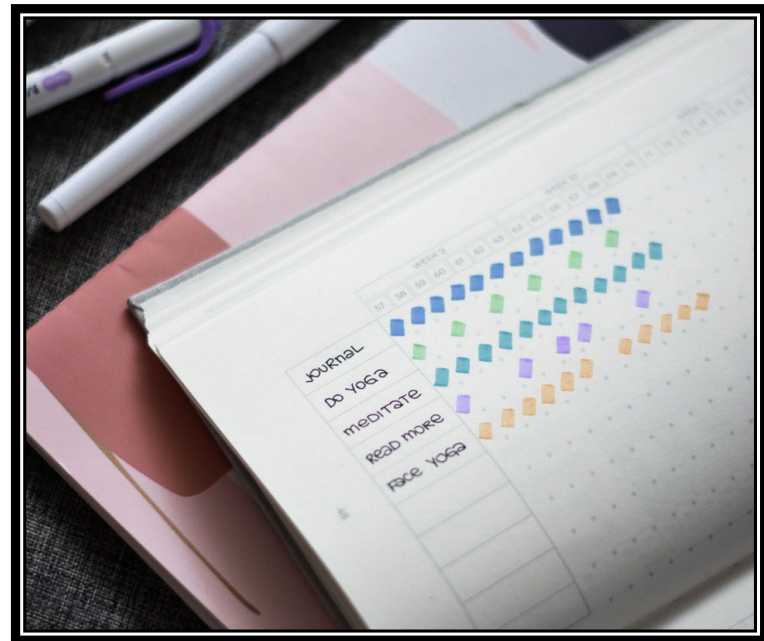


Romance Travel
Boot Camp
Canadian Edition



Implementing What You've Learned

- Every time you repeat it, you're ingraining the idea more and more into your mind.
- The more you remember it, the greater the chance that you'll put the ideas into action.



Implementing What You've Learned

- **Incorporate ideas into your routine.** If you want to practice something or explore new knowledge in an action-oriented way, find a way to incorporate it into your daily (or, at the very least, weekly) routine.



Implementing What You've Learned

- Take action first thing in the morning if you can to make sure that you don't end up putting it off later in the day. If you need a little motivation, ask a friend or partner to take action with you.



Implementing What You've Learned

- **Post reminders of ideas everywhere.** Whoever invented the sticky note was a genius. You can write anything you want on those little pieces of paper and put them anywhere!



Implementing What You've Learned

- Keep learning about the topic. The more you learn about a subject, the more space it takes up in your mind.
- Write a phrase (or a few phrases) that will remind you to take action and post it everywhere.
- Post it in your car, on your mirror, in your office, on your fridge—anywhere you'll be likely to look and be reminded of the action you want to take.
- (Source: Positively Present)



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Implementing What You've Learned

The more space something takes up in your mind, the harder it is to forget about it.

Therefore, it's best to keep learning more about what you want to be knowledgeable about



Momentum



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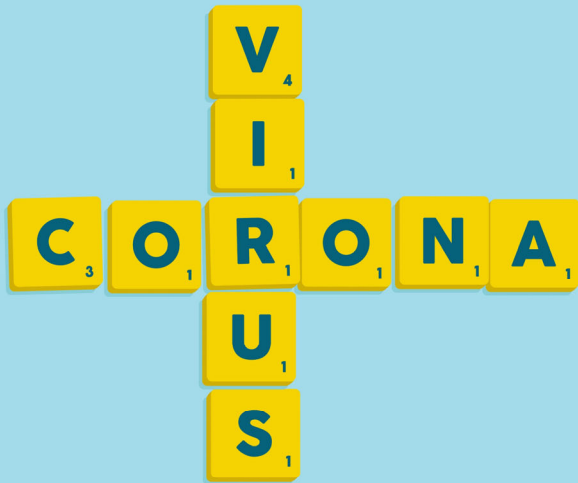
If we only knew...

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2020



DISCLAIMER – some of the information I will share is based on 2018-2019 studies and reports.



2020 was a year that will throw all surveys and studies off the normal track

Online Course

- 50+ modules
- 5-17 minutes long
- Updating and adding up to 12 new modules
- Course is free to members
- Testing fee - \$39, receive a study guide
- A bank of 200 questions, populates 50 questions
- True/False and Multiple Choice
- 2 tries for a passing grade
- Certificate, press release



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Master Specialist Course

- Similar to The Travel Institute's CTC program
- Measure's your knowledge and experience
- White paper
- Other requirements
 - 12 month marketing plan
- Electives to choose from



Niche Within A Niche Training



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Knowledge Is
Power



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THE BEAUTIFUL THING
ABOUT LEARNING
IS THAT
NO ONE CAN TAKE IT AWAY
FROM YOU.

BB KING



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Let's get started!

Who Are Your Romance Travel Clients



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Our Clients By Generation

- Gen Z'ers (Zoomers)
- Gen Y'ers (Millennials)
- Gen X'ers (Echo Boomers)
- Baby Boomers



KEY INSIGHTS FOR CANADIAN GENERATIONS

- Gen Z - Travel 21 days a year, and although they have a budget in mind when planning a trip, they are the most open-minded when it comes to destination inspiration. They rely on search engines and online travel agencies (OTAs) for planning and booking. They prioritize activities and once in a lifetime experiences, and rank highest in the #YOLO mindset and going places where they can explore the outdoors and be active.



KEY INSIGHTS FOR CANADIAN GENERATIONS

- Millennials Travel 26 days a year and prefer to explore international destinations, as they are most likely to travel beyond their borders. Tackling their bucket list, #YOLO experiences, and finding off the beaten path locations are important to Millennials, but they also look to fill their itinerary with museums, historical sites, and arts and culture more than other generations.



KEY INSIGHTS FOR CANADIAN GENERATIONS

- Gen X
- Travel 21 days a year, choose hotel stays more than any other generation, and are most likely to travel by car. More than 50 percent turn to OTAs for planning and booking, and they prioritize activities, deals and the lowest price when booking a trip



KEY INSIGHTS FOR CANADIAN GENERATIONS

Compared to other generations, Baby Boomers travel the most (28 days a year) and nearly half have already decided on a destination when they decide to take a trip. They are more likely to take an international getaway than stay within their own borders and are also quite adventurous once they get to their destination. Boomers are less likely than other generations to stay with family or friends, but are more likely to stay in a resort.



Generation Z

Who are the Gen Z'ers?



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Gen Z'er

- **Years Born:** 1995/96 to 2015
- **Current Ages:** 6 to 25
- **Other Nicknames:** iGeneration, Post-millennials, Homeland Generation
- **Generation Size:** Roughly 25% of the population (74 million)
- **Independence:** They don't rely on their parents as much as in previous generations

Source: Caplital Presence, Pew Research, Vision Critical



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Generation Z

- **Media Consumption:** Average Gen Z'r received their first mobile phone at age 10.3 years.
- Many of them grew up playing with their parents' mobile phones or tablets.
- They have grown up in a hyper-connected world, and the smartphone is their preferred method of communication.
- YouTube, TikTok and Snapchat are the most used social platforms.



Who Are Gen Y'ers?



This group, also referred to as “the echo boom”, generation “Y” or, more frequently, the millennial generation, makes up 22% of Canada’s population which is estimated to be 37.1 million as of July 1, 2018.

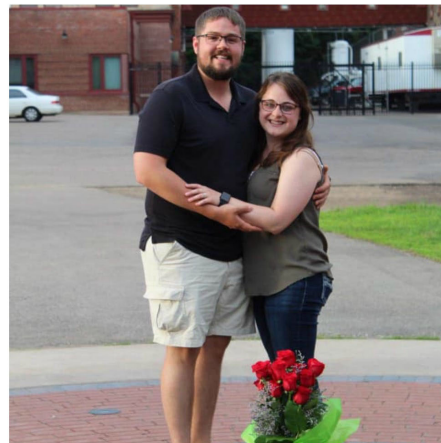
Who Are The Millennials?

- **Years Born:** 1980 to 2000 / 1981-2004
- **Current Ages:** 20 to 40
- **Other Nicknames:** Gen Y, Gen Me, Gen We
- **Generation Size:** 72 Million



Generation Y

- They typically have multiple social media accounts
- Millennials still watch TV – Netflix, Hulu, Sling, YouTube



Who Are The Millennials?

- They are “trenders, spenders, and recommenders.”

(Rebecca Grinnals, Engaging Concepts)

- They are viral – the average bridal party has 5 bridesmaids, and 3 of them are now engaged or will be engaged within a year of the DW or honeymoon



Who Are The Millennials?



Who Are The Millennials?

- 40% grew up with divorced parents or 1 parent households
- One in five millennial marriages are interracial
- More than 80% believe they'll get married just once
- They're not religious, but they're spiritual
- They feel a strong connection to nature (outdoor weddings)
- The most educated generation alive (74% attended college)



Who Are The Millennials?

- The following section features statistics and facts on how much the millennial generation in Canada spends on gaining new experiences via travelling.
- 60% of millennials are considering at least two destinations for their travelling. (Expedia Group)
- Over two-thirds of millennials will spend more on travelling than on exercise, wellness, health, and clothing. (Skyscanner)



Who Are The Millennials?

- More and more millennials are “splurgetting,” which implies going on budget-friendly trips and splurging on experiences. This is one of the most prominent millennial spending habits — paying more for experiences and less for material things.
- Not only do millennial Canadians spend more on travel than older generations, but they also travel more frequently.
- When shopping, Canadian millennials value personalization.
- (Business Wire)
- On-demand shopping and a personalized experience are some of the main millennial trends from 2020.



When hiring wedding professionals, how important is their personality in your decision making process?

- Do I like this person?
- Do I trust them to handle such an important day in my life?
- Do I feel comfortable with this person?
- Will my friends and family like him?
- Would I invite him or her to my wedding?



Source: Think Splendid Wedding Report



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Millennial Travelers

- They want experiences, “experiential travel”
- Experiential travel is a trend in tourism and is also known as “immersion travel”.
- It is an approach to travelling which focuses on experiencing a country, city or particular place by connecting to its history, people and culture (Wikipedia)
- They like to travel together. 58% of Millennials prefer to travel with friends, and that is 20% more than older generations



Tips for attracting Millennials

- Millennials don't care about how many years of experience you have, you sound old...they care about how many destination weddings honeymoons to Thailand trips have you planned



Who Are Gen X'ers?

Turning 50
Empty Nesters
More discretionary income
Taking care of aging parents



Photo Courtesy of Adventure Photo



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Gen X'ers

- Generation X:
- Born between 1965 and 1976
- Grew up in a very different world than previous generations. Divorce and working moms created "latchkey" kids out of many in this generation.
- This led to traits of independence, resilience and adaptability.
- Ungraciously dubbed the “boomerang generation,” many Gen Xers were forced to move back in with parents while in their 20s, 30s, 40s



Gen X'ers

- Make 31% of the total US income
- 35% have college degrees
- 81% have a Facebook page
- If you want to market to Generation X you should not forget traditional media
 - Forty-eight percent listen to the radio
 - Sixty-two percent still read newspapers
 - Eighty-five percent watch traditional television.



Baby Boomers

- 10,000 baby boomers are turning 65 every single day
- Many Boomers are faced with the challenge of raising their grandchildren, and at the same time caring for their aging parents
- Boomers love Facebook. An astonishing 84.9% of Boomers said they use Facebook. (DMN3)
- Boomers are comfortable with online transactions. Almost 9 out of 10 Boomers have made an online purchase. (eMarketer)



Baby Boomers

- 80% of all travel spending on luxury travel. (Pew Research)
- 38% of this generation have a “travel bucket list
- Many Boomers are faced with the challenge of raising their grandchildren, and at the same time caring for their aging parents
- Multi-generational, nostalgia, pet-friendly, unique travel experiences





- FACEBOOK INFLUENTIAL IN TRAVEL DECISIONS FOR YOUNGER GENERATIONS
Boomers claim social media has little influence on travel booking decisions

Baby Boomers

- 80% of all travel spending on luxury travel. (Pew Research)
- 38% of this generation have a “travel bucket list
- Many Boomers are faced with the challenge of raising their grandchildren, and at the same time caring for their aging parents
- Multi-generational, nostalgia, pet-friendly, unique travel experiences



- Adults in this age group—of which 53 percent are retired—are splurging on travel.
- Baby Boomers spend the most across all product categories but are targeted by just 5-10% of marketing. [[AARP](#)]

Baby Boomers

- The average Boomer plans to spend \$7,800 on 2020 travel, significantly up from \$6,600 in 2019.
- They are willing to shell out more money to go to expensive destinations and stay longer in higher quality accommodations, AARP discovered.

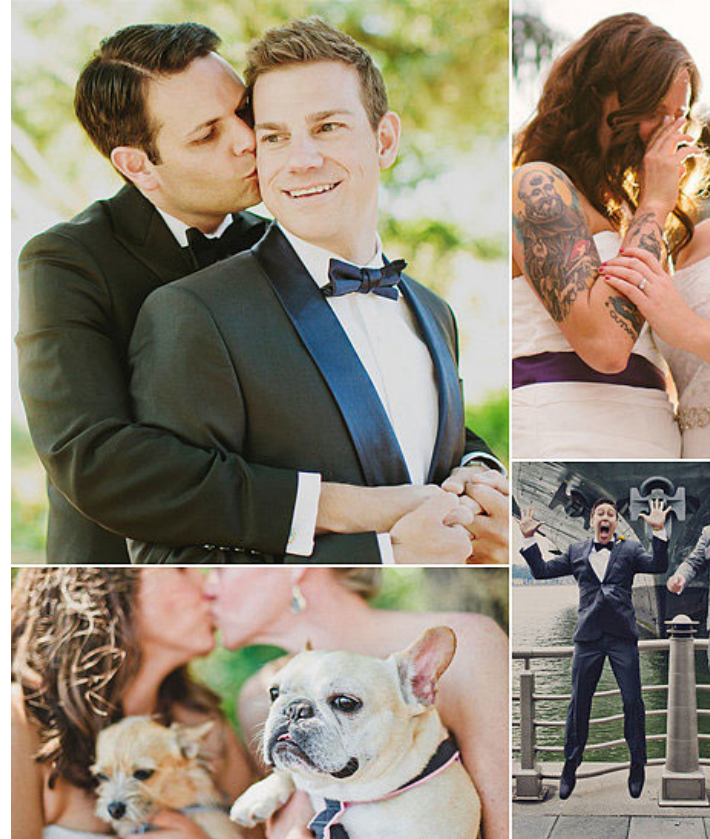


Baby Boomers

- Connecting with locals for an authentic experience on vacation is of interest to Boomers, especially over meals and on tours on international trips.
- 54% Travel to spend time with family and friends
- Bucket list trips remain to be the focus of many 2018 international trips, along with multi-generational trips



LGBTQ



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Marketing to the LGBTQ Community

- If you are going to market to the LGBTQ Community you need and MUST do so in a way that shows you are inclusive and accepting of them
- Language in your marketing , agreements and website – Couple, or Partner/Spouse, rather than Bride & Groom,
- Photos that are inclusive of LGBTQ couples and families
- There is a way of doing this without possibly upsetting your clients who don't support marriage equality
- Use marriage equality or same sex marriage rather than gay marriage is another term not to use!



Marketing to the LGBTQ Community



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Same Sex Weddings

- **Marriage Equality 2005 across Canada**
- Financial Impact
 - \$259 million was pumped into the NYC economy in it's first year of legal same sex marriage
- The impact of knowing that their marriage in Mexico and other countries where same sex marriage is recognized will be recognized in their home state
- Knowing which destinations are LGBT friendly are crucial



Top 10 LGBTQ Honeymoon Destinations Trending for 2021



- Las Vegas
- Key West
- Napa Valley
- Curacao
- Maldives
- Seychelles
- South Africa
- Hawaii
- French Polynesia
- New Orleans



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The 30 countries around the world where same-sex marriage is legal

Netherlands

Australia

Germany

Ecuador

Taiwan

Malta

United States

Portugal

Belgium

Spain

South Africa

Canada

Norway

Sweden

Iceland

Wales

Argentina

Denmark

Uruguay

New Zealand

France

Northern Ireland

England

Austria

Scotland

Greenland

Ireland

Finland

Luxembourg

Brazil

Columbia



Trending with LGBTQ Weddings

- **Age of the couple**
 - The average age of same-sex couples who had married in 2014 was 50 years old. In 2017 it was 34
- **Blended wedding parties**
- **Wedding party size**
 - In 2013, average was 0-3 to 7 in 2017
- **Guest lists are increasing**
 - From 65 in 2013, to 121 in 2018





Romance Travel Niche



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Honeymoons



ESTIMATED
NUMBER OF
HONEYMOONERS:
1.4 MILLION
U.S. COUPLES
PER YEAR.



AMONG
COUPLES WHO
CHOOSE A
TRADITIONAL
WEDDING, 99
PERCENT WILL
TAKE A
HONEYMOON.



ON AVERAGE,
THE
HONEYMOON IS
BOOKED 4
MONTHS PRIOR
TO THE
WEDDING.



THE LENGTH OF
AN AVERAGE
HONEYMOON IS
EIGHT DAYS.



HONEYMOONS
COMPRISE A \$12
BILLION-DOLLAR-
A-YEAR
INDUSTRY.





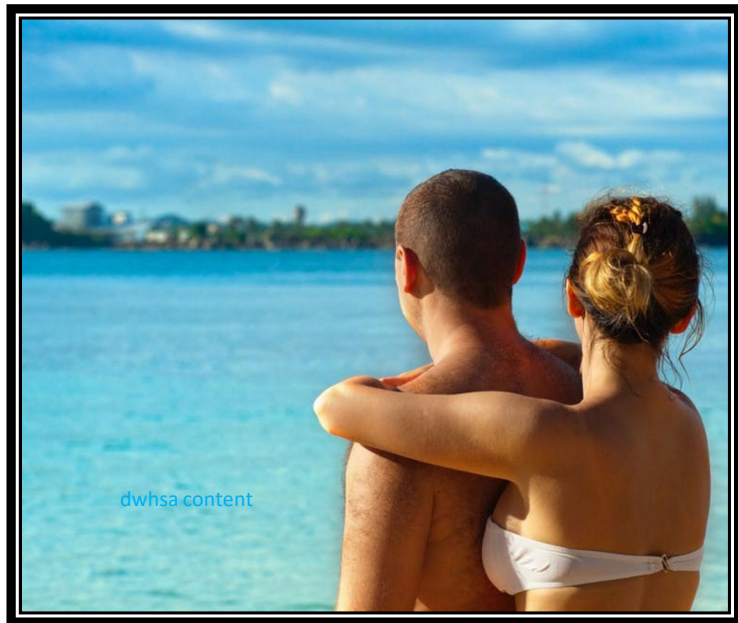
- Couples spend an average of \$4,466 on their honeymoon.
- That's three times as much as the average U.S. adult spends on a vacation.
- Luxury honeymooners, which account for 15% of the market, spend an average of \$9,954 and vacation for 11 days.
- 62% of couples pay for most of their honeymoon on their own
- 10 percent of newlyweds go on a cruise to celebrate their honeymoon.

