

20

Australian
Wedding Industry
Report

Issue 10

25

An in-depth look into the
Australian *wedding* industry

YOUR PERFECT DAY
Xoxx
MADE EASY

Foreword

Welcome to the Easy Weddings 2025 Australian Wedding Industry Report — the 10th annual edition of our state-of-the-nation overview.

This year's report is backed by extensive research, with input from more than 4,000 couples and 800 wedding businesses. We've also tapped into our spending data and 278k-strong social media community to give you a well-rounded view of the 2025 wedding landscape. The findings offer a deep dive into the planning and spending habits of couples set to marry in 2025 and beyond, highlighting the trends and economic factors shaping their decisions.

As we identified in last year's report, the industry continues to feel the pinch of cost-of-living pressures. The good news is that 2025 couples are spending 4.5% more on weddings year-on-year, extending their budgets by 28.5%. This indicates that suppliers are successfully demonstrating their value over price.

This year, we've made strides to better understand the link between a couple's wedding planning journey and how successful suppliers meet those couples where they are. We've included data about how couples make their supplier decisions, and the key influencers along the way.

Inside you'll find three main sections:

- **Understanding Couples** — Who they are, what they want, how they plan, and where to find them.
- **Supplier Feedback** — Insights into each supplier category alongside pro tips to help you best communicate your value.
- **Business Insights** — State of play for wedding business owners and things you can do today to boost your business.

As we mark a decade of insights, I am reminded of the resilience and innovation that define our industry. This is particularly true given the recent impact of the cost of living on wedding vendors, venues, and couples. Despite the challenges, our industry continues to adapt and thrive.

Looking ahead to 2025, I am excited about the opportunities that lie before us. This report captures the current state of our industry and serves as a guide for how we can continue to support our clients and grow our businesses. Together, we will keep creating unforgettable moments for couples across Australia.



Matt Butterworth

CEO and Founder
Easy Weddings

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Photo: Yallamundi Rooms

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Photo: Veri Photography

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Photo: Caravan and Tonic

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Weddings

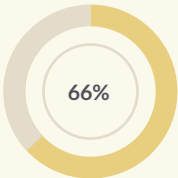
in *Australia*

Budgets & Finance

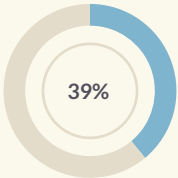
			
Average cost of an Australian wedding	Average original wedding budget	Average cost of an engagement ring	Average spend over original budget
\$35,315	\$27,455	\$5,854	28.6%
⬆ 4.5%	⬇ 0.7%	⬆ 3%	⬆ 29.5%

Couples marrying for a second/subsequent time spend half as much.

Average Cost & Percentage of Weddings by State

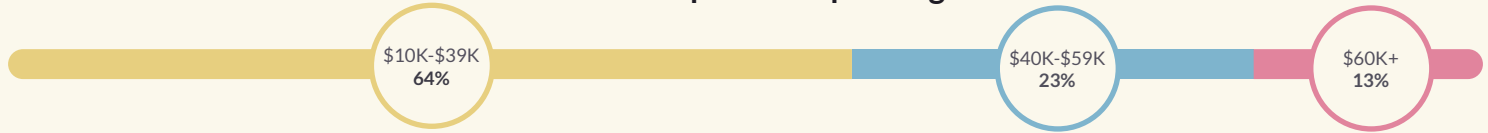


Receive financial assistance from friends/family ⬆ 3%



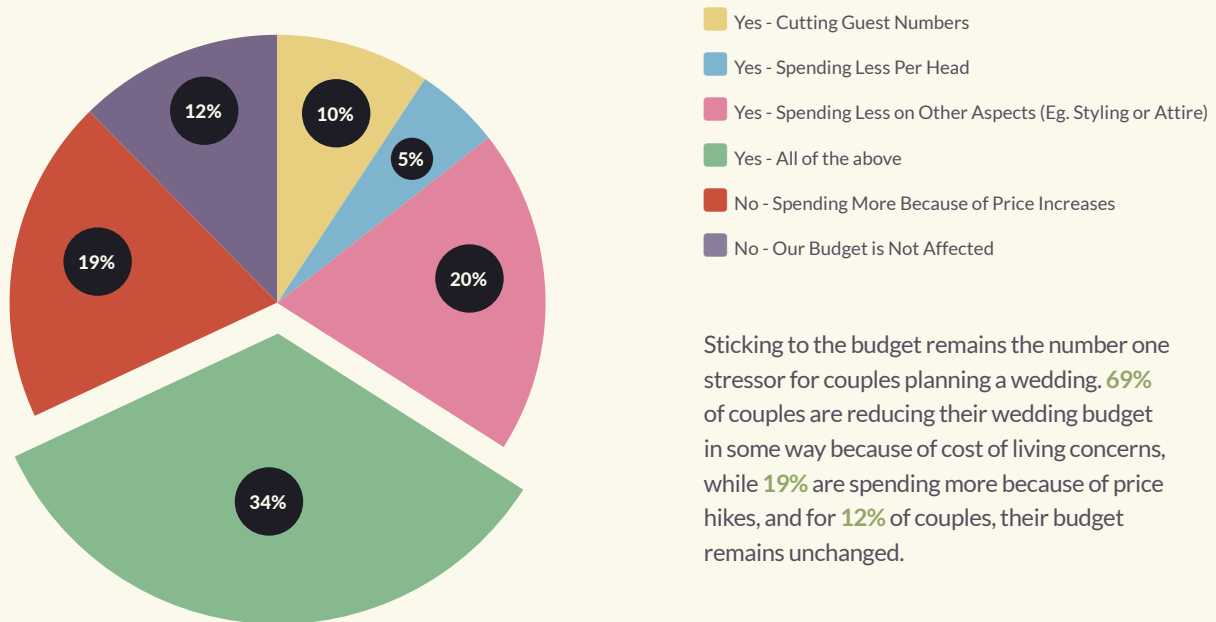
Of this, family members are funding 39% of the wedding

What Couples Are Spending



While **\$35,315** is the average spend of an Australian wedding, **13%** of couples are spending over **\$60,000** on their weddings. On the other side of the budget, **64%** of couples are spending under **\$40,000**.

Has the Cost of Living Reduced Couples' Wedding Budgets?



Top 5 Stressors for Couples Planning a Wedding



Sticking to a Budget
25%



The Guest List
15%



Keeping Up with Tasks
10%



Finding Reliable Suppliers
10%



Dealing with Family
8%

How Many Guests: Expectation vs Reality



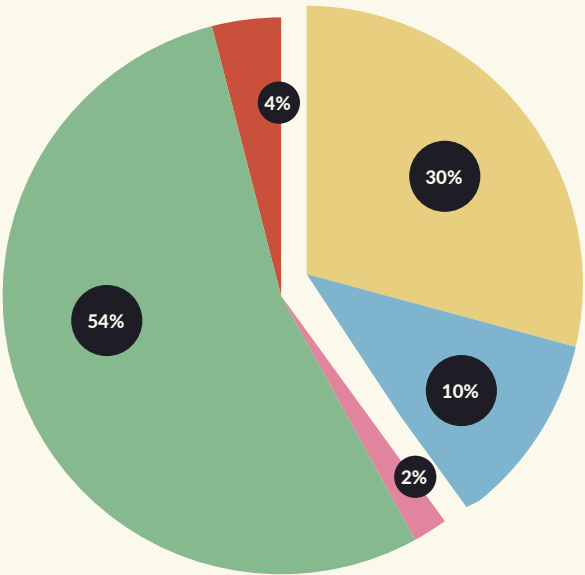
No. of guests we wanted to invite: **116**
No. of guests we did invite: **88**

Couples invite **28** fewer guests than they want to; cutting guest numbers to stick to a budget is a stressful part of planning.

Has the Cost of Living Affected Couples' Engagement Lengths?

- Yes - Longer Engagement to Save
- Yes - Shorter Engagement to Avoid Future Price Rises
- No - But We're Eloping Instead
- No
- Other

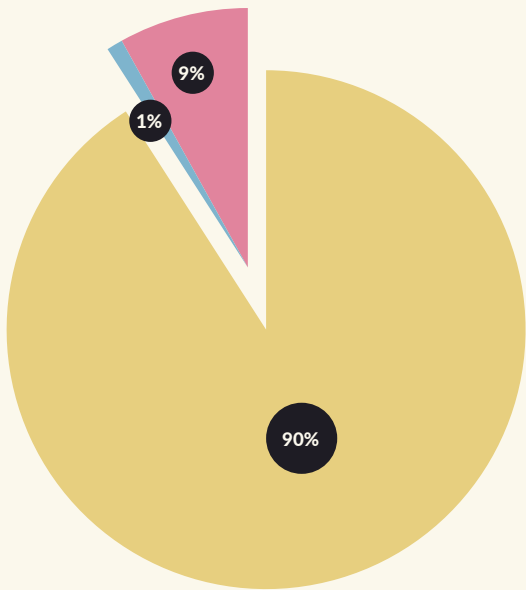
For the 30% of couples who are having a longer engagement, the average engagement length is extended by 12 months.



What's Being Spent on Wedding Gifts?

With the increased cost of living, guests have become more generous in their gift-giving at weddings, spending about \$50 more than last year on close friends and family, and \$13 more for couples outside their immediate circle.

Close friends/family	Other
\$288	\$159
⬆ 21%	⬆ 9%

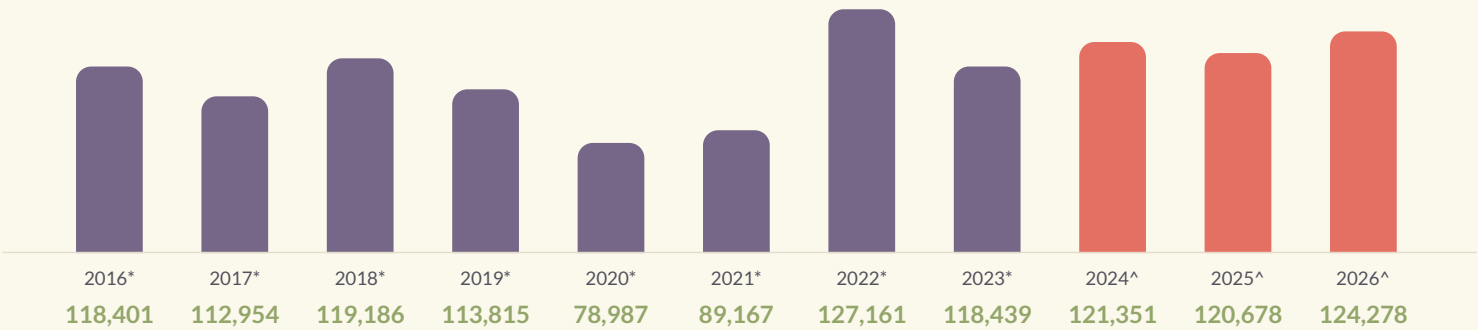


The Main Gift Option Preferred by Couples

- Wishing Well
- Gift Registry
- Honeymoon Registry

Couples more than ever are requesting cash gifts in lieu of presents. While most modern couples already live together before they wed (90%), negating the need for gifts to set up a home, in practical terms, any wishing well donations received offset the cost of the wedding.

Marriages in Australia

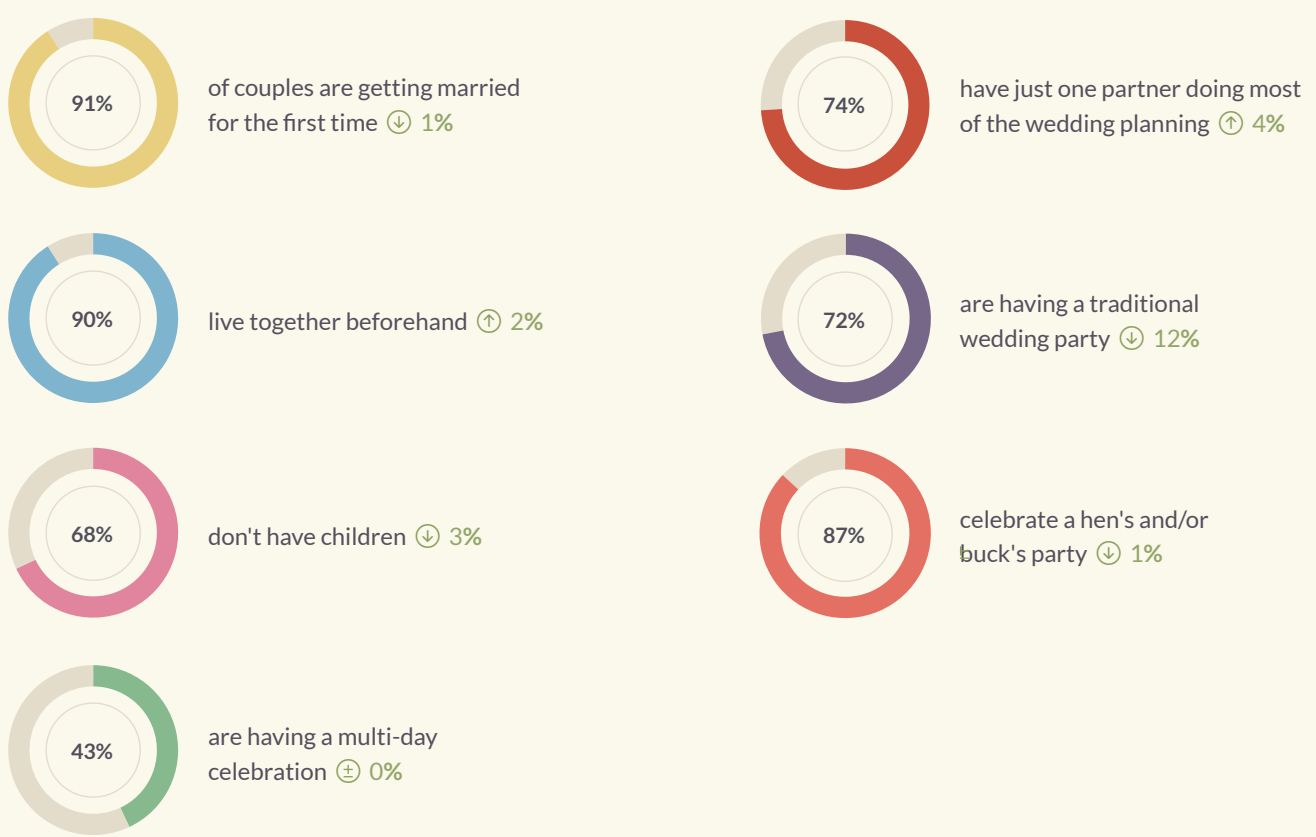
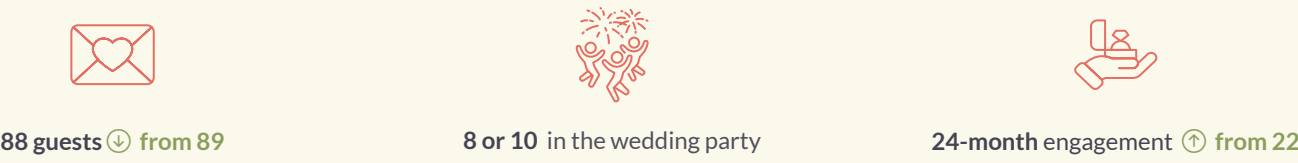


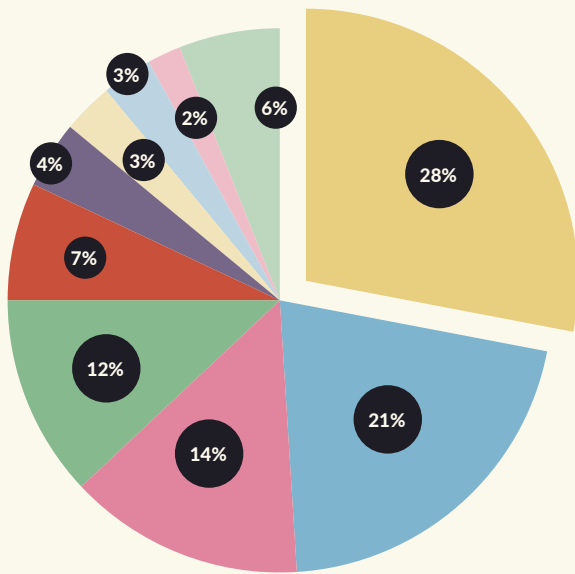
*Official marriage statistics tallied from Births, Deaths & Marriages data in each state. ^Easy Weddings estimate based on crude marriage rates and population data.

