

2027 Wedding Trends Toolkit: Venues Edition

Our new **The Knot x WeddingPro 2027 Wedding Trends Report** breaks down the **20 biggest trends shaping what's next in weddings** – and what they could mean for your venue.

Now, we're taking it a step further. We've turned those insights into **an actionable toolkit built specifically with venues in mind**, designed to help you put what's next to work for your business.

Inside, you'll find **a range of practical resources to help you stay ahead, sharpen your marketing and turn emerging trends into real opportunities** – from content ideas to keep you part of the conversation, language guidance to strengthen your marketing, ready-to-use outreach templates and AI prompts to help you develop new ideas.

Consider it your playbook for turning **what's next in weddings into what's next for your venue.**



3 key things couples want from your venue in 2027



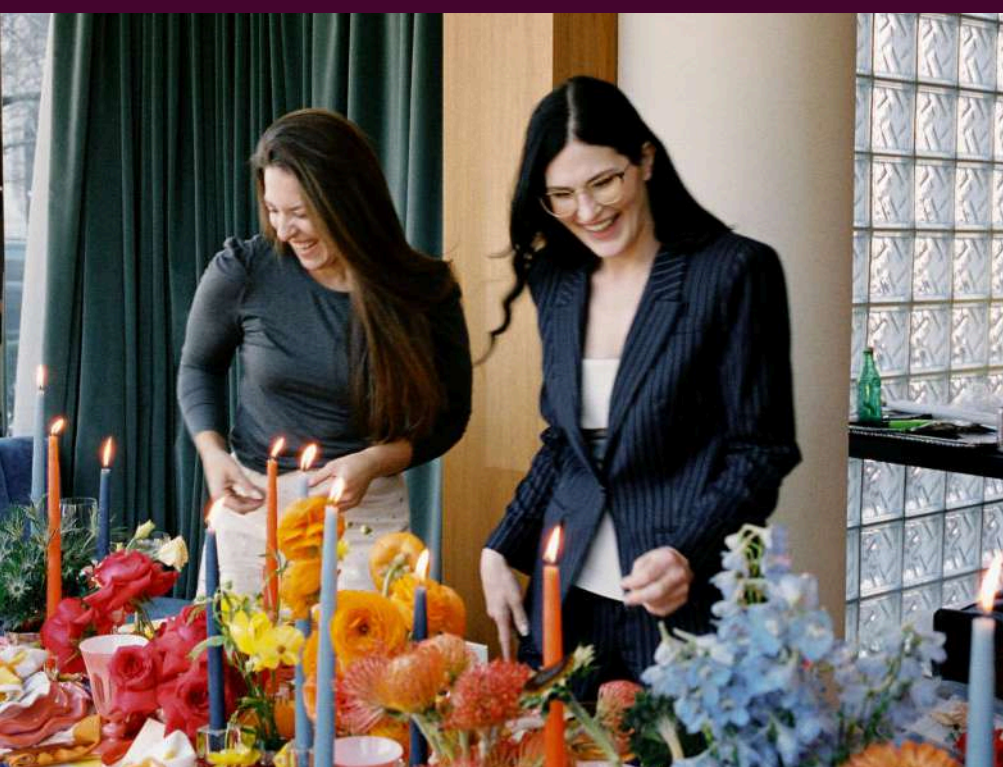
01 A venue with a POV

Couples are looking for spaces with character – somewhere that **has an identity of its own and feels distinctive before the styling even begins**. Whether your venue is inherently unconventional or has a more subtle point of view—from its history and architecture to its unique setting or interiors—its personality is part of the reason couples choose it. The **Unconventional Venues** trend in the full report particularly highlights this shift.



02 More possibilities from one space

As weddings become more versatile, experience-led and spread across multiple celebrations, couples are asking what else their venue can offer. They want to see how **one space can transform across different moments, moods and experiences** – from an intimate family ceremony to a full-scale, weekend-long theatrical party. Several trends in the full report point towards this growing focus on the experience, including **The Wedding Brand** and **Extending the Wedding**.



03 A venue they can picture themselves in

Couples are experimenting with different aesthetics and looking for venues that can accommodate their personal style rather than dictate it. **Show the full creative range of your space**: how it can shift from a colorful *Beach Club* celebration to a romantic Regency-inspired wedding, or from a sophisticated, fine art-inspired celebration to a more playful, prop-filled party.

Your content bank

Use these ideas across your **social channels, website and WeddingPro Storefront** to showcase the full range of your venue's possibilities and help couples picture what they could create there.



“One venue, three ways”

Show the same space transformed for three different aesthetics, guest counts, seasons or types of celebration. For example: an intimate candlelit dinner for close family, a lively 150-guest welcome party and a relaxed brunch the morning after the wedding.

“If we were planning your wedding here...”

Share your team's creative take on how to use an overlooked space, unusual layout or lesser-known service of the venue to make it feel one-of-one.

“From ceremony to last call”

Take couples through the full guest journey, showing how different spaces can tell a different part of the story. Think a quiet ceremony that flows into a lively drinks reception, a dinner with its own atmosphere and a late-night space made for dancing – each chapter with its own feeling, aesthetic or energy, while still coming together as one cohesive celebration.

“The [Venue] edit”

Create a visual moodboard around your venue, from its architecture and interiors to the florals, food, music and details you think really shines there.



“Meet the space”

Share the history of an architectural feature, the view from a particular room, the story behind the property or why a certain space has become a guest favorite.

“We turned [Venue] into...”

Pick one 2027 trend and show how you’d interpret it in your own space.

For example:

- *We turned our historic country house into a modern Regency wedding.*
- *What a Beach Club wedding could look like at our city venue.*
- *How we’d bring Balletcore to our ballroom.*

Use a carousel, Reel or before-and-after to bring the transformation to life.



Language to borrow

When writing about your venue, move beyond the features you have and **show couples what they could create** there. Bring the space to life by showing how it could work across their celebration, what they could experience and, ultimately, how it could feel. **Lead with the experience, then bring in the practical detail.**

Instead of:

“Our garden seats 120.”

“We have a private dining room.”

“Our ballroom holds 250 guests.”

“We offer on-site accommodation.”

**A useful rule:
feature + possibility = feeling**

Try:

“An open-air garden setting for ceremonies, cocktails or long-table dinners, with space for up to 120 guests.”

“A private dining room for intimate dinners, welcome drinks or big family celebrations.”

“A 250-guest ballroom that can transform from ceremony setting to late-night dance floor.”

“Stay where you celebrate, with on-site accommodation that lets the wedding continue through to breakfast the next morning.”

A little outreach goes a long way

You know how to bring trends that couples are searching for to life in your space, but making them feel one-of-one may take a team. **Your vendor network can help you make new ideas feel personalized, create relevant content, and introduce your venue to even more couples.**

Reach out to a new creative partner

Subject: An idea for [Venue] + [Business] ✨

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Hi [Name]!

