easy weddings

AUSTRALIAN WEDDING INDUSTRY REPORT



Welcome

Welcome to Easy Weddings' 2022 Australian Wedding Industry Report. This is our 7th edition of the largest national wedding survey, which gathered data from 350+ wedding businesses and 2,500+ engaged and recently married couples.

In the survey responses, it's clear that planning a wedding or running a wedding business during a pandemic has been frustrating, demotivating, and sometimes, heartbreaking. But, it's also been uplifting to hear stories about flexibility, professionalism, compassion and understanding.

Looking ahead, the survey responses suggest many of the norms around weddings and wedding planning are being rewritten. Couples are either planning much further in advance to book suppliers in 2023 and beyond or are rushing to get married in a matter of weeks after experiencing long delays. Weekday weddings may be more commonplace and intimate, luxury weddings are likely to grow in popularity.

And of course, the sheer number of weddings will bring a new set of challenges to businesses and couples with our estimate being for 148,000 weddings in 2022 - about 30,000 more than usual. Many couples who wed during the past 18 months still intend to hold delayed celebrations with extended family and friends, making up for any COVID-compromises theyhad to make.

We hope the enclosed stats help bring into focus what matters most to couples and where best to spend your energy in the coming year. We congratulate all business owners and staff who have made it through these extremely difficult times and it's our mission to continue supporting you as the industry's recovery moves into full swing.

Thank you (again) for your resilience, tenacity and passion. The next two years will be huge for our industry as it recovers like never before. You've earned every success that comes your way.



Matt Butterworth
CEO and Founder | Easy Weddings





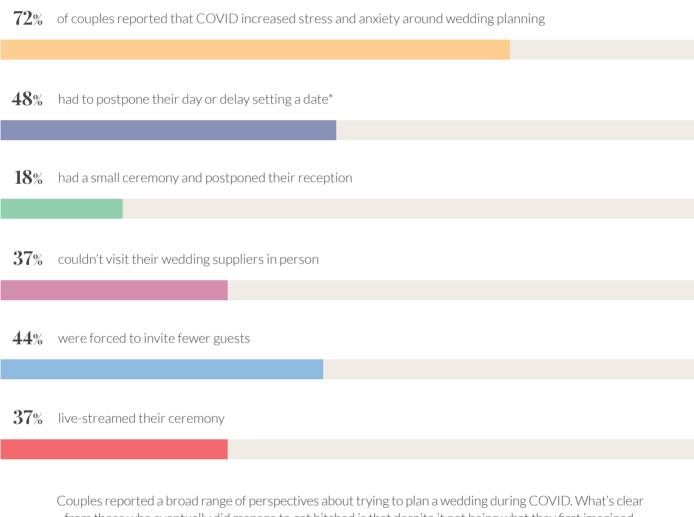
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COVID Impact

Australian Couples





Couples reported a broad range of perspectives about trying to plan a wedding during COVID. What's clear from those who eventually did manage to get hitched is that despite it not being what they first imagined, their day turned out to be as good, and sometimes, a better celebration in the face of difficulty. It's proof—love always wins in the end!

99

It took a while for us to realise that it would be a perfect day as long as we got married and had close family and friends by our side.

66

Are COVID Weddings Here To Stay?

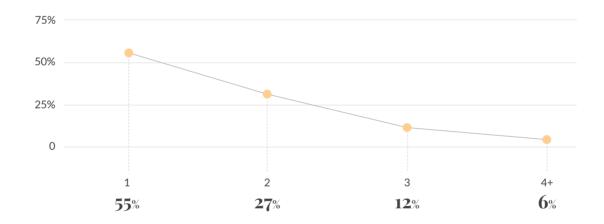
Even after weddings are no longer impacted by COVID restrictions, couples have got a feeling that some wedding trends are here to stay.

46% Outdoor Weddings

37% Weekday Weddings

24% Live-Streamed Weddings

How Many Times Weddings Were Postponed



Of the couples who had to postpone their wedding date, more than half moved their date once, 27% delayed twice and the remaining 18% had to delay three times or more.

Changes To The Wedding Budget

22% Less Budget Per Guest

20% More Budget Per Guest

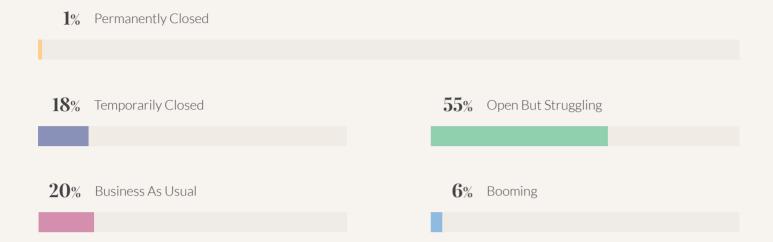


58% Same Budget Per Guest

58% of wedding budgets (per guest) were unaffected by COVID, and a further 20% of couples actually spent more money per guest.

COVID Impact

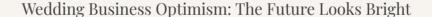
Australian Wedding Businesses



81% of wedding businesses reported being open (albeit struggling); operating as normal; or in a small percentage (6%), enjoying greater prosperity than pre-COVID years. Just 1% of businesses reported having to close permanently.

Of the businesses who reported revenue being negatively impacted by COVID, the average response was a loss of -69%. Not surprisingly, Victoria and New South Wales were the states who contributed most to this result, reporting average losses of 75% and 82% respectively.

46% of wedding suppliers pivoted their businesses in 2021, either through diversification into other wedding-related categories or unrelated markets, or innovating within their own category.



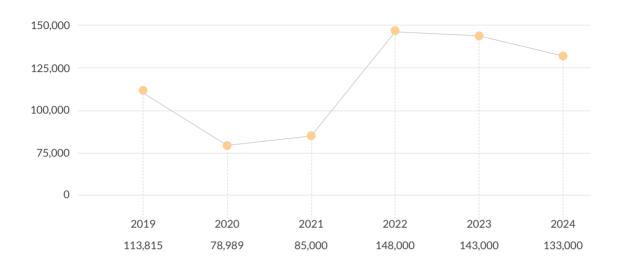


82% of wedding businesses are feeling somewhat, very, or extremely confident about weddings in 2022. In 2023, this confidence increases to around 96%, with the majority (70%) reporting feeling very or extremely optimistic, which is a great sign. The wedding boom is coming!

COVID Impact

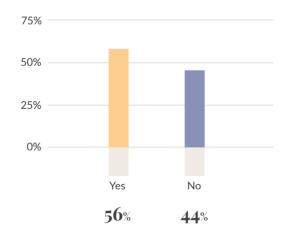
2022 and Beyond

Projected Annual Weddings Growth



Based on Easy Weddings booking data, vaccination progress, borders reopening, and wedding business optimism, 2022 is set to be a bumper year in weddings as couples are finally able to plan with confidence and walk down the aisle. Many couples who eloped or held micro-weddings during the pandemic will hold deferred wedding receptions in 2022. The trend continues in 2023 before tailing off slightly in 2024.

Would Couples Consider a Weekday Wedding in 2022?



More than half of couples said they'd consider postponing their wedding to a weekday. Phew!

That helps wedding vendors a lot.



Weddings in Australia

In 2019 there were 113,815 marriages across Australia. In 2020, there were just $78,989^*$

In 2021 there were approximately **85,000** registered marriages.^

In 2022, we predict weddings will increase to **170,000**⁺



\$32,228 is the average cost of a wedding in Australia



\$25,377 🔮 1%

is the average original wedding budget



Couples spend **26**% more than their original wedding budget.

*Official marriage statistics from Australian Bureau of Statistics ^Easy Weddings estimate based on partially released ABS data +Including postponed wedding receptions of ceremonies that occurred during 2020 and 2021

How Couples *Choose* a Wedding Date



26%

Venue Availability



23%

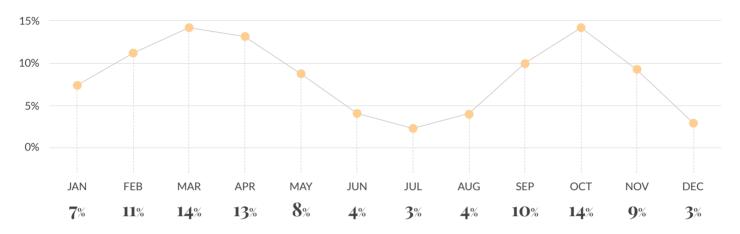
Season



10%

Day Has Special Meaning

The Most Popular *Months* to Get Married in 2022



9

Make the most of additional weekend capacity for weddings in January, April, July, October, and December in 2022 as these months have five Saturdays.

66

The 10 Most Popular *Dates* for Weddings in 2022 Ranked in order



Clearly, couples are still very keen to host Saturday weddings, even though wedding venues will be continuing to fulfil postponed weddings from 2020 and 2021. **56**% of couples indicated they'd consider moving their wedding to a weekday so it will be interesting to see how bookings fill up around these popular dates. The number one wedding date reported was 22/10/22 - couples love those easy-to-remember dates!

The Most Popular Wedding Season



Autumn 35%



Spring 33%



Summer **21**%



Winter

The Average Australian Couple



32[#] Average age of grooms



31[#] Average age of brides

Will invite **100** guests to their wedding*

Have 8 people in their *wedding party* including themselves $\hat{\ }$

Are engaged for **21** *months*⁺

Will spend \$5,500 on an engagement ring

- 91% of couples are getting married for the first time
- 40% are having a multi-day celebration
- 45% are paying for their wedding on their own
- **45**% are combining finances with aid from both their families
- 77% have just one partner doing most of the wedding planning

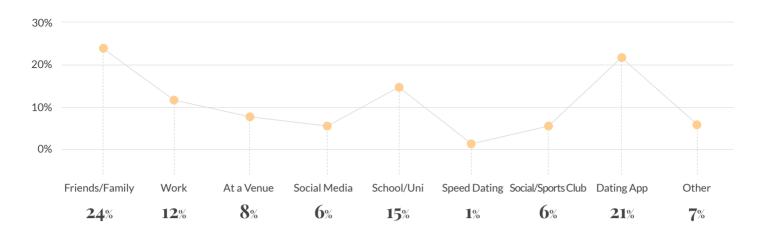
#In same-sex unions, the Australian Bureau of Statistics reported the median marriage age of males in 2020 was 37 years and for females, 35 years.

