



How is the Wedding Industry being affected by Coronavirus and COVID-19?

March 2020 Survey Report - All Data

YOU CAN'T
CANCEL LOVE

*Just delay the
celebration!*

Hi

These are unprecedented and difficult times for all of us, on both personal and professional levels, but these are also times where we find out what we're made of and (re)discover our resilience. Thanks to everyone who completed our recent survey, the first in a series that will help us understand what is happening in our industry right now.

Weddings, and therefore wedding suppliers, have been greatly affected in the last few weeks. Couples are cancelling or postponing their weddings placing many wedding businesses at serious risk. I understand the pressures you are under; I am a wedding supplier myself and I am seeing my bookings postpone as well.

BUT...couples still want to get married so we can survive this if we work together, share information and ideas and are resourceful and creative; all things at which the wedding industry already excels.

For the last 10 years, TWIA has supported and championed wedding businesses of all shapes and sizes; it's why we set up TWIA in the first place. We shall continue to support you in these difficult times.

TWIA IS OPEN FOR BUSINESS

Entries, Nominations and Voting for TWIA 2021 remain open. TWIA's core aim is to recognise and reward excellence in the wedding industry. This remains relevant and vital to our industry now and in the future. We also still plan to travel the country in November for our Regional Awards Events and will be announcing the dates and venues very soon.

For full details and more on our contingency plans can be seen [HERE](#).

Small business owners are a resilient, resourceful and creative bunch; we have to be. Many of you navigated your business through the financial crisis more than a decade ago, many of you established your businesses in the aftermath of that crisis. We now need to show that same resilience, resourcefulness and creativity in the face of this new adversity.

I hope the following report is useful to you. We shall send out another survey towards the end of April and share the results to continue to provide an insight into what is happening in our industry.

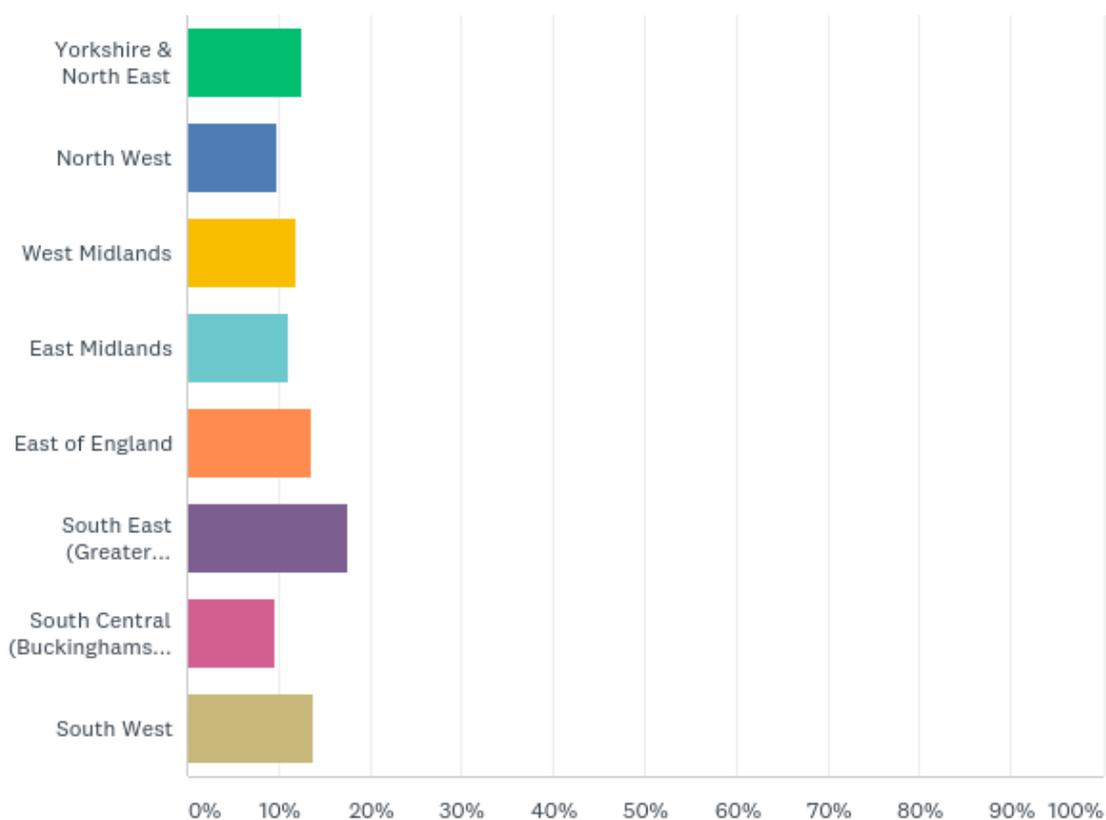
Until then, stay safe and best wishes to you, your family and your business.



Damian Bailey
TWIA Founder

[TWIA Web Site](#)

