

## WEDDINGS AND HONEYMOONS

### Definition

The weddings and honeymoons tourism market refers to international trips that are taken by tourists to either get married or celebrate their wedding.



### Estimate of Global Market Size

Whilst global data on the industry does not exist, the US honeymoon market is reported as being worth an estimated \$13.7 billion in 2007.

UK citizens took 45,000 weddings taken abroad in 2005, and whilst a survey of UK couples showed that the majority prefer a domestic wedding, nearly all stated that they wanted to honeymoon abroad. On average, UK consumers spend \$12,000 on a wedding abroad, and \$6,000 on a honeymoon.

Overall, the global market size for weddings and honeymoons is estimated at being between 3 and 6 million trips per annum.

### Potential for Growth

Growth of this niche segment in the next five years is expected to be good. However, there are certain elements of the wedding and honeymoon market that will experience particular growth.

Second marriages, and those marrying later in life (the 35-45 age group), will generate demand for weddings and honeymoon tourism. The number of remarriages is increasing, and is set to continue. Hence the number of second honeymoons will also increase.

The gay/lesbian market has significant potential. Generally they have above average annual income and have a disposition to travel that makes them a particularly strong demographic group for honeymoons.

Due to strenuous work demands, particularly in the US where holiday time tends to be used at certain times of the year, there is an ever-increasing trend of newlyweds taking a honeymoon that suits their employer, thus foregoing the traditional holiday immediately after the wedding. Consequently there is more inclination to travel further and for longer when the honeymoon is taken.

Overall, it is expected that this market will increase by 75% over the period to 2012 (around 12% per annum), compared to 10% per annum growth over the period 2002-2007.

### **Brief Profile of Consumers**

The average age of wedding and honeymoon tourists is increasing, largely due to the general trend of later marriages and more second marriages.

### **Main Source Markets**

The main source markets are those most predisposed to marrying abroad, and have sufficient wealth to holiday abroad after a domestic wedding. Typically these are:

- United States
- United Kingdom
- Germany
- Italy
- France
- Scandinavia

### **Main Competing Destinations**

Destinations that have marketed and promoted themselves strongly as wedding and honeymoon destinations include:

- Hawaii
- Caribbean (several countries)
- Mexico
- Sri Lanka
- Maldives
- Mauritius
- Cyprus
- Italy

### **Key Tour Operators**

Most large tour operators understand the value of having a honeymoon and wedding section within their tourism business. All large tour operators offer a “romantic holiday” (or similarly named section) that is likely to attract honeymooners.

#### ***Liberty Travel***

United States (3<sup>rd</sup> largest travel agency in the US)

<http://www.libertytravelhoneymoons.com>

Tel: 1 877 824 3333

#### ***Best at Honeymoons***

United Kingdom

<http://www.bestathoneymoons.co.uk>

Worldwide House, 10-12 Berners Mews, London W1T 3AP

Tel: (+44) 870 709 3000

Email: [enquiries@bestattravel.co.uk](mailto:enquiries@bestattravel.co.uk)

**Travelocity**

International

<http://www.travelocity.com>

Has a honeymoon section on the website.

**Key Points for Marketing and Distribution**

*United States: Conde Nast - Brides, Modern Bride, Elegant Bride. Modern bride publishes an annual list of the 50 best holiday destinations compiled through a travel agent survey. Conde Nast also publishes an annual publication entitled Bride's Honeymoons and Weddings Away, which reaches an estimated 300,000 readers and concentrates solely on weddings and honeymoons.*

<http://www.brides.com>

*United States: The Knot – Online planning portal and bi-annual magazine*

<http://www.theknot.com>

*United States: Bridal Guide - contains a separate guide devoted to honeymoons and travel*

<http://www.bridalguide.com>

*United Kingdom: You and Your Wedding*

<http://www.youandyourwedding.co.uk>

**Social Networks**

*Weddings.info*

<http://my.weddings.info>

*Bridal Fever*

<http://www.bridalfever.com>

**Trade Fairs**

*IWED*

*Qatar*

*Middle East's leading wedding and bridal show*

*May*

<http://www.qatar-expo.com/exhibitions/iwed/index.php>

*A Comprehensive list of US Bridal / Marriage fairs can be found at:*

<http://www.bridesclub.com/bridal-shows>

*United Kingdom Wedding Shows*

*A set of shows all organised by UK Wedding Shows.*

*Jan-Sep (6 Shows)*

<http://www.theukweddingshows.co.uk>

**Additional Information****General Information**

*Wedding Great – Online Wedding Directory and Bridal information*

<http://www.weddinggreat.com/honeymoons.html>

*Best Wedding Sites News Blog - Wedding blog site*

<http://bestweddingnews.blogspot.com>

***Organisations/Institutions in the Caribbean***

*Caribbean Wedding Association (CWA)*

<http://www.caribbeanweddingassociation.com>

## WILDLIFE TOURISM

### Definition

Wildlife tourism can be broadly defined as trips to destinations with the main purpose of visit being to observe the local fauna. This therefore implies that wildlife tourism includes other niche markets such as bird watching and the exploration of marine life (such as whale watching).



As bird watching has grown to be a significant niche market in its own right, the definition of wildlife tourism has been restricted to trips to destinations with the main purpose of visit being to observe local fauna, excluding birdlife.

### Estimate of Global Market Size

The global market size of wildlife tourism is estimated as being 12 million trips each year. Africa accounts for around one half of all these trips, with South Africa, Kenya, Tanzania and Botswana being the top destinations.

Some destinations rely heavily on wildlife tourism, but could survive without it (wildlife tourism contributes roughly \$500 million to the Kenyan economy, or 14% of GDP). On the other hand, places such as the Galapagos islands rely almost exclusively on wildlife tourists (wildlife tourism contributes £60 million to the local economy).

Other destinations are enjoying increased influxes of visitors due to strong interest in certain mammals. For example there has been considerable growth in whale watching at Kaikoura in New Zealand and Puerto Piramide in Argentinean Patagonia.

### Potential for Growth

Interest in wildlife is growing considerably, in particular as its exposure in the international media increases. As with bird watching, the National Geographic channel and other renowned television channels have generated increased interest amongst consumers.

There is still considerable potential for growth within this market, and it is expected to expand by between 8% and 10% per annum over the next decade. The age group that will most influence this growth will be the increasingly wealthy, healthy, and active 55+ age group.