



## Sample Market Summary Report

The free membership includes access to Wedding Market Summary reports for the United States (aggregate), 50 U.S. states plus Washington DC, and 917 Metropolitan Areas.

Additional data (400 plus data points), county level markets, and zip code level markets require a paid membership.

Review the next few pages to see what data you'll get access to for free.

# Market Summary Table

## Market Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Market Totals - Market Summary in Alamogordo, NM - (Metropolitan Area)**.

About 67 (23%) of the 290 - 2016 weddings travelled into this area to marry.

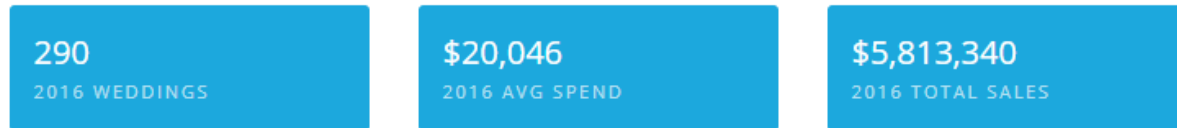
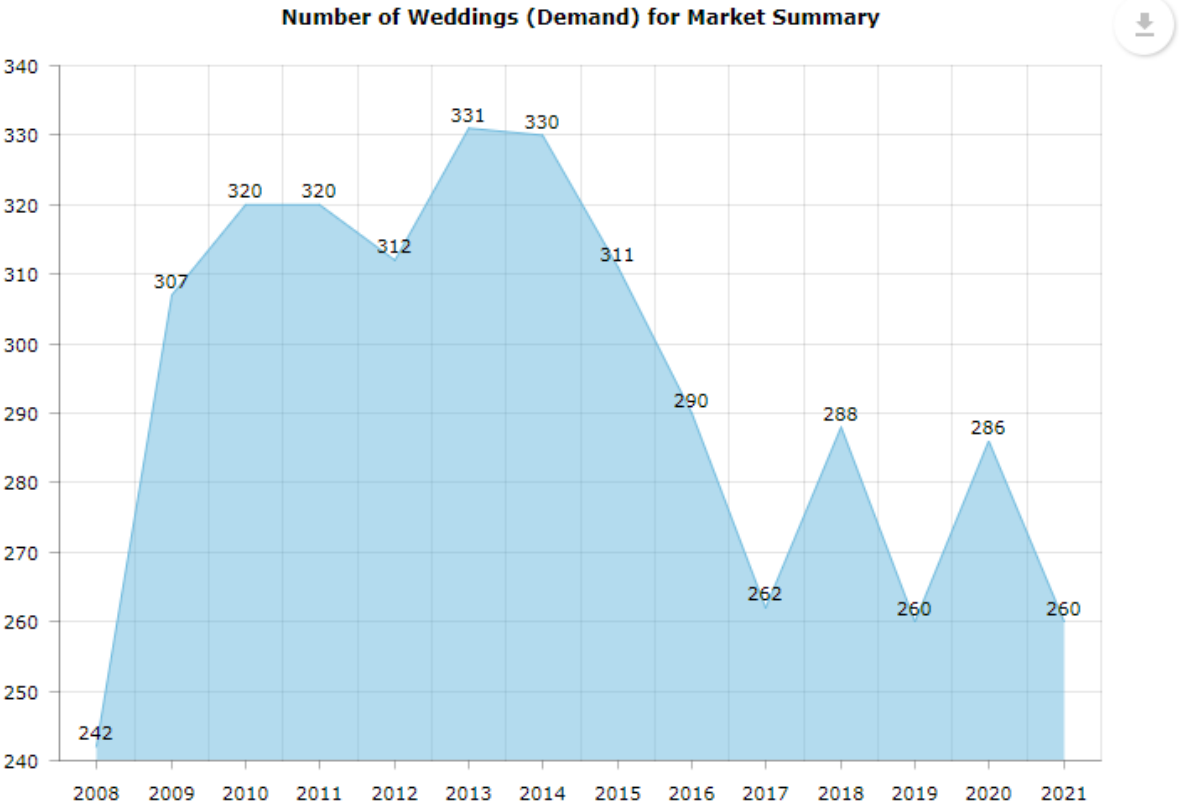


Table	Weddings (Chart)	Avg Spend (Chart)	Total Sales (Chart)
Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	242	\$17,364	\$4,202,088
2009	307	\$15,945	\$4,895,115
2010	320	\$18,768	\$6,005,760
2011	320	\$18,629	\$5,961,280
2012	312	\$18,478	\$5,765,136
2013	331	\$18,934	\$6,267,154
2014	330	\$19,707	\$6,503,310
2015	311	\$20,162	\$6,270,382
2016	290	\$20,046	\$5,813,340
2017	262	\$19,915	\$5,217,730
2018	288	\$20,073	\$5,781,024
2019	260	\$20,447	\$5,316,220
2020	286	\$20,503	\$5,863,858
2021	260	\$20,561	\$5,345,860

# Number of Weddings Chart

This is the total number of weddings that take place in the market.

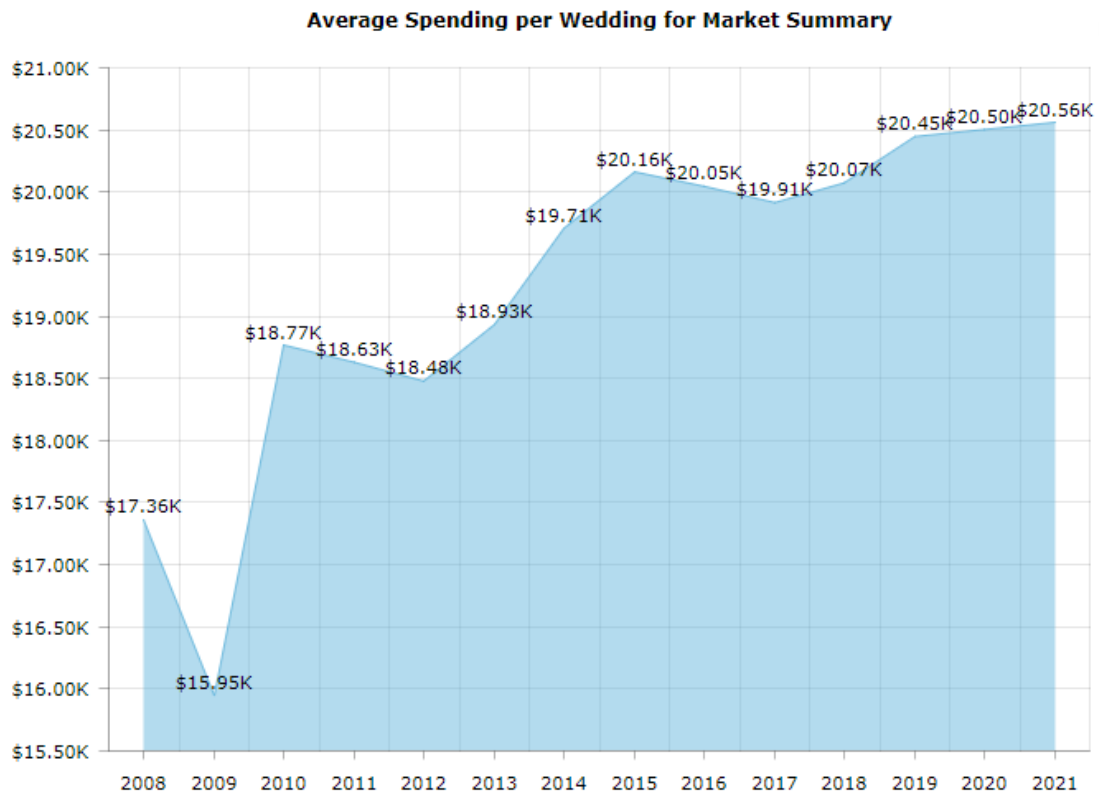
Table **Weddings (Chart)** Avg Spend (Chart) Total Sales (Chart)



## Average Spending Chart

This is the total average amount couples spend on a wedding in the market.

Table Weddings (Chart) **Avg Spend (Chart)** Total Sales (Chart)



## Total Sales Chart

This is the total sales for weddings in the market.

Table   Weddings (Chart)   Avg Spend (Chart)   **Total Sales (Chart)**

