

DWHSAs Master Class: Cruises for Romance Travel

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*Sail away
with love*



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Image: Carnival Cruise Line



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1998: Princess Cruises introduces weddings at sea when the "Grand Princess" debuted that year.

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Why cruises?

- "Packaged" trip – **the basics are included**
- A **wider range of destinations** than the typical land-based DW or honeymoon (including the chance to see more destinations)
- The unique opportunity to **be married at sea**
- Options to put clients on **the newest vessels** ("bragging rights") or on **more intimate vessels** (more privacy than the typical resort)
- Cruises are great options for **extended families** and **wedding groups with guests coming from lots of different places**

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Cruise honeymoons, vow renewals, and more

- **Almost any cruise itinerary can be used for honeymoon travel or other types of romantic getaways.**
- Cruises can be ideal honeymoon choices for clients who want to see different destinations on the same trip (e.g., it's their first big trip together as a couple) or who want lots of variety (he shops, she snorkels).
- Think about add-ons you can set up for the couple (e.g., spa treatments, massages, Champagne in the cabin).
- Consider river cruises, smaller vessels with fewer family programs, and the adults-only sections of larger ships – as well as spa suites and forward-facing balcony cabins.

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Mark The Special Occasion ROMANCE PACKAGES

Breakfast in bed. Swedish massages. Sparkling wine. Intimate dinner for two. Whether you are celebrating a honeymoon, anniversary or just because, our romance packages are designed with love.



Taste of Love

From Sparkling wine and chocolate covered strawberries upon your arrival to a romantic dinner for two at Le Bistro with a complimentary bottle of wine - this package adds a taste of romance to your cruise experience!



Lovers Delight

Let the pampering begin with breakfast in bed, followed by a Mandara Spa Half-body Swedish Massage. Round out the day with afternoon tea service before a romantic dinner at Le Bistro - your love will be on full display!



Indulge In Romance

The ultimate lovers package! An array of in-room amenities



Private Vow Renewal

Nothing says "I love you" like saying it all over again. Book a

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Image: Norwegian Cruise Line



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RENEWAL OF VOWS PACKAGE

Are you still as in love as the day you exchanged rings? We are delighted to help you tie the knot all over again with our amenity-filled Renewal of Vows package. Celebrate a milestone anniversary or surprise your significant other on board as your Captain or another designated AmaWaterways official leads a special ceremony honoring your commitment to one another.

WHAT'S INCLUDED?

For just \$399, your Vow Renewal Package includes:

- » Symbolic Renewal of Vows ceremony led by a designated official on board
- » Two 1-hour massages PLUS one hair salon service*
- » Special custom-made dessert by our onboard chef
- » Romantic turn-down service with rose petals
- » Bottle of champagne

*One manicure/pedicure service may be exchanged for hair salon service on board AmaMagna. Hair salon services not available on board ships in Portugal.



Anniversary trips, engagement/ proposal trips, babymoos, familymoos, vow renewals, elopements, divorce trips (“start-anew-moos”), and more

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Image: AmaWaterways



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Types of cruise weddings

- At-sea weddings aboard the ship
- In-port weddings aboard the ship
- In-port weddings off the ship (ashore)
- Weddings on shore at the line’s private island
- Vow renewal ceremonies in any of these locations

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On The Ship, At Sea: CUNARD

- One wedding per day
- Numerous venues, from lounges to restaurants
- Ceremony conducted by the captain
- Available on most voyages of seven nights or more on the "Queen Elizabeth," "Queen Mary 2," and "Queen Victoria"
- From USD\$3,600 (plus the license fee)

Image: Cunard Line

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On The Ship, In Port: CARNIVAL

- Weddings allowed onboard when the ship is in port; maximum of 3 per day
- Various venues (including onboard chapels on the Legend, Miracle, Pride, and Spirit)
- Ceremony conducted by nondenominational officiant (never the captain)
- From \$1,799 plus license fees

Image: Carnival Cruise Line



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Image: Royal Caribbean

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A bride in a white dress and a groom in a dark suit are standing on a snowy glacier. They are embracing each other. In the background, a yellow helicopter with the number '15RP' is visible. The sky is clear and blue.

