

easy  
weddings

2018

# Australian Wedding Industry Report

*With results from 3,300 Australian couples*

SUPPLIER EXCLUSIVE

Photography: The White Tree, Venue: The Refectory Werribee Park



# About Easy Weddings

Our mission is to help Australian wedding businesses grow. 80% of Australian couples getting married trust Easy Weddings to connect them with reputable suppliers for what is one of the most important days of their life.

To achieve our goal, and therefore yours, in the last 12 months, Easy Weddings has introduced several new tools and initiatives. WedCRM.com is the first and only cloud-based customer relationship management software built for the Australian wedding industry. The related WedCRM app lets you manage your enquiries and reviews on the go.

Our Pro-Education Program, combines industry education events across the country, monthly newsletter and online business hub. The Pro-Education Centre allows us to share tips, strategies and the expertise in digital marketing we're constantly accumulating along the way. [EasyWeddings.com.au/pro-education](https://EasyWeddings.com.au/pro-education)

You can connect with fellow wedding businesses via our B2B Facebook group. [Facebook.com/groups/easyweddingsproedu](https://Facebook.com/groups/easyweddingsproedu)

And last but not least, our passionate customer success team is always here to help.



Photography: The Storytellers





As a valued partner of Easy Weddings I'm delighted to share with you the results of the Easy Weddings annual Australian wedding survey for 2018.

With more than 3,300 couples taking part, this year's survey makes it the largest data collection of our industry in the country to date. We've compiled the results into this easy-to-digest booklet for exclusive use by our supplier network.

The statistics within will give you an insight into the minds of couples who have recently tied the knot, or who are eagerly planning their big days. In addition to category-specific data, you'll also find broader insights and industry trends obtained from regular user polls and our suite of planning tools.

We hope you're able to use this invaluable data (just as we have) to truly understand Australian brides and grooms. By tailoring your product and service around it, it's our wish that you can continue to grow a purposeful business that provides a truly exceptional experience for Australian couples.

*Matt Butterworth*  
CEO and Founder  
Easy Weddings



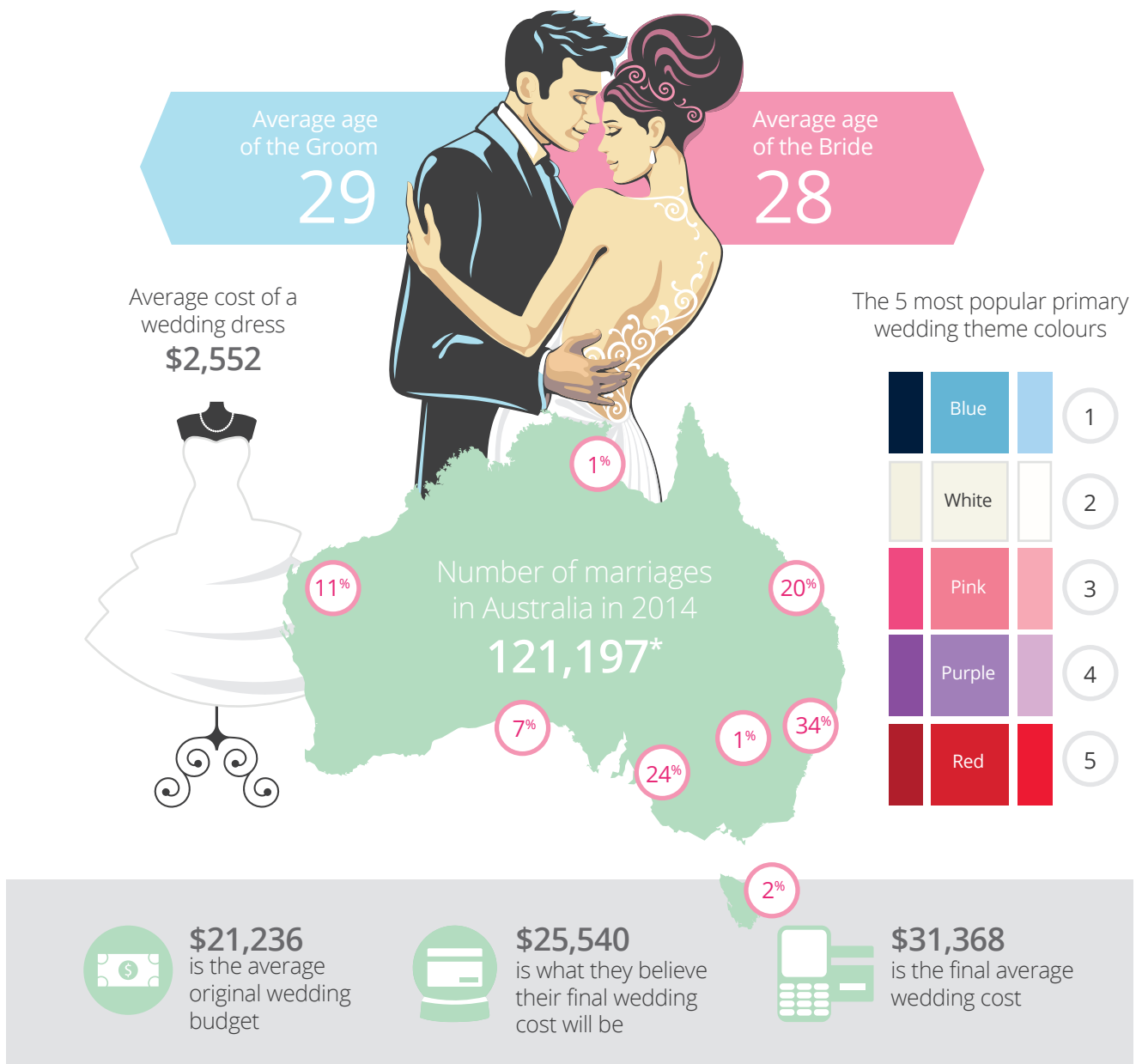
# Easy Weddings Annual Australian Wedding Survey 2018

Between August and September 2017, Easy Weddings conducted its annual wedding survey.

More than 3,300 Australian couples shared their wedding planning experiences, telling us everything from how long they were engaged and how much they spent on their honeymoons, to their thoughts on same-sex marriage and, of course, the overall costs of their big day.

These results paint the most accurate, up-to-date and authoritative picture of Australia's wedding industry and modern couples.





