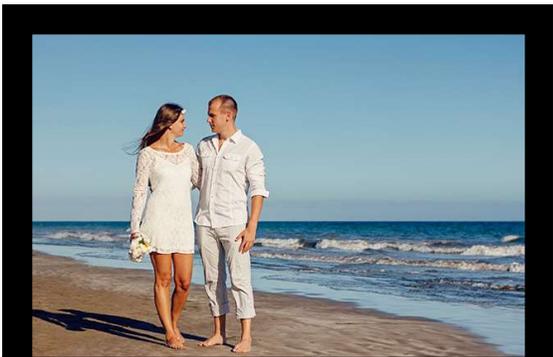


DWHSAs Master Class: Growing Your Honeymoon Sales Through 2026 and Beyond

(October 13, 2025)

Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved. DWHSAs

1



DWHSAs: 32,600 honeymoons/year!

Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved. Image: Adam Kontor

2

The big advantages of selling honeymoons

- **Every engaged couple wants one.** Recent surveys show that more than nine in 10 couples plan to take a honeymoon no matter what type of ceremony (hometown or DW) they'll have. And, more than 80 percent said they'd cut back their wedding budgets to make the honeymoon happen!
- **Almost any destination, and almost any type of trip or package, will work.** Not every destination will work for DWs – but, honeymoons can happen anywhere! And, they'll work as cruises, land tours, all-inclusive resort stays, traditional hotel stays, adventure trips ...
- **They're more profitable than standard vacations.** Couples spend THREE TIMES more on honeymoons than a typical getaway.



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

3

Honeymoon types

[Typical booking window: May through September]

- **Standard honeymoons** (eight nights average)
- **Minimoons**
- **Buddymoos**
- **Volunteermoos/Immersionmoos**
- **Foodiemoons**
- **Splitmoos**



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

4

Honeymoon trends

- **Minimoons** (or, a minimoon now plus a longer honeymoon later)
- **Buddymoos** (friends/relatives travel or meet up with the couple)
- **Volunteermoos** (volunteer activities)
- **Splitmoos** (one trip split between two or more destinations)
- **Foodiemoons**



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

5

Honeymoon trends

- **Deferred honeymoons** (weeks or months after the ceremony)
- **Solomoos** or **unimoos** (the couple take separate trips after the ceremony)
- **Exotic "You Only Live Once" destinations, experiences, and itineraries**



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

6

Optimal honeymoon travel periods

CARIBBEAN

Best weather months: December to May (cool, most wind)
Worse weather months: June-November hurricane season, particularly August-October (islands near South America, such as the ABCs and Trinidad and Tobago, lie outside the hurricane zone)

HAWAII

Best months: March-July and October-November
Worst months: December and January can be cool, August and September can be hot, November-March can be rainy (in general, northern shores get more rain than southern shores)



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

7

Optimal honeymoon travel periods

MEXICO

Best months: October-May
Worst months: June-September can be rainy (but usually quick showers) and the summer can be hot (higher-altitude destinations can be cooler than coastal cities)

EUROPE

Best months: May-September or October
Worst months: December-February



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

8

Optimal honeymoon travel periods

FLORIDA

Best months: March-April and October-November
Worst months: May-September

LAS VEGAS

Best months: March-April and October-November
Worst months: June-September (July and August can be brutal)



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

9

Optimal honeymoon travel periods

SOUTHEAST ASIA

Best months: November-February
Worst months: April-May can be hot, June-September can be rainy

SOUTH PACIFIC/FRENCH POLYNESIA

Best months: May-October
Worst months: December-February can be hot and rainy (regarding cyclones, Tahiti is outside the zone, and Fiji rarely gets hit in January and February)

Sources: <https://www.theknot.com/content/best-honeymoon-weather-by-wedding-month>



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

10

Honeymoon add-ons

- **Set up a special customized meal through room service**, with unique wines, robes and slippers, and bubble bath.
- **Think about little personal details** that can be added into the room (chocolates, scented candles, bath salts, fresh flowers).
- **Help one member of the couple surprise the other with unexpected gifts and gestures** (a handwritten letter delivered with breakfast, a wedding picture sitting at the dinner table when they arrive for a meal).
- **Plan a private picnic** at a scenic location.



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

11

Honeymoon add-ons

- **Work in a sunset viewing, drink, or meal.**
- **Set up a drink or meal from a jaw-dropping vantage point.**
- **Book excursions in advance** - bike rides, scenic hikes, shopping trips.
- **Couples massages** are not cliches - they're a great add-on.
- **Think of other ways to pamper clients** (e.g., special car services or transfers).



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

12

Four pillars of honeymoon sales

Focus like a laser on finding your IDEAL honeymoon couples.	Position yourself as THE honeymoon expert in your local markets.
Keep a slow-and-steady stream of honeymoon information in front of your clients/prospects.	Build a strong local referral network.



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

13

Step # 1: Stay in front of your "ideal" couples.

- **Who are your ideal honeymooners?** Think about your best honeymoon couples from the past. Who are they? How did they find you?
- **Where are they (and couples like them)?** Where do they live? Where do they work? What local clubs/charities/activities do they participate in?
- **Who are their influencers?** What media do they pay attention to? What social media accounts do they follow? Who has sway over the things they'll do and spend money on?
- **How can you stay in front of them (and couples like them)?** What can you do in your local market to become a very familiar face to them?



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

14

Step # 2: Position yourself as THE honeymoon expert.

- Your web site (including blog posts and landing pages)
- Your email signature
- Your client testimonials
- The photos and videos you share
- Local media
- "Lead magnets" – checklists, reports, and ebooks
- Your own local consumer events
- Local speaking opportunities



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

15



28



29



30



Your own consumer events



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

31

Step # 3: Keep honeymoon info flowing out to everyone.

- **A regular email "newsletter" sent consistently to all clients and prospects**
- Social media posts
- Trip ideas
- Testimonials



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

32



There's lots more to think about with paper wedding invitations than addressing the envelopes! [Wedding Guide](#) recommends using glue to seal the envelopes so they'll stay closed and asking the post office to "hand cancel" them to avoid any damage. Plus, did you know square envelopes require more postage than rectangular envelopes? (Something to think about before you order your invitations!)

Twenty five years ago, **Hurricane Iniki** destroyed most of the Coco Palms Resort in Kauai (Hawaii) - but, next year, the famed resort (it's where the Elvis Presley movie "Blue Hawaii" was made) will reopen after a \$135 million makeover! There are lots of affordable ways you can escape to Hawaii this year for a romantic getaway - [let's chat](#) .

Can you believe it? **Disney** just raised its ticket prices - **AGANI** Daily admission has gone up \$2-\$5 - and, even the parking fees increased. But, no worries - [Learn how you find lots of ways to enjoy a Disney trip to California or Florida that won't bust your budget](#)

Consistent email contact with your entire database



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

33



Jade & Graydon J. of Hanford, CA
 Honeymoon at Sunset Plaza Resort & Spa, Puerto Vallarta, Mexico

I tell this story to everyone... But when following The Knot Wedding Timeline Planner, it suggested that it's time to start the honeymoon planning. I thought to myself, there is NO WAY. They want me to plan a wedding AND a honeymoon?! They're crazy. But then I remembered meeting a honeymoon travel agent at a wedding expo. Let me just say, it was one of the best decisions of my life getting in contact with Romantics Travel. Kimberly and Jeff are amazing! From the very first call with them, to arriving back at home from the trip, THEY WERE AMAZING! They planned everything down to the last detail. They asked us how we imagined our honeymoon, they set up the flights, transportation to the resort, they gave us an itinerary of the day, who to look for, sent us maps, check lists, and many other things to simply make sure your trip goes smoothly and perfect. And if we had any issues they took care of it right of way. It was a wonderful feeling to know I could call or send them a message and they responded within seconds. They deserve every praise they receive because they are the best travel agents anyone could ask for. I encourage everyone to have them plan their honeymoon if you want excellent service and to have the honeymoon of your dreams.

