
Note: Due to low numbers of responses from Groom and One of Same Sex Couples, this chart only reflects Bride's responses.

Length of Engagement

A quarter (24%) of engagements last longer than 24 months, compared to only 19% in 2017.

Most wedding engagements last 18 months or less.

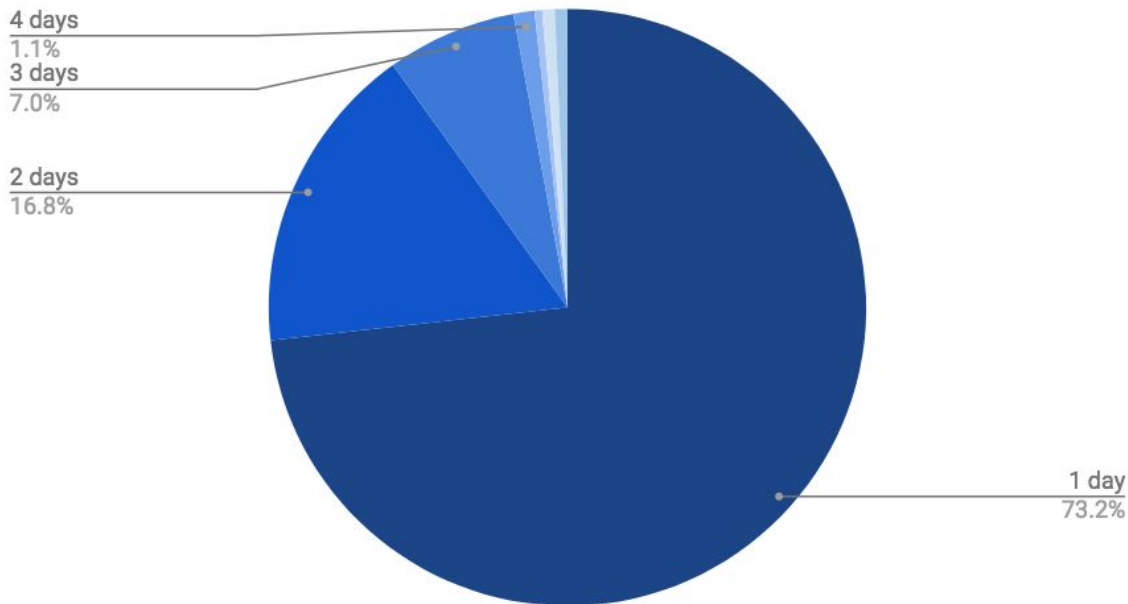
Length of Engagement



Days of festivities

While 73% of wedding festivities lasted only 1 day, a quarter (26%) spanned 2 days or more.

Over how many days did your wedding festivities take place?



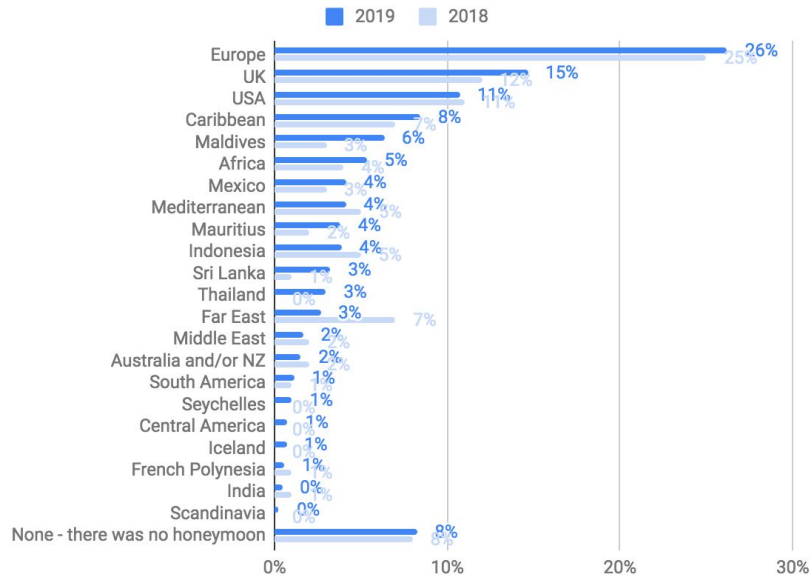
“Suppliers: be sure to ask clients about all their wedding festivities. This conversation could lead to providing services for a next-day brunch or welcome drinks in addition to the wedding day.”

- Hamish Shephard, Founder of Bridebook.co.uk

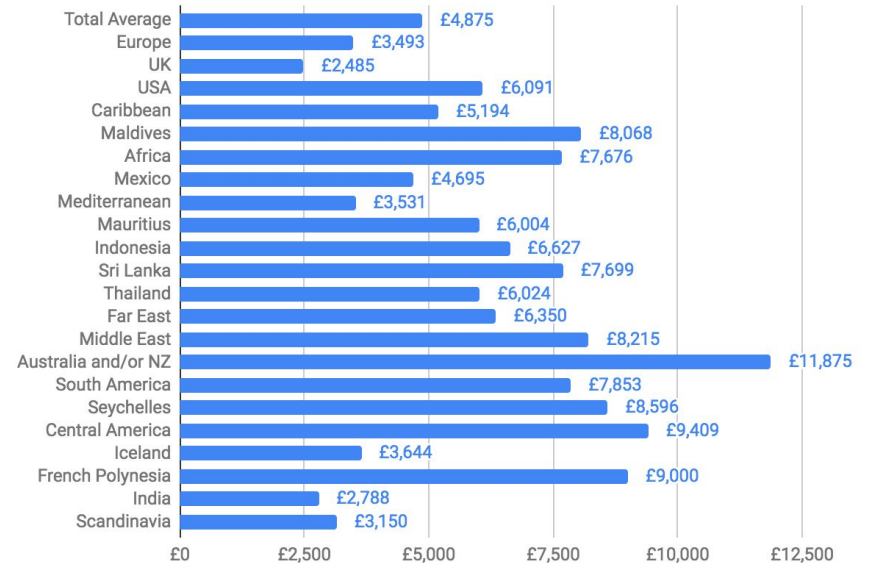
Honeymoon

One quarter (26%) of couples take their honeymoon in Europe, followed by the UK (15%), and USA (11%). The UK and Maldives both rose in popularity, (up 3% from the previous year), while the Far East dropped from 7% to 3% from the previous year. On average, couples spend £4,875 on their honeymoons, but the cheapest destination is the UK, where couples spend only £2,485.

Honeymoon Destinations



Average Spend on Honeymoon by Destination



Wedding Colours

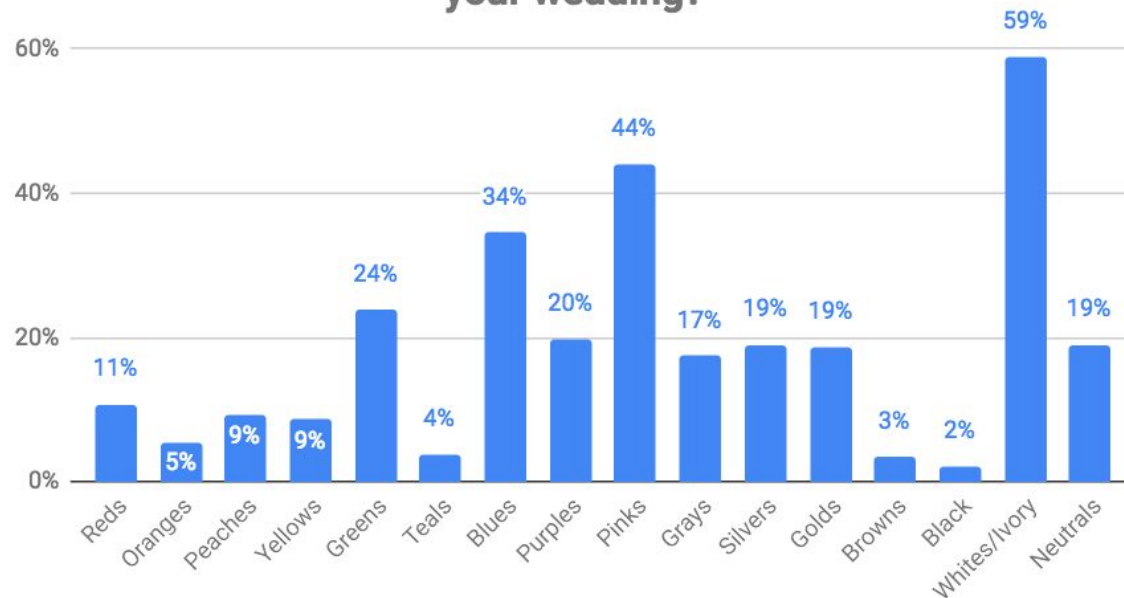
44% of weddings include Pinks in their colour themes.

Blue is the next most commonly utilised colour, appearing in 34% of weddings.

“Suppliers, showcase the variety of your wedding offering by incorporating different colour palettes into your wedding marketing material. Specifically highlight Pinks, Blues, Greens & Whites/Ivory.”

- Hamish Shephard, Founder of Bridebook.co.uk

Which of the following were part of your colour themes for your wedding?

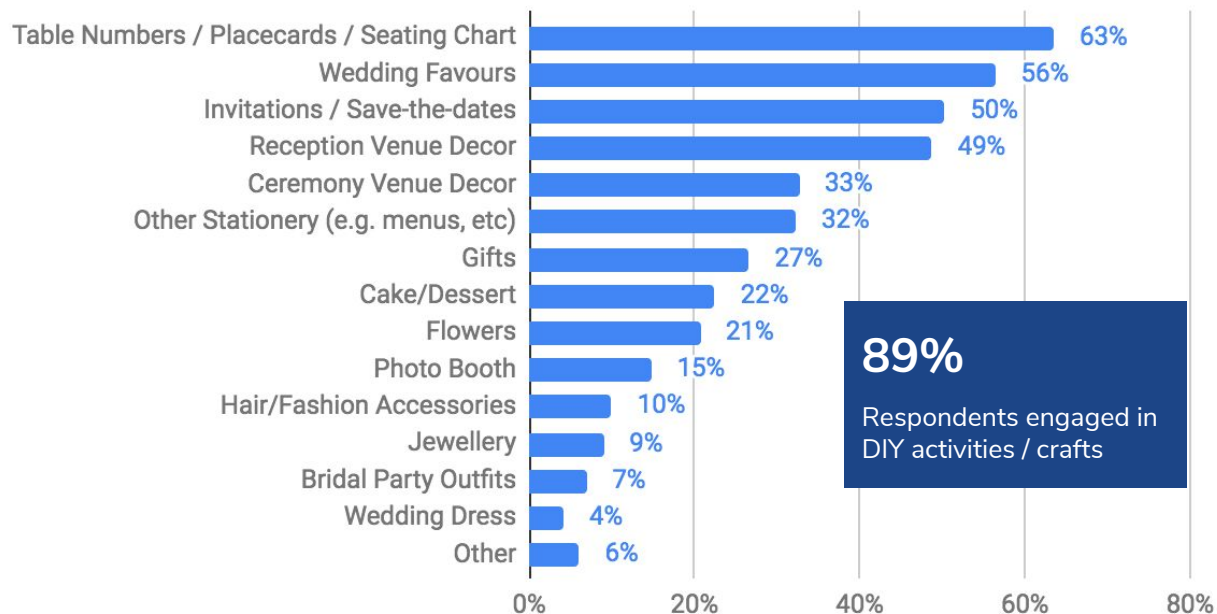


Wedding DIY

89% of all respondents engaged in at least 1 of the DIY activities / crafts listed.

63% couples created DIY guest seating elements (e.g. table numbers / place cards / seating chart), while 56% created DIY wedding favours, 50% made DIY invitations, and 49% utilised DIY in Reception Venue Decor.

For which of the following wedding categories and items did you engage in DIY (do it yourself) activities/crafts?





3.

