

# DWHSAs Master Class: Customizing Honeymoons (and Planning Them From Scratch)

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### What today's honeymooners want

- Trips built around **THEIR dreams and desires**
- Greater focus on **memorable, Instagram-worthy experiences**
- **Truly unique aspects** of the trip their friends didn't get (YOLO desires after the pandemic)
- **Affordable prices AND great value** for their money (not just one or the other)

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### Your honeymoon planning spectrum

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## Start with lots of questions!

- What's the most memorable travel experience you've ever had?
- What's your top priority for this trip? What have you dreamed about seeing and doing on this trip? What's the # 1 thing you're most looking forward to on this trip?
- What stories do you want to share with your friends and family from this trip?
- What do you like to do in your free time/on weekends?
- When you travel, what hotel brands/types of food do you like?

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## Start with lots of questions!

- Have you done any research already - and, if so, what have you found?
- Do you like the energy of crowds, or do you prefer doing your own thing?
- Do you prefer making your own plans, or would you like guided activities?
- Do you wish to explore local cultures and cuisine on your trip, or would you prefer staying closer to home at your resort/ship?

(Check out more honeymoon questions/questionnaires in the Resource Center section of [DWHSAMembers.com](http://DWHSAMembers.com)!)

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## Option A: A few little extras

### Your goal:

Add on **extra values and surprises**  
**without breaking their budgets or**  
**taking too much of your valuable time!**

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## Why bother adding on to your couples' honeymoons?

- Remember that **everyone wants personalized, customized service** after the pandemic. They want to feel very special!
- Add ons can be **low-cost ways to make their honeymoons different** than their friends' and relatives' honeymoons.
- You can **increase your commissions and add "planning" fees** onto your basic honeymoon services.

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## Planning, Packing, and Airport Time



- Preferred/ valet parking
- Access to airport lounges (e.g., Club Mobay)
- List of tips for navigating the arrival airport

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## Transfers and transportation



- VIP transfers once they arrive
- Maps for local transportation
- The one-day use of a car with a guide or driver

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## Lodging add-ons and upgrades



- Add-on amenities and welcome gifts in the room
- Upgrading on the last night to a higher category

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## Meals and drinks



- Reservations in specialty restaurants
- Reservations in a noted local eatery
- Cooking and mixology classes

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## On-site activities



- List of provided activities to let clients know what's available
- Prepaid add-on activities such as watersports if not included in the AI rate

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## Off-site experiences



- Working with an excursion operator to plan (and book!) off-site tours and activities before departure
- Recommending cultural experiences in local areas

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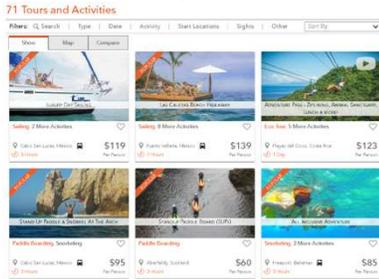
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## Special note about Project Expedition's lists



You can use this company's software tools to create customized tour and activity lists for destinations (branded for your agency)!

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## The little extras



- In-room gifts and deliveries
- Asking one or both couple members if they want to do something special for their spouse

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## Option B: Planning from scratch

### Your goal:

Create **truly customized, personalized honeymoons** for your couples – while, at the same time, you're **managing your time efficiently** and **you're charging extra for these planning services!**

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## Why bother creating honeymoons from scratch?

- You can definitely introduce **higher “planning” fees** if you're building honeymoon itineraries specifically for each couple.
- You'll set yourself up with **the reputation for “bespoke”/“custom” trip planning** that could lead to future non-honeymoon trip requests.
- You can **fulfill your creative urges** – beyond simply making commissions – and **show off your expertise** in given destinations that truly you know well.

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## Start with lodging options ...



For FIT-style trip planning, picking the lodging is the base for everything else. Think about style of room, meal options, and possible upgrades.

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### Decide how meals will be handled ...



Will your couples prefer all-inclusive rates, a la carte meals, or a mix? (Ask non-AI properties about meal plans.)

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### Add in the critical daily activities and experiences ...



You can work with your preferred excursion operators to plan classes, visits, special tours, etc., geared around the couple's interests.

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### Don't forget transfers and transportation ...



An inexpensive way to upgrade a honeymoon is going premium on transfers and local transportation options.

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