

DESTIFY - We are a travel agency specializing in travel for destination weddings. Our team will work with you to find the dream venue to host your wedding and take care of managing travel for you and your guests.

General Destify Policies:

- Each guest is responsible for creating their reservation and paying a **nonrefundable deposit** (\$150/per person) for hotel only reservations. If a guest books a package with airfare, **the non-refundable deposit includes** the full price of the flight, plus the full price of the hotel. **Deposits are non refundable** unless insurance is purchased. With insurance, guests will receive a refund less the cost of the insurance. In the event that a wedding is moved, the deposit remains non-refundable unless insurance is purchased on the reservation.
- Guests are financially responsible to complete payment on their individual reservations, **not the group leader**
- Payments are made for any amount at any time (reservations must be paid in full 65 days prior to trip)
- Guests can book any amount of nights above a 3-night minimum, in any room category (based on availability). Hotel brands can change their minimum night requirement based on certain time travel times (i.e. holidays) at their discretion.
- Rates are subject to change until deposits are received, Destify will always try to find the lowest price available at the time of booking for guests.
- Modified reservations will be subject to current supplier pricing at the time of the modification. Destify will communicate any rate changes to the guest prior to confirming the modification.
- Per the resort, 80% of guests attending the wedding must stay on property for the minimum nights required.
- Round trip airport transfers are not included in Destify rates. Guests do have the option to book transfers through Destify which are booked through a third party, which is not in direct affiliation with Destify. If there are any issues during travel, Destify is here to assist in solving those issues.
- Comps (otherwise known as complimentary rooms) are offered to group leaders with the more rooms that book through Destify
 - In order to qualify for comps a minimum of 10 rooms must be booked under the group
 - Comps are refunded 6-8 weeks after travel, upon resort confirmation of the number of rooms traveled and can only be refunded to card(s) used to make payment to Destify, we are unable to refund via check. Destify will contact the couple via email upon their return confirming the amount earned and card number for the comp refund.
 - Only adults booked through Destify will be calculated towards comps.
 - All rooms must be paid in full by the final payment deadline (65 days prior to departure), and guests must travel and use all nights they have booked on their reservation in order to be calculated towards comps.
 - The comp value is based on the lowest room category booked, for the least amount of nights, and the lowest nightly price; less taxes, and transfer fees.

Benefits of Working with Destify / Sales Selling Points:

- Services are Complimentary
 - Our services are always 100% free. We get paid a small commission from the hotels directly even when offering the lowest price. We can even offer promotions, packages, and exclusive deals to help our customers/couples save money.
 - Weddings are planned with the resorts, while Destify is the free service to help guests attending a wedding with their room reservations.
 - This is different from other travel agencies in the market, we truly want to help our couples and guests have an unforgettable vacation and experience.
- Expert Knowledge
 - “We have done this thousands of times”
 - There are a lot of resorts that are great for a family vacation, but might not be the best to host a wedding. Our team of sales experts will guide you through the selection process of finding the perfect resort based on our previous years of experience.

- We help couples understand the resort's features, wedding packages, and the process in which hosting a destination wedding happens.
- Our Technology/Tools for Couples
 - Group Leader Dashboard (available to couples)
 - Wedding planning tool to assist couples - features include: tracking RSVPs for wedding attendance, guest list tracking of booked guests, ability to build and edit the wedding website, making payments towards individual room reservation, modify individual reservation (upgrade, downgrade, add nights, remove nights, cancel), and contact Destify customer support
 - Destify Dashboard (available to all guests)
 - Room management tools to assist guests - features include: making payments towards individual room reservation, modify individual reservation (upgrade, downgrade, add nights, remove nights, cancel), and contact Destify customer support
 - Wedding Website
 - Shareable link to be used on invites and emails where people can start their reservation process with Destify.
 - Customizable to the couples liking, features include: wedding party, wedding itinerary, wedding registries, selectable fonts, selectable colors, selectable background images.
- FIT/Flexible Booking
 - Opposite of a contracted room block. Contracted Room Block definition: Large deposit (\$300/room) required by a couple to hold a block of rooms. Selection of room category and number of nights is required for the whole group and couples are then held liable to fill blocked rooms. Some downsides to consider: no pricematching abilities (if someone finds a lower price they are not able to pricematch to make the contracted room block price lower), potential risk of losing money if not all rooms are filled by the group, no flexible payment plan = strict schedule on payments. The only time contracts make sense for a wedding is when the group is over 100 people to guarantee the resort has enough space. Contracted room blocks are not offered in the sales process. One benefit: room rates are locked in for the whole group.
 - Destify offers Flexible booking for all our weddings. Benefits include: pricematching abilities at the time of booking (if a guest or couple finds a lower rate online on another website, we are able to pricematch it within 24 hours of deposit being placed), couple is only responsible for their own room reservation and no liability for their guest rooms, flexible payment plans are available for everyone, guests have flexibility to choose their own vacations to match their own budgets and wants. Downside to flexible booking: room rates are not locked in for every guest, pricing is live at the of the reservation being booked.
- Pricematching with Destify
 - At Destify, we pride ourselves on being able to offer our clients the lowest rates available. That's why, if you've found a lower room rate than that which we've offered you, we are happy to price-match.
 - Price matches are not guaranteed, but please understand that every effort will be made to honor your request to get you the best possible rate. We reserve the right to deny the request if it does not meet our Price Matching terms and conditions. Once a price match has been confirmed and validated, any additional changes or modifications will be subject to the current rates. Any requests sent after hours or on weekends may take up to 48 business hours to process.
 - Please note, we can only match room rates and transfer costs. We cannot match insurance or special promotional add ons such as offers for resort credits, honeymoon packages, etc.
 - You can price match within 24hrs after submitting your booking/deposit with Destify, as long as it is more than 20 days prior to your travel date.
 - If price matching after 24 hours, the initial deposit of \$150 per person will be lost and added as a fee to your new reservation.

