

Professional Reported Trends from State of the Industry

Q1-2 2010

July 12, 2010



WE tv Networks Wedding Report
Wedding Statistics and Market Research for the Wedding Industry



The items below are the un-edited professional reported trends from the State of the Industry study Q1-2 2010

Shorter sales cycle and weddings cancelled due to diminishing resources.

A flood of amateur photographers entering the market and diluting the business. Also, clients are negotiating more and booking smaller weddings and booking less hours.

More brides are looking for the "do it yourself" type wedding and calling on wedding planners for free advice and assistance. More brides are looking to hire wedding planner for the "day of wedding" coordination vs. full service planning. Brides are negotiating more on the fees for the planner and looking for discounts. Brides are cutting back on all wedding expenses - flowers, reception, etc. Average wedding is about \$2-4k less than last year.

using an outdoor grassy space for the reception, like a picnic theme

being booked earlier in the "cycle" than previous years. less concern about price.

Men are buying wedding gifts now - not just getting their wives, girlfriends or mothers to do it.

More "green" themed purchases - floral, botanical

fewer weddings, less details at weddings, better venues than last year

lower prices for wedding photography even by well established photographers. many new photographers who practically give away their services.

Bright colors, more themed weddings

slightly bigger budgets are coming back, but they aren't the same as 2008 and prior.

brides are spending less and less on their wedding gowns, more on accessories. Maids are spending the same. More brides are using the stores as a 'try on' place and then buying online at a huge discount, or shopping from store to store until they some store will give them the best price.

many last minute weddings that want to do something within 1 - 3 months from date of call to us

Less garter tosses and bouquet throws

This year brides and grooms are spending less. They are getting basic service instead of album packages.

Brides are becoming more budget-conscious and doing alot of the work themselves.

People are booking much later. More couples only and small groups.

More brides trying to do more it the planning themselves to keep cost down. More people coming in the industry

spending a bit more, not booking as far in advance-waiting longer to find vendors. Purple. purple and more purple! handmade invitations-by bride or by a designer. More attention to the invitations.

Everyone wants to "negotiate" pricing.

Clients continue looking for bargains and cheaper options.

Brides are shopping more online for their wedding needs. They are also looking more at reviews of vendors listed on online wedding information sites, before choosing booking any particular vendor.

couples are waiting longer to make commitments, doing more research. Advertising, networking and

referrals pay off.

more price shopping

Brides are waiting to the last min on buying our products(cake tops, photo albums, personalized wedding gifts, etc...)

Too saturated with photographers in our area. Couples tend to be spending less overall, so we're starting our focus on intimate weddings and elopements.

Brides are still waiting until the last minute to book some vendors (2 months or less). Smaller guest lists 150- 200 vs. what I usually see at 300-400. More are trying to plan themselves but become frustrated at the process and then call a professional to finish up.

Clients are careful with their money.

DIY

green products

emphasis on individual style - desire to be unique

demands for advanced technology on the web

More home based businesses and Etsy competing for our customers. Trends being created by blogs and by BRIDES rather than by media. The Vintage trend and the Rustic, more simple wedding is huge. Driven by the desire of the couples and the families, again media push for extravagance.

Clients are really being budget savvy. They want more but do not want to pay for it.

Couples are doing more planning closer to the date. I think the magazines info they are getting is leading them to believe that they can get better deals because vendors may not have dates booked. I think magazines and socalled reality shows are good but don't give all the right info.

Vintage and DIY is massive

Clients wanting all images on cd/dvd and cheap pricing. Also seeing an influx of amateurs/college students flooding the market doing a "good enough" job at a low cost.

Our prediction over the next 18 months is that weddings are going to go back to where they were in the 50s & 60s. It will be a ceremony. The reception will consist of appetizers, cake and some of the ceremonial items. re: first dance, bouquet toss and cake cutting. Brides are beginning to understand that spending \$50-80 per person is the same as taking each and every person to the finest restaurant in the state. And some people that are invited they don't know (re: family friends etc..) This industry is changing and those that don't let their egos get in the way will survive and do well.

Day of mgmt services are underpriced in the market by those new to the business

Brides are most interested in wedding day management services

writing own vows

smaller wedding party

more spending on 2nd wedding

People lose their jobs and start businesses that will compete with me. The same amount of couples are getting married but many have no reception to save money.

Couples wanting discounts

In my experience brides are booking less in advance - it's June and I'm still getting inquiries for August and September, which is rare for me. I'm seeing very few brides inquiring about weddings 15+ months

in advance.

More bookings than last year, but at somewhat lower overall prices still (as compared to a couple years back)

Bigger weddings, photography and decor are valued. Styles/colors are all over the place.

"Shoot and burn" photographers who show nice work on their websites, and lower prices, but then "bait and switch" the client into offering a "Disc of high-res digital negatives" and when the client gets the disc, those images aren't edited. It's tricky and highly prevalent. We need to educate the client better on what they're getting for their money.

couples who were waiting for the economy to get better are finally getting married, so there is a pretty big up-tick in sales

Tiny outdoor weddings, small weddings, buying everything on the internet, doing it themselves. They are self catering the wedding here. Wedding dress sales are horrible. Brides are borrowing or buying on the internet directly from China...or they aren't wearing a wedding dress at all. Our sales are at a 33 year low. They are NOT wearing veils, crinolines or wedding shoes. They are buying shoes on sale at the mall. Some brides are buying jewelry and returning it AFTER the wedding at the mall. No one wants to spend. Two major tux shops in my area have a total of 3 formal weddings booked for June. The industry is in terrible shape..and after 33years, I regret that I am closing my shop. No biz!! David's is getting the immediate gratification sales and the internet is getting the \$19.99 wedding dress sale. Its so disheartening in the midwest!!

More DIY brides. More brides are planning as much as they can by themselves and hiring Day-of Coordinators.

Budgets have gone up, but more brides are choosing DIY projects as opposed to hiring vendors to do the work for them

lots of bright vibrant colors for favors

Brides are not spending what the once did on flowers. Brides have the same amount of bridesmaids but a much lower budget. They have high expectations.

Brides waiting longer to book.

Couples want rights to their images so they can get them printed where and when they want. Couples are looking for the best deals.

Vintage weddings, green weddings and more affordable DIY weddings.

Las Vegas Weddings

handmade, etsy buying, diy, rich jewel tone colors

Couples want unique and personalized ceremonies that reflect them as individuals and as a couple.

Brides booking weekday weddings to save money on venues, etc.

brides are being more budget conscience, alot of DIY items. Lean toward sites like ETSY.com. In South Dakota, Hair is still a must do by a professional but brides are willing to go to a cheaper stylist, not always a qualified or specially trained stylist. Makeup is still a want, but not a need yet. Brides are willing to do their own makeup if budget is tight. Smokey eye is still very much a big trend in makeup and soft lips. Not seeing tiaras anymore, lean towards veils only or some sort of ornamentation (crystal pin, brooch, flower, etc) added in. Feathers are becoming more accepted.

slow down of wedding photography needs.

2 years ago I spent hundreds of dollars to advertise on sites like Onewed and got no business from them. This year I decided to forego those and see where it takes me.

Couples spending less on video. More Sunday weddings

amateur's pretending to be professionals

they lack basic business requirements such as a Sales Tax lic
Liability Insurance and even basic knowledge of our craft

Lots of photographers just starting out with decent work.

CANDY BUFFETS AND DIY PROJECTS

I see alot of brides being more hands on with their weddings and trying to do more things on their own to help cut costs.

Bigger bridal parties many brides have 6+ bridesmaids but are not ready to pay the extra cost

I am seeing more low income coming into the wedding market with really not a large budget. We have had to adjust our price accordingly to help stay in the photography industry. We are also seeing more and more photographers switching to other photography industries or moving on to a different career field.

A lot more do it yourself brides that think because they see it on tv that they can do it themselves. I've heard too many stories of do it yourself weddings going very wrong. Brides should be urged to utilize the professionals in the field equipped to handle wedding events.

Brides seem to be willing to spend more this year on photography than they did last year.

DIY - Brides are doing create stationery using DIY kits for Michael's, Hobby Lobby, ect.

Spending less, just want basic packages and nothing extra

Couples waiting until closer to their wedding day to book live music. They aren't as sure about their budgets far in advance of their date.

A huge drop in inquiries from paid advertising and a large increase in referrals from past brides.

many couples what a disc with full res images and no album

Contemporary images instead of photojournalism. Lots of photoshop usage with actions and filters

Untrained photographers charging next to nothing.

More afternoon weddings; fewer couples hiring DJs and more doing their own music from a laptop or iPod; less dancing; less money spent on food and alcohol; more backyard weddings

Couples are still getting married and spending thousands of dollars on these events. Not slowing down as far as I can see.

Purple!

Seeing lots of smaller weddings 50-75 people and Sunday and weekday receptions as cost savings.

Couples are hiring weekend or "cheap" wedding photographers rather than hire a true professional. The ones that do call are price shoppers. The industry is being ruined by cheap "shoot and burn" photographers who do not provide albums and photographs, but rather, shoot the event and hand over a disk of images.

Brides are waiting until the last minute to place orders. I think you have to be flexible to accomodate

them if at all possible.

People do not want to spend money.

Brides in our area are not spending as much on their wedding cakes. They seem to think it is a luxury they can cut back on and have the caterer do other desserts in addition to their cakes, thus cutting cake costs.

Photographers are lowering their costs to customers. A lot of "newbees" in the business. Brides pitting one photographer against the other for free services. Not good at all!

Silk flower bouquets. Smaller wedding budget.

Smaller weddings, smaller wallets

smaller weddings, spending less for the most part. Waiting till the last minute to book. LOTS of elopements.

