

## QUALITY CUSTOMERS FOR LIFE

Destination weddings have become increasingly popular over the past decade as a new generation of couples has entered the wedding market. These couples are looking for unique wedding experiences that allow them to share quality time with family and friends.

### DESTINATION COUPLES BOOK DIRECTLY.

More than two-thirds (77%) of *Destination Weddings & Honeymoons* readers book directly with 38% booking online and 39% by phone.

### DESTINATION WEDDINGS ARE PERENNIAL.

Destination weddings occur throughout the year, with the bulk (62%) taking place from early summer to late fall (Oct. - Nov.).

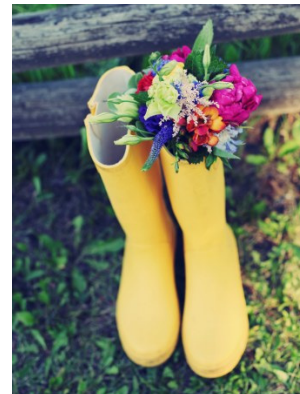
### GUEST SPENDING ADDS UP.

In addition to the \$545 spent on each guest by the host, attendees of a destination wedding will each spend approximately \$2,551.

### DESTINATION COUPLES LOVE TO TRAVEL AND WILL SPLURGE ACCORDINGLY.

Our couples average \$7,500 on their honeymoon, 116% more than traditionally wed couples.

Sources: *Destination Weddings & Honeymoons* 2011 Reader Survey, Walker Communications; theweddingreport.com



All images: Kate & Mat Ealger, Velvet Leaf Photography

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