

2024 UK Wedding Report

The 8th Annual Wedding Industry Report

 BRIDEBOOK



Welcome!

Introduction

A message from Hamish Shephard, Founder and CEO of Bridebook, the UK's #1 wedding app.

I'm absolutely thrilled to share the 8th annual UK Wedding Report, an exciting body of work filled with insights across all aspects of the wedding industry.

This report is a comprehensive analysis of costs and facts from 2023 combined with trends among engaged couples looking ahead to 2024 and beyond. With so much information at your fingertips, I genuinely hope that each section provides you with new and important information that can get your mind spinning with ideas to reach engaged couples and grow your business.

We can all learn so much from the thousands of couples who inform this report, so I hope you spend some time taking all of this valuable information in and use it to your advantage. I look forward to staying in touch with you throughout the year with our monthly Wedding Market Update webinars. Speak soon!



Hamish Shephard
CEO & Founder of Bridebook,
the UK's #1 wedding app

A handwritten signature in blue ink that reads "Hamish". The signature is stylized and fluid.

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6,000 UK couples, both engaged and newlywed, shared details about their weddings. To complement the report, some additional survey findings have been included.

Respondent Mix:

32% Married in 2023 | 68% Currently engaged
44% 20s | 42% 30s | 14% 40s+
Mix of regions, demographics.

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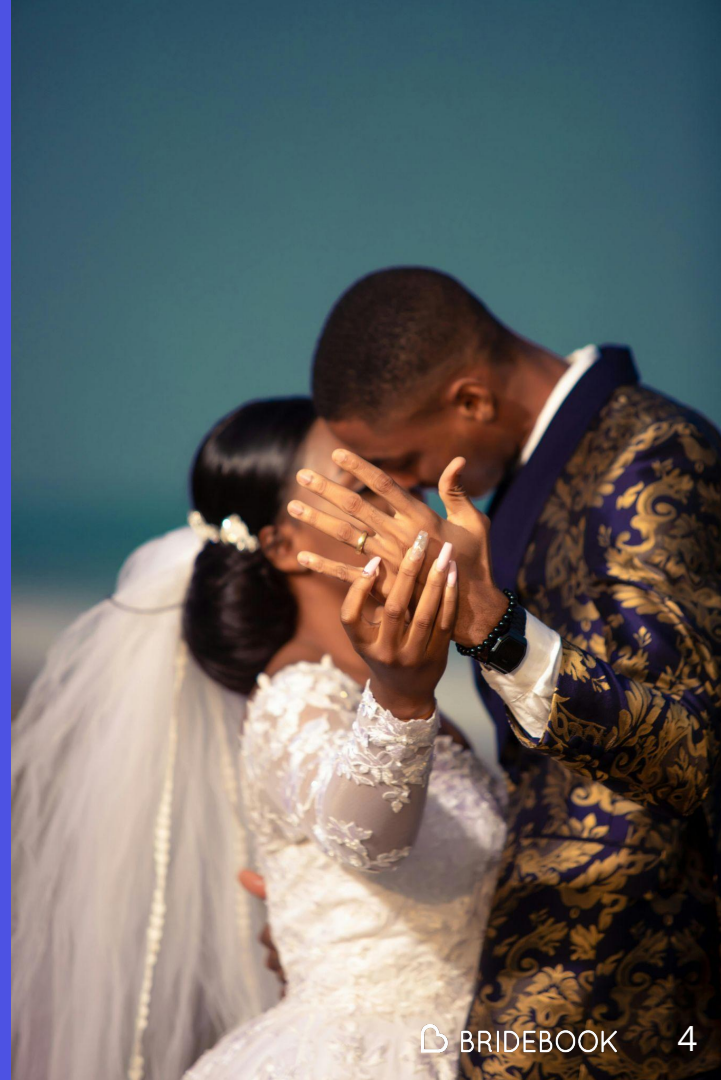
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BRIDEBOOK'S MISSION:

To help make the
wedding planning
journey as **happy** as
possible for engaged
couples everywhere.





WHY?

**Through love,
weddings bring
people together.**

Key Themes:

- Wedding spending rises in 2023
- The quest to build trust and connection
- The importance of price transparency
- The pursuit of personalisation
- The party-friendly wedding venue
- Tech-first planning



Wedding spending rises in 2023.

Despite the cost of living crisis, wedding spending rose £1,500+ year-on-year to **£20,775 average total wedding cost**, surpassing £20k for the first time. The figure rises to **£25,952 with engagement ring and honeymoon included**.

Looking ahead, we see younger Gen Z couples more affected by economic climate, but rather than reduce spending, they are expecting to spend £4k more on their weddings. This willingness to spend more reinforces the importance that couples place on their wedding. They're also finding ways to save with second hand items like upcycled decor, or by reselling items.

- £20,775: 2023 Average total wedding cost (up by £1,591 from 2022: £19,184)
- £25,952: 2023 Average total wedding cost with engagement ring and honeymoon (up by £1,883 from 2022: £24,069)
- The Engagement Report showed 42% Gen Z will increase wedding spend by ~£4k due to economic climate
- The Engagement Report showed Gen Z couples are more likely to consider reselling vs. Millennials
- 25% couples used upcycled decor (vs 19% in 2022)





The quest to build trust and connection.

Today's couples are steadfast mobile device researchers who prioritise social proof from their peers. They're hiring **9 different categories of professionals** and want to feel assured that these businesses will show up as expected and help make the day seamless and beautiful.

To uncover red flags and avert risk, couples research extensively. 90% use Bridebook to plan their weddings. They read loads of reviews for venues and suppliers, and once a business piques their interest, they visit 3 different types of media to view price ranges, view real wedding imagery, and read more reviews to formulate a sense of trust.

- Couples read 33 venue reviews
- Gen Z couples view 3.8 different media types including the business website (45%), real wedding photos (30%), and reviews (26%)
- 51% of Gen Z couples will view a business's Instagram before first contact
- Couples read 14 photographer reviews

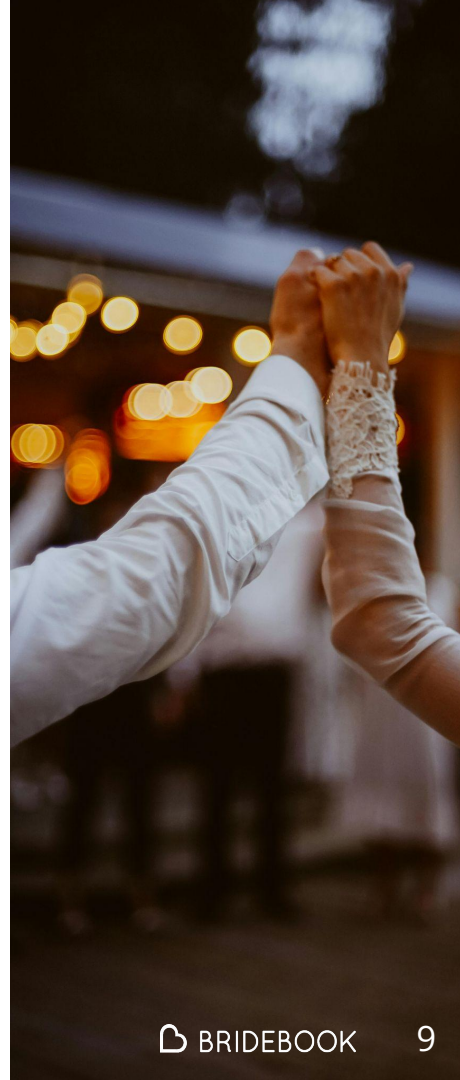
The importance of price transparency.

Price transparency is a top challenge for couples

as price is one of the most important factors in deciding to hire a wedding business. When pricing info is not readily available, couples grow frustrated.

Couples need price reference indicators to assess if a business is within range of their budget and avoid wasting time and energy on mismatches. Today's couples have price references at their fingertips across all areas of their lives, and they become frustrated or disinterested when businesses obfuscate one of the most important decision factors.

- Finding budget matches (44%) and price transparency (39%) are some of the biggest challenges during venue discovery
- Price is the top selling point for venues for all couple age groups
- Price is one the top selling points for photographers





The pursuit for personalisation.

Today's couples value personalisation, and **want to create experiences for their guests that are unique, memorable and fun.** Couples are often attending other weddings too, and they want their day to stand out.

To achieve this, they incorporate interesting experiences such as specialty catering (e.g. food trucks, sweets stations) and entertainment (e.g. magicians, secret singers, garden games) or live music soloists (e.g. saxophonists). Couples are also finding ways to make their wedding feel unique through unique desserts like sweets towers, unplugged ceremonies and abroad destinations.

- 22% married in 2023 had pick 'n mix stations while 17% of engaged plan for food trucks
- 35% of 2023 weddings had live music and among those 13% had a saxophonist
- 22% of 2023 couples, and 31% of the currently engaged considered a wedding abroad
- 34% of Gen Z couples had an unplugged ceremony while 24% had lawn games

The party-friendly wedding venue.

The **venue decision is the most important and most expensive decision of the wedding**. Representing 25-50% of the total budget and costing £6-10k on average, the venue sets the stage for the celebration.

In 2023, hotels and barns were the most popular types of venues. Couples prefer an all-in-one experience with ceremony on site, and accommodations as a priority, and food service included. The majority (60%) of couples chose venues that offered in-house catering, with sit down dinner and buffet the most popular catering styles.

- 77% wedding ceremonies took place at the reception venue (all-time high)
- For Gen Z couples, interior style (55%) and overnight accommodations (44%) are the top venue selling points after price
- 60% couples book venues with in-house catering included in the venue cost
- 61% of Gen Z expect a 2-3 course sit-down meal, while 51% prefer buffet catering
- £9,877 average cost for venue with catering included vs. £6,084 without catering
- Couples save £1k+ when the venue cost includes catering vs. external catering costs





Tech-first planning.

Planning continues to shift digital, and we foresee the future of wedding planning becoming even more tech-first, and supported with AI. Couples demonstrate increasing online consumption with multi-platform research and thorough investigation into reviews.

They're also moving towards digital options with wedding websites and RSVPs and they're sharing wedding photos after the wedding on social media. Businesses need to be tech-savvy and digital-first to stay relevant and reach today's wedding clients.

- Bridebook (73%) and Google (43%) are top resources for venue discovery among venue-seekers
- Gen Z couples view 3.8 media before contact
- Couples view 14 venues online (YoY growth)
- Over half of Gen Z couples rely on social media (57%), Google (54%) and wedding planning apps (51%) to discover businesses
- 42% recently married couples created a wedding website (YoY growth)
- Wedding websites (38%) and text (37%) were the top methods of collecting RSVPs in 2023
- 61% of Gen Z couples posted photos of their wedding on social media

Facts & Figures

£20,775

Average Total
Wedding Costs

+8% year on year

£9,877

Average Spend on a
Venue with Catering

89

Average Number of
Reception Guests

Up from 88 in 2022

20 months

Median Engagement
Length

Down from 24 months in
2022.

48%

Non-Saturday
Weddings

-2pts year on year. First
time this fell below 50%

50%+

Book their venue
within 2 weeks of first
contact

60%

Post photos on social
media post-wedding

24%

Engaged couples are
Generation Z

Join the free **Wedding Market Update** monthly webinar to stay current with trends in the industry and among couples.

The image displays four video thumbnails for wedding market updates, each featuring Hamish Shephard, the founder of Bridebook. The thumbnails are arranged horizontally and include the following details:

- Thumbnail 1 (Blue background):** "DEC 2023 WEDDING MARKET UPDATE". Topics include: Proposal trends & dates, Catering trends, Style trends, Supplier preferences, and Wedding tech. Duration: 29:14.
- Thumbnail 2 (Teal background):** "NOV 2023 WEDDING MARKET UPDATE". Topic: Engagement Season Prep Handbook. Duration: 25:53.
- Thumbnail 3 (Pink background):** "THE GEN Z REPORT". Topics include: Who are Gen Z?, What makes Gen Z unique?, and Appealing to a Gen Z audience. Duration: 29:41.
- Thumbnail 4 (Yellow background):** "SEPT 2023 WEDDING MARKET UPDATE". Topics include: Industry insights, Cost trends, Date trends, Ghosting, Couple's challenge, Value of price transparency, Importance of building trust, Importance of video content, Sustainability, and Pricing. Duration: 30:24.

Below each thumbnail is a text label: "The Engagement Report | Wedding Market Update | K...", "Engagement Season Prep | Wedding Market Update |...", "Gen Z Report | Wedding Market Update |...", and "Sept Wedding Market Update | Dates, budgets, challenges...".

[Watch on YouTube](#), or search for Bridebook Business

[Register for free](#) for the next Wedding Market Update webinar!

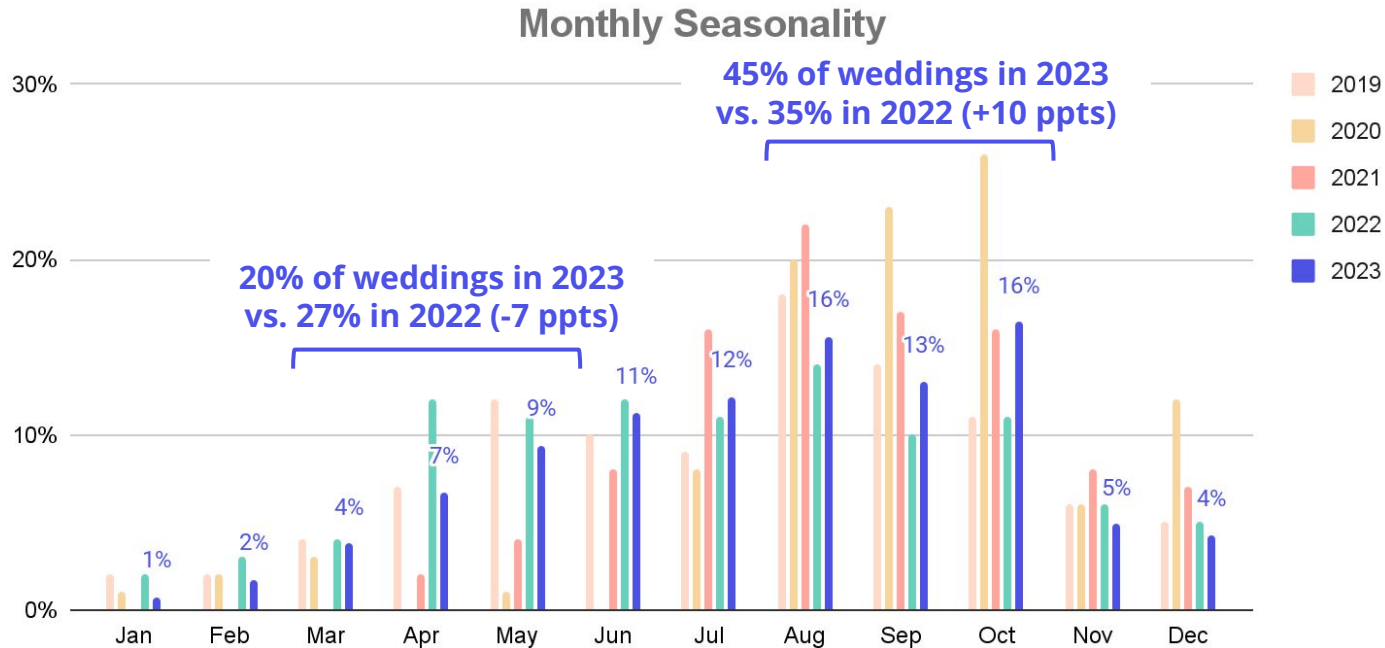


PART 1

Today's wedding profile

Monthly Seasonality: We experienced the Autumn boom of 2023.

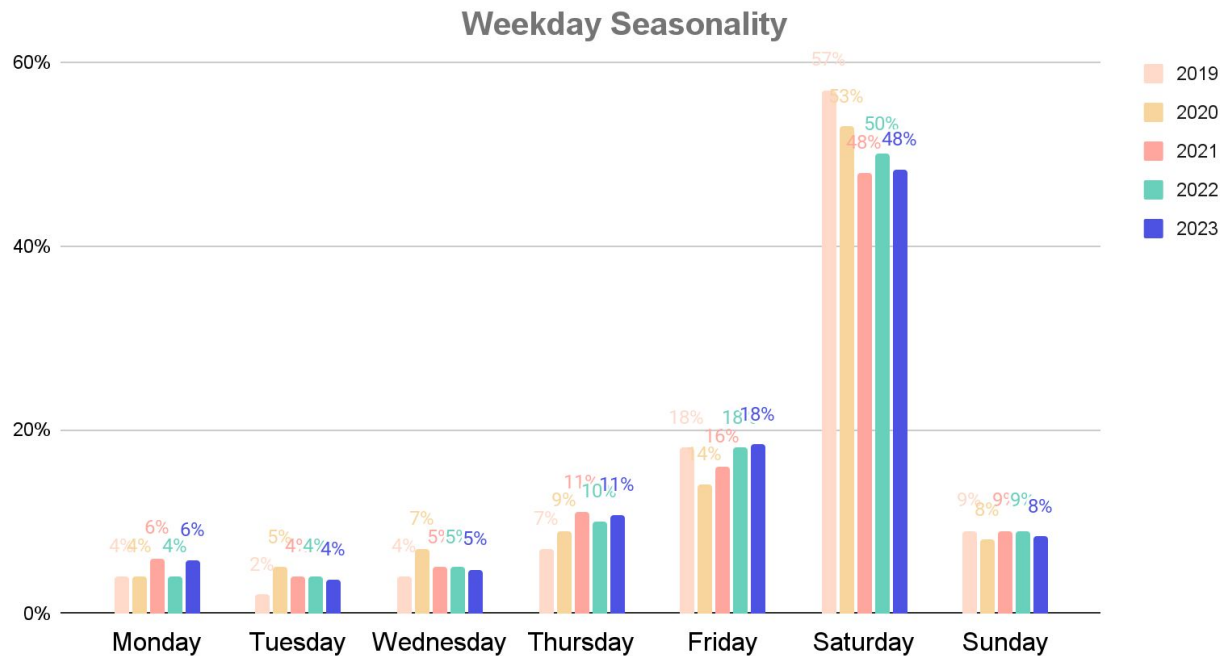
In 2023, weddings in September and October surged with October tying August as the most popular month to marry. Weddings in the 3 months of Aug - Oct rose by one-third, while Springtime weddings in the 3 months of Mar - May fell from 27% to 20% year-on-year.



Weekday Seasonality: Saturday weddings continue to drop.

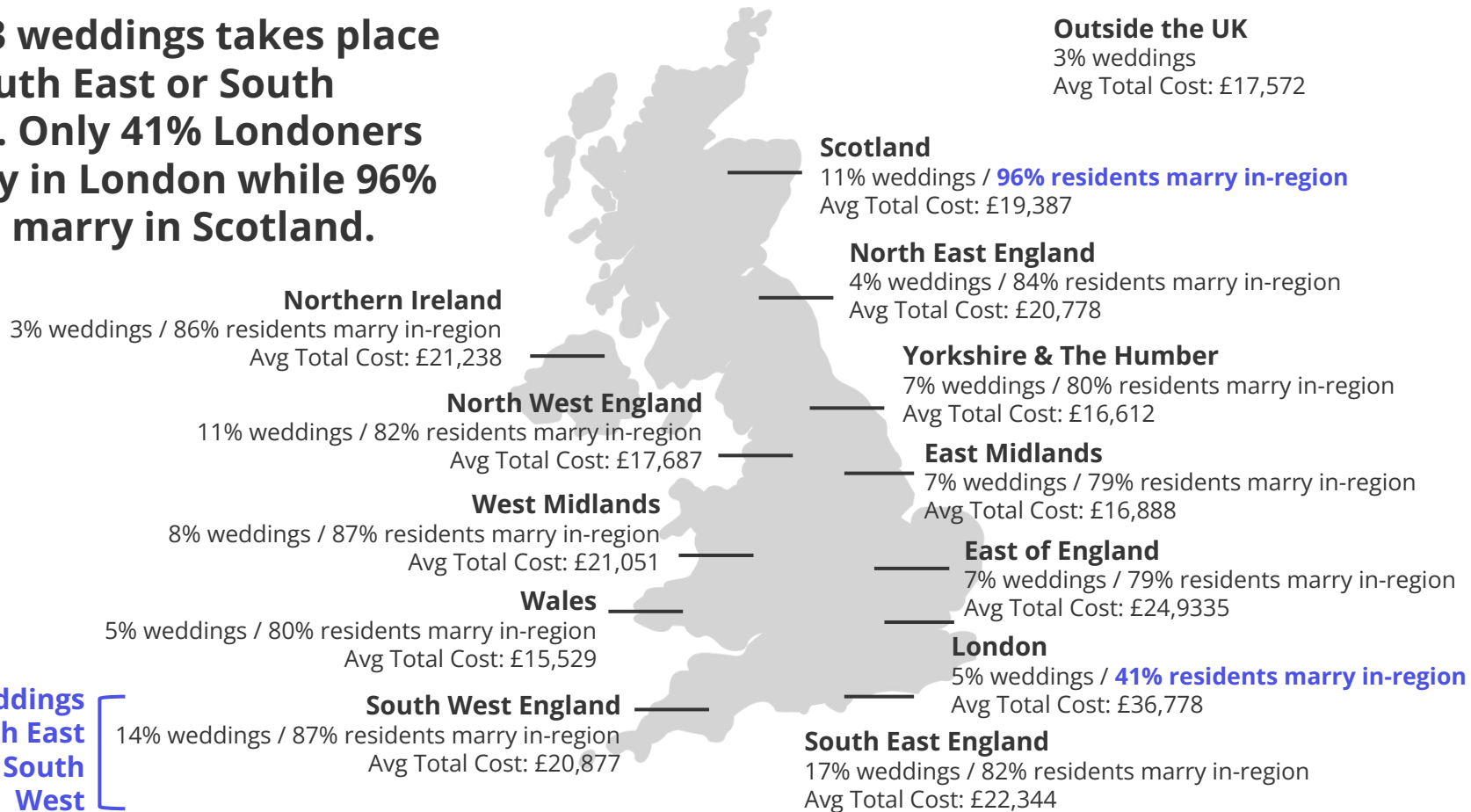
Less than half of weddings (48%) in 2023 took place on a Saturday for the first time, a continuation of the trend in recent years away from Saturday weddings.

