

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:

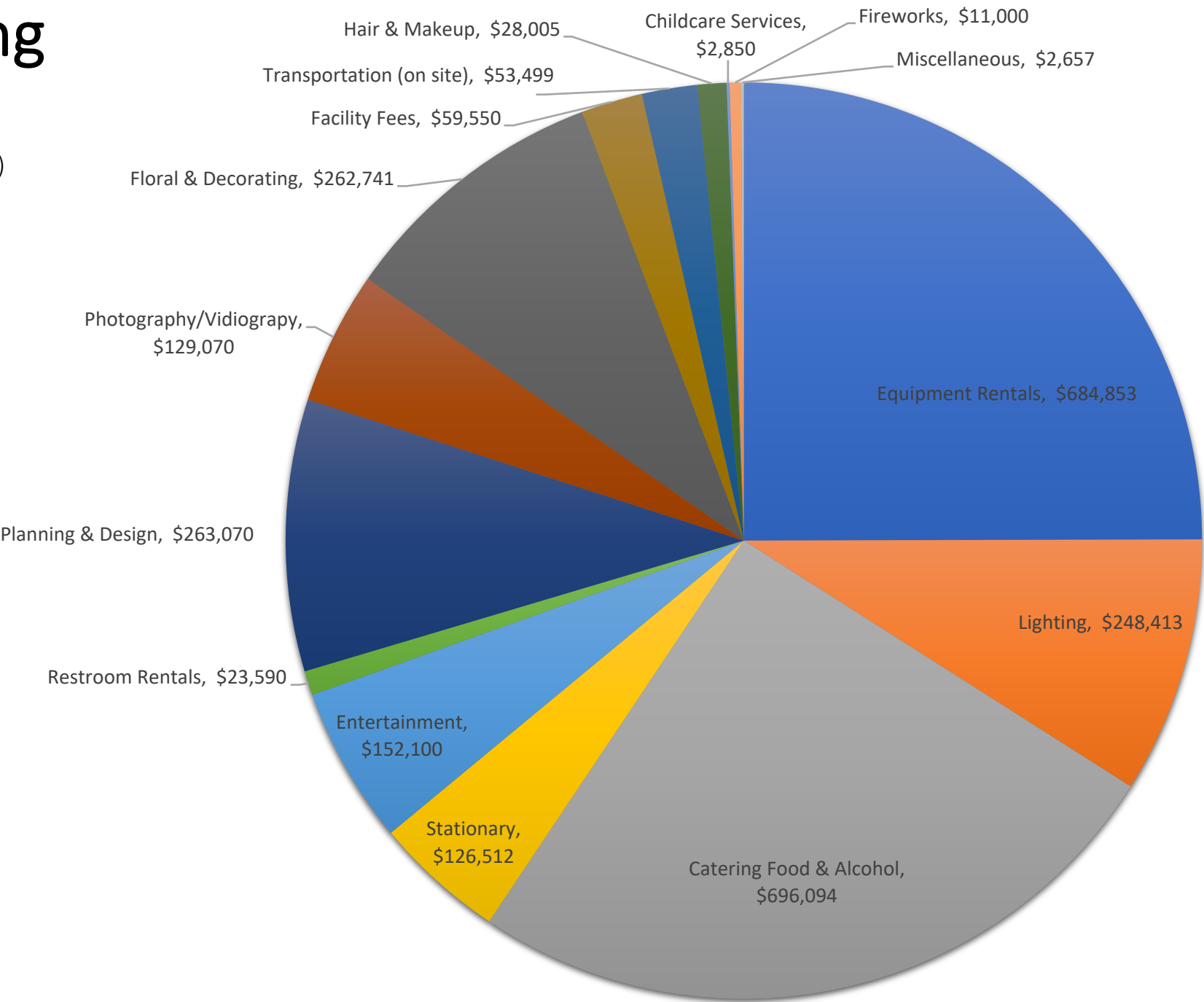
\$163,922,440

