



TREND REPORT
2016





Photography: Katya Nova

Introduction

Destination weddings have been on the rise for more than a decade, and our family of brands has continued to experience impressive growth since our launch in 2004. As the leader in romance travel, we've watched many trends come and go, and have loved seeing both the travel and wedding industries evolve along with us. With 21% of couples opting to get married away in 2015, we are excited to be in the midst of this year's journey and to look ahead to what is in store!



Destination WEDDINGS

by the numbers



In the past five years, the average cost of an at-home wedding has increased by more than **\$5,500**, with couples spending over **\$32,000** in 2015.*



In comparison, the average cost for couples getting married with Destination Weddings Travel Group, has remained under **\$10,000 for 10+ years!**



AVERAGE COST OF
ACCOMMODATIONS**

\$2,048



AVERAGE NUMBER
OF GUESTS**

28



AVERAGE COST
OF FLIGHTS**

\$1,127



AVERAGE COST OF
WEDDING PACKAGE**

\$1,635

*The Knot Real Wedding Statistics

**This data solely represents Destination Wedding Travel Group's customer base

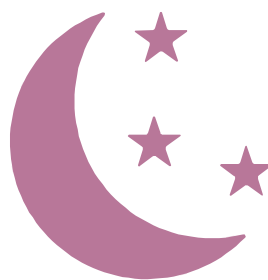
Photography by: Sofi Font





AVERAGE WEDDING
PLANNING TIMELINE**

11.6 months



AVERAGE NUMBER
OF NIGHTS

**7 for the couple;
4 for their guests**

***This data solely represents Destination
Wedding Travel Group's customer base*





A woman in a white wedding dress stands on a sandy beach, her back to the camera, looking out at a turquoise ocean under a vast blue sky. The scene is peaceful and romantic, serving as a backdrop for the text.

For the Generations

*Did you know that **88%** of destination weddings have children in attendance?*

Family-friendly fêtes are becoming more popular, and resorts are catching on. Many all-inclusive properties in Mexico, the Caribbean and beyond are catering to multi-generational events, and are even making it easier for parents to travel and enjoy their time with less childcare stress than they'd expect!





How is this possible, you ask?

Trending kid-friendly activities (plus babysitting services!)

From kid's clubs to teen's lounges, every age is taken care of as far as entertainment, day and night. While many of these offerings are new – we have a feeling they're here to stay!





Grand Palladium Colonial Resort & Spa

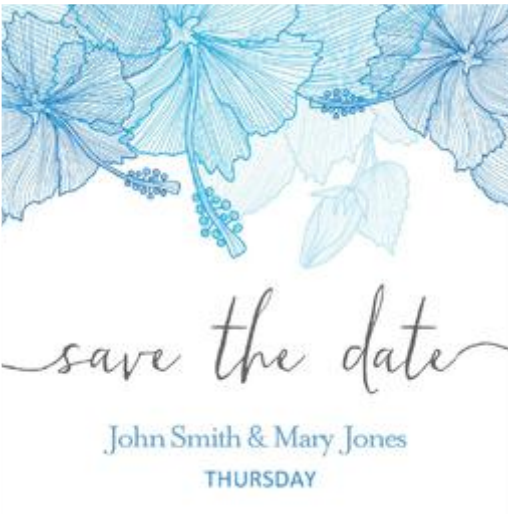


Hard Rock Hotel Cancun



Photography by: Tropical Studios

A rustic archway constructed from dried, gnarled branches stands on a sandy beach. The arch is adorned with numerous white flowers, possibly hydrangeas, and greenery. In the background, the turquoise ocean meets a bright blue sky with scattered white clouds. The scene is set on a wide, sandy beach with gentle waves lapping at the shore.



