



AT THE HILTON
ST GEORGE'S PARK
BURTON UPON TRENT

12.10pm

SEMINAR D
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

THURSDAY 27 APRIL 2023



Welcome to our **BIG DAY**

MARK GODFREY
MANAGING DIRECTOR
DEER PARK COUNTRY HOUSE



CIARA CROSSAN
CEO & FOUNDER
WEDDINGDATES

About me



WEDPRO
by WEDDING
DATES

WEDDING
DATES



CIARA CROSSAN
CEO & FOUNDER WEDDINGDATES

Wedding Sector Key Facts

- There are **278,500** weddings every year in the UK
- Over **264,000 WEDDINGS** 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

Number of UK Weddings by Region

Total Weddings **278,599**



SOURCES:

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



DEER PARK COUNTRY HOUSE



Hotel to Exclusive Use Venue

DEER PARK
COUNTRY
HOUSE

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

PHASE 1

PHASE 2

PHASE 3

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 lull / 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](#)

Visit The Coniston

Preferred Appointment

* Date Morning

Wedding Date

Your Wedding Date (Optional)

* First Name * Last Name

* Email

* Telephone

* Guests

Additional Requirements

[Read Reviews](#)

powered by WEDDINGDATES



The Coniston Hotel
Country Estate and Spa

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*



WEDPRO
by WEDDING
DATES

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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



71%

of survey respondents said they would be blown away by the personal touch of a hand written note, pushing that venue to the top of the list



Bouquet toss

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

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BOOK A DEMO TODAY!

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