



How Many People Are Getting Engaged on Valentine's Day 2022?

On Monday February 14th over 440,000 people in the U.S. will become engaged. Worldwide, Valentine's is traditionally the second most popular day of the year to become engaged. Only Christmas Day produces more engagements. It is estimated that 19 percent of couples who will marry in 2022 become engaged in December of 2021.

The Saturday before Valentine's Day will also one of the busiest days of the year for popping the question. Due to Covid, 2022 should break all records for engagements and weddings.

Why? Pent up demand!


Thousands of couples who would have become engaged last spring, summer or fall postponed their engagement until 2022. Why? With the Omicron variant emerging and quarantining in place, they found themselves faced with a prospect they had not imagined: postponing!

Holly Poulter, Founder and Creative Director of Revelry Events, predicts, "2022 may be the industry's busiest yet. Even the off-peak, quieter weekdays and months will be booked up with 2021's postponements plus 2022's wedding."

That is great news because your local market(s) is about to become flooded with lucrative sales prospects.



2022 will be the wedding industry's busiest yet



The competition to contract with venues, country clubs, hotels, caterers, photographers, and florists will once again become fierce. Discounts will be a thing of the past. In short, it will be a record year for businesses that service brides, grooms, and their parents.

During the last six months of 2022, couples will be offering suppliers record fees just to secure a date. These engaged couples are about to spend a lot of their own money. This is in addition to the large amount they will place on their credit cards.

According to BusinessInsider.com, now that the vaccines and testing have become readily available, the couples will once again be spending an average \$38,700.00 on their wedding.

That sounds like a lot! According to WeddingWire.com, their parents will contribute about \$19,000. On average, this breaks out to the bride's parents giving \$12,000 and the groom's giving \$7,000

This is exciting news if you are in the business of selling wedding products, services, venues, or travel. 2022 has the potential to become your most profitable year to date.

The big question you have to answer is how to contact engaged couples before your competitors do!

To dramatically increase your revenue from weddings in 2022-23 you must learn how to identify newly engaged couples before the competition does. Too many wedding professionals simply wait for these lucrative prospects to find them.

Generating record sales and net profits will hinge on you being the first among your competitors to make contact and begin a business relationship. In fact, knowing exactly how to become the very first among your competitors, to identify an engaged couple, will provide you with a powerful sales tactic.



2022 will be the wedding industry's busiest yet



Why? According to a study by InsideSales.com, over 35% of bookings will go to the supplier who establishes first contact. Fronetics Marketing reports that 49.7% of sales go to the vendor that responds first.

If you are the very first to meet with an engaged couple, you will have the advantage of creating a relationship and building trust. In fact, the information presented during a first sales presentation may sound fresh, new, and exciting. As a result, the very first supplier is frequently perceived as a potential partner or consultant vs. just vendor number #5

So, how do you outsmart your local competitors and consistently be the first to meet with these lucrative prospects?

[Thinkific.com](#) has published a new wedding sales and social media course that [walks you through a series of proven strategies and tactics](#). The course is focused on leveraging sales, marketing, and social media to be the first - among your competitors to contact newly engaged couples.

In addition, this course teaches you how to create a local wedding sales referral group. One that will supply you with a steady stream of wedding leads beyond 2022. Their course is designed for professionals with little marketing budget and even less time. It is about out-smarting your competition not out-spending them.

I have written about a few of their creative ideas in a new e-book entitled, [Wedding Sales and Social Media 2022](#). You can download a free copy by [clicking here](#).

I also recommend you check out the specialized course on Thinkific.com. Valentines is right around the corner and your window to act is short.



2022 will be the wedding industry's busiest yet