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

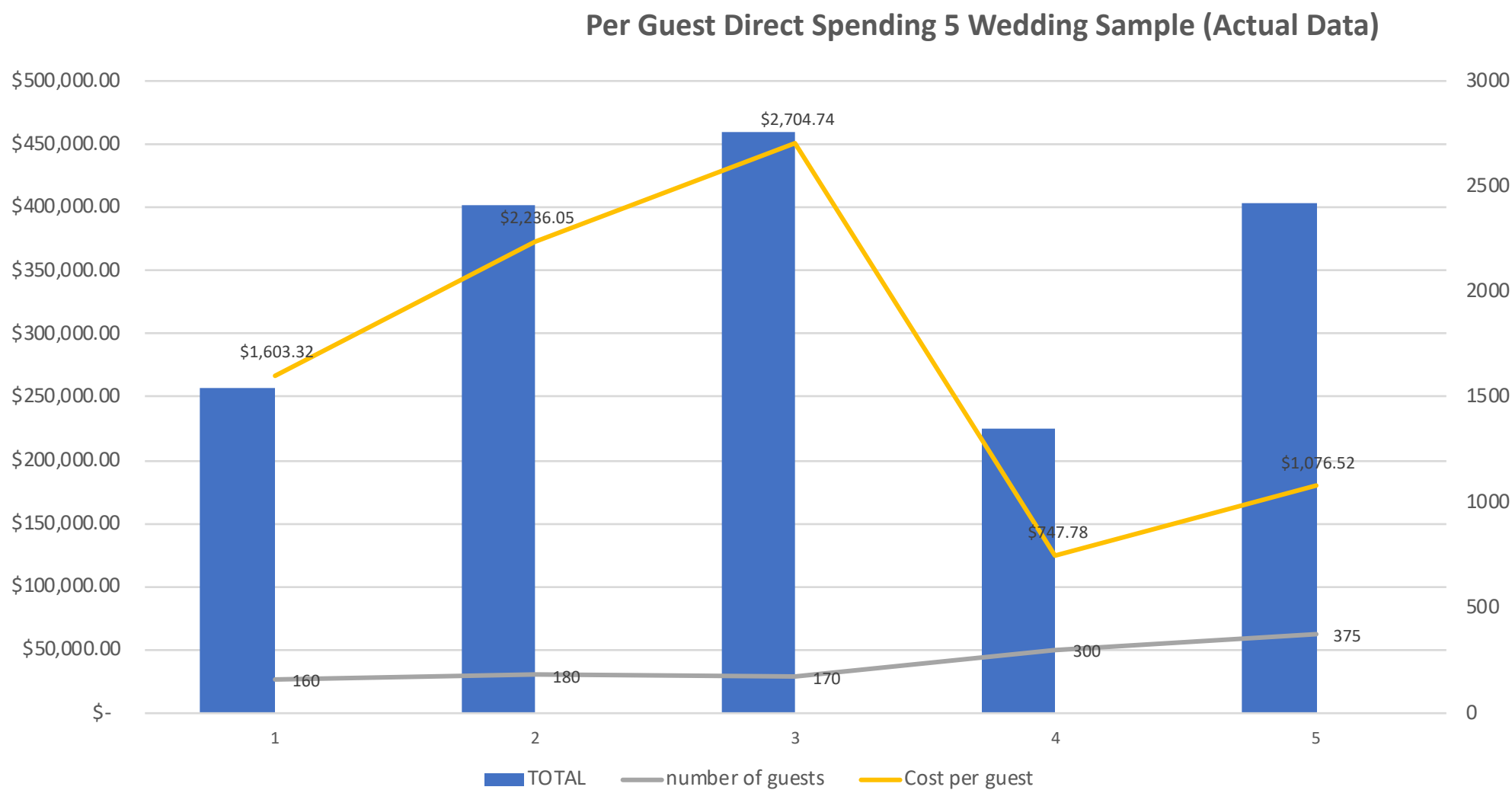
High End Weddings

(Actual Data Sample from 10 Weddings)

