

Nevada Commission on Tourism Presentation

WeddingCapital™

OF THE WORLD

LAS ♥ VEGAS



History of Nevada Weddings



Weddings are a Broad-Based Industry



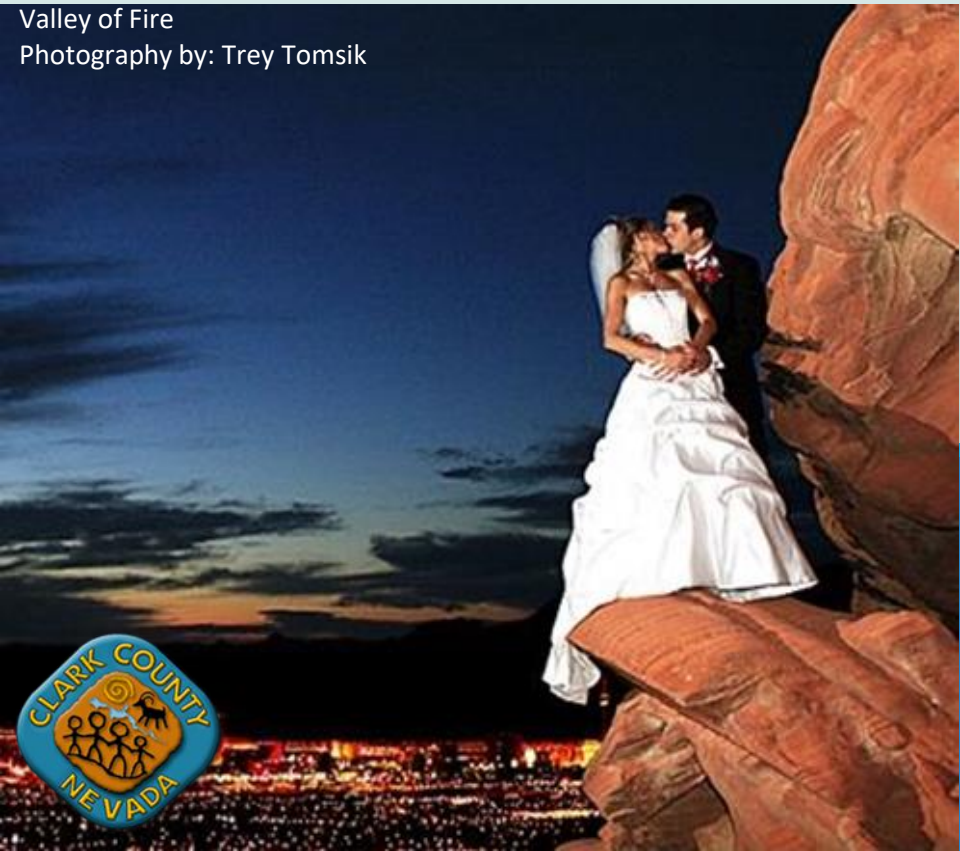
- ❖ Photographers
- ❖ Jewelers
- ❖ Salons and Spas
- ❖ Event Planners
- ❖ Florists
- ❖ Bakeries
- ❖ Caterers
- ❖ Entertainers



Wedding Tourism contributes to:



Valley of Fire
Photography by: Trey Tomsik



- ❖ Nevada's economy
- ❖ Small business strength
- ❖ Nevada state coffers
- ❖ Economic stability

Wedding Tourism helps small business as well as corporate giants.



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Economic Impact

2022 Clark County Economic Activity



- 38.829 million visitors with \$79.3 billion economic activity
- Wedding tourism accounted for 2% of visitors with \$2,185,972 billion overall economic activity
- Another 9.1% came for a wedding-related special occasion (bachelor/ette party, anniversary/romantic getaway, or wedding)
- Of all visitors surveyed, 2% expected to return within 12 months for an upcoming wedding; 16% had previously visited Las Vegas to attend a wedding



Economic Impact of Clark County Nevada Marriage Services

Agency	2022 Annual Transfer
Domestic Violence	\$4,837,295.00
State	\$317,116.00
Marriage Commission	\$138,840.00
Marriage Certificate Sales	\$1,725,320.00
Wedding Tourism (Clark Only)	\$1,109,906.00
Tech Fee	\$1,102,015.00
Total	\$9,230,492.00

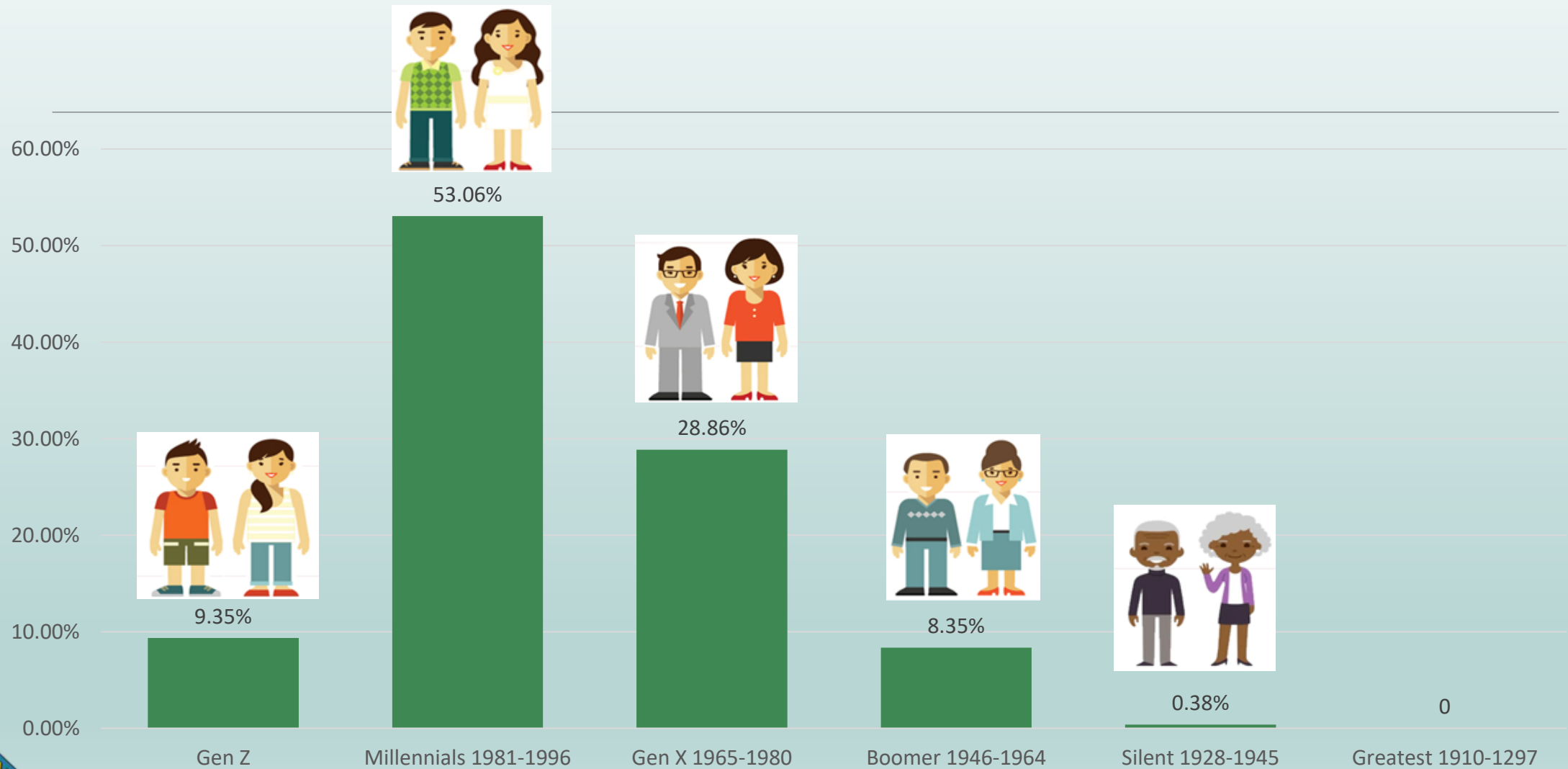


Economic Impact of Carson City Nevada Marriage Services

Agency	2022 Annual Transfer
Domestic Violence	\$36,935.00
State	\$1,952.00
Marriage Certificate Sales	\$37,680.00
Tech Fee	\$631.00
Total	\$77,198.00