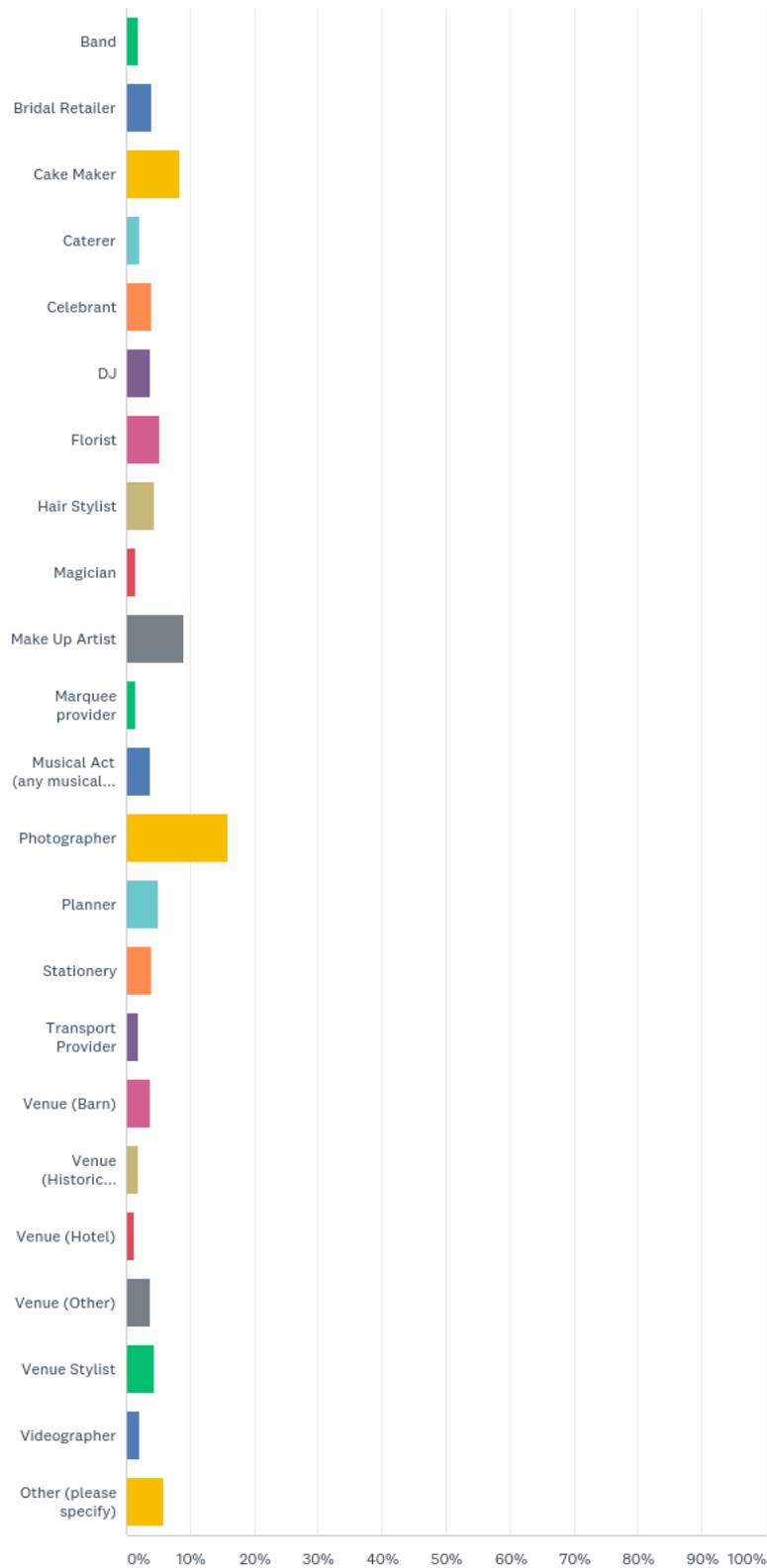
Q1: In which Geographical Region are you based?



ANSWER CHOICES	RESPONSES
Yorkshire & North East	12.62% 41
North West	9.85% 32
West Midlands	12.00% 39
East Midlands	11.08% 36
East of England	13.54% 44
South East (Greater London, Surrey, West Sussex, East Sussex, Kent)	17.54% 57
South Central (Buckinghamshire, Berkshire, Oxfordshire, Hampshire)	9.54% 31
South West	13.85% 45
TOTAL	325

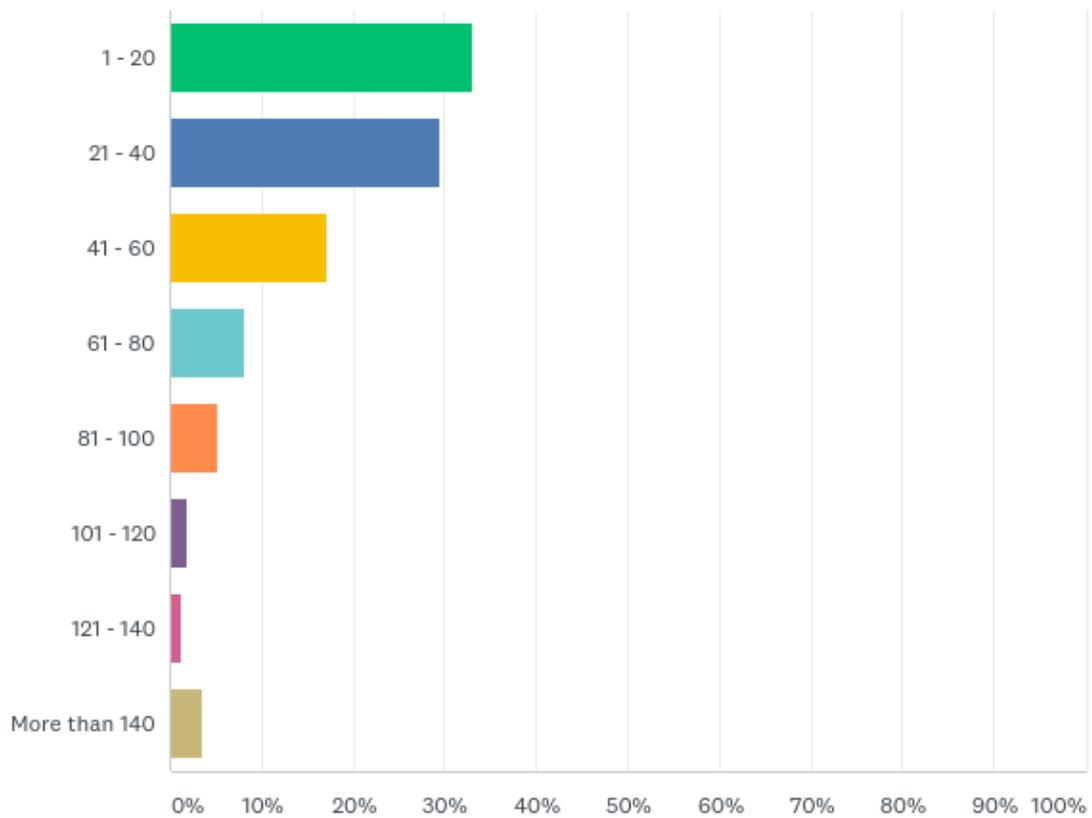
This data shows that there is an even geographical spread of respondents giving a balanced snapshot of the wedding industry across the whole country.

Q2: In which Category is your business?



