

DWHSAs Master Class: Bachelorette and Bachelor Trips

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[They're easy to make sun of!](#)

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What is a bachelorette/ bachelor trip?



Traditionally, these events were parties held in honor of the bride's/groom's impending marriage. Their closest relatives and friends (including wedding party members) would plan and pay for the party. And, the parties were pitched as the bride's/groom's "last night of freedom" before the wedding.

Now, they are designed more as a way for brides and grooms to **spend quality time with the people who matter most** to them.

And, it's much more common for them to occur as **"destination bachelorette/bachelor parties"** - trips. They can range from a single epic night locally to a weekend/multi-day itinerary.

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Why should you offer these trips?

- The couples may plan these trips anyway on their own - so **why not help them and earn the commissions?**
- **You'll cement yourself as their "go to" travel expert** by helping them with these trips.
- These trips are basically small groups, so **they're fairly easy to plan and handle** as long as you can stay out of the drama of planning the rest of it. (And, you'll need to set boundaries from the start that you're just the travel expert – you won't be involved in handling any other aspects of the trip.)

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Who plans these trips?

There are no set rules today. Traditionally, the bride's maid of honor or the groom's best man would organize the event - but it can be the bridesmaids or groomsmen, a small group of close friends, or any combination. And, sometimes, the bride or groom may even handle the planning.



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Who's usually invited?



Ultimately, **this is the bride's/groom's decision**. It can be just the wedding party members or a larger group including close friends and family members (and even friends/relatives of the bride or groom going to the other's party).

The guest list should be set before searching for destinations because the size may affect the final decision.

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When should these trips be planned and scheduled?

They should be planned three to six months in advance to give the bride and groom time to discuss their trip preferences with the maid of honor, the best man, etc.

Then, **these trips usually take place four to eight weeks** before the wedding (no closer than four weeks so they don't overburden wedding party members who may also need time off work for the wedding itself).



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Who pays?



Traditionally, each attendee would pay his/her own way and also chip in to cover costs for the bride/groom. With trips though (especially multi-day itineraries), **it's much more common now for the bride/groom to pay their own travel/lodging expenses.**

Sometimes, a maid of honor, best man, or sibling might pay for the bride/groom. And, sometimes, the entire group will chip in to pay for the bride/groom for a specific activity (e.g., an expensive meal, a spa afternoon).

(According to a Savings.com survey of 500 recent bachelorette/bachelor party/trip attendees, **guests spend USD\$1,500 on average** on these activities.)

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How can you promote these trips?

Make sure you tell everyone you offer them:

- Add a page on your site that describes how you can help plan them.
- Bring up these trips when you're talking initially with clients about destination weddings and honeymoons.
- Add testimonials to your site once you've done a few trips.
- Once every quarter, **conduct a “promo week” for social media and blog posts** on these trips.

Create a planning checklist (.pdf) and share it regularly in social media and blog posts and in your marketing emails.

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How can you promote these trips?

Remind clients that **they can focus on planning the fun activities** (the nights out, the party favors, etc.) if **they'll entrust you with the travel components** (primarily the lodging - don't get involved in booking restaurants etc.). And, you'll be the "shield" collecting funds from everyone so there's no embarrassment if one guest's credit card doesn't work.

Emphasize the "safety and security" angle - if you plan the travel part of these trips, you'll be there to step in and protect them if anything goes wrong (e.g., bad weather, hotel problems).

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How can you handle the trip planning?

Remember that these trips are basically small groups, so **all-inclusive resorts are ideal for them** if it's a longer getaway.

For shorter trips (1-3 days) and trips closer to home, you should consider **working with destination management companies** (DMCs). Check with your consortium/host agency for DMCs that are preferred suppliers. And, call the convention and visitors bureau in the chosen destination to get referrals to DMCs there that work with travel advisors. (Also, don't forget that you **have hotel booking engines** through your consortium or host agency that you can use, too!)

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More tips you can share with clients

*(These are tips for **the bride/groom and guests** - not for you as the advisor.)*

If the cost of attending the trip causes stress, it's too high. Think about the guests' financial situations when you plan the trip and consider polling everyone with estimates to see what they're comfortable spending.

When you're narrowing down the dates, get the bride's/groom's input first on two to four possible dates. Then, poll everyone to check availability.

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More tips you can share with clients

Don't overschedule the trip. Plan two or three activities daily, but also add prescheduled down time (e.g., an afternoon around the hotel pool) so guests don't get worn out and they can save a little money on the trip.

Consider picking a theme for the trip - and let everyone know what the recommended attire will be each day (so they can plan ahead if they need to bring any special clothing).

Think about booking a suite or a larger room that's a communal area for everyone to pop into and gather at times.

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More tips you can share with clients

You may combine the bridal shower with this trip if you wish. If so, the host of the shower will usually pay for those expenses.

Encourage the bride/groom to consider sending a "bridesmaid/groomsman letter" to the wedding party spelling out in detail their financial commitments for this trip, the wedding itself, etc.

Formal invitations aren't required for these trips - emails or an Evite-style invitation will work fine.

Gifts are typically not expected on these trips (other than party favors, for example).

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Questions?

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