

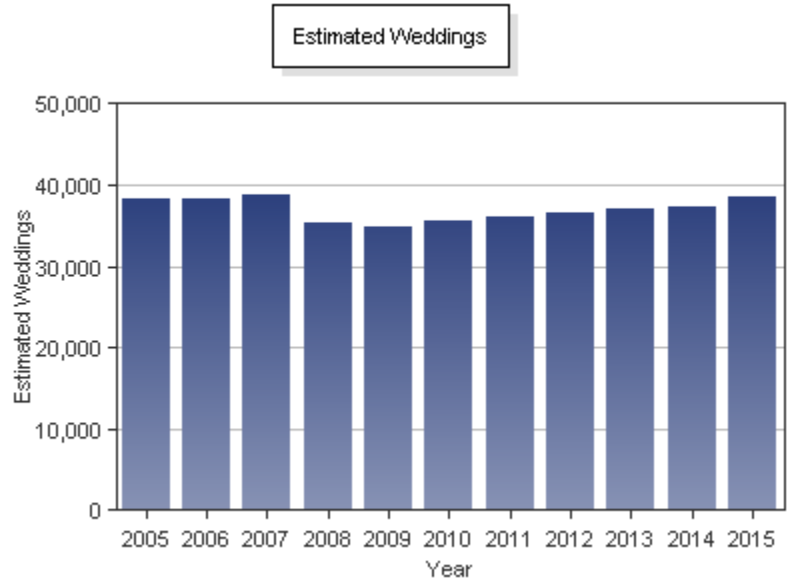
Wedding Statistics and Industry Market Estimates For:

Washington-Arlington-Alexandria, DC-VA-MD-WV - (Metropolitan Area)

Market Totals > Estimated Weddings

This is the number of estimated weddings for this market. See the [Methodology](#) page for more details on how we calculate weddings. This includes weddings that originate and travel into this market.

Year	Estimated Weddings
2005	38,215 *
2006	38,418 *
2007	38,770 *
2008	35,257 *
2009	34,842 *
2010	35,558 *
2011	36,070 *
2012	36,550 *
2013	36,969 *
2014	37,415 *
2015	38,438 *

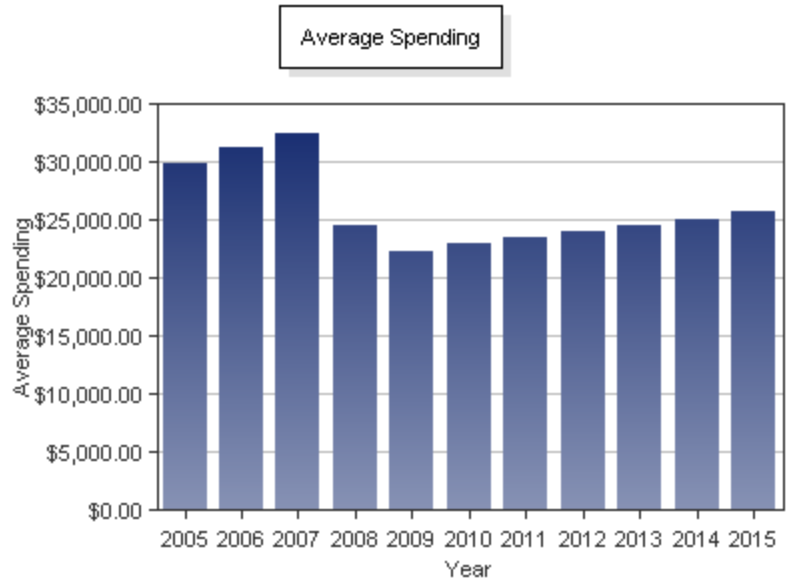


* = Estimated Value

Market Totals > Average Total Spending

This is the estimated average amount spent on a single wedding. See the [Methodology](#) page for more details on how we calculate spending. This includes weddings that originate and travel into this market.

