

**For Immediate Release**

26 November, 2008

**Contact:**

Ciara Crossan, WeddingDates.ie  
T: 021-4928993  
M: 087-9577733  
Email: [ciara@weddingdates.ie](mailto:ciara@weddingdates.ie)

**Irish Brides Beat Recession Down the Aisle and DIY It for Less**

Survey shows 69% of engaged couples are reducing wedding budgets as economy declines

CORK, Ireland - When the recession in Ireland became official, Ciara Crossan of WeddingDates.ie worried that the downturn would impact her recently launched business. "Wedding receptions represent a huge expenditure for engaged couples, and with a website built to help brides source premium venues for their chosen wedding date, I was worried that reception venues might be one of the first places couples would look to cut costs," she explained.

But a recent survey of 100 engaged couples in Ireland conducted by WeddingDates.ie reveals that Crossan has nothing to worry about. While a whopping 69% of respondents report they have cut their wedding budget due to recession concerns or issues, it seems couples would rather trim the fat from their guests lists than compromise on their reception venue or the all-important wedding dress.

Wedding budget findings from the survey include:

- Despite an average price tag of €20,000, almost half (49%) of Ireland's engaged couples never planned to take on debt to fund their weddings.
- Conversely, 35% have reduced the amount of debt they're willing to take on or eliminated debt altogether from their wedding planning budgets.
- Only 16% have remained comfortable with the amount of debt they're planning to take on and made no budget adjustments in light of the recession.

So with almost 70% of couples reducing budgets, where are they making savings?

- 21.56% are DIYing more elements of their weddings.
- 17.37% are dispensing with optional extras like wedding favours.
- 17.37% are sourcing and buying more goods and services online.
- 14.37% are reducing their guest lists to make savings.

But for Crossan's business, and the hotels she lists on her site, the news is good. The wedding reception is the last item to fall victim to budget cuts, with only 7% trimming menu or bar options, and just 1% changing from the traditional plated meal to buffet service. There's good news for online retailers and suppliers, too, with 17.37% of those surveyed hitting the Internet in search of better deals to stretch their wedding budgets.


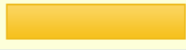
With more engaged shoppers on the prowl for bridal bargains, Crossan says she would advise businesses in the wedding industry to be more transparent about their pricing. "For all of our reception venues, we list the average price per head for guests. Even couples with debt-free wedding plans are looking to make savings in this economy, and couples have a very firm handle on every budget item. When they know up front that your pricing fits their needs, they're more likely to contact and buy from you."

# # #





Note to Editors: WeddingDates.ie [ <http://www.weddingdates.ie> ] is an Irish website that allows engaged couples to select a county and see a list of wedding reception venues available on their chosen wedding date. Wedding survey was conducted from 11 – 26 November and had 100 valid respondents. Statistics are available for download in PDF format at <http://www.weddingdates.ie/blog/category/press/>

## Wedding Dates.ie 2008 Wedding Survey Results









Survey conducted 11 – 26 November on <http://www.weddingdates.ie> - 100 valid respondents.

Q.1 Have you reduced your wedding budget due to recession concerns or issues?		
Answer		Count
Yes		(69%)
No		(31%)








  

Q.2 Which best describes how you are funding your wedding?		
Answer		Count
We never planned to take on debt to fund our wedding.		(49%)
We were going to take on some debt but now we are not.		(4%)
We have reduced the amount of debt we're willing to take on.		(31%)
We were planning to take on wedding debt, and are still taking on the same amount.		(16%)

Q.3 If you have reduced your wedding budget, in what ways are you making savings?		
Answer		Count
Doing more DIY elements.		(22%)
Got rid of optional extras like wedding favours.		(17%)
Sourced or purchased more things or services online		(17%)
Reduced guest list		(14%)
Reduced honeymoon budget		(11%)
Changed menu or bar options		(7%)
Changed plans for wedding dress or bridal party attire.		(7%)
Changed from plated meal to buffet		(1%)

Q.4 What is your approximate wedding budget NOT including your honeymoon?		
Answer		Count
30,000+ euros.		(9%)
25 - 30,000 euros.		(8%)
20 - 25,000 euros.		(21%)
15 - 20,000 euros.		(32%)
10 - 15,000 euros.		(19%)
5 - 10,000 euros.		(9%)
1 - 5,000 euros.		(1%)