



2009 DESTINATION WEDDINGS STUDY

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DESTINATION WEDDING BASICS

- Why a destination wedding
- Attitudinal statements

LOCATION

- Geographic location of destination wedding
 - Africa
 - Alaska
 - Asia
 - Australia/New Zealand
 - Canada
 - Caribbean
 - Central/South America
 - Continental US
 - Europe
 - Hawaii
 - Mexico/Baja
 - Middle East
 - South Pacific

RESEARCH & PLANNING

- How location was chosen
- Planning challenges
- Groom/Family involvement
- Venue scouting
- Helpfulness of venue staff
- Influential sources for researching destination and venue

WEDDING DETAILS

- Number of guests
- Ceremony and reception locale
- Other wedding events
- Length of wedding event
- Wedding descriptors

WEDDING SERVICES & SPEND

- Services hired
- Spend for the following services:
 - Reception venue
 - Independent caterer
 - Photographer
 - Ceremony musician(s)
 - Reception band
 - DJ
 - Florist
 - Cake baker
 - Wedding/event planner
 - Videographer
 - Transportation
- Total wedding spend
 - Transportation spend to and from destination
- Spend on travel/accommodations/activities for guests

AFTER THE WEDDING

- Stay at destination postwedding
- Honeymoon location
- Second reception/party after returning home

DEMOS & CLASSIFICATIONS