Brides wanting to spend less on weddings overall; frequently secure an Officiant last. Much less traditional-style weddings: ANYTHING GOES (and I encourage this!) Colors moving away from traditional Lot of black now in weddings. Bridesmaids gowns not so frou-frou ridiculous, but more sophisticated, lovey dresses. More casual, more creative ambiance for the most part. Inclusion of kids as part of the ceremony: participating in e.g. sand ceremony, or doing an "honoring of children" segment. More writing of their own vows. Lot of delayed "honeymoons", either for financial or schedule reasons, or to save up for one later.

Value minded brides!

Cut back in wedding spending, too many low budget brides, way too many photographers, less weddings, less communication with brides, less bridal appointments.

People are wanting something unique

More do-it-yourself brides. Compromising quality for price.

Eco/Destinations/

gobo and modern chic weddings

A lot more DIY brides and very low wedding budgets

I am seeing more money spent per wedding (larger bridal parties, and more expence spent on airbrush makeup)

less use of planners. more do it yourself

cheap people spending as little as they can more cheap garbage dj's in the industry

Having to negotiate or find out what client is willing to spend.

More people seem to be getting married, and they are spending more on officiants. In fact, my prices seem to be too low, as I've been getting tips increasing my revenue by almost 50%. Very odd!

more value shopping

Overall less sales and slightly lower average transaction.

More couples are NOT using wedding planners, and more couples are renewing vows, and less couples are actually getting married.

alot of past trends are coming back

People are hanging on to their money or else wanting something for nothing.

customers being more educated from the internet and coming in better prepared; purchasing by the internet then expecting local business to service that product without a fee; more cancelled weddings than ever before; more people attempting to negotiate pricing.

For Videography, budgets have come down from 2008 but are increasing and showing more promise than in 2009.

With the economy being as bad as it is, more and more people are trying to call themselves 'photographers', and giving their services away for almost nothing... so more and more brides are now expecting to pay less and less and they place less value on photography than they did before (since they can now get an amateur photographer to do their wedding plus give them an album plus prints for almost nothing). I've had brides ask me to shoot their wedding for \$20 per hour (no joke), because other photographers have already agreed to do so. I think when things get better again with the economy in general, there will be some lingering effects - like brides will from now on always expect their CD with full rights (this was something that was not done 5 years ago), and they'll expect a 2nd photographer.

increase in cheaper "weekend warriors:" pretending to be professional and more last minute brides.

People are using Craigslist to find cheap wedding vendors and they don't want to pay a fair value for them. Too many hobbyists shooting weddings for next to nothing and just offering all images on CD with a copyright release.

I am seeing a pick up for the last 6 months of the year over the first 6 months. I guess the talk about an economic recovery is helping people feel more confident to go through with their plans.

Brides not trusting photographers meeting them at a local coffee shop or bookstore. Brides starting to go back to a real photography studio.

Eye Lash Extensions

Value conscious consumer however service is still important. Smaller bridal parties (1-2 BMs v. 3-4).

While the media tells us the economy is improving, Michigan's remains flat. Multi-ops with bigger advertising budgets are scooping-up most of the remaining clientele, often by undercutting prices. There has been a very slight uptick in sales very recently, but consumers seem to be very reluctant to book until the last minute. As a full-time single op, I'm barely hanging on.

More people spending less on photography

Customers are seriously looking for best value at lowest cost. Not buying extras but just the essentials. More are doing their own invitations.

Brides trying to cut costs of wedding. They are spending less.

More family members photographing their weddings instead or people's budgets being completely unrealistic.

More opting for Gobos and up-lighting instead of intelligent lighting. Many clients are wanting more of a elegant feel to their lighting instead of a club feel. 100% percent of our clients this year have excepted in studio consultations so they can meet us in person, get a demonstration and see the equipment condition and quality. This has been great for us as we have been able to acheve a 100% booking rate by offering this.

people are not getting married as much as in past years.

Many people need a job. Photography is an inexpensive business to get into when you can work at home and can use the web for advertising. The Market is becoming saturated with photographers. We have made our living in photography for 50 years. The competition is unreal.

Dark purple as a color

Anemones as the flower

non traditional wedding cakes (more contemporary and less "weddingish")

Couples continue to get older and are paying for services themselves. Parents used to be more involved in the choosing of vendors and also would be willing to pay more.

A lot of budget bride, doing much more. Therefore they are hiring less vendors.

Popular photoshop techniques - I do not do this

Client desires image files - I do not do this

Clients desire cheap rates for the same product - I do not give discounts

Pay to play - Vendor preferred lists are a paid position - I do not do this nor do I pay to play.

Fake advertisements in magazines such as carolina bride... meaning if you pay this rate for ads you receive the cover or a better page position - Sorry I do not do this but I do understand the idea of making a sale and good for the magazine who get the job done.. To me it's a scam the prospective client into believing some value or merit has been attached to a product when it's simply a paid advertisement. But then again if the prospective clients believes it worked and hats off to the product and magazine.. people are stupid and can be spoon fed! :)

Brides are looking for deep discounts and trying cut a lot of fluff that use to be standard.

Last year was terrible, but things are looking up this year.

Calligraphy - more color, unique styles, incorporated through the entire wedding from save the dates to exit signs to thank you notes after the wedding, custom everything

more competition

longer engagements

couples trying to save money here and there, but not overly sacrificing things they really want.

Booking closer to the event.

Smaller guest lists, outdoor weddings, venues offering exclusive use for the couple and their guests

Many couples are doing destination weddings that supply the photographers. They are also doing with less with the photography end and more on the after party.

New Media

Couples don't want to actually spend any money on the ceremony, need the money for flowers or musicians or to pay the venue. \$20,000 to the venue and they squak at paying the minister \$200 for 10hrs of work and time.

Wedding budgets are much lower!

Lower initial packages, more purchases of prints/albums made after the wedding (rather than

committed to upfront). Lowest priced packages (coverage and rights only - no prints/albums) are selling the best.

Couples in this market cut the Planners

Couples are watching their budgets, photography and video are at the top of the list for cuts.

Smaller weddings, cash bars instead of host bars, more "do it yourself" decoration, either very short term planning (less than 6 months) or very long term (11/2 -2 years out)

Much more of my business in Connecticut comes from Same-Sex Marriages, mostly from out of state. This is keeping my numbers closer to the same. Without these couples, I would say that business for JP's is down.

Mom's with toddlers climbing on them while shooting a wedding can shoot for free or minimal costs. My last second phone calls have dramatically increased due to amateurs not showing up to work a wedding.

We are seeing more invitations being sent online through sources such as e-vite. Though it provides more information to the guest, nothing sets the tone for the affair more than an actual invitation. Suggested options would be to include a website address on an actual invitation for guests to be updated with new or relevant information as the event grows closer.

Also, we are seeing trends of unrealistic expectations with regards to the quality of the product a client demands in relation to the price of the product. It seems more than ever, clients who demand a HIGH HIGH END product, but can barely even afford the most budget invitation.

couples seem to be waiting closer to the wedding date to book. 2 to 3 months before instead of 5 to 6 months before the date.

We're seeing a lot of couples who are looking for photography packages that also provide video coverage. We're also noticing that less and less brides want wedding albums.

More weddings outside of a church--wineries, parks, barns, beaches. Unusual locations. Also, less emphasis on religious services, and more on civil or spiritual.

People making decisions solely on price

I am doing more home weddings, garden weddings, and weekday weddings at venues with reduced rates. Couples are very, very budget minded, and are simplifying. Elaborate weddings are very politically incorrect right now.

Increased entertainment at weddings ex: multiple entertainers and clients are booking services later into the planning process.

at home weddings, small and private

Amongst my competitors, those who are most active in the marketplace - marketing, industry events, seizing social networking opportunities - and those who are the most tenured have seen a steady flow of business. Newcomers, job-changers and those failing to embrace reviews, social networking and industry activities are complaining of a downturn. It's clear to me that brides are choosing known entities when deciding on WHO to work with even when, in the venue side of things, it's also WHERE to hold the event. Among like facilities, strong history and presence are key.

I see the use of the color Black a lot. More couples are going back to the Traditional wedding cake verses Modern/Trendy designs.

Trying to Save...save & save

people are being cheap with their photography budget and hiring family members with amateur cameras!

At shows I found a lot of brides planning smaller, church-based events not requiring Officiant services. I have NO June weddings this year!

There has been a marked increase in the number of "photo enthusiasts" who are less than qualified to provide quality Wedding Photography. They have lowered the standards and expectations of Brides and have decreased the value of our services.

Brides and Grooms seem to be doing smaller services and asking for more help from family and friends for their trimmings (food-flowers and etc.)

Booking further in advance again. Getting higher dollar last minute weddings.

Booking sooner

Lower budgets

I have been very fortunate that, I have not been hurt by the economic downfall. my clients sign contracts 9 out of 10 times, people just want to know where their money is going and how it is spent, also if they will see a return at their event. I always put something back into their event, it has never failed!

I am seeing more DJs who claim there are professional and listing themselves on craigslist. These DJs charge anywhere from \$25 to \$100 an hour which hurts the real professionals and pricing. Brides who are just price shopping and not looking for a quality DJ.

More Colored Gowns! Backyard and Destination Weddings. More DIY.

More couples are looking for a Day of Wedding Coordinator rather than someone to provide complete planning services.

Seeing a little bit older bride, one who has a career and less time to plan a wedding.

More couples on a tight budget. They are looking for low cost with digital files so they can print themselves. Photography seems to be a last minute choice, and couples do not see it as an investment.

More brides and grooms are using DIY options to keep costs down.

titanium, tungsten, stainless for the guys---girls mostly still all white gold. We do a lot of custom engraving for brides, unity sand candle has been popular. Swarovski crystal bride and bridal party jewelry has been popular we make it custom depending on colors and styles.

More couples are wanting to have photo packages added into their ceremonies I offer.

