

✦ Thumbtack *Wedding* 2016 *Trends*

What couples really want
this year—the top styles,
inspiration and looks

SECRETS OF
HIRING A GREAT
PHOTOGRAPHER **16**

*Bold, dramatic and
glamorous looks
are in style* **6**



*Music makes
the party. Here's
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THE REAL COST
OF WEDDING
SERVICES **38**

THE *Future* OF *Weddings* IS HERE

Congratulations! If you're reading this, you're probably recently engaged and planning a wedding—and we're here to help. Welcome to the **Thumbtack Wedding Trends Report**, an in-depth look at the biggest trends in weddings across America in 2016.

Every year, hundreds of thousands of couples come to Thumbtack for help with planning and throwing a wedding. Across **47 weddings categories**, couples come to Thumbtack looking for everything from the ideal wedding caterer and engagement photographer to the best wedding DJ or event designer. In order for Thumbtack to match them with the best service providers for their needs, they also tell us what they are looking for, the number of guests they are expecting and their style and taste preferences. This unique insight allows us to see what weddings in 2016 will look like—from the most popular hairstyles and makeup trends to the most requested ceremony music and cake styles.

Other wedding trend reports tell you what happened at weddings *last year*; our report is a look ahead at what brides and grooms want for 2016 and beyond.

In this report, you'll find popular trends for major wedding services organized by

category as well as quotes and insights from brides and grooms who have used Thumbtack to book a wedding service. The data presented here was gathered from short questionnaires filled out by couples when they come to Thumbtack for help.

We'll also introduce you to wedding professionals in each category who are at the top of their craft—thought leaders, industry experts and all-around superstars. All of the photography in this report is also from real Thumbtack weddings and Thumbtack professionals.

Whether you're a bride, groom, curious wedding planner or another type of wedding vendor, we hope you'll find the insights in our first Wedding Trends Report entertaining and enlightening—and we look forward to hearing what you think.

Ashley

Ashley
Wedding Director, Thumbtack



Ask me questions at
ashley.b@thumbtack.com
or via Instagram
[@thumbtack](https://www.instagram.com/thumbtack)



Photo by Visual Etiquette



Photo by Justin McCallum
Photography

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Big Themes

GLAMOR

Old Hollywood, 1920s and luxurious vintage themes are popular for 2016 (think lots of glitz, glam and sparkle).

HIGH ROLLERS

Couples are spending more in 2016—especially on extras such as engagement photos or entertainment like photo booths and music.

BOLD COLORS

Popular colors this year include bursts of reds and bright blues, along with pops of yellow as an accent, and gray neutrals to hold it all together. Metallic accents stay popular this year, emphasizing the glam factor.

SUBTLE PERSONALIZATION

2016 is less about big monograms and more about the subtle infusion of personality, such as using photos from a photo booth in a guest book, connecting food with couples' heritage or sharing personal anecdotes throughout the venue.

ROARING 20s
Sequins, feathers
and luxe vintage



Marisa Cohen Photography



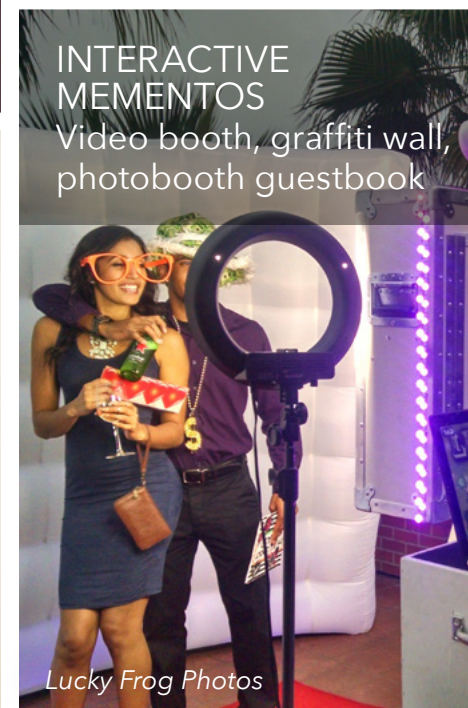
Dolce Spot

LAYERS AND
LAYERS OF CAKE
Tall cakes, cake bars,
cupcakes, multiple cakes



Lauren Lindley Photography

INTERACTIVE
MEMENTOS
Video booth, graffiti wall,
photobooth guestbook



Lucky Frog Photos

Jenn
Justin McCallum Photography



CINEMATOGRAPHIC
VIDEOGRAPHY
High-production
quality, cinematic
effects

TOP TRENDS OF 2016

Megan
Hair and Makeup by TeamLilianaG



CLASSY HAIR
ACCESSORIES
Braid adornments,
tiaras, antique hair clips

GLAM MAKEUP
Bold lipstick, smoky eyes



Jess
Justin McCallum Photography

Fotografia Stellare



CULTURAL INFUSION
Hints of the bride and groom's culture in
cuisine, playlists and décor; culture-specific
traditions in ceremony and reception

Fancy & Tasty Catering



FORMAL DINNERS
Sit-down, multi-course meal



FLORAL EMBELLISHMENTS
Aisle and altar arrangements

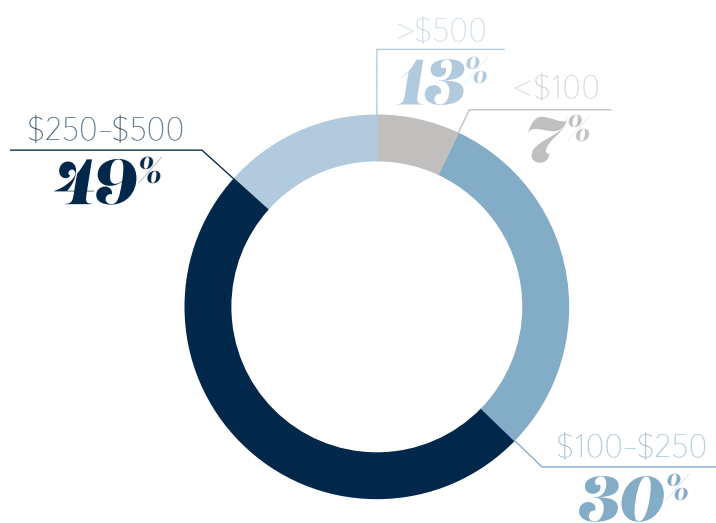
Carmen's Flowers

Engagement Photography

Couples are spending more money than ever to capture the joy of their engagement. More than half of recently engaged couples plan to spend over \$250, and couples most often opt to have their photos taken outdoors. The beach is a popular location. Couples have even requested that their photos be taken at theme parks such as the Wizarding World of Harry Potter or Disneyland.

85% of couples prefer to be photographed outside

COUPLES WANT TO
capture the joy
OF THEIR ENGAGEMENT



Luisa & Mariusz
TWM Photography



She Loves Dresses



Whit & Richard
Lauren Lindley Photography



Cally & Alejandro
Visual Etiquette



BRODY HALL PHOTOGRAPHY Colorado Springs, CO

Nearly 30 years ago, Brody Hall got his professional break by snapping seasonal shots of Santa and the Easter Bunny at the mall. Since then, he's photographed celebrities, politicians and royalty around the globe, but he still loves shooting engagement photos.

BRODY HALL

What's your most memorable Thumbtack wedding? The wedding at the Stanley Hotel where Stephen King wrote "The Shining." It was amazing! The wedding took place over the Fourth of July, and everyone had a great time.

We even played out the famous scenes of looking for the twin girls and redrum!

What wedding trends are you seeing right now? Individuality is the biggest trend I'm seeing. People aren't going with tradition. Weddings are no longer following traditional itineraries, and the ceremonies are generally much shorter than in the past.

What tips can you offer couples for finding a great engagement photographer on Thumbtack? Be funny, be concise and be direct in your communications. Indicate the precise number of hours you will need a photographer and when, so he or she can give you a correct quote. One last tip: Look at their reviews as well as their images.



Wedding Planning

Brides are looking for more help from wedding planners this year than last year. They most often hire wedding planners to help with the overall wedding design (color scheme and layout), vendor selection and vendor coordination. Venue selection and RSVP management are also becoming more frequently requested. Great Gatsby-themed weddings will be popular this year, as well as the Country Chic and Rustic Outdoor looks that have been popular now for a few years. Poetry- and Batman-themed weddings were among the most unusual requests.

"I feel like I know everything I want in my head. I just need help **articulating the vision** and planning it."

UNIQUE wedding themes

- BATMAN
- POETRY
- RUSTIC OUTDOOR
- COUNTRY
- FALL
- SPANISH
- TRINIDAD MEETS USA
- STAR TREK
- FAIRYTALE
- VICTORIAN ENGLAND
- GREAT GATSBY

"I have a lot of ideas for the wedding but **need help sorting through them** and coordinating times to **meet with vendors.**"

WHERE BRIDES WANT help



The Big Affair

"I have the venue and caterer, but I need help finding small things and **figuring out what I can pull off with my budget.** And I'll need someone to keep me sane during the rehearsal and Big Day."

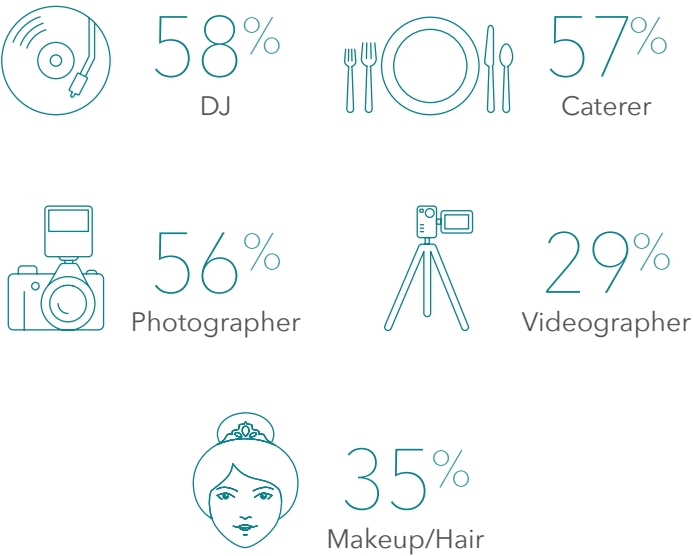
Day-of Coordination

Brides in 2016 are hiring wedding coordinators to help with the main events: the ceremony and reception. Slightly more than half would like a coordinator to help with a cocktail hour, and 25 percent of brides would like the coordinator to help with the rehearsal dinner. Day of coordinators help guests know where to go and when, ensure vendors are set-up on-time and in the right spot, and generally ensure everything runs smoothly.

"We need the coordinator to set up the reception, make sure decorations are in place, ensure that guests are showing up on time and being directed to the correct spot at the venue, and that all vendors are coordinated and **everything is going as planned.**"

68% of brides already have a venue selected when hiring a coordinator.