The Average Australian Couple



In 2016, the average couple was a **28-year-old bride** and **29-year-old groom**. While the marrying age of couples followed an upward trend for many years, contributed to by COVID postponements during 2020-2022, cost of living pressures have now impacted engagement lengths, and extended marrying ages further as a result. Just under a third of couples (**30%**) are having a longer engagement due to budget concerns.



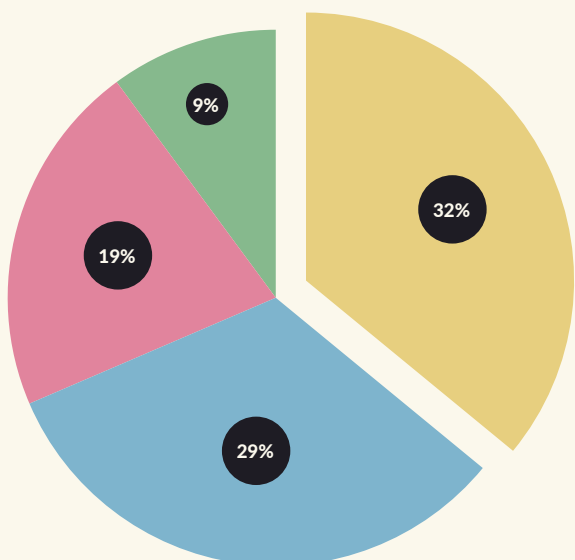
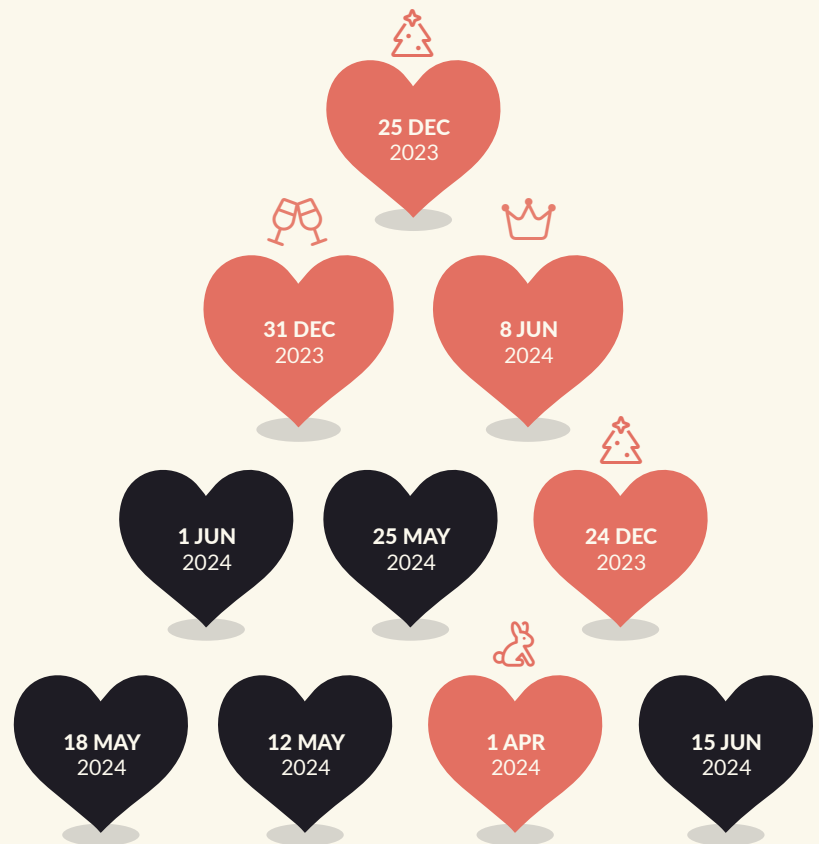


How Do Couples Meet?

- Dating App
- Friends/Family
- School/Uni
- Work
- Pub/Club/Venue
- Social Media
- Social/Sports Club
- Religious Community
- Travelling
- Other

The Most Popular Engagement Dates in 2023-2024

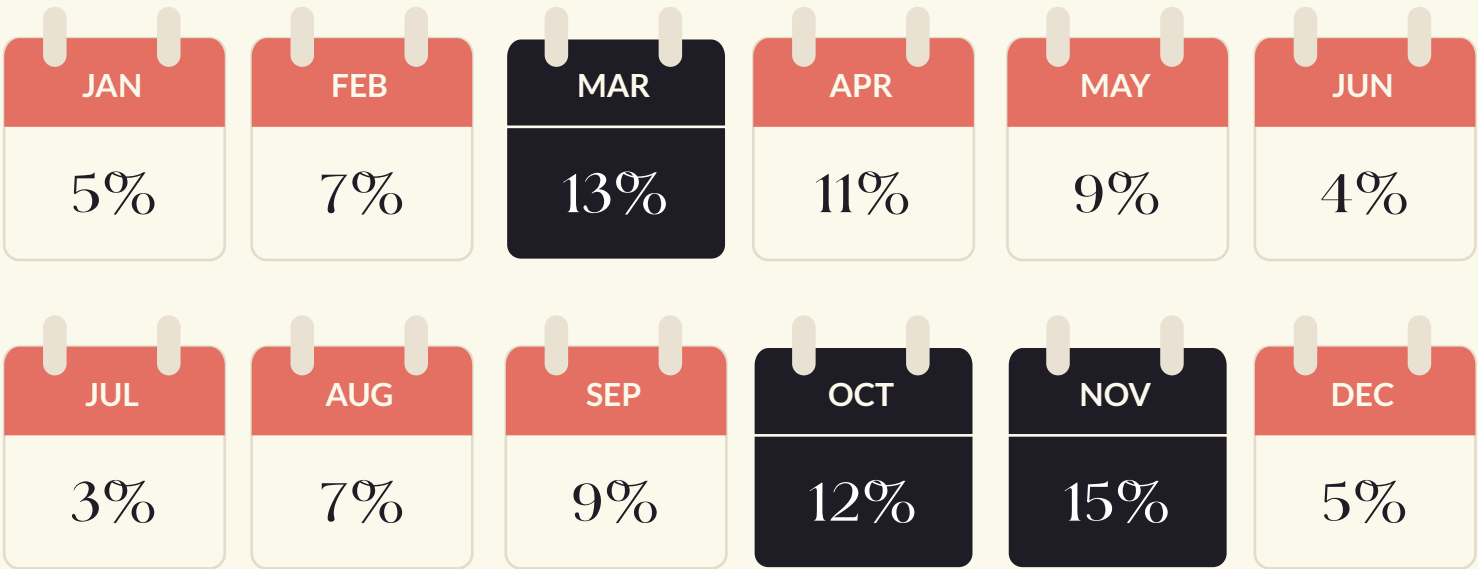
13% of engagements happened in December, with 7% occurring between Christmas and the New Year. The top 3 months to get engaged are **December**, **May**, and **June**. Couples also favour long weekends such as the King's Birthday and Easter.



How Couples Choose a Wedding Date

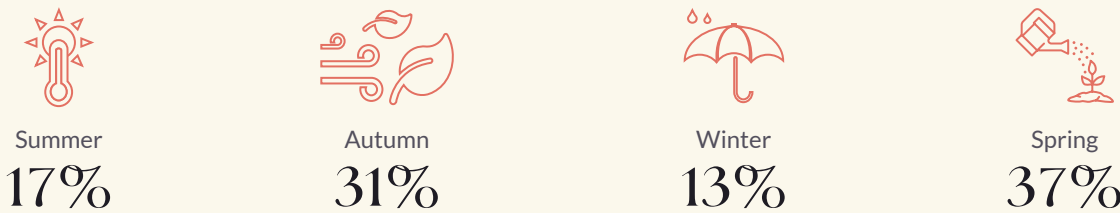
- Venue Availability
- Favourite Season
- Day Has Special Meaning
- Date is Quirky

The Most Popular Months To Get Married In 2025



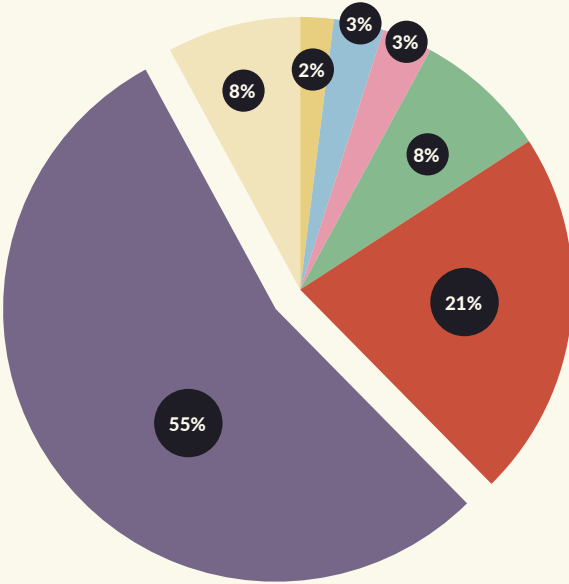
Make the most of additional weekend capacity for weddings in **March, May, August, and November** in 2025, as these months have **five Saturdays**.

Most Popular Wedding Season in 2025



Most Popular Days to Get Married in 2025

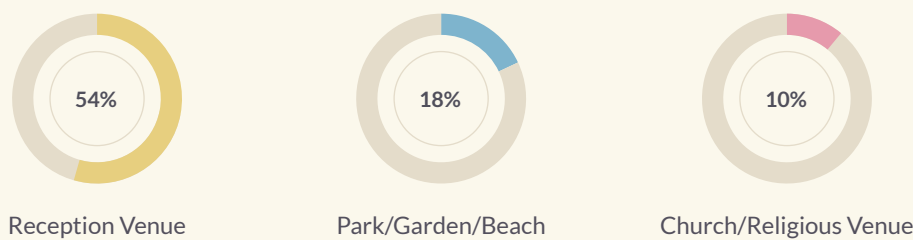
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday



Saturday weddings will see a **2%** decline in 2025, in favour of Fridays.

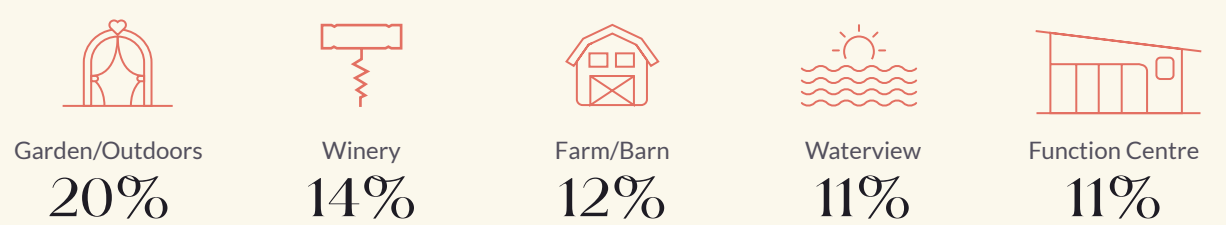
Wedding Themes & Styles

Most Popular Ceremony Locations

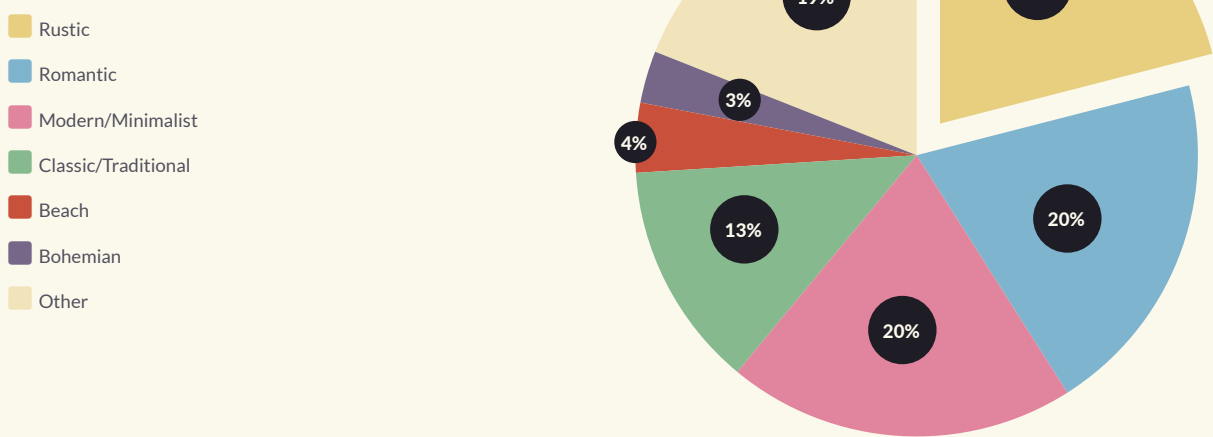


The all-in-one reception and ceremony venue has fallen slightly (⬇️ from 56%) in favour of a separate ceremony venue (5%).