## The 10 most popular wedding themes are:



Rustic



Classic / traditional



Romantic



Garden / outdoors



Contemporary and glamorous



Vintage



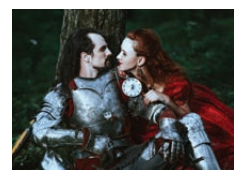
Beach



Boho chic

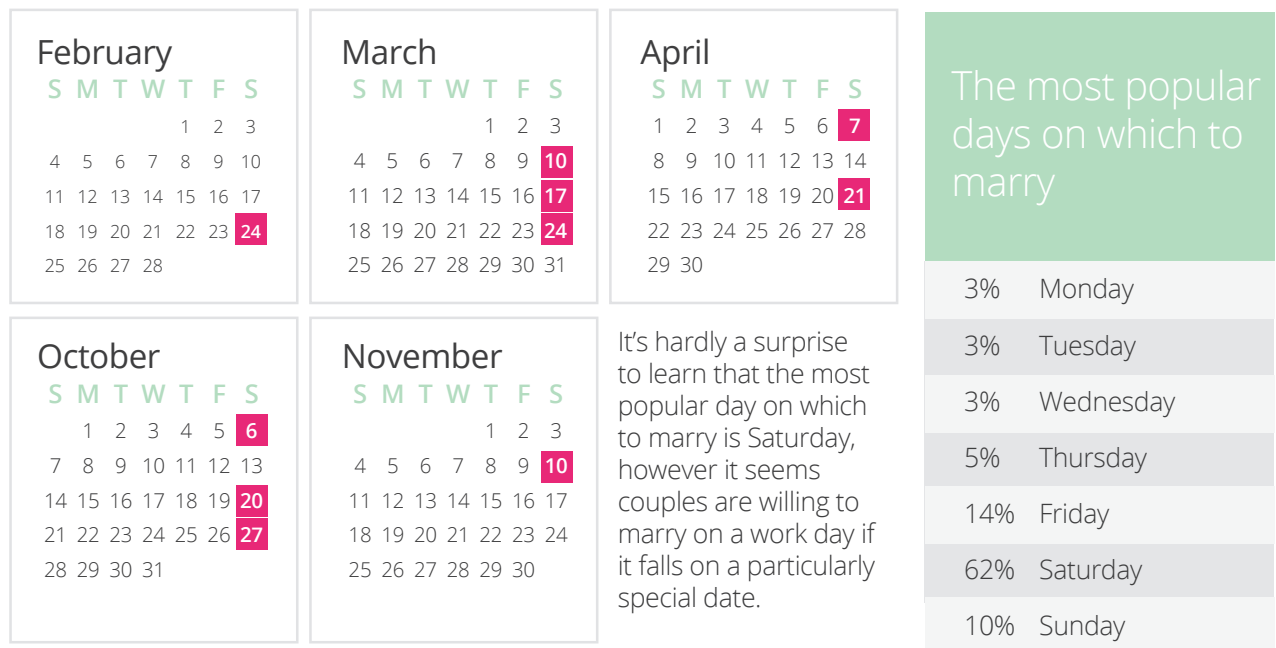


Vineyard



Alternative / fantasy

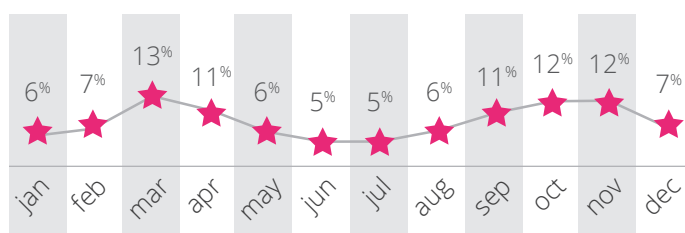
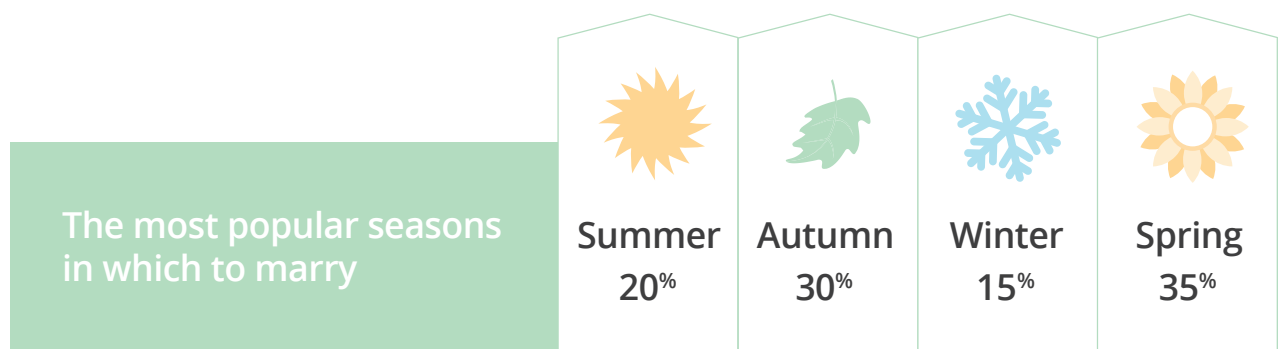
# Days and dates



## How do couples choose their wedding dates?

34% of couples said there was no single reason, but that it was convenient for a range of reasons. However, 21% of couples said they chose their date by season, 16% chose the date according to its significance to them (ie. an anniversary), while 11% of couples said they chose their wedding date according

to the availability of their preferred venue. 7% chose the date as it was convenient for friends and family to attend. 6% loved the date (ie 1/7/17), 4% said that financially it was the best date for them, 1% claimed it was astrologically the best date for them, while 1% claimed their date as a family tradition.



## The most popular months in which to marry

Fascinating fact: 50% of all weddings in 2017 occur on just 32 days and they are all Saturdays!



# Engagements

The most popular engagement dates

10/12/16	
23/12/16	
24/12/16	(Christmas Eve)
25/12/16	(Christmas Day)
31/12/16	(New Year's Eve)
1/1/17	(New Year's Day)
14/2/17	(Valentine's Day)
25/3/17	
8/4/17	
10/6/17	

9% of all engagements happen between Christmas Eve and New Year's Day.

- The average cost of an engagement ring is \$5,134.
- 57% of engagement rings are chosen without the other partner's input.
- 26% of couples decide on an engagement ring together.
- 6% of engagements are formed without a ring.





## The bride

- The average age of the bride is 28-years-old.
- 93% of brides are aged 35 years or under when they marry.
- 80% of brides had attended at least two weddings in the past 12 months.

## The groom

- The average age of the groom is 29-years-old.
- 87% of grooms are aged 35 years or under when they marry.

## The couple

- They have been engaged for 23 months.
- 90% of couples will marry in their home state or territory.
- 82% believe same-sex marriage should be legalised.
- 48% of couples will have 7-10 people in their bridal party (including themselves).
- Will have, on average, 97 guests attend their wedding.
- 73% of couples are having either a gift registry or a wishing well at their wedding.
- 29% of brides and grooms will already be parents (or will be pregnant) on their wedding day. Of those, 16% will have children together, while 12% will have a child or children from a previous relationship.
- 50% of couples aim to already own a home before their wedding. 39% aim to buy a house within three years. 11% do not plan to buy a house.





## Same-sex couples

Here at Easy Weddings we're all for love and so are Australian couples. After a long campaign for marriage equality that resulted in a \$122 million postal survey, Australia has voted yes to marriage equality!

61.6% (7.8 million) voted 'yes'.

The response rate to the survey was 79.5% and over 70% of each age group voted.

Interestingly, the youngest eligible Australians were among the highest participation group, with a response rate of 78.2%.

The Government passing this legislation will mean that same-sex couples can legally marry under Australian law.

Of the 3,300 Australian couples we surveyed, 82% believe that same-sex marriage should be legalised.