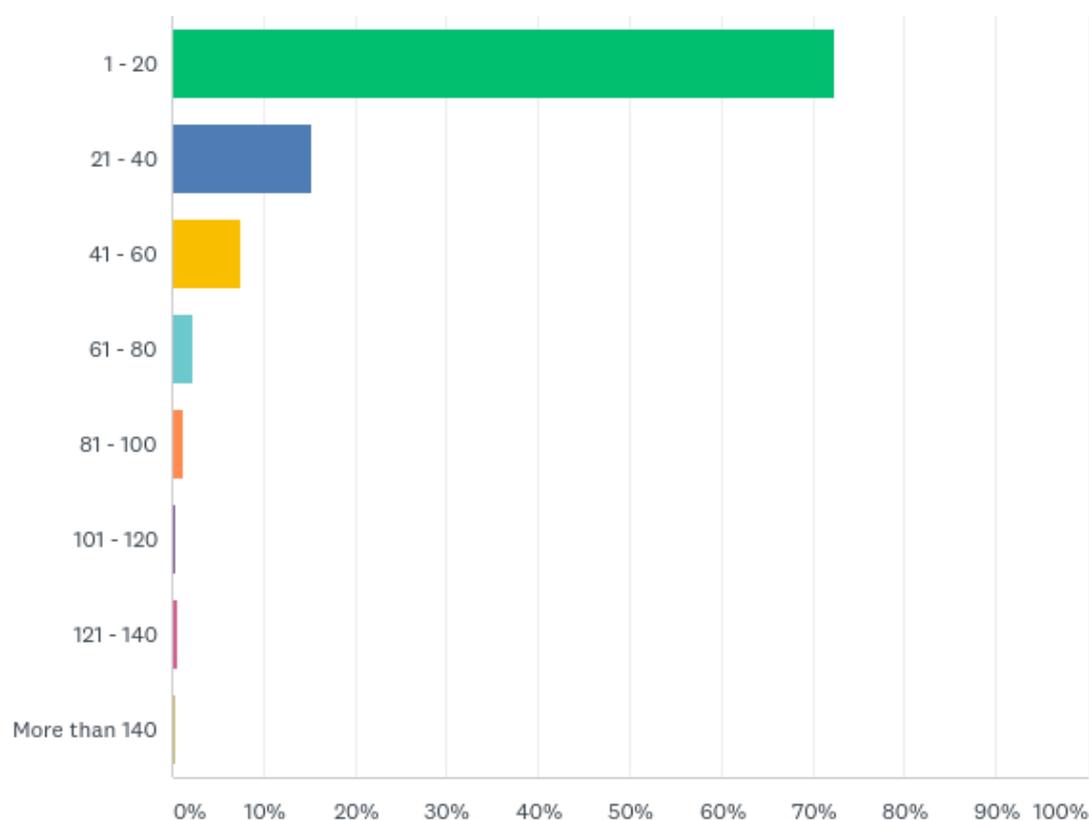
Wedding suppliers from every category answered the questionnaire. See additional report for data specific to your category.

Q3: How many Confirmed Wedding Bookings do you currently have in 2020?



- 63% of respondents have between 1 and 40 wedding bookings for 2020
- 25% of respondents have between 41 and 80 wedding bookings for 2020
- 12% of respondents have more than 80 wedding bookings for 2020

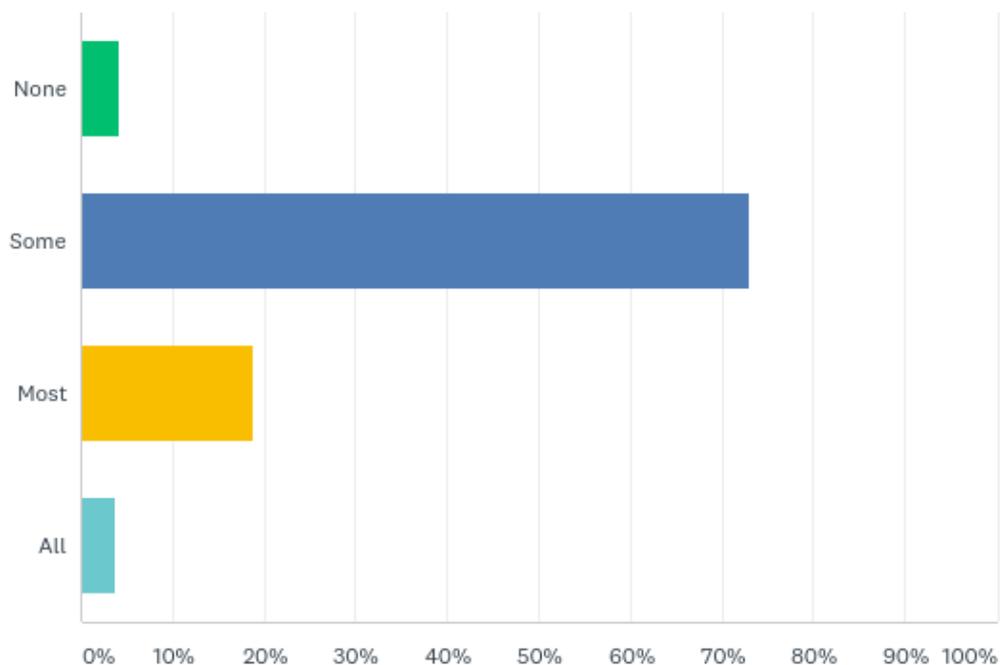
Q4: How many Confirmed Wedding Bookings do you currently have in 2021?



- 88% of respondents have between 1 and 40 wedding bookings for 2021
- 10% of respondents have between 41 and 80 wedding bookings for 2021
- 2% of respondents have more than 80 wedding bookings for 2021

The responses to Q3 and Q4 indicate that there is availability next year for some (if not all) of this year's wedding bookings. The time of year that each wedding takes place is not accounted for in the data but, assuming that the majority of weddings take place between the beginning of April and the end of September and that those in 2020 will have to be postponed to 2021, there is capacity in 2021 for 2020's postponed weddings. From some of the comments we can see that there is concern that 2020 couples who are postponing to 2021 are/might cherry-pick the best dates in 2021 leaving less availability for 'new' couples. We will investigate this further in future surveys.