*The desired guest count stands at 100 however COVID saw this year's average guest count fall by 20% to 80 guests nationally.

^The second most popular wedding party size is 10 people including the couple.

+In pre-pandemic years.

How Do Couples Meet?



What's Appropriate to *Spend* on a Wedding Gift?



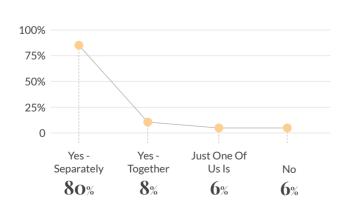
The average cost of a wedding gift in 2021 is \$155, but for close friends and family, it almost doubles to \$293.

Since the same time last year, guests have become more generous with gift-giving, spending an average of \$43 more on wedding gifts. It appears pandemics make the heart grow fonder!

How Couples *Receive*Wedding Gifts



Will You Be Having a Hens/Bucks Party?



The Most Popular Engagement Dates in 20-21



12% of engagements happen in December, with 6% occurring between Christmas and New Year. The most popular month to pop the question, however, is August, with 16% of all engagements taking place in the final month of winter.



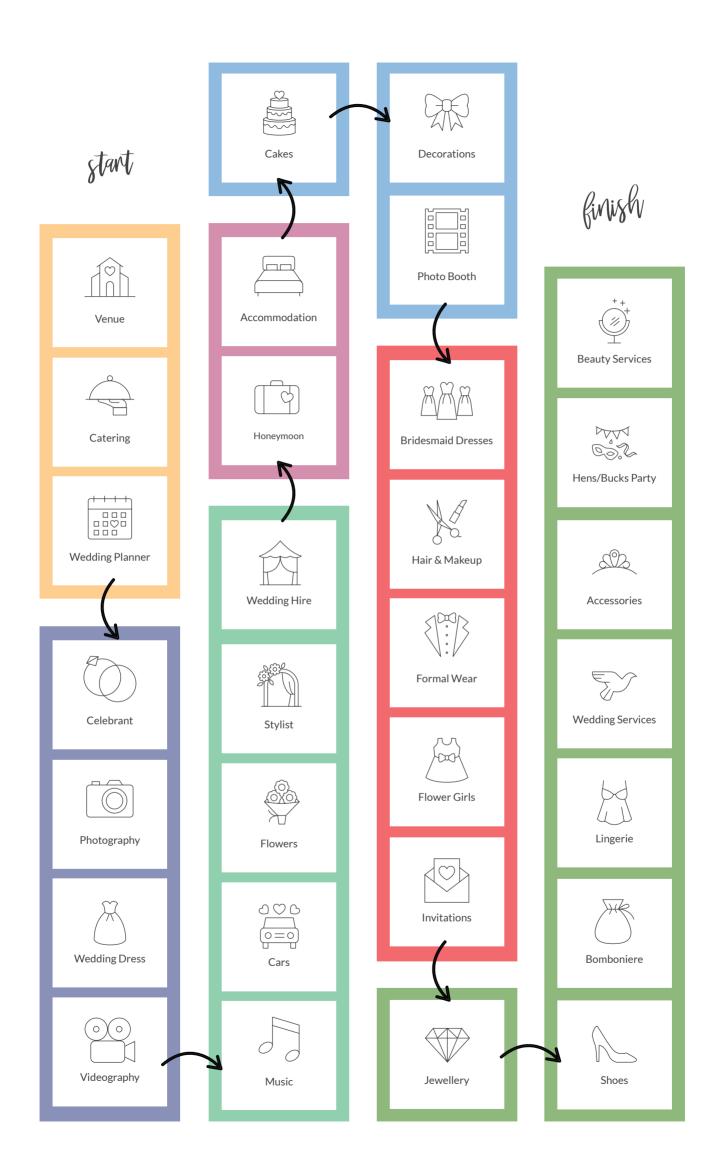
Wedding Buying Cycle

While it's not an exact science, planning a wedding is like learning how to cook. You need to know the ingredients and what order to prepare them in. Generally speaking, couples should book their wedding venue (and caterer if required), a wedding planner (if desired) and a marriage celebrant first. Once these are decided, then it's time to lock in a photographer (and videographer), and go wedding dress shopping.

From here, start to focus on how your wedding will look and feel, with music, cars, florals, a stylist (if desired) and wedding hire (like a marquee, if needed). Honeymoon planning is a whole project in itself, so don't forget to leave plenty of time for that, and while you're

in accommodation mode, book that for your wedding night (and hotel blocks for any out-of-towners) too.

While that's being sorted, you can plan the rest of your reception - a cake, decorations, and photo booth. Then, have fun dressing your wedding party - bridesmaid dresses, hair and makeup and formal wear. With your wedding vision complete, your invitations designer will know exactly what to create, and you can breathe easy planning out the remaining elements of your day - rings, shoes, bomboniere, lingerie, wedding services, accessories, a hens and bucks party and any beauty services.



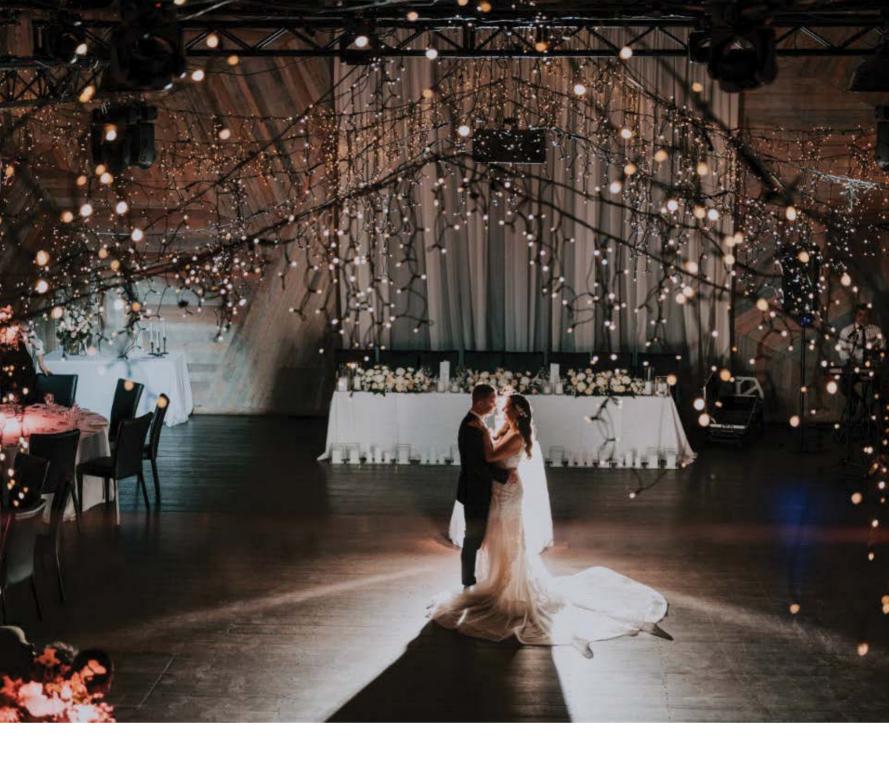
Wedding Themes & Styles

The *Top 10* Wedding Styles



For the first time in years, "rustic" is no longer the most popular wedding theme! Not surprisingly, COVID has created a top spot for garden/outdoor weddings. In second place is "romantic" now more popular than rustic, which has dropped to third place. Modern, classic and minimalist weddings were each favoured by around **20**% of couples, and fewer than **10**% of couples cited their style as boho, vintage, eco-friendly and cultural/religious.





Wedding Venues



Insights from Australian Couples

CUSTOMER HAPPINESS 4.9/5



The wedding venue is the largest component of a couple's wedding budget, comprising on average, 43% of their total wedding spend. It's also the first supplier they book. Couples are looking for a combination of style and atmosphere; a price that fits with their budget;

and exceptional service from the venue manager when deciding where to host their big day. The average couple wishes to have 100 guests at their wedding and more than three-quarters book accommodation in addition.