# Wedding Category Insights and Trends 2018

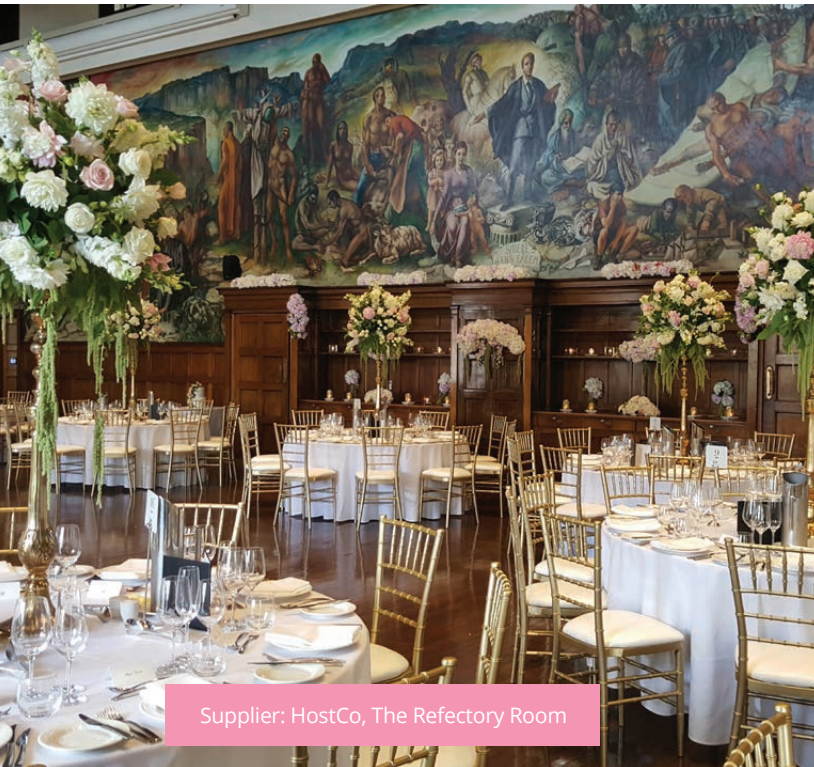


Photography: Bohemian Prints



# Wedding Venues

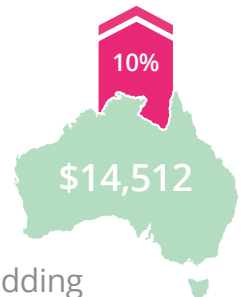
Customer Happiness **4.8 / 5**



Supplier: HostCo, The Refectory Room

The wedding venue is usually the first step in the wedding planning process. With the average cost per guest on the rise, couples are looking for venues that offer a variety of tailor made package options with a focus on quality over quantity. Couples also seek their point of contact to be consistent and involved though until the end of the event.

The average cost of wedding venues across Australia:



The average cost of wedding venues by state:

15,503	<b>NSW</b>	15,580	<b>VIC</b>	10,472	<b>QLD</b>
14,936	<b>SA</b>	14,076	<b>WA</b>	10,200	<b>TAS</b>
9,685	<b>ACT</b>	0	<b>NT*</b>		

## Facts

- 91% of couples hire a wedding venue.
- 11% of couples chose their wedding date based on their venue's availability.
- On average, couples have 97 guests attend their wedding. 91% invite 150 or fewer guests, while 67% have 100 or fewer guests.
- The average price per head for wedding venues is \$150.

Historic Site 12%

Golf Club 8%

Restaurant / Hotel 17%

Reception Venue 28%

Winery 13%

Other 22%

What type of reception venue are you using?

Where couples felt suppliers in this category excelled:

- Venues provided various package options with plenty of inclusions and felt they got value for money.
- The majority of staff were passionate and caring about the wedding and the couple.
- Venues offered options in the case of bad weather and were accommodating.

Where couples felt suppliers in this category could improve:

- There were changes in coordinators through wedding planning process and information was not communicated correctly.
- Couples felt a lack of attention to detail and specific requests by their wedding coordinator/event manager.
- Insufficient staff to assist in the food service.



\*Limited data to provide a reliable average

# Wedding Dresses

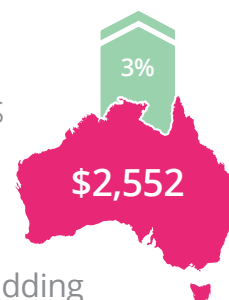
Customer Happiness **4.7 / 5**



Supplier: Mori Lee

From the time a bride even thinks about getting married she is picturing herself in the perfect wedding dress and it all becomes real. When searching for the perfect gown brides look for a large selection of dresses in a comfortable environment with assistance that makes them feel relaxed and confident.

The average cost of wedding dresses across Australia:



The average cost of wedding dresses by state:

3,039	<b>NSW</b>	2,659	<b>VIC</b>	1,793	<b>QLD</b>
2,358	<b>SA</b>	2,278	<b>WA</b>	1,833	<b>TAS</b>
1,410	<b>ACT</b>	0	<b>NT*</b>		

## Facts

- 92% of brides said they would purchase a wedding gown.
- 69% of brides will wear a veil with their wedding dress.
- 7% of brides said they or a family member would be making the wedding dress.

Yes, it would. I have a budget to stick to! 71%

No, it wouldn't. I want that dress! 29%

If you found the perfect wedding dress, would cost matter?

Where couples felt suppliers in this category excelled:

- Ensured the bride felt comfortable while trying on dresses.
- Offered a diverse collection of dresses.
- Provided advice for styling tips and accessory options.
- Assisted in finding dresses that suited and flattered the figure of the bride.

Where couples felt suppliers in this category could improve:

- Some staff were unattentive and brides felt neglected.
- In some cases, the wrong size was ordered and the only solution offered was to make expensive alterations.
- Saw a drop off in service standards once the purchase had been made.

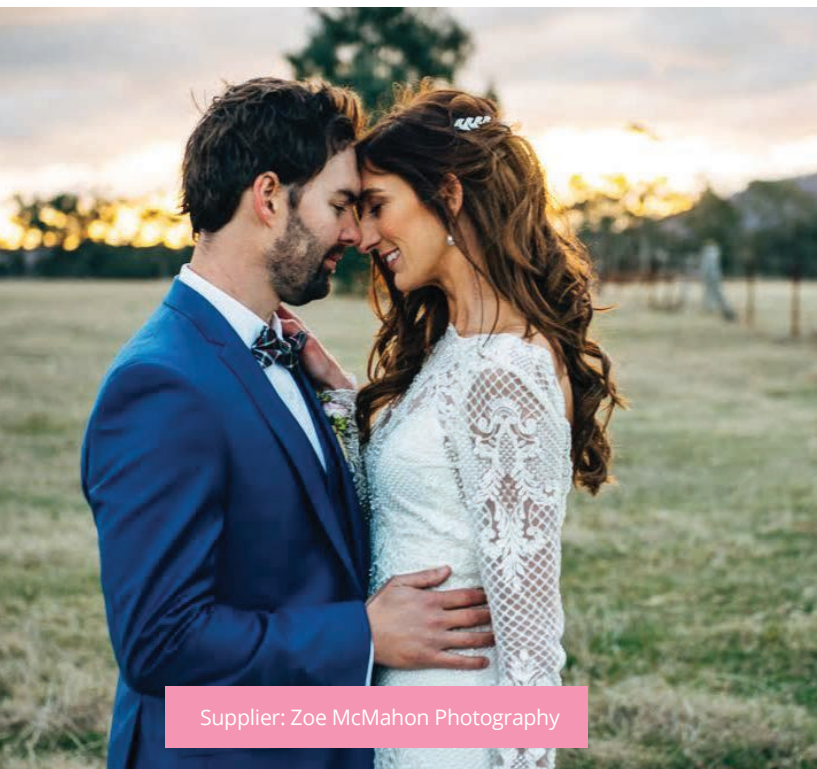


\*Limited data to provide a reliable average



# Photography

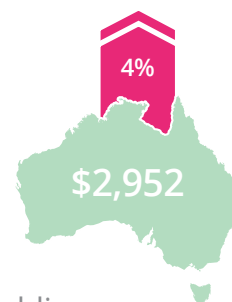
Customer Happiness **5 / 5**



Supplier: Zoe McMahon Photography

Survey results show couples seek trust above anything. It's about having the right conversations, conveying the vision and having reassurance that they will have the most important day of their life captured the way they imagined it. Couples look to hire photographers that are able to take direction and suggestions to incorporate into the shoot.

