

US Wedding Expos See Major Comeback in 2024 as Couples Embrace In-Person Planning

2024 wedding expos experience attendance surge as couples prefer face-to-face vendor interactions.

LANCASTER, PA, UNITED STATES, December 12, 2024 / EINPresswire.com/ -- In-Person Events are Back: [Wedding Expos](#) See Surge in Attendance

2024 has marked a notable resurgence for wedding expos across the country, with many shows experiencing an attendance increase of 25% to 50% compared to last year.

This growing interest, reflected by a substantial uptick in online searches for wedding expo keywords, underscores the desire couples have to connect with wedding professionals face-to-face.



Engaged couples attend wedding shows in order to make planning their wedding more efficient.

“

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Marc McIntosh

The renewed popularity of wedding expos isn't just about browsing; it's about building genuine connections and enjoying a stress-free, interactive experience. "Wedding expos are making a solid comeback across the country," states [Marc McIntosh](#), Director at [Team Wedding Marketing](#), "offering engaged couples the unequalled advantage of a personalized wedding shopping experience that online resources simply can't match."

Some events have seen their attendance numbers exceed pre-pandemic levels. For example, a November 2024 event reported a staggering 300% year-over-year increase in ticket sales. This trend highlights couples' desire for more

than online research—they want a personal, hands-on experience that only live events can

provide.

Wedding expo producers across the country are witnessing this renewed interest firsthand. Stacy Blackwell, organizer of New Mexico Wedding Expos in Albuquerque, notes, "There's a renewed excitement this year. Couples attend with friends and family, making wedding expos a part of their planning journey." Kenny Sauter of the Ultimate Wedding Expo in Louisville, KY, observes a similar trend, stating, "The energy this year was incredible. Our exhibitors are finding couples more engaged and eager to book."

Meanwhile, Joe Andretta of Plan It Expo in New Jersey shares, "We're thrilled by the increased interest from vendors who want to be part of this live show resurgence." Angeline Frame of the Greater Virginia Bridal Shows echoes this sentiment, saying, "Couples are increasingly drawn to the convenience and energy of these one-stop wedding planning events".

For wedding professionals, the growing popularity of wedding expos presents an unparalleled opportunity to connect with an engaged audience.

These events serve as powerful brand activations, generating high-quality leads from motivated couples while offering an ideal platform to showcase products and services in a way that builds trust and recognition. Exhibiting at a wedding expo enables businesses to stand out in a crowded market by providing a tangible, immersive experience that digital advertising alone cannot replicate.

For couples, wedding expos offer a highly efficient and inspiring planning experience. These events bring together top vendors across all categories, allowing attendees to find everything they need in one location.

Beyond practicality, expos provide immediate inspiration, from floral arrangements to décor ideas, sparking creativity and helping couples refine their vision. By attending in person, couples can cut through the clutter of online research, sampling products, hearing live music, and directly interacting with vendors in a way that simply isn't possible online.

As enthusiasm for live events continues to grow, 2025 presents an ideal opportunity for vendors to exhibit at wedding expos, engage with motivated couples, and elevate their brand presence in



Team Wedding Marketing



Bride-to-be enjoys speaking to florist at wedding expo.

the lucrative wedding market.

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