

Lancaster County Weddings



Why Weddings?

- Destination weddings are a growing trend
- Current demand for wedding venues
- Lancaster County presents an ideal location due to uniqueness, beauty, and affordability
- Fantastic opportunity to expand customer base – both for our destination and for individual members
- There are many colleges in Lancaster County – couples are meeting here and subsequently getting married here

Who is getting married in Lancaster?

- Couples are coming from New York, New Jersey, Philadelphia, D.C., Maryland, and Delaware
- Same areas encompass our tourism demographic and also contain the bulk of the nation's population as well as the most expensive zip codes
- Average couple getting married in Lancaster County has 150 guests (Equivalent to 3 motor coaches full of people)

**Information gathered from member survey & The Wedding Report, Inc.*



Member Survey

55% - Percentage of weddings coming from outside Lancaster County

76% - Percentage of weddings with overnight room blocks

56% - Percentage of overnight rooms blocks from out of town weddings

Majority of out of town weddings are coming from NY, NJ, MD, Philadelphia

It's more affordable to get married in Lancaster

Location	Average Spend
New York City (Manhattan)	\$86,916
Long Island	\$57,287
Northern / Central New Jersey	\$51,287
NYC Outer Boroughs	\$47,121
Philadelphia	\$40,350
Southern New Jersey	\$38,620
D.C. / Northern VA / Suburban MD	\$37,487
Baltimore	\$31,964
National Average	\$29,858
LANCASTER, PA	\$27,705

*From TheKnot.com 2013



Number of Weddings by County in 2012

- Adams County, PA - 735
- Dauphin County, PA - 2,116
- York County, PA - 2,200
- Berks County, PA - 2,428
- Lancaster County, PA - 3,348

**From PA Department of Health*



Wedding Trends

- Growing budgets – couples spending more on weddings
- Creating an experience for guests – spending more per guest; additional guest entertainment; spending more on rehearsal dinner, after-party
- Casual weddings
- Personalization & self-expression – signature cocktails, interactive food stations
- Unique venues

**From TheKnot.com 2013 Wedding Statistics Report*



Who benefits?

Venues	Wineries/Breweries
Hotels	Confections
Caterers	Attractions
Photographers	Tuxedo/Dress shops
Florists	Party Rental
Salons/Spas	Officiants
Event Planners	DJ/Musicians
Gift shops	Jewelers
Printers	Travel Agency
Restaurants/Bars	Bakeries
Transportation	Churches

MANY MORE!!

Dream Weddings

- Partnership with the PDCVB – combined effort to grow weddings and tourism together
- Dream Weddings is dedicated to bringing weddings to Central PA
- Industry expertise & brand recognition
- Market for Dream Weddings magazine coincides with the PDCVB's market

How will the CVB market weddings?

- Wedding microsite on padutchcountry.com
- Wedding advertorial in *Getaway Guide*
- Through partnership with Dream Weddings
- Public Relations efforts: Pitching to wedding magazines & online outlets, as well as certain consumer press & regional TV lifestyle shows

Advertorial Example

Take the Cake

Two local bakers, Signe Garbo at Signe's Heaven Bound Bakery & Café (signesbakery.com) and Kathleen Madden at Lowcountry Flour Grits Bakery & Café (lowcountryflourgrits.com), dish on wedding cake trends and tips.



What's trending with brides?

Signe Garbo: Brides are very individual, so the trends are according to their own style. Everyone is different when it comes to shapes and designs. I'm doing mostly buttercream cakes now, only a few with fondant.
Kathleen Madden: My brides are very laid back. They like the coastal chic look. They want a simple, clean cake with lots of fresh flowers. And most of them want buttercream, not fondant.

What's your specialty?

SG: Our buttermilk cake with lemon curd and raspberry is popular. Red velvet is also popular... we do blue velvet, pink velvet. Our flavors are

off the charts. My personal favorite is key-lime almond cake with fresh strawberries.
KM: Everyone loves our cookies-and-cream cake with chocolate mousse filling. If you like coffee, you'll like brownie cake, made with vanilla cake, coffee frosting and chocolate mousse. And vanilla cake with raspberry and Bavarian cream is always good.

Any tips for choosing a cake?

SG: I remind the groom that it's a bride's cake. It's her day. Also, relax!
KM: I like when customers bring lots of pictures of their favorite cakes. Be flexible with your design. I let my brides change the design up to one week before the wedding.

Show Off

Kick-start your wedding planning with Myrtle Beach Monthly's annual Bridal Show! Hosted at The Westin Hilton Head Island Resort & Spa in February, the event introduces brides and grooms to the area's top wedding vendors. Meet with 50 florists, photographers, caterers, bakers, videographers and venue hosts will offer samples of their work while couples enjoy tea gifts, live music and the chance to have their wedding featured in print. For more information, visit bit.ly/weddingshow2014



114 bit.ly/weddingmag

planning made simple

Top venues and vendors to make your wedding day perfect.



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Destination elegance & boasting over \$30 million renovation! Read our 5-star reviews on Wedding Wire and let us play your dream day.
843.687.4000, www.westinhiltonhead.com



KAUFMAN PHOTOGRAPHY

Your Lowcountry nuptials will be picture perfect when award-winning photographer Rob Kaufman crafts your wedding story.
843.284.8867, www.kaufmanphotography.com

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Future potential marketing tactics

- Database marketing
- Digital marketing
- Trade shows
- Direct mail
- Contests – *Ultimate Lancaster County Wedding* contest in partnership with Dream Weddings

Timeline

- *Getaway Guide* ads – included in 2015 *Getaway Guide*
(Design to be sent out in a few weeks)
- Wedding section of website launched by September 2014
- Other potential strategies to begin in 2015

What does this mean for YOU?

- Members will automatically be listed on our Weddings microsite
- Wedding lead generation
- Opportunities to further promote yourself
 - Limited advertising in *Getaway Guide*
 - Spotlight Ads on Weddings microsite
 - Wedding display section in Visitors Center
 - Wedding launch sponsorship opportunity

Conclusion

The end result is expanded
exposure to a new set of customers...
at no additional cost to you!



Questions & Comments

Thank you for coming, and we hope
you have a wonderful day!

