



# HONEYMOON FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

## PLANNING A HONEYMOON

Fifty-two percent of couples plan their honeymoon within six months of their wedding date. Much of the planning process for honeymoons, like weddings, is done online, with 50% of couples using social media sites such as Pinterest and Instagram for inspiration. Thirty-five percent of couples use travel blogs, followed by wedding planning sites, like WeddingWire, to plan their honeymoon which, on average, is around 7-9 days.

## SELECTING A DESTINATION

Honeymoon destinations are often determined by the couple's preference or dream location, followed by the cost and friends' input. Twenty percent of couples base their decision of whether or not there are all-inclusive options available.

### MOST POPULAR TYPES OF HONEYMOONS

-  #1 / Beach - 48%
-  #2 / All inclusive - 25%
-  #3 / Luxury - 22%
-  #4 / Cruise - 19%
-  #5 / Road trip - 17%

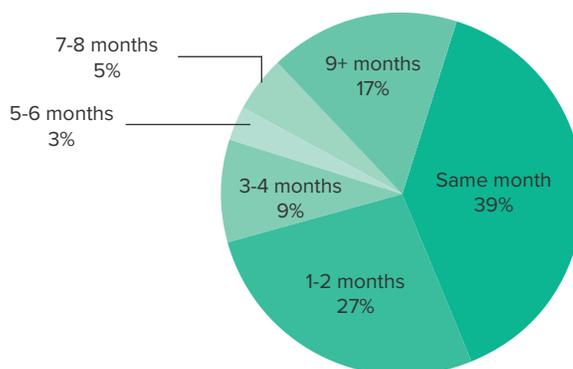
### MOST POPULAR LOCATIONS FOR HONEYMOONS

<b>56%</b> United States <i>(most popular: FL, HI, NY)</i>	<b>8%</b> Mexico
<b>6%</b> The Bahamas	<b>6%</b> Europe

## PICKING A DATE

Approximately 65% of couples go on their honeymoon within two months of getting married. Two-thirds of honeymoons occur between May and October (coinciding with "peak wedding season") with September (14%), June (13%) and July (13%) being the most popular months.

### AVERAGE TIME BETWEEN WEDDING AND HONEYMOON



## SETTING A BUDGET

The average cost of a honeymoon is \$3,882, which accounts for about 10% of the overall wedding budget (\$37,588). Within the honeymoon budget, accommodations takes up the highest portion of the budget (28%).

### HONEYMOON COST BREAKDOWN

