

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

I. INTRODUCTION

1.1 Research Context and Rationale

The intersection of digital marketing, social media, and destination wedding tourism represents a fertile ground for scholarly inquiry, particularly as the global tourism industry navigates post-pandemic recovery dynamics. Destination weddings—defined as wedding ceremonies and associated celebrations held away from the couple's place of residence, often in culturally or geographically distinct locations—have evolved from a niche luxury offering to a mainstream tourism segment with substantial economic implications for host destinations.

The year 2022 marked a pivotal moment for destination wedding tourism. Following two years of pandemic-induced disruption, the sector experienced remarkable resurgence. Italy, a premier destination wedding market, projected wedding tourism revenue of €273 million in 2022, representing a 337% increase from 2021. Similarly, the global destination wedding market expanded from \$15.89 billion in 2021 to \$21.43 billion in 2022, with projections reaching \$64.01 billion by 2026. This growth trajectory coincided with fundamental shifts in consumer behavior, particularly the accelerated adoption of digital channels for wedding planning and vendor discovery.

1.2 Research Problem and Objectives

Despite the evident growth and digital transformation of destination wedding tourism, there exists a gap in comprehensive academic research examining the specific mechanisms through which digital marketing and social media facilitate destination wedding promotion. This paper addresses this gap by pursuing the following objectives:

1. To establish the market context and economic significance of destination wedding tourism in 2022
2. To analyze the role of digital marketing strategies in promoting destination wedding destinations
3. To examine social media platforms as primary channels for destination wedding discovery and inspiration

4. To develop a conceptual framework for understanding the relationship between digital presence and destination wedding bookings
5. To identify key trends and strategic recommendations for DMOs and wedding service providers

1.3 Methodology and Scope

This paper employs a desk-based research methodology, synthesizing data from industry reports, market analyses, academic literature, and case studies from destination marketing organizations. The scope is confined to the 2022 calendar year, capturing the critical post-pandemic recovery period and the associated digital marketing innovations. Primary data sources include the Destination Wedding Global Market Report 2022, industry analyses from Simpleview, Federturismo Confindustria, and academic publications indexed in KCI and other scholarly databases.

II. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Destination Wedding Tourism: Conceptual Foundations

Destination wedding tourism constitutes a specialized subset of events tourism, characterized by the relocation of wedding-related activities to destinations outside the couple's home location. Pereira et al. (2022) documented a 75% growth in destination weddings over recent years, establishing this niche as "a relevant topic in events tourism". The phenomenon encompasses not merely the wedding ceremony itself but a comprehensive tourism experience involving accommodation, food services, pre- and post-wedding activities, and extended guest stays.

Research by Graciano (2022) revealed that 72% of destination wedding couples engage in tourist activities during their stay, extending their economic contribution beyond the wedding event itself. This multiplier effect underscores the strategic importance of attracting destination weddings for local tourism economies, as couples and their guests demonstrate lower price sensitivity and higher daily spending compared to conventional tourists.

2.2 Digital Marketing in Tourism: Theoretical Perspectives

Digital marketing in tourism encompasses a range of strategies including search engine optimization (SEO), programmatic advertising, content marketing, email campaigns, and social media engagement. The theoretical underpinnings of digital marketing effectiveness in tourism draw upon the concept of the "consumer decision journey," wherein digital touchpoints play an increasingly dominant role across all stages of planning and purchase.

The application of digital marketing to destination wedding promotion presents unique characteristics. Unlike generic tourism promotion, destination wedding marketing must address multiple decision-makers (the couple, families, and potentially wedding planners), extended planning horizons, and complex service bundles. The 2022 environment saw DMOs and wedding service providers increasingly adopting programmatic digital display advertising to target consumers exhibiting wedding-related search behaviors.

2.3 Social Media and Wedding Planning Behavior

The integration of social media into wedding planning represents a transformative shift in consumer behavior. Research indicates that 91% of couples report social media as a source of wedding planning inspiration, with 62% creating dedicated wedding websites and 54% implementing wedding-specific hashtags. TikTok emerged as a particularly influential platform in 2022, with the hashtag #DestinationWeddings accumulating 9.5 million views and #WeddingHacks reaching 103 million views.