Top 5 Reception Settings



Most Popular Wedding Themes

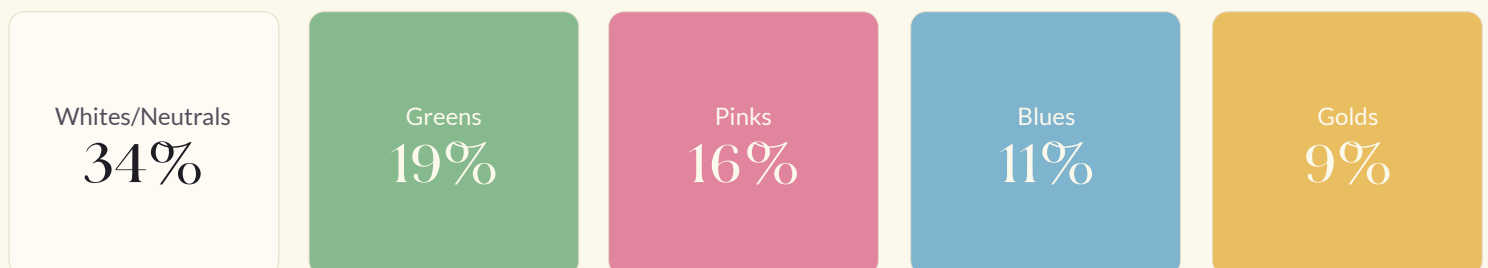




Top 5 Hero Colours



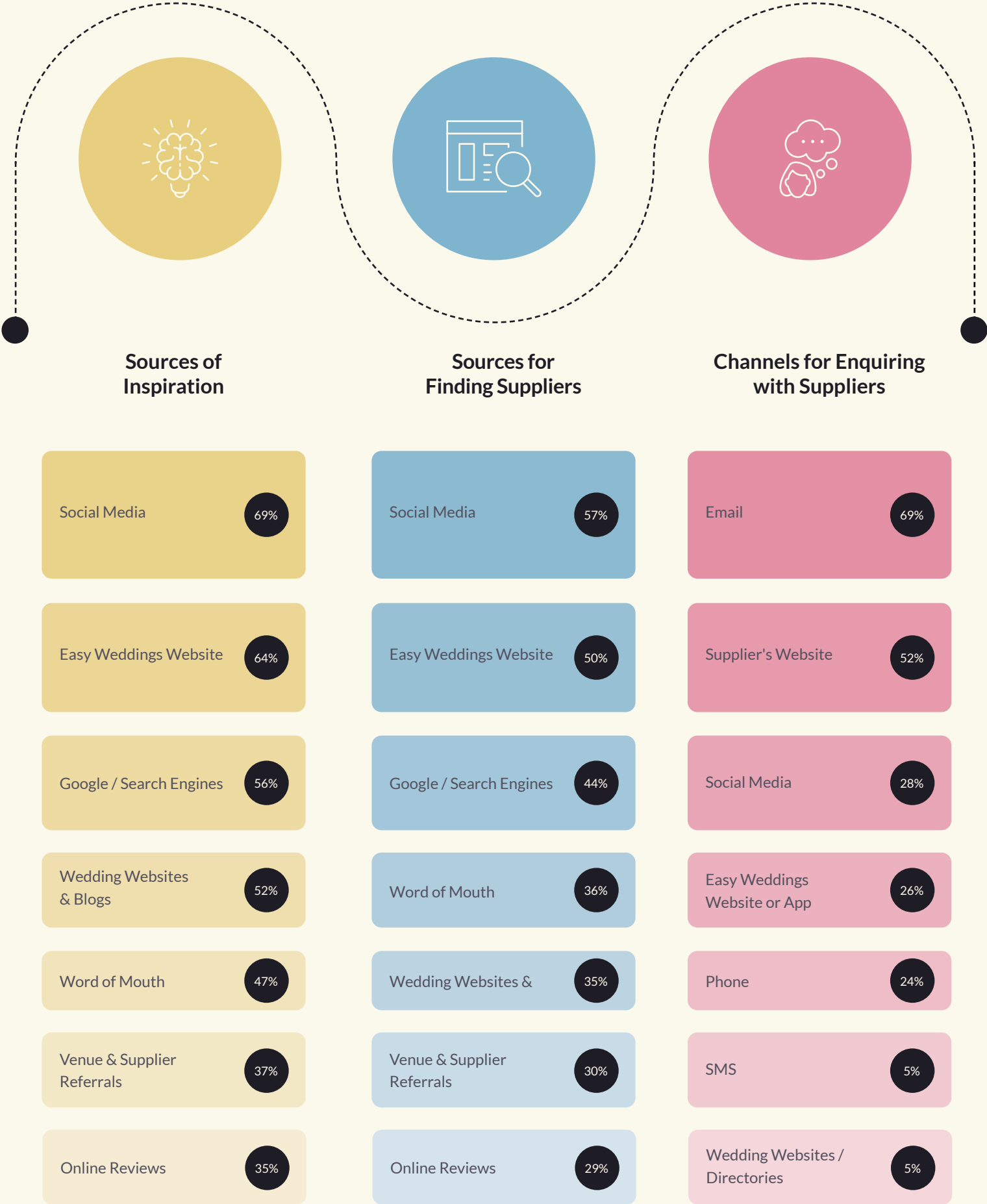
Top 5 Accent Colours



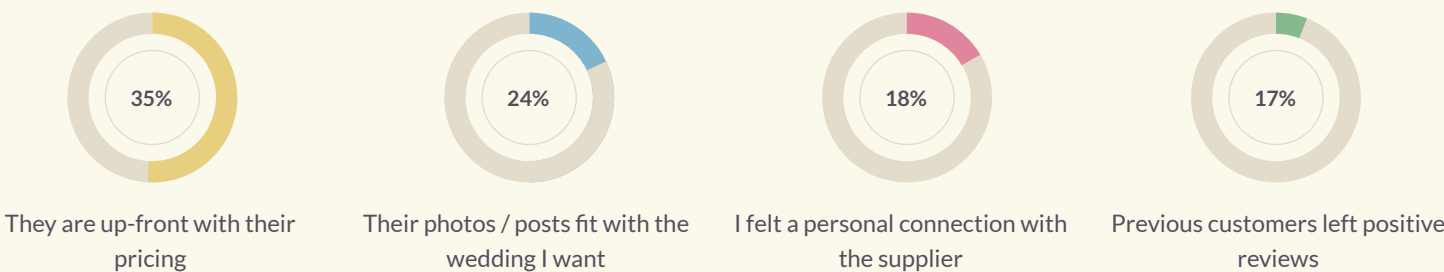
Whites/neutrals, greens, blues, and pinks remain the most popular wedding colours.

How Couples Plan

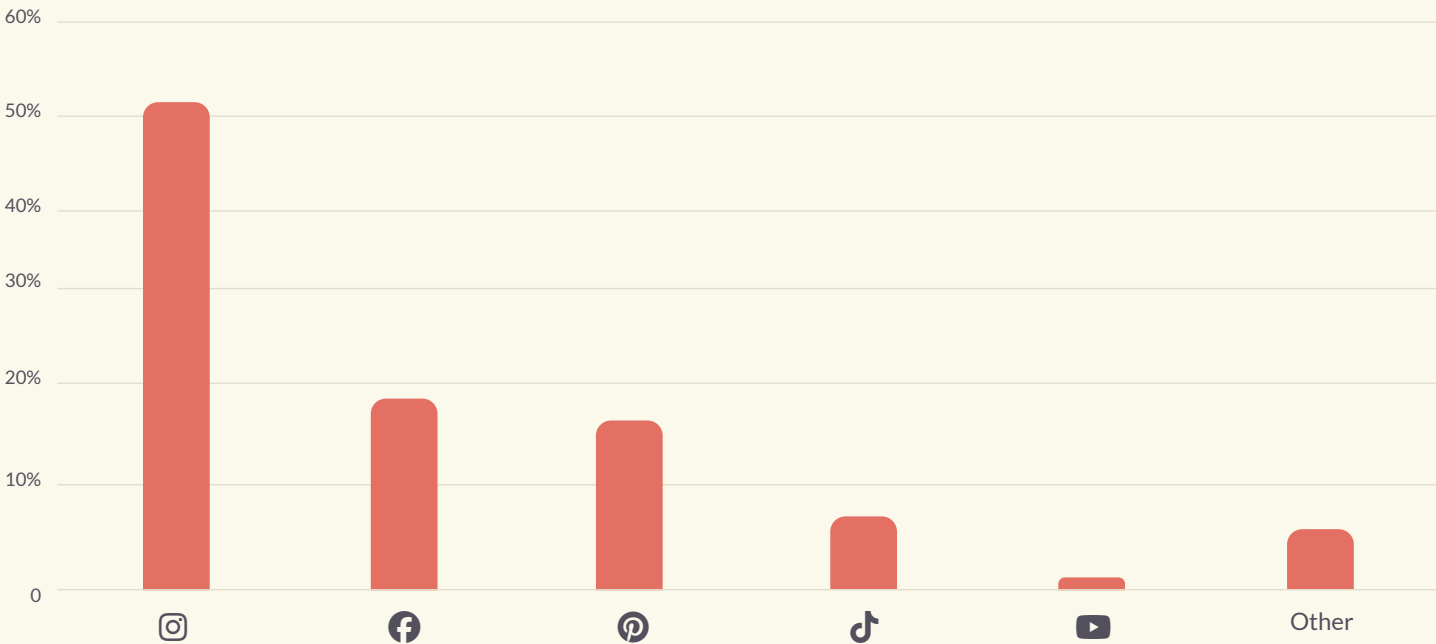
The Wedding Planning Journey



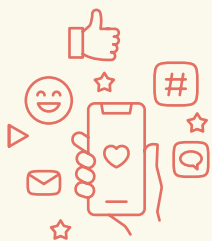
Top 4 Most Important Factors in Choosing Suppliers



Most Useful Social Media Platform for Wedding Decision Making



Did you know?



More than ever, couples are seeking inspiration from **multiple sources** to plan their wedding. They are switching between social media, Easy Weddings, Google, and word of mouth to inform their decisions.

To be found and chosen by couples, wedding businesses need a consistent and relevant presence across the most favoured channels, including social media, their Easy Weddings storefront, and their own website with social proof that showcases your work and expertise.

In a world where first impressions often happen online, being present and relevant on the platforms couples trust is key to turning their search into your booking.

Wedding Buying Cycle

Couples begin here



and finish here!

A romantic wedding photograph of a couple standing in a field of tall, golden grass at sunset. The man, on the left, is wearing a grey suit and a light-colored shirt with a boutonniere. The woman, on the right, is wearing a white lace wedding dress and has her hair in a ponytail. She is holding a large, colorful bouquet of flowers. They are both looking at each other and smiling. The background is a soft, hazy landscape with trees and a bright sun low on the horizon, creating a warm, golden glow.

Insights and Trends

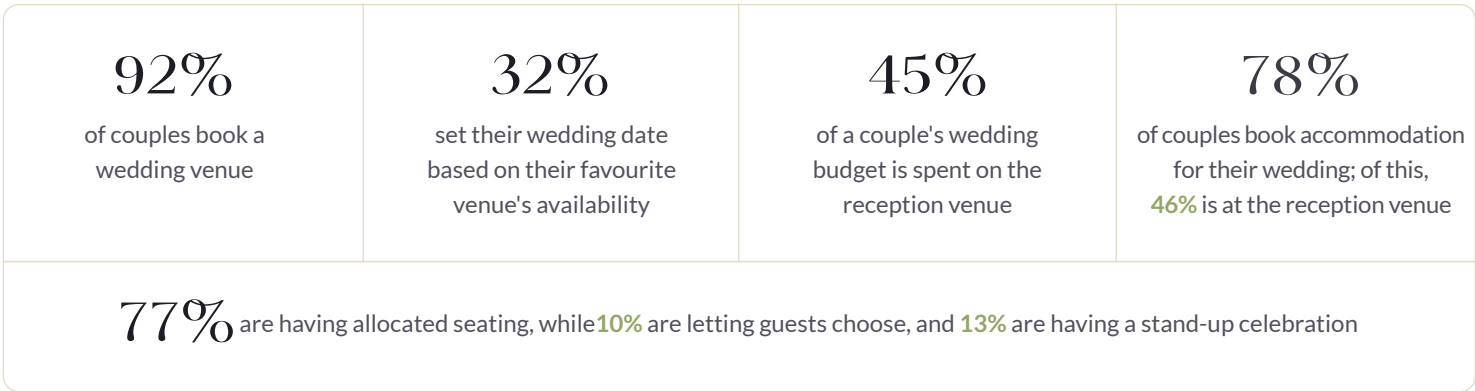
Wedding Venues



★ 4.9 / 5 Couples Review Score

The wedding venue is the most significant portion of a couple's wedding budget, making up on average 45% of their total wedding spend, with an average guest count of 88. The venue plays a crucial role in a couple's wedding — with couples caring most about hosting an unforgettable party for their guests and serving amazing food and drinks. Venues that can create a rustic, romantic, or modern minimalist vibe, as well as having outdoor options and onsite ceremony locations, will be best equipped to meet the needs of today's couples.

Pro Tip: Communicate the value of your food and beverage options through high-quality imagery of food presentation, portion sizes, and guests enjoying their meals. Be sure to promote any reviews your couples leave about how great the food was.



What Couples Value Most from Their Big Day



Three out of the top 5 most important things that couples value about their weddings are related to the venue.

Cost of Wedding Venues by State

\$15,987

is the average cost of a wedding venue in Australia ↑ 5%

*Limited data to provide a reliable average.
Photo: The Fig Tree Byron Bay



On average, wedding venues in Australia:

- Have been in business for **19 years**
- Are devoted **57%** to weddings ↓ 10.5%
- Are booked **12 months** before the wedding
- Work **33 hours** on each wedding
- Service **42 weddings** each year and employ **65 staff**
- Spend **17%** of their revenue on marketing and advertising
- Take a **20%** deposit
- Respond to couple enquiries within **24 hours (56%)** followed by **within 1 hour (28%)**
- Turn **36%** of couple enquiries into site visits
- Convert **52%** of site visits into bookings

Where couples feel suppliers excel:

- Events team collaborated well with the couple about their vision
- Large variety of dietary requirements very well catered for
- Cocktail/canapé style food was plentiful
- Worked well with external vendors
- Guests well looked after while couple are having photos
- All-inclusive packages available

Where couples feel suppliers could improve:

- External items brought in were not taken care of by venue staff
- Ceremony chairs in poor condition
- Tablecloths/napkins not pressed or ironed
- Equipment provided by the venue (such as speakers) were outdated and insufficient
- Regularly unable to get hold of, or a response from, the events team
- Wedding coordinator was hard to find on the wedding night

Catering

★ 4.9 / 5 Couples Review Score

Traditional alternate-drop meals make up the largest portion of catering styles among Australian couples, at **42%**. The next most popular request, gaining popularity each year, is the sharing/feasting style at **27%**. Together, the more casual catering styles such as the buffet, roaming cocktail food, grazing tables, and food trucks make up **29%**. Couples are looking for suppliers who cater to a variety of specific dietary needs. In fact, more than half (**53%**) of all couples want multiple dietary requirements catered for on their wedding menus. This includes vegetarian, vegan, gluten-free, dairy/nut/shellfish free, and religious requirement options.