The average cost of wedding photographers across Australia:



The average cost of wedding photography by state:

3,495	NSW	2,845	VIC	2,427	QLD
2,640	SA	2,846	WA	2,936	TAS
2,918	ACT	0	NT*		

## Facts

99% of couples said they would be having a photographer at their wedding. Of those, 91% said they would hire a professional wedding photographer to shoot their big day, while 8% said that a friend or family member would be in charge of their wedding photos.

Traditional and posed 10%

Candid and natural 83%

Fantasy and highly-edited 7%

What style of wedding photography do you prefer?

Where couples felt suppliers in this category excelled:

- Extended time when things were running behind schedule.
- Couples felt the supplier listened to their suggestions and direction and took it on board.
- Sneak peaks of photography was offered within 24 hours.
- Recommended a variety of shots that were unique to the couple and not posed or cliched.

Where couples felt suppliers in this category could improve:

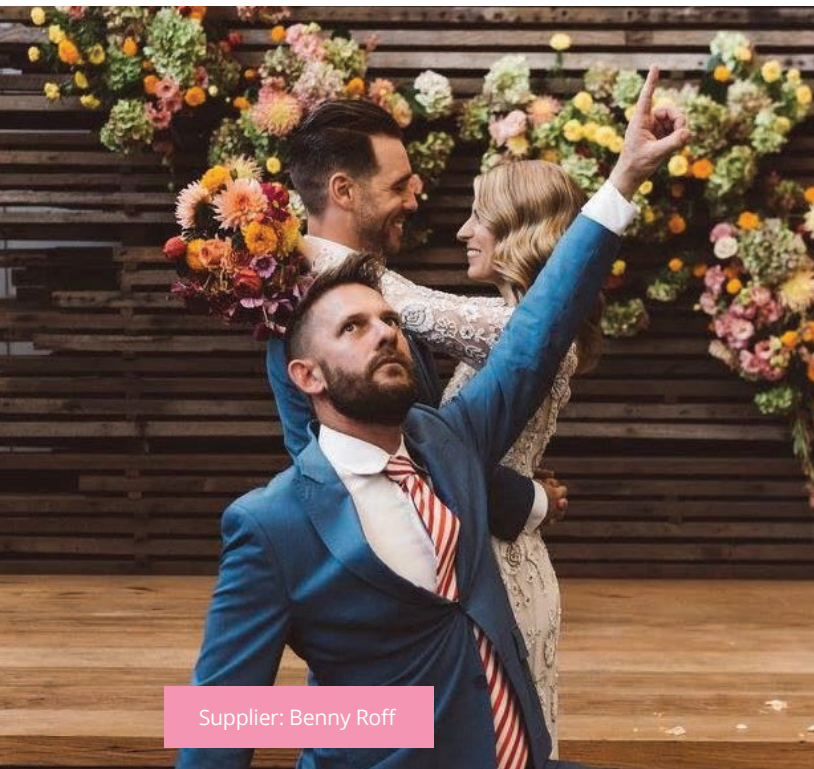
- Photographer refusing or not wanting a pre-wedding meeting.
- Hidden terms and conditions with extra costs that were not explained or agreed to.
- Failure of equipment.
- Delay in delivery of the final product with lack of communication.



\*Limited data to provide a reliable average

# Marriage Celebrants

Customer Happiness **5 / 5**



Supplier: Benny Roff

39% of couples say that the ceremony is the most important part of the wedding to them. When couples choose their celebrant, they seek reputation, individualisation, reliability, professionalism and most importantly a connection that they believe best suits their moment.

The average cost of marriage celebrants across Australia:



The average cost of marriage celebrants by state:

716	NSW	800	VIC	601	QLD
626	SA	620	WA	494	TAS
623	ACT	0	NT*		

## Facts

- 75% of all marriages are performed by a civil celebrant.
- 47% of couples asked a family member or friend to do a reading during the ceremony.

## What made you choose your Celebrant?

- 47% We liked his/her approach to ceremonies
- 21% His/her pricing suited our budget
- 22% We were referred by a friend/relative
- 10% Great reviews

- Male 32%
- Female 44%
- No Preference 24%

Will you be having a male or female celebrant?

Where couples felt suppliers in this category excelled:

- Had vows that were personalised and tailored rather than only using traditional.
- Supported the couple by giving advice on calming nerves.
- Spent time getting to know the couple to ensure the ceremony was customised to their needs.

Where couples felt suppliers in this category could improve:

- Microphone or speaker equipment broken or not working properly.
- Not knowing or remembering members of the bridal party or family names.
- Mistakes or delays in registering marriage.



\*Limited data to provide a reliable average



# Wedding Cars

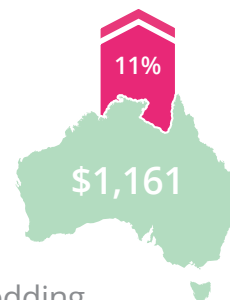
Customer Happiness **4.8 / 5**



Supplier: Triple R Luxury Car Hire

Couples choose to arrive in style, not only for the photographic opportunities, but for the experience. They seek companies with a good reputation so they are confident they will arrive on time and without any stress or hassles. In this category we can see an increase in the groom deciding on the transport options.

The average cost of wedding transport across Australia:



The average cost of wedding transport by state:

1,486 <b>NSW</b>	1,088 <b>VIC</b>	800 <b>QLD</b>
995 <b>SA</b>	1,053 <b>WA</b>	0 <b>TAS*</b>
970 <b>ACT</b>	0 <b>NT*</b>	

## Facts

57% of couples choose their mode and style of wedding transport jointly, but for 26% of couples, the groom chooses the transport and for 17% of couples, the bride does.

How many wedding cars will you hire for your wedding day?

40%	1
35%	2
17%	3
8%	4+

Hot Rod 6%

Hummer 4%

Classic 46%

Sports 7%

Limousines 21%

Modern 16%

What transport will you be using to arrive at your ceremony?

Where couples felt suppliers in this category excelled:

- Cars arrived in immaculate condition.
- Allowed for extra time if photos were running overtime.
- Visiting the venue to ensure entrance/driveway was sufficient for car sizes.