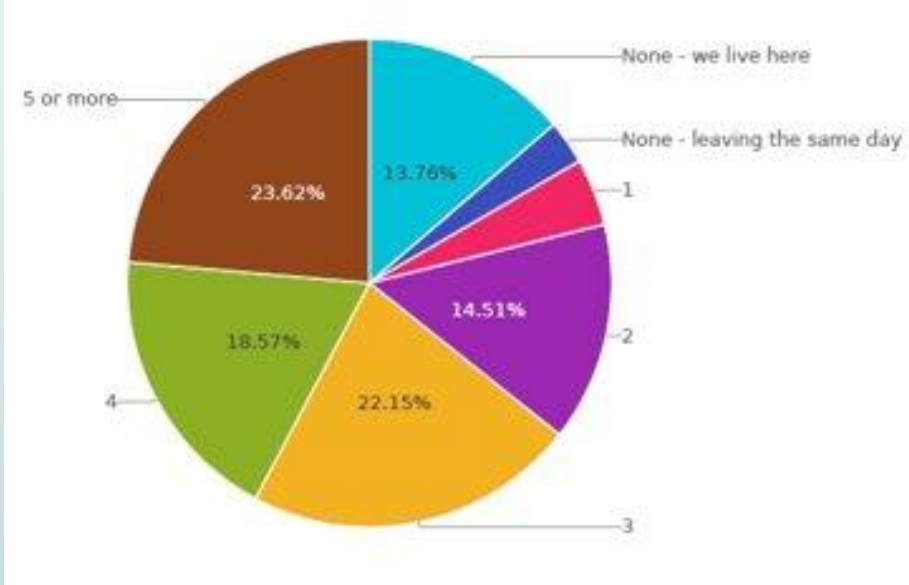
Marriage Licenses Issued in Clark County by Generation in 2022



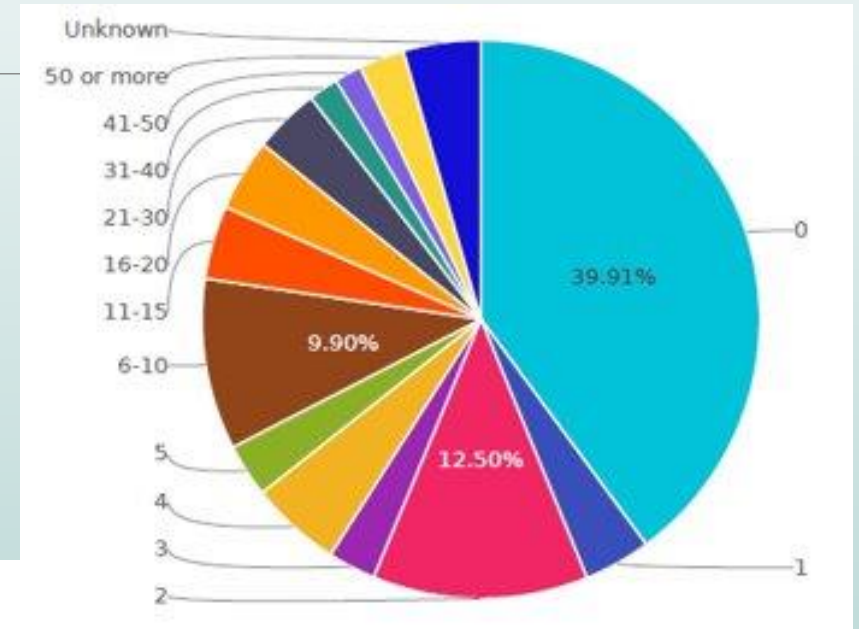
Source: Clark County Clerk's Office

Clark County Couples' Survey – Approx. 6,925 Responses

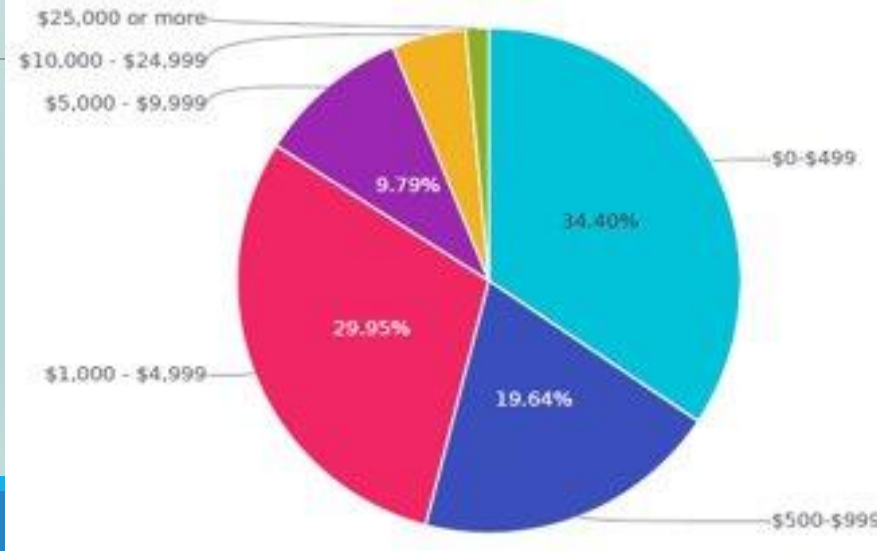
How many nights are you staying here in town for your wedding?



How many visiting (out of town) guests will be attending your wedding?



How much do you expect to spend in Las Vegas on your wedding (include the ceremony, photographer, dresses, tuxedos, flowers, limo, food, etc.)?



Source: Clark County Clerk's Office



Clark County Couples' Survey (Sept. 2023)



71% make \$80k or more



75% college educated



90% likely to return to celebrate a future anniversary



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Destination Wedding Trends

North American Destination Wedding Market

Market Value

North American destination wedding market value: \$3.493 billion and is expected to reach \$8.166 billion by 2033

Number of Destination Wedding

North American Destination Weddings: 169,381

Projected North American Destination Weddings by 2033: 273,287

North American Destination Wedding CAGR 2022-2033: 5%

Clark County US Wedding Licenses (less Clark County residents): 54,343



Forecast Factors- Relevance & Impact

Serial No.	Forecast Factors	Relevance	Impact Analysis
1.	Top Companies Historical Growth		
2.	Population Growth Outlook		
3.	GDP Growth Rate Analysis		
4.	Impact of Covid-19 on Destination Wedding Industry		
5.	Travel & Tourism Industry Outlook		
6.	Tourist Arrivals by Country (Inbound/Outbound)		
7.	Destination Weddings Search on Internet Per Country and Activities on Social Media Platforms		

IMPACT ANALYSIS



VERY HIGH



HIGH



MEDIUM



LOW



NO IMPACT

Low

High



Recovery Period Assessment By Key Countries

	Year	Speed of Recovery	Drivers
Germany	2022-2023		<i>Positive response to covid-19 and domestic tourism will mute the level of impact.</i>
Austria	2022-2023		<i>Economic growth of the country is expected to support recovery.</i>
China	2022-2023		<i>Strong efforts to minimize the spread of the virus within the community will facilitate speedy recovery.</i>
France	2023-2024		<i>Strong impact of covid-19 and poor healthcare systems likely to delay recovery in the country.</i>
Italy	2023-2024		<i>Strong impact of covid-19 and poor healthcare systems likely to delay recovery in the country.</i>
Spain	2023-2024		<i>Strong impact of covid-19 and poor healthcare systems likely to delay recovery in the country.</i>
United States	2023-2024		<i>Strong impact of covid-19 to impede recovery curve in the region.</i>
United Kingdom	2023-2024		<i>Slow response to pandemic and high dependence on air travel is likely to result in slower recovery.</i>

