

*easy* weddings

20

Wedding  
Industry  
Report

Issue 8

23

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

YOUR PERFECT DAY  
**Xoxx**  
MADE EASY

# Foreword

Welcome to the Easy Weddings 2023 Australian Wedding Industry Report. This is our 8th edition of the largest national wedding industry report, which gathered survey responses from almost 600 wedding businesses as well as 3,500+ engaged and recently married couples.

The data in this report provides insight into the planning behaviours of engaged millennial couples who will be getting married in 2023 and beyond, what they like about suppliers and what inspires them, as well as specific data for major industry categories.

As most of Australia's COVID-postponed weddings have now been rescheduled, most wedding planning has reverted to pre-pandemic times. Couples still prefer Saturday weddings, with wedding vendor availability becoming less competitive than we saw in 2021-22. Fewer weekday weddings are expected in 2023 and beyond than in 2021-22 – although the option is still attractive, particularly to couples seeking lower-budget options.

With the pressures of increasing supply-chain costs on vendors, coupled with inflation and cost-of-living pressures, it is unsurprising that budgeting is becoming a concern for this year's couples. The average wedding budget has gone up 8.5% this year, so sticking to a budget is what couples say is their #1 wedding stress.

The demographic of engaged couples has remained fairly unchanged, with the average planning cycle of 22 months being consistent with previous years. However, more couples are taking a joint approach to their wedding planning, rather than just one partner doing most of the planning.

With the majority of COVID setbacks behind us, I am excited about what looks to be another year of upward trajectory for the Australian wedding industry.

I'm pleased to share this latest view of the Australian wedding industry with you. I hope you can use the insights within to further grow your business and continue providing exceptional service to your couples.



*Matt Butterworth*

CEO and Founder  
Easy Weddings

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Photo: The Evoke Company

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Photo: Luminosity Film Studios

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## Success

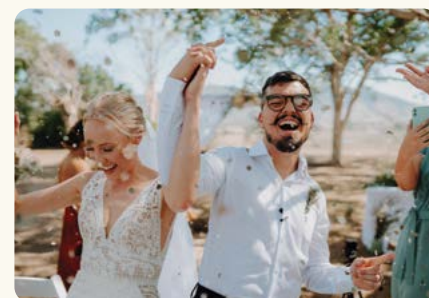


Photo: One Mustard Seed

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# Weddings

in *Australia*



# Weddings in Australia

## Average Cost And Percentage Of Weddings By State



<p><b>89,164</b></p> <p>Marriages across Australia in 2021*</p>	<p><b>146,000</b></p> <p>Marriages across Australia in 2022^</p>	<p><b>139,000</b></p> <p>The number of marriages predicted for 2023^</p>	<p><b>122,000</b></p> <p>The number of marriages predicted for 2024^</p>
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**\$34,715**

is the average cost of a wedding in Australia



**\$27,550**

is the average original wedding budget



**26%**

is what couples spend over their original wedding budget

\*Official marriage statistics from Australian Bureau of Statistics. ^Easy Weddings estimate.

# How Couples Choose A Wedding Date

30%  
Venue Availability

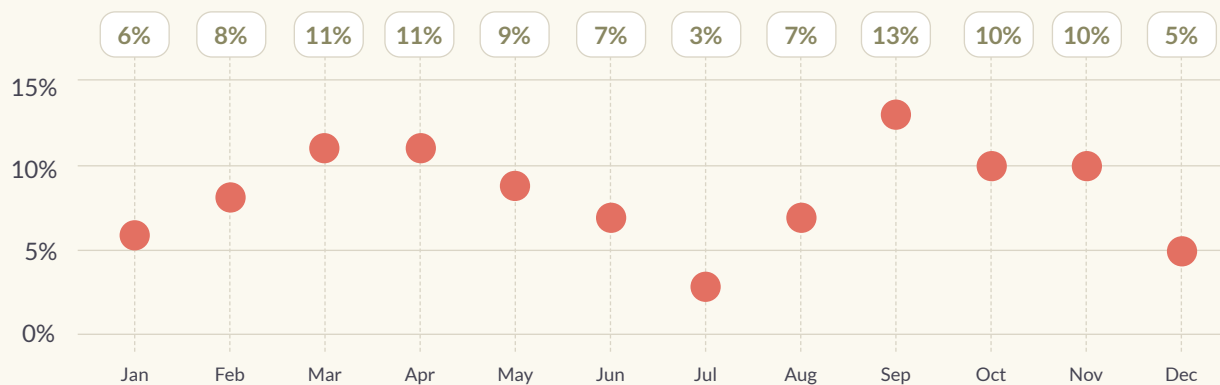
25%  
Season

9%  
Day Has Special Meaning

19%  
Range of Reasons

Other date-deciding factors include quirky numbers (e.g. 23/9/23) (2%), specific vendor availability (2%), and for other couples – no particular reason at all (6%).

## The Most Popular Months To Get Married In 2023



Make the most of additional weekend capacity for weddings in **April, July, September, and December** in 2023 as these months have five Saturdays.

## Most Popular Wedding Season



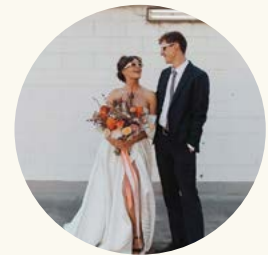
Summer 19%



Autumn 31%



Winter 17%



Spring 33%

In 2023, September looks set to be the busiest month of the year with five coveted Saturday dates for couples to choose from. This makes spring the busiest season of 2023. After this, autumn weddings will be almost as much in demand. Couples still prefer Saturday weddings, with fewer weekday weddings expected in 2023 and beyond, as most of the COVID-postponed weddings have now been rescheduled.

# The Average Australian Couple



31

Average age of brides  
33 - Average age of same-sex couples

31

Average age of grooms  
36 - Average age of same-sex couples

In 2019, the average couple was a 28-year-old bride and 29-year-old groom. While the marrying age of couples has followed an upward trend for many years, COVID postponements in recent times have been the most significant factor.

Will have **92** guests at their wedding – but wish they could invite **122**

Have **8** or **10** people in their wedding party including themselves

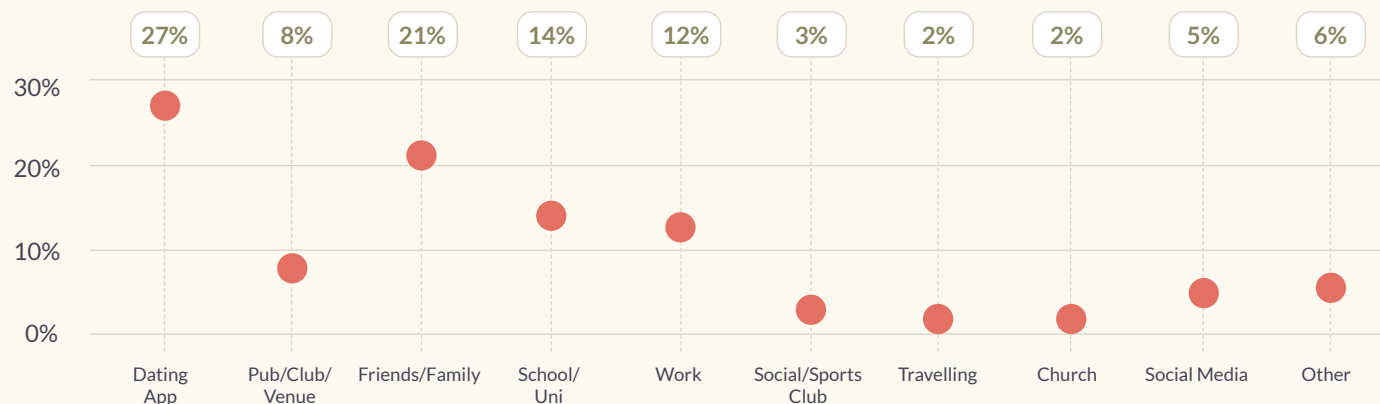
Are engaged for **22** months

Will spend **\$6,000** on an engagement ring





## How Couples Meet



## Wedding Gifts

What's Appropriate to Spend on a Wedding Gift?

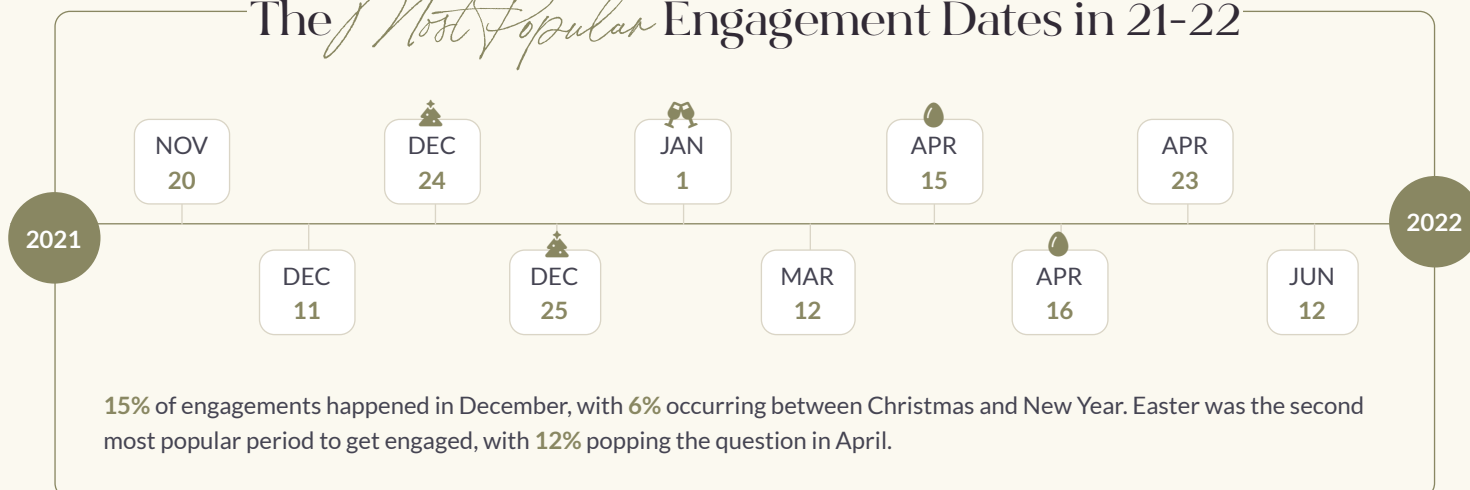
Close Friends/Family: **\$250**

Other: **\$133**

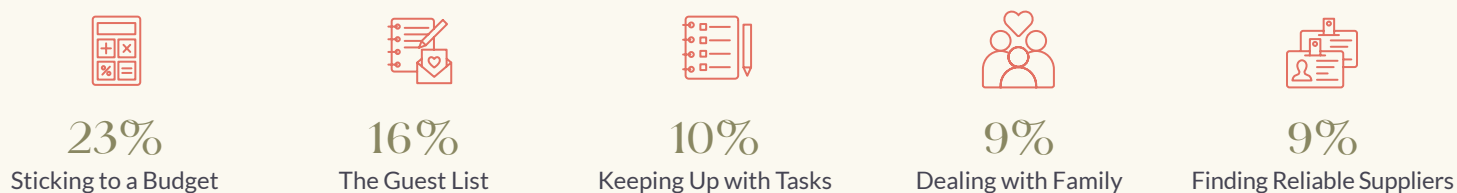
Cash in a wishing well remains the most popular gift option, up **12%** on last year. The average cost of a wedding gift has come down slightly from last year, with guests spending **\$22** less than during the pandemic. When it comes to close friends and family, guests will spend almost double (**88%** more) on a gift.



## The Most Popular Engagement Dates in 21-22



## Top 5 Stressors for Couples Planning a Wedding



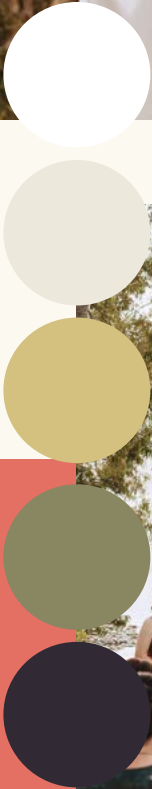
With cost-of-living concerns affecting **65%** of couples' budgets, it's plain to see why this is their number one stressor. How many guests a couple can afford to invite feeds directly into guest list concerns at number two. Couples wish to invite an average of **30** guests more than they actually do – reducing numbers is a necessary and obviously stressful part of the process.





#Cakeribes

*the colours*

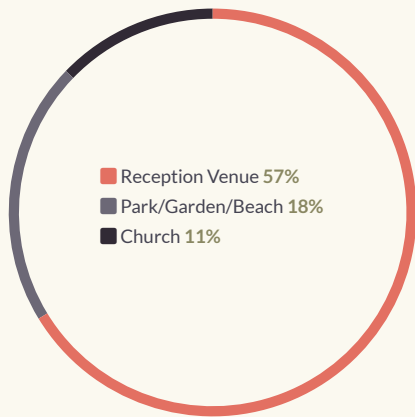


# Themes & Styles



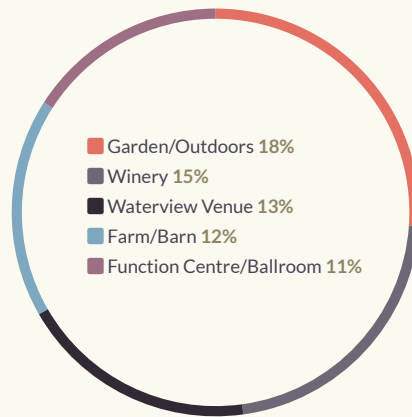


## Most Popular Ceremony Locations



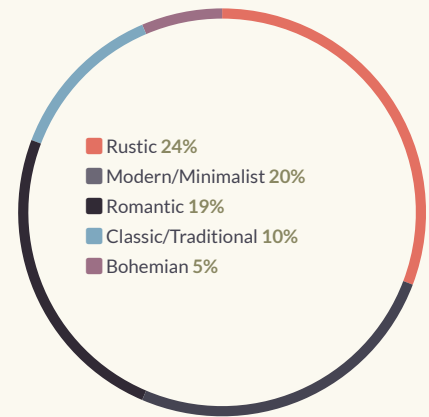
More than half of all couples are seeking out all-in-one reception venues that can host their ceremony on-site.

## Top 5 Reception Settings



Historic estates, restaurant/bars and event space/warehouses represent a further 6% each of couples' reception venue preferences.

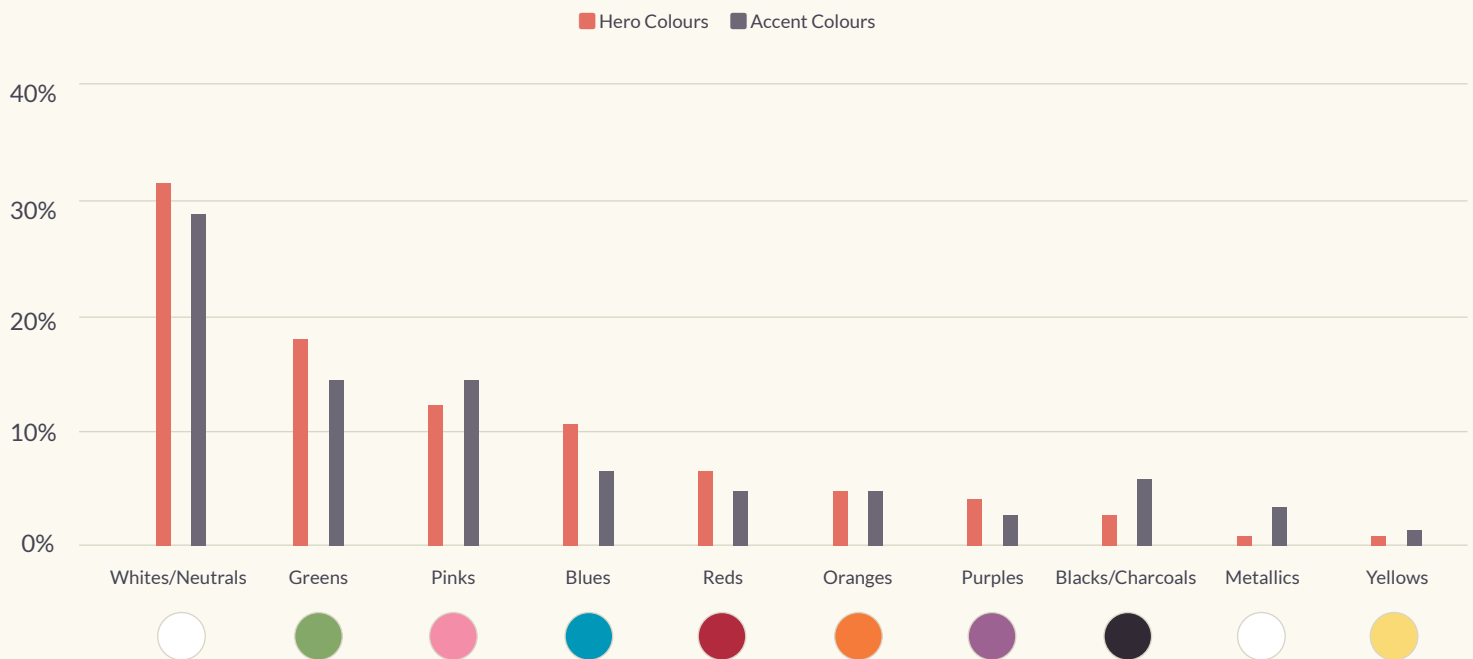
## Top 5 Wedding Themes



Rustic's country vibes took a back seat to romantic's soft neutral palette in 2022, however rustic is making a comeback as the top style trend for 2023.

