



# DESTINATION WEDDINGS FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

## DESTINATION WEDDING BY THE NUMBERS:



3%

Couples who have destination weddings outside US/Canada



9

Number of vendors used



97

Number of guests invited



53

Number of guests who attend

## DECIDING TO HAVE A DESTINATION WEDDING:

Nearly 50% of couples choose to have a destination wedding for a unique experience. Other popular reasons for picking a destination include:



Had a specific setting in mind



Wanted to spend more time with friends/family



Wanted to control cost



Wanted to invite close friends/family only



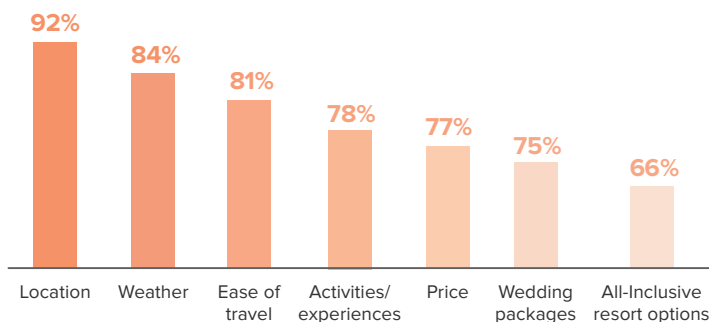
Wanted a less traditional wedding

## DECIDING ON A LOCATION:

When it comes to destination weddings, 59% of couples pick a location that's special to them. On the contrary, around 20% of couples know they want a destination wedding but have flexibility when it comes to final location.



IMPORTANCE IN DECIDING WHERE TO HAVE DESTINATION WEDDING:

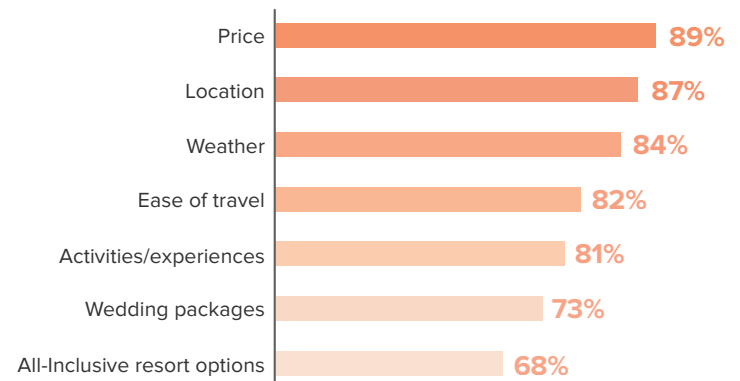


## SELECTING A WEDDING VENUE:

Although location is most important in deciding where to go for the destination wedding, price is the biggest factor in deciding the actual property to hold the ceremony/reception.



IMPORTANCE IN SELECTING HOTEL/PROPERTY FOR WEDDING:



WEDDINGWIRE



WEDINSIGHTS

Industry data from WeddingWire