

Online Forum for Hoteliers

13th December 2022



Ciara Crossan, Founder & CEO at WeddingDates

@ccrossan / @WeddingDates

WEDPRO
by WEDDING
DATES

Agenda

- 1. State of the Nation**
- 2. Today's couple**
- 3. Trends & Takeaways**
- 4. Tips on Conversion**

Gradual long-term decline in the number of marriages since 1972

Number of marriages of opposite-sex couples, England and Wales, 1937 to 2017



Source: Office of National Statistics



More choice than ever before





Less couples
+
More venues
=





WEDPRO
by WEDDING
DATES

Our Couples

Just 24% said they
“were made to feel
SPECIAL during the
enquiry process...”

Source: UK Wedding Industry Report 2022 - WeddingDates

“

"We enquired with 2 hotels.

One had little to no communication with us even though I emailed multiple times over a few months, I emailed another hotel that was so helpful.

We booked the second hotel"

“

*"Some were amazing.
Others were asking for deposits
before they even knew our surnames"*

“

"We found our experience really varied from place to place - it was more generic with the more popular wedding venues and more personal with lesser known venues"



NEXT BIG THING

A rectangular sign with a black background and a silver border. The sign features a large white arrow pointing to the right. The text "NEXT BIG THING" is written in bold, black, sans-serif capital letters across the center of the arrow. The sign is mounted on a silver post with two visible screws.

VENUE TYPE

28%

HOTELS

20%

EXCLUSIVE USE

18%

COUNTRY HOUSE

18%

BARN

9%

OTHER



The largest gain is Castles, in 'Other', is up 3% from last year.



Exclusive Use, though down 2%, remains the top non-hotel choice.



7% of couples are marrying outside the UK.