Fast Slow



Destination Wedding Marketing Drivers

**Stress Free
Wedding**

**Ability to
Find
Destinations
with Perfect
Weather**

**More
Quality Time
with Guests**

**Availability
of Well
Facilitated
Wedding
Destinations**



Destination Wedding Marketing Restraints



**FIERCELY COMPETITIVE
INDUSTRY**



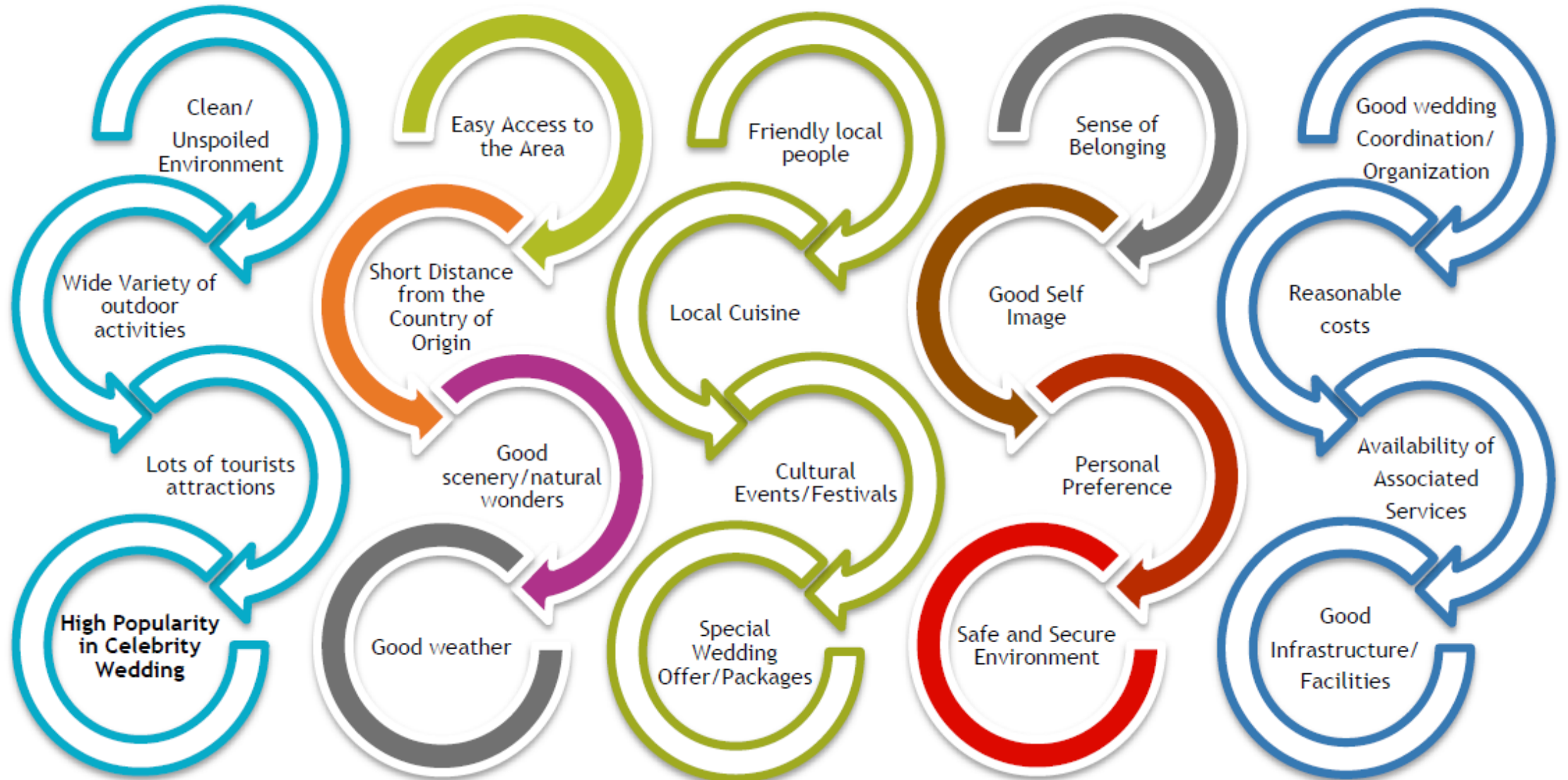
**UNPREDICTABLE
VARIABLE**



**PRE-BOOKING OF
FAMOUS DESTINATIONS
ON PARTICULAR DAYS**



Factors influencing market behavior



Couples Seek Premium Wedding Experiences

**Increase Creative
Events**

**Established
Popular
Destinations**

Good Self-Image

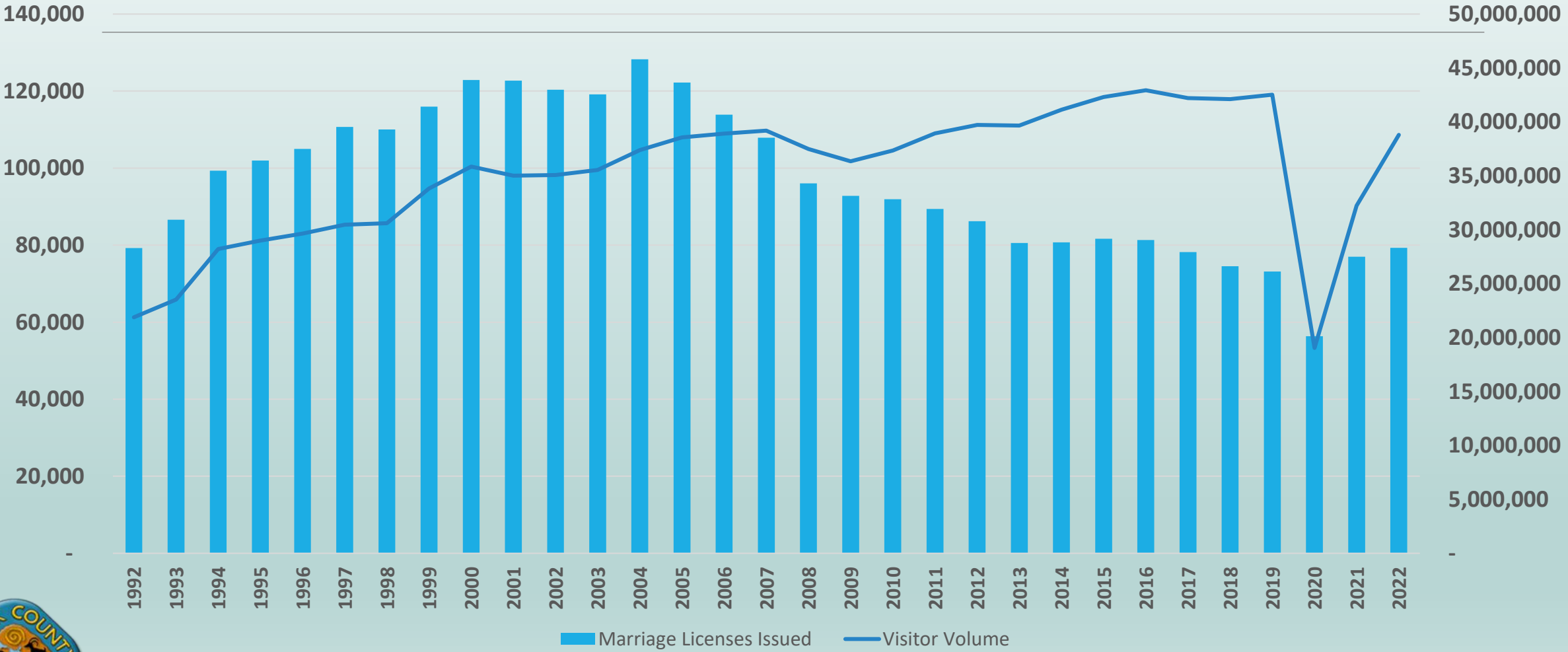
“Premium” is not high prices but exceptional services:
Unique, Personalized, and High Value



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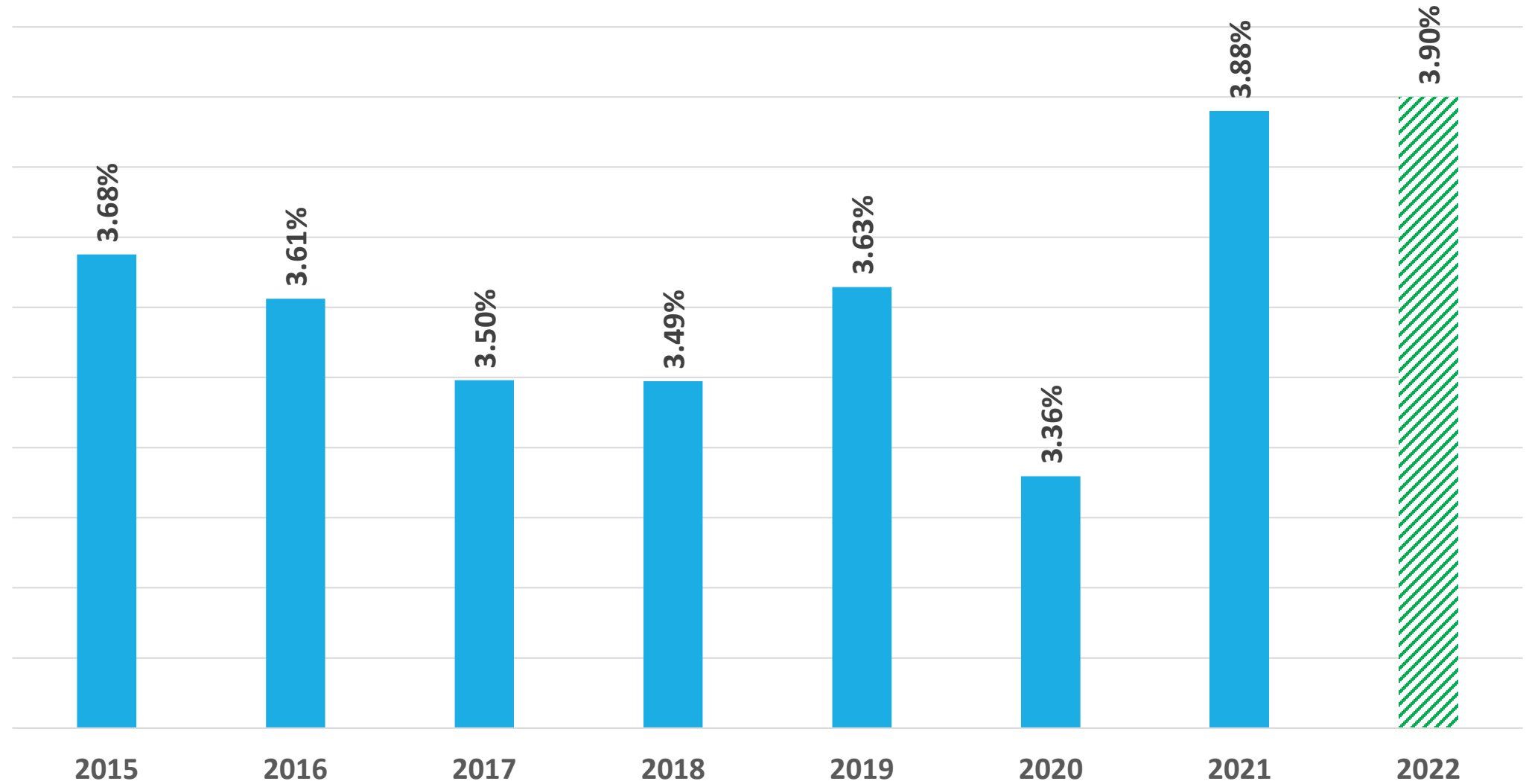
Nevada Marriage License Trends

