

## Reaching the Bridal Market



**Fun Facts**

**Tidbits**

**Programs**

160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of *Evolution* and subject to change and/or cancellation

## Bridal Market Overview

The wedding industry - considered a true "recession-proof" industry - generates over 60 billion dollars a year in the United States in wedding and ceremony related expenses (this figure does not include the honeymoon, which is estimated to be between 4 and 8 billion dollars a year.)

In the past, the typical engaged woman was 21, lived at home, and had her wedding mostly planned by her mother. But now, the bride-to-be is mostly older and has more money to spend, making this an attractive demographic for advertisers. Bridal magazines are responding to these changes by expanding beyond the typical ad markets and promotions.

A major focus of the industry has been to grow the wedding market beyond its traditional categories of linens, small appliances, and cookware, embracing all home products, such as major appliances, furniture, and consumer electronics.

We need to keep in mind that although the wedding industry is huge in terms of dollars, it is often difficult to track exactly where that money is being spent. This is because the industry is made up of multiple smaller enterprises such as caterers, wedding consultants, dresses, jewelry, various beauty suppliers (hair, makeup), photographers, favors/bridesmaids gifts, music, honeymoon related, etc. In addition, many of these smaller enterprises also do other events and don't necessarily break their business down into wedding versus non-wedding.

## WEDDING INDUSTRY STATISTICS

### ENGAGEMENT STATISTICS

- The average engagement in the United States lasts 15 months.
- During the engagement period, couples buy:
  - \$4 billion in furniture
  - \$3 billion in house wares
  - \$400 million in tableware
- \$19 billion is spent buying presents at wedding gift registries.
- The average amount spent on a bridal gown is \$800.
- Tuxedos are typically purchased 5-6 months after the wedding gown.
- Bridesmaids' gowns are generally purchased 3-4 months in advance of the event.
- One third of engaged couples retain a wedding consultant.

## WEDDING STATISTICS

- Every year an average of 2.4 million weddings are performed in the U.S. (approx. 150,000 per year in Canada).
- Today's median age for first-time brides is 25 years. For grooms, it's 27 years.
- Second marriage median age is brides 35 years, grooms 38 years.
- The average amount spent on a traditional American wedding is \$22,000.
- 67% of women continue to wear the same fragrance they wore on their wedding day.
- The number 1 wedding city in the U.S. (and number 2 in the world) is Las Vegas with an average of 114,000 weddings per year (the number 1 in the world is Istanbul, Turkey with 166,000).
- The number 2 wedding city in the U.S. is Gatlinburg, TN with 42,000 weddings.

### Marriages by the month:

June is the most popular month for weddings, followed by August, May, September, and October.

January 4.7%

February 7.0%

March 6.1%

April 7.4%

**May 9.8%**

**June 10.8%**

July 9.7%

**August 10.2%**

**September 9.6%**

**October 9.4%**

November 7.4%

December 7.8%

In areas where there are harsher winters, the percentage of weddings November through March substantially decreases.

Source: Greeting Card Association

## HONEYMOON STATISTICS

- Among couples who choose a traditional wedding, 99% take a honeymoon.
- Couples spend an average of \$4,000 on their honeymoon. That's three times as much as the average U.S. adult spends on a vacation.
- The length of an average honeymoon is nine days.
- 37% of honeymoon trips are to domestic locations; 63% are foreign.
- Half a million couples will celebrate a destination wedding this year.
- Most frequently chosen honeymoon destinations are:
  - Caribbean 34%
  - Hawaii 33%
  - Bahamas 20.2%
  - Jamaica 17%
  - The Cayman Islands 10.5%
  - Aruba 8%
  - Mexico 7%
  - U.S. Virgin Islands 7%
  - British Virgin Islands 7%
  - St. Marten 5.6%
  - Europe 4%
  - Puerto Rico 3.8%
  - Bermuda 3%
- The items that honeymoon bound couples are most likely to purchase include:
  - Wardrobe - 71%
  - Swimsuit - 69%
  - Sunglasses - 69%
  - Sunscreen - 58%
  - Luggage - 50%
  - Video Camera - 37%
  - Still camera - 31%
  - Sports gear & equipment - 7%

### Most Popular Honeymoon Activities:

- Visit a new place to sightsee, for restaurants, entertainment, and nightlife - 75%
- Beaches and Lakes - 45%
- Casinos - 20%
- Cruises - 25%
- Golf/Sports vacation - 10%
- Ski trips - 5%