Some photographers are making efforts to shoot less, but are searching for higher paying clients.

Color in wedding dress; short or tea length bridesmaid dresses; less florals at reception & church

An explosion of new photographers with quite low prices and low experience not paying taxes. Many of the brides are price shopping and booking weddings closer to the date of the wedding like less than 6 months.

Many have a photography budget 500-2000 and expect DVD and prints and albums and online viewing. A couple of years ago I averaged 2-3000 per wedding and reprints were ordered. Our wedding business is cut in half.

Many brides are shopping a wider area online for photographers.

Less formal weddings, less money spent.

Much smaller weddings, much smaller budgets...much more specific and demanding brides

Economy based profession. How do you think the Economy is?

People are holding on to their money.

We see less wedding this year and lots of brides planning for 2011. They are buying early and giving themselves plenty of time to shop.

Brides are spending less because of the economy here in the Ohio area.

Smaller wedding parties. More value conscious shoppers.

price cutting... I survey couples who don't hire us and ask who they hired and what price/package they got, and amazingly enough, they're forthcoming with info and local photographers play the game of saying one price, but massively discounting this year.

this is bring the price down in the market, and locally more photographers from other areas are marketing themselves here.

even the high-end venues have price cut and are matching prices offered by the mid-range venues.

leads have been dead for a few months (dead in the sense of no qualified leads, but LOTS of leads that are not qualified/don't meet our price range and not even close)

leads feel like they're picking up in June... but it's only been a week. First two full-price leads I've received in a number of months. hoping this is a sign of thing picking up, but only time will tell.

Brides using their own containers for flowers to save money.

Using other fillwer besides flowers to make wedding more unique.

People are booking much later for destination weddings. I specialize in Hawaii and normally they book up to a year in advance. I am finding people booking 2-3 months in advance now. They are missing out on great sales by doing this but that is what they are doing now.

Weddings held at one venue. Church wedding, church reception. Hotel wedding and reception. Also, many outside venues, either at home or in area parks, etc. More suits being rented.

small weddings and couples just want the CD with print rights

destination weddings are more popular

Brides and Grooms returning to the basics wanting to put a priority on family, and saving to have those they love at the wedding. Brides are still want it all!

Fewer potential wedding customers hiring photographers

Greater consumer expectation and demands with only a small increase in price resistance. But when value is explained to them, they're willing to spend more.

There is not as much hesitation before spending as there was last season.

Small weddings and ceremonies. Fewer guests are invited to a more intimate setting.

Smaller wedding photography budgets. Fewer and in some cases no print orders. I am changing my sales to in studio presentations and sales only as opposed to internet orders.

candy buffets, cocktail parties instead of formal sit-down dinners to save \$

I see that couples are doing smaller more intimate weddings. Spending less than usual and putting extra money into their honeymoons or future housing. I see couples contributing more to the wedding expenses and less contributions by parents.

More people are becoming "photographers" because they buy a fancy camera and charge WAY less than us pros do, therefore we loose business. It's a horrible trend that's really affecting my business.

couples spending MUCH less, increased competition charging MUCH less

More destination weddings. Increasing number of wedding/reception in different locations.

People doing more with less. Average wedding/reception has decreased from 200 people to 150 or less. People doing more of their own flowers, relying on friends and family to help decorate, photograph, etc.

Waiting until the last minute.

Trying to get something for nothing.

More non -church weddings

BRIDES ON A MORE SPECIFIC BUSGET

More confidence by couples to plan ahead.

Personally bookings are down but revenue is up mainly because we raised our prices, but couples are booking at the higher prices.

Supposed industry experts (i.e. Knot, Our Wedding Day, etc.) telling brides to do it themselves to save money (i.e. Ipods). This directly impacts the sales of their advertisers such as DJ's but most importantly puts the brides special day at risk of being in shambles. These supposed industry experts need to realize this. Don't see much from these supposed experts telling brides to get a bunch of throw away cameras or friends with digital cameras to take the photos to save money.....

Brides wanting more for less and more do-it-yourself. They want you to provide them with top notch, full service, five hours of video time for wedding & reception, two videographers, etc. but want to pay no more that \$700 for it. We aren't a vendor that charges \$2,000 for a wedding/reception, but it is frustrating when clients do not understand that the price they want to pay for your 30 hours of total work makes it best for you not to even be involved in the wedding industry at all. That has always been why we aren't exclusive to weddings and rely on our corporate videography accounts.

Couples cutting back on honeymoons in order to have their wedding.

As always, with economic downturn, more "cheap" weekend shooters. Also, it seems a lot of smart and savvy college grads who cant find work in their respective fields are coming out with more "hipster" niche branding for urban couples. Many more young "husband and wife" teams. Some are okay, and very good at branding and marketing, but I suspect like many new comers they will be in over their heads when they start to see how much work and complexity is actually involved with wedding clients. A lot more flash and little substance out there. We've had to step up marketing/advertising to not get lost in the onslaught of new photographers in one of the largest markets in the US. It worked well, we were well ahead of pace with booking and were at 80% of our annual goal by end of February. That was a first.

Brides are cutting back on extras in regards to their weddings. Also, more are waiting until the last minute to book some vendors.

No care about quality, price only. Internet shopping and they don't want to meet.

Bridal couples want their wedding to be fun and entertaining for their guests. Although, their style is still very much traditional and classic, they are looking for unique places to host their wedding - private estates, wineries and vineyards, natural settings, such as farms and botanical gardens, instead of traditional wedding venues. In essence, they want that destination feel for their guests.

Wedding budgets are much smaller than previous years.

Bleak future for professional budget wedding photography

More and more couples just want the DVD of images and no prints.

Less "ipod" weddings, mom and dad calling/paying for everything without ever speaking to the bride, way more google adword leads, a lot less print ad leads, we will be pulling all of our print ads next year and putting all those dollars in google and yahoo!

I started offering a "One Year Anniversary" session exclusive to my wedding clients. Clients are reacting very positively and love the idea!

brides bargaining for price like never before. more photographers than ever before. slow increase in weddings for 2011 over 2010.

mermaid dresses

Lots of high end and low end brides, but not as many in the middle as previous year.

Lots of venues that were not previously promoting weddings are now going after the market.

Spending less money

more girls buying online and direct from china.

Couples are taking much longer to plan and choose vendors. They are also working on smaller budgets so we've adjusted our offerings to more ala-carte to help them choose which "extras" (uplighting, Gobo's, Prop give-aways, ceremony music, etc) are more important.

Couples are booking lower-priced photographers and demanding steep discounts of our products/services.

Seeing a lot of last minute brides this year, but a lot more planning over a year away weddings than last year. Also have many more "off" day weddings this year. (every day of the week, not just weekends any more!)

Clients spending more, but number of weddings are down

Brides are having smaller weddings and spending less. But, once this recession is on the mend, all of the space center layoffs are going to hit. After that it will take a while for things to get back to normal (3-4 years). By then all the "Wannabe Wedding professionals", will be gone and our business will boom again.

More Djs, than Live bands with budget

Simple weddings due to economy. Couples marrying rather than living together so they can get a tax break.

Everyone wants a DEAL! Nobody wants to pay for the listed price of things. Businesses are slicing each others throats to gain a client. It's not good!

decrease in spending such as DIY wedding planning and decor, No-host bars, no appetizers money

dance came back-yuk, I-pod music and friend MC -scary

More personalization and custom requests.

Couples inquire about price more and ask for discounts more frequently. They are exploring less expensive alternatives for parts of the wedding that have less importance for them so they can spend more on other parts. Less video. Our clients want A LOT more personalization, but they are willing to pay for it.

Less floral decor, DIY weddings, private wedding ceremonies with more guests at receptions

Brides are trying to save money partially because of the economy.

Many request airbrushing

More clients waiting later to try to book, (many more "late" inquiries). They are too late, as I book at least one year out!

we target small weddings and offer affordable services, seasonal, business is good for lower budget packages, but planning, day of eventservices and large events are not booking at this time.

Weddings are getting a little bit bigger-- more guests.

More people want quick, small ceremonies with just close family and friends.

Laid back weddings, short Dresses, and casual dress

Brides seem to be choosing dates outside of the traditional busy months. I have seen a dramatic uptick in sales for what was once the "slow months". This has been very beneficial to my business. Keeps my income spread out throughout the year.

Thriftiness! Couples are asking friends to photograph their wedding or be their DJ (MP3 players or CD's). Smaller weddings or destination weddings.

The bride is booking her reception later and down sizing everything from the number of guests to the type of package she wants.

Trends towards couples wanting CD's instead of print products. Sales of these things, which make photographers much more money has become harder due to the digital revolution.

Blue shoes with bridal gowns

Budgets for photography are being set lower than in the past. Price shopping is big. Prospects seem to think that if someone has a good camera, they can make good images, so often the cheapest gets the job. Prospects need to learn why hiring a REAL professional is so important.

More outdoor weddings to cut costs.

DIY with some professional help is up, rustic sheik is on the rise, biggest bang for the buck, couture furniture, small or no cake, unique songs for bridal walk down aisle, BLOG search for inspiration boards is very popular, and unique location search is growing (think outside of the "hotel" box, musuem, art gallery, loft, etc.)

Uptick in budgets, but still cautious.

More last-minute bookings.

Online proofing, flushmount albums, pictures following the wedding day in wedding dress, eco conscience, increase in same-sex weddings

A gradual comeback from the economic crisis - the wedding industry seems somewhat insulated but I

did notice a decrease in sales between 2008 and 2009. 2010 seems to be about the same as 2009.
NOTE: in the Pacific NW, the wedding industry is highly seasonal, so the questions about changes over the last 6 months really aren't applicable. A better yardstick would be 12 months.