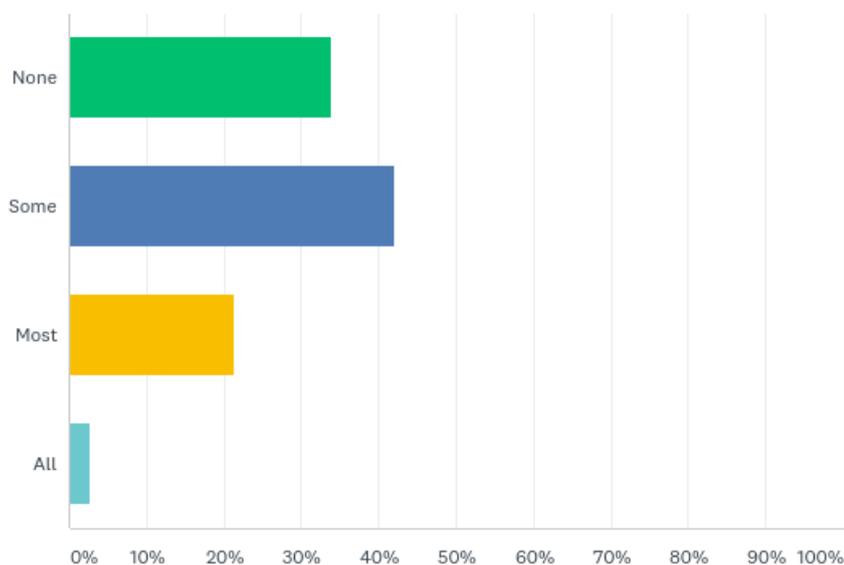
Q5: SINCE 1ST MARCH 2020, please give an estimate of your Confirmed 2020 Wedding Bookings that HAVE CONTACTED YOU OR YOU HAVE CONTACTED about their wedding booking in light of Coronavirus, BUT NOT YET DECIDED WHAT TO DO.



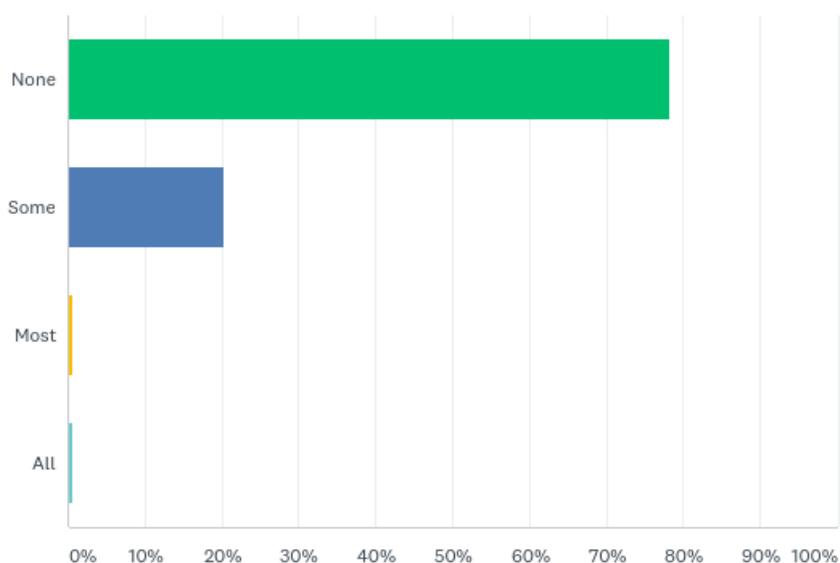
There is clearly some indecision from couples later in the year who have not yet decided whether to cancel or postpone their wedding bookings.

Keep the lines of communication with these couples *open*. It is so important to be proactive with your couples in order to help and advise them. The more you effectively communicate with your couples the more likely they will be to postpone their booking rather than cancel it and the more bookings you will keep.

Q6: SINCE 1ST MARCH 2020, please give an estimate of how many of your Confirmed 2020 Wedding Bookings HAVE CANCELLED their wedding booking in light of Coronavirus, BUT DO PLAN TO REBOOK.

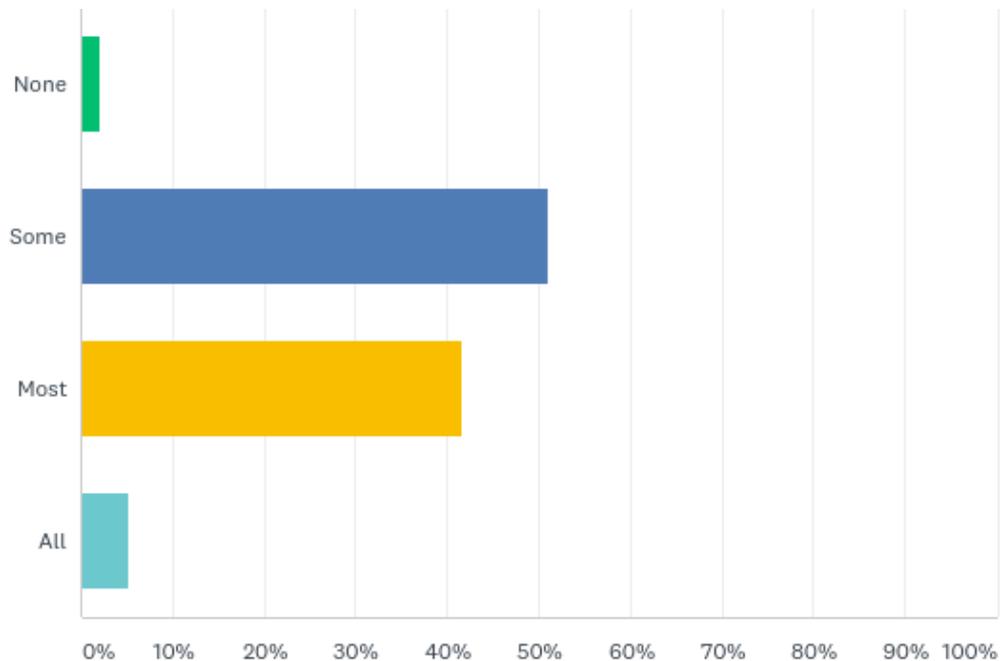


...and WITH NO PLAN TO REBOOK.



This is good news! The vast majority of 2020 wedding bookings have a) not cancelled and b) those that have, plan to re-book.