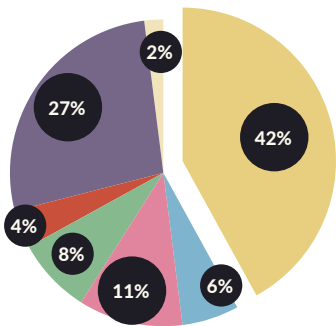


Photo: Top Cat Catering. *Limited data to provide a reliable average.



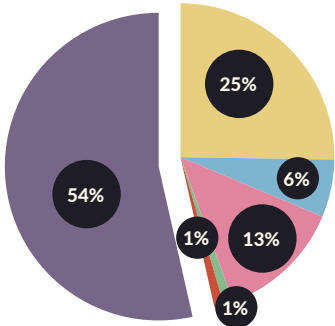
Pro Tip: Be sure you have beautiful images not just of your plated food, but of actual events where people are enjoying the food. Also include photos of warm and friendly waitstaff, and beautifully presented food stations.

What style of catering are you having?



Alternate Drop Buffet Roving/Finger Food Food Trucks
Grazing Table Sharing/Feasting Style Other

What dietary options are you including?



Vegetarian Vegan Gluten Free Religious Requirements
Dairy/Nut/Shellfish-Free All of the Above

Where couples feel suppliers excel:

- Menu tastings were provided
- Tableware was in excellent condition
- Advice about menu choices based on event run times
- Able to build a package to suit budget

Where couples feel suppliers could improve:

- Waitstaff didn't seem to know what they were doing
- Food was bland and had no flavour, felt cheaply made
- Food service staff left a mess when they left
- Not enough utensils/plates provided as per guest numbers

*The average cost of catering includes fully catered weddings as well as niche catering providers like gelato carts, mobile bars, and food trucks.

Wedding Dresses

★ 4.8 / 5 Couples Review Score

Weddings are a true expression of a couple's personal style, and this is particularly so in the choice of a wedding dress. A significant majority of brides (75%) opt for a brand-new dress, with another 17% preferring a custom-made gown. Given its sentimental value, 69% will keep their gown after the celebration. Additionally, 59% select special lingerie to complement their outfit, and the majority (85%) complete their bridal look with a veil. When it comes to matching shoes, 57% choose heels, while 14% bring a pair of flats to change into.

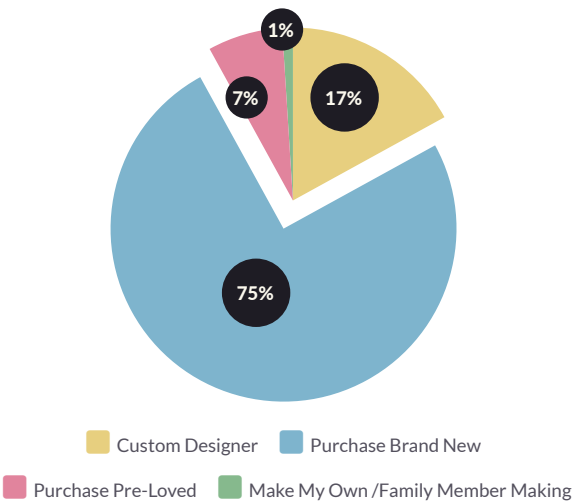


Photo: Idora Bridal. *Limited data to provide a reliable average.

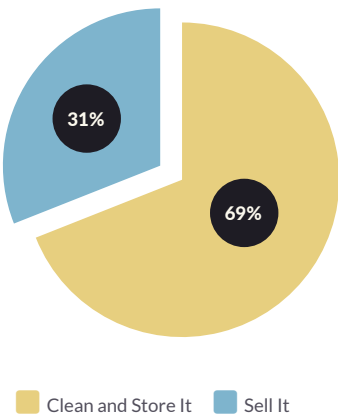


Pro Tip: Capitalise on the third of the market who are considering a second dress or outfit for their wedding reception to complement their original look. Consider ranging shorter, fun and flirty styles that are great for dancing, with matching accessories.

Where will you get your wedding gown?



What will you do with your wedding gown after the wedding?



Where couples feel suppliers excel:

- Gave great advice on what would work for each body type
- In-house alterations were not forced
- Fittings didn't feel like another transaction
- Didn't force upgrades or add-ons
- Provided regular fittings to ensure measurements were the same
- Payment plan options

Where couples feel suppliers could improve:

- Inappropriate comments about body shape
- Significant delays in receiving ordered dress with no communication
- Felt pushed to make a decision
- Dress not in perfect condition when picked up
- Service inconsistent between team members


Marriage Celebrant



Couples Review Score

In Australia, most couples are married by civil marriage celebrants over religious ministers. The key qualities they seek in celebrants are warmth and a good sense of humour. Personalisation holds great importance for most couples, with a notable **84%** choosing to incorporate personal vows in at least a part of their ceremony. Given the legal implications of the union, couples value meticulous attention to detail from their celebrants. Celebrants who add emceeding services to their offerings will be in higher demand for around a quarter of couples.



 **Pro Tip:** Showcase how you engage with your couples on their wedding day by using images of you sharing the mic with them during their vows, or smiling warmly as they sign their marriage licence. You are your own personal brand so it's important that your personality shines through!

82%

of couples book a civil celebrant
for their wedding

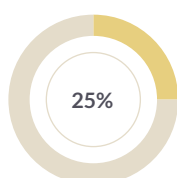
75%

of couples request guests not to use their phones during the ceremony.

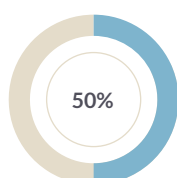
49%

of couples want to write their own vows, and **35%** like a mix of traditional and personal

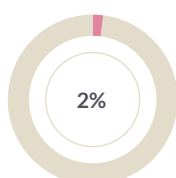
What Kind Of Vibe Do You Want From Your Celebrant?



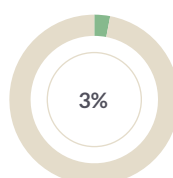
Funny



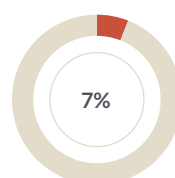
Warm



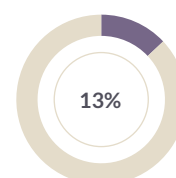
Wise



Extroverted



Religious



All of the Above

Cost of Marriage Celebrants by State

\$924

is the average cost of a marriage celebrant in Australia ⬆️ 6%

*Limited data to provide a reliable average.
Photo: Brendan Anning Marriage Celebrant



On average, marriage celebrants in Australia:

- Have been in business for **9 years**
- Are devoted **86%** to weddings ⬇️ 6.5%
- Are among **10,244 registered celebrants** across the country
- Are booked **9 months** before the wedding
- Spend **24%** of their revenue on marketing and advertising
- Work **17 hours** on each wedding and service **35 weddings** each year
- Take a **28%** deposit
- Respond to couple enquiries within **24 hours (40%)** followed by **within 1 hour (38%)**
- Turn **57%** of couple enquiries into appointments
- Convert **85%** of appointments into bookings

Where couples feel suppliers excel:

- Ensured the ceremony ran on schedule
- Able to provide MC services as well
- Accommodated appointments around abnormal work hours
- Encouraged couple to personalise as much as they wanted
- Very responsive communication
- Gave advice regarding the structure of the ceremony

Where couples feel suppliers could improve:

- Didn't change the ceremony around based on requests after the initial meeting
- Appeared to have not rehearsed the ceremony speech
- Added in extra jokes that weren't pre-approved and threw off the vibe
- Equipment outdated and microphone was crackling
- Showed no enthusiasm or personality on the day
- Spelling mistakes on paperwork

Flowers

★ 5 / 5 Couples Review Score

Nearly three-quarters (70%) of couples hire a wedding florist to design the arrangements that shape the visual style of their big day. With the cost of fresh flowers on the rise, many florists are incorporating artificial blooms and foliage to ensure they can fulfil the couple’s vision. Reflecting current trends, whites and neutrals remain the most sought-after floral colours, followed closely by bolder brights and lush greenery.

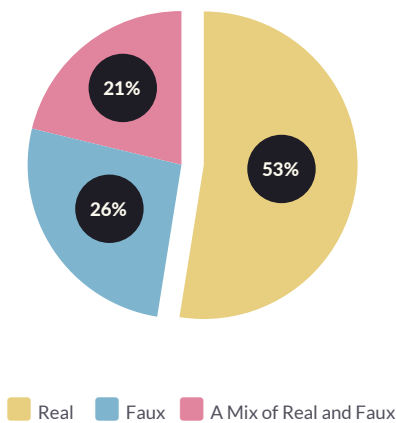


Photo: White Lane Events. *Limited data to provide a reliable average.

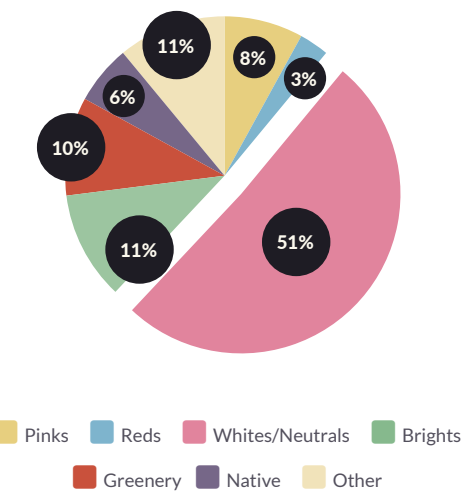


Pro Tip: Select 1-3 of your best weddings each year to bring your own professional photographer or content creator along to. You’ll be able to use this content across all your channels for at least the next 18-24 months.

What kind of wedding flowers will you have?



What is the main colour of your wedding flowers?



Where couples feel suppliers excel:

- Liaised with the venue staff directly for delivery, set-up and pick-up
- Gave advice on things that couple may have not have thought of
- Had a backup option if the chosen flowers were unavailable
- Could adapt to rules put in place by the venue
- Provided great ideas for a blank canvas venue

Where couples feel suppliers could improve:

- Final product didn't match the portfolio of work from initial meetings
- Matching bouquets were different sizes
- Difficulty getting in contact close to the wedding
- Decoration changes made without consultation with the couple
- Arrangements looked scarce and underwhelming when placed on tables

Wedding Hire

★ 4.8 / 5 Couples Review Score

Over a third (36%) of Australian couples choose to rent furniture and styling props for their wedding day. They prefer full-service providers who handle delivery, setup, and pickup, and who can seamlessly coordinate with their selected venue. Gardens and outdoor spaces are the top choices for reception settings, with rustic, romantic, and modern/minimalist styles leading in popularity. Couples often look to rental companies for setup inspiration, so focusing on these key themes is crucial to helping them achieve their desired vision.

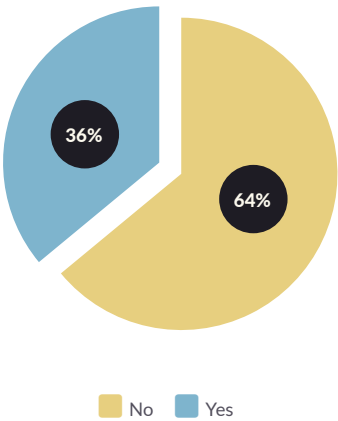


Photo: Stella By Design. *Limited data to provide a reliable average.

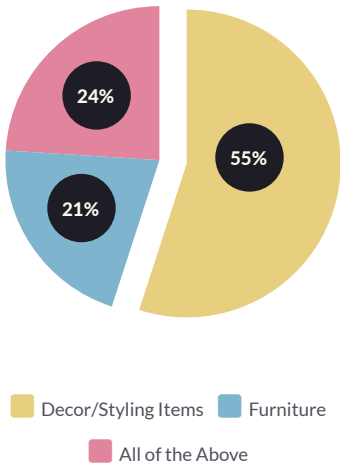


Pro Tip: Update your catalogue annually or bi-annually to include a mix of inspirational setups and real wedding applications, giving couples an added sense of value to how all the elements work together to create a polished look.

Are you hiring furniture/styling props for your wedding?



What will you be hiring for your wedding?



Where couples feel suppliers excel:

- Items delivered on time
- Set up was stress-free
- Good quality and large range of equipment
- Good advice on items that worked well together
- Flexible when adding last-minute items
- Visited venue prior to wedding in order to work out logistics of set up

Where couples feel suppliers could improve:


- Hire items were not stable (e.g. signs falling over)
- Bulk items varying in condition (e.g. chairs)
- Pick up only, no delivery option

Wedding Photography



★ 4.9 / 5 Couples Review Score

After an amazing celebration for their friends and family, the second most important aspect (15%) of a couple's wedding is quality photos and video. Most couples (90%) will pay for a professional photographer to capture their day, and just over half (52%) want every aspect of their wedding photographed from start to finish. Traditional posed photography is no longer desired by couples, but rather, more relaxed, candid photography (45%) or a mix of candid and posed shots (48%).

 **Pro Tip:** Consider adding multiple customisable components to your packages to allow ample opportunities to upsell. Include extras like additional event coverage, a second shooter, photography assistant, additional hours, quick turnaround fee, and album options.

90%

of couples will have a professional photographer at their wedding

30%

commemorate their engagement with a professional engagement shoot

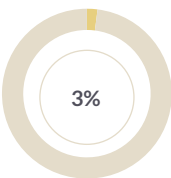
75%

of couples ask guests not to take photos with their phones during the ceremony

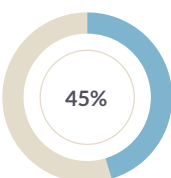
52%

of couples want photos taken of every aspect of the day

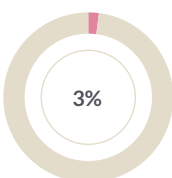
What style of wedding photography do you prefer?



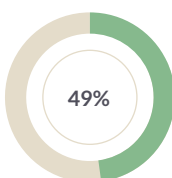
Traditional/
Posed



Candid/
Natural



Highly Edited/
Fine Art



Mix of Traditional/
Candid



55%

of couples will purchase a wedding album from their photographer

Cost of Wedding Photography by State

\$3,389

is the average cost of wedding photography in Australia ⬆️ 4%

Photo: MK Pixels



On average, wedding photographers in Australia:

- Have been in business for **10 years**
- Are devoted **67%** to weddings ⬇️ 12%
- Are booked **9 months** before the wedding
- Spend **21%** of their revenue on marketing and advertising
- Work **27 hours** on each wedding
- Take a **23%** deposit
- Respond to couple within **24 hours (56%)** followed by **within 1 hour (30%)**
- Turn **43%** of couple enquiries into appointments
- Convert **71%** of appointments into bookings

Where couples feel suppliers excel:

- Always looked happy and enthused during the wedding
- Blended in well with the guests
- Worked well with the other vendors (celebrant, videographer, etc)
- Visited the venue prior to the day if they had never worked there before
- Did not push too hard on fake posing
- Discussed what could be taken based on weather

Where couples feel suppliers could improve:

- Long wait time for final product without communication
- Photographer not wanting a pre-wedding meeting once deposit paid
- Didn't receive as many photos as agreed on
- Pushed back on all requests made by the couple
- Final product didn't match the portfolio of work from initial meetings
- Specifically-requested photos were not taken

Videography

★ 4.9 / 5 Couples Review Score

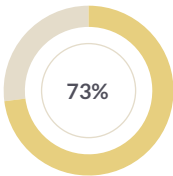
The appeal of wedding videography remains strong, as couples increasingly seek a vivid, dynamic memory of their special day. Nearly three-quarters (73%) choose to have their wedding filmed, and of these, 78% hire a professional videographer to capture the moments. Couples place high value on videographers who are discreet, and who honour their music preferences. About two-thirds (64%) anticipate receiving two versions of their wedding video — a long and a short edit — while an additional 19% expect three cuts, including one long and two short versions that are social media friendly.



