

Economic Impact

Vermont Wedding and Event Industry

2018

72% of VT Weddings are scheduled June through October *

Marriages between two out-of-state residents accounted for 36.5 percent of the marriages in Vermont *

*based on 2018 date from [VT Department of Health Annual Vital Stats Reports](#)

2019

5,665 Weddings ** were performed in Vermont

Total Sales Based on Average Spend:

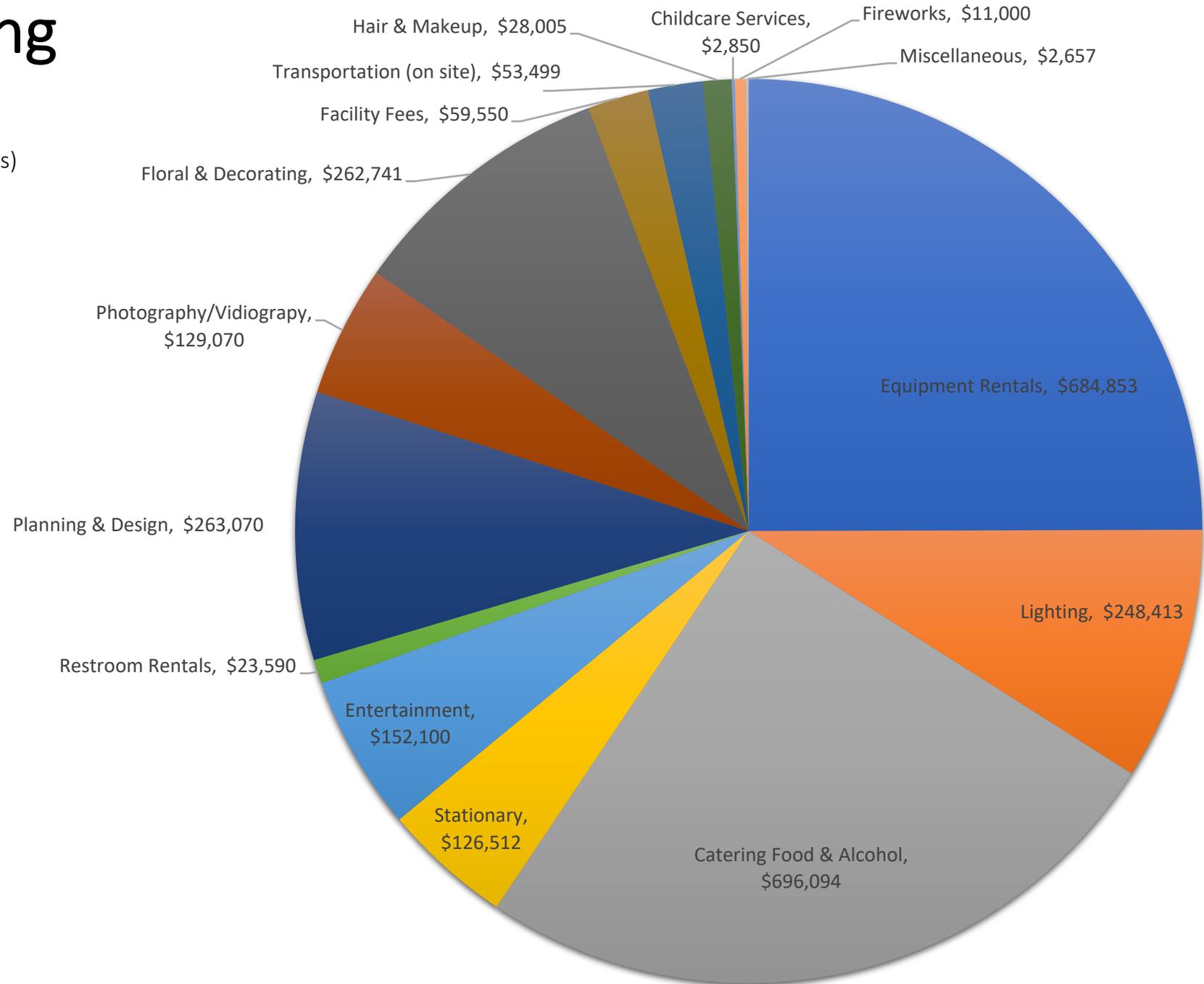
\$163,922,440

About 2,606 (46%) of the 5,665 - travelled into this area to marry **

**Based on data pulled from the 2019 Vermont Wedding Report from [The Wedding Report](#)

Direct Spending

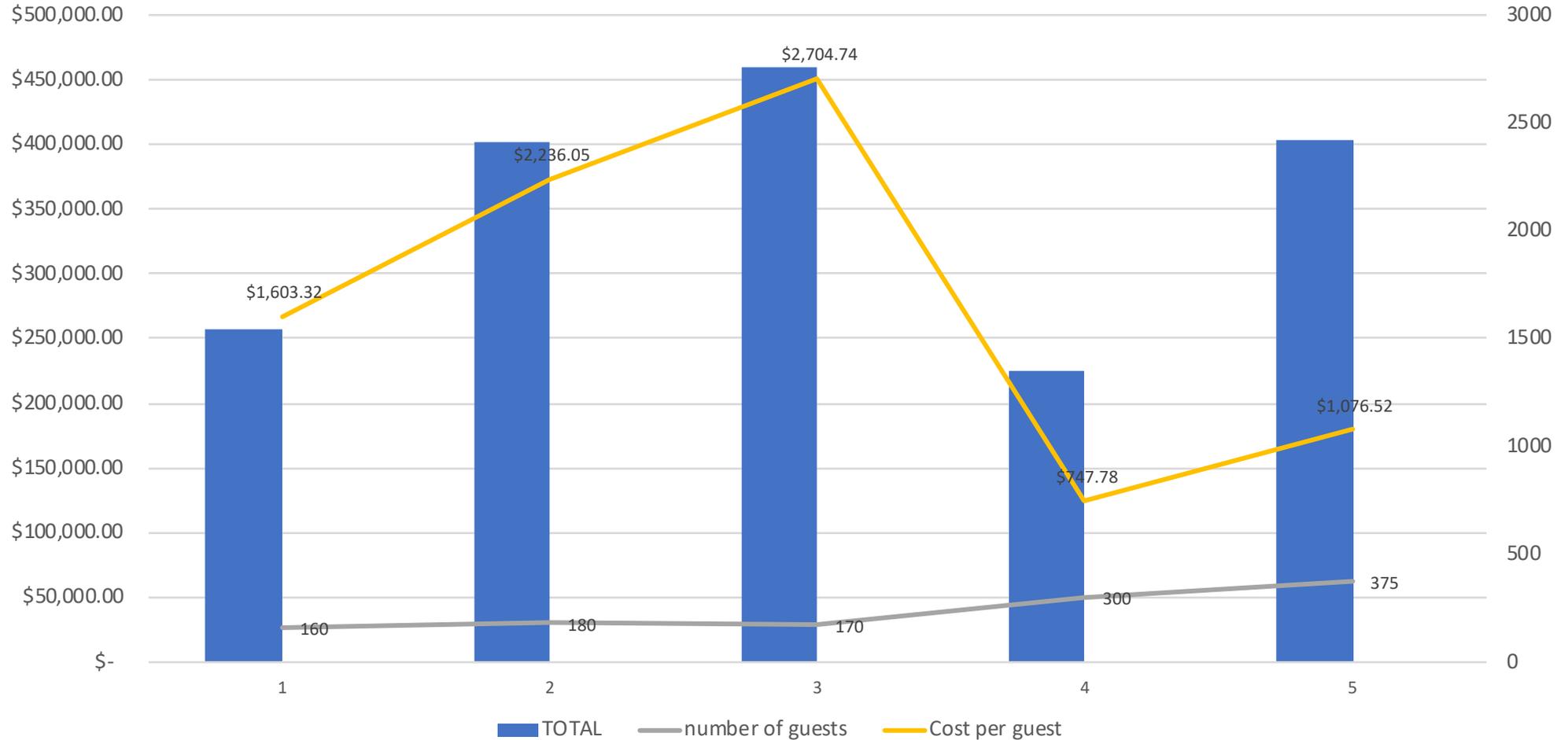
High End Weddings
(Actual Data Sample from 10 Weddings)