\$

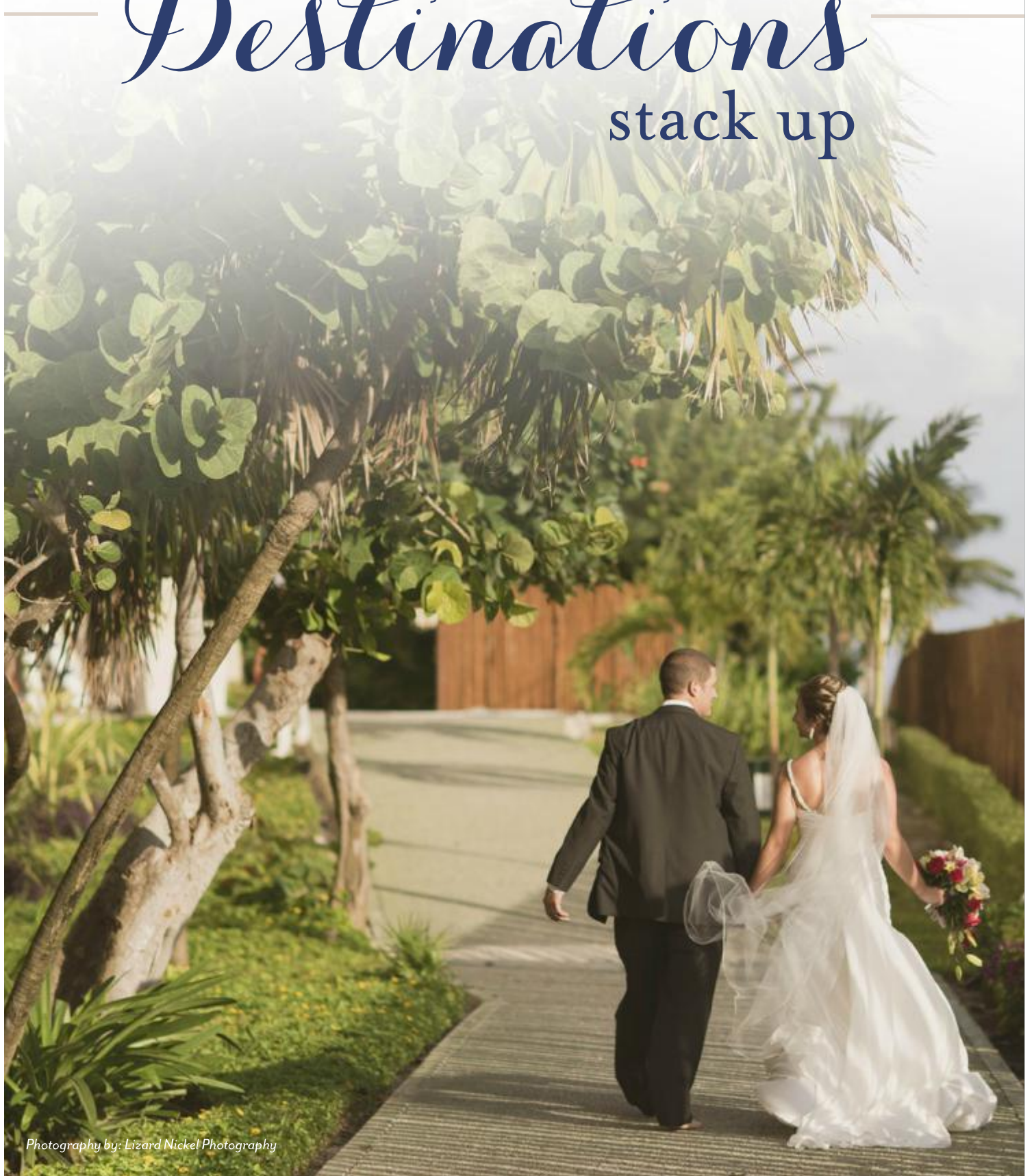
One feasible (and fun!) option is to simply include more family members and friends!

- While many resorts qualify a group at 5 rooms booked together, most amenities (and our extra perks) typically start at 10 rooms.
- When booking 1-9 rooms, the average cost per room over the entire stay is **\$3,118**.
- However, when reserving a group room block of 10 or more rooms, the average cost per room over the entire stay is **\$1,915**. That's an average savings of **\$1,203 per room!***

Other unique (and trendy!) ways to save include: having a weekday ceremony, minimalist décor, local flower arrangements and re-purposing welcome bags as beach totes!