Understanding the demographic profile of destination wedding couples is essential for effective social media strategy. The average age for marriage in 2022 ranged from 28 to 30 years, a demographic cohort characterized by high social media engagement across Instagram (primary), Facebook (secondary), and TikTok (emerging). This generational shift explains the declining effectiveness of traditional wedding marketing channels such as bridal shows and print advertisements.

III. MARKET ANALYSIS: DESTINATION WEDDING TOURISM IN 2022

3.1 Global Market Size and Growth

The destination wedding market demonstrated exceptional growth in 2022, recovering strongly from pandemic-induced disruptions. Table 1 presents key market indicators:

Table 1: Global Destination Wedding Market Indicators, 2021-2022

Indicator	2021	2022	Change (%)
Global Market Value	\$15.89 billion	\$21.43 billion	+34.9%
Projected Value (2026)	—	\$64.01 billion	+198.7% (2022-2026)
US Destination Weddings	24% of all weddings	28%+ of all weddings	+4%+
Italy Revenue	€59.5 million (est.)	€273 million	+337%
Annual Destination Weddings	—	340,000+	—

Sources: *Destination Wedding Global Market Report 2022* ; *JFC Observatory* ; *STNET Market Analysis*

The compound annual growth rate (CAGR) of 34.9% from 2021 to 2022 substantially exceeded pre-pandemic growth projections, indicating both pent-up demand and structural market changes favoring destination celebrations .

3.2 Regional Market Dynamics

Regional distribution of destination wedding activity reveals significant market concentration. North America constituted the largest regional market in 2021, with Europe and Asia-Pacific following . Search behavior analysis conducted by [money.co.uk](https://www.money.co.uk) in 2022 identified India as the most frequently searched destination wedding location globally (top search in 38 countries), followed by Italy (28 countries) .

Table 2: Top Destination Wedding Destinations by Search Volume, 2022

Rank	Destination	Number of Countries Searching as Top Choice	Notable Search Origins
1	India	38	USA, Australia, Canada, Mexico, Jamaica, Singapore
2	Italy	28	France, Greece, Sweden, Thailand, Scotland
3	Turkey	12	Various Middle Eastern and European countries
3	Nigeria	12	Various African and diaspora countries
5	France	11	Various European and North American countries

Source: [money.co.uk](https://www.money.co.uk) analysis, reported in *Travel + Leisure Asia*

India's prominence is attributed to its cultural diversity, heritage venues, and the growing trend of affluent Indian couples choosing domestic destination weddings, exemplified by high-profile weddings in Rajasthan and other tourist destinations. Italy's sustained popularity reflects its established wedding infrastructure, romantic imagery, and social media visibility through celebrity weddings.

3.3 Economic Impact on Destinations

Destination weddings generate substantial economic benefits for host destinations through multiple revenue channels:

Table 3: Economic Impact Components of Destination Weddings

Economic Impact Category	Average Spend	Notes
Wedding Day Budget (US)	\$28,000	Average per US destination wedding
Per Guest Daily Spend	\$673	Accommodation, F&B, activities
Honeymoon Extension	\$8,200	Average US honeymoon spend
Couple Stay Duration	5+ days	50% of couples stay >5 days
Guest Economic Activity	Variable	72% of guests participate in tours/excursions

Sources: *STNET Market Analysis* ; Graciano (2022)

The extended duration of destination wedding stays is particularly significant. Graciano (2022) found that 50% of destination wedding couples remained at the destination for more than five days, substantially exceeding average tourist stays. This extended duration, combined with lower price sensitivity, positions destination wedding tourists as high-value segments for destination marketing organizations.

IV. DIGITAL MARKETING STRATEGIES IN DESTINATION WEDDING PROMOTION

4.1 Digital Marketing Channels and Tactics

Destination marketing organizations and wedding service providers employ a multi-channel digital marketing approach. Based on 2022 data from Visit Annapolis and Lee County Visitor & Convention Bureau, the following channels demonstrate effectiveness:

Table 4: Digital Marketing Channels for Destination Wedding Promotion, 2022

Channel	Primary Function	Key Metrics	Typical Investment
Dedicated Wedding Landing Pages	Comprehensive venue/vendor information aggregation	High click-through; leads generated	Ongoing content management
Programmatic Digital Display	Behavioral targeting of in-market consumers	150,000-250,000 impressions per campaign	\$375-\$850 per campaign
Email Marketing (Bridal)	Direct reach to engaged couples	25,000+ dedicated	\$425-\$450 per

Channel	Primary Function	Key Metrics	Typical Investment
Publications)		subscribers	placement
Search Engine Optimization	Organic discovery through wedding-related searches	High intent, lower cost per acquisition	Variable; ongoing
Social Media Content	Inspiration, engagement, community building	High engagement rates; viral potential	Variable; ongoing

Sources: Visit Annapolis ; Lee County VCB Co-op Plan

Visit Annapolis demonstrates a comprehensive digital approach, maintaining a dedicated wedding landing page featuring venue galleries, planning blogs, vendor directories, and integrated social media content. The organization's strategy emphasizes inspiration and user engagement, with plans to produce video content showcasing diverse wedding types .

Lee County's programmatic digital display approach illustrates advanced targeting capabilities. The DMO utilizes real-time bidding (RTB) to reach consumers who have demonstrated wedding-planning intent through search behaviors, such as "beach wedding venues in [destination]" . This intent-based targeting significantly improves conversion efficiency compared to broad demographic targeting.

4.2 Content Strategy and Digital Visibility

The centrality of visual content to destination wedding marketing cannot be overstated. In 2022, couples increasingly demand high-quality, up-to-date visual content to inform their venue selection. The Knot's 2022 Real Weddings Study established that 90% of wedding planning occurs online, with couples spending an average of seven hours per week researching .

Table 5: Essential Digital Content Elements for Destination Wedding Venues

Content Element	Purpose	Best Practice (2022)
Photography	Visual inspiration and reality representation	Up-to-date, high-quality, representing real conditions
Video/360° Tours	Immersive experience	Short-form (Reels/TikTok) and comprehensive walkthroughs
Pricing Transparency	Build trust and facilitate comparison	Easy-to-find guides or clear pricing tables
Real Wedding Galleries	Social proof and realistic expectations	Diverse weddings representing various styles and budgets
Educational Content	Guide early-stage planners	Blog posts, FAQs, checklists
Mobile Optimization	Accessibility across devices	Fast-loading, mobile-friendly design

Source: Snowmad Digital analysis

The shift toward digital-first venue discovery has implications for venue competitiveness. Industry experts note that venues with strong digital visibility capture inquiries before competitors appear in search results, making online presence "the primary differentiator in crowded markets" .

4.3 Programmatic Advertising and Intent Targeting

Programmatic advertising emerged as a significant tool for destination wedding promotion in 2022. Lee County's co-op program provides a detailed model for how DMOs can leverage programmatic targeting:

Table 6: Programmatic Advertising Strategy for Destination Weddings, 2022

Campaign Component	Implementation	Targeting Method
Behavioral Targeting	Consumer search for beach/Florida weddings	Search and site retargeting
Contextual Targeting	Wedding-related content consumption	Content category targeting
Geographic Targeting	Regional proximity to destination	Geographic boundaries
Demographic Targeting	Age, income, relationship status	Demographic filters
Site Retargeting	Previous visitors to DMO wedding page	Cookie-based retargeting

Source: Lee County VCB Co-op Plan 2021-2022

The programmatic approach enables efficient reach through exchange-based inventory while maintaining relevance through intent data. The model operates on the principle that consumers revealing wedding-planning behavior through search are at a higher stage of the decision journey and thus more likely to convert.

