

The \$70B Wedding Industry Is Being Disrupted by Experiential Planning

This week, couples take part in Luxury Wedding Escapes' first Switzerland journey, turning wedding planning into an immersive multi-day experience.



Los Angeles, California Mar 23, 2026 ([IssueWire.com](https://www.IssueWire.com)) - The \$70 billion wedding industry is being reshaped by experiential planning, as couples move beyond single-day celebrations to design immersive, multi-day events. Increasingly, the planning process itself is becoming part of the experience, with couples traveling to potential destinations to explore venues, meet vendors, and design their celebrations firsthand. According to The Knot's 2025 Real Weddings Study, 72% of couples say ensuring guests feel taken care of is their top priority, even above cost.

This month, couples will embark on a six-night luxury journey through Switzerland with [Luxury Wedding Escapes](#), traveling by Swiss Rail through breathtaking alpine landscapes. The experience includes curated venue visits, planning workshops, and meetings with local vendors, alongside scenic train rides, a signature boat experience, and a snow adventure, all professionally documented by a photographer and videographer team, with signature surprises throughout.

"Couples today plan weddings more like immersive trips," says Michele Fox Gott, founder of Luxury Wedding Escapes and owner of [Center of Attention Events](#), a luxury event planning company, "My high-end clients want to explore venues, connect with vendors, and make key decisions while they're actually

there.”

As destination weddings continue to evolve, experiential planning trips are redefining how couples design their celebrations, shifting the focus from a single day to a fully immersive journey. Luxury Wedding Escapes is leading this movement, with upcoming experiences set in the Bahamas, Italy, the UK, and other iconic destinations.



Media Contact

Luxury Wedding Escapes

*****@centerofAttention.com

Source : Luxury Wedding Escapes

[See on IssueWire](#)