**This data solely represents Destination Wedding Travel Group's customer base*

How the *Destinations* stack up



Photography by: Lizard Nickel Photography

Many factors influence couples when choosing their destination wedding location. Depending on when you're traveling and how many people are on your guest list, some locales might accommodate your plans better than others. Here's how our top locations fared against one another over this past year.



1

MEXICO

Average number of guests: 31

Most popular month to travel: May



2

DOMINICAN REPUBLIC

Average number of guests: 29

Most popular time to travel: June



3

JAMAICA

Average number of guests: 28

Most popular time to travel: June



Photography by: Holly Brown



4

COSTA RICA

Average number of guests: 33

Most popular time to travel: January



5

ARUBA

Average number of guests: 28

Most popular time to travel:

September and November



6

ST. LUCIA

Average number of guests: 24

Most popular time to travel: May

EMERGING *Destinations*

Sometimes half the fun of planning a getaway is exploring the variety of places to travel. So, where have our couples been jetting off to recently, you ask? Here are some of our favorite locales that are increasing in popularity.

CANADA



With endless opportunities to connect to the great outdoors (and each other), it's no wonder that Canada's breathtaking landscape is sought after by so many of our couples.

ICELAND



The ethereal scenery and luxurious natural spas are just a few of the things that make Iceland such a special location.

ITALY



Italy is the perfect destination for couples looking for a one-of-a-kind getaway. From Rome to Florence, this country is filled with history and beauty (and of course amazing cuisine)!

LGBT

Celebrations



Emerging Destinations

With the one-year anniversary of same-sex marriage being legalized in the United States just behind us, we are excited to see many other countries following suit over the past year. It's no wonder more couples are choosing to get married, near and far, to celebrate their love. Over the past five years, **20% of same-sex couples who got married in the past year opted to have a destination wedding celebration.*** Here's what we're seeing as the most emerging destination wedding locations for LGBT couples.



IRELAND

As one of the first countries to legalize same-sex marriage in the world, Ireland is a vibrant island perfect for everlasting memories and unforgettable destination celebrations.



SPAIN

The creativity and passion of Spain is impossible to resist, and it especially inspires romance travelers looking to tie the knot in the history-filled locale.



SOUTH AFRICA

Couples looking to add a touch of adventure to their romantic getaway will fall in love with the incredible atmosphere of South Africa.

*Data from ConsumerReports.org

DESTINATION WEDDINGS

by the details

Overall, May continues to be the most popular month for couples to say "I do" abroad. Rewinding a bit... since the **holiday season tends to bring out the most engagements** (and 2015 was on trend again there), we see the most couples starting to plan their getaways beginning in January and February. New and **emerging trends include weekday ceremonies**, but that's not all...

WHEN IT COMES TO

Décor

- Shabby Chic is out and rustic glam is in.
- While neutral tones are here to stay, bold shades and metallic accents are hitting the reception tables, as well as natural décor such as wood, stone and quartz details.
- It's out with the traditional Chiavari chairs and colored uplighting and in with ghost chairs and romantic, dreamy lighting instead.



WHEN IT COMES TO

Personalization

- More and more couples are choosing to incorporate personal touches into their big day, ranging from guest favors to wedding hash tags and everything in between.
- **Snapchat** now offers the chance for couples to design their own **geotag** for their celebration, making for an engaging way for guests to play along in the social fun.
- **3D printing** has taken personalization to a new level as well with couples **creating their own** cake toppers, wedding bands, centerpieces and more!





WHEN IT COMES TO

Food & Beverage

- The ever-popular buttercream cakes are taking the place of fondant confections, while naked cakes are still a deliciously trendy option for weddings in tropical settings to beat the heat.
- Locally sourced ingredients are on the rise to help save money, and many couples are taking advantage of national libations to help their guests feel the vibe and culture of their locale.
- Food is also popping up in many floral arrangements, making for a unique, and colorful look in bridal bouquets.

WHEN IT COMES TO

Fashion

- This past season the bridal runways were filled with dramatic backs and floral appliqués.
- This year, brides are donning embellished sleeves, tulle skirts and even MORE dramatic, open-back dresses...yes, really!
- And now grooms are getting in on the runway action too. White suit jackets, bright ties and colorful shoes are just a few of the fun flairs grooms are showing up in at the altar.



