

**Start Selling
Romance Travel
in 2026**

(September 2, 2025)

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"Slow and steady" wins the race.

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5 Strategies for 2026

1. **Learn the "basics" of romance travel** – especially your preferred suppliers' packages.
2. **Get close to** – and stay close to – **your existing client/prospect database.**
3. **Turn up your prospecting to level 11** – always be building your lists.
4. **Redefine "romance travel"** way beyond DWs and honeymoons.
5. **Build a growing local referral network** with other businesses that are targeting the same couples.

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Stay as close as you can



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Stay as close as you can

- **Tell YOUR story and show your personality** (e.g., the "About Us" page on your site, personal photos in your social media).
- **Be transparent in your marketing content** - talk openly about challenging issues in romance travel and how you can help clients with them, not just the pretty resort photos.
- **Ask for (and share) user-generated content** as much as you can (e.g., testimonials).
- **Answer frequently asked questions** from clients and prospects.
- **Personalize your communications** as much as possible.
- **Give your clients "immediate" and direct access** to you.

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Romance Travel GROUP HOME DESTINATION WEDDINGS HONEYMOONS BLOG WHY US CONTACT US

I've always traveled. As a child, my family spent countless weekends "Cg North" in our home state of Minnesota. This was as far as I went for absolute love of the wilderness. We did the usual Ontario, St. Paul, Wisconsin, Duluth, California trips every year. My mother and grandmother took me to New York City - visited I was famous. While in college, I spent eight weeks traveling through Europe. After college, I went my own way to the husband. We traveled a lot locally, because he wasn't interested in leaving the country... (I still did the thing about the wife getting behind the wheel) We agreed that a honeymoon was just not in the plan for us, we decided to go off to Alaska and make our own way. It was in that year that I decided travel was more than a hobby for me. I earned my degree in 1998 from a small corner of my home. Today my work takes up an entire office and I have several other employees across my own way, but that's all I want to do. I truly love what I do, and I know how blessed I am to be able to say that.

In 2007 my husband and I decided to do destination weddings. I found that showing a niche that I love of working with allowed me to develop a much deeper expertise than trying to be a Jack of all trades. So what I could give all kinds of travel experiences, I choose to give only destination weddings, honeymoons and all-inclusive vacations. This focus allows me to excel in my niche.

I married the love of my life in 1998. My husband is kind, funny, smart, loyal and makes me a better person. He gets up with all my travel planning and our smiles and say "I do!" when I tell him I would do it for him. He's such a great guy, he's willing to learn the country. (I'm for sure) with his kids, a new and then. We share a lot of our relationship and experiences. It's hard to see that there is any in my work.

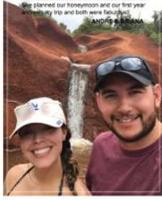
Shellie Nornes (Romance Travel Group) fills the "About Us" page on her site with her personal story and great photos to share with visitors what motivates her and what she'll be like to work with.

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Reviews

fabulous.



Pomona Couple Celebrates 1st Anniversary in Kauai

Sheila is the best. She's so responsive and fact! She planned our honeymoon and our first year anniversary trip and both were fabulous! She provides discounts that we would not have been able to receive and she also provides an amazing itinerary and information.

Sheila Cannon (Carefree Romantic Vacations) combines couples' photos with their testimonial quotes on her site – a method that looks great on mobile devices.

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Image: Sheila Cannon – Carefree Romantic Vacations



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travel MECHANIC

Home About Romance Cruises Golf Experiences Tr

Top Honeymoon Destinations for 2021

November 16, 2020 | By Lauren Doyle | Comments are off

Five Honeymoon Destinations

(yes you can go on your honeymoon even in the COVID world)

Engaged couples...this is such a special and happy time in your life! It is filled with lots of congratulations from friends and family. The air is filled with "When are you getting married?" and "Where are you going on your honeymoon?"

But we are in a pandemic. And that means you have to think differently when it comes to your honeymoon.



Lauren Doyle (The Travel Mechanic) covers challenging topics like planning honeymoons after COVID-19 as posts in the blog page on her site.

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Image: Lauren Doyle – The Travel Mechanic



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Take your micro-wedding to paradise!

Melissa Varela | November 24, 2020

Did your wedding plans change because of COVID-19? Is your venue unable to host your big day because they can't meet the new requirements? Well, fear, say no more! Take your micro-wedding to paradise for a memorable and intimate affair -- at a price you can handle. Keep reading to see why a destination wedding is the perfect "plan B" for you!



Melissa Varela (Modern Romance Travel) also uses the latest romance travel and wedding/honeymoon trends (micro weddings, in this case) as topics for her blog posts.

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Image: Melissa Varela – Modern Romance Travel



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Work your databases

Work your database – it's a gold mine!

Go through your database every month this year. 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.

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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, babymoos, familymoos, 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).

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Send 5 handwritten notes a day ...

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Image: https://www.etsy.com/shop/happyfindings?ref=simple_shop-header-name&listing_id=494642380



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STIRLING WEDDING DESIGNS

HOME | WEDDING SERVICES | TRAVEL SERVICES | GALLERIES | BLOG | APPLAUSE | ABOUT

View all Bahamas Barbados Canada Dominican Republic Jamaica Mexico Turks and Caicos

Cuban Wedding at Sanctuary Cap Cana
Iberostar Grand Rose Hall
Iberostar Suites Hotel Rose Hall
Iberostar Rose Hall Beach
Hyatt Zilara Rose Hall

Sandy Stirling (Stirling Wedding Designs) posts tons of photos on her site – from images shared by her couples to her own photos from site inspections and fam trips. Those photo galleries reinforce her status as a romance travel specialist.

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Image: Sandy Stirling – Stirling Wedding Designs

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Turn up your prospecting

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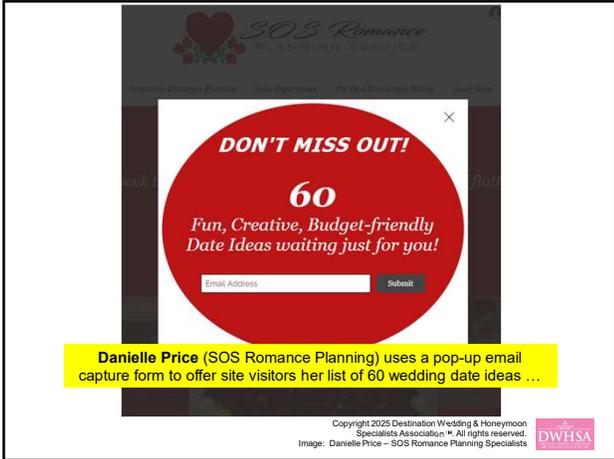
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Always build your lists

- 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.

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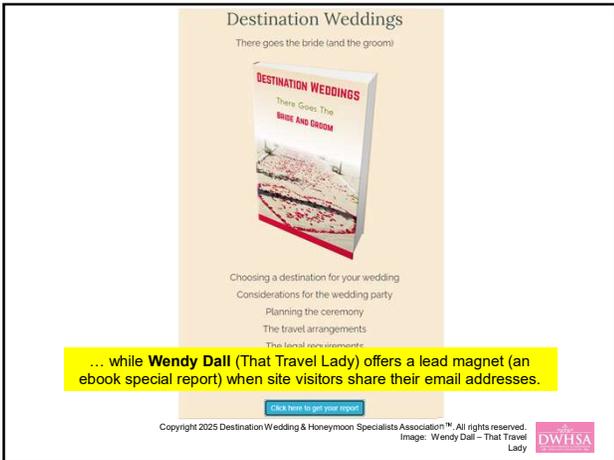
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Danielle Price (SOS Romance Planning) uses a pop-up email capture form to offer site visitors her list of 60 wedding date ideas ...

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... while Wendy Dall (That Travel Lady) offers a lead magnet (an ebook special report) when site visitors share their email addresses.

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Year-round romance travel

- Think beyond destination weddings and honeymoons. **Focus in 2024 on promoting anniversary trips and quick weekend getaways**, as well as babymoos, familymoos, vow renewals, proposal trips, and other types of romance travel.
- **Add a page (or more) to your web site** with photos and descriptions of these types of trips.
- Promote these trips all year round in **your emails to clients, your social media posts, your wedding show booths**, etc.

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Local referral networks

By the end of 2025, **create a list of the five most promising local businesses that operate in the romance arena** (e.g., dress shops, bakeries, photographers) and/or **target the same ideal clients you're pursuing** (e.g., restaurants, upscale auto dealers, bookstores, food/wine shops).

Contact those businesses, ask for the owner or manager, and invite those people to a Zoom call, an old-fashioned teleconference (you can use services such as FreeConference.com), or a local coffeehouse to discuss what's going on with their businesses, to network together, and to identify ways you might work together this year.

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The screenshot shows the homepage of the Romance Travel website. At the top, there are navigation links: "BOOK AN APPOINTMENT", "FREE HONEYMOON SPENDING GUIDE", "Get it Now!", and "MAKE A PAYMENT". Below this is the "Romance Travel" logo and tagline: "Destination Weddings, Honeymoons, & Romantic Getaways Making Every Couple's Wedding Experience". A "Book an Appointment" button is visible. The main navigation menu includes: "HOME", "SERVICES", "QUIZ", "BLOG", "WEDDING & HONEYMOON TIPS", "TESTIMONIALS", "ABOUT US", and "CONTACT". The "Services" section is highlighted, with a sub-header "Choose A Service to Learn More". There are nine service tiles with images: "Destination Weddings", "Honeymoons", "Romantic Getaways", "Bachelorette Cruises", "Beach Proposals", "Girlfriend Getaways", "Honeymoon Registry", "Italian Luxury Travel", and "Destination Finder Quiz". A yellow callout box at the bottom of the services section reads: "Kim and Jeff Jacoby (Romance Travel) highlight different types of romance travel on separate site pages." At the very bottom, there is a copyright notice: "Copyright 2025 Destination Wedding & Honeymoon Specialists Association™. All rights reserved. Image: Kim and Jeff Jacoby - Romance Travel" and the DWHSA logo.

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Romance travel as a gift

- Create a "gift certificate" template that you can offer to clients so they may place trip deposits with you (either deposits on a specific trip or a round figure such as \$1,000) so they may present the certificate to a loved one on a special occasion.
- DWHSA offers members several gift certificate templates that you may use. (You may use them "as is" – or, we'll provide you a link you may open in your own free Canva.com account to change the designs as you wish.)
- Think **birthdays and anniversaries** as well as **holidays such as Valentine's Day and Christmas Day**.

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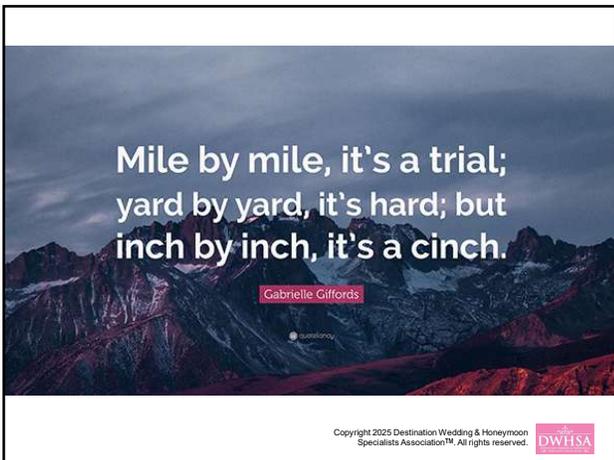
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Questions?

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DWHSAs Facebook group

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