- **Any price match submitted after final payment date will not be permitted.
- Only one price match per reservation will be approved.
- Make sure the following criteria are met when you are considering price-matching your rate:
 - It is within 24 hours of making your original booking with Destify, and more than 20 days prior to your travel date.
 - The lower rate you've found includes the exact same elements (room category, number of travelers, resort, dates, airfare, etc.) as that which you booked.
 - Your reservation was not made as a part of a contracted group or room block.
 - The lower rate you've found is not exclusively for members of a specific organization, group, or loyalty/rewards program (examples: Expedia Rewards, Priceline VIP, timeshares, resort brand membership programs, AAA, Military discounts, senior discounts, etc). We also cannot match any "Deal of the Day" or similar rates offered by some websites.
 - The lower rate you found is not a non-refundable or semi-flexible rate (must be refundable or "flexible")
 - The lower rate you found is taken from a desktop site – not on a mobile device.
 - The lower rate you've found is from one of the following US based companies or websites:
 - The resort direct website
 - Expedia.com
 - Orbitz.com
 - Priceline.com
 - Hotels.com
 - Cheapcaribbean.com
 - Travelocity.com
- Team to support throughout the process
 - 24/7 customer support for all Destify guests
 - Guest services are always available to answer guest questions, provide guidance to our guests on destinations and the hotels, solve any issues that may arise during the reservation process, and help with any other travel related questions our guests may have.
 - Couples get a dedicated team to lead them to their wedding day and make sure they are getting timely responses from their wedding team and ensure they receive the best customer service. This team is called client success and each couple gets: group leader specialist, group leader liaison, and wedding website specialist.
- Cancellation Policy:
 - Initial deposits are non-refundable and non-transferable at any point upon cancellation of your vacation package.
 - Cancellations made greater than 65 days prior to departure are subject to a minimum of \$150 per person cancellation fee in addition to any applicable hotel, airline, or tour operator fees. The cancellation fee is never less than the amount of the initial deposit.
 - Cancellations made less than 65 days prior to departure are not eligible for any refunds. In other words, this purchase becomes completely non-refundable and non-transferable 65 days prior to the departure date. This applies to cancellations made FOR ANY REASON, including any reason relating to COVID-19, natural disasters, or any other acts or occurrences outside the reasonable control of DESTIFY or the Traveler.
 - Reservations are not eligible for any requested amendments, changes, or modifications of any kind within 14 days of your booked travel date. We will not be liable to you for any changes requested during this time period. We will not be liable to you for any costs incurred by you due to late requests for changes.
 - Any refund applicable to a cancellation (for example, a refund for a cancellation made more than

65 days prior to departure) is contingent on DESTIFY receiving the funds back from the supplier (hotel, airline, resort). Accordingly, if for whatever reason, including bankruptcy or other disruption in business, the supplier is unable to or refuses to issue a refund to DESTIFY for the services paid for, then DESTIFY has no obligation to issue a refund to you. In some instances, Suppliers may offer a travel credit in lieu of a cash refund.

- By accepting any refund from us, Traveler accepts refund as a full and final settlement with regard to any money owed and Traveler releases DESTIFY, its owners, employees, and assigns from any future demands and/or claims whether in tort, contract, or any other form, and agrees that by accepting the refund DESTIFY has no further liability to Traveler.
- In order to avoid any of the above fees, we strongly encourage the purchase of "Cancel For Any Reason" travel insurance through one of our affiliates, which is available to purchase when you're submitting your initial deposit.

Destify Topics to Help Sales Team:

- Ceremony types:
 - Symbolic: A symbolic ceremony is where a couple gets legally married in the US prior to heading to their destination. 99% of our couples do a symbolic ceremony because legal requirements to get married outside of the country can be an additional cost and lengthy task. There is no fee to hosting a symbolic ceremony, couples can pick their own officiant or use the officiant from the resort. The ceremony follows a traditional ceremony where you say vows and all, the paperwork is just legally binded to the home country of the couple. Arrival dates for a symbolic ceremony are 2-3 business days.
 - Legal: A legal ceremony is legally binding to the country where a couple is getting married. Typically this means there are notary fees, has to be performed by a judge from the country, translation of documents, and in some cases blood tests are performed. Arrival dates for legal ceremonies are 4 business days because of the additional requirements that it takes to get legally married in a foreign country.
 - Catholic: Catholic ceremonies are only held in chapels or registered catholic churches. You can host a catholic ceremony and have the choice of the ceremony being symbolic or legal. There is typically a prenuptial investigation done by the couple's local parish prior to hosting the ceremony. Catholic priests do have to be available on the wedding date to host the catholic ceremony.
 - South Asian: South Asian weddings can take place over multiple days, with the ceremony and reception taking place on the third day after two days of more intimate events. These intimate events include: tilak ceremony, haldi (or pithi) ceremony, mehndi party, and sangeet.
 - Hotel brands that are known to offer South Asian wedding packages: AIC (Hard Rock Hotels & Unico 2087), Hyatt Inclusive Collection (Dreams Resorts), Blue Diamond (Royaltons and Planet Hollywoods), Sandos hotels, and Playa resorts (Hyatt Ziva and Zilara hotels)
- All inclusive resorts vs. non all inclusive resorts: it is better to host a destination wedding at an all inclusive resort vs. non all inclusive because of the cost savings. With all inclusive resorts, guests and couples are paying for their food & beverage through their hotel stay which then in turn saves the couple money on the wedding costs because they are not paying a per head cost for food & beverage. Weddings at all inclusive resorts cut wedding costs on average by ½ compared to weddings at non all inclusive resorts. Additionally because guests are paying for their food & beverage through their room rate, they are not having to pay for meals while enjoying their vacation - this isn't the case with non all inclusives. We see non all inclusive rates be comparable to all inclusive resorts, but there are still additional costs for the food and beverage during their stay.
- Couples or guests can be a part of a timeshare program. What this means is that they pay a yearly fee to receive complimentary rooms or additional benefits. We do not suggest booking a wedding through a timeshare program. Whenever booking a lot of rooms through 1 person's time share it is then required