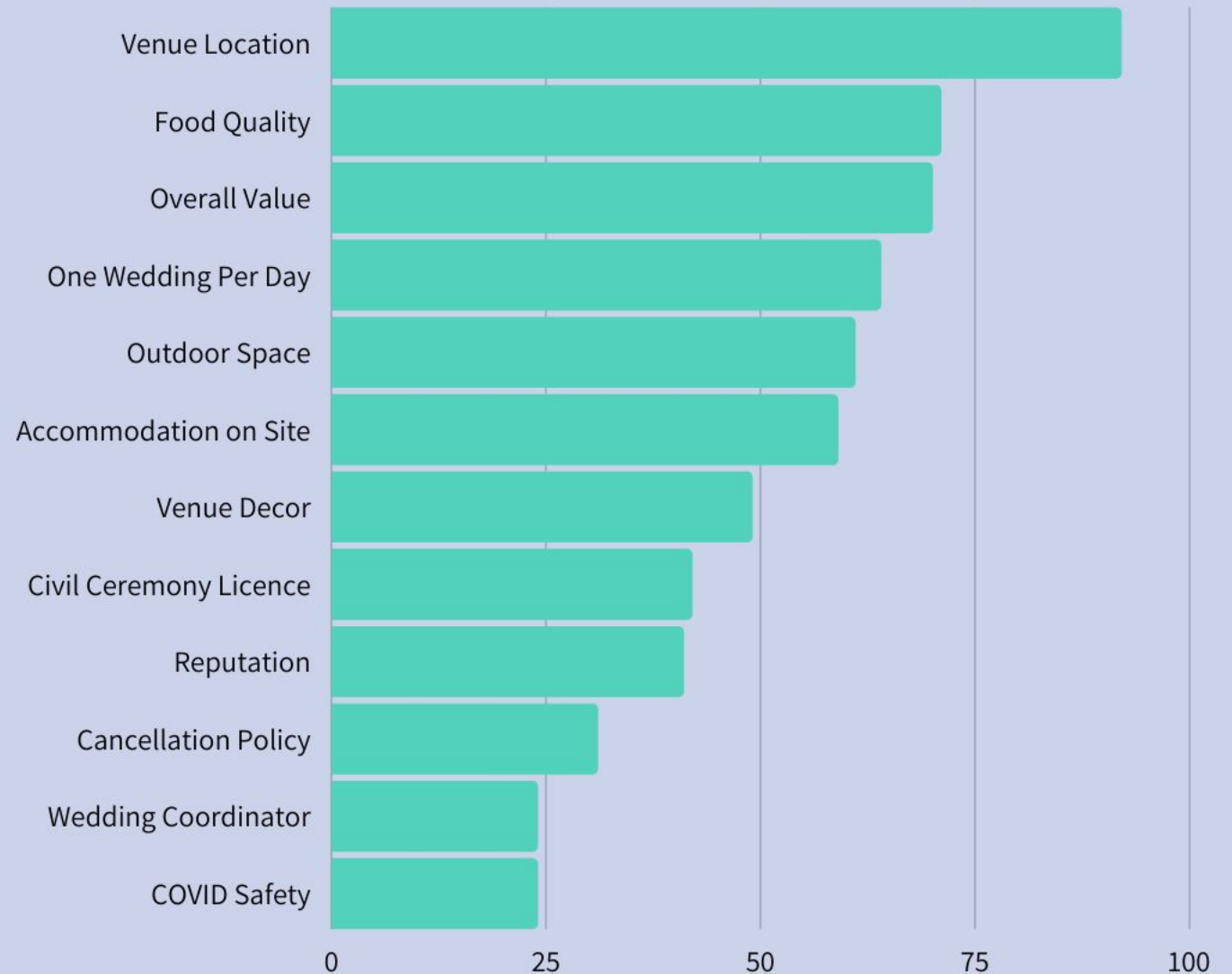
VENUE PRIORITIES



63% report quality is more important than cost.

