



TIPS FOR BOOKING DESTINATION WEDDINGS & GROUPS

Get Started, Become an Expert and Invest in Yourself

- Partner with Playa Hotels & Resorts
- Learn everything you can about our properties wedding venues, and wedding packages
- Go on FAM Trips to visit the properties and meet the wedding teams
- Get to know your local Playa BDM
- Join and become active in a Destination Wedding Agent Association

FINDING BUSINESS

- Send out emails, social media posts, and direct mail
- Let all your past and current clients know that you are a Destination Wedding Agent:
 - Remember to do this often, it's been proven consumers need to see a message many times before it resonates with them
 - You want to be top of mind when they or someone they know is ready to talk about or book their destination wedding
- Have a Destination Weddings section on your website so people visiting it become aware, impressed and come away thinking, "There's no better place for us to book than with you!"
- Always ask for referrals and recommendations
- Work with local bridal shops, tuxedo shops on cross promotions
 - As example, Buy your dress at Sally's bridal shop and receive \$100 off your Destination Wedding Package at your agency name
- Plan a Bridal Night where you can present the advantages of doing a destination wedding
 - Invite your local Playa BDM to help you present

SELLING TIPS

Based on Tried & True Sales Processes

INITIAL CONTACT

Be sure to respond quickly and efficiently to inquiries

Many destination wedding couples are millennials who shop multiple websites and expect a response within 20 minutes. This is your chance to win them over with service. Your chances of winning the business increases with rapid, thoughtful responses. Be prepared to communicate in the way your clients reach out to you. This includes text, Facebook messenger, phone and email.

QUALIFY

Get to know your clients with consultation

In person contact is always best practice, but this is not always possible. You can use conference calls, Webex, FaceTime, WhatsApp and Skype to create a connection with your customers. Get to know your new prospects during the initial consultation. Ask questions like: Have you travelled outside of the country before? Have you ever attended a destination wedding? Do you have a destination in mind? How many people will be attending the wedding? Is it an Adult Only or All Ages Welcome wedding?

PRESENTING

Meeting the Client's Needs

Once you have a better idea of the client's preferences, send them up to 3 quotes recommending your preferred partners. Be sure to include exciting photos of the resort, their wedding venues, menus, setups, etc. Tell your clients why you're recommending these specific resorts. For example: the hotel is in a fantastic location with award winning service and gourmet dining. This is also the time to share who you are, the services you provide and all the values you bring.

OVERCOMING OBJECTIONS

Be thorough in your explanation

Objections often occur when the clients are confused or uncertain. For example, to overcome price objections explain the values include in the pricing proposals you've sent them. Make sure they understand everything that they are getting. Explain to them when booking a group, their room may be free. Clients need to know the cash value of complimentary rooms and upgrades. Also, have a good understanding of the basic wedding packages offered by your Preferred Suppliers so you are able to communicate with the clients.

CLOSING THE BUSINESS

Don't be afraid to ask for the business

It's fair and proper to create a sense of urgency. You cannot imagine how many times people procrastinate and lose their preferred time, date or wedding location. Let your clients know this is the one of the best resorts in the area and typically weekend dates sell out a year or more in advance. It can be as easy as asking if you can hold the wedding date for them or offer to send the group contract by the end of the day.



Hyatt Ziva Puerto Vallarta



Panama Jack Resorts Cancun



Hyatt Ziva Los Cabos



Hyatt Ziva Cancun



CONTACT GINA JOHNSON, DESTINATION WEDDINGS SPECIALIST

GINA.JOHNSON@PLAYARESORTS.COM | 817.437.0651

OUR RESORTS



HYATT ZILARA CANCUN

307 Rooms | 6,888 sq. ft.
of meeting space



HYATT ZIVA CANCUN

547 Rooms | 16,000 sq. ft.
of meeting space



HYATT ZILARA ROSE HALL

344 Rooms | 50,000 sq. ft. of shared
space between Zilara and Ziva Rose Hall



HYATT ZIVA ROSE HALL

277 Rooms | 50,000 sq. ft. of shared
space between Zilara and Ziva Rose Hall



HYATT ZIVA LOS CABOS

591 Rooms | 35,000 sq. ft.
of meeting space



HYATT ZIVA PUERTO VALLARTA

335 Rooms | 38,000 sq. ft.
of meeting space



PANAMA JACK RESORTS CANCUN

458 Rooms | 7,000 sq. ft.
of meeting space



PANAMA JACK RESORTS PLAYA DEL CARMEN

287 Rooms | 1,700 sq. ft.
of meeting space



THE ROYAL PLAYA DEL CARMEN

513 Rooms | 6,800 sq. ft.
of meeting space



SANCTUARY CAP CANA

323 Rooms | 4,100 sq. ft.
of meeting space



HILTON ROSE HALL RESORT & SPA

495 Rooms | 44,000 sq. ft.
of meeting space



JEWEL GRANDE MONTEGO BAY RESORT & SPA

129 Rooms | 4,100 sq. ft.
of meeting space



JEWEL DUNN'S RIVER BEACH RESORT

250 Rooms | 3,950 sq. ft.
of meeting space



JEWEL PARADISE COVE BEACH RESORT

225 Rooms | 3,000 sq. ft.
of meeting space



JEWEL RUNAWAY BAY BEACH & GOLF RESORT

268 Rooms | 5,150 sq. ft.
of meeting space

COMING SOON



HYATT ZILARA CAP CANA

375 Rooms | 38,000 sq. ft. of shared
space between Zilara and Ziva Cap Cana



HYATT ZIVA CAP CANA

375 Rooms | 38,000 sq. ft. of shared
space between Zilara and Ziva Cap Cana



EARN UP TO \$160 BOOKING BONUS WITH AgentCASH, OUR PREFERRED AGENT PROGRAM

- Be the first to experience our newest resorts by being a part of our preferred agent program
- Earn up to \$160 bonus per room
 - Individual bookings
 - Social Groups Programs
 - Wedding Programs
- Receive a complimentary in-room amenity for your guests



ENROLL AT
AGENTS.PLAYARESORTS.COM



AN ALL-INCLUSIVE EXPERIENCE *by* HYATT



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Enroll at
Agents.PlayaResorts.com



ALL-INCLUSIVE RESORTS IN CANCUN | CAP CANA | LOS CABOS | MONTEGO BAY | PUERTO VALLARTA



Aim For The Stars Rewards Travel Agent Loyalty Program

Why Register at www.AimForTheStarsRewards.com:

- ★ Bookings made at Jewel Resorts, Jamaica – ***Jewel Dunn's River, Jewel Runaway Bay, and Jewel Paradise Cove, and NOW Jewel Grande Montego Bay Resort & Spa*** – are all eligible.
- ★ Be among the first to know about Specials, News and Updates
- ★ Earn \$\$ rewards
- ★ Earn stars towards FREE nights
- ★ Earn PERKS for your clients, making you the STAR
- ★ To get you started, you get **250 Stars** just for registering!*

How to Shoot for the Stars

It's easy, you'll earn points by registering and booking Jewel Resorts.

Agent Education

250 Stars	Just for registering
50 Stars	For every booked room night in a Jewel Resorts Premier up to Concierge room or Jewel Grande One-Bedroom Ocean View or Oceanfront Suite through your preferred travel partner
(+)100 Stars	Earn extra stars for every booked room night in Jewel Resorts Concierge or Jewel Grande Two-Bedroom Suite or higher level room category.

25 Stars	Earn 25 Stars for each PDF downloaded (1x award) <i>Must be logged in to earn stars</i> • Jewel Dunn's River Fact Sheet • Jewel Paradise Cove Fact Sheet • Jewel Runaway Bay Fact Sheet • Jewel Grande Fact Sheet
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RIISING STAR **Stars: 250 to 2,500**

PERKS FOR YOUR CLIENTS*

Welcome Letter with Agent's personalized note
Welcome Amenity

GIFT FOR YOU

Welcome! We're giving you 250 Bonus Stars*

REDEEMABLE PERKS FOR YOU

500 Stars earn 1-Night in a Jewel Resorts Premier room

Guaranteed room upgrades available

1,000 Stars earn 1-Night One-Bedroom Ocean View or Oceanfront Suite at Jewel Grande

Travel with Friends and Family

4,000 Stars earn \$100 MasterCard Reward

SHOOTING STAR **Stars: 2,501 to 4,000**

PERKS FOR YOUR CLIENTS*

Welcome Letter with Agent's personalized note
Welcome Amenity

GIFT FOR YOU

Congratulations! We're giving you 250 Bonus Stars*

REDEEMABLE PERKS FOR YOU

500 Stars earn 1-Night Upgraded Accommodation from Rising Star level, based on availability

Guaranteed room upgrades available

1,000 Stars earn 1-Night One-Bedroom Ocean View or Oceanfront Suite at Jewel Grande

Travel with Friends and Family

4,000 Stars earn \$100 MasterCard Reward

Build your Wedding Business with Show Banner

SHINING STAR **Stars: 4,001+**

PERKS FOR YOUR CLIENTS*

Welcome Letter with Agent's personalized note
Welcome Amenity

GIFT FOR YOU

Congratulations! We're giving you 250 Bonus Stars*

REDEEMABLE PERKS FOR YOU

500 Stars earn 1-Night Upgraded Accommodation from Rising Star level, based on availability

Guaranteed room upgrades available

1,000 Stars earn 1-Night One-Bedroom Ocean View or Oceanfront Suite at Jewel Grande

Travel with Friends and Family

4,000 Stars earn \$100 MasterCard Reward

Build your Wedding Business with Show Banner

To Report Your Bookings

*Simply sign into your account at least three(3)-days prior to your client's arrival, complete the booking form under the **"Add a Booking"** tab to give your clients perks! You can enter bookings at any time to earn stars.

To Track Your Bookings

Sign into your account and click on the **"Bookings"** tab to see which bookings were qualified and how many stars were awarded. Bookings are processed post travel.

How to Redeem Your Star Rewards

Once you start accumulating stars, the **Redeem Rewards** tab will appear next to your bookings and rewards tabs.