The Planning Process

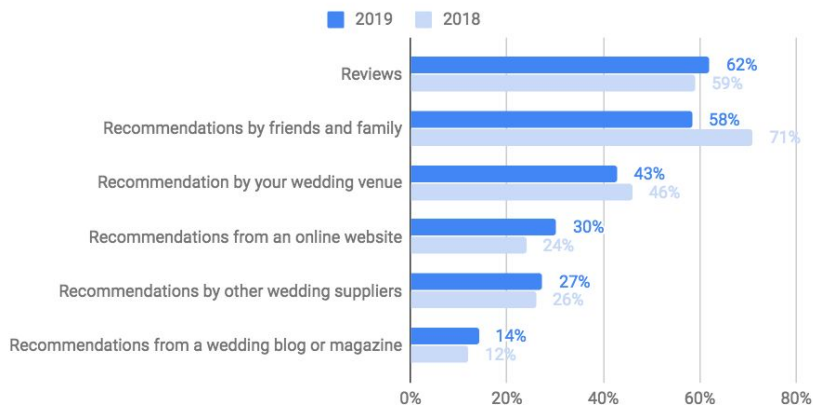
Couples' behaviours and influences during wedding planning.



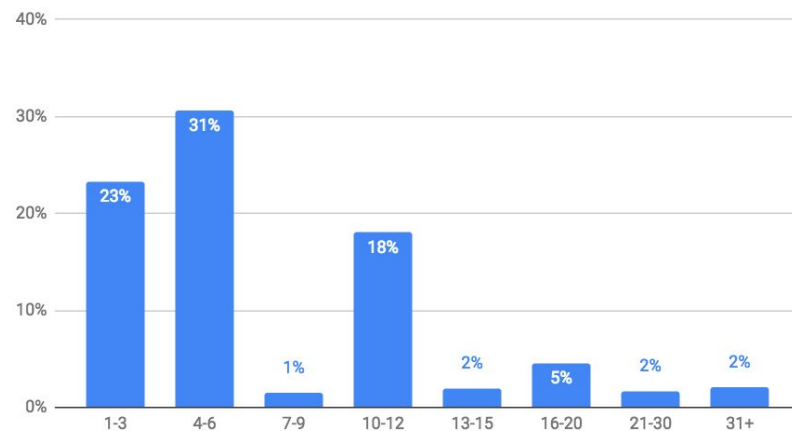
Importance of Reviews and Recommendations

62% of couples valued Reviews as most important, surpassing recommendations by friends and family. 30% of couples also now find recommendations from an online website to be most important. Half (54%) of couples read up to 6 reviews, and 29% read 10 or more reviews before booking suppliers.

% Most Important in 'How important were the following when booking your suppliers':



Average # Reviews Read Before Booking Suppliers



“Collecting couple, guest & supplier reviews should be an absolute priority for all venues and suppliers. Create a collection process to ensure that you don’t forget to ask clients for their feedback in a timely manner. I suggest every time you make a booking, also create a calendar reminder two weeks later to ask for a review. You can create a simple email template with a review link (such as <https://bridebook.co.uk/reviews>) that you send to every client following their wedding.”

Hamish Shephard, Founder of Bridebook.co.uk

Source of Supplier Discovery

The majority of wedding suppliers are discovered online or via recommendations from friends and family, with the exception of Caterer and DJ which are often booked on recommendation from wedding venue.

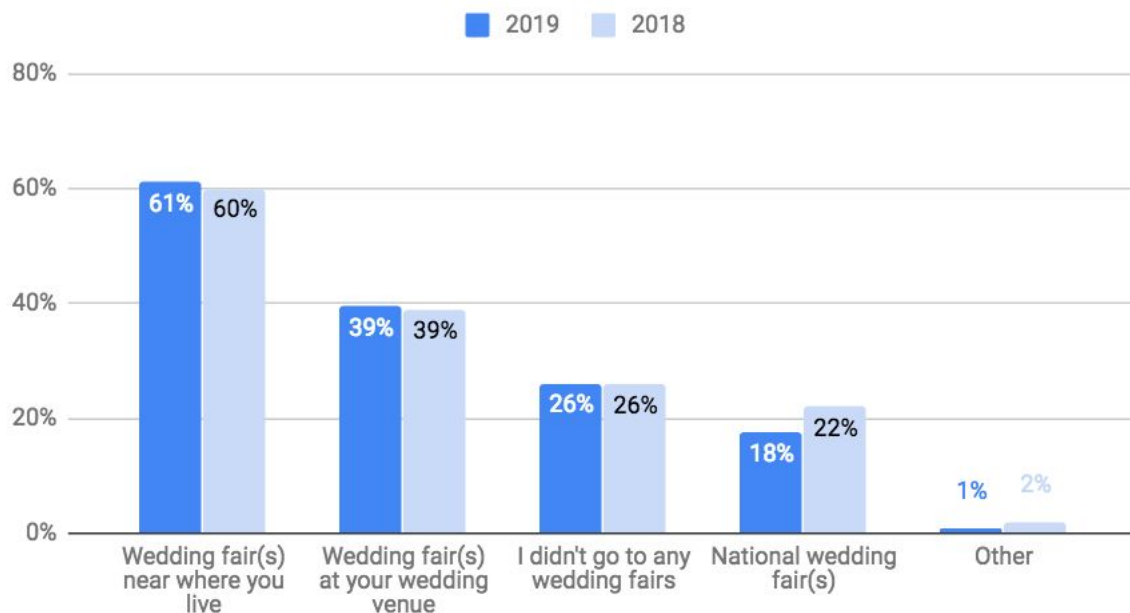
How couples discovered the suppliers they booked

	Online	Recommendation from another wedding supplier	Recommendation from friends or family	Recommendation from your wedding venue	Wedding Fair/Showcase you attended	Wedding Magazine advert or editorial	Your own experience from friends' and families' weddings
Venue	40%	2%	21%	8%	16%	3%	10%
Photographer	22%	5%	35%	12%	15%	2%	8%
Florist	17%	6%	35%	22%	10%	1%	9%
Videographer	33%	13%	29%	6%	11%	1%	7%
Transport	45%	4%	24%	6%	13%	1%	7%
Bride's Dress/Outfit	39%	2%	35%	1%	8%	6%	9%
Bridesmaids dresses	62%	2%	18%	0%	3%	2%	12%
Menswear	34%	2%	34%	0%	9%	2%	19%
Cake designer	21%	5%	39%	9%	14%	1%	11%
Hair Stylist	23%	6%	46%	5%	4%	1%	15%
Make-up artist	27%	7%	42%	6%	6%	1%	11%
Wedding Stationery	57%	1%	17%	4%	10%	2%	8%
DJ	19%	5%	21%	37%	9%	1%	8%
Live music	34%	3%	25%	12%	10%	1%	14%
Other entertainment (non-musical)	36%	3%	16%	12%	23%	0%	10%
Caterer	11%	5%	13%	63%	4%	1%	4%

Wedding Fair Attendance

Almost two thirds (61%) of couples attend a wedding fair near where they live, and 39% attended wedding fairs at their wedding venue.

Wedding Fair Attendance



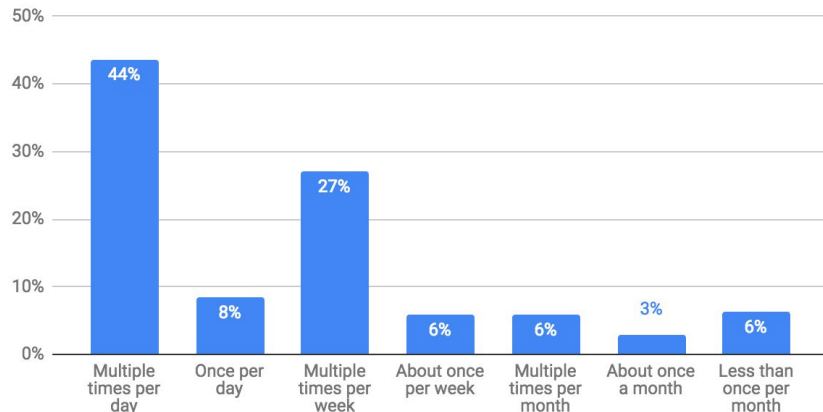
“Venue managers: Remember to post details of your fairs and events on your Bridebook profile, here: <https://business.bridebook.co.uk/recommendations>. It’s easy, FREE, and targeted to your local market.”

- Hamish Shephard, Founder of Bridebook.co.uk

Mobile Phone Usage for Wedding Planning

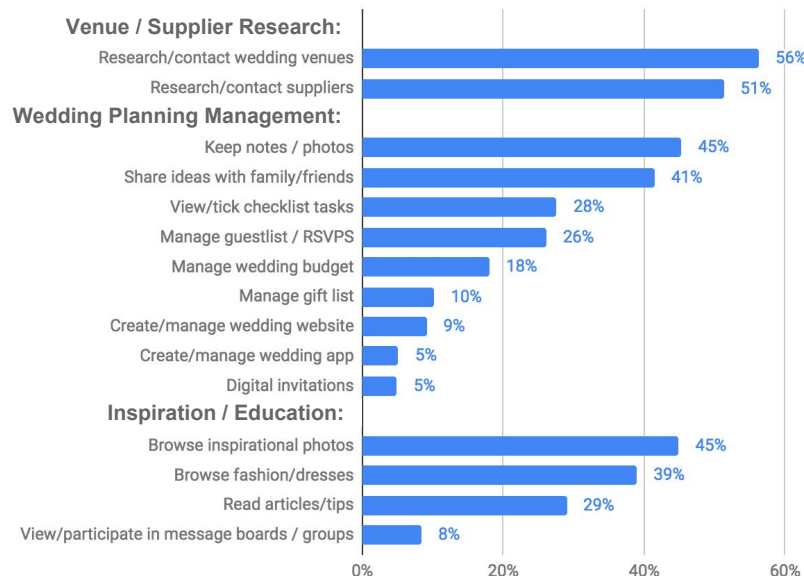
52% of couples are using phones daily for wedding planning. The most popular phone activities are researching venues (56%) and (51%) suppliers, as well as keeping notes / photos (45%) and browsing inspirational photos (45%).

Frequency of Mobile Phone Usage for Wedding Planning Purposes



“Every wedding venue and supplier should be maximising their mobile presence to every extent possible. Optimising your website for mobile and maintaining photo-full and up-to-date profiles on platforms and apps like Bridebook is a must to stay current with millennial couples who value mobile-friendliness and immediate access to information.” - Hamish Shephard, Founder of Bridebook.co.uk

Purpose of Using Mobiles Phones for Wedding Planning

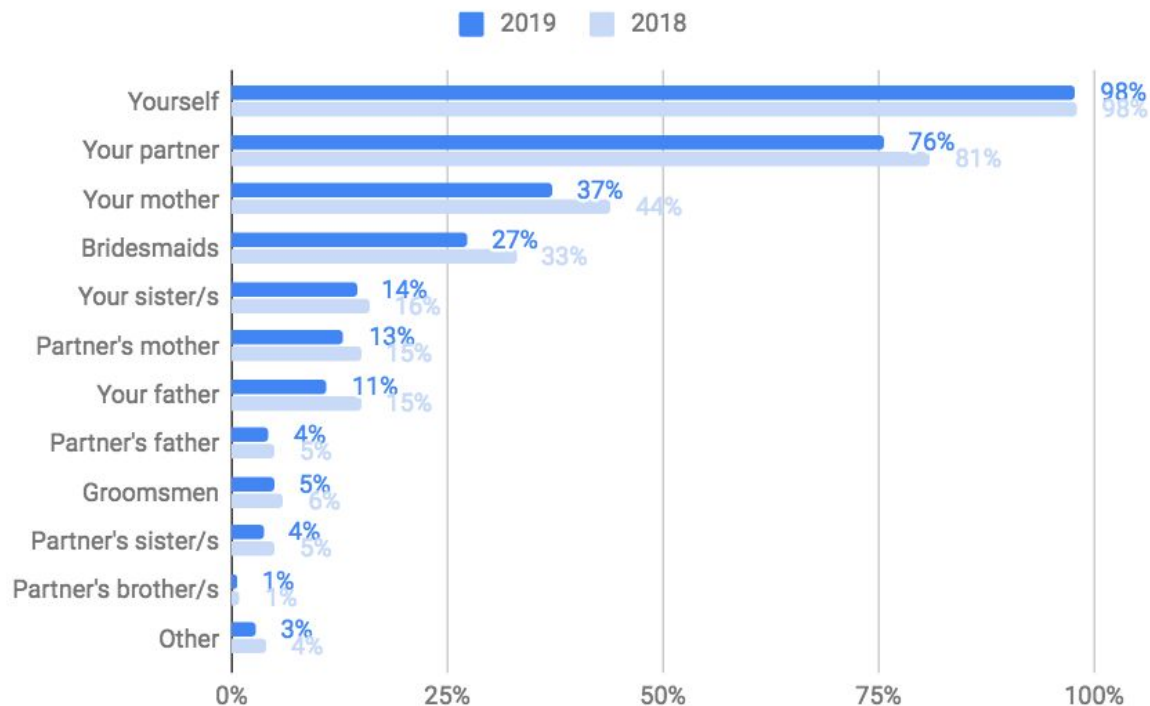


Who's Involved in Planning

Three quarters of respondents (76%) claim their partner is heavily involved in wedding planning.