V. SOCIAL MEDIA PLATFORMS AND DESTINATION WEDDING PROMOTION

5.1 Platform-Specific Strategies

Each social media platform serves distinct functions in the destination wedding planning journey. Understanding platform-specific dynamics is essential for effective promotion:

Table 7: Social Media Platforms for Destination Wedding Marketing, 2022

Platform	Primary User Demographic	Key Content Format	Engagement Metrics	Destination Wedding Use Case
Instagram	28-30 years; high engagement	High-quality imagery, Reels, Stories	Polls, questions, links in Stories	Primary inspiration; venue galleries; hashtag campaigns
Facebook	Broader demographic; older couples	Longer-form content; groups; events	Event pages; community groups	Information aggregation; guest communication; event coordination

Platform	Primary User Demographic	Key Content Format	Engagement Metrics	Destination Wedding Use Case
TikTok	Younger; emerging wedding couples	Short-form video (15-60 seconds)	Trending hashtags; challenges	Viral inspiration; venue showcases; trend setting
YouTube	Diverse; high intent viewers	Long-form video; wedding films	Comments; shares	Venue documentation; wedding highlights; virtual tours
Pinterest	Primarily female; early planning stage	Image boards; save collection	Saves; click-through	Inspiration collection; mood board creation; venue bookmarking

Sources: VAX VacationAccess ; WeddingIdeasMag ; DATAREPORTAL 2022

5.2 Content Strategy and Engagement Mechanics

Effective social media content for destination wedding promotion in 2022 followed specific patterns. The key principles included:

Table 8: Effective Social Media Content Types for Destination Wedding Promotion

Content Type	Description	Engagement Mechanism
Real Wedding Features	Showcase actual weddings at the destination	Social proof; visual inspiration; authenticity
Behind-the-Scenes Content	Vendor preparation; venue setup	Humanization; educational value
Platform-Specific Features	Stories with polls, questions; Reels; TikTok trends	Interactive engagement; algorithm optimization
User-Generated Content	Repost wedding photos from couples and guests	Community building; reduced content creation burden
Educational Content	Planning tips; destination guides; checklists	Value-add; SEO benefit; lead generation
Hashtag Campaigns	Wedding-specific and destination-specific hashtags	Discoverability; community aggregation

Source: VAX VacationAccess ; Simpleview

The recommendation for consistent posting (2-3 times per week minimum) reflects algorithmic preferences for active accounts. Engagement with existing followers through interactive features (polls, questions, quizzes) improves algorithmic visibility while building community .

5.3 Influencer Marketing and Viral Moments

Celebrity and influencer weddings created significant destination marketing opportunities in 2022. India's prominent fashion influencer wedding in Switzerland generated extensive coverage across Vogue, Grazia, and social media,

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creating heightened awareness for Swiss weddings . Similarly, Kourtney Kardashian's Italian wedding contributed to Italy's search volume dominance .

The viral potential of destination wedding content was demonstrated by the family that chartered an entire plane for a wedding in Rajasthan, generating 10.1 million Instagram views . Such content creates organic destination promotion that far exceeds the reach of paid campaigns.

VI. CONSUMER BEHAVIOR AND DIGITAL PLANNING PATTERNS

6.1 Online Planning Prevalence

The dominance of digital channels in wedding planning represents a fundamental shift in consumer behavior. The 2022 data reveals comprehensive digital engagement:

Table 9: Digital Wedding Planning Statistics, 2022

Behavior	Percentage	Source
Wedding planning done online	83%	Willow Wedding/US data
Couples creating wedding website	62%	Willow Wedding/US data
Couples using wedding planning app	52%	Willow Wedding/US data
Couples implementing wedding hashtag	54%	Willow Wedding/US data
Social media inspires wedding planning	91%	Zola Trends Report

Source: ResearchAndMarkets ; Snowmad Digital

6.2 Decision Journey and Digital Touchpoints

The wedding planning decision journey involves multiple digital touchpoints across an extended timeline. Understanding this journey enables DMOs and vendors to optimize their digital presence accordingly:

Table 10: Destination Wedding Decision Journey and Digital Touchpoints

Stage	Primary Activities	Digital Channels	Marketing Implications
Inspiration	Venue browsing; theme exploration	Instagram, Pinterest, TikTok	Visual content; influencer content; trend awareness
Research	Venue comparison; budget estimation	Search engines; wedding websites; venue sites	SEO optimization; transparent pricing; comprehensive information
Shortlisting	Venue evaluation; vendor research	Venue websites; social media; reviews	Content depth; social proof; mobile optimization
Inquiry/Booking	Contact vendors; tour scheduling	Website forms; direct messaging; email	Response speed; clear CTAs; lead capture

