

## De Vere Venues Woo Asian Brides

*The De Vere hotel chain, whose venues around the UK are known for being quintessentially British, have recently decided to strategically promote their properties as venues for a market known for its colour, vibrancy and love of tradition, Asian Weddings.*

May 8, 2012 (FPRC) -- Each of the De Vere hotel properties around the UK are decisively British in character, from the majestic highlands to Brighton beach, a point clearly in their favour with Asian Brides whose preferences are showing a decided shift away from inner city Hotels to venues, steeped in character, heritage and history.

De Vere have marked their foray into the Asian Wedding market by showcasing ten of their venues whose capacities and facilities are best suited for weddings on Your Dream Shaadi, one of the UK's most popular online Asian Wedding Directory.

Marketing Director of the De Vere group, Justine Inglis comments, 'The Asian wedding market in the UK has long been recognised as a lucrative source of revenue for venues around the country that have the capacities and facilities to host Asian Weddings.

De Vere is delighted to take a proactive step towards tapping into this market and the initial response and interest in our venues from the Asian community has been very encouraging. The consultancy service which Your Dream Shaadi provided us in understanding the unique needs of Brides and customising our wedding packages accordingly has proved to be invaluable in understanding the unique needs of this market segment.

Asian weddings have been known to attract a higher spend on venues than their mainstream counterparts and in the current economic climate, the wedding sector is simply a market that we cannot ignore as a source of additional revenue."

Asian brides to be will be able to access a select range of De Vere venues on Your Dream Shaadi and arrange a viewing of properties that are of interest. Brides who proceed to make a booking with De Vere will be able to make use of their in house wedding planners and other facilities, including golf courses, spas and award winning cuisine.

If you are a bride-to-be looking for a fantastic beautiful Asian Weddings Venue, then look no further Your Dream Shaadi's Asian Wedding Directory, is packed full of stunning venues for discerning Asian Brides.

### Contact Information

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### Keywords

[Asian Wedding Directory](#)  
[Asian Weddings](#)

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