

DWHSAs Master Class: Babymoos and Familymoos

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Why bother with these types of trips?

"A babymoon or familymoon is just
one more bookable event in
the total life cycle of your clients ...

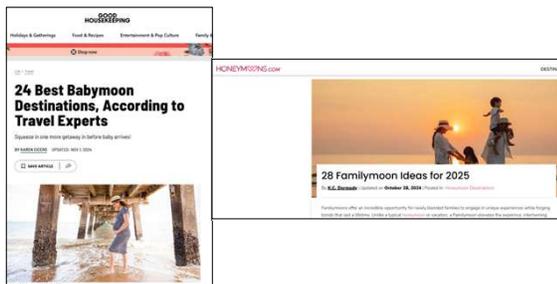
**"Your goal is becoming the one-stop shop
for everything having to do with romance travel –
not just DWs and honeymoos."**

(DWHSAs)

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Plus, lots of media interest in these trips...



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What is a babymoon?

A getaway or vacation that's taken by a couple:

- While the couple is trying to conceive a new child
- **Before the birth of a baby (as the last-gasp escape before the baby arrives!)**
- Soon after the birth of the baby (for the new parents to bond with the infant or to escape for a few days with the new infant left in the safe hands of family members or friends)

They can last from a single day to a week or even longer ...

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What is a babymoon?

**"A babymoon is not only about pampering,
but about slowing down enough to savor the pregnancy ..."**

"It helps mom keep in touch with her sensuality, with her body, and to embrace the change that is happening in her life."

*(Melissa Perlman, founder of
Amansala Eco Chic Resorts, Tulum, Mexico)*

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What is a babymoon?

59 percent of new parents have taken a babymoon that included an overnight stay away from home. *(Liberty Travel and Babycenter.com)*

37 percent of consumers with kids ages 12 and under are considering (or have already taken) a babymoon. And, babymoons are popular with affluent travelers - 53 percent with kids ages 12 and under have taken one. *(American Express Spending & Saving Tracker)*

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Why are babymoons a great idea for couples?

- A chance to slow down and relax as a couple
- Relief from the stresses of preparing for the baby's arrival
- Bond as a couple - and give the dads a break too
- The "final act" before their lives change forever

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What happens on a babymoon?

- Couples massages and other spa treatments for both partners or just the pregnant mom-to-be - in the room or in the spa
- Special food and beverage options - from super-healthy menus and breakfast in bed to treats and 24-hour "pregnancy craving menus"
- Room amenities ranging from pregnancy "body bolster" pillows" to upgrades and late checkouts
- Pregnancy-friendly activities such as shopping trip for baby clothes and meetings with counselors and midwives (e.g., tailored childbirth, breastfeeding prep)
- Unique gifts such as a pregnancy journal, a gift basket with baby-related items, cigars for the dad, a "memory box" for keepsakes, etc.

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Spa treatments ...

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Pool time...

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Beach time ...

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Memorable meals and activities ...

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Which suppliers and packages work best?

- **Resorts and hotels** (both all-inclusive and traditional) and **cruise lines**
- **Adults-only all-inclusive properties**
- Some hotels and ships offer specific babymoon packages, **but you can easily customize "off the shelf" honeymoon or anniversary packages** in many cases (e.g., substitute sparkling cider or fruit juice for wine in welcome baskets) ... in other words, **you can work with your current preferred suppliers to tailor their existing packages** for couples into customized babymoons!

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Who are the best babymoon prospects?

- **Past clients and prospects who're already in your database** (just remind them what a babymoon is!)
- **Any couples who may be planning to conceive a child or who are expecting a baby**
- Don't forget **adoptive parents**, too
- **Millennials** have a stronger family focus than other generations - plus, they know Kanye & Kim, Channing & Jenna, and Will & Kate have taken babymoons

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Which destinations work best?

- **Domestic North American options**
- **Any ships or resorts within a few hours' flying time**, especially nonstop routes
- **Nearby islands and resort destinations** (e.g., Mexico, the Caribbean)

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Picking the perfect babymoon

- **Pick a destination that works for both spouses** - a place that offers activities and options for them to relax and spend time together, but also go off on their own if they wish.
- **Try to combine "downtime" options with pregnancy-friendly activities.**
- **Book the right room** - king-size bed, extra pillows, near the hotel's/ship's main areas but not near loud sections like elevators.

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Can pregnant women take a babymoon safely?

