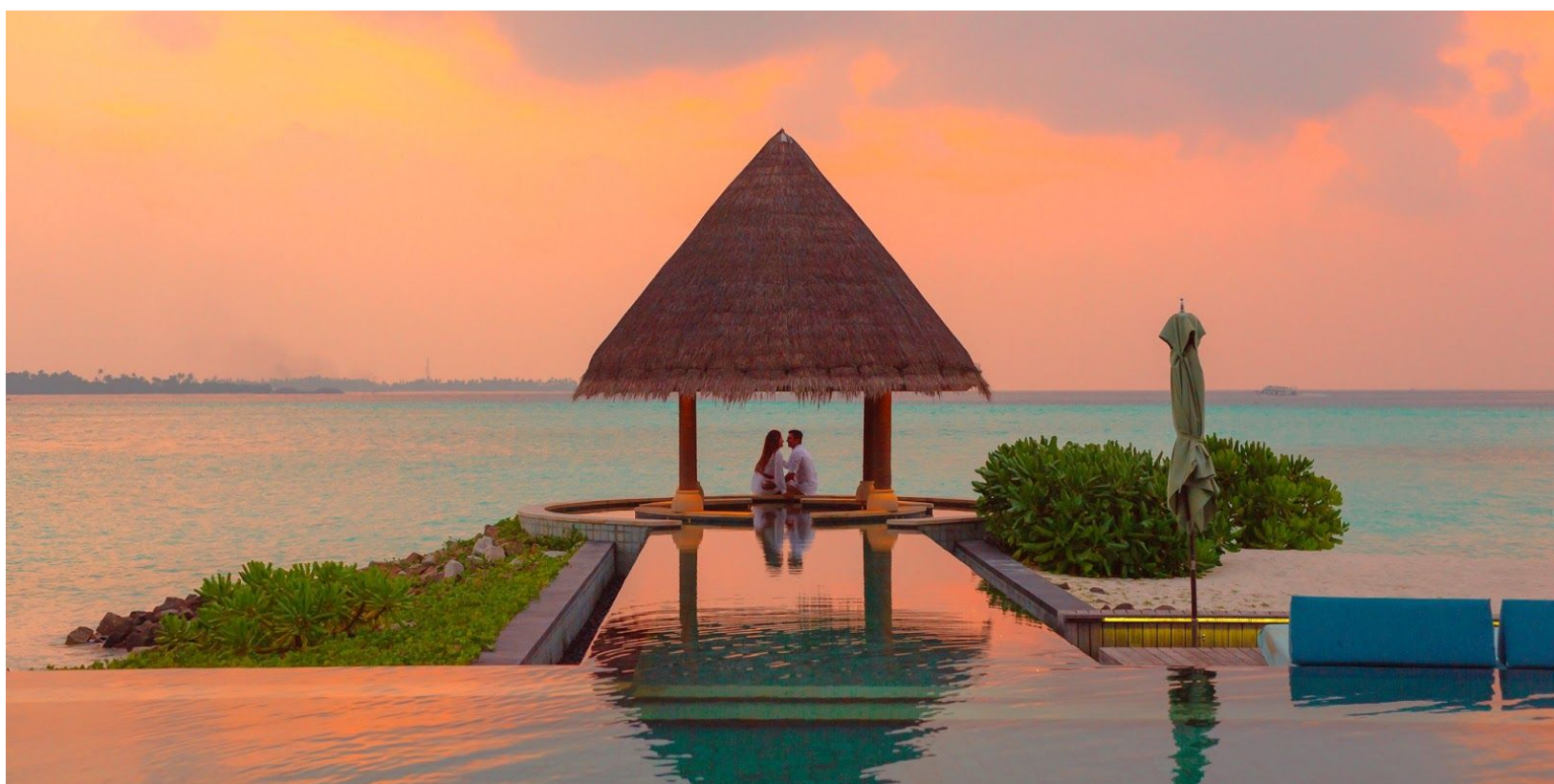




HoneymoonGoals.com

Honeymoon Statistics for 2020





ABOUT THIS STUDY

- - - - X

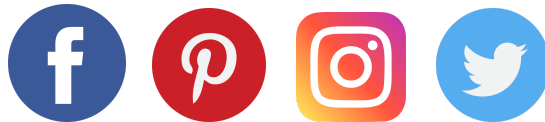
At HoneyMoonGoals.com, we strive to help soon-to-be newlyweds plan their perfect honeymoon. We provide helpful information on destinations, hotels, resorts, and planning a honeymoon. In order to continue to provide the most relevant information possible, we surveyed hundreds of US-based couples who have gone on their honeymoon within the past five years. The in-depth survey provided a clear landscape of where honeymooners are interested in traveling, what drives their decisions, how much they are spending, and much more. If you find this information useful and republish it, we ask that you **please reference** HoneyMoonGoals.com as the source of the data.

