



WEDDINGS TRENDS

Marketing Insights For 2024



Clockwork Marketing®

2024 Wedding Trends



With the cost of living crisis and the effects of inflation on everyone's pockets, fewer people are opting for larger more extravagant weddings. Instead smaller, sustainable and more meaningful weddings are all the rage.

Add to this more competition in the form of new venues, and more varied places to get married and host a reception, and venues up and down the country have their work cut out attracting couples.

There's a bigger need than ever to capitalise on new wedding trends and the growing diversity of the UK to remain competitive and secure the best bookings for 24-25.

In terms of this year's wedding trends, second weddings are still popular, continuing the demand for micro weddings; but accessible and inclusive weddings are on the rise and venues need to adapt to new needs and cultural considerations to win out.

While our trends report looks forward, more people are opting for retro weddings themed on decades gone by. Those focused on the future of the planet want sustainable weddings with little or no carbon footprint, and low impact.

But regardless of age, religion, family, gender identity or sexuality, weddings remain a celebration of love, not acceptance.

Clare Bushby MIH
Managing Director

TREND ONE

Micro Weddings

The financial constraints faced by many people are palpable, particularly in the context of weddings. While some couples remain steadfast in realising their dream weddings despite escalating costs, there is a discernible shift towards more budget-conscious alternatives, such as micro weddings.

Micro weddings not only present a cost-effective solution but also cater to diverse preferences. Factors influencing the choice of an intimate celebration extend beyond financial considerations. Some couples, having experienced prior nuptials, find smaller gatherings more fitting. Others, at a certain life stage, seek a departure from grandiose affairs, driven by a desire for a more personalised, stress-free event where the emphasis is on guest experience. Understanding the motivations of couples opting for approximately 20 guests or fewer is pivotal. Addressing their unique preferences, whether it be an exclusive venue, a tailored atmosphere, or a focus on enhancing culinary offerings, can significantly enhance the appeal of micro events. In essence, the key lies in aligning the flow, ambiance, and amenities to create a more intimate occasion that resonates with those seeking a micro wedding experience.



TREND TWO

Open For All

There is an increasing emphasis and recognition for wedding venues and suppliers to provide more accessible and inclusive wedding venues. A burgeoning trend in the wedding industry centres around diverse couples and their guests, where venues are adapting to create spaces that cater for all people from all walks of life.

It's estimated 22% of the UK population are disabled¹, therefore creating barrier-free spaces and facilities with inclusive design elements for physical disabilities, such as ramps and elevators, are essentials when buyers are making their choice. Venues must ensure that every guest can fully participate in the celebration.

Beyond physical accommodations, there's growing awareness of the importance of fostering an inclusive atmosphere, welcoming diverse cultural traditions, and LGBTQ+ celebrations. The rise of accessible and inclusive weddings is a response to the societal understanding of people's different values, and a reflection of how their wedding day is to be celebrated. This trend not only shows a wedding venues commitment to diversity but also positions them at the forefront of a movement toward greater inclusion in the celebration of love.

¹ Wheelchair Travel Pro <https://wheelchairtravelpro.com/how-many-wheelchair-users-in-uk/>



TREND THREE

Retro Rollback

There is a notable surge in the popularity of retro and nostalgic weddings, particularly themed around the vibrant eras of the 50s, 60s, and 70s, has become a prevailing trend in the wedding landscape. This phenomenon can be attributed, in part, to the resurgence of television shows and films from these decades, influencing couples to infuse their weddings with the charm and style reminiscent of a bygone era. The allure of dressing up in vintage attire and recreating the ambiance of iconic periods has captivated modern couples, transforming weddings into nostalgic celebrations that transport participants back in time. Moreover, the increased demand for film wedding photography has increased by 266% this year¹, reflecting a desire to capture the essence of these retro-inspired events and capturing the vintage aesthetic in authentic fashion. This trend's growth is also tied to a broader societal inclination towards finding comfort in the familiar amid socio-economic circumstances, as couples seek solace and joy in the nostalgia of yesteryears, making retro-themed weddings a poignant and enduring trend.

¹ Hitched <https://www.hitched.co.uk/wedding-planning/organising-and-planning/wedding-trends/>



TREND FOUR

Celebration > Ceremony

A rising trend in the wedding industry is the emergence of celebration weddings, where couples are increasingly prioritising personalised and joyous celebrations over traditional legal ceremonies. This shift is marked by a surge in searches for celebrant-led weddings, signalling a desire to craft ceremonies that align with the couple's unique vision and values.

In these celebrations, there is a noticeable departure from standard wedding attire, with couples opting for outfits that reflect their personalities rather than adhering to traditional norms. The emphasis on celebration extends beyond the legal aspects of marriage, with couples seeking to create memorable and meaningful experiences for themselves and their guests. This trend reflects a broader societal shift towards individualism, allowing couples the freedom to design their weddings as genuine expressions of love and celebration, unbound by conventional constraints. The focus is increasingly on the joyous and festive elements of the union, making celebration weddings a significant and evolving trend.



