



For Immediate Release

**FASTEST GROWING SEGMENT OF THE
WEDDING INDUSTRY NEVER BETTER
Destination Wedding Business Booming Despite Tough Economy**

TORONTO (September 16, 2008) – Poor economic times may preclude some travellers from planning dream vacations, but the destination wedding business has “never been better,” says LUXE Destination Weddings owner Matt Soloway.

LUXE, a destination wedding consulting and planning firm has seen a 58 per cent increase over last year in the number of weddings booked, with hundreds of couples opting for destination nuptials.

Soloway credits “the desire to have intimate nuptials and better value for their dollar” as the primary reason so many brides and grooms are turning to LUXE.

“A LUXE destination wedding is desirable because it allows a couple to focus on enjoying time together and with their guests, without the added stress of planning all the elements,” said Soloway. “The value in a destination wedding lies in combining a vacation with the ceremony itself – the location is beautiful and the relaxed atmosphere is perfect.”

According to the New York Times, destination weddings are the fastest growing segment of the American bridal market. In a recent survey conducted by Condé Nast Bridal Group, wedding expenses have increased by 20 per cent since 2002, and 16 per cent of all betrothed couples opt for destination weddings as opposed to traditional events held in social halls or places of worship. That number is expected to increase significantly in the coming years.

Some quick facts:

- Destination weddings have increased by 400 per cent since 1992
- Intimate destination weddings cost an average of \$25,806 with 63 guests in attendance
- The average income of a couple who chooses a destination wedding is \$93,000
- Eight percent of the total weddings are destination weddings—ceremonies combined with the honeymoon trip
- Over one-third of all destination weddings take place on a beach
- Proper destination wedding etiquette is for the guests to partially pay for their attendance
- One-third of those getting married have been married previously

- Favourite destinations include: Bahamas, Dominican Republic, Hawaii, Jamaica, Mexico, Tahiti, St. Lucia, Italy, U.S. Virgin Islands, Aruba, Las Vegas and Bermuda.
- Affordable destinations include: Dominican Republic, Bahamas, Jamaica, Mexico

ABOUT LUXE

LUXE Destination Weddings is a boutique destination wedding consulting firm and travel agency specializing in luxury destinations in the Caribbean and Mexico. LUXE is a complete wedding destination solution – a true ‘one-stop-shop’ – dedicated to the success of destination weddings. LUXE has built its reputation by handcrafting luxury weddings for clients at the world’s most exclusive resorts. LUXE was founded on a unique sense of service and style that is evident in all of the weddings they plan. Their philosophy is...when it comes to celebrating a marriage, perfection in the only standard. www.luxedestinationweddings.com

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