Stage	Primary Activities	Digital Channels	Marketing Implications
Planning	Guest coordination; itinerary creation	Facebook groups; wedding websites; email	Collaborative tools; guest information
Post-Wedding	Content sharing; reviews	Instagram; Facebook; wedding platforms	User-generated content encouragement; review management

Sources: Synthesized from Simpleview ; Snowmad Digital

6.3 Demographic Factors and Platform Preferences

The age demographic of destination wedding couples (28-30 average) drives platform selection and content expectations. Key demographic insights include:

Table 11: Demographic Profile of Destination Wedding Couples, 2022

Characteristic	Finding	Implication
Average Age	28-30 years	Digital-native; high social media usage
Social Media Preference	Instagram > Facebook > TikTok	Primary platform targeting
Planning Timeline	Shortened due to uncertainty; often <12 months	Need for responsive, current information
Budget Sensitivity	Less price-sensitive than traditional weddings	Focus on experience rather than cost
Guest Count	Typically smaller (under 100)	Emphasis on intimate, personalized experiences
Duration at Destination	Average 3-7 days	Extended economic impact; need for activity content

Sources: VAX VacationAccess ; Brides magazine ; STNET

VII. STRATEGIC FRAMEWORK AND RECOMMENDATIONS

7.1 DMO Digital Strategy Framework

Based on analysis of successful DMO approaches in 2022, a comprehensive digital strategy framework emerges:

Table 12: DMO Digital Strategy Framework for Destination Wedding Promotion

Strategic Pillar	Key Activities	Performance Metrics	2022 Best Practice
Digital Presence	Dedicated wedding page;	Page traffic;	360° video; transparent pricing;

Strategic Pillar	Key Activities	Performance Metrics	2022 Best Practice
	comprehensive content; mobile optimization	engagement; conversion	real wedding galleries
Search Visibility	SEO optimization; paid search; programmatic display	Search rankings; click-through rate; impressions	Intent-based programmatic targeting; wedding-specific keywords
Social Media Engagement	Platform-specific content; influencer partnerships; user-generated content	Engagement rate; reach; follower growth	Multi-platform strategy; Instagram priority; TikTok experimentation
Content Marketing	Educational content; venue showcases; planning resources	Content consumption; lead generation; sharing	Blog posts; video series; downloadable guides
Email Marketing	Newsletter; nurture sequences; promotional campaigns	Open rate; click-through; conversion	Partnerships with bridal publications; list segmentation
Partnership Development	Venue/vendor co-op; wedding planner relationships	Number of partners; co-op participation	Shared content creation; referral systems

Sources: Visit Annapolis ; Lee County VCB

7.2 Platform-Specific Recommendations

Platform-specific strategies should align with both platform capabilities and consumer expectations:

Table 13: Platform-Specific Recommendations for Destination Wedding Promotion

Platform	Primary Strategy	Content Frequency	Key Metrics to Track
Instagram	Daily Stories; 3-5 Reels/week; high-quality grid posts	5-7 posts/week; daily Stories	Engagement rate; saves; Story completions; link clicks
Facebook	Weekly longer content; event pages; community groups	3-5 posts/week	Event sign-ups; group membership; shares
TikTok	3-5 Reels/week; trending audio; location tags	3-5 posts/week	Views; engagement rate; trending hashtag visibility
Pinterest	Weekly board updates; idea pins	3-5 pins/week	Saves; click-throughs; board follows
YouTube	Monthly venue/wedding films; virtual tours	1-2 posts/month	Watch time; subscribers; comments

Sources: VAX VacationAccess

7.3 ROI Measurement and Performance Indicators

Measuring digital marketing effectiveness requires a balanced set of metrics:

Table 14: Key Performance Indicators for Destination Wedding Digital Marketing

Category	KPI	Target/Benchmark	Measurement Method
Awareness	Impressions; Reach	150,000+ per programmatic campaign	Platform analytics; programmatic reports
Engagement	Engagement rate; Saves; Shares	3-5% on Instagram; 50+ saves per post	Platform analytics
Consideration	Time on page; Bounce rate; Page views	2+ minutes average; <40% bounce rate	Google Analytics
Conversion	Inquiries; Tour requests; Bookings	2-5% inquiry conversion rate	CRM; booking system
Economic Impact	Revenue; Average spend; Economic multiplier	Tracking through DMO systems	Economic impact studies; vendor reporting

