



HOMETOWN VS. DESTINATION WEDDINGS

An overview on industry data from WeddingWire's WedInsights Series

LET'S DEFINE A 'DESTINATION WEDDING'

Some may think that a destination wedding consists of a ceremony on the beaches of Mexico - and while that's not wrong, you'll be interested to know that couples getting married have a much broader definition of the term "destination wedding". Nearly 1 in 4 couples say they consider their wedding to be a type of destination wedding, but only 13% said it took place in a different country. In fact, 43% of those who defined their wedding as a destination got married in a different state.



HOW COUPLES DEFINE THEIR DESTINATION WEDDING

80%	most of our guests had to travel and/or stay overnight to attend
55%	picked location because it was interesting (i.e., had unique sites, etc.)
53%	was a destination that is special to me and/or my partner
43%	it took place in a different state
33%	me and my partner had to fly to get there
22%	considered a tropical destination
13%	it took place in a different country



1 IN 4

CONSIDER THEIR WEDDING TO BE A TYPE OF DESTINATION WEDDING

DIFFERENCES BETWEEN HOMETOWN AND DESTINATION WEDDINGS

Whether a couple is planning a destination or hometown wedding could make a big impact on the overall planning process. For instance, those who plan to get married in a different country typically have an average engagement length of 17 months vs. hometown/ local wedding at 13 months. Check out some more of the differences below.



	ALL 'DESTINATION' WEDDING	HOMETOWN WEDDING
Hours spent planning/week	10	11
Guest size	94	132
Ceremony held at a place of worship	12%	25%
Time of ceremony: evening	38%	46%
Wedding planner	36% hire wedding planner 1 Full-service 2 Day-of 3 Destination coordinator	24% hire wedding planner 1 Day-of 2 Full-service 3 Month-of
Register at a National Retailer (i.e. Macys, Target)	58%	69%
Spent the night apart from their partner	50%	69%



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Source: WeddingWire Newlywed Survey, 2018