

Bachelor and Bachelorette Study

WEDDINGWIRE • SEPTEMBER 2019

What Do Bachelorette Parties Look Like Today?

- SPRING AND SUMMER** The majority of bachelorette parties take place in the spring (43%) and summer (35%).
- 2-3 DAYS** More than half of females are celebrating their bachelorette for at least two days, with 1 in 3 celebrating for three or more days.
- 10 ATTENDEES** On average, 10 people attend a bachelorette party, extending to friends and family outside of the wedding party.
- OUTFIT ON POINT** Half of brides-to-be wear something special on their bachelorette party as opposed to only 19% of men on their bachelor party.

What Do Bachelor Parties Look Like Today?

- SPRING AND SUMMER** Like bachelorette parties, the majority of bachelor parties take place in the spring (43%) and summer (42%).
- A BIT LENGTHIER** Bachelor parties are slightly more likely (over 60%) to be two or more days, with 1 in 3 celebrating for three-plus days.
- 8 ATTENDEES** Bachelor parties tend to be a bit smaller than bachelorette parties with eight guests.
- VEGAS** Men are nearly twice as likely to visit Vegas for a bachelor party than females for a bachelorette party.

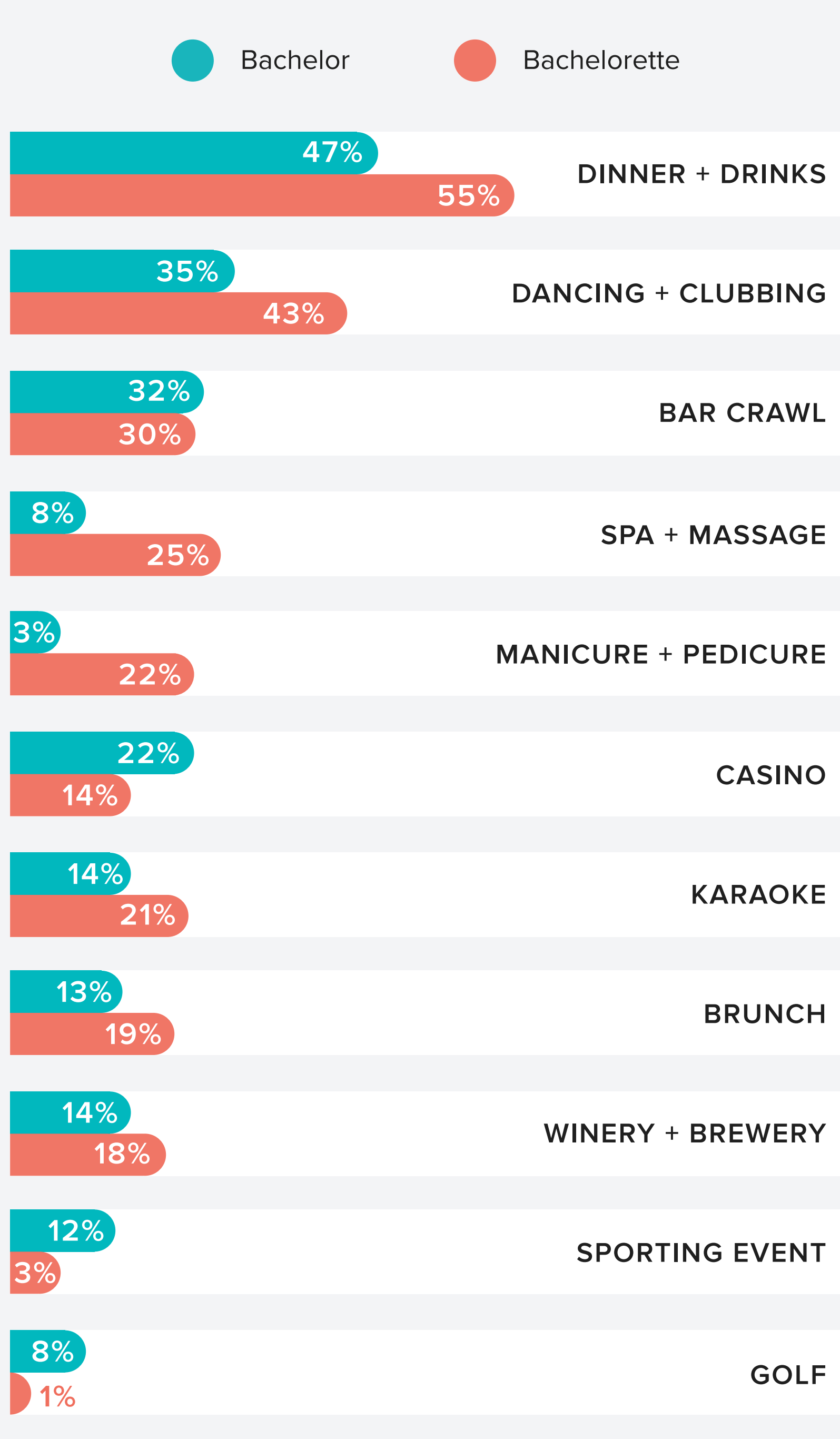
While 1 in 10 have a joint celebration with their spouse, there are some differences between today's bachelor and bachelorette parties.



