

Venue, Catering & Rentals 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.

Venue, Catering & Rentals - Ceremony Officiator

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Ceremony Officiator** in **Sample Report**. Includes JP, Officiant, ordained friend or family member, Pastor, Minister, Priest, Rabbi, Etc.

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.

195

2019 Weddings

\$197

2019 Avg Spend

\$93

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	246	\$181	\$44,526
2009	228	\$191	\$43,548
2010	232	\$204	\$47,328
2011	215	\$181	\$38,915
2012	207	\$181	\$37,467
2013	197	\$182	\$35,854
2014	208	\$190	\$39,520
2015	216	\$191	\$41,256
2016	217	\$197	\$42,749
2017	208	\$196	\$40,768
2018	196	\$196	\$38,416
2019	195	\$197	\$38,415
2020	203	\$200	\$40,600
2021	204	\$202	\$41,208
2022	209	\$205	\$42,845
2023	214	\$206	\$44,084

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 Venue, Catering & Rentals - Ceremony Officiator 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.

195

2019 Weddings

\$197

2019 Avg Spend

\$93

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	20.7%	40	\$ 1,009
\$50 - \$100	34.4%	67	\$ 5,031
\$101 - \$250	26.4%	51	\$ 9,009
\$251 - \$500	12.1%	24	\$ 8,848
\$500+	6.4%	12	\$ 9,360

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Officiator in Sample Report.

Table

Range	Average Spending
Less than 25	\$135
25-50	\$112
51-100	\$154
101-150	\$175
151-200	\$191
201-300	\$198
More than 300	\$263

Venue, Catering & Rentals - Event Accessories

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Accessories** in **Sample Report**. Includes aisle runner, ring pillow or box, unity candle, toasting flutes, cake topper, serving set, etc. not flowers or decorations

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.

170

2019 Weddings

\$300

2019 Avg Spend

\$168

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	152	\$596	\$90,592
2009	146	\$553	\$80,738
2010	176	\$307	\$54,032
2011	164	\$301	\$49,364
2012	160	\$300	\$48,000
2013	155	\$298	\$46,190
2014	170	\$297	\$50,490
2015	177	\$299	\$52,923
2016	181	\$301	\$54,481
2017	173	\$298	\$51,554
2018	171	\$300	\$51,300
2019	170	\$300	\$51,000
2020	175	\$297	\$51,975
2021	179	\$296	\$52,984
2022	181	\$295	\$53,395
2023	186	\$296	\$55,056

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 Venue, Catering & Rentals - Event Accessories 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.

170

2019 Weddings

\$300

2019 Avg Spend

\$168

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	36.3%	62	\$ 3,086
\$100 - \$250	30.3%	52	\$ 9,014
\$251 - \$500	17.5%	30	\$ 11,156
\$501 - \$750	7.3%	12	\$ 7,756
\$750+	8.6%	15	\$ 16,448

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Accessories in Sample Report.

Table

Range	Average Spending
Less than 25	\$211
25-50	\$184
51-100	\$208
101-150	\$248
151-200	\$280
201-300	\$323
More than 300	\$587

Venue, Catering & Rentals - Event Bar Service

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Bar 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.

166

2019 Weddings

\$2,194

2019 Avg Spend

\$943

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	180	\$2,317	\$417,060
2009	152	\$1,921	\$291,992
2010	183	\$2,058	\$376,614
2011	158	\$2,272	\$358,976
2012	154	\$2,266	\$348,964
2013	147	\$2,256	\$331,632
2014	166	\$2,206	\$366,196
2015	180	\$2,188	\$393,840
2016	181	\$2,188	\$396,028
2017	173	\$2,172	\$375,756
2018	167	\$2,184	\$364,728
2019	166	\$2,194	\$364,204
2020	172	\$2,225	\$382,700
2021	173	\$2,242	\$387,866
2022	178	\$2,259	\$402,102
2023	180	\$2,271	\$408,780

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 Venue, Catering & Rentals - Event Bar 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.