Newcomer **modern/minimalist** and last year's trendsetter, **romantic**, round out the top three wedding style trends to watch for the upcoming season.

## Most Popular Colours



**Whites/ neutrals** are still the most popular colour scheme, carrying over from last year's most popular style trend being **romantic** – which still remains popular for 2023 couples. Pinks and greens remain on-trend both as hero colours and accents, with couples continuing to include greenery as a prominent feature in their styling.



# Wedding Buying Cycle

The average couple starts here





A bride with long, wavy blonde hair is looking down at a large bouquet of flowers she is holding. She is wearing a white, sleeveless wedding dress with a sheer veil. The bouquet is composed of light pink roses, white orchids, and greenery, including eucalyptus and a tall, feathery dried grass. The background is a soft-focus outdoor setting with green grass and distant hills under a bright sky.

# Insights

and *Trends*



# Wedding Venues COUPLES INSIGHTS



White Chapel Black Hall Kalbar / Luke Middlemiss Photography

★ 4.9 / 5 Couples Review Score

The wedding venue is the most significant component of a couple's wedding budget, comprising on average, **43%** of their total wedding spend, with an average head count of **92**. If they could, **17%** of couples said they would like to spend even more than this. The venue is the most important element of the wedding, it's also the first supplier a couple books. When deciding where to host their big day, couples look for a combination of style and atmosphere, a price that fits with their budget, and exceptional service from the venue manager.



## Most Important Factors When Selecting a Venue



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



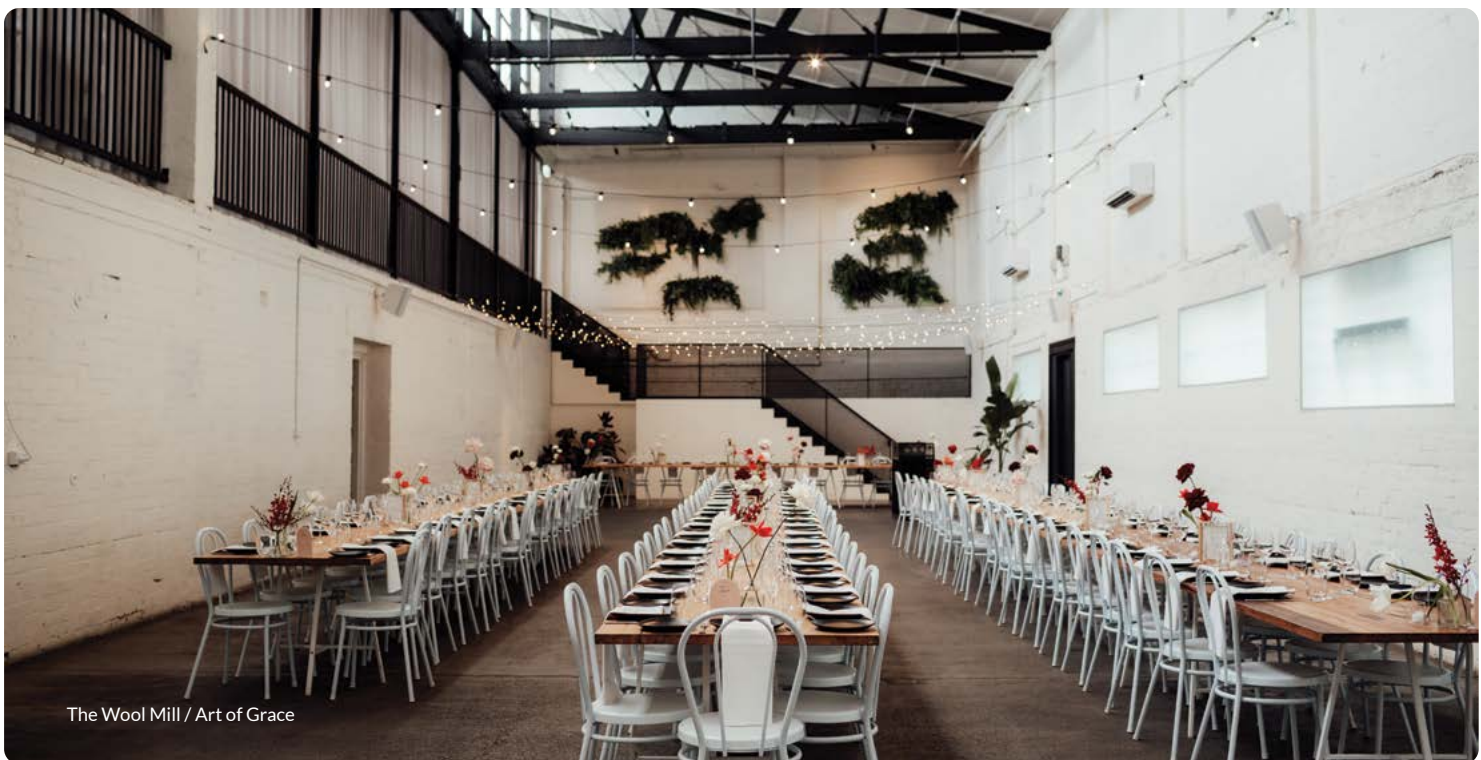
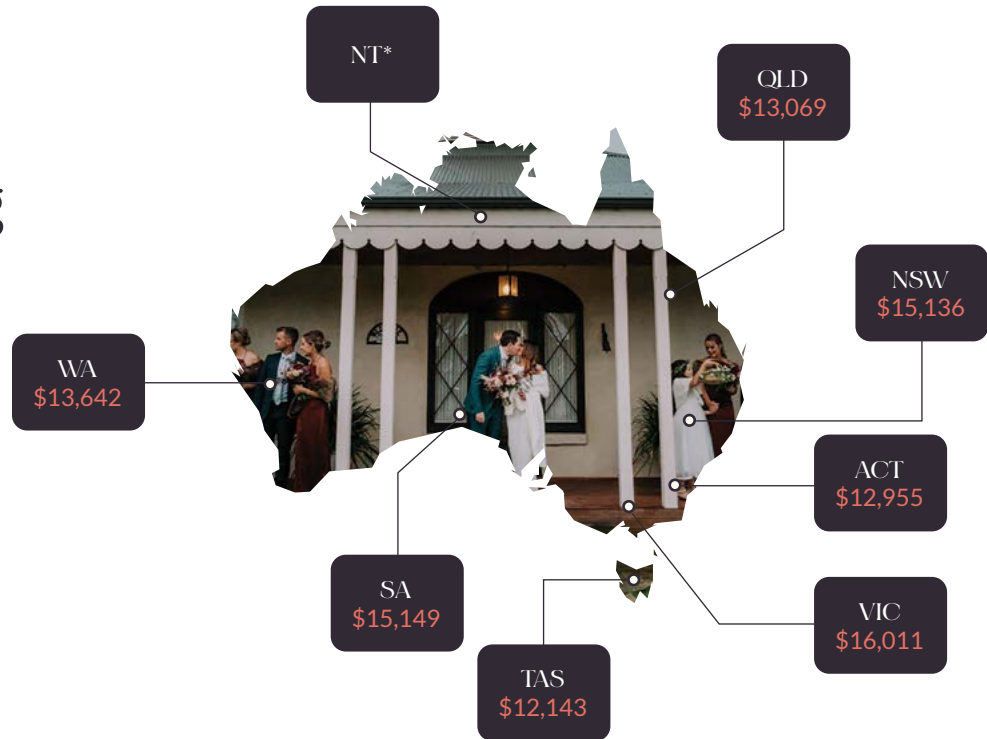
# Cost Of Wedding Venues By State

**\$14,758**

is the average cost of a wedding venue in Australia ↑ 6%

Limited data for NT to provide a reliable average.\*

Photo: Calvin Estate



The Wool Mill / Art of Grace

## Where couples feel suppliers excel:

- Open to quirky or 'different' setups
- Regular check-ins from the coordinator in the lead-up to the day
- List of preferred suppliers provided, but not required to use
- Flexible cancellation/date change policy
- Listened to ideas and provided suggestions on how they could make it work
- Wedding coordinator was clearly experienced, making for a smooth process

## Where couples feel suppliers could improve:

- Extras agreed to in the contract not provided
- Understaffed on the night
- Negative feedback from vendors regarding treatment from managers and staff
- Food from menu tasting was not presented the same on the wedding night
- Staff got in the way of photographer/videographer
- Venue setup was not completed with adequate time, so things were missed

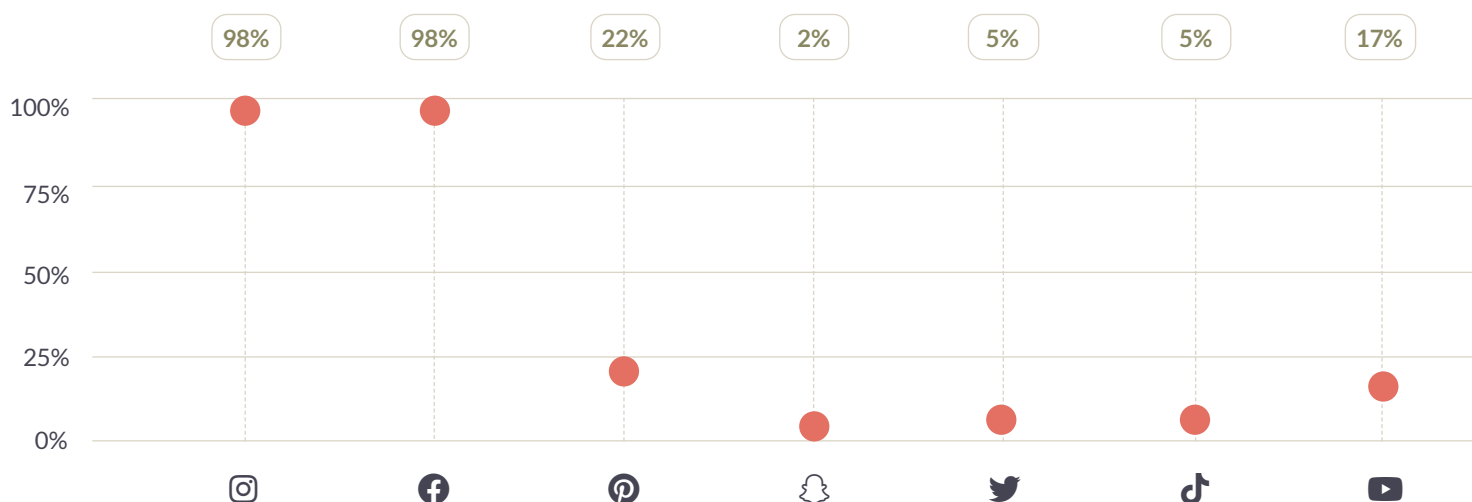
# Wedding Venues BUSINESS INSIGHTS



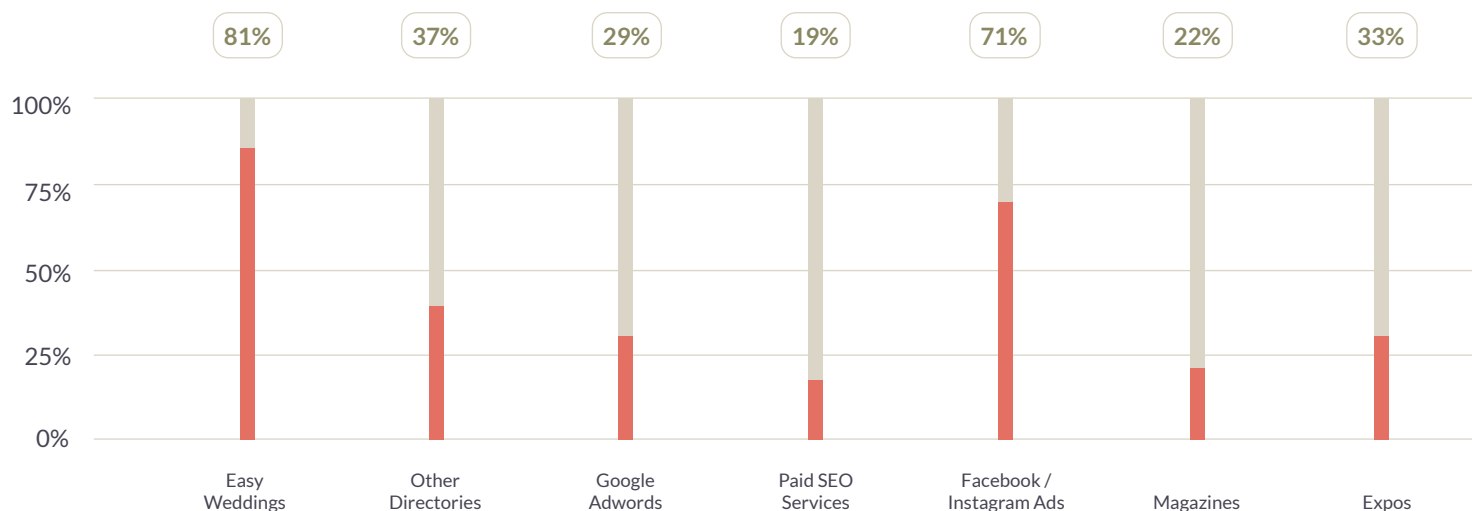
On average, wedding venues in Australia:

- Work **32 hours** on each wedding
- Spend **20%** of their revenue on marketing and advertising
- Respond to couple enquiries within **24 hours (56%)** followed by within **1 hour (28%)**
- Are devoted **58%** to weddings and **42%** to corporate or other events

## 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.



# Catering

★ 5/5 Couples Review Score

Traditional alternate-drop meals make up the largest portion of catering styles among Australian couples, at 45%. The next most popular request, at 20%, is the shared/feasting style. Less formal catering styles such as the buffet, roaming cocktail food, grazing table, and food trucks make up the remaining 35% collectively. Couples are looking for suppliers who cater to a variety of specific dietary needs. 61% of all couples want vegetarian and vegan options on the menu, an 11% increase from last year. 20% will be serving gluten-free food.

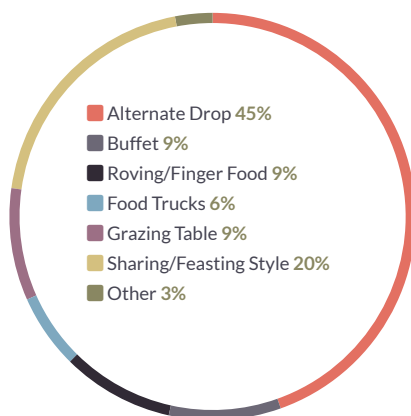


Limited data for NT to provide a reliable average.\*

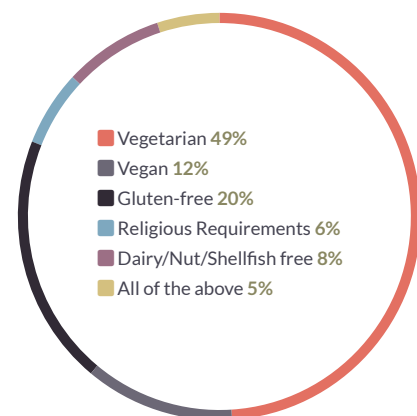
Photo: C'est Bon Cairns

**\$5,429** is the average cost of wedding catering in Australia ↑ 1%

## What style of catering are you having?



## What dietary options are you including?



## Where couples feel suppliers excel:

- Provided clear direction about social distancing practices
- Unobtrusive serving of food to guests
- Variety of exciting options for dietary requirements, not just standard ones
- Worked with the venue to establish setup and logistics
- Able to source local and ethical ingredients

## Where couples feel suppliers could improve:

- Food ratio underestimated
- Lack of flavour/seasoning
- Food was served cold or was under- or over-cooked
- Not enough wait staff for larger weddings

# Wedding Dresses

★ 4.8 / 5 Couples Review Score

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 **17%** have their gown custom-made. Given this is a highly emotive purchase, **70%** of brides will keep their wedding gown to cherish long after the day has been and gone.

