

The Role of Digital Marketing and Social Media in Promoting Destination Wedding Tourism

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Abstract: Destination wedding tourism represents a rapidly expanding niche within the global events tourism sector, demonstrating significant resilience and growth in the post-pandemic recovery period of 2022. This paper examines the critical role of digital marketing and social media platforms in promoting destination wedding tourism, drawing upon market data, destination marketing organization (DMO) strategies, and emerging consumer behavior patterns. The research synthesizes findings from industry reports, academic literature, and case studies to establish a comprehensive framework for understanding how digital visibility has become the primary driver of destination wedding bookings. Key findings indicate that 83% of wedding planning now occurs online, with social media platforms—particularly Instagram, TikTok, and Facebook—serving as primary sources of inspiration and venue discovery. The global destination wedding market reached \$21.43 billion in 2022, representing a 34.9% CAGR from 2021, with North America, India, and Western Europe emerging as dominant markets. This paper contributes to the existing body of knowledge by providing a structured analysis of digital marketing mechanisms, platform-specific strategies, and their measurable impact on destination wedding tourism promotion.

Keywords: Destination Wedding Tourism, Digital Marketing, Social Media Marketing, Wedding Tourism, Destination Marketing Organizations (DMOs), Events Tourism