166

2019 Weddings

\$2,194

2019 Avg Spend

\$943

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	52.2%	87	\$ 43,326
\$1000 - \$2500	27.7%	46	\$ 80,469
\$2501 - \$5000	12.1%	20	\$ 75,323
\$5001 - \$10000	5.4%	9	\$ 67,230
\$10000+	2.5%	4	\$ 62,250

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$585
25-50	\$995
51-100	\$1,229
101-150	\$1,736
151-200	\$2,379
201-300	\$3,510
More than 300	\$4,544

Venue, Catering & Rentals - Event Food Service

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Food 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.

217

2019 Weddings

\$4,283

2019 Avg Spend

\$1,836

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	211	\$3,311	\$698,621
2009	174	\$3,272	\$569,328
2010	212	\$4,046	\$857,752
2011	183	\$4,402	\$805,566
2012	179	\$4,388	\$785,452
2013	173	\$4,375	\$756,875
2014	192	\$4,413	\$847,296
2015	207	\$4,389	\$908,523
2016	214	\$4,300	\$920,200
2017	205	\$4,270	\$875,350
2018	218	\$4,273	\$931,514
2019	217	\$4,283	\$929,411
2020	222	\$4,352	\$966,144
2021	226	\$4,380	\$989,880
2022	230	\$4,408	\$1,013,840
2023	235	\$4,432	\$1,041,520

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 Venue, Catering & Rentals - Event Food 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.

217

2019 Weddings

\$4,283

2019 Avg Spend

\$1,836

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	31.8%	69	\$ 34,503
\$1000 - \$2500	32.2%	70	\$122,279
\$2501 - \$5000	17.2%	37	\$139,965
\$5001 - \$10000	10.8%	23	\$175,770
\$10000+	8.0%	17	\$260,400

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$837
25-50	\$1,447
51-100	\$2,551
101-150	\$4,111
151-200	\$5,177
201-300	\$5,596
More than 300	\$6,776

Venue, Catering & Rentals - Event Location

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Location** 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.

214

2019 Weddings

\$3,374

2019 Avg Spend

\$1,750

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	208	\$2,867	\$596,336
2009	206	\$2,386	\$491,516
2010	232	\$2,822	\$654,704
2011	196	\$3,196	\$626,416
2012	195	\$3,235	\$630,825
2013	185	\$3,334	\$616,790
2014	205	\$3,324	\$681,420
2015	213	\$3,338	\$710,994
2016	217	\$3,321	\$720,657
2017	208	\$3,304	\$687,232
2018	215	\$3,338	\$717,670
2019	214	\$3,374	\$722,036
2020	222	\$3,390	\$752,580
2021	222	\$3,414	\$757,908
2022	227	\$3,439	\$780,653
2023	232	\$3,457	\$802,024

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 Venue, Catering & Rentals - Event Location 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.

214

2019 Weddings

\$3,374

2019 Avg Spend

\$1,750

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	37.3%	80	\$ 39,911
\$1000 - \$2500	25.5%	55	\$ 95,498
\$2501 - \$5000	19.7%	42	\$158,093
\$5001 - \$10000	11.1%	24	\$178,155
\$10000+	6.4%	14	\$205,440

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Location in Sample Report.

Table

Range	Average Spending
Less than 25	\$1,020
25-50	\$1,469
51-100	\$2,219
101-150	\$3,209
151-200	\$3,899
201-300	\$3,929
More than 300	\$4,798

Venue, Catering & Rentals - Event Rentals

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Rentals** in **Sample Report**. Includes lighting, tent, tables, chairs, photo booth, etc.

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.

182

2019 Weddings

\$1,622

2019 Avg Spend

\$811

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	180	\$1,888	\$339,840
2009	149	\$1,282	\$191,018
2010	189	\$1,292	\$244,188
2011	164	\$1,576	\$258,464
2012	160	\$1,572	\$251,520
2013	155	\$1,583	\$245,365
2014	176	\$1,593	\$280,368
2015	190	\$1,581	\$300,390
2016	194	\$1,598	\$310,012
2017	186	\$1,588	\$295,368
2018	183	\$1,602	\$293,166
2019	182	\$1,622	\$295,204
2020	190	\$1,626	\$308,940
2021	192	\$1,637	\$314,304
2022	196	\$1,650	\$323,400
2023	198	\$1,659	\$328,482

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 Venue, Catering & Rentals - Event Rentals 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.