Friday is the next top weekday to marry, representing 18% of weddings.



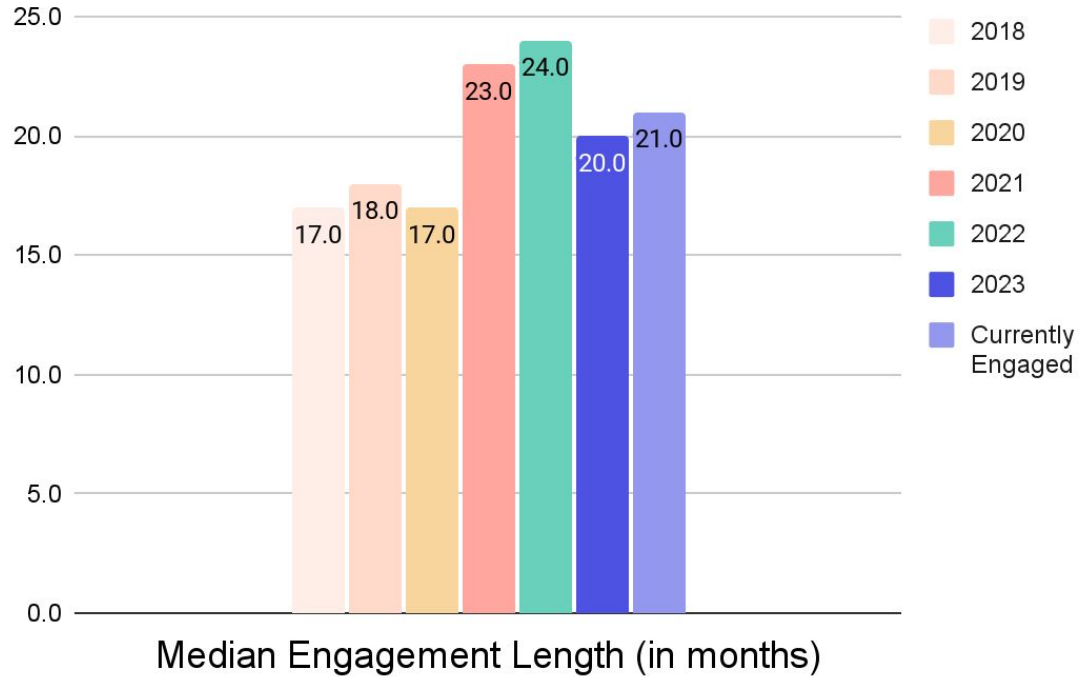
1-in-3 weddings takes place in South East or South West. Only 41% Londoners marry in London while 96% Scots marry in Scotland.

32% weddings in South East and South West



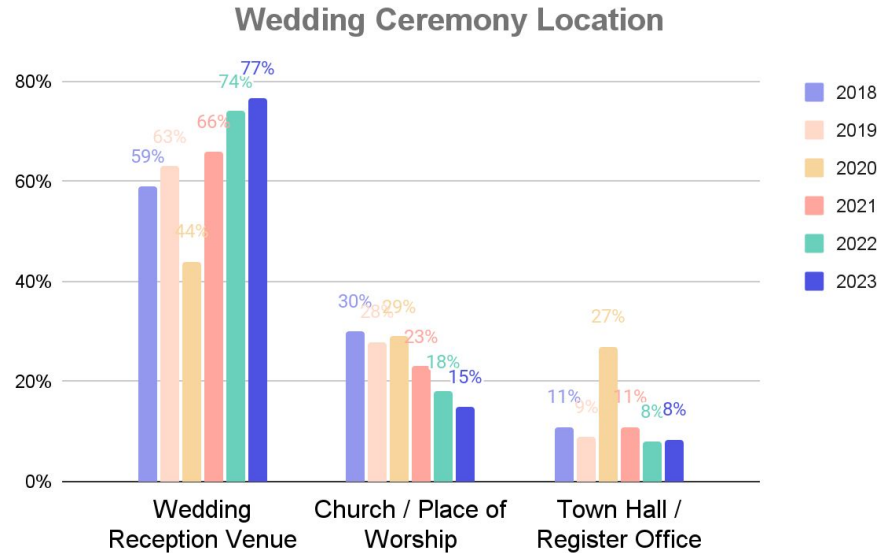
Median engagement length has dropped for the first time since the pandemic.

Engagement lengths fell from their peak of 24 months in 2022, but still remain higher than pre-pandemic levels when the median engagement length hovered around 18 months.



Ceremonies at reception venues continue to climb.

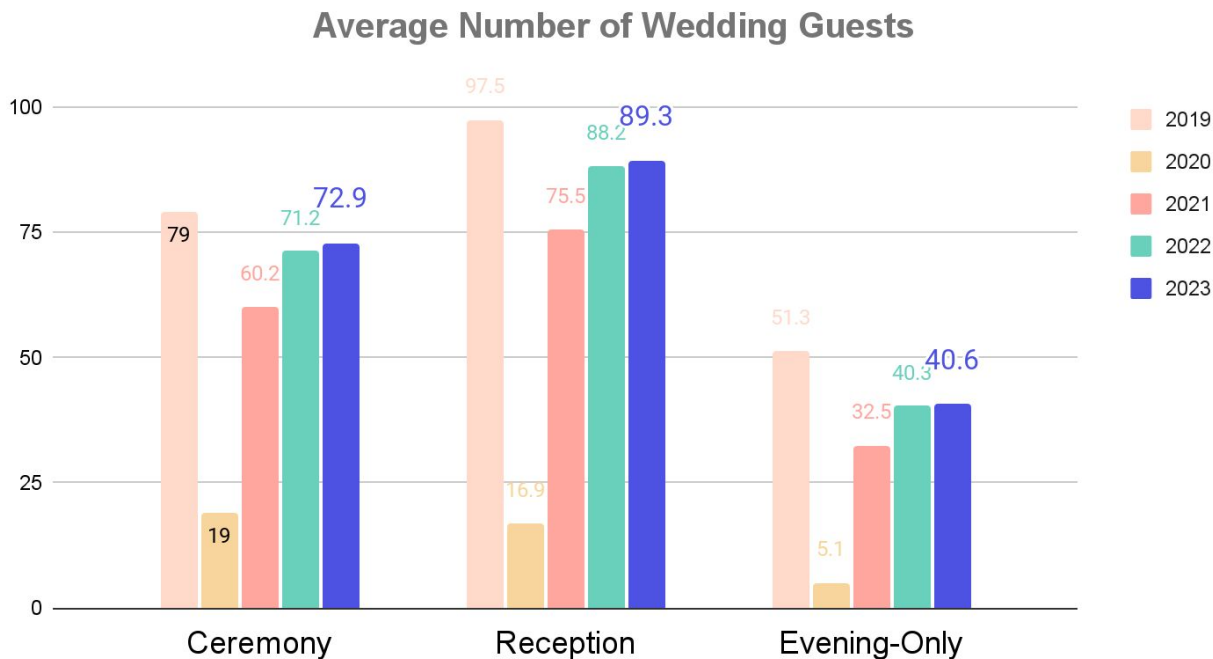
- Three-quarters (77%) of ceremonies took place at the wedding reception venue in 2023. This figure has steadily risen since 2018.
- 23% of 2023 ceremonies at wedding reception venues took place outdoors. In 2022, England and Wales laws were amended to allow outdoor ceremonies in the grounds of approved premises. In Scotland, a marriage may take place anywhere.
- Ceremonies at Places of Worship have dropped to a 6-year low at 15%.



77% Indoor
23% Outdoor

Wedding guest numbers remain relatively flat, lower than pre-Covid.

Consistent with 2022, couples host an average of 89 guests at their wedding receptions. This figure remains below pre-pandemic levels in 2019, when the average number of reception guests was 98.

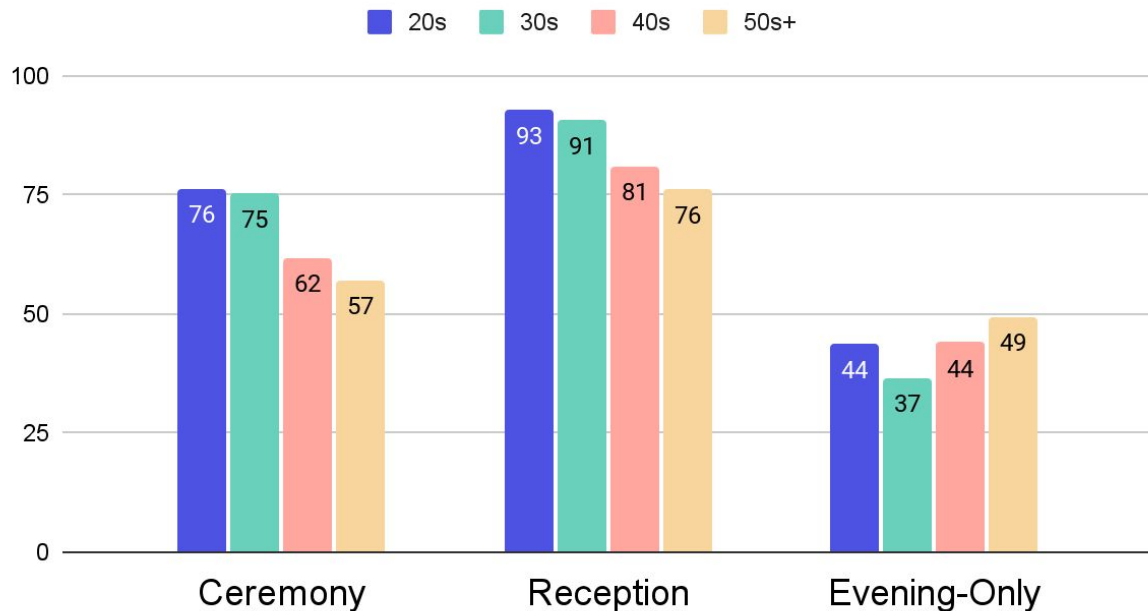


Younger couples host larger weddings.

Couples in their 20s and 30s host the largest weddings with 93 guests on average at their receptions.

In contrast, older couples host smaller weddings with average guest counts dropping as couples age.

Average Number of Wedding Guests by Couples' Age



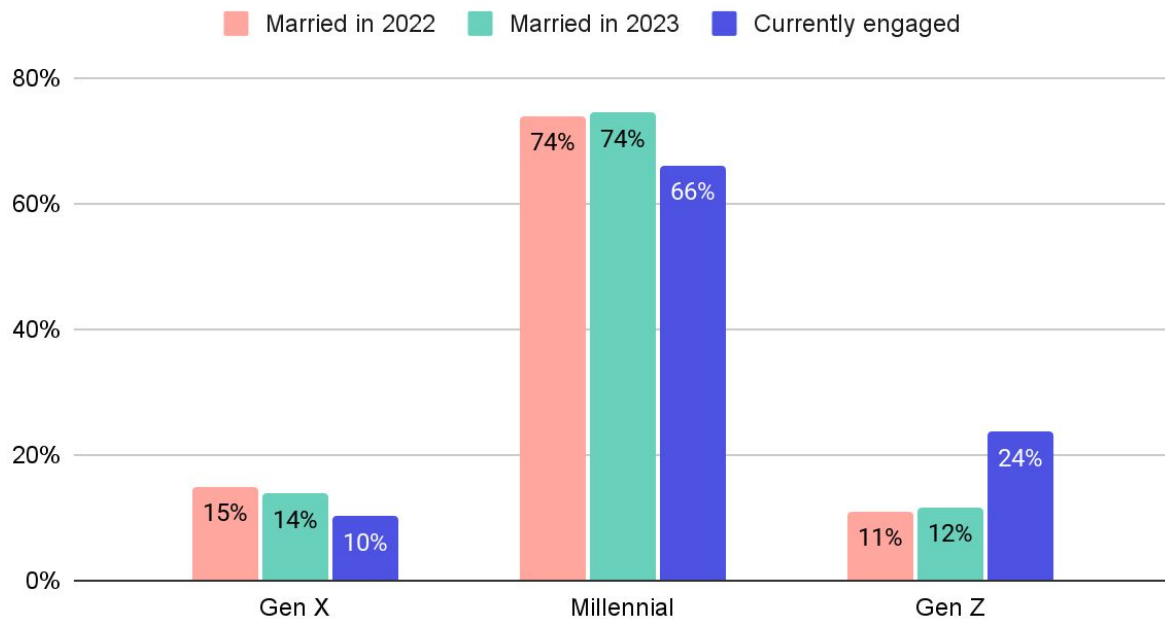
We're welcoming a new generation of engaged couples.

24% of engaged are now Gen Z (an increase of 12pts vs those married in 2022).

Gen Z are age 11-26 known for being digital natives with short attention spans (8 sec), visually and video-led, valuing social proof, authenticity, sustainability and personalisation.

See Bridebook's [Gen Z report webinar](#).

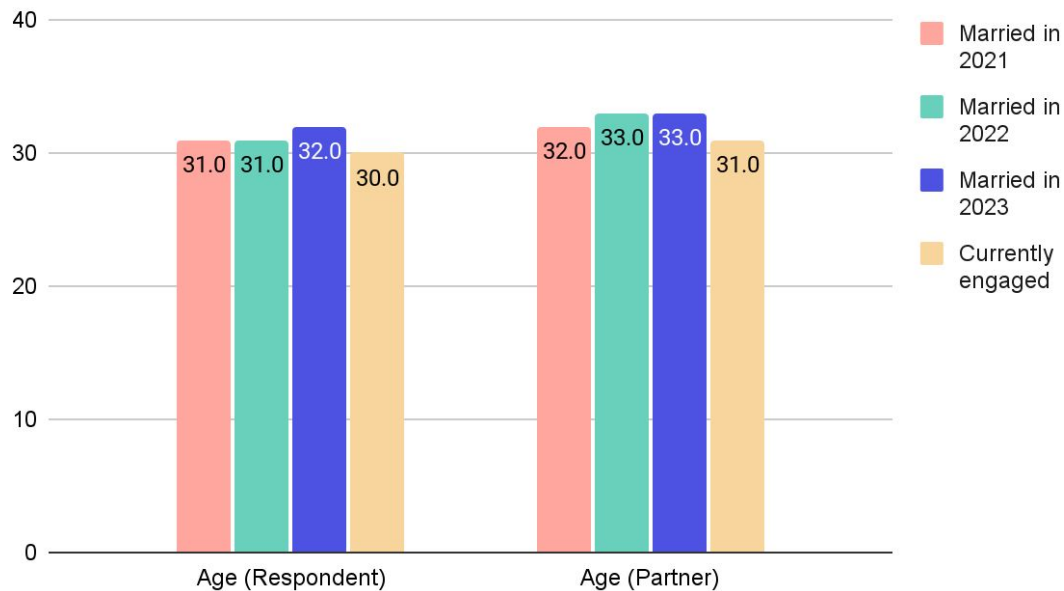
Couples by Generation



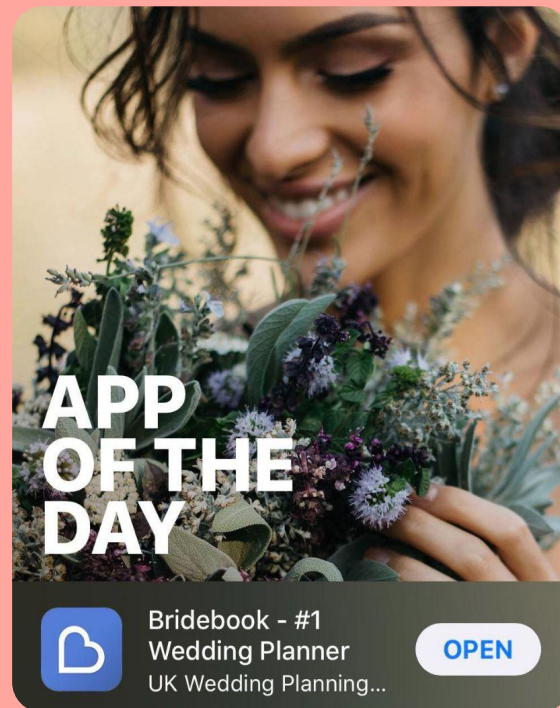
Couples continue to marry in their early 30s.

The marrying age rose slightly in 2023 to a median of 32 and 33.

Median Age



Featured 12 times
on the App Store
and rated
#1 Favourite App
by Apple 





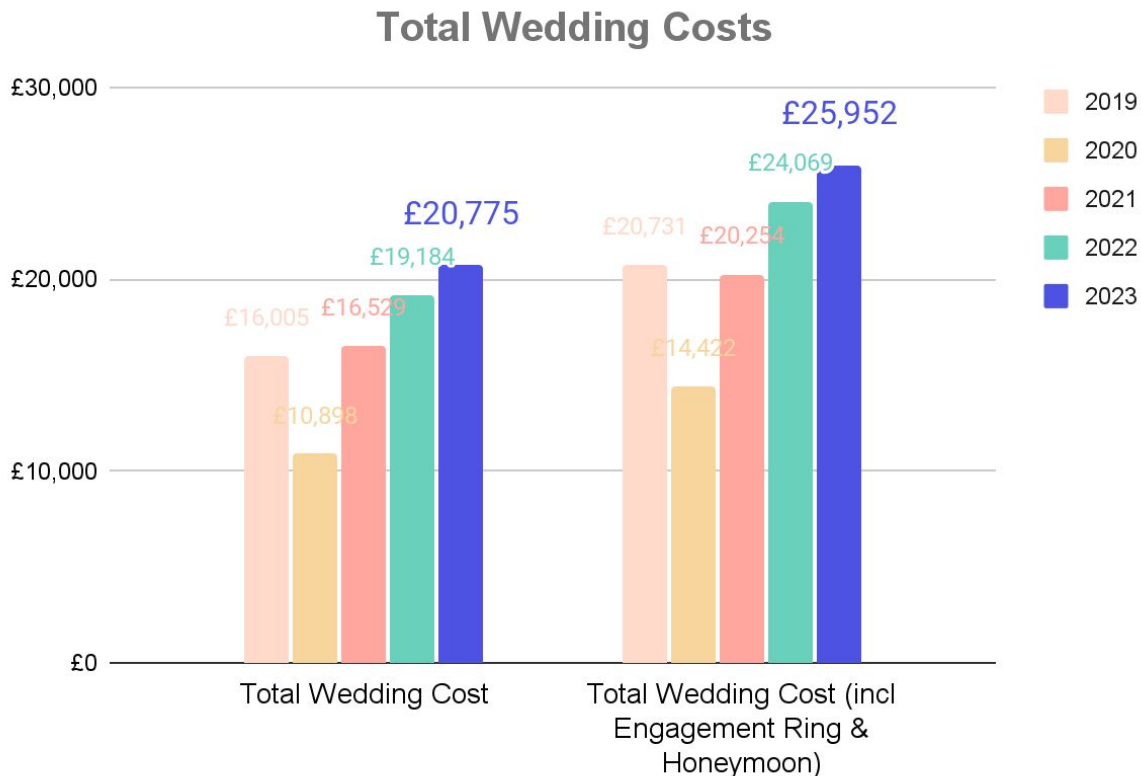
PART 2

Wedding Costs

Wedding spending continues to rise.

In 2023, wedding spending rose £1,500 to a 5-year high, surpassing, £20,000 for the first time.

Couples spent £20,775 on average, or £25,952 with engagement ring and honeymoon.

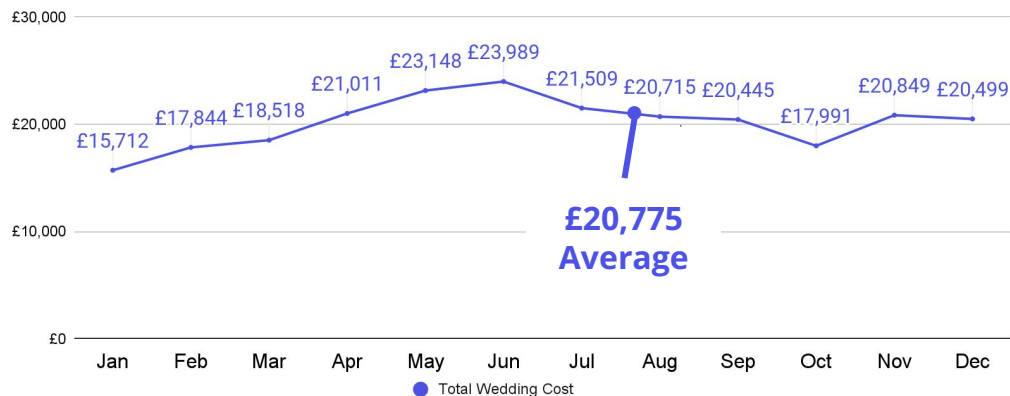


Couples splurge to marry in May and June, and save by marrying in January.

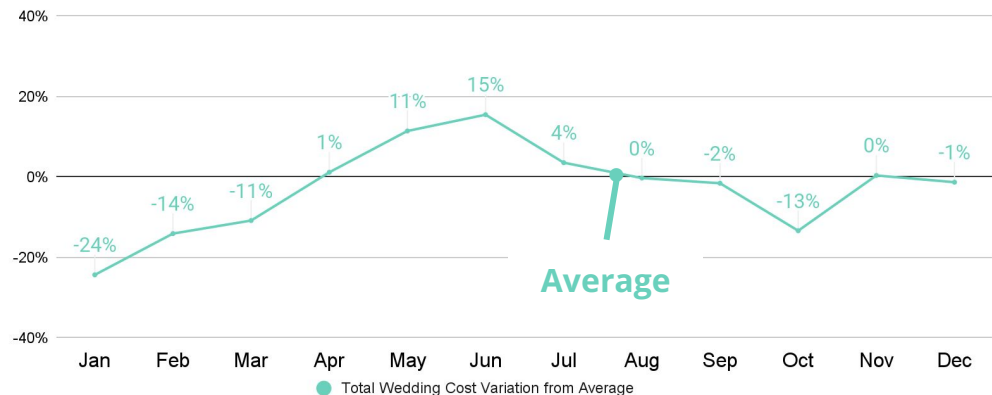
Couples who marry in May or June spend 11-15% above average on their weddings.

Meanwhile, couples who marry in January or February spend up to 24% less on their weddings.