“

Our goal is to make it easier for newlyweds to discover and book their dream honeymoon. Hopefully you find the following survey results helpful in whatever you are pursuing, whether that be planning a honeymoon or helping others plan theirs. If you use the following statistics on your website, blog, or social media, please reference HoneymoonGoals.com. Enjoy!

-Sally Goodwell, HoneymoonGoals.com

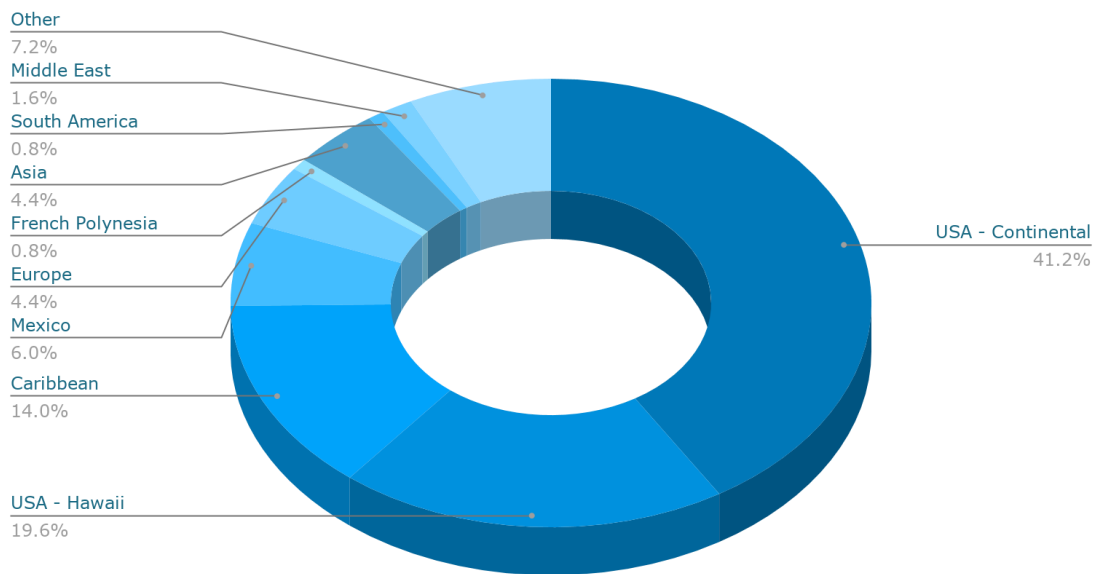
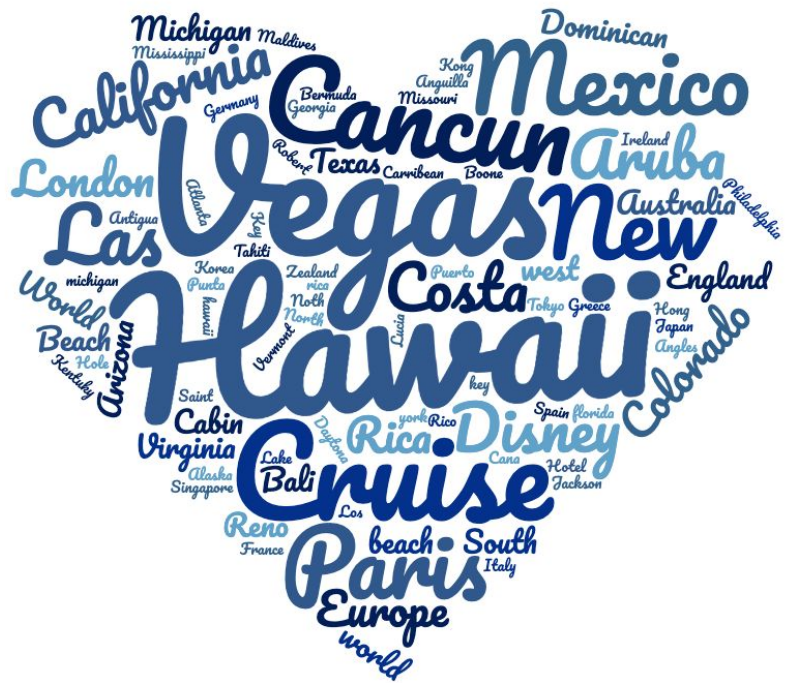
Please contact me at sally@honeymoongoals.com



WHERE DID YOU GO ON YOUR HONEYMOON?

--- X

The survey respondents primarily honeymooned in the United States, with over 60% remaining in the country. The second most popular destination was the Caribbean, with Mexico as the third. Within the U.S., honeymooners choose to visit Hawaii, Las Vegas, and Florida most frequently.



HOW LONG WAS YOUR HONEYMOON?

