

Entering the European honeymoon tourism market

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The honeymoon tourism niche market requires tour operators that can provide unforgettable experiences, excellent service and sustainability. Tour operators primarily access the European market through Destination Management Companies (DMCs). DMCs use extensive local knowledge and networks to manage tours and activities. Mexico, Indonesia (Bali), South Africa and the Indian Ocean Islands (Maldives, Mauritius and Seychelles) are the biggest players in honeymoon tourism.

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1. What requirements and certifications must honeymoon tourism meet to be allowed on the European market?

The European tour operator market has to comply with a range of regulations to ensure their clients are safe and financially protected. To do business with the European market, you should align your business processes with tour operators to meet their expectations. They will expect you to meet conditions that they will set in a code of conduct or their terms of business. Sustainability in every area of tourism provision is essential for all European tourism suppliers. You should act sustainably in all your business activities.

What are the mandatory and additional requirements that buyers have?

There are a range of requirements for honeymoon tourism services across the sector, both mandatory and optional. These include:

- The European Package Travel Directive
- General Data Protection Regulation (GDPR)
- Liability Insurance and Insolvency Protection

You can find out about them in the CBI study [What requirements must tourism services comply with to be allowed on the European market?](#) The study will help you understand the legal, non-legal and common requirements that European tour operators need to comply with. If you understand what they need and can adapt your business accordingly, they will be more likely to do business with you. It is important to European buyers that they can trust their suppliers can meet their and their customers' needs.

What are the requirements for niche markets?

Excellent service, attention to detail and sustainability are important factors to consider when attracting the honeymoon tourism market. Addressing features with a can-do attitude helps to create a memorable honeymoon experience. Consider getting sustainability certification to attract eco-conscious couples.

Key elements of an unforgettable honeymoon

Planning a honeymoon involves a delicate balance of tangible and intangible elements to create a memorable experience. Tangible features refer to the physical, measurable aspects of the honeymoon. These elements can be seen, touched and interacted with directly. Intangible features are the non-physical, often emotional elements that contribute to the honeymoon’s atmosphere and nature. The table below provides a list of key elements required for creating an unforgettable honeymoon experience.

Table 1: Key elements of an unforgettable honeymoon

Tangible Features	Intangible Features
<ul style="list-style-type: none">• Diverse Luxurious Accommodations• Unique Activities• Easy Transportation• Dedicated Point of Contact• Souvenirs and Gifts	<ul style="list-style-type: none">• Stunning Settings• Cultural Sensitivity• Sustainability• Memorable Moments• Personalisation of Trip Details

Source: Acorn Tourism Consulting, 2024

The tangible features are further explained as follows:

- Diverse Luxurious Accommodation – Honeymoons usually require diverse accommodation options, from beachfront resorts, mountain lodges and overwater bungalows to boutique hotels, countryside cottages, luxury villas and all-inclusive resorts.
- Unique Activities – Popular unique activities include romantic private dinners on the beach, hot air balloon rides, helicopter tours, diving, sunset cruises, stargazing, couples’ spas, hot tub soaks and outdoor movie nights.
- Easy Transportation – Convenient and reliable transportation options, such as airport transfers and private car services, are commonly arranged for honeymoons.
- Dedicated Points of Contact – A dedicated point of contact is essential to help out and ensure a seamless experience throughout the honeymoon.
- Souvenirs and Gifts – Personalised souvenirs and gifts, such as engraved jewellery, monogrammed robes and handwritten welcome cards, make the honeymoon even more special.

Intangible features are:

- Stunning Settings – Beautiful, photogenic locations that provide backdrops for unique experiences, such as sandy beaches, clifftops with sea views, country homes and castles.
- Cultural Sensitivity – Local customs, traditions and social norms, such as polite expressions, table manners, dress code and respect when visiting religious sites.
- Sustainability – Eco-friendly practