HoneymoonGoals.com

Honeymoon Statistics for 2020
ABOUT THIS STUDY
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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?

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?

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 abouts 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

Must be nice!
HOW MANY DAYS AFTER YOUR WEDDING WAS YOUR HONEYMOON?

76.4%

OF NEWLYWEDS SET OUR 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% 24.4% 19.6% 9.4% 17.6%
SAME DAY NEXT DAY 2 DAYS 3 DAYS 4-7 DAYS
THE MOST IMPORTANT ASPECTS IN CHOOSING YOUR DESTINATION?

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?

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

$3,446
$2,500
$2,000

AVERAGE  MEDIAN  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?

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

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.
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  3 weeks  2 weeks

AVERAGE  MEDIAN  MOST FREQUENT

On average, newlyweds spend two to five weeks planning their honeymoons. The average respondant'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
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.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 weeks - Average</td>
<td></td>
</tr>
<tr>
<td>11.6% - Within 1 Week</td>
<td></td>
</tr>
<tr>
<td>36.1% - Within 1 Month</td>
<td></td>
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<tr>
<td>14.6% - After 6 Months</td>
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</tbody>
</table>
HOW WOULD YOU DESCRIBE YOUR HONEYMOON?

- - - - X

73.6% Romantic
58.4% Relaxing
38.4% Adventurous
30.40% Tropical
29.4% Luxurious
24.0% Exotic
19.2% Touristy
10.8% Action-packed

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?

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%  24%

Yes - Dream Honeymoon  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.
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?

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?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Type</th>
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<tbody>
<tr>
<td>44.0%</td>
<td>Beach</td>
</tr>
<tr>
<td>14.4%</td>
<td>Adventure</td>
</tr>
<tr>
<td>10.4%</td>
<td>Road Trip</td>
</tr>
<tr>
<td>8.4%</td>
<td>Cruise</td>
</tr>
<tr>
<td>8.4%</td>
<td>City</td>
</tr>
<tr>
<td>4.4%</td>
<td>(Not Described)</td>
</tr>
<tr>
<td>4.4%</td>
<td>Theme Park</td>
</tr>
<tr>
<td>3.2%</td>
<td>Winery or Vineyard</td>
</tr>
<tr>
<td>0.4%</td>
<td>Ski</td>
</tr>
</tbody>
</table>

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.