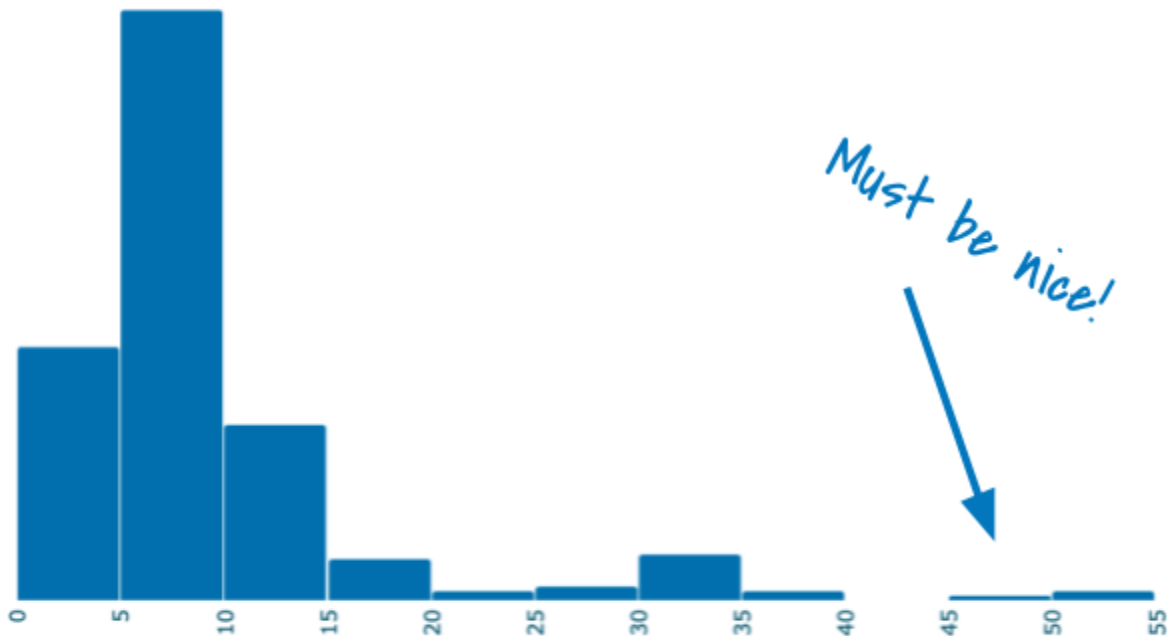
X - - - -

Newlyweds spent an average of one week on their honeymoon. The mean was 8.9 days but both the median and mode were 7 days spent on honeymoon. The longest reported honeymoons were more than 50 days! These honeymooners spent some longer amounts of time traveling to multiple destinations, road-tripping, or going on extended camping trips.

8.9 days
AVERAGE

7 days
MEDIAN

7 days
MOST COMMON



Distribution of respondent's honeymoon lengths in five day buckets

HOW MANY DAYS AFTER YOUR WEDDING WAS YOUR HONEYMOON?

-----x

76.4%

OF NEWLYWEDS SET OUT FOR THEIR HONEYMOON IN THE FIRST WEEK OF MARRIAGE

The vast majority of newlyweds get started on their honeymoon shortly after tying the knot. Around 30% set out within a day and 3/4 couples are honeymooning within a week. As for the rest, 8.4% of newlyweds begin their honeymoon during their second week of marriage and 15.2% start their honeymoon after two weeks hitched.



5.2%

SAME DAY

24.4%

NEXT DAY

19.6%

2 DAYS

9.6%

3 DAYS

17.6%

4-7 DAYS

THE MOST IMPORTANT ASPECTS IN CHOOSING YOUR DESTINATION?

X - - - -

Not surprisingly, price tops the list of honeymooners' considerations when choosing a destination. Price was followed closely by weather and activities at the destination. These three considerations were then followed by activities and the time required to partake in those activities. Finally, exclusivity and "instagram-ability" were the least considered by newly weds choosing a honeymoon destination.

- 1 Price
- 2 Weather or Climate
- 3 Activities at Destination
- 4 Resort or Hotel Features & Amenities
- 5 Time Required to Travel to Destination
- 6 Exclusivity
- 7 Instagram-ability



HOW MUCH MONEY DID YOU SPEND ON YOUR HONEYMOON?

- - - - X

Here is the big question... how much do the average honeymooners spend on their marriage vacation?

