



Wedding Venue Marketing

The Essential Update



Guides for Brides

Alison Hargreaves
Founder & CEO
Guides for Brides



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Tanya Davis
Wedding & Events Consultant
Apartment Group

- ▶▶ What's changed
- ▶▶ Where venues are losing revenue
- ▶▶ What to do now

In this Session



The Market Reality



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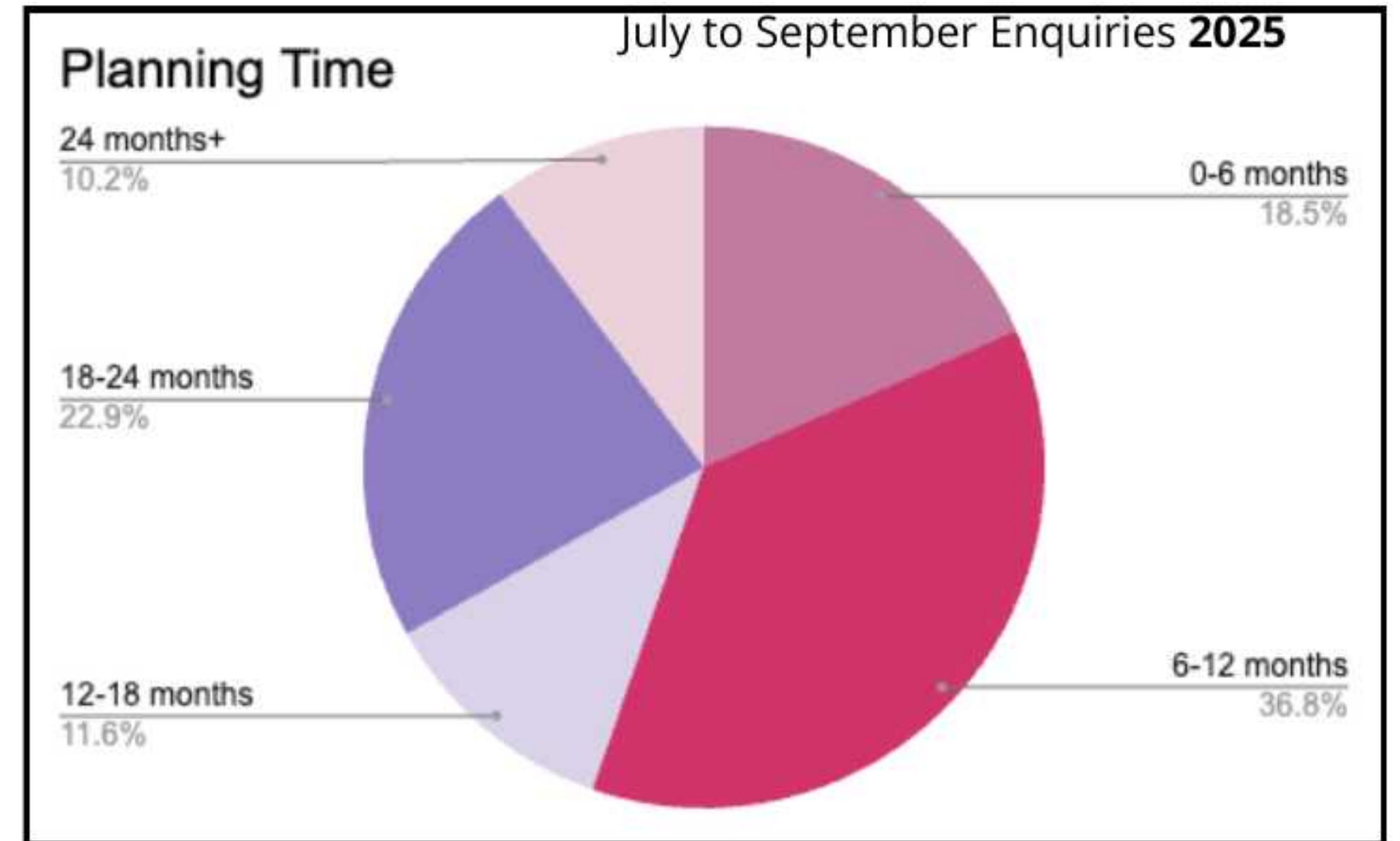


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The market reality

- Strong ongoing demand for weddings
- Wider variation in spend
- Wider variation in venue style and location
- Shorter booking windows
- Faster decision-making





What's driving change?

