

MARCH 2025



State of the Wedding Market

Utah Edition



Prepared by Weston Burnett
CEO | Bidi

About this Report

Bidi's Mission: Giving Couples the Pricing Info They Deserve

Planning a wedding is stressful enough. Trying to figure out how much things should cost? Even worse.

For too long, couples have had to figure everything out on their own, reaching out to vendors, sifting through endless options, getting ghosted, sitting through call after call, only to find out a vendor is out of budget or not the right fit.

We don't think that's right.

At Bidi, we're changing the game. This report breaks down real vendor bids across Photography, Videography, Florists, Catering, DJs, and Beauty (Hair & Makeup) so you know exactly what to expect before you book.

No inflated prices. No mystery fees. Just real pricing from real people to help you make smart decisions and figure out what works for you.

Because your wedding should be about celebrating your love, your journey, and your upcoming adventure. Not about whether or not this photographer will get your good side.

Your wedding should be unforgettable. And with the right information, planning it can be too.

How Bidi Gathers Pricing Data

Real bids from Utah weddings, no guesswork involved.

At Bidi, we're committed to providing couples with a clear and accurate picture of wedding pricing in Utah. For our "State of the Wedding Markets" report, we only pull pricing from bids on wedding-specific requests made through our platform.

This ensures the data reflects real, local trends in the wedding industry. To make sure the numbers are as helpful as possible, we've removed any outliers that might skew the pricing, giving couples a more realistic understanding of what to expect when booking wedding vendors in Utah.

Over the past six months, we've gathered pricing data from over 800 bids placed through Bidi. These bids represent a wide range of wedding service categories, from photographers to florists, and they reflect the actual prices couples are seeing when they request services in Utah.

By focusing on bids that are directly tied to real wedding requests, we ensure that the information in our report is as relevant and up-to-date as possible. This data gives couples a clearer sense of what to expect for their wedding budgets, based on real trends in the local market.

Key Takeaways

Here's what you need to know

Here are the key insights from this year's wedding market:

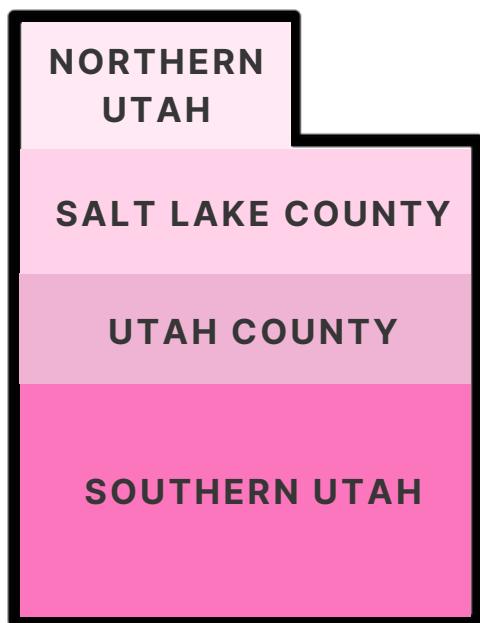
- Rising Costs  – Inflation and supply chain issues have led to higher prices across most categories, especially florals and catering. Booking early can help lock in better rates.
- Average Budgets  – Most couples spend between \$10,000 – \$30,000 on their wedding, with vendor costs making up a significant portion. Knowing what to expect helps prevent sticker shock.
- Trends in Bookings  – Vendors are filling up faster, with peak wedding months (May–October) requiring earlier bookings. Last-minute availability is shrinking, making early vendor selection key.
- Get Pricing Tailored to You with Bidi  – With Bidi, couples no longer have to spend time searching and waiting for quotes. Instead, they receive real bids from available vendors, giving them immediate access to transparent pricing. This allows couples to make informed decisions quickly and easily, without the hassle of chasing down pricing information.



Photography

Photography

The State of Photography Pricing



Utah's photography market shows significant regional price variations, with an average cost of \$1,889 statewide.

Salt Lake County has the highest average at \$2,110, likely due to high demand and a concentration of experienced photographers, while Northern Utah is the most affordable, averaging \$1,534 with a maximum price of \$2,450.

Southern Utah also trends higher, potentially driven by destination weddings in scenic locations like Zion National Park.

Overall, prices in Utah range widely from \$300 to \$6,000, offering options for all budgets.

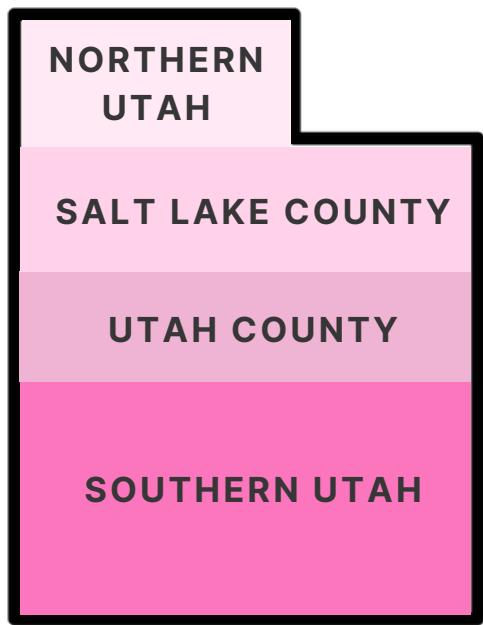
Area	Average	Minimum	Max
Utah	\$1889	\$300	\$6000
Northern UT	\$1534	\$900	\$2450
Salt Lake County	\$2110	\$750	\$6000
Utah County	\$1572	\$625	\$4000
Southern UT	\$2091	\$600	\$5000



Videography

Videography

The State of Videography Pricing



Utah's videography market follows similar regional trends to photography, with an average statewide cost of \$1,982.

Southern Utah stands out as the most expensive region, with an average price of \$2,324, likely due to demand for videography in scenic locations like Zion National Park.

Salt Lake County follows closely at \$2,181, with a high-end pricing ceiling of \$6,000.

Northern Utah remains the most budget-friendly option, averaging \$1,544.

Prices statewide range from \$400 to \$6,000, catering to both budget-conscious couples and those seeking high-end productions.

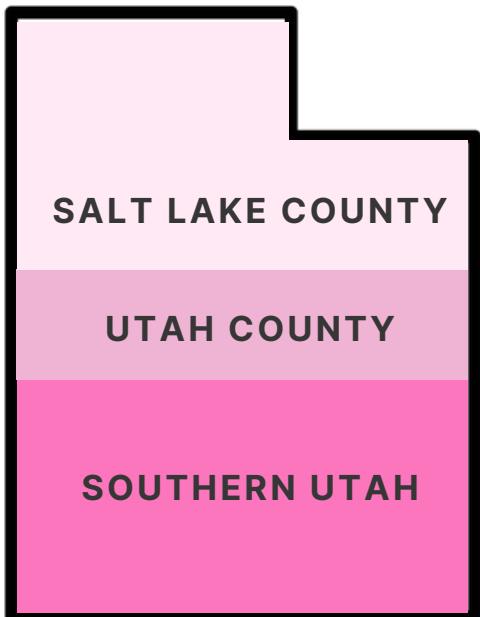
Area	Average	Minimum	Max
Utah	\$1982	\$400	\$6000
Northern UT	\$1544	\$840	\$2700
Salt Lake County	\$2181	\$750	\$6000
Utah County	\$1570	\$700	\$4625
Southern UT	\$2324	\$650	\$5000

DJ



DJ

The State of DJ Pricing



The DJ market in Utah presents a wide range of pricing, with an average statewide cost of \$1,312 and prices ranging from \$300 to \$3,800.

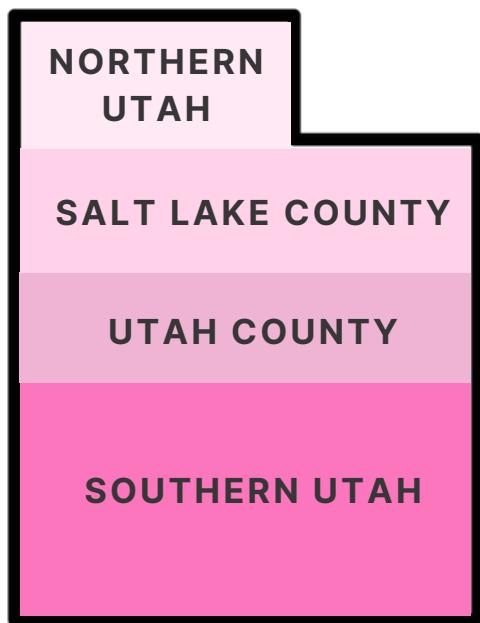
Southern Utah has the highest average price at \$1,796, likely due to the logistical challenges of booking DJs in more remote areas. Salt Lake County follows closely at \$1,296, with a maximum price of \$2,750. Utah County emerges as the most affordable region, averaging \$894, though its maximum price reaches \$3,500, indicating demand for both budget and premium DJ services. Due to limited data, we were unable to separate Northern Utah from Salt Lake County, so those figures are combined.

