



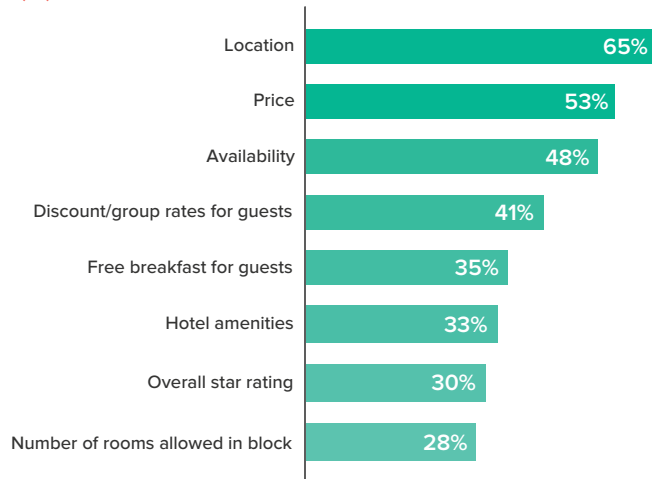
ACCOMMODATIONS AND HOTEL BLOCKS FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

DECIDING ON A HOTEL:

Couples typically search multiple sites, including large travel search engines and independent hotels to find their wedding hotel block. While price, location and availability greatly influence the final decision making, other factors such as overall rating and amenities come into play as well.

TOP 8 FEATURES IN HOTEL BLOCK DECISION MAKING:



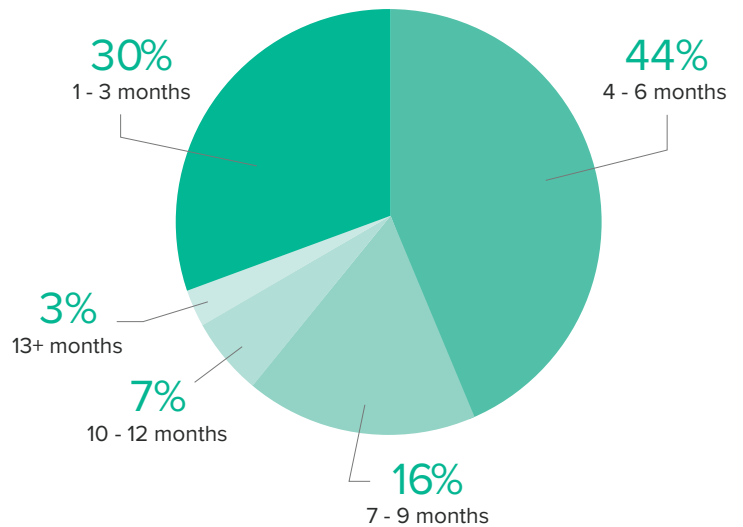
NUMBER OF HOTELS BOOKED:

Over 50% of couples' book more than one hotel in their wedding room block. While some couples choose to have immediate family, wedding party and/or close friends stay at a different hotel (42%), others like to provide guests with varying price points (41%) or simply can't get a large enough block at one hotel (30%).

SECURING THE ROOM BLOCK:

Roughly 45% of couples book their hotel block around 4 – 6 months in advance of their wedding, and are the main contact for securing the room block. Over 90% of couples work directly with the hotel to finalize the booking and iron out the details.

BOOKING ROOM BLOCK (MONTHS TO WED)



COMMUNICATING WITH GUESTS:

The majority of couples provide guests with hotel block information on their wedding website (55%) and in with their formal invitation (52%). Approximately 1/3 of couples also share it on social media (ex. facebook group, etc.).



Did you know that over 50% of couples find securing a hotel block to be stressful, mainly due to the time spent researching pricing and availability? [Hotelblocks by WeddingWire](#) finds couples the best hotel blocks at the best prices – free of charge!