\$3,446

AVERAGE

\$2,500

MEDIAN

\$2,000

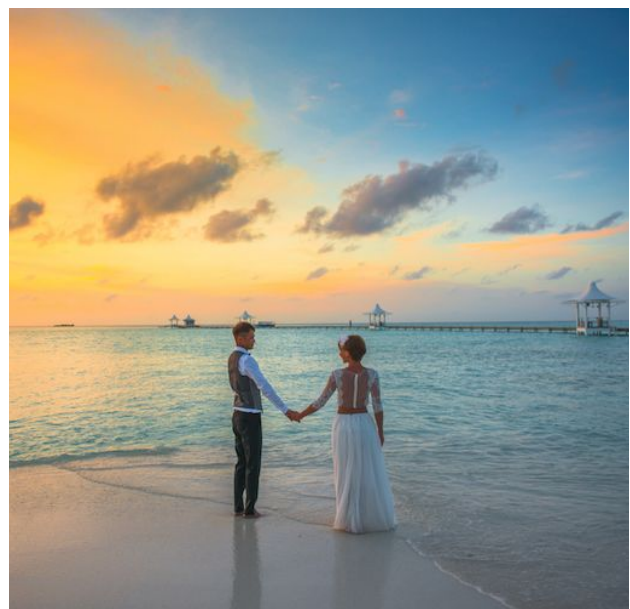
MOST FREQUENT

On average, honeymooners spend approximately \$2,500 to \$3,500 on their honeymoon. Almost half of honeymooners spend \$2,000 or less and one quarter spend more than \$5,000.

25.6% - \$1,000 OR LESS

48.0% - \$2,000 OR LESS

26.0% - \$5,000 OR MORE

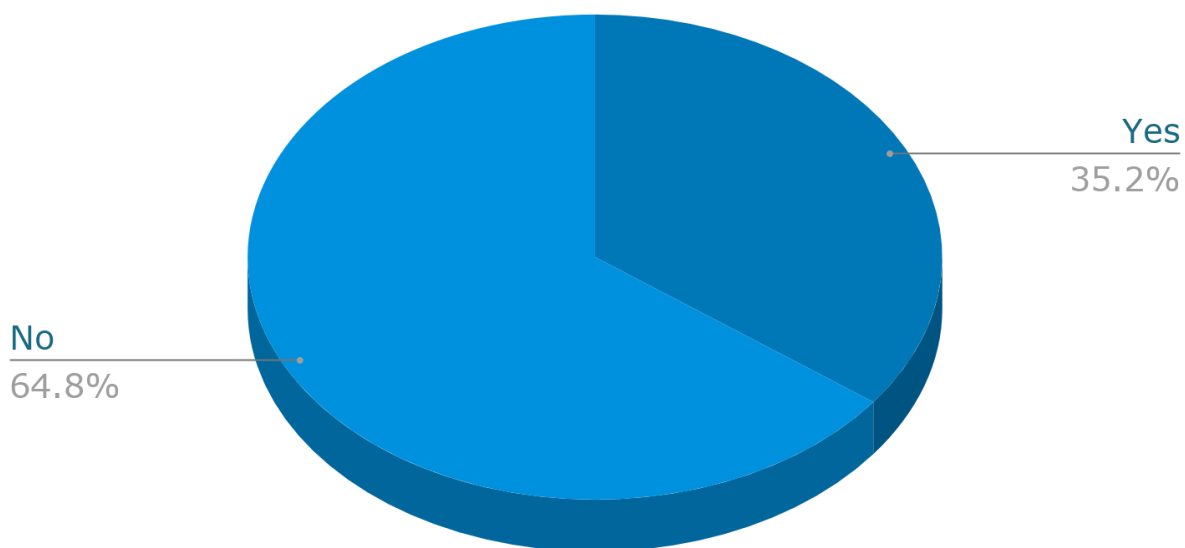


DID YOU USE A TRAVEL AGENT?

X - - - -



The majority of honeymooners booked their own travels and 35% relied on a travel agent to plan their honeymoon.



HOW LONG DID IT TAKE YOU TO TRAVEL TO YOUR DESTINATION?