WHEN IT COMES TO

Planning Tools

- Various wedding planning apps are popular amongst couples throughout their planning process.
- Real weddings continue to be the #1 inspiration, as couples spend quite a bit of time on wedding blogs early on...while Pantone's colors of the year always serve as trendsetting elements on Pinterest and beyond (more on that next!)



PANTONE

Color Report 2016



Did you hear? It's the first year ever where Pantone has announced two colors of the year!

ROSE QUARTZ & SERENITY

In 2016 couples have been incorporating this dreamy color scheme in their celebrations. These are some of our favorites:

Flowers



Decor



Invitations



Desserts



Wedding Party



Celebrity Weddings

Since the start of 2015, a number of celebrities chose to tie the knot away from their hometowns, and we loved being fans like the rest of the world!



February

**BENEDICT CUMBERBATCH
& SOPHI HUNTER**

Isle of Wight, England

May

**EVA LONGORIA
& JOSE ANTONIO BASTON**

Mexico City, Mexico



March

**JASON ALDEAN
& BRITTANY KERR**

Playa del Carmen, Mexico



From fairytale castles to boho-chic beach bashes, no inspiration (or theme) was spared. This is just a taste of where Hollywood has said "I do" lately...

November

SOFIA VERGARA
& JOE MANGIANELLO

Palm Beach, Florida



July

NICKY HILTON
& JAMES ROTHSCHILD

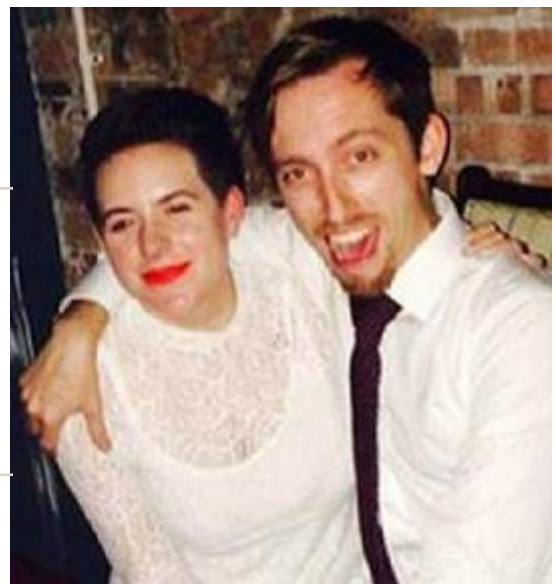
London, England



September

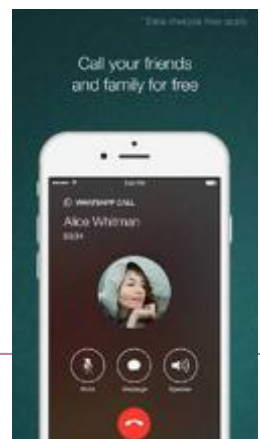
BELLA CRUZ
& MAX PARKER

London, England



There's an *App for that...*

*Some of the latest (and greatest) apps we
love for when you're in your destination:*



For connecting with your guests (near and far):

Free apps such as Viber and WhatsApp use WiFi so you don't need to worry about additional data charges while keeping in touch abroad. Make sure all of your friends and family download one of them too, so you can easily call or text one another.



For sharing your photos & videos:

We recommend the WedPics app. There are so many amazing features to take advantage of, and it's free! You and your guests will have unlimited photo and video sharing capabilities, so every moment of your special day will be captured in one place.

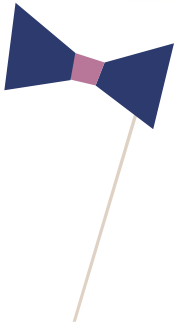
Fun Flair

Trashing the dress isn't the only way to capture a memorable wedding moment. Nowadays, our couples are showing off in unique ways such as photo booths, masquerade accessories, beach ball send offs and even fire



Photography by: Attimi





Photography by: Sarani

Cover Couple Photography by:

(From left to right) Em Weddings,
Mark Chaird, Studio by the Ferry,
and Shannon Skloss