160 Commerce Drive Rochester, NY 14623-1154

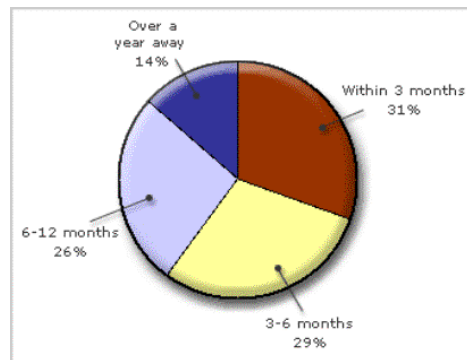
All ideas expressed here are property of *Evolution* and subject to change and/or cancellation

## Bridal consumer behavior

The wedding industry is estimated to generate \$35 billion in sales from wedding rings, wedding apparel, flowers, receptions, honeymoons, gifts, and other related expenses. It also generates \$70 billion a year in purchases related to new life together, such as insurance, financial services, automobiles, etc.

There's also a 43% chance of a marriage ending in divorce\*.

More than ever before, today's bride begins planning her wedding online. A user data study conducted by *WeddingChannel.com* reported the following consumer decision/time to wedding date planning timeframe: \*\*



Source: \*Direct, October 15, 1998 \*\*WeddingChannel.com user data as of 03/01/00

## Wedding Product Information and Important Marketing Trends

Engaged women are prime purchasers of sheets/pillowcases (almost 50% of newlyweds), and comforters/quilts, and are three times more likely to buy tableware, cookware, and kitchen appliances, than the average population.

- Newlyweds are attracted to Bed-and-Bath stores.
- Newlyweds have a higher propensity for buying furniture, electronics, and heavy and light appliances (vacuum cleaners, etc.).
- Newlyweds spend \$50 to \$150 in ready-made draperies.
- Engaged women likely to acquire floor lamps, and men more inclined to acquire table lamps.
- Low incidence of appeal for office supplies/computer accessories.
- There's a longstanding trend towards later marriages.
- Engaged likely to be apartment dwellers and renters.
- There is a higher incidence than ever before of newlyweds in households with young children.

Source: The Simmons Survey System and MarketResearch.com

160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of *Evolution* and subject to change and/or cancellation

## Bridal Market Demographic Programs

### Bridal Expo Marketing Programs



Evolution now has programs reaching 40 different Bridal Expos in the top DMA's through out the year. Please see the show listings below, and program descriptions available to you.

#### NATIONAL TOUR SCHEDULE – FALL 2008

CITY	DAY	DATE TIME FACILITY
NEW YORK CITY	FRI	Sep. 05, 2008 5:30 NEW YORK MARRIOTT MARQUIS
ATLANTA	SUN	Sep. 07, 2008 12:00 GRAND HYATT ATLANTA IN BUCKHEAD
CHARLOTTE	TUE	Sep. 09, 2008 5:30 BLAKE HOTEL, CHARLOTTE
WASHINGTON DC	SUN	Sep. 14, 2008 12:00 OMNI SHOREHAM HOTEL
PHILADELPHIA	SUN	Sep. 21, 2008 12:00 SHERATON PHILADELPHIA CITY CENTER
BALTIMORE	WED	Sep. 24, 2008 5:00 SHERATON BALTIMORE CITY CENTER
MIAMI	SAT	Sep. 27, 2008 11:00 HYATT REGENCY MIAMI
TAMPA	SUN	Sep. 28, 2008 1:00 TAMPA CONVENTION CENTER
FORT LAUDERDALE	SUN	Oct. 05, 2008 12:00 BROWARD COUNTY CONVENTION CENTER
BOSTON	SUN	Oct. 12, 2008 12:00 WESTIN BOSTON COPLEY PLACE
DETROIT	SUN	Oct. 19, 2008 12:00 RITZ CARLTON DEARBORN
DALLAS	SUN	Oct. 26, 2008 12:00 FAIRMONT DALLAS
LOS ANGELES	SAT	Nov. 01, 2008 12:00 WESTIN BONAVENTURE HOTEL AND SUITES
ANAHEIM	SUN	Nov. 02, 2008 12:00 ANAHEIM CONVENTION CENTER
DENVER	SUN	Nov. 09, 2008 12:00 DENVER MARRIOTT CITY CENTER
PHOENIX	TUE	Nov. 11, 2008 5:30 PHOENIX CONVENTION CENTER
SAN FRANCISCO	SAT	Nov. 22, 2008 12:00 SAN FRANCISCO MARRIOTT BURLINGAME
SAN JOSE	SUN	Nov. 23, 2008 12:00 FAIRMONT SAN JOSE
CHICAGO	SUN	Nov. 30, 2008 12:00 CROWNE PLAZA CHICAGO O'HARE

