

2006 THE CHARLESTON AREA WEDDING SURVEY



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INTRODUCTION

The Charleston Area Convention and Visitors Bureau (CACVB) has developed a comprehensive visitor research program that is currently managed through the Office of Tourism Analysis at College of Charleston. The CACVB receives more than one million visitor inquiries through walk-in, mail, fax, and emails annually, many as a result of targeted promotional and advertising efforts. This larger market includes several niche markets which the CACVB needs to understand in order to establish a competitive advantage. One such important niche market is those visitors who choose Charleston as their wedding destination.

This study analyzes the destination wedding market of the Charleston area. The population of the study was individuals who requested information from the CACVB in 2006 in relation to weddings. The results provide an in-depth understanding of these potential visitors which is useful in refining marketing strategies, satisfying visitors' informational needs, as well as evaluating advertising and marketing programs. This report contains information pertaining to: 1) the demographic profile of destination wedding couples; 2) the destination wedding planning process; 3) the spending patterns of destination weddings and; 4) wedding destination visitation patterns.