Clark County Visitor Volume vs. Marriage Licenses

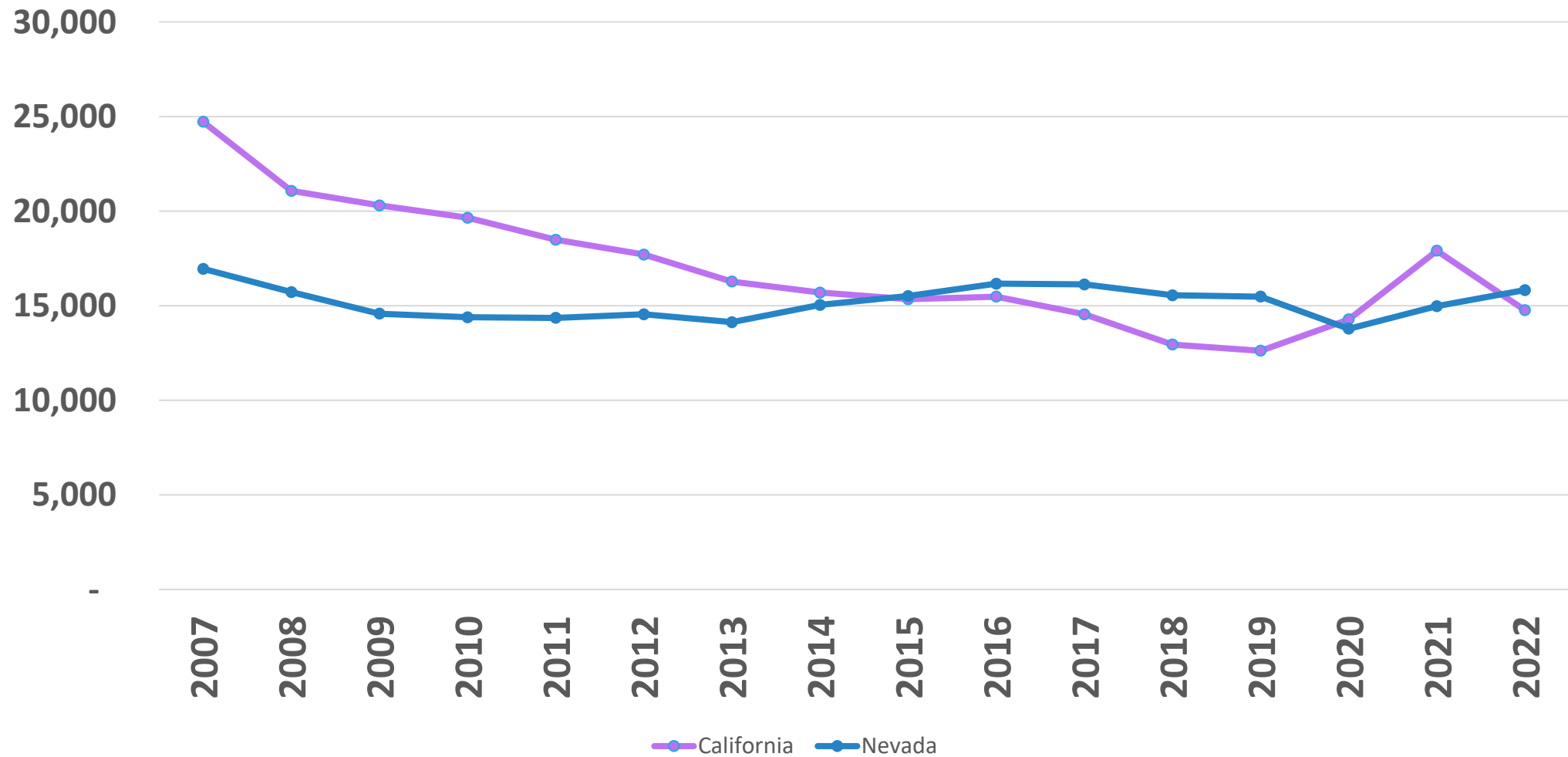


Source: Clark County Clerk's Office

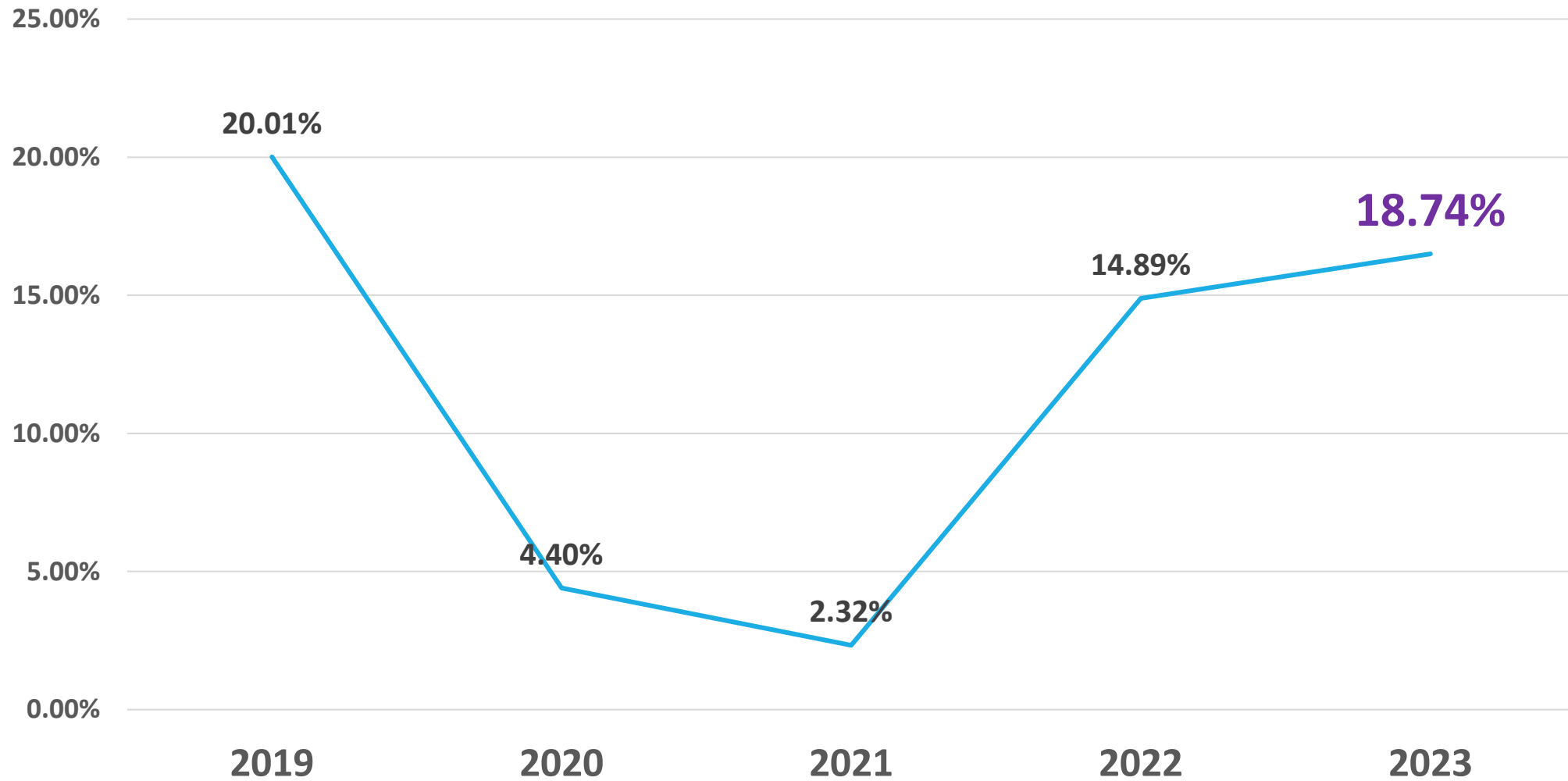
Clark County U.S. Market Share



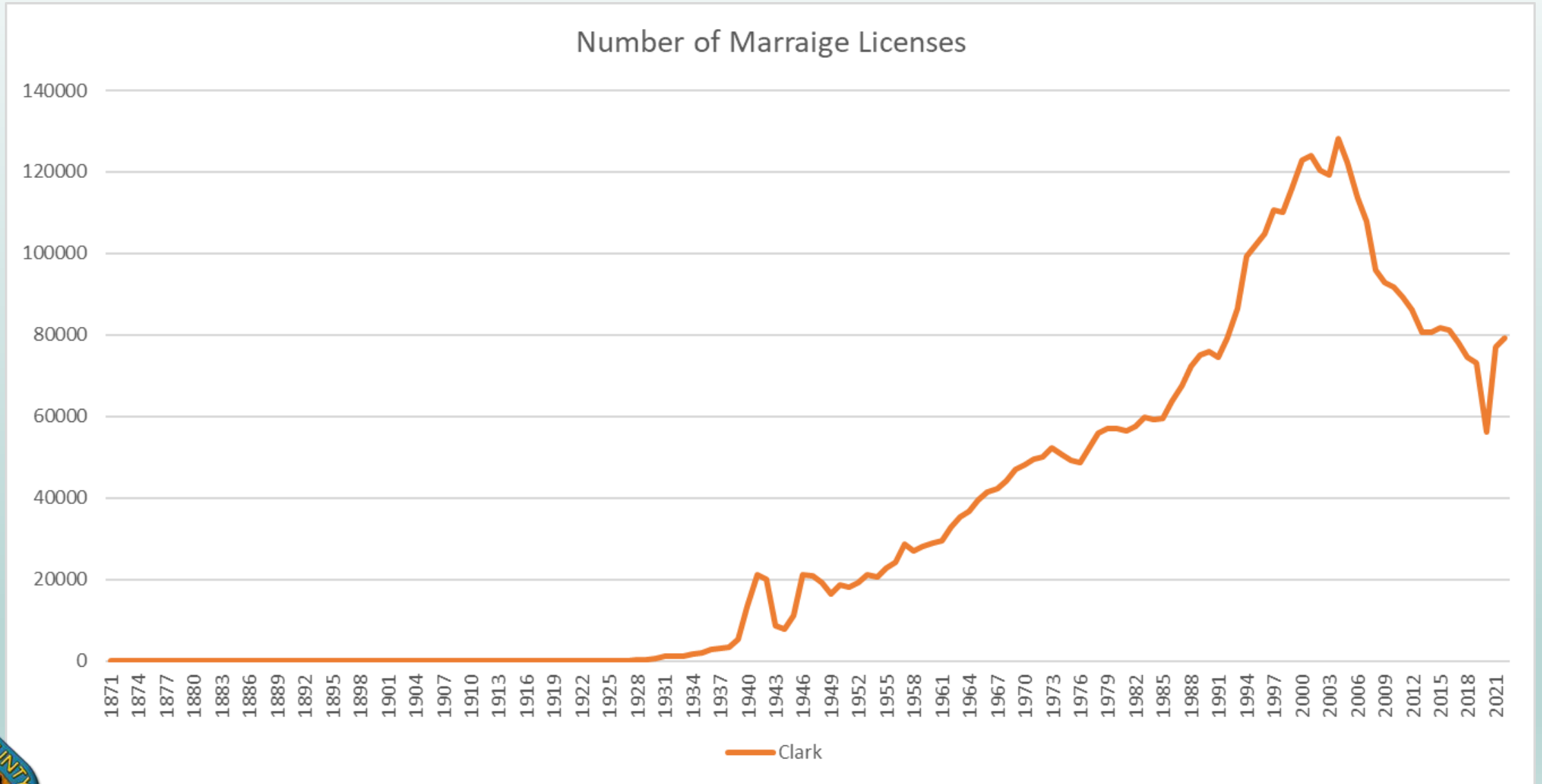
California VS. Nevada Couples



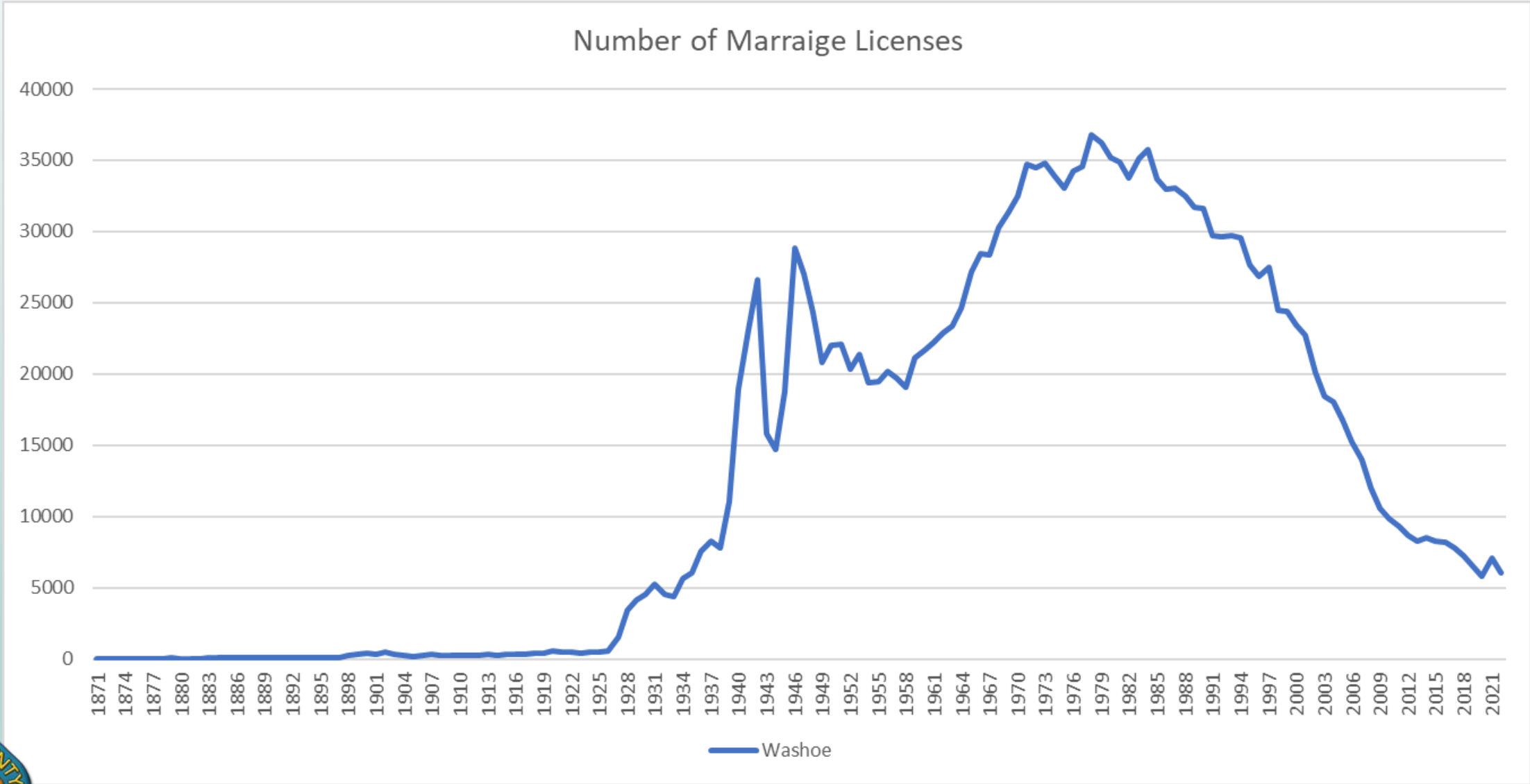
Regaining the International Market



Clark County