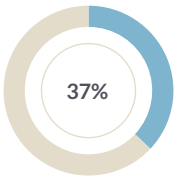
Photo: Love Poets.



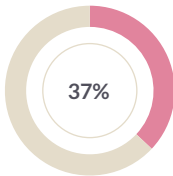
Pro Tip: Base your packages on the outcomes you deliver and the hours you'll be on-site. One package may include a feature film from getting ready to the final dance, while another may include multiple reels that are easy to share on social media.



73% of couples will have someone film their wedding. Of these, 78% will hire a professional videographer.



37% of couples want to collaborate with their videographer on their wedding video soundtrack.



37% are keen to choose their own music. 26% trust their videographer's music selection

Where couples feel suppliers excel:

- Blended in well with the guests
- Provided all raw footage if requested
- Allowed to the couple to have input on the sequence of the video
- Engagement / pre-wedding / practice shoot provided
- Gave advice on things that couple may have not have thought of
- Questionnaire provided prior to the wedding

Where couples feel suppliers could improve:

- Was offended at feedback for edits
- Equipment failure with no back up so things were missed
- Did not work well with photographer
- Final product didn't match the portfolio of work from initial meetings
- Raw footage not backed up and got lost
- Music preferences not used

Decor & Styling

★ 4.8 / 5 Couples Review Score

Pinterest and Instagram are the go-to sources for wedding decor inspiration, for 69% of couples. The most common approach (38%) to sourcing decorative items is through rentals, and 42% of couples opt for a mix of hiring, buying, and DIY to gather all the elements they need. About 10% of couples hire a professional wedding stylist to bring their vision to life, while 30% rely on their venue or florist for styling. With rustic, romantic, and modern/minimalist themes being the most popular, suppliers should consider tailoring their collections to align with these trends.

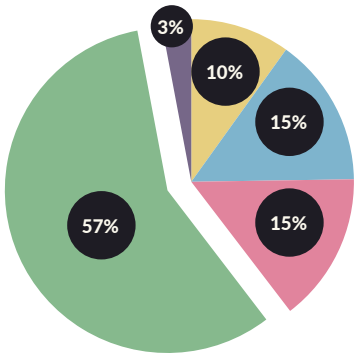


Photo: Studio Bianco. *Limited data to provide a reliable average.



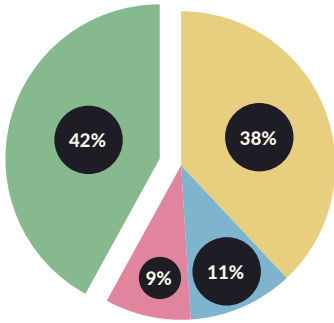
Pro Tip: Create close relationships with venue managers of places that align with your style, and ask to be on the referral list after you've had an event together. Invest in professional photography or hire a content creator to capture your biggest jobs of the year.

Who's styling your wedding?



Stylist Venue Florist We Are Friends/family

How will you be sourcing your wedding decor?



Hiring Buying Making Combination of These

Where couples feel suppliers excel:

- For particular services that weren't offered, they were able to recommend other suppliers
- Liaised with the venue staff directly for delivery, set-up and pick-up
- Gave recommendations for best set-up so items were safe and stable
- Could adapt to rules put in place by the venue
- Custom items were made and delivered with plenty of time prior to the wedding
- Offered great ideas for a blank-canvas venue

Where couples feel suppliers could improve:

- No financial trail of what was paid
- Items missing when delivered
- Included items outside of the brief then tried to charge for it
- Groups of identical items varied in condition

Wedding Music



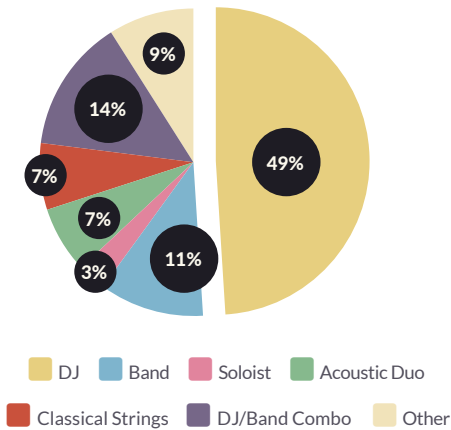
★ 5 / 5 Couples Review Score

Since a rocking party tops the list of most important aspects of a wedding for Australian couples, nearly three-quarters (71%) want their wedding music in the hands of professional musicians over attempting to do it themselves. Among these, hiring a DJ is the most popular choice, followed by a DJ/ band combo. Just over half (57%) of couples seek additional entertainment, with an MC being the most in-demand.

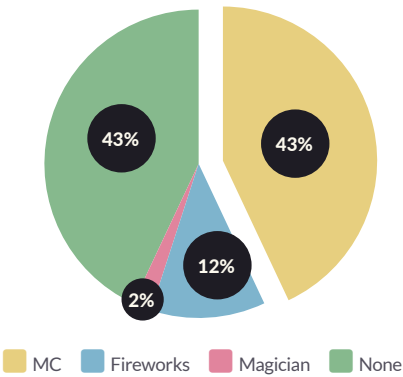
Pro Tip: Revisit your wedding packages and find ways to work in additional options, including MC services, ceremony and cocktail hour options, smoke machines, lighting, fireworks, and other entertainers you might partner with like dancers.

71% of couples will have professional wedding music for their day	49% of these hire a wedding DJ	14% hire a DJ/band combo and 11% want just the band	43% will engage an MC to host their reception
90% of couples are having a first dance at their reception			

What type of music are you having?



What other entertainment are you having?



Cost of Wedding Music by State

\$2,037

is the average cost of wedding music in Australia ⬆️ 8%

*Limited data to provide a reliable average.
Photo: Baker Boys Band



On average, wedding photographers in Australia:

- Have been in business for **11 years**
- Are devoted **67%** to weddings ⬇️ 4.5%
- Are booked **9 months** before the wedding
- Spend **21%** of their revenue on marketing and advertising
- Work **24 hours** on each wedding
- Take a **23%** deposit
- Respond to couple within **24 hours (44%)** followed by **within 1 hour (24%)**
- Turn **46%** of couple enquiries into appointments
- Convert **75%** of appointments into bookings

Where couples feel suppliers excel:

- Assisted in putting together the run sheet for the night
- Visited venue prior to wedding in order to work out logistics of set up
- Agencies introduced DJ prior to wedding
- Created a personal version of first dance songs
- Add-ons such as smoke machines or lighting able to be hired
- Recommended other entertainment suppliers such as photo booths

Where couples feel suppliers could improve:

- Music played was not what was requested
- Did not play the correct wedding dance song
- Music was very loud and overbearing
- Timing for dances and speeches was off
- Did not take requests when couple advised they wanted their guests to make them
- Showed up late, delaying start times

Formal Wear

★ 4.9 / 5 Couples Review Score

The trend towards purchasing a brand new suit, either off-the-rack or custom-made, continues for Australian couples. For the majority of couples (59%), a brand new ready-made suit is preferred, and a further 29% prefer the tailor-made experience. Suit hire has seen a downward trend over many years, but still represents 10% of couples, who rent formal wear for the entire wedding party, or for their groomsmen alone. This year, more couples are opting for a formal dress code over black-tie or cocktail.

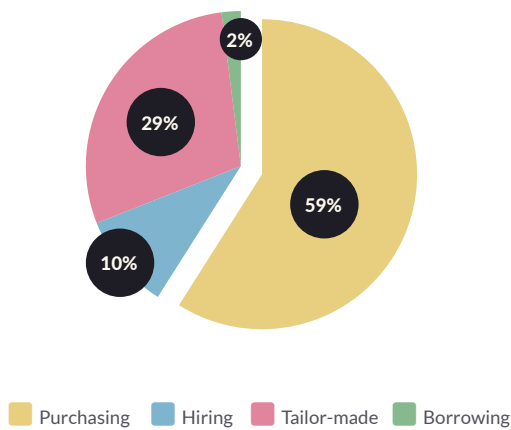


Photo: InStitchu . *Limited data to provide a reliable average.

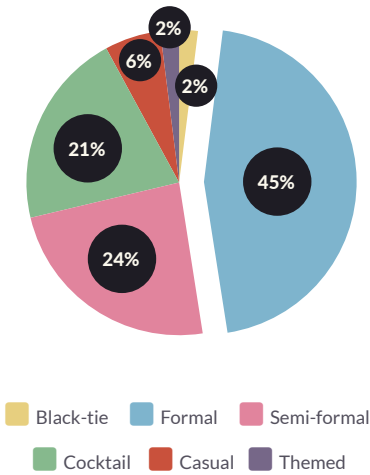


Pro Tip: Suit providers who can maintain sizing, quality, and service levels between stores are more likely to receive glowing reviews. Ask couples for permission to share their real wedding images (with photographer credits) to show suits in authentic and engaging ways.

How are grooms suiting up for their wedding?



What's the dress code for your wedding?



Where couples feel suppliers excel:

- Able to purchase/hire entire outfit (e.g. shirts, ties)
- Able to coordinate suit colours with a sample of wedding colours
- Didn't force upgrades or add-ons
- In-house alterations were not required
- Variety of sizes for different body types
- Didn't feel pressured to spend outside of budget

Where couples feel suppliers could improve:

- Differences in pricing for same item across different stores
- Delivered incorrect or wrong-sized items
- Received final product too close to the day
- Items received with marks on them
- Alterations didn't look professional

Invitations

★ 4.8 / 5 Couples Review Score

Since almost every couple shares their wedding celebration with guests, invitations are a core staple in 97% of weddings. Today's tech-savvy couples have more options than ever before. About one fifth (18%) will have physical invitations professionally printed and posted to their guests, while another fifth (18%) will send digital invitations. The remaining 64% are this year opting for DIY invitations that they or friends/family create.



\$945

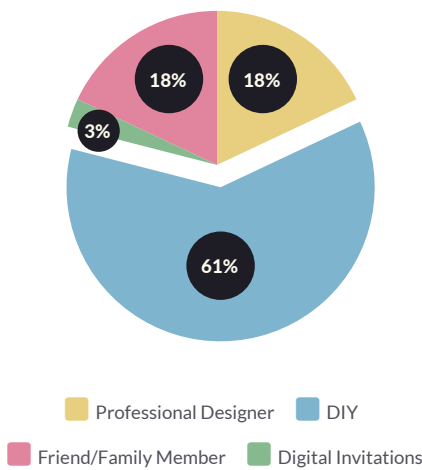
is the average cost of wedding invitations in Australia ↑ 12%

Photo: ra&co.design. *Limited data to provide a reliable average.

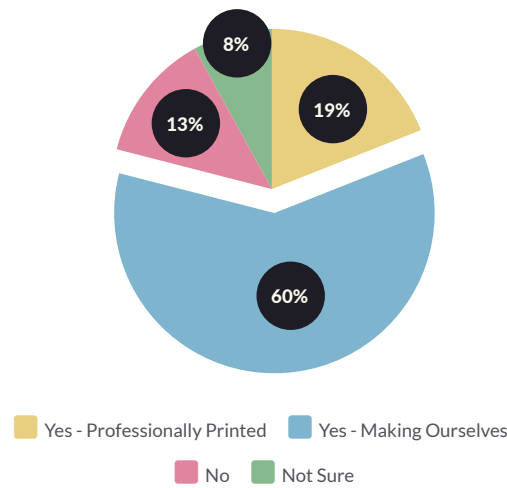


Pro Tip: Incorporate a mix of traditional, printed elements with some digital components that are environmentally friendly and easy for couples to share with their guests over text, email, and wedding websites.

Where will you get your invitations?



Will you be having place cards at your wedding?



Where couples feel suppliers excel:

- Progress photos were sent to ensure we were still happy with design
- Multiple drafts provided
- Quick turnaround of products once final design chosen
- Easy design software for online businesses
- Environmentally conscious
- Digital invitations available

Where couples feel suppliers could improve:

- Colour accuracy was not 100% on the final prints
- Text came out blurry / low quality printing
- Details were incorrect
- Charges for each change from the first draft
- Unable to provide tracking information once sent out

Wedding Cars



★ 4.8 / 5 Couples Review Score

A couple's wedding day starts well before they hit the aisle, and being chauffeured to the ceremony in specialist wedding transport is an experience desired by two in five (40%) couples. Couples are this year favouring vintage and classic cars more than any other style. As well as offering amazing props for wedding photos, specialist wedding car providers are a crucial part of the wedding day timeline, and businesses that can meet the logistical needs of not only getting the wedding party to the ceremony on time, but also provide plenty of wriggle room for photos, will be the ones attracting rave reviews.

Pro Tip: Up your pre-wedding communications game with the couple or their wedding planner to provide a more seamless experience. On the day, surprise and delight your couples with thoughtful touches, such as personalised music playlists, signage, and creative refreshments.

86%

of couples need transport of some kind for their wedding

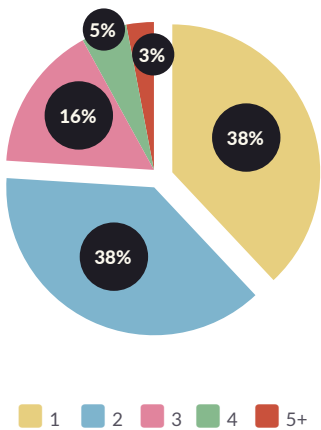
47%

hire a specialist wedding car provider

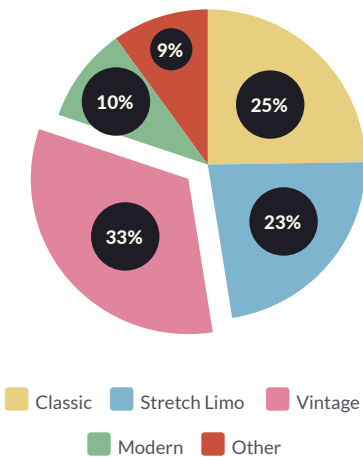
58%

of wedding car styles are vintage and classic

How many wedding cars will you have for your wedding?



What kind of wedding car will you hire?



