

## Market Totals > Market Summary

### Full Item Summary

This is the number of 2021 weddings, average amount spent, and total sales for each item (product or service) we track. This includes weddings that originate and travel into this market.

154

2021 WEDDINGS

\$16,580

2021 AVG SPEND

\$2,553,320

2021 TOTAL SALES

| Category                        | Item                          | Est Weddings | Avg Spend | Median Spend | Total Sales |
|---------------------------------|-------------------------------|--------------|-----------|--------------|-------------|
| <b>Market Totals</b>            |                               |              |           |              |             |
|                                 | Market Summary                | 154          | \$16,580  | \$10,346     | \$2,553,320 |
| <b>Attire &amp; Accessories</b> |                               |              |           |              |             |
|                                 | Dress Accessories             | 18           | \$230     | \$101        | \$4,140     |
|                                 | Tuxedo/suit/other Accessories | 15           | \$94      | \$56         | \$1,410     |

|   |     |         |         |           |
|---|-----|---------|---------|-----------|
| Tuxedo/suit/other Rent/purchase         | 17  | \$257   | \$165   | \$4,369   |
| Wedding Dress                           | 18  | \$1,409 | \$900   | \$25,362  |
| <b>Bakery</b>                           |     |         |         |           |
| Wedding Cake/dessert                    | 123 | \$427   | \$331   | \$52,521  |
| <b>Beauty &amp; Spa</b>                 |     |         |         |           |
| Hair Service                            | 106 | \$83    | \$66    | \$8,798   |
| Makeup Service                          | 82  | \$71    | \$57    | \$5,822   |
| Manicure & Pedicure                     | 97  | \$54    | \$45    | \$5,238   |
| <b>Ceremony Officiator</b>              |     |         |         |           |
| Ceremony Officiator                     | 106 | \$234   | \$121   | \$24,804  |
| <b>Entertainment</b>                    |     |         |         |           |
| DJ/MC                                   | 92  | \$802   | \$667   | \$73,784  |
| Entertainment lighting                  | 69  | \$389   | \$196   | \$26,841  |
| Live Band                               | 18  | \$2,684 | \$1,750 | \$48,312  |
| Musician/s, Soloist, or Ensemble        | 25  | \$751   | \$393   | \$18,775  |
| <b>Event Catering &amp; Bar Service</b> |     |         |         |           |
| Wedding Venue Bar Service               | 86  | \$2,015 | \$1,917 | \$173,290 |
| Wedding Venue Food Service              | 119 | \$3,914 | \$2,803 | \$465,766 |
| <b>Event Location/Venue</b>             |     |         |         |           |
| Wedding Venue Location                  | 117 | \$4,906 | \$2,479 | \$574,002 |

|                                      |     |         |       |           |  |
|--------------------------------------|-----|---------|-------|-----------|--|
| <b>Event Rentals</b>                 |     |         |       |           |  |
| Wedding Venue Rentals                | 100 | \$1,517 | \$908 | \$151,700 |  |
| <b>Flowers &amp; Decorations</b>     |     |         |       |           |  |
| Bouquets                             | 125 | \$366   | \$222 | \$45,750  |  |
| Boutonnieres, Corsages               | 109 | \$159   | \$113 | \$17,331  |  |
| Wedding Venue Accessories            | 17  | \$307   | \$251 | \$5,219   |  |
| Wedding Venue Decorations            | 116 | \$465   | \$284 | \$53,940  |  |
| Wedding Venue Flowers & Arrangements | 108 | \$476   | \$198 | \$51,408  |  |
| Wedding Venue Table Centerpieces     | 114 | \$337   | \$190 | \$38,418  |  |
| <b>Gifts &amp; Favors</b>            |     |         |       |           |  |
| Gift/s for Attendants                | 15  | \$94    | \$38  | \$1,410   |  |
| Gift/s for Parents                   | 15  | \$173   | \$79  | \$2,595   |  |
| Tips (for all services)              | 111 | \$364   | \$291 | \$40,404  |  |
| Wedding Favors                       | 15  | \$188   | \$90  | \$2,820   |  |
| <b>Invitations</b>                   |     |         |       |           |  |
| Ceremony Programs                    | 15  | \$134   | \$101 | \$2,010   |  |
| Engagement Announcements             | 15  | \$128   | \$101 | \$1,920   |  |
| Guest Book                           | 15  | \$55    | \$35  | \$825     |  |
| Invitations & Reply Cards            | 18  | \$179   | \$131 | \$3,222   |  |
| Postage                              | 17  | \$79    | \$75  | \$1,343   |  |

|                                   |    |         |         |          |
|-----------------------------------|----|---------|---------|----------|
| Reception Menus                   | 15 | \$137   | \$93    | \$2,055  |
| Save the Date Cards               | 15 | \$126   | \$101   | \$1,890  |
| Table Name and Escort/place Cards | 15 | \$91    | \$41    | \$1,365  |
| Thank You Cards                   | 17 | \$92    | \$55    | \$1,564  |
| <b>Jewelry</b>                    |    |         |         |          |
| Bracelet                          | 15 | \$164   | \$64    | \$2,460  |
| Earrings                          | 15 | \$195   | \$60    | \$2,925  |
| Engagement Ring                   | 15 | \$3,386 | \$2,000 | \$50,790 |
| Necklace                          | 15 | \$239   | \$70    | \$3,585  |
| Wedding ring/band for Partner 1   | 17 | \$769   | \$438   | \$13,073 |
| Wedding ring/band for Partner 2   | 18 | \$462   | \$225   | \$8,316  |
| <b>Other Events</b>               |    |         |         |          |
| Rehearsal Dinner                  | 80 | \$642   | \$429   | \$51,360 |
| <b>Other Items</b>                |    |         |         |          |
| Hotel Room for After Reception    | 80 | \$413   | \$242   | \$33,040 |
| <b>Photography &amp; Video</b>    |    |         |         |          |
| Digital or Photo cd/dvd           | 55 | \$244   | \$63    | \$13,420 |
| Engagement Session                | 15 | \$311   | \$138   | \$4,665  |
| Photo Booth                       | 26 | \$381   | \$225   | \$9,906  |
| Prints and/or Enlargements        | 63 | \$257   | \$94    | \$16,191 |

|                                 |     |         |         |           |
|---------------------------------|-----|---------|---------|-----------|
| Wedding Photographer            | 120 | \$1,883 | \$1,051 | \$225,960 |
| Wedding Videographer            | 45  | \$1,609 | \$850   | \$72,405  |
| Wedding album/s or photo book/s | 45  | \$454   | \$146   | \$20,430  |
| <b>Planner/Coordinator</b>      |     |         |         |           |
| Hourly Services                 | 15  | \$1,882 | \$584   | \$28,230  |
| Wedding Coordinator             | 18  | \$1,503 | \$501   | \$27,054  |
| Wedding Planner                 | 15  | \$2,595 | \$1,001 | \$38,925  |
| <b>Transportation</b>           |     |         |         |           |
| Limo Rental                     | 25  | \$427   | \$347   | \$10,675  |
| Other Transportation            | 23  | \$863   | \$375   | \$19,849  |

## 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.