**53%** of brides will pair their dress with heels and **79%** will complete the look with a veil.

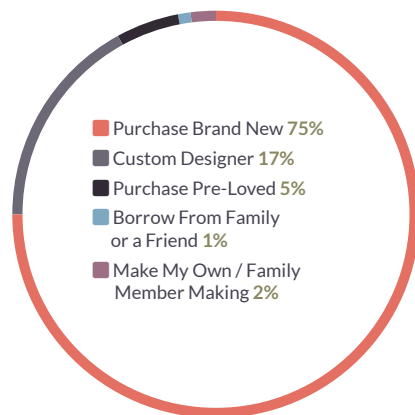


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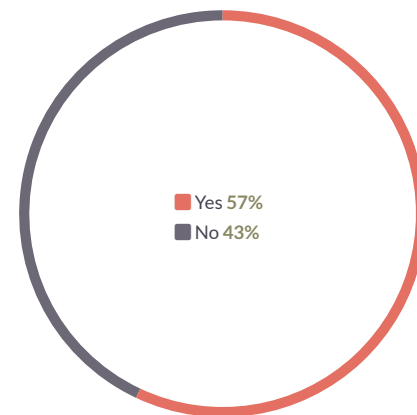
Photo: The Sposa Group Melbourne

**\$2,304** is the average cost of a wedding dress in Australia ↓ 1%

## Where will you get your wedding gown from?



## Will you purchase special lingerie for your wedding?



## Where couples feel suppliers excel:

- Design brief was really listened to and almost perfect first draft
- Minimal alterations needed once fit to size
- Provided examples prior to appointment so suggestions were ready on the day
- Provided rush orders at reasonable prices
- Refreshments offered for bride and bridesmaids/ family members to relax
- Knowledgeable about similar designs if bride's choice was unavailable

## Where couples feel suppliers could improve:

- Refunds or further assistance refused when dresses were received with marks or damage
- Alterations that were supposed to be a part of the price were later charged for
- Feedback/suggestions were ignored during alteration process
- Alterations were not completed in a suitable time frame to make changes if needed
- Inappropriate comments about size and body shape
- No contact to say dress was ready for pickup



# Flowers

★ 5 / 5 Couples Review Score

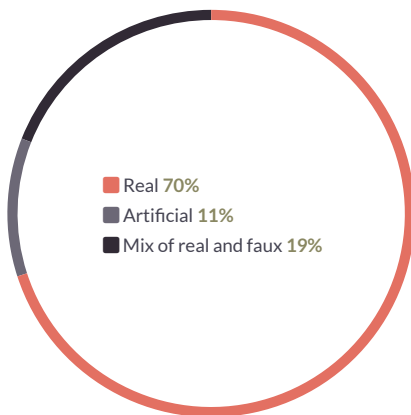
Most couples (78%) engage a wedding florist to create arrangements for their day, forming one of the most visual aspects that define the overall style of a wedding. Fresh flowers continue to be preferred by most couples, with 70% opting for real blooms over artificial ones. As the cost of fresh flowers, the quality of artificial ones, and growing concern about sustainability all increase, more couples are choosing blended arrangements (up 19% from last year). Whites and neutrals are the most desired floral colour, followed by greenery and pinks.



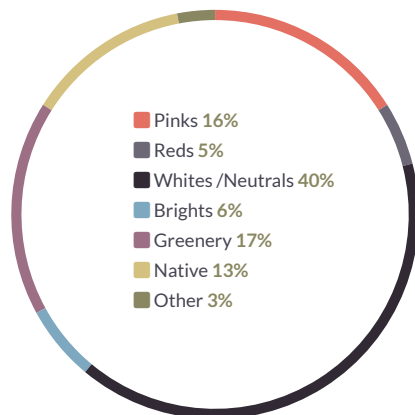
Photo: Violet and Sage Flower Boutique

**\$1,844** is the average cost of wedding flowers in Australia ↑ 5%

## What kind of wedding flowers will you have?



## What is the main colour of your wedding flowers?



## Where couples feel suppliers excel:

- Visited venues they had never been to before to work out logistics
- Draft design was close to inspiration and colour scheme provided
- Able to build a package rather than stick with set items
- Care instructions provided on how to keep flowers fresh
- Constant communication regarding sourcing flowers
- Questions were answered promptly with thorough explanations

## Where couples feel suppliers could improve:

- Provided fewer items than discussed
- Brief was not followed when asked to put examples together
- Arrangements looked scarce when placed on tables
- Colours more intense than described
- Questions ignored, but quick to send emails with payment reminders
- Matching bouquets were different sizes

# Marriage Celebrant COUPLES INSIGHTS



★ 5/5 Couples Review Score

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 **79%** choosing to include personal vows in either a portion or all of their ceremony. Couples value strong attention to detail by their celebrants, given the legal nature of the union. They also enjoy the convenience that Zoom has brought to their pre-wedding interactions.

**88%**

of couples book a civil celebrant for their wedding

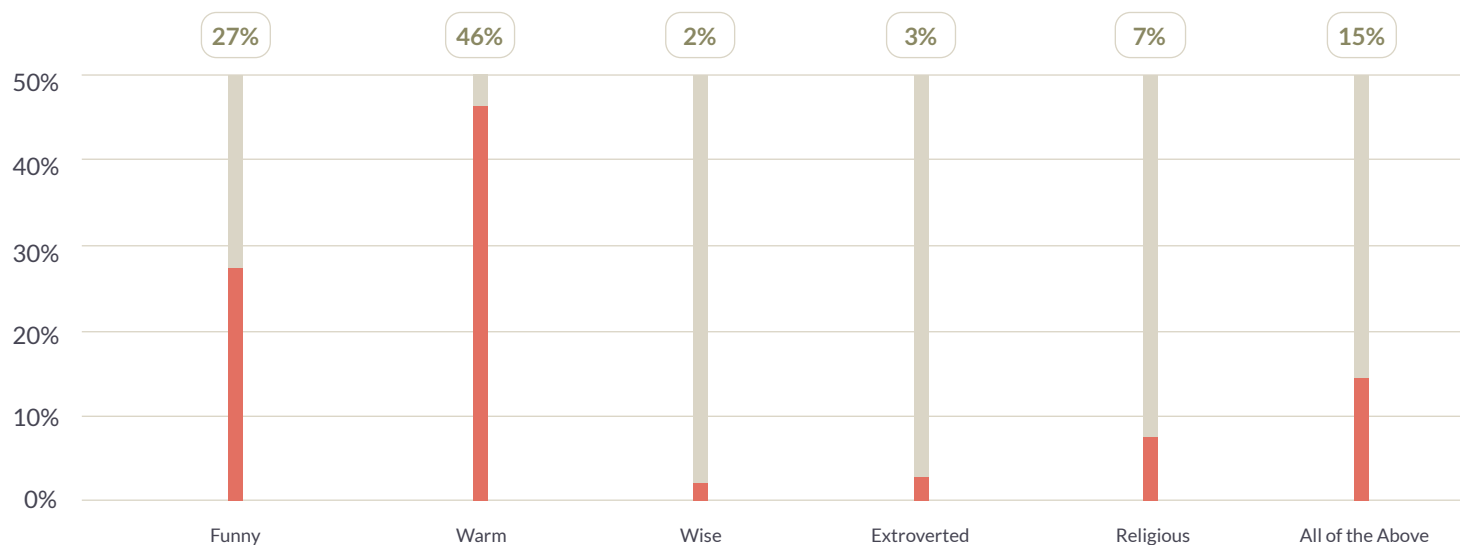
**74%**

of wedding ceremonies are 'unplugged', meaning guests are asked not to use their phones

**50%**

of couples want to write their own vows and **29%** like a mix of traditional and personal

## What Kind Of Vibe Do You Want From Your Celebrant?





# Cost of Marriage Celebrants By State

**\$815**

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

Photo: Jane Silich



Yvonne Adele Celebrant

## Where couples feel suppliers excel:

- Felt the process was effortless and stress-free
- Was very engaged and lively when speaking without being over the top
- Offered MC services on the side
- Offered alternative meeting arrangements - e.g. Zoom, FaceTime
- Allowed the couple to control how much involvement the celebrant had in vows
- Open to learning about cultural traditions they hadn't heard of before

## Where couples feel suppliers could improve:

- Ceremony draft not received with adequate time (e.g. two days before ceremony)
- Forcing or not allowing changes in vows to personalise to the couple
- Pushy about following tradition
- Took a long time to respond without reason
- Didn't follow the agreed script/brief on the day

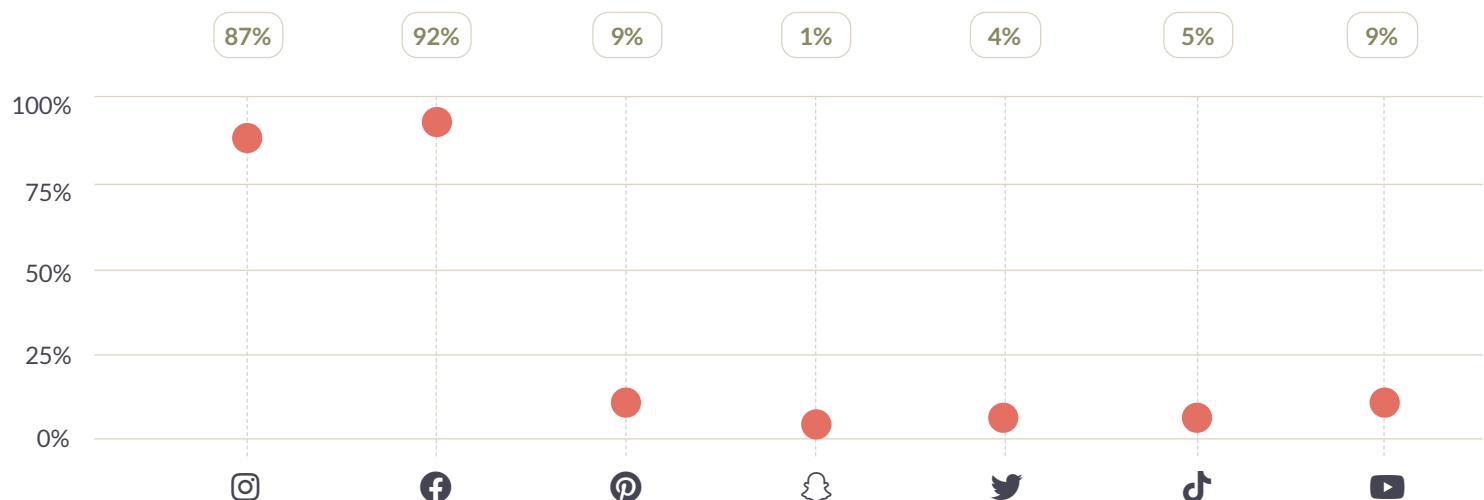
# Marriage Celebrant BUSINESS INSIGHTS



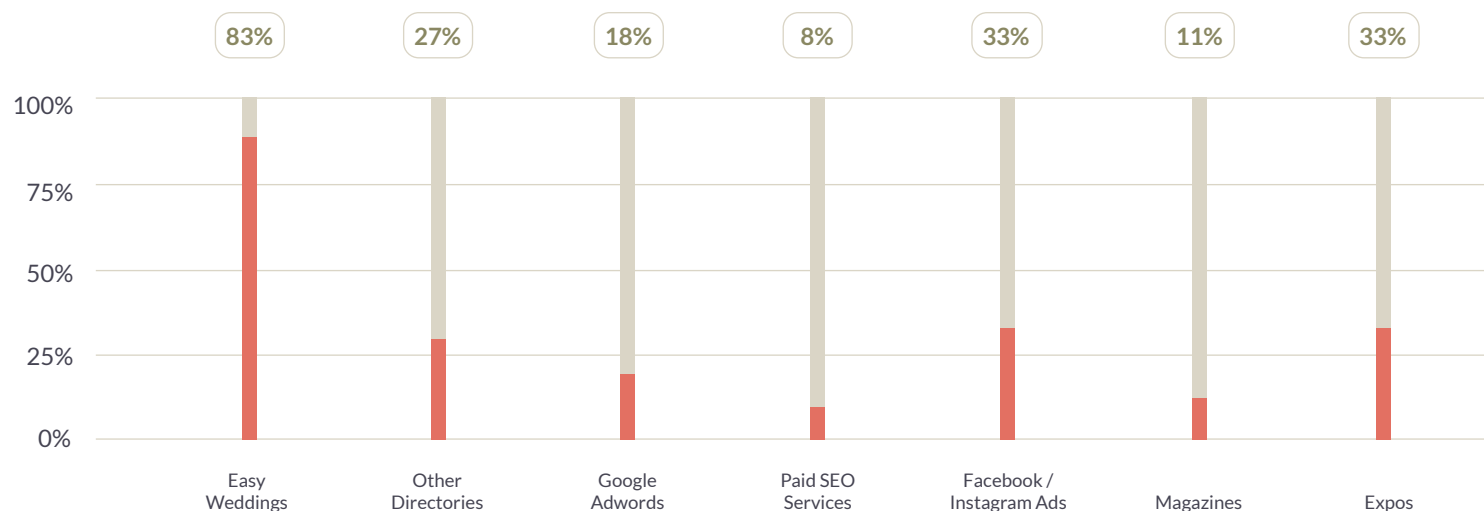
On average, marriage celebrants in Australia:

- Are among **9800+** registered celebrants across the country
- Spend **29%** of their revenue on marketing and advertising
- Work **16 hours** on each wedding
- Respond to couple enquiries within **24 hours (43%)** followed by within **1 hour (41%)**
- Are devoted **89%** to weddings and **11%** to funerals and other events

## Social Media Platforms Used by Marriage Celebrants



## Paid Marketing Channels Used by Marriage Celebrants



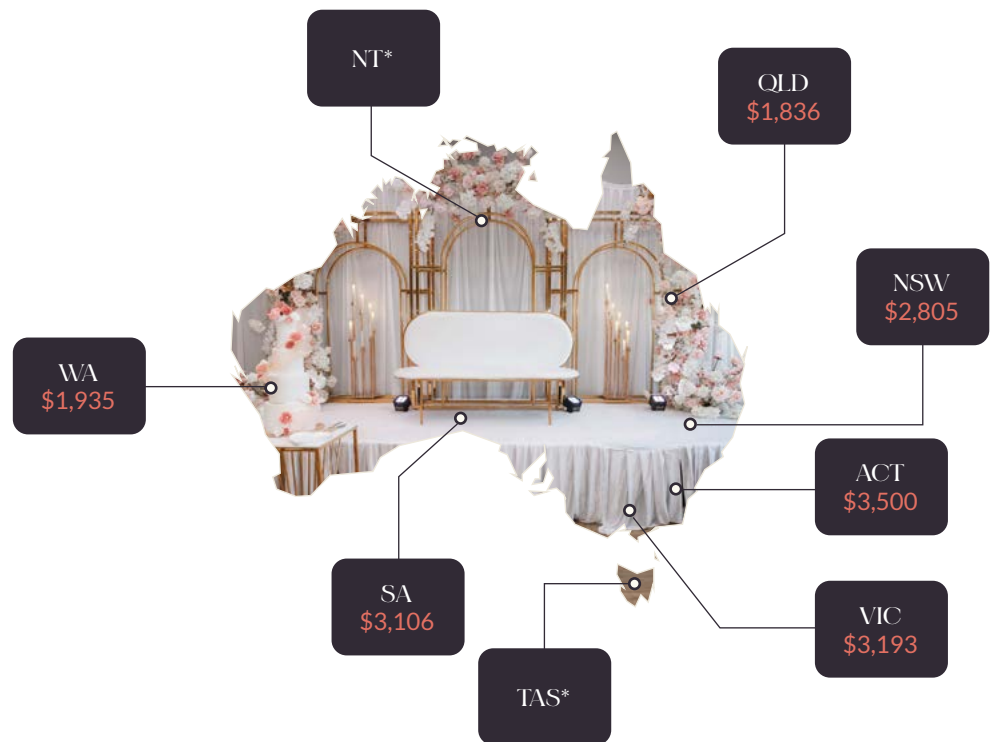
\*Easy Weddings data is skewed positively as most survey responders were current clients.