182

2019 Weddings

\$1,622

2019 Avg Spend

\$811

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	60.8%	111	\$ 55,328
\$1000 - \$2500	24.8%	45	\$ 78,988
\$2501 - \$5000	8.9%	16	\$ 60,743
\$5001 - \$10000	2.9%	5	\$ 39,585
\$10000+	2.5%	5	\$ 68,250

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Rentals in Sample Report.

Table

Range	Average Spending
Less than 25	\$577
25-50	\$908
51-100	\$1,197
101-150	\$1,211
151-200	\$1,398
201-300	\$2,638
More than 300	\$3,921

Venue, Catering & Rentals - Hotel Room for After Reception

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Hotel Room for After Reception 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.

160

2019 Weddings

\$291

2019 Avg Spend

\$206

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	194	\$253	\$49,082
2009	181	\$238	\$43,078
2010	206	\$262	\$53,972
2011	186	\$278	\$51,708
2012	182	\$277	\$50,414
2013	173	\$276	\$47,748
2014	186	\$283	\$52,638
2015	197	\$284	\$55,948
2016	197	\$290	\$57,130
2017	189	\$288	\$54,432
2018	164	\$290	\$47,560
2019	160	\$291	\$46,560
2020	168	\$295	\$49,560
2021	170	\$298	\$50,660
2022	175	\$301	\$52,675
2023	177	\$302	\$53,454

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 Venue, Catering & Rentals - Hotel Room for After Reception 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.

160

2019 Weddings

\$291

2019 Avg Spend

\$206

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	13.7%	22	\$ 1,096
\$100 - \$250	51.3%	82	\$ 14,364
\$251 - \$500	21.7%	35	\$ 13,020
\$501 - \$750	6.4%	10	\$ 6,400
\$750+	7.0%	11	\$ 12,600

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hotel Room for After Reception in Sample Report.

Table

Range	Average Spending
Less than 25	\$277
25-50	\$274
51-100	\$235
101-150	\$243
151-200	\$248
201-300	\$282
More than 300	\$411

Venue, Catering & Rentals - Limo Rental

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Limo Rental** 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.

72

2019 Weddings

\$451

2019 Avg Spend

\$366

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	145	\$472	\$68,440
2009	117	\$481	\$56,277
2010	136	\$454	\$61,744
2011	117	\$435	\$50,895
2012	113	\$434	\$49,042
2013	108	\$437	\$47,196
2014	112	\$436	\$48,832
2015	118	\$442	\$52,156
2016	115	\$444	\$51,060
2017	107	\$442	\$47,294
2018	76	\$447	\$33,972
2019	72	\$451	\$32,472
2020	78	\$442	\$34,476
2021	77	\$443	\$34,111
2022	80	\$442	\$35,360
2023	79	\$445	\$35,155

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 Venue, Catering & Rentals - Limo Rental 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.

72

2019 Weddings

\$451

2019 Avg Spend

\$366

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	32.5%	23	\$ 2,925
\$250 - \$500	37.9%	27	\$ 10,233
\$501 - \$750	12.7%	9	\$ 5,715
\$751 - \$1000	8.3%	6	\$ 5,229
\$1000+	8.6%	6	\$ 9,288

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Limo Rental in Sample Report.

Table

Range	Average Spending
Less than 25	\$281
25-50	\$241
51-100	\$313
101-150	\$365
151-200	\$413
201-300	\$481
More than 300	\$677

Venue, Catering & Rentals - Other Transportation

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Other Transportation** in **Sample Report**. Includes shuttles, antique car, horse & carriage, etc.

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.