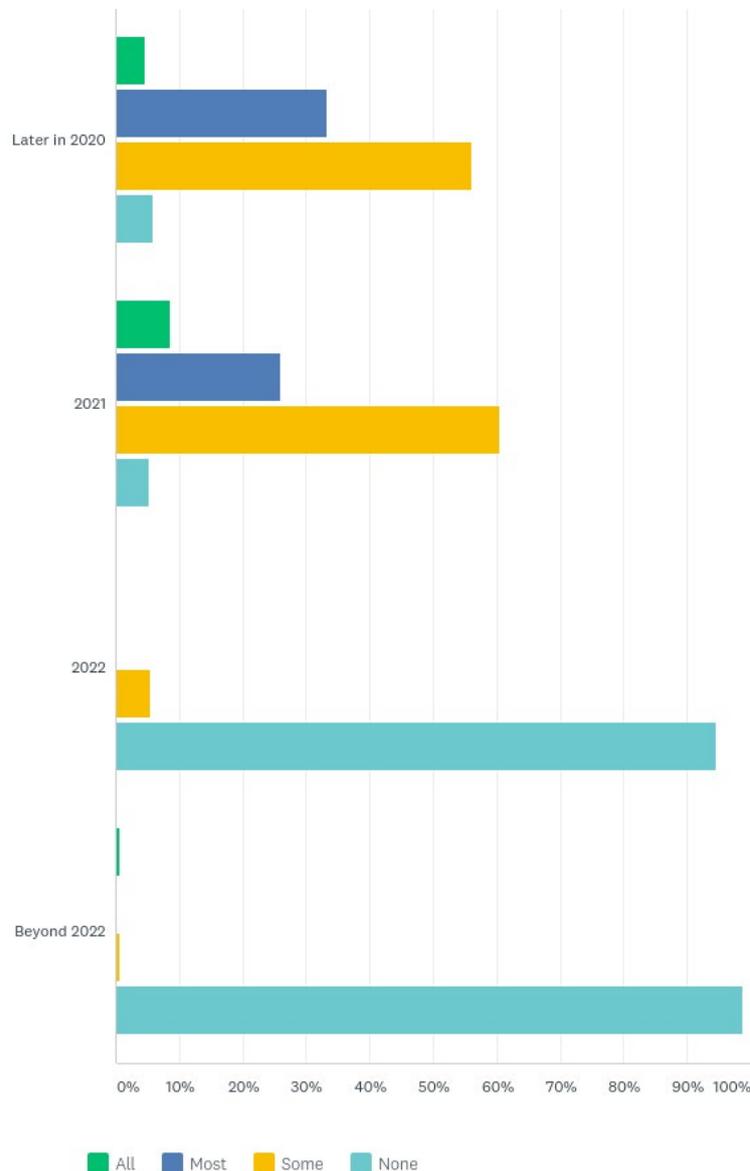
Q7: SINCE 1ST MARCH 2020, please give an estimate of how many of your Confirmed 2020 Wedding Bookings have POSTPONED (changed their wedding date) in light of Coronavirus.



The vast majority of you (93%) have had either **some** or **most** of your 2020 wedding bookings postponed in light of Coronavirus. This is happening to pretty much *everyone* because of the blanket policies introduced by the Government. (Only 2% of respondents said none of their clients had postponed.)

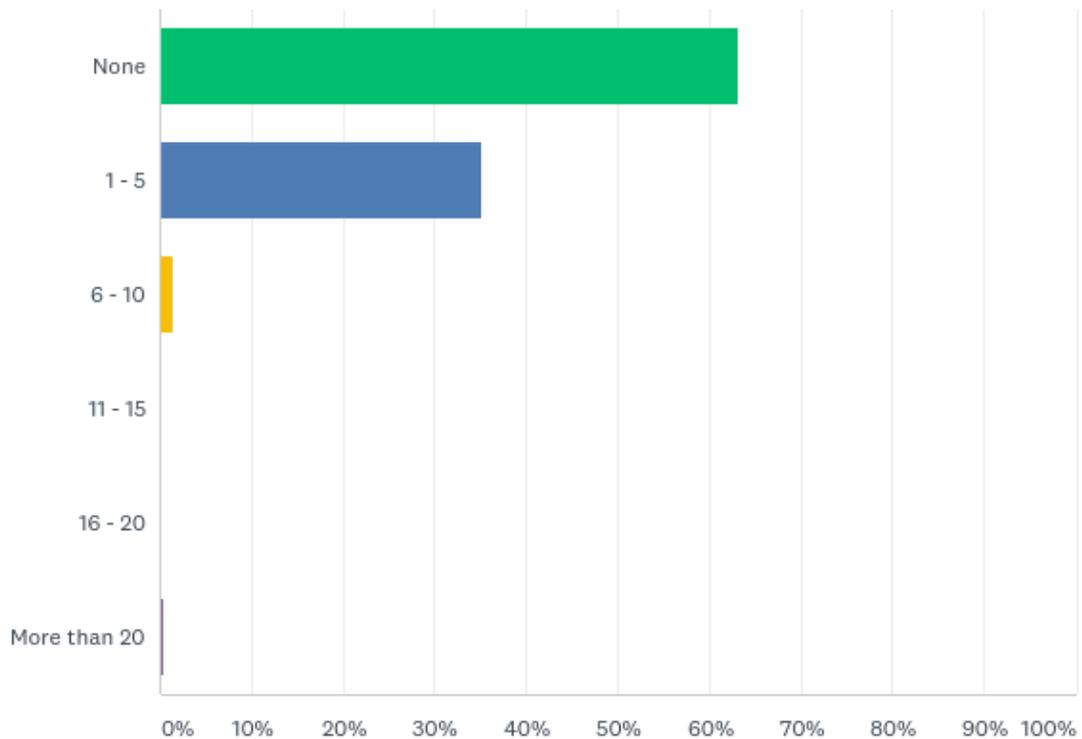
The key word here is **POSTPONE**.

Q8: Of those who have POSTPONED (changed the date of) their Wedding Booking, when is the NEW date? If none of your 2020 Wedding Bookings have postponed please select 'None' in each row.