**Off The Ship, In Port:
ROYAL CARIBBEAN**

- Everything from simple civil ceremonies to “explorer” weddings such as the top of a glacier in Alaska ...
- Prices run a huge range, based on the components involved

Image: Royal Caribbean

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Off The Ship, On A Private Island: HOLLAND AMERICA

- Ceremony inside the wedding chapel on Half Moon Cay, with a local Bahamian marriage officiant
- From \$1,800 plus license fees



Image: Holland America Line

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Types of cruise weddings

- Onboard wedding coordinators employed by the cruise line (notably Royal Caribbean)
- “Intermediaries” such as Royal Ocean Events and The Wedding Experience

NOTE: In either case, you'll typically book the cruise group space first, and then you'll be turned over to the wedding coordinator for the ceremony planning.

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877-580-3556

Home Cruise Weddings FAQ Travel Catalog Destination Weddings & Events Contact

The Wedding Experience
 Exclusive wedding service provider primarily for Carnival

<https://carnival.theweddingexperience.com/>

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ROYAL OCEAN EVENTS

CRUISE WEDDINGS DESTINATION WEDDINGS ABOUT FAQs

INQUIRE NOW

YOUR DREAM WEDDING AWAITS

Royal Ocean Events
 Exclusive wedding service provider for Holland America as well as selected ports for Carnival and Norwegian

<http://www.royalwed.com>

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The typical cruise wedding

- The officiant (a ship's officer or a non-denominational officiant)
- The ceremony with a bridal bouquet and a groom's boutonniere, recorded music, and a keepsake certificate
- A simple cake with sparkling wine or Champagne
- Photography services (but not the actual photos)

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The big challenge with cruise weddings

- With very few exceptions, **cruise lines do not pay commissions on the wedding package portion of these trips!**
- Instead, they suggest agents focus on the fact that you'll earn higher-than-standard commissions in most cases on the blocked group space for the wedding party and guests sailing on the ship.
- **You can work with shore excursion/ground operators to plan ceremonies in port so that you can earn commissions from those operators who're working independently of the cruise line!**

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Cruise wedding tips

- Learn the fine-print details in the wedding packages offered by your chosen cruise line.
- **Only a handful of cruise lines offer lawfully binding marriages at sea:** Azamara, Celebrity, Cunard, Norwegian, Princess, and Royal Caribbean are the primary major lines that offer different levels of lawfully binding ceremonies on their ships. In most cases, the ship must be in international waters, and the captain or officiant conducting the ceremony must be given specific permission to do so by the country in which the ship is registered.
- Many cruise weddings take place on the day of embarkation, so always ask about priority check-in and boarding for the wedding party and the guests.

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Cruise wedding tips

- Also, due to this early boarding, port transfers offered by the cruise line may not operate early enough to get your clients to the ship on time.
- With day-of-embarkation ceremonies, the wedding party should carry everything onboard that will be needed for the ceremony.
- Onboard ceremonies typically take place in a library, lounge, chapel, or deck space. However, some lines offer unique venues now (e.g., the FlowRider or the carousel on the Boardwalk on RCI's larger ships).

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Cruise wedding tips

- Many lines allow you to bring a limited number of non-sailing guests onboard the ship to observe the actual ceremony. (You may be required to pay extra food/beverage costs for them, as well as additional coordinator time.)
- Ask about possible surcharges, depending on the season in which you've booked the wedding.
- Also, check whether the package pricing includes the cost of the marriage license itself (which can run from \$100-\$900) – and confirm how long it will take your couples to receive the actual license (e.g., it may need to come from jurisdictions such as Malta).

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Cruise wedding tips

- If you plan an in-port wedding (either on the ship or ashore), think ahead about your "Plan B" if the ship must skip that port or if it experiences tender problems.
- Remind your clients not to plan any post-cruise receptions at home too early, in case something happens with their cruise date (e.g., a full-ship charter or a hurricane).
- For ceremonies in port (whether onboard or shoreside), make sure you check with your suppliers about any local laws and regulations that may apply. For example, some ports allow symbolic ceremonies for same-sex couples on the ship in port but not on land – and, for many years in Santorini, ceremonies were held on land but not the ship because the mayor was the officiant and he didn't like going aboard!

