



1616 N Damen Suite #301 Chicago IL 60647  
P. 773.942.6172 F. 773.304.3141  
[www.LOLAeventproductions.com](http://www.LOLAeventproductions.com)

## U.S. WEDDING INDUSTRY FAST FACTS

***Want more information on how these U.S. Wedding Fast Facts compare to the Midwest? LOLA Pros are available to share insight on Chicago-specific information, along with their personal commentary on the latest trends and most sought-after venues.***

- o Approximately 2.5 million weddings occur and \$70 billion is spent each year on weddings in the United States alone
- o July has overtaken June as the most popular wedding month for three years in a row. The most popular months for weddings are (in order) July, August, June, September, October, May
- o The average wedding has 175 invited guests. Only 20 percent of weddings will have over 200 invited guests
- o Inventive wedding sites are gaining in popularity, including historical buildings, vineyards, and beaches. In 2008, 35 percent of ceremonies took place outdoors
- o More than 15 percent of weddings incorporate ethnic customs
- o Last year one in five couples planned an out of town wedding, with one in ten couples hosting a full-fledged destination wedding
- o The size of the average wedding party is 12 members
- o Brides-to-be spend an average of 30 hours per week planning their wedding
- o Approximately 50 percent of brides now use a wedding consultant

## LOLA EVENT PRODUCTIONS FAST FACTS

LOLA Event Productions, a Chicago-based event and wedding design firm, specializes in creating meaningful and memorable events that reflect the individual personality and style of clients. LOLA's senior-level consultants work with Chicago's top event vendors, and offer clients in-depth experience with design, décor, planning, logistics and budgets. LOLA Pro's have...

- o planned Chicago-based weddings as well as destination weddings in locations such as Mexico and the Virgin Islands, as well as around the US, including Door County (WI) and Saugatuck (MI);
- o created memorable weddings for clients with budgets from \$10,000 to \$500,000;
- o designed weddings at a variety of venues including Chicago landmarks such as the Chicago History Museum and Adler Planetarium to locations in the Chicago Park district to industrial loft space and local galleries;
- o personally arranged tens of thousands of flowers into bouquets and centerpieces for hundreds of clients;
- o cultivated a preferred vendor list of highly-reputable, top-tier companies in the event production and management arena;
- o integrated many different traditions and customs into one wedding, including Hindu, Korean Tea ceremony, Thai water and Filipino;
- o incorporated unique style elements like ethnic fusion, eco-friendly as well as local customs of Chicago.