Besides the partner, the women of the friend/family network are most involved.

Who is Heavily Involved in Wedding Planning



Who's Responsible for Decisions

56% of Groomswear, and 46% Usher Outfits decisions were made mostly by the Groom. The groom also works together with the bride for 82% Rings, 70% Food & Drink, 62% Honeymoon, 57% Entertainment and 48% Venue decisions.

	Bride & Groom			
	Mostly Bride	Together	Mostly Groom	Family / Friends
Venue	47%	48%	4%	2%
Photography	51%	38%	9%	3%
Videography	59%	26%	10%	5%
Flowers	76%	15%	1%	7%
Food & Drink	22%	70%	5%	2%
Cake	51%	35%	4%	11%
Honeymoon	18%	62%	18%	2%
Bridalwear	96%	2%	0%	2%
Groomswear	10%	34%	56%	0%
Bridal Party Outfits	80%	11%	1%	8%
Usher Outfits	14%	35%	48%	3%
Rings	11%	82%	7%	0%
Decor	63%	32%	1%	3%
Entertainment	28%	57%	12%	2%
Hair & Make-Up	95%	2%	0%	3%
Transport	36%	28%	20%	16%
Stationery	57%	34%	5%	4%

“Getting buy-in from both partners is essential for many categories, so be sure your marketing, interactions and photos are geared towards all genders. On Bridebook, both partners can log in and search suppliers or view each other’s saved favourites, which aids in joint decision-making.” - Hamish Shephard, Founder of Bridebook.co.uk



4.

Costs

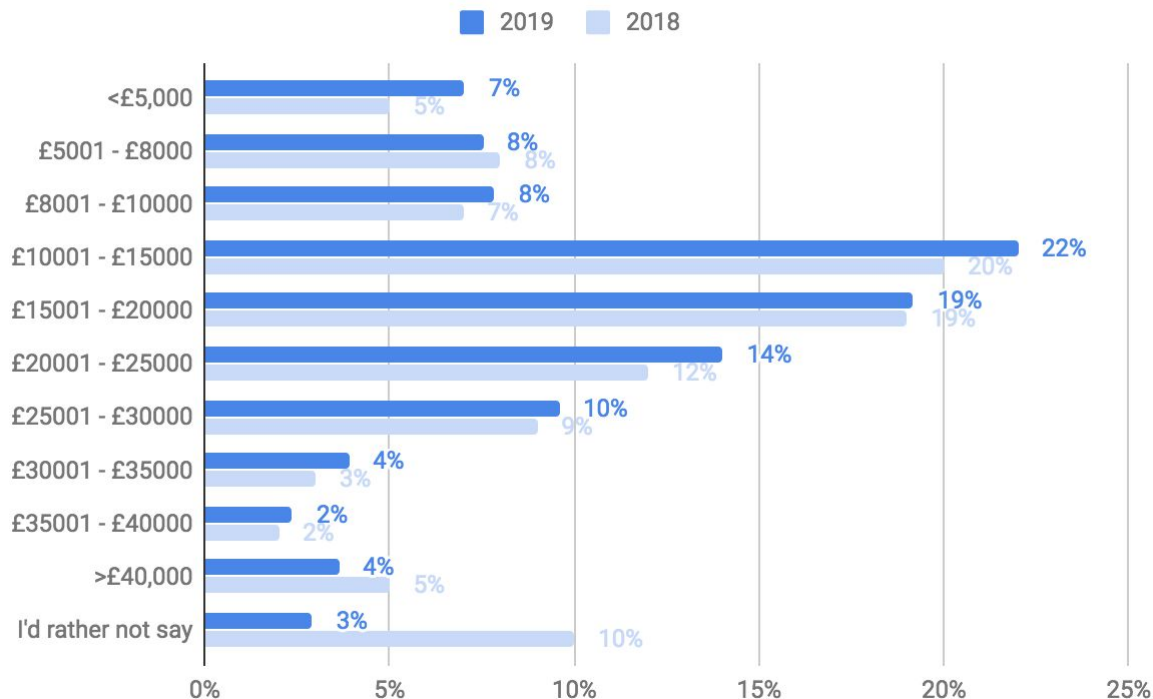
Wedding spending
and costs of supplier
categories.



Wedding Budget Ranges

41% of couples report wedding budgets between £10,000-£20,000.

Wedding Budget Ranges



Average Wedding Spend

The average wedding spend across the UK is £17,674. This figure is relatively flat compared to the previous year (down just £239 from £17,913).

London remains the most expensive region in which to get married, with weddings averaging £24,039.

UK Average Wedding Spend



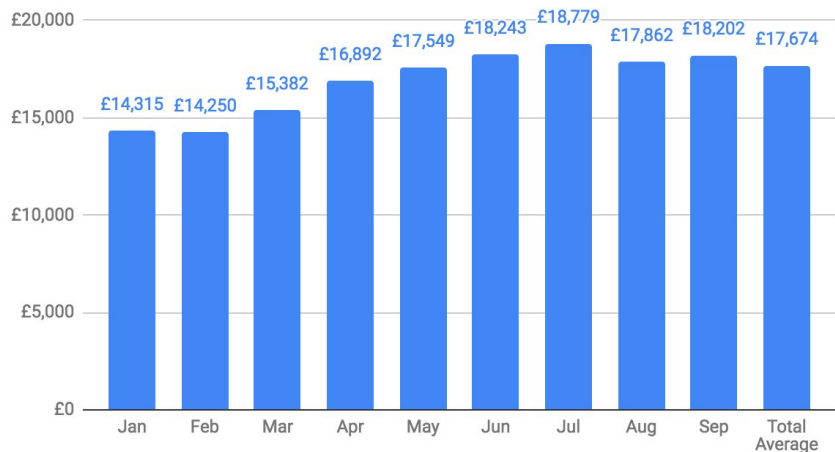
£17,674

Average Wedding Spend

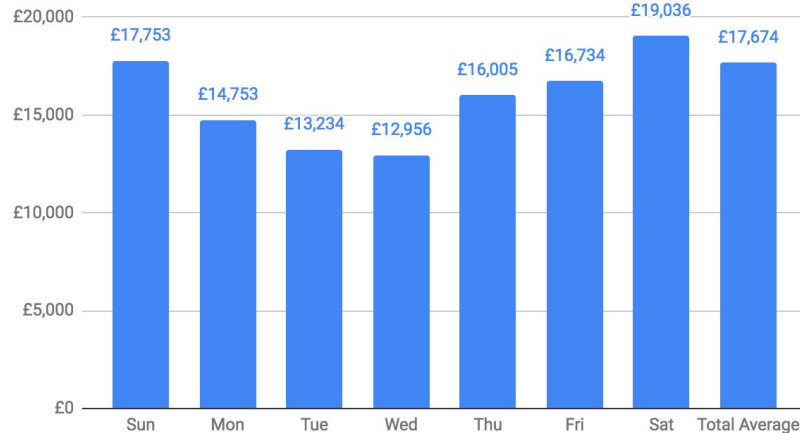
Average Wedding Spend by Month and Day of Week

Couples can save almosts £5,000 by hosting their weddings in Jan-Feb instead of Jun-Aug. Additionally, couples can save £6,000 by having a weekday wedding.

Average Wedding Spend by Month

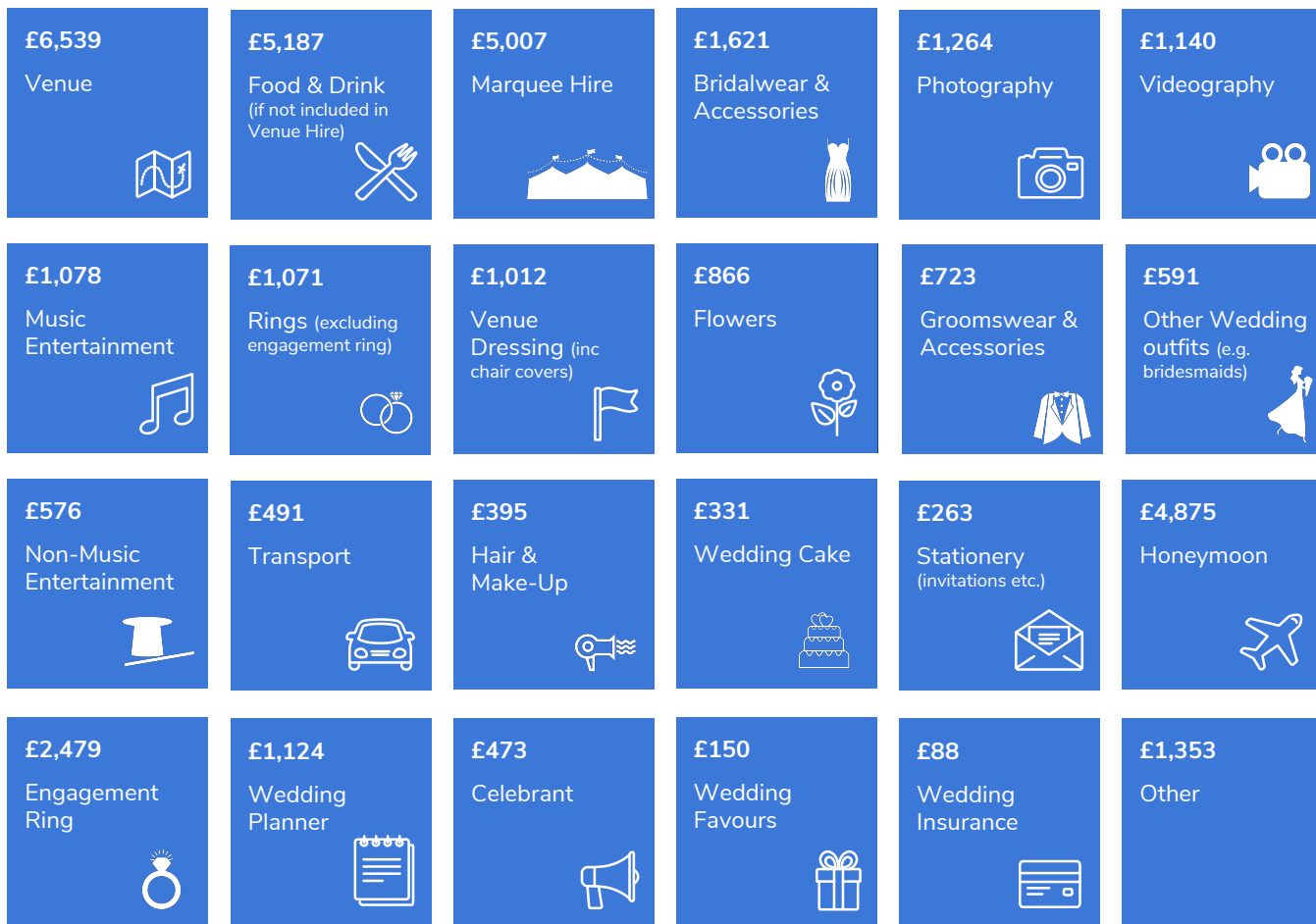


Average Wedding Spend by Day of Week



“When interacting with potential clients, be sure to educate your couples on pricing for both peak and off-peak options. Significant price reductions often drive a couple to choose an off-peak wedding date, even if they hadn’t considered off-peak dates originally.” - Hamish Shephard, Founder of Bridebook.co.uk

Average Spend per Category



Average Spend per Category vs Previous Year

Venue, at £6,539, and Food & Drink, at £5,187, account for the biggest portion of the wedding spend.