- - - - x

7.9 hours

AVERAGE

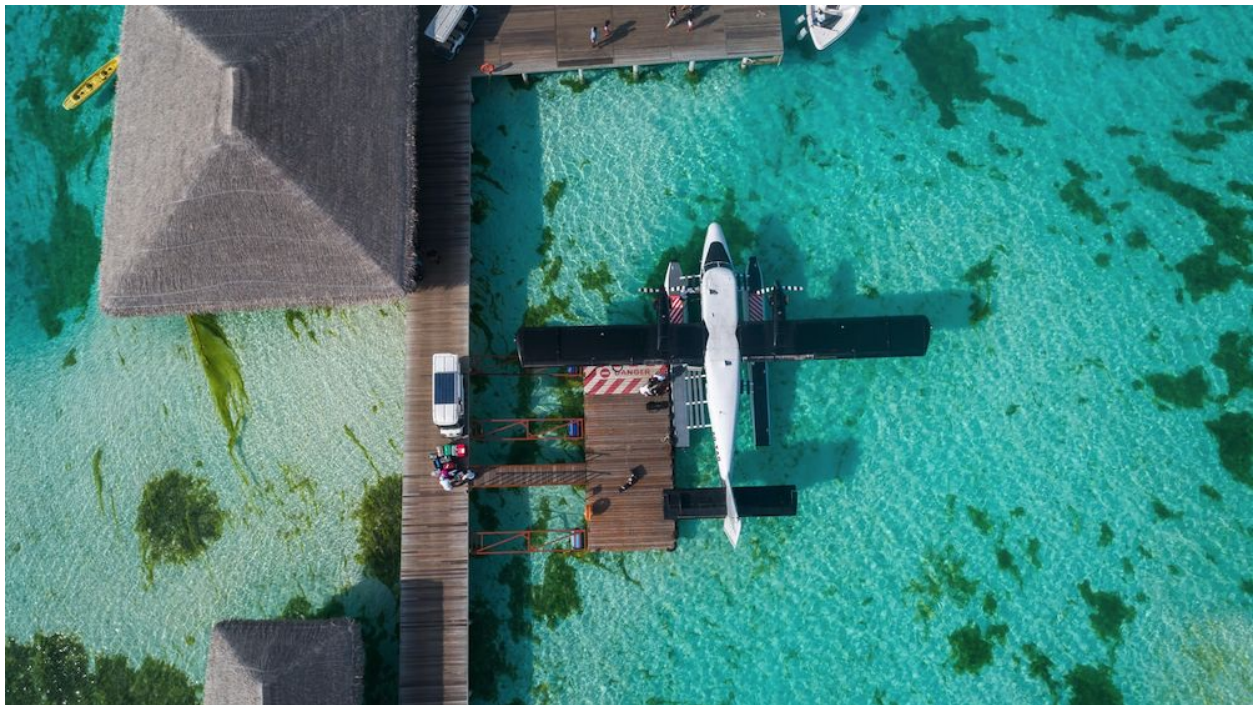
5 hours

MEDIAN

5 hours

MOST FREQUENT

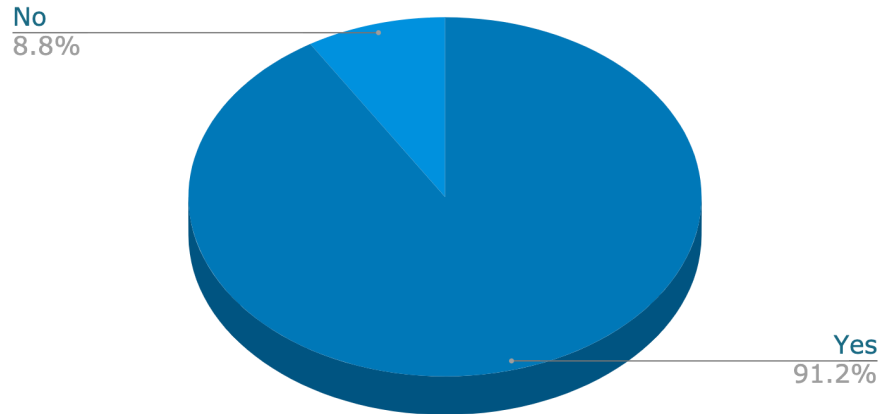
Honeymooners spent an average of 7.9 hours traveling to their destination. This mean was inflated from the 5 hour median by the 32.2% of honeymooners who traveled 10 hours or more to their destination. Less than 4% of honeymooners traveled more than 24 hours to get to their far-away destination.



DID YOU STAY AT A HOTEL (OR RESORT)?

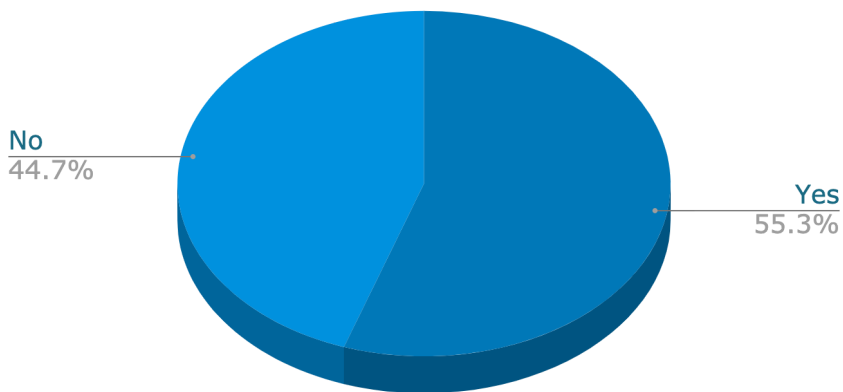
X - - - -

The vast majority of newlyweds (91.2%) stayed at a hotel or resort for their honeymoon. Those that did not went on adventurous honeymoons like camping or stayed in rustic cabins.



DID YOU STAY AT AN ALL-INCLUSIVE RESORT?

- - - - X



Of the honeymooners that stayed in a resort, we asked them if they stayed at an all-inclusive. We found that the majority of honeymooners chose to stay at an all-inclusive resort.

WHAT WERE YOUR MOST IMPORTANT CONSIDERATIONS WHEN CHOOSING A RESORT?

X - - - -

- 1 Local Attractions
- 2 Rooms / Villas
- 3 Restaurants / Food
- 4 Beach
- 5 Hotel Size
- 6 All-Inclusive
- 7 Pool
- 8 Nightlife
- 9 Spa
- 10 Adults Only

When resort-going honeymooners were asked to rank the most important considerations when choosing a resort the top factor was local attractions. It is true what they say... “location, location, location.” Besides the local attractions, the rooms and restaurants available from the hotel were critical factors. If the resort was “Adults Only” was the least important consideration on the list.



HOW MANY WEEKS DID IT TAKE YOU TO PLAN YOUR HONEYMOON?

- - - - x

5.1 weeks

AVERAGE

3 weeks

MEDIAN

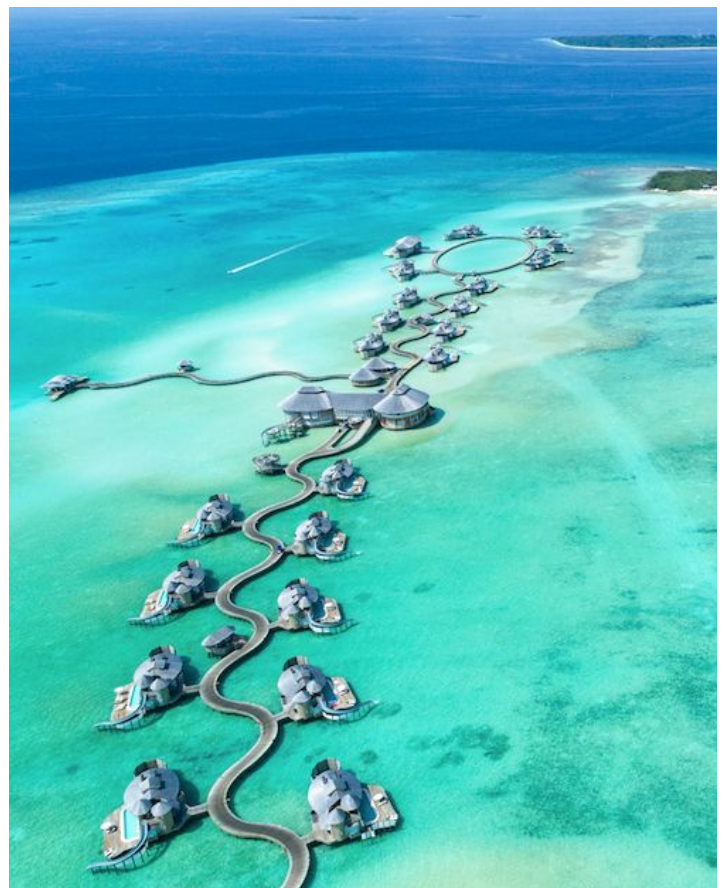
2 weeks

MOST FREQUENT

On average, newlyweds spend two to five weeks planning their honeymoons. The average respondent's planning time was five weeks. Median amount was three weeks, and two weeks was the most common answer. 40% of honeymooners spent two weeks or less planning their honeymoon while 12% spent more than 10 weeks.

40.8% - 2 WEEKS OR LESS

12.0% - 10 WEEKS OR MORE



HOW LONG AFTER YOUR ENGAGEMENT DID YOU BOOK YOUR HONEYMOON?

X - - - -

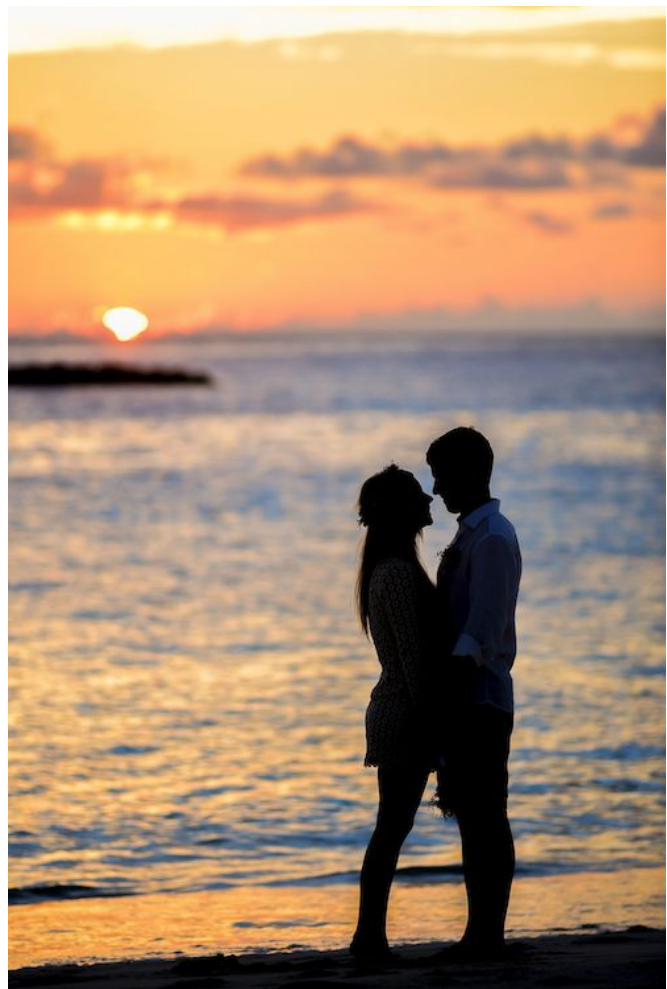
We asked honeymooners how quickly they booked their honeymoon after getting engaged. The average couple booked their honeymoon two months after getting engaged. More than one third of honeymooners book within one month and about 15% wait more than half a year before booking their getaway.