- **Ob-gyns say most women with healthy pregnancies can safely take babymoons**, especially during the second trimester - the first trimester's nausea is fading, but the discomfort from the third trimester hasn't arrived yet. (The American College of Obstetrics and Gynecology says the safest period is 18 to 24 weeks, but many doctors will approve travel up to 36 weeks.)
- **Your clients should talk to their own doctors**, especially if the pregnancy is "high risk" or the mom-to-be is expecting multiples. They should ask about recommended vaccinations, check the details of their health insurance (especially for international trips), and carry with them the emergency contact information for their doctors.

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Can pregnant women take a babymoon safely?

- Meanwhile, **you can talk to the resort or cruise line about quality medical facilities** near the destination and help collect contact information for those hospitals. Also, check to see if specific suppliers have restrictions on pregnant travelers.
- **Travel insurance is critical**, especially trip cancellation/"cancel for any reason" coverage. (Many travel insurers cite pregnancy as a common exclusion.)

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What about flying?

- **Some international carriers require a letter from your clients' doctor saying it's safe for the woman to travel**, especially during the third trimester or the final month before the due date. Babycenter.com compiled a list of the rules for major airlines. But, these rules can change without notice, so always check directly with the carrier for the latest rules.
- Even if the airline you've booked doesn't require a letter, **recommend that your clients get one any way to carry with them**, in case they have to switch planes or airlines at the last minute and the new carrier has stricter rules. (Cut-off dates and other regulations may be tougher for international flights than domestic routes.)

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What about flying?

- In the U.S.A., your clients who're worried about airport scanning machines can request a private "pat down" screening instead (two TSA workers must be present, your clients may have a companion present, and they should not be asked to lift or take off clothes during the screening). Canada has similar procedures available.
- Aisle seats will allow them to get up easily to stretch their legs (every hour or two) or take restroom breaks.
- They should wear maternity flight socks or compression stockings to keep the blood circulating in their legs - and, a carry-on bag under the seat in front of them can serve as a handy footstool.
- They should drink lots of water during the flight, pack snacks as needed, and check the inflight meals ahead of time to make sure they're safe for pregnant women.
- They should keep prenatal medications and vitamins with them, instead of packing them in bags.

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What about cruises?

- Many cruise lines do not allow women who'll enter their 24th week of pregnancy by the beginning or the end of their planned voyage.
- Also, some lines require pregnant passengers to produce a doctor's letter confirming that the mom and unborn baby are in good health, the mom is fit to travel, and the pregnancy is not high risk. Check directly with each line for its specific rules.
- If your clients prefer a cruise, consider avoiding smaller vessels that may not have an actual doctor on board.

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Other travel safety tips

- Your clients should carry their prenatal chart showing lab tests, due date, ultrasounds, blood type, etc.
- They should use sunblock with high SPF levels to avoid damage from UV exposure.
- They should use body bolster pillows to reduce pressure on their backs and bellies during massages.
- They should ask their doctor about high-altitude destinations (anything above 10,000 feet).

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Marketing babymoos

- Babymoon-specific content and ideas on your web site, your blog, and your social media pages – starting with specific pages for babymoos (and familymoos) on your site
- Speaking to local groups where parents and pregnant women gather
- Commenting in online bulletin boards and forums for parents and pregnant women
- Referrals and repeat business (including testimonials from your first babymoon clients!)

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What is a familymoon?

DWHSAs expanded definition of a familymoon:

Any family-friendly vacation or getaway that includes a romantic element for the couple.

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What is a familymoon?

Nowadays, **there are as many stepfamilies in the USA and Canada as "intact" families** - and 65 percent of remarriages include kids as part of the bargain.

The most common type of client you may have for familymoons is a mother and a stepfather (since moms typically keep custody of the kids from a previous marriage).

Half of the kids in the USA under the age of 13 are living with one biological parent and that parent's current partner.

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What is a familymoon?

Familymoons can be great bookings in terms of revenue – they combine a destination wedding, honeymoon, vow renewal, or other romantic getaway (which may involve extra guests and wedding party members!) with a family vacation or reunion (which means more guests), but with everything built around a pre-packaged resort or cruise itinerary in many cases ...

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What happens on a familymoon?

- A **special occasion** (a DW ceremony, a vow renewal) combined with the elements of a family vacation
- **Activities or excursions involving the whole family** (e.g., sightseeing tours, shopping trips, theme park visits)
- **Activities or excursions enjoyed by individual family members** apart from each other (e.g., spa visits or romantic dinners for the couple while their kids and relatives do their own thing)

THE BASICS: Familymoons will be structured primarily as (a) any family-friendly vacation combined with (b) the romantic element or ceremony for the couple.