that each guest sits through a 3 hour presentation selling them on a timeshare themselves. This is the last thing our couples and guests want to experience after arriving at a beautiful destination. As a solution to our couples, if they are part of a timeshare program they can book their room with the hotel directly and then place a deposit with us to have us handle all the room reservations and book them flexibly. This way - guests are able to enjoy their vacations entirely and not have to be sold on a timeshare themselves and the couple still benefits from their timeshare that they paid for the year.

- Top Brand Hotels that have adults only sections/hotels connected to family sections/hotels to offer the best of both options for weddings, both hotels are able to be added to a couple's website:
 - Hyatt Ziva Cap Cana & Hyatt Zilara Cap Cana
 - Hyatt Zilara Cancun & Wyndham Altra Cancun
 - Hyatt Ziva Rose Hall & Hyatt Zilara Rose Hall
 - Hyatt Ziva Cancun & Turquoise Tower at Hyatt Ziva Cancun
 - Hard Rock Riviera Maya & Heaven Section Hard Rock Riviera Maya
 - Royalton Blue Waters & Hideaway at Royalton Blue Waters
 - Royalton Riviera Cancun & Hideaway at Royalton Riviera Cancun
 - Royalton Negril & Hideaway at Royalton Negril
 - Planet Hollywood Cancun & Planet Hollywood Cancun Adult Scene
 - Royalton Punta Cana & Hideaway at Royalton Punta Cana
 - Royalton St. Lucia & Hideaway at Royalton St. Lucia
 - Dreams Bahia Mita & Secrets Bahia Mita
 - Dreams Playa Mujeres & Secrets Playa Mujeres
 - Dreams Royal Beach & Secrets Royal Beach
 - Dreams Onyx & Breathless Punta Cana
 - Dreams Vallarta Bay & Secrets Vallarta Bay
 - Grand Palladium Costa Mujeres & TRS Coral
 - Grand Palladium White Sands & TRS Yucatan
 - Grand Palladium Bavaro or Palace & TRS Turquesa
 - Grand Palladium Jamaica & Grand Palladium Lady Hamilton
 - Iberostar Grand Paraiso & Iberostar Selection Paraiso Lindo
 - Iberostar Rose Hall Grand & Iberostar Rose Hall Suites
 - Iberostar Selection Cancun & Coral Tower Iberostar Selection Cancun

Sales Tools & Resources (Internal not to be shared with clients):

- New Top Brand Sheet
 - Why? This is where we keep all the hotels to recommend based on our experience and all relevant information. This includes: general information about individual resorts, distance from airport, room pricing averages, wedding packages offered, wedding locations, hotel videos, comps to be offered to Destify couples, any pertaining information that is important to note.
 - 10 Top Brands to know information on and their hotel brand names underneath:
 - AIC
 - Hard Rock all inclusive hotels
 - Unico 2087
 - Blue Diamond
 - Royalton
 - Planet Hollywood
 - Hyatt Inclusive Collection
 - Dreams
 - Secrets
 - Sunscape

- Breathless
 - Zoetry
 - Iberostar Hotels
 - Majestic Hotels
 - Majestic Mirage
 - Majestic Elegance
 - Majestic Colonial
 - Palladium Hotel Group
 - Grand Palladium hotels
 - TRS
 - Playa Resorts
 - Hyatt Ziva
 - Hyatt Zilara
 - Wyndham Alltra
 - Hilton (participating hotels)
 - Jewel
 - Riu
 - Sandos Hotels
 - Marival
- Soft No Branded Hotels - the following brands we are able to book weddings at, they are just not part of the top branded hotels Destify has the best relationship with:
 - Barcelo & Occidental Hotels - These brands are not on the top brand sheet because historically their wedding departments have been slow to respond to our clients and they tend to have very fluctuating rates which can be frustrating for guests. They have a lot of hotels in our destinations at a great price point. I would advise couples that although we do not work with them often we certainly can and prepare them for potential long wait times from the wedding team. Pricing can be attractive for couples because their hotels do tend to have lower pricing on room rates. Wedding package pricing is similar to other brands. This brand is known to have complexes similar to Grand Palladium or Iberostar. There are different luxury & access levels of the resorts. Majority of them are family friendly, but some can offer an adult only. Hotel names, category, and destinations listed below:
 - Occidental at Xcaret: family friendly (Playa del Carmen, Mexico)
 - Occidental Caribe: family friendly (Punta Cana, Dominican Republic)
 - Occidental Tucancun: family friendly (Cancun, Mexico)
 - Occidental Cozumel: family friendly (Cozumel, Mexico)
 - Occidental Punta Cana: family friendly (Punta Cana, Dominican Republic)
 - Occidental Costa Cancun: family friendly (Cancun, Mexico)
 - Occidental Nuevo Vallarta: family friendly (Puerto Vallarta, Mexico)
 - Occidental Tamarindo: family friendly (Liberia, Costa Rica)
 - Occidental Papagayo: adults only (Liberia, Costa Rica)
 - Barcelo Maya Palace: family friendly (Riviera Maya, Mexico)
 - Barcelo Bavaro Palace: family friendly (Punta Cana, Dominican Republic)
 - Barcelo Aruba: family friendly (Aruba)
 - Barcelo Maya Riviera: adults only (Riviera Maya, Mexico)
 - Barcelo Maya Caribe: family friendly (Riviera Maya, Mexico)
 - Barcelo Maya Colonial: family friendly (Riviera Maya, Mexico)
 - Barcelo Gran Faro Los Cabos: family friendly (Cabo San Lucas, Mexico)
 - Barcelo Puerto Vallarta: family friendly (Puerto Vallarta, Mexico)
 - Barcelo Bavaro Beach: adults only (Punta Cana, Dominican Republic)
 - Barcelo Maya Tropical: family friendly (Riviera Maya, Mexico)
 - Barcelo Maya Beach: family friendly (Riviera Maya, Mexico)