# Wedding Hire

★ 4.9 / 5 Couples Review Score

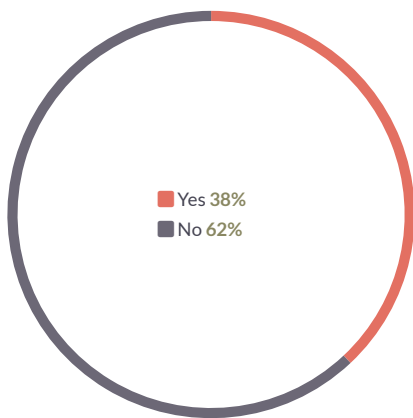
38% of Australian couples hire furniture and styling props for their big day. They seek full-service companies who will take care of delivery, setup, and pickup; and who work well with their chosen wedding venue. The most popular setting for couples to host their reception is in a garden or outdoors, and the most popular styles are rustic, modern/minimalist and romantic. Couples are looking to wedding hire companies for setup inspiration; so focusing on these key themes will assist in meeting the couple's vision.



Limited data for TAS and NT to provide a reliable average.\*  
Photo: Euphoria Event Hire

**\$2,626** is the average cost of wedding hire in Australia ↑ 20%

## Are you hiring furniture/styling props for your wedding?



## What will you be hiring for your wedding?



## Where couples feel suppliers excel:

- Last-minute inclusions were able to be added
- Items that hadn't been seen in person turned up exactly as the photos depicted
- Could hire either individual items, or groups of themed items
- Able to assist in creating a vision for blank canvas venues

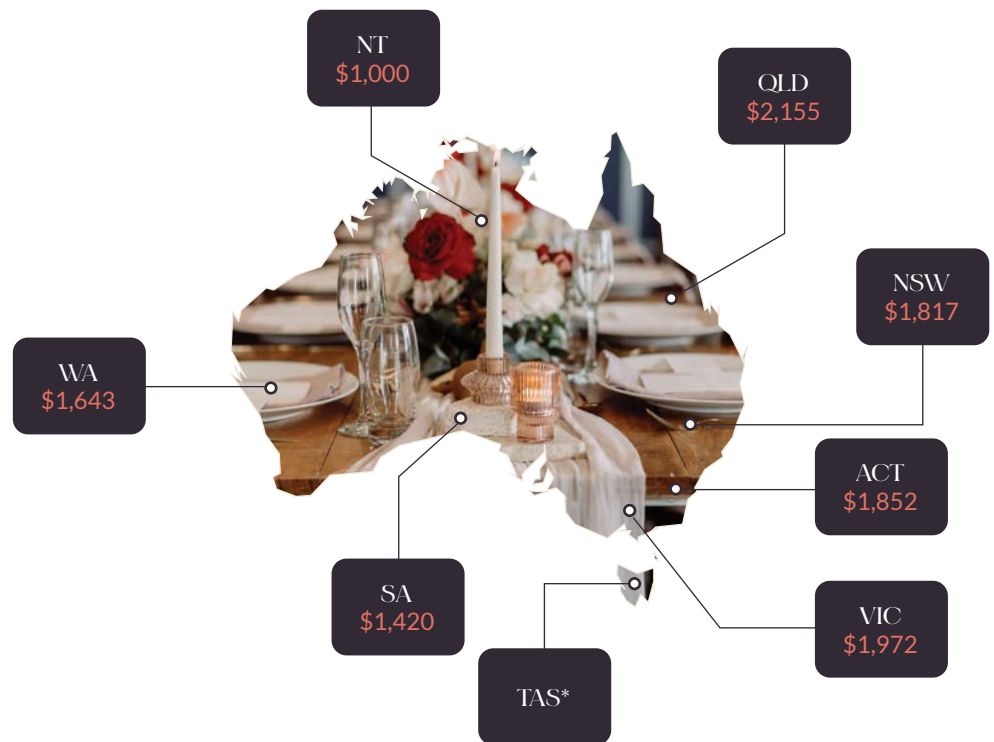
## Where couples feel suppliers could improve:

- Bookings were cancelled the day before or the day of the wedding without reason
- As time went on, ideas/suggestions from the couple were ignored
- Group of items varying in condition
- Unable to provide examples of setup of items to get a good idea
- Disorganised with booking details and mixed up with other bookings

# Decorations

★ 4.9 / 5 Couples Review Score

Together, Pinterest and Instagram make up 78% of where couples dream up decor inspiration for their wedding. After this, florists have the most influence. 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, modern/minimalist and romantic weddings are the three most chosen wedding themes, so suppliers will do well to adapt their collections to meet these style trends.

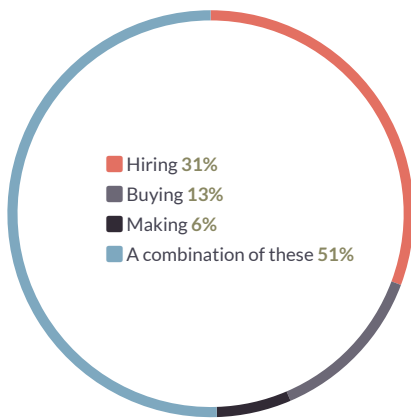


Limited data for TAS to provide a reliable average.\*

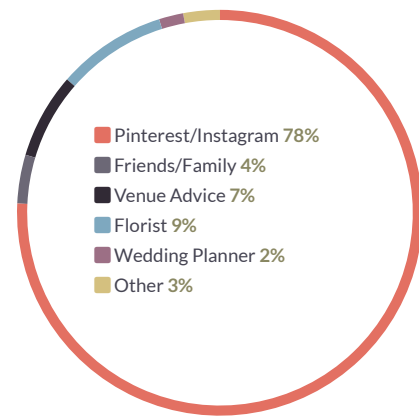
Photo: Vintage Peacock Hire And Events

**\$1,837** is the average cost of wedding decor in Australia ↓ 7%

## How will you be sourcing your wedding decor?



## What influences your wedding style/theme?



## Where couples feel suppliers excel:

- Flexibility of how much or how little was needed
- Large range of options to suit different themes
- Able to come up with customised ideas for a blank canvas venue
- Plenty of real wedding examples to show

## Where couples feel suppliers could improve:

- No official invoices or receipts for items
- Brief was not followed when asked to put examples together
- Items missing when delivered
- Quantity of items available did not match the stated amount
- Group of items varying in condition



# Videography

★ 5/5 Couples Review Score

The popularity of wedding videography remains strong as couples continue to desire a living, breathing memory of their big day. 70% of couples are choosing to have their wedding filmed and of these, 82% will engage a professional videographer to capture the day. This is up considerably from last year, by 22%, which is great news for suppliers of this profession. In fact, 11% of couples said they wished they had more budget for professional videography.

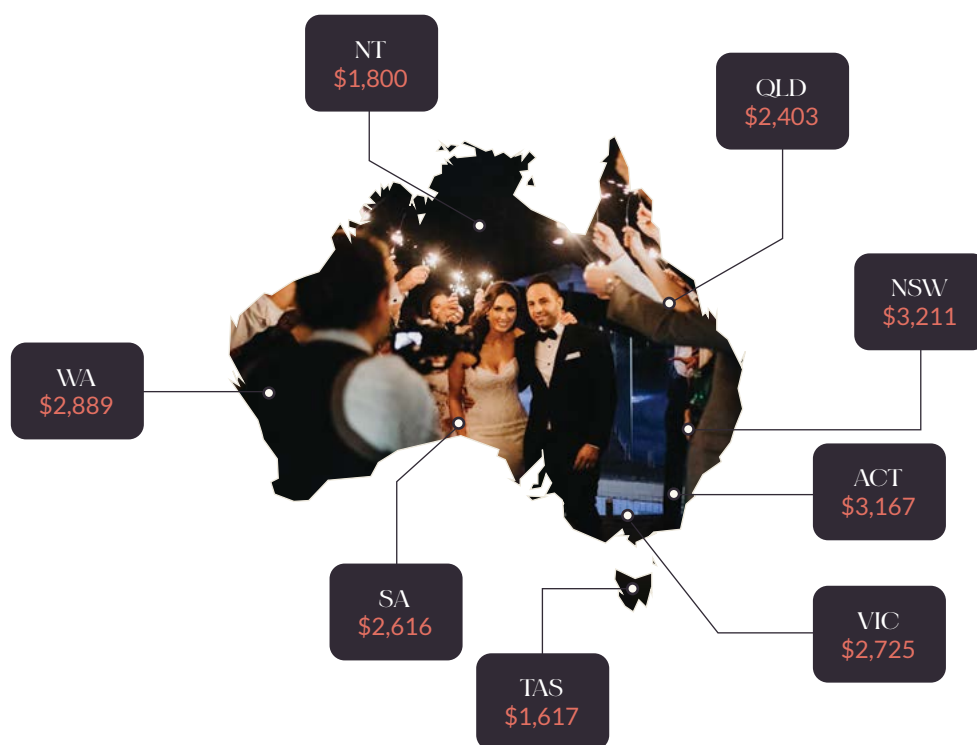
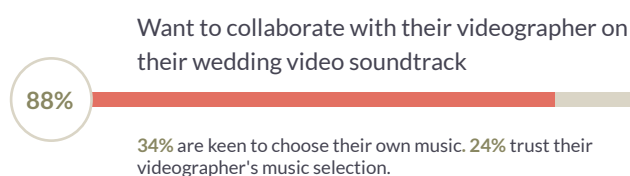
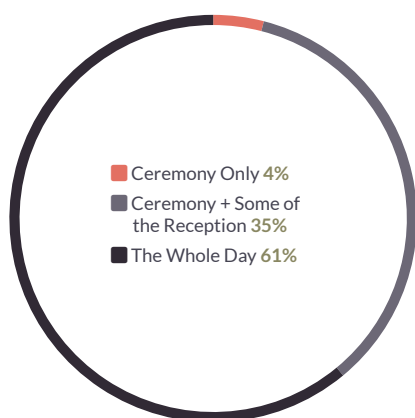


Photo: Love Magic Films

**\$2,812** is the average cost of a wedding videographer in Australia  $\pm$  0%

## For how long will you hire a videographer?



## Where couples feel suppliers excel:

- Took control where needed when bridal party wasn't cooperating, without overstepping
- Provided multiple styles of video to choose from
- Provided all raw footage if requested
- Offered alternative meeting arrangements - e.g, Zoom, Facetime
- Ensured they were dressed appropriately and in line with wedding style
- Visited venues they had never been to before to work out logistics

## Where couples feel suppliers could improve:

- Video was taken without audio (e.g. speeches)
- Did not work well with the photographer
- Disappeared for unscheduled breaks without reason
- Equipment setup was not done in adequate time for ceremony to start
- Supplier did not communicate with the couple on the day

# Wedding Photography COUPLES INSIGHTS



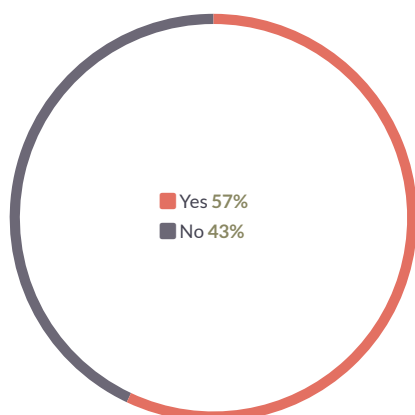
★ 5 / 5 Couples Review Score

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 capture their day, which is especially pertinent since **three-quarters** of couples are requesting no phones at the ceremony. The trend towards candid photography has slowed, with many couples (58%) desiring a mix of candid and posed photos rather than only candid – down by 42%. **Just over a third (37%)** of couples want photographers to capture photos from their entire day.

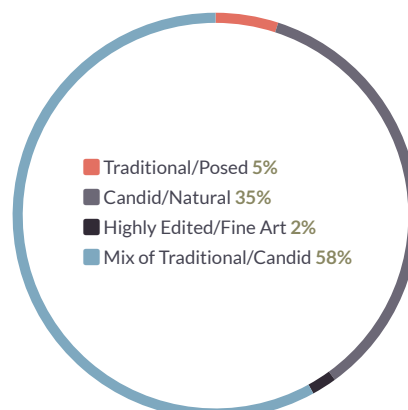
Shutterscope Media

<p><b>93%</b></p> <p>of couples will have a professional photographer at their wedding</p>	<p><b>36%</b></p> <p>commemorate their engagement with a professional engagement shoot</p>	<p><b>57%</b></p> <p>purchase a wedding album from their photographer</p>	<p><b>20%</b></p> <p>of couples most value their couple portraits, followed closely by the ceremony (19%)</p>
<p>'Unplugged ceremonies' are on the rise, with 74% of couples asking guests not to take photos with their phones during the ceremony, up from 66% last year.</p>			

Will you purchase a wedding album from your photographer?



What style of wedding photography do you prefer?





# Cost of Wedding Photography By State

**\$3,164**

is the average cost of wedding photography in Australia ↑ 3%

Photo: White Images



Natasha Larsen Photography

## Where couples feel suppliers excel:

- Seemed just as excited for the wedding as the couple
- Scouted out the venue prior to the day
- Contacted the videographer prior to the day to work out a 'game plan'
- Written confirmation sent after verbal agreements made
- Able to provide advice regarding the running of the day
- Plenty of experience in different weather settings and environments

## Where couples feel suppliers could improve:

- Final invoice had extras added to it that were not discussed
- Difficult to contact post-wedding about delivery of final photos
- Was shy and quiet in directing wedding party for photos
- Discussed personal issues with wedding guests
- Specifically-requested photos were missed
- Photos came back with extra shots that should have just been deleted (back of heads, blurry etc)

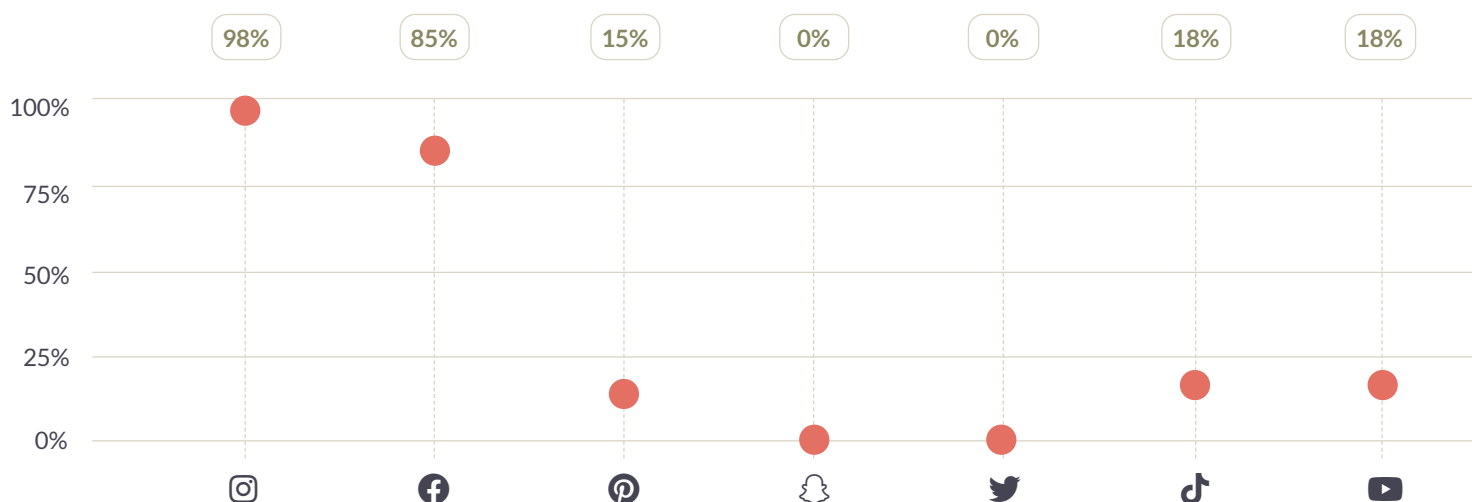
# Wedding Photography BUSINESS INSIGHTS



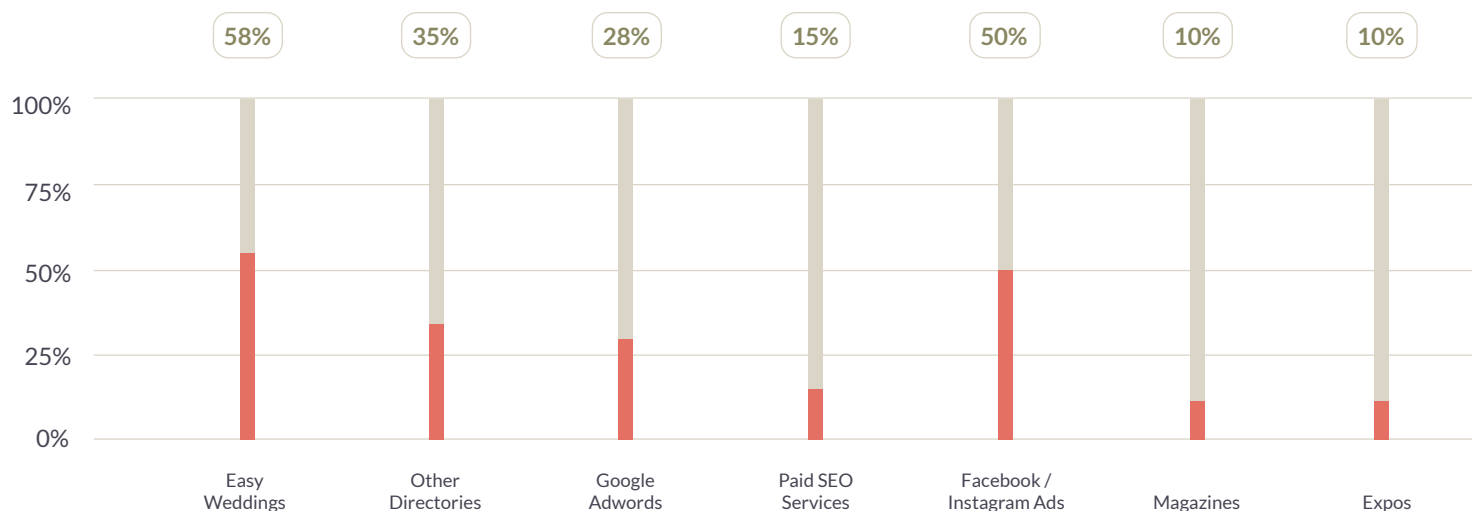
On average, wedding photographers in Australia:

- Spend **24%** of their revenue on marketing and advertising
- Work **26 hours** on each wedding
- Respond equally to couple enquiries within **1 hour (38%)** and **24 hours (38%)**
- Are devoted **74%** to weddings and **26%** to corporate or other photography

## 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.



# Wedding Cakes

★ 5/5 Couples Review Score

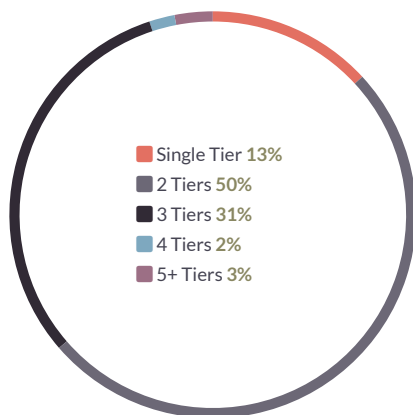
Wedding cakes are a relevant ongoing wedding tradition for a vast majority of couples, with almost all couples including a cake at their wedding. Of these, **two-thirds** entrust a professional cake maker to create a delicious and attractive cake, being one of the most photographed styling elements and rituals at a wedding. **44%** of couples serve only the cake as dessert making it an even more significant part of the reception. Increasingly, specialty cakes that cater to dietary restrictions are being requested, and couples love it when they taste as delicious – if not more – than traditional recipes.



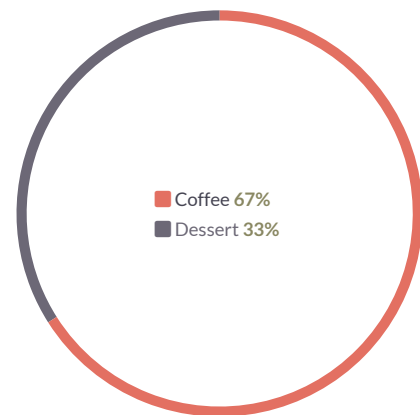
Photo: Dragonfly Cakes

**\$577** is the average cost of wedding cakes in Australia ⬆ 3%

## How many tiers will your wedding cake have?



## What size portions will you serve?



## Where couples feel suppliers excel:

- 'Simple' flavours were just as delicious as 'exciting' flavours
- Made the couple feel special at the cake tasting
- Able to source environmentally friendly and local ingredients
- Catered for all dietary requirements
- Worked directly with the florist for decorations and venue for drop-off
- Extras such as cake toppers could be sourced

## Where couples feel suppliers could improve:

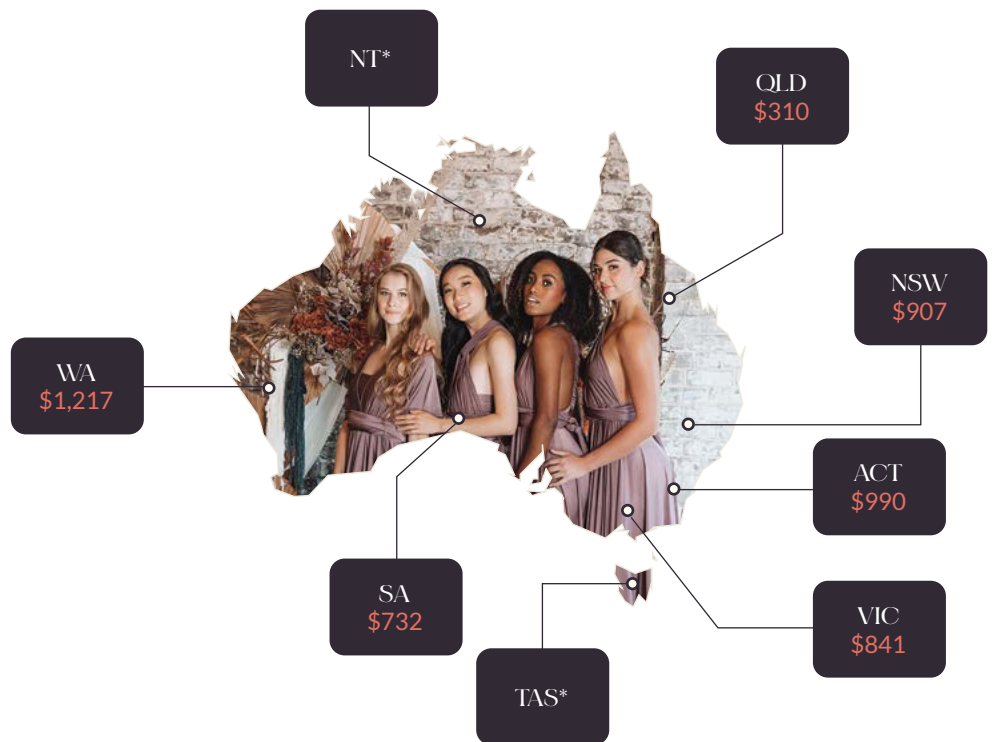
- Flavour was too intense/rich
- Additions made to design without consulting the couple
- Cake tasting not provided
- Difficult to reach the supplier close to the wedding
- Agreements not provided in writing

# Bridesmaids

★ 4.7 / 5 Couples Review Score

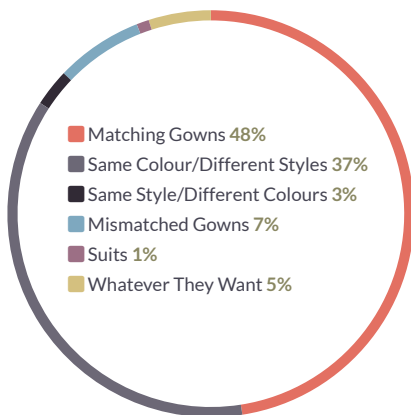
The tradition of matching bridesmaids continues to be the most popular choice at weddings with just under half of bride-squads wearing the same style and colour dress. We see this trend with hairstyles, too. After this, couples choose silhouettes that suit each maid individually while creating consistency through colour. **91%** of individual 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 three-quarters of the time, and the bride usually asks her best friend or sister to be maid of honour.

Limited data for TAS and NT to provide a reliable average.\*  
Photo: Model Chic

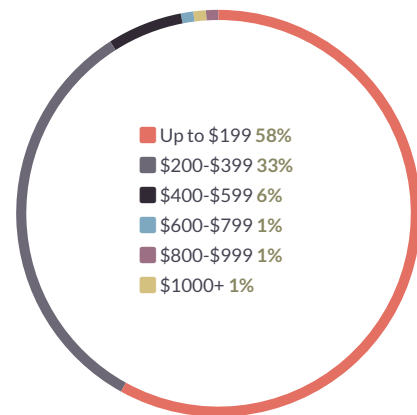


**\$656** is the average cost of bridesmaids' attire in Australia ⬇️ 6%

## What are bridesmaids wearing?



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



## Where couples feel suppliers excel:

- Felt the service was personal, and not 'just another customer'
- Recently discontinued stock was able to be sourced from other suppliers
- Didn't feel pressured to move outside of budget
- Plenty of options within bride's brief
- Able to choose different style dresses in the same colour to suit body shape
- Knowledgeable on latest trends and styling

## Where couples feel suppliers could improve:

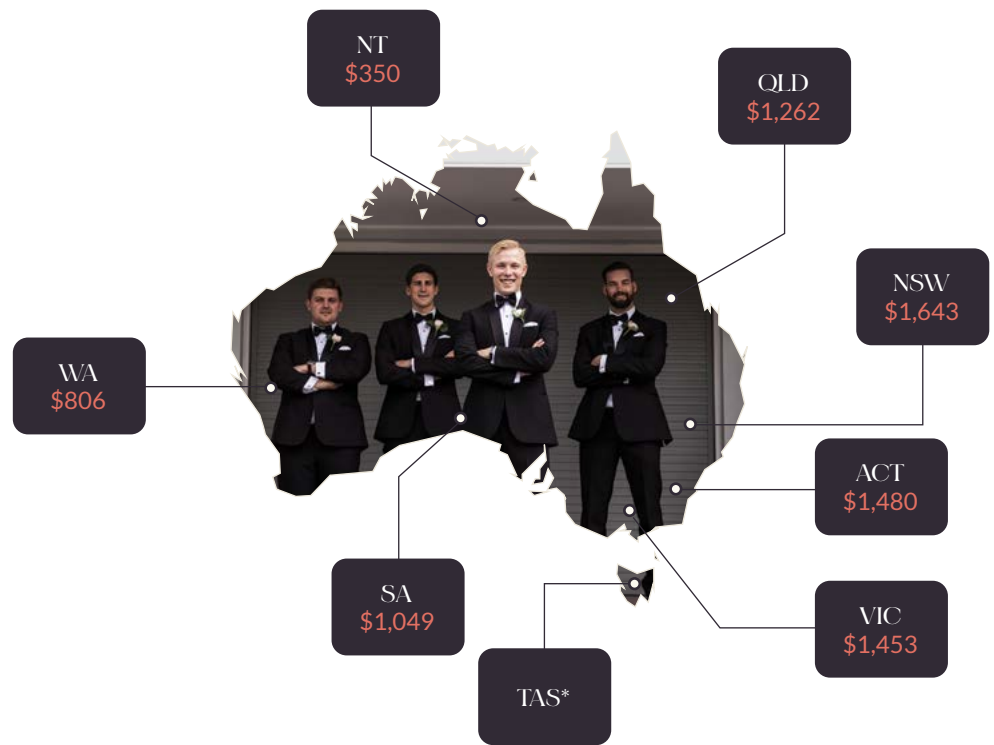
- Dresses not delivered on time without reason
- Dresses on display were not in stock
- Made to measure dresses didn't fit when arrived
- Staff didn't seem interested in helping with advice
- 'Matching' dresses turned up different shades of colour



# Formal Wear

★ 4.8 / 5 Couples Review Score

A little **more than half** of grooms (57%) will purchase a brand new suit off the rack for their wedding, while a further 20% will enjoy the experience of a bespoke suit tailored just for them. 11% of grooms will hire their outfit from a formal wear specialist. The formal wear purchase is usually a joint decision, influenced by the wedding colour scheme and coordinated with what the bridesmaids are wearing. The most popular dress code for weddings is formal (34%) followed by cocktail (28%).

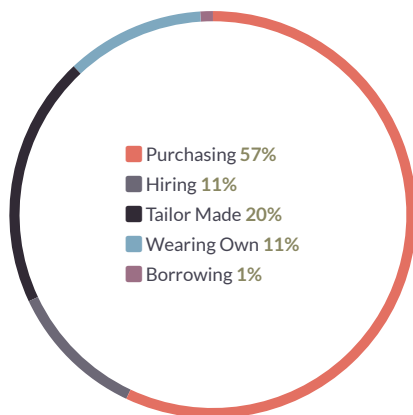


Limited data for TAS to provide a reliable average.\*

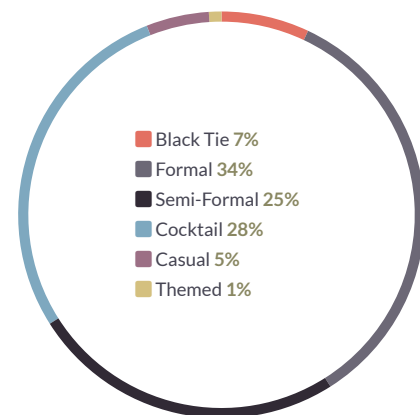
Photo: Peppers Formal Wear

**\$1,413** is the average cost of formal wear in Australia ↓ 2%

## How are grooms suiting up for their wedding?



## What's the dress code of your wedding?



## Where couples feel suppliers excel:

- Knowledge in latest trends and styles to suit different themes and weather
- Able to coordinate suit colours with a sample of the wedding dress or bridesmaid dresses
- Provided suggestions on what shoes and accessories would match
- Didn't feel pressured to move outside of budget
- Felt the service was personal, and not 'just another customer'

## Where couples feel suppliers could improve:

- Required deposit upfront with no payment plan option
- Items arrived in wrong colours or sizes
- Orders mixed up with other customers'
- Items sent to the incorrect pickup location
- No price consistency between stores for the same item

# Wedding Music COUPLES INSIGHTS



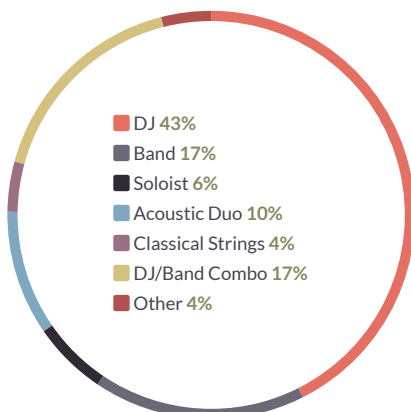
★ 5/5 Couples Review Score

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 equally by a band or a DJ/band combo. **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 (**37%**). Couples love it when their DJ can also fulfil the role of MC.

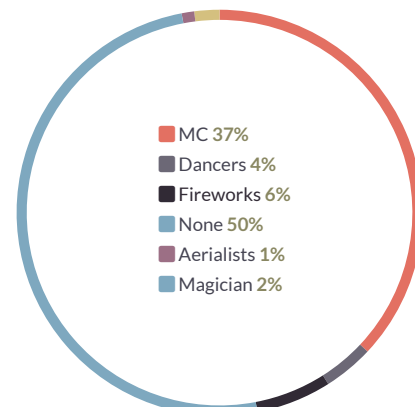
Party Club Band



What type of music are you having?



What other entertainment are you having?