- Marriage Law reform → more flexibility
- Gen Z → less traditional → less reliance on licensed venues
- Growth in multicultural / fusion weddings
- Wider range of acceptable venues



Demand is splitting

Short-format

- Town hall + evening reception
- Second marriages
- Faster decisions.

Experience-led

- Overnight stays
- Pre/post events
- Higher total spend.

Hotels should be gaining share - if packaged properly





Where venues are losing revenue





The core issue

- The market has shifted
- Most venues haven't
- Still selling the cookie cutter wedding
- Doesn't reflect how couples research or buy

This is where revenue is being lost

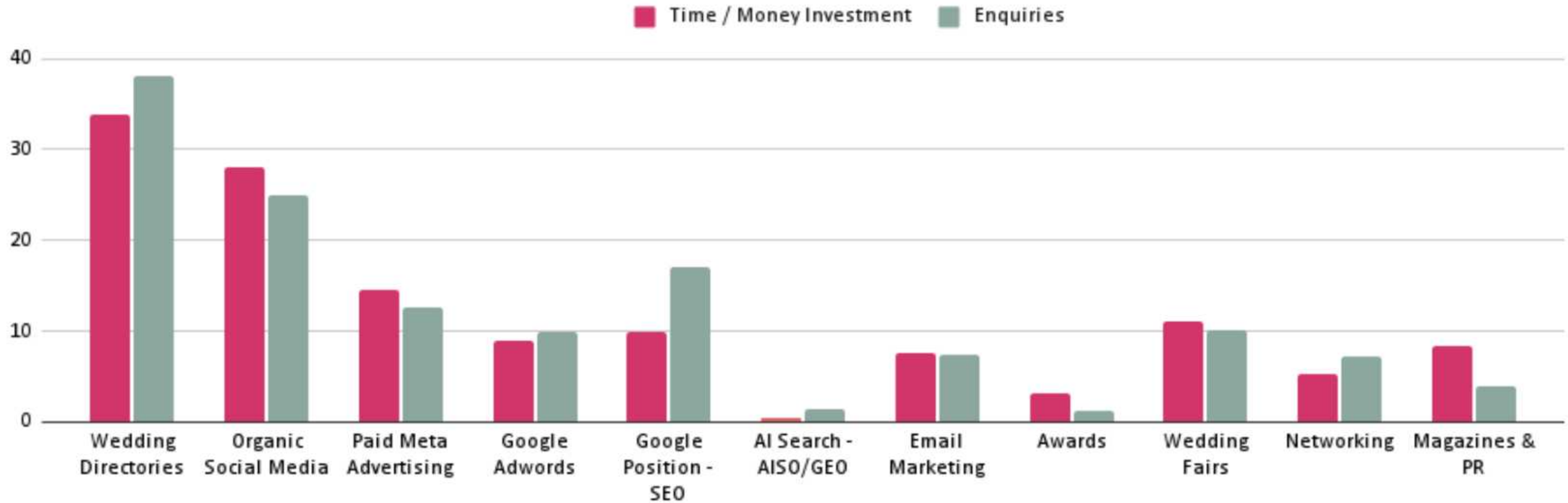


Competition has moved on

- Venues designed specifically for weddings
- Accommodation, prep rooms, event spaces
- Event teams that understand this market
- Targeted marketing
- Fast enquiry handling

They are winning bookings hotels should be winning

Wedding Venue Marketing ROI



Guides for Brides Venue Survey (September 2025 - data gathered from 196 venues)
% of time / budget spent on various marketing activities vs the enquiries yielded





Fix the product

- Understand your market
- Present clear options to suit demand:
 - Short-format
 - Experience-led
 - Multicultural
- Price and package accordingly



Fix the communication

- No clear pricing → fewer, lower-quality enquiries
- Communication friction → ghosting
- Slow response times → lost momentum
- Generic replies → low engagement
- No clear next step → drop-off

Leads come in - but don't convert



What to do now



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How couples research

- Social → search → directories → venue website
- Couples compare before enquiring
- Shortlisting happens on third-party platforms
- Validation before direct contact