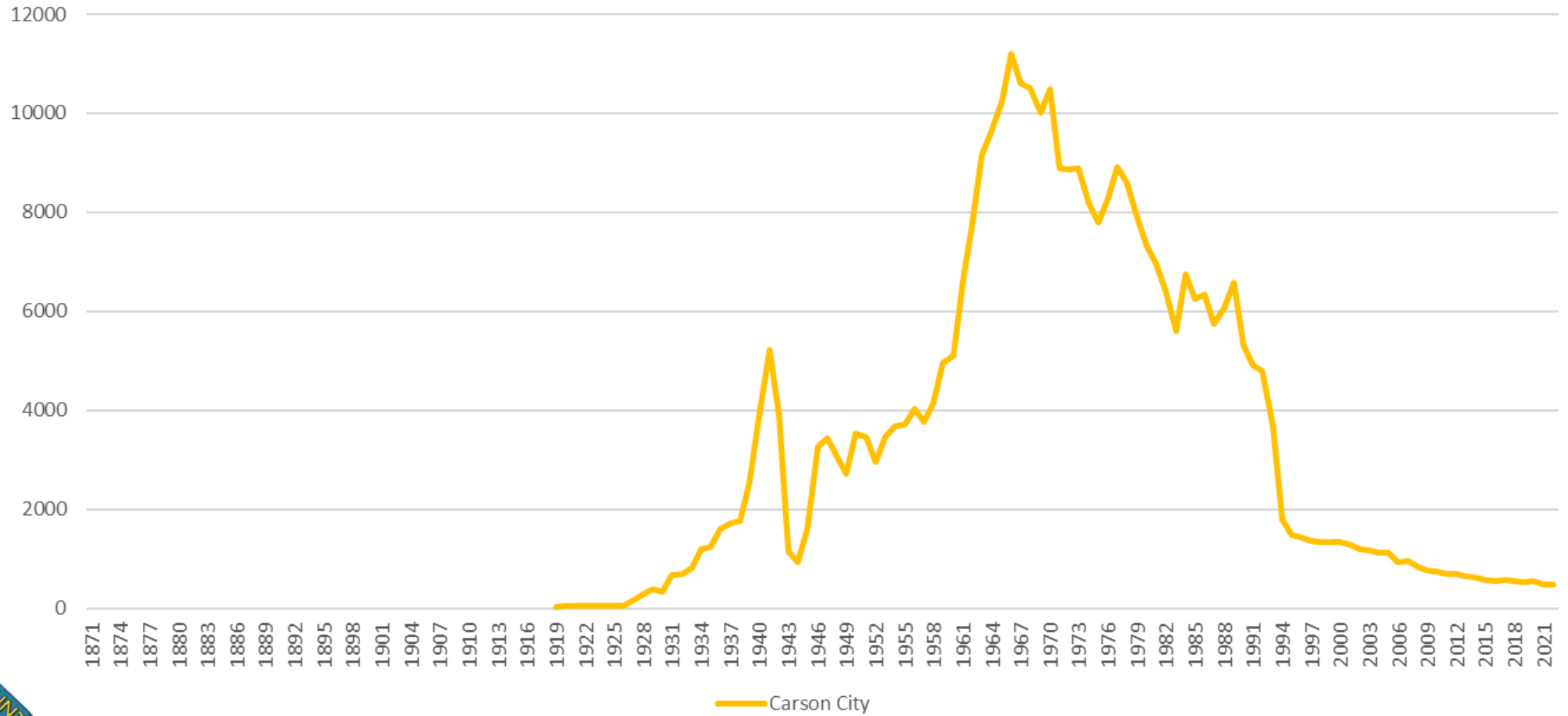
Washoe County



Source: Washoe County Clerk's Office

Carson City

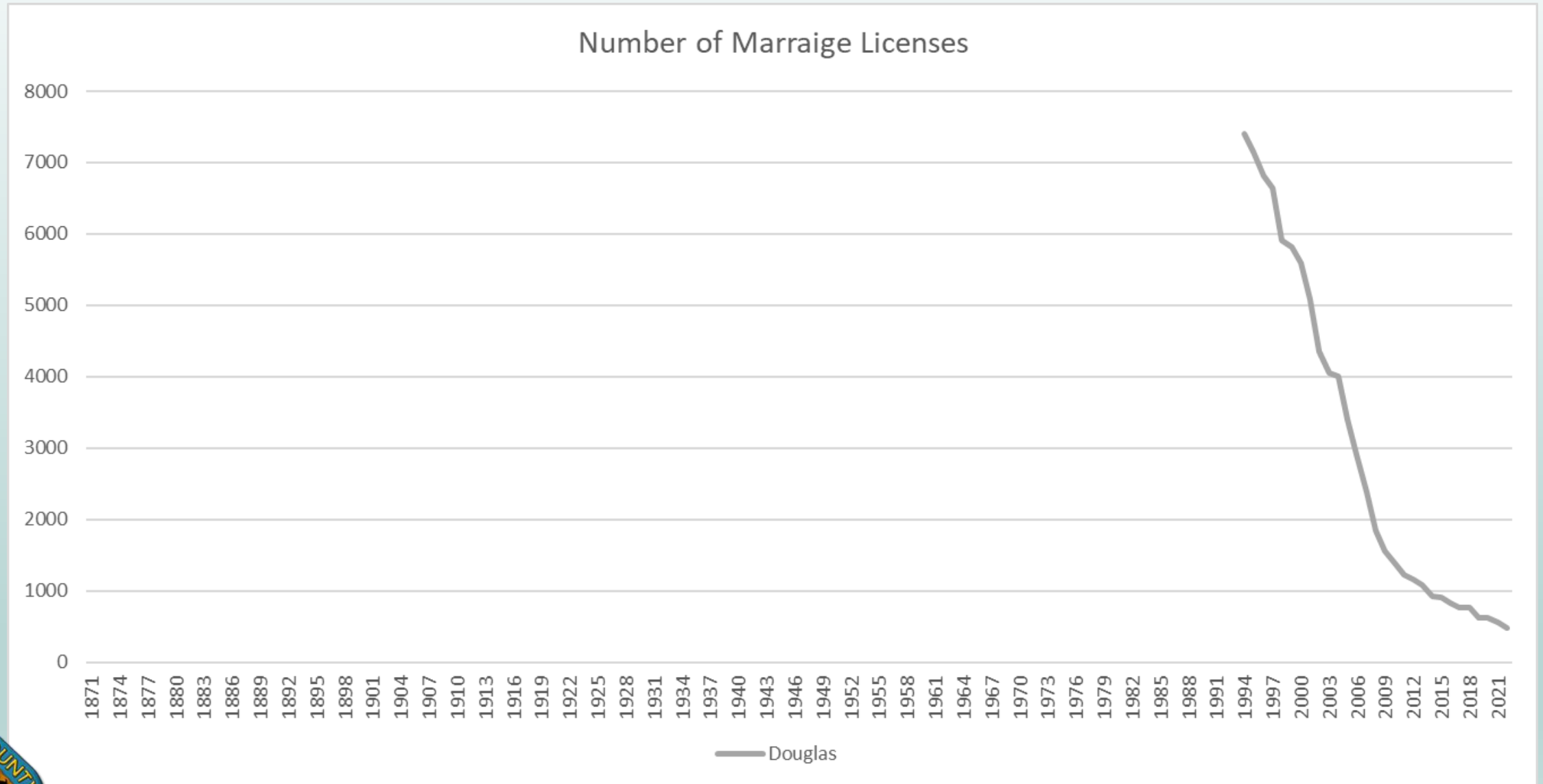
Number of Marriage Licenses



Source: Carson City Clerk's Office

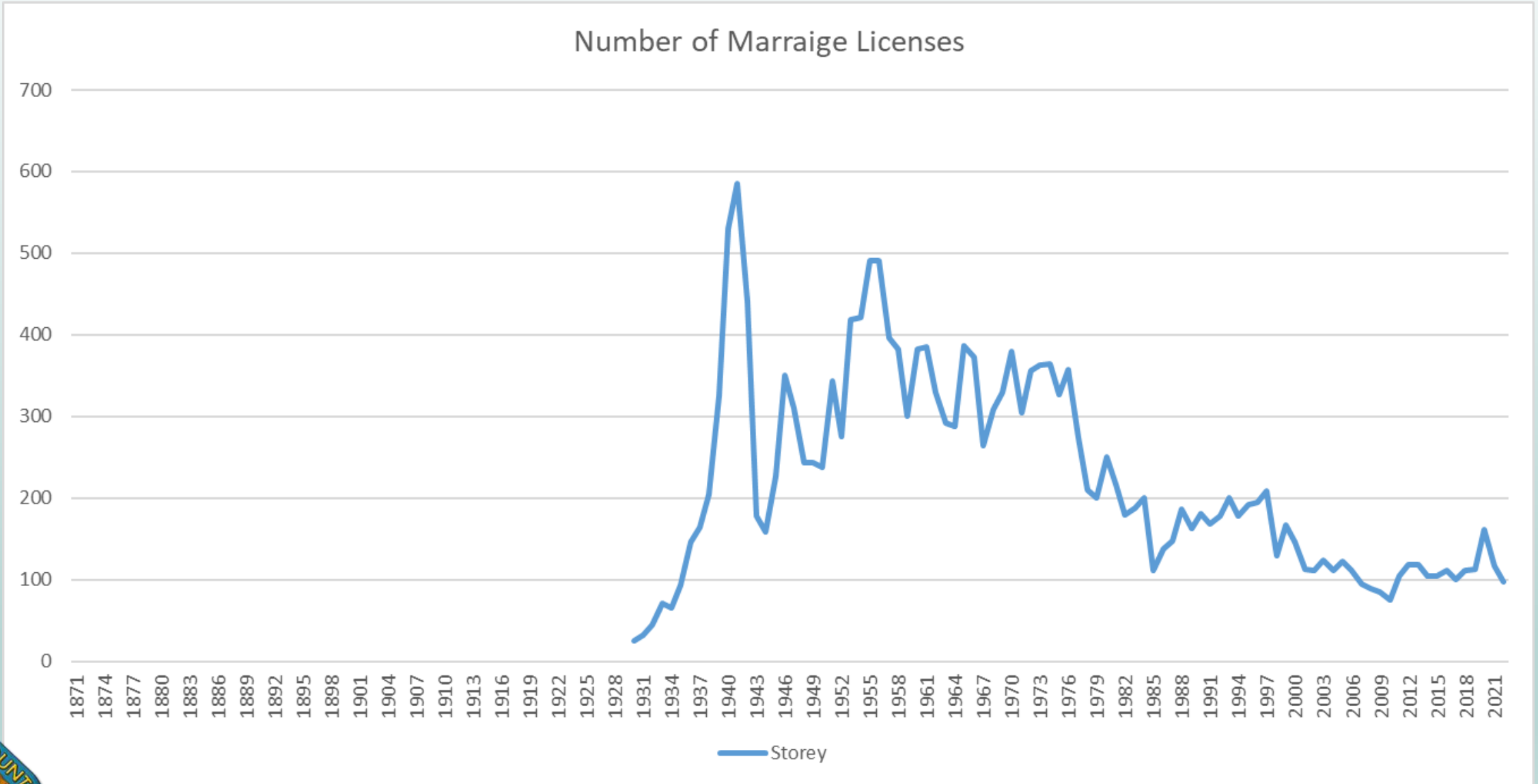
Douglas County

Number of Marriage Licenses



Storey County

Number of Marriage Licenses



— Storey



Over \$3 Billion Per Year in Potential Lost Revenue

County	Year	Peak	2022	Loss
Clark	2004	128,000	79,279	48,436
Washoe	1978	36,794	6,094	30,700
Carson City	1966	11,202	488	10,714
Douglas	1994	7,406	486	6,920
Storey	1997	209	97	112
Total				96,882



Perception
vs.
Reality

Destination Wedding News: The Knot

- In 2022, **18% of** U.S. brides had destination weddings with an average cost per guest of \$256.

