

Planner/Coordinator Wedding Market Report

For: Limestone TX - (County)

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Market Totals

Location: Limestone TX - (County)

Category: Totals

Item: Market Totals

156		\$21,116	\$12,341	
2025 Weddings & Demand		2025 Avg Spend	2025 Median Spend	
Year	Number of Weddings	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	177	\$16,118	\$0	\$2,852,886
2009	172	\$14,747	\$0	\$2,536,484
2010	179	\$17,181	\$0	\$3,075,399
2011	180	\$16,556	\$0	\$2,980,080
2012	187	\$16,513	\$0	\$3,087,931
2013	181	\$16,879	\$0	\$3,055,099
2014	179	\$17,714	\$0	\$3,170,806
2015	190	\$18,296	\$0	\$3,476,240
2016	188	\$18,120	\$0	\$3,406,560
2017	191	\$18,121	\$0	\$3,461,111
2018	165	\$17,198	\$0	\$2,837,670
2019	132	\$17,213	\$9,231	\$2,272,116
2020	143	\$14,253	\$7,969	\$2,038,179
2021	158	\$18,235	\$9,773	\$2,881,130
2022	158	\$19,618	\$11,137	\$3,099,644
2023	162	\$19,891	\$11,197	\$3,222,342
2024	158	\$20,486	\$11,849	\$3,236,788
2025	156	\$21,116	\$12,341	\$3,294,096
2026	154	\$21,893	\$0	\$3,371,522
2027	151	\$22,583	\$0	\$3,410,033

Year	Number of Weddings	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2028	149	\$22,803	\$0	\$3,397,647

Note About Data

Years 2020, 2021, 2022, 2023 reflect changes based on COVID-19

This data reflects what couples actually report across a wide range of budgets, demographics, and wedding styles. It includes both new and used items, professional services, and even help from friends or family. Spending may seem lower than some are used to - that's intentional. It provides a clearer, more realistic view of how most couples actually prioritize and spend, which can be a real advantage when making smart, real-world business decisions.

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Planner/Coordinator - Customized Planning Package

Item Totals

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Customized Planning Package - This service provides planning assistance for specific areas making it ideal for couples who have handled some tasks but require guidance to finalize the remaining details.

16 - 10%		\$2,421		\$2,000	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	16	10%	\$2,344	\$2,000	\$37,035
2025	16	10%	\$2,421	\$2,000	\$37,768
2026	15	10%	\$2,490	\$0	\$38,346
2027	15	10%	\$2,540	\$0	\$38,354
2028	15	10%	\$2,562	\$0	\$38,174

Note About Data

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Spending Ranges

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Customized Planning Package

16

2025 Weddings

\$2,421

2025 Avg Spend

\$2,000

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$500	27.6%	4	\$ 1,104
2024	\$501 - \$2000	26.2%	4	\$ 5,240
2024	\$2001 - \$3500	17.9%	3	\$ 7,876
2024	\$3501 - \$5000	15.9%	3	\$ 10,812
2024	\$5000+	12.5%	2	\$ 15,000
2025				
2025	<\$500	27.0%	4	\$ 1,080
2025	\$501 - \$2000	25.5%	4	\$ 5,100
2025	\$2001 - \$3500	18.3%	3	\$ 8,052
2025	\$3501 - \$5000	16.4%	3	\$ 11,152
2025	\$5000+	12.8%	2	\$ 15,360

NOTE: Sum of the Spending Range total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

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Planner/Coordinator - Design And Decor Services

Item Totals

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Design And Decor Services - This specialized service focuses on creating the weddings aesthetic vision by sourcing and managing all visual elements including florals lighting and rentals to create a memorable experience.

16 - 10%		\$2,510		\$2,188	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	16	10%	\$2,431	\$2,188	\$38,410
2025	16	10%	\$2,510	\$2,188	\$39,156
2026	15	10%	\$2,580	\$0	\$39,732
2027	15	10%	\$2,633	\$0	\$39,758
2028	15	10%	\$2,656	\$0	\$39,574

Note About Data

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Spending Ranges

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Design And Decor Services

16

\$2,510

\$2,188

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$500	22.5%	4	\$ 900
2024	\$501 - \$2000	22.5%	4	\$ 4,500
2024	\$2001 - \$3500	22.6%	4	\$ 9,944
2024	\$3501 - \$5000	17.9%	3	\$ 12,172
2024	\$5000+	14.5%	2	\$ 17,400
2025				
2025	<\$500	22.4%	4	\$ 896
2025	\$501 - \$2000	22.4%	4	\$ 4,480
2025	\$2001 - \$3500	22.5%	4	\$ 9,900
2025	\$3501 - \$5000	18.1%	3	\$ 12,308
2025	\$5000+	14.7%	2	\$ 17,640

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Planner/Coordinator - Destination Wedding Planning

Item Totals

Location: Limestone TX - (County)
Category: Planner/Coordinator
Item: Destination Wedding Planning - This is a specialized service for weddings held far from the couples home that manages complex logistics like travel accommodations and sourcing vendors in an unfamiliar location.