Facts + *figures*

- 90% of couples book a wedding venue
- 25% set their wedding date based on their favourite venue's availability
- **43**% of a couple's wedding budget is spent on the reception venue
- 77% of couples book accommodation for their wedding
- 40% of weddings are multiday celebrations; 40% of accommodation booked is at the couple's reception venue



\$13,901 is the average cost of a wedding venue in Australia 1%

Most important factors in choosing a wedding venue



Style & Atmosphere



Right Price



Helpful Venue Manager



Food & Beverage Options

 $More than \ half of couples \ also \ value \ a \ variety \ of \ photo \ opportunities, convenient \ venue \ location, and \ a \ great \ wet \ weather \ alternative.$

Where couples feel suppliers excel:

- ↑ Couples weren't restricted to preferred suppliers
- ↑ Event manager was passionate about their job
- ↑ Planning process remained the same after event manager changed
- ↑ Older properties were taken care of and in good condition
- ↑ Variety of packages to choose from
- ↑ Able to consult with florists and styling teams to maximise space

- ↓ Lack of communication from event manager created unnecessary worry
- Change in event managers with no proper handover resulting in repeating booking process
- ◆ Tables laid out differently on the day than agreed to
- ↓ Allowed guest numbers were a tight squeeze
- ◆ Event manager lacked initiative when it came to solving issues
- Uncooperative with other vendors working on the wedding

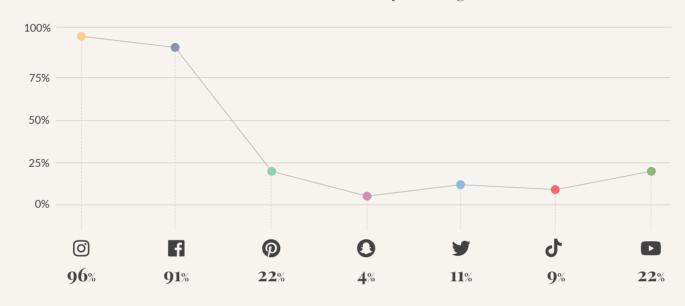


Insights from Australian Wedding Venues

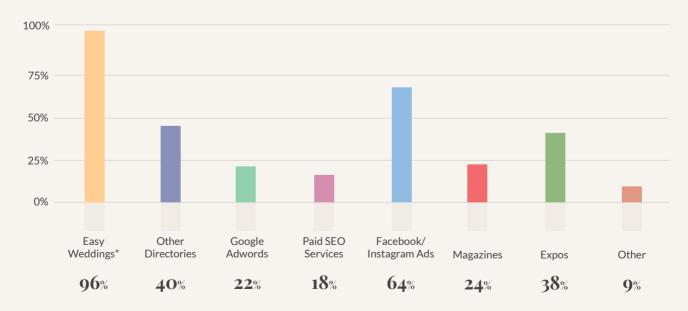
On average, wedding venues in Australia:

- Employ 8 permanent staff
- Have operated for 8 years
- Spend 14% of their revenue on marketing and advertising

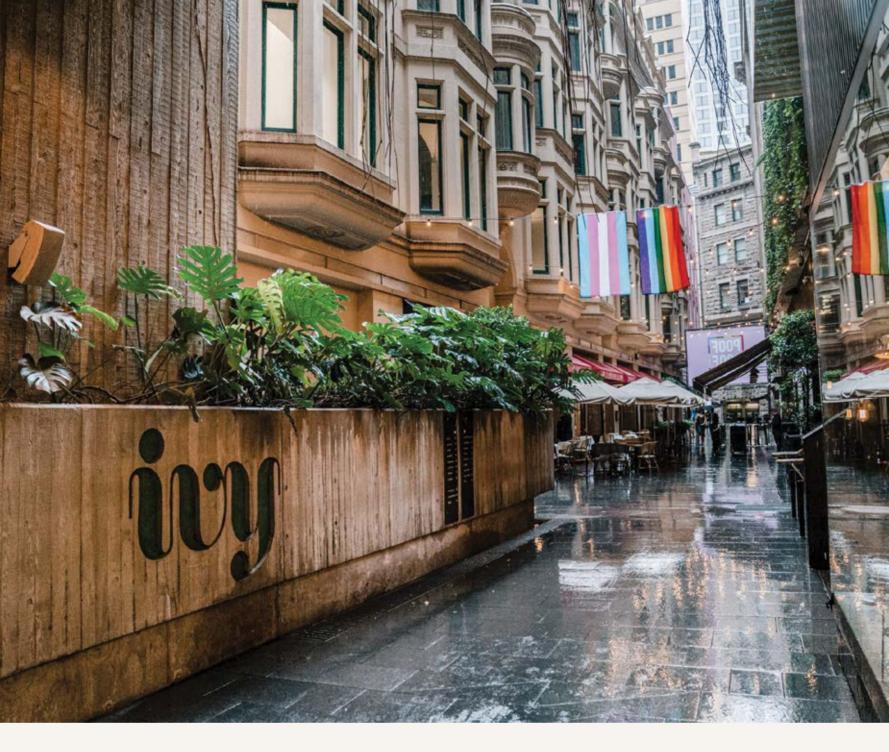
Social Media Platforms Used by Wedding Venues



Paid Marketing Channels Used By Wedding Venues



^{*}Easy Weddings data is skewed positively as most survey responders were current clients.





The most common enquiry response time for wedding venues is within 24 hours (53%) followed by within 1 hour (20%).

Venue Pivots:

60% of wedding venues pivoted their business during COVID. They:

- Diversified into other wedding categories like wedding planning
- Added private dining options
- Offered takeaway menus
- Added more packages for couples
- Reimagined packages for smaller weddings and elopements
- Added new buildings to the property for different purposes such as a gift shop and teahouse
- Focused on e-commerce and merchandise sales

Pain Points:

- Brand awareness
- Council-imposed wedding restrictions
- Rebuilding
- Rent
- Staff retention
- Finding good quality hospitality staff amid a hospitality shortage
- Navigating weather concerns
- Breaking into established markets

WEDDING DRESSES A

CUSTOMER HAPPINESS 4.7/5

Insights from Australian Couples

Weddings are a reflection of a couple's personal style and, perhaps more than any other decision, this is true of the wedding gown. Three-quarters of brides purchase their dress brand new and a further 18% have their gown custom made. Given this is a highly emotive purchase, 76% of brides will keep their wedding gown to cherish long after the day has been and gone. Brides are looking for boutiques they can work with to modify or embellish designs to their taste.



\$ 2, 3 1 6 is the average cost of a wedding dress in Australia 😃 3%



Did you purcase special lingerie for your wedding?





Where will you get your wedding gown from?

- Purchase Brand New 75%Custom Designer 18%
- Purchase Pre-Loved 5%Other 2%

Where couples feel suppliers excel:

- ↑ Dress fit comfortably
- ↑ Able to add extra styling to the dress such as lace
- The Ensured the bride was involved in the design and alteration process start to finish
- Provided regular fittings to ensure measurements were the same
- ↑ Took on unconventional ideas and requirements with no judgement
- ↑ Not forced to use the in-store alterations service

- → Bride encouraged to spend more than their budget
- Limited payment options, eg. only able to pay in full
- ◆ Bookings mixed up and wrong dress provided at fittings
- → Would not allow fittings earlier than two weeks before the wedding
- Final dress given to bride without a dress bag to protect it



CUSTOMER HAPPINESS 4.9/5

Insights from Australian Couples

Traditional alternate-drop meals still make up the largest portion of catering styles among Australian couples, at 43%. The remaining 57% is divided between various styles (such as roving finger food, food trucks, buffets, grazing tables and feasting platters), and the one thing these all have in common is that guests are given a choice. Couples are looking for suppliers who cater to a variety of specific dietary needs. Half of all couples want vegetarian and vegan options on the menu, while 26% will be serving gluten-free.



\$5,368 is the average cost of wedding caterers in Australia 18%

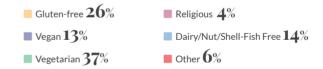


What style of catering are you having for your





What dietary options are you including?

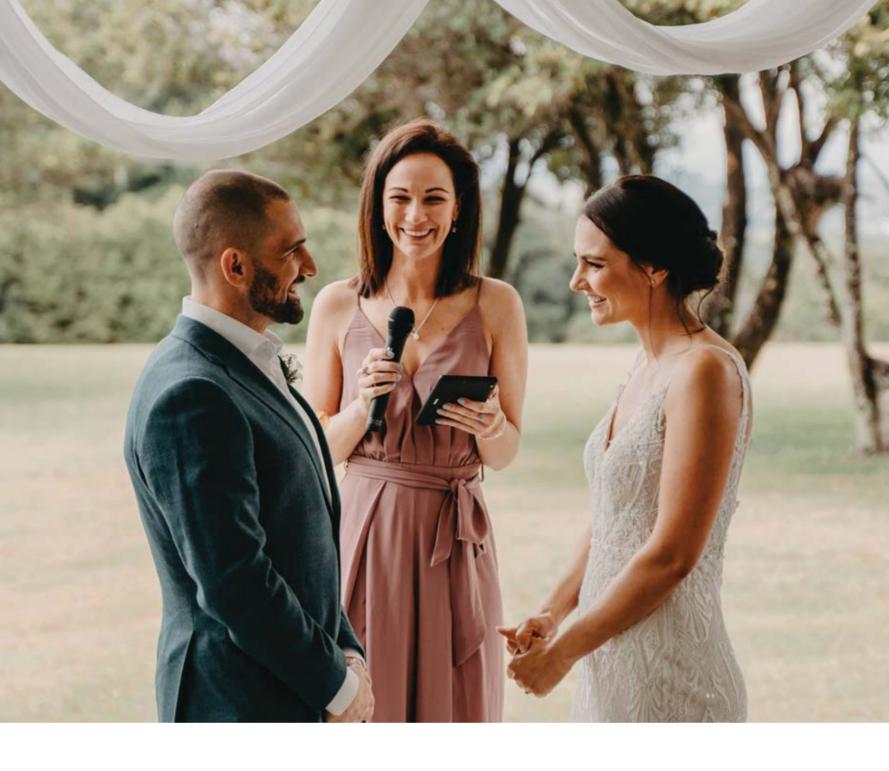


Where couples feel suppliers xcel:

- ↑ Added requested items that were not on their usual menus
- ↑ Able to match tableware/serving platters to wedding theme/styling
- ↑ Visited venue beforehand to work out logistics of setup
- ↑ Service included all other supplies e.g. cutlery and napkins if required
- ↑ Extra intolerance-specific meals made just in case
- ↑ Food quality was the same at the tasting and on the night

- Correct number of courses not provided on the night

- Requesting a last-minute change to the couple's run sheet to suit their own timeframe
- Owners/managers changed after booking and some requirements were not honoured



Marriage Celebrants



Insights from Australian Couples

CUSTOMER HAPPINESS 5/5



The vast majority of Australian couples choose to be married by a civil marriage celebrant. They are most looking for celebrants who embody warmth and a sense of humour. Personalisation is a big deal for most couples, with 85% choosing to include personal vows in either a portion or all of their ceremony. Couples also value strong attention to detail by their celebrants, given the legal nature of the union.