Couples are trending away from 'full service' coordination, and leaning toward 'day of' coordination to save money. Couples are doing more 'DIY' projects (with favors, paper products, and flowers, in that order).

Diy brides

seems like people are booking a lot less further out than years prior. I'm still booking 2010 weddings for THIS summer and fall, which I have never done this late before.

spending more money and more weddings although more weddings at home seems to be up about 20%

Brides are doing more themselves and scheduling vendors closer to their wedding date instead of earlier. They are choosing vendors very carefully.

Bridal shops are going out of business

Brides and grooms not seeing each other before the ceremony. Having photos done afterward, not posed in the church, but on location.

More and more people are choosing destination weddings, which is my specialty.

After a sluggish year and a half or so, we are seeing more activity.

More and more couples are looking for the "unique" and what will make them different. My services help reach that goal!

More diversity in clients (racial, age, taste/style, second marriage) who are seeking a wedding planner. They are not seeing their needs reflected in the mainstream media and so are turning to coordinators for help. Also many seeking DIY facilitation from a planner. Want DIY not because they want to save money, but to have a handmade, personalized touch to the wedding. But don't want to do the work, so are hiring a planner to oversee production of DIY and offer labor services.

Brides aren't spending money on wedding accessories.

want to make their wedding dollar stretch farther than ever before

2009 we had an increase in sales over 2008. We were working harder for the sale. 2010-January, February and March were very bad sales wise. Starting the end of April to now sales are very strong. Trends-colors plum and fuchsia are very popular colors. Brown is still being used a lot. Brides are waiting closer to their wedding date to make decisions. Everything from linens to cake toppers. I feel they are waiting to see if something better comes along.

I am seeing more brides finding my site through google and also more brides are DIY and relying on vendor reviews from previous brides posted on wedding wire, project wedding etc instead of paying a planner for vendor recommendations. Bridal hair and makeup is one of the first things to get cut from the budget and I have added value to my services by giving a touch up kit to brides or giving the entire bridal party complimentary false lashes. I won't discount my prices but I will add value and incentives for a bride to book with me. Last but not least I have more urgency than ever in responding to emails and phone calls from brides. I find that the fastest hair and makeup artist is usually the one that gets booked. I go on the knot.com and read the community forums to see what brides are saying about vendors and a big complaint is how long it takes a vendor to respond.

Nobody wants to commit; nobody wants to spend \$; Most couples want the least expensive packages (no albums, just shoot and give CD)

More DIY couples with careful eyes on finances

people booking closer to their event date and wanting to spend less on the bar

Weddings staying closer to home. Less destination weddings and couples wanting cheaper packages.

more all in one. Customers want extras like lighting.

less spending on Live music and doing own photo's a videos

I am seeing customers having smaller weddings and receptions as a rule. Guest lists have decreased, but clients still go for quality in food and beverage.

Brides and grooms are booking closer to their event date. Aware of prices, but willing to pay for what they are receiving

People are getting married with less lead time, more spontaneous, spending less, getting married on "off" days, hiring fewer musicians, more DeeJays, not caring about classical music as much. Hiring one or two musicians, instead of a quartet, trying to find musicians the week before the wedding.

Not getting package extras. Just getting the bare minimum.

Brides have less money in their budget to spend on wedding decorations, mostly due to the recession. The ones who do have money to spend on wedding decorations expect to get them for next to nothing. Due to the increased competition in the industry, they are finding vendors to "give away" their services. The unemployment rate is still very high in Michigan and desperation starts to set in for the unemployed who haven't been able to find a job. Thus, they start a business and practically give away their services/products just to be able to put food on the table at night.

More couples seem to be booking with less time before their wedding date.

Small intimate weddings, with fewer guests.

smaller weddings & brides interested in DIY assembly and other ways to get a bit of a discount.

Crappy companies are falling by the wayside because brides are using social media to warn about them. Often these are the companies you hear talking about how bad things have gotten. They haven't gotten that bad, brides are just getting educated on vendors and aren't putting up the garbage they used to. Reputations mean MORE today than in years past.

Far too many brides doing their own flowers, except for maybe the bride /bridal party. Ordering flowers thru places like "SAM'S" and then showing up here wanting more flowers or for us to do them with their flowers. We have also seen a huge number of last minute brides (getting married same day or within 3 days)

As a venue, the number one trend I am seeing is people considering alternate days to Saturday and more off peak booking to save money. The other trend we're seeing is pared down food to save on catering costs.

many more photographers are entering the market at very low price points and we've noticed it affect many photographers in our area. brides are looking for the best deal available even more than ever but i also feel that they are looking for quality vendors. we still find that word of mouth and being referred by other wedding vendors has been key to our business.

People value cheapness above all else.

Shorter booking window; fewer large events, more small to medium size events; more limits on bar hosting--more cash bars; less decoration--not as many flowers, etc

Smaller wedding and smaller budgets

More brides are turning to their families to help plan and implement the wedding. Lower cost items are more prevalent.

More social and ecoconscious brides

Conservative spending based on the economy

Styled engagement shoots. Increased popularity for film-only photographers.

Last year, people got married, but everyone was on a budget. This year, budgets are a little looser, although nearly everyone is still careful with what they spend. The number of inquiries seems to be greater than last year, though.

candy stations, photo booths, vintage themed weddings, damask, pom pom decorations

focus on reception rather than ceremony

People that postponed are getting married, they are looking for other alternatives. Hopefully business will pick up within the next 6 months!

second year of lower use of professional services

More customer interest in recycled metals and stone without ethical considerations.

Interest in the story of how the jewelry is made and the story behind it. Customers want more than pretty. They want an emotional connection to the product.

Couples going to venu's that supply table decorations. Basic wedding flowers about the same.

More couples are choosing environmentally friendly options.

Smaller weddings, older couples, and more demand for my services.

People are having smaller weddings...where they used to have an average of 100+ guests, weddings are closer to 120 - 150 guests now. They're also trying to do more DIY stuff when they are able.

losing thank you cards and save the dates to photographers

very cheap brides, fake flowers and ugly decor

Brides want very upscale floral decor for rock bottom prices.

They are collecting multiple email quotes from numerous florists without in person consultations and are choosing the florist who promises them the most quantity for their money without even comparing the quality of the work. Florists working from their homes are doing weddings for unheard of pricing making it hard for retail shops to compete.

More DIY weddings, with reduced budgets, but couples are putting more emphasis on the things they deem important to them.

The downward trend I am experiencing in my business is directly related to the lack of upper management support & recognition of the importance of advertising and marketing what we do.

booking later (more 4 months out) rather than the 6-12 I was seeing prior

A few things we are noticing ... first - the engagements are shorter - we are back to the 6 -9 months, not the 12-14 month engagements. Secondly - the brides can't make up their minds - they keep

changing what they want and expect no price difference or complications even if its close to the wedding date. And I guess thirdly we are noticing that brides are questioning vendors pricing more ever than before - for some reason they are thinking that everyone is trying to gouge them for money.

Couples seem to waiting later to book.

More calls for out service. We are calling leads from bridal shows.

Heightened sales in men's cuffwear and wedding bands in the 250 range.

Brides now back to booking a year or more out.

Increasing bookings for 2011 at an earlier date, but not at a reduced price point which is different than usual early bookers who are looking for deals. My 2011 brides don't seem to be looking for deals or looking to negotiate even though they're booking earlier than usual for me.

More requests for digital images on CD's than ever before. Once they have the digital images and enough money saved, then they are requesting an album.

still increased usage of "friends" or "relatives" to perform services that should ideally be done by professionals

Do it yourself

Bolder colors and prints for bridesmaids

Last minute bookings. Couples are waiting up to 2 weeks prior to an event.

More DIY (do it yourself) weddings. More budget conscious couples.

more simple gowns, fewer guests, more do it yourself

Bottoming out, looking up.

creativity

smaller guest count 100-150

booking an average of 5 months out or 1 year out

spending less on alcohol

spending less on food

one thing most important; dress or venue or photography, cut other places

alternative receptions:

earlier with cake and champagne punch only

dinner for family and attendants after rehearsal then cake and punch reception for others on wedding day

smaller events on Friday or Sunday

People are still looking for a deal. A lot of Friday weddings, off-peak weddings...Most people choose our smallest package.

More illegal unregistered businesses. No DBA hobbist DJs. I also see National DJ Associations doing less for their membership on this and other issues.

Brides still going for price, instead of quality.

As the economy is getting better bride are now booking more weddings, but may select something smaller.

I see brides going for the short wedding, such as going to Reno, Las Vegas.

The brides do not wish to spend a major part of their budget on the receptions.

Still lots of weddings.

Photo Booths

2010 had a lot of last minute bookings. 2011 hasn't had as many inquiries by this time last year.

Twice as many clients this summer as last summer. Sales are more in line with 2008; the summer of 2009 was terrible!

spending less, putting off purchasing, indecision, wanting to compare every purchase to the internet

Destination Weddings/Green Weddings

more gay weddings, couples expecting more for less, more ceremonies at the same reception sites, more couples wanting their 4 legged friends to be a part of the ceremony

people spending more

destination weddings are increasing, overall wedding budgets are slightly increasing, guest attendance level increasing, although budget is increasing clients remain selective on where they spend their money and seek a "grand" wedding for the "best deal"

We produce bridal shows. Our shows have all increased in both brides and vendors attendance this past year.

More couples planning atleast a year in advance.

DIY is huge, smaller weddings for 2nd and 3rd time brides, grooms are much more involved in wedding decisions.

more destinations wedding than ever before, more exoctic travel destinations for honeymoons

I'm a new business, so I am learning as I go, however, I've recently focused on the wedding industry and am seeing a great return so far!

Many brides want a videographer that is reasonably priced. Many of the large companies are charging too much

Couples are using DJ's more and florists more than last year

Increased attention to online reviews posted on sites like WeddingWire. Brides are booking their wedding DJs relatively close to their wedding dates, sometimes as short as 2-3 months before the actual event.