Honeymoons



- **40% of honeymooners will stay at a resort vs. 27% stay at a large hotel vs. 10% stay at a small hotel**
- **40 percent of honeymooners will travel within the United States**
- **About 60 percent will travel to a foreign country.**

Honeymoons



- Only 1 in 4 couples go on their dream honeymoon.
- 80% of honeymooners in the last 5 years used social media to research their destinations.
- 48% of honeymooners visit Facebook while away.
- 57 percent of same-sex couples take a honeymoon after their ceremony

Most Popular Honeymoon Activities

- **Visiting a new place for sightseeing, restaurants, entertainment and nightlife- 75%**
- **Beaches and lakes – 45%**
- **Casinos – 20%**
- **Cruises – 15%**
- **Golf/sports vacations – 10%**
- **Skiing trips – 5%**





Destination Weddings



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Destination Weddings



- 25% of all weddings are destination weddings
- 2nd, 3rd = “encore” weddings
- 60% of couples pay for their DW
- 40% of DW are international
- 70% of couples have a combined income of \$110,000 and have graduated from college
- Average age of a DW bride – 33, compared to 27 for a traditional domestic wedding

TripSaavy.com 6/19



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Bachelor & Bachelorette Parties



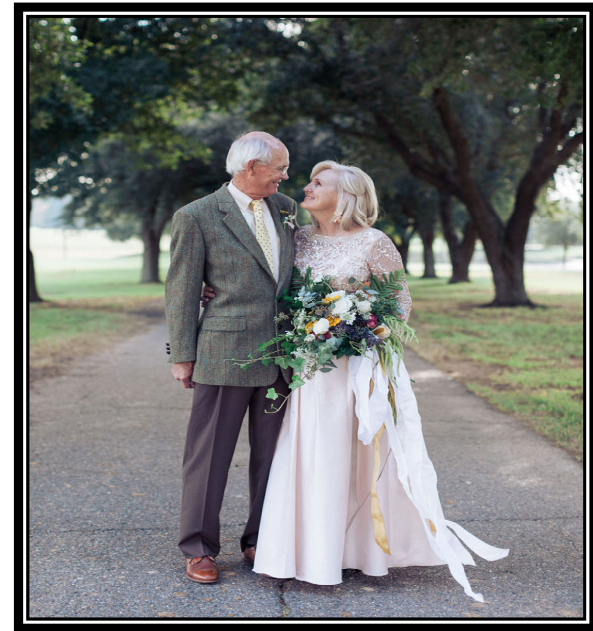
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Vow Renewals

Vow Renewals – ceremony reaffirming a couples' desire and commitment to each other

The opportunity to renew their vows, whether 1, or 5 or 50 years.