Facts + *figures*

- 80% of marriages in Australia are officiated by a civil marriage celebrant*
- 87% of couples surveyed said they will book or have booked a celebrant for their wedding
- 66% of wedding ceremonies are 'unplugged', meaning guests are asked not to use their phones
- 54% of couples want to write their own vows and 31% like a mix of traditional and personal



\$770 is the average cost of a marriage celebrant in Australia 🔮 1%

What kind of *vibe* do you want from your celebrant?



Warm





Funny

25%



Wise 3%



Extrovert **2**%



Religious **8**%

Where couples feel suppliers excel:

- The Ensured they were aware of outfit requirements to match styling/theme of the ceremony
- ↑ Encouraged couple to personalise as much as they wanted
- ↑ Explained the process step by step to ensure the couple knew what was required
- ↑ Responses and explanations were always detailed
- Provided flexibility around meeting times

- → Didn't share the ceremony with the couple so they were unaware of what was being said

- → Photos used in promotional material without permission, including young children
- Copies of vows were lost

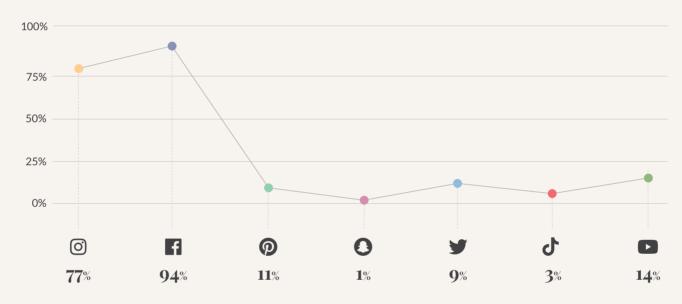


Insights from Australian Marriage Celebrants

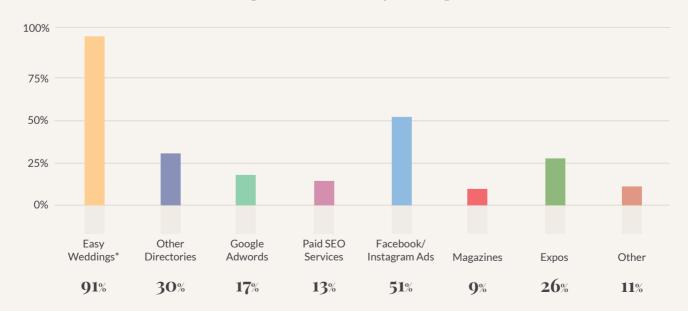
On average, marriage celebrants in Australia:

- Are sole traders (95%) who work from home (95%)
- Have been marrying couples for 7 years
- Spend 25% of their revenue on marketing and advertising
- Work 15 additional hours outside the wedding itself
- Are among 9700+ registered celebrants across the country

Social Media Platforms Used by Marriage Celebrants



Paid Marketing Channels Used by Marriage Celebrants



 $^* Easy \ Weddings \ data \ is \ skewed \ positively \ as \ most \ survey \ responders \ were \ current \ clients.$





The most common enquiry response time for marriage celebrants is within 1 hour (47%) followed by within the day (30%).

Marriage Celebrant Pivots:

32% of marriage celebrants pivoted their business during COVID. They:

- Diversified into funerals
- Created new packages and services
- Branched out into other wedding-related categories like wedding hire and photography
- Focused efforts on small ceremonies, microweddings and elopements
- Focused on memorials and vow renewals
- Split packages into legals now, renewal later

Pain Points:

- Highly competitive market
- Cash flow and forecasting challenges amid uncertainty
- Strong price competition leads to the perception that celebrants aren't important
- Breaking into a highly established market
- Navigating SEO and social media
- As a sole trader, only being able to perform one wedding a day
- Juggling business with other full- or part-time work

VIDEOGRAPHY P

CUSTOMER HAPPINESS 4.9/5

Insights from Australian Couples

Videography continues to gain momentum as a must-have wedding service at Australian weddings. 78% of couples will have their wedding filmed, up 50% on last year. Videography was more heavily in demand during COVID with decreased guest lists prompting professionally live-streamed ceremonies. When couples decide to include videography, more than 60% pay for a pro. Receiving a sneak peek highlights reel soon after the wedding is important to couples.



\$ 2,817 is the average cost of a wedding videographer in Australia • 9.5%

78% of couples will have someone film their wedding.

Of these, 61% will hire a professional videographer.

47%

of couples said they want to choose their own wedding video soundtrack,

32% would like to collaborate. 23% said they trust their videographer's music selection.



How long will you hire a videographer for?

- lue Ceremony Only $ar{7}\%$
- lacksquare Ceremony + Some of the Reception 37%
- The Whole Day 56%

Where couples feel suppliers excel:

- ↑ Worked together with the photographer to ensure they were not in each other's way
- ↑ Visited the venue prior to scope out where their cameras could be placed discreetly
- ↑ Took the time to understand what the couple wanted out of their video
- ↑ Felt like requesting edits was easy
- ↑ Able to provide music suggestions for montages when the couple was unsure
- ↑ Quick release of highlights/sneak peeks

- → Back-ups of footage not created, resulting in footage being lost post-wedding
- ◆ Extras that were agreed upon were missing from the invoice
- ↓ Equipment was not set up with adequate time prior to the ceremony starting
- → Raw footage not provided as per contract

WEDDING HIRE

CUSTOMER HAPPINESS 4.9/5

Insights from Australian Couples

More than half of Australian couples hire furniture and styling props for their big day. They seek full-service companies who will take care of delivery, setup, and pickup; and who work well with their chosen wedding venue. In previous years around 10% couples hired a marquee for their wedding. COVID has seen garden and outdoor weddings move to first place as couples' preferred wedding style and 60% of suppliers believe this trend will continue long after restrictions have ended - a win for many wedding hire businesses!



\$2,195 is the average cost of wedding hire in Australia 9.5%



Are you hiring furniture/styling props for your wedding?

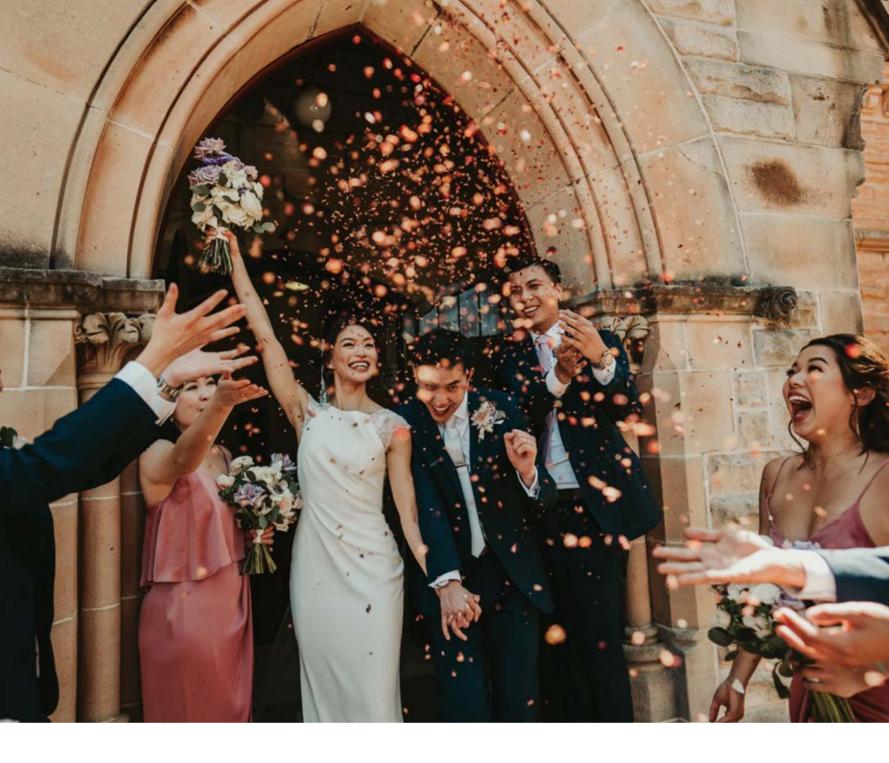


■ No **43**%

Where couples feel suppliers excel:

- Provided a complete package of delivery, setup, and pack down
- ↑ Arranged with the venue directly to deliver items
- ↑ Able to source unconventional items
- ↑ Easy selection directly from website stock list
- ↑ Explained logistics of sizing and any issues that might arise
- ↑ Clear on what items would need permission to be used by the venue

- ◆ Did not have a backup plan to deliver items so items did not get delivered on the day
- ↓ Items provided were not in same condition as when viewed prior
- ◆ Disorganised with booking details and mixed up with other bookings
- ◆ Slow replies for simple questions



Wedding Photography



Insights from Australian Couples

CUSTOMER HAPPINESS 4.9/5



Wedding photographers are one of the first suppliers a couple books, after their venue and celebrant. Most couples will pay for a professional photographer to capturetheirday. The trend towards can did photography continues, jumping by 39% on the previous year to

61%. Likewise, more couples are choosing to purchase an album from their photographer, up 33% on last year. Couples love working with photographers they are comfortable with, especially when feeling camera-shy.

