

Planner/Consultant Wedding Market Report

For: Sample Report

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Products & Services

Includes Number of Weddings (Demand), Average Spending per Wedding, Total Sales, Spending Distribution per Product or Service, and spending by number of guests.

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Market Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Market Totals - Market Summary in Sample Report.**

About 72 (23%) of the 314 - 2019 weddings traveled into this area to marry.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

314

2019 Weddings

\$17,282

2019 Avg Spend

\$9,095

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	346	\$16,122	\$5,578,212
2009	317	\$15,035	\$4,766,095
2010	332	\$17,589	\$5,839,548
2011	316	\$16,466	\$5,203,256
2012	314	\$16,160	\$5,074,240
2013	299	\$16,487	\$4,929,613
2014	320	\$16,987	\$5,435,840
2015	328	\$17,641	\$5,786,248
2016	329	\$17,754	\$5,841,066
2017	315	\$17,605	\$5,545,575
2018	316	\$17,220	\$5,441,520
2019	314	\$17,282	\$5,426,548
2020	312	\$18,129	\$5,656,248
2021	309	\$18,665	\$5,767,485
2022	307	\$19,244	\$5,907,908
2023	305	\$19,817	\$6,044,185

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Planner/Consultant - A La Carte Services

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:
Planner/Consultant - A La Carte Services in Sample Report.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

31

2019 Weddings

\$892

2019 Avg Spend

\$354

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$813	\$28,455
2009	32	\$609	\$19,488
2010	33	\$1,072	\$35,376
2011	32	\$933	\$29,856
2012	31	\$924	\$28,644
2013	30	\$954	\$28,620
2014	32	\$917	\$29,344
2015	33	\$902	\$29,766
2016	33	\$889	\$29,337
2017	32	\$882	\$28,224
2018	32	\$890	\$28,480
2019	31	\$892	\$27,652
2020	31	\$914	\$28,334
2021	31	\$924	\$28,644
2022	31	\$934	\$28,954
2023	31	\$938	\$29,078

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Planner/Consultant - Day of Coordinator

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:
Planner/Consultant - Day of Coordinator in Sample Report.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

44 **\$766** **\$341**
2019 Weddings 2019 Avg Spend 2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$648	\$22,680
2009	32	\$665	\$21,280
2010	33	\$807	\$26,631
2011	32	\$810	\$25,920
2012	35	\$804	\$28,140
2013	33	\$782	\$25,806
2014	38	\$791	\$30,058
2015	43	\$778	\$33,454
2016	43	\$765	\$32,895
2017	41	\$758	\$31,078
2018	44	\$764	\$33,616
2019	44	\$766	\$33,704
2020	47	\$790	\$37,130
2021	46	\$799	\$36,754
2022	46	\$808	\$37,168
2023	49	\$812	\$39,788

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Consultant - Day of Coordinator in Sample Report.

NOTE: Sum of the Spending Distribution 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.

44

2019 Weddings

\$766

2019 Avg Spend

\$341

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	41.4%	18	\$ 2,277
\$250 - \$500	24.2%	11	\$ 3,993
\$501 - \$1000	16.9%	7	\$ 5,577
\$1001 - \$2000	13.4%	6	\$ 8,844
\$2000+	4.1%	2	\$ 5,412

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Day of Coordinator in Sample Report.

Table

Range	Average Spending
Less than 25	\$409
25-50	\$538
51-100	\$538
101-150	\$626
151-200	\$633
201-300	\$708
More than 300	\$1,961

Planner/Consultant - For Getting Started

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:
Planner/Consultant - For Getting Started in Sample Report.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

31

2019 Weddings

\$821

2019 Avg Spend

\$300

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$612	\$21,420
2009	32	\$586	\$18,752
2010	33	\$840	\$27,720
2011	32	\$798	\$25,536
2012	31	\$792	\$24,552
2013	30	\$813	\$24,390
2014	32	\$839	\$26,848
2015	33	\$832	\$27,456
2016	33	\$825	\$27,225
2017	32	\$818	\$26,176
2018	32	\$821	\$26,272
2019	31	\$821	\$25,451
2020	31	\$843	\$26,133
2021	31	\$852	\$26,412
2022	31	\$860	\$26,660
2023	31	\$865	\$26,815

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Consultant - For Getting Started in Sample Report.

NOTE: Sum of the Spending Distribution 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.

31

2019 Weddings

\$821

2019 Avg Spend

\$300

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	41.4%	13	\$ 1,604
\$250 - \$500	28.3%	9	\$ 3,290
\$501 - \$1000	13.1%	4	\$ 3,046
\$1001 - \$2000	9.6%	3	\$ 4,464
\$2000+	7.6%	2	\$ 7,068

Average Spending by Number of Guests Range

This is the average spending by number of guests range for For Getting Started in Sample Report.

Table

Range	Average Spending
Less than 25	\$321
25-50	\$467
51-100	\$482
101-150	\$628
151-200	\$598
201-300	\$715
More than 300	\$2,496

Planner/Consultant - Full Service

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:
Planner/Consultant - Full Service in Sample Report.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

41 **\$2,569** **\$909**
2019 Weddings 2019 Avg Spend 2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$1,853	\$64,855
2009	35	\$1,938	\$67,830
2010	37	\$2,379	\$88,023
2011	38	\$3,290	\$125,020
2012	35	\$3,258	\$114,030
2013	36	\$3,097	\$111,492
2014	42	\$2,826	\$118,692
2015	46	\$2,720	\$125,120
2016	46	\$2,614	\$120,244
2017	44	\$2,582	\$113,608
2018	41	\$2,572	\$105,452
2019	41	\$2,569	\$105,329
2020	44	\$2,614	\$115,016
2021	43	\$2,637	\$113,391
2022	46	\$2,661	\$122,406
2023	46	\$2,674	\$123,004

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Consultant - Full Service in Sample Report.

NOTE: Sum of the Spending Distribution 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.

41
2019 Weddings

\$2,569
2019 Avg Spend

\$909
2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	28.0%	11	\$ 2,870
\$500 - \$1000	27.1%	11	\$ 8,333
\$1001 - \$2000	16.9%	7	\$ 10,394
\$2001 - \$3000	10.5%	4	\$ 10,763
\$3000+	17.5%	7	\$ 32,288

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Full Service in Sample Report.

Table

Range	Average Spending
Less than 25	\$1,439
25-50	\$1,210
51-100	\$1,850
101-150	\$2,215
151-200	\$2,261
201-300	\$2,854
More than 300	\$4,133

Planner/Consultant - Month of Direction

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:
Planner/Consultant - Month of Direction in Sample Report.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

31

2019 Weddings

\$980

2019 Avg Spend

\$375

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$950	\$33,250
2009	32	\$965	\$30,880
2010	33	\$1,243	\$41,019
2011	32	\$1,164	\$37,248
2012	31	\$1,152	\$35,712
2013	30	\$1,091	\$32,730
2014	32	\$1,057	\$33,824
2015	33	\$1,023	\$33,759
2016	33	\$1,001	\$33,033
2017	32	\$992	\$31,744
2018	32	\$979	\$31,328
2019	31	\$980	\$30,380
2020	31	\$1,001	\$31,031
2021	31	\$1,008	\$31,248
2022	31	\$1,010	\$31,310
2023	31	\$1,015	\$31,465

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Methodology & Use of Data

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

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