BRIDES ALSO ASK FOR HELP WITH vendor coordination



WHERE BRIDES WANT HELP on or near THE BIG DAY



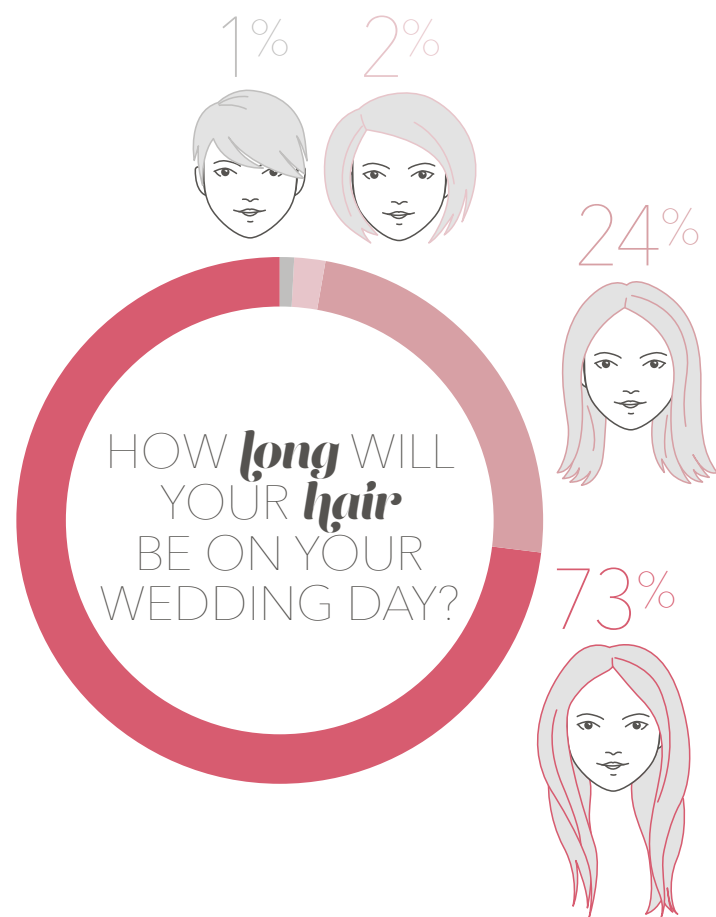
"We'd like the coordinator to **make sure everything is running smoothly** at the venue prior to the reception starting and during the reception."

Hair Styling

Wedding hair styles that were popular last year are popular again this year, with updo's and half-up/half-down looks being the most popular (not surprising, given that 70 percent of brides plan to have long hair at their wedding). One big change for 2016 is the increase in popularity of hair accessories—everything from tiaras to flowers and accent clips are more popular this year compared with last year. In addition, more and more brides are requesting hair styling services not just for themselves but also for their bridal party, flower girls and family members.

"I'm looking for an **old Hollywood** look."

Hair Due Over



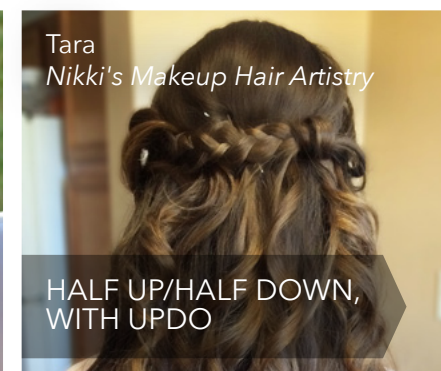
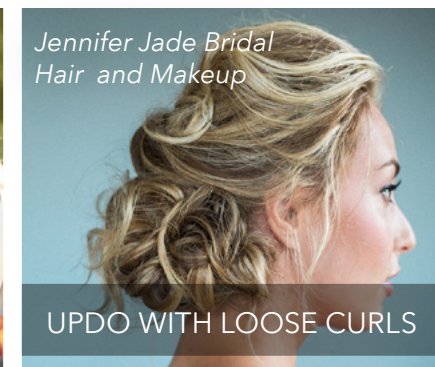
75% of brides are requesting hair styling for themselves and the bridal party

80% of brides are interested in a prewedding hair trial

10% of brides want day-of touch-ups on their hair

"I am interested in hair extensions. I have never had them before, but my cousin had them done for her wedding and **they looked gorgeous.**"

TOP 5 Wedding Hairstyles OF 2016



HAIR **accessories** ARE POPULAR THIS YEAR



Tiara

15%



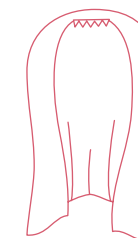
Flowers

21%



Clip/Comb

26%



Veil

68%

Only 7% of brides say "no thanks" to accessories

"I want my hair to be full, curly and beautiful. I plan to add **extensions** to my hair to make it fuller."



Makeup

Traditional wedding makeup styles are still most popular this year. However, there has been a recent resurgence in the glamorous and bold look—in fact, there's been a 75% increase in brides requesting glamorous and bold looks for 2016 versus last year. This trend is underscored by the similarly large increase in brides requesting fake lashes and airbrushing.



Makeup By Christina



Photo by Lauren Lindley Photography

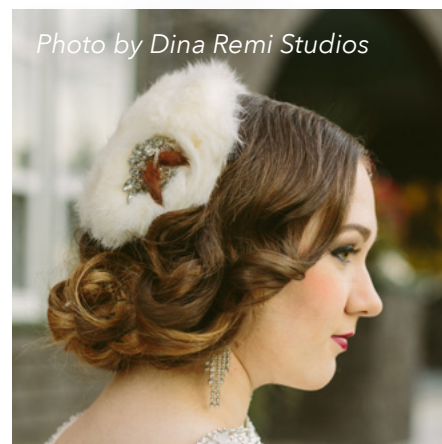


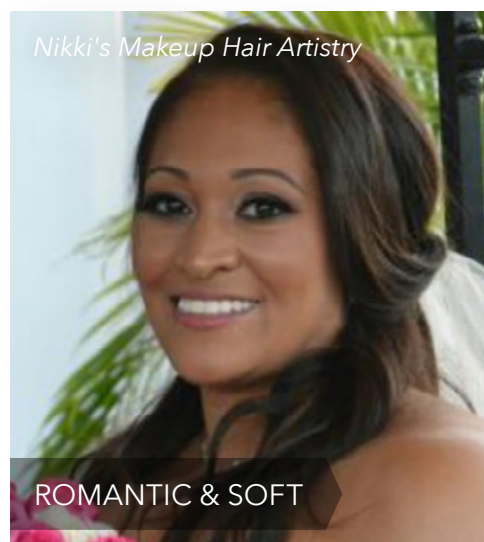
Photo by Dina Remi Studios

75%
INCREASE
IN BRIDES
REQUESTING
glamorous
AND
bold looks
OVER 2015

87% of brides want a prewedding makeup trial

"I want a **celebrity style** look with **highlighting** and **contouring**."

TOP 3 Makeup Looks OF 2016



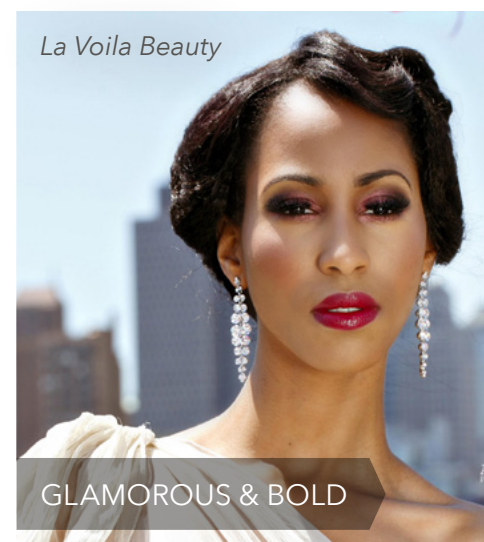
Nikki's Makeup Hair Artistry

ROMANTIC & SOFT



Tracey Kay Makeup & Esthetics

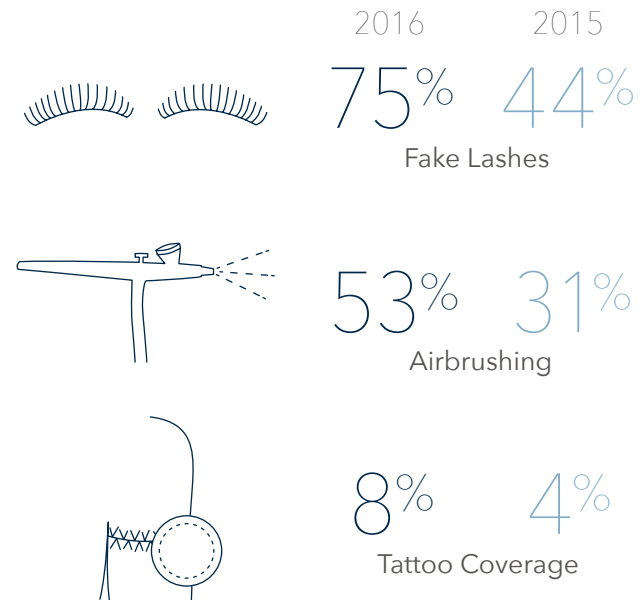
NATURAL & CLEAN



La Voila Beauty

GLAMOROUS & BOLD

Makeup add-ons ARE INCREASINGLY POPULAR THIS YEAR

Kelly & Josh
Photo by Lightring Pro

"I want to look **glamorous** and also **romantic** for my wedding. I want to **make my groom cry**."

RAVEN REED BRIDAL & EVENT MAKEUP / Antioch, CA

As a young girl, Raven Reed developed a passion for beauty. An avid collector of all things makeup and skin care, her life changed when she realized she could be the person creating the magic on the pages of the wedding magazines.

What's your most memorable Thumbtack wedding? It was definitely a wedding I worked this past summer. The bride and I connected the instant she walked through my door. We felt like we had known each other for years. I was her third makeup trial session because she couldn't find what she wanted. We got along so well that she actually ended up inviting me to her wedding!

What wedding trends are you seeing right now? Brides are getting

bold! Literally. Many brides are getting dramatic with their wedding-day makeup styles. While the natural romantic look will always be a classic, ladies are definitely trying something new. Instagram has really influenced this movement, I think. I ask all of my brides to bring photo examples of how they see themselves on their wedding day. Nine times out of 10, the photo is from Instagram.

What tips can you offer couples for finding a great makeup artist on Thumbtack? Consider how much experience the professional has and whether he or she is the right fit for you. Someone who has worked with a range of faces and skin tones will be better able to accommodate you and your makeup requests.



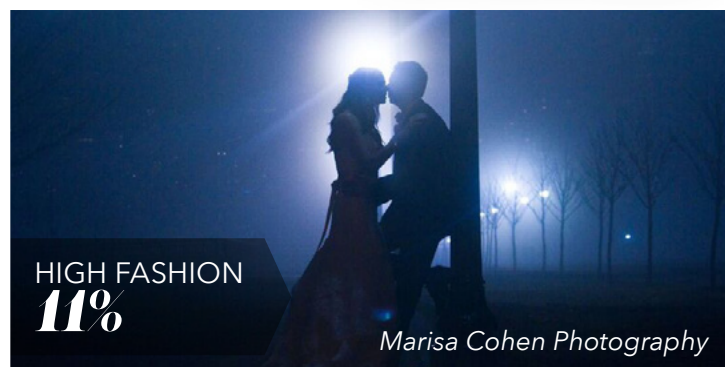
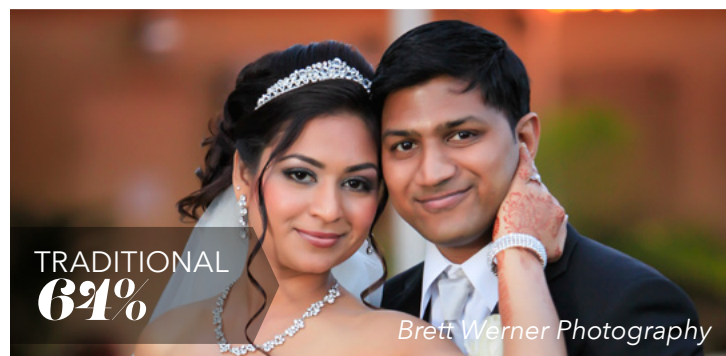
RAVEN REED



Photography

When it comes to making the memories last, candid and traditional shots remain the most popular for today's couples. Artistic and environmental shots are also increasing in popularity. Budgets for wedding photographers have remained fairly constant, with 40 percent of couples expecting to spend \$1,000 or more for a wedding photographer.