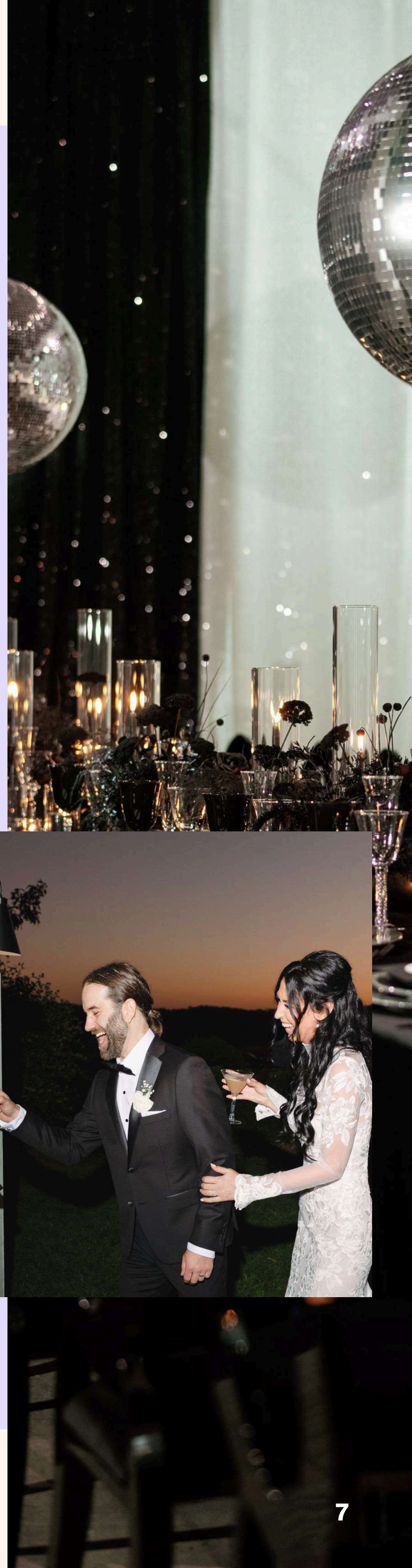
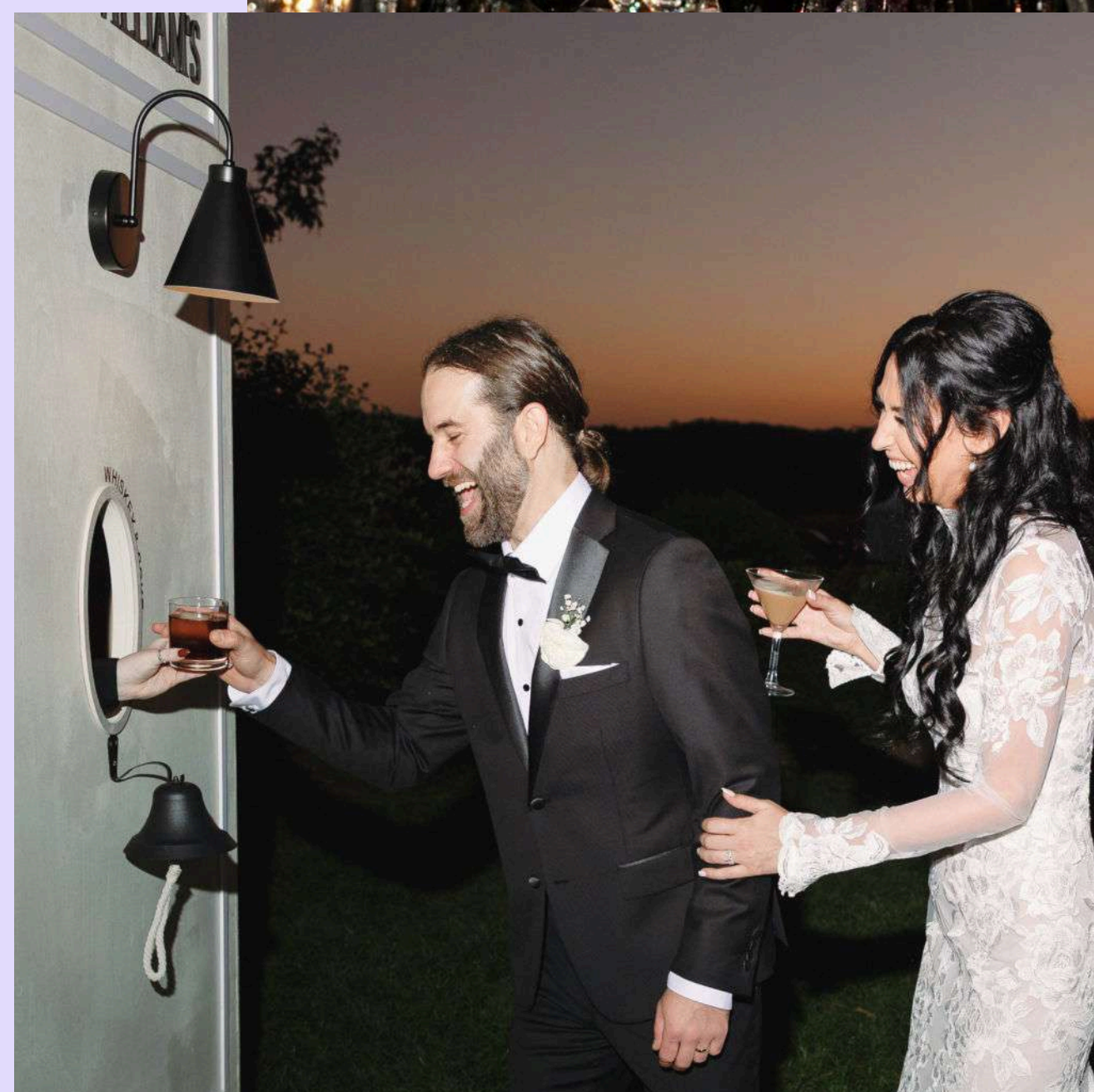
I'm [Name] from [Venue], a [location]-based venue specializing in [detail]. I've recently come across your work in [field] and really love how you [specific detail/project].