16 - 10%		\$4,884		\$4,376	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	16	10%	\$4,729	\$4,376	\$74,718
2025	16	10%	\$4,884	\$4,376	\$76,190
2026	15	10%	\$5,021	\$0	\$77,323
2027	15	10%	\$5,123	\$0	\$77,357
2028	15	10%	\$5,168	\$0	\$77,003

Note About Data

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Spending Ranges

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Destination Wedding Planning

16

\$4,884

\$4,376

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$1000	22.9%	4	\$ 1,832
2024	\$1001 - \$4000	22.9%	4	\$ 9,160
2024	\$4001 - \$7000	23.0%	4	\$ 20,240
2024	\$7001 - \$10000	17.5%	3	\$ 23,800
2024	\$10000+	13.7%	2	\$ 32,880
2025				
2025	<\$1000	22.8%	4	\$ 1,824
2025	\$1001 - \$4000	22.8%	4	\$ 9,120
2025	\$4001 - \$7000	22.8%	4	\$ 20,064
2025	\$7001 - \$10000	17.6%	3	\$ 23,936
2025	\$10000+	13.9%	2	\$ 33,360

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Planner/Coordinator - Hourly Services

Item Totals

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Hourly Services - This a la carte option allows couples to hire a planner for a set number of hours to get expert help on specific tasks such as reviewing contracts or creating a budget.

16 - 10%		\$1,542		\$475	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	18	10%	\$1,359	\$0	\$24,054
2009	17	10%	\$1,136	\$0	\$19,539
2010	18	10%	\$1,824	\$0	\$32,650
2011	18	10%	\$1,673	\$0	\$30,114
2012	19	10%	\$1,654	\$0	\$30,930
2013	18	10%	\$1,703	\$0	\$30,824
2014	18	10%	\$1,696	\$0	\$30,358
2015	19	10%	\$1,688	\$0	\$32,072
2016	19	10%	\$1,657	\$0	\$31,152
2017	19	10%	\$1,659	\$0	\$31,687
2018	17	10%	\$1,651	\$0	\$27,242
2019	13	10%	\$1,649	\$469	\$21,767
2020	14	10%	\$1,673	\$500	\$23,924
2021	16	10%	\$1,798	\$584	\$28,408
2022	16	10%	\$1,636	\$500	\$25,849
2023	16	10%	\$1,598	\$475	\$25,888
2024	16	10%	\$1,568	\$475	\$24,774
2025	16	10%	\$1,542	\$475	\$24,055

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	15	10%	\$1,529	\$0	\$23,547
2027	15	10%	\$1,520	\$0	\$22,952
2028	15	10%	\$1,508	\$0	\$22,469

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Spending Ranges

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Hourly Services

16

\$1,542

\$475

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$250	23.0%	3	\$ 374
2019	\$251 - \$500	27.4%	4	\$ 1,336
2019	\$501 - \$1000	18.4%	2	\$ 1,794
2019	\$1001 - \$2000	17.6%	2	\$ 3,432
2019	\$2000+	13.7%	2	\$ 5,343
2020				
2020	<\$250	22.8%	3	\$ 399
2020	\$251 - \$500	27.1%	4	\$ 1,423
2020	\$501 - \$1000	18.5%	3	\$ 1,943
2020	\$1001 - \$2000	17.7%	2	\$ 3,717
2020	\$2000+	13.8%	2	\$ 5,796
2021				
2021	<\$250	20.5%	3	\$ 410
2021	\$251 - \$500	25.0%	4	\$ 1,500
2021	\$501 - \$1000	20.1%	3	\$ 2,412
2021	\$1001 - \$2000	19.3%	3	\$ 4,632
2021	\$2000+	15.1%	2	\$ 7,248
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$250	23.2%	4	\$ 464
2022	\$251 - \$500	27.6%	4	\$ 1,656
2022	\$501 - \$1000	18.2%	3	\$ 2,184
2022	\$1001 - \$2000	17.4%	3	\$ 4,176
2022	\$2000+	13.6%	2	\$ 6,528

2023

2023	<\$250	24.0%	4	\$ 480
2023	\$251 - \$500	28.2%	5	\$ 1,692
2023	\$501 - \$1000	17.7%	3	\$ 2,124
2023	\$1001 - \$2000	16.9%	3	\$ 4,056
2023	\$2000+	13.2%	2	\$ 6,336

2024

2024	<\$250	24.4%	4	\$ 488
2024	\$251 - \$500	28.6%	5	\$ 1,716
2024	\$501 - \$1000	17.4%	3	\$ 2,088
2024	\$1001 - \$2000	16.6%	3	\$ 3,984
2024	\$2000+	12.9%	2	\$ 6,192

2025

2025	<\$250	24.8%	4	\$ 496
2025	\$251 - \$500	29.0%	5	\$ 1,740
2025	\$501 - \$1000	17.1%	3	\$ 2,052
2025	\$1001 - \$2000	16.4%	3	\$ 3,936
2025	\$2000+	12.7%	2	\$ 6,096

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Planner/Coordinator - Wedding Coordinator

Item Totals

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Wedding Coordinator - This logistical service begins about four to six weeks before the wedding to finalize vendor details create a timeline and manage the seamless execution of the event on the day itself.

16 - 10%

\$1,413

\$450

2025 Weddings & Demand

2025 Avg Spend

2025 Median Spend

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	18	10%	\$1,524	\$0	\$26,975
2009	17	10%	\$1,551	\$0	\$26,677
2010	18	10%	\$1,955	\$0	\$34,995
2011	18	10%	\$1,908	\$0	\$34,344
2012	19	10%	\$1,885	\$0	\$35,250
2013	18	10%	\$1,804	\$0	\$32,652
2014	18	10%	\$1,786	\$0	\$31,969
2015	19	10%	\$1,753	\$0	\$33,307
2016	19	10%	\$1,708	\$0	\$32,110
2017	19	10%	\$1,707	\$0	\$32,604
2018	17	10%	\$1,681	\$0	\$27,737
2019	13	10%	\$1,681	\$500	\$22,189
2020	14	10%	\$1,704	\$626	\$24,367
2021	16	10%	\$1,436	\$475	\$22,689
2022	16	10%	\$1,459	\$500	\$23,052
2023	16	10%	\$1,427	\$475	\$23,117
2024	16	10%	\$1,410	\$450	\$22,278
2025	16	10%	\$1,413	\$450	\$22,043

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	15	10%	\$1,423	\$0	\$21,914
2027	15	10%	\$1,432	\$0	\$21,623
2028	15	10%	\$1,430	\$0	\$21,307

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Spending Ranges

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Wedding Coordinator

16

\$1,413

\$450

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$250	20.2%	3	\$ 328
2019	\$251 - \$500	25.2%	3	\$ 1,229
2019	\$501 - \$1000	25.2%	3	\$ 2,457
2019	\$1001 - \$2000	18.0%	2	\$ 3,510
2019	\$2000+	11.5%	1	\$ 4,485
2020				
2020	<\$250	20.0%	3	\$ 350
2020	\$251 - \$500	25.0%	4	\$ 1,313
2020	\$501 - \$1000	25.4%	4	\$ 2,667
2020	\$1001 - \$2000	18.1%	3	\$ 3,801
2020	\$2000+	11.6%	2	\$ 4,872
2021				
2021	<\$250	24.2%	4	\$ 484
2021	\$251 - \$500	28.6%	5	\$ 1,716
2021	\$501 - \$1000	22.0%	4	\$ 2,640
2021	\$1001 - \$2000	15.4%	2	\$ 3,696
2021	\$2000+	9.7%	2	\$ 4,656
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$250	23.8%	4	\$ 476
2022	\$251 - \$500	28.2%	5	\$ 1,692
2022	\$501 - \$1000	22.4%	4	\$ 2,688
2022	\$1001 - \$2000	15.7%	3	\$ 3,768
2022	\$2000+	9.9%	2	\$ 4,752

2023

2023	<\$250	24.5%	4	\$ 490
2023	\$251 - \$500	28.7%	5	\$ 1,722
2023	\$501 - \$1000	21.9%	4	\$ 2,628
2023	\$1001 - \$2000	15.3%	2	\$ 3,672
2023	\$2000+	9.6%	2	\$ 4,608

2024

2024	<\$250	24.7%	4	\$ 494
2024	\$251 - \$500	28.9%	5	\$ 1,734
2024	\$501 - \$1000	21.7%	3	\$ 2,604
2024	\$1001 - \$2000	15.1%	2	\$ 3,624
2024	\$2000+	9.5%	2	\$ 4,560

2025

2025	<\$250	24.6%	4	\$ 492
2025	\$251 - \$500	28.9%	5	\$ 1,734
2025	\$501 - \$1000	21.8%	3	\$ 2,616
2025	\$1001 - \$2000	15.2%	2	\$ 3,648
2025	\$2000+	9.6%	2	\$ 4,608

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Planner/Coordinator - Wedding Planner

Item Totals

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Wedding Planner - This comprehensive option involves the planner managing every detail of the wedding from the initial concept and budget to vendor selection and complete event execution.