160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of *Evolution* and subject to change and/or cancellation

**NATIONAL TOUR SCHEDULE – SPRING 2009**

CITY	DAY	DATE TIME FACILITY
WASHINGTON, DC	SAT	Jan. 03, 2009 12:00 OMNI SHOREHAM HOTEL
PHILADELPHIA	SUN	Jan. 04, 2009 12:00 SHERATON PHILADELPHIA CITY CENTER
BALTIMORE	SUN	Jan. 11, 2009 12:00 SHERATON BALTIMORE CITY CENTER
BOSTON	SAT	Jan. 17, 2009 12:00 WESTIN BOSTON COPLEY PLACE
NEW YORK CITY	MON	Jan. 19, 2009 5:30 NEW YORK MARRIOTT MARQUIS
CHARLOTTE	SAT	Jan. 31, 2009 11:00 BLAKE HOTEL, CHARLOTTE
ATLANTA	SUN	Feb. 01, 2009 1:00 GRAND HYATT ATLANTA IN BUCKHEAD
FORT LAUDERDALE	SUN	Feb. 08, 2009 12:00 BROWARD COUNTY CONVENTION CENTER
DETROIT	SUN	Feb. 15, 2009 12:00 RITZ CARLTON DEARBORN
TAMPA	SUN	Feb. 22, 2009 12:00 TAMPA CONVENTION CENTER
DENVER	SUN	Mar. 01, 2009 12:00 DENVER MARRIOTT CITY CENTER
MIAMI	SUN	Mar. 08, 2009 12:00 HYATT REGENCY MIAMI
CHICAGO	SUN	Mar. 15, 2009 12:00 CROWNE PLAZA CHICAGO O'HARE
DALLAS	SUN	Mar. 22, 2009 12:00 FAIRMONT DALLAS
PHOENIX	SUN	Mar. 29, 2009 12:00 PHOENIX CONVENTION CENTER
LOS ANGELES	SUN	Apr. 19, 2009 12:00 WESTIN BONAVENTURE HOTEL AND SUITES
ANAHEIM	SUN	Apr. 26, 2009 12:00 ANAHEIM CONVENTION CENTER
SAN FRANCISCO	SAT	May 02, 2009 12:00 SAN FRANCISCO MARRIOTT BURLINGAME
SAN JOSE	SUN	May 03, 2009 12:00 FAIRMONT SAN JOSE
NEW YORK CITY	FRI	May 08, 2009 5:30 NEW YORK MARRIOTT MARQUIS

6/26/08

DATES AND LOCATIONS SUBJECT TO CHANGE



160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of Evolution and subject to change and/or cancellation

## Bridal Expo Marketing Programs

### At the Expo ...

#### **"Expo"sure:**

You're a part of every Great Bridal Expo event in every city we visit during the Fall 2008/Spring 2009 Tour!

#### **Exhibit:**

Prime exhibit location at every show, with an 8'x20' exhibit space, including tables, chairs, linens, standard electrical package, and identification signage.

#### **The "Expo"mercial:**

30 or 60 seconds long, shown on 12-foot rear-projection video screens flanking center stage at the Expo. Your Expomercial will be shown throughout the event, including during registration and during our nationally acclaimed fashion show, when brides are focused on you.

#### **Gift Bag:**

Your marketing materials or product samples are included in gift bags for every bride and groom who enters the Expo.

#### **Fashion Show:**

Your product can be featured in our fashion show.

#### **On-stage Grand Prize Giveaway:**

Provide a prize for our Grand Prize Giveaway and get prime exposure on stage during the Expo.

#### **Expo Banners:**

Your banner is prominently displayed inside the Expo space.

### Logo Exposure ...

#### **Advertising:**

Logo inclusion in all national advertising (including major national and regional bridal magazines) and on all show collateral (fashion program, tickets, pre-event mailings).

### Additional Benefits ...

#### Database:

A complete database of bride and groom names, contact information, and wedding date, delivered electronically approximately two weeks after each show.

#### Website:

Your online banner ad appears on the Great Bridal Expo website. (Note: A two-way link is required. We will provide our banner to post on your site). Plus, your company will be listed with a link to your website on every local show page.

#### Partner Logo Usage:

Right to develop and implement advertising, retail and direct mail tie-in promotions to extend the impact of sponsorship.

### Gift Bag distribution program...

#### Gift Bag:

Your marketing materials are included in gift bags for every bride and groom who enters the Expo.

#### Database:

A complete database of bride and groom names, contact information, and wedding date, delivered electronically to you approximately 2 weeks after the show

#### Website:

Your company will be listed with a link to your website.