	Event 1	Event 2	Event 3	Event 4	Event 5	Event 6	Event 7	Event 8	Event 9	Event 10	Category Totals:
Equipment Rentals	71281.00	137731.00	98104.00	68187.00	116762.00	10000.00	33200.00	55800.00	28472.00	65316.00	\$684,853
Lighting	18302.00	53578.00	22865.00		39653.00	38000.00	23000.00	32000.00		21015.00	\$248,413
Catering Food & Alcohol	52559.00	96982.00	135904.00	64592.00	115921.00	53300.00	39184.00	44000.00	41226.00	52426.00	\$ 696,094
Stationary	2075.00	11650.00	38548.00	9468.00	17341.00	9300.00	1000.00	8500.00	1500.00	27130.00	\$126,512
Entertainment	26050.00	23900.00	26000.00	15800.00	5300.00	12350.00	12000.00	12850.00	9050.00	8800.00	\$152,100
Restroom Rentals	2856.00	2326.00		2750.00	5400.00		3174.00	5500.00		1584.00	\$ 23,590
Planning & Design	24000.00	24000.00	45000.00	23770.00	34000.00	20000.00	20000.00	25000.00	20000.00	27300.00	\$263,070
Photography/Vidiograpy	10000.00	12750.00	21030.00	10350.00	8265.00	11125.00	13500.00	20500.00	8200.00	13350.00	\$129,070
Floral & Decorating	33563.00	30795.00	58293.00	19540.00	34790.00	15000.00	18796.00	21550.00	18017.00	12397.00	\$262,741
Facility Fees	8000.00		2350.00	1200.00		7500.00			10500.00	30000.00	\$ 59,550
Transportation (on site)	4940.00	5850.00	8815.00	3244.00	19400.00	350.00	3300.00	3600.00	2500.00	1500.00	\$53,499
Hair & Makeup	2900.00	3285.00	2895.00	3430.00	1950.00	3500.00	1195.00	3500.00	1850.00	3500.00	\$28,005
Childcare Services						800.00			1200.00	850.00	\$2,850
Fireworks				2000.00	5000.00	4000.00					\$11,000
Miscellaneous						1440.00	450.00			767.00	\$2,657
	\$ 256,526	\$ 402,847	\$ 459,804	\$ 224,331	\$ 403,782	\$ 186,665	\$ 168,799	\$ 232,800	\$ 142,515	\$ 265,935	\$2,744,004