Where couples felt suppliers in this category could improve:

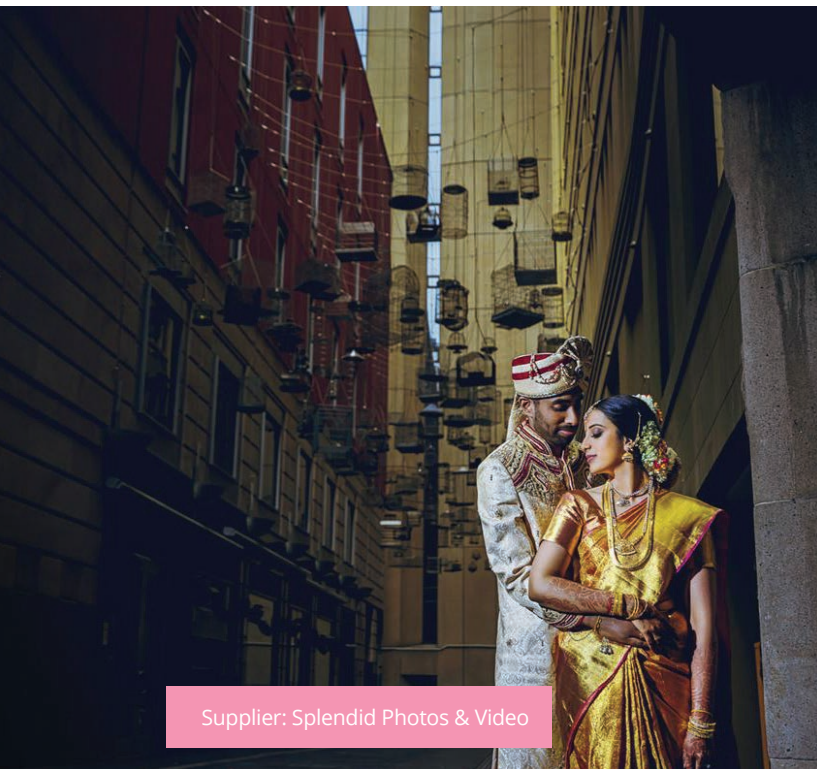
- Were late or didn't know the directions to the venue or photography location.
- Wrong cars arriving on the day.



\*Limited data to provide a reliable average

# Videography

Customer Happiness **4.9 / 5**



Supplier: Splendid Photos & Video

Some elements of the wedding cannot be captured only with photographs. Videographers are able to produce cinematic videos that go above and beyond. Couples are opting for this accompanied with a soundtrack to capture the essence of their special day.

The average cost of wedding videographers across Australia:



The average cost of wedding videographers by state:

3,252 <b>NSW</b>	2,616 <b>VIC</b>	2,328 <b>QLD</b>
2,331 <b>SA</b>	2,257 <b>WA</b>	0 <b>TAS*</b>
0 <b>ACT*</b>	0 <b>NT*</b>	

## Facts

48% of couples hired a videographer to shoot their wedding. 9% had a friend or family member shoot it. 43% said they had no wedding videography.

All day - from start to finish 54%

Just for the ceremony 9%

For the ceremony and part of the reception 37%

How long did you hire your videographer for?

Where couples felt suppliers in this category excelled:

- Sneak peeks and highlight reels were delivered quickly.
- Detailed discussions about removing or changing scenes in the film.
- Provided comfort to couples in front of the camera.

Where couples felt suppliers in this category could improve:

- Delay in editing and returning video without communication.
- Videos taken without or with low quality audio (e.g. speeches).
- Re-editing due to lack of attention to detail by videographer.



\*Limited data to provide a reliable average



# Catering

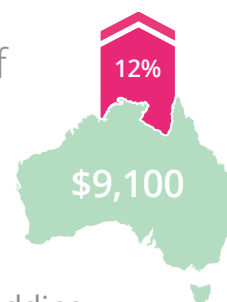
Customer Happiness **4.9 / 5**



Supplier: Bev's Catering

DIY couples are the target market statistically for outside catering to be brought into an existing venue. Venues who partner with caterers as a package generally have a higher booking rate. Couples are looking for options that are able to tailor to numerous dietary requirements.

The average cost of wedding catering across Australia:



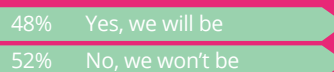
The average cost of wedding catering by state:

8,042 <b>NSW</b>	11,527 <b>VIC</b>	5,523 <b>QLD</b>
6,071 <b>SA</b>	11,364 <b>WA</b>	7,000 <b>TAS</b>
0 <b>NT*</b>	0 <b>ACT*</b>	



Will you be serving gluten-free food at your reception?

What style of catering are you having for your wedding?



Where couples felt suppliers in this category excelled:

- Food was beautifully presented.
- Menu could be tailored to specific dietary needs.
- Unobtrusive serving of food to guests.

Where couples felt suppliers in this category could improve:

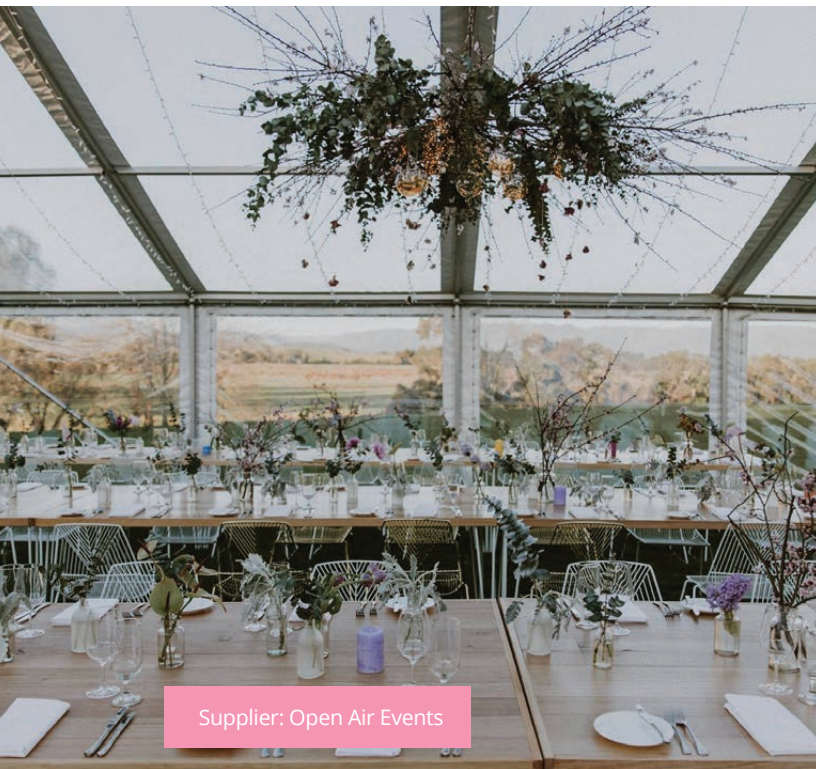
- Food was not cooked properly.
- Portion sizes were quite small.
- Caterers arrived late to the venue causing delays in event run time.



\*Limited data to provide a reliable average

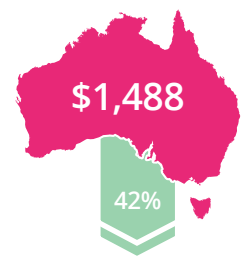
# Wedding Hire

Customer Happiness **4.6 / 5**



Couples often choose to hire additional items in addition to what a venue includes, to add their own personal touch. DIY is becoming more popular as ideas and inspiration becomes more available and accessible.

The average cost of wedding hire across Australia:



The average cost of wedding hire by state:

1,356 <b>NSW</b>	1,314 <b>VIC</b>	1,694 <b>QLD</b>
1,800 <b>SA</b>	1,864 <b>WA</b>	0 <b>TAS*</b>
0 <b>ACT*</b>	0 <b>NT*</b>	

## Facts

58% of couples said they would hire items such as marquees or chairs etc for their wedding day, while 42% of couples said they would not.

