October 19th

is the most popular day for U.S. couples to get married in 2019

33,874 couples will be wed on this day*

*The number of WeddingWire and The Knot couples marrying on this day.

ACCORDING TO *the knot* + WEDDINGWIRE

4.3M
guests will be in attendance at a wedding

1.7M
guests will travel for an out-of-town wedding

$1.8B
to be spent by wedding guests for gifts, travel, attire, accommodations, etc.

474K
wedding professionals will be hired to help bring these weddings to life

$71M
to be spent by couples on attire

11.5K
couples will have mixed-gender wedding parties*

8.1K
couples will serve a late night snack*

$227M
to be spent by couples on wedding day catering

*Predictions based on 2018 WeddingWire Newlywed Report findings

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$508M will be spent on **gifting** for newlyweds on October 19*

*Gathered from the WeddingWire Guest Study data

- **Tour red wine glasses, Tour white wine glasses** and the **B. Smith® multi-purpose server with tray** are the most popular registry gifts on The Knot Registry for couples getting married on October 19.

- **$692,038** will be contributed to October 19 to-be-weds' cash funds.

- The most expensive gift on October 19 couples' registries is **iRobot® Roomba® i7+ Wi-Fi®** connected robot vacuum with auto dirt disposal at **$999.99.**

*Gathered from user data from The Knot Registry

Nearly 34,000 couples are celebrating their unions across the U.S. on the most popular wedding day of 2019, October 19.

WeddingWire conducted a national survey among U.S. adults ages 22-54 who have attended at least one wedding in the past year to gain perspective on the wedding guest experience from travel, accommodations and RSVPs to expenses, gifting and favorite moments from the big day.

According to the 2019 WeddingWire Guest Study:

- When it comes to the reception, guests pay most attention to food (77%) followed by the music (55%) and the venue/setting (51%).

- The majority of guests say they'll stay at the party until the end of the night (59%), but 4-in-10 acknowledge they typically leave early.

- The top guest challenges when preparing for upcoming weddings are finding something to wear (44%), keeping costs reasonable (27%) and choosing a gift for the to-be-weds (24%).

- 1-in-9 guests purchase a gift for the couple at least one month in advance.

Wedding Guest Spend

Guests spend an average of $120 on a gift, though relationship to the couple impacts their spend.

Roughly half of guests purchased a new outfit for the most recent wedding they attended and spent, on average, $155.

Guests spend an average of $130 on travel and for those traveling to an out-of-town wedding $370 is spent, on average, for accommodations.

Wedding Detail Communication and RSVPs
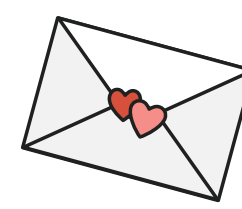
- Half of guests say it's most convenient to RSVP online (53%). Mailing in a card is preferred by 3-in-10 guests (29%), while 19% do not have a preference.

- Only 6% admit to RSVP-ing late or not at all -- a lower than expected percentage, as couples cite getting guests to RSVP as a top challenge for them according to WeddingWire communications research.

Wedding Accommodations

Most frequently, guests stay at a hotel (82%) when attending a wedding that requires overnight accommodations, though 22% opt for a vacation rental property.

When thinking about overnight accommodations, 37% of guests note they always stay at a place recommended by the couple, with 50% noting they do some of the time.

✈ Out of Towners

- When deciding whether or not to attend a wedding, top considerations for traveling guests include travel/flight options and costs for those flying (53%) and the venue location for those driving (39%).

- Guests traveling by plane prefer to be reminded of final wedding details 6 weeks in advance (43%) compared to in-town guests who prefer to be reminded 2-3 weeks in advance (37%).

- 51% of guests traveling by plane rent a car once at the wedding destination, compared to those in town who use their own car (86%).

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