While most categories increase slightly year over year, Food & Drink costs decreased by 12%.

Average Spend per Category (vs. Previous Year)



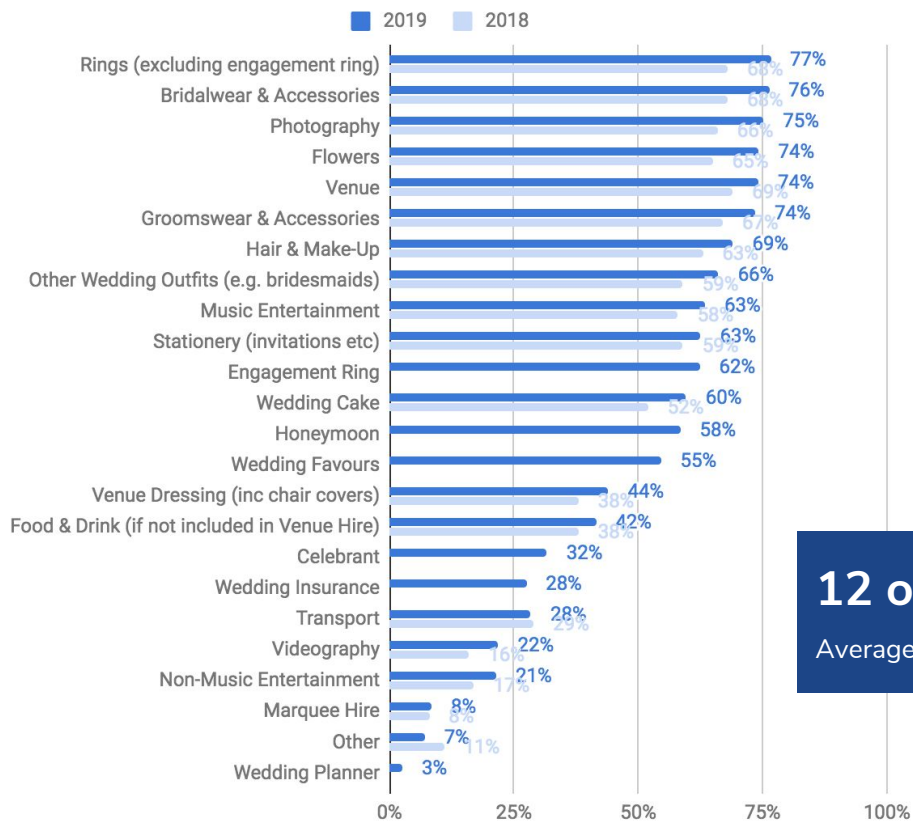
Note: Some categories were added for 2019 and therefore do not have 2018 data.

Frequency of Category Usage

Couples use on average 12 of the 19 supplier categories.

Rings (77%), Bridalwear (76%) and Photography (75%) are used most while Wedding Planner (3%), Marquee Hire (8%), Non-Music Entertainment (21%) are used least.

Frequency of Couples Spending per Category



12 out of 19
Average # Categories Used

Note: Some categories were added for 2019 and therefore do not have 2018 data.

Average Spend per Category by Region

Venue, Marquee Hire, Food & Drink, Venue Dressing, Photography, Videography

“There is no ‘one-size-fits-all’ pricing for wedding venues or suppliers. Remember these figures represent average spends per category. Your pricing may vary depending on your unique offering.” - Hamish Shephard, Founder of Bridebook.co.uk

	Venue	Marquee Hire	Food & Drink (if not included in venue hire)	Venue Dressing (inc chair covers)	Photography	Videography
Abroad	£6,071	£3,167	£3,827	£1,544	£1,507	£1,775
East Midlands (England)	£5,388	£4,475	£3,784	£842	£1,125	£1,086
East of England	£6,487	£4,597	£4,418	£710	£1,199	£1,026
London	£5,990	£2,040	£9,871	£2,950	£1,596	£1,253
North East England	£6,708	£3,941	£4,840	£620	£1,159	£1,075
North West England	£6,815	£6,975	£4,563	£822	£1,143	£959
Scotland	£5,070	£3,200	£6,650	£921	£1,250	£1,133
South East England	£7,531	£4,653	£6,154	£1,090	£1,469	£1,180
South West England	£5,874	£5,461	£5,096	£884	£1,299	£1,348
Wales	£6,828	£5,667	£5,103	£1,657	£1,064	£1,010
West Midlands (England)	£6,900	£6,249	£5,398	£1,462	£1,172	£1,074
Total Average	£6,539	£5,007	£5,187	£1,012	£1,264	£1,140

Average Spend per Category by Region (Cont'd)

Flowers, Bridalwear & Accessories, Groomswear & Accessories, Other Wedding Outfits, Rings, Engagement Ring

	Flowers	Bridalwear & Accessories	Groomswear & Accessories	Other Wedding outfits (e.g. bridesmaids)	Rings (excluding engagement ring)	Engagement Ring
Abroad	£836	£1,520	£666	£453	£1,371	£3,144
East Midlands (England)	£613	£1,403	£618	£502	£1,046	£1,875
East of England	£838	£1,525	£642	£616	£1,078	£2,090
London	£1,739	£1,857	£1,032	£588	£1,396	£5,237
North East England	£913	£1,566	£672	£627	£1,081	£2,308
North West England	£792	£1,599	£765	£614	£1,104	£2,585
Scotland	£1,047	£1,672	£742	£612	£1,279	£3,791
South East England	£1,006	£1,795	£794	£630	£1,167	£2,972
South West England	£849	£1,601	£669	£617	£920	£2,358
Wales	£1,066	£1,824	£805	£642	£1,028	£4,163
West Midlands (England)	£749	£1,683	£765	£556	£895	£1,833
Total Average	£866	£1,621	£723	£591	£1,071	£2,479

Average Spend per Category by Region (Cont'd)

Music Entertainment, Non-Music Entertainment, Hair & Make-Up, Wedding Cake, Transport, Stationery

	Music Entertainment	Non-Music Entertainment	Hair & Make-Up	Wedding Cake	Transport	Stationery (e.g. invitations)
Abroad	£1,279	£590	£352	£240	£463	£311
East Midlands (England)	£818	£535	£356	£306	£410	£217
East of England	£976	£583	£383	£312	£547	£280
London	£1,555	£1,212	£513	£410	£534	£441
North East England	£984	£492	£406	£316	£427	£244
North West England	£1,068	£557	£366	£361	£617	£259
Scotland	£997	£500	£454	£342	£605	£496
South East England	£1,311	£608	£442	£356	£452	£271
South West England	£1,056	£617	£411	£319	£461	£251
Wales	£1,346	£519	£354	£333	£513	£436
West Midlands (England)	£978	£499	£356	£321	£513	£226
Total Average	£1,078	£576	£395	£331	£491	£263

Average Spend per Category by Region (Cont'd)

Celebrant, Wedding Planner, Wedding Favours, Wedding Insurance, Honeymoon, Other

	Celebrant	Wedding Planner	Wedding Favours	Wedding Insurance	Honeymoon	Other
Abroad	£417	£1,061	£147	£85	£4,726	£1,100
East Midlands (England)	£502	£692	£120	£79	£3,837	£1,147
East of England	£478	£2,900	£141	£78	£4,520	£1,182
London	£699	£1,463	£180	£81	£9,582	£3,000
North East England	£427	£1,000	£138	£82	£4,203	£869
North West England	£405	£200	£136	£86	£5,383	£1,015
Scotland	£407	£2,500	£164	£187	£6,000	£600
South East England	£512	£1,113	£171	£100	£5,193	£1,526
South West England	£450	£716	£144	£86	£5,124	£1,390
Wales	£398	£1,075	£404	£57	£4,588	£1,250
West Midlands (England)	£493	£833	£146	£91	£4,212	£1,715
Total Average	£473	£1,124	£150	£88	£4,875	£1,353

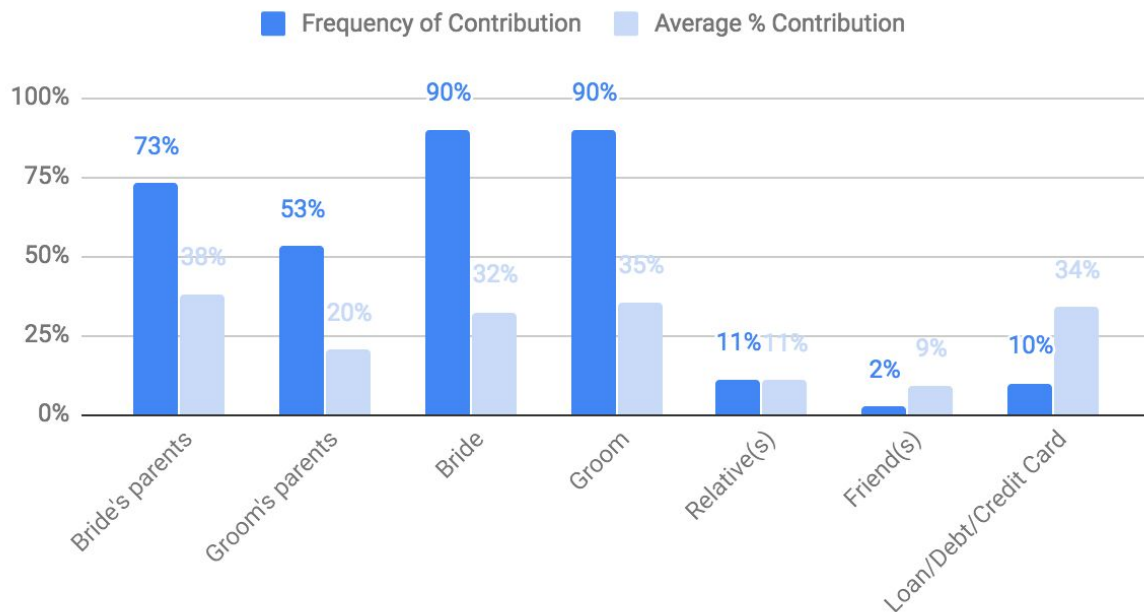
Contributions to Wedding Budget

The Bride and Groom contribute to the wedding budget in 90% of weddings, followed by the Bride's parents for 73% weddings.

The Bride, Groom and Bride's parents typically each contribute around $\frac{1}{3}$ of the wedding budget.

