

AmericanBridal.com Announces Results of 2008 Wedding Survey



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Press Release Summary: Majority of couples cutting back on wedding expenses due to economic downturn

Press Release Body: Burlingame, Calif., December 10, 2008, — www.AmericanBridal.com, the Internet's most expansive collection of unique and [affordable wedding favors](#), today announced the results of its 2008 Wedding Planning Survey. The survey gathered information about wedding budgets, location, guest count, wedding party size, and how the economy is affecting wedding planning in general.

A majority of respondents (57%) are having their wedding within the next 2 months, and **AmericanBridal.com** wishes to thank our many customers who, amidst the frenzy of wedding planning, participated in this survey. Especially since most (90%) are doing the planning themselves, with help from family and friends, and not hiring a professional wedding planner.

Since budgets are a concern for many, It looks like there's a major spread in wedding budgets. About 25% are planning a wedding on a budget of less than \$10,000, while 25% have wedding budgets over \$25,001. The remaining 50% are somewhere in between, with 38% reporting in the range of \$10,001 to \$20,000.

"Location, location, location" as the saying goes, and roughly a quarter (25%) are having the reception at a hotel, and 10% have opted to host their nuptials at a country club. About 6% of couples selected a destination wedding, while a majority (55%) reported they are finding another type of venue to rent for the event and reception.

Size matters for this year's brides, and by that we mean the size of the wedding party. Most couples (48%) will have between 5 to 8 people, while 37% of respondents have 9 or more bridesmaids and attendants. The trend seems to lean toward larger, more inclusive wedding parties, which leads us to the number of invited guests. Nearly 40% report they will have a guest count of more than 200 and 14% say their total guest count is under 100. A good 34% are inviting 100 to 150 guests.

As for cutting costs and wedding budgets, 68% said they've lowered their budgets by \$1,000 or less. However, the small cuts they are making may not have a big impact on the actual wedding. Items that brides generally won't skimp on are wedding gowns, photography and wedding rings.

When asked more specifically about what they would and would not change, most are not significantly altering music, location, reception style, or dress. Instead, they are more likely to adjust the cost of invitations, wedding favors, bridal accessories and gifts for the bridal party (combined, 46% of respondents said they would make changes in these 3 areas).

*"The uncertain economic climate doesn't automatically mean couples must forgo special touches to commemorate the beginning of their life together," says **Shirley Tan, American Bridal founder**. "We are pleased to help the bride and groom stay within budget with [affordable wedding favors](#), and bridal and wedding party gifts."*

Now that potential money-saving opportunities are identified, look for vendors that offer [discount wedding favors](#) whose products don't look like [cheap wedding favors](#). Economical, do-it-yourself favors add the elegance of custom favors without the price tag. Do-it-yourself favors are popular since they can be customized to suit a particular wedding theme. **AmericanBridal.com** features a wide selection of do-it-yourself favor supplies from which to choose. Add personalized ribbons to create one-of-a-kind favors that look as if not a penny was spared.

One thing is clear: everyone wants to have a memorable wedding, at a special location with beautiful photos and videos. Families and guests must have a great time with plenty of food, drinks, and even entertainment. After all, a wedding is a time of celebration and a party! Most advised planning early, so it is easier to plan ahead, save money, avoid stress and enjoy the anticipation of the special day. The extra time will help to ensure that no detail is overlooked, and that the couple can enjoy their day without reservation.

AmericanBridal.com offers the most extensive collection of wedding favors and accessories such as party favors, wedding invitations, personalized gifts, wedding ideas, wedding flowers, cake toppers, thank you cards, wedding guest favors, bridal shower favors, bridal shower ideas, wedding jewelry, wedding decorations, wedding centerpieces, bridal shower games, wedding programs, bridal jewelry, bridal shower invitations, place cards, usher gifts, wedding albums, wedding announcements, favor boxes, unity candle, wedding anniversary gift, wedding checklist, wedding bells, wedding napkins, wedding veils and much more.

About

AmericanBridal.com

AmericanBridal.com is the online source for unique and [affordable wedding favors](#) and accessories. For every theme or season, AmericanBridal.com has the most extensive selection of products that are guaranteed to make any wedding an unforgettable event for the bride and groom and their guests. From fun and unusual to traditional and elegant, Americanbridal.com specializes in personalized wedding favors, attendant gifts, wedding ceremony accessories, unique [bridesmaids gifts](#) and groomsmen gifts, bridal accessories and jewelry, and themed wedding favors. AmericanBridal.com offers the selection of a showroom with the convenience of online shopping and superior customer service at prices that can't be beat. For more information, please visit us at www.AmericanBridal.com.

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