Facts + *figures*

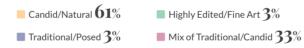
- 91% of couples will have a professional photographer at their wedding
- 36% commemorate their engagement with a professional engagement shoot
- 60% purchase a wedding album from their photographer, up 33% on last year's poll
- 42% of couples most value photographs of the ceremony, followed by wedding party location shots (19%)
- 66% of couples ask guests not to take photos with their phones during the ceremony



\$3,152 is the average cost of wedding photography in Australia 6.5.5%



What style of wedding photography do you



Where couples feel suppliers excel:

- Pre-reception photos were taken in a quick and orderly fashion
- ↑ Able to explain their process in a way the couple understood
- ↑ Visited the wedding venue with the couple to scope out photography locations
- ↑ Displayed the same passionate attitude from start to finish of the long day
- ↑ Provided direction and guidance without being rude
- ↑ Worked well with videographers to not get in each other's way

- Multiple photos of the same group doing the same pose provided in final photos
- → Paid for a second photographer but only one showed up
- → Did not take couple's ideas and suggestions into consideration
- The photographer did not seem interested or passionate on the day
- Chose inconvenient spots to stand to take ceremony photos

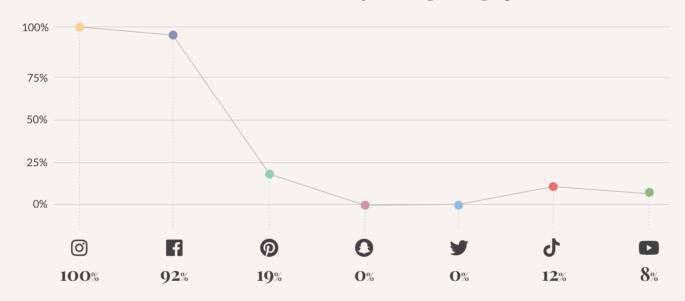


Insights from Australian Wedding Photographers

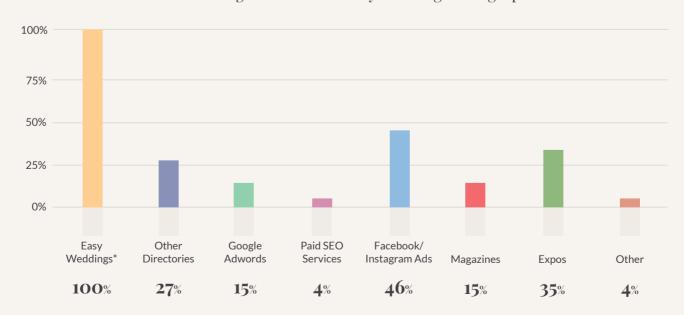
On average, wedding photographers in Australia:

- Are sole traders (79%) who work from home (90%)
- Have photographed weddings for 7 years
- Spend 21% of their revenue on marketing and advertising
- Work 32 additional hours outside the wedding itself

Social Media Platforms Used by Wedding Photographers



Paid Marketing Channels Used by Wedding Photographers



 $^{^*} Easy \ Weddings \ data \ is \ skewed \ positively \ as \ most \ survey \ responders \ were \ current \ clients.$





The most common enquiry response time for wedding photographers is within 24 hours (46%) followed by within 1 hour (27%).

Photographer Pivots:

54% of wedding photographers pivoted their business during COVID. They:

- Diversified into cinematography/video
- Focused on inspiration shoots
- Conducted photography workshops
- Expanded business with a team of photographers
- Added digital Santa photos to offering
- Started retouching services
- Created postponement support kits
- Offered COVID packages like small and pop-up weddings, and virtual photo booths

Pain Points:

- Juggling the craft of photography with being an entrepreneur
- Resilience
- Finding great staff
- Lead generation
- Balancing work and family
- Staying up to date with marketing trends
- Time management
- Building a business while working full- or part-time
- Staying relevant among competition

WEDDING FLOWERS

CUSTOMER HAPPINESS 4.9/5

Insights from **Australian Couples**

Most couples (80%) engage a wedding florist to create arrangements for their day, forming one of the most visual aspects that define the overall style of a wedding. Fresh flowers continue to be preferred by couples, with three-quarters opting for real blooms over artificial ones. Although, some couples are opting for a mix of real and faux, especially when their preferred variety is out of season. Whites and neutrals are the most desired floral colour, followed by pinks, greenery, and natives.



\$1,678 is the average cost of wedding flowers in Australia 12.5%



What kind of wedding flowers will you have?





What is the main colour of your wedding



Where couples feel suppliers excel:

- Visited the venue with the couple to help visualise their ideas
- Able to accommodate any issues with allergies
- ↑ Had a backup option if the chosen flowers were unavailable
- Felt that they were still treated well with a simple
- Took samples of coloured items to ensure flowers
- ↑ Made a private Pinterest board for the couple to upload ideas

- ◆ Design briefs not followed
- ↓ Flowers lost quality between pickup and wedding.
- ↓ Flowers booked in advance were advised the week of the wedding they could not be sourced.
- unsure of vision



CUSTOMER HAPPINESS 4.7/5

Insights from Australian Couples

The majority of grooms (65%) are opting to purchase their suits and accessories for their wedding, while a further 18% will have their suit custom made. Just 11% of grooms will hire their formal wear, although this is a more practical option for groomsmen. The formal wear purchase is usually a joint decision, influenced by what the bridesmaids are wearing and the overall wedding colour scheme. The most popular dress code for weddings is formal, followed equally by cocktail and semi-formal. Only 10% of weddings are black tie.



\$ 1,444 is the average cost of formal wear in Australia 1.5%

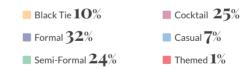


How are grooms suiting up for their wedding?





What's the dress code of your wedding?



Where couples feel suppliers excel:

- ↑ Staff were eager to please without being pushy
- Provided advice about colours and styling
- ↑ Provided both men's and women's suits
- ↑ Flexibility to buy or hire

- ◆ Alterations were done incorrectly multiple times
- ↓ Items received with marks on them
- ◆ Items chosen were discontinued so not enough available after they were ordered
- ◆ Couples encouraged to spend more than their hudget
- → Payment options limited, eg. only able to pay in full



Wedding Music



Insights from Australian Couples

CUSTOMER HAPPINESS 4.9/5



Almost three-quarters of couples want their wedding music in the hands of professional musicians over attempting to do it themselves. Of these, the most popular service is a DJ, followed by a band/DJ combo, and for fewer couples, an acoustic duo. Almost half

of couples are content having music as the only entertainment at their wedding, but for those who want more, an MC is the most sought after service. Couples love it when their DJ can also fulfil the role of MC.

Facts + *figures*

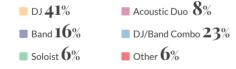
- 73% of couples will have professional wedding music for their day
- **41**% of these hire a wedding DJ
- 23% hire a DJ/band combo and
 16% want just the band
- 36% will engage an MC to host their reception
- **88**% of couples include a first dance at their reception



\$1,745 is the average cost of wedding music in Australia $\sqrt[6]{7.5}\%$



What type of music will you hire for your





What type of entertainment will you hire for your



Where couples feel suppliers excel:

- ↑ Played a range of music for all age groups
- ↑ Online portal for easy song selections
- ↑ Able to provide advice on the run sheet on the night
- ↑ Could provide an MC service at the last minute
- ↑ Songs were transitioned well so there was no awkward silence
- ↑ Able to recommend other entertainment suppliers such as photo booths, lighting, etc

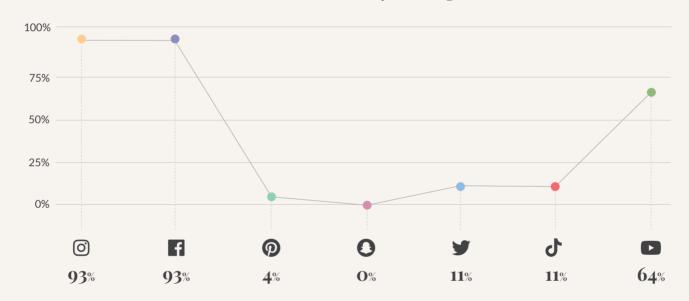
- Requested payment without producing a contract or invoice
- ◆ Drew too much attention to the DJ booth with bright lights and signs
- Lacked vocal confidence/volume so guests weren't aware of announcements
- Performer that was chosen was not who turned up on the day

Insights from Australian Wedding Musicians

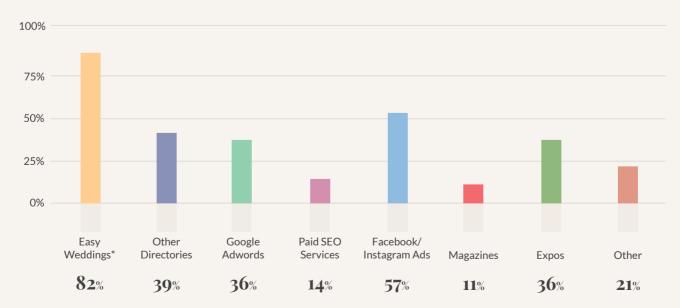
On average, wedding musicians in Australia:

- Are sole traders (79%) who work from home (91%)
- Have operated for 10 years
- Spend **24**% of their revenue on marketing and advertising
- Work 14 additional hours outside the wedding itself

Social Media Platforms Used by Wedding Musicians



Paid Marketing Channels Used by Wedding Musicians



 $^* {\sf Easy Weddings}\ {\sf data}\ {\sf is}\ {\sf skewed}\ {\sf positively}\ {\sf as}\ {\sf most}\ {\sf survey}\ {\sf responders}\ {\sf were}\ {\sf current}\ {\sf clients}.$





The most common enquiry response time for wedding musicians is within 24 hours (43%) followed by within 1 hour (32%).