This is where couples decide who to contact



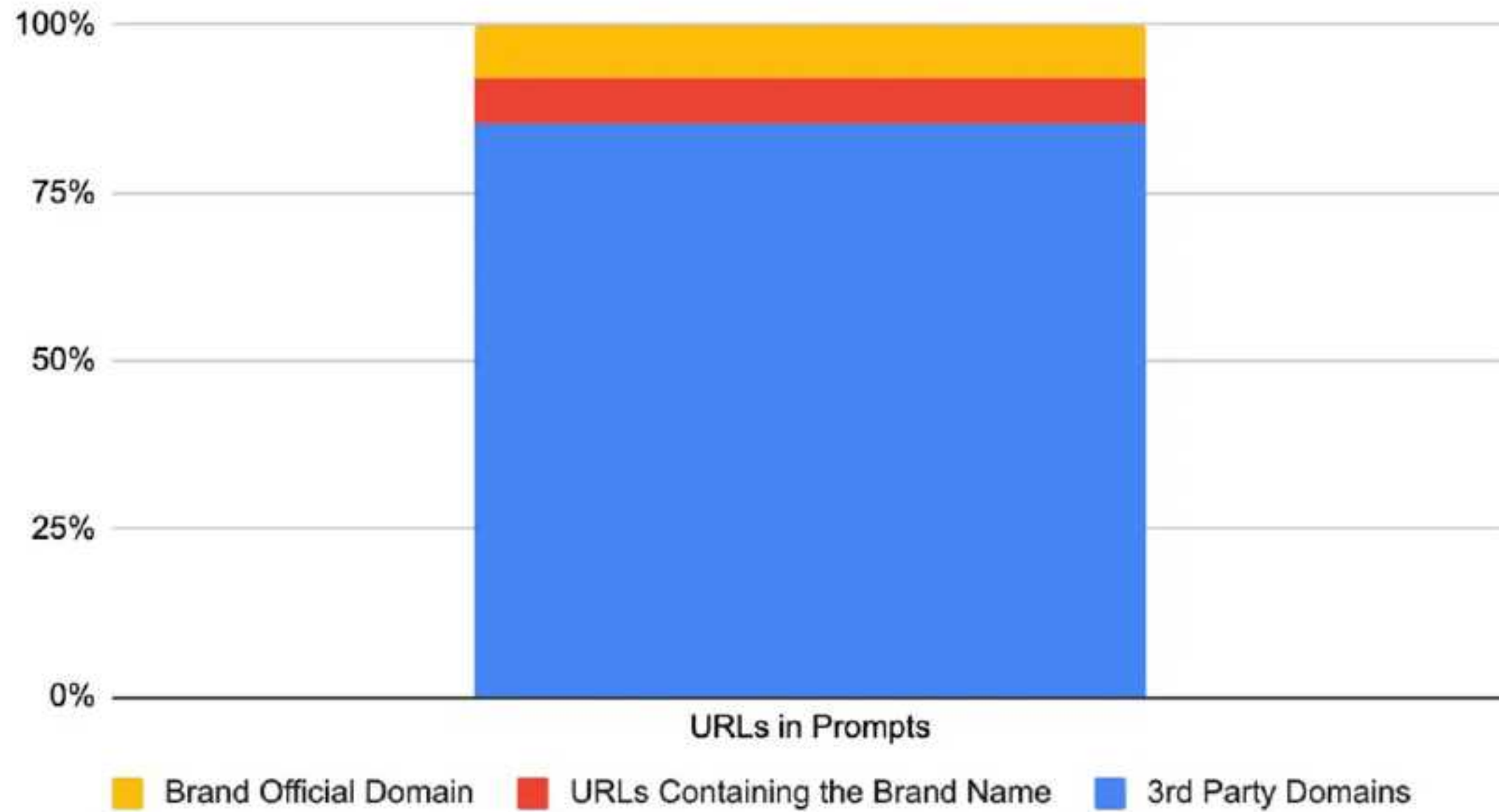
ukweddingassociation.co.uk



AI search

- Search shifting to AI-generated answers
- AI pulls from structured, consistent sources
- Third-party platforms, reviews, awards, accreditation carry weight
- Inconsistent or missing data reduces visibility

This is where search engines decide what to show



~91%
of Sources
favoured for citations
by Large Language
Models come from third
party sources

Source: [Search Engine Land](#)





How couples research

- Make pricing clear and visible
- Ensure consistent presence where couples compare venues
- Strengthen trust signals
- Respond quickly with a clear next step
- Match the offer to the customer, and the customer to the offer

Access your hotel's share of a £14.7b industry



Q&A



Alison Hargreaves

Guides for Brides
alison@guidesforbrides.co.uk



Tanya Davis

The Apartment Group
tanyadavis@apartment-group.com



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