Frequency and % of Contribution by Different Members

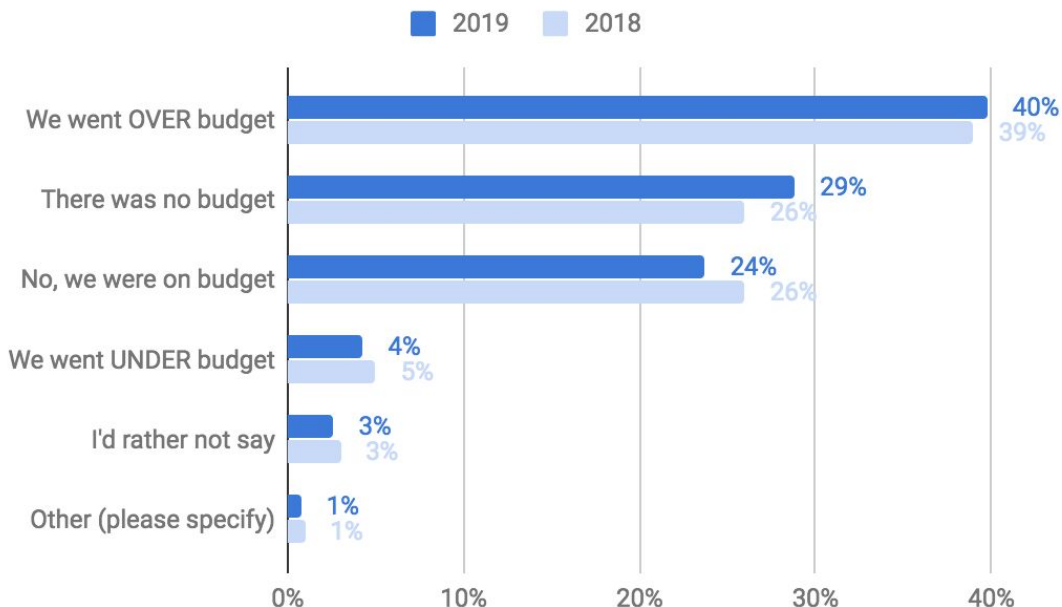
E.g. Bride's parents contributed in 73% of weddings. Their contribution represented an average of 38% of the wedding budget.



Over / Under Budget

40% of couples went over budget, while only 4% were under budget.

Did you go over or under your total wedding budget?



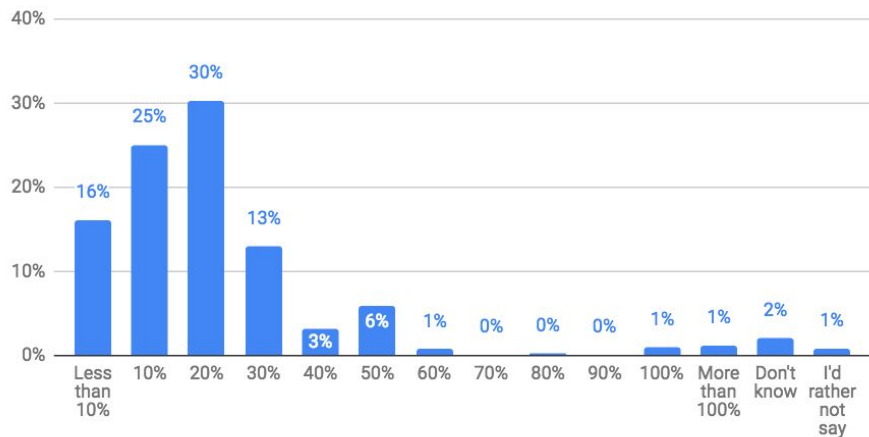
“As many couples operate over budget, make sure you’re upfront with client costs. They’ll be unhappy (and likely leave a bad review) if they feel blindsided by hidden costs later. Also, highlight your value that could translate into savings elsewhere. Is clean-up / VAT / gratuity included? Let them know.” - Hamish Shephard, Founder of Bridebook.co.uk

Areas Over Budget

Couples are most likely to overspend 20% or less, and they typically overspend on Food & Drink, Bride's Outfit, Honeymoon and Number of Guests.

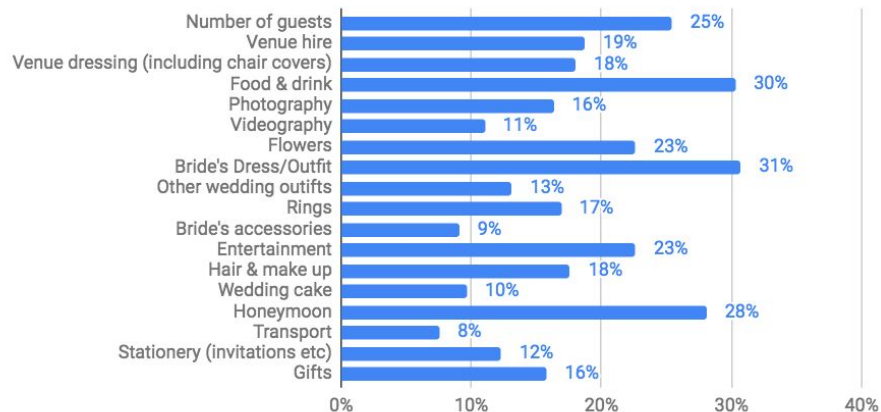
Average percent OVER budget

Among couples who overspent on their weddings



Most common categories of overspending

Among couples who overspent on their weddings

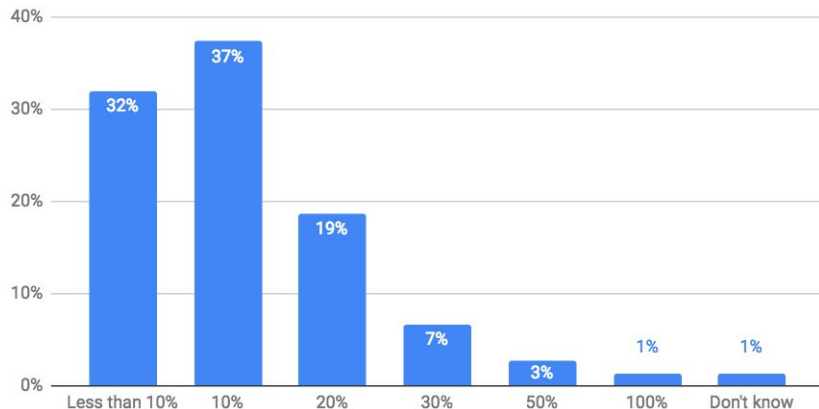


Areas Under Budget

Couples who underspent on their weddings typically were 10% or less under budget, and experienced savings on Wedding Cake, Flowers, Venue hire and Hair & Make-up.

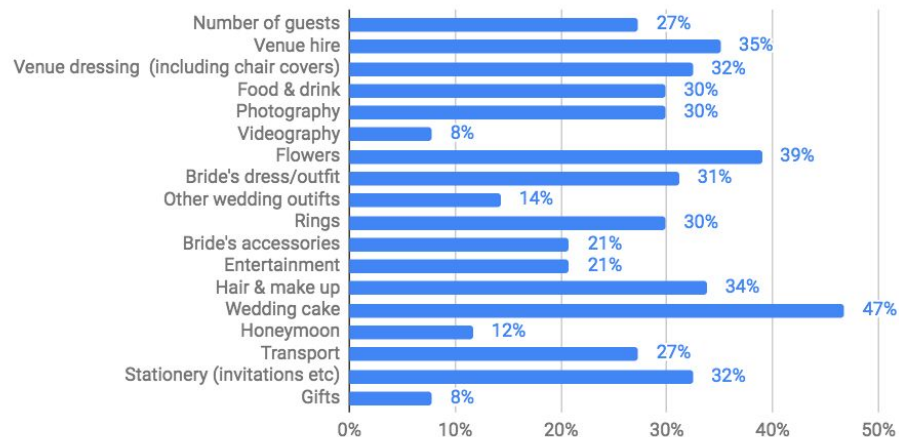
Average percentage UNDER budget

Among couples who underspent on their wedding



Most common categories of underspending

Among couples who underspent on their weddings





5. Wedding Venues

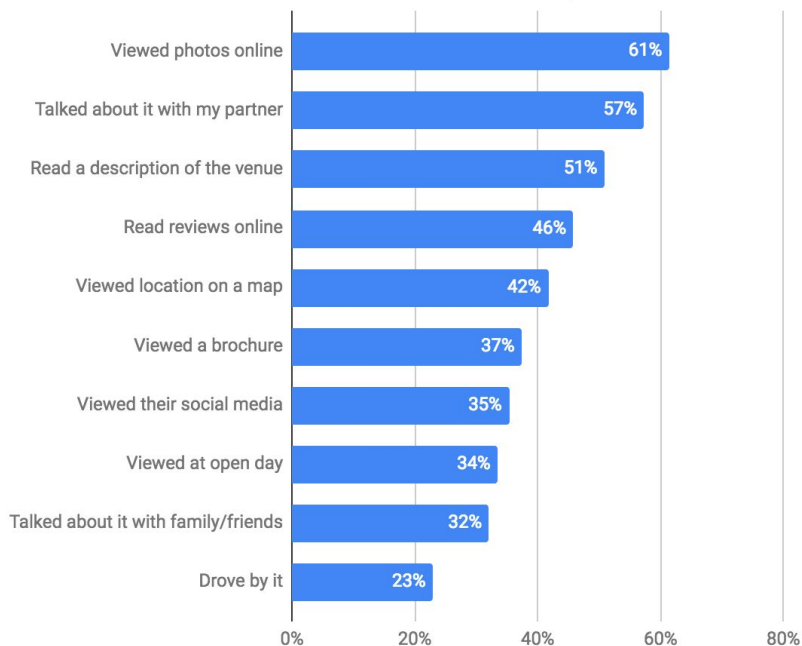
Preferences and behaviours regarding wedding venues.



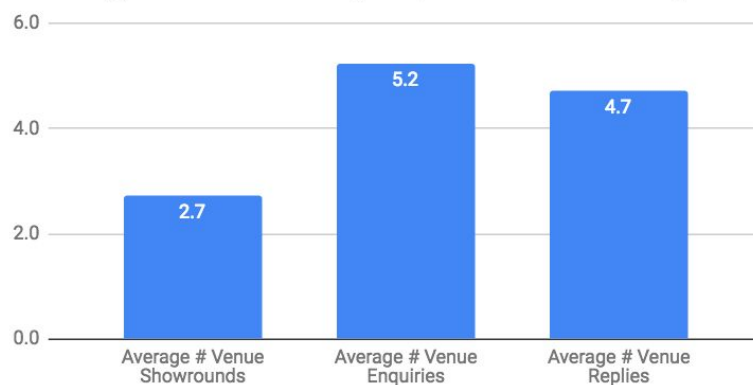
Venue Research

61% couples view a venue's photos online, 46% read venue reviews and 35% view venue's social media, demonstrating couples' trust in online resources. Couples made an average of 5.2 enquiries and went on 2.7 showrounds.

Venue research done before contacting a venue



Average # Showrounds, Enquiries & Venue Replies



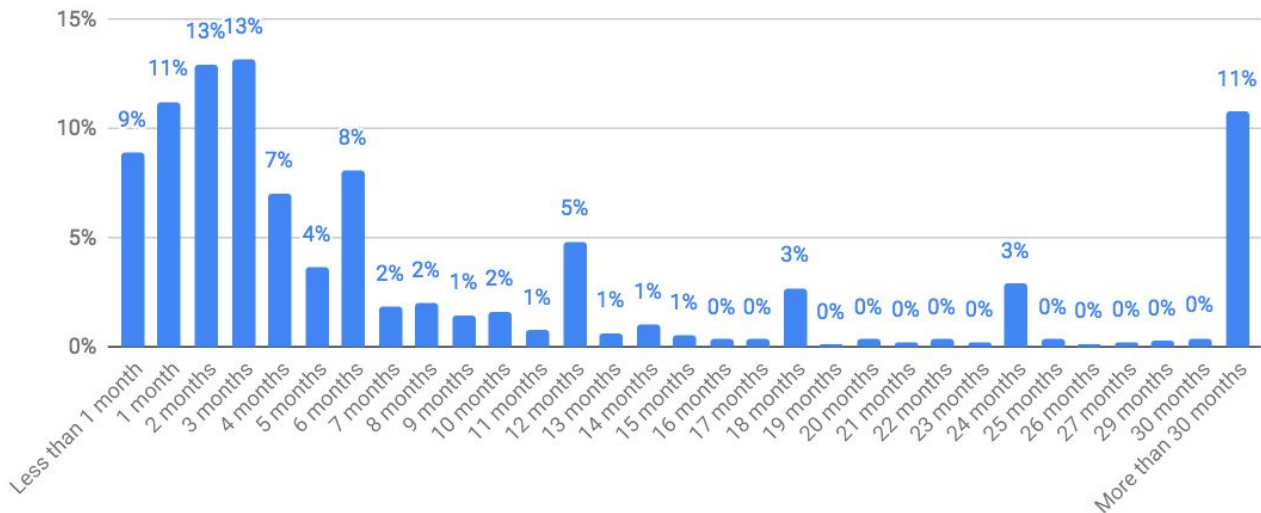
“Venue research is all about photos, photos, and more photos. Your website and Bridebook profile should be filled with dozens of beautiful photos showcasing the variety of weddings at your venue. This helps couples envision their day and will earn you a place as one of their 2.7 showrounds. Remember, they want that ‘that could be us feeling’.” - Hamish Shephard, Founder of Bridebook.co.uk

When Couples Book Their Venue

53% of couples booked their wedding venues within the first four months of getting engaged.