Total Wedding Costs by Month



Variation in Total Wedding Costs from Average

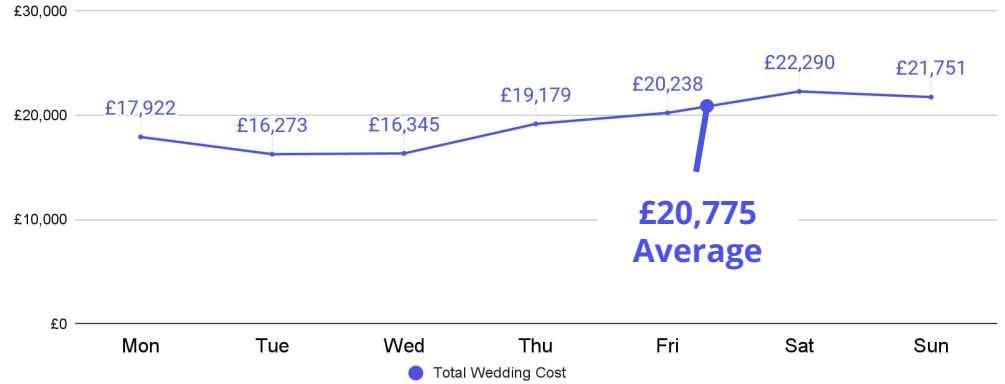


Couples spend ~20% less for weddings on Tues or Wed.

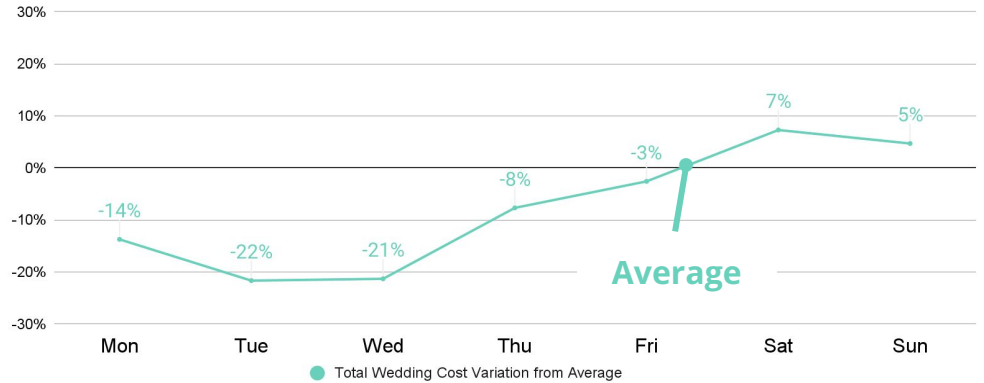
Couples spend more for weekend weddings, with Saturday wedding spending at 7% above average, and Sunday weddings at 5% above average.

Couples who marry on Tuesdays or Wednesday spend 21-22% less on their weddings.

Total Wedding Costs by Weekday



Variation in Total Wedding Costs from Average

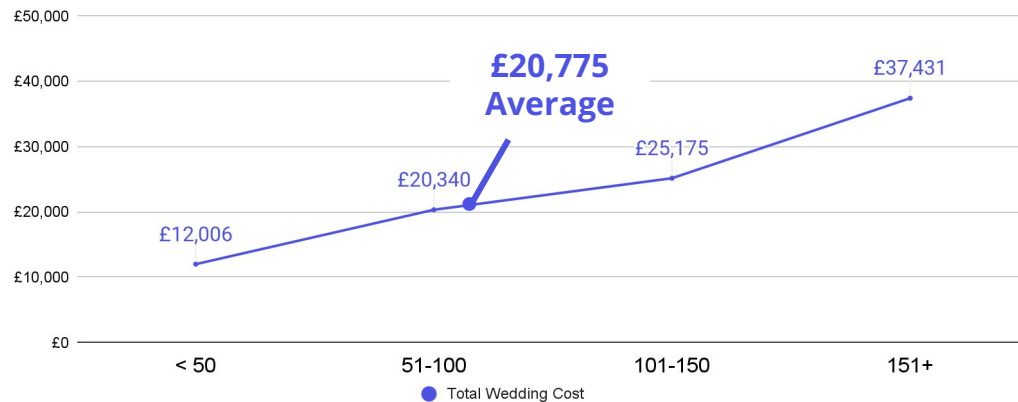


Couples save 40%+ by hosting small weddings with <50 guests.

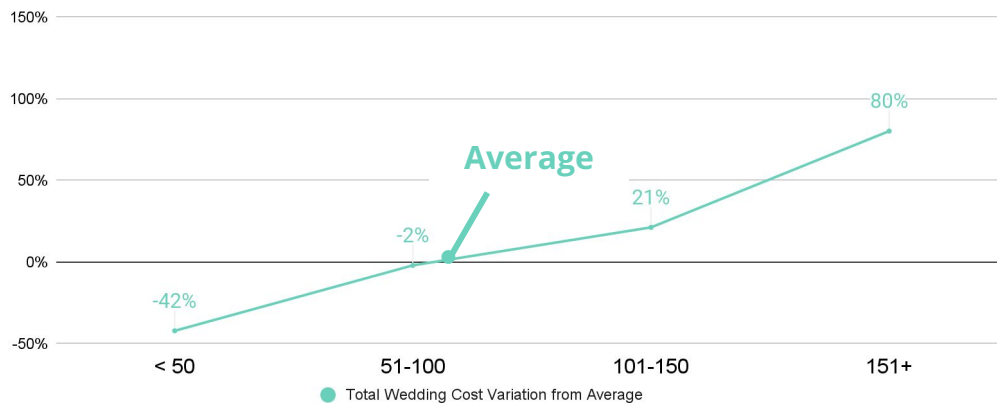
Wedding spending rises with guest counts due primarily to catering needs.

Couples who host 50 guests or less spend 42% less on their weddings, while couples who host 150 guests or more spend 80% more than average on their weddings.

Total Wedding Costs by Reception Guest Count



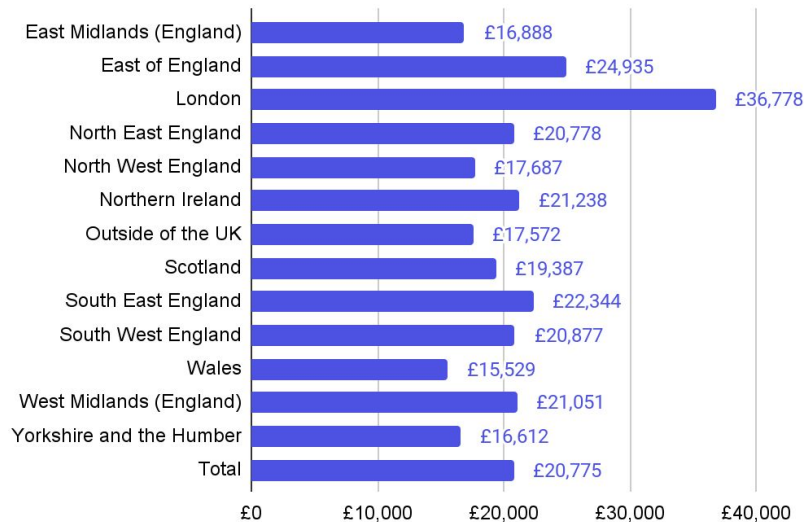
Variation in Total Wedding Costs from Average



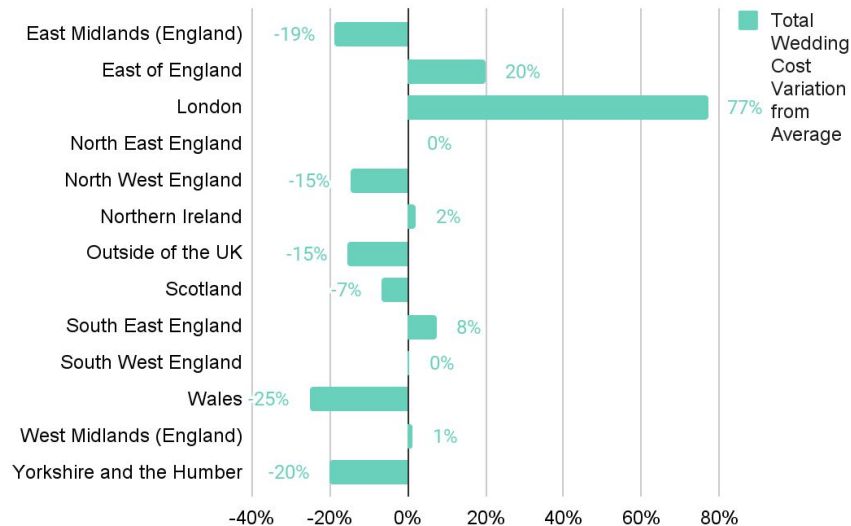
Weddings in London cost 77% more than average.

In 2023, couples spent £36,778 to marry in London, a 77% increase above the average cost of £20,775. Couples spend the least for weddings in Wales (-25%) and Yorkshire & the Humber (-20%). Couples who marry outside the UK spend 15% or £3,000 less, on average.

Total Wedding Costs by Region



Total Wedding Cost Variation from Average



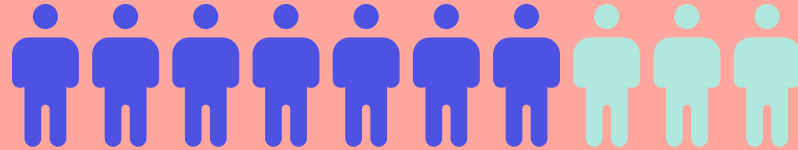
Average Spending per Category

£9,877 Venue with Catering	£1,182 Professional Florist / Flowers	£641 Professional Ceremony Music	£328 Professional Make-Up Artistry	£1,449 Professional Decoration & Hire	£158 Wedding Favours
£6,084 Venue without Catering	£1,439 Professional Videographer	£727 Professional Entertainers (Non-Music)	£764 Menswear	£2,436 Wedding Planner	£4,329 Honeymoon
£5,732 Professional Catering	£1,309 Wedding Dress	£405 Professional Wedding Cake	£2,089 Engagement Ring	£501 Celebrant	£1,427 Other Wedding Costs
£1,097 Specialty Catering	£285 Wedding Fashion Accessories	£384 Professionally Printed Stationery	£1,021 Jewellery (excluding engagement ring)	£515 Toastmaster or Master of Ceremonies	
£1,464 Professional Photographer	£1,127 Professional Reception Music	£358 Professional Hairdressing	£705 Professional Transport	£4,202 Marquee / Tipi Hire	

Average Spending Across Categories and Regions

	Grand Total	East Midlands (England)	East of England	London	North East England	North West England	Northern Ireland	Scotland	South East England	South West England	Wales	West Midlands (England)	Yorkshire and the Humber	Outside of the UK
Venue with Catering	£9,877	£8,566	£12,200	£14,357	£12,218	£8,171	£9,525	£8,821	£10,372	£10,845	£7,641	£10,178	£8,799	£7,416
Venue without Catering	£6,084	£5,047	£8,872	£6,438	£3,836	£4,273	£6,458	£6,248	£6,841	£6,725	£4,923	£5,515	£5,404	£3,907
Pro Catering	£5,732	£4,979	£6,593	£9,993	£2,873	£5,081	£5,413	£5,092	£6,683	£5,177	£5,383	£5,509	£4,426	£4,378
Specialty Catering	£1,097	£894	£1,305	£3,061	£1,082	£1,029	£947	£757	£1,104	£730	£765	£1,210	£713	£1,078
Pro Photographer	£1,464	£1,220	£1,536	£2,026	£1,498	£1,287	£1,417	£1,408	£1,603	£1,551	£1,193	£1,467	£1,309	£1,319
Pro Florist / Flowers	£1,182	£901	£1,473	£2,379	£1,990	£850	£1,079	£885	£1,234	£1,307	£968	£1,153	£821	£920
Pro Videographer	£1,439	£1,239	£1,379	£2,250	£1,494	£1,299	£1,606	£1,324	£1,515	£1,567	£980	£1,449	£1,267	£1,257
Wedding Dress	£1,309	£1,168	£1,361	£1,777	£1,404	£1,241	£1,233	£1,447	£1,326	£1,242	£974	£1,313	£1,313	£1,135
Wedding Fashion Accessories	£285	£230	£299	£542	£315	£244	£334	£308	£269	£271	£211	£315	£214	£286
Pro Wedding Reception Music	£1,127	£716	£1,247	£2,042	£1,118	£880	£1,389	£1,119	£1,259	£1,059	£834	£1,208	£975	£974
Pro Wedding Ceremony Music	£641	£458	£826	£1,072	£535	£747	£741	£528	£640	£514	£657	£522	£514	£720
Pro Entertainers (Non-Music)	£727	£508	£888	£1,393	£730	£679	£569	£564	£863	£606	£738	£734	£677	£507
Pro Wedding Cake	£405	£373	£467	£614	£378	£359	£346	£430	£402	£377	£360	£439	£393	£330
Pro Stationery - Professionally printed	£384	£356	£462	£629	£293	£330	£532	£364	£407	£408	£360	£332	£263	£305
Pro Hairdressing	£358	£306	£384	£554	£339	£327	£286	£335	£407	£348	£271	£438	£277	£255
Pro Make-up Artistry	£328	£285	£393	£535	£343	£311	£372	£316	£333	£301	£266	£376	£248	£263
Menswear	£764	£714	£730	£941	£809	£753	£914	£771	£804	£789	£642	£771	£632	£554
Engagement Ring	£2,089	£1,395	£2,441	£4,253	£2,022	£1,714	£2,159	£2,194	£2,236	£1,976	£1,564	£2,051	£1,732	£1,912
Jewellery (EXCLUDING engagement ring)	£1,021	£761	£1,093	£1,704	£895	£1,033	£944	£966	£1,104	£1,055	£819	£984	£906	£940
Pro Transport	£705	£481	£1,146	£661	£743	£501	£617	£593	£773	£457	£477	£604	£500	£2,648
Pro Decoration & Hire	£1,449	£1,055	£2,011	£5,330	£1,062	£1,308	£710	£1,006	£1,382	£1,159	£884	£1,283	£1,101	£1,046
Wedding Planner	£2,436	£378	£4,067	£9,380	£222	£2,353	£7,650	£792	£1,086	£588	£300	£500	£1,217	£1,457
Celebrant	£501	£463	£617	£502	£505	£482	£361	£421	£647	£502	£412	£539	£497	£443
Toastmaster or Master of Ceremonies	£515	£194	£525	£429	£230	£943	-	£576	£685	£274	£717	£279	£425	£516
Marquee / Tipi Hire	£4,202	£1,010	£3,483	£14,071	£933	£2,471	£450	£2,110	£3,490	£4,726	£500	£5,714	£4,600	£350
Wedding Favours	£158	£109	£215	£225	£124	£153	£121	£170	£164	£147	£156	£158	£139	£192
Honeymoon	£4,329	£3,837	£4,982	£6,118	£4,577	£4,007	£3,413	£4,298	£4,601	£4,566	£3,541	£4,243	£3,556	£3,191
Other wedding costs	£1,427	£967	£1,250	£1,695	£1,950	£1,139	£2,402	£1,328	£1,654	£1,474	£1,096	£1,473	£1,376	£965
Total Wedding Costs	£20,775	£16,888	£24,935	£36,778	£20,778	£17,687	£21,238	£19,387	£22,344	£20,877	£15,529	£21,051	£16,612	£17,572
Total Wedding Costs (inc engagement ring + honeymoon)	£25,952	£20,800	£31,030	£44,956	£25,888	£22,275	£26,333	£24,613	£28,105	£26,253	£19,729	£26,028	£20,730	£21,127

71% of UK couples use Bridebook to plan their wedding.





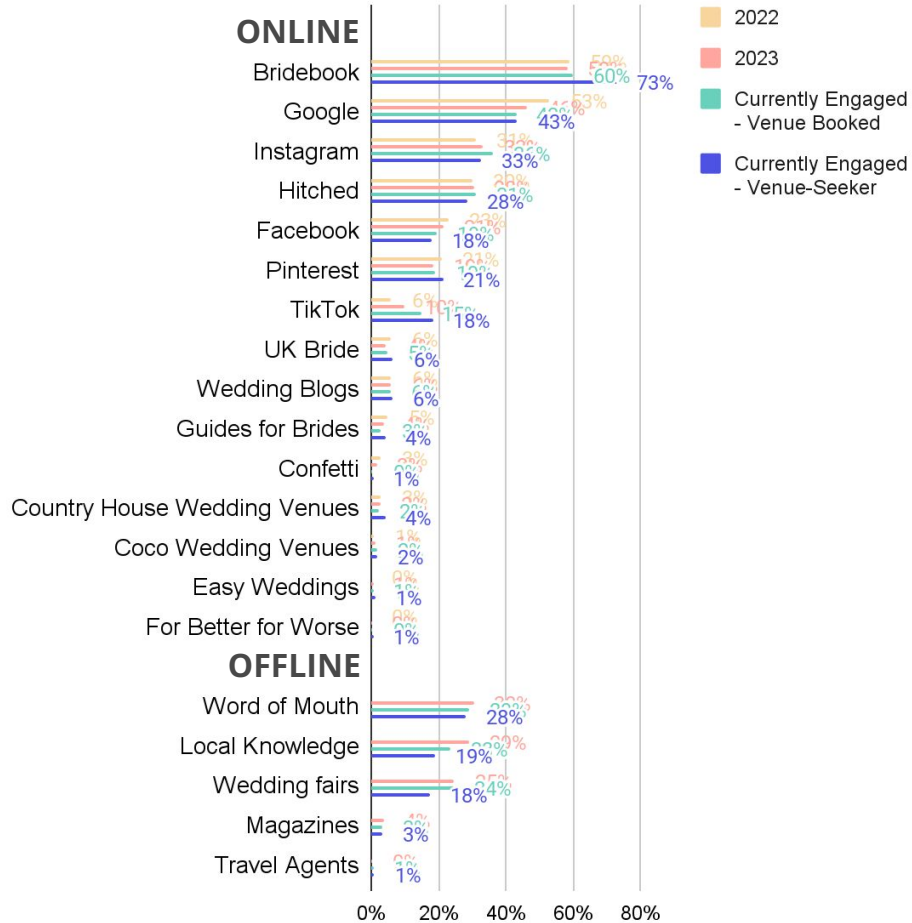
PART 3

Finding the right venue

Bridebook is the top valued resource for venue discovery.

Three-quarters (73%) of venue-seekers rely on Bridebook to discover venues, followed by Google (43%) and Instagram (33%).

Most Valued Resources for Venue Discovery

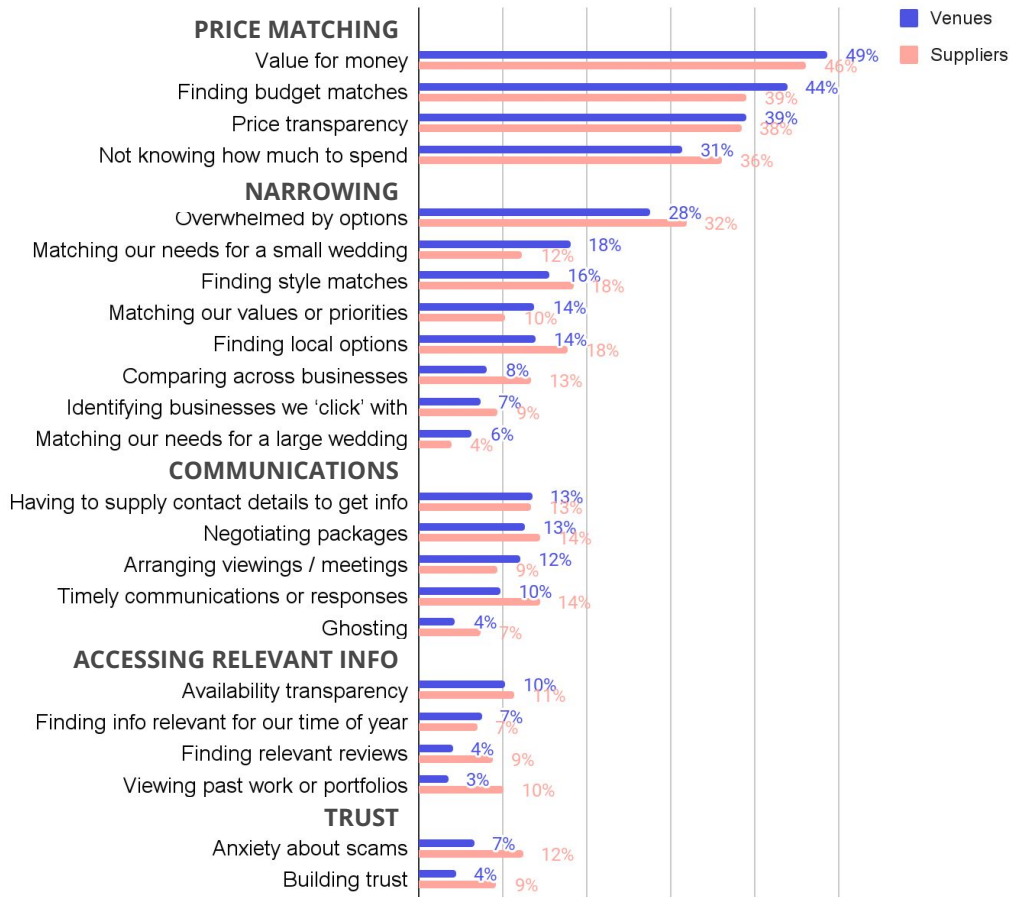


Price matching is the biggest challenge during discovery.

