

The Truth About Competition

(Wedding Planners by the numbers)

How many Wedding Planners are there? Are we really fighting for the same bride?



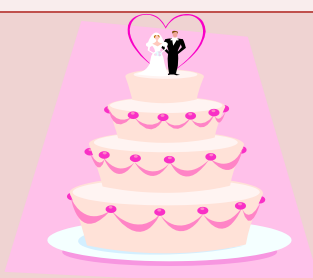
Photos by NikkoLimPhotography.com

United States of America

Canada

2,400,000

Source: Vital Stats



156,920

Source: Statistics Canada

Number of Weddings in 2010

19% or 456,000

Source: Association of Bridal Consultants



17% or 26,869

Source: Weddingbells Magazine

How many couples used a Wedding Planner?

10,000

Source: Association of Bridal Consultants

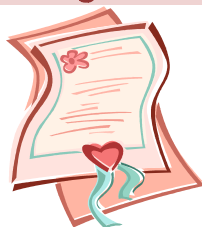


550

Source: The Wedding Planners Institute of Canada

Number of Professional Wedding Planners

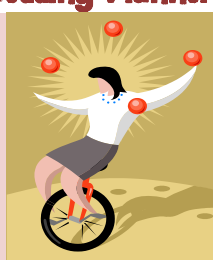
45.6



48.8

Weddings available per Wedding Planner?

20



20

Avg. Weddings a Planner can manage per year

Only 8%

Source: The Knot



How many of these weddings are considered "Luxury" or "High-end"

Only 5%

Source: Weddingbells Magazine

Moral? Stop fighting over only 5-8% of the Wedding Market, there are enough weddings for everyone!



The Wedding Planners Institute of Canada Inc.
www.wpic.ca

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