I've had an idea for a collaboration that I think could be really interesting for both of us!

We'd love to showcase how [specific trend/idea] could come to life at [Venue], and I think your style would be a great fit. I'm imagining [specific idea – e.g. a Beach Club-inspired setup in our courtyard] and would love to create something we could both share with our audiences.

Would you be up for chatting about it? I'd love to hear what you think!

[Name]





Reach out to a past couple

Subject: We'd love to feature your wedding 💕

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Hi [Name]!

We've been looking back at some of our favourite weddings at [Venue], and yours immediately came to mind – especially [specific detail/moment]. We absolutely loved how you [specific thing they did].

We're putting together some inspiration for future couples planning their weddings with us, and we'd love to feature a few images from your big day across our [specify channels] channels.

Would you be happy for us to share them? We'd also love to tell a little of the story behind [specific detail], if you're up for sharing!

Thanks so much – we'd love to celebrate your day again and inspire other couples like you! 💕

[Name]



Turn trends into conversation starters

Trends can give you a useful starting point for **guiding couples towards ideas they may not have considered and bringing your expertise into the conversation.**

Bring relevant trends into consultations, proposals or planning conversations as an expert perspective – then connect them back to what you know about the couple.

Try asking or suggesting:

- **During a consultation:** *“Based on what you’ve told me about the atmosphere you want, I think [trend] could work really well here. Would you like me to show you how we could approach it in this space?”*
- **When discussing the layout:** *“We’re seeing couples use their venue more flexibly, rather than keeping each part of the day in one place. Would you be open to moving the celebration through a few different spaces?”*
- **In a proposal:** *“One direction I’d suggest exploring is [trend]. It could work particularly well with your [specific preference], so I’ve included a few ways we could bring it into the day.”*
- **When couples are unsure of their style:** *“You don’t need to choose a trend and build the whole wedding around it. We could take this idea and adapt the elements that feel most like you — for example, [specific detail].”*
- **As trends start to emerge:** *“We’re noticing more couples asking for [emerging idea]. If that’s something you’re interested in, we could build it into the plan now rather than trying to add it later.”*



Make sure trend-setting couples can find you

Knowing what couples are looking for is one thing. **Making sure they can find you when they're searching for it is another.**

As discovery moves across search engines, marketplaces and AI tools, use what you know about emerging trends to keep your digital presence relevant, easy to understand and ready to be discovered.

Refresh your WeddingPro Storefront and Website:

*Your website and WeddingPro Storefront are often where couples go from “this looks interesting” to “I can see myself getting married here.” Use the trends as a lens for your next refresh, making sure your digital presence shows not just **what your venue looks like, but what it could become.***

Check your:

- **Photos:** Are you showing different ways your space can come to life – from distinct aesthetics and color palettes to different layouts, guest experiences and parts of the celebration?
- **Real weddings:** Are you showcasing recent celebrations that demonstrate how couples have made the space their own, particularly where they've brought emerging styles or experiences to life?
- **Descriptions:** Does your copy capture your venue's POV and help couples understand the kinds of celebrations, styles and experiences they could create there?
- **Packages and offerings:** Are you highlighting the experiences, services and ways of using your space that connect with what couples are increasingly looking for?
- **Possibilities:** Are you showing the full potential of your venue — including spaces or features couples might not immediately think to use for ceremonies, celebrations, dining, entertaining or overnight stays?
- **Details:** Are your capacity, location, amenities, accommodation and other practical information accurate and up to date?

You don't need to overhaul everything at once. **Set a regular reminder** to refresh your website and Storefront, adding new imagery, recent weddings and updated offerings as your business evolves.

*Not advertising with WeddingPro yet? Get **30% off a placement on The Knot and WeddingWire** and get your venue seen (and booked!) by thousands of couples on our platforms. **Get started.***

Make your venue easier to find with SEO + AI

Couples aren't only searching for “*wedding venues near me*.” They're searching for specific styles, experiences and needs — and increasingly using AI tools to discover and compare their options.

While you can't control exactly when your venue appears in search results or AI recommendations, you **can make it easier for search engines and AI tools to understand what you offer, who it's for and when you might be relevant.**

Start with the language you use across your website and Storefront:

- **Be specific:** Clearly describe your location, venue type, spaces, capacity, services, packages and distinctive features.
- **Use natural search language:** Think about the words a couple might actually type or ask — such as “historic wedding venue in [location]”, “garden wedding venue for 150 guests” or “wedding venue with on-site accommodation”. The subtrends within each trend in the full report can also help you spot the specific styles, experiences and details couples may be searching for.
- **Answer real questions:** Build useful content around what couples want to know, from how your spaces can be used to what a celebration at your venue could look and feel like.
- **Keep it consistent:** Make sure key information is accurate and aligned across your website, Storefront and other important online profiles.

Think of it this way: the clearer you are about what makes your venue distinctive and what you can offer, the easier it is for both couples and the technology helping them search to understand why you might be a great fit.



Use AI to inspire more ideas

Not sure how to bring a trend into your own business? Use AI as a brainstorming partner to explore how it could influence your content, guest experience, partnerships, packages or services.



