

DWHSAs Master Class: Sell More Romance Travel in 2026 (How to Grow Your Bookings With Couples)

(September 9, 2025)

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

1

**2026 – It's time to
make some decisions!**

Copyright 2025 Destination Wedding & Honeymoon
Specialists Association™. All rights reserved.
Image: Cody Moore/Unsplash DWHSAs

2

There's so much in the travel industry – and with your clients –
that you absolutely cannot control.
So, for 2026, make it a goal to try every day to
focus just on the things YOU can control!

Copyright 2025 Destination Wedding & Honeymoon
Specialists Association™. All rights reserved.
Image: geralt/Pixabay DWHSAs

3

5 Strategies for 2026

1. **Get a firm handle in 4Q2026** on what you're selling, what's really making you money – and what you should say goodbye to.
2. **Clean up your database** of clients and prospects. Then, **work it ceaselessly** in 2026 (with a firm eye on building referrals).
3. **Ramp up your prospecting** in 2026 to a "17" (on a 1-10 scale).
4. **Build dependable, repeatable systems** in your travel business to automate and delegate everything you don't have to do personally.
5. **Bring on some reliable helpers** once you've hit the "wall" of what you can do totally on your own.

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



4



Step 1:
Get a good idea of what's selling – and what's honestly making you money – in your business. (Plus, what's working and what's not.)
Then, start saying "Bye bye bye" to stuff that needs to go.

Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved.
 Images: Patty Brito/Unsplash; geral/Proabay



5

Your 1-page business plan

- What's your business in a nutshell?
- What's unique about you?
- What are your dollars-and-cents goals?

<https://dwhsawebinarfiles.s3.amazonaws.com/DWHSA+one+page+business+plan+form.pdf>

My One-Page Travel Biz Plan

My Mission:
 Within the next ___ years, _____ will become a successful travel business providing _____ to _____.

My Unique Business:
 Here's what sets me apart from other travel businesses:
 1. _____
 2. _____
 3. _____

My Financial Goals:
 Net profits needed each year: \$ _____
 Gross up for taxes: \$ _____
 Average travel sale: \$ _____
 Average commission rate: _____
 # of sales needed each YEAR to reach net profits: _____
 # of sales needed each MDW?? to reach net profits: _____

My Marketing Plan:
 1. What types of travel should I sell in 2015?
 2. What preferred suppliers should I learn about and tie into?
 3. What target clients/audiences should I go after?

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



6

Work your databases

Work your database – it's a gold mine!

Start this fall by making sure you've entered every possible client and prospect into your database. Check your sales records, your lead lists from sources such as wedding shows, the corners of your desk drawers – any place where you might have names, email addresses, and phone numbers stored.

Once you're sure your database is as full as you can make it, run reports through your CRM and your email service (e.g., Mail Chimp, Constant Contact) checking for bouncing/undeliverable email addresses. See if you can quickly update those records – and, if you can't consider deleting them or removing them from your active client/prospect lists.

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



10

Work your databases

Work your database – it's a gold mine!

Next, go through your database (and your email service) and divide the master list into different "segments" based on what they've booked in the past with you:

- One list for current and past clients – another for pure prospects
- Separate lists based on their past trips (e.g., cruise passengers, DW guests)
- Separate lists for parents/families with kids and for no-kids-yet people
- Any other lists where you can sort names based on their interests, their travel types, etc.

You can create actual lists or use "tags" to sort them.

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



11

Work your databases

Work your database – it's a gold mine!

Next, go through your database every month starting right now. Each month, **find your three most favorite past clients who haven't booked yet** for 2026 – and **love them to death**. Give them very personalized, hands-on, hand-holding attention – suggest trips for them, meet for coffee, do whatever it takes to be their travel "best friend forever" (BFF) until they book something or they turn you down.

Go through your prospect list, find your three most promising prospects each month, and do the same.

Repeat every month in 2026 – hitting 36 top clients and 36 top prospects.

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



12

Work your databases

Work your database – it's a gold mine!

Beyond your top clients mentioned earlier, **pull out every other past client who hasn't booked with you yet for 2026**. Focus on anniversaries, babymoons, familymoons, and quick romantic getaways.

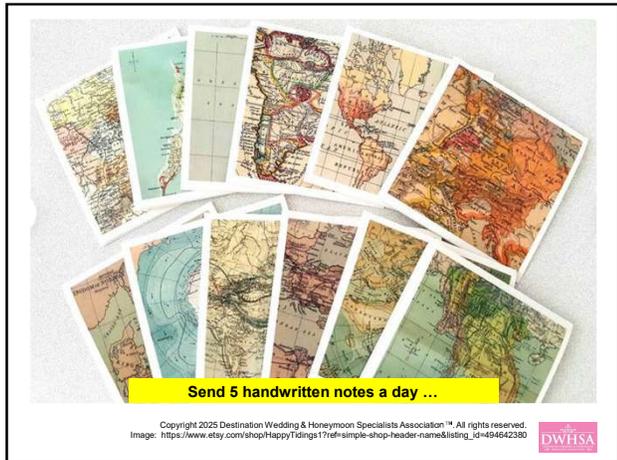
Also, **pull any "abandoned" consultations and proposals** from the past two years.

