AN ASSESSMENT OF FUTURE TRENDS IN WEDDING PLANNING

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Degree Name
BS in Recreation, Parks, and Tourism Administration

Date
6-2013

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Abstract/Summary
Weddings are significant life events. It has become essential for brides to stand out with unique weddings. These brides turn to popular trends to create the best weddings. The purpose of this study was to assess the future trends in wedding planning among selected California wedding planners. Fifty planners were sent an email with a link to a questionnaire regarding future wedding trends in California. Out of the 50 planners contacted, 10 responses were received. It was found that all regions in California had similar future wedding trend responses related to “glamorous”, “1920s”, or “vintage” themes. The responses from the wedding planners also showed only a small difference in future wedding trends compared to current trends. It is recommended that future studies use a larger sample size and explore wedding trends within specific regions of California.

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