“Choosing a venue can happen very quickly after a couple becomes engaged. Be sure to respond to your Bridebook enquiries ASAP to make a good impression (and to improve your county search position). Couples often say the timely response to their enquiry (or lack thereof) was the difference between a booking and a pass.” - Hamish Shephard, Founder of Bridebook.co.uk

Approximately how long had you been engaged when you booked your venue?

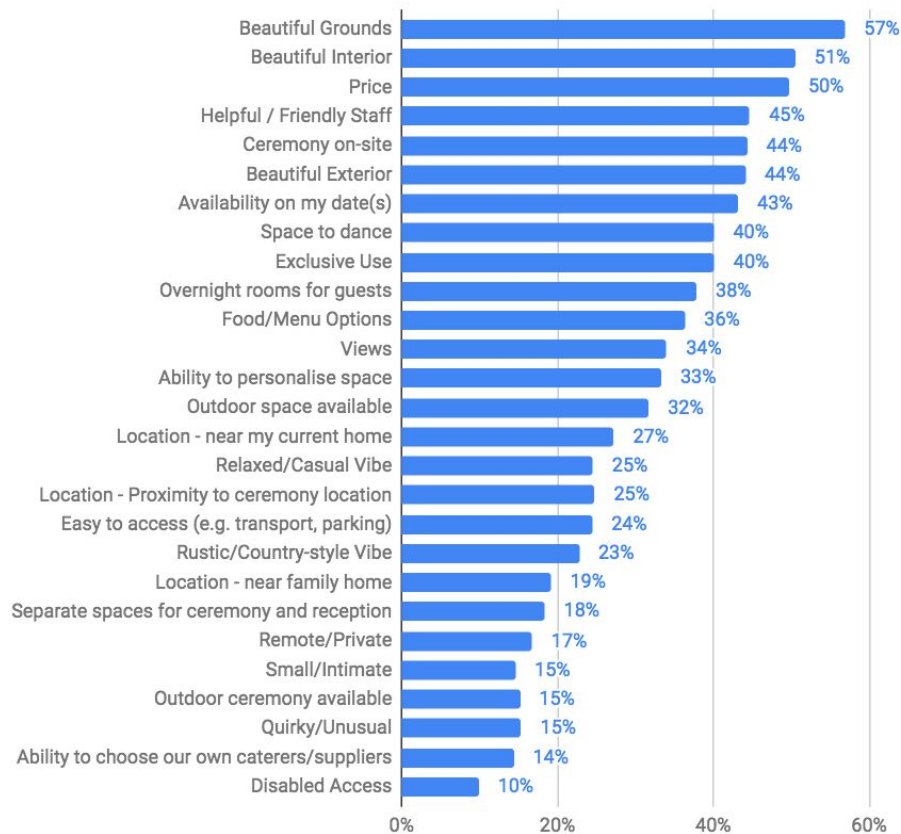


Important Venue Characteristics

57% of couples find beautiful grounds the most important venue characteristic, with other visual features such as interior (51%), exterior (44%) ranking highly as well.

Couples also care about price (50%) and helpfulness of staff (45%).

Important Venue Characteristics



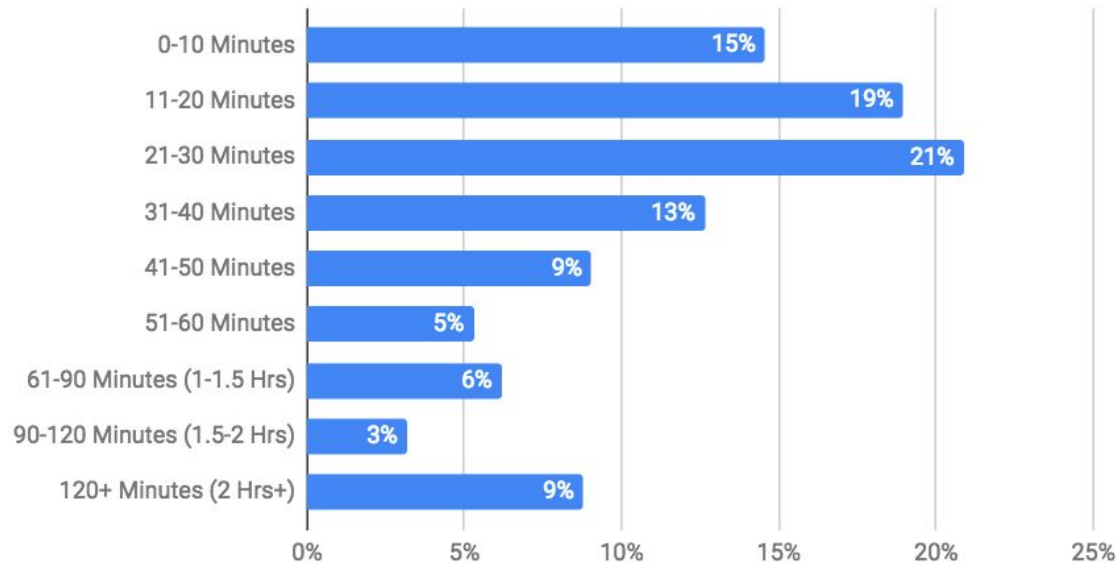
Distance to Wedding Venue

54% of couples live within 30 minutes of their wedding reception venue.

“Explore opportunities to use online targeted marketing to couples in your local area. Most couples prefer searching for venues and suppliers near where they live, so your local couples should be a top priority.”

- Hamish Shephard, Founder of Bridebook.co.uk

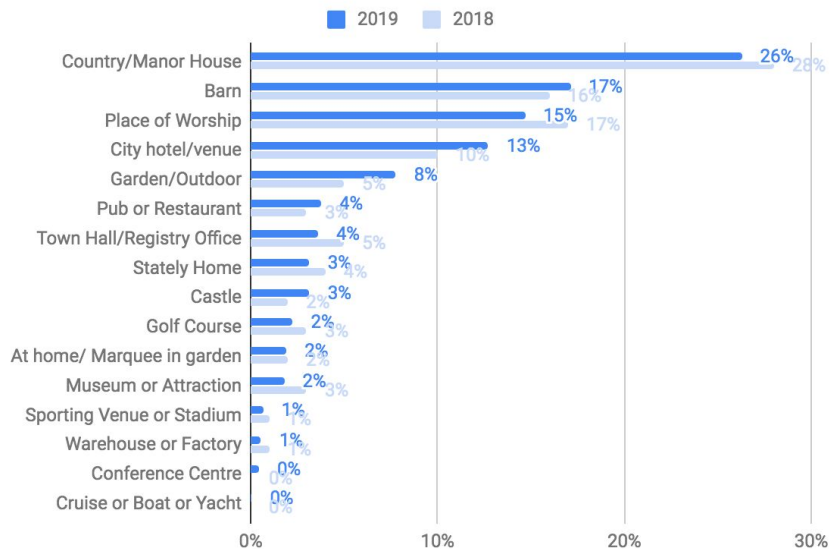
Approximately how far away (in minutes driving) was your wedding reception venue from where you live?



Venue Type

A quarter (26%) of UK weddings take place in a Country / Manor House and 17% in Barns. Garden / Outdoor venues increased from 5% to 8% from the previous year. Venue costs at Castles, Country / Manor Houses and Stately Homes are £1,000 or more compared to other venue types.

Most Common Venue Types



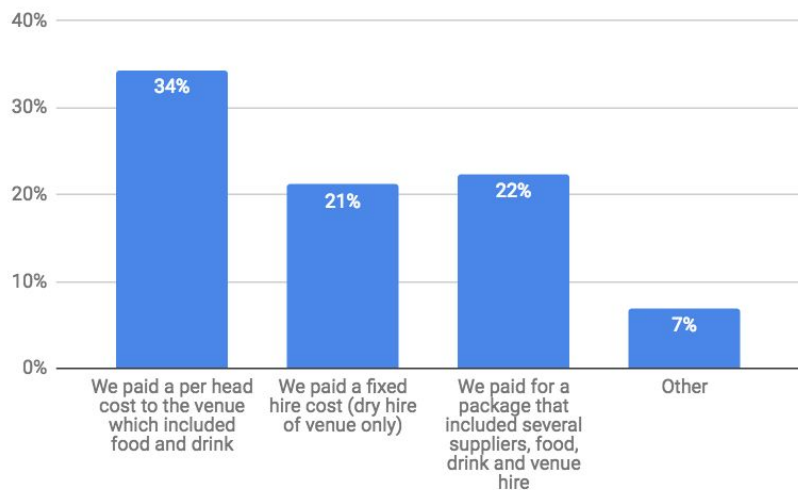
Average Venue Hire Cost per Venue Type



Venue Fee Structure

34% of couples paid per head for their venue, which results in the highest spend on venues.

Venue Hire Cost Fee Structures



Average Venue Hire Costs by Fee Structure

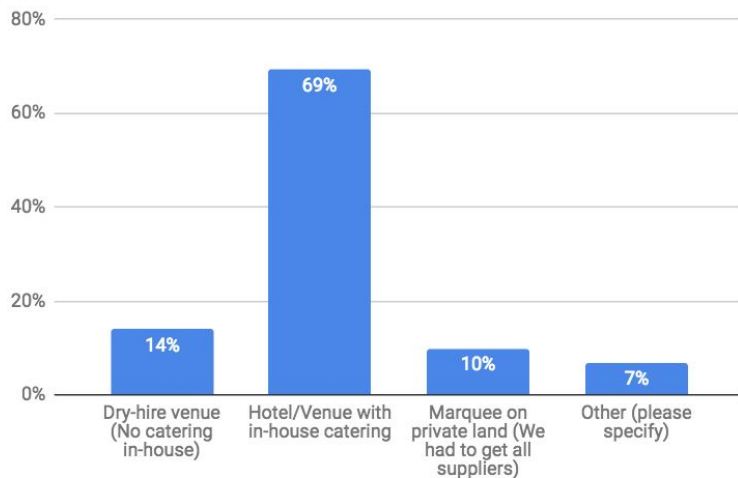


“Remember, simple and transparent pricing can prevent misunderstandings that can lead to poor experiences for both the couple and the suppliers.” - Hamish Shephard, Founder of Bridebook.co.uk

In-House Catering vs. Dry Hire

69% of wedding venues offer in-house catering. Average venue hire costs are about £2,000 more for venues with in-house catering.

Venue Catering: Dry Hire vs. In-House Catering



Average Venue Hire Costs: Dry Hire vs. In-House Catering





6.