Cost of Wedding Cars by State

\$1,192

is the average cost of wedding cars in Australia ⬆️ 2%

*Limited data to provide a reliable average.
Photo: Hashtag Car Hire



On average, wedding car businesses in Australia:

- Have been in business for **16 years**
- Are devoted **73%** to weddings ⬆️ 3%
- Are booked **6 months** before the wedding
- Spend **24%** of their revenue on marketing and advertising
- Work **7 hours** on each wedding
- Take a **24%** deposit
- Respond to couple enquiries within **24 hours (45%)** followed by within **1 hour (31%)**
- Turn **32%** of couple enquiries into appointments
- Convert **67%** of appointments into bookings

Where couples feel suppliers excel:

- Happy to accommodate any changes as necessary
- Provided adequate time for photos
- Provided umbrellas and a carpet to walk on for wet weather
- Up-to-date technology for music facilities
- Offered a variety of inclusions to suit different budgets
- Provided car seats for babies/children & factored into number of people per car

Where couples feel suppliers could improve:

- Forcing the couple/bridal party to leave or hurry up
- Got lost or didn't know the way to venue or photography location
- Details such as ribbons were not included on the day as discussed
- Incorrect car turned up on the day
- Older cars not kept in good condition
- Uncooperative with photographer or venue staff

Wedding Cakes

★ 5 / 5 Couples Review Score

Wedding cakes continue to be a must-have at Australian weddings rather than a nice-to-have, with **94%** of couples including one in their celebrations. Of those, two thirds (**67%**) seek the expertise of a professional cake maker. For **46%** of couples, the cake serves as the main dessert, while **36%** feature it as part of a dessert buffet. Although single-tiered cakes are gaining popularity, two-tiered cakes remain the favourite. Modern couples love diversity in flavours, form, and dietary accommodations.

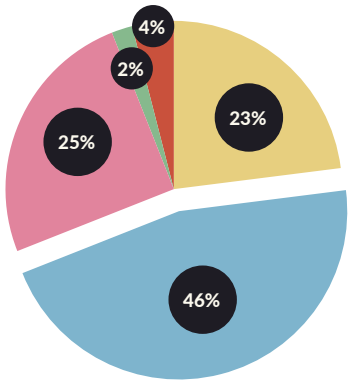


Photo: Julez's Cake Creations. *Limited data to provide a reliable average.



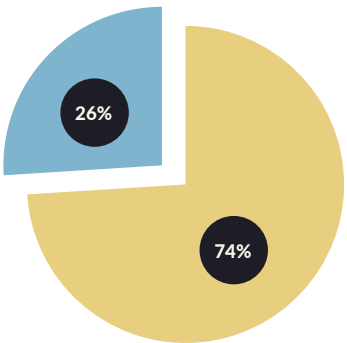
Pro Tip: Be sure you have beautiful images not just of your cakes, but of actual events where people are enjoying them. Include upgrade options in your packages, such as specialty cake plates, toppers, and other styling components.

How many tiers will your wedding cake have?



Single Tier 2 Tiers 3 Tiers 4 Tiers 5+ Tiers

What size portions will you serve?



Small Slices Full Portions

Where couples feel suppliers excel:

- Cake held its form during long travel time
- Offered non-traditional cake ideas (e.g. watermelon cake)
- Variety of cake types (cheesecake, sponge, etc)
- Features, such as ready-made cake toppers and cake plates, included at no extra cost
- Was willing to make a flavour they hadn't made before and able to taste prior to the wedding
- Environmentally conscious

Where couples feel suppliers could improve:

- Final product didn't match the portfolio of work from initial meetings
- Flavour quality was not the same as the cake tasting
- Decoration changes made without consultation with the couple
- Did not liaise well with venue/florist

Bridesmaid Attire

★ 4.3 / 5 Couples Review Score

Though the most popular choice for bridal parties is to have all maids matching, with around 2 in 5 couples (41%) going with a uniform look, and 35% preferring a uniform colour scheme, this trend is shifting. More couples are going for a relaxed look with mismatched gowns, and a growing number of couples are allowing their bridesmaids to wear what they want. Specialist bridesmaid boutiques that can create a cohesive look while catering to individual wedding party members will be in the best position to serve Australian couples.

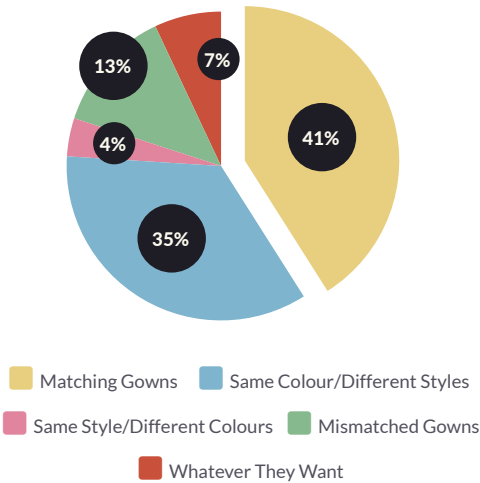


Photo: Bridesmaids Dressing Room. *Limited data to provide a reliable average.

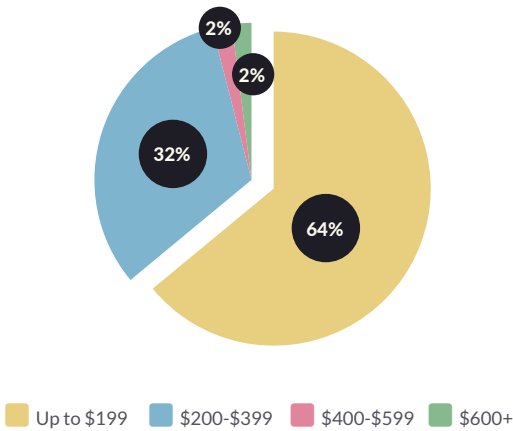


Pro Tip: Boutiques that combine in-person and online sales have a competitive advantage in servicing bridal parties of people in multiple locations. Make sure online size charts are accurate, and include helpful video content on how to correctly self-measure.

What are bridesmaids wearing?



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



Where couples feel suppliers excel:

- Had fun add-ons available such as bridal robes
- Able to choose different style dresses in the same colour to suit body shape
- Followed up with the bridesmaids individually for fittings, rather than leaving all to the bride
- Knowledgeable on latest trends and styling
- In-house alterations were not required

Where couples feel suppliers could improve:

- Dress hems were uneven
- Dresses not ready within promised time frame
- Made-to-measure dresses didn't fit
- Service felt 'transactional'
- Felt pressured to make a decision on first visit

Hair & Makeup



Claire Jamieson Makeup

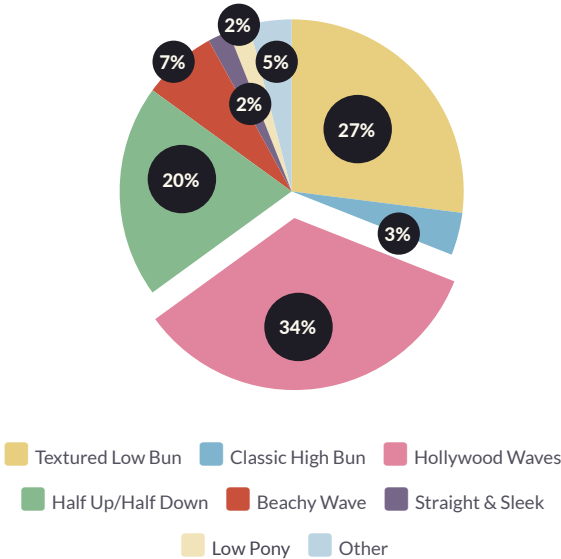
★ 4.9 / 5 Couples Review Score

Most couples (86%) use professional hair and makeup artists for their wedding. Consistently, the fresh-faced natural look is preferred among 60% of brides, followed by full glam at 26%. As with bridesmaid dress trends, more couples are giving bridal party members their choice of hairstyle (61%), relaxing any rules around uniformity. Hair and makeup artists who receive the most favourable feedback are those who collaborate well with their clients, offering advice without disregarding the wedding party's preferences.

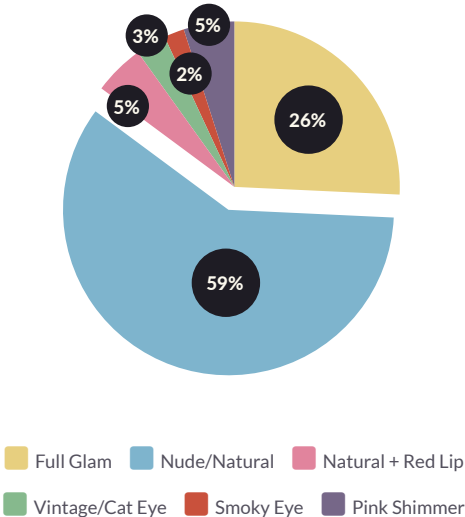
Pro Tip: You're selling yourself and your calming nature on the day as much as you're selling hair and makeup. Bring your own face to your brand in your social media and other marketing so you can build trust and transparency around you and your team.

86% of brides hire professional hair and makeup artists for their wedding	60% The most popular makeup look with brides is nude/natural	90% of brides will have a hair and makeup trial. 5% of bridesmaids will have one, too	34% of brides favour Hollywood waves, while 27% favour the textured low bun
61% of bridesmaids have the hairstyle of their choice		33% have a matching hairstyle that differs from the bride's	

What hairstyle will you have for your wedding?



What makeup style will you have for your wedding?



Cost of Hair & Makeup by State

\$895

is the average cost of wedding hair and makeup in Australia ⬆ 6.5%

*Limited data to provide a reliable average.

Photo: Frankie Fever Studio



On average, hair and makeup artists in Australia:

- Have been in business for **12 years**
- Are devoted **64%** to weddings ⬇ 4.5%
- Are booked **9 months** before the wedding
- Spend **27%** of their revenue on marketing and advertising
- Work **10 hours** on each wedding
- Take a **27.5%** deposit
- Respond to couple enquiries within **24 hours (54%)** followed by within **1 hour (19%)**
- Turn **57%** of couple enquiries into appointments
- Convert **75%** of appointments into bookings

Where couples feel suppliers excel:

- Gave great advice about weather and hair/skin type
- Provided the option of more than one trial
- Offered advice without disregarding the bride's vision
- Made the getting ready process fun with music and snacks
- Used animal cruelty-free / responsibly sourced products
- Could recommend hair or makeup artists they'd worked with previously

Where couples feel suppliers could improve:

- No financial trail of what was paid
- Showed up late
- Felt rushed by the supplier so they could attend another job
- Felt makeup was too heavy and over done
- Took feedback personally, so the bride felt pressured to not ask for changes
- Quality of work was not the same as the trial

Photo Booths

★ 4.8 / 5 Couples Review Score

More than half (53%) of couples are including a photo booth at their wedding reception as an added interactive experience and memory maker. Two thirds (33%) love the retro-style Polaroid photo booth, and a quarter (26%) are taking up photo booth packages from their photographer. The photo booth providers that impress couples the most are the ones who innovate as technology changes, and whose operators add to the guest experience by tactfully encouraging participation.

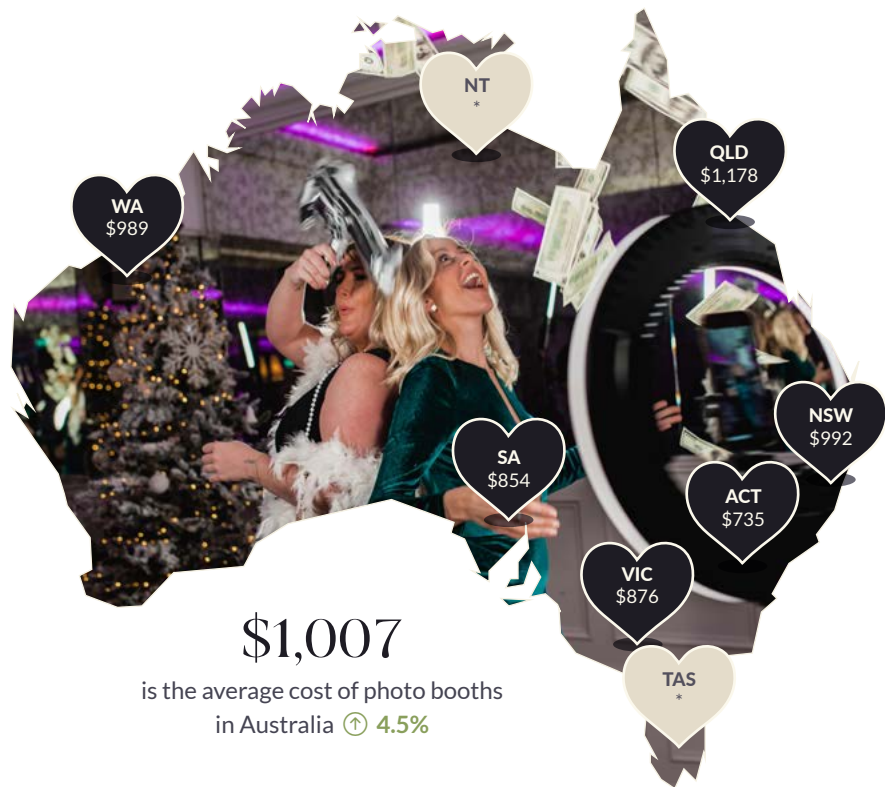
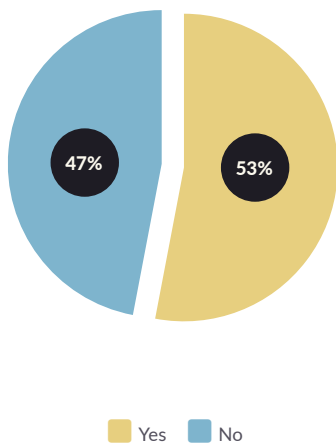


Photo: Click Shoot Entertainment. *Limited data to provide a reliable average.

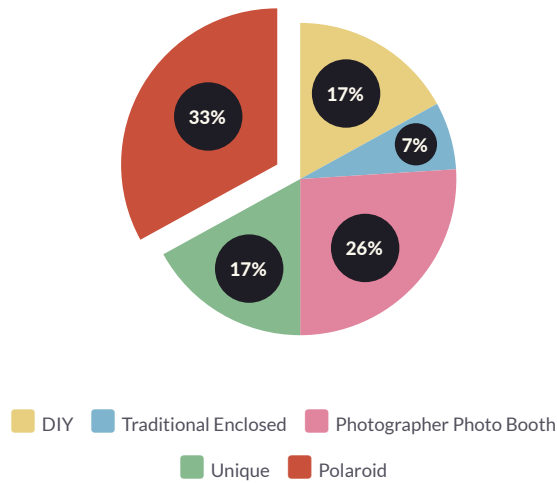


Pro Tip: Provide package options to enhance the experience for the couple and their guests on the day. Think: custom backdrop builds, prop sourcing that's specific to the couples' interests, and digital sharing options—and you're more likely to get the gig.

