

ABSTRACT

Best practices are essential to the survival of Kenyan firms in tourism. Though diversification into wedding organisation has attracted investment from Kenyan entrepreneurs, hardly any information has been documented on them. This study evaluated wedding planning expertise, variables influencing performance outcomes and methods used to manage constraints. Wedding planning expertise ranked highly among wedding planning firms. Furthermore, the stepwise multiple regression model indicated that seven constraints influenced 94.7 per cent of the variance in wedding planning. Based on these results, event management firms can communicate performance and direct resources towards constraint elimination resulting in enhanced business performance and firm survival.