Suppliers

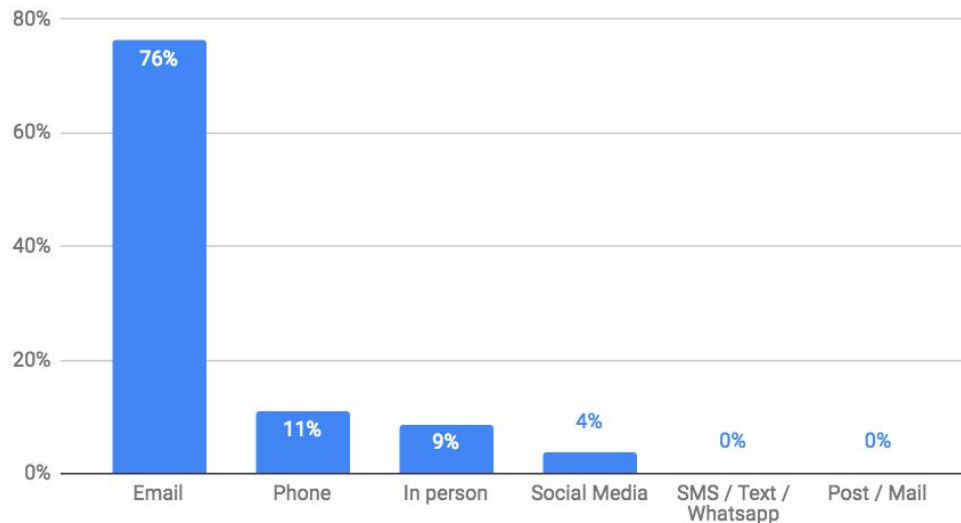
Details on specific features of selected supplier types



Preferred Method of Enquiries

76% of couples prefer making email enquiries more than any other means of communication.

Preferred Method for Initial Enquiries to Venues/Suppliers

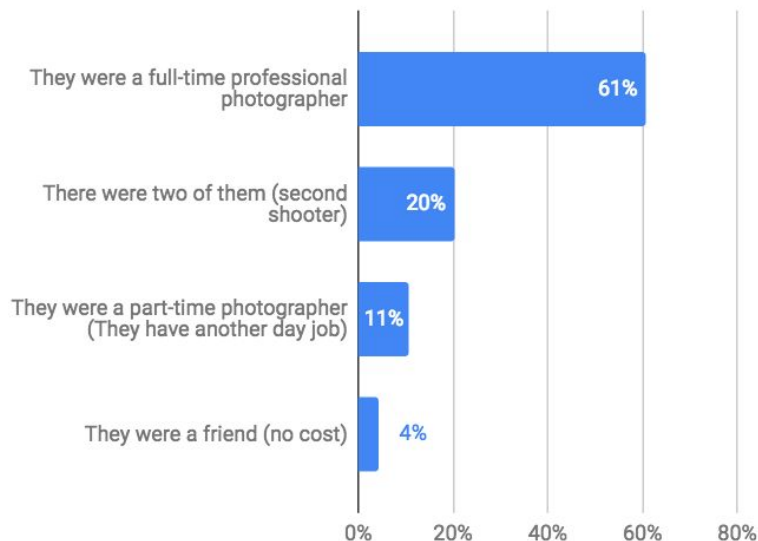


“Today’s millennial couples appreciate instant responses, so don’t delay in responding to your enquiries. The first email that you send a couple is crucial so be sure to personalise the response, and show how your business stands out against the competition. Add your prices and share a brochure so the couple can look over your materials in their own time.” - Hamish Shephard, Founder of Bridebook.co.uk

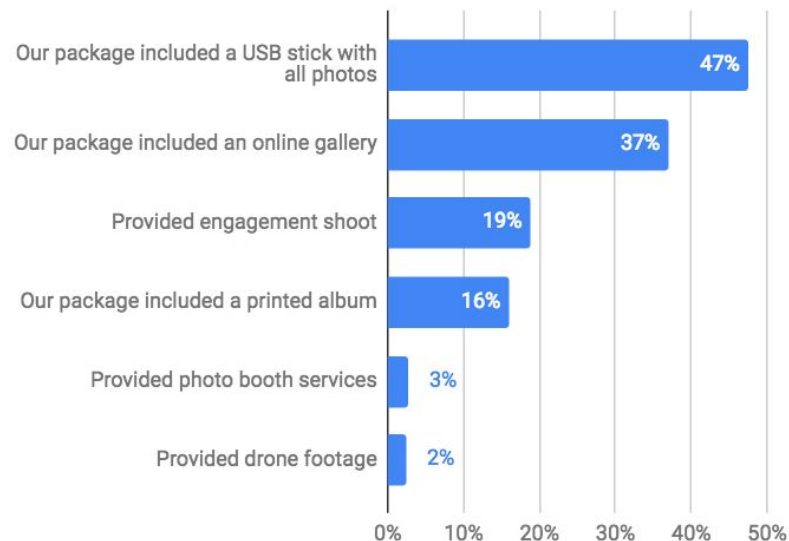
Photography

61% of couples hired a professional photographer. The most popular photography package inclusions were a USB stick (47%) and online gallery of photos (37%).

Professional Level of Photographer



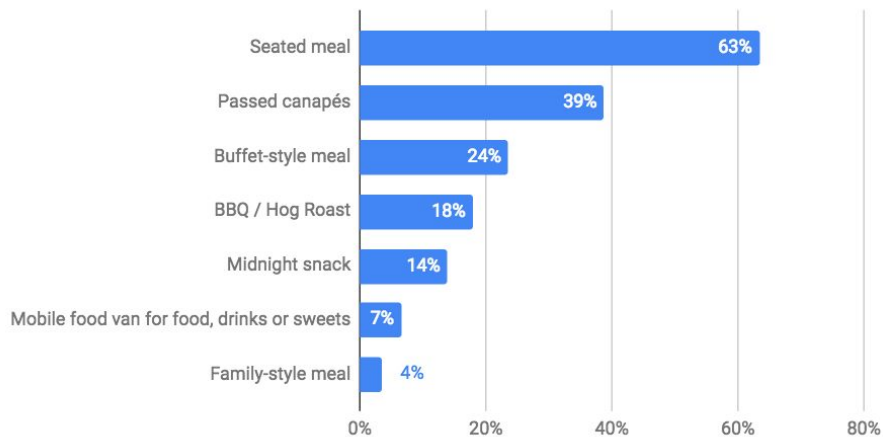
Photography Package Inclusions



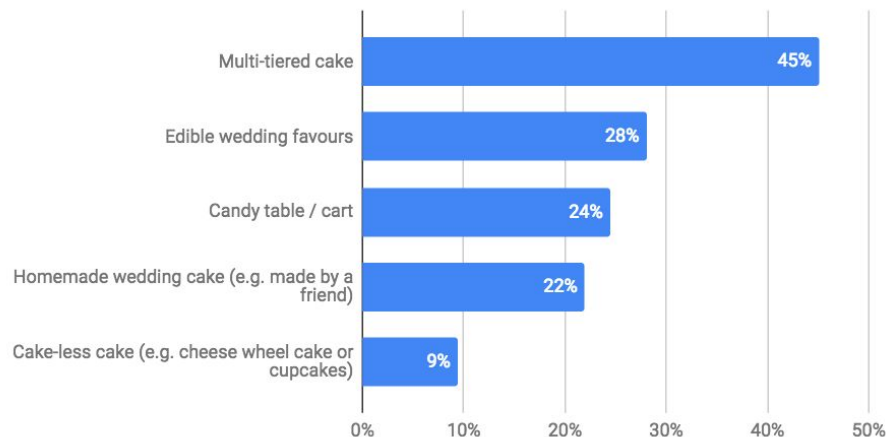
Food Options & Wedding Cake

63% of couples have a seated meal for their wedding catering. Interestingly, 14% of weddings include a midnight snack and 7% offer mobile food vans. Almost half (45%) of couples have multi-tiered cakes and 28% serve edible favours.

Popular Wedding Breakfast Features



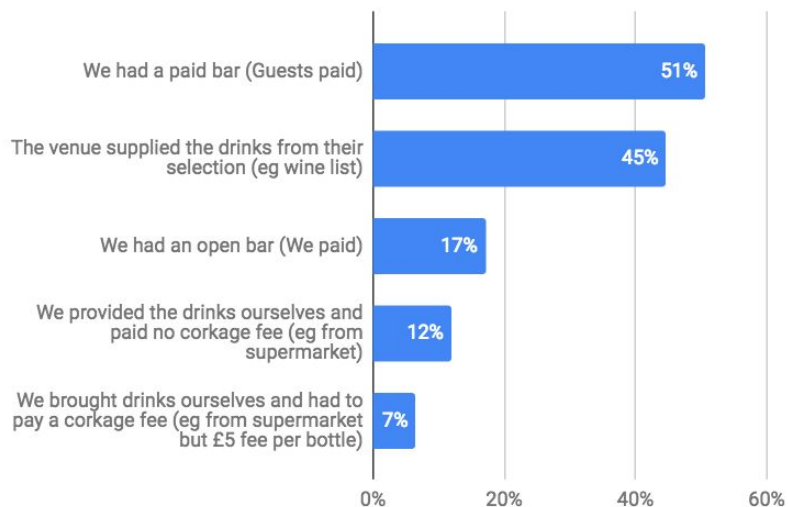
Popular Cake / Dessert Features



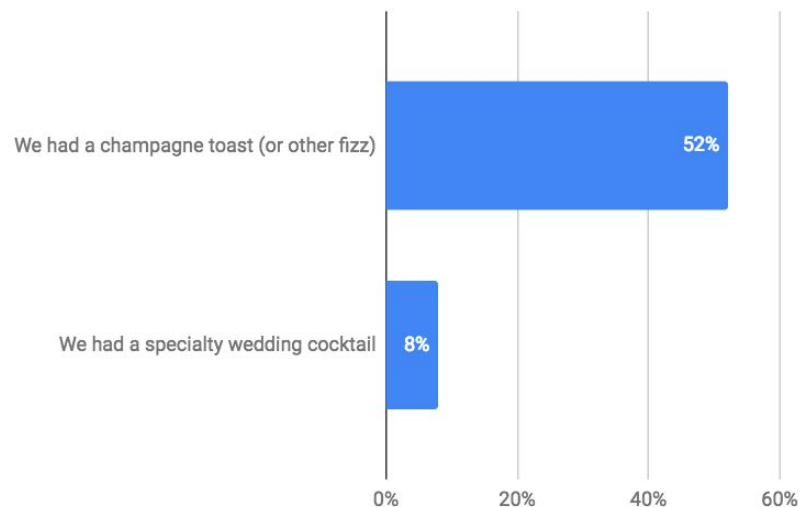
Drinks Options

51% of couples offer a paid bar for their drinks, while the least common drinks option is BYO drinks with a corkage fee (7%). With regard to specialty drinks, 52% of weddings include a champagne toast.

Who Paid for the Drinks?



Specialty Drinks Offered

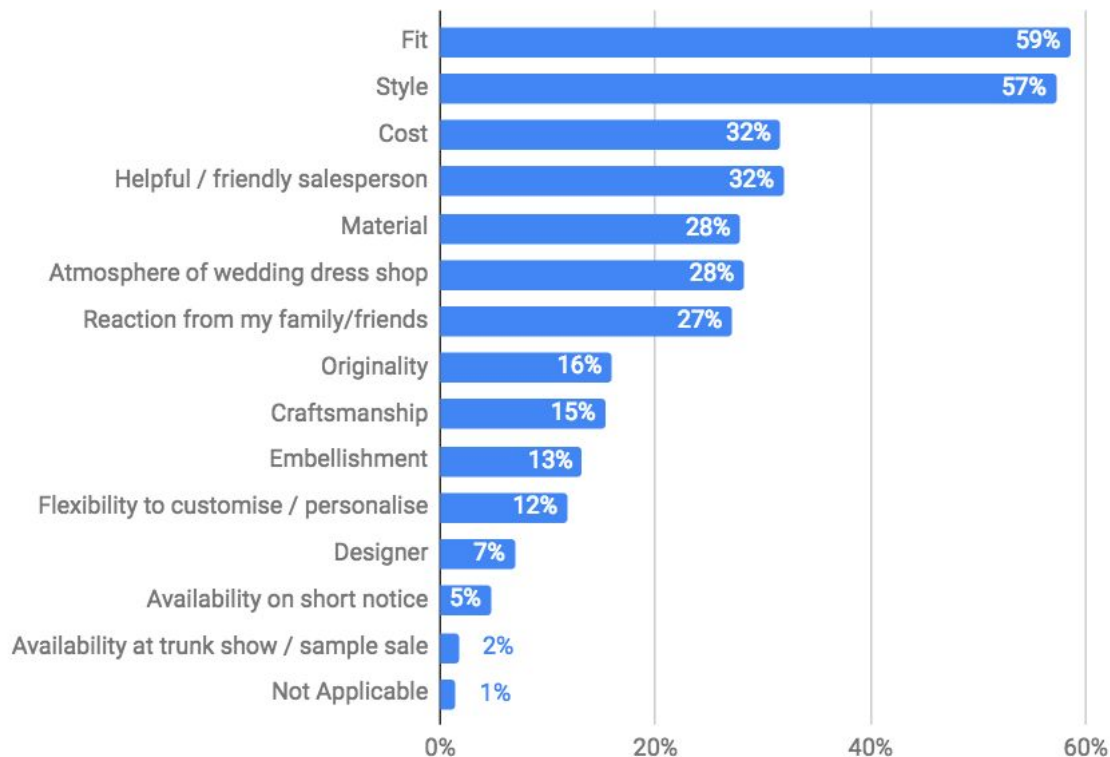


Important Wedding Dress Characteristics

For brides, fit (59%) and style (57%) are the most important features of a wedding dress.