Direct Spending

High End Weddings

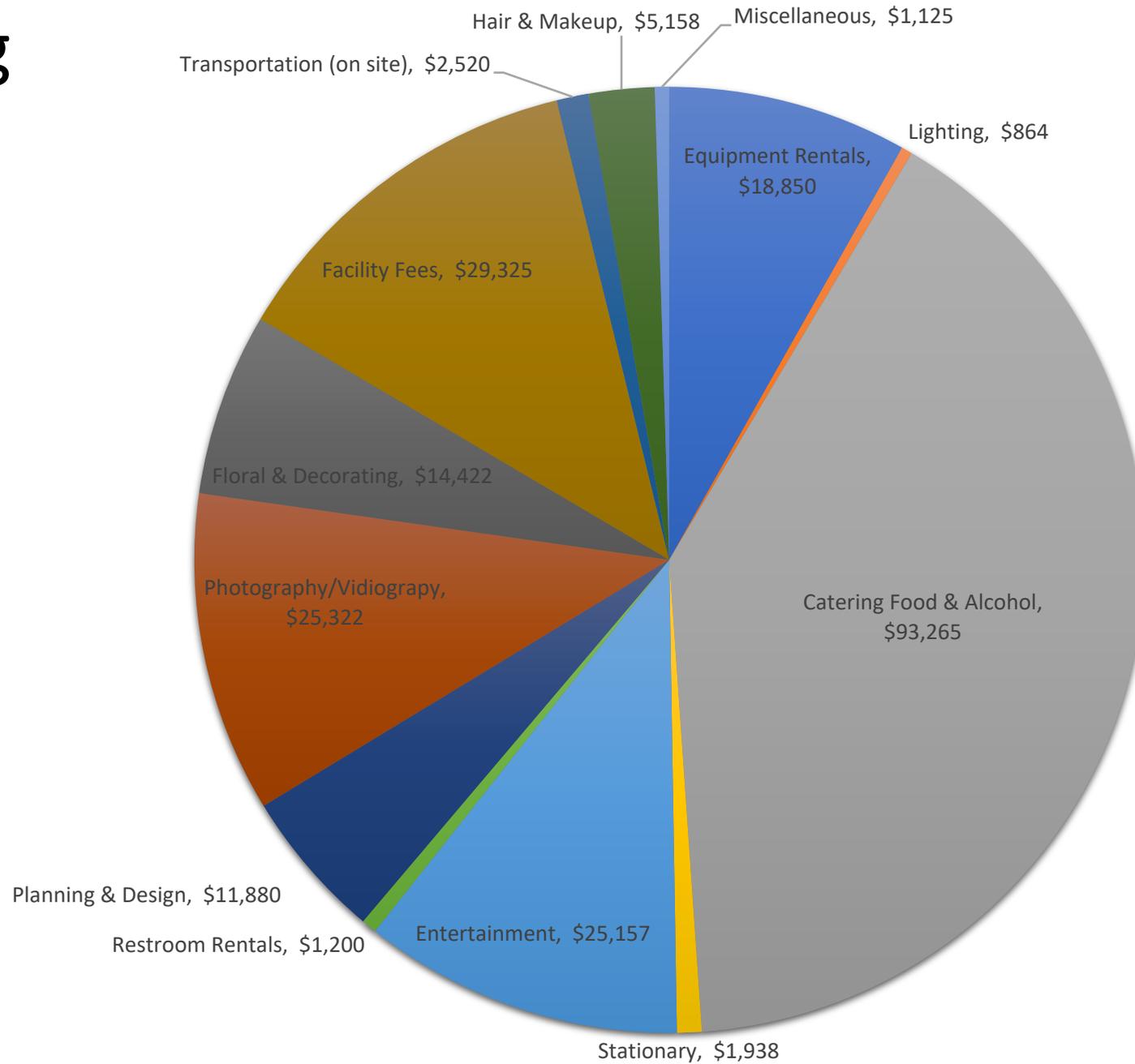
Per Guest Direct Spending 5 Wedding Sample (Actual Data)



Direct Spending

Typical Weddings

(Actual Data Sample from 5 Weddings)



Direct Spending

Typical Weddings

(Actual Data Sample from 5 Weddings)