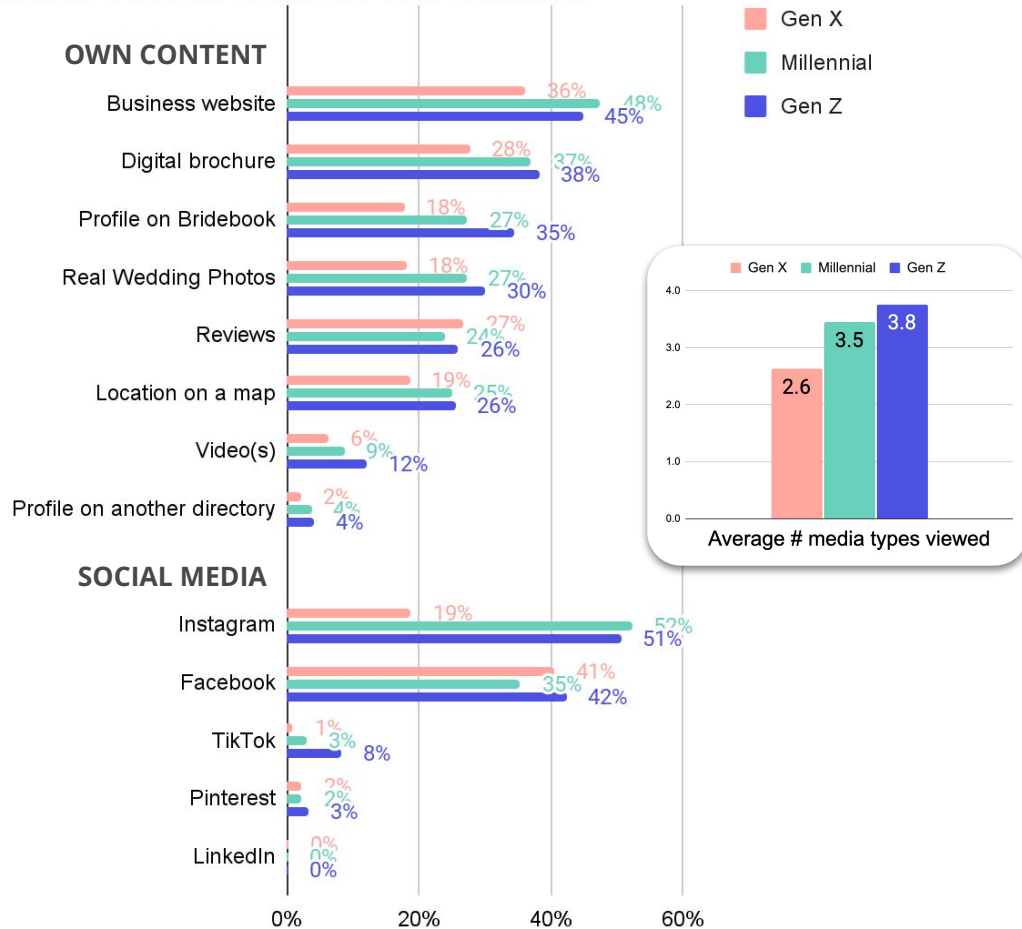
Cost-related research is the most challenging aspect of researching businesses, particularly venues.

Anxiety about scams and ghosting or slow responses is a bigger challenge when researching suppliers.

Biggest challenges when researching businesses



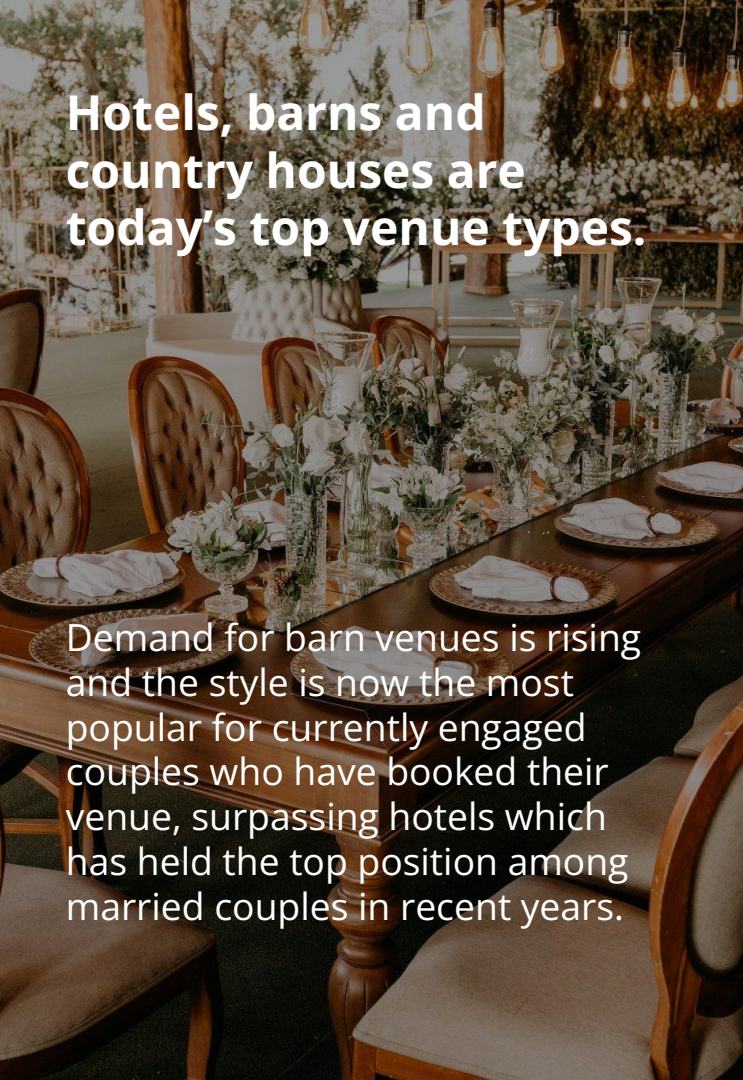
Media Viewed Before First Contact



Younger couples double-check and seek social proof before contacting.

Millennial and Gen Z couples research the most before contacting, on average viewing 3+ type of media before getting in touch.

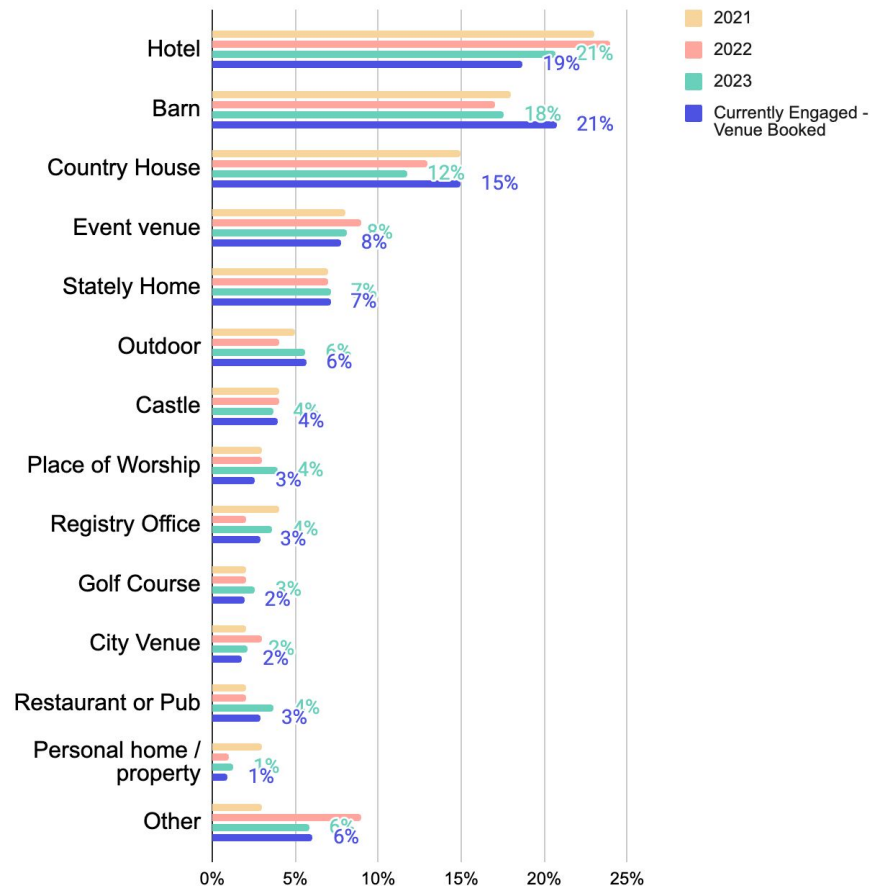
They often view Instagram, Facebook, the business's website and digital brochure before contacting.



Hotels, barns and country houses are today's top venue types.

Demand for barn venues is rising and the style is now the most popular for currently engaged couples who have booked their venue, surpassing hotels which has held the top position among married couples in recent years.

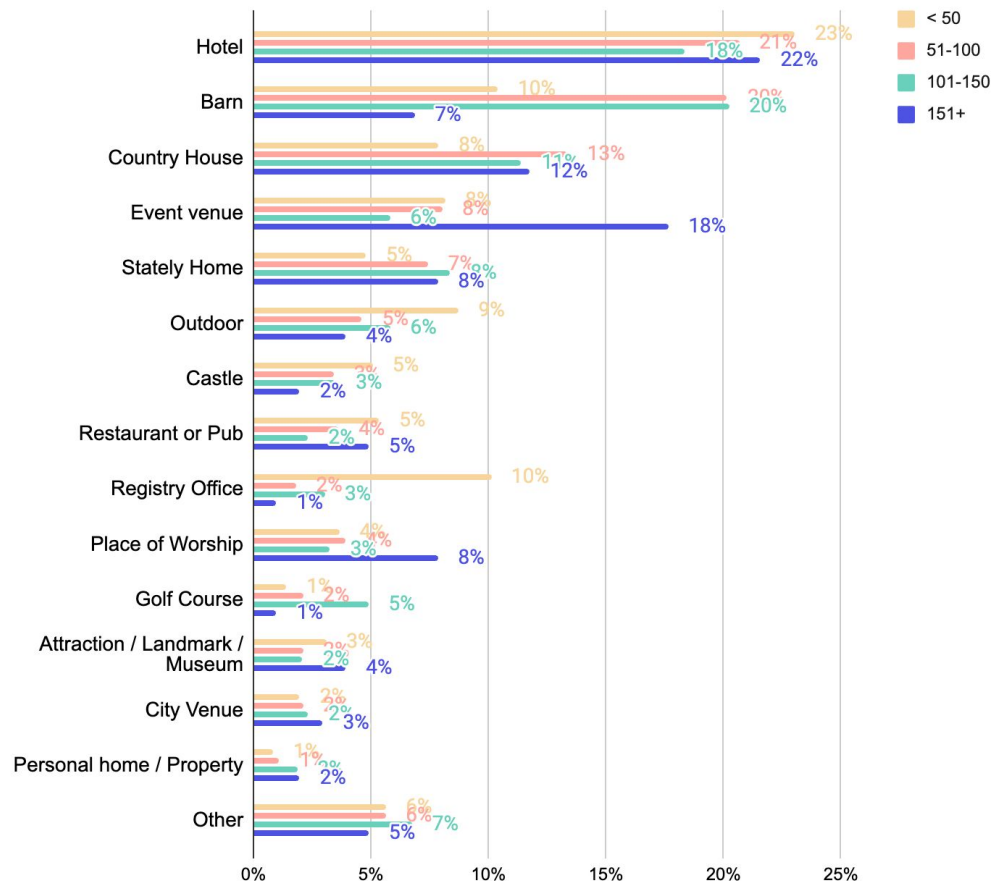
Wedding Venue Type



Hotels are suited to all size weddings, but barns are a less suited to small or large weddings.

Event venues are particularly popular for large weddings of over 151 guests.

Venue Type by Number of Reception Guests



Thousands of wedding venues are growing with Bridebook.

MERCURE
HOTELS

DE VERE

EOH

N
NATURAL
HISTORY
MUSEUM

BW Best
Western.

MACDONALD
HOTELS & RESORTS


SOPLEY MILL
WEDDINGS AND PRIVATE PARTIES


HARLAXTON
MANOR

VINE HOTELS


DOUBLETREE
by Hilton™


HOGARTH'S
HOTELS & RESTAURANTS


MANDARIN ORIENTAL

EST. 1847
SEARCYS
LONDON


OLDWALLS
GOWER

Fulham
Palace
House &
Garden

116
PALM MALL


COUNTRY HOUSE
WEDDINGS


Browsholme Hall


RENAISSANCE
AT KILHAM HALL


DELAMERE
MANOR


BERWICK
LODGE
SINCE 1898


CROWCOMBE COURT
THE QUANTOCKS

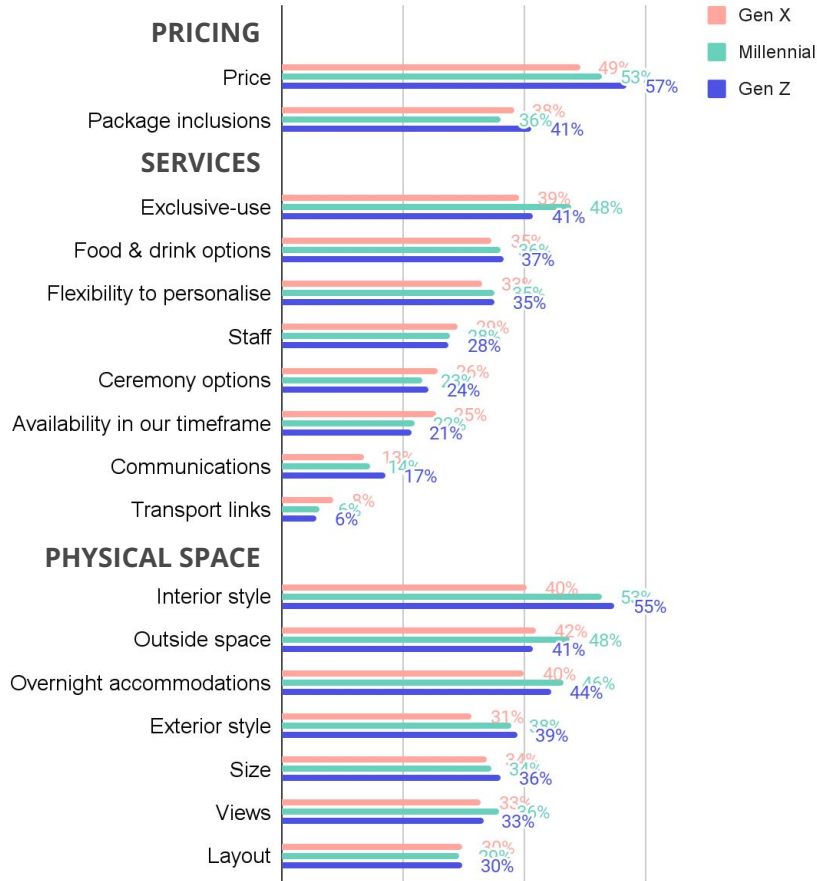

HEDSOR HOUSE
ENGLAND


THE HURLINGHAM CLUB
1869


Milton Hall
BREAKING | BAK | BEDROOMS


CRIPPS
& Co

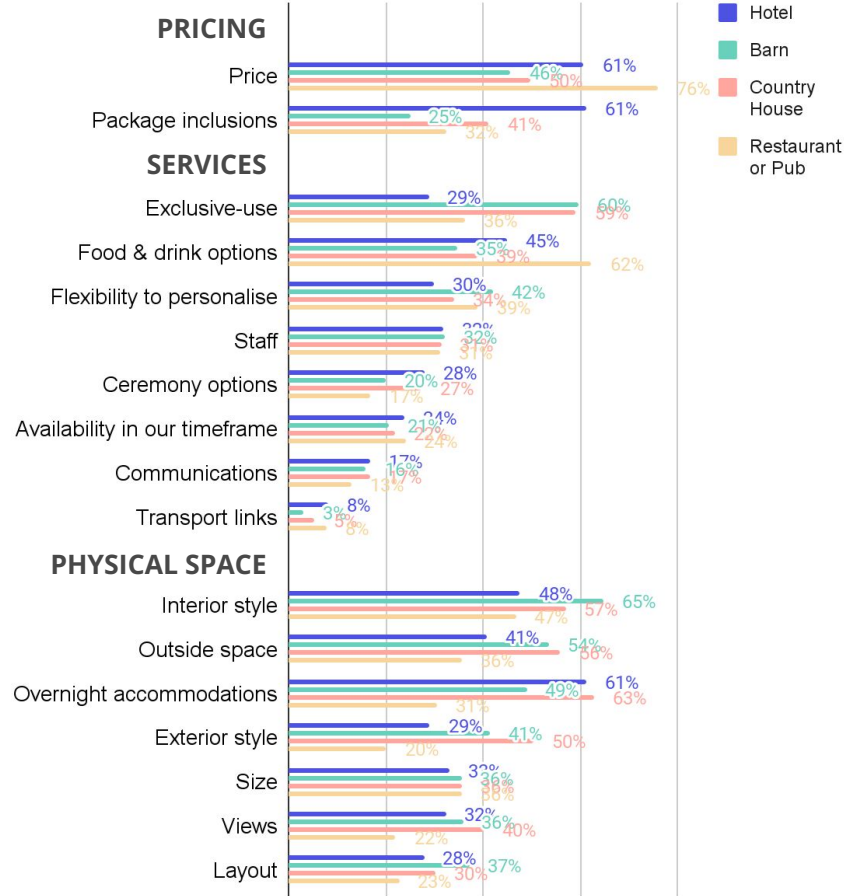
Venue Selling Points



Gen Z's top venue selling points are price, interior style and overnight stays.

Younger generation are much more focused on price and style (interior and exterior) compared to older Gen X couples.

Venue Selling Points by Venue Type



Selling points vary by venue type.

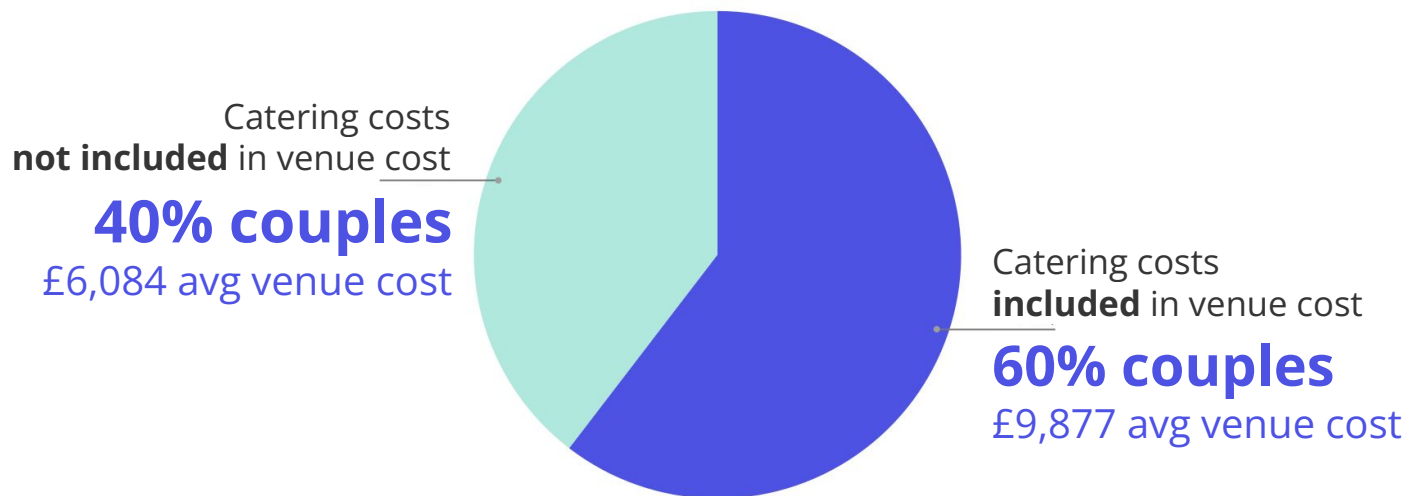
For hotels, pricing is the top selling points while for barns exclusivity and interior style top the list.

For country houses, overnight stays, styling and exclusivity lead the way and for restaurants/pubs, pricing and food & drink options are the top selling points.

Two-thirds of couples book venues with catering included in venue cost.

The majority of couples opt for venues with in-house catering included in their venue cost. Couples pay £3,793 more for venues with in-house catering, versus those without.

Frequency of In-House Catering Inclusion in Venue Cost



Which costs more: in-house or external catering?

Couples **save £1k+** by **booking venues with in-house catering.**

On average, couples spend under £10k on venues that included catering, compared to £11k+ for venues with external catering.

Total venue + catering costs together...



£9,877

if catering is **included**
in venue cost



£11,100

if catering is **NOT included**
in venue cost

vs.



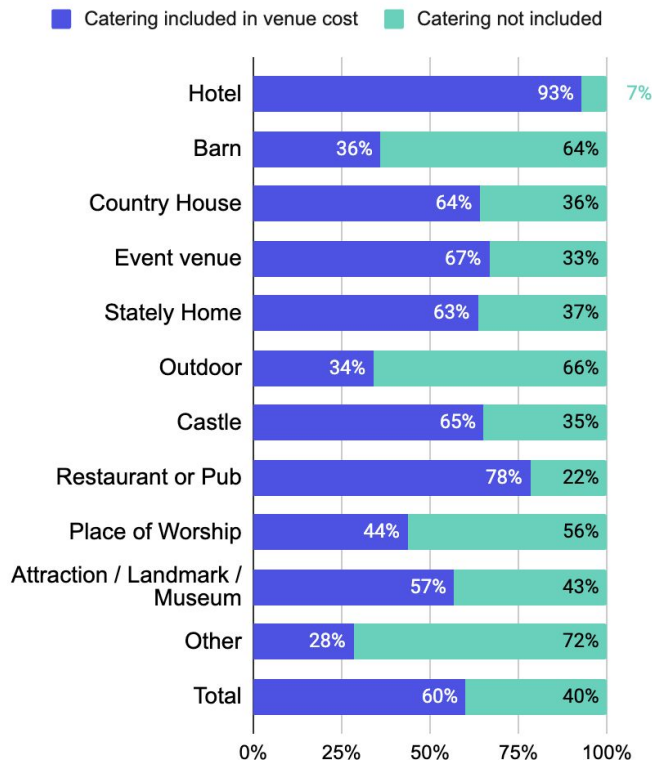
**£1,223 saved with
in-house catering**

93% hotels are booked with in-house catering, versus only 36% of barns.

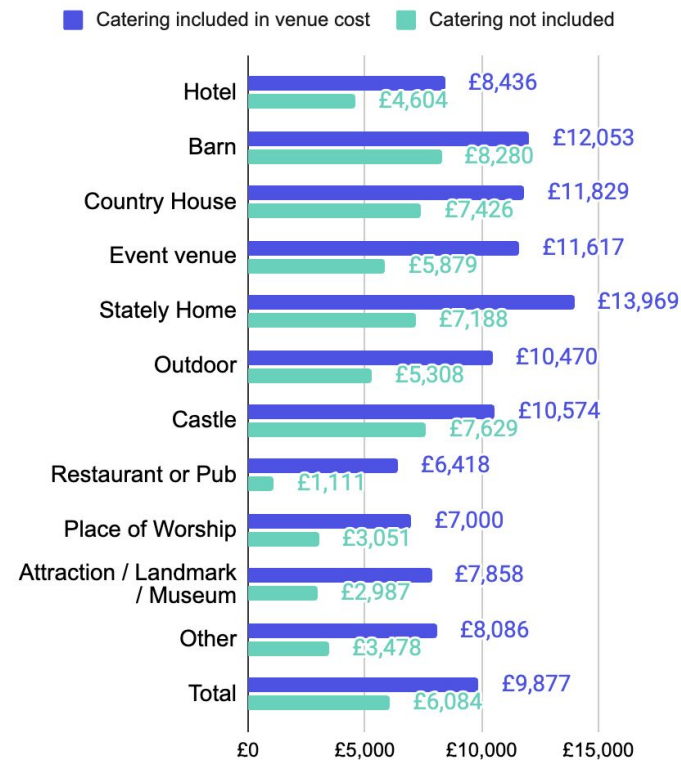
Couples favour in-house catering at hotels and restaurants/pubs most.

Couples spend the highest venue + catering costs at stately homes with in-house catering.

In-house Catering by Venue Type



Venue Costs by Catering & Venue Type

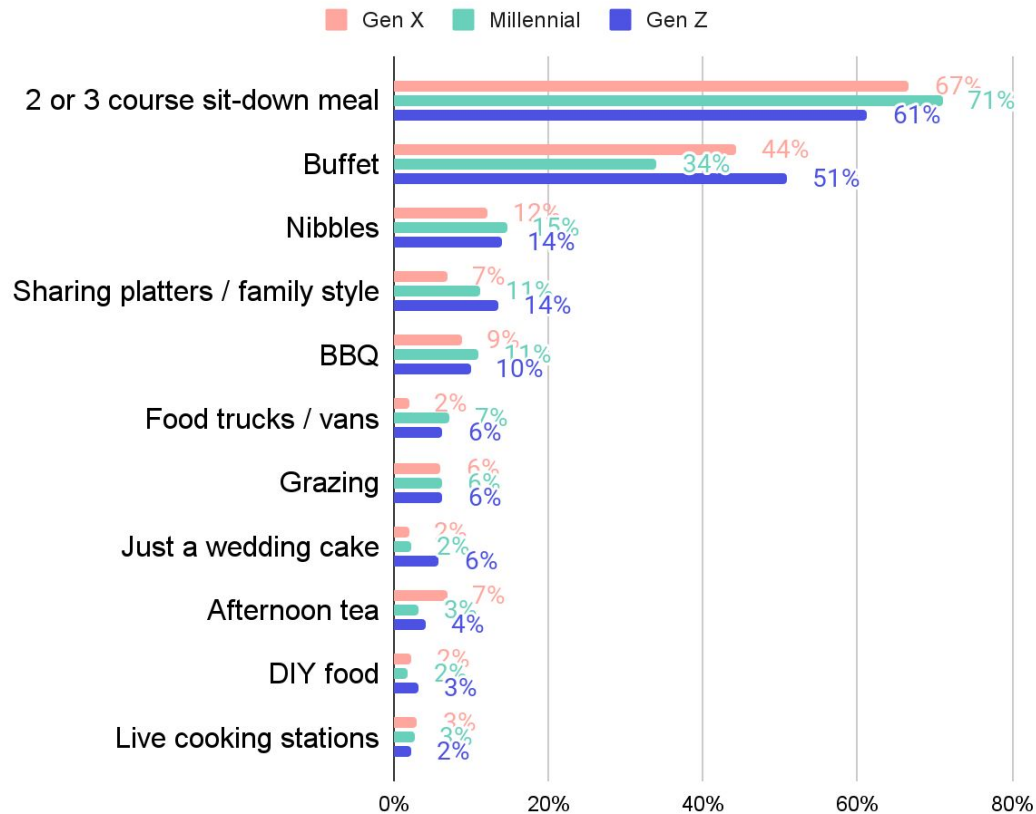


Younger couples prefer more unique catering.

While two-thirds of couples enjoy a traditional 2-3 course sit down meal, younger couples are more likely to look for unique catering options like buffet, sharing platters, and food trucks.

In fact half (51%) of Gen Z had a buffet, much higher than Gen X (44%) and Millennials (34%).

Primary Type of Catering at Wedding

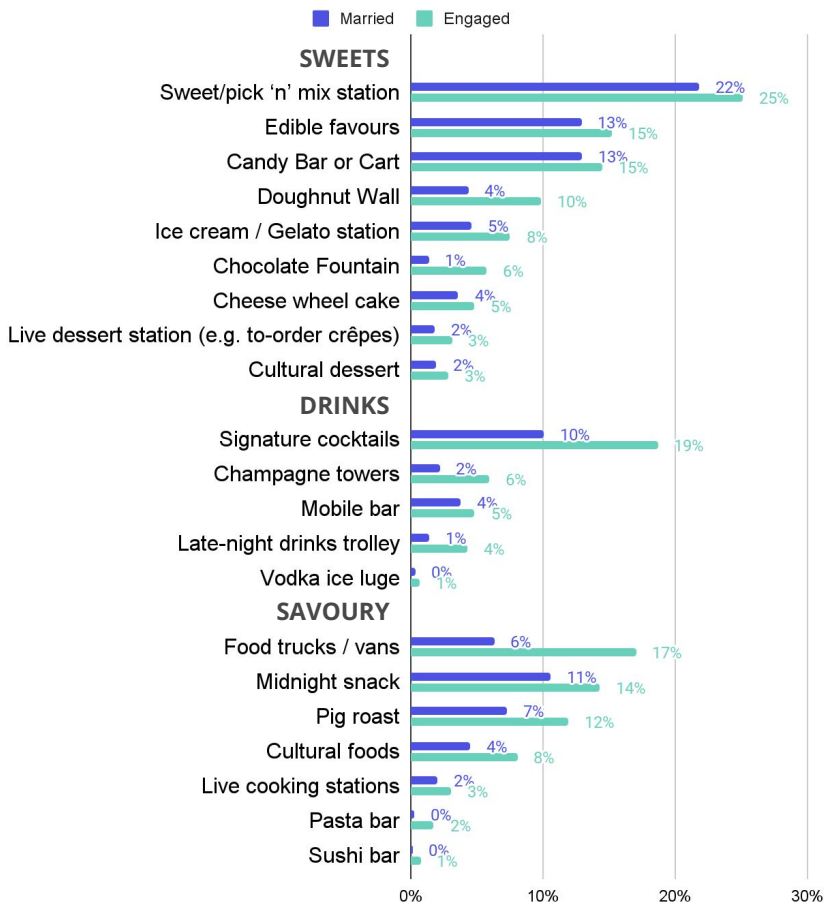


Engaged couples want more unique sweets, food trucks and drinks compared to those married in 2023.

Sweets-related specialty catering like pick 'n mix stations, candy bars and doughnut walls are growing among the engaged.

Demand for food trucks is growing. 17% currently engaged want food trucks compared to 6% of those married in 2023.

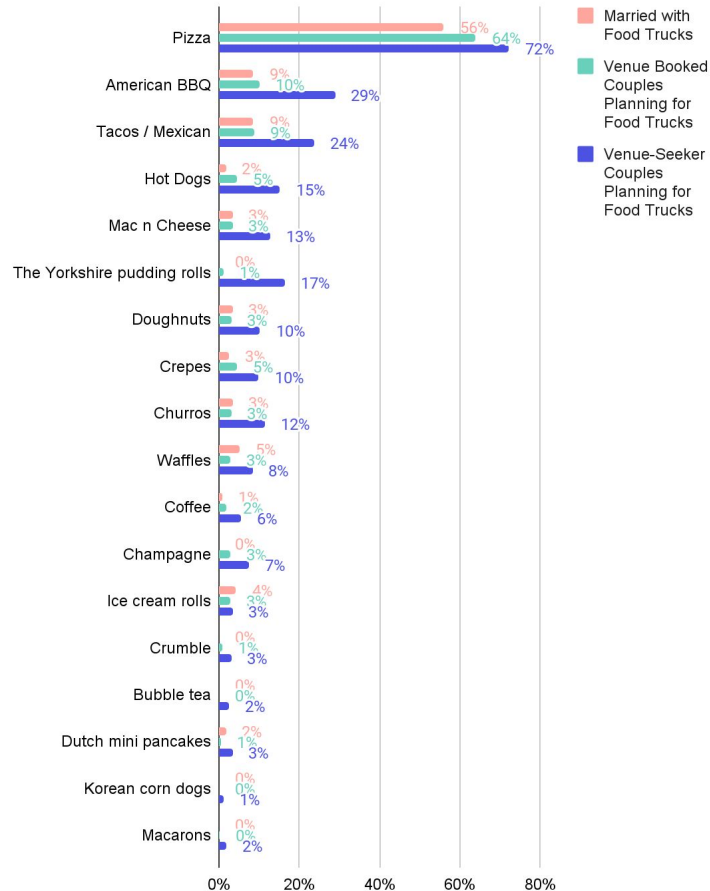
Specialty Catering Frequency



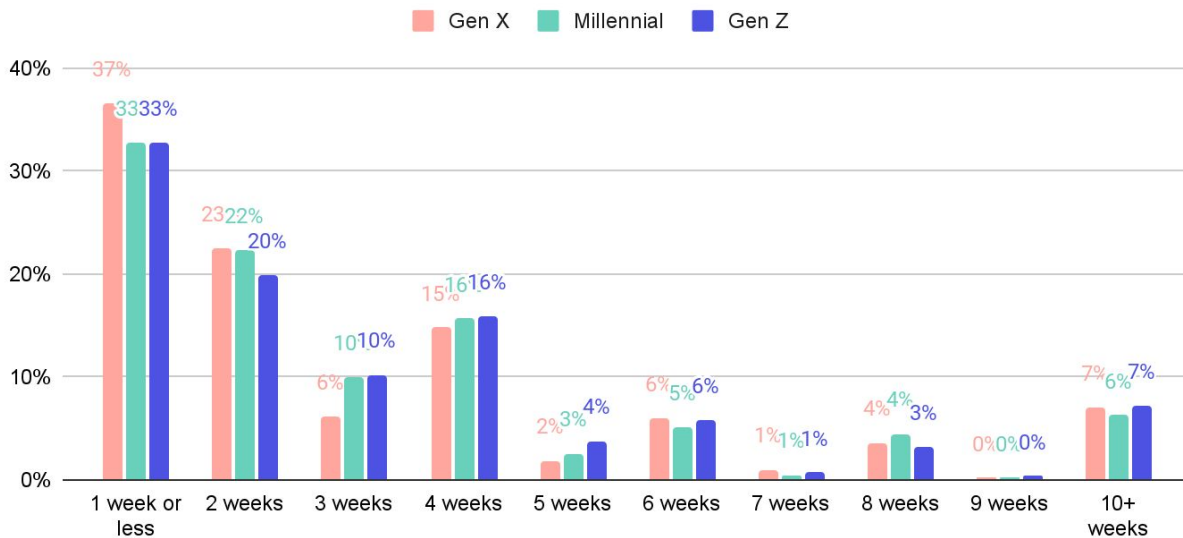
Venue-seekers explore more variety in food trucks, but pizza vans are the food truck of choice for most couples.

Besides pizza vans, couples are most interested in food trucks offering American BBQ and Tacos / Mexican food.

Food Truck Preference



Time between first contact and booking wedding venue



59% book within 2 weeks of first contact

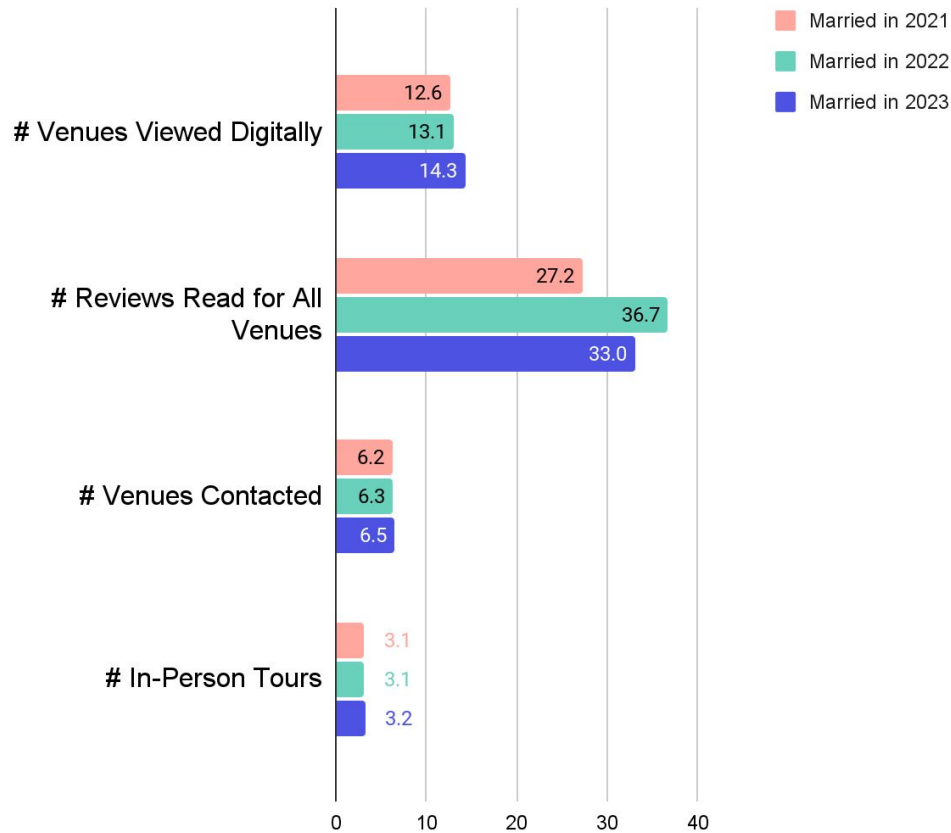
80% book within 4 weeks of first contact

2 weeks is the venue-booking window for most couples.

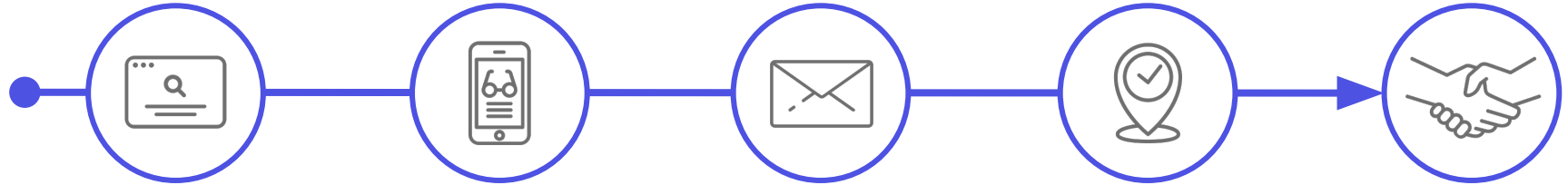
Two-thirds of couples book their venue within 2 weeks of first contact, and 80% do so within 4 weeks.

Online research and reviews dominate the venue funnel.

Couples continue to view a greater number of venues digitally (average 14), and contact about half of those venues. They read 33 reviews.



The Venue Decision Process



14

Venues viewed digitally

Engaged couples begin their venue hunt by browsing a variety of venues online.

33

Venue reviews read

Couples rely on social proof in the form of reviews to build trust and narrow options.

7

Contacted venues

Couples get in touch with venues that match their pricing, location, and style needs.

3

Venues toured

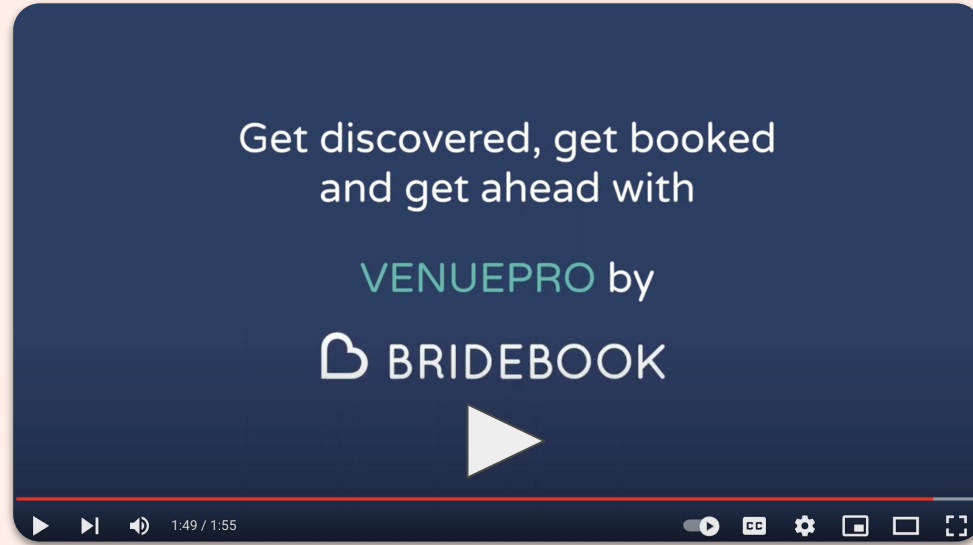
The final stage for couples is to view a venue in person. There's a 1-in-3 chance that a couple will book following a tour.

1

Venue booked

The final decision is often influenced by emotion, given the price is within budget. Couples get frustrated by surprise add-on costs, so businesses should be clear upfront.

Learn how to reach more targeted couples with VenuePro by Bridebook.



Play the video on YouTube:
<https://www.youtube.com/watch?v=1MIW0j4ECO8>



PART 4

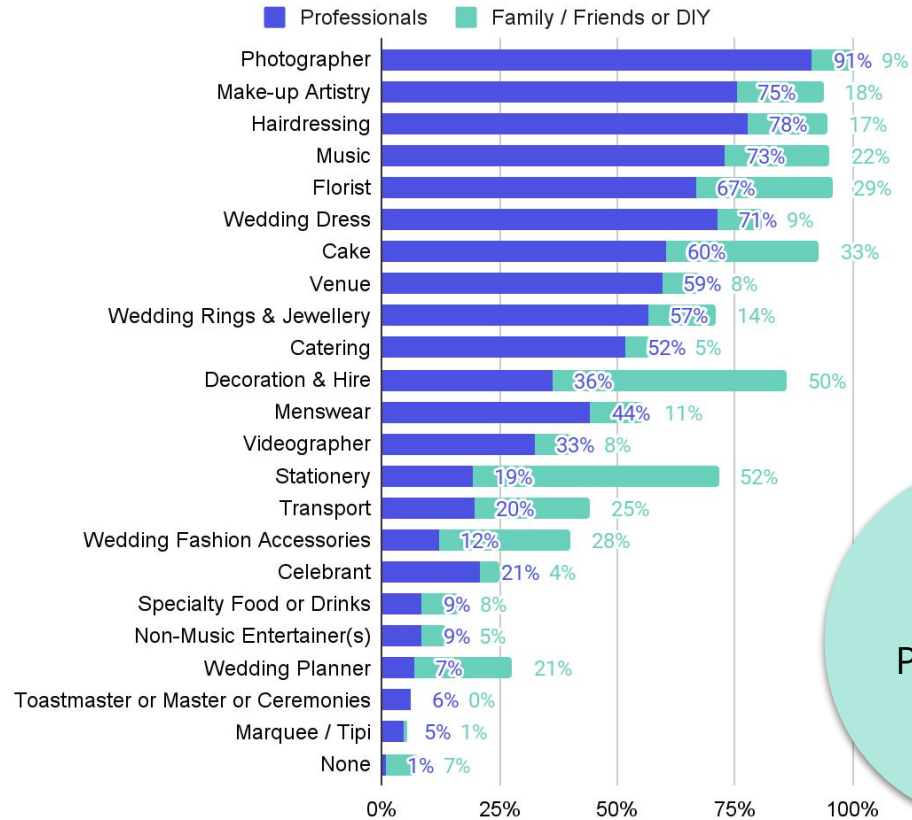
Working with Suppliers

Couples hire supplier categories with differing levels of frequency.

Photographers are the most commonly hired category with 95% of couples hiring a pro photographer.

Beauty suppliers are also popular with make-up artists (76%) and hairdressers (76%) being hired for most weddings.

Use of Professionals vs DIY Wedding Suppliers



Average of
9
Professional categories
hired

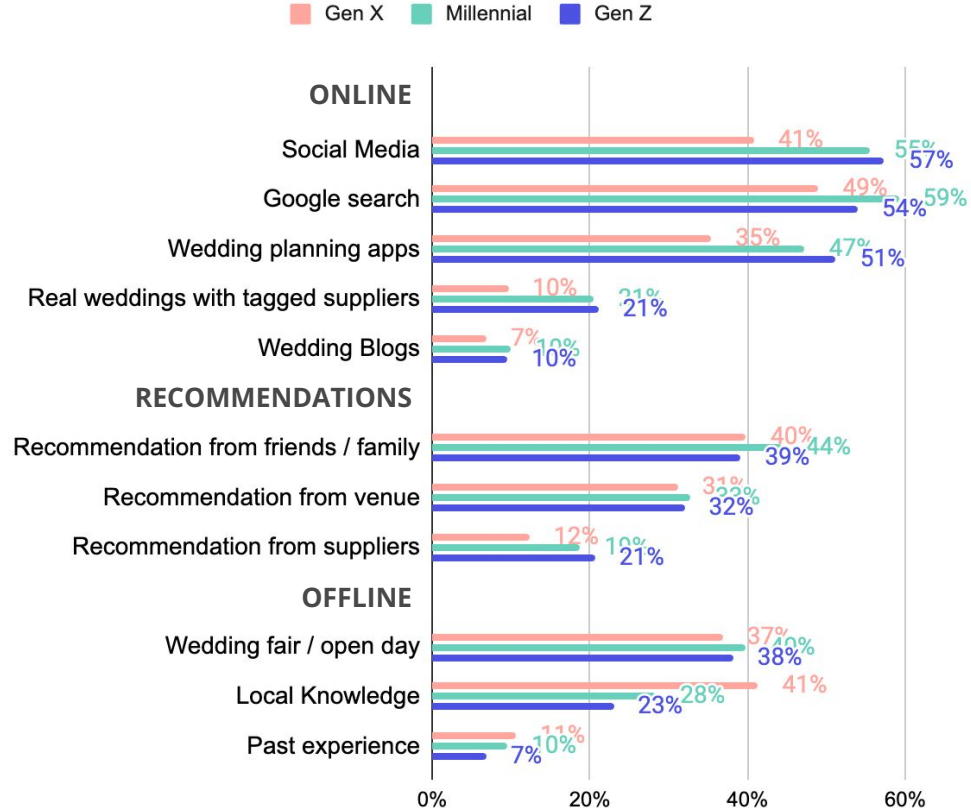


Couples discover businesses primarily online.

Younger couples rely on digital resources like social media, Google and wedding apps for discovering venues and suppliers.

They are more likely to view real weddings compared to Gen X couples.

Venue & Supplier Discovery Resources Used

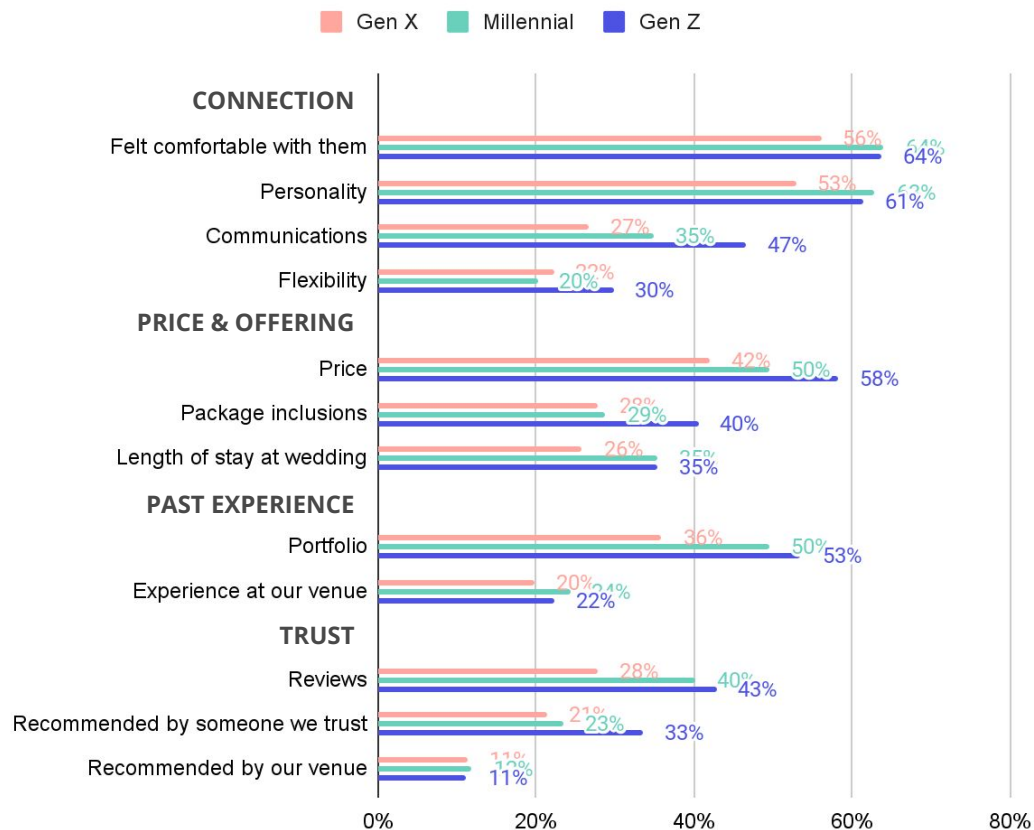


Couples want to feel a connection with their photographer.

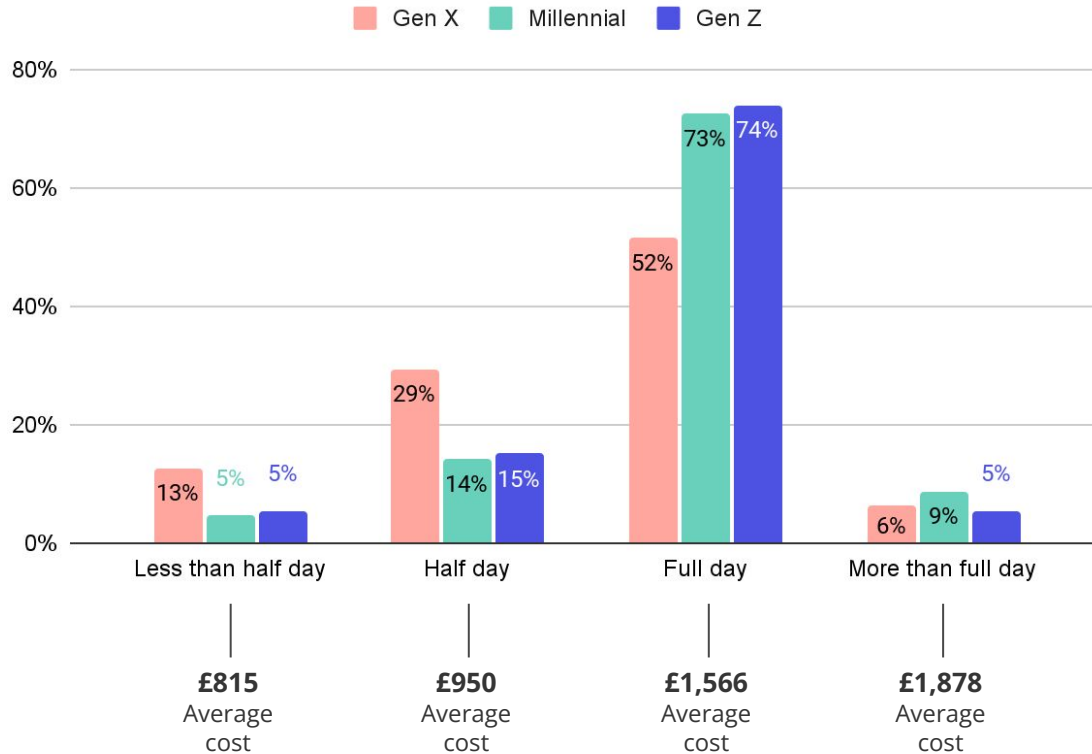
Couples prioritise their level of comfort, personality and price when selecting a photographer.

Businesses can leverage this by bringing their personality through in descriptions, photos and 'behind the scenes' content. Help them get to know the person behind the lens.

Top Selling Points of Booked Photographer



Photographer's Length of Coverage

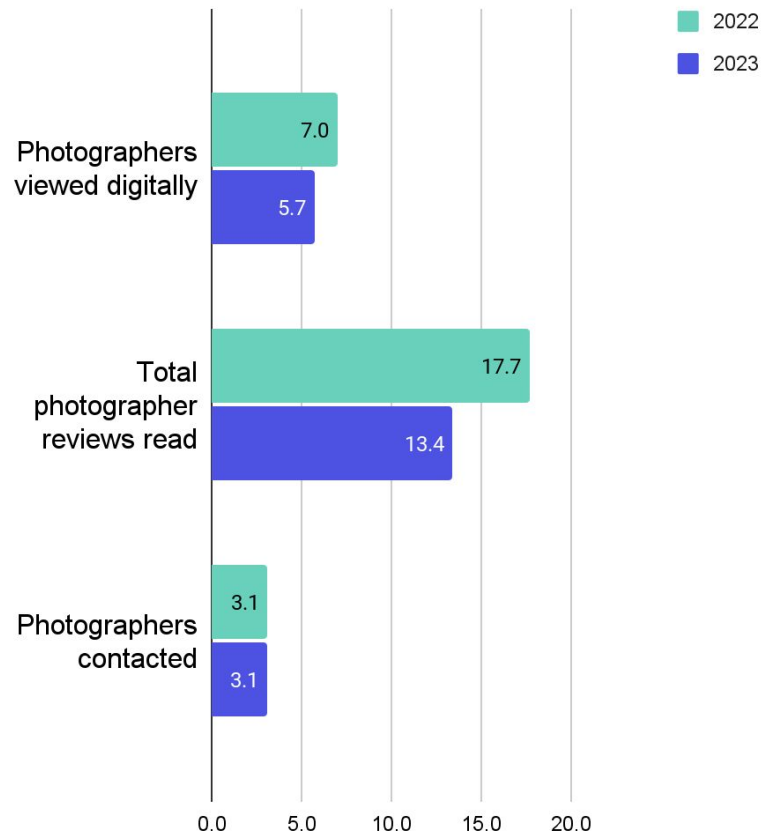


Younger couples want photographers to stay for the full-day.

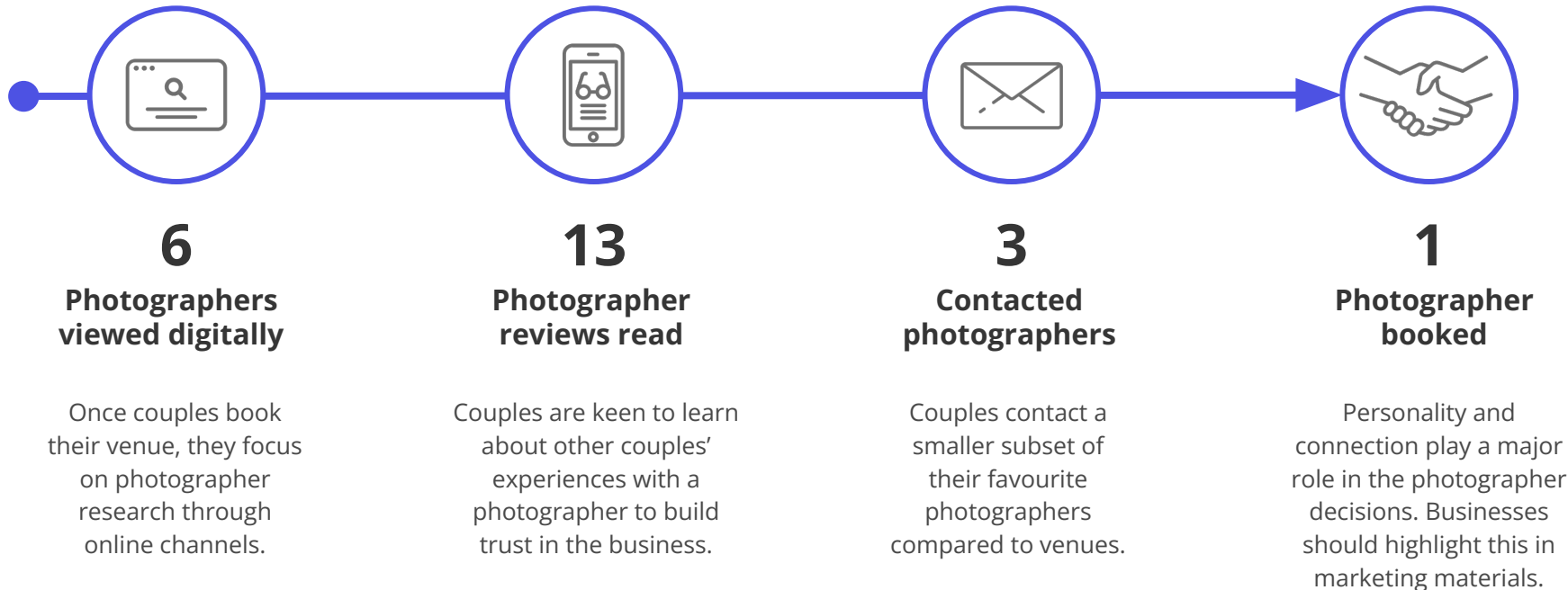
Three-quarters of Millennials and Gen Z are opting for full day coverage, while older Gen X couples are happy with less coverage.

Couples consider fewer photographers compared to venues.

Today's couples view nearly 6 photographers, read 13 reviews and contact 3.



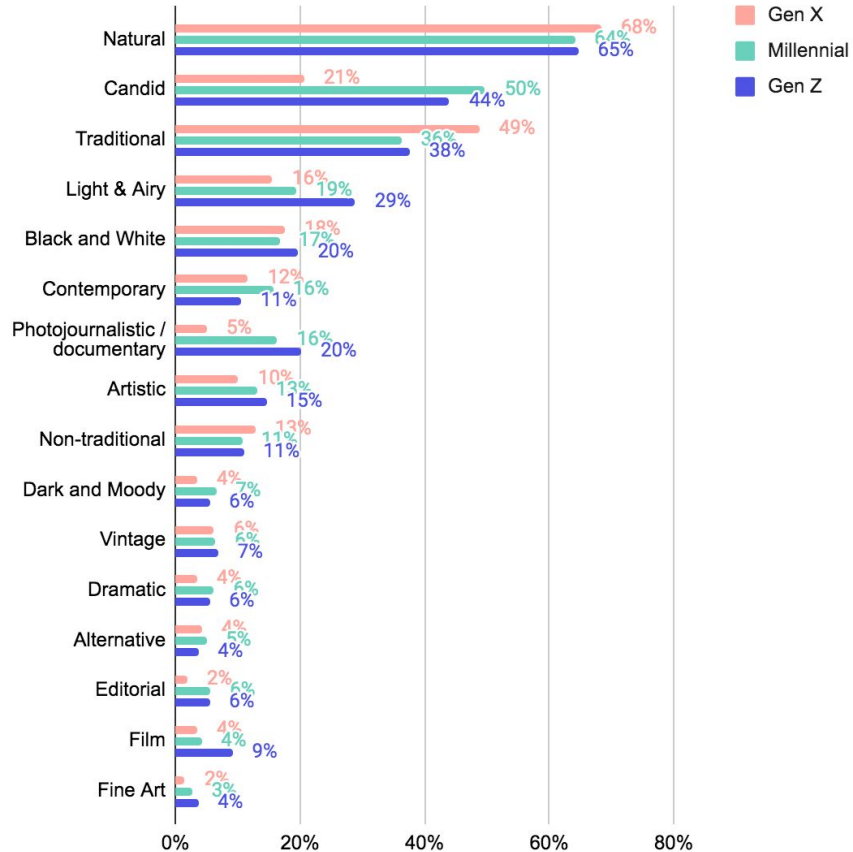
The Photographer Decision Process



Natural and candid photography styles are the top choices for today's couples.

Gen Z and Millennial couples are keen to have the day captured in a natural way, with candid, photojournalistic / documentary style more popular with these audiences.

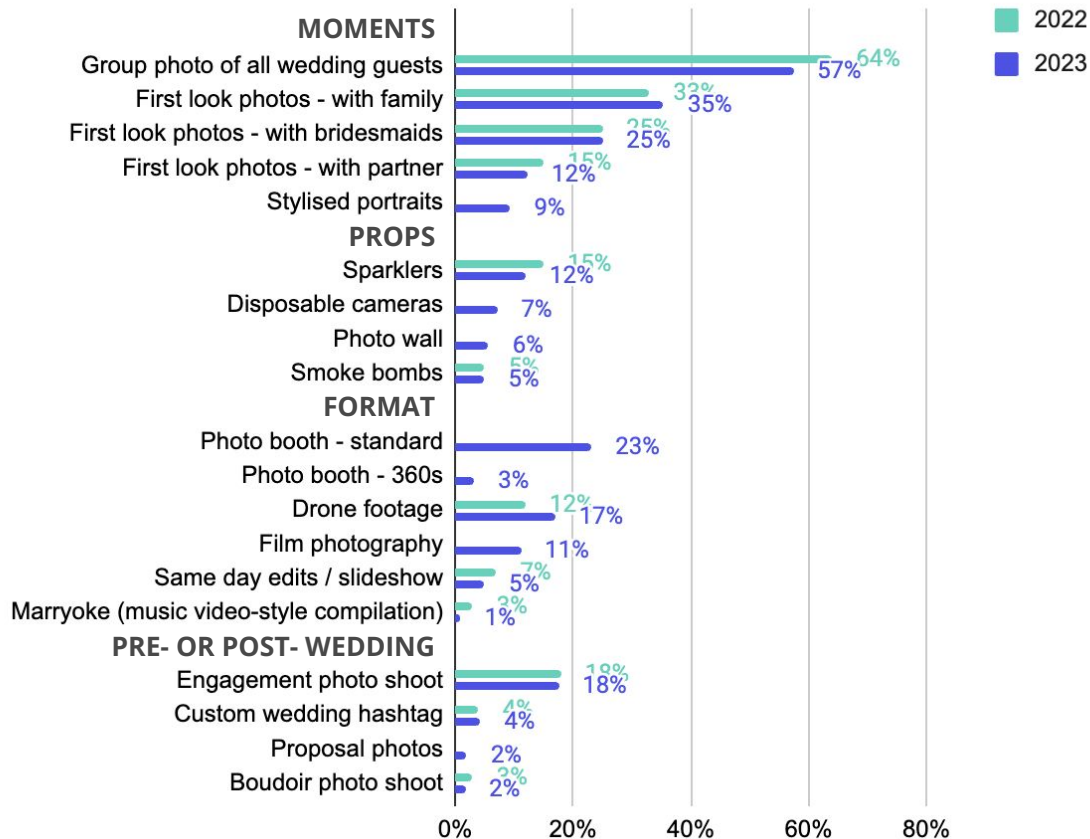
Style of Wedding Photography



Group photos and first looks remain popular, with drone footage rising.

1-in-4 couples (26%) of couples had photo booths, either standard or 360s.

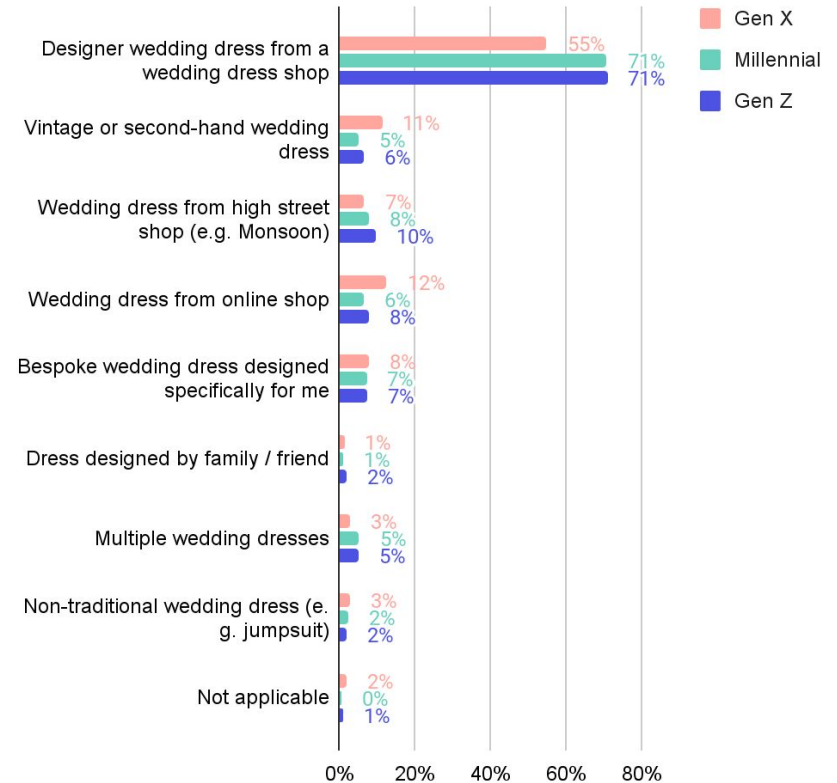
Wedding Imagery Trends



Three-quarters of brides purchase a designer dress from a wedding dress shop.

10% of Gen Z (vs 7% of Gen X or 8% of Millennials) are more likely to purchase their wedding dress from a high street shop.

Wedding Dress Type



Did you miss the Engagement Report?

Learn trends and style preferences among currently engaged.

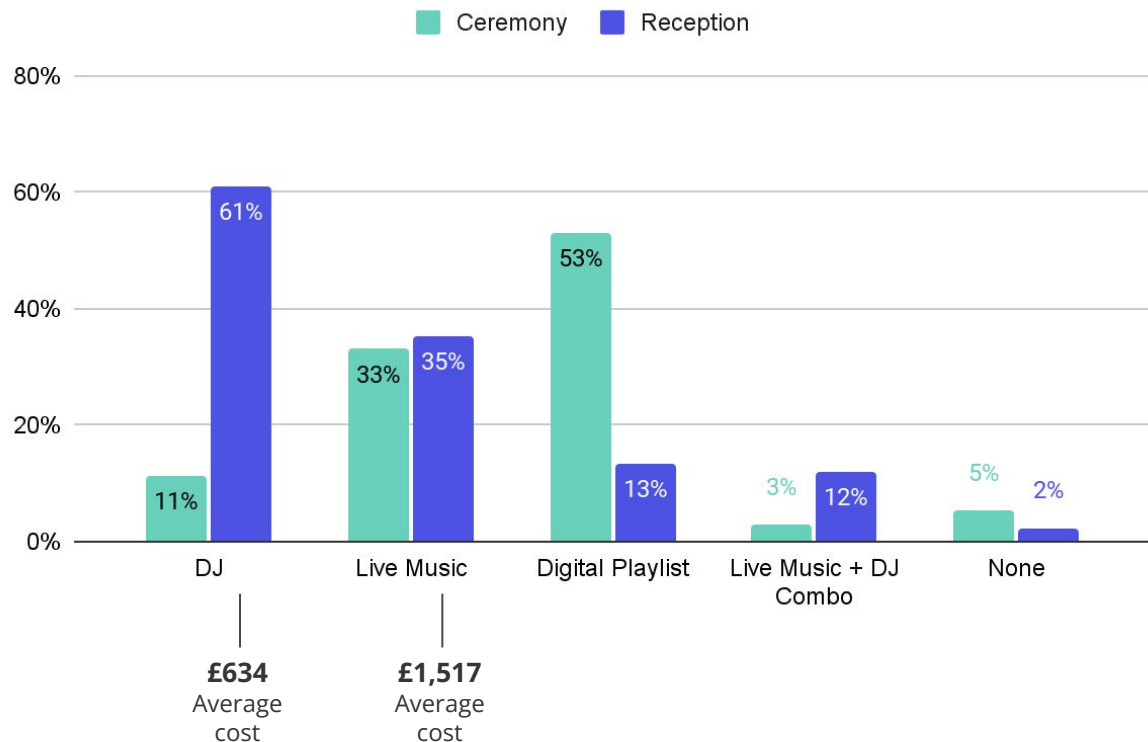


[Download the Engagement Report](#)

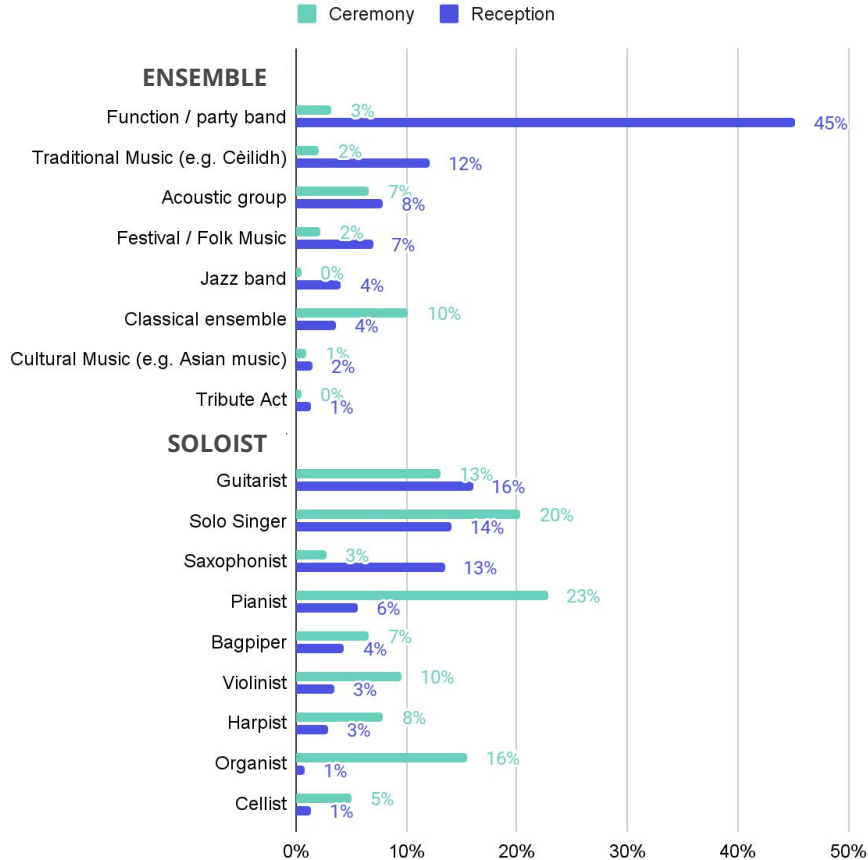
DJs are the top choice for reception music while playlists are the favourite for ceremonies.

One-third of weddings had live music at their ceremonies and/or receptions.

Type of Music at Wedding



Type of Live Music Featured



Function bands, soloist guitarists, singers and saxophonists are the top live music choices for receptions.

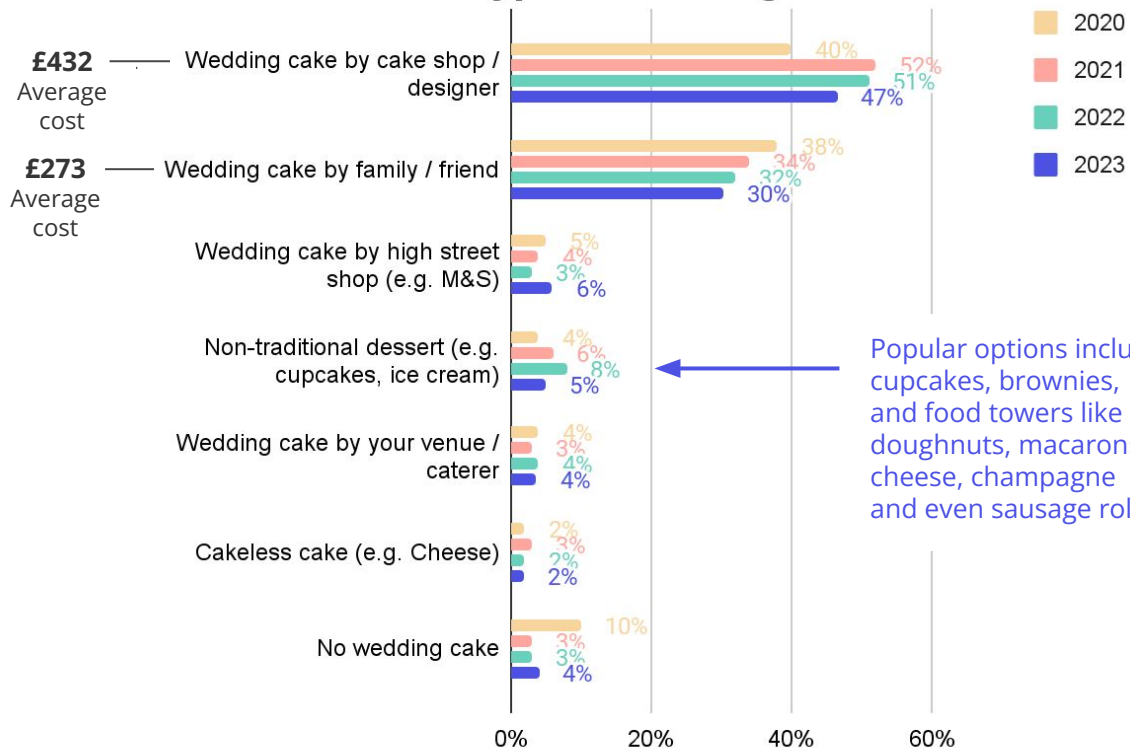
For wedding ceremonies, couples favour pianists, solo singers and organists.

Half of couples use a professional cake designer.

Cakes by family / friends have declined while simpler cakes by high street shops have grown.

The tower has become a popular non-traditional dessert option with couples incorporating towers of doughnuts, macarons and more.

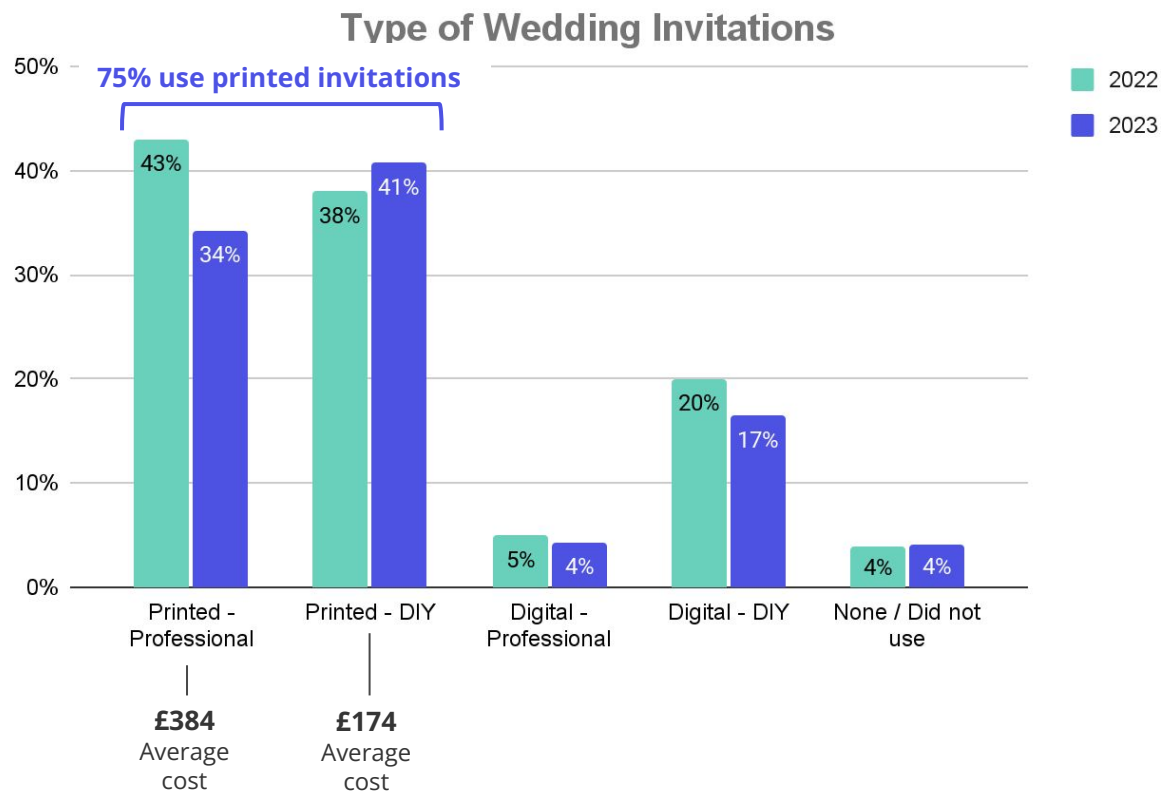
Type of Wedding Cake



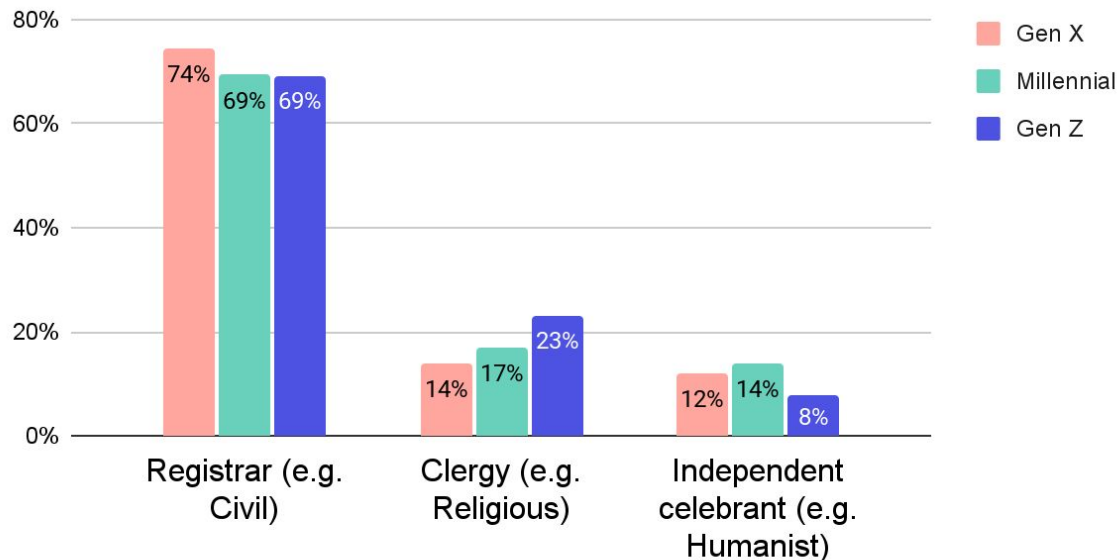
Popular options include cupcakes, brownies, and food towers like doughnuts, macarons, cheese, champagne and even sausage rolls!

Printing DIY wedding invitations increased in 2023, while professional printing declined.

A smaller proportion of couples are getting professionally printed stationery, but the majority of couples (75%) still use printed invitations.



Type of Officiant



Most couples are married by civil registrars.

Ceremonies officiated by registrars are most common across the UK, but around 1-in-10 couples are choosing independent celebrants to officiate their weddings.

The younger Gen Z audience is the segment most likely to host a religious ceremony.

Businesses thrive with Bridebook's support.



Eden Barn

1 review GB



13 Dec 2023

Brilliant support for Venues

We love be support that Bride Book give to venues. We are a family owned barn wedding venue and it's great to be able to tap into a wider resource, statistics and trends to help with marketing. Hamish and his team were a great help through the Covid years too. Thank you, The Harker's, Eden Barn

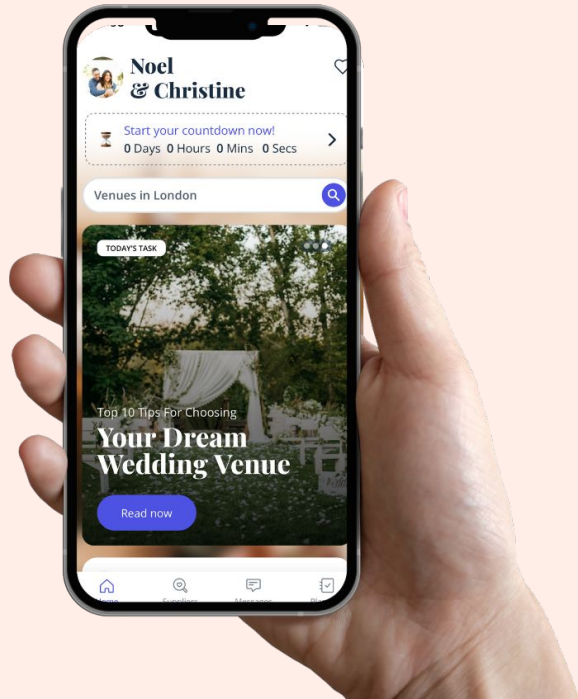
Date of experience: 13 December 2023



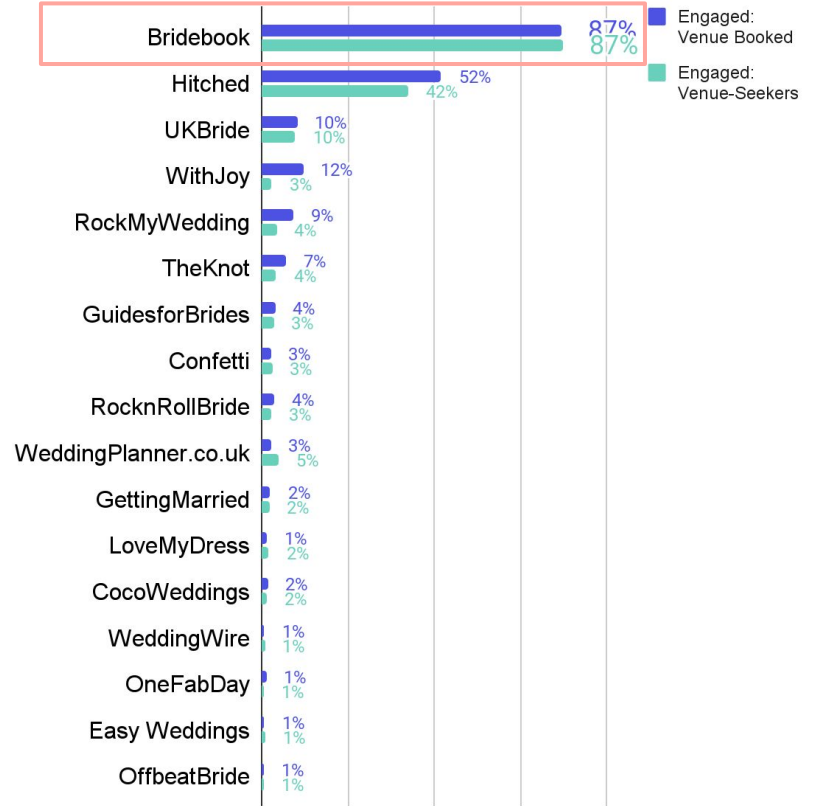
PART 5

Planning process and preferences

Nearly 90% of venue-seeking couples use Bridebook.



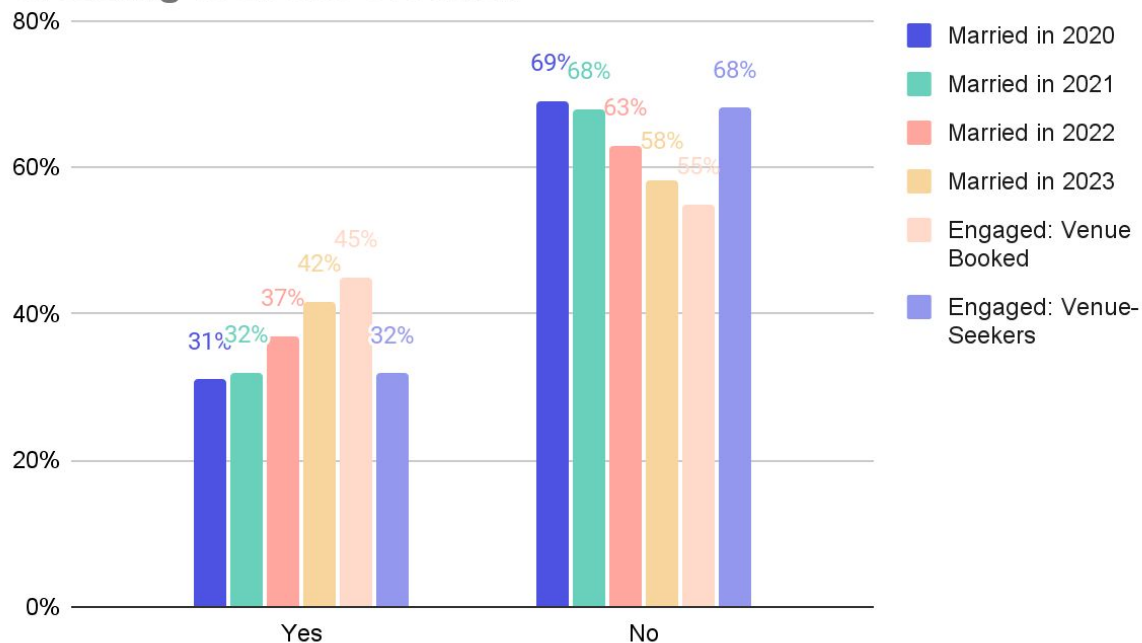
Digital platforms used for any aspect of planning



Couples increasingly find wedding websites a useful method to share wedding info.

Nearly half of couples are creating wedding websites. Couples are more likely to use wedding websites if they've already booked their venue.

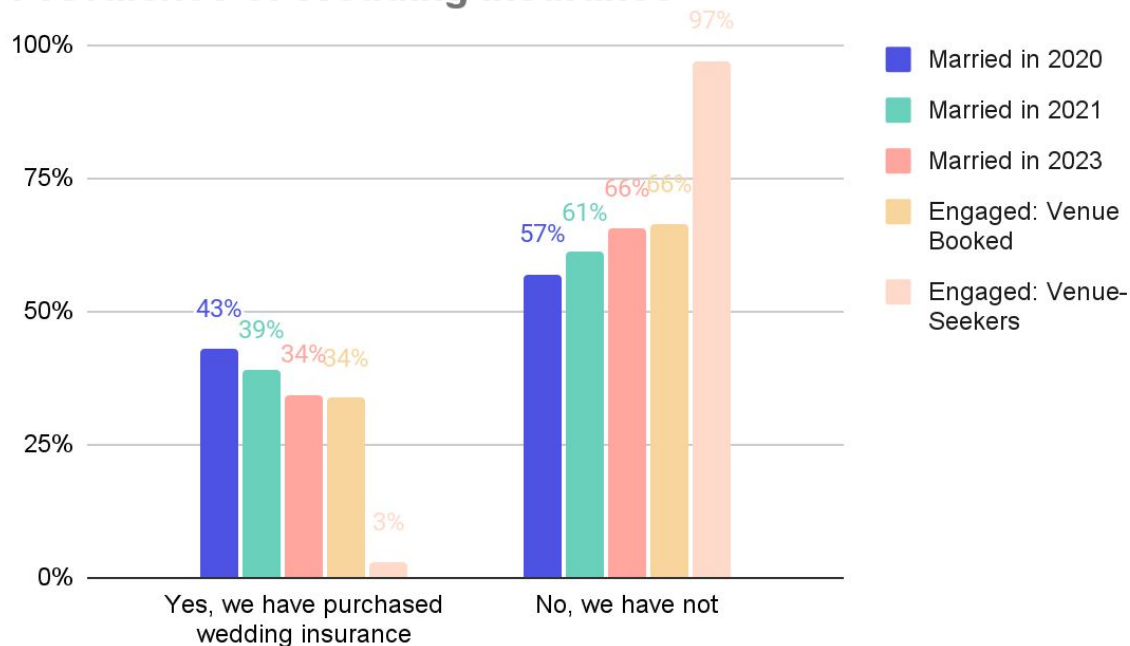
Wedding Website Creation



The purchase of wedding insurance has declined since Covid, from 43% in 2020 to 34% in 2023.

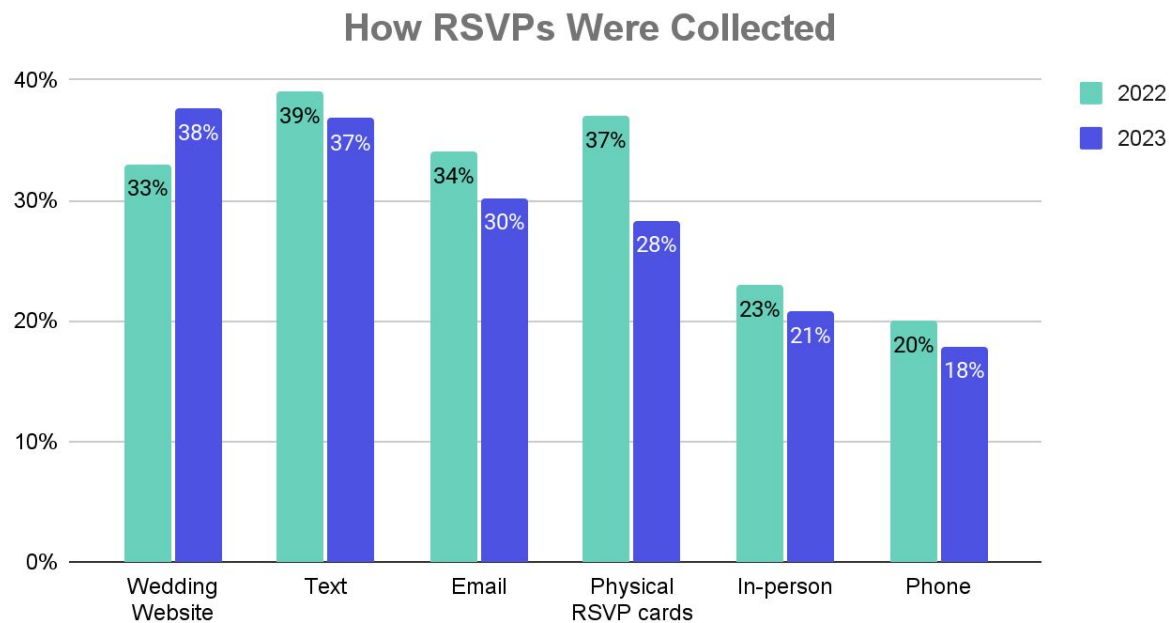
Couples are unlikely to purchase wedding insurance until they've booked their wedding venue. Only 3% of venue-seekers purchase wedding insurance.