63

2019 Weddings

\$482

2019 Avg Spend

\$336

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$372	\$13,020
2009	35	\$361	\$12,635
2010	76	\$392	\$29,792
2011	85	\$433	\$36,805
2012	85	\$432	\$36,720
2013	81	\$454	\$36,774
2014	93	\$463	\$43,059
2015	95	\$474	\$45,030
2016	95	\$477	\$45,315
2017	91	\$473	\$43,043
2018	63	\$478	\$30,114
2019	63	\$482	\$30,366
2020	62	\$488	\$30,256
2021	65	\$494	\$32,110
2022	64	\$500	\$32,000
2023	67	\$503	\$33,701

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 Venue, Catering & Rentals - Other Transportation 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.

63

2019 Weddings

\$482

2019 Avg Spend

\$336

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	41.1%	26	\$ 3,237
\$250 - \$500	26.1%	16	\$ 6,166
\$501 - \$750	13.1%	8	\$ 5,158
\$751 - \$1000	7.6%	5	\$ 4,190
\$1000+	12.1%	8	\$ 11,434

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Other Transportation in Sample Report.

Table

Range	Average Spending
Less than 25	\$296
25-50	\$253
51-100	\$334
101-150	\$433
151-200	\$411
201-300	\$450
More than 300	\$900

Venue, Catering & Rentals - Rehearsal Dinner

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Rehearsal Dinner** 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.

163

2019 Weddings

\$522

2019 Avg Spend

\$299

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	197	\$771	\$151,887
2009	212	\$680	\$144,160
2010	222	\$807	\$179,154
2011	196	\$506	\$99,176
2012	192	\$506	\$97,152
2013	182	\$513	\$93,366
2014	192	\$525	\$100,800
2015	203	\$531	\$107,793
2016	204	\$526	\$107,304
2017	192	\$522	\$100,224
2018	167	\$522	\$87,174
2019	163	\$522	\$85,086
2020	172	\$523	\$89,956
2021	173	\$522	\$90,306
2022	178	\$520	\$92,560
2023	180	\$523	\$94,140

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 Venue, Catering & Rentals - Rehearsal Dinner 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.

163

2019 Weddings

\$522

2019 Avg Spend

\$299

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	17.3%	28	\$ 1,410
\$100 - \$250	28.8%	47	\$ 8,215
\$251 - \$500	20.8%	34	\$ 12,714
\$501 - \$750	12.1%	20	\$ 12,327
\$750+	21.1%	34	\$ 38,692

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Rehearsal Dinner in Sample Report.

Table

Range	Average Spending
Less than 25	\$241
25-50	\$213
51-100	\$339
101-150	\$459
151-200	\$552
201-300	\$599
More than 300	\$738

Venue, Catering & Rentals - Wedding Cake/dessert

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Cake/dessert** 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.

229

2019 Weddings

\$383

2019 Avg Spend

\$248

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	246	\$335	\$82,410
2009	235	\$329	\$77,315
2010	236	\$360	\$84,960
2011	221	\$390	\$86,190
2012	214	\$388	\$83,032
2013	203	\$387	\$78,561
2014	221	\$390	\$86,190
2015	233	\$388	\$90,404
2016	237	\$385	\$91,245
2017	227	\$382	\$86,714
2018	231	\$384	\$88,704
2019	229	\$383	\$87,707
2020	234	\$394	\$92,196
2021	238	\$398	\$94,724
2022	243	\$402	\$97,686
2023	247	\$404	\$99,788

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 Venue, Catering & Rentals - Wedding Cake/dessert 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.

229

2019 Weddings

\$383

2019 Avg Spend

\$248

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	20.1%	46	\$ 2,301
\$100 - \$250	30.3%	69	\$ 12,143
\$251 - \$500	29.9%	68	\$ 25,677
\$501 - \$750	11.5%	26	\$ 16,459
\$750+	8.3%	19	\$ 21,383

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Cake/dessert in Sample Report.

Table

Range	Average Spending
Less than 25	\$194
25-50	\$231
51-100	\$276
101-150	\$337
151-200	\$388
201-300	\$436
More than 300	\$589

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/