



P.O. Box 2947  
Vero Beach, FL 32961  
PH: 772-567-3491  
email: [director@indianriverchamber.com](mailto:director@indianriverchamber.com)

## FOR IMMEDIATE RELEASE

October 17, 2016

## NEWS

Contact: Penny Chandler, President

### CHAMBER RECEIVES COMMUNICATION AWARD TOURISM MARKETING MATERIAL

Vero Beach, FL. The Florida Association of Chamber Professionals (FACPP) has recognized the Indian River County Chamber of Commerce tourism division for excellence in tourism communications/marketing materials for the publication of their 5<sup>th</sup> Annual “*Come Discover Love*” wedding guide. The award was received during a recent FACP annual conference in Orlando.

The Chamber’s Tourism Director Allison McNeal stated “Destination weddings are big business for Indian River County! Locally, in Vero Beach and Indian River County, hotel bookings have increased year over year and are in the thousands of room nights annually.”

On a national basis, the average cost of a wedding is at an all-time high of \$32,641. In southern Florida, the average cost of a wedding is \$38,187. McNeal said “Couples are looking to make the ultimate personal statement for their wedding day. Statistics tell us that 1 out of every 4 weddings is a destination wedding and we want to make sure Indian River County gets a share of this huge business.”

The average price paid per wedding guest is \$237. Florida is in the top three destination wedding locations in the United States with weather is the number one factor in a location choice. (*Wedding statistics from: GroupTravel, and The Knot, Real Weddings Study*)

Chamber President Penny Chandler noted that “Today the average destination wedding means wedding guests and family spend an average of 3-days at the location of the wedding. Weddings generate a lot of income for our local economy. Business such as our local photographers, retail stores, restaurants, caterers, rentals, venues, florists and others see the benefits of our local wedding business. Weddings help create and sustain jobs.”

Ms. McNeal further explained that “Many brides have lifelong wishes and dreams of a beautiful beach wedding day. Our community provides that venue and has all the amenities and services to make their dream come true.” She added “Our publication, the “*Come Discover Love*” wedding guide is one of our primary marketing tools targeted to a bride and those helping the bride plan a spectacular event in our County.”

The “*Come Discover Love*” wedding guide is provided to destination wedding planners as a tool to bring awareness to those planners about the ease of creating a wedding event in our county.

This comprehensive wedding guide markets a variety of local businesses who are identified with wedding services such as limo companies, bakeries for that fantastic one of a kind wedding cake, formal wear, entertainment, and makeup artists.

The Chamber’s tourism division uses the guide as a marketing piece for this specific tourism niche market and last year distributed 4,000 wedding guides at regional and local wedding trade shows, to wedding planners, and to brides and their mothers.

“While all vendors in our local market do not track and share wedding and honeymoon statistics, of those who did in 2015, we know that there was \$15 million in wedding related local gross revenues” said Ms. McNeal.

The Come Discover Love guide is published for the Chamber by Treasure Coast Almanac. The guide has previously won: Platinum 2015 Hermes Award and a Silver 2015 Communicator Award. In 2015 the guide won a Bronze Summit International Award selected from more than 5,000 entrees in 23 categories from 23 countries

-end-