Just the two of them or surrounded by family and friends





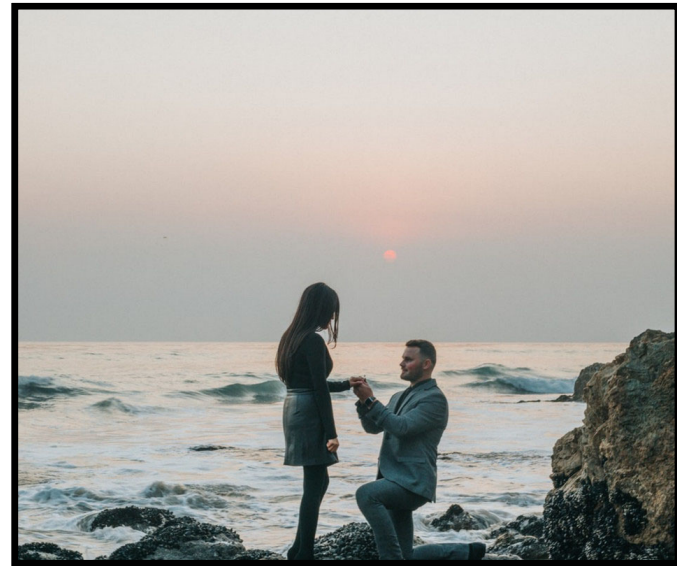
Proposal Trips



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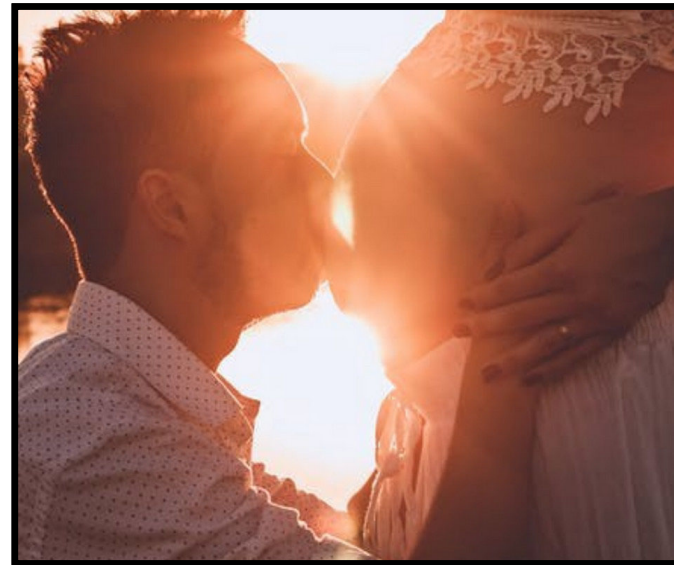
Proposal Trips

- **The key is to make clients aware that you can help arrange this type of trip**
- **Put together a list of resorts that offer proposal packages**
- **Plant the seed!**
 - **Single male or female travelers**



Babymoon Trips

- Usually during the mid-trimester
- Last vacation before the baby comes, just the 2 of them
- Plant the idea
 - Newly married
 - Mention special packages in your marketing – newsletter, social media



Trending



Google Image

- Engagement photo shoots in a destination
- Maternity leave vacations
- Mini-moons
- Group-moons

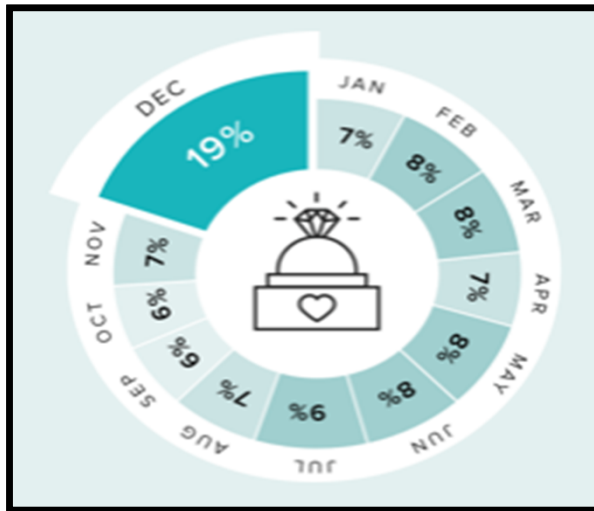


Engagement Season



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Engagement Season



- November – February
- **Christmas Day** continues to be the most popular day to get engaged, with 7 out of the top 10 most popular days to get engaged taking place in December.
- Engagements do happen all year though so continue to market your business all year long

Engagement Season

- **75% get down on 1 knee to propose**
- **64% share their engagement on social media within hours**
- **53% send a photo of the ring to loved ones after getting engaged**
- **31% of proposals happen at home**
- **26% invite family and friends to witness proposal**



Engagement Season



- Average engagement length: 40% of couples 14-18 months
- 86 percent of brides received their rings at the time of the proposal.
- 99% of the grooms do the proposing
- Men's engagement rings gained worldwide attention after Ed Sheeran started wearing one in 2018. Searches went up 66% (Trip Savvy)

Helpful and fun links

- <https://coolsymbol.com/>
- <https://lingoiam.com/FontsForInstagram>



Images for Social Media

- [Canva.com](https://www.canva.com)
- [Unsplash.com](https://unsplash.com)
- [Pexels.com](https://www.pexels.com)
- [Pixabay.com](https://pixabay.com)
- [O-dan.net/en/](https://o-dan.net/en/)
- Tourism boards
- Vendors