- Barcelo Tambor: family friendly (Liberia, Costa Rica)
- Bahia Principe - This brand is located in Mexico, Dominican Republic and Jamaica. There are different levels of Bahia Principe hotels: Grand, Luxury, and Fantasia. Communication from wedding teams can vary by location, but they have been improving with the Bahia Principe Jamaica and Bahia Principe Runaway Bay. This brand has larger hotels and price points can be attractive for customers. Not many different room categories are offered as it is a standard all inclusive resort. Comparable to the Riu properties. Hotel names, category, and destinations listed below:
 - Bahia Principe Luxury Akumal: family friendly (Tulum, Mexico)
 - Bahia Principe Grand Tulum: family friendly (Tulum, Mexico)
 - Bahia Principe Luxury Sian Ka'an: adults only (Tulum, Mexico)
 - Bahia Principe Grand Coba: family friendly (Tulum, Mexico)
 - Bahia Principe Fantasia Punta Cana: family friendly (Punta Cana, Dominican Republic)
 - Bahia Principe Luxury Ambar: adults only (Punta Cana, Dominican Republic)
 - Bahia Principe Grand Punta Cana: family friendly (Punta Cana, Dominican Republic)
 - Bahia Principe Luxury Esmeralda: family friendly (Punta Cana, Dominican Republic)
 - Bahia Principe Grand Aquamariner: adults only (Punta Cana, Dominican Republic)
 - Bahia Principe Grand Turquesa: family friendly (Punta Cana, Dominican Republic)
 - Bahia Principe Grand Bavaro: family friendly (Punta Cana, Dominican Republic)
 - Bahia Principe Luxury Bouganville: adults only (Punta Cana, Dominican Republic)
 - Bahia Principe Grand La Romana: family friendly (Punta Cana, Dominican Republic)
 - Bahia Principe Luxury Runaway Bay: adults only (Montego Bay, Jamaica)
 - Bahia Principe Grand Jamaica: family friendly (Montego Bay, Jamaica)
 - Bahia Principe Grand Samana: adults only (Samana, Dominican Republic)
- Paradisus/Melia - both branded hotels are located in Mexico, Dominican Republic and Jamaica. Wedding coordinator communication can be different amongst the locations, but in general it is very hard to get a response from them. Their room rates also have large swings from week to week which can cause frustration or friction for our guests. Some hotels have been recently renovated which makes them similar to Grand Palladium resorts, whereas the older hotels are similar to Iberostar in terms of luxury level. We have had a few clients stolen from the wedding teams at these hotels, which is the main reason this brand is not a top brand for Destify. Hotel names, category, and destinations listed below:
 - Melia Casa Maya - Cancun: family friendly (Cancun, Mexico)
 - Paradisus Cancun: family friendly (Cancun, Mexico)
 - Melia Cozumel: family friendly (Cozumel, Mexico)
 - Paradisus Los Cabos: adults only (Cabo San Lucas, Mexico)
 - Paradisus Playa del Carmen: family friendly (Riviera Maya, Mexico)
 - Paradisus La Perla: adults only (Riviera Maya, Mexico)
 - Melia Puerto Vallarta: family friendly (Puerto Vallarta, Mexico)
 - Paradisus Palma Real Golf & Spa: family friendly (Punta Cana, Dominican Republic)
 - Melia Caribe Beach Resort: family friendly (Punta Cana, Dominican Republic)
 - Melia Punta Cana Beach: family friendly (Punta Cana, Dominican Republic)
 - Paradisus Grand Cana: family friendly (Punta Cana, Dominican Republic)
 - Melia Braco Village: family friendly (Montego Bay, Jamaica)
- Atelier Costa Mujeres - there is one hotel in this brand located in Costa Mujeres. Their pricing tends to be a little more expensive and their wedding staff is light resulting in long communication gaps. A golf course is located next door and in certain room categories you can receive free green fees. This hotel is definitely a higher luxury, room pricing will be higher and potential for higher wedding costs.
- La Colección (Live Aqua/Fiesta Americana): Hotels are mainly located in Mexico with one Live Aqua in Dominican Republic. Live Aqua is a hotel name that is adults only and great for

honeymoons. You are able to book a wedding at Live Aqua, but it is more recommended for honeymoon couples. Fiesta Americana is the family friendly brand that is offered with a lot of activities for kids. Sometimes the wedding team can push back on our flexible booking style and require a contract, but we have been able to get around this. Wedding communication varies by hotel. Hotel names, category, and destinations listed below:

- Live Aqua Cancun: adults only (Cancun, Mexico)
- Live Aqua Punta Cana: adults only (Punta Cana, Dominican Republic)
- Fiesta Americana Condesa Cancun: family friendly (Cancun, Mexico)
- Fiesta Americana Cozumel: family friendly (Cozumel, Mexico)
- Fiesta Americana Puerto Vallarta: family friendly (Puerto Vallarta, Mexico)
- Grand Fiesta Americana Los Cabos: family friendly (Cabo San Lucas, Mexico)
- Grand Fiesta Americana Coral Beach Cancun: family friendly (Cabo San Lucas, Mexico)
- Karisma Hotels - great medium to smaller resorts that are offered in Mexico, Dominican Republic or Jamaica. Karisma consists of Nickelodeon, Margaritaville, Azul Beach hotels. There are some select adults only Azul and Margaritaville hotels. Wedding teams are pretty quick to respond and the confirmation process can be easy. Their wedding packages are a little difficult to understand because you customize a lot after setting the date with the basic package. This is a great brand to work with and can be recommended if a person is not finding anything amongst our other 10 top brands. This brand is known for having great food. Hotel names, category, and destinations listed below:
 - Azul Beach Resort Negril: adults only (Negril, Jamaica)
 - Margaritaville Island Reserve Riviera Maya: adults only (Riviera Maya, Mexico)
 - Nickelodeon Hotel & Resorts Riviera Maya: family friendly (Riviera Maya, Mexico)
 - Margaritaville Island Reserve Riviera Cancun: family friendly (Riviera Maya, Mexico)
 - Azul Beach Resort Riviera Cancun: family friendly (Riviera Maya, Mexico)
 - Nickelodeon Hotel & Resorts Punta Cana: family friendly (Punta Cana, Dominican Republic)
 - Margaritaville Island Reserve Resort Cap Cana Hammock: adults only (Punta Cana, Dominican Republic)
 - Margaritaville Island Reserve Resort Cap Cana Wave: family friendly (Punta Cana, Dominican Republic)
- Lomas Hotels - transferred from Karisma, Lomas Hospitality Group now owns all El Dorado and Generations hotels. El Dorado are adults only options and Generations is a family friendly option connected to a couple El Dorado properties to give the best to both worlds. Located in Mexico primarily, these resorts tend to be individually small but connected to others to make it larger with more amenities to offer guests. Since the transfer of ownership, we have not determined what their wedding team response is like. Hotel names, category, and destinations listed below:
 - El Dorado Maroma: adults only (Playa del Carmen, México)
 - El Dorado Royale: adults only (Riviera Maya, Mexico)
 - El Dorado Casitas Royale: adults only (Riviera Maya, Mexico)
 - Generations Riviera Maya: family friendly (Riviera Maya, Mexico)
 - El Dorado Seaside Palms: adults only (Riviera Maya, Mexico)
 - El Dorado Seaside Suites: adults only (Riviera Maya, Mexico)
 - Palafitos Overwater Bungalows: adults only (Playa del Carmen, Mexico)
- Oceans by H10 - located in Mexico, Dominican Republic and Jamaica this brand can offer adults only and family friendly resorts. Recently their wedding team has been pretty responsive and wanted to work with Destify on becoming a top brand. Pricing tends to be lower for this brand and they do not offer any comps to couples but it's a great brand to pull on if a client doesn't like our top 10 brands. Hotel names, category, and destinations listed below:
 - Ocean Blue & Sand: family friendly (Punta Cana, Dominican Republic)

- Ocean El Faro: family friendly (Punta Cana, Dominican Republic)
- Ocean Riviera Paradise: family friendly (Cancun/Riviera Maya, Mexico)
- Ocean Coral & Turquesa: family friendly (Playa del Carmen, Mexico)
- Ocean Coral Spring: family friendly (Montego Bay, Jamaica)
- Ocean El Faro El Beso: adults only (Punta Cana, Dominican Republic)
- Ocean Maya Royale: adults only (Playa del Carmen, Mexico)
- Ocean Riviera Paradise El Beso: adults only (Cancun/Riviera Maya, Mexico)
- Ocean Eden Bay: adults only (Montego Bay, Jamaica)
- Ocean Coral & Turquesa El Beso: adults only (Playa del Carmen, Mexico)
- Hard No Resorts - the following brands we are unable to book weddings at and alternative recommendations if someone asks about them:
 - Excellence and Finest Resorts: this brand does not work with travel agencies and has a history of stealing clients from us in order to keep all the revenue with their hotel. Response times have also been noted to be extremely long from previous brides. They book rooms through their own portal so they are not on funjet and it's very manual to book rooms with them. This makes the process not Zappy, which in turn does not support Destify's vision.
 - Alternatives to Recommend: Majestic hotels or Grand Palladium properties with TRS connected
 - Hotel Xcaret: this hotel is located in Riviera Maya in a park with lots of activities. It has a lot of great items to have a vacation but does not fit for Destify weddings. They require a contracted room block to host a wedding which is against Destify policies, additionally it takes on average 3 weeks to get a response from their wedding team. Lastly, pricing for rooms is extremely high and proves difficult for guests to attend.
 - Alternatives to Recommend: Occidental Xcaret, Secrets Moxche, or Dreams Tulum
 - Pueblo Bonitos: Located in Cabo San Lucas in the marina. They require a contracted room block to host a wedding which is against Destify policies. This is the main reason we are unable to book weddings at their properties. The other reason is that all inclusive is optional which then makes wedding costs go up 2X
 - Alternatives to Recommend: Sandos Finisterra, Breathless Cabo,
 - Palace Resorts: any resort with Palace in the name or Le Blanc falls under this umbrella of Palace resorts. Historically the wedding teams at Palace resorts response time is extremely slow. They require a room block contract in order to receive the perks for the wedding which goes against Destify policies. They book rooms through their own portal so they are not on funjet and it's very manual to book rooms with them. This makes the process not Zappy, which in turn does not support Destify's vision.
 - Alternatives to Recommend: Hard Rock Hotels, Playa Resorts (Hyatt or Hiltons)
 - Sandals / Beaches: Sandals resorts are adults only and Beaches are family friendly. They have extremely high room pricing for guests which proves difficult for guests to attend. Their rooms only have king beds so large parties are hard to host at these resorts. They book rooms through their own portal so they are not on funjet and it's very manual to book rooms with them. This makes the process not Zappy, which in turn does not support Destify's vision.
 - Alternatives to Recommend: Secrets resorts or Dreams resorts.
- Destify.com
 - All hotels are listed on our website, this does not mean we recommend them all.
 - Filters are used by sales specialists to help recommend top brands.
 - Some resorts listed on our website we are unable to sell