# Cost Of Wedding Music By State

**\$1,808**

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

Photo: DJ Callum Gracie



Baker Boys Band

## Where couples feel suppliers *excel:*

- Adjusted volume appropriately for different portions of the night
- Online portal for music selection
- Extras such as smoke machines, spotlights, etc able to be added to package
- Able to provide an MC service if required
- Encouraged guests to dance without being over the top

## Where couples feel suppliers could *improve:*

- Volume was different for each song
- Quality of music was not clear
- MC provided didn't seem engaged and lacked energy
- Preferred song list was not played
- Comments made about 'taste in music'
- Agency sent a different person on the night than couple were expecting

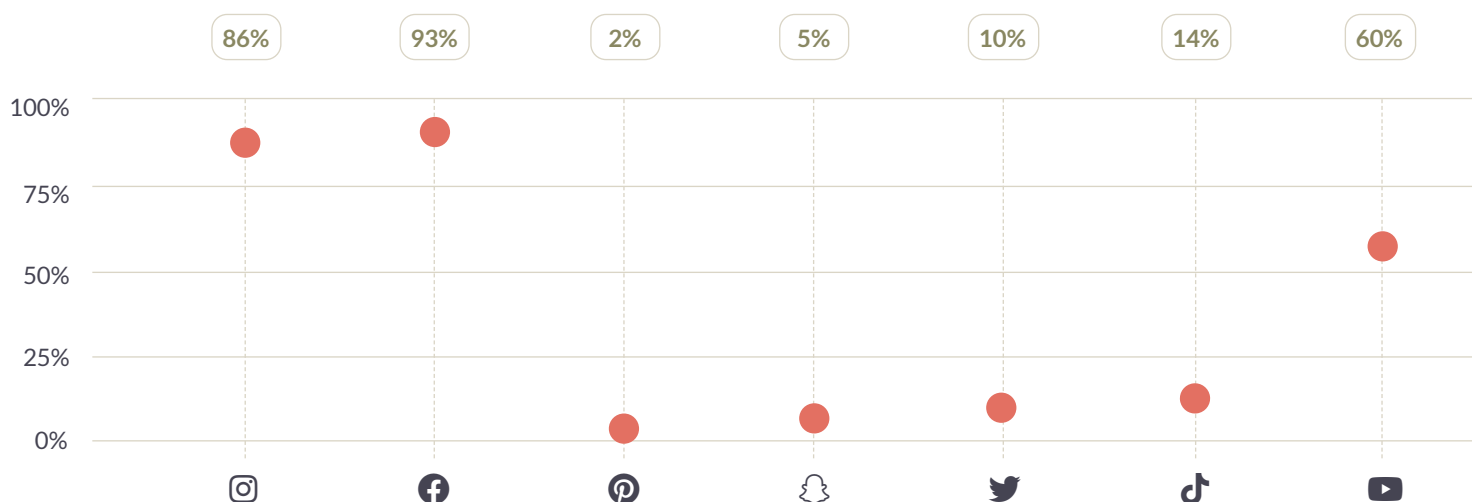
# Wedding Music BUSINESS INSIGHTS



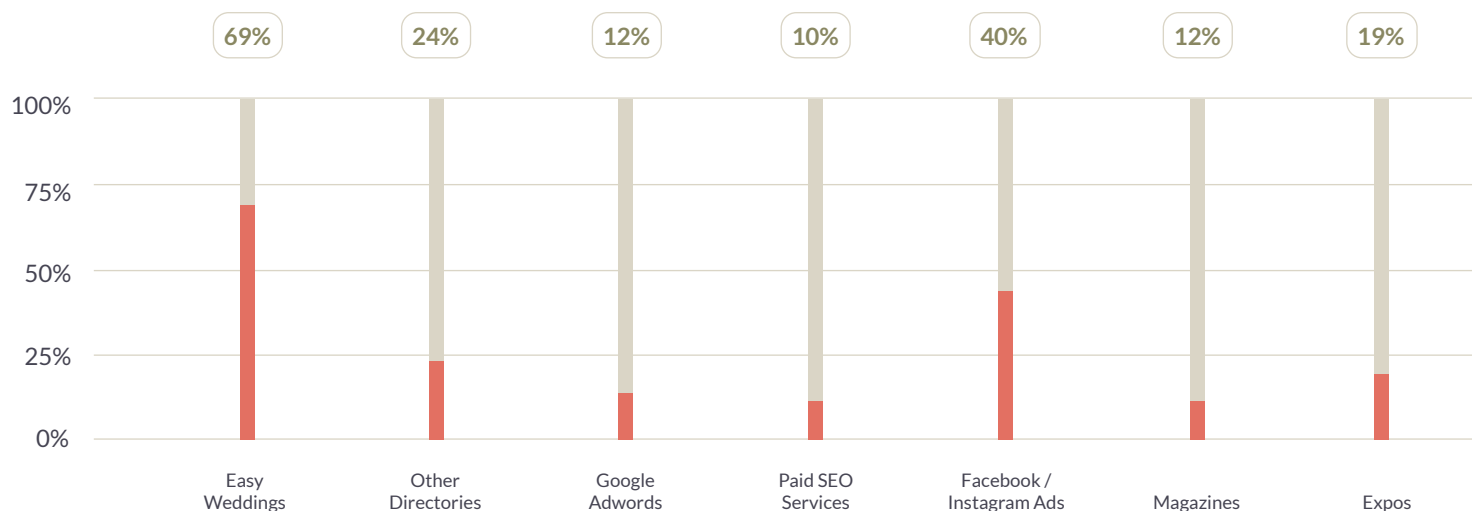
On average, wedding musicians in Australia:

- Spend 20% of their revenue on marketing and advertising
- Work 14 hours on each wedding
- Respond to couple enquiries within 24 hours (39%) followed by within 1 hour (29%)
- Are devoted 64% to weddings and 36% to corporate or other events

## Social Media Platforms Used by Wedding Musicians



## Paid Marketing Channels Used by Wedding Musicians



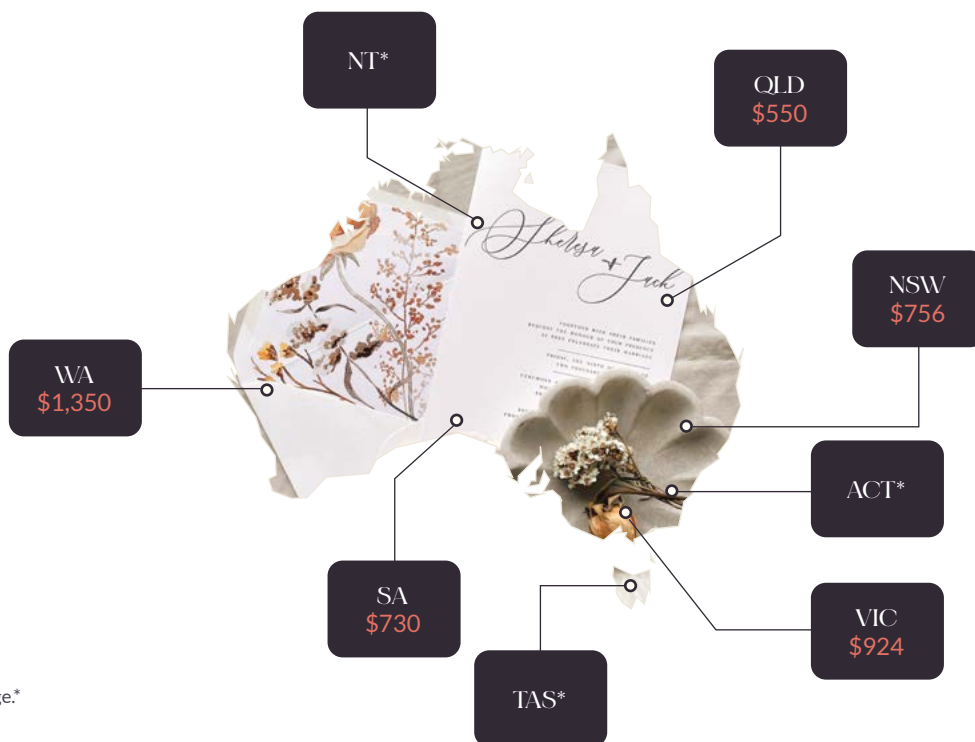
\*Easy Weddings data is skewed positively as most survey responders were current clients.



# Invitations

★ 4.9 / 5 Couples Review Score

The wedding invitation is the first glimpse guests receive into the style of celebration the couple is having. To build excitement, a **third** of Australian couples will hire a professional invitation designer to create beautiful, printed invitations that they send in the post. Slightly fewer will opt for professionally designed place cards, too. **40%** of couples will communicate additional information via a wedding website. Couples are looking for quality finishes, meticulous attention to detail, and flexibility with design from their invitation suppliers.

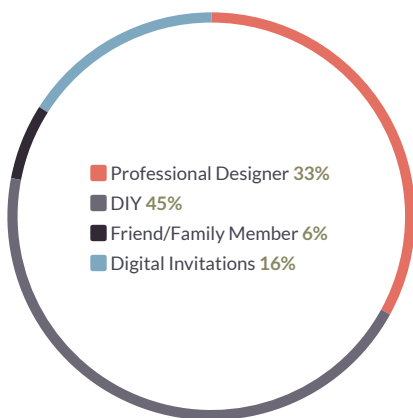


Limited data for ACT, TAS and NT to provide a reliable average.\*

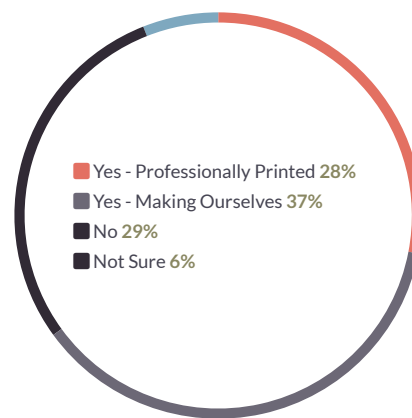
Photo: The Hello Bureau

**\$805** is the average cost of wedding invitations in Australia ↑ 6%

## Where will you get your invitations from?



## Will you be having place cards at your wedding?



### Where couples feel suppliers excel:

- Easy design software for online businesses
- Couple were able to provide a draft of what they were wanting
- Able to source environmentally friendly materials
- Sample packs provided before deciding on final design

### Where couples feel suppliers could improve:

- Brief was not followed when asked to put examples together
- Unable to provide tracking information once invitations were shipped
- Long delivery time without reason or communication
- No flexibility in items required (e.g. groups of 10 only)

# Wedding Cars COUPLES INSIGHTS



★ 4.9 / 5 Couples Review Score

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. 43% of couples hire specialist 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.

84%

of couples need transport of some kind for their wedding

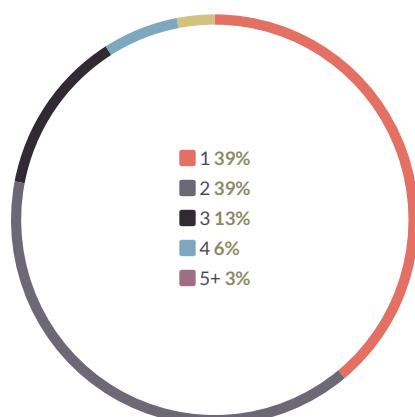
43%

hire a specialist wedding car provider

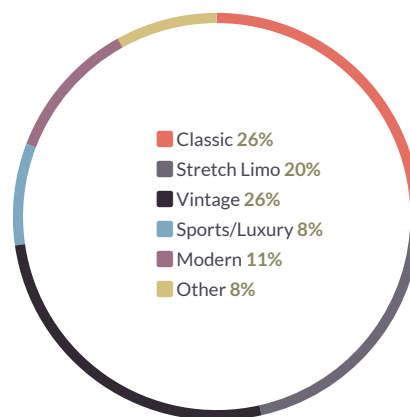
52%

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

**\$1,137**

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

Photo: Jaguars With Grace



Tic Tac Tours And Premier Limousines

## Where couples feel suppliers excel:

- Visited venues they had never been to before to work out logistics
- Driver ensured they were not in the way of photographers
- Sheltered the bridal party from rain in wet weather
- Took the couple on a test ride to show what the car was like before booking
- Driver dressed professionally

## Where couples feel suppliers could improve:

- Air conditioning wasn't adequately working/serviced
- Was pushy with the bridal party to hurry up with photos
- Driver was uncooperative with the photographer
- Parked too far away from the venue at drop off

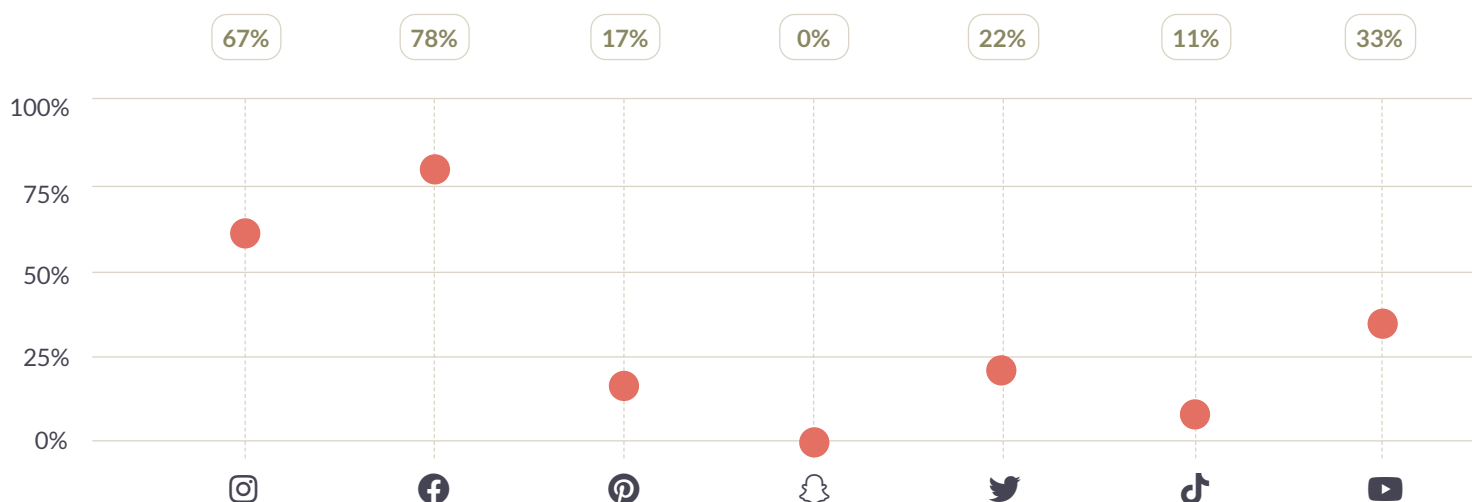
# Wedding Cars COUPLES INSIGHTS



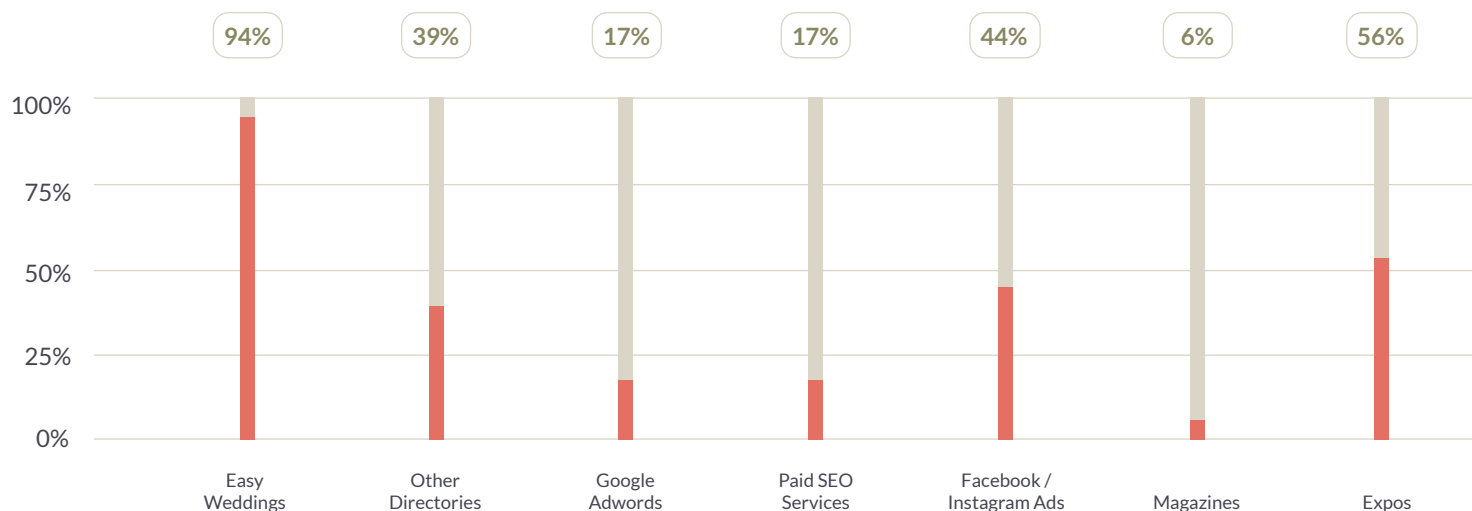
On average, wedding car businesses in Australia:

- Spend **32%** of their revenue on marketing and advertising
- Work **8 hours** on each wedding
- Respond to couple enquiries within **24 hours (50%)** followed by within **1 hour (44%)**
- Are devoted **83%** to weddings and **17%** to corporate or other clients

## 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.



# Photo Booths

★ 4.9 / 5 Couples Review Score

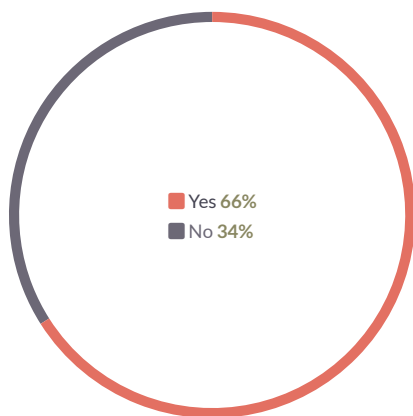
Two-thirds of couples are including a photo booth of some kind at their wedding reception as an added interactive experience in addition to music. A third of these hire a professional photo booth provider and are evenly split between the traditional enclosed photo booth and unique booths such as Kombi or mirror photo booths. Only 9% of couples choose to DIY their own photo booth, and couples love receiving the digital photos afterwards.