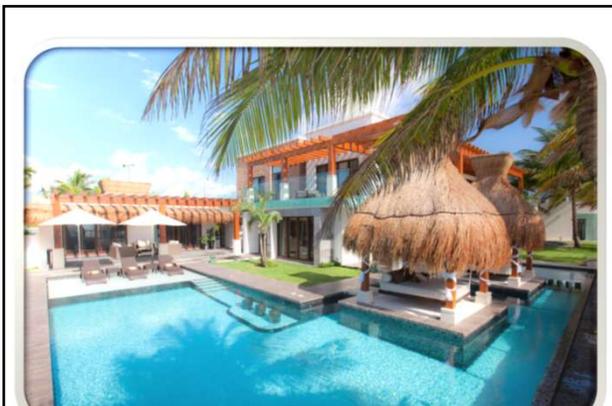
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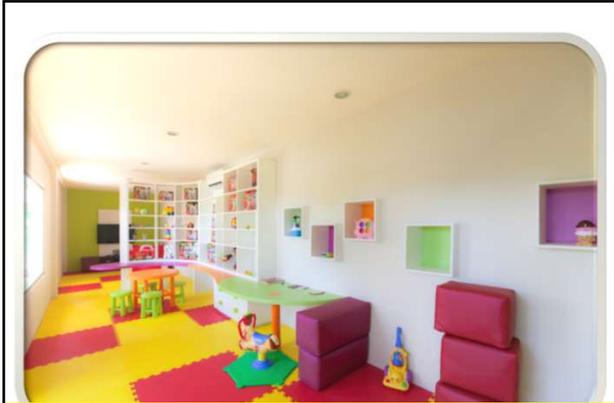
Familymoons can = groups ...

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... booked into typical packages!

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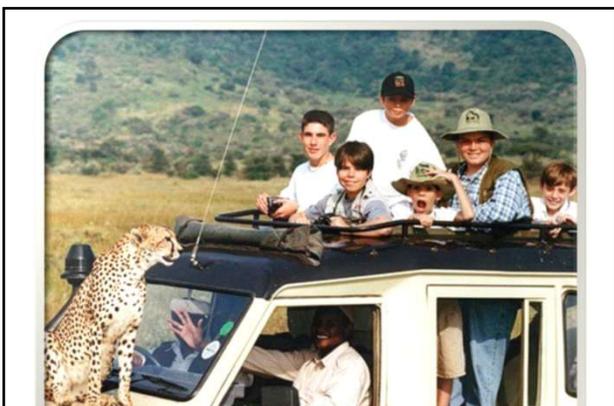
Kids clubs + babysitting services

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Extra touches for parents and kids

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Lifetime memories for all!

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Who are the best familymoon prospects?

- **Past clients and prospects who're already in your database** (just remind them what a familymoon is!)
- **Any couples with children or close ties to other relatives**
- Don't forget **adoptive parents**, too
- **Millennials** have a stronger family focus than other generations, so they recognize the value of traveling with family

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Which suppliers and packages work best?

- **Family-friendly resorts and hotels** (e.g., Azul, Club Med, Beaches) and **cruise lines** (e.g., Disney, Carnival, Royal Caribbean, Princess)
- **All-inclusive properties and packages** (to keep budgets in check)
- Some hotels and ships offer specific familymoon packages, **but you can easily customize "off the shelf" family packages or itineraries** offered by these suppliers (e.g., add an onboard DW ceremony to the blocked cruise group space for the family, or add family-friendly excursions to an all-inclusive resort's basic packages)

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Which destinations work best?

- **Domestic North American options** (especially with younger kids or dependent relatives who can't easily travel)
- **Any ships or resorts within a few hours' flying time**, especially nonstop routes
- **Nearby islands and resort destinations** (e.g., Mexico, the Caribbean)
- **Soft-adventure trips or culture-heavy itineraries** for older kids (e.g., Galapagos, river cruises, safaris)

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Familymoon tips

- **Recommend that your clients involve everyone in the family in the planning process** - e.g., let each child "take charge" of a specific day or event.
- **Research the child care options** at the resort or on the ship.
- **Take into account the different age ranges** of the children on the trip - they will have physical and emotional needs that you can't ignore.
- **"Neutral" destinations** (where neither parent has vacationed before) may be the best choices for a blended family trip.
- **Give extra weight to larger ships and resorts that offer a wide variety of activities and facilities** to satisfy almost everyone - with a mix of privacy when needed but family togetherness when desired.

