

Wedding business a big deal in Tahoe

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As the economy improves, weddings are quickly becoming more significant in Tahoe's economy than in the past.

Placer, Nevada, and Washoe counties were host to 11,935 weddings in 2015, according to the Wedding Report, which has been making a splash in the business community since the report was published in 2016. Together they generated over \$380 million in sales for the year, with Washoe County alone making up almost \$289 million, the report says. This is almost 20 percent higher than sales in 2009, and mirrors trends nationwide.

In 2015 there were 2.17 million weddings in the United States generating \$58 billion in sales, according to the report, an increase from \$46 billion in 2009.

The booming industry stimulates revenue in two ways: it employs vendors who provide many things a couple may need, including photographers, planners, venue owners, caterers, baked goods, and officiators; and it attracts traveling wedding guests, who spend money on hotels, restaurants, shops, and recreational activities.

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