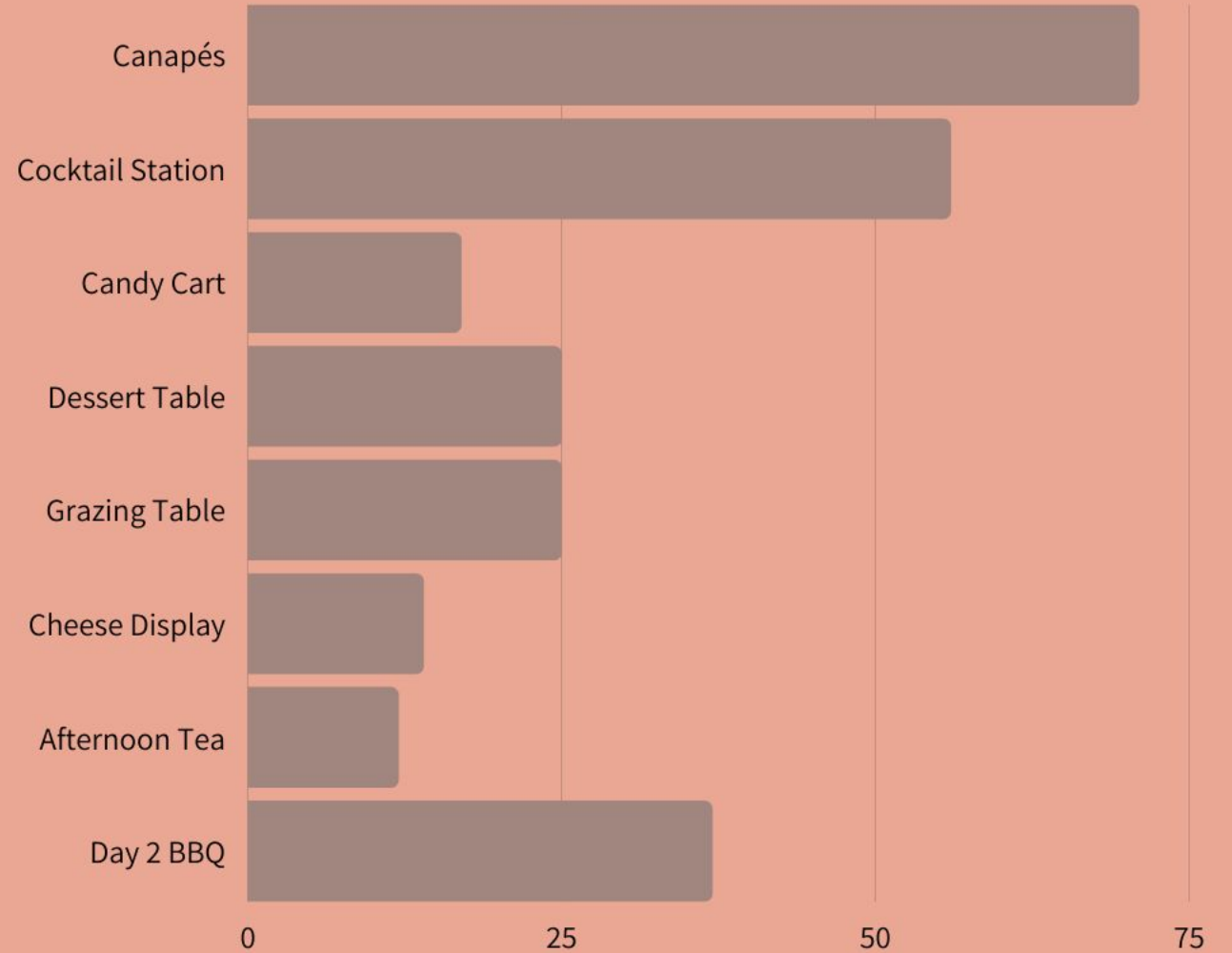


Location remains the #1 factor when choosing a venue by a 21% margin.





TOP 10 VENUE WISH LIST



GREEN POLICY



45%

I WOULD FEEL
POSITIVELY ABOUT
THE VENUE

15%

ITS VERY
IMPORTANT TO ME

29%

I DON'T CARE
EITHER WAY

11%

ITS NOT AT
ALL IMPORTANT



60% of respondents told us they would regard a venue with a green policy favourably.



64% of couples report they are incorporating planet-saving elements into their celebration.



TREND ALERT

I DO: DAY TWO

12%

A GROWING NUMBER
PLANNING A MULTI-DAY
EVENT FOR GUESTS.

LOVE IS FAYRE

88%

OF PEOPLE ABLE TO
ATTEND BRIDAL FAIRS IN
COVID LOVED IT.

LET THEM EAT CAKE

25%

ARE CHOOSING AN
ALTERNATIVE TO
TRADITIONAL CAKE.

NEW TRADITIONS

22%

ARE PLANNING AN
ENGAGEMENT PHOTO
SHOOT.

TAKE AWAYS

LOVE THE PLANET

BROADCAST AVAILABILITY

PERSONALISE YOUR COMMS

TAKE SHOWROUNDS SERIOUSLY

SELL THE ONE STOP SHOP





RECORD SPEED

DASHING DOWN THE AISLE

27% of respondents
their engagement
COVID. As a result
couples are planning
40% are aiming



SPOTLIGHT: VIRTUALLY NORMAL

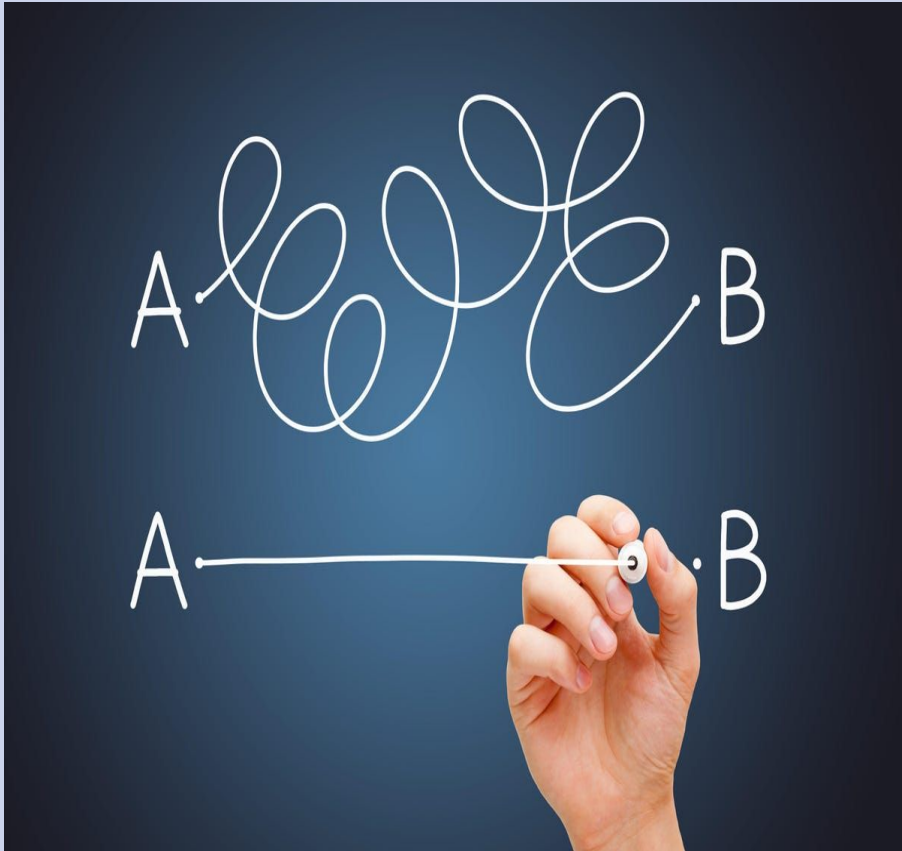
a lasting impact on the hospitality
become part of the sales mix are now
likely to remain so.