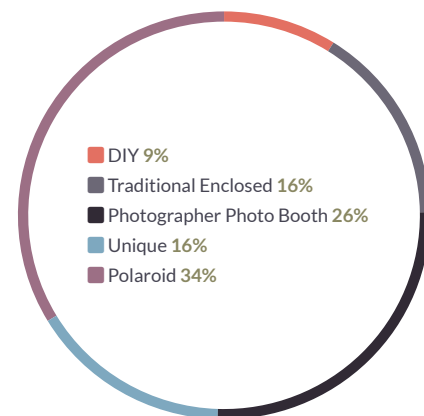
Limited data for TAS and NT to provide a reliable average.\*  
Photo: Botanical Photo Booth

**\$921** is the average cost of photo booths in Australia ↑ 2%

Are you having a photo booth at your wedding?



What type of photo booth are you having?



Where couples feel suppliers excel:

- Photos provided on USB or digital gallery
- Attendant kept guests engaged
- Able to choose from a range of props
- Visited the venue prior to wedding to work out logistics
- Extras included, such as double copies
- Personalised our photo strip to match with wedding theme

Where couples feel suppliers could improve:

- Equipment stopped working during the event
- Equipment looked old and out of date
- Props were dirty
- Names misspelt or details incorrect on photo strip
- Operator not dressed appropriately
- Operator was rude to guests who needed help using the booth

# Hair & Makeup COUPLES INSIGHTS



Perfect Pout Hair & Makeup / Veri Photography

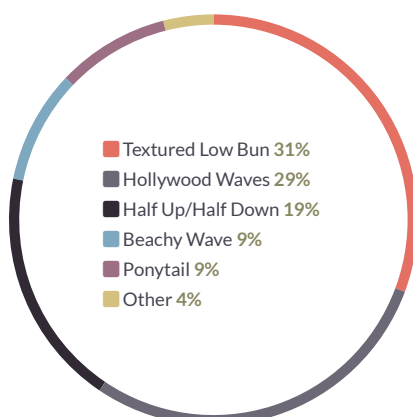


★ 5/5 Couples Review Score

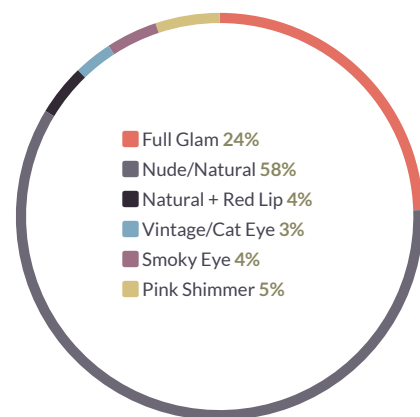
Brides continue to love a fresh-faced look for their wedding, with **58%** preferring natural makeup over other styles. Conversely, the next most popular style among a quarter of brides is full glam! Hollywood waves for long hair and a textured low bun for medium-length hair top the list of preferred 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.

<p><b>87%</b></p> <p>of brides will hire professional hair and makeup artists for their wedding</p>	<p><b>58%</b></p> <p>The most popular makeup look with brides is nude/natural</p>	<p><b>78%</b></p> <p>of brides will have a hair and makeup trial. <b>7%</b> of bridesmaids will have one, too</p>	<p><b>48%</b></p> <p>of bridesmaids will have a matching hairstyle that differs from the bride's</p>
<p>The two most popular wedding hairstyles are the textured low bun (<b>31%</b>) and Hollywood waves (<b>29%</b>)</p>			

What hairstyle will you have for your wedding?



What makeup style will you have for your wedding?



# Cost Of Hair & Makeup By State

**\$762**

is the average cost of wedding hair and makeup in Australia ⬆️ 5%

Photo: Viorika Iliy



Evalyn Parsons

## Where couples feel suppliers excel:

- Able to provide tips on how to sustain hair and makeup during certain weather and temperatures
- Able to recommend hair or makeup artists they'd worked with previously
- Allowed the bridal party to have an input into preferred brands that worked for their skin
- Gave advice on skin care routine and hair treatments prior to wedding
- Included a 'survival' bag for wedding party (e.g. extra bobby pins)
- Different techniques available depending on what bride wanted (e.g. airbrushing)

## Where couples feel suppliers could improve:

- Makeup was applied very heavily
- Products smudged throughout the day when told they were 'waterproof'
- Only provided one brand of product that didn't work with different skin types
- Trial hair held up better than final wedding hair
- Items such as hair straighteners were forgotten by the stylist, had to use the bride's
- Arrived late, leaving no time for changes if needed



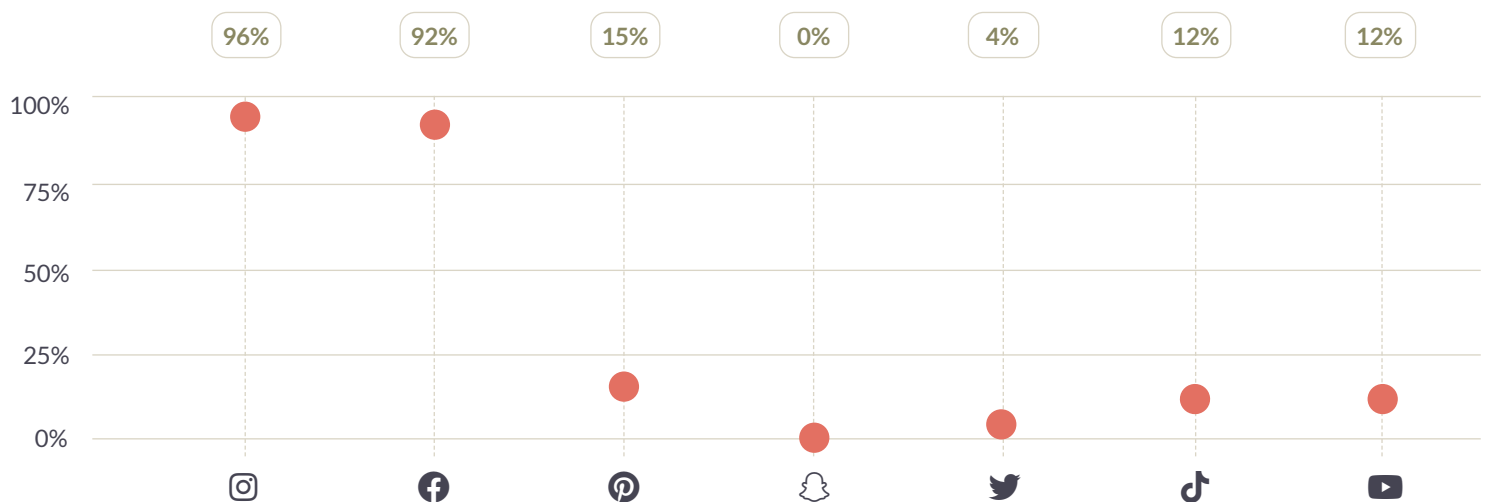


Tahlia Tropeano Makeup Artistry

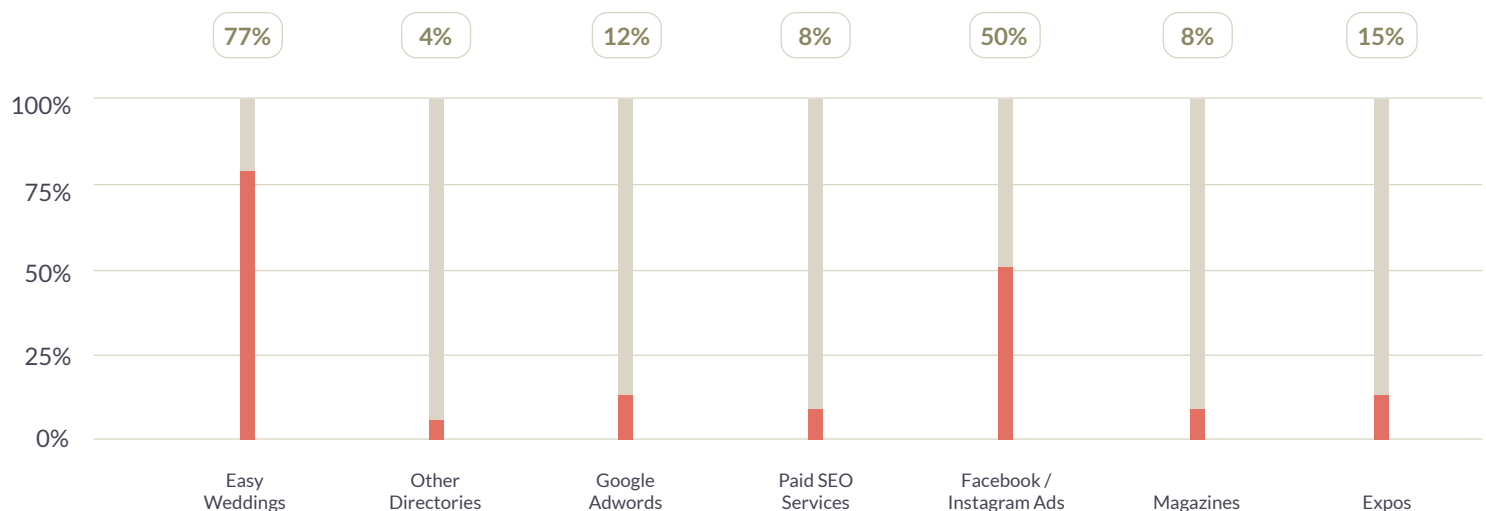
On average, hair and makeup artists in Australia:

- Spend **21%** of their revenue on marketing and advertising
- Work **10 hours** on each wedding
- Respond to couple enquiries within **24 hours (56%)** followed equally by within **1 hour (22%)** and within **2 days (22%)**.
- Are devoted **61%** to weddings and **39%** to corporate or other events

## Social Media Platforms Used by Hair and Makeup Artists



## Paid Marketing Channels Used by Hair and Makeup Artists

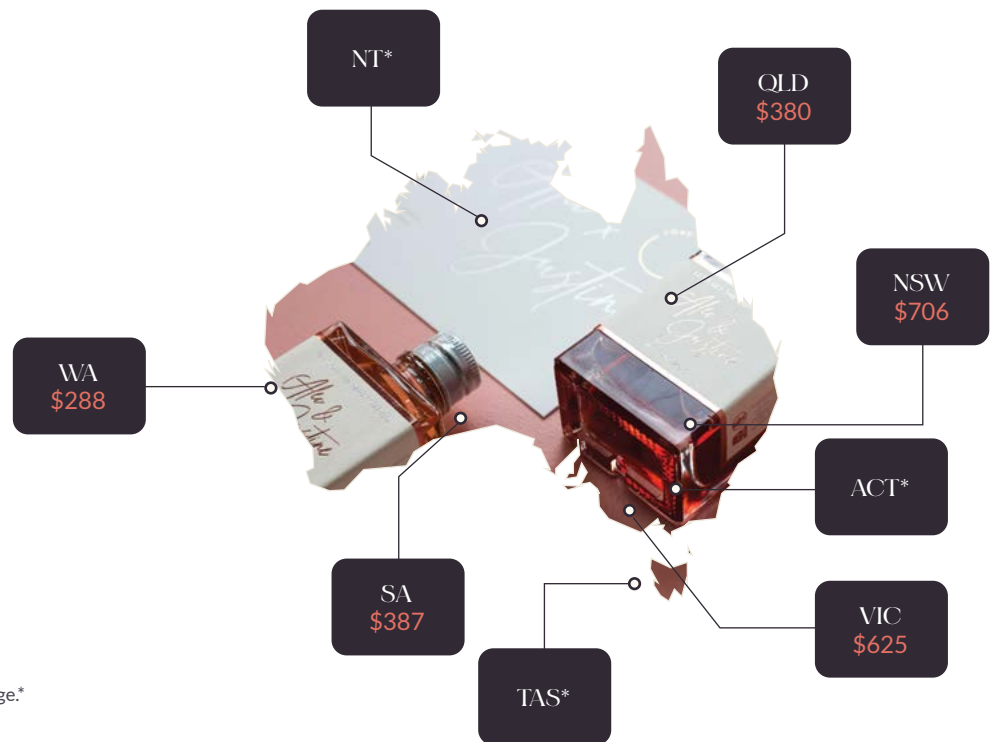


\*Easy Weddings data is skewed positively as most survey responders were current clients.

# Bomboniere

★ 4.9 / 5 Couples Review Score

69% of couples thank wedding guests for their presence with bomboniere of some kind. A third of these will purchase from a bomboniere supplier. The most popular wedding favours gifted to guests are edible gifts and personalised items. Of the “other” responses, many couples like candles and miniature cocktail bottles as favours. Charity donations have jumped from 10% to 14% in the year and sustainability factors are high on couples’ minds. 69% of couples spend up to \$5 per guest on favours and a further 20% between \$5 and \$10.

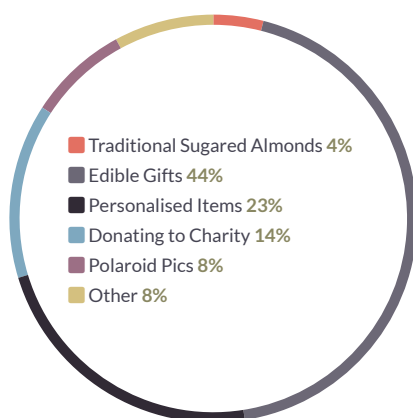


Limited data for ACT, TAS and NT to provide a reliable average.\*

Photo: Foxtails - Premium Bottled Cocktails

**\$578** is the average cost of bomboniere in Australia ↑ 6%

## What kind of wedding favours are you gifting your guests?



## How are you sourcing your bomboniere?



## Where couples feel suppliers excel:

- Edible items were fresh and tasted delicious
- Provided quality packaging to protect items from damage during postage
- Able to source environmentally friendly materials
- Provided extras in case of guest numbers weren't accurate
- Sample packs provided before final order

## Where couples feel suppliers could improve:

- Finer details such as stitching were of poor quality
- Items not delivered with adequate time to make changes when there was an issue
- Mailing items back were at the cost of the couple
- Supplier branding was large or obtrusive

# Honeymoons



★ 4.8 / 5 Couples Review Score

With borders reopening post-COVID, couples are finally getting back to overseas honeymoons, with **61%** heading abroad, up from **24%** last year.

The number one honeymoon destination for Australian couples, however, remains homegrown - with **18%** heading to Queensland, as newlyweds.

Many couples who have not been able to travel for a few years are using their honeymoon as an excuse for a more lavish holiday, spending **over a third** more than the previous year (**38%**).

Despite the increase in honeymoon budget, most couples will still spend between one and two weeks honeymooning after the big day. Around a **quarter** of couples will take a more extended honeymoon of three or more weeks. **Just over half** of couples (**58%**) like the idea of taking a “minimoon” before their main honeymoon.

**\$8,007** is the average cost of a honeymoon for Australian couples ↑ 39%

**39%**

of couples will honeymoon in Australia

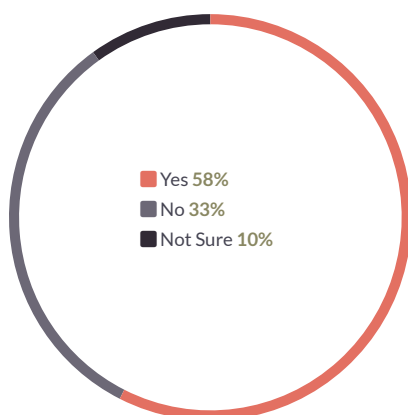
**61%**

will have a honeymoon abroad

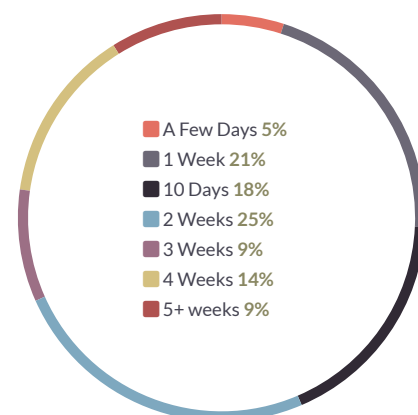
**12%**

of couples said they wished they could spend more on their honeymoon

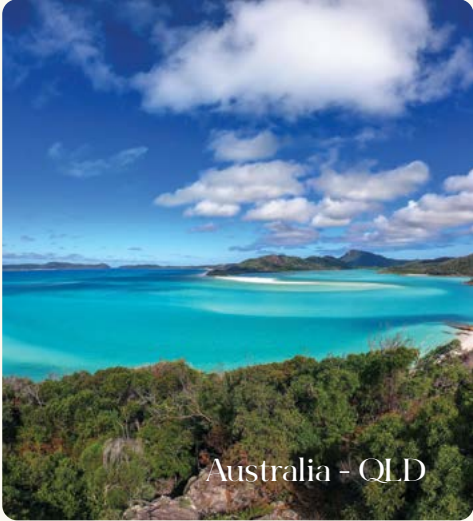
Would you consider a minimoon before the big honeymoon?



