

**Sell More
Romance Travel in
2014:
The 5 Critical Steps
You Must Take Now**



www.JoinDWHSA.com



Questions?

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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.

These trips run 3 to 4 days on average – or longer.

More than 90 percent of couples take a honeymoon nowadays – even if they have to cut back on other living or wedding expenses to take one!



Why Sell DWs and Hs?

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

Romance travel is more than just DWs and honeymoons – it's engagement trips, anniversary trips, babymoons, familymoons, vow renewals ...

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!

Plus, the world is changing – within 10 years, do you honestly believe we'll still have lots of 'generalist' travel agents left in business?



It's Time to Make a Change!

If you keep doing in 2014
everything that you've done
in 2013,
won't you just end up
with the same results?



5 steps to
begin building
a very profitable,
stable, and enjoyable
romance travel
business



Step # 1

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



Step # 2

Master the Millennials.

- Consumers born from early 1980s through the mid-2000s (ages 35 and under)
- The largest generation alive today (33% bigger than the Baby Boomers)
- They now comprise 60 to 83 percent of all wedding and honeymoon bookings made in 2013



Step # 2

Master the Millennials.

They like getting what they want,
when they want it.

They want "custom" trips with unique
experiences.

They're very "do it yourself," and they'll question
everything you do!

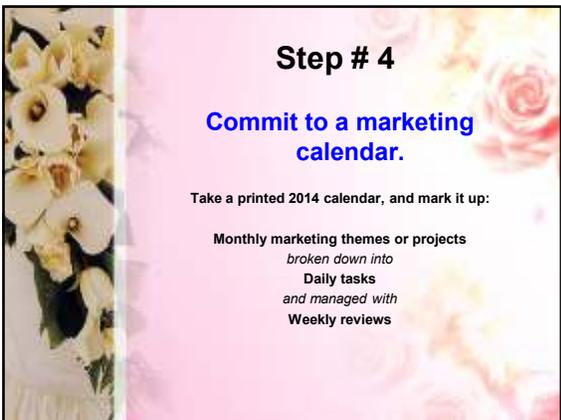


Step # 3

Build the best web site you can.

It should be the "hub" for everything else that you do.

- Branded very obviously for romance travel
- Lots of testimonials all over, not just a single page
- As many images and video clips as possible
- Telling your story – not just supplier specials
- Social media tools and pages linked to your site
- As much helpful romance travel-related content as possible



Step # 4

Commit to a marketing calendar.

Take a printed 2014 calendar, and mark it up:

- Monthly marketing themes or projects
broken down into
- Daily tasks
- and managed with
- Weekly reviews



Step # 5

Dominate your local market.

Your goal:
Being "top of mind"
any time that
anyone within driving distance
of your home office or storefront
thinks about romance travel
or talks with anyone thinking about
romance travel!



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