

Data study

Guest Photo Sharing Statistics 2026: What 416,000 Photos From 7,300 Events Show

How many photos guests really share, the hour they take them, when the photos arrive, and how guests answer an RSVP: the numbers from the events run on Fotify between February 2025 and October 2026.

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Key findings

127

photos in the median paid event (half of events collect more)

60%

of paid events pass 100 guest photos

19:00

is the peak hour: more guest photos are taken at this hour than at any other

59%

of photos are uploaded on the event day or the day after

45%

of guests with a personal invitation link reply to the RSVP

68%

of replies arrive more than two weeks before the event

29%

76%

of events fall on a Saturday

of the year's weddings happen between
May and September

1.7

photos per confirmed guest in the median
event (upper quartile 3.3)

How many photos guests share

The median paid event ends with 127 guest photos. 60% of paid events pass 100 photos and 18% pass 300; the largest single event collected 2,113. The numbers are similar across occasions: a wedding, a birthday and a company party on the same plan land within a few dozen photos of each other, and the plan matters more than the occasion because professionals bring bigger guest lists and a photographer who bulk-uploads.

Events on the free plan collect a median of 2 photos. That is not guests being shy: most free events are a test the organizer runs before buying, and the ones that go live with guests behave like paid events.

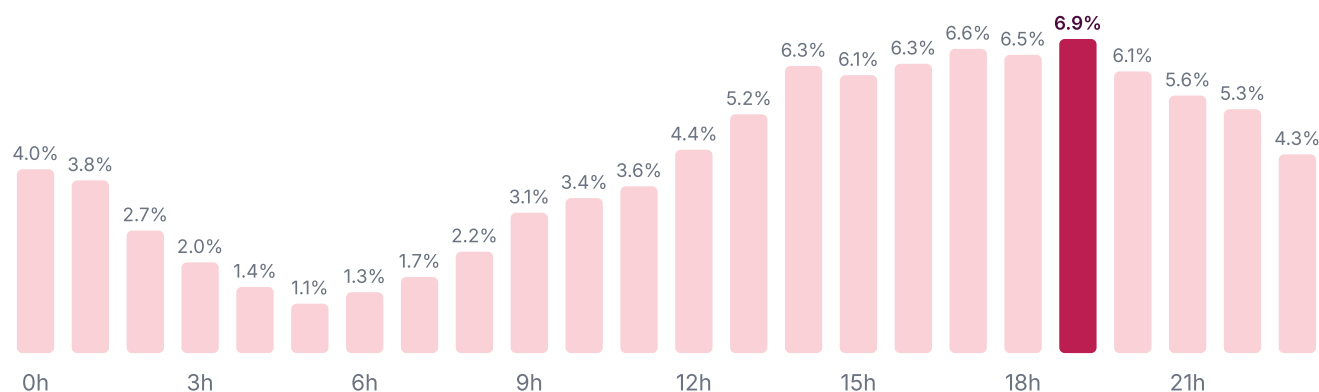
Occasion	Free (median)	Photo Gallery (median)	Professional (median)	Top 10% (Photo Gallery / Professional)
Weddings	2	132	158	370 / 496
Birthdays	5	124	108	339 / 382
Corporate events	4	124	208	375 / 467
Quinceañeras, communions, graduations	3	86	106	279 / 403
Other and unnamed	2	121	128	389 / 512

Plan names as of October 2026. Occasion is inferred from the event's name in 19 languages; events whose name gives no clue are counted as other.

Where an event used both the RSVP and the photo wall (106 events with at least 10 confirmed guests and 10 photos), guests shared a median of 1.7 photos per confirmed guest, and the upper quartile of events reached 3.3.

When guests take photos

The camera clock says 19:00 is the busiest hour of an event. 35% of all guest photos are taken between 6 pm and midnight, 35% between noon and 6 pm, and 15% between midnight and 6 am. Weddings and birthdays both peak at 7 pm; corporate events peak earlier, at 3 pm.