People spend money on weddings. Also, customer reviews are the number one way to attract new customers.

Everyone is wanting cheap, spending way less money on wedding photography.

More last minute contracts than ever before.

More couples looking for true professionals. It seems everyone has friends or family who have had a horrible experience with non-professionals at a wedding.

Too many amateur photographers claiming to be professional wedding photographers by purchasing a cheap pro -camera and then undercutting the professional market in price, drastically. We are in an over-saturated marketplace for photographers coupled with a depressed economy equal a dramatic reduction in pricing. Digital photography has 'dumb'ed' down the professional photographic wedding market by giving ordinary people the feeling that photography is easy simply because they can see what they are shooting right away. Everyone has forgotten that what your paying for with a true pro is the ability to be at all the right places at the right times!

Looking good.

increased spending by our customers on our product (desserts) with fewer weddings per month, but a longer range of dates = increased overall sales in category of offering

more intimately sized wedding receptions, not as many large and grandiose events.

More and more brides are willing to have 'uncle charlie' video their wedding rather than have a pro do it.

Clients want 2 photographers, digital copies of their photographs with copyright release, and an engagement portrait session. Photographers are starting to record video along with still photography.

sustainable minded DIY'ers

Destination wedding couples barely have enough cash to afford their vacation, but try to squeeze out a fun time, with a professional photographer for their wedding. When they return home, they have little left for back end sales products, albums, DVDs, prints. Many clients don't have a need for prints and have a limited need to have the digital images.

lots of accent in color schemes specifically in aqua. lots of grey, yellow, black, and white. garden vintage feeling seems to be more popular then the once modern choices.

Smaller, More intimate weddings

not the tradition wedding cake. I am seeing various color, offset cakes etc

Do it yourself, brides negotiating for lowest prices

More and more people are expecting videography as they would photography, but they just don't think it's worth as much and expect to pay less. I happen to think it's worth more in a lot of ways, but the industry hasn't gotten to that point yet.

DIY everything.

people want cheaper videos rather than the top packages

Brides are calling last minute for hair and makeup after realizing they have money left over in their budget.

For us: The focus our clientele keeps expressing to us - is that they want the guests enjoyment and experience level to be exceptional. From the wedding menu - specialty cocktails - lavish wine - custom micro beers - hors d'oeuvres to the entertainment - whether live band - MOC or both or the 11H Infusion Experience. All about creating an atmosphere where the guests feel spoiled; taken care of and that they have a blast at the wedding event.

Tighter Budgets, usually at 350.00 or under for a wedding requiring 125-150 invitations, & encls. cards. This is a challenge because I can't offer my customers customization unless they allow for a little wiggle room on their budget. Internet is a competitor as well as people wanting to do DIY.

Brides motivated by price. Not understanding the value of professionalism and experience.

More brides calling, bookings further into the future, more activity, more upbeat attitude, still concern about where the money is being spent.

business off by 70%

More couples looking for high quality video and Same Day Edit services. They are willing to pay for the best quality.

Everyone wants a bargain, everyone wants to negotiate on prices for entertainers and rarely do they understand that you get what you pay for (or don't). The role of an agent is much more important now to make sure you aren't overpaying musicians who are not worth what they are charging, not reputable or less than professional.

shorter time between initial contact and wedding date

pocket invitations

Brides are looking to get video more than ever

We are seeing much more budget aware clients that are very focused on obtaining the services they feel are most important to them in the long term. We are also noticing an increase in low budget photographers that have a very poor quality of work.

More destination weddings and greater emphasis on service provided and less on gimmicks and tacky DJ tactics.

Saturation of photographers leading to undercutting of pricing.

The shoot and burn photographers are killing our industry!

tougher to get inquiries, very price conscious brides, word of mouth still leads to the best bookings for me...

Increased customization of each wedding reception gig. More service for the same money.

Bigger wedding Parties., and brides wanting to transport the whole wedding party.

Couples are spending less on live music than they were 1 year ago.

Uncle Bucks shooting couples weddings or perverts on Craig's List

Lots of Newcomer Photographers

Everyone wants to be Max Wanger and Jonas Peterson.

It seemed that brides waited a lot longer this year to order invitations for summer weddings.

Wedding budgets are down at least 30% and brides and grooms are spending thousands less on wedding photography than 6-8 years ago. I believe this is due to both increased competition from weekend warrior photographers who are willing to offer their services for next to nothing and the failure of industry leaders such as PPA and WPPI to both educate brides and provide a certification and regulatory system for professional photographers to adhere to in order to protect photographers that depend on weddings to make their living.

less guests

Planning last minute or at least a year out -during June I was getting calls for June '10 & '11; smaller guest lists; more brides going with novice planners w/ deeply discounted rates - getting harder to sell my experience;

Unfortunately we're seeing a trend in "stay at home" wedding planners - those who lost jobs in the economy and jumped into planning without knowing the industry at all. We have 4 clients who came to us from these types of coordinators. On the positive, our clients are thinking of unique ways to personalize their weddings and to make them fun!

Clients spending less, competitors offering more.

customized treats, everyone wants something different and unique

As economy recovers, budgets are expanding
DIY is very big in the Northwest and increasing on the East Coast
Color trends: Eggplant, Rich purples, Ivory, Gold, Silver, Tiffany Blue

Casual -- Less important to detail -- Fun less stress --

Spending is up slightly, but budget is still a prime consideration. Brides price shop, don't understand the old adage "you get what you pay for". Some vendors undercutting the competition ie: not charging any mark up on flowers and supplies. You can't compete against that for the bargain hunters.

Up dos are back. Brides went from wanting a natural wave back to a care free up do.

brides have no money to spend

Corporate events are increasing as the economy is improving. Couples are also spending more for weddings. Business is improving rapidly!

Wedding Wire has taken over The Knot as the major on line source for brides. Brides spending less on church flowers to hold down costs....still spending for reception flowers.

I'm seeing a lot of thrifty brides. :)

more comparison shopping by brides

More people doing what we were 3 years ago: multiple cam shoots, live sound and dialogue; joining associations; sponsoring events. Brides looking for bargains.

Lots of requests for "packages and prices" before asking or seeing what we do.

A over influct of photographers and Videos,, there are no more leads for 2010, its all 2011

Brides spending less money.

More competition from new people getting into videography.

More photographers popping up - a lot of photographers teaching instead of doing their photography which is bringing in more and more photographers who advertise themselves as professionals for really inexpensive and is hurting the industry. People just aren't willing to pay for top-of-the-line photographers anymore.

Brides interested in one stop services. ,

couples wanting high resolution negatives right away and included in the package

less traftional

teal and turquoise all over the place

black and white damask

brides choosing friends to do various tasks or jobs that take the place of professional vendors

Brides becoming more educated and taking longer to plan their wedding for financial reasons.

I get fewer average income clients than I used to. But hand calligraphy is still de rigeur for society weddings- thank goodness!

More and More people wanting to become planners after they get married.

Brides are doing most if not all reseach online and many only want day of service or month ahead service instead of full service design.

Events such as fund raisers and such have cut back on spending

A move away from expensive vendors to newer ones

Just as lavish weddings but smaller guest list

The officiant is the least paid for a ceremony. That will remain the same.

Bride's doing their own table arrangements while paying us to do their bridal floral

Weddings are decreasing in guest count to accommodate the client's budget and vision.

Budget tight clients are spending less. But, larger budget weddings seem to be higher.

Clients are spending less by cutting the size of ensembles, or amount of time they utilize the ensemble, i.e.; they will hire a trio for 1 hour instead of a quartet for 2 hours. We have seen more bookings on weekdays, like Fridays or Thursdays. They will ask if there is a discount for a weekday event as opposed to a Saturday or Sunday (no). Many of our bookings are held in public venues, i.e., parks, beaches, while others are held in friend's backyards.

More couples are hiring for "Day of" management services.

Sluggish economy continues to affect our industry nationwide - waiting for turnaround

Im seeing a lot of DIY weddings

Couples are definitely watching their budgets more. They still want the same quality and quantities of flowers but try to negotiate lower prices.

Smaller events, more cost conscious, brides want more for their money

Brides are booking later, closer to their wedding date. We used to book 6-8 months prior to the wedding, now we are booking even 2 months prior to the wedding. The initial purchase of the package seems to be the lower package, then after the wedding, they make smaller a-la-carte purchases.

Smaller centerpieces, bride's reusing ceremony decor for reception. Smaller weddings.

My Dove release service is more popular as a Funeral service

Blogs

Smaller weddings with fewer guests

Brides are waiting longer to book vendors. We have gotten a lot of calls in the last 6 months that are for weddings within 2 months of the call. Although we have contacted many brides for next year, we have had no bookings for further out than 6 months.

As a string quartet we are a great addition to a wedding, however, we are not a necessity and therefore the brides have to have the funds available to pay for us. We have seen a decrease due to the economy.

More clients are very picky and demanding and trying to find fault to get money back. Also they are threatening writing bad reviews on the internet if they can't get services for free.

The majority of middle to upper middle class couples in the Wisconsin market expect a phenomenal photographer for under \$2000. A lot of people who lost their job last year decided to become a wedding photographer which really tarnished the photography industry and all the work we put into elevating the art of photography as well as cut the wedding pie into even smaller slices. The Greater Milwaukee area I swear has the most wedding photographers per capita in the US.

More and more couples "want something for nothing." They want a photographer who will shoot their wedding and just give them a disc of all their images for \$500 or less.

more budget conscious brides

Spending less money on receptions and moving toward smaller intimate weddings.

Low rates, more services.