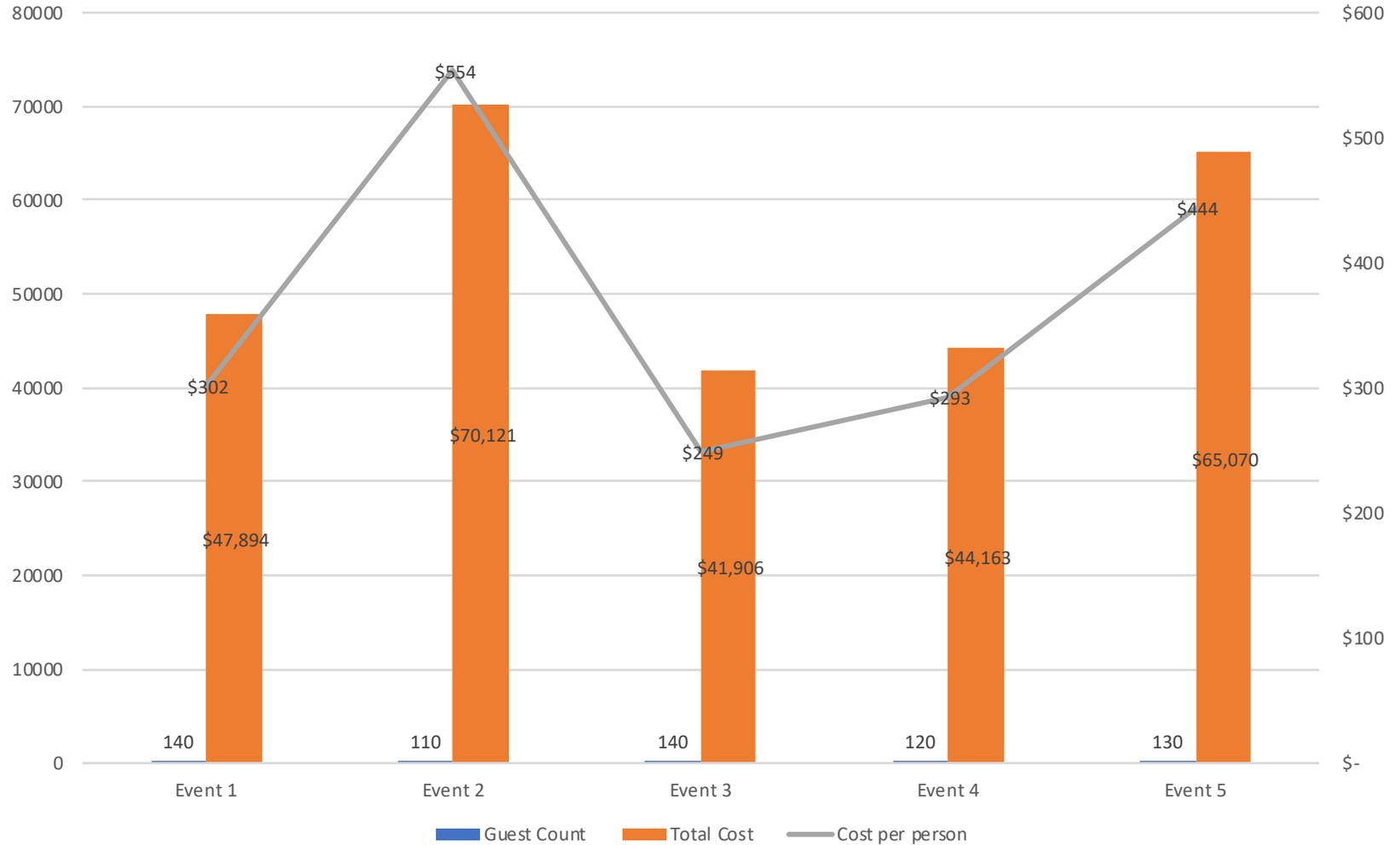
	Event 1	Event 2	Event 3	Event 4	Event 5	Category Totals:
Guest Count	140	110	140	120	130	
Equipment Rentals		16924.00	576.00	324.00	1026.00	\$18,850
Lighting		864.00				\$864
Catering Food & Alcohol	22700.00	17096.00	11559.00	15356.00	26554.00	\$93,265
Stationary	324.00	545.00	784.00	285.00		\$1,938
Entertainment	4778.00	4875.00	5804.00	3200.00	6500.00	\$25,157
Restroom Rentals			1200.00			\$1,200
Planning & Design	1285.00	3200.00	1895.00	1600.00	3900.00	\$11,880
Photography/Vidiograpy	5272.00	5250.00	5300.00	2500.00	7000.00	\$25,322
Floral & Decorating	2347.00	3011.00	656.00	2908.00	5500.00	\$14,422
Facility Fees	2500.00	8500.00	4500.00	7630.00	6195.00	\$29,325
Transportation (on site)	1320.00		1200.00			\$2,520
Hair & Makeup	1324.00	583.00	786.00	1365.00	1100.00	\$5,158
Miscellaneous	450.00	95.00	580.00			\$1,125
	\$42,300	\$60,943	\$34,840	\$35,168	\$57,775	\$231,026