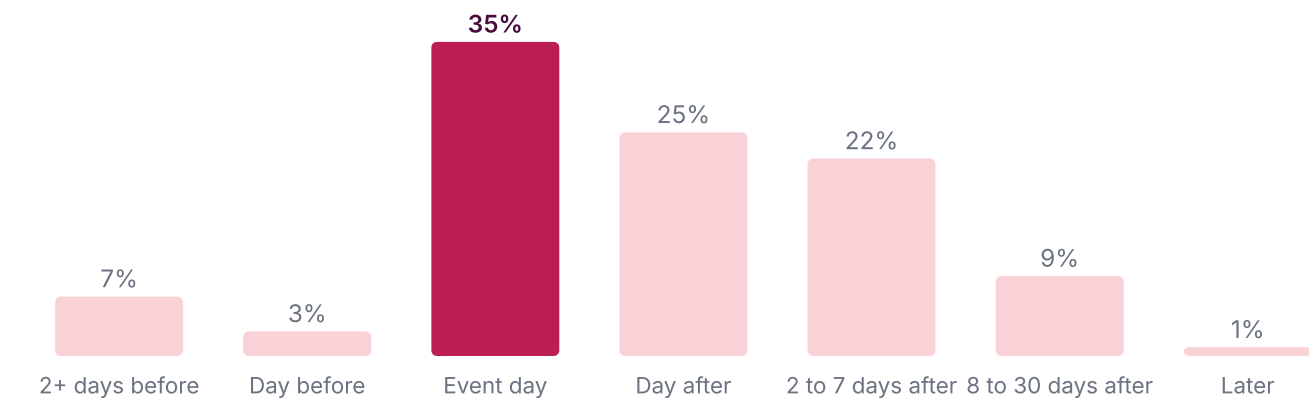


Share of guest photos by the hour they were taken (camera clock, 385,305 photos)

The curve matters for the live wall: a screen that goes up at the reception start shows an empty gallery for an hour, and the busiest stretch runs from 5 pm to 9 pm.

When the photos arrive

35% of a paid event's photos are uploaded on the event day and 25% the day after; 22% arrive during the following week and 9% within the month. 9% are uploaded before the event, mostly the organizer loading older photos for the slideshow. The median event keeps receiving photos on 3 separate days, which is why a gallery that closes at midnight on the event day would miss 56% of its photos: everything uploaded from the day after onwards.



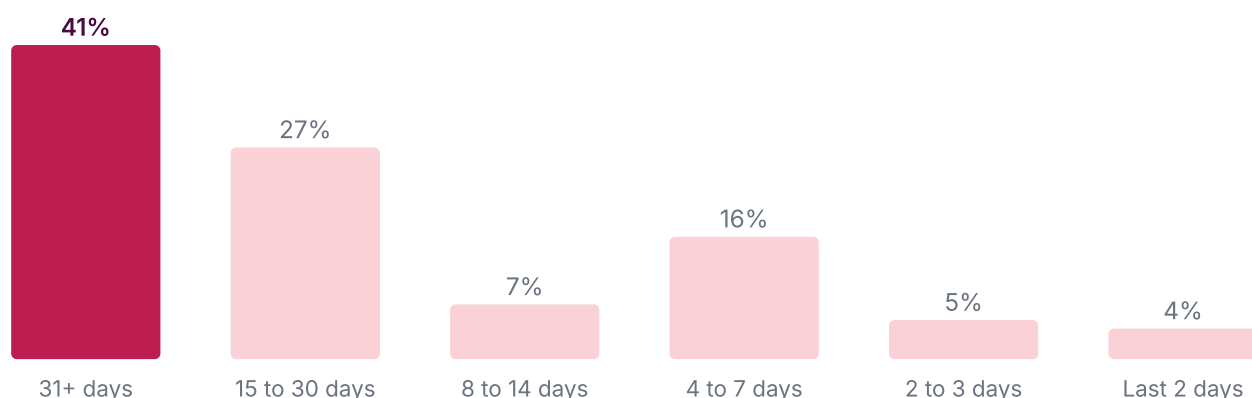
When a paid event's photos are uploaded, relative to the event date (319,305 photos)

7% of events switch on photo approval, and where it is on, 98.6% of photos are approved. 31% of photos are uploaded in full resolution.

Video is a small share: 11,923 videos from 856 events, 2.8% of all uploads, with a median length of 16 seconds.

How guests answer the RSVP

Of 19,430 guests who received a personal invitation link, 45% replied; 85% of the replies were a yes, and an accepted reply covers 1.8 people on average.