Booking somewhat late, booking somewhat less expensive packages... but booking nonetheless! Also noticing a lot of un/underqualified still photographers suddenly thinking they're videographers and offering cut-rate video add-ons to their packages... would prefer they kept to what they're best at and we could keep to what we're best at

An even higher demand for digital images on disc...less and less print sales. It seems to us, at least from our clients, that decorating with framed images has decreased that digital images are in higher demand for use in digital frames, facebook, etc. Designed albums and books are our primary product sales...probably because they can be placed on shelves or table tops without fear of hanging up and becoming outdated quickly.

more diluted market with a lot of bargain hunting and lowered expectations. Higher end clientele still pay for quality, but many are bargain oriented.

Less and less money available for weddings due to the economy. Parents 401k's are nearly gone which is what they planned to use for their children's weddings. Young people are insecure in their job situations and can't afford to pay for their own weddings. Low budgets. Guests unable to travel. Way too many planners here. Lots of young people with business degrees who look at it as a glamorous profession due to all the movies and sitcoms they've seen.

unembellished gowns, ballgowns, a line more indecisive mothers buying bridesmaid dresses waiting longer to purchase fewer bridesmaids

Planning farther in advance. 2009 brides and groom very frugal and short planning lead time.

weddings on a budget-

Brides are looking for the lowest price and bartering more. Also they are using coupons in greater numbers than last year. They are doing much of the decorating themselves to save money. Non-floral centerpieces and DIY favors are becoming more popular. Popular Colors: Turquoise, purple, orange & fuchsia.

Day of planning is getting more and more popular.

Price shopping

There are more officiants starting to market, so there's more competition.

More couples getting married - Willing to spend a little more for a top quality ceremony but those not interested in "top of the line" seem to be looking for bargains (luckily I offer both!)

We are a wedding corporation with three distinct divisions: DJ, Photography, Videography. Our services are packaged individually and all-inclusive. We've noticed when packaged all-inclusive, customers are booking all three services. When not Videography is the service getting squeezed out. Individually, it's our DJ division that reaps the most business.

Lower budgets and more officiants offering extremely low rates

Destination wedding is still on the rise. Clients are willing to spend more than a year or two ago. Large amount of destination couples are coming into Hawaii from Canada and Asia (Japan and China)

I see more planners who planned their own wedding and became a "pro".
I also see a lot of planners offering services at outrageously low prices, so that no one can even compete.

longer engagements, parents more involved with money, personalization, personalization and personalization. Nothing is sacred or a "must do" at the Wedding or Reception.

People are spending less

Most bride's are DIY thinking and do not understand until it is too late the results. Most also do not care as long as they have a wedding. They do not have the money any longer to put on the dream wedding portrayed in the mag's.

Most brides are preferring female photographers

Price, price, price

People are looking to spend less across the board. People want to tailor their packages specifically to their taste and budget. They don't want standard packages.

price pressure from inexperienced competition, too many products given away to attract sales, brides led by bridal magazines and web sites to push prices lower and demand more.

couples are not utilizing event planners, just the service providers at the venues, which often cost them money. They do not see the value of an outside planner.

people are getting cheaper.

lots of DIY attempts -

brides wanting me to set up their decor / diy items

Budget conscious brides. Less services for bridal party members. More negotiating on price. Lots of price shopping.

Although we don't negotiate our prices, more couples come to us with a plan to talk us down from something they've read and that's just not how it works in real life. Higher end businesses do not negotiate prices and in an artistic industry, you tend to get exactly what you pay for. I've seen negotiations put a bad taste in the mouths of wedding 'pro' and they resent their decision by the wedding day and don't give their all, which is the last thing a couple wants on their wedding day. In the industry there is also a movement to detach ourselves from the word, "VENDOR" as so it is the same as someone without talent selling hot dogs on the street. The term "WEDDING PROFESSIONALS" is more political correct. I have more brides asking for Steadicam/Glidecam type of movement in their video. They don't know what it's called but they like it and ask for "that type of video." I am getting more requests for faster turn around and we responded by offering a highlight video which is completed within a few weeks and posted on our blog. Same day edit requests are also increasing as well as requests for photobooth rentals.

In our industry, the DJ Entertainment field, brides are shopping for the lowest price DJ. As a result, we see an increasing number of untrained, unskilled and extremely unprofessional DJs. While the "bottom feeders", as they are commonly called in the industry, have always been around, their cheap price lure is resulting in a lowered perception of our industry. Buyers should know - there are qualified and skilled professional DJs who spend a great deal of time and money on honing their craft and keeping their skills sharp. The, unfortunately, there are those who are simply in the business for "beer money and bridesmaids". Brides should be educated to make the distinction between these.

We see more couples living together and not getting married. The women want to get married but the men don't. My advice to women is to not to live with anyone before they are married. My experience is even though the men say they will get married after they live together, it does not happen.

Brides are looking for a deal and very price conscious, however, they will look for added value & pay full price.

we have a dirt cheap Thurs wedding. we never could sell it...even at dirt cheap. Now it's booked every Thurs night in June. (4 brides this month had the same dress..ribbon around waist. Candy tables.Sand Ceremonies

Couples are cutting corners.

Brides are buying less - fewer items, smaller items. Parents are not paying for the wedding - the couple is paying.

Couples are spending less, the number of last minute bookings has gone up.

Size of wedding does not effect our fees, but we are tending to see smaller celebrations.

smaller guest lists!!! ... cheaper menu options ... beer/wine only, no liquor

Movement toward short-form video (10-20 minute finished product)

Saving money!

More Friday and Sunday weddings and off peak period weddings such as July and August and January and February which are normally slow months for us.

very late booking. bookings only 2 months (even 1 month) out, where last year most bookings were around 6 months out.

More couples are choosing to have premarital counseling.

Use of more feathers.

Crystal Wedding Trees

Brides are waiting till the last minute to book a photographer.

Every and Anybody who can afford a mid range DSLR is now a "Professional Photographer" but, with a bit of education, couples are getting savvy.

independent photographers disappearing after they get the customers money. Brides not wanting to meet a vendor at Starbucks.

Slow sales, but people are spending more.

Less engagement and bridal sessions, less album sales, more services and DVD's of images with copyright release.

Cocktail-style receptions, circular ceremony set-ups, desire for more options (i.e. our venue welcomes any caterer licensed in our city)

Brides still want a high end look they see in wedding magazines but they have no concept of the actual cost. Adapting what they see to their budget so they can still look high end. It's still all about "ME" (the bride)

We've seen smaller weddings and people are spending less. Budgets are smaller and tighter. Weddings are far less lavish

less hotel wedding venues

more budget minded weddings

More family friends that are amateur photographers shooting wedding for free or next to nothing.

people for 2011 aren't afraid to book early and spend money. they are booking things that would normally be "ad ons" like wedding films, and booking those before they even have a florist or DJ.

Couples are watching their budgets more closely and are looking for lower rates but are keeping expectations high.

custom work & wedding logos- incorporated into lots of different details, many brides opting for pocket fold invitations for bridal party and family, while other guests receive flat panel invitations.

too many photographers in our area

Modern, Industrial pictures; cutting-edge, different feels.

more home based receptions

Brides are taking longer to chose. If the budget is less than \$3500 hard to sell the date. If brides know the band they want they will pay the price.

More demand for soul bands.

Many more cancellations than in previous years.

Lots of bookings for late fall weddings coming through this summer - same year, only 5-6 months in advance.

Couples are looking for alternative wedding themes and unique ideas that are less expensive, but equally classy.

Couples are becoming more honest about their budget and seem to have a better handle of what their budget is from the start. Also, I'm seeing loosening of the pursestrings - people are looking past the price tag and considering value (i.e., if they want it, they'll fit it into the budget).

a lot more budget brides; definitely looking for the high-res files so they can make their own prints and albums; lots of mediocre photographers in the industry with low prices that end up getting the sale (which is fine because I don't want to attract brides/grooms who don't think photographer is a priority); very late bookings--it's June and still getting inquiries for this fall; oddly enough have two weddings already booked for Sept. 2011, but only one has been booked for THIS Sept (2010); July& August of this year have been popular for dates despite the heat in the Midwest; Corals and NOT black tuxes are popular around here; The Cupid Shuffle & Journey's "Don't Stop Believing" at every reception. haha

cupcakes as opposed to fondant cakes

lots of chocolate brown color for weddings

simplying and downscaling decor for weddings

Brides are very hands on and educated more than ever.

More couples are moving to "off prime time" days of the week (Sun-Thurs) to lower costs. My officiant fees have remained about the same for the past 3-5 years. Some venues are moving to a "package offer" in which they recommend preferred vendors to the couple. I see this as a positive, as long as I take the initiative to become a preferred vendor.

Smaller Weddings, People spending less

Shorter booking times,more comparison shopping

Smaller weddings and more do it yourself projects.

Economy has a significant effect on amount of clients and what they spend in the past year.

More Jackets for wedding gowns. More color in wedding gowns. Your traditional styles and colors are fading out.

More destination wedding

More competitors entering the business. Still money available to rent our booths. We are an industry leader in our market. Costs of wedding shows increasing. Direct mail doesn't work for this product.

customers are very cost conscious and some are postponing or planning for next year

We are in the villa rental end of the business in Italy and Britain. So many more properties available on line, more agents and agencies, more hotel villa groups, all of which have impacted our business. We have been in business for 21 years and this trend is a bit painful to be honest. The honeymoon part of our business is limited but of course welcomed.

Brides are waiting until the last minute to book this year. I am getting calls now for fall weddings, whereas in years, past, the fall would be 75% booked at this point.

Couples have more of a vision for decor. Generally looking to spend less.

Being in the DJ/Entertainment for 21 years, I see the trend of brides not realizing the quality of a true wedding professional and just settling for the better price. There are way too many starter DJ companies out there and brides don't see the difference of cheap equipment verses state of the art. Because of the economy and the internet, everyone is trained to search out the cheapest price. They don't realize when it comes to the service industry, this is something you should not do.