ever visited a venue



THE GROWTH OF GREEN WEDDINGS





Walk in their shoes

Make it EASY for them to do what you need them to do at each stage

WEDPRO
by WEDDING
DATES



Sell the Sizzle!

- Website copy should be all about **THE COUPLE** and **THEIR BIG DAY**
- Avoid list of “features”
- Steer clear of stock images, use real couples on property

WEDPRO
by WEDDING
DATES

MEET
OUR
*Dream
Maker*



WEDPRO
by WEDDING
DATES

It's okay to have Personality now!

- **44% of couples deemed an “*impressive wedding coordinator*” very important when saying yes**
- **People book people – make sure your team members are woven into the journey**
- **Video is a great way to let couples get to know you!**

Get a little help planning your perfect wedding day from our dedicated Wedding Planner

After the initial excitement of getting engaged, you realise there's an awful lot to organise to make your special day perfect. Well no need to worry because we're here to help you do just that. We can guide and advise you through all the decisions you need to make to ensure that nothing is left to chance and that your every wish is catered for.



Check Wedding Availability

* Your Wedding Date

* First Name

* Last Name

* Email

* Telephone

* Guests

Additional Requirements

Check Availability to send an Enquiry

Send Enquiry

★★★★★ by Heather huntington on Tue, 27th October, 2020

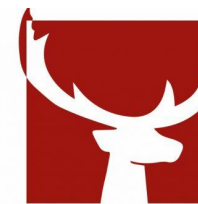
We chose to hold our wedding and reception at Mount Pleasant as the building is beautiful and the grounds make for lovely photos. Everything from booking to the day itself was completely effortless for us as Andrew and his team handled everything. We never had any concerns and we were always kept up to date throughout. The wedding day ran ... [read more](#)

★★★★★ by Kevin & tracey HAZLEHURST on Tue, 6th October, 2020

What can i say apart from the service i have received from Andrew Bruce and his team has been nothing short of excentional. ORIGINAL I Y we were 4 days

[Read Reviews](#)

powered by WEDDINGDATES



MOUNT PLEASANT
HOTEL

Client Spotlight

✓ Interactive enquiry form to check availability

✓ Immediate reply with brochure attachment



Showround Significance

- **Couples used to visit an average of 9 venues before booking; now they visit 3 or fewer**
- **33% of couples want to book the first showround online**

A 17th century barn, acres of grounds for picture perfect moments, a majestic lake and even a historic church; weddings at The Coniston Hotel Country Estate & Spa are something truly special. Our enchanting event spaces can accommodate up to 120 for a wedding breakfast, or if you're looking to extend your guest list even further, you can make the most of our grounds with an elegant marquee.

[Download wedding brochure](#)

[Download wedding FAQs](#)

Visit The Coniston

Preferred Appointment

* Date Morning

Wedding Date

Your Wedding Date (Optional)

* First Name * Last Name

* Email

* Telephone

* Guests

Additional Requirements

[Read Reviews](#)

powered by **WEDDINGDATES**



The Coniston Hotel
Country Estate and Spa

Client Spotlight

✓ **Interactive form to request appointment embedded on website**

✓ **Immediate reply**

Takeaways



Audit your Couples Journey



Share their excitement



Give them clear next steps



Don't make them Scroll



Capture their contact information



Personalise if and where you can



Immediate Response



Show your personality



Make it Easy on yourself - Automate



Make it Easy for them to do what you need them to do



Give them resources



Use tools and systems to ease your workload

Ask Me Anything

 ciara@weddingdates.co.uk

 [/in/ciaracrossan/](https://www.linkedin.com/in/ciaracrossan/)

 [@ccrossan](https://twitter.com/ccrossan)

www.getwedpro.com

WEDPRO
by WEDDING
DATES