Area	Average	Minimum	Max
Utah	\$1312	\$300	\$3800
Salt Lake County	\$1296	\$400	\$2750
Utah County	\$894	\$300	\$3500
Southern UT	\$1796	\$900	\$3800

Catering

Catering

The State of Catering Pricing



Catering prices in Utah vary significantly based on location, with an overall statewide average of \$1,689 and prices ranging from \$625 to \$8,250.

Southern Utah has the highest average cost at \$2,341, likely due to the added expenses of transportation and fewer catering options.

Utah County follows with an average of \$1,803, but it also shows the widest price range, meaning you have lots of options.

Salt Lake County offers a slightly more affordable option at \$1,530 on average, while Northern Utah has the lowest average cost at \$1,124, though the price range is much narrower, indicating more consistent pricing.

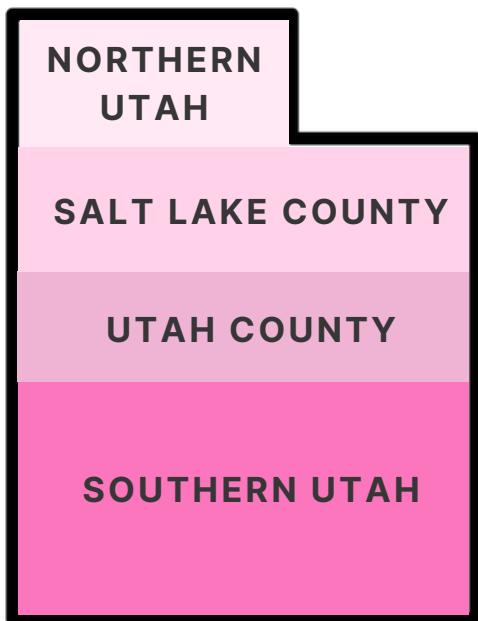
Area	Average	Minimum	Max
Utah	\$1689	\$625	\$8250
Northern UT	\$1124	\$999	\$1250
Salt Lake County	\$1530	\$700	\$3200
Utah County	\$1803	\$625	\$8250
Southern UT	\$2341	\$1200	\$3000

Beauty



Beauty

The State of Beauty Pricing (Hair and Makeup Artists)



Beauty service pricing in Utah, specifically for **hair and makeup artists for brides and their friends and family**, varies widely based on location. The statewide average is \$514, with prices ranging from \$100 to \$3,500.

Southern Utah has the highest average cost at \$1,014, likely due to a lower supply of artists and potential travel costs.

Salt Lake County follows with an average of \$550, reflecting a larger pool of professionals and mid-range pricing.

Utah County and Northern Utah have the most affordable averages at \$353 and \$332, respectively, with prices starting as low as \$100.

Area	Average	Minimum	Max
Utah	\$514	\$100	\$3500
Northern UT	\$332	\$100	\$1120
Salt Lake County	\$550	\$150	\$1225
Utah County	\$353	\$100	\$800
Southern UT	\$1,014	\$455	\$1705

Florist



Florist

The State of Florist Pricing

Florist pricing in Utah varies significantly based on location, with a statewide average of \$1,324 and prices ranging from \$250 to \$4,000.

NORTHERN UT

SOUTHERN UT

Due to limited data, we were unable to separate pricing for Salt Lake County and Utah County, meaning their costs are included in the overall statewide average.

Southern Utah has the highest average at \$1,669, which may be influenced by travel costs, limited vendor availability, or premium floral services.

Northern Utah is more affordable, with an average of \$657, though prices can still reach up to \$1,175.

Area	Average	Minimum	Max
Utah	\$1324	\$250	\$4000
Northern UT	\$657	\$250	\$1175
Southern UT	\$1669	\$250	\$4000

Conclusion

*Bringing Your Vision to Life,
Within Your Budget*

Your wedding day should be a reflection of your unique love story, and with the right knowledge and planning, it can be everything you've dreamed of.

Understanding pricing across all service categories helps you make smart choices while staying within your budget—no surprises, just the best for your big day.

At Bidi, we're here to take the stress out of your wedding planning by connecting you with local, trusted vendors who are ready to bring your vision to life. With real-time bids, you'll have the flexibility to choose what works best for you, all in one easy place.

Let's make your dream wedding a reality—at the right price. Start today with Bidi!