Where couples felt suppliers in this category excelled:

- Delivered on time and the set-up was stress free.
- Had a large range of good quality equipment.
- Staff were flexible and accommodating when adding last minute items.

Where couples felt suppliers in this category could improve:

- Late for set-up time delaying other suppliers.
- Items or equipment not functioning properly on wedding night (e.g. microphone).
- Linen, chairs, cloths were dirty.

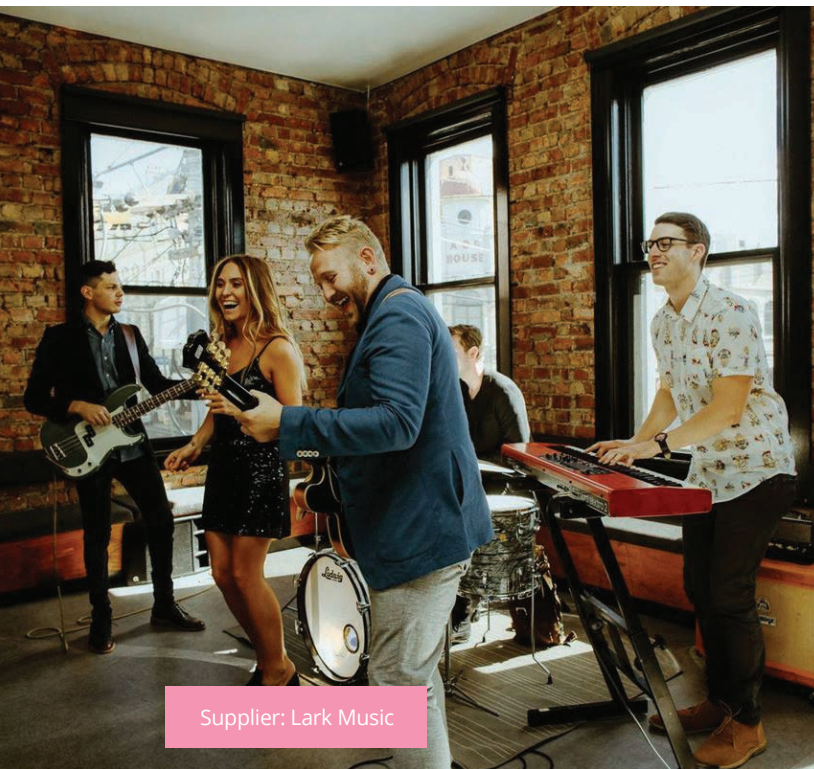


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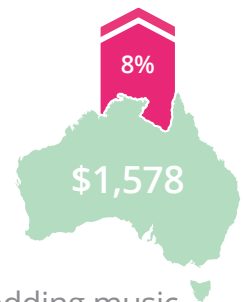
# Wedding Music

Customer Happiness **4.9 / 5**



Couples seek entertainers that are flexible and able to tailor to their audience with a large song selection. Couples look for musicians who appear to be able to work with the crowd and match the atmosphere and vibe of the event on the day, and are reliable with meetings and callbacks leading up to the wedding.

The average cost of wedding music across Australia:



The average cost of wedding music by state:

1,866 <b>NSW</b>	1,636 <b>VIC</b>	1,339 <b>QLD</b>
1,241 <b>SA</b>	1,317 <b>WA</b>	0 <b>TAS*</b>
1,713 <b>ACT</b>	0 <b>NT*</b>	

## Facts

93% of couples said they would hire a band or a DJ for their wedding reception while 7% of couples said they would not be hiring any music-related service for their wedding.

A DJ, baby! 65%

Nothing beats an awesome band 35%

Will you be booking a band or a DJ for your wedding?

Where couples felt suppliers in this category excelled:

- Atmosphere of guests and wedding theme captured and interpreted through song choice.
- Large song selection.
- Catered to a large selection of age groups and cultures.

Where couples felt suppliers in this category could improve:

- Booked a particular DJ and a replacement arrived without communication.
- Continuously cancelling meetings prior to wedding.
- Songs played did not match atmosphere of a wedding.



\*Limited data to provide a reliable average

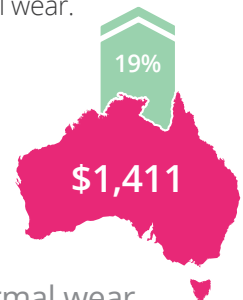
# Formal Wear

Customer Happiness **4.6 / 5**



The trend continues to be classic black and navy blue when grooms and their party are selecting their attire, although we are seeing in recent years some grooms are opting for a more relaxed approach to wedding attire. Recent survey results show an increasing amount of grooms are selecting a more comfortable style as opposed to the classic formal wear.

The average cost of formal wear across Australia:



The average cost of formal wear by state:

1,564 <b>NSW</b>	1,515 <b>VIC</b>	1,237 <b>QLD</b>
1,516 <b>SA</b>	957 <b>WA</b>	0 <b>TAS*</b>
1,542 <b>ACT</b>	0 <b>NT*</b>	

## Facts

83% of couples said they would be choosing items for their wedding from a formal wear supplier.

We are hiring a suit 27%

We are having it custom made 21%

We will buy it off-the-rack 52%

Will you buy or hire the groom's suit?

Where couples felt suppliers in this category excelled:

- Staff were very helpful in finding the right fit and style to suit.
- Has the option to either purchase or hire the outfit.
- Items for hire were in good condition.
- Had a large range of colours and styles to choose from.

Where couples felt suppliers in this category could improve:

- Staff being disorganised and not helpful.
- Items being delivered in the wrong colours or sizes.
- Limited style and colour options.



\*Limited data to provide a reliable average



# Decorations

Customer Happiness **4.8 / 5**



Supplier: Inspired by Love Events

Decorations are highly influenced by current trends and styles. In an effort to not repeat or replicate other weddings and retain individuality, couples seek the advice and inspiration of others already married or still planning, to determine their style while remaining within their budget.

The average cost of wedding decorations across Australia:



The average cost of wedding decorations by state:

1,322	NSW	1,333	VIC	1,445	QLD
1,394	SA	1,663	WA	0	TAS*
1,867	ACT	0	NT*		

## Facts

92% of couples said they would be having decorations, including 27% of couples who were creating their own.

I had a theme in mind and went for it!	59%
My wedding venue gave me advice	6%
Friends and family gave me suggestions	7%
Online photo galleries	25%
My wedding planner	3%

Who influenced your selection of wedding decorations and theme?

Where couples felt suppliers in this category excelled:

- Ability to work with limited space or resources.
- Provide both ceremony and reception options.
- Large variety of choices to suit different themes.

Where couples felt suppliers in this category could improve:

- Found that the level of customer service was low.
- Incorrect items provided and some items not as described.



\*Limited data to provide a reliable average

# Bridesmaid Dresses

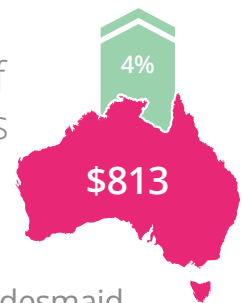
Customer Happiness **4.7 / 5**



Supplier: Bridesmaids Etc, Charlie Ralph Photography

Couples are now opting for multiple styles in the same fabric to allow certain designs to flatter different figures for their bridal party. Many brides will also cover the cost of their bridesmaids' dresses, and in some cases, their hair, makeup, jewellery and shoes.