16 - 10%

\$3,124

\$1,334

2025 Weddings & Demand

2025 Avg Spend

2025 Median Spend

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	18	10%	\$1,766	\$0	\$31,258
2009	17	10%	\$1,843	\$0	\$31,700
2010	18	10%	\$2,268	\$0	\$40,597
2011	18	10%	\$3,181	\$0	\$57,258
2012	19	10%	\$3,140	\$0	\$58,718
2013	18	10%	\$2,984	\$0	\$54,010
2014	18	10%	\$2,730	\$0	\$48,867
2015	19	10%	\$2,648	\$0	\$50,312
2016	19	10%	\$2,528	\$0	\$47,526
2017	19	10%	\$2,519	\$0	\$48,113
2018	17	10%	\$2,481	\$0	\$40,937
2019	13	10%	\$2,473	\$813	\$32,644
2020	14	10%	\$2,513	\$875	\$35,936
2021	16	10%	\$2,479	\$938	\$39,168
2022	16	10%	\$2,908	\$1,000	\$45,946
2023	16	10%	\$2,910	\$1,000	\$47,142
2024	16	10%	\$2,917	\$1,000	\$46,089
2025	16	10%	\$3,124	\$1,334	\$48,734

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	15	10%	\$3,298	\$0	\$50,789
2027	15	10%	\$3,425	\$0	\$51,718
2028	15	10%	\$3,495	\$0	\$52,076

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Spending Ranges

Location: Limestone TX - (County)

Category: Planner/Coordinator

Item: Wedding Planner

16

\$3,124

\$1,334

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$500	28.4%	4	\$ 923
2019	\$501 - \$1000	27.0%	4	\$ 2,633
2019	\$1001 - \$2000	16.4%	2	\$ 3,198
2019	\$2001 - \$3000	10.8%	1	\$ 3,510
2019	\$3000+	17.4%	2	\$ 10,179
2020				
2020	<\$500	28.2%	4	\$ 987
2020	\$501 - \$1000	26.8%	4	\$ 2,814
2020	\$1001 - \$2000	16.5%	2	\$ 3,465
2020	\$2001 - \$3000	10.9%	2	\$ 3,815
2020	\$3000+	17.6%	2	\$ 11,088
2021				
2021	<\$500	28.4%	5	\$ 1,136
2021	\$501 - \$1000	27.0%	4	\$ 3,240
2021	\$1001 - \$2000	16.4%	3	\$ 3,936
2021	\$2001 - \$3000	10.8%	2	\$ 4,320
2021	\$3000+	17.5%	3	\$ 12,600
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$500	24.5%	4	\$ 980
2022	\$501 - \$1000	22.8%	4	\$ 2,736
2022	\$1001 - \$2000	19.3%	3	\$ 4,632
2022	\$2001 - \$3000	12.9%	2	\$ 5,160
2022	\$3000+	20.5%	3	\$ 14,760

2023

2023	<\$500	24.5%	4	\$ 980
2023	\$501 - \$1000	22.9%	4	\$ 2,748
2023	\$1001 - \$2000	19.3%	3	\$ 4,632
2023	\$2001 - \$3000	12.8%	2	\$ 5,120
2023	\$3000+	20.4%	3	\$ 14,688

2024

2024	<\$500	24.4%	4	\$ 976
2024	\$501 - \$1000	22.8%	4	\$ 2,736
2024	\$1001 - \$2000	19.4%	3	\$ 4,656
2024	\$2001 - \$3000	12.9%	2	\$ 5,160
2024	\$3000+	20.5%	3	\$ 14,760

2025

2025	<\$500	22.5%	4	\$ 900
2025	\$501 - \$1000	20.8%	3	\$ 2,496
2025	\$1001 - \$2000	20.8%	3	\$ 4,992
2025	\$2001 - \$3000	13.9%	2	\$ 5,560
2025	\$3000+	22.0%	4	\$ 15,840

NOTE: Sum of the Spending Range total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

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Methodology & Use of Data

Methodology details are located at: <https://wedding.report/action/home/view/methodology/>

Use of Data details are located at: https://wedding.report/action/home/view/terms_of_service/