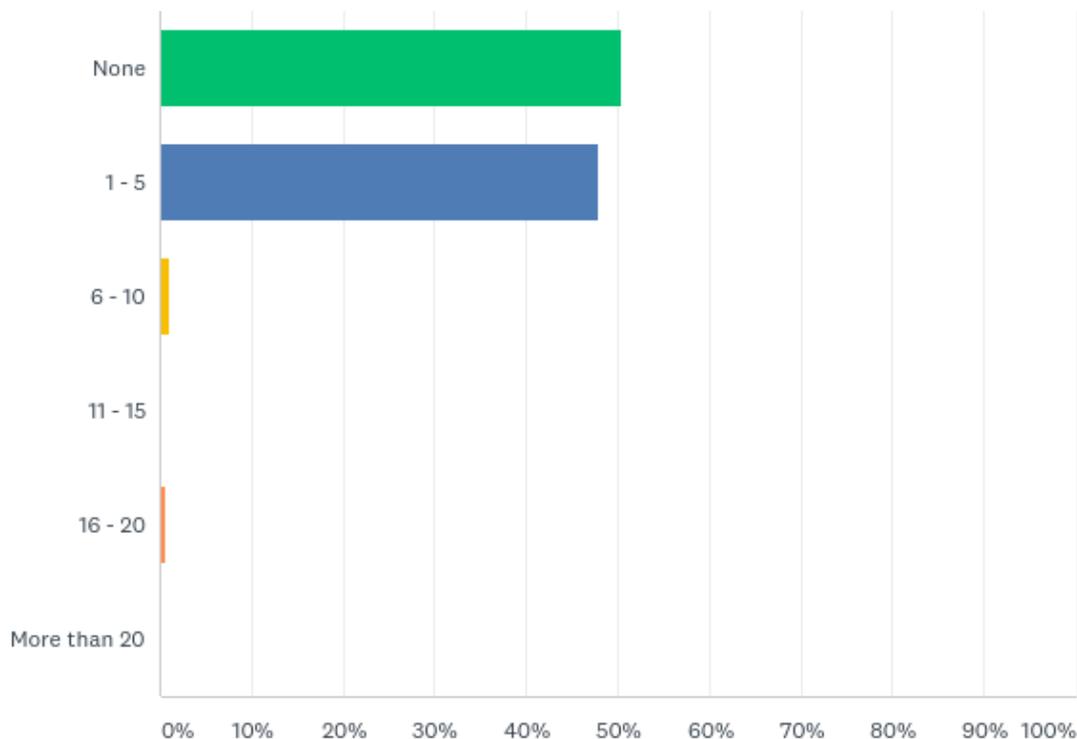
This clearly shows that the vast majority of those who have postponed so far have changed their date either to later in 2020 or from 2020 to 2021. Couples want to get married and they want to get married as soon as possible. This is good news for our industry! Many other industries are losing business that they cannot recoup. Couples still want to get married, it's just a question of when.

Q9: SINCE 1ST MARCH 2020, how many NEW Wedding Bookings (not postponements) have you taken for 2020?



Whilst there is current uncertainty in the wedding market, wedding bookings are still coming in for 2020, most likely September onwards as there will be more availability and (hopefully) the restrictions currently hindering weddings are lifted.

Q10: SINCE 1ST MARCH 2020, how many NEW Wedding Bookings (not postponements) have you taken for 2021?



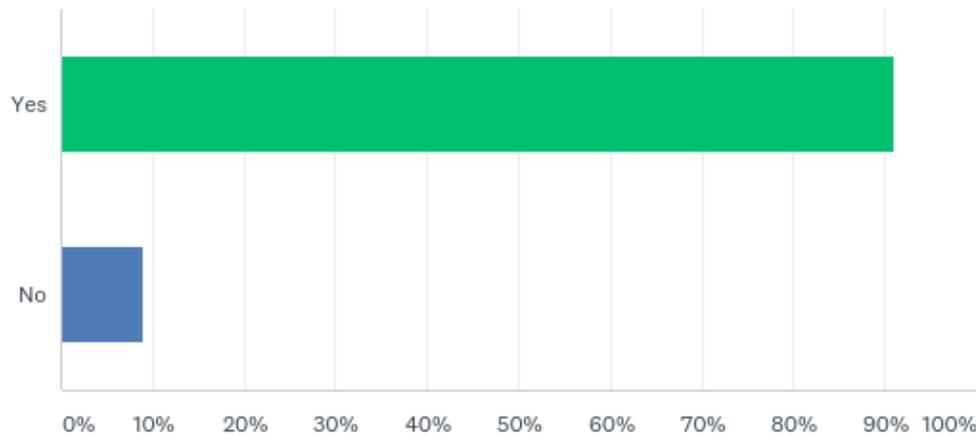
Whilst 50% of respondents said they had had no new bookings for 2021, 50% have seen new 2021 bookings come in in the last month.

This is encouraging. Wedding couples have faith that the restrictions currently hindering weddings will no longer be in place next year.

The fact that wedding couples often book their wedding suppliers a long way in advance is a major benefit for our industry.

The key thing is to try to encourage your couples to postpone rather than cancel, do whatever you can to help this process and drive your marketing towards filling up 2021. The aim has to be to do 2020 and 2021 weddings all in 2021!

Q11: Do you have a Contract and/or Terms & Conditions that protects your Booking Fees for each Wedding Booking?



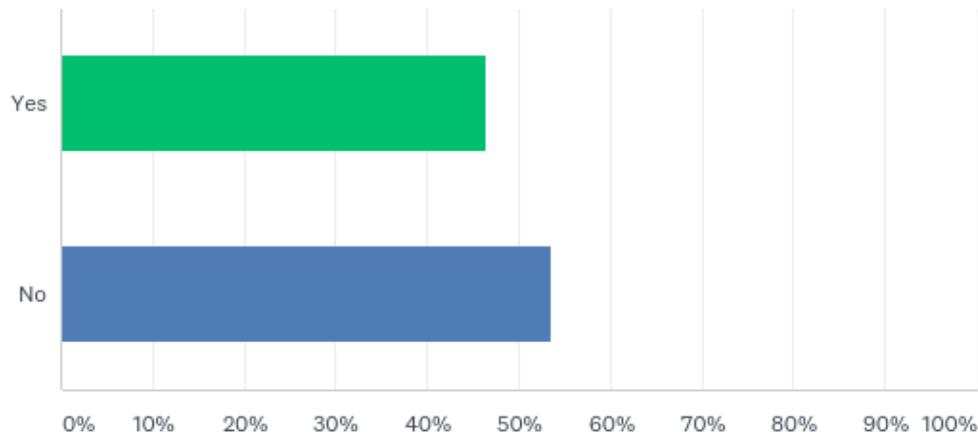
As expected, the vast majority of wedding suppliers have a Contract and/or Terms & Conditions protecting them and their clients.