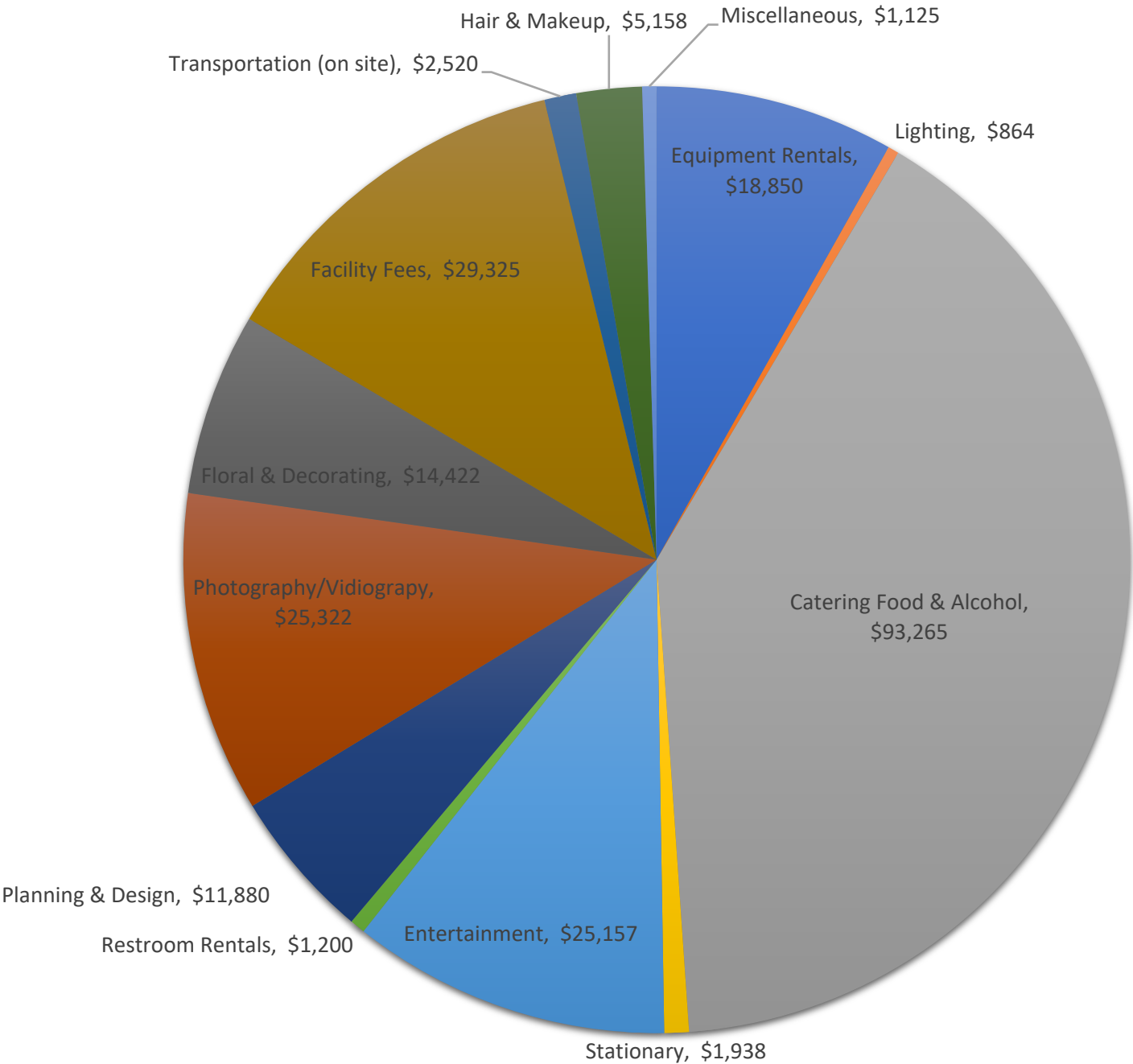
Direct Spending

High End Weddings



Direct Spending

Typical Weddings
(Actual Data Sample from 5 Weddings)