8 weeks - AVERAGE

11.6% - WITHIN 1 WEEK

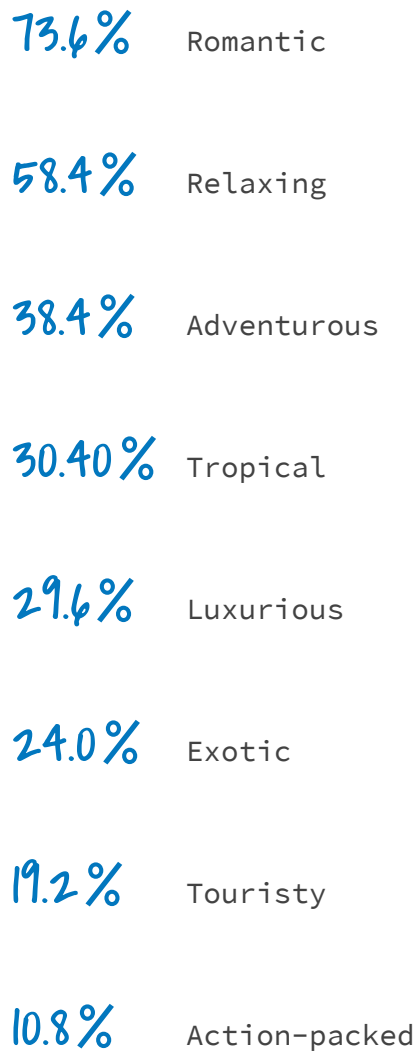
36.1% - WITHIN 1 MONTH

14.6% - AFTER 6 MONTHS

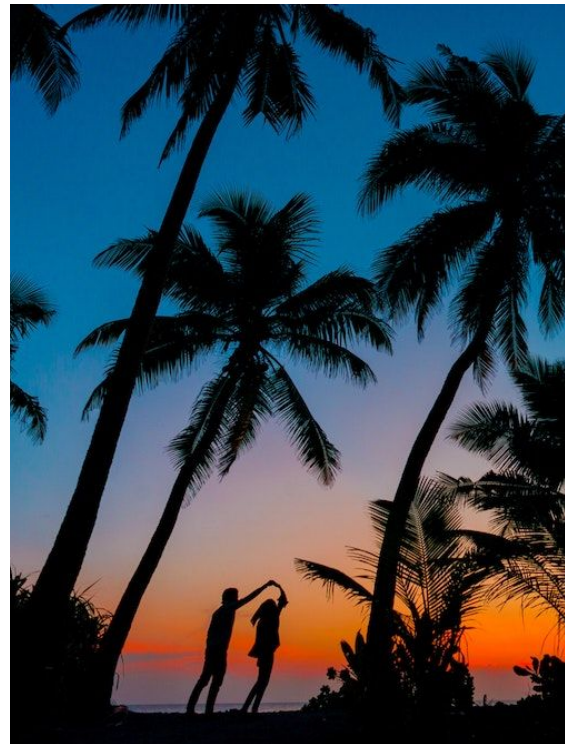


HOW WOULD YOU DESCRIBE YOUR HONEYMOON?