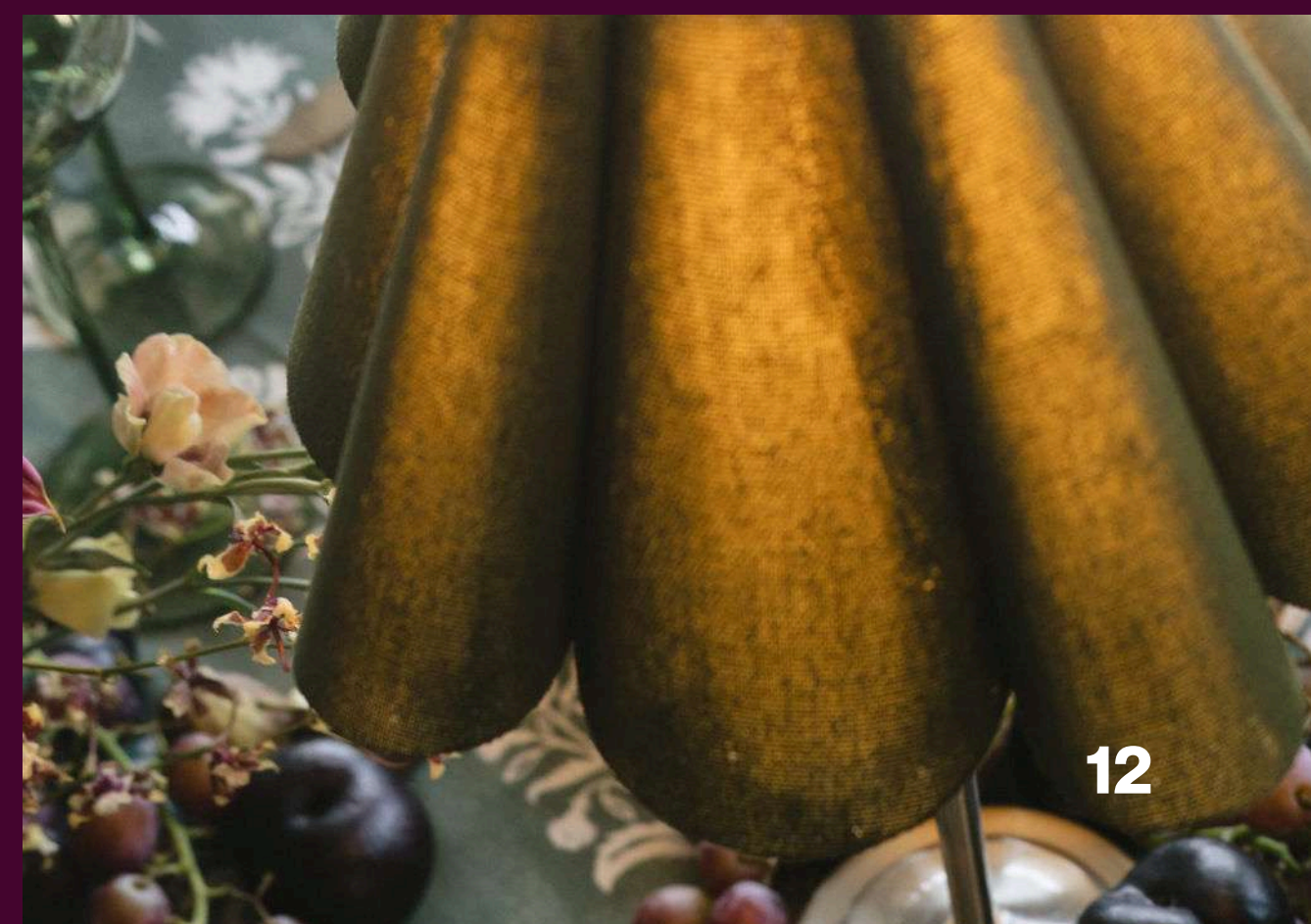
Try these prompts:

Looking for new business ideas?

"I run a [type of venue] in [location]. I love the 2027 trend [trend title/mini description] and want to explore how it could create new opportunities for my business. Based on our [spaces, services, capacity, location and what makes us distinctive], suggest 10 practical ideas for new packages, services, experiences or ways of working that could help us respond to this trend. Prioritize ideas that would add value for couples and feel commercially realistic for a venue like ours. Avoid generic wedding-industry suggestions."

Want to design a more memorable guest experience?

"I run a [type of venue] in [location], and I want to explore how the 2027 trend [trend] could shape the experience we offer couples and their guests. Imagine you are an experience designer. Suggest 8 ways we could bring this trend into the wedding journey, from arrival through to the end of the celebration. Think about the details guests see, hear, taste, move through and remember. Keep the ideas realistic for our venue and explain what would make each one feel special."