Interestingly, the service of the salesperson (32%) is just as important as cost (32%).

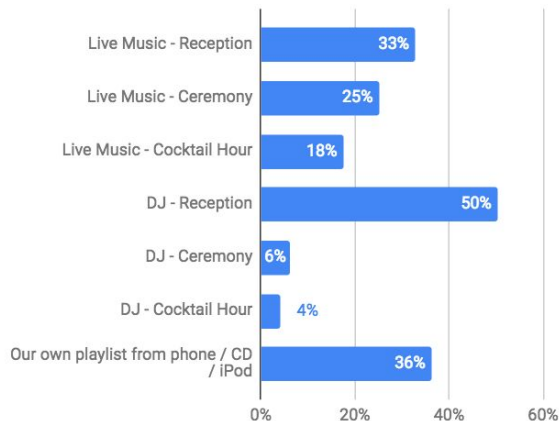
Popular Deciding Factors in Choosing Wedding Dress



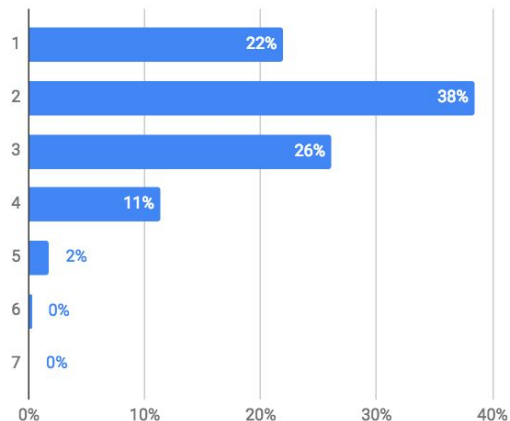
Entertainment Options

While 50% of couples opt for a reception DJ, 36% of couples are using playlists. Couples often mix music options, with 78% including more than 1 music entertainment option. 29% of couples had photo booths at their wedding.

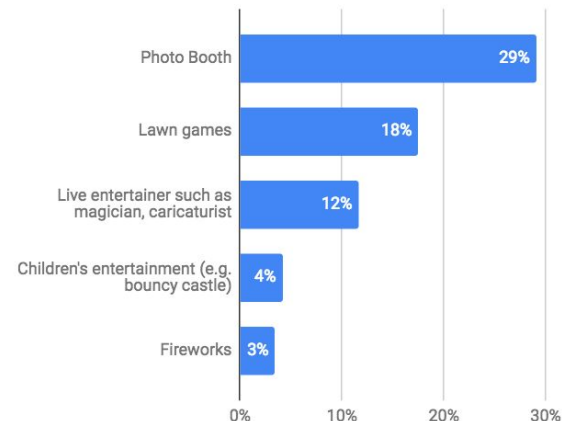
Music Entertainment Options



Number of Music Options Utilised



Non-Music Entertainment Options



Bridebook Business

Market your business and book more couples using the UK's largest wedding planning platform

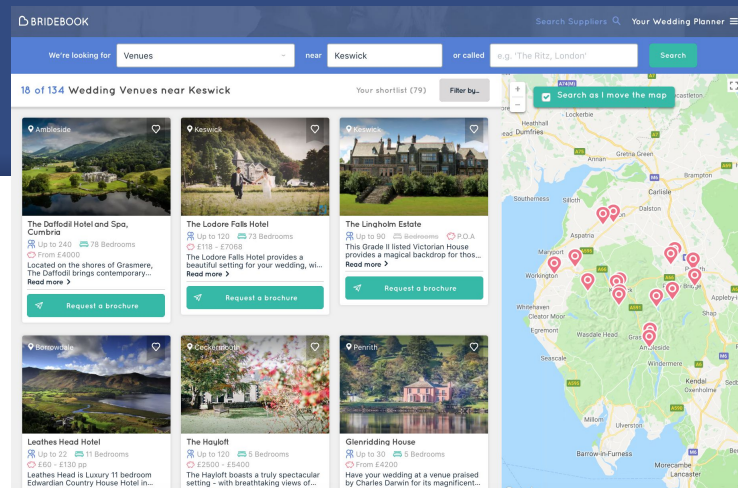
Bridebook Business provides UK venues & suppliers with the advanced marketing tools and intelligent industry insights they need to successfully market their wedding business. 1 in 3 UK wedding couples use the Bridebook app and website to plan their weddings from their mobile phones and digital devices.

Couples send free, detailed enquiries direct to venues and suppliers via the app in a simple and straightforward process.

Gain exposure by customising your free profile with photos, pricing, special offers, achievements, wedding fairs, testimonials and more to showcase your unique features.

Work closely with a team of professionals who support and help you to successfully maximise your business potential. Not a member of Bridebook Business yet? Contact business@bridebook.co.uk to access your free account and get the tailored support your wedding business deserves.

Already have a free listing? [Log in to your account](#) and update your profile using our 'Top Tips' report to make sure your profile is doing the work for you.



What Wedding Professionals Say About Bridebook

"In 12 years of business, Bridebook is the only online wedding directory/service that has delivered results for me." - [Neal Laver Photography](#)

"As a new venue, we joined Bridebook in February... in March 20% of our enquiries came from Bridebook, some of which have already lead to bookings."
- Bryony - [The Barns at Lodge Farm](#)

"Bridebook's brand is so strong and impressive and they genuinely want to help couples and suppliers alike." Rachel - [Veiled Productions](#)

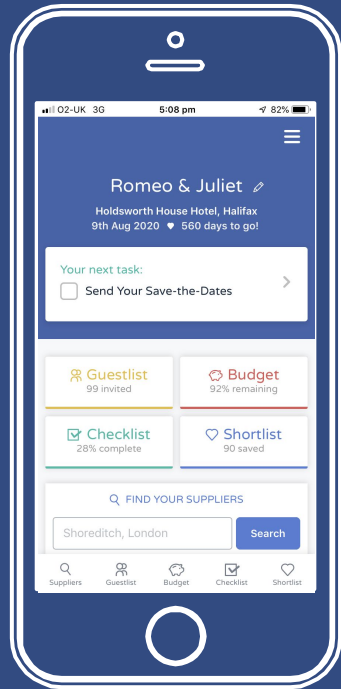
"Bridebook is very proactive and we really feel that you go the extra mile to get potential clients in front of us." - Phil - [Iscoyd Park](#)

"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](#)

"Actually find you easy to work with and clear. Unlike "others" we do not get bombarded with "we are the biggest, best, fastest, etc. Keep up the good work." - Paul & Alan - [Saltcote Place Rye](#)

"I have received lots of enquiries from Bridebook. The site is easy to use and you can include lots of information about your business in your profile." - [Laurel Weddings](#)

"On trend, easy to use and modern" - Laura - [Quantock Lakes](#)



Bridebook.co.uk is the UK's leading wedding planning app that enables couples to plan their wedding anytime, from anywhere, for free. With the UK's largest venue and supplier directory alongside planning tools that both partners share including a personalised Checklist, Budget planner, Guestlist manager, Scrapbook and Advice, Bridebook really is the wedding app couples have been waiting for.

1 in 3 couples now use Bridebook, and it has been featured repeatedly including on the Apple App Store and the New York Times. Founder, Hamish Shephard, 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.



See Bridebook's founder, Hamish Shephard, on BBC Business discussing Bridebook and UK wedding suppliers:

<https://www.youtube.com/watch?v=cA09yD9Mm2w>

Download: [Bridebook.co.uk](https://bridebook.co.uk) / [iTunes App Store](https://itunes.apple.com) / [Google Play Store](https://play.google.com)

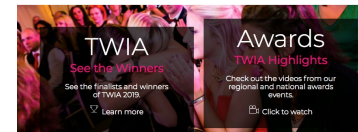
Venues and suppliers should visit <https://business.bridebook.co.uk> and join the Facebook Bridebook Business Hub: <https://www.facebook.com/BridebookBusiness/>

Enter The Wedding Industry Awards

The Wedding Industry Awards (TWIA) is well-established as the most coveted, rigorous and independent awards process in the UK wedding industry. Each year, TWIA sets the standard of excellence in the wedding industry. If you are a wedding supplier based in the UK, you should enter TWIA and here's why...

- **The Wedding Industry Awards is FULLY independent** ensuring that we run the most rigorous, credible and respected awards the wedding industry has ever seen.
- **Regional AND National Awards** enabling us to highlight so many more great suppliers of all sizes all over the country.
- **Increased industry profile for your business** to help you stand out from the crowd.
- **Great marketing potential for your business** including access to the TWIA branding for your web site and social media platforms.
- **Excellent Social Media content generation – engage your audience** through excellent content and a strong narrative for your social media.
- **It generates confidence in your brand.** Your clients, past, present and future will LOVE the fact you have entered the awards. It shows you have self-confidence and it generates confidence in your existing and future clients.
- **FREE listing on the TWIA Directory, exclusive to TWIA entrants.** The TWIA Directory attracts tens of thousands of unique visitors a month specifically looking for the best suppliers for their weddings.
- **These are the only regional and national wedding awards voted for solely by past clients.** This makes the results useful and meaningful to entrants and anyone who is organising a wedding.
- **Rigorous and fair judging process.** Our judging process ensures that it's not just about how many votes you get enabling suppliers of all sizes to compete on a level playing field.
- **Expert judging panel.** Our 80 respected industry experts judging 24 categories.
- **Full voter feedback provided to help you improve your product and service.** All entrants will be able to download their voter comments and average scores.
- **Vital self-analysis of your business.** To submit a successful entry you will need to think long and hard about what you do, how you do it and why you do it. This is a vital process for any business but one that is all too often neglected.
- **It's exciting and its fun!** Seeing the votes come in, attending the events, networking with others, hoping it'll be your name read out as a winner and so much more.

For more details on every aspect of TWIA go to: <https://www.the-wedding-industry-awards.co.uk>





The Wedding Industry Awards (TWIA) aims to recognise and reward excellence in the wedding industry and help anyone organising a wedding make better decisions when booking suppliers for their weddings.

Wedding suppliers enter in one of 8 geographical regions and in one of 24 categories. Only each entrant's recent wedding clients may vote for them and a combination of their average voter score and judging panel input produces first the Regional Finalists, then the Regional Winners announced at our 8 regional Awards Events during November and finally the National Winners announced at our glittering National Awards Event in January.

Established in 2011, the TWIA logo has become the recognised and coveted kite mark for the wedding industry in the UK; a sign of the very highest standards.

For more details on how TWIA works go to:

<https://www.the-wedding-industry-awards.co.uk>





Thank you for your time!

If you have any questions, please get in touch with us!

- www.bridebook.co.uk
- hello@bridebook.co.uk
- On Instagram: [@BridebookHQ](https://www.instagram.com/BridebookHQ)
- On Facebook: [@Bridebook.co.uk](https://www.facebook.com/Bridebook.co.uk)
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