SALES PROCESS:

1. STATUS OF THE LEAD: "Contacted Not Reached"

- a. Objective: Get in touch with the lead (preferable via phone call) to qualify if Destify is able to deliver on what the lead is looking for their wedding.
 - i. Ways of communication: phone call, texting, emailing

- ii. Basic qualifications of a lead:
 - 1. Looking to get married in the next 6-24 months
 - 2. Looking for a destination wedding in one of the destinations Destify sells.
 - 3. Planning to have 10 or more guests, in need of travel assistance to stay at the resort.

Sample Messaging in this Phase:

Text:

“Hi Kelly! My name is Lauren and I work for Destify. I received your destination wedding date request and I would love to chat with you about your wedding - when is a good time? You can also schedule some time with me through the link here - calendly.com/l_watson/15min :) “

Email:

“Hi XX!

Thank you for reaching out to Destify! My name is Lauren and I am a sales specialist here at Destify. I received your request for a destination wedding in XX, congratulations!

Would love to connect via phone to talk about your wedding vision. When is a good time? You can schedule a call with me through the link here as well - https://calendly.com/l_watson/15min”

2. STATUS OF THE LEAD: “Sent Quotes”

- a. Objective: Send hotel recommendations to qualified leads to hopefully match what lead is looking for.
 - i. Things to Consider when sending recommendations:
 - 1. Venue
 - 2. Price point
 - 3. Distance from Airport
 - 4. Activity Level
 - 5. Wedding Budget
 - 6. Destination
 - 7. Seasonality
 - ii. Any feedback is important to service the lead on finding the perfect resort to host their wedding
 - iii. Wedding packages and additional information can be sent during this status when the client responds.
 - iv. Ways of communication: phone call, texting, emailing

Initial Call Transcribed:

“Sales Agent: Hello. Hi, good morning. This is Lauren from Destify. How are you?

Client: Good.

Sales Agent: Good! Well, nice to meet you. First and foremost, I want to say congratulations.

Client: Thank you.

Sales Agent: When did you get engaged?

Client: Last week.

Sales Agent: Last week, holy moly, awesome. And how did it happen?

Client: We were thinking about getting engaged, but my daughter essentially asked and she said, hey, when are you gonna propose to my mom?

Sales Agent: Yeah, I love that, that's awesome.

Client: and then it just happened!

Sales Agent: And did he just like to do it that day then?

Client: Yeah, pretty much.

Sales Agent: That's awesome. Well, congratulations. And we are thinking about a destination wedding?

Client: Yes

Sales Agent: I know it's super fresh and, you know, fresh in your mind, but how has it been going thus far with

wedding planning?

Client: Actually, this is the first thing that we did. We kind of like brainstormed on some location. And I kind of tried to look online, but I felt like it was going to take too much time. So then I started looking for somebody who could help me plan this. So...

Sales Agent: Absolutely. What kind of locations were you looking at?

Client: So we wanted it to be like a beach wedding. But so my nephews, so pretty much most everybody that's coming have kids. So we want it to be like family friendly, you know, they could do other activities and stuff like that. So that's the most important thing actually. So we got a beach and we got the family friendly, very important.

Sales Agent: Have you thought about which destination?

Client: Yeah, the only thing, so I'm debating between, mostly, so each family has kids, so I wanted it to be, I was thinking either January, but we don't have, like, a whole week off for the kids, so then it would have to be, like, spring break, which is in April. But then I guess it would have to be a destination where it's not too crowded, because everybody's going to be off.

Sales Agent: Yeah, I was just saying spring break would be...

Client: we're having some conflicting time areas because we want it over time where people have off work but then we don't want it to be too crowded. I know, that's why I was like, this is too complicated.

Sales Agent: Yeah. What about summertime?

Client: Yeah, summertime, I guess that's an option, yeah.

Sales Agent: Because go through the seasons with you a little bit. So January through April are considered high season, which means it's going to be the higher room rates. Yeah, because it's the worst weather in the United States during that time, but the best down there, and you've got spring break. Just in general, that's when the pricing is going to be the highest, is between that January through April. Then May through early of August is considered shoulder season. Slightly warmer, people have off for summer, but pricing is gonna be a little bit lower than that January through April timeframe.