Direct Spending

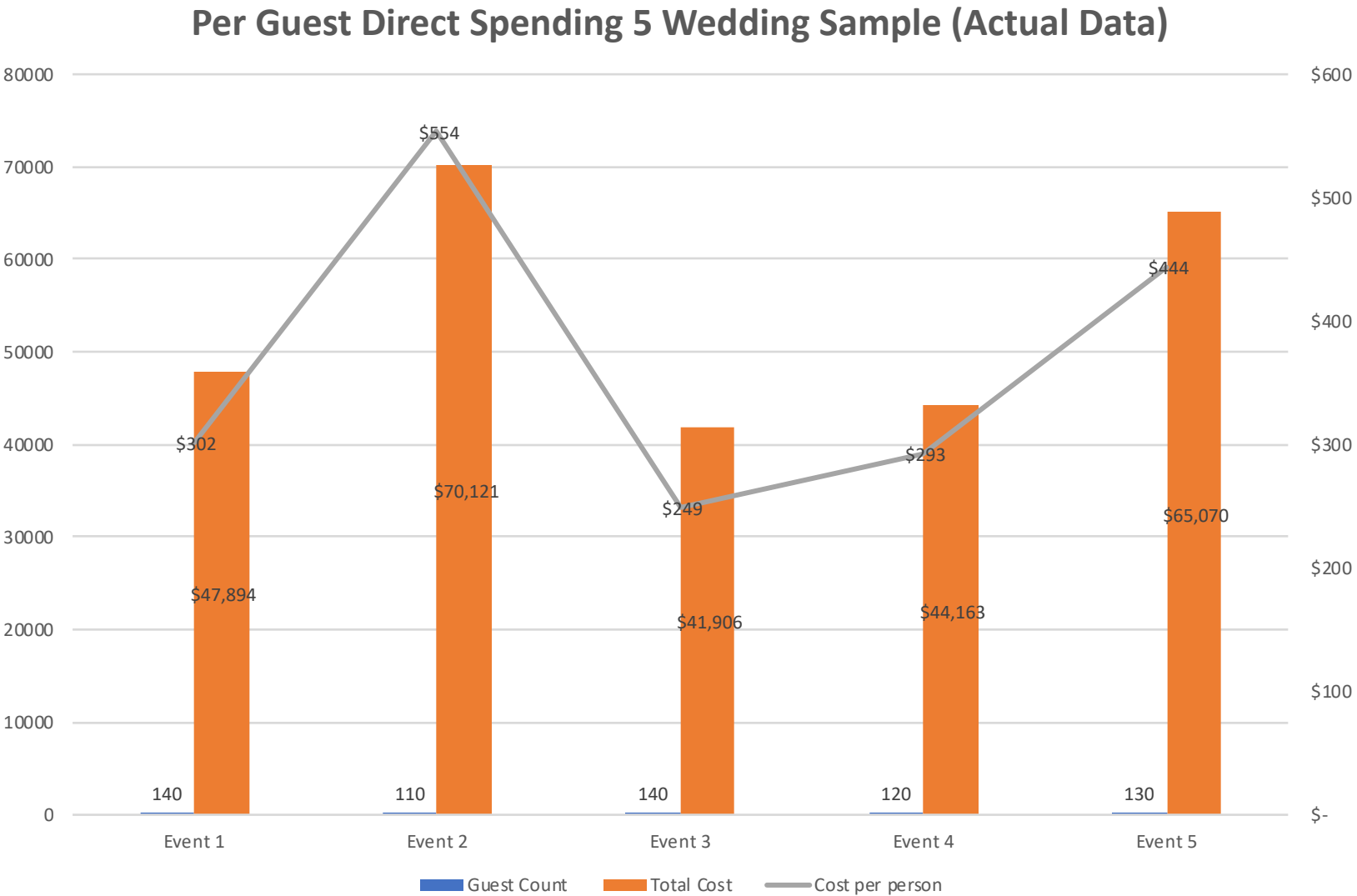
Typical Weddings

(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

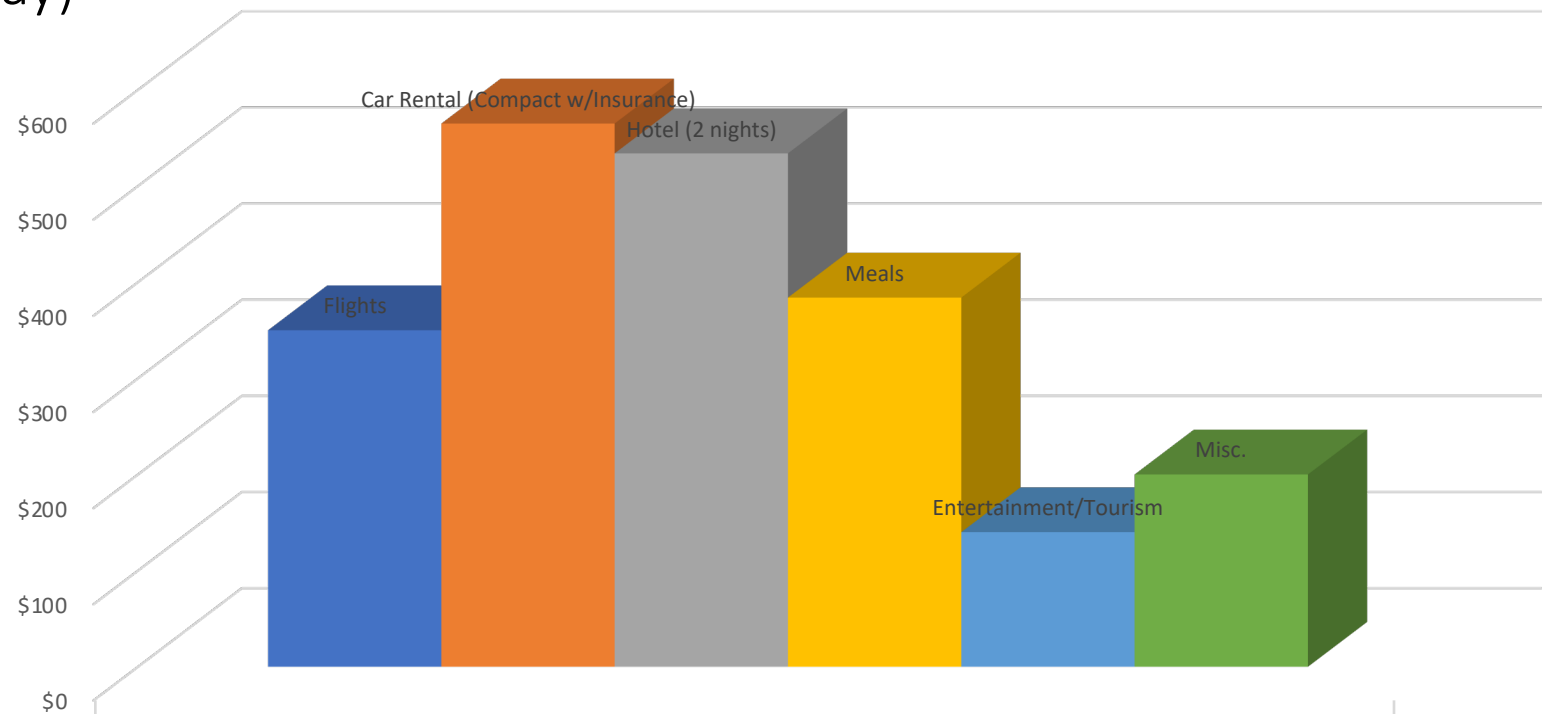
Typical Weddings
(Actual Data Sample from 5 Weddings)



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)