

DWHSA Master Class: Promoting Romance Travel as Gifts

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**Encourage your clients and prospects
to start giving romantic getaways as gifts!**

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What's the trend?

How many travelers want to give and receive experiences as gifts instead of physical gifts?

2021: 62 percent

2022: 77 percent

2023: 92 percent

25 percent said **an experience was the very best holiday gift they received last year** (followed by jewelry at 24 percent and clothing at 17 percent).

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What's the trend?

If they were to receive a gifted experience this holiday season, what type of experience do they prefer?

Travel or trip - 51 percent

Concert or show - 40 percent

Outdoor activity - 30 percent

Museum visit - 27 percent

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What's the trend?

"[P]urchasing trips or other experiences leads to greater happiness than buying a tangible possession."

Dr. Thomas Gilovich, a Cornell University psychology professor who led a 20-year study analyzing product purchases versus experience purchases

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What's the trend?

Experiences lead to memories - and memories can last a lifetime.

So, invest in travel adventures instead of things that can break, get lost or stolen, or be forgotten after the newness wears off.

"Fill your life with experiences, not things. Have stories to tell, not stuff to show." (Abhysheq Shukla)

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Why romance travel as gifts?

There are **so many gift-giving opportunities throughout the year** (from birthdays to Christmas).

This **builds your lifelong relationships** with clients and prospects (so they'll always come to you for planning every romantic getaway).

These bookings can be **incremental sales above and beyond** your standard "DWs and honeymoons" bookings.

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Why romance travel as gifts?

When can romance travel be given as a gift?

- Birthdays
- Anniversaries
- Valentine's Day
- Christmas
- Special occasions (e.g., job promotion, new move, birth of a child or an adoption)

And, don't forget "surprise" trips!

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How does this work?

You can offer gift certificates in specific dollar amounts:

- Suggest the idea of travel gift certificates in your ongoing marketing.
- Collect the cash funds from clients and issue them certificates to present to their loved ones. (Use printed blank certificates or use a tool such as Canva to create "e-certificates.") Remember to account for credit/debit card processing fees!
- Store that cash in a separate account from your operating checking account (e.g., set up a business savings account at the same bank).
- When the certificate is redeemed with you, apply that cash to the initial deposit.

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How does this work?

You can create certificates for specific trips without collecting the cash upfront:

- Create the certificate for the clients to present to loved ones (clearly noting on each one that the certificate has no value and the trip hasn't been booked yet).
- When the clients are ready to book, they'll consult with you and pay at the time they book.

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How does this work?



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How does this work?

Along with bigger trips, **don't shy away from promoting shorter ones** such as long weekend getaways.

You can book these profitably using your consortia's/host agency's hotel booking engines.

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What do you need?

Essentials for promoting romance travel gifts

- A system for tracking these sales so you don't lose track of them
- A separate account for storing the funds
- Printed gift certificates or gift certificate templates you can customize for each purchase

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Special gift certificates



Look on Etsy.com for customizable gift certificates like this “scratch off” card, notes with calligraphy, and more!

This example:

USD\$10.95

<https://etsy.me/4qNrNVb>

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How can you promote this?

Create a new page on your site devoted to travel as a gift. Explain on that page how these certificates work (e.g., specific dollar amounts paid upfront, presentation certificates with the trip booked and paid for later).

Use lots of photos and bullet-point lists on that page giving examples of these certificates.

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How can you promote this?

Make it a point ONCE EACH QUARTER to promote certificates with a series of social media posts, blog posts, emails to your entire database, etc.

You must keep this idea "top of mind" in your yearlong marketing calendar to remind clients and prospects they can give travel as a gift!

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Promo image 1



Download the image:

<https://dwhsamedia.s3.amazonaws.com/Give+the+Gift+of+Romance+Travel+Promo++1.png>

Edit the image in Canva:

https://www.canva.com/design/DAF0VdvjBHA/XQEGdJjCdWppYwZTwFcNQ/view?utm_content=DAF0VdvjBHA&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

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Promo image 2



Download the image:

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Promo image 3



Download the image:

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Promo video 1

Share this link with clients and prospects:

<https://bit.ly/RomanceTravelasGiftsVideo1>

Add this code to a page on your site if you'd like to show the video that way:

```
<iframe
src="https://player.vimeo.com/video/885297356?title=0&byline=0&portrait=0&speed=0&badge=0&autoplay=0&airplay=0&audio_tracks=0&chapters=0&chromecast=0&closed_captions=0&transcript=0&player_id=0&app_id=58479" width="640"
height="360" frameborder="0" allow="autoplay; fullscreen; picture-in-picture"
title="Give the Gift of Travel Promo Video 1"></iframe>
```

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Promo video 2

View a sample of this video:

<https://dwhsamedia.s3.us-east-1.amazonaws.com/Simple+Merry+Christmas+Greeting+Video.mp4>

Edit this video in Canva:

https://www.canva.com/design/DAFyGwVM-Ok/7lZkqymFXtT5F6PTJuDCUA/view?utm_content=DAFyGwVM-Ok&utm_campaign=designshare&utm_medium=link&utm_source=publishshare&utm_mode=preview

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Questions?

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