Prevalence of Wedding Insurance



In 2023, wedding websites and text were the most common method of gathering RSVPs.

Physical RSVP cards fell from 37% in 2022 to 28% in 2023 highlighting the shift towards digital planning.



With 8,000+ reviews on the Apple app store, The Bridebook app is loved by couples for discovering venues and suppliers.



Rosiepoo19, 02/10/2023

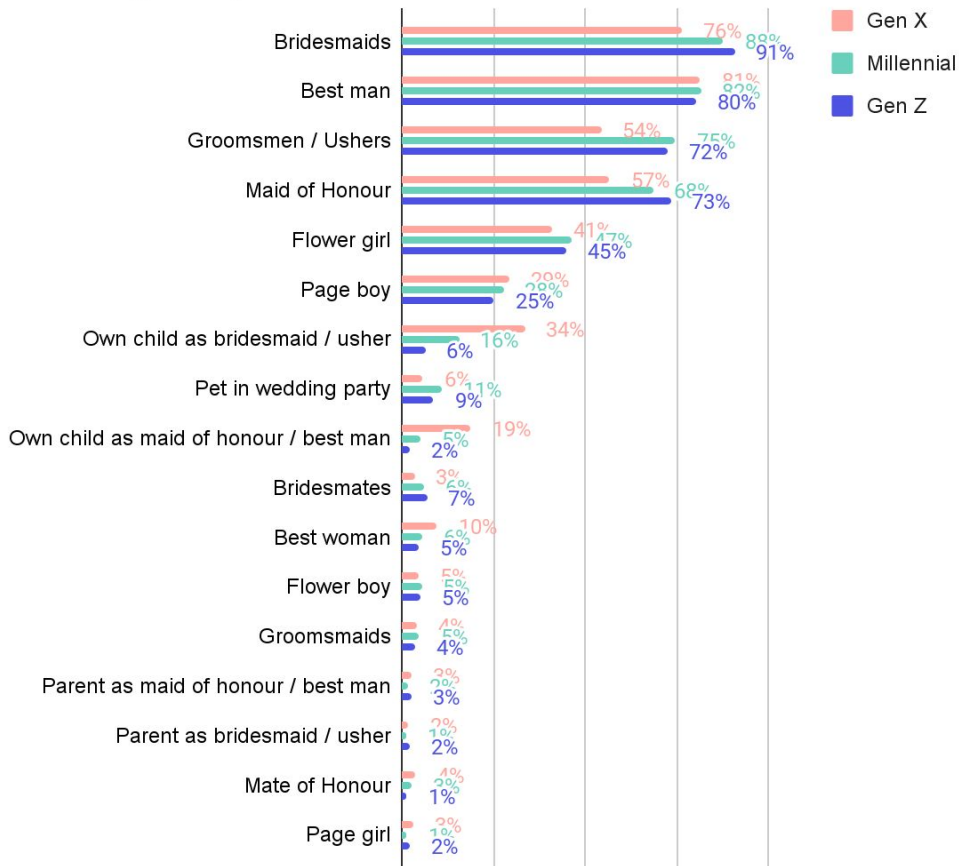
Perfect planning app!

I absolutely love this app! We're in the early stages of planning our wedding and I got very overwhelmed with the choice of venues. A Google search only showed me a few with no information about them. The Bridebook app helped me choose a venue, within my budget, check out the venues packages, view their brochure and menu, and then contact them directly for more information, all from the app. A few clicks and I've booked a showround. I've also picked a few potential suppliers and kept them in my favourites. The best thing is I've been able to add my fiancé to the same account so he can see exactly what I'm doing, chat to the suppliers and get his opinion. I would definitely recommend this app if your planning your wedding.

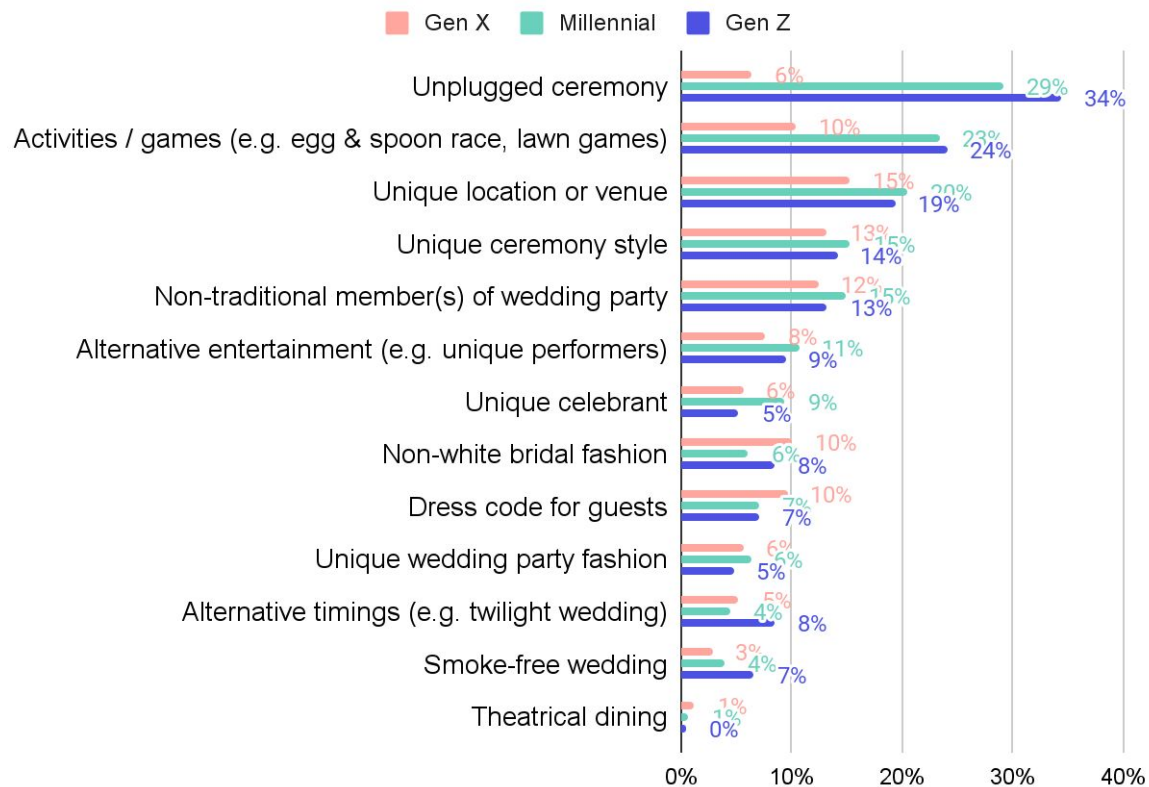
Older couples are more likely to have their children in their wedding party.

In 2023, younger couples were more likely to have pets involved with 11% of Millennials and 9% of Gen Z (vs 6% Gen X) having their furry friends in the wedding party.

Wedding Party Members



Non-Traditional Wedding Features



1-in-3 younger couples want an unplugged ceremony, while 1-in-4 want games at their wedding.

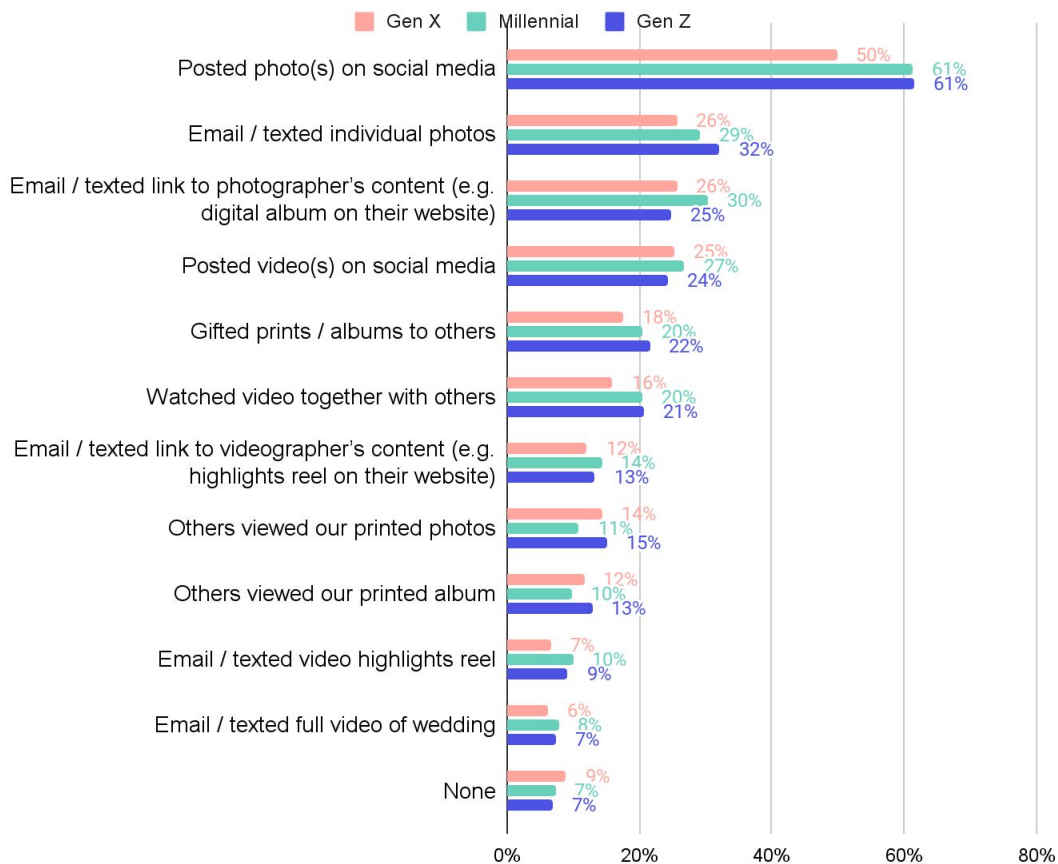
Younger couples were more likely to incorporate features to make their weddings feel non-traditional versus older Gen X couples.

Gen Z in particular were most likely to host alternative timing or smoke-free weddings.

Couples are keen to share their wedding photos. 2-in-3 Gen Z couples post pics while 1-in-4 post videos on social media.

Posting on social media is the top method of choice for sharing imagery after their wedding.

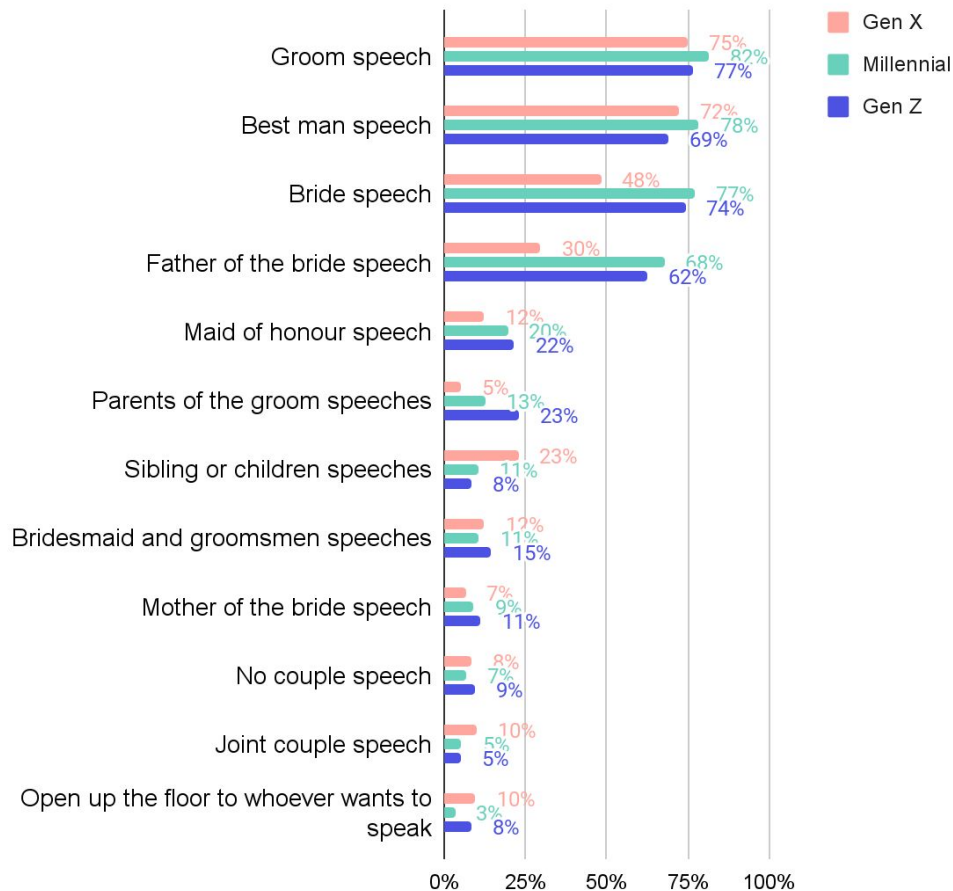
Methods of Sharing Imagery



Younger Gen Z couples are more likely to have their parents speak at their weddings.

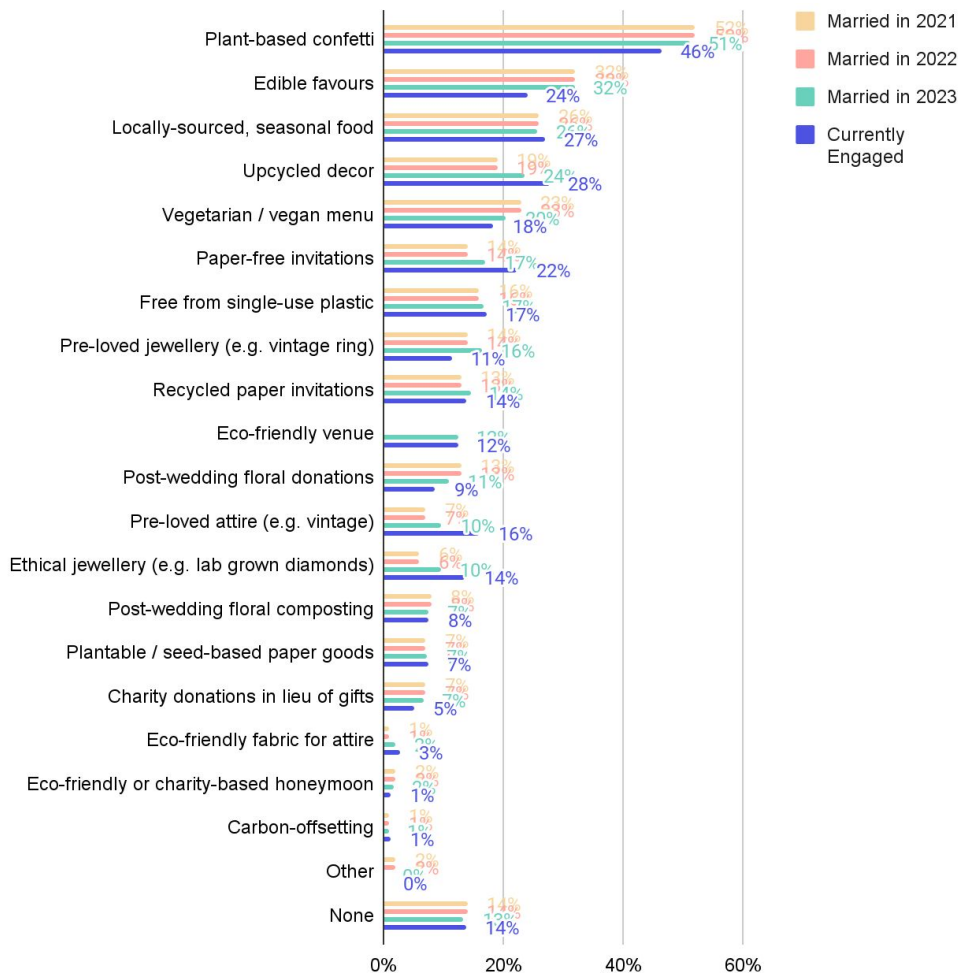
Older Gen X couples are more likely to have their siblings or children offer speeches at their weddings compared to younger generations.

Wedding Speeches



Sustainability efforts rose in 2023, especially: upcycled decor, paper-free invitations, pre-loved attire and ethical jewellery.

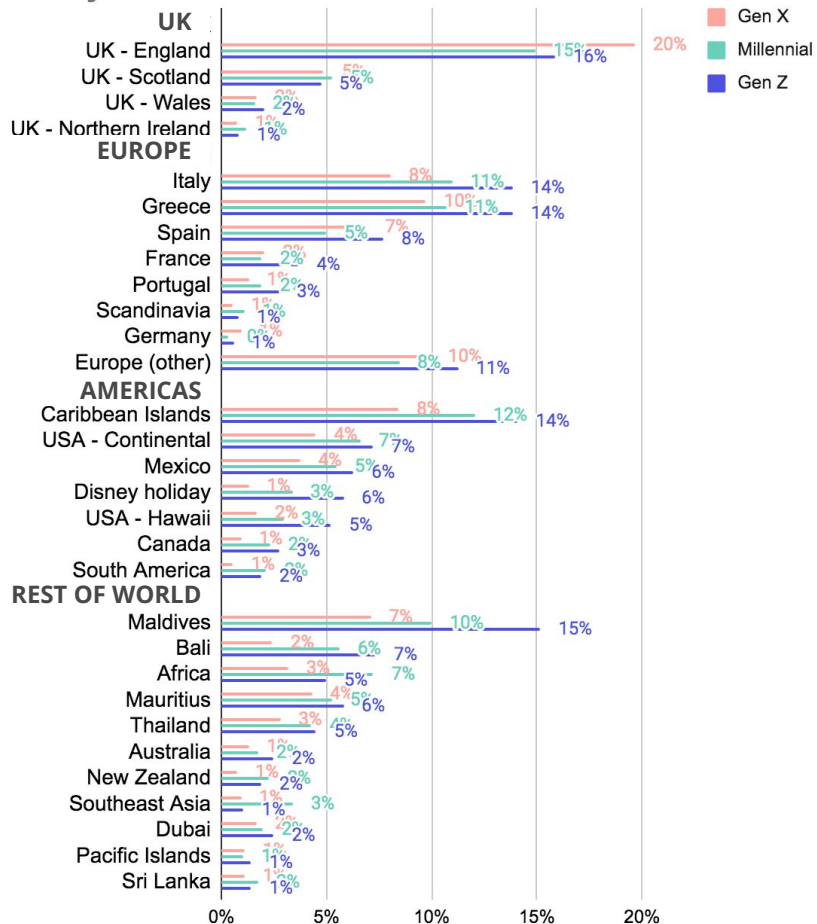
Ethical jewellery (e.g. lab grown diamonds) nearly doubled from 6% in 2022 to 10% in 2023.



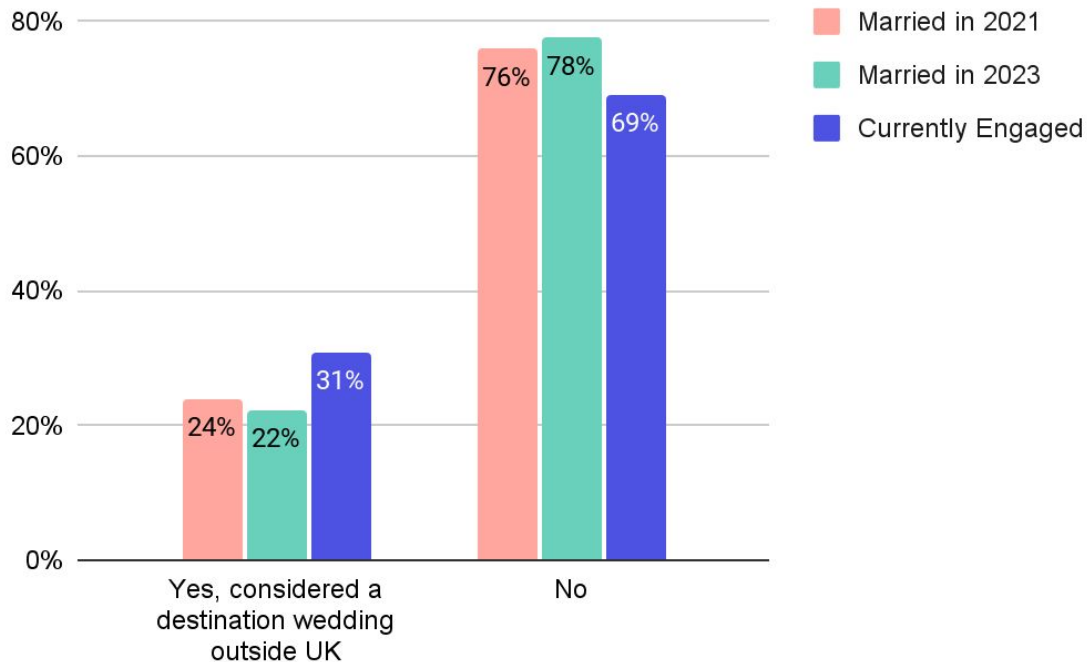
Gen Z favour the beaches of the Maldives, Caribbean, Greece and Italy for their honeymoon.

While older couples were most likely to stay within England for their honeymoon, younger couples are looking to travel more.

Honeymoon Destinations



Consideration for Destination Wedding



More currently engaged couples vs those married in 2023 are considering weddings abroad.

While 22% of couples married in 2023 considered destination weddings, 31% of engaged are thinking about this option.

Thank you!

Join a community of businesses, professionals and artists who make wedding dreams come true. Showcase your services, match with the right couples, and grow your wedding business with Bridebook.

[Book a call](#) with the team today to learn how you can connect with thousands of UK couples on Bridebook.

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<https://partners.bridebook.com>

Chat:

business@bridebook.co.uk



The Telegraph



MailOnline

“Bridebook is the highest rated wedding app in the world”

“Keep on top of every detail with Bridebook”

“Bridebook is taking the wedding world by storm”

**Get discovered.
Get booked.
Get ahead.**

 BRIDEBOOK