

AT THE HILTON ST GEORGE'S PARK

BURTON UPON TRENT

12.10pm

Product Marketing 1:
The Weddings Lifecycle
With Ciara Crossan, Founder & CEO
of WedPro by Wedding Dates and
Mark Godfrey, Director of Deer Park
exclusive wedding venue, Devon

HOTEL MARKETING CONFERENCE

THURSDAY 27 APRIL 2023

Welcome to our BIG DAY



MANAGING DIRECTOR
DEER PARK COUNTRY HOUSE





CIARA CROSSAN

CEO & FOUNDER WEDDINGDATES

About me









WEDDING DATES



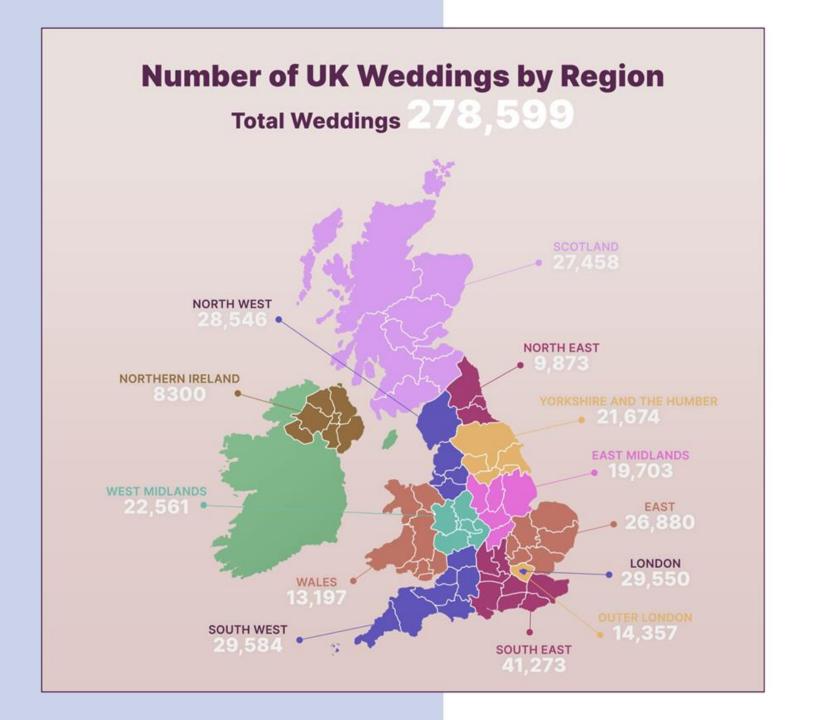
CIARA CROSSAN
CEO & FOUNDER WEDDINGDATES

Wedding Sector Key Facts

- There are 278,500 weddings every year in the UK
- Over <u>264,000 WEDDINGS</u> were postponed due to the pandemic in 2020

There is an estimated £14.7bn direct spend on weddings every year

- £9.4bn spend on the day itself
- £3.2bn spend on retail
- £2.1bn travel, tourism and pre-wedding events

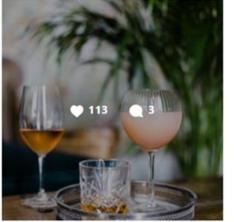


SOURCES:

ONS ENGLAND AND WALES
ONS SCOTLAND
ONS NI
MARRIAGES IN 2017
(LATEST AVAILABLE DATA)















DEER PARK COUNTRY HOUSE





Hotel to Exclusive Use Venue

Year	type	Weddings	Notes
2012	Hotel	22	
2017	Hotel	72	
2018	Hotel	89	Oct: decision to move to Exclusive Use in 2020
2019	Transition Year	105	Rebranded, new world
2020	Exclusive Use	122	122 booked only 12 weddings delivered
2021	Re-open post Covid	68	68 Delivered in 6 months trading
2022	Exclusive Use	144	
2023	Exclusive Use	146	146 Booked, target is 155
2024	Exclusive Use	74	74 Booked

DEER PARK COUNTRY HOUSE

Pre-Wedding - Planning

Proposal / Engagement

Enquiring with venues

Touring venues/showround appointment

Signing contract & paying deposit

Paying further instalments

Menu tasting

Pre wedding meeting / final details meeting

Wedding Phase

Rehearsal dinner/pre wedding arrival

Ceremony

Wedding Breakfast/Wedding Reception

Day 2 wedding celebration (BBQ)

Post Wedding Phase

Honeymoon

Post wedding Iull / comedown!

Anniversary

WEDDING LIFECYCLE



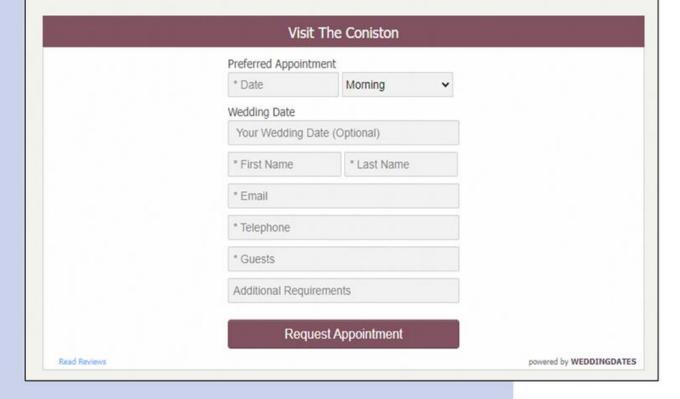
Showround Significance

- 50% of couples tour just 2-3 venues
- 21% of couples make only 1 tour appointments
- 54% of couples want to book the showround appointment online

A 17th century barn, acres of grounds for picture perfect moments, a majestic lake and even a historic church; weddings at The Coniston Hotel Country Estate & Spa are something truly special. Our enchanting event spaces can accommodate up to 120 for a wedding breakfast, or if you're looking to extend your guest list even further, you can make the most of our grounds with an elegant marquee.

Download wedding brochure

Download wedding FAQs





Spotlight

- Immediate reply
- ✓ Interactive enquiry form

Our Couples

Just 24% said they "were made to feel SPECIAL during the enquiry process..."



UK Wedding Industry Report 2023 - WeddingDates



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UK Wedding Industry Report 2023 - Wedding Dates





SPOTLIGHT: The Personal Touch

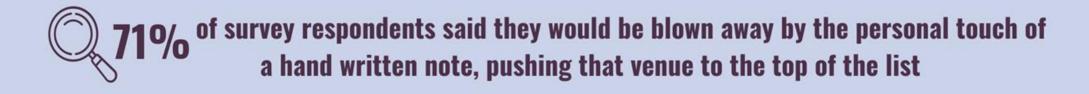
13%

SAID THEY FELT LIKE JUST ANOTHER NUMBER

50%

SAID NOTHING REALLY STOOD OUT 24%

SAID THEY WERE MADE TO FEEL REALLY SPECIAL







Bouquet toss

- Technical audit of wedding pages
- Mystery Shop of sales process

BOOK A DEMO TODAY!



Speak to us in the Marketing Avenue of Excellence

in WeddingDates getwedpro.com