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Three types of cruise lines in the romance niche

- **Lines that offer legal weddings at sea to some degree (plus other wedding options in port or on private islands, as well as honeymoon cruises)** – Azamara, Celebrity, Cunard, Norwegian, Princess, and Royal Caribbean
- **Lines that do not offer legal weddings at sea, but that have highly developed wedding/honeymoon packages and services (plus honeymoon cruises)** – Carnival, Costa, Disney, Holland America, MSC Cruises, Paul Gauguin Cruises, and Regent Seven Seas Cruises
- **Lines that don't emphasize weddings (but may serve honeymoon clients)** – Oceania, Seabourn, SeaDream Yacht Club, Silversea, and Windstar Cruises

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Cruise lines with “wedding at sea” options (and more)

- Azamara Cruises
- Celebrity Cruises
- Cunard Line
- Norwegian Cruise Line
- Princess Cruises
- Royal Caribbean

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Azamara Cruises

General site: <https://www.azamara.com/>

- Test the Waters pre-wedding consultation and tour
- At Sea Wedding package
- Shipboard Wedding package (in ports)
- Shoreside Wedding package
- Shipboard Vow Renewal package

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Celebrity Cruises

General site: <https://www.celebritycruises.com/>

Weddings info:

https://www.celebritycruises.com/content/dam/celebrity/pdf/Ceremony_Brochure_Final.pdf and <https://www.celebritycruises.com/groups-and-events/special-occasion-cruises/romantic-getaways>

- Test the Waters pre-wedding consultation and tour
- Celebration package (onboard reception only)
- Platinum and Diamond Engagement packages
- Nuptials at Sea package (legal marriage at sea with captain-led ceremonies, with the exception of "Celebrity Xpedition")
- Shipboard Wedding package (ceremony on the ship while it's in the embarkation port or a port of call)
- Shoreside Wedding package (ceremony on land in a port of call)
- Aisle to Isle Renewal and True Love Knot Renewal packages

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Cunard Line

General site: <https://www.cunard.com>

Weddings info: <https://www.cunard.com/en-us/activity-types/celebrations/weddings-and-commitment-ceremonies>

- Cunard Weddings at Sea packages (with captain-led ceremonies)
- Cunard Renewal of Vows packages (also with captain-led ceremonies)
- Cunard Commitment Ceremony packages (ditto)

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Norwegian Cruise Line

General site: <https://www.ncl.com/>

Weddings info: <https://www.ncl.com/why-cruise-norwegian/wedding-and-romance>

- Symbolic, harborside, and destination DW packages
- Vow renewal packages
- Honeymoon packages
- Anniversary trip packages
- General “romance” packages

Norwegian offers a free commitment ceremony or vow renewal ceremony as an amenity for affinity groups.

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Princess Cruises

General site: <https://www.princess.com/>

Weddings info: <https://www.princess.com/learn/cruise-gifts-celebrations/romance/wedding-cruises/>

- Tie the Knot at Sea packages
- Tie the Knot Harborside packages
- Tie the Knot Ashore packages
- Various honeymoon, anniversary, vow renewal, and romance packages

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Royal Caribbean

General site: <https://www.royalcaribbean.com/>

Weddings info:
http://www.royalcaribbean.com/weddings/productBundle.do?pageName=web_page_royal_weddings_landing

- Vows at Sea packages (ceremony on the ship in international waters [symbolic or lawfully binding])
- Embark on Romance packages (ceremony on the ship on embarkation days)
- Intimately Yours packages (basic ceremony on the ship)
- Destination I Do packages (shoreside or on-ship ceremony during a port call)

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Cruise lines with wedding packages/services

- Carnival Cruise Lines
- Costa Cruises
- Disney Cruise Line
- Holland America Line
- MSC Cruises
- Paul Gauguin Cruises
- Regent Seven Seas Cruises

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Carnival Cruise Lines

General site: <https://www.carnival.com/>

Weddings info: <https://www.carnival.com/wedding-cruises.aspx> and <https://www.carnival.com/~media/CCLUS/Images/pdf/carnival-weddings-brochure.pdf> and <https://www.carnival.com/wedding-cruises/wedding-planning/renewal-of-vows>