Music Pivots:

56% of wedding musicans pivoted their business during COVID. They:

- Added live streaming services for virtual ceremonies and performances
- Diversified into another wedding service like celebrancy
- Offered games and entertainment in lieu of dancing
- Focused on non-wedding markets like corporate, schools, and funerals
- Promoted smaller packages
- Started a regular live-stream on socials
- Launched new upsells such as songwriting and

Pain Points:

- Brand awareness
- Breaking into the market
- Communicating value
- Competing with amateaur copycat businesses
- Lack of support from banks and financial services
- Competition
- Cash flow
- Band dynamics
- Finding good staff and subcontractors
- Time management

WEDDING INVITATIONS

CUSTOMER HAPPINESS 4.9/5

Insights from **Australian Couples**

Not surprisingly, COVID uncertainty around wedding dates has temporarily impacted the number of couples wanting to send physical invitations to their guests. Just over a third of couples are hiring a professional invitation designer to create beautiful, printed invitations, and just under that opt for professionally designed place cards. Couples are looking for quality finishes, meticulous attention to detail, and flexibility with design from their invitation suppliers.



\$ 7 6 0 is the average cost of wedding invitations in Australia 21.5%



Where will you get your invitations from?

- Professional Designer 35% Friend/Family Member 9%■ DIY **44**%
 - Digital Invitations 12%

Will you be having place cards at your wedding?

- \blacksquare Yes Professionally Printed 30%
- No **26**%
- Yes Making Ourselves 37%
- Not Sure 7%

Where couples feel suppliers excel:

- Able to create a design for an unconventional
- Samples provided with ample time to make edits
- ↑ Quick turnaround of products once final design chosen
- Quality and care didn't decline for more simple
- Ready-made or custom design options available

- ◆ Spelling mistakes not fixed up on final product
- ◆ Online businesses slow to respond to queries



CUSTOMER HAPPINESS 4.9/5

Insights from Australian Couples

Wedding cakes are considered an essential wedding staple for a vast majority of couples, with almost all couples including a cake at their wedding. Of these, **72**% entrust a professional cake maker to create a delicious and attractive cake, being one of the most photographed styling elements and rituals at a wedding. **39**% of couples serve just the cake as dessert making it an even more significant part of the reception. Increasingly, intolerance cakes are being requested, and couples love it when they taste as delicious, if not more, than traditional recipes.



\$558 is the average cost of wedding cakes in Australia 2.5%



How many tiers will your wedding cake have?



■ 3 Tiers **30**% ■ 4+ Tiers **5**%



Who will be baking your cake?



Friend/Family Member 20%

■ N

\blacksquare Not Having a Cake 8%

Where couples feel suppliers excel:

- ↑ Variety of different flavour combinations available
- ↑ Was willing to make a flavour they hadn't made before and able to taste prior to the wedding
- ↑ Sourced ingredients from local suppliers
- ↑ Took samples of coloured items to ensure cake colours matched
- ↑ Intolerance-friendly cakes tasted just as good as traditional cakes

- Decorations added to cake by the supplier did not match brief from couple
- Decorations provided by the couple were not added as requested
- ↓ Supplier only communicated via email, which felt impersonal
- ◆ Supplier did not keep in contact once booking was made
- ↓ Lack of communication in the lead up to the day



Wedding Cars



Insights from Australian Couples

CUSTOMER HAPPINESS 4.9/5



As well as the functional purpose of transporting couples and their bridal parties to and from the wedding, wedding cars are an important feature. Contributing to the aesthetic of the day, cars make wonderful photographic props and, such as the bride's arrival, are

one of the key moments captured on camera. Almost 60% of couples hire wedding transport for the day, and the engaging personality of the chauffeur adds to the overall experience, as well as calming nerves before the ceremony.

Facts + *figures*

- **59**% of couples book wedding transport for their day
- 58% of couples choose their wedding transport together, while
 8% will leave this decision up to an outside party
- The four most popular wedding car styles are vintage, classic, modern and stretch limo.



\$1,118 is the average cost of wedding cars in Australia 0 7%



How many wedding cars will you have for your wedding?



What kind of wedding car will you hire?



Where couples feel suppliers excel:

- ↑ Allowed time for photos with the vehicle
- ↑ Up to date technology for music facilities
- ↑ Made extra stops that weren't on the itinerary
- ↑ Driver provided an entertaining service and showed personality
- ↑ Visited all wedding locations to ensure chosen car was suitable for driveway

- Disorganised over what payments had been made already
- ↓ Cars turned up unwashed on the day
- ◆ Company refused to pay tolls so journey to venue resulted in late arrivals
- ◆ Driver took couple to the wrong accommodation post-wedding
- ◆ Driver dressed too casually

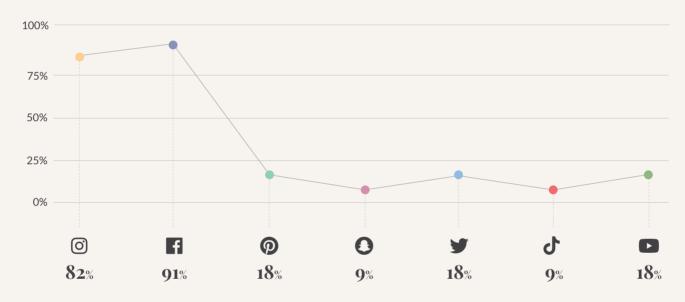


Insights from Australian Wedding Car Businesses

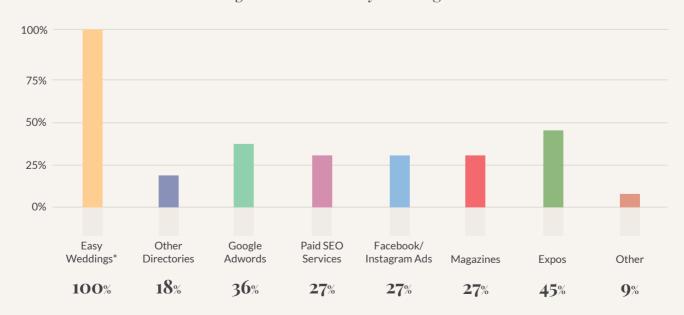
On average, wedding car businesses in Australia:

- Employ 5 permanent staff
- Have operated for 18 years
- Spend 16% of their revenue on marketing and advertising
- Work 7 additional hours outside the wedding itself

Social Media Platforms Used by Wedding Car Businesses



Paid Marketing Channels Used by Wedding Car Businesses



 $^{^*} Easy \ Weddings \ data \ is \ skewed \ positively \ as \ most \ survey \ responders \ were \ current \ clients.$





The most common enquiry response times for wedding car businesses are within 1 hour and within the day both at 45.5%

Wedding Car Pivots:

20% of wedding car businesses pivoted their business during COVID. They:

- Purchased a coffee van
- Reworked packages and added new services
- Offered delivery boxes for corporate clients
- Diversified into weekly home delivery
- Added new income streams via schools and funerals

Pain Points:

- Learning social media
- Cash flow
- Finding reliable drivers and employees
- Retaining and motivating staff
- Brand awareness
- Competing with unregistered and illegal car hire operators
- Rebuilding post-COVID
- Navigating strong price competition

DECORATIONS 器

CUSTOMER HAPPINESS 4.8/5

Insights from Australian Couples

Together, Pinterest and Instagram make up 77% of where couples dream up decor inspiration for their wedding. After this, florists have the most sway. The most popular individual avenue for sourcing decorative pieces is by hiring, however, just over half of couples will combine renting, purchasing and DIY to gather all the styling pieces they need. Rustic-styled weddings are being bumped in favour of romantic styling so decorations suppliers will do well to adapt their collections to the style shift.



\$ 1, 9 7 3 is the average cost of wedding decor in Australia \bigcirc 58.5%



How will you be sourcing your wedding decor?





What influences your wedding style/theme?



Where couples feel suppliers excel:

- ↑ Able to explain different theming styles and what items would work well
- ↑ Could source items that weren't on the usual stock list
- ↑ Able to adapt to changes put in place by the venue
- Provided a complete package of delivery, setup, and pack down

- Arrived late resulting in not all items being able to be put out
- ↓ Items were made from low-quality material and looked cheap
- → Multiple same items hired varied in condition
- Unreasonable prices for small extras

BRIDESMAIDS AMA

CUSTOMER HAPPINESS 4.7/5

Insights from Australian Couples

The tradition of matching bridesmaids continues to be the most popular choice at weddings and we see this trend with hairstyles, too. After this, couples choose silhouettes that suit each maid individually while creating consistency through colour. The vast majority of bridesmaid dresses purchased are under \$400, with just over half of gown price tags under \$200. Increasingly we are seeing blended wedding parties, however traditional bride and groom parties are still the norm, and the bride usually asks her best friend or sister to be maid of honour.



\$ 6 9 8 is the average cost of bridesmaid dresses in Australia 6 5%



What are your bridesmaids wearing?





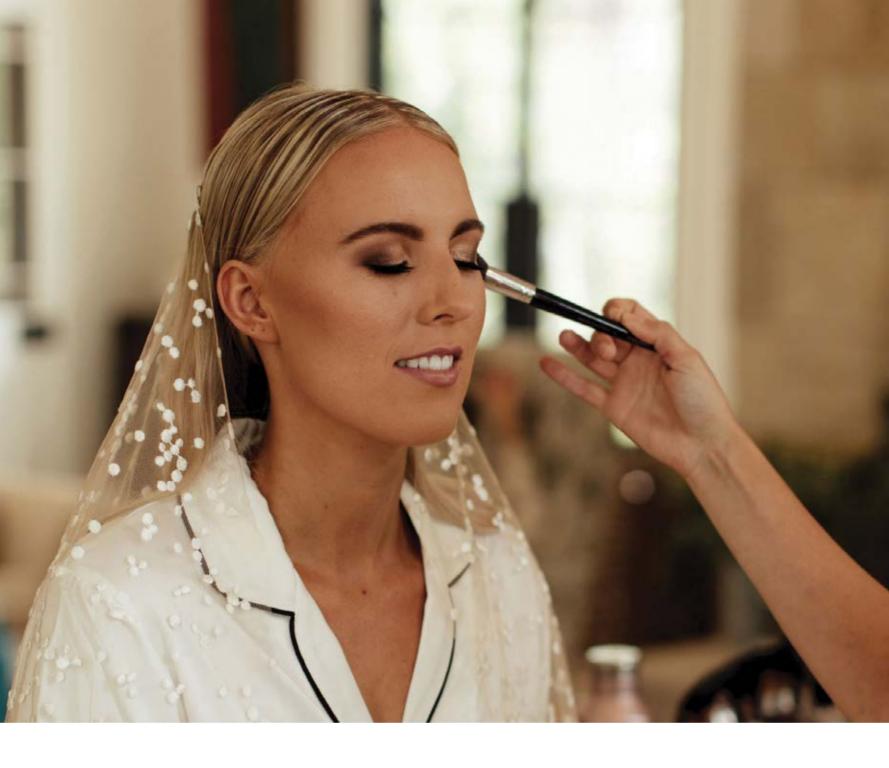
What's the most common price tag per bridesmaid dress?



