

**60 Days to  
Selling Your First  
(Or Your Next!)  
Destination  
Wedding or  
Honeymoon**



---

---

---

---

---

---

---

---

**Questions?**

[lisa@dwagents.com](mailto:lisa@dwagents.com)

[john@dwagents.com](mailto:john@dwagents.com)



---

---

---

---

---

---

---

---

**Why Sell DWs and Hs?**

◆ **DWs continue exploding in popularity – despite the recession!**

24 percent of U.S. weddings last year – one in four – were DWs.

86 percent of couples say they thought about having a DW (even if they didn't do it).

About a third of all U.S. couples getting remarried have been married before – and couples getting remarried are more likely to pick a DW.



---

---

---

---

---

---

---

---

## Why Sell DWs and Hs?

- ◆ **DWs can generate significant commissions – from the DW itself and from subsequent sales.**

The average DW budget rings in at about \$20,600. The average spend per DW guest is around \$400 apiece, not including travel. That's about TRIPLE the per-guest spend at a traditional wedding!

Many DWs turn almost automatically into group bookings – but they don't take a huge amount of extra effort once the initial trip is planned.

You can upsell honeymoons (DW couples spend a third more on their honeymoons than traditional couples) and non-wedding travel down the road.



---

---

---

---

---

---

---

---

## Why Sell DWs and Hs?

- ◆ **Working with DWs and these clients can be a LOT more fun than selling three-day weekend cruises in the Caribbean ...**

Though it's a 50:50 shot that your DW couples will be walking down the aisle with someone else later in their lives, it's always special to help them celebrate their special days the first time out!



---

---

---

---

---

---

---

---

## Why Don't Agents Sell DWs/Hs?

Four in five engaged U.S. couples

***never***

work with their local travel agent on their DW and H plans!



---

---

---

---

---

---

---

---

## Three Big Challenges

- ◆ Planning and managing DWs and Hs will force you to be **extremely organized**, to **pay attention to every detail**, and to **remain tactful with clients always**.
- ◆ You're forced to rely on **the quality and dependability of your suppliers, vendors, and coordinators**.
- ◆ DW and H clients tend to have a **higher DIY tendency** than other clients.



---

---

---

---

---

---

---

---

## The Latest DW/H Trends



---

---

---

---

---

---

---

---

- ◆ **Destination weddings are growing in popularity.** In 2011, nearly 1 in 4 (24%) couples had a destination wedding; this has grown from 20% in 2009.
- ◆ 66% of international destination wedding brides and 45% of domestic destination wedding brides opted for a destination wedding because **they wanted a special, fun or exotic locale**. The second most popular reason why international brides chose a destination wedding was to **host a more intimate affair with fewer guests** (65%), while domestic brides **wanted a destination that was special to them as a couple** (44%).
- ◆ Destination weddings have an **average of 86 guests** (vs. 77 guests in 2009). Breakdown: 96 guests for domestic U.S. destination weddings vs. 62 guests for international DWs



---

---

---

---

---

---

---

---

◆ **70 percent of destination weddings take place in the continental United States** (FL, CA, and NV are the top three locations domestically; internationally, the top choices were the Caribbean [39%], Mexico [24%], and Hawaii [20%]).

◆ **Destination weddings are lasting longer** - 60% last three or more days. (Nearly half of the international destination weddings last four or more days.) And, 51 percent of DW couples use a wedding planner. Another note: 69 percent of DWs are held outdoors.

◆ **Destination wedding couples are spending more on a per-guest basis** than their more traditional wedding counterparts. The median destination wedding spend is \$404 per guest internationally, and \$225 per guest domestically, compared with the national wedding average of just \$137 per guest.



---

---

---

---

---

---

---

---

◆ **The average total destination wedding spend is \$20,890** (not including honeymoon, engagement ring or travel expenses).

◆ Aside from the traditional rehearsal dinner, after-party and next-day breakfast, 1 in 3 (32%) destination wedding couples **plan a group activity like a sightseeing tour for their guests.**

◆ Of the couples who plan a group activity, **more than half (53%) cover the cost** for at least some of their guests.

◆ For those couples who contribute to the cost, **they spend an average of \$2,598 internationally and \$2,280 domestically** planning these group events.



---

---

---

---

---

---

---

---

◆ **Couples are also considering their guests' expenses**, with 2 in 5 (39%) paying for travel/accommodations for at least some of their guests.

◆ **More than 4 in 5 international destination wedding couples and guests stay at the wedding destination beyond the wedding date**, while more than half of their domestic counterparts do the same.

◆ **Nearly 9 in 10 couples still plan to take a honeymoon after the wedding**, with 7 in 10 of them honeymooning in their wedding locale – either for part of the honeymoon or the whole trip. In addition, nearly 3 in 10 will have another party when they get home.



---

---

---

---

---

---

---

---

**EIGHT WEEKS  
to building  
a very profitable,  
stable, and enjoyable  
DW/honeymoon  
business**

---

---

---

---

---

---

---

---

**Week # 1**  
  
Decide whether  
destination weddings  
are a good fit  
for you  
and for  
your travel business.

---

---

---

---

---

---

---

---

**Week # 2**  
  
Narrow your focus:  
gateways,  
destinations,  
suppliers, and  
packages.

---

---

---

---

---

---

---

---

## The 80/20 Rule

**Eighty percent** of your destination wedding clients will end up picking **20 percent** of the available suppliers and destinations!

---

---

---

---

---

---

---

---

## Narrow Your Focus

Your nearest air gateways

The top 3 to 5 wedding destinations from those gateways

The top 3 to 5 suppliers that serve those destinations from those gateways

The top DW packages offered by those suppliers

---

---

---

---

---

---

---

---

## Week # 3

**Prep your databases and your target lists.**

---

---

---

---

---

---

---

---

**Week # 4**

**Set up your  
DW-specific  
web site or page  
and your  
DW-specific  
Facebook fan page.**

---

---

---

---

---

---

---

**Week # 5**

**Prepare new  
DW-specific  
business cards  
and your new  
DW-specific  
trifold brochures.**

---

---

---

---

---

---

---

**Week # 6**

**Blanket your town  
or neighborhood –  
and, get ready to do  
the necessary  
follow-up with  
every contact.**

---

---

---

---

---

---

---

**Week # 7**

**Become  
THE  
local  
DW expert.**

---

---

---

---

---

---

---

---

**Week # 8**

**Where to go  
from here ...**

---

---

---

---

---

---

---

---

**[www.JoinDWHSA.com](http://www.JoinDWHSA.com)**

**Training** – webinars, online courses ...

**Networking** – a private FB group ...

**Fam trips** – specifically for DWs/Hs ...

**News** – twice-a-week newsletters

**Marketing tools** – web site templates,  
LMRs, a directory for consumers ...

---

---

---

---

---

---

---

---



**For OASIS Agents ...**

DWWSA membership is  
\$139 annually ...

**OASIS agents may register for  
\$99 – and, get the NEW 8-week  
summer course for free!**

[john@dwagents.com](mailto:john@dwagents.com)

---

---

---

---

---

---

---

---