“Classic US Wedding Destinations”

1. Atlanta, Georgia
2. Charleston, South Carolina
3. **Las Vegas, Nevada**
4. Miami, Florida
5. Nashville, Tennessee



Most searched US cities to have a wedding

Score	City	Search Volume
1	Chicago	102,900
2	Long Island	94,200
3	Dallas	87,000
4	San Diego	84,300
5	Las Vegas	84,000
6	Atlanta	68,600
7	New Orleans	65,400
8	San Antonio	63,700
9	Orlando	59,200
10	Philadelphia	57,200



In Reality...

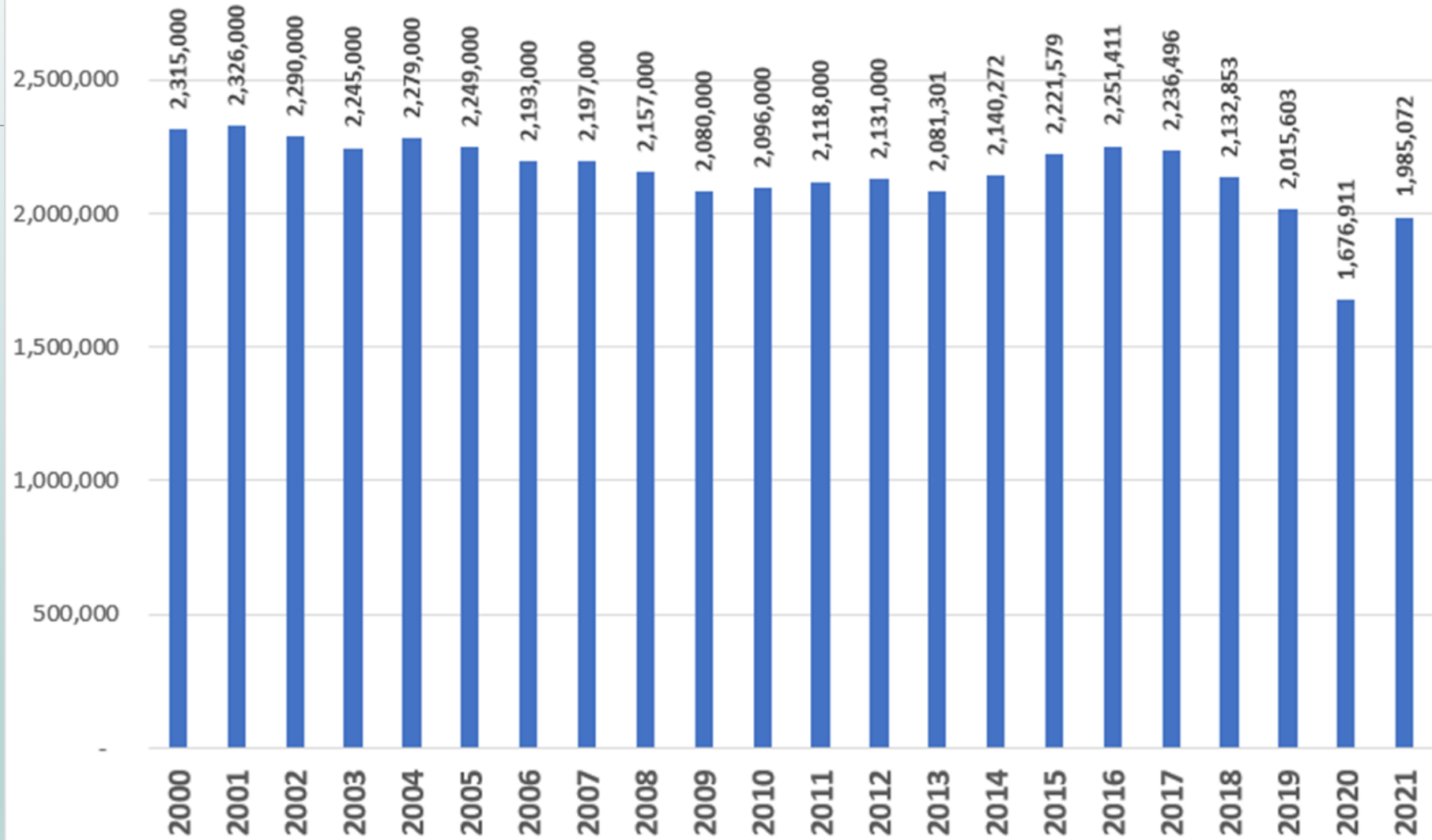
Top 5 Domestic Destination Marriage Rankings: According to CDC

*Rates are per 1,000 total population residing in area

State	2021 Marriage Rates
Nevada	26.2
Hawaii	12.8
Montana	11.0
Utah	9.1
Arkansas	8.2



US Marriages



Source: Number of marriages in the U.S. 1990-2021 | Statista



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Clark County Marketing Efforts

Why Choose Vegas?

- ❖ Established international brand
- ❖ Activities for the entire wedding party during their stay
- ❖ Versatile price range for all amenities
- ❖ Unique venues
- ❖ Option of luxurious or casual reception
- ❖ All necessities located within miles of the event