Where couples feel suppliers excel:

- ↑ Sourced the same fabric to get matching ties made for the groomsmen
- ↑ Shared examples of potential dresses through online appointment booking form
- ↑ Able to tailor dresses to different heights and body shapes
- ↑ Knowledgeable on latest trends and styling

- Unable to accommodate bigger sizes
- Low-quality details such as stitching or zips not up to scratch
- Dresses not ready within promised time frame
- ◆ Dresses damaged and not taken care of by the supplier
- Dresses made internationally resulting in delays in shipping



Hair & Makeup



Insights from Australian Couples

CUSTOMER HAPPINESS 5/5



Brides continue to love a fresh-faced look for their wedding, with around half preferring natural makeup over other styles. Conversely, the next most popular style among one fifth of brides is full glam! Hollywood waves for long hair and a textured low bun for medium-

length hair top the list of preferred wedding hairdos. Brides are heavily in favour of having a hair and makeup trial and love that they can test out their wedding-day look while dressed up for another occasion prior to the wedding.

Facts + figures

- 92% of brides will hire a professional makeup artist to do their wedding day makeup
- 90% will hire a professional hairstylist to do their wedding day hair
- The most popular makeup look with brides is nude/natural **(53%**)
- The two most popular wedding hairstyles at 28% each are Hollywood waves and the textured low bun
- 79% of brides will have a hair and makeup trial



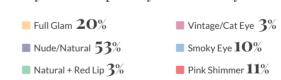
\$725 is the average cost of wedding hair and makeup in Australia $\bigcirc 18\%$





What style hair will you have on your wedding What style makeup will you have on your wedding





Where couples feel suppliers excel:

- ↑ Able to provide advice if the bride didn't usually wear makeup
- ↑ Suggested to book trial in line with another occasion
- ↑ Different techniques available, eg. airbrushing
- ↑ Gave advice on skin and hair prep prior to the wedding
- ↑ On-the-go touch-up kit provided
- Discussed preferred brands with the bride to tailor tastes

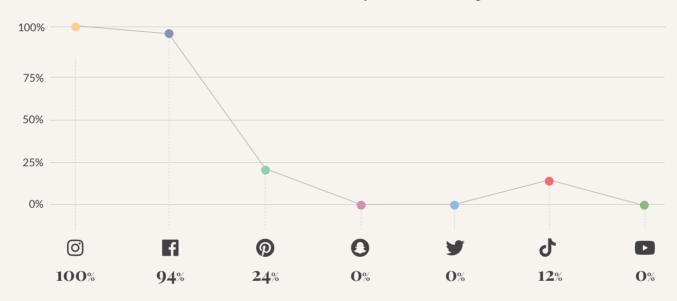
- Provided an extensive list of what they needed in order to provide the service
- ◆ Careless with hot styling equipment resulting in burns to bride
- ◆ Bride's requests not taken into account
- ◆ Agency staff seemed disinterested
- ↓ Quality of work was not the same as the trial
- → Hair style did not last the day

Insights from Australian Wedding Hair & Makeup Businesses

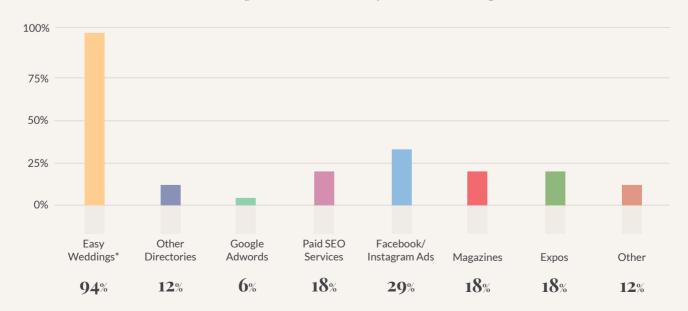
On average, hair and makeup artists in Australia:

- Are sole traders (78%) who work from home (89%)
- Have been in business for 12 years
- Spend 18% of their revenue on marketing and advertising
- Work 8 additional hours outside the wedding itself

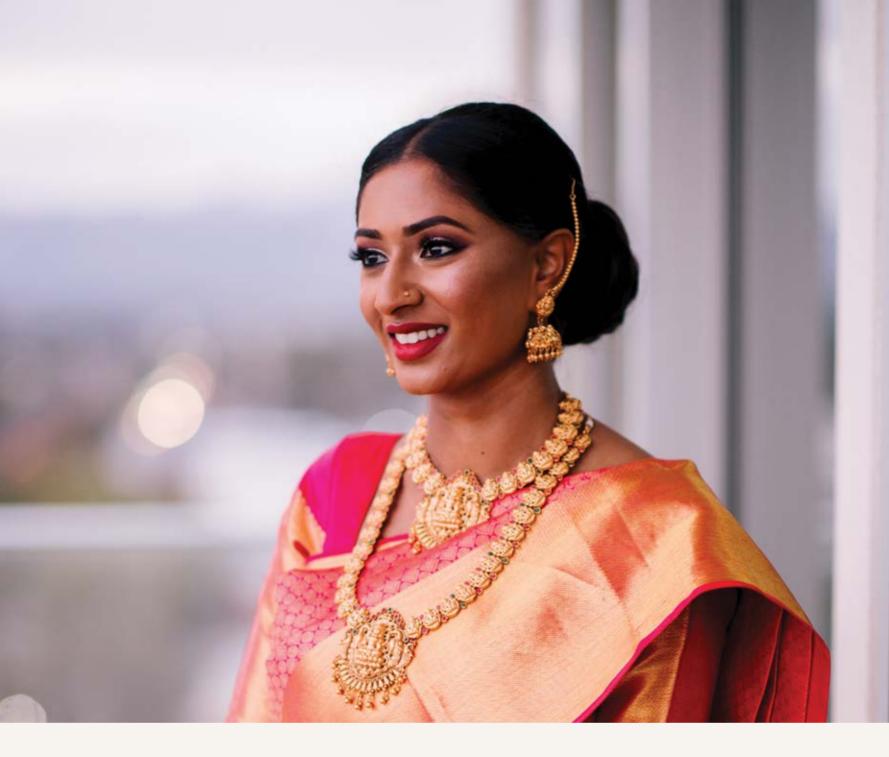
Social Media Platforms Used by Hair & Makeup Artists



Paid Marketing Channels Used by Hair & Makeup Artists



 $^* Easy \ Weddings \ data \ is \ skewed \ positively \ as \ most \ survey \ responders \ were \ current \ clients.$





The most common enquiry response time for hair and makeup artists is within 24 hours (47%) followed by within 48 hours (24%).

Hair & Makeup Artist Pivots:

- **24**% of hair and makeup artists pivoted their business during COVID. They:
- Diversified into e-commerce
- Offered home delivery of hair and makeup products
- Added makeup services to their hair styling offer
- Created hair and makeup tutorials for social media
- Focused on in-salon services when possible

Pain Points:

- Finding new clients
- Brides expecting too much for the price
- Rebuilding post-COVID
- Cash flow and creating alternative income sources
- Finding and maintaining reliable contractors and staff
- Staying motivated
- Learning the industry

PHOTO BOOTH HIRE

CUSTOMER HAPPINESS 4.9/5

Insights from Australian Couples

Just over half of couples are including a photo booth of some kind at their wedding reception as an added interactive experience in addition to music. With a variety of booths to decide between, couple preferences are fairly evenly distributed between: the traditional enclosed photo booth; one run by their photographer; innovative booths like the Kombi van or mirror booth; and Polaroid-style photo booths.



\$ 9 0 5 is the average cost of photo booths in Australia 0 1.5%



Are you having a photo booth at your wedding?





What type of photo booth are you having at your wedding?



Where couples feel suppliers excel:

- ↑ Attendant kept everyone interested
- ↑ Offered a choice of using their own props or the couple's
- ↑ Offered digital copies of the photos
- ↑ Able to customise a frame design

- ◆ Overbearing signage
- ♣ Props provided by couple were not used as requested
- √ Names misspelt or details incorrect on photo strip



CUSTOMER HAPPINESS 4.9/5



64% of couples thank wedding guests for their presence with bomboniere of some kind. A third of these will purchase from a bomboniere supplier, an increase of **43**% on last year's poll. The most popular wedding favours gifted to guests are edible gifts and personalised items. Among the **10**% of "other" responses, candles and succulents featured regularly. Just under three quarters of couples spend up to \$5 per guest on favours, and the remaining quarter between \$5 and \$10.



\$ 5 4 7 is the average cost of bomboniere in Australia 42%



What kind of wedding favours are you gifting



How are you sourcing your bomboniere?