MOST POPULAR Photo Styles OF 2016



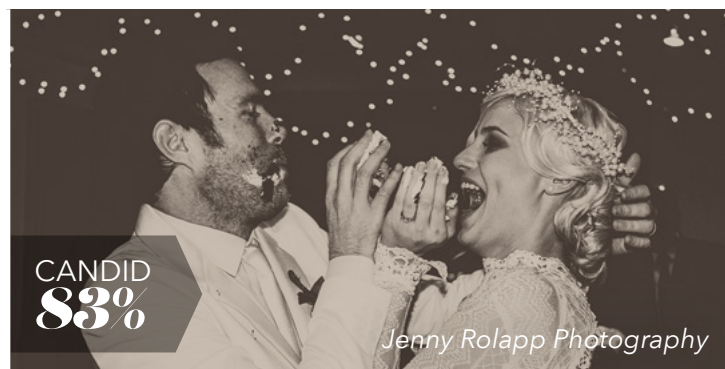
"I want someone who will capture the **unplanned, candid, happy moments** of my wedding—someone who will be **like a friend** to us and provide us with high-quality images."

Location REQUESTS FOR PHOTOGRAPHY

Multiple locations
34%

One location

66%



SHE LOVES DRESSES Oakland, CA

Jennifer Baquing likes to think of photography as a way to change the world, one person at a time. With over 100 weddings shot since 2008, she loves the opportunity to help people feel confident and beautiful and enjoys capturing them on their special day.

What's your most memorable Thumbtack wedding? The wedding of Christina and Brandon in South Lake Tahoe last September. Brandon's maternal family is Chinese, and when his grandmother was young, she went to South Lake Tahoe every year for church camp. As fate would have it, Brandon's grandmother met her husband at one of these church camps. Two decades later, Brandon's mother married his father at the exact same place, and Brandon and Christina wanted to carry out this family tradition. The weather was perfect, the food was delicious and the pictures turned out magical. I will cherish their day for the rest of my life.

What wedding trends are you seeing right now? I've shot more elopements and intimate weddings (less than 10 guests) in 2015 than in the past eight years combined. Smaller weddings often allow more creative time for fun shots of the wedding party. As far as color schemes, apparel and décor go—I'm seeing a lot of coral, succulents and vintage-inspired lace dresses. Also, the instrumental version of "A Thousand Years" by Christina Perri—I've heard it used as the bridal entrance at least 20 times this year.

What tips can you offer couples for finding a great wedding photographer on Thumbtack? Ask a lot of questions! Request a phone call, Skype session or in-person meeting. Chemistry is a huge part of creating successful wedding photographs. Yes, photography is a technical skill, but I promise that those breathtaking photos you see on Pinterest, Google, Instagram, etc., all have that intangible element that makes wedding photography so special.



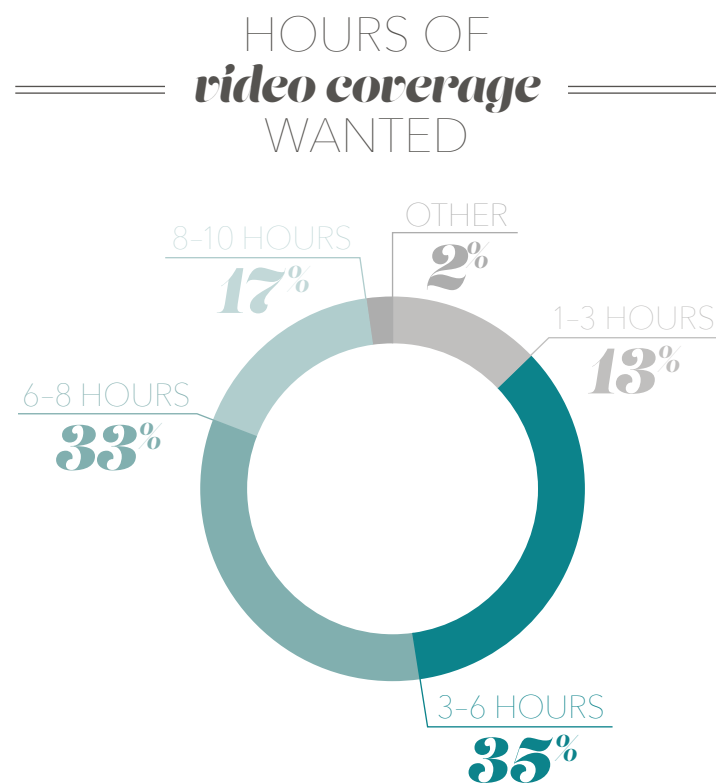
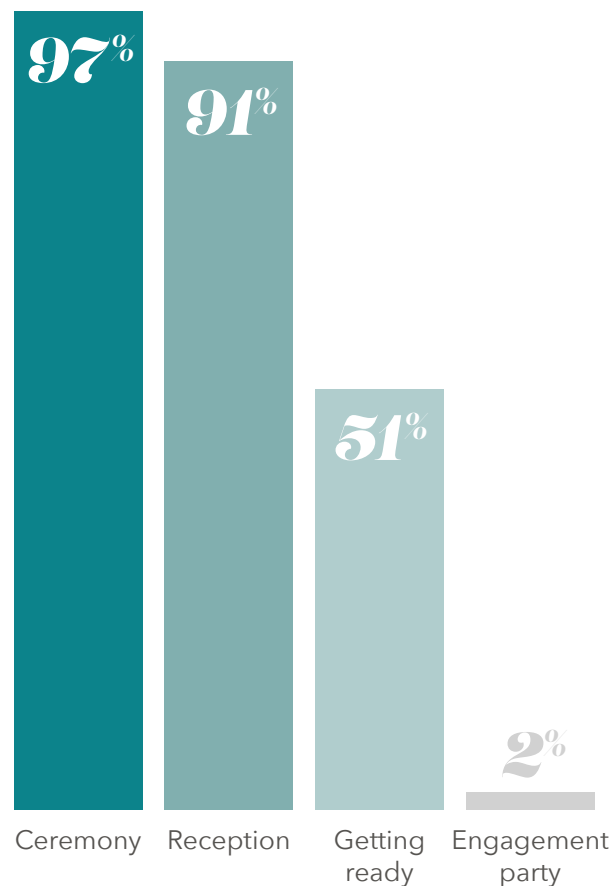
JENNIFER
BAQUING



Videography

The glam factor is making its way to wedding videography with more and more couples requesting cinematographic wedding videos for 2016. Highlight videos rather than full-length features will also be popular in 2016. To capture all the moments throughout the special day, couples often hire videographers for the entire wedding—from walking down the aisle to escaping in the getaway car.

Wedding videographers ARE HIRED TO FILM ALL ASPECTS OF THE CELEBRATION



"I like aspects of both the **documentary and cinematic styles** of wedding photography, so someone who can incorporate both would be great!"

Highlight videos FOR SHARING ON SOCIAL MEDIA ARE INCREASING IN POPULARITY



"I'm looking for someone that can capture our **vintage style** with a **soft romantic cinematic approach**."

"Looking for a **cinematographer and storyteller** who can capture the essence of my wedding day so we can relive it in the future."

How many VIDEOGRAPHERS ARE TYPICALLY REQUESTED

Most couples want one videographer; some are open to having additional videographers.



GM VIDEOGRAPHY/PHOTOGRAPHY / Oakland, CA



GARY MAGILL in constantly honing his craft and films everything including music videos, short films, advertisements, quinceañeras and—most important—weddings.

What's one of your most memorable wedding experiences? One of my most memorable and meaningful weddings was when I captured a close friend's special day. I told the groom that if the bride didn't cry after watching the video of wedding highlights I had created that meant I had done a bad job. Sure enough, he called me when they watched it and said, "Gary, you got my girl crying here!"

What wedding trends are you seeing right now? One cool trend is when videographers and DJs work together to create a more meaningful experience for everyone at the wedding. For example, the videographer can interview family and friends before the ceremony and ask them to share special stories about the couple—how they met,

personal experiences with them, their love for each other, etc. The videographer passes this recording along to the DJ, and while the music is playing during the reception, dinner or dancing, the DJ can mix in the audio from the interviews so those stories of love get broadcast over the whole party.

What tips can you offer couples for finding a great wedding videographer on Thumbtack? Choose someone who matches your aesthetic and can tell the story of your special day in an authentic way. Look at several photographers' work before hiring to learn about their style. Check out each photographer's sample videos and social media accounts.

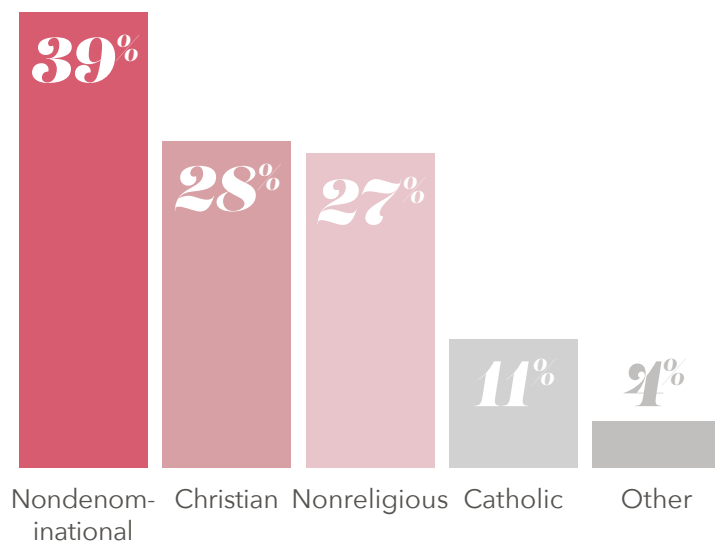


Officiant

A wedding officiant plays one of the most important roles on the Big Day. This is the person who will set the tone for your ceremony and legitimize your union; it's not a decision to be made lightly. In 2016, an increasing proportion of couples are requesting nondenominational and nonreligious weddings. For these ceremonies, requests for candle and sand ceremonies are especially popular. Also popular in 2016 are vow renewals for 10th and 20th anniversaries.

"We're looking for a **fun and nerdy** officiant."

WHAT TYPE OF **ceremony** WOULD YOU LIKE YOUR **officiant** TO PERFORM?



"The bride and groom would like someone to **keep them laughing** while still keeping the **traditional vows and process** of a wedding intact."

MANY KINDS OF **special ceremonies** REQUESTED

- | | |
|---------------------------------|----------------------|
| UNITY CANDLE | PAINTING CEREMONY |
| SAND CEREMONY | WINE BOX CEREMONY |
| FISHERMAN'S KNOT TYING CEREMONY | HANDBASTING CEREMONY |

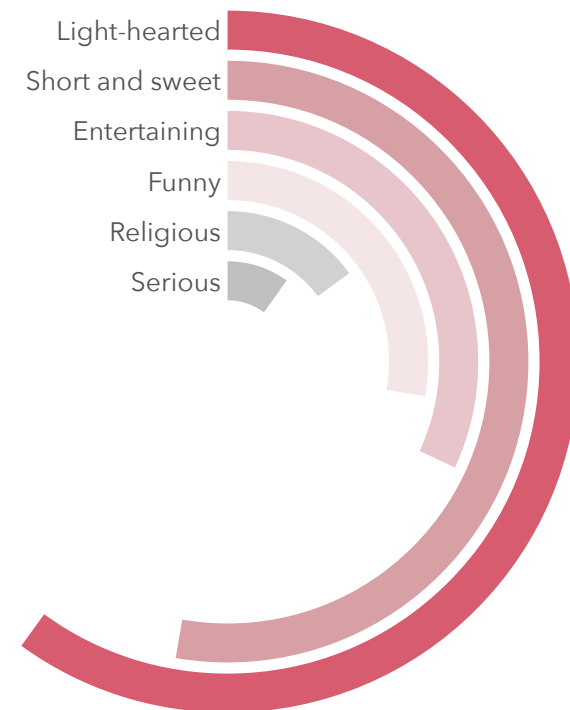
3% of couples are looking for a bilingual officiant

Photo by Lauren Lindley Photography



HOW WOULD YOU LIKE YOUR **ceremony** TO FEEL?