- Intimate Ceremony Gold, Platinum, and Diamond packages (up to 10 guests)
- Grand Ceremony Gold, Platinum, and Diamond packages (up to 50 non-sailing guests)
- Carnival Classic Gold, Platinum, and Diamond packages (up to 50 non-sailing guests; onboard reception included)
- Renewal of vows packages – basic and deluxe

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Disney Cruise Line

General site: <https://disneycruise.disney.go.com/>

Weddings info: <https://www.disneyweddings.com/cruise/> and
<https://www.disneyweddings.com/cruise/pricing/>

- Onboard ceremonies
- Castaway Cay (onshore) ceremonies on Caribbean/Bahamas sailings

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Holland America Line

General site: <https://www.hollandamerica.com/>

Weddings info: <https://royalwed.com/holland-america-cruise-weddings/>

- Shipboard and shoreside packages

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MSC Cruises

General site: <https://www.msccruisesusa.com/>

Weddings info: <https://www.msccruisesusa.com/en-us/Cruise-Deals/Special-Occasions.aspx> (scroll down to the “Special Occasions” section) and <https://www.msccruisesusa.com/cruise/special-occasions/symbolic-weddings>

- Silver, Gold, and Platinum ceremony packages (shipboard)
- Honeymoon, anniversary, vow renewal, and debutante ceremony packages

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Paul Gauguin Cruises

General site: <https://www.pgcruiises.com/>

Weddings info: <https://www.pgcruiises.com/paul-gauguin-cruises-unveils-wedding-ceremony-and-renewal-vows-packages>

- Wedding reception, vow renewal, honeymoon, and anniversary packages
- Complimentary honeymoon package

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Regent Seven Seas Cruises

General site: <https://www.rssc.com/>

- The line's "Regent Travel Concierge" program will customize wedding plans for a couple from scratch (no packages) in port or on the ship. They'll do the same with honeymoons, vow renewals, and other celebrations. Also, see this blog post: <https://www.rssc.com/discover-more/blog/Unforgettable-Moments-Renewing-Your-Vows-Aboard-Regent>

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Cruise lines that don't allow or emphasize weddings

- Costa Cruises
- Oceania Cruises
- Seabourn
- SeaDream Yacht Club
- Silversea
- Windstar Cruises

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Final notes

- **LGBT clients:** Cruise lines typically follow (a) the marriage laws of the nation under which their ships are flagged and registered and/or (b) the marriage laws of the destinations in which they do port calls. For symbolic ceremonies, however, many lines that offer wedding packages to “straight” couples will also happily offer them to LGBT couples.
- At this time, it appears that only Celebrity Cruises and Cunard offer lawfully binding ceremonies at sea for same-sex couples (in January 2018, Celebrity became the first major cruise line to offer lawfully binding same-sex ceremonies – one of the grooms worked for Cruise Planners!).

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Honeymoons and everything else

Lovers Delight

\$349.⁰⁰ USD



ITEM #: 1604 (& 1604NA)

Let the pampering begin with breakfast in bed, followed by a Mandara Spa half-body Swedish Massage. Round out the day with afternoon tea service before a romantic dinner at Le Bistro – your love will be on full display!

- Sparkling wine and strawberries in your stateroom upon embarkation.
- Canapés delivered to your stateroom one evening.
- Large Fruit Basket
- Breakfast in bed on one day of your choice.
- Romantic dinner for two at Le Bistro with a complimentary bottle of wine.
- Two 25-minute Mandara Spa half-body Swedish Massages.
- Tea service in stateroom on the afternoon of your choice.
- Two 8x10 Professional Portraits

Romance Package Orders must be made no later than 5 days prior to sailing and may only be delivered on the first day of the sailing.

Remember of course that **cruises can be perfect packages** for honeymoons, vow renewals, babymoons, familymoons, and everything else beyond DWs!

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River cruises can be a perfect option for honeymoons, vow renewals, and anniversary trips (as well as possibly symbolic DW ceremonies).

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And, **don't forget expedition cruises for couples** – this trend of adventurous sailings is the # 1 hottest growth area in the entire cruise industry now!

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Image: Uncruise Adventures

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Questions?

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