If you do not have a Contract and/or set of Terms & Conditions we strongly suggest you create them for future bookings. Ask other suppliers you know to see theirs or search online for standard Contracts and Terms & Conditions that you can edit to suit your business.

The bad news is that you can't impose a Contract or Terms & Conditions retrospectively. If you don't have them then you'll have to try to negotiate with your clients who are cancelling or postponing.

Remember; couples still want to get married. They have already booked you once so do everything you can to make sure they book you on the new date.

Q12: Are you sticking to your Cancellation/Postponement policies specified in your Contract/Terms & Conditions when dealing with Wedding Booking cancellations or postponements?

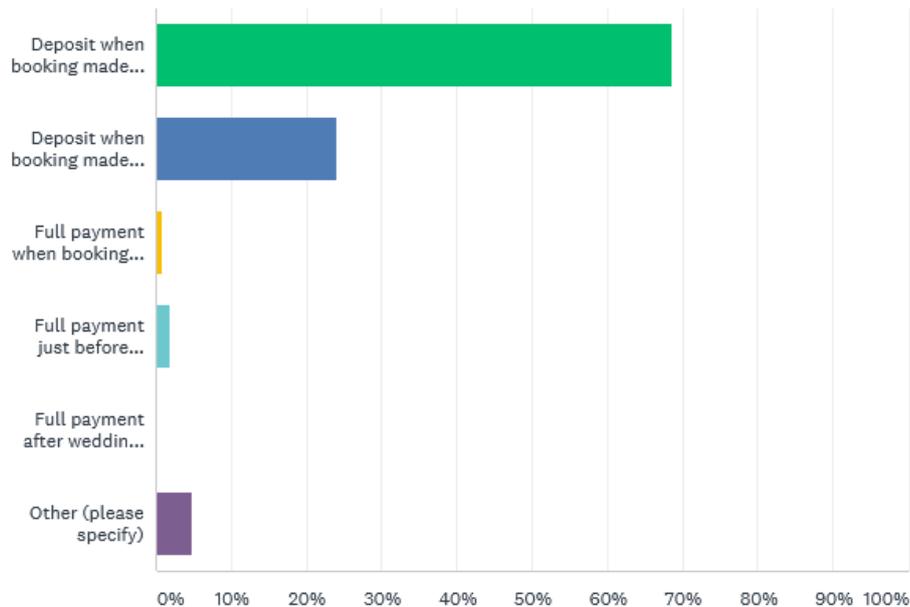


Your Contract and/or Terms & Conditions are there to protect you and your business as much as they are to protect your clients. However, in such unprecedented circumstances many of you appear to be happy to work with your clients in order to reach a favourable outcome for everyone concerned.

IMPORTANT

One thing we have heard a lot in this survey regarding postponing weddings is to ask couples to pay on or before the original date to maintain cash flow this year. If your contract/terms & conditions stipulates and fees to postpone the booking maybe waive this in return. Next year will fill up with postponements from this year and new bookings, the latter ensuring that cash flow is good next year. It won't work for everyone but it is something to consider as you communicate with your 2020 couples.

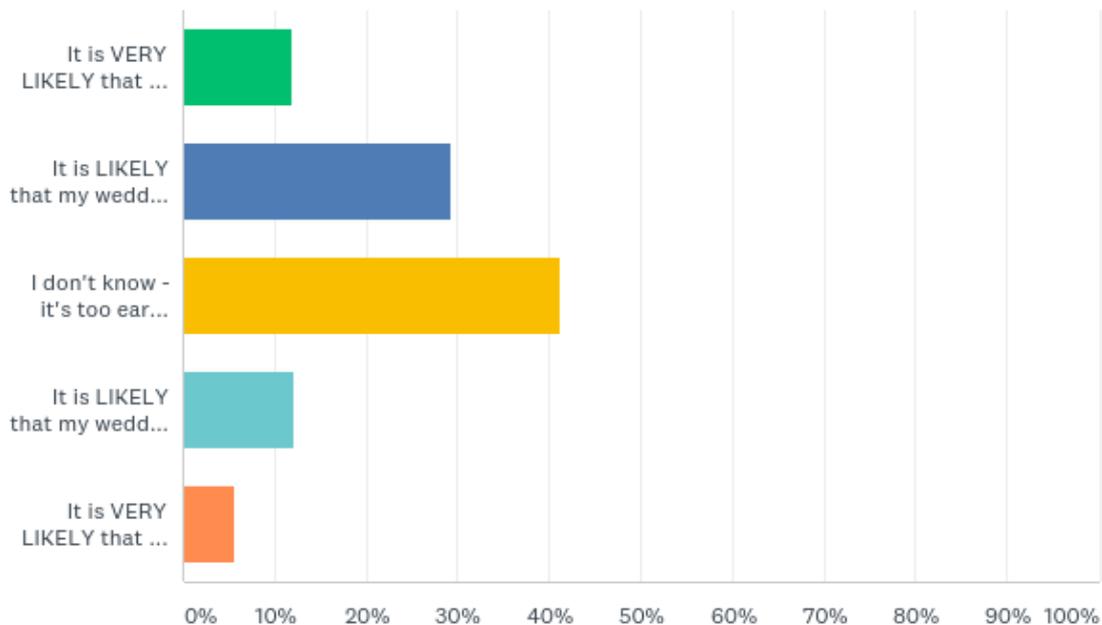
Q13: What payment terms do you have on your Wedding Bookings?



ANSWER CHOICES	RESPONSES
▼ Deposit when booking made with single balance payment prior to booked date.	68.52%
▼ Deposit when booking made with split/multiple balance payments prior to booked date.	24.07%
▼ Full payment when booking made	0.74%
▼ Full payment just before booked date	1.85%
▼ Full payment after wedding has taken place	0.00%
▼ Other (please specify)	Responses 4.81%

94% of respondents take a deposit upon booking followed by either single or multiple payments prior to the wedding. This is good news for both you, the supplier, and your couples. You are bound together by the deposit payment and the couple still want to get married as soon as possible, as previously seen. This should help as you negotiate towards a postponement of the wedding and, therefore, your booking.

