

Wedding industry seeks new ways for nuptials



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There are complexities in such societal events that need to be ironed out, particularly for caterers and space limitations

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THE wedding industry is bracing for major changes in setups as social distancing has become a prerequisite for couples planning nuptials.

Penang Wedding Professionals Association co-founder Low Chin Siang said although wedding inquiries have picked up since the easing of restrictions, there are complexities in such societal events that need to be ironed out, particularly for caterers and space limitations.

“In the Recovery Movement Control Order stage, things are starting to pick up as weddings are now allowed after standard operating procedures (SOPs) have been put in place.

“However, the spending style adopted by couples has changed. Venue providers and caterers are facing quite a big change as they need to maintain social distancing in the setup and also prepare individual food plating, thus increasing their manpower and costs drastically,” he told *The Malaysian Reserve (TMR)*.

Low said from the association’s point of view, players need to be proactive in finding new ideas and encourage members in approaching new ways to organise weddings.

“We can’t really wait and see, we need to keep trying different ways to find one that suits the market the most,” he said.

TMR previously reported that the industry’s associations and players had released a joint statement encouraging couples to continue planning for their weddings even as the industry came to a standstill when movement restrictions began on March 18.

Association of Wedding Professionals Malaysia president Leticia Hsu said despite the increase in enquiries, some couples are still trying to adjust their wedding plans to suit the SOPs provided.

“Couples are also waiting for the best deals to make their booking.

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“Our first virtual wedding fair with deals and promotions is available to reassure couples that it is safe to continue planning with guidelines set in place,” she said.

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Some of requirements to hold weddings and social events would be to limit guest capacity to 250 pax, as well as limiting the event’s duration to a maximum of five hours.

The free-entry virtual wedding fair between July 3 and July 5 was hosted via www.virtualweddingfair.com.my, offering virtual door gifts, as well as advice, workshops and “ask the planner” chat box. The site will be available for access to vendors until July 10 which includes venues booking, services, and wedding gown sales by Mercer Gowns.

Similarly, MY Wedding Planner principal planner Lane Ho said most of her clients are choosing to wait-and-see if the restrictions surrounding weddings will be eased later in the year, as the current National Security Council (NSC) requirements dictate that guests will need to wear masks and only five guests may sit on a table.

Various SOPs and requirements by the NSC would mean that the ideal wedding is still far from couples’ grasp as most visions would be akin to weddings arranged prior to the pandemic outbreak.

Ho said her earliest booking after the easing of restrictions is at the end of September, which is a contrast to weddings before the restrictions where every weekend during the June to July period will be fully booked.