Are you having a photo booth at your wedding?



What type of photo booth are you having?



Where couples feel suppliers excel:

- Liaised with the venue staff directly for delivery, set-up and pick-up
- Encouraged guests to get involved without being over the top
- Provided up-to-date technology options for photo type (e.g GIFs)
- All photos available printed as well as digital copies
- Offered to include any props the couple wanted to supply along with the company's
- Easy template design software

Where couples feel suppliers could improve:

- Not clear that props weren't included in the package, they were extra
- Text came out blurry / low-quality printing
- Machines would repeatedly stop working on the night
- Difficulty getting in contact close to the wedding

Bomboniere

★ 5 / 5 Couples Review Score

70% of couples thank wedding guests for their presence with bomboniere or wedding favours. Around half (53%) of these will purchase from a bomboniere supplier. The most popular wedding favours gifted to guests are personalised items and edible gifts. Aussie couples are showing their generosity, with more couples spending \$5-\$10 per guest, up 50% on last year. Sustainability is valued by modern couples, and bomboniere businesses whose products and practices are environmentally friendly and animal-cruelty free will be favoured, as well as those that are meticulous when it comes to personalisation.

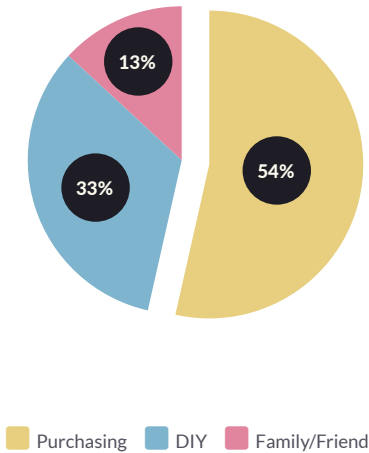


Photo: Giftware Direct. *Limited data to provide a reliable average.

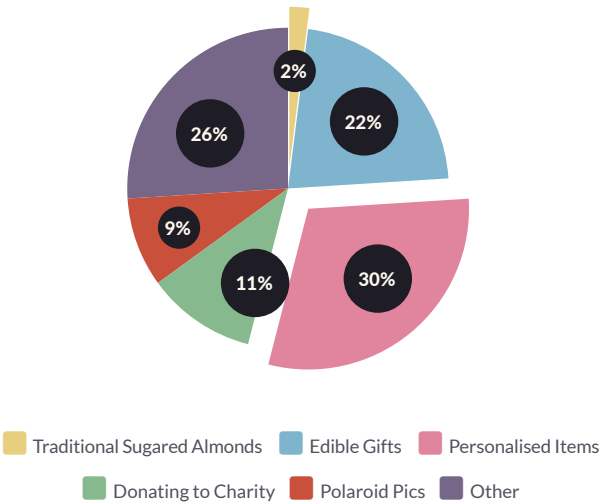


Pro Tip: Show couples how your gifts add to their guests' experience—images of actual event setups with your wares beautifully displayed in the setting are hugely helpful for this. Reviews and social proof from real couples go a long way as well.

How are you sourcing your bomboniere?



What kind of wedding favours are you gifting your guests?



Where couples feel suppliers excel:

- Food items ordered online were fresh and maintained quality
- Used animal cruelty-free / responsibly sourced products
- Sent through drafts / samples prior to a deposit
- Provided a couple of extras in case of guest number issues
- Quick turnaround of product once final design was chosen
- Provided quality packaging to protect items from damage during postage

Where couples feel suppliers could improve:

- Finer details, such as stitching, were of poor quality
- Delivery time was longer than advised without reason or communication
- Spelling mistakes on text
- Quality of work delivered did not match samples
- Unable to provide tracking information once sent out

Honeymoons



★ 4.6 / 5 Couples Review Score

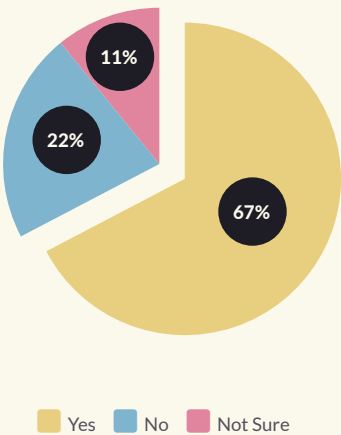
Post-pandemic honeymooners are increasingly embracing international travel, with **73%** opting for trips abroad — an **11%** increase from last year. For the first time since the reopening of borders, an overseas destination has claimed the top spot, with Europe emerging as the favourite among newlyweds. Honeymoon durations have also shifted back to the longer side, with **47%** of couples now travelling for three, four, or five weeks or more (up from **18%**). However, the most common honeymoon duration remains at two weeks for **27%** of couples. Consequently, couples are spending **5%** more on their honeymoons.



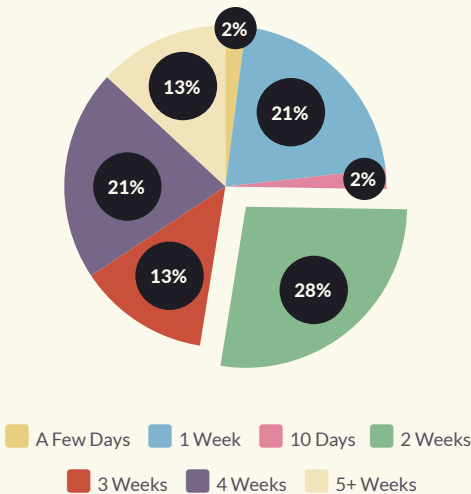
\$9,276 is the average cost of a honeymoon for Australian couples **↑ 5%**

<div>88%</div> <div>of couples will take a honeymoon ↑ 3.5%</div>	<div>73%</div> <div>will have a honeymoon abroad ↑ 11%</div>	<div>27%</div> <div>will honeymoon in Australia ↓ 21%</div>
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Would you consider a minimoon before the big honeymoon?



How long do couples honeymoon?





1

Europe



2

Australia - QLD



3

Japan



4

Bali/Indonesia



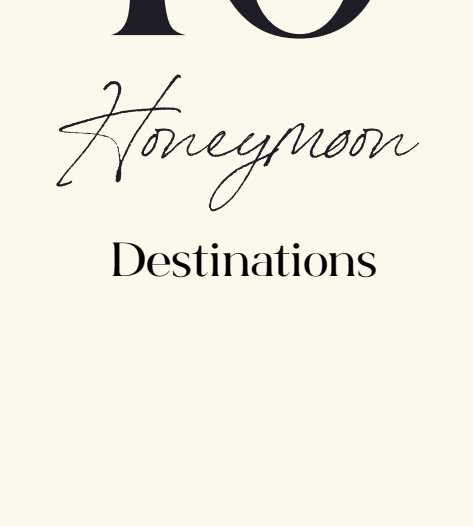
5

Fiji



6

New Zealand



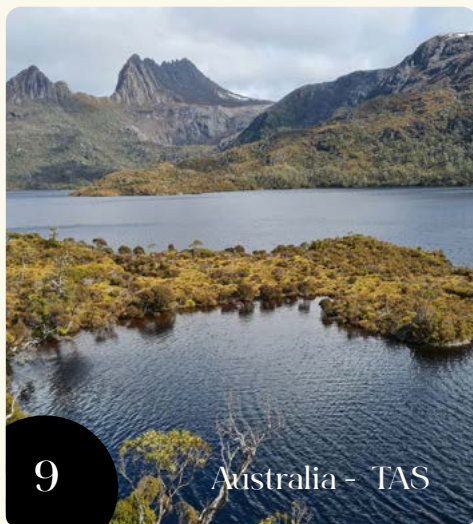
7

Australia - NSW



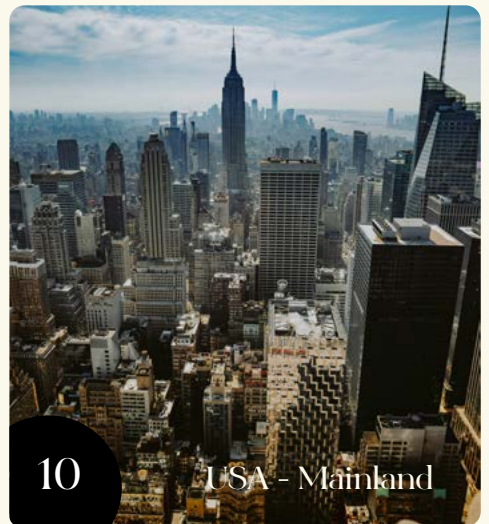
8

Thailand



9

Australia - TAS



10

USA - Mainland

Destination Weddings



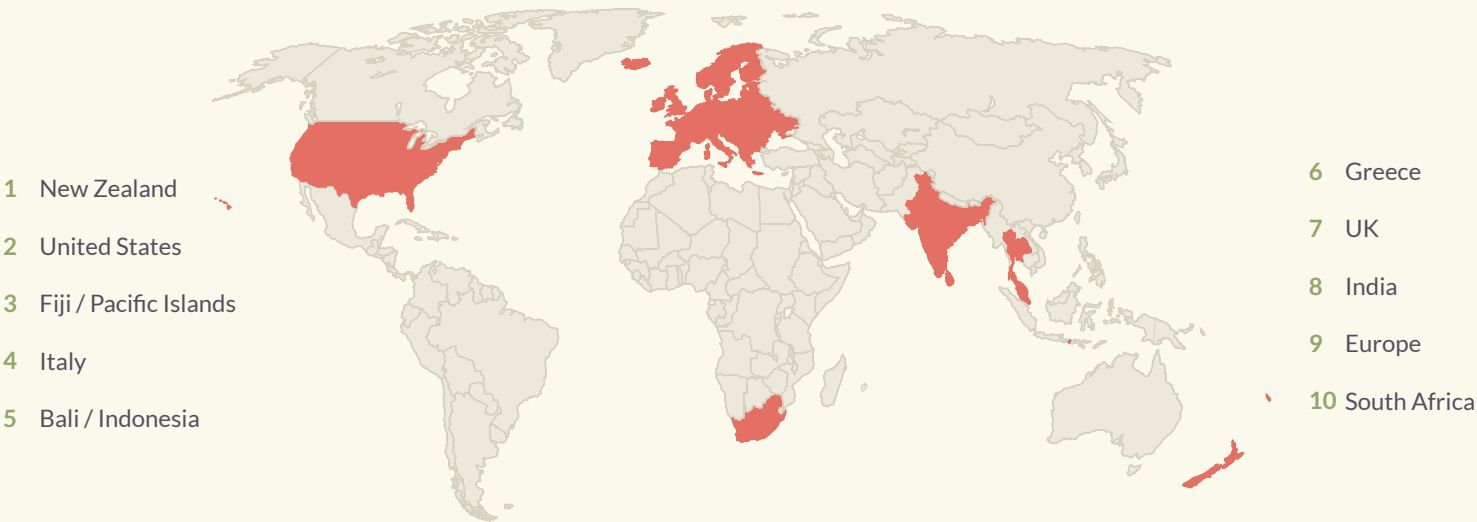
Venue: Villa Vedas Bali

★ 4.8 / 5 Couples Review Score

A small percentage (2%) of Australian couples choose to tie the knot abroad, mainly to combine their wedding with a holiday or honeymoon. The second most common reason is convenience for friends and family living overseas. The desire for a more intimate celebration is another popular reason for opting for a destination wedding, with international travel naturally keeping guest numbers and invite expectations lower. When selecting an overseas wedding destination, couples often consider places like New Zealand, the USA, Bali, Fiji, and Italy. Despite a third of couples exploring the idea of a destination wedding, the vast majority (98%) ultimately decide to celebrate close to home.

<div>\$29,391</div> <div>is the average cost of a destination wedding</div>	<div>91%</div> <div>of couples marry in their home state or territory</div>	<div>7%</div> <div>marry in an Australian state or territory outside of their own</div>	<div>2%</div> <div>of couples head overseas to get hitched</div>
<div>74</div> <div>is the average number of guests at a destination wedding</div>			

Top Desired Overseas Wedding Destinations





FEATURED

Destination Wedding

📍 Bali, Indonesia



Discover Easy Weddings' New
Destination Packages

easyweddings.com.au/destination-weddings/

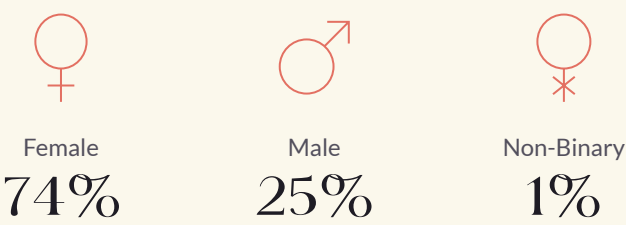




the Business OF *weddings*

Who Is The Average Australian Wedding Supplier?