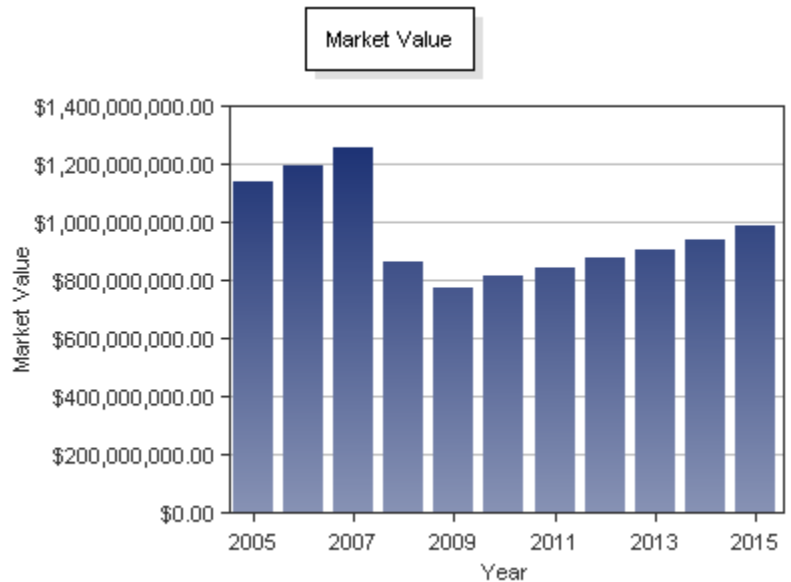
Year	Average Spending
2005	\$29,933
2006	\$31,223
2007	\$32,419
2008	\$24,613
2009	\$22,355
2010	\$22,934
2011	\$23,513
2012	\$24,023
2013	\$24,624
2014	\$25,089
2015	\$25,690



Market Totals > Market Value

This is the estimated market value for all items included in the average wedding cost. The sum of average spending times the number of weddings may not equal the market value due to weighting and other adjustments.

Year	Market Value
2005	\$1,143,873,672
2006	\$1,199,513,048
2007	\$1,256,895,227
2008	\$867,796,877
2009	\$778,892,039
2010	\$815,480,060
2011	\$848,100,384
2012	\$878,054,783
2013	\$910,340,429
2014	\$938,706,806
2015	\$987,456,460



Market Totals > By Category

This is the estimated average amount spent per category in 2009. Summed category totals may not equal average total due to weighting and other adjustments.

Category	Category Average	Market Value
Attire & Accessories	\$2,045	\$71,269,876
Beauty, Health & Spa	\$747	\$26,045,605
Entertainment	\$2,022	\$70,425,333
Flowers & Decorations	\$2,189	\$76,272,257

Gifts & Favors	\$975	\$33,981,026
Invitations	\$747	\$26,063,974
Jewelry	\$6,314	\$219,983,270
Photography & Video	\$2,662	\$92,741,818
Planner/Consultant	\$1,213	\$42,248,634
Transportation	\$946	\$32,966,480
Venue & Catering	\$14,072	\$490,295,193

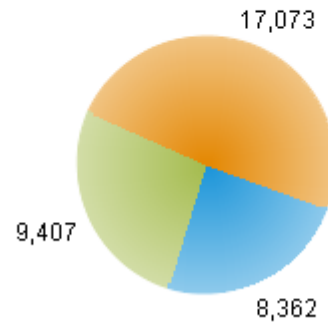
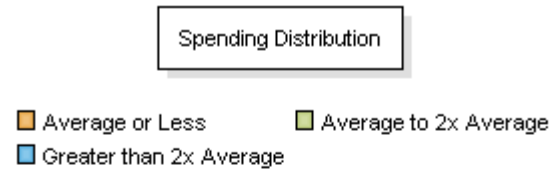
Market Totals > Spending Distribution

This is the number of estimated weddings that spend within certain ranges. "Average or less" is the number of weddings that spend at or below the average. "Average to 2x Average" is the number of weddings that spend at or above the average to the average times two. "Greater than 2x Average" is the number of weddings that spend more than two times the average. This is based on 2009 data.

2009 Weddings: 34,842

2009 Average Spending: \$22,355

	Weddings Spending	
Average or Less	17,073	< \$22,355
Average to 2x Average	9,407	\$22,355 - \$44,710
Greater than 2x Average	8,362	\$44,710 +



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