Q14: What do you feel the impact of Coronavirus will be on your wedding business?



ANSWER CHOICES	RESPONSES
▼ It is VERY LIKELY that my wedding business WILL BE ok	11.85%
▼ It is LIKELY that my wedding business WILL BE ok	29.26%
▼ I don't know - it's too early to say	41.11%
▼ It is LIKELY that my wedding business WILL NOT BE ok	12.22%
▼ It is VERY LIKELY that my wedding business WILL NOT BE ok	5.56%

41.11% of respondents feel that their business is likely or very likely to be OK, exactly the same number who feel it is too early to tell.

The general feeling is one of optimism which is encouraging.

Q15: What steps have you taken/are you taking to protect your business against the impact of Coronavirus?

All responses can be downloaded in PDF format [HERE](#)

Here is a small selection of the responses to this question:

- *Maintaining interaction with clients and working alongside fellow wedding businesses.*
- *Planning a business recovery programme and trying to increase marketing to attract more weddings next year.*
- *Attempting to access government loans schemes. Furlough staff. Continuing to put positive messages out on social media. Launching gift vouchers.*
- *We cannot let booked clients take the prime dates for 2021. If we do there will not be a business to fulfil the order then. It's going to be a tough year but if we do give up the prime dates we won't be there as a business to see it.*
- *Drastically reduced my outgoings and nurtured every client with regular emails and been as flexible as possible.*
- *I have temporarily closed. Fortunately I have very limited overheads and so have basically pressed pause and will restart everything when we can.*
- *Trying to retain as many postponements as possible, working with couples and being as flexible as I can. I have only had to give one full refund as I couldn't make the new date. I have implemented as many payment holidays etc as possible for my personal finances (I work from home) and am hoping not to have to take on supplementary work, so I can keep focussing on my business, keep marketing it to new couples and be ready to run with it again once we get the go-ahead!*
- *Currently looking at which monthly expenditure can either be stopped, reduced or payment holidays taken. Next step will be preparing to up our advertising.*
- *Asking couples who have postponed to stagger payments so that some money is still coming in.*

Q16: Please tell us how you feel about how Coronavirus is affecting your Wedding Business NOW?

All responses can be downloaded in PDF format [HERE](#)

Here is a small selection of the responses to this question:

- *We have availability to reschedule most, we are nervous about cash flow this year and building rapport with clients + suppliers remotely.*
- *It's an upsetting time for the industry and we can only work with brides on an individual basis to come to an agreement.*
- *Devastated! 2020 was looking to be a strong year and now that's been taken away. Postponements are all well and good, but we can never make up for lost time as there are only so many dates in the year.*
- *Nervous. My business will survive this but it is the uncertainty and major shift in going from a very busy work schedule to nil over night that mentally will be tough.*
- *I'm confident that we haven't lost any bookings so although we will have to wait for the income it will come later in the year*
- *It's very upsetting. So many unknowns. Some weddings have been postponed until July, August and September this year, but I'm concerned we may not be able to work then because of government restrictions.*

It is obviously an incredible stressful, worrying and anxious time for everyone right now. The impacts on cash-flow are affecting pretty much everyone but hopefully the Government grants will help many when they come. For details click [HERE](#).

Q17: Please tell us how you feel about how Coronavirus is affecting your Wedding Business IN THE FUTURE?

All responses can be downloaded in PDF format [HERE](#)

Here is a small selection of the responses to this question:

- *I am hoping it will have limited impact. I know I will be busy at the end of the year and in 2021. I know I am impacted financially, but so is everyone. We just have to make the best of it.*
- *I'm not going to let it affect my business in the future. I'm going to come out even better when this is over. I'm going to perfect on my skills and start doing tutorials, tips, ideas and blogs. My new website went live last night and I'm determined to come out stronger than ever!*
- *I imagine 2021 will be very busy! Have to make the most of the free time now, enjoy family life and what will be will be.*
- *I am confident and hopeful that it will come back and I think because everyone is in the same boat, there will be a sense of community within the industry, even more than there has been the past few years. I feel like I can confidently say my work is reasonable priced so even if people choose not to spend as much money on their weddings I will still be able to pick up their custom.*
- *People's incomes will be affected and may mean they put off getting married or scale down their weddings.*

There is some buoyancy and positivity here but there is no denying that these are uncertain times.

Q18: What would be your Top Tips to others in your niche of the wedding industry on how best to use their time, resources, expertise and creativity in the current situation?

All responses can be downloaded in PDF format [HERE](#)

Here is a small selection of the responses to this question:

- *I am asking my couples who postpone to pay the balance payment on or before the original date booked. This will really help my cash flow. In return I am waiving any fees that would have been incurred to postpone their wedding. All couples have agreed so far. I then hope to fill up next year with the usual bookings so that cash flow will be good next year too.*
- *My suggestions are...*
 - *Keep learning and upgrading your skills*
 - *Upgrade your business admin systems*
 - *Go over your T&Cs very carefully*
 - *Update and get your contract checked*
 - *Stay in touch/form support groups with your peers in order to pass bookings etc*
 - *Update your website*
 - *Think about goal planning for next month, 3 months, 6 months*
- *Recognise that we are all connected. Place a high value on kindness and compassion in our personal and our civic life. No one is self-made, we are all dependent on each other. Everything will be better if we all contemplate this while we have the time.*
- *Make friends - we are all in this together, support each other. Share each other's social media, collaborate, inspire! Be creative, pivot. Work on your web and social media presence. Listen to what your clients are telling you and try to help in any way they can, they will remember your kindness.*

There are some excellent suggestions and top tips here. I strongly suggest you download the PDF file and read through them *all* [HERE](#). I very much hope you feel inspired in some way.

Why not pick three and implement them in your business?



THE
WEDDING
INDUSTRY AWARDS

In summary...

- Remember that all 2020 couples still want to get married.
- Encourage 'no charge' *postponements* with balance payment *this year* to aid cashflow.
- Be flexible and compassionate.
- Think Positively, Act Positively.

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