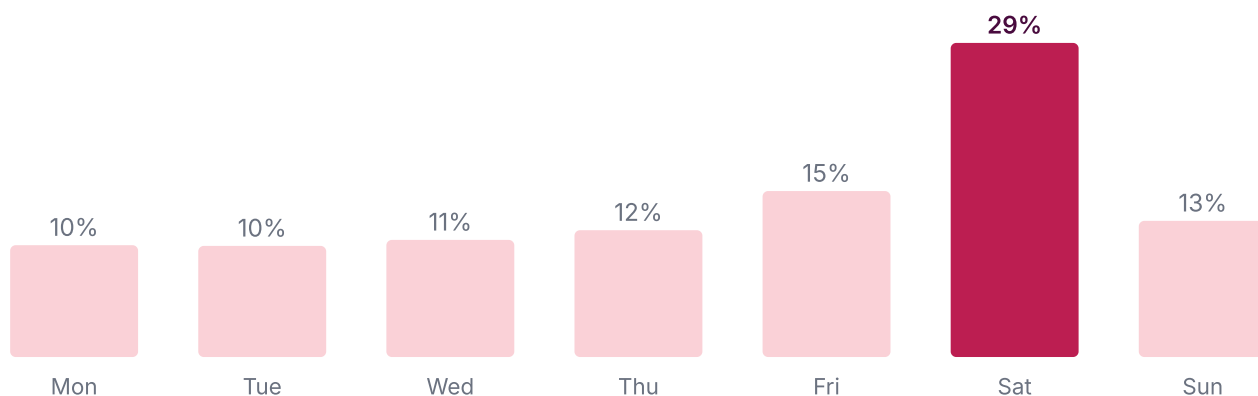


How long before the event guests reply (2,909 replies)

Guests reply early. 41% of replies arrive more than a month before the event and 68% more than two weeks before. Only 4% come in the last two days, and 52% of those arrive after the deadline the organizer set, which is the reminder's job.

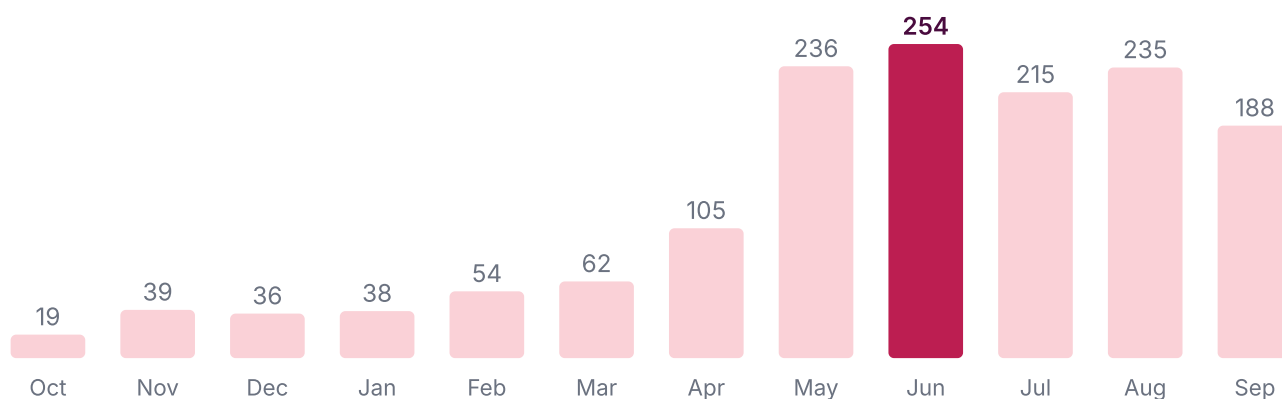
When events happen

29% of events fall on a Saturday, 15% on a Friday and 13% on a Sunday; the rest of the week is evenly split.



Finished events by weekday (12,282 events with a date)

Weddings are a summer business: 76% of the year's weddings happen between May and September, and May and June alone account for 33%. Events as a whole peak in May too, with a second rise in December.



Weddings per month, October 2025 to September 2026 (1,481 weddings)

Methodology

- Source: Fotify's own production data, read on October 20, 2026. Nothing was sampled; every finished or archived event with at least one kept photo is in, 7,308 events and 416,133 photos. Staff and test accounts are excluded.
- Paid and free events are separated by the plan the event ran on. Medians are used throughout because a few very large events pull averages up.

Three charts use cohorts of their own and say so in their caption: the weekday chart counts every finished or archived event that had an event date, 12,282 events, photos or not (an RSVP-only event has a date too); the month chart counts only the 1,481 weddings dated between October 2025 and September 2026, one full year so that no month is counted twice; and the upload-day chart counts the 319,305 photos of paid events with a date.

- Occasion is inferred from the event's name with keyword lists in 19 languages (wedding, boda, Hochzeit, 結婚 and so on). Events whose name does not say are counted as other, so the occasion split is indicative, not exhaustive.
- The capture hour is the wall-clock time the camera wrote into the photo, so it is the local time at the venue regardless of where the photo was uploaded from. That chart counts every kept photo with a capture time, 385,305 photos, including events still running on the study date; photos without a capture time are left out of that chart only.
- Upload timing compares the upload date with the event date for paid events that had a date set. Uploads before the event include the organizer's own photos.
- RSVP figures cover guests who received a personal invitation link; public registration forms, where only people who want to come fill in a form, are excluded. Reply timing uses the date of the guest's last answer and leaves out answers recorded after the event (check-in updates).
- All figures are aggregates. No event, organizer or guest can be identified from this page, and no photo was viewed to produce it.

Use this data

Publications, planners and vendors are welcome to quote any figure on this page with a link back. The suggested citation is:

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