Client: Okay, that's different.

Sales Agent: Yeah, and then really like September and October are hurricane season, so we're kind of in that right now. You can always risk it for the biscuit, but it just might be a little bit more rainy during that time. And then November, December is also considered shoulder season, except for the last two weeks of December. Those are gonna be the highest rates out of the whole year because everyone has off for work and for school.

Client: Yeah, okay. So May to August is probably the best time, right? Mm-hmm. Okay, maybe closer to... You want me to look at May maybe to start?

Sales Agent: Yeah, you can look at May.

Client: OK. But school usually is done in June.

Sales Agent: OK, you want me to do June then?

Client: Yeah, let's look at June.

Sales Agent: OK, June. And it's 2024 or 2025?

Client: 2024, 2024.

Sales Agent: OK, great. And then what kind of destinations were we looking at?

Client: So we don't want to travel too far. So we live in the East Coast. I'm in Maryland. Okay. So, you know, I guess the Caribbean is okay, Mexico, but we don't wanna be like on the plane forever, you know, like not too far of a destination.

Sales Agent: Yeah, no, for sure. So our top destinations are Mexico, Jamaica, and Dominican Republic. The reason being is that they have the largest airports and they have the most amount of options to choose from. The smaller the island you go, maybe the less nonstop flights you find and maybe not as many options. It's kind of like a supply-demand game. So from Maryland, I would say, and I guess that's another question for you, like what is most important to you? Like what is your wedding vision when you imagine going down the aisle or when you imagine arriving to the property?

Client: I want it to be a memorable experience for all of us, my parents, the kids, and my brother, and his kids. So it's kind of like a vacation and a wedding at the same time. And I want it to be nice so they can have spa, relax, and we can also get together, have nice meals.

Sales Agent: So let me ask you this are you a hang out by the pool and beach and kind of enjoy the amenities kind of person or are you like I want to go out and explore and do a ton of excursions?

Client: No, not a ton of excursions.

Sales Agent: Yeah. I'm thinking we start in Mexico and Dominican Republic. And if we're striking out or if things aren't really looking like what you're looking for, then maybe we can explore Jamaica as well. How does that sound?

Client: Yeah, that's fine.

Sales Agent: Okay, great. Awesome. So what other things, what other questions do I have for you? How many people are we thinking about having come?

Client: So far I have 15, but we can say 20 just to be on the safe side.

Sales Agent: Okay. in those 20 is that including the kids?

Client: Yeah, including the kids.

Sales Agent: 20 people total, perfect. And so let me talk to you about the process and what Destify does. So kind of the first step of planning a wedding is the hardest part, and it's finding where and which resorts, so that is my job here is to help you with that. So today what I'm gonna be doing is I'm going to be sending over some properties that I recommend and I'm going to provide hotel pricing first and foremost. Reason being is that I want to make sure that you and your guests are comfortable with the price to stay on property because whenever hosting a wedding, they do require at least 80% of your guests to be staying on site, with a reservation for a three-night minimum. So it makes sense. We're going to start there. I'm going to send you pricing and on that too, you're going to see venues, you're going to see some packages, there's like some hyperlinks so you can start to explore these options and let me know your thoughts. If you love them, fantastic. If you hate them, you're not going to hurt my feelings. So the only thing I request of you is to let me know why you don't like something and that will help me with my research. And then so we're going to work together to try and narrow down our options to like one or two places. To be honest with you, we are looking within, you know, June is like within nine months. So we are, I don't want to say a time crunch. You still have time, but I would rather kind of get to the narrowing down phase sooner rather than later. Because the sooner that you book something, the more time that your guests have. So we're going to work together over the next week or so to hopefully find one or two places that you're seriously considering for your wedding. Once that happens, I'm going to help you get date availability. So date availability, I'm going to request two to three dates and they're going to come back to me within 24 to 48 hours. At that point, if I have a date on hold, it's not on hold forever. So it does kind of go quick to the booking steps from there. Any questions thus far on the process?

Client: No, not really. I think you've explained it really well.

Sales Agent: Oh, good. Well, thank you. I've been doing this a little bit of time over the years. So once I get that date availability back, what does the booking of a wedding look like? So there are two deposits. One of them is going to be for your room reservation, just you and your fiancé. And your fiancé's name is Ngozi?

Client: Ngozi, yeah.

Sales Agent: Got it. So just for the two of you, you put down a deposit with Destify for 300 bucks. That gets applied towards your room reservation. So your room reservation cost is gonna depend on how long you wanna stay or whatever room category you want, but the deposit always stays the same of 150 per person, so 300 for the two of you. At the same time we do that, we also book your wedding. So wedding deposits vary by which property or which package but it can start at like 100 and it can go up to like \$1,000. So minimum, it could be 400 bucks, maximum it could be 1,300 to reserve both your room and your wedding. And the deposits always get applied towards the wedding too. So at that point, once we book it, we gotta confirm some details with the resort. Maybe there's a contract that needs to be signed or something, but once we get that really fully confirmed, then you're gonna build a website for you. We build the website where then your guests can go on and they can start to book their own room reservations with their own deposits. That's really the next step once you book a wedding is you want to get people to be making their room reservation and planning their travel and then you can start working on like the actual planning of the wedding with a wedding coordinator on site. So there's people that do this daily and they're going to be your main point of contact in terms of, you know, decisions regarding your wedding. What photographer do you want? Or what extras do you want? Or what decor? So you are going to work with someone directly for that kind of, for those kinds of planning regarding your

wedding, while Destify can help take care of the travel. And all of your guest questions, you know, your aunts and uncles that are maybe your friends that have never been outside of the country, we're going to help answer their questions for them.