■ Purchasing **39**% ■ Family/Friend **5**% ■ DIY **26**% ■ None **36**%

Where couples feel suppliers excel:

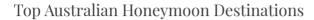
- Quick turn around of product once final design was chosen
- ↑ Packaging was good quality so protected items well
- Very easy process to order
- ↑ Sourced material from local suppliers
- ↑ Mini sample packs/items were sent with plenty of time to make changes

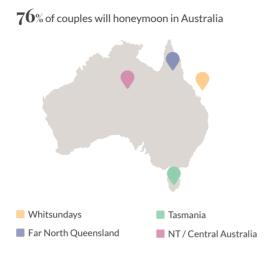
- ◆ Online businesses did not provide tracking
- ↓ Items ordered in advance took a long time to be delivered

HONEYMOONS

CUSTOMER HAPPINESS 4.8/5







With three-quarters of couples honeymooning domestically due to COVID (a jump of 38%), it's understandable that the average cost of a honeymoon has fallen by 24% in the past year. The majority of couples will spend between one and two weeks honeymooning after the big day. Around a quarter of couples will take a longer honeymoon of three or more weeks. Overall, couples wish simply to relax on their honeymoon after the stress of the big event; and connect as newlyweds. 66% of couples like the idea of taking a minimoon before their main honeymoon.

\$ 5, 7 5 2 is the average cost of a honeymoon for Australian couples \bigcirc 24%

Hot spots for Aussie honeymoons include The Whitsundays and Far North Queensland (**60%**), followed by Tasmania, then Central Australia and the Northern Territory. The remaining "other" responses are split mostly between Western Australia, New South Wales and South East Queensland.

For those couples who still wish to take an overseas honeymoon when borders reopen, just under a third are dreaming of Europe; a fifth of Fiji; and **15%** and **13%** respectively of New Zealand and USA. Just **6%** of couples indicated Bali as a preference. Of the **13%** of "other" responses, the most popular overseas destinations are Maldives, Japan, and Bora Bora.

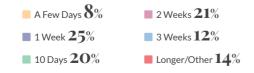
Top Overseas Honeymoon Destinations

24% of couples will honeymoon abroad





How long do couples honeymoon?





Most popular honeymoon pastimes



Destination Weddings



Customer Service

AVERAGE CUSTOMER HAPPINESS RATING 4.9/5



How Suppliers Are *Exceeding Expectations* of Enquiry Response Times



Suppliers are doing an incredible job of exceeding couples' expectations of response times! Keep it up!

The average review score for suppliers on Easy weddings is 4.9 stars out of five. Couples love vendors on Easy Weddings! Suppliers continue to impress clients with how quickly they respond to enquiries. 68% of couples are not expecting a response to their enquiries faster than 48 hours, yet, three-quarters of the time, they are contacted by suppliers within

the same day or hour, and in some instances, within minutes. The average wedding business spends 21 hours preparing for weddings in addition to the day. That's more than 2.5 business days that the couple does not necessarily appreciate, so it's a great idea to include the preparation hours in quotes and invoices to show how much value you are providing your clients.

Did You Know?



50% of couples will book the first supplier that gets back to them



5 minutes is the ideal timeframe for responding to a lead*



Contacting a lead within the first hour is 7x more likely to result in a booking than contacting within two hours*

11% like contacting vendors via phone

<4% of couples like contacting suppliers via their website, social media or SMS.

It's plain to see - modern millennial couples are not that fond of the telephone!

Star Rating *Per Category*

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

Looking Ahead

While many wedding businesses will be talking about bouncing back from the past 18 months, we believe the resilience our industry has shown, coupled with the imminent wedding boom, is our opportunity to bounce forward.

To bounce forward means to come back from adversity even better than before.

For you, this might mean continuing a service or product you innovated during lockdown. It could mean having more professional and comprehensive terms of service to give couples. Or it could simply be knowing that you and your business can survive anything.

For us at Easy Weddings, it means helping business owners and staff to navigate this new normal and to inspire couples and guests to come together like never before!

However you are bouncing forward, we are excited about 2022/23 bringing more rewards than challenges and more celebrations than postponements.

4) e did it!

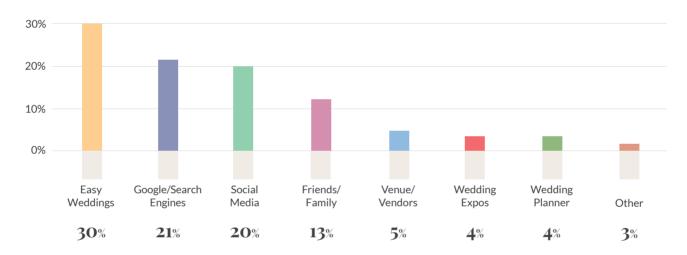
General Feedback

In order of importance, couples rank these influences on their decision to purchase or hire from a wedding vendor:

- 1. They are up-front with their pricing
- 2. Their photos/posts fit with the wedding I want
- **3.** They have a flexible refund policy for COVID-related cancellations or postponements
- **4.** They have positive reviews from previous customers
- 5. I felt a personal connection with the supplier
- 6. The supplier is popular on social media

For most couples, a wedding is a one-time event they have no prior experience planning. It's also one of the biggest ticket items they've ever purchased. It's unsurprising then, that the number one factor couples want to see from potential wedding vendors, is clear and upfront pricing. Pictures tell a thousand words; so carefully considering which images you use to represent your business on your website and Easy Weddings storefront is also key.

Where do couples *first discover* their wedding vendors?



Over the next 12 months, COVID concerns will continue even as restrictions lift. Being transparent and thorough about your policies will give you a competitive edge. Reviews continue to play an important part of the decision making process. The best time to ask recently-married couples for reviews is 2-3 weeks after the wedding, and then again 6 weeks after the wedding. Aim to receive one new review on Easy Weddings per month to increase results.



It is interesting to note that **73**% of couples interested in a supplier on Easy Weddings will go off the Easy Weddings platform to research further before enquiring. Usually these enquiries will take place on the supplier's own website, making attribution to Easy Weddings difficult.

Success Tips



Experiment on Socials

Use your social media accounts as a testing ground for your website and storefront. Update your storefront with images that perform well, particularly on Instagram, and ensure your library of images are high resolution and reflect the weddings you want to attract.



Review Everything

Update your written content to reflect any changes you made during the last 18 months whether that be new services, a greater focus on smaller weddings, or your vaccination status.



Reframe 'The Deposit'

Look at changing the wording on your contracts from 'deposit' to 'booking fee' to better reflect the work you put in prior to and after the wedding day. Take the time to explain the difference to couples to avoid confusion or conflict should they decide to postpone or cancel.



Full Disclosure

Be as transparent as possible when it comes to cancellations, postponements, and booking fees. Clients should know upfront what your process is for postponement.



Social Admin

Convert your Facebook profile to a business page. This gives you access to Page Insights, where you can see metrics (like which posts people engage with), visitor demographics (like age and location), and create branded ads that link to your page.



Network

Network with other wedding business owners either in your category or across related categories. Many suppliers will be contacted for weddings in the next 18 months that they are not available for and will likely recommend people who they have recently met.



Upskill

Keeponlearning. Attendwebinars and professional development events; listen to wedding industry podcasts and business experts; and keep refining your craft.



Get a CRM

Use a Customer Relationship Management (CRM) system. The time spent setting it up will pay off in the long run when you are better able to get back to couples — particularly when wedding bookings start stretching into 2023 and beyond.



Reinforce COVID Safety

Include COVID checklists on your website and social media platforms, and repeat this information across all forms of communication. Show your clients how seriously you take their safety and the safety of their guests.



Prioritise Reponse Time

Respond to all enquiries as soon as possible. Remember, a couple is most likely to book the first supplier they get in contact with. Every second counts once you've received an enquiry.

About Easy Weddings





Directory Listings

We offer a range of listings suitable to businesses of every size. We can help you find the right listing size for your business to grow while pairing you with the best category and locations to help you be seen by the thousands of couples who use our directory every day. Every business listed on the Easy Weddings directory receives ongoing support from our customer success team; advice on how to get more enquiries; industry education to help you convert leads; and our specially designed customer relationship management system, WedCRM.



During the coming wedding boom, businesses can get seen by even more couples, by investing in a Spotlight or Premium Plus position. There are five spotlight listings available at the top of each category in each region. Our Premium Plus service gives you exclusive access to our internal team of content producers, email marketing specialists and social media superstars to ensure your storefront is seen by more couples and sends more enquiries directly to your inbox.



Social Media

After 21 years as the leading wedding website in Australia, Easy Weddings has built a huge following of couples across Instagram, Facebook and Pinterest. We use our social reach to educate couples about wedding planning and how to best work with suppliers. During the pandemic, our social channels have become an essential tool to help suppliers and couples understand the latest restrictions.



Supplier Awards

We love to recognise a job well done and that goes for you and your business. Our EOFY supplier awards acknowledge the customer service and care that you have taken with your couples throughout the year. Suppliers who receive these awards will also receive an online certificate to showcase in your office and digital badges to show off on your website.



Industry Education

Check out our pro-education centre for more tips and strategies for your business throughout the year. Our newsletter, webinars, educational articles, and engaging videos will give you more food for thought on how you can improve your business. Check out our education archive at www.easyweddings.com.au/pro-education.



Mobile App

The Easy Weddings apps for couples and suppliers are available on both Apple iOS and Android. The supplier app gives business owners access to WedCRM and the ability to reply to enquiries on the go. The app for couples is a free planning tool and an easy way to contact businesses on the Easy Weddings directory.

We're always here to help. To chat about how these exclusive insights could help you grow your business, contact our customer success team through any of the following channels. We look forward to chatting with you!

J 1800 155 122

☑ service@easyweddings.com.au

○ 18 Miles St, Mulgrave VIC 3170

easyweddings.com.au

