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Rows not vows dominate wedding plans

As 1 in 4 brides fall out with their own mother in the lead up to their wedding, Mercure hotels launches its search for a 'Wedding Angel' to help restore harmony to the wedding planning process

It's supposed to be the happiest day of your life but, with 2 out of 5 wedding couples falling out with friends and family over their wedding plans, it seems the road to marital bliss is far from harmonious.

New research from Mercure hotels has found that pressure to impress guests and keep relatives happy is the biggest cause of stress for couples planning their weddings and it's putting a huge strain on relationships. Around a quarter of brides (23%) fell out with their own mother in the run up to the big day and one in six people had a bust up with their fiancé over wedding plans.

Guest list stress was the single biggest cause of arguments for a third of people (33%), with differences of opinion over how many people to invite and who to leave off the list causing conflict between partners and amongst family and friends.

But are those friends and relatives who do make it onto the guest list appreciative of the effort couples have gone to? It seems not. While guests are quaffing champagne and tucking into wedding cake, nearly half (46%) will be thinking that they could've done a better job in planning the day themselves.

And it's not just the guests who would choose to do things differently. Half of people (51%) who have walked down the aisle say they have regrets about their wedding day, with most wishing they'd relaxed and enjoyed the day more, without worrying that everyone else was having a good time.

"The stress for couples organising a wedding can be quite overwhelming," says wedding co-ordinator Siobhan Craven-Robins, who can count Hollywood A-listers and British TV stars amongst those she's helped. "Most people don't realise that planning a wedding takes anything from 250 to 700 hours so it's no wonder that tempers get frayed and differences of opinion become magnified, often leading to unnecessary clashes and fall outs with those closest to us. Having a professional to take care of the

planning details alleviates a lot of that stress. Without a doubt, a great many brides wish in retrospect that they'd had a wedding planner."

In light of this, Mercure hotels is launching a nationwide search for candidates for The Most Romantic Job - as a 'Mercure Wedding Angel' - whose mission it will be to take away the stress and help restore the romance for couples planning their wedding celebrations at Mercure hotels.

Melissa Micaléff from Mercure hotels, which plays host to hundreds of wedding celebrations every year at its elegant city and country hotels around the UK, explains, "Couples can lose sight of their own dreams for their special day in trying to please other people, when instead it should be a day that they can cherish and remember for all the right reasons. Making the most romantic day of someone's life a dream come true takes a special type of person who is not only creative, diplomatic and meticulous, but above all a romantic who understands that every couple is unique and loves to make people happy. That person is not easy to find, which is why we're launching our nationwide search for a 'Wedding Angel' at themostromanticjob.co.uk"

Two winners of the Most Romantic Job will each receive a full time contract as a Wedding Angel at Mercure hotels, and a long weekend break in the capital of romance, Paris. For further information about the role and how to apply, and to check out the candidates so far, visit www.mostromanticjob.co.uk

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For media enquiries please contact Ruth Law or Sarah Bull at Grayling

T: 020 7478 7834

E: mostromanticjob@grayling.com

Notes to Editors:

- Mercure survey of 1,041 UK adults conducted in July 2010 by Opinion Matters
- Siobhán Craven-Robins is the country's leading wedding co-ordinator. Her famous clients include Joan Collins, Barbara Windsor, Greg Kinnear, Des O'Connor and Ronni Ancona. She is GMTV's wedding expert and writes for various wedding magazines.

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*The hotel managers and staff of the 690 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting.*

More information on Mercure hotels is available on mercure.com.