Their Gender



More Male-Owned Businesses:

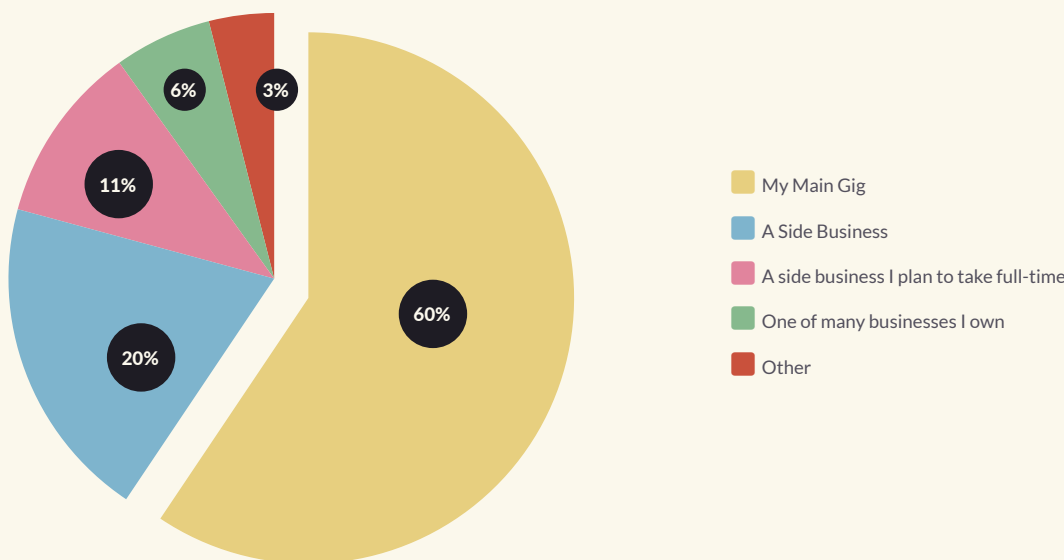


More Gender Equality Across Business Owners:



47 is the average age of Australian wedding suppliers

Type of Business



Where They Work From

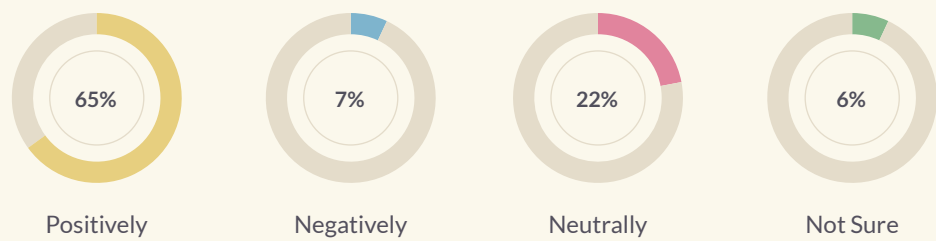


Who They Service

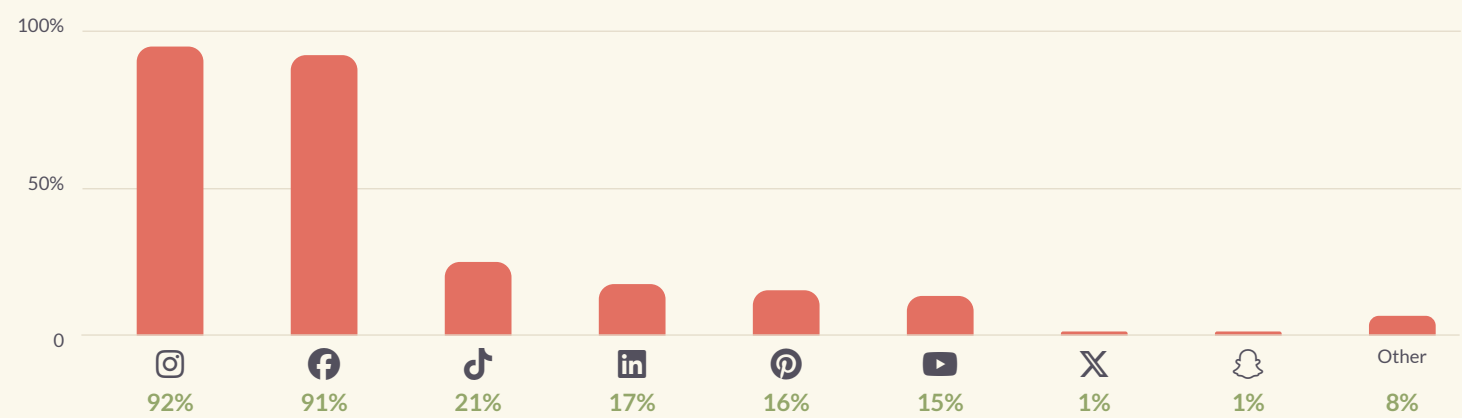


Just as wedding businesses pivoted during the Covid years, they continue to show resilience by diversifying into other markets while cost of living pressures impact things like guest counts and DIY options.

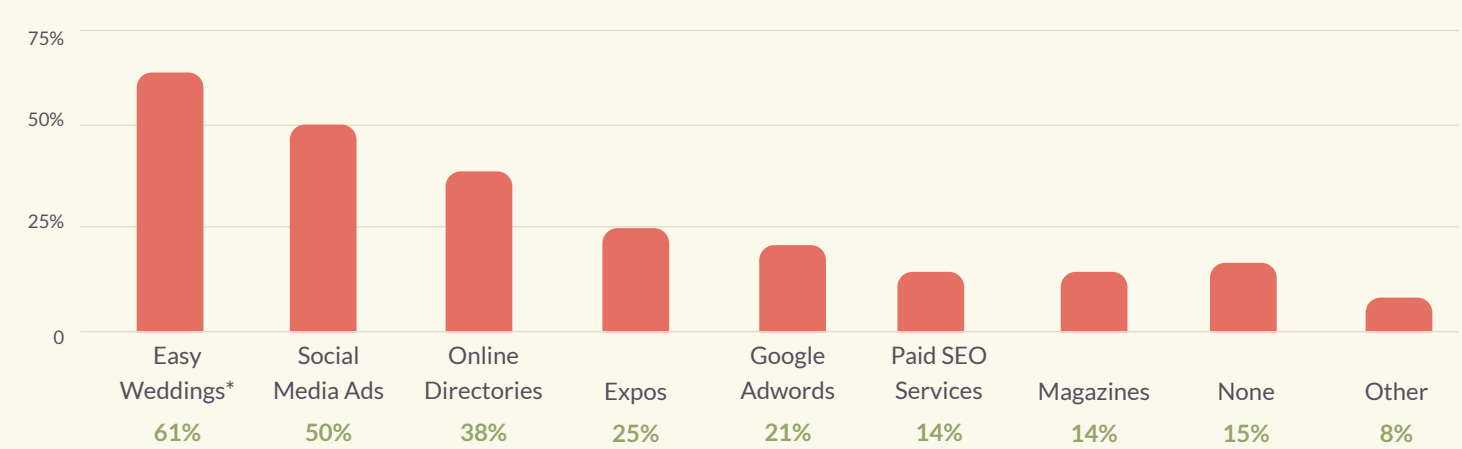
How They Expect Their Business Will Grow This Year



Social Media Platforms They Use



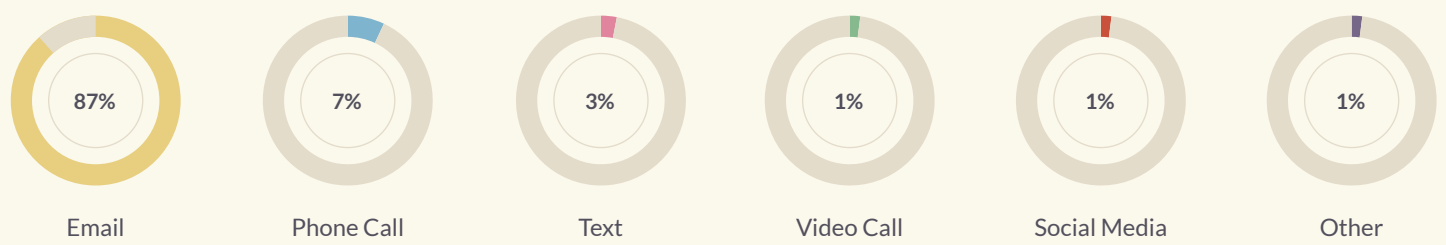
Paid Marketing Channels They Use



*Easy Weddings data skewed positively as most survey responders were current clients.

Servicing Today's Couples

How Do Couples Want Suppliers to Communicate With Them?

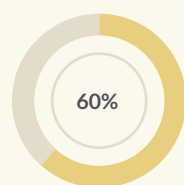


How Responsive Do Couples Expect Suppliers to Be?

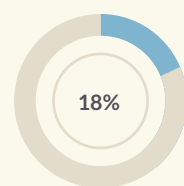


The majority of couples (72.5%) expect their enquiries to be answered by suppliers within 1-2 days, yet suppliers are being much more responsive than this — making contact within 1 day (48%) and 1 hour (28%). Great job! Keep it up!

How Do Supplier Response Times Affect Bookings?



60% of couples said they booked suppliers based on the information they received within a reasonable time frame.



18% of couples said they tended to book the first supplier that got back to them.

Suppliers Using a Customer Relationship Management (CRM) System



Pro-Tip: Respond to all enquiries as soon as possible to ensure you are top of mind, however, also ensure the information in your response answers their main questions. We suggest having draft response templates saved on your desktop or phone notes to make this simple. To get real-time notifications of enquiries, download the WedCRM app from the App Store or Google Play and set up notifications on your phone.

How Couples Rate Wedding Businesses



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

A romantic couple in formal wear embracing at sunset. The man is in a dark suit and white shirt, looking off to the side. The woman is in a white dress, smiling and leaning into him. The background is a warm, golden sunset over a hilly landscape.

Business

Success TIPS



1. Boost Your Digital Presence

Prioritise Key Platforms to Engage Effectively

Consumers typically consult an average of five touchpoints before making a purchase decision. While it's important to have a presence across multiple platforms, focus on excelling in one or two key areas. For Gen Z and Millennials, Instagram is crucial—prioritise regular content, particularly videos, to engage effectively.

Optimise Your Website and Easy Weddings Storefront

Strive for brand consistency across all platforms, especially your website and Easy Weddings storefront. Feature high-quality, up-to-date images and ensure your website is optimised for mobile. Your Easy Weddings storefront acts as an extension of your website, so include clear calls-to-action and enquiry forms, which can significantly improve conversion rates

Test Content on Socials

Use social media platforms like Instagram as a testing ground for content. High-performing content on Instagram can be repurposed across other channels. Tag other suppliers, collaborate on posts, and track engagement with tools like Meta Business Suite to refine your strategy. These insights help ensure you're delivering content that resonates with your audience.



2. Streamline Your Operations

Respond Quickly and Personalise Engagement

Couples generally expect to wait up to **48 hours** for a response, but 18% of couples book the first supplier to respond. Another **17%** book a mix of fast-responding suppliers and those who reply within a reasonable timeframe. Set up mobile notifications and build automation into your workflow to acknowledge enquiries quickly, then follow up with a personalised message within **24 hours** to increase the likelihood of a booking.

Leverage a CRM to Manage Clients Efficiently

Use a CRM system to track your sales pipeline and automate communications. Easy Weddings partners can access a free, purpose-built WedCRM, which includes features like email templates and calendar syncing. The time spent setting it up will streamline operations, helping you manage multiple clients more efficiently.

Proactively Request Reviews for Higher Enquiries

A single review can increase your chances of receiving an enquiry by **20%**, and businesses with **11 or more** reviews can see up to a **200%** increase in results. Make your first request a few days after the wedding, while the couple is still excited. If they haven't provided a review **within two weeks**, follow up with a reminder. Respond to reviews promptly to show that you value feedback and customer engagement.



3. Strive for Consistency & Authenticity

Maintain Consistent Branding Across Channels

Ensure that your branding, messaging, and visuals are consistent across your website, social media, and Easy Weddings storefront. Consistency helps build trust with potential clients and makes your brand more credible. A cohesive approach across all touchpoints will reinforce your brand identity and build credibility.

Collaborate with Partners and Share Taggable Content

Share high-quality images and videos from weddings you've worked on, and tag the photographers and other suppliers involved. Collaboration posts tend to increase visibility and engagement, while also strengthening relationships with industry partners who can recommend your services.

Invest in Ongoing Professional Development

Continue refining your craft by engaging with educational resources. Easy Weddings regularly hosts webinars and professional development events tailored for the wedding industry. Stay connected to these opportunities to enhance your skills, stay current with trends, and maintain a competitive edge in the market.

About Easy Weddings



Established in 2000, Easy Weddings is Australia's No. 1 wedding planning website and supplier marketplace. We are a 60-person team located throughout Australia and the UK, with world-leading expertise in weddings, digital marketing, and tech. We are proud to enjoy relationships with thousands of top-rated industry suppliers across all categories including venues and hospitality, celebrants, photography and videography, wedding cars, music and entertainment, and more.

Easy Weddings has built Australia's most popular wedding app. Engaged couples can find and book all their dream wedding vendors in one place while sticking to their budget. Brides and grooms love our free and easy-to-use planning tools, budget calculator, guest list tool, and step-by-step wedding checklist. Our planning suite keeps them coming back to the site to find the suppliers they need throughout their wedding planning journey.

We can also connect couples with our experienced planners to offer a free wedding concierge service, to reduce some of the stress.

Each year, we conduct Australia's largest surveys of wedding businesses and recently married and engaged couples to produce this annual **Australian Wedding Industry Report**.

More than **80%** of Australia's engaged couples use Easy Weddings

11M
Annual pageviews



300K+
Supplier reviews from couples

24+ Years
Experience in technology, innovation & development

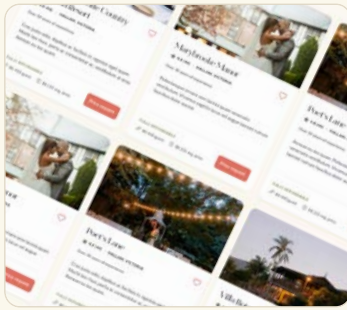
278K+
Social media followers

3.4M
Unique visitors annually



No. 1 ranked on Google, regularly holding the top position for most popular wedding-related search terms

2M
Storefront views annually



Marketplace Listings

We offer a range of wedding supplier listings suitable to businesses of all sizes. We can help you find the right listing type for your business to grow, while pairing you with the most suitable category and locations to boost your visibility to the thousands of couples who use our marketplace every day. Every business listed on the Easy Weddings marketplace receives ongoing support from our customer success team; advice on how to get more enquiries; industry education to help you convert leads; and our purpose-built Customer Relationship Management system, WedCRM.



Industry Education

Our Pro-Education blog www.easyweddings.com.au/pro-education/ offers sales and marketing resources all year round. Our newsletter, webinars, in-person networking and education events, and how-to videos also present more strategies for levelling up your business.



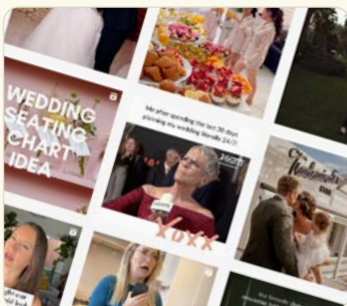
Supplier Awards

We love to recognise a job well done – for you and your business. Our EOFY annual 5-Star Supplier Awards acknowledge the customer service and care our top-rated suppliers have taken with our couples throughout the year. Winners will also receive a certificate to display in their office or place of business, plus digital badges to show off on their website and social media.



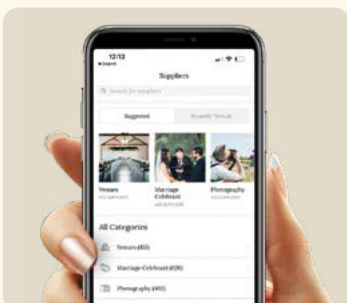
Spotlight Listings

Drive more awareness and increased click-throughs to your Easy Weddings storefront by investing in a Spotlight listing, featured at the top of each supplier category. Our marketing team will work their magic to promote your business to our community of couples through our social media channels and newsletters, linking to your Easy Weddings storefront.



Social Media

After 24 years as the leading wedding website in Australia, Easy Weddings has built a substantial following of more than 278,000 users across Instagram, Facebook, and Pinterest. We use our social reach to educate couples about wedding planning and how to best work with suppliers. Our social channels have become essential tools to help inspire, educate, and connect with suppliers and couples alike.



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, easy-to-use planning tool, and a convenient way to contact businesses listed on the Easy Weddings marketplace.

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!

📍 18 Miles St, Mulgrave, Vic, 3170

📷 [@easyweddings](#)

📘 [@easyweddings](#)

🌐 [linkedin.com/company/easyweddings/](https://www.linkedin.com/company/easyweddings/)



For general inquiries, please email service@easyweddings.com.au or phone **1800 155 122**.



For media, press or PR enquiries, please email media@easyweddings.com.au.