Brides are wanting to be picked up after the reception. Return Pickups have increased 30-40 %

More new photographers for sure- lots of people who lost their jobs entering the industry as turn and burn photogs or wedding planners. Couples still getting married, still hiring photographers, but spending less or purchasing fewer package upgrades.

Wedding Blog features have been super powerful in getting me inquiries and bookings from across the country - this method of marketing wasn't listed but to me is more powerful than any of the traditional methods. Also, I don't really see the other photographers in the area as competitors as much as peers - if we are booked on specific dates we constantly refer work back and forth to each other, a constant source of credible recommendations.

Budget Brides. Everyone is trying to save money. We have on 2 higher end brides out of 28. Everyone else is right at the F & B minimum for our venue, however, we only have 2 Saturdays available. Lots of Brides are trying to do thier own floral or have a family member do photos, etc.

we focus mainly on lounge furniture and non-traditional rentals, and the word has quickly spread in our area. Lighted furniture continues to be popular for us, as well as our wooden/rustic farm tables, bars, and benches. Most events are including a lounge area...thank goodness!

Less money being spent on flowers... Using more candles.....

Many people are booking transportation closer to their wedding day than months prior out

Budgets are lower because of the economy.

More customers are interested in purchasing tuxedos

Less bands more DJ which is a REAL shame

Brides coming to us for personal flowers; i.e. bridal bouquets, corsages, bouts, etc. and trying to do their own centerpiece designs (floral and non-floral).

Brides right now want to know they are getting a deal. Discounting our prices, even just a small fraction, seems to be what seals the deal. I don't think it's because the bride could not afford to spend another, say, \$200, but she wants to get a great deal.

Last minute inquiries

Brides booking closer to their date.

Many people still concerned with the economy.

couples are choosing less alcohol at their reception and not as many are marrying in the church

Many brides are doing destination type weddings to save money and buying much less expensive gowns or dresses. Overall accessory sales have dropped considerably also. I believe the economy has vastly affected our area and most people have much less to spend than 2 years ago. My prom season has brought in about 50% less the last 2 years. Many girls are borrowing dresses.

they want more for less money

Modern vintage is very popular, such as halo designs. Round brilliants are still our No. 1 selling diamond, but fancy shapes other than princess cuts have been selling, too.

Brides always want to skip the album and just keep the disc of photos - I used to allow this, but I am no longer allowing this and strangely enough, they are glad I convinced them to invest in their first family heirloom.

Bold colors..neons..smaller wedding parties

Lower budget weddings

People are getting engaged again, whereas last year, I believe couples were waiting to get engaged due to the job market. Brides look for trustworthiness and tenure. They find comfort knowing we have been in business for over 10 years, and we aren't going to go out of business with their deposits or orders in hand. Also, more people are shopping with quality and value in mind.

Lower budgets, DIY, cutting professional vendors for family or inexperienced vendors. Families don't have the resources to have fancy events so they are doing lower budget events that don't have room in the budget for my service. SAD!!

Bridal portraits are becoming a thing of the past. More and more people are getting married in May, June, October, and November. Maybe just an Oklahoma thing?

Peacock feathers, pearls and diamonds, chocolate with all colors, oranges, pinks, a lot of red, white, & black.

no wedding planner - day of, month of etc... the wedding day is more disorganized. spending less on the dress b/c they don't plan to wear again, or buying one that they can wear again. less do it yourself-couples are realizing how much work goes into the details.

Brides paying an average of \$37.50 per plate for dinner \$1200.00 - \$2000.00 for cake \$1600.00- \$6000.00 Photography and \$150.00- \$500.00 for DJ. They don't mind to spend \$ for everything else. Yet they spend more time with the entertainment, but want to spend less. This is for a average wedding of 250. Yet spending \$2000.00 + for the dress that they wear for 2 hours. They want to know how the entertainment can do it for less. But they want our company to bring \$60,000.00+ gear to

their event.

served buffets (family style service); color changes; less church ceremonies; couples focusing on the celebration rather than the formalities.

This area is suffering from the oil spill and economy. Weddings in our area are down. We are sure to feel the effects.

The economy continues to raise havoc with how much couples are willing to spend on their wedding production. Smaller overall budgets and more intimate wedding events has been the result.

Some wedding/event planners would prefer a line item menu for program elements as a way of booking based on bids and not overall quality of the production.

booking later rather than earlier.

More and more younger couples getting married on a budget.

smaller weddings

Brides are not aware of the difference, they just look at cost and not experience, equipment, training, artwork, and the value of their photographers. Its not only about taking pictures; its about creating memories, being able to work in stressful situations, wedding parties not cooperating, someone being late for pictures and still doing a good job. Experienced photographers know how to handle emergency situations versus all the new photographers out there that have no clue.

The blogs are becoming the best online referral system out there (for low and medium range jobs). It's like word of mouth, but different. People trust the blog editors to a certain degree and the blog editors present their "finds" in a way that people really identify with.

The fake weddings, or blogatorials, for lack of a better word are also a huge trend right now. They're great because they put the power of the editorial feature in the hands of local vendors, but ... there's already an inspiration overload ... and one of the best things about the blogs as opposed to the magazines used to be that the blogs were really rooted in the real real weddings.

brides selecting newer photographers based on lower cost. The assumption "With digital, anyone can be a photographer"

Market saturation, clients holding on tighter to their wallets

smaller weddings in a shorter period of time

We made the Washingtonian's Best of Wedding Vendors list this past year and saw a significant increase in the amount of bookings this year. The prestigious local magazine is the go-to guide for the area's top vendors. This has made the most significant impact on our business. We're placing more and more stock in preferred vendor lists (Elegala, individual venues' lists).

Brides are planning further in advance in order to budget better

Couples are looking for deals and more bang for their buck. A lot less destination wedding couples with at least 100 guests.

Too many "newbies". People are not photographers but Photoshoppers and the art of photography is getting lost!!

Late Friday ceremonies with appetizer/dessert buffets, rather than dinner

Sunday weddings with a brunch/lunch

I'm seeing a race to the bottom, both in the quality of live music and the fees charged for services. No other "profession" is full of practitioners willing to work for nothing, or next to it! Musicians will often PAY to be seen/heard playing. Clients can't judge quality. Also, young people getting married today don't want to trust in professional musicians doing what they do best in entertaining for an event. They want ONLY what they (think) they want, hence they are often plugging their iPods into a sound system or hiring a DJ rather than hiring a pro band. The ones that still do are always pleasantly surprised (go figure?). Not sure what the future holds...

People wanting to spend less.

more natural looks and simple to no veils...more flowers in hair

Brides are getting smaller tiered cakes, and then getting sheet cakes to make up the difference for the number of guests they have, to save money.

brides are tighter with their budgets, they are ordering later, they feel more entitled to a "deal"

LOTS of vintage styling and a lot more expectations on offered services that are free of charge..

People are still getting married, but are opting out of a bar package.

I see brides and grooms doing more homework on what is not imperative to have at their wedding. Cutting back on the extra items people don't notice

I have seen a strong increase in the # of inquiries for my services in comparison to the same time last year. I am very encouraged by this and, while 2010 won't turn out to be a bad year for me, I believe that 2011 could be my best year to date!

My industry is young, and just now being discovered by the masses. It is exploding, cutting the pie into more pieces. I feel this is good for me, as I have been around the longest and continue to stay ahead of the curve.

Last minute bookings

Brides are going for the more casual wedding. Beaches, gazeebo's back yards

honoring family or ethnic traditions

Couples are choosing two extremes: Sit down plated dinners Or hors d'oeuvres instead of buffets of any kind.

Most brides are choosing a Signature/Bride's Cocktail using the most prominent color in the color scheme i.e. "Purple using" Parfait d'Amour & Vodka layered w/ soda (left unstirred, so the purple is on the bottom).

More people are price-shopping; however many vendors are holding firm on price. Quotes are being given on the phone or in-person, less email on quotes due to others seeing the quote without permission. Customers googling on businesses. Businesses are also googling customers.

colored shoes with bridal gowns, lace, straps (as opposed to strapless), tea length

Brides are much more dollar conscience. They are downsizing due to economy. They are "shopping around" more. Limiting guest numbers, eliminating alcohol and rental equipment. Choosing less expensive venues.

Virtually all want "free" tastings.

We specialize in destination weddings and we are seeing couples booking shorter term and bringing less guests with them - a lot of weddings have just the couple.

discount shoppers

Brides are choosing other things to spend their money on. They get "uncle john" or "cousin bill" to shoot their wedding because they have a digital camera. They are losing sight of how important photos are, they only are seeing the immediate expense.

Everybody with a new camera thinks they're a photographer and can instantly shoot weddings. The bridal magazines and promotional wedding planners have contributed to a decrease in print and album sales by advising the b/g to expect a disk of images to be included in all photo packages.

More people are on a tighter budget than ever before.

Not hiring live musicians; blaming the economy.

More small stacked cakes with sheet cakes to cover servings needed.

Less detail in decoration on wedding cakes, fondant not accepted as much as it was previously (cost/taste). June weddings not as prevalent--more mid summer through fall. Cupcakes ordered more to save on cutting fees imposed by reception venues.

2 things:

(1) More younger couples are using my "eloping" package - less expensive

(2) Older couples are spending about the same 3rd most expensive package

texture, tasteful design of a contemporary theme, more monochromatic (out with the traditional feel)

More people entering the field causing confusion about pricing etc. Television has skewed the ability of brides to know what wedding vendors do and what they don't do.

the wedding gown part of the industry is in big trouble. The issues with internet sales are going to put most small shops out of business. Brides have far more options for purchasing than ever before.

Couples are wanting more but not willing to pay for it.