And, **assemble a list of your current bookings for 2026, and look for "upselling" opportunities** (e.g., lodging upgrades, excursions and activities).

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



13



Send 5 handwritten notes a day ...

Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved. Image: https://www.etsy.com/shop/HappyThings1?ref=simple-shop-header-name&listing_id=494642380



14

Captivating Rhine Wine Tour

CRUISE FROM AMSTERDAM TO BASEL
Crowned by vineyard-clad hills and castles from yesteryear, the legendary Rhine captivates. Experience the allure of France's Alsace region in its envious capital, Strasbourg, and its production gem, Ribeauvillé. Then there is Breisach, rising above the vineyards of the Black Forest, and Freiburg, one of Germany's sunniest cities and gateway to Black Forest. Filled to the brim in time present you with the chance to taste local Riesling, Rotweinstöcker coffee and Kölsch beer—and to touch history up-close with guided bike and bike rides. From Amsterdam's colorful canals to the majestic Swiss Alps, journey into the heart of the destinations you visit.

AMSTERDAM TO BASEL		EXPAND ALL
DAY 1	Amsterdam	EMERSONVILLE Washington, DC
DAY 2	Amsterdam	Chapel Hill
DAY 3	Colmar	Chapel Hill
DAY 4	Strasbourg	Chapel Hill
DAY 5	Strasbourg	Chapel Hill
DAY 6	Strasbourg	Chapel Hill
DAY 7	Strasbourg	Chapel Hill

Here's just one idea -
7 nights drinking
wine through Europe!
Jen
WARWICK

... and include an itinerary or article from one of your preferred suppliers.

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



15



Step 3:
Ramp up your prospecting in 2026. Find affordable, low-effort ways to add as many names as you can next year – preferably "ideal client types," but as many people as you can nonetheless.

Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved.
 Image: Unike Mai/Photobay



16

Always build your lists

- Make "capturing email addresses" your # 1 goal when you meet new prospects.
- Install an "email capture" form on your web site, with links in your social media posts/accounts too.
- Start using lead magnets – and, change them often.

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




17

Email capture form

We've helped hundreds of Pittsburgh-area couples plan their honeymoons since 2014. Get this free report to learn the 5 most popular destinations you can reach quickly and affordably from the Pittsburgh airport



Email *

First Name *

(We'll stay in touch with future tips, too!)

With your web site provider or email services provider, create a form or pop-up box on your site to collect visitors' email addresses.

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



18

Step 4:
 Piece by piece, task by task, **start building a dependable, repeatable system for the day-to-day things you do** in your business (especially with bookings).

Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved. Image: Uniko/Mai/Photobay

22

18 places to start

- A master list of questions you'll ask new prospects – plus a new client questionnaire
- An appointments calendar page on your site
- One or more client agreement templates
- A "cheat sheet" of your preferred suppliers' DW and honeymoon packages
- A proposal template
- A service/planning fees list you'll give new clients

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

23

18 places to start

- Templates for your booking confirmation sheets and emails (e.g., remaining payment due dates, travel insurance advisory, disclaimers)
- A way to share "to do" lists with clients – things they're responsible for (e.g., Trello boards)
- Itinerary builder software to create trip schedules for clients
- An "Now That You've Booked" travel details confirmation sheet
- Travel insurance waivers
- A way to offer registry services to your clients

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

24

18 places to start

- A series of prewritten emails or messages to keep clients engaged with you between deposits and departures
- A system or tool for distributing final travel documents to clients
- Ways to recommend commissionable excursions and add-on activities and services for clients
- A "Before You Depart" tipsheet
- A "Welcome Home" email with a survey link
- Email templates or methods to request testimonials and reviews



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



25

Step 5:
Get some help – start bringing on virtual assistants, independent contractors, and part- or full-time employees (slowly but steadily) to take on tasks that you shouldn't be doing yourself.

Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved.
Image: Ulrike Mal/PhotoBay

26

Starting with helpers

- Sit down some weekend with a blank legal pad or an open word document on your computer – and begin a bullet-point list of everyday things you do that you don't necessarily have to do personally.
- Begin with virtual assistants. Use services such as Tailored Assistant Services, LetsLucia.org, Fiverr, etc., to find good VAs.



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



27



28



29
