## What Do Bachelorette Parties Look Like Today?

**SPRING AND SUMMER**

The majority of bachelorette parties take place in the spring (43%) and summer (35%).

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.

Half of brides-to-be wear something special on their bachelorette party as opposed to only 19% of men on their bachelor party.

**2-3 DAYS**

**OUTFIT ON POINT**

## 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%).

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.

Men are nearly twice as likely to visit Vegas for a bachelor party than females for a bachelorette party.

**VEGAS**

**A BIT LENGTHIER**



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**



**8%**

**25%**

**SPA + MASSAGE**

**3%**

**22%**

**MANICURE + PEDICURE**

**8%**

**1%**

**GOLF**

Most Popular Activities for Bachelor and Bachelorette Parties:

Bachelor

Bachelorette

**32**

**22**

**14**

**13**

**14**

**12%**

**3%**

**SPORTING EVENT**

**18%**

**WINERY + BREWERY**

**%**

**19%**

**BRUNCH**

**%**

**21%**

**KARAOKE**

**%**

**14%**

**CASINO**

**%**

**30%**

**BAR CRAWL**

**%**

**43%**

**35**

**DANCING + CLUBBING**

**%**

**DINNER + DRINKS**

**55%**

**47%**

|  |  |  |  |
| --- | --- | --- | --- |
| **BACHELOR** | **15%** | **16%** | **14%** |
| **BACHELORETTE** | **18%** | **14%** | **10%** |

## 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

## Accommodations



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).

**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, costs vary greatly based on the mode of transportation, 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).

### 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:

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

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** |

Bachelor and Bachelorette Study

**SEPTEMBER 2019**



*Source: WeddingWire 2019 Bachelor & Bachelorette Study (N = 1,000+)*