New & inexperienced photographers are undercutting price in the market. Due to economic conditions, I've found that brides aren't as willing to pay for a qualified, experienced photographer as they once were.

couples are taking their time planning their wedding. Some are waiting until the last minute to find certain vendors. They are more cautious with the amount of money they are sending when it comes to certain vendors and products provided by us (photographers).

There are fewer weddings happening in Massachusetts. Fifteen years ago we would play for two or three weddings a week, now it's two or three weddings a month.

Everyone is wanting to spend less than they should. Want a "deal"

Flower trends - low centerpieces gaining popularity. Large bridal parties getting very simple bouquets.

Most requested flower: "Peonies", then...

callas, orchids and roses

Couples are still getting married, but cutting down to the bare minimum on costs or eloping

smaller events, spending less money

More reception/cocktail type weddings instead of buffet or seated. A lot more weddings in our area with some more competition. Couples like to buy their own wine and beer to save money.

Brides are more interested in ball gowns instead of more fitted styles.
More women interested in used bridal gowns and accessories.
Brides and Grooms wanting rings handmade and custom made. Titanium is big.
Everyone wants a discount or a deal.
Brides are spending less. They are trying to economize.
Couples are booking 6 months or less from their wedding date. Two years ago it was 12 to 18 months out. Many more couples are doing a majority of work themselves instead of hiring professionals (flowers, decor, music) Cake and Champagne type receptions are making a comeback.
Due to the recession, clients have less to spend, but still expect the highest quality. They want you to drop your prices rather than go to a cheaper photographer.
Shorter time frames for planning weddings, smaller weddings, brides & grooms being more careful about how they spend their wedding dollars.
Brides want to have a more hands on approach towards their stationery items and are interested in DIY versus purchasing their stationery 100% pre-made & assembled.
More DIY brides calling for free information.
More clients using a wedding coordinator. "Day of" is the entry level market. Wedding coordinators being used to facilitate Do It Yourself projects where it looks like the bride did DIY and made it personal, but didn't do any of the work
brides who want the do it yourself method on floral centerpieces and bouquets. more natural resources and use of botanicals in bouquets and arrangements that give a more casual appeal. also seeing more of the vintage look. I
Reduced budgets, really forgoing planners
In makeup, more competitors who are not good at what they do and who are not professional. I am consistently getting brides on their 2 or 3rd trial who had bad experiences with other artists. It is good for me because they typically will book with me. However, I think it is giving the professional makeup artists a bad name in general and brides are fed up with paying for trials with artists who do not know what they are doing. Positively, I do see my business increase each year. This year was different in that I have had more last minute bookings, I think due to the economy. I think brides have been waiting to see how their budget turns out before hiring pro hair and makeup artists. I am thinking next year will be back to more bookings months to a year in advance.
People who lost their jobs due to the recession deciding to join the wedding industry as photographers or planners - any low cost of entry category.
Budget conscious but wants a unique style
early bookin for 2011 and lots of last minute bookings you know less than 2 weeks before the wedding. fills in our empty spaces and causes a lot of disappointed brides when they are too late to book.
brides are spending less on their wedding and looking for and asking for price cuts
Brides are very price conscious right now; Every \$\$ counts. Many are tackling DIY projects that in the end, cost them more money to do what we do.
We are destination. Smaller weddings, less guests
There are probably the same # of customers but people are spending less on their wedding gowns and

bm dresses then they were last year and the year before. People are buying less items like flower girl baskets and other wedding supplies in our boutique and probably getting them at cheap box stores like walmar or hobby lobby.

booking farther out again now

Creative ways to cut expenses, such as doing some things themselves, decorating, opting for cupcakes instead of a wedding cake, least expensive wedding cake decorations

Couples are having family members perform their wedding ceremonies more than in the past.

More of our clients are willing to spend more \$ on Full Planning than last year. A great sign!

Reducing the number of guest and choosing the more economical food packages. Couples are wanting a more casual relaxed reception. Our sale out look is marked poor because we are located directly on the Mississippi coast and are being affected by the oil spill in the Gulf. We were breaking all sales records pryor to the oil spill.

People are not hiring photographers for their weddings, as it is one thing that they figure they can have a non-professional do the photography.

Internet ordering of invitations and related items

non traditional photos, more edgy look, modern.

Weddings booking on shorter time periods (i.e. 5-6 months out) rather than 12-18 months historically in the past.

Brides are really shopping around now. A lot more brides are doing weddings at home in order to save money.

Higher collars, more elaborate designs, less accessories - more about the dress.

The younger brides seem to be wanting the younger photographers in their 20's and early 30's. Experience and Maturity in the wedding photography world is not important any more. The young photographers are not that interested in knowing what we had to know to stay in business but they are getting so much of the business these days. Digital is great but it has also destroyed the respectability of being a professional photographer. Everyone is or knows a "photographer" these days and there are plenty out there that think they can shoot a wedding effectively and then give them away as free gifts. I see professional wedding photography as being an extremely challenging occupation for the professional photographer.

Requests for day-of-only services.

Increased requests for planning of other wedding-related events.

Increased do-it-yourself ideas.

From my perspective as an officiant, I am busy because couples don't want to be married in a house of worship. I have completed 10 weddings and have deposits for another 7 through August 2010. The average performed ceremonies for a JP per year is 5. So, I have clearly tripled the average. They are making creative location choices like a vineyard, in gardens at the zoo, on a boat in the harbor or in a photo studio. Since CT became a marriage equality state, 10 of my weddings were gay and 7 were not. Of the 10 gay weddings , 1 was a resident of CT and the other 9 were from all across the nation. These stats are from August 31, 2009 to August 2010., which is my first year as an active JP. More young couples are researching, selecting and organizing their wedding vendors on the Internet. That is why I have my own website. Thank you for doing this survey. I will be interested in seeing the results.

I am seeing many couples looking forward or postponing their weddings for 2011. It should be a great year for the wedding industry. I am really looking forward to the next 6 months!

non use of coordinators

more do it yourselfers (doing all the work people used to hire business to do).

Things are drastically improving from where they were 6 months ago. Couples are not looking to cut as many costs are more willing to spend a bit more on upgrades & alcohol.

More brides want more for less.

More spending with simpler receptions

Being on the gulf coast of Florida is not a huge plus right now with oil spill so have really slowed down and many people are cancelling all together.

Downscaling for economic reasons in some cases.

Instead of shopping for a finished package, brides are coming in the door with a fixed budget for wedding photography. We see many brides who say they "just want to spend \$1,000.00."

Too many hobbyist photographers are devaluing the industry.

Couples spending less overall on their weddings, but Brides still wanting to look like brides and budgeting money to still have their makeup done professionally.

People are unwilling to spend the same amount of money they were 3 years ago for the same services. Price-shopping predominates, rather than a focus on quality.

Both budgets and guest counts are down.

In general things were looking up but being on the Gulf Coast of Florida we have seen a drastic drop off in bookings of destination weddings. The first 3 months of 2010 were looking very strong, but with news of the oil spill hitting our beaches our phones have stopped ringing.

Most couples wait to book an officiant a month or two before the wedding only to find many are already booked.

Couples getting married at a church and having parish hall receptions...with cake and no alcohol. Our weddings are off by 50%.

Smaller intimate groups. Lofts and private homes seem to be a trend. The couples want to do the ceremony and the party/reception at the same place. Even more restaurants are being requested instead of banquet facilities.

A lot of people wanting to do it themselves - simplifying their event.

Do it your self photography . Uncle Joe, the freind that has a camera. Bride & Grooms have aces to on line albums. The Bride & groom want cut rate prices, so low that you can not work for that fee. The high in bride is far & few.

After falling for two years, we are seeing more inquiries, but less total dollar spending on weddings. Destination weddings for us are down as is total budget spending. Brides are cutting back

smaller invitations, DIY kits

More weddings/bar mitzvahs

More people are choosing non professionals to be the photographers and then the results are usually unsatisfactory. Not sure how to explain the difference between cheap photos and professional. With

the new cameras being marketed, everyone thinks they are a photographer. It is a hard competitor until customers get the results from us vs. a friend or uncle shooting.

Average size of wedding is smaller

Do it yourself brides, vendors that do not make referrals but instead talk the bride out of a planner and say that they do event planning as part of their service for free

People are spending more for weddings even though we are in a recession.

Local market flooded with great photographers--lots of worthy competition leading to fewer brides for each of us

economically, people are spending much less than last year. Lots of do it yourself "ers" & the competition is cut throat. In my opinion, the floral wedding industry has been hit very hard...this has been the toughest year to date.

Vintage inspired

Looks like things are picking up.

We were forced to increase our pricing due to increased expenses and I believe this has reduced the number of events we expect for 2010.

Booking early for 2011, continued personalization, unique food - breaking away from traditional 'wedding food', even greater mix of cultures, bridesMEN

evening weddings

The bottom is falling out of the industry. The middle is moving to the bottom and only the high-end is staying where it used to be.

People are going to hotels versus reception halls

I have a unique niche market....camo, mossy oak, camouflage accented attire and accessories. More people are finding me, and they are spending more money this year...buying a larger variety of items and making multiple purchases in planning their weddings. Most of my customers pay with cash, debit cards or cash funded cards. They are not 'charging' their weddings this year.

Methodology

7/12/2010 – 1,200 samples were collected in the Q1-2 2010 State of the Industry study between June 1, 2010 and June 30, 2010. Samples were collected through the multi-channel industry group called “Wedding Industry Survey Network (WISN)” and include professionals from multiple categories of all sizes within the industry. More information about the WISN can be obtained from weddingindustry.org.

Collection of data for this study included the following WISN participants:

mywedding.com

[OneWed](#)

[Perfect Wedding Guide](#)

[Green Bride Guide](#)

[WE tv Networks Wedding Report](#)