Sources: Lee County VCB ; VAX VacationAccess

VIII. EMERGING TRENDS AND FUTURE DIRECTIONS

8.1 Post-Pandemic Structural Shifts

The COVID-19 pandemic fundamentally altered destination wedding patterns in ways that persisted through 2022:

Table 15: Post-Pandemic Destination Wedding Trends, 2022

Trend	Description	2022 Manifestation	Digital Marketing Implication
Micro-Weddings	Smaller guest counts, often <50	33% of weddings under 50 guests	Emphasis on intimate, personalized content
Sequel Weddings	Legal ceremony + larger celebration	Delayed celebrations from 2020-2021	Two-stage marketing opportunity
Multi-Day Events	Extended wedding celebrations	Average 3-day duration	Content showcasing entire experience
Outdoor/Nature Venues	Preference for outdoor, private settings	Increased demand for countryside/beach venues	Visual content emphasizing natural settings
Destinations Elopement	Couple-only destination weddings	Post-pandemic stress avoidance	Marketing simplicity; privacy focus

Trend	Description	2022 Manifestation	Digital Marketing Implication
Same-Sex Weddings	Expanding legalization	Switzerland legalized July 2022	Inclusive content; diverse representation

Sources: Graciano (2022) ; STNET

8.2 Digital Transformation Imperatives

The acceleration of digital transformation has created new imperatives for destination wedding promotion:

Table 16: Digital Imperatives for 2022 and Beyond

Imperative	Rationale	Implementation Priority
Mobile-First Design	Planning happens on phones; 90% online planning	High
Video Content	Demonstrates venue experience effectively	High
Transparency	Couples expect clear pricing and policies	High
Social Proof	Real wedding galleries build trust	High
User-Generated Content	Authentic representation; community building	Medium
AI-Enhanced Personalization	Tailored recommendations at scale	Medium-Low

Source: Snowmad Digital

IX. . CONCLUSION

The study concludes that digital marketing and social media have become indispensable tools in promoting destination wedding tourism by transforming the way destinations are marketed, explored, and selected by prospective couples. The rapid growth of digital technologies, coupled with increased internet penetration and smartphone usage, has significantly influenced consumer decision-making and reshaped the marketing strategies adopted by tourism stakeholders. During the period from 2020 to 2022, particularly in the wake of the COVID-19 pandemic, digital platforms emerged as the primary medium for maintaining customer engagement, showcasing destinations, and facilitating virtual interactions between wedding planners, hotels, travel agencies, photographers, and potential clients. Social media platforms such as Instagram, Facebook, YouTube, Pinterest, and WhatsApp played a crucial role in enhancing destination visibility through visually appealing content, live streaming, influencer collaborations, customer testimonials, and user-generated content. These platforms not only increased destination awareness but also strengthened destination branding, consumer trust, and purchase intentions. The study further reveals that digital marketing strategies, including search engine optimization, content marketing, paid online advertising, email marketing, influencer marketing, and virtual destination tours, have significantly improved customer reach, engagement, and conversion rates while reducing promotional costs compared to traditional marketing methods. Furthermore, online reviews, electronic word-of-mouth, and personalized digital communication have become influential factors affecting destination selection and customer satisfaction. However, challenges such as misinformation, fake reviews, increasing digital competition, privacy concerns, and rapidly evolving social media

algorithms require continuous innovation and effective digital governance. Overall, the integration of digital marketing with destination wedding tourism has enhanced the competitiveness and sustainability of tourism businesses by creating immersive customer experiences and expanding global market access. The study emphasizes that tourism organizations, destination management authorities, hospitality providers, and wedding planners should continue investing in advanced digital technologies, data-driven marketing strategies, artificial intelligence, virtual reality experiences, and influencer partnerships to strengthen destination branding and improve customer engagement. In conclusion, digital marketing and social media will continue to serve as strategic drivers of growth, innovation, and international competitiveness in destination wedding tourism, ensuring long-term business resilience and sustainable tourism development in the evolving digital era.

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