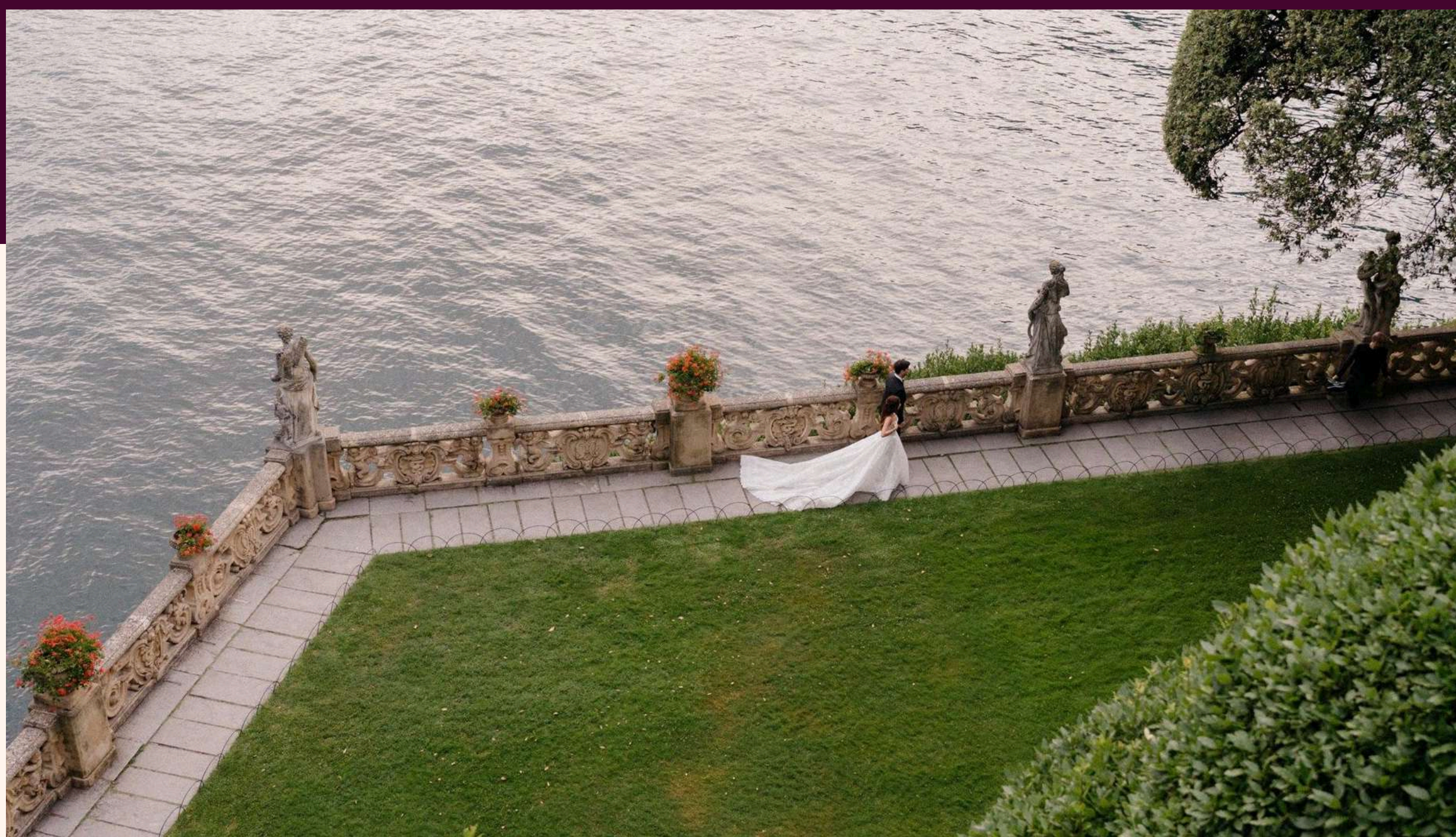


Looking for the right creative partners?

"I run a [type of venue] in [location] and want to bring the 2027 trend [trend] to life in a way that feels distinctive to our venue. Suggest 8 types of creative or wedding professionals we could collaborate with, beyond the obvious choices. For each, explain what they could bring to the idea and suggest one collaboration we could explore together. Prioritise unexpected but relevant partnerships that could create something genuinely interesting for couples."

Need content inspiration?

"I run a [type of venue] in [location] and want to create content inspired by the 2027 trend [trend]. Give me 10 content ideas that would help couples see how this trend could come to life at our venue. Include a mix of social posts, Reels, website content and visual storytelling. For each idea, explain the story or angle we should show rather than just suggesting a format. Keep the ideas specific to our venue and avoid generic wedding content."



Want the full story?

Dive into the **The Knot x WeddingPro 2027 Wedding Trends Report** for the trends and insights shaping 2027 weddings—plus practical tools to turn them into action.



Photos: Nikki Daskalakis Photography; Nicole Aston Photography; Kir2Ben; Renee Hollingshead Photography; Amy Lombard; Danielle Veitch Photography; Lightfeels Wedding