Client: Okay, that's great.

Sales Agent: And then all of our services are completely complimentary. So we do not charge anything for them because we already get paid on the back end. Does that all make sense?

Client: Yeah, yep.

Sales Agent: Awesome. And then really the biggest difference of what our agency is different than some other ones, and it's good for your group size too, is that we do something called flexible booking, which means that we're not making you put down thousands of dollars saying, hey, I'm going to have 20 people come. And then let's say not all 20 show up. You would be held liable with a contracted room block. We don't do that for you. Everyone's just individually responsible for their own reservation and their own payments. How does that sound?

Client: That sounds good.

Sales Agent: Awesome. All right. So I think I have all I need to get started of starting this research phase of finding the resort. The only other question I had for you was regarding budgets. Have you two thought about or talked about what kind of budget you'd like to spend on the wedding or spend on room reservations, anything that could help me?

Client: So we don't want it to be like, you know, super, super expensive, but we want it to be nice. Like, so we haven't really talked about numbers. So we don't want it to be extravagant, but not cheap either. I don't know if that helps. Like not cheap in the sense like we're not trying to be like frugal and like, you know, save every penny from the situation, but we want it to be, you know, kind of like curious but not over the top like. We can do this, but like, I don't. Does that make sense?

Sales Agent: Yeah, and maybe you could give this to Ngoziya in terms of like a budget. So for 20 people, I think a good healthy budget would be around... like all in, trying to be maybe like, hold on, I'm doing really quick numbers, like 6000 to 8,000.

Client: Okay, so that includes the wedding and the room reservation?

Sales Agent: Wedding, well it depends on how, you know, which room that you get, how long you wanna stay. So maybe throw out to him six to 10 and see what he says

Client: Okay.

Sales Agent: Because we can always, and I'll, whenever we find those one or two options that you're considering, I'll help you go through the packages and kind of run the numbers so you know what to expect.

Client: Okay, that sounds good.

Sales Agent: All right, perfect. Well, I'm going to get this kind of rolling here over the next 30 minutes or so. I'm going to text you afterwards to make sure you got them. I'm going to send it via email. But I'm really excited and I really appreciate you talking to me and I'll get them over as soon as I can. If you have any questions for me, please don't hesitate to reach out via call, text, email. If I ever don't answer a call, it's probably because I'm on the other line. But I'll try and get back to you as soon as I can, okay?

Client: Okay, thank you so much. I appreciate it.

Sales Agent: Thank you. Look forward to working with you. Okay, bye."

3. STATUS OF THE LEAD: "Pending Wedding Date"

- a. Objective: Collecting wedding date availability from hotel wedding teams, client makes a decision on which date they want to get married on.

- i. Things to Consider:

- 1. We have online calendars for AIC, Riu, Palladium Hotel Group, and Marival to check real time availability
 - 2. Date availability is subject to change if not reserved in 48 business hours

Sample Messaging during this phase:

Text: "Hi Austin!! Exciting news!! I heard back from Royalton and Grand Palladium Royalton

Availability: October 11, 2024 – 2pm and earlier all ceremony locations available except for Diamond

Club Beach Gazebo (available at 1pm and earlier) . All reception locations available. October 14, 2024 – 2pm and earlier all ceremony locations available except for Diamond Club Beach Gazebo (available at 1pm and earlier) . All reception locations available. October 26, 2024 – 5pm and earlier all ceremony locations available. All reception locations available. October 27, 2024 – 5pm and earlier all ceremony locations available. All reception locations available.”

4. STATUS OF THE LEAD: “Waiting for Deposits”

- a. Objective: Have the couple book their room and place their wedding deposit through CRM specific links.
 - i. Things to Consider:
 - 1. Couple must select their dates of stay and room category in order to book a room
 - 2. Couples must know the wedding package and venues they want in order to book their wedding date.

Sample Booking Steps Email:

“Hi Maddie,

Congratulations on your selection of Majestic Elegance Costa Mujeres! We are happy to confirm your date of 2025-02-14 is available to be booked at this time. This date is being held for you for 24 hours, if no room or form is submitted please keep in mind date availability & rates are subject to change.

img

In order to confirm step two of Your Path to I Do, please complete the following:

Step 1) Secure Your Room Reservation [**HERE**](#)

Amount to charge: \$150 per person initial deposit

Step 2) Secure Wedding Date & Place Wedding Deposit

Preferred Wedding Date: 2025-02-14

Preferred Wedding Time: 3PM

Deposit Amount: \$0!

After you complete step 1, please let me know which location you would like for your ceremony & reception. I will then confirm the date with the resort's wedding team and introduce you!

Step 3) Wedding Website

Once your room is booked you will be allowed to build your wedding website through your wedding dashboard. Please do not share your website until you have a formal confirmation letter in hand.

I have also attached our Flexible Wedding Agreement for you to review, please reach out if you have any questions. I would be happy to set up a call, I know this is a lot of information and it may be easier to walk you through this on the phone together.”

South Asian Weddings -

The high priests of the Sikh community have banned the installation of Guru Granth Sahib during destination weddings held at places like sea beaches and resorts. The decision was made due to complaints of religious conduct violation. Additionally, the management of a gurdwara in Bathinda has been disqualified for conducting a same-sex marriage ceremony in the presence of the holy book.