Direct Spending

Typical Weddings

(Actual Data Sample from 5 Weddings)

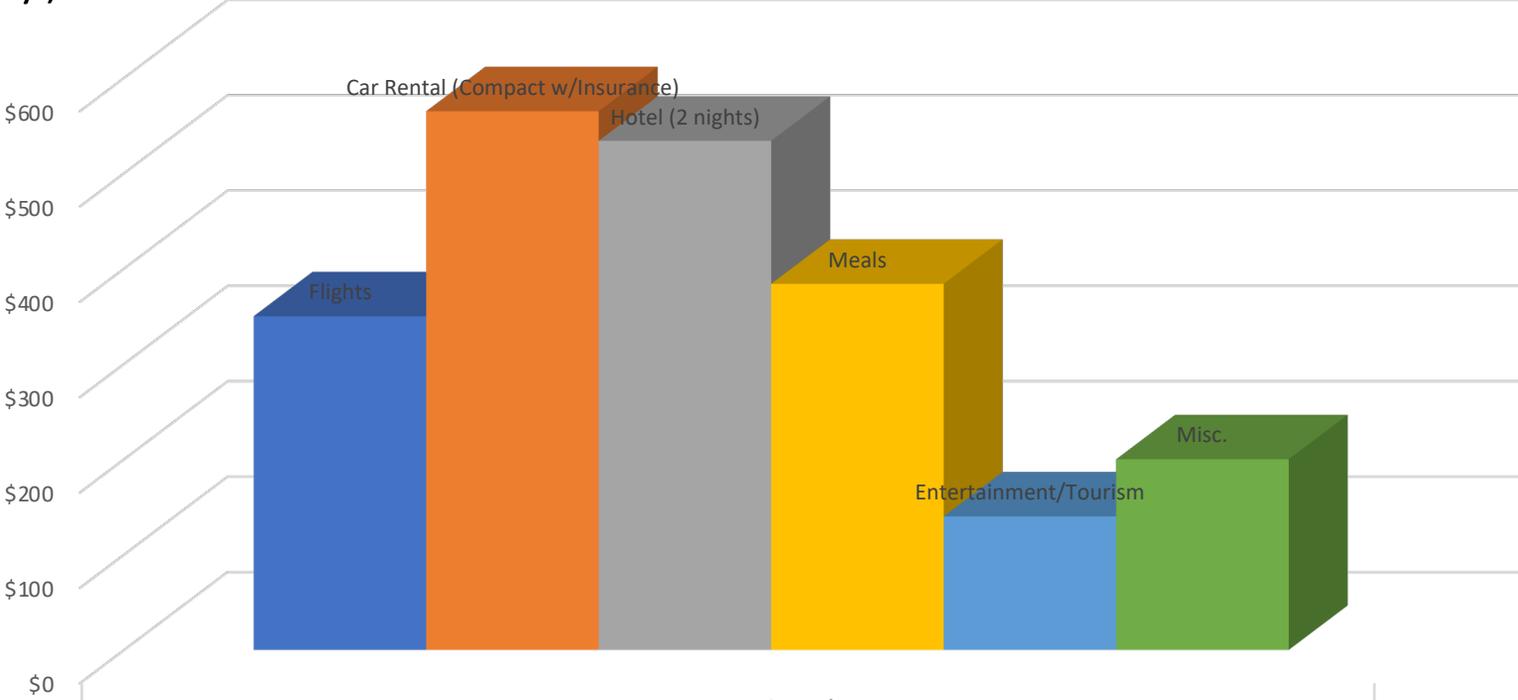
Per Guest Direct Spending 5 Wedding Sample (Actual Data)



Indirect Spending

Out of State Guests (2-Night Stay)

\$1086.50 per person
(amount differs slightly for families)



	Average Per Couple
Flights	\$350
Car Rental (Compact w/Insurance)	\$565
Hotel (2 nights)	\$534
Meals	\$384
Entertainment/Tourism	\$140
Misc.	\$200

Indirect Spending

Out of State Guests (2-Night Stay)

Median Guest Count for weddings: **100**

2,606 weddings travelled into VT x 100 guest per wedding x \$1086.50 pp (indirect spending average)

\$283,141,900

in additional spending by guests traveling into VT for weddings with a 2 night stay

(Variables: actual number of guests traveling into VT for the wedding, families and groups traveling together, driving vs. flying and length of stay)