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Familymoon tips

- **Stay updated on U.S. and Canadian rules governing single or non-custodial parents** traveling outside the country with minor children. Typically, those parents will need written documented proof that they have permission to travel internationally with the kids.
- **Prepare your clients ahead of time for the "loss of intimacy"** that comes with bringing their kids or relatives along ...
- **Check ahead for affordable WiFi and phone options**, so that kids who might get homesick for biological parents or other relatives who stayed home (or their pets!) can stay in touch.
- **Think condos and villas** (with perhaps a separate suite or room for the honeymooning couple) - **or adjoining rooms**, rather than connecting ones.
- **Don't gamble on the weather** - it's harder for your clients to turn on a dime when they have kids and relatives with them!

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Familymoon tips

- **Experiences can make or break a familymoon.**
- **Suggest that your clients block space every day for some "family together time."**
- **Avoid switching properties mid-trip** - e.g., have the couple get married where they'll stay then for the familymoon afterward.
- **There's a new trend of families traveling with their friends.**
- **Keep the transit time as limited as possible** (e.g., nonstop flights).

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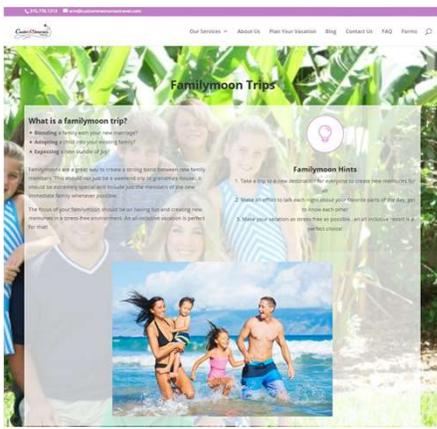
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Marketing familymoons

- Familymoon-specific content and ideas on your web site, your blog, your email newsletters, and your social media pages (including specific web sites pages for familymoons and babymoos)
- Speaking to local groups where parents and families gather - and being involved with local family-friendly events and activities
- Writing for (and advertising in) local family/parenting publications and taking part in family-oriented trade shows
- Commenting in online bulletin boards and forums for parents and families
- Referrals and repeat business!

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SHARED ADVENTURES

A FANTASTIC "FAMILY-MOON"

What do you do when you're getting married, and want to enjoy a romantic honeymoon afterwards, but you already have a family, and you don't want to leave your kids behind? Why not plan a two-part getaway, like my clients Brian and Pam! Part one (the "familymoon") was a kid-friendly trip to Walt Disney World. Part two (the adults-only "honeymoon") involved leaving their daughter behind with Grandma and heading off to St. Lucia for a more private celebration. The result? The whole family was happy!

Hi Ann,

Happy New Year! How are you? I hope this is better (very) late than never!



Our thoughts on Disney:

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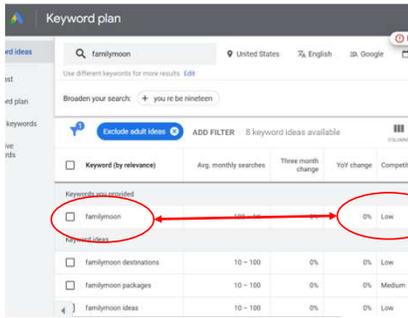
WHERE TO GO FOR YOUR PERFECT BABYMOON

A Babymoon celebrates that special, fleeting time in a couple's life before a new (and very demanding) addition is welcomed into the family. Savoring a bit of time together in a place with stunning scenery, scrumptious cuisine, and relaxing activities is an ideal antidote to pregnancy's sleepless nights, swollen ankles, and world of worries. It's also a great escape from that ever-growing-to-do-before-baby list!

The secret to Babymoon success is choosing the right destination for the two of you. In addition to representing your travel style and interests, the location should offer low-stress, pampering pursuits, should have unique, babymoon-friendly accommodations, and should be easy to get to—by staying close to home, your itinerary will be less as you can include an extra room and our adventures you enjoy during

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One last tip



No travel advisor has cornered the market on being an expert in either area.

With 2 great site pages for babymoons and familymoons – and consistent posts on your blog and promotions for yourself as a babymoon or familymoon expert – and some targeted social media/online ads, you could build a dependable "micro niche" in these areas and rank high in search engine results!

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Questions?

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DWHSAs Facebook group

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