Most Popular Months for Bachelor and Bachelorette Parties:

	APRIL	MAY	JUNE
BACHELOR	15%	16%	14%
BACHELORETTE	18%	14%	10%

Most Popular Activities for Bachelor and Bachelorette Parties:



Top 10 Destinations

Most (92%) bachelor and bachelorette parties happen within the continental US, but 8% do happen internationally, with the most popular international destination for bachelor parties being Hawaii (2%) and for bachelorettes, the Caribbean (3%).

BACHELOR	
1 Las Vegas	6 Tampa
2 Miami	7 Houston
3 New York City	8 New Orleans
4 Los Angeles	9 Orlando
5 Chicago	10 Atlantic City

BACHELORETTE	
1 Las Vegas	6 Dallas
2 Los Angeles	7 Orlando
3 New York City	8 New Orleans
4 Miami	9 Philadelphia
5 Nashville	10 Atlanta



Transportation

- Nearly half of bachelor (42%) and bachelorette (48%) attendees take their **personal cars** to the festivities.
- About 1 in 5 bachelor (22%) and bachelorette (17%) party-goers travel by **plane**.
- Other popular transportation options include a **party bus** (19% for bachelor parties and 18% for bachelorette parties) or **ride sharing service** (6% and 8% respectively).

Accommodations

- Hotels and resorts** are the most popular accommodations for both bachelor and bachelorette parties. Nearly half of bachelor party attendees stay at a hotel or resort along with 40% of bachelorette party-goers.
- Nearly 1 in 5 bachelorette parties (and 14% of bachelor parties) choose a **house or apartment rental**.
- For both bachelor and bachelorette festivities, 14% note **it was not an overnight event** and did not require accommodations.
- Other accommodations for bachelor and bachelorette parties include a **house owned by an attendee** (12% and 16% respectively), **all-inclusive resort** (5% and 6% respectively), **campground** (4% and 2% respectively) or a **boat** (3% and 1% respectively).

Cost

While the average costs associated with attending a bachelor or bachelorette party appear steep, length of festivities, accommodations, personalized items or special outfits, gifts, group activities and more.

In fact, nearly 40 percent of bachelorette partygoers spend \$200 or less (along with 19 percent of bachelor party attendees).



LENGTH	AVERAGE COST
1 day	\$813
2 days	\$841
3 days	\$1,144
4 days	\$1,301
5+ days	\$1,362
TOTAL	\$1,044

Bachelorette Cost:
When looking at those who flew to attend a bachelorette party:

- Nearly 40% spend around \$1,000
- 1 in 10 spend more than \$4,000

Bachelor Cost:
When looking at those who flew to attend a bachelor party:

- Nearly 60% spend around \$1,000
- 1 in 10 spend more than \$4,000

LENGTH	AVERAGE COST
1 day	\$317
2 days	\$579
3 days	\$773
4 days	\$906
5+ days	\$1,900
TOTAL	\$708