Testimonials

 Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

37

Step # 4: Build a strong local referral network.

- Your current and past clients
- Wedding-related businesses
- Non-wedding businesses that appeal to your ideal client base

 Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

38



Referrals from wedding businesses

 Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

39



Referrals from non-wedding businesses

Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved. Image: By Smuontlaw (Own work) [CC BY-SA 4.0 (http://creativecommons.org/licenses/by-sa/4.0)], via Wikimedia Commons

40

BONUS: Be creative!

- Take doughnuts or breakfast sandwiches to local radio stations or newsrooms.
- Find local/regional blogs and offer a guest post.
- Submit your clients' DW/honeymoon stories to local media.
- Conduct romance travel seminars and classes in local community centers and libraries.
- Offer "Honeymoon 101" classes locally.
- Find "out of the box" partners (Lauren Doyle and her local Botox aesthetician!).

Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

41

Retaining honeymoon clients

Here's the secret for increasing your chances of earning repeat bookings from your past clients:

- You must stay in front of them, consistently and regularly, month in and month out - even if they don't respond for long periods of time or it takes them years to book that next trip.
- The truth is that clients will only book their next trip when they're ready to do so, not when we want them to book it. So, at any given time, only a few of your past clients are truly "in the market" to book their next romantic getaway. And, the only way to find those few is to stay in front of your entire client list - starting with a steady stream of emails.

Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

42

Retaining honeymoon clients

- Another critical strategy is **suggesting future romance travel ideas to them** - don't wait for them to come up their own ideas and approach you!

Many honeymooners return home after that first booking with you, and they fall back into their regular lives of working, paying bills, taking care of the kids, and just living day to day. They'll rarely take time to dream about and research their next romantic getaway.

So, it's up to us to remind them to put themselves as a couple first sometimes!



43

Retaining honeymoon clients

- **Mark their wedding dates on your calendar**, and follow up four to six months in advance to remind them about an anniversary trip.
- **Send them regular emails with ideas** for long weekend romantic escapes from local gateways or within a decent drive.
- If you're comfortable doing so, **check their social media posts and messages** for developments such as babies on the way (to suggest a babymoon).



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

44

Retaining honeymoon clients

- **Use a client database program** such as ClientBase, ClientEase, etc., to build information about each customer - not just their trip data, but any details you can gather about their interests, habits, work lives, family lives, anything that might help you get to know them better.
- One effective strategy is **pulling a dozen or so past clients every month or so from your database**. Review their records, think of several trip ideas that match their personalities and interests, and then spend that month touching base with them (one on one, personally) to reintroduce yourself, suggest those trips, and find out what other types of travel they might want. Take a dozen past clients, "love" them to death this way, and see what happens ...



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

45

Retaining honeymoon clients

Sending your past clients a steady stream of emails is the # 1 technique many successful agents use to generate consistent repeat bookings.

What should you put in these emails?

- Romance travel ideas - where can they go next?
- Travel tips they can use
- Stories and testimonials from other couples having fun
- Any special events or activities with your business (e.g., bridal shows where you'll exhibit)
- Finally, deals and specials - but sparingly!



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

46

Retaining honeymoon clients

- **Your web site** (did you collect a testimonial from them that's still posted, or do you post romance travel tips and ideas they can find easily?)
- **Your blog** (do you post great content regularly that would draw past clients to your blog?)
- **Your Facebook page, Instagram account, and other social media tools** (ditto)
- **A personal follow-up phone call every now and then** (pull a dozen past clients each week and give them a quick call)



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

47

Retaining honeymoon clients

- **Find thank-you gifts and ways to stay in touch** that reflect on the couple as people (not as a purchase).
- **Establish a strong relationship with these clients** separate from the honeymoon booking.
- **Stay in touch with the couple** (a) after they make the honeymoon booking and (b) even when they're on site for the honeymoon.



Copyright 2025 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

48

Questions?

support@dwhsa.com

615.730.9977

DWHSAs Facebook group

Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved.