

# DWHSA Master Class: Vow Renewals and Anniversary Trips

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## The best thing about these types of trips is ...



Vow renewal prospects



Anniversary trip prospects

Your targets are the same: **Couples who're already married!**

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## Why promote vow renewals and anniversary trips?

- They involve just the couple in most cases – so, **they're easier to plan for (and sell to) clients** who've been “pent up” and want to get away but can't afford lots of time and money to do so.
- Because it's just the couple, **these trips don't involve other decision makers**.
- **You can offer a wide range of destinations and trip types** (cruises, resort stays, etc.) since there's no requirement to go back to the original marriage location.
- **They'll appeal to your clients in terms of timing**, because they can range from long weekends to a full week or more, based on their desires and their budgets.

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## Why promote them NOW?

- Many couples have said in recent marketing studies that they value the opportunity to **take a trip just for themselves**.
- **You can easily tailor the itineraries** for these trips (domestic and international; a few days or more than a week) **and their budgets** (economy to luxury) to fit the desires of every couple.
- **They don't require a ton of preplanning** (as with a DW group, for example), so they can be booked quickly.
- **They can be “locked in” now for any time in 2026 and beyond** – especially now that the “YOLO – Don't wait to take trips together” spirit is still going strong after the pandemic.

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## What is a vow renewal?

Also called a "reaffirmation ceremony," a **vow renewal** is an opportunity for an already married couple to repeat their vows in a symbolic ceremony:

- They eloped, and they want to "formalize" their vows in front of family members and friends.
- They're celebrating their history together, particularly on milestone anniversaries (10th, 25th, 50th).
- They want to throw themselves the wedding ceremony they couldn't afford when they got married officially.
- They've been through tough times recently, and they want to celebrate their commitment.
- They may want a religious vow renewal to complement the legal ceremony conducted before.
- They just think it's the romantic thing to do!

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## When should couples renew their vows?

TheKnot.com recommends "reserv[ing] the occasion for milestone years," but it's more common nowadays for Millennials in particular to schedule vow renewals as early as the first-year anniversary.

**There's no firm etiquette rule - your clients can renew their vows any time they wish!**

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## Who are the best vow renewal prospects?

- Your clients who're already married and who are nearing milestone anniversaries
- Your clients who've been through difficult times (a serious illness, a long-term military deployment)
- Your clients who may be planning a simple anniversary trip but who might be interested in "upgrading" with a vow renewal
- Your clients who have adult children who might be willing to serve as hosts

**BUT:** **promote the idea of vow renewals to all of your clients** (at least once a quarter) ...

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## What happens in a vow renewal?

- The vow renewal may be planned in the original location where the binding ceremony took place, in a complementary location, or in a brand-new spot chosen by the couple.
- The trip may be an intimate occasion involving just the couple, or it may be a big celebration to which they invite many friends and relatives to come along. (If they have children, the kids may host the trip.)
- Almost anyone can serve as the officiant for a vow renewal, since in most cases the ceremony will be completely symbolic.

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## What happens in a vow renewal?

- The couple may choose to wear their original gown and tuxedo/suit or opt for different attire. Brides don't usually wear a veil for the renewal.
- They don't need to invite attendants for a wedding party, but some couples invite original bridesmaids and groomsmen or invite their kids and grandkids to stand in.
- Before the ceremony, the couple may walk down the aisle together, or they may have their children or others escort them.

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## What happens in a vow renewal?

- During the ceremony, they may repeat their original vows or write new ones expressing their history together. They may exchange their original wedding bands (perhaps with new engravings) or new rings if they prefer. Just like the original ceremony, a vow renewal may include readings, prayers, music, and other traditions.
- You can skip wedding traditions that don't make sense with an already married couple (e.g., bachelor/bachelorette parties, tossing the garter).
- It's typically seen as bad form for the couple to set up a gift or travel registry for a vow renewal.

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## Which destinations work best?

- The location of the original wedding ceremony
- A complementary location (e.g., the Bahamas instead of Jamaica)
- Any destination that makes a fun trip for the couple

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## Which suppliers and packages work best?

Many wholesalers and hotel/resort companies (and some cruise lines) have specific vow renewal packages, with services focused specifically on already married couples who want a symbolic ceremony.

But, **you can easily tailor any existing DW package or honeymoon package into a vow renewal trip**, with the help of the supplier's on-site coordinators (e.g., designating a friend or family member as the symbolic officiant, skipping the legal marriage paperwork).

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# Sandals/Beaches

## WHAT'S INCLUDED

WITH YOUR RETIE THE KNOT PACKAGE



### During Your Stay

- Onsite ReTie the Knot Team: event coordination, setup and breakdown
- 15% off select Red Lane Spa Services for bride and groom\*
- 5x7 Photo Print
- Keepsake gift



### At Your Ceremony

- Picturesque ceremony location\*
- Pre-recorded musical accompaniment
- 3-stem white or magenta dendrobium orchid bouquet
- White or magenta dendrobium orchid boutonniere
- White cushioned chiavari chairs
- ReTie the Knot commemorative certificate

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# Couples Resorts

The Vow Renewal Wedding Package includes:

<ul style="list-style-type: none"> <li>· Personal wedding planner</li> <li>· Your choice of spectacular wedding locations on the beach or in the tropical gardens</li> <li>· Sparkling wine for up to 6</li> <li>· Wedding cake for up to 6</li> <li>· Fresh bridal bouquet and groom's boutonniere of your choice of purple or white dendrobium orchids</li> <li>· Exclusive Wedding/Honeymoon registry</li> </ul>	<ul style="list-style-type: none"> <li>· Professional photo shoot: One 8 x 10 printed photograph</li> <li>· Exclusive use of the resort's sound system for MP3 Player/iPod</li> <li>· On Property Wedding Coordinator</li> <li>· Wedding Officiant</li> <li>· Celebratory T-shirts for Bride &amp; Groom</li> <li>· LIMITED TIME: \$199 upgrade to include private dinner for two on the beach &amp; 25 min. couples massage</li> </ul>
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[CHECK AVAILABILITY](#)

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## Dreams Resorts

### Infinitely Yours

Selling Price: Starting at \$599 USD or complimentary\*  
(Inclusive of 2 guests)

#### Inclusions:

- Wedding organization and personal touch of on-site wedding coordinator
- Vow renewal ceremony
- Corsage(s) and/or boutonniere(s) for the wedding couple
- Sparkling wine toast for two
- Certificate of Renewed Vows
- Special dining arrangements for two the

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## Secrets Resorts

### Infinitely Yours Vow Renewal

Selling Price: Starting at \$699 USD or complimentary\*  
(Inclusive of two guests)

#### Inclusions

- Wedding organization and personal touch of on-site wedding coordinator
- Vow renewal ceremony
- Corsage(s) and/or boutonniere(s) for the wedding couple
- Sparkling wine toast for two
- Certificate of renewed vows
- Special dining arrangements for two the evening of the ceremony

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# Carnival Cruise Line

## Renewal of vows packages

Say "I do" again, with Weddings by Carnival.

### BASIC PACKAGE STARTING AT \$825

- Ceremony performed by the ship's captain in a special location
- Keepsake certificate signed by the captain and beautifully presented in a leather certificate holder
- One long-stemmed rose for the wife and a matching rose boutonniere for the husband
- 2-tier wedding cake
- Sparkling wine toast
- Recorded ceremony music
- Photography service (includes one 8x10 wedding photo with additional photos available for a nominal fee)
- Accommodates a maximum of 8 guests, including the celebrating couple (additional guests - \$14.00 per person)

### DELUXE PACKAGE STARTING AT \$1,450

- Ceremony performed by the ship's captain in a special location
- Keepsake certificate signed by the ship's captain and beautifully presented in a leather certificate holder
- One-hour open bar with hot/cold canapés
- 2-tier wedding cake
- Sparkling wine toast
- One long-stemmed rose for the wife and a matching rose boutonniere for the husband
- Recorded ceremony music
- Photography service (includes one 8x10 wedding photo (additional photos available for a nominal fee))
- Accommodates a maximum of 20 guests, including the celebrating couple (additional guests - \$30.00 per person)

in order to furnish proof of marriage. Arrangement for the time and location of the ceremony is subject to the availability of the ship's captain. In the event the ship's captain is unable to perform the ceremony, Carnival shall have no liability for any reason.



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# AmaWaterways

## 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 \$499, 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.



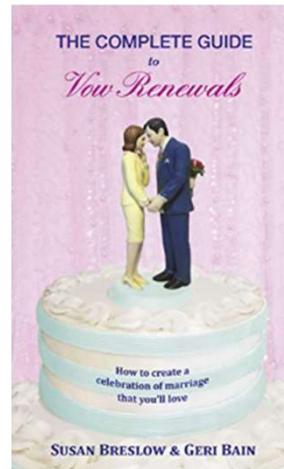
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## Vow renewal resources

- “The Complete Guide to Vow Renewals” by Susan Breslow and Geri Bain
- IDoStill.com



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## Anniversary trips

- **Anniversary trips are getaways for a couple to celebrate the date of their marriage.** They can be long weekends or last a week or longer. These trips give couples the chance to reconnect and recharge without the distractions of everyday life (including kids, though some couples may opt for a familymoon-style anniversary trip).
- Many couples may opt for longer trips to mark milestone anniversaries (5th, 10th, 25th, 50th) - but you can always recommend long weekend getaways for any anniversary year.
- No matter what type of trip you sell any client – from a DW to a business airline ticket – **make it a habit to ask their wedding date to put into the database record.**

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## Anniversary trips

- Don't forget to "prime the pump" by **reminding clients early about anniversary trip options**. (Don't nag them - nudge them, with reminders that include beautiful photos and trip itineraries.)
- **Once a quarter, send a promotion** to your clients and prospects focused on anniversary trips.
- **Tailor your recommendations to the couple and to the anniversary year**. If they have kids, suggest a familymoon-style gathering. If it's a non-milestone year, focus on long weekend getaways. If it's a big year, suggest that they recreate their original honeymoon or that they plan a trip with the whole family (or even with other couples).

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## Anniversary trips

- Many suppliers offering anniversary packages will require your couples to submit ahead of time (or carry with them as they check in) a copy of their marriage certificate, a wedding invitation, or a wedding photo.
- These packages also typically require couples to book within a certain number of days before or after their anniversary date.

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## Karisma Resorts

### TASTE OF ROMANCE PACKAGE

Experience the ultimate romantic getaway with our complimentary **Honeymoon and Anniversary Package**. Elevate your love story with these exclusive free offerings, thoughtfully curated to exceed your wildest expectations—courtesy of Karisma Hotels & Resorts.

- In-room amenity upon arrival
- Specialty turn-down service including a gourmet sweet treat
- 15% discount on spa services
- Late check out - 3:00 pm (subject to availability)



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## Karisma Resorts

- The Personal Service of our Romance Maître D
- Private gourmet four course candlelit dinner on the beach
- Romantically decorated suite with rose petals and aroma therapy
- Breakfast in bed
- Beachfront sky massage 2 X 1 offer
- In room amenity upon arrival
- 15% discount on spa services
- Floral arrangement in room
- One night anniversary return stay voucher

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## Dreams Resorts

- Anniversary Package
  - o Welcome letter
  - o Fresh fruit
  - o Bottle of sparkling wine
  - o Special turn down service
  - o Breakfast in bed with mimosas (reservations must be made in advance with concierge)
  - o 15% off all spa treatments (spa boutique purchases not included)

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## Royal Caribbean



**LUXURY ANNIVERSARY PACKAGE**

**\$164.99** USD SKU

Ship \*

Sail Date \*

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Celebrate your love with an unforgettable selection of spa amenities to mark the occasion!

This package contains:

- Anniversary Stateroom Decor
  - o 1 Magnetic Door Sign
  - o 1 Mirror Cling

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## Royal Caribbean

Celebrate your love with an unforgettable selection of special amenities to mark the occasion!

This package contains:

- Anniversary Stateroom Decor
  - 1 Magnetic Door Sign
  - 1 Mirror Cling
  - 1 Wire Photo Cable with Clips
    - Photos not included.
    - Holds up to four photos
  - 2 Hanging Ceiling Decorations
  - 1 Photo Frame
    - Photos not included.
    - Holds a 5x7 photograph
- One Bottle of Moët & Chandon Champagne
- One Plate of Chocolate Covered Strawberries (9)

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## Promoting these trips

- **Your “top 12” clients:** Send them specific trip suggestions, with great photos of the destinations/resorts/ships involved – and follow up with them personally
- **Everyone else:** Once a quarter, dedicate an email newsletter or several social media posts to these types of trips
- **Ongoing basis:** Make sure your web site, your blog, your trifold brochure, etc., contain mentions and examples of these types of trips – don’t wait for your clients to ask you about them!

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## Pages on your site

Vow Renewals with Anytime Travel Agency



Vow Renewals in Destination.. How Romantic!

Vow renewals have become very popular. What a great way to celebrate your marriage. The reasons are very personal for each couple. You've made it to 2, 5, 10, 25 or 50 years! You've faced challenges and come out on the other side a stronger couple. You want the world to know you'd do it all over again and want those closest to you to share in the joy of having made it.

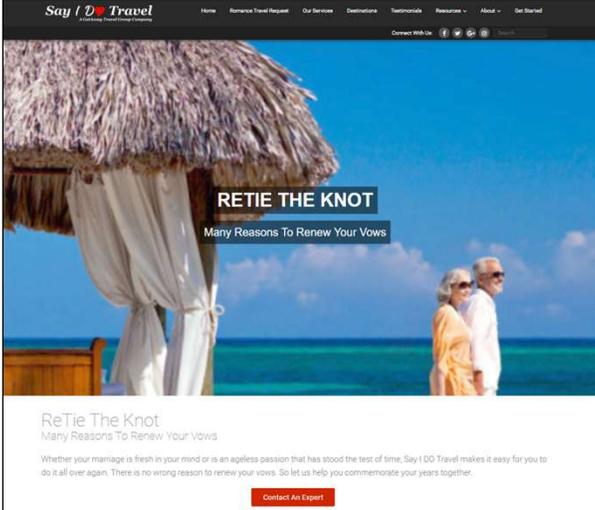
Tamara Lidbom – Anytime Travel Agency - Minnesota

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## Pages on your site



Whether your marriage is fresh in your mind or is an ageless passion that has stood the test of time, Say I DO Travel makes it easy for you to do it all over again. There is no wrong reason to renew your vows. So let us help you commemorate your years together.

Contact An Expert

Joshua and Nikki Purkett – GetAway Travel Group – North Carolina

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# Pages on your site

Elicia Slatten – Serenitea Travel - Maryland

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# Pages on your site

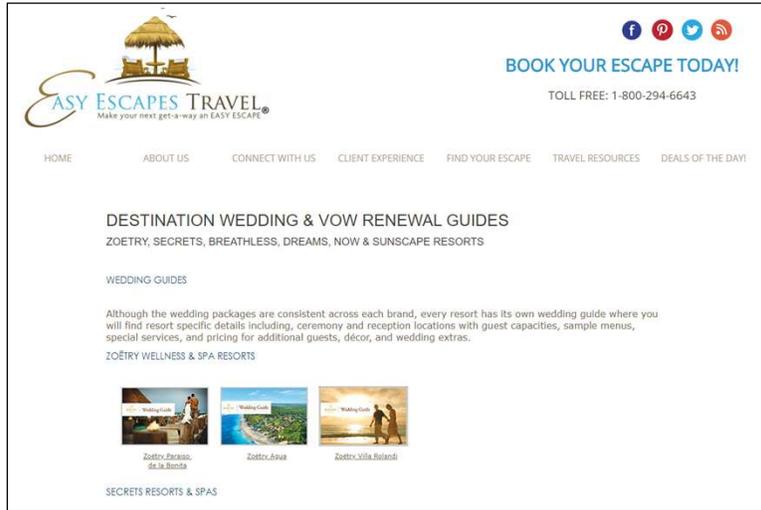
Laura Lukaski - Viking Travel Service - Illinois

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## Pages on your site



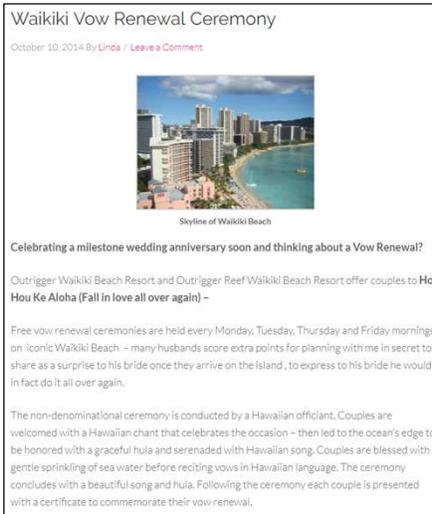
Easy Escapes Travel – New York

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## Blog posts



Linda Dancer – Honeymoons Inc. – Tennessee

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# Blog posts

## Now Amber Puerto Vallarta

**Ideal for:** Couples looking for a resort that can provide a beachfront ceremony, close to shopping, nightlife, and the airport.

"Exceptional property very welcoming of the LGBTQ community for weddings and vow renewals. This 5-star property offers outstanding restaurants with attention to detail only a Now property can provide. The location is 15 minutes from the Puerto Vallarta airport and only 10 minutes from the downtown Malecon area. Now Amber is perfect for those wedding groups who are ready for the vacation experience yet close to downtown. Also, it offers an upper deck area for ceremonies and receptions which are ideal for wedding couples wanting privacy."

-Liz Moore



Location: Puerto Vallarta  
[More Information](#)

Liz Moore Destination Weddings – Delta, B.C. (Canada)

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# Social media posts



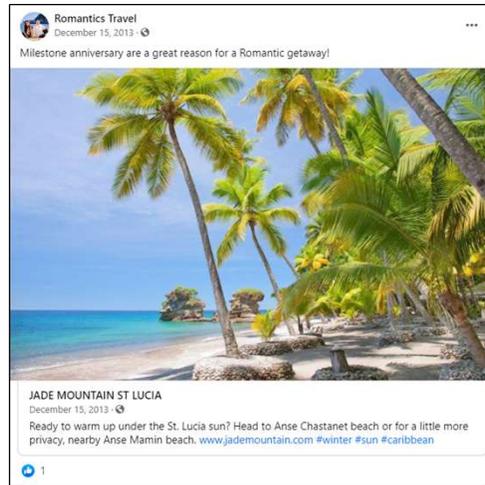
Cherie Peninger – Island Vows - Michigan

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## Social media posts



Kimberly Jacoby – Romantics Travel - Texas

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## 3 key takeaways

- **Pick a few clients each month from your database – and follow up with them individually and personally** about vow renewals and anniversary trips. (Better yet, run a monthly report from your CRM showing all anniversary dates coming up in six to 10 months – and market to those clients.)
- **Create a new page on your site to promote anniversary trips and vow renewals** – with photos as well as bullet-point lists of trip ideas.
- **Once a quarter, send out emails and posts** promoting these types of trips.

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## Questions?

**support@dwhsa.com**

**615.730.9977**

**DWHSA's Facebook group**

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