The average cost of bridesmaid dresses across Australia:



The average cost of bridesmaid dresses by state:

956 <b>NSW</b>	848 <b>VIC</b>	526 <b>QLD</b>
900 <b>SA</b>	665 <b>WA</b>	0 <b>TAS*</b>
455 <b>ACT</b>	0 <b>NT*</b>	

## Facts

- 48% of couples have 7-10 people in bridal party
- 30% of couples have 3-6 in bridal party
- 7% have no bridal party
- 4% have 18+ in bridal party

What is your relationship with your Maid of Honor?



How much will each of your bridesmaid dresses cost?



Where couples felt suppliers in this category excelled:

- Beautiful dresses that can be worn again.
- Store staff were approachable, friendly and experienced.
- Able to choose different style dresses in the same colour to suit body shape.

Where couples felt suppliers in this category could improve:

- Did not deliver on time.
- Many of the dress styles shown on their website were not available.
- Staff were pushy when deciding on dresses.



\*Limited data to provide a reliable average



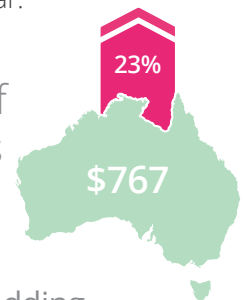
# Wedding Invitations

Customer Happiness **4.9 / 5**



Many couples are using traditional design elements such as foil detailing, calligraphy and embossing alongside using interesting patterns and textures. Current trends show couples are deciding on more simplistic minimalist designs with watercolour illustrations and nature-themed styles also being quite popular.

The average cost of wedding invitations across Australia:



The average cost of wedding invitations by state:

779 <b>NSW</b>	801 <b>VIC</b>	634 <b>QLD</b>
491 <b>SA</b>	938 <b>WA</b>	0 <b>TAS*</b>
0 <b>ACT*</b>	0 <b>NT*</b>	

## Facts

61% of couples said they would purchase their wedding invitations from a wedding invitations supplier. 39% said they or a friend/family member would create them themselves.

No, we're not sending Save the Date cards	33%
Yes, we're sending physical cards	38%
Yes, we're sending emails	11%
Yes, we're sending magnets	14%
What's a Save the Date card?	4%

Are you sending Save the Date cards?

Where couples felt suppliers in this category excelled:

- Comprehensive discussions to ensure style reflects the couple.
- Ability to design a range of items (e.g. place cards, initiations, seating charts).
- Large selection of ready-made invitations.

Where couples felt suppliers in this category could improve:

- Slow delivery following design and selection process.
- Spelling mistakes were made by the supplier which required multiple edits.



\*Limited data to provide a reliable average

# Wedding Cakes

Customer Happiness **4.9 / 5**



Supplier: Chic & Sweet Cakes

There is a huge emphasis on aesthetics currently in the wedding cake category with multiple tier and some with different flavours. Wedding cake trends currently feature unique designs, textures and patterns. Some new trends include: naked cakes, painted wedding cakes, woodland wedding cakes and ombre.

The average cost of wedding cakes across Australia:

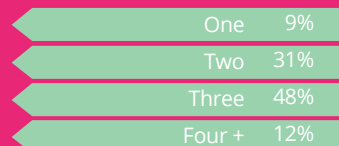


The average cost of wedding cakes by state:

523 <b>NSW</b>	510 <b>VIC</b>	484 <b>QLD</b>
453 <b>SA</b>	553 <b>WA</b>	470 <b>TAS</b>
436 <b>ACT</b>	0 <b>NT*</b>	

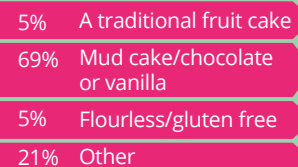
## Facts

74% of couples will be purchasing a wedding cake. Only 3% said they wouldn't be having a wedding cake, while 23% said they or a friend/family member would be making their wedding cake.



How many tiers will your wedding cake have?

What flavour will your wedding cake be?



Where couples felt suppliers in this category excelled:

- Tiers were able to be different flavours, (e.g. lemon, cookies & cream).
- Able to bring the cake to the venue and presented beautifully.
- Provided non-traditional cake options.
- Capable of recreating gluten free/dairy free options to match the cake.

Where couples felt suppliers in this category could improve:

- Flavour was too sweet or intense.
- Theme or colour of cake did not match the wedding.
- Charged for cake tasting.
- Cake was overcooked and dry.

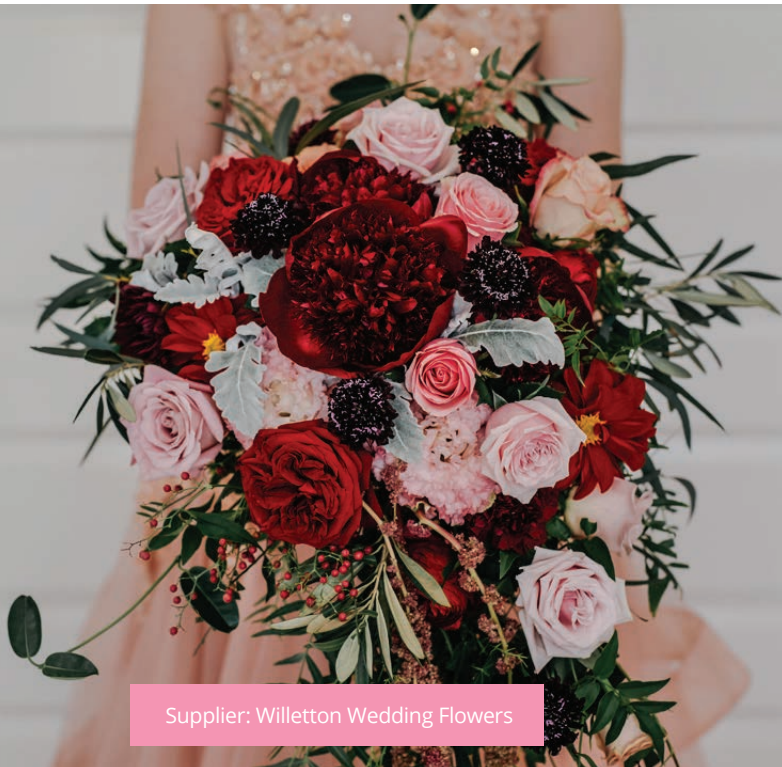


\*Limited data to provide a reliable average



# Wedding Flowers

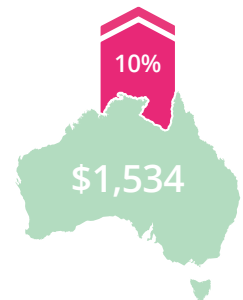
Customer Happiness **4.9 / 5**



Supplier: Willetton Wedding Flowers

Popular choices for colours of flowers include blush, peach, white and pale violet with a mixture of green foliage. Current floral trends include floral arrangements to be directly on tables instead of the traditional vase arrangements.

The average cost of wedding flowers across Australia:



The average cost of wedding flowers by state:

1,912 <b>NSW</b>	1,599 <b>VIC</b>	927 <b>QLD</b>
1,370 <b>SA</b>	1,442 <b>WA</b>	0 <b>TAS*</b>
768 <b>ACT</b>	0 <b>NT*</b>	

## Facts

79% of brides said they would be purchasing flowers for their wedding. 19% said they or a family member would do the flowers themselves. Just 2% of couples said they would not be having flowers at their wedding.