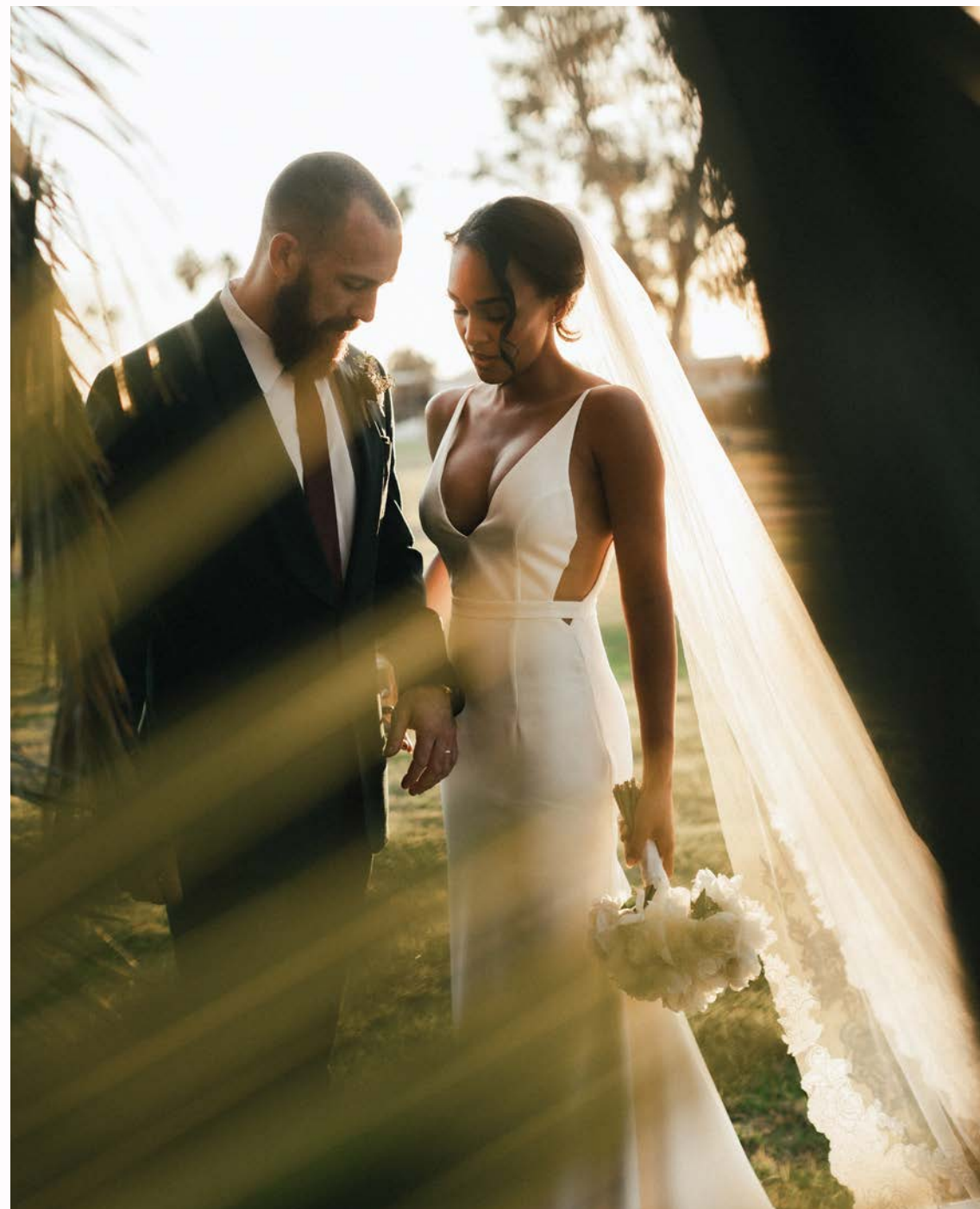
TREND FIVE

Sustainable Weddings

It's estimated that on average nearly a third of a metric tonne of solid waste and 14.5 tonnes of carbon dioxide are produced and emitted per wedding¹. In an era where environmental consciousness is becoming increasingly integral to decision-making, no couple wishes for their wedding festivities to be labelled as excessive or wasteful. Even those not fervently advocating for environmental causes are attuned to eco-friendly considerations, and some expect a concerted effort to minimise ecological impact.

This might involve reevaluating choices in room decor, showcasing the venue's eco-credentials, or even a complete reimagining of the event. Notably, 60% of couples view venues with a strong green ethos favourably. Embracing sustainable practices, such as locally sourced seasonal flowers, eco-friendly floral arrangements, reusable decor, digital invitations, virtual attendance options, low food miles cuisine, and vegan menus, can significantly contribute to a reduced environmental footprint. When planning each wedding, exploring the sustainable options your venue can provide and collaborating with eco-conscious suppliers can be positioned as a unique selling point.

¹ Sustainable Wedding Alliance <https://sustainableweddingalliance.com/why-does-the-wedding-industry-need-to-be-more-sustainable/>



Top Marketing Tips

Think about your photography suppliers and the services they offer; it may be that you even showcase some photography that covers a wide range of styles to suit your guests' desires.



66% of millennials want to buy from businesses that are ethical. If you align with these values too then communicate your activities and certifications to show you put your money where your mouth is.



Refresh your wedding brochure to accommodate for the changes in trends and consider how you can make it accessible for all guests through both print and digital versions.



Use automation and email marketing to ensure you are always communication with your customers, so they are experiencing your brand at every touchpoint along their journey, before and after the wedding day.



Share real-life examples and testimonials from customers, this will preview to prospects the expectation and results, this is also a shareworthy if done through reels and shorts for mobile devices – the perfect engagement content for social media.

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Clockwork Marketing specialises in hospitality and hotel marketing. Our services are specific to the hospitality industry, our strategies have been maximising results for over 30 years.

As hospitality-insiders we get how busy you are, and how intense marketing is. So much to think about. Where do you start? By contacting us. We're full service and will take away the stress and weight of marketing from your shoulders and enable confidence in the direction you're headed.

Our mission is to give you presence, through original creativity, positioning your venue as part of a travel fantasy.

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Let's talk

If you need help marketing your venue for future wedding trends, we'd love to hear from you.

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