----- X

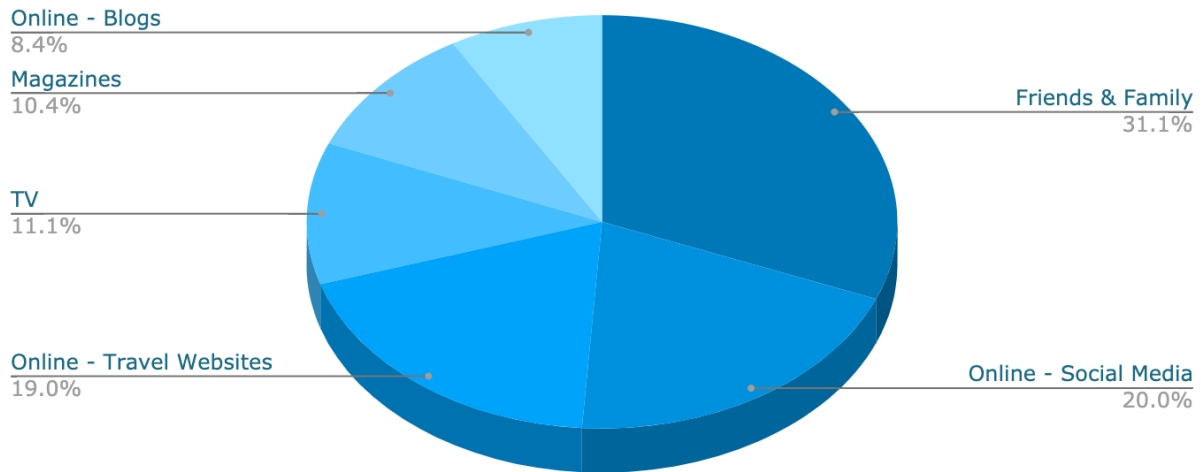


Not surprisingly, most couples chose to label their honeymoon as “romantic.” The majority of honeymooners also classified their travels as “relaxing.” Newlyweds were likely to describe their honeymoons as “adventurous” but not “action-packed.”



WHAT INFLUENCED YOUR DECISION WHEN CHOOSING A HONEYMOON?

X - - - -



The biggest influencer for couples choosing a honeymoon destination and resort is word of mouth through friends and family. Between online influences, social media and travel websites were popular influences while blogs did not hold much sway over a couple's decision.



WAS YOUR HONEYMOON YOUR “DREAM” HONEYMOON?

- - - - x

76%

YES - DREAM HONEYMOON

24%

NO - IT COULD BE BETTER

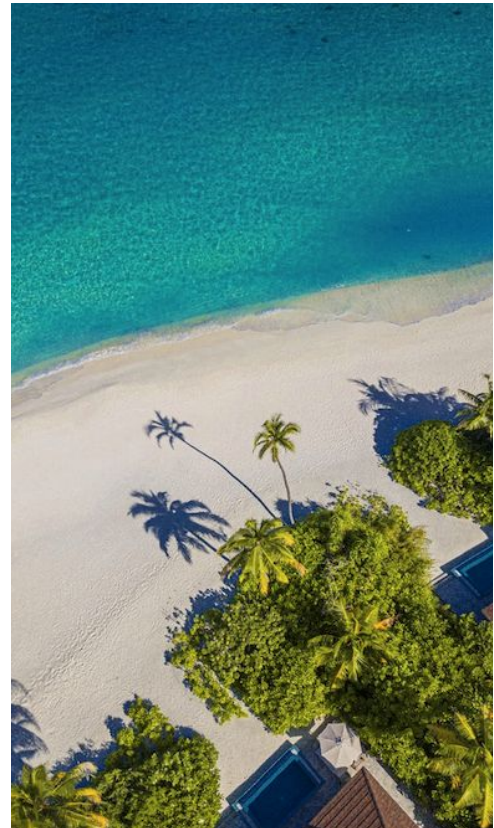
More than three quarters of honeymooners live happily-ever-after and describe their honeymoon as their “dream” honeymoon. Unfortunately, the other quarter say that their honeymoon could have been better.



WHAT WOULD HAVE MADE HONEYMOON PLANNING BETTER?

X - - - -

- 62% More Money
- 43.6% More Time
- 24.8% Less Wedding Planning Pressure
- 18.0% Easier to Find Information
- 13.2% More Help From Fiance



When asked what would have made their honeymoon planning easier, newlyweds responded that money and time would have helped. For honeymoon planning and for life! A quarter of respondents thought that the pressure from planning a wedding got in the way of their honeymoon planning. Luckily, only 13.2% of respondents needed more help from their soon-to-be spouse.

WHO DID THE MAJORITY OF THE PLANNING?

- - - - x

84.4%

BRIDE

15.6%

GROOM

While many people assume the honeymoon is the groom's responsibility, in actuality, brides plan their honeymoon the vast majority of the time.



WHAT TYPE OF HONEYMOON DID YOU GO ON?

X - - - -

- 44.0% Beach
- 14.4% Adventure
- 10.4% Road Trip
- 8.4% Cruise
- 8.4% City
- 6.4% (Not Described)
- 4.4% Theme Park
- 3.2% Winery or Vineyard
- 0.4% Ski

Honeymooners love going to the beach. When asked to classify their type of honeymoon, nearly half of all respondents said they went on a beach honeymoon. The next most popular was an “adventure” followed closely by a “road trip” honeymoon. Cruises and city destinations were the next most popular types of honeymoons.