\$0 - \$500	38%
\$500 - \$1000	22%
\$1000 +	40%

How much did you spend on flowers for your wedding?

Where couples felt suppliers in this category excelled:

- Shared knowledge about availability of colours and flowers during particular months or seasons.
- Construction of bouquets was strong.
- Able to assist those with little knowledge about flowers.

Where couples felt suppliers in this category could improve:

- Bookings made in advance were advised their flowers could not be sourced the week of the wedding.
- Flowers did not look fresh.
- Quality and presentation of flowers were not up to the standard expected.



\*Limited data to provide a reliable average

# Photo Booths

Customer Happiness **4.9 / 5**



Supplier: Hillbilly Productions

In addition to traditional photographers, photo booths have become increasingly popular with 58% of couples hiring them for their wedding day. Many photo booths have the option to upload instantly to social media outlets along with the traditional strips and also the ability to have all of the photos captured onto a USB over the entire night.

The average cost of photo booths across Australia:



The average cost of photo booths by state:

955 <b>NSW</b>	808 <b>VIC</b>	865 <b>QLD</b>
669 <b>SA</b>	762 <b>WA</b>	0 <b>TAS*</b>
0 <b>ACT*</b>	0 <b>NT*</b>	

## Facts

39% of couples said they hired a photo booth for their wedding while 50% said they did not. 11% had a friend or family member to take care of it for them.

Where couples felt suppliers in this category excelled:

- USB of the photos available from the day to take home.
- Excellent quality of photos using quality equipment.
- Friendly, fun staff that kept guests supplied with props.

Where couples felt suppliers in this category could improve:

- Machine broke down during the event.
- No photos received.
- Late arriving to the location.



\*Limited data to provide a reliable average



# Hair and Makeup

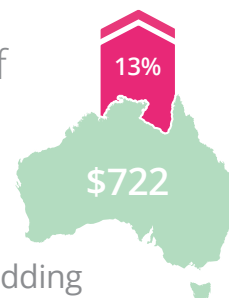
Customer Happiness **4.9 / 5**



Supplier: Hollywood Brides

Direction for bridal hair and makeup continues to be heavily influenced by online trends established by beauty bloggers and social outlets. Many brides are requesting a more natural look opposed to heavier dramatic makeup and more relaxed, natural looking hairstyles. Survey results show 86% of brides will hire a professional to do their hair and makeup on the day with 84% requesting a trial.

The average cost of wedding hair and makeup across Australia:



The average cost of wedding hair and makeup by state:

842	<b>NSW</b>	764	<b>VIC</b>	616	<b>QLD</b>
526	<b>SA</b>	592	<b>WA</b>	603	<b>TAS</b>
456	<b>ACT</b>	0	<b>NT*</b>		

## Facts

86% of brides said they would be hiring a hair and/or makeup artist on their wedding day, while 14% of brides said they or a friend/family member would do their makeup.

Yes, I will be having a trial before the big day 84%

No, I won't be having a trial 16%

Will you be having a hair and/or makeup trial before the wedding day?

Where couples felt suppliers in this category excelled:

- Suggested fitting and flattering hairstyles for different hair lengths and textures.
- Provided insight for pre-wedding skin or hair-care to see the best results.
- Provided an enjoyable experience in a timely manner.

Where couples felt suppliers in this category could improve:

- Artists overbooked on the day so the appointment was rushed.
- Hairdressers unwilling to fix hair that bride/bridesmaid were not happy with.
- Cancelling and sent a replacement without notice.



\*Limited data to provide a reliable average

# Bomboniere

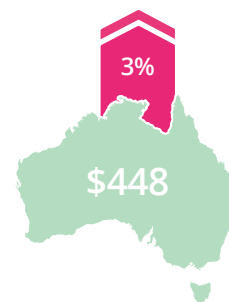
Customer Happiness **4.9 / 5**



Supplier: Candy Addictions Noosa

Popular choices of bomboniere include food items such as chocolate, cookies or lollies as well as homeware items such as candles or potted plants such as succulents or cacti.

The average cost of bomboniere across Australia:



The average cost of wedding bomboniere by state:

554 <b>NSW</b>	460 <b>VIC</b>	314 <b>QLD</b>
385 <b>SA</b>	315 <b>WA</b>	0 <b>TAS*</b>
0 <b>ACT*</b>	0 <b>NT*</b>	

## Facts

50% of couples will purchase bomboniere for their wedding day. 17% will not. 27% will make their own bomboniere while 6% say that a friend or family member will be making them.

\$1 - \$5	64%
\$5 - \$10	24%
\$10+	12%

How much will you spend on bomboniere?

Where couples felt suppliers in this category excelled:

- DIY items that ordered were easy to assemble.
- Packaging designs were beautiful.
- Had the ability to personalise with different colour, fonts or sizes.

Where couples felt suppliers in this category could improve:

- The items received were of low quality.
- Long time between ordering and delivery.



\*Limited data to provide a reliable average





The average cost  
of honeymoons by  
Australian couples

**\$7,603**

# Honeymoon

The most popular  
overseas honeymoon  
destinations are:

Europe

USA

Caribbean

Fiji

Malaysia

Cruise

## Facts

- 59% of couples take their honeymoon immediately after their wedding (within a week), while 19% of couples take it more than six weeks after their big day, and 6% of couples said they didn't have a honeymoon.
- 28% of honeymoons are up to one week, 43% one to two weeks, 15% are two to three weeks, 5% are three to four weeks long and 9% of honeymoons are longer than four weeks.
- 94% of couples take a honeymoon after their wedding and, on average, their honeymoon lasts 15 days.

# Destination Weddings

While 90% of couples marry in their home state or territory, 7% marry in a state other than their home state and 3% of couples say they will be marrying overseas.

The most popular overseas destination wedding locations are:

- USA
- Bali
- New Zealand
- Fiji
- Canada
- Italy







# General Feedback for Suppliers

When choosing a wedding supplier, regardless of the category, couples said the following options influenced their decision to purchase (in order of importance):

- Price
- The supplier's responsiveness
- The supplier's personality
- Reviews from previous customers, 10% not influenced
- The supplier's website
- The supplier's location
- The supplier's social media, 24% said social media had no effect

## Customer Happiness

Marriage Celebrant	5.0	Wedding Planners	4.8
Photography	5.0	Wedding Jewellery	4.8
Wedding Services	5.0	Wedding Stylists	4.8
Hair and Makeup	4.9	Destination Weddings	4.7
Videography	4.9	Bridesmaids	4.7
Wedding Music	4.9	Beauty Services	4.7
Bomboniere	4.9	Hens Nights and Bucks Parties	4.7
Wedding Dress Designers	4.9	Lingerie	4.7
Photo Booth	4.9	Wedding Dresses	4.7
Wedding Cakes	4.9	Shoes	4.7
Wedding Flowers	4.9	Accommodation	4.6
Wedding Invitations	4.9	Formal Wear	4.6
Caterers	4.9	Accessories	4.6
Wedding Cars	4.8	Wedding Hire	4.6
Decorations	4.8	Flower Girl Dresses	4.5
Wedding Venues	4.8	Honeymoon	4.3



We are here to help!

If you would like to discuss how you can make the most of these exclusive insights for your business, please get in touch.



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