Light-hearted
Short and sweet
Entertaining
Funny
Religious
Serious



"We want our ceremony to be religious as we are both non-denominational Christians but with **some added humor**. Looking for a **laid back officiant with a great personality**."

CEREMONIES BY DONNA
San Jose, CA

Weddings are a family tradition for Donna Hinman. Her mother was a wedding and event planner in the '60s and '70s and produced one of the San Francisco Bay Area's original bridal exhibition shows. Following in her mother's footsteps, Donna has now been running her own wedding business for many years.



DONNA HINMAN

What's your most memorable Thumbtack wedding? There are so many that it's hard to choose. One sweet couple from Siberia and India had family members abroad who were unable to fly in for the ceremony so they included them via Skype. The groom's mother was viewing the ceremony from Siberia and, although she didn't speak English, her beaming smile was priceless.

What wedding trends are you seeing right now? I see a lot of couples who want intimate backyard ceremonies. They invest money in home improvements and select wedding vendors rather than full-service wedding venues.

What tips can you offer couples for finding a great wedding officiant on Thumbtack? Read the reviews! Learn about other couples' experiences with the officiants' services. When you think you've found the right person to officiate your ceremony, make sure you're sufficiently able to communicate your wishes and needs.

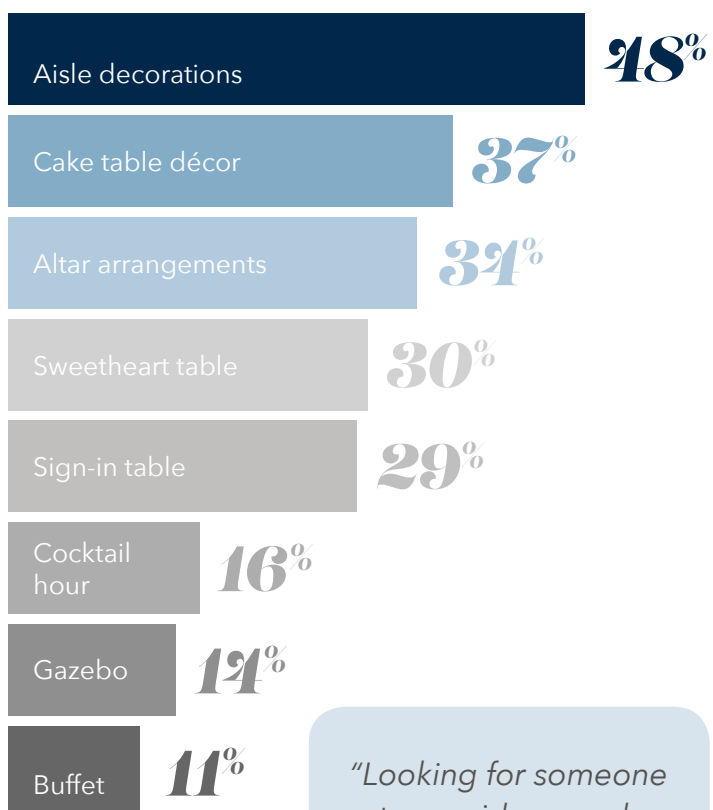


Florist

Flowers set the stage for an event, and this year, sunflowers are making a comeback. Traditional wedding flowers such as roses, lilies and peonies are still in the Top 5, though. Baby's breath is also very popular as a light, airy and inexpensive alternative to expensive hydrangeas, which have also been popular in the past few years. Brides in 2016 will use flowers more frequently than they did in 2015 to decorate their ceremony and reception venue. Incorporating floral arrangements into aisle decorations and cake table décor is also becoming more popular.

79% of brides plan to re-use ceremony flowers at the reception

ADDITIONAL floral services ARE INCREASING IN POPULARITY



"Looking for someone to provide an arch and decorate it with **hydrangeas** and any other flowers that are **affordable and pretty.**"

TOP 5 Wedding Flowers



MRS. BROWN'S FLORAL & EVENTS

Yucaipa, CA, and Southern California

What started as a love of flowers—creating centerpieces and floral arrangements for friends and family—blossomed into a business for Megan Brown in 2006. Since then, her award-winning Southern California business has been designing bouquets for brides.

What's your most memorable Thumbtack wedding?

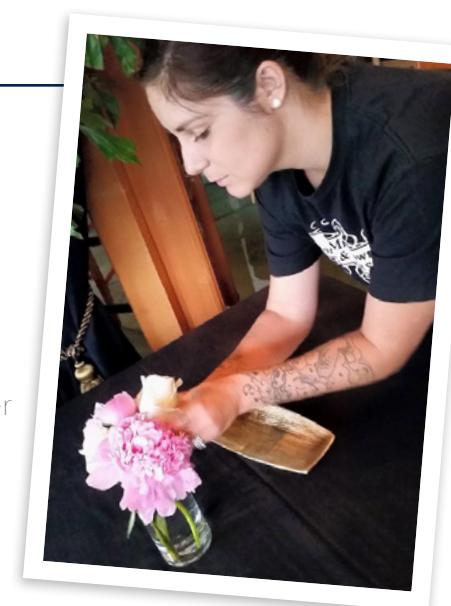
The Huntley Wedding at the McCoy Equestrian Center in Chino Hills because of the amazing group effort it entailed. The Huntleys originally hired me through Thumbtack as their wedding florist, but it evolved into a bigger collaboration. The bride-to-be was overwhelmed by wedding planning while raising her one-year-old son and working full-time, so I offered my event management services. She especially needed day-of help setting up all her decorations. When I say all her decorations, I mean an 18 foot U-Haul filled with decorations handmade by her and her fiancé. They really put in the extra time and effort to ensure that their venue was decorated beautifully, and I ensured that everything was up and ran smoothly the day of the wedding.

What wedding trends are you seeing right now?

Every bride and client is different! But if I had to pick the most popular one, it would have to be the rustic look. Lots of baby's breath, burlap, wooden decorations and wooden favors.

What are your tips for finding a great wedding florist? If I receive a floral inquiry

but the bride doesn't include flower choice, flower colors or services needed on her wedding day, I do not take the time to even respond. There's no way to send a price if I don't know what services the bride wants. Sometimes I even get inquiries that don't have a date for the wedding. The more details and specifics you provide, the more accurate the price will be, and the more likely you'll be happy with the outcome.



MEGAN BROWN

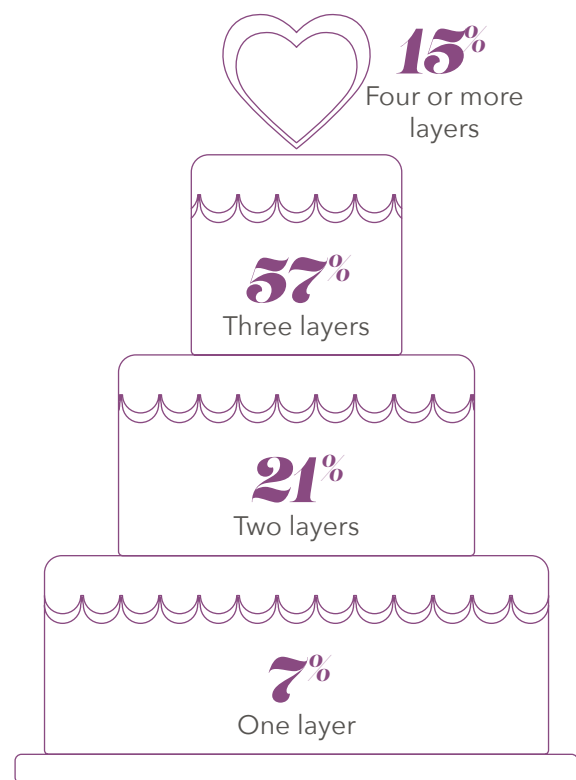


Cakes

Wedding cakes this year will be taller than ever, with 57 percent of couples requesting a three-layer cake. Buttercream icing will also be popular—five times more popular than fondant. Cupcakes continue to gain traction, with a 10 percent increase in 2016. Most couples want a three-layer cake.

80% of 2016 couples want a traditional stack cake

HOW MANY **layers** WILL YOUR WEDDING **cake** HAVE?



10% increase in cupcakes at weddings



"I want a **Tiffany cake** with some cupcakes."

Laura Marie's Cakes



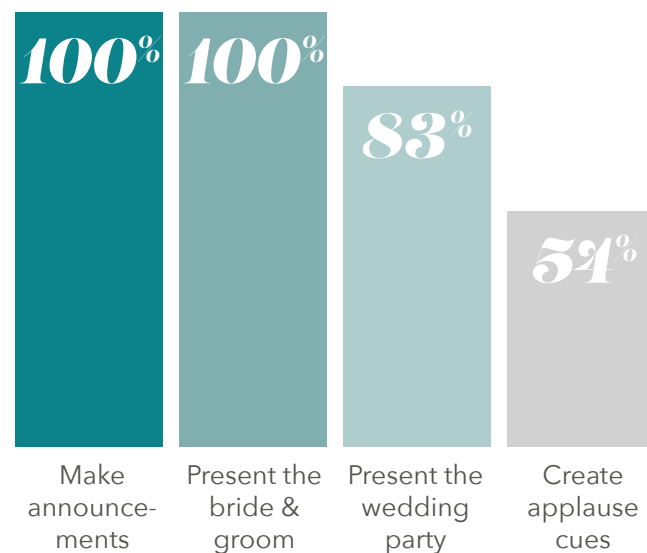
Laura Marie's Cakes



Music & Entertainment

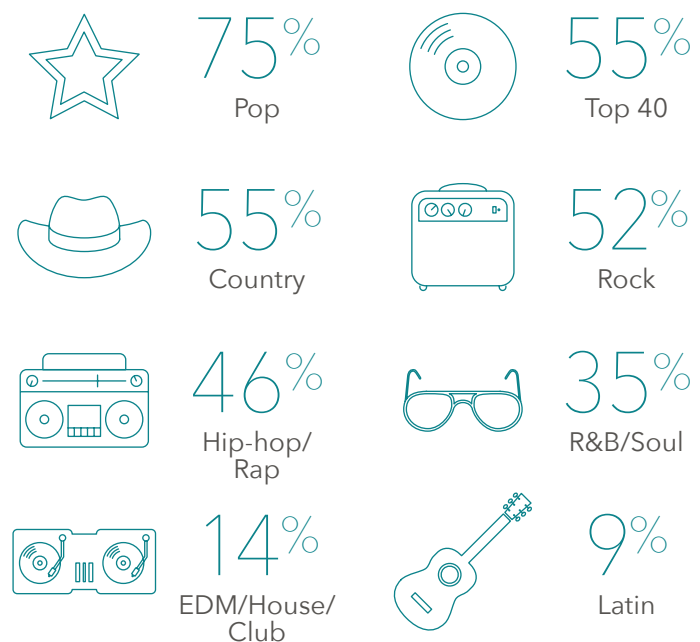
The energizing sounds of pop and Top 40 are most likely to get wedding guests out of their seats in 2016. Couples are requesting a mix of genres to keep everyone happy, recognizing that several generations will be in attendance. Most couples also want their DJ to play the MC role to make announcements, introductions and lead group dances. Couples often request songs that remind them of their heritage or relationship.

COUPLES WANT THE MC TO **present them**



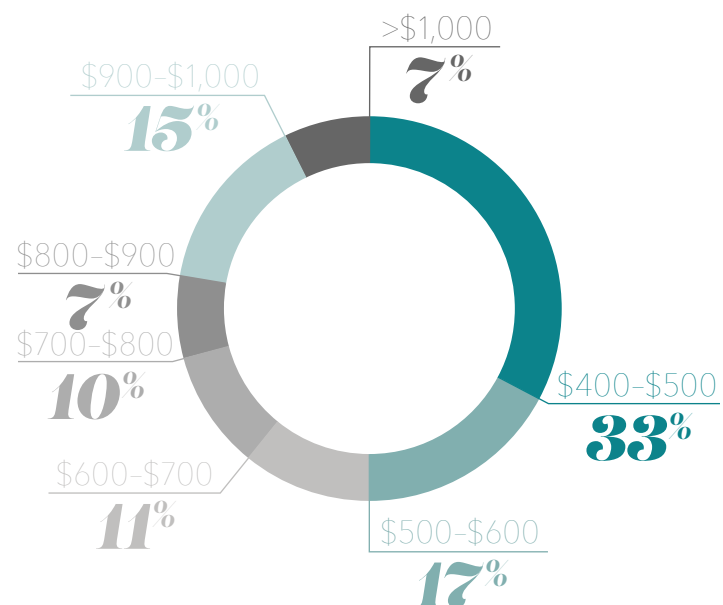
"I would like the MC to handle a number of different activities—everything from **line dancing** to **flash dances** and **karaoke**."

WHAT KIND OF **music** DO YOU WANT AT YOUR WEDDING?



"I'm looking for someone with **the latest equipment who can mix** from Toby Keith to Fetty Wap to Taylor Swift."

How much ARE YOU LOOKING TO SPEND ON A DJ?



Microphones
MC
Lighting
Fog Machine
Other

Additional needs FROM YOUR DJ?

DJ STALLION ENTERTAINMENT Martinez, CA



ANTHONY LUNARDINI

Anthony Lunardini has been a professional DJ for over 20 years. He has rocked every kind of wedding, event, club and party there is. He was an on-air producer for Wild 94.9 and is currently featured on The Slam Show. The man knows music.

What's your most memorable Thumbtack wedding?

Definitely the most memorable ceremony was when, first the wedding party, then the groom and finally the bride came out to their own theme songs. They did it like they were professional wrestlers coming down the ramp for the big match.

What wedding trends are you seeing right now? I am seeing a lot of people wanting uplighting, photo booths and a lot

"There will be a **do-not-play list**. We need to keep elderly family happy with music they can relate to, but we would also like to have **popular tunes for later in the night** that everyone will have a blast dancing to."



of nontraditional things added to their events. I see it all!

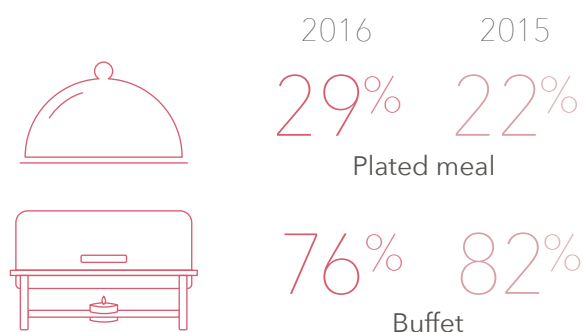
What tips can you offer couples for finding a great wedding DJ on Thumbtack?

Make sure he or she has plenty of experience doing weddings and doesn't just DJ for fun. Ask the DJs you talk to about their music library and make sure they have the right genre for your event. When looking for a DJ, don't always look for the cheapest price. The DJ can make or break the party, and you want to have a great party.

Catering

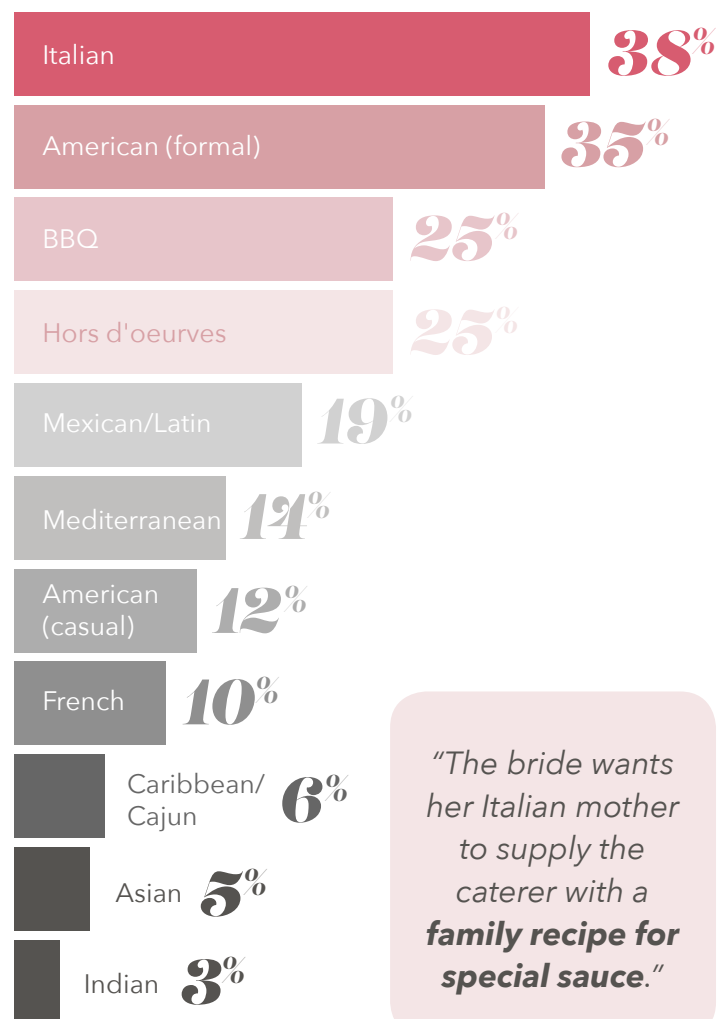
Couples in 2016 will more often opt for fancy sit-down dinners, complete with serving staff and bartenders. Requests for servers are up 25 percent and requests for bartenders are up 42 percent. Given a turn toward more formal dinners, couples are also upping the ante on the cuisine—opting for Italian and formal American fare, rather than casual cuisine. Couples are increasingly looking to connect the cuisine offered at their wedding with their own heritage and family traditions, with many couples requesting that caterers recreate special family recipes.

Plated meals OVER buffet



*Some people opt for both

WHAT KIND OF *food* DO YOU WANT AT YOUR WEDDING?



"We are both of Spanish decent and got engaged in Spain, so we are looking to have a **traditional Spanish dinner**."

"I love breakfast food! I would like **yogurt parfaits and French toast sticks** during the morning coffee/cocktail hour."

"The bride wants her Italian mother to supply the caterer with a **family recipe for special sauce**."



"We would love to have an **ice cream bar**."

HEATHER BUBLICK
& D'ANDRE CARTER



FEAST & IMBIBE Chicago, IL

Chef D'Andre Carter and his partner Heather Bublick, a senior certified wedding planner, created Feast & Imbibe to turn their years of fine-dining experience into a creative, passionate business.

What's your most memorable Thumbtack wedding? One of our first Thumbtack couples, Jacklyn and Ramon, had a really difficult time finding a caterer that met their needs. Ramon was in the restaurant industry and wanted the food to be really special on his wedding day. We helped them host a giant cocktail reception and everyone had a blast.

What wedding trends are you seeing right now? We're seeing a lot of couples request a full cocktail reception with hors d'oeuvres. Passed apps all night means the party never stops. It's also an opportunity for couples to showcase foods that let their personalities shine through.

What tips can you offer couples for finding a great wedding caterer on Thumbtack? Answer as many of the caterer's questions as possible! It's hard for vendors to take care of clients without knowing specifics about budgets, needs and—especially—the wedding date. There is no such thing as too much information. Also, be honest about your price range. Low price ranges are not really doable for full-service weddings—especially when you need a bar, staff and table rentals. Be open and honest, and the right vendors for the job will respond.



Bartending

Couples often purchase the alcohol themselves and hire a bartender to set up, serve guests and clean up afterward. Bartenders, like DJs, usually play a big role in creating the overall vibe at the reception. Most couples are looking for a low-key and causal feeling.

SPECIAL *requested attire* FOR BARTENDERS

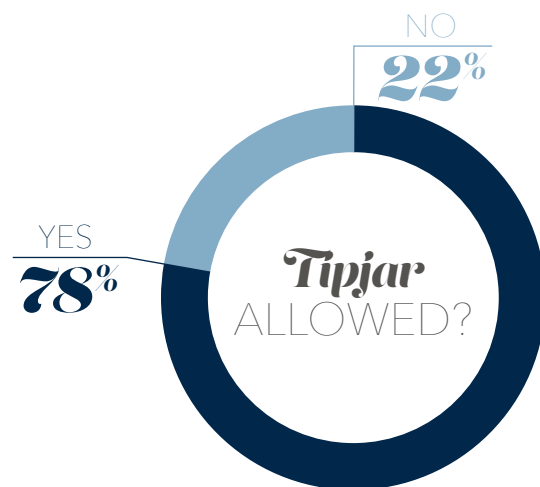
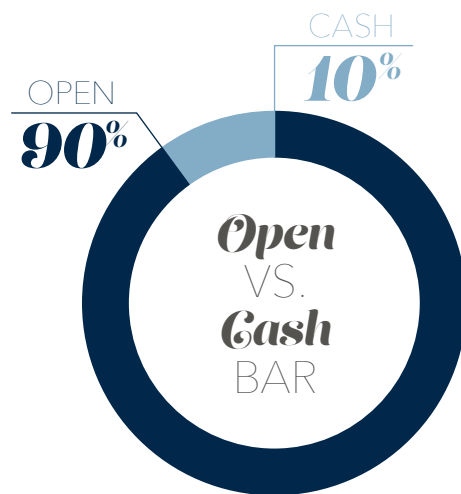
1940S HOLLYWOOD-THEMED ATTIRE
VINTAGE GANGSTER ATTIRE
STEAMPUNK-THEMED ATTIRE



11th Hour Bartending



"We're having a laid back wedding at a bar with a mason jar theme. Beer, wine, and one or two **signature cocktails**."



SAMPLE *signature drinks*

SPARKLING WINE WITH SYRUP AND BERRY GARNISH

LIQUID NITROGEN COCKTAIL

BLACK LIGHT REFLECTIVE COCKTAIL

LIME SANGRIA
APPLE MARTINIS

SHARPSHOOTER SF / San Francisco, CA



IAN MCCARTHY & ROSA LYNLEY

Ian McCarthy and Rosa Lynley bring their love of craft cocktails to joyful celebrations. From extensive training in some of San Francisco's most renowned restaurants, the two honed their passion for spirits into a mobile, craft cocktail bar service.

What's your most memorable Thumbtack wedding?

We were working a wedding site right along the Pacific coast in Marin and were asked to set up on a very unstable, sloping pile of wood chips. Given that our bar is on wheels, I expressed my concern about the set-up

to the groom. Sure enough, two hours into the festivities, a gale came along and the bar blew over. There were glasses and bottles everywhere. Fortunately, we recovered quickly and had the bar and everything back in business in 10 minutes. I don't think the groom even noticed.

What wedding trends are you seeing right now?

Couples are starting to create menus based on their own preferences, instead of making safe choices to please everyone. Instead of asking themselves how they can accommodate all their friends and family, they are saying, "This is what we drink. This is what we like to eat. Please, try it and enjoy." It's really special. The weddings have more personality that way.

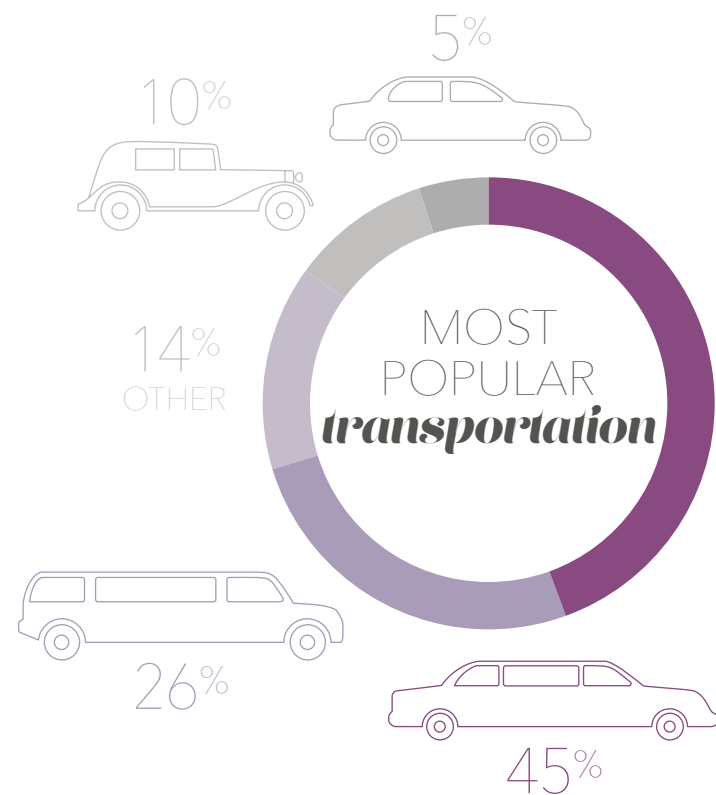
What tips can you offer couples for finding a great bartender on Thumbtack?

As bartenders, we want to encourage couples to let who they are shine through in the drinks we create for them. Come with a vision, even just a thread of an idea, and let's create something wonderful together.



Transportation

Most couples hire a limo to get from point to point—often from the ceremony to the reception and sometimes with stops on the way to take photos with their photographer. Over 70 percent of couples request a limo for fewer than four hours. Most couples also hire buses to transport guests to and from the ceremony, reception and hotels. Couples often hire buses for a longer amount of time than limos, with over 60 percent hiring a bus for more than four hours.



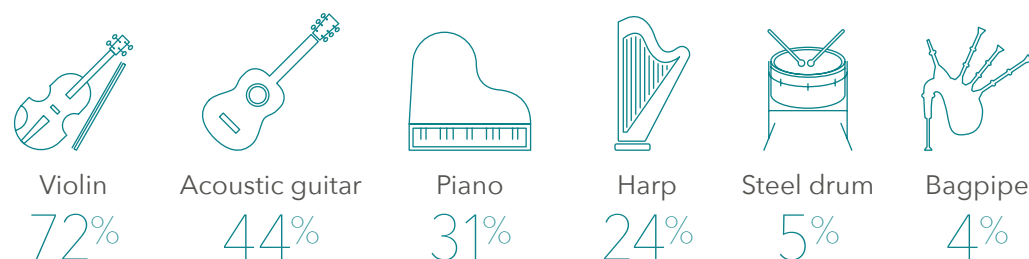
Ceremony Music

Classic wedding songs like Mendelssohn's Wedding march and Canon in D remain popular in 2016. Violin will be the instrument of choice in ceremony music ensembles for 2016, which is no surprise given the most requested songs for 2016.

TOP 5 MOST REQUESTED ceremony songs

- MENDELSSOHN'S WEDDING MARCH
- CANON IN D
- HERE COMES THE BRIDE
- AVE MARIA
- MARRY ME (TRAIN)

Violin IS THE MOST REQUESTED **accompaniment**



Candy Buffet

Candy buffets will satisfy your guests' sweet tooth and add an extra pop of color to your reception. Guests in 2016 are also opting to include small desserts with their candy bar—everything from mini-cheesecakes to chocolate-covered strawberries and cake pops. The treats provided on the candy buffet often match the style. Couples going for a "shabby chic" or rustic look often request candy apples, Rice Krispies treats and s'mores supplies. Couples going for a glam look often request chocolate-covered strawberries and pretzels, macaroons and colorful bonbons.



"I want the candy bar to include **candies in my wedding colors**—turquoise and red. It should **look good and taste just as good.**"

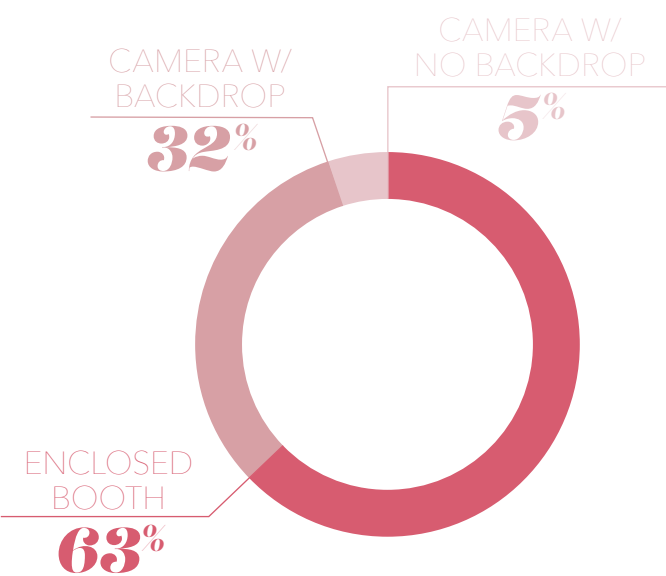


"We'd like to create a **winter wonderland** theme."

Photo Booth

Photo booths will continue to be popular in 2016, with couples finding new and creative ways to personalize the booth. Some couples are incorporating their wedding colors or theme into the backdrop. Others are creating custom props to match the theme. An increasing number of couples are using photo-booth photos for their guest book—asking guests to include a photo-booth photo alongside their note. Couples are also personalizing their photos by including their wedding logo on the print, making the photo the perfect keepsake for guests. New innovations in photo and video entertainment are slowly starting to appear at weddings, with some couples spending a bit more for a slow-motion video booth or a graffiti wall. These interactive booths provide even more entertainment for guests than a traditional photo booth.

POPULAR TYPES OF photo booths

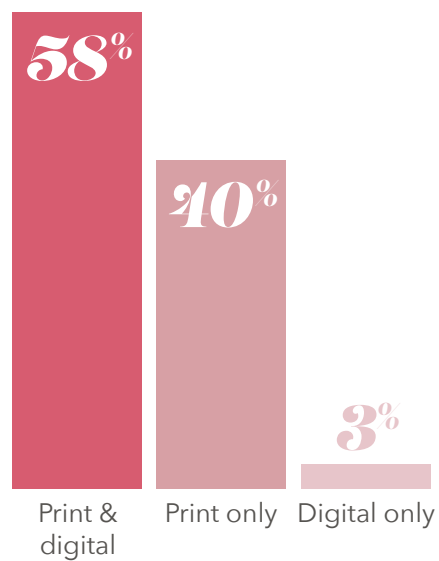


"Comic book-themed props would be perfect for our theme."



Booth 504

Physical prints AVAILABLE FOR GUESTS



97% of people want physical photo prints available for their guests

Props ARE POPULAR

We need props

No props needed

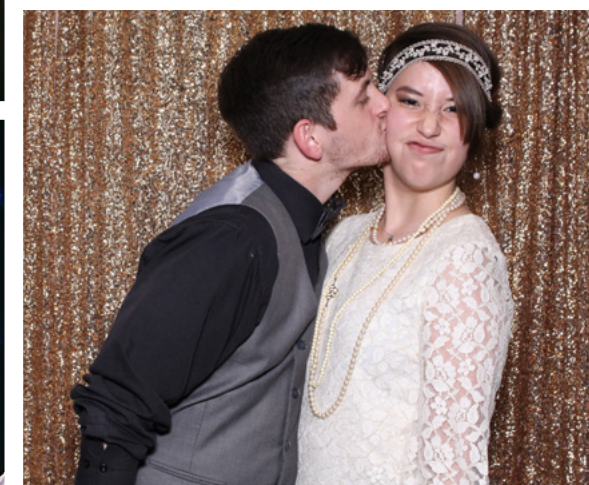
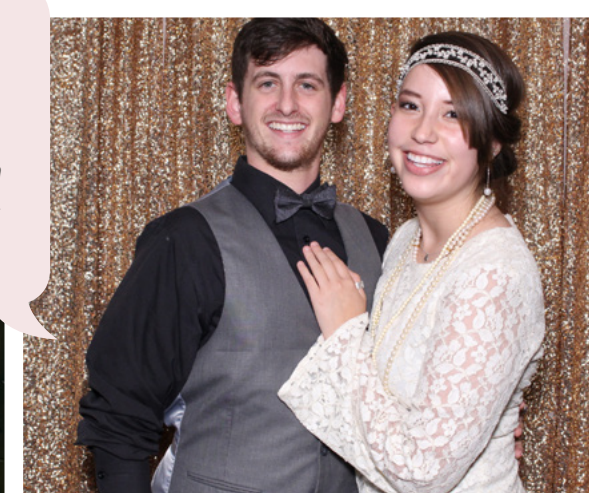


Lucky Frog Photos

"I'm looking for a photo booth that is affordable, fun for my guests and that can provide me with a scrapbook for guests to write in."



Photo by Lauren Lindley Photography



Your Photobooth Creations

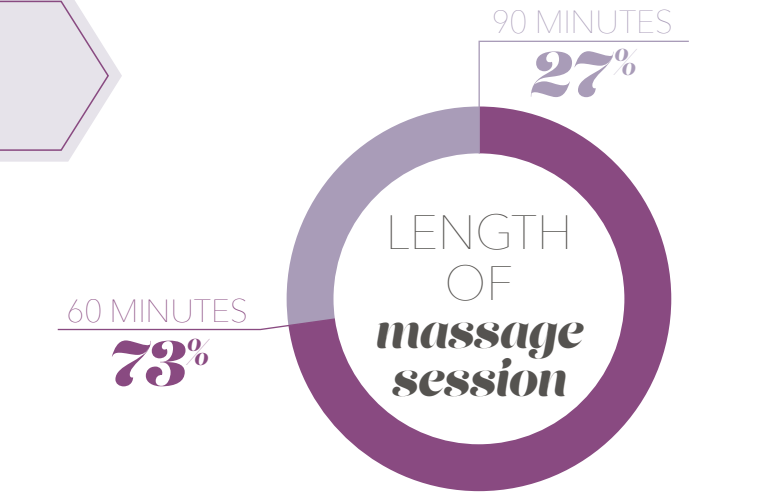


Photo by Lauren Lindley Photography

Couples Massage

A couples massage is a great way for couples to relax and spend time together before the wedding. It's also a great way to celebrate an anniversary or surprise your loved one just because! Most couples are looking for a 60-minute session with two massage therapists.

"I want to **surprise my fiancée** the morning after our wedding night by having a **couples massage in our hotel room.**"



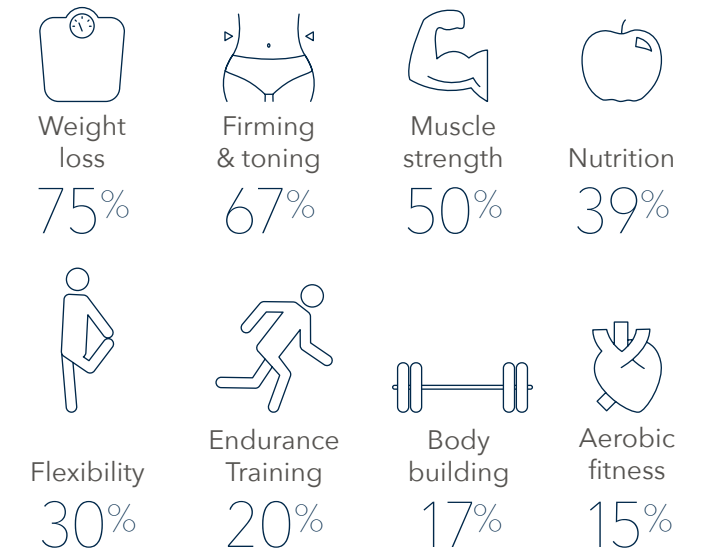
Personal Training

Hiring a personal trainer is a great way to get in shape before the wedding, but it is also a great way to stay in shape after the wedding. Before the wedding, brides are motivated to fit into their wedding dress and look good in pictures. As one bride put it, "I'm shedding for the wedding!" After the wedding, couples want to stay in shape to continue a healthy lifestyle and look good for each other.

"My husband and I just got married and would like to get our **health and weight in order.**"

"I just got married, and I want to **look good for my wife.**"

IN WHAT AREA DO YOU NEED A **trainer's help?**



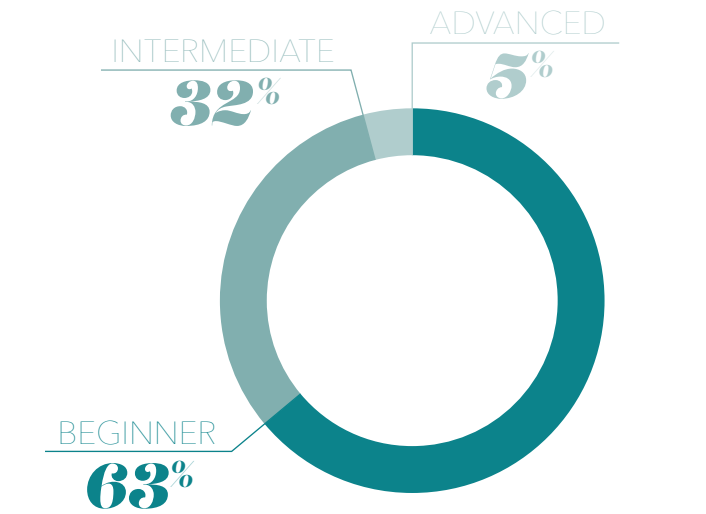
Cooking Lessons

Cooking lessons are a popular wedding gift, and something that couples often purchase for themselves after the wedding. After all, couples have tons of new kitchen equipment and want to learn how to put everything to use.



"This is a wedding gift for friends that enjoy **good food, good wine and good laughs.**"

TYPICAL **skill level** OF COUPLES TAKING COOKING LESSONS



"My wife's sister is getting married. Her sister is gluten free, so she thought a **gluten free cooking class** would be a good **wedding gift and bonding experience** for them."

THE *Real Cost* of a Wedding IN 2016

Planning the perfect wedding doesn't have to cost a small ransom. At Thumbtack, we analyzed data from more than 750,000 price quotes for the most popular wedding services to find out what couples typically pay—for everything from the DJ to the decorator.

There are many misconceptions about the

average cost of a wedding—with plenty of magazines and websites claiming that the average price is around \$30,000. The truth is, most couples spend far less than this. The average Thumbtack couple pays about \$12,000 for their essential wedding services. Here are the average costs couples can expect to pay for these wedding services in 2016.

BY THE *Numbers*

320,000

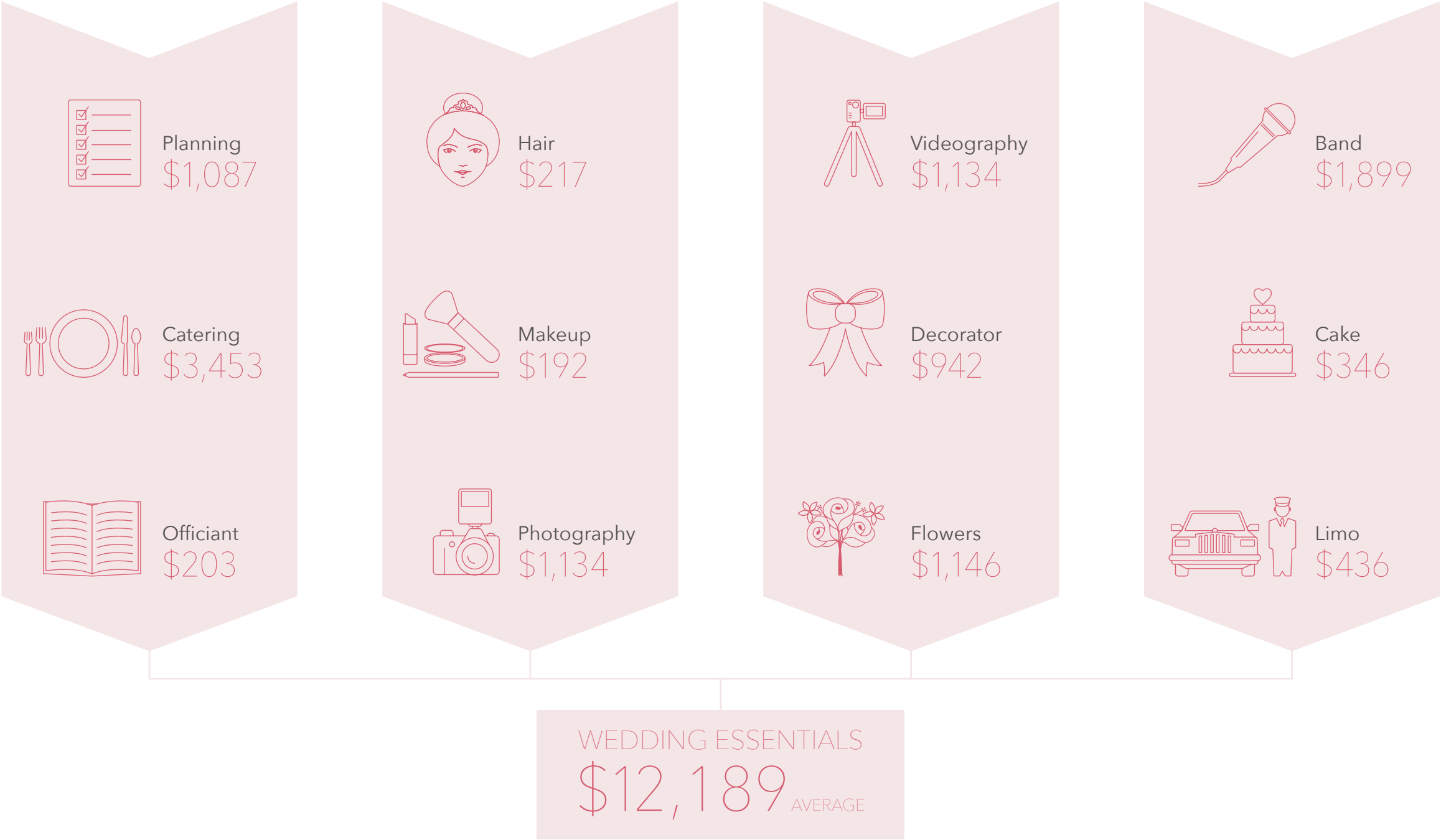
Number of wedding services requested on Thumbtack each year

1,100

Number of all home, wellness and events categories offered on Thumbtack

47

Number of wedding-specific categories offered on Thumbtack




California

Couples getting married in California in 2016 are generally planning for a midsize wedding of 50 to 100 guests. Not surprisingly, 14 percent of wedding officiants requested in California are Spanish-speaking. Brides in California also love a natural look more than brides in other states with nearly half looking for natural and clean makeup styles, and loose curls or a half up/half down look.

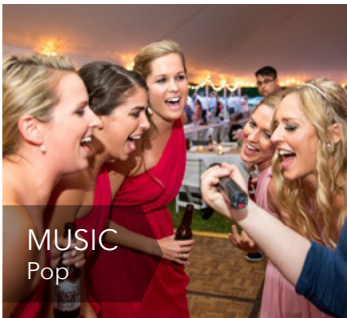


35% of California couples want Mexican/Latin-inspired food


WEDDINGS IN California



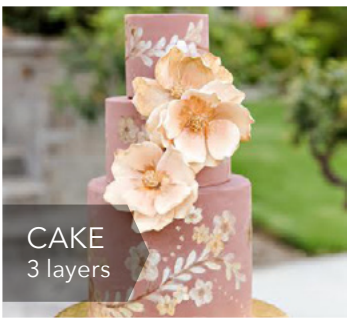
GUESTS
50-100



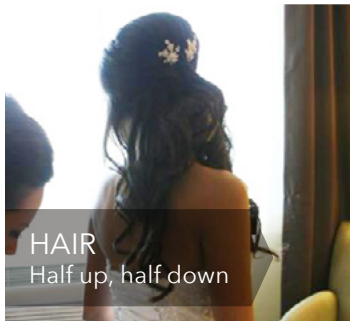
MUSIC
Pop



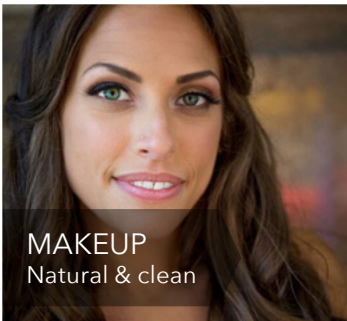
CUISINE
Italian



CAKE
3 layers





HAIR
Half up, half down



MAKEUP
Natural & clean

COST BREAKDOWN FOR California Weddings

 Planning \$1,136	 Catering \$3,752	 Decorator \$823	 Officiant \$219	 Photography \$1,136	 Videography \$1,253
 Flowers \$1,200	 Hair \$212	 Makeup \$188	 Band \$1,558	 Cake \$388	 Limo \$506


Georgia

77% of Georgia couples want a buffet

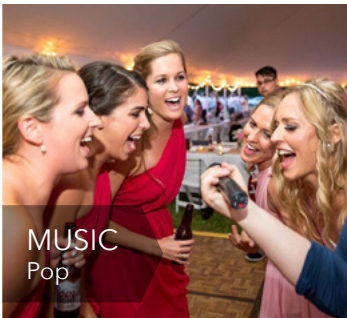
WEDDINGS IN Georgia

Georgia couples favor small intimate weddings relative to other states with 60 percent of weddings expecting fewer than 100 guests and 9 percent less than 20. Very big weddings are rare: less than one percent of weddings are expected to have more than 200 guests. A majority of couples in Georgia also want American food (53 percent) and a buffet.






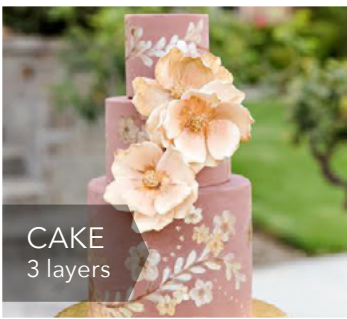
GUESTS
50-100



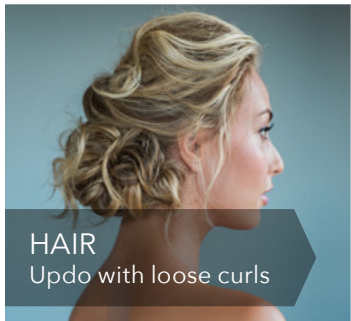
MUSIC
Pop



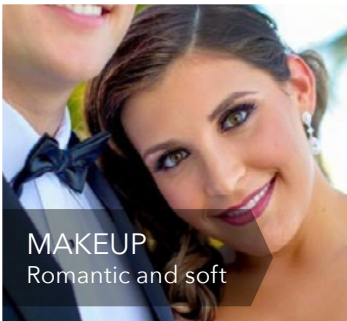
CUISINE
American-formal



CAKE
3 layers



HAIR
Updo with loose curls



MAKEUP
Romantic and soft

COST BREAKDOWN FOR Georgia Weddings

 Planning \$1,012	 Catering \$3,249	 Decorator \$1,000	 Officiant \$179	 Photography \$986	 Videography \$950
 Flowers \$981	 Hair \$306	 Makeup \$184	 Band \$1,127	 Cake \$345	 Limo \$374

Illinois

84% of Illinois couples want a 2 or 3-layer cake

Nearly half of Illinois weddings in 2016 will feature a formal Italian dinner followed by pop music (81 percent of couples are opting for pop beats by favorites like Taylor Swift and Demi Lovato over rock or hip hop) at the reception. Half of the weddings will be larger than 100 people. For style, brides love updos—loose updos with curls are three times more popular than sleek updos.



WEDDINGS IN Illinois

GUESTS
100-150

MUSIC
Pop

CUISINE
Italian

CAKE
2-3 layers

HAIR
Loose updos

MAKEUP
Romantic and soft

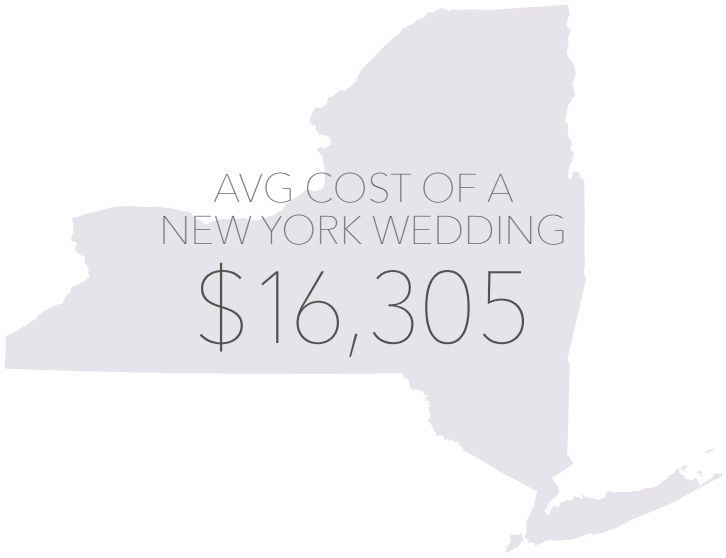
COST BREAKDOWN FOR Illinois Weddings

Planning \$1,054	Catering \$3,480	Decorator \$1,006	Officiant \$222	Photography \$1,093	Videography \$1,096
Flowers \$1,335	Hair \$184	Makeup \$153	Band \$2,329	Cake \$346	Limo \$327

New York

70% of New York couples want a cake with 3+ wedding layers

New York couples in 2016 want a lavish wedding—50 percent of weddings in the Empire State will have 100 or more guests. The weddings are also more formal than other states with 33 percent of couples wanting hors d'oeuvres and formal plated dinners. Another interesting stat: New York brides love curly hair, with a third of them wanting curls for their wedding day.



WEDDINGS IN New York

GUESTS
100-150

MUSIC
Pop

CUISINE
Italian

CAKE
3+ layers

HAIR
Half up, half down

MAKEUP
Romantic and soft

COST BREAKDOWN FOR New York Weddings

Planning \$1,445	Catering \$5,705	Decorator \$1,066	Officiant \$279	Photography \$1,244	Videography \$1,186
Flowers \$1,914	Hair \$177	Makeup \$167	Band \$2,307	Cake \$366	Limo \$449

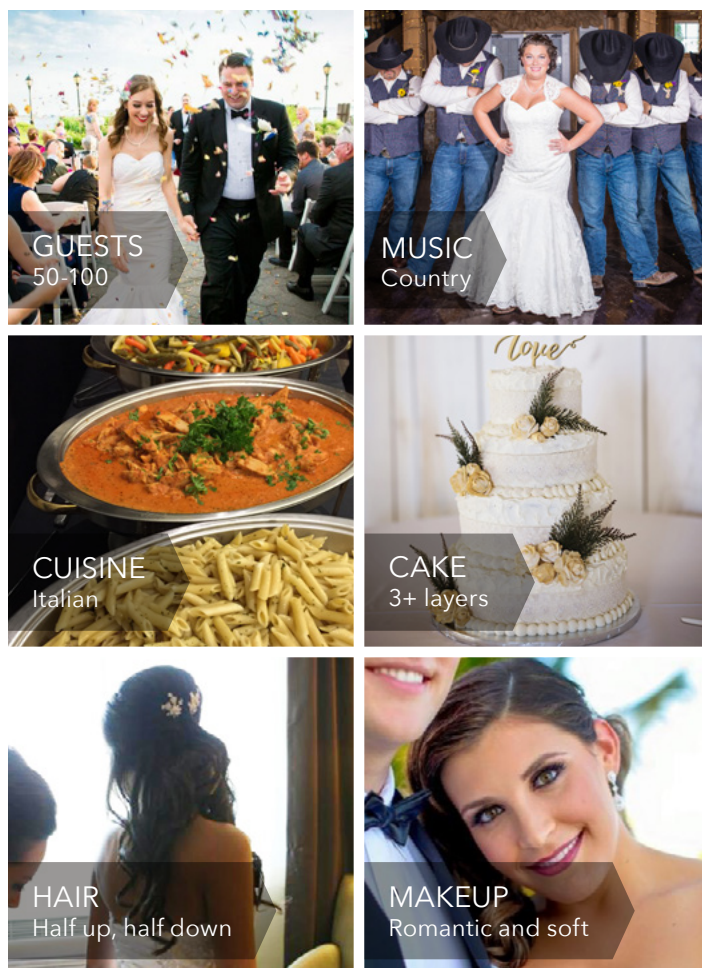
Texas

Everything's bigger in Texas—except weddings! Only 40 percent of weddings in Texas will have more than 100 guests in 2016 (versus 60 percent in the Midwest). The cakes are still big however, with 80 percent of couples wanting a cake with three or more layers this year. On the style side, brides are bolder with more than one quarter of brides wanting bold lips and smoky eyes.

AVG COST OF A TEXAS WEDDING
\$11,177

67% of couples want country music at their reception

WEDDINGS IN Texas



COST BREAKDOWN FOR Texas Weddings

 Planning \$1,211	 Catering \$2,901	 Decorator \$1,094	 Officiant \$177	 Photography \$1,069	 Videography \$1,010
 Flowers \$1,293	 Hair \$165	 Makeup \$188	 Band \$1,471	 Cake \$343	 Limo \$254

How Thumbtack Works

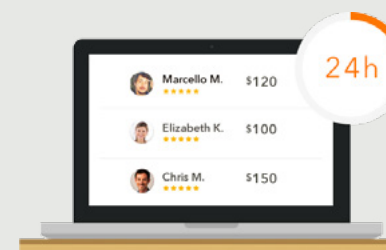
From wedding catering to house painting, Thumbtack brings customers the right local professional for every project.

Couples planning a wedding can use Thumbtack to find wedding vendors or, as we like to call them, "wedding pros."

We ask tailored questions to understand the couples' needs and within hours, interested and available professionals pay a small fee to send the couple a custom quote.

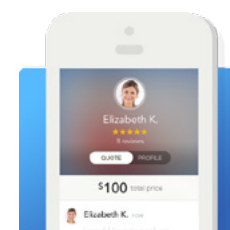
It's a simple, three-step process:

1 GET INTRODUCED TO PROS



Tell us about your needs, and we'll introduce you to several experienced professionals in your area who are ready to complete your project.

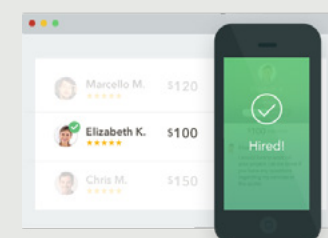
2 COMPARE PROFESSIONALS



Within hours, interested and available professionals will send you custom quotes. Each quote includes:

- 💰 Price estimate
- ★ Customer reviews
- 📞 Contact info
- ✍️ Personalized message
- 👤 Business profile

3 HIRE THE RIGHT PRO FOR YOU

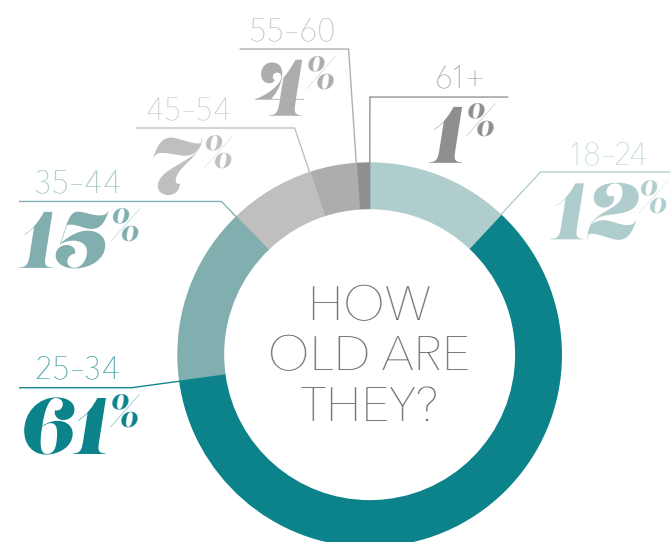


When you're ready, hire an experienced professional at a price that's right for you.

Young, Tech-Savvy and Financially Stable

Thumbtack couples tend to be young (61 percent are between the ages of 25 and 34), tech savvy and financially stable. They're also discerning and upwardly mobile—nearly 50 percent own their home. In addition to wedding services, they're also very likely to hire other professionals to help them get things done including movers, painters, electricians and home decorators. Here's a look at two couples and how they used Thumbtack for their weddings.

WHO ARE THE **couples** THAT USE THUMBTRACK?



VANYA & IGOR INJAC ATLANTA, GA

Vanya and Igor met the old-fashioned way: arguing at a party. They got into a (friendly) argument, which led to flirtation the entire evening. They had their first date the next day—and the rest is history!

How did you use Thumbtack for your wedding? My friend found her wedding officiant on Thumbtack, so I went on the site and saw I could create whatever kind of wedding I wanted to. After securing our venue, the first pro we hired was Cissy, our photographer. I loved using Thumbtack because I could be specific about my needs and budget to narrow down the search for the right vendor.

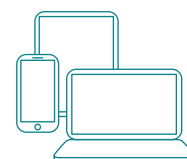


Were you happy with the results? What made it special? I love how our wedding turned out. The vendors went above and beyond to execute my vision—sometimes helping me when I didn't even know what I wanted. For example, I can't tell a dahlia from a daisy! I only knew I wanted apples in our floral displays. I was amazed at how pretty and beautiful the flowers were.

What was a memorable moment working with the Thumbtack pros you hired? Our photographer, Cissy, was wonderful. It was pouring rain the day of our wedding. There was no time or location for formal wedding photos because of the rain.

We're outdoors people and spend a lot of time at Stone Mountain. Cissy suggested we meet there two weeks later and take special wedding photos. We loved her for that! The pictures turned out amazing.

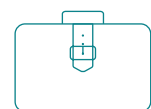
Thumbtack providers:
[More Than Words Photography](#)
[Fire's Bartending](#)
[Floral by Victoria](#)
[Shannel Aiken Wedding and Events](#)



Tech-savvy

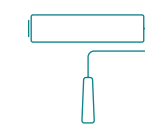


Making big life changes



THEY ARE:

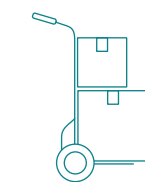
WHAT
OTHER
services
DO THEY
HIRE?



Painters



Electricians



Local movers



Home decorators

CHRISTOPHER & AMANDA CATINO OCOOEE, FL

Amanda and Christopher met in 2012 while working at a Disney restaurant in Epcot Center. Now they're putting that industry expertise to work and are opening a restaurant called BrewMasters Kitchen.

How did you use Thumbtack for your wedding? We really focused on who would be the best fit for us and our event. There's not much we weren't sure about going into the planning, which made the process easier.

Were you happy with the results? What made it special? Having the wedding pros bring our vision to life made the entire event that much more special. Everyone we hired through Thumbtack did everything we asked and then some.

What was a memorable moment working with the Thumbtack pros you hired? We really enjoyed our bartender! When discussing what cocktails we'd be serving, he went in-depth, asking about our favorite liquors and flavors. He also wanted to know our wedding colors, and made a special drink just for us.

Thumbtack providers:
[The Bartender 247](#)
[Magnafoto](#)
[Hair Due Over](#)
[Bartenders+](#)