FOREVER HAPPENS HERE

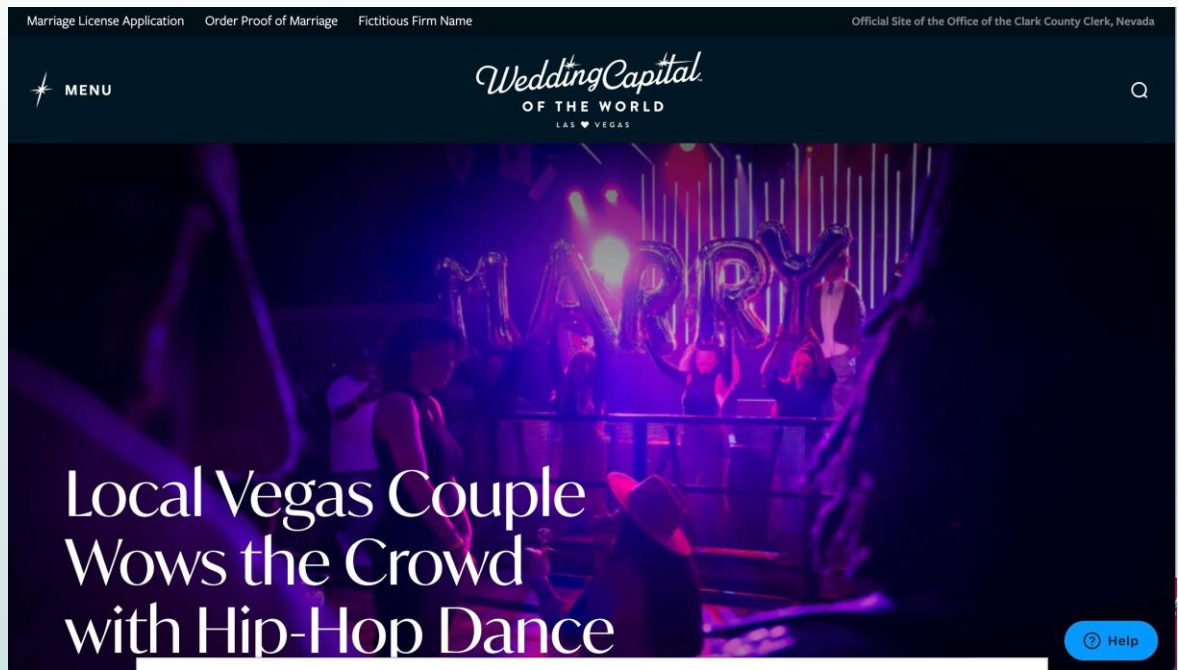
Kelly Messina

Sr. Director of Leisure Sales

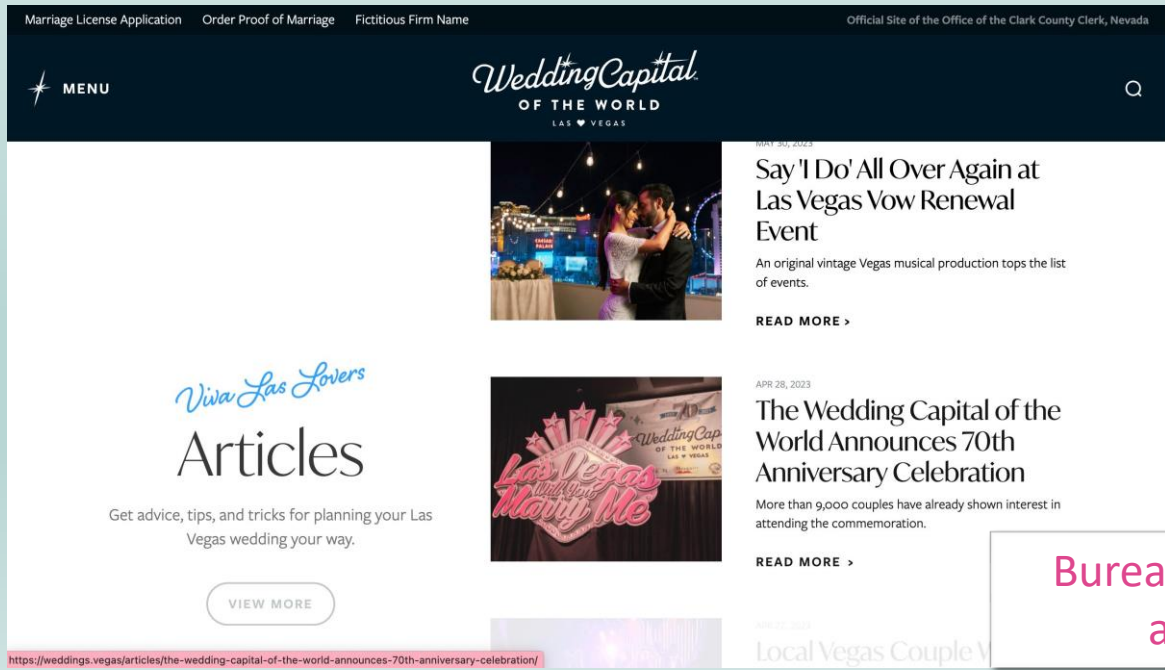
Las Vegas Convention and Visitors Authority



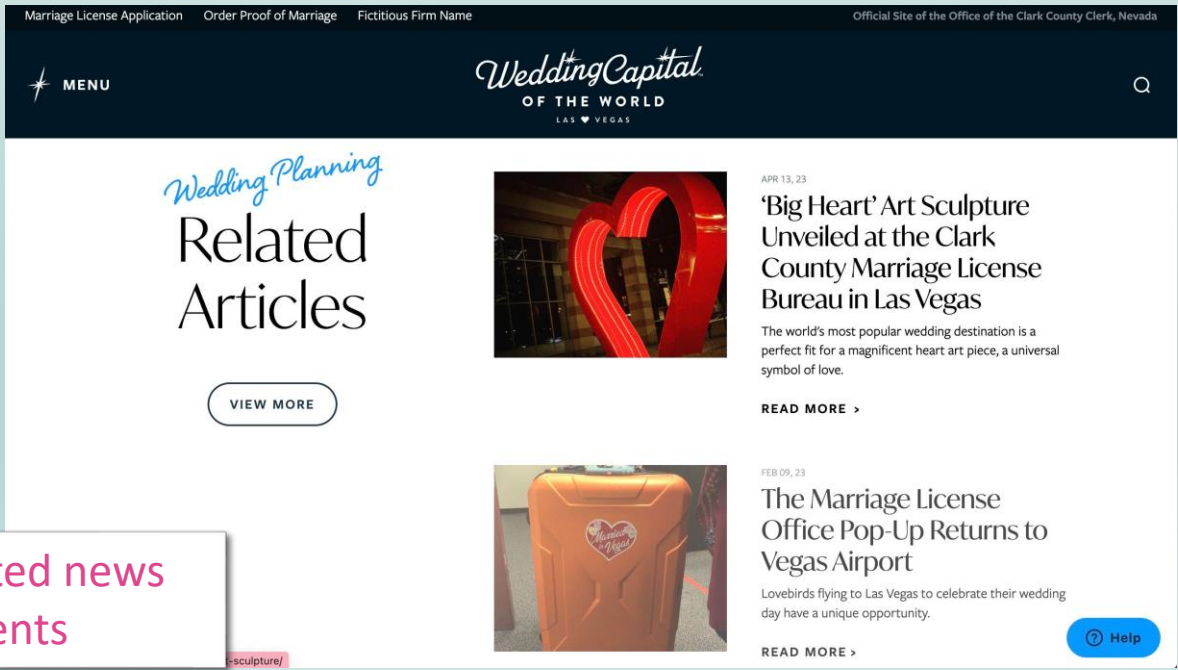
My Wedding Diary



Stories that promote diversity and inclusions



Bureau-related news and events



Marriage License Bureau





Las Vegas Marries the Military



Popup Marriage License Bureau at the Airport



Vegas Wedding Chamber – Marketplace for Brides and Grooms

The desktop view of the website features a white header with a pink 'FIND MY WEDDING VENDOR' button on the left, the 'VEGAS Wedding Chamber' logo in the center, and a 'MEMBER LOGIN' button on the right. Below the header is a teal navigation bar with links for Home, Board of Directors, For Couples, For Members, Membership, Directory, Event Calendar, and Contact Us. The main content area has a dark banner with the text 'Certified Wedding Pros from The Vegas Wedding Chamber' and 'Wedding Chamber' in a script font. Below this is a section titled 'Certified Las Vegas Wedding Vendors' with a paragraph explaining the certification process and a pink bar at the bottom with the text 'Vegas Wedding Venues and Receptions'.

FIND MY WEDDING VENDOR

MEMBER LOGIN

Home Board of Directors For Couples For Members Membership Directory Event Calendar Contact Us

Certified Wedding Pros from
The Vegas Wedding Chamber

Certified Las Vegas Wedding Vendors

The following Wedding Vendors in Las Vegas are Certified and Verified by The Vegas Wedding Chamber. Requirements for Certification include verification of a valid Nevada State Business License, all local jurisdiction licensing, appropriate Business Insurance and have a good reputation. Select the Category of Vendor you are searching for and find the perfect partner to help you have the Best Wedding Day.

Vegas Wedding Venues and Receptions

The tablet view shows a grid of categories. The first section is 'Vegas Wedding Venues and Receptions' with five items: Las Vegas Wedding Clinics & Venues Up To 100 Guests, Vegas Wedding Venues & Reception for 100+ Guests, Vegas Restaurants, Caterers, & Rehearsal Dinners, Las Vegas Wedding Cabins, Bistros, & Mobile Bars, and Vegas Outdoor Wedding Venues & Adventure Locations. The second section is 'Apparel, Beauty, Parties, and Planners' with five items: Wedding Dresses, Men's Apparel, and Accessories; Las Vegas Hair & Makeup / Nails & Beauty Services; Wedding Planners, Travel Agents, & Coordinators; Las Vegas Boutiques / Boutiques Parties, Parties, and More; and Las Vegas Jewelry, Boutiques, Flowers, & Everything Else. The third section is 'Wedding & Reception Essentials' with five items.

Vegas Wedding Venues and Receptions

Las Vegas Wedding Clinics & Venues Up To 100 Guests

Vegas Wedding Venues & Reception for 100+ Guests

Vegas Restaurants, Caterers, & Rehearsal Dinners

Las Vegas Wedding Cabins, Bistros, & Mobile Bars

Vegas Outdoor Wedding Venues & Adventure Locations

Apparel, Beauty, Parties, and Planners

Wedding Dresses, Men's Apparel, and Accessories

Las Vegas Hair & Makeup / Nails & Beauty Services

Wedding Planners, Travel Agents, & Coordinators

Las Vegas Boutiques / Boutiques Parties, Parties, and More

Las Vegas Jewelry, Boutiques, Flowers, & Everything Else

Wedding & Reception Essentials

The mobile view shows a vertical list of categories. The first section is 'Wedding & Reception Essentials' with three items: Wedding & Engagement Photographers, Las Vegas Wedding & Reception Videographers, and a third item with a photo of a wedding reception.

Wedding & Reception Essentials

Wedding & Engagement Photographers

Las Vegas Wedding & Reception Videographers

A successful team of partners to help us continue to build and protect the “**Wedding Capital of the World**” brand!



Branding and Advertising



Wedding Industry



Social Media



Public Relations



International Marketing



“Five Million Love Stories”

- Vegas Wedding Club
- Send Us Your Story – **Weddings.Vegas/Story**
- 70th Anniversary of *Wedding Capital of the World*TM