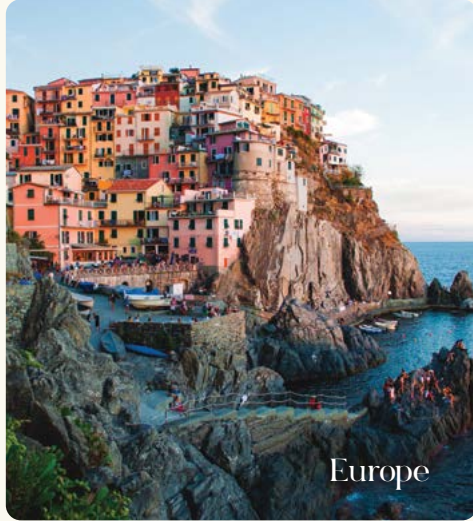
How long do couples honeymoon?



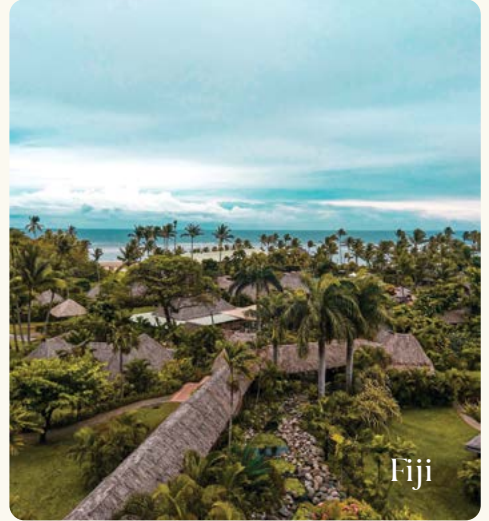




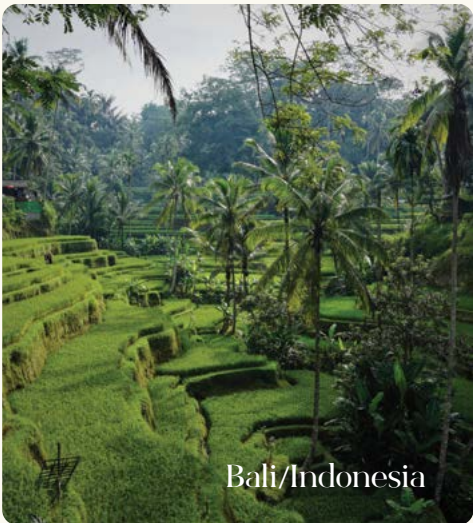
Australia - QLD



Europe



Fiji



Bali/Indonesia

# TOP 10

## *Honeymoon*

### Destinations



Australia - NSW



Japan



New Zealand



Australia - TAS



Australia - WA



Maldives



# Destination Weddings



★ 4.9 / 5

New Zealand continues to hold the top spot for an Aussie destination wedding. The UK, Fiji, Italy, and Greece all remain popular for 2023 weddings and beyond.

In years gone by, couples keen on a destination wedding overseas would jet to tropical Asian islands like Bali and Phuket. This year, however, those destinations have been bumped in favour of the USA, and in particular Hawaii. It seems since the pandemic, couples are keen to splurge extra for the island wedding experience.

90%

of couples marry in their home state or territory







8%

marry in an Australian state or territory outside of their own

2%

of couples head overseas to get hitched

## Top Desired Overseas Wedding Destinations

-  New Zealand
-  UK
-  Fiji
-  Italy
-  USA + Hawaii
-  Greece





FEATURED

# Destination Wedding

📍 New Zealand

View the full wedding story on  
[easyweddings.com.au/real-weddings/](https://easyweddings.com.au/real-weddings/)







A man with a beard and glasses, wearing a white shirt, is laughing joyfully. He has a boutonniere on his lapel. Confetti is falling around him. In the background, there are trees and a white fence. To the right, a person's hand is visible holding a smartphone.

# Success

+ *General insights*



# General Insights

## How Couples Are *Influenced* To Buy

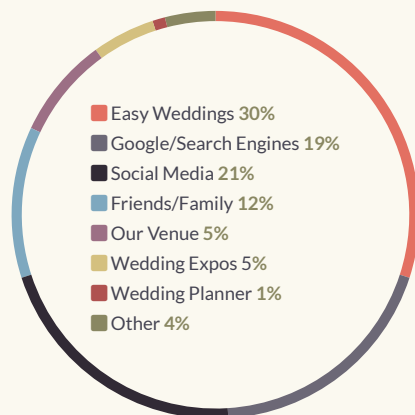
In order of importance, couples rank these influences on their decision to purchase or hire from a wedding vendor:

1. They are up-front with their pricing
2. Their photos/posts fit with the wedding I want
3. Previous customers left positive reviews
4. I felt a personal connection with the supplier
5. They have a flexible refund policy for unforeseen circumstances
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 **clear and upfront pricing** was the **number one** factor couples want from potential wedding vendors.

Narrowly in second place was **the supplier's photos fitting the wedding they want**. Pictures tell a thousand words; so carefully considering which **images** you use to represent your business on your website and Easy Weddings storefront is crucial. Couples are looking for inspiration to help build their wedding day vision board; that's why it's important to include photos that not only appeal to your target market, but also demonstrate the kind of weddings you want to attract.

### Where do couples first discover their wedding vendors?



### After finding suppliers on Easy Weddings, what do couples do next?



It is important 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 or via email, making attribution to Easy Weddings difficult.

## When To Ask for Reviews

When asking for reviews, it can be helpful to send an initial request around **three days after the wedding** while the couple is still on a high. **A month after the wedding date** is a good timeframe for a follow-up request if they haven't yet reviewed you, as most couples are honeymooning for up to two weeks and will have returned by then. Asking once will generally get a response from **1 in 5** couples, but asking twice will up your response rate to **1 in 3**.



# Wedding Business Checklist

## 1. Customers

- Describe your ideal client persona and know where to find them.
- Refine your value propositions: **3-5 reasons** why couples should do business with you.
- Traverse your customers' touchpoints and list those that need improvement.
- Nail the perfect virtual sales meeting (over Zoom / WhatsApp / Google Meet).

## 2. Visuals

- Find just a few photos that will become your consistent hero images for all advertising, social media and website.
- Ensure you have aspirational images throughout your site and sales collateral. If needed, contact photographers from recent weddings.
- Update your brochures, menus, product selection. Consider Fiverr or Upwork for low-cost outsourcers.
- Create a video that you can use to show your product better. Product walkthroughs, behind the scenes, other weddings you've done etc.

## 3. Website

- Ensure your site's SEO is in order - i.e. well-structured title tags, description and content (add the Yoast plugin to your WordPress site).
- Add a video to every landing page on your website.
- Ensure the website is optimised for mobile. Every page must be easy (and fast) to navigate on mobile.
- Setup / update your Google My Business page.

## 4. Social Media

- Create a weekly posting schedule for your Facebook page.
- Create a daily posting schedule for your Instagram page (use a program like [Later.com](https://later.com) for scheduling).
- Create video to share - how-to's or educational content.
- Use stories to show behind the scenes.

## 5. Easy Weddings

- Update your storefront with a special offer (value add, not discount).
- Update your storefront with better inspirational and aspirational images.
- Talk to your account manager and ask for suggestions on improving results.
- Obtain at least **5 recent reviews** and respond to them on Easy Weddings.

## 6. Networking

- Build a relationship with **at least 5 new suppliers** that may be able to refer work to you.
- Join one business group, not necessarily weddings.
- Organise a business coach or a mentor for the **next 12 months**.
- Reach out to a similar business in another state (non-competitive) and organise a virtual coffee.

## 7. Sales

- Set up a reporting funnel that you can look at monthly that shows conversion rates from Enquiries → Conversations → Inspections → Sales
- Clearly define and implement sales process in a CRM.
- Determine how to get back to all future enquiries within **10 minutes**. Consider an automated text message / email letting the couple know the enquiry has been received and will be actioned ASAP.
- Update your sales collateral and T&Cs to reduce risk to you and the customer.

## 8. Pricing

- Calculate your most profitable product and decide how to increase the percentage of customers that will buy this product.
- If you are converting more than **80%** of your face-to-face appointments, or are close to capacity, increase your rates by **10%**.
- Increase your rates for the **32 main wedding dates** of the year (specifically Saturdays in March, April, Sept, Oct & Nov).
- Look at your payment terms and consider asking for a larger deposit (if appropriate).

## 9. Operations & Finances

- Create step-by-step instructions for providing every product / service in your business.
- Look for opportunities to outsource any steps in the process that are of low value.
- Create your annual budget.

## 10. Staff

- Define what your WFH / flexible office arrangement or return-to-office looks like.
- Create company / team dashboards that list **1-3 KPIs** for each employee. View these in a weekly team meeting.
- Schedule your meeting rhythms - i.e. Management Meeting, Daily Standups, Weekly 1 on 1s.
- Set your goals for the next year. Then set big, audacious five-year goals. Present to the entire team. Offer a team reward if these are achieved.

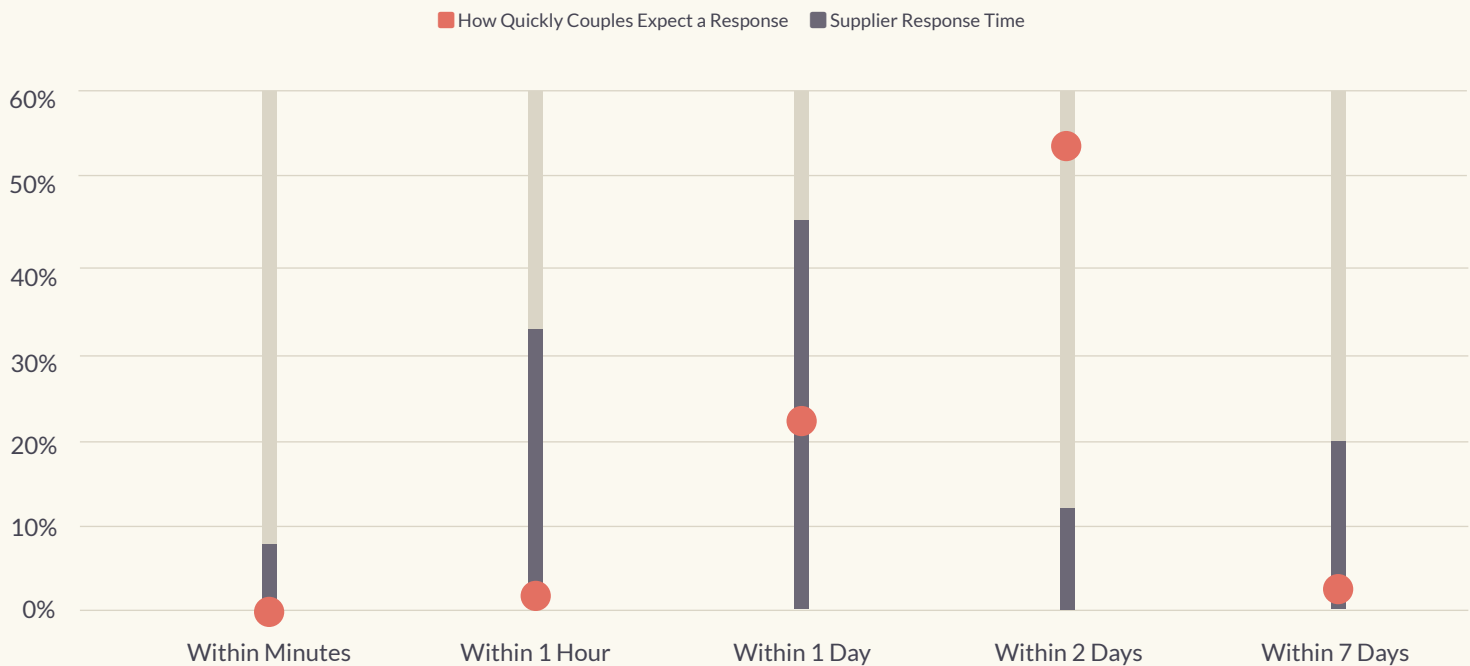
# Customer Service

★ 4.9 / 5

The average review score for suppliers on Easy Weddings is **4.9 stars** out of five, remaining unchanged from last year. Couples seem to love vendors on Easy Weddings! Suppliers continue to impress clients with how quickly they respond to enquiries. Just over half of couples (**54%**) expect a response to their enquiries within **48 hours**, yet, most suppliers (**85%**) respond to an enquiry within the same day or hour - and in some instances, within minutes!

The average wedding business spends **31 hours** preparing for weddings in addition to the day. That's a **10-hour** jump from last year's result, so including your preparation hours in quotes and invoices will show your clients how much value you are providing.

## How Suppliers Are *Exceeding* Couples' Expectations of Enquiry Response Times



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

Couples who booked suppliers based on the information they received within a reasonable time frame.

62%

Couples who tended to book the first supplier that got back to them.

19%

**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.



Couples who favour email when making contact with suppliers

82%

Couples who wish to communicate with suppliers via phone call

8%

Couples who like communicating with suppliers via their website, social media or SMS

10%



As we have seen in recent years, modern millennial couples are not too fond of telephone calls! We recommend suppliers respond to enquiries in the same way that the couple made contact with them, and ask couples from that first interaction how they would prefer to communicate with you moving forward. Have several email templates set up and ready to go once an enquiry comes in - which you can do in the Easy Weddings WedCRM.

## Star Rating Per Category

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

## Deposits, Contracts And Securing Dates

On average, suppliers take a 27% deposit upon booking. It's a good idea to accompany the deposit with a contract that outlines the quoted price and any terms and conditions.

# 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 planning 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

22

Years of experience in technology, innovation and development

14M

Annual pageviews



280K

Supplier reviews from couples

410K

Monthly visitors

260K

Social media followers

3.5M

Unique visitors annually

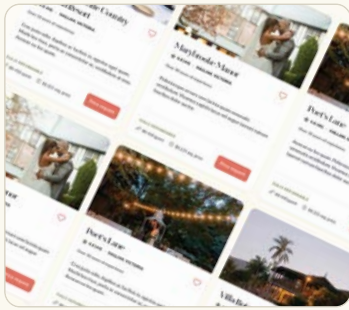


No. 1 ranked on Google, regularly holding the top position for most popular wedding-related search terms

3M

Storefront views annually





## 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.



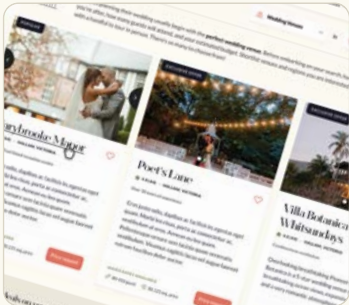
## Industry Education

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](http://www.easyweddings.com.au/pro-education).



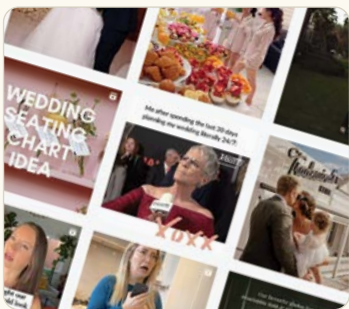
## Supplier Awards

We love to recognise a job well done - 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 a certificate to showcase in your office and digital badges to show off on your website.



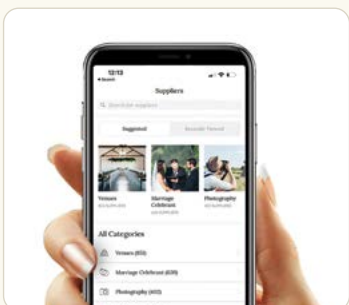
## Spotlight and Premium Plus Listings

Businesses can get seen by even more couples by investing in a Spotlight or Premium Plus position. Five spotlight listings are available at the top of each category in each region. Our Premium Plus offering 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 22 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. 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 convenient way to contact businesses listed 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!

📍 18 Miles St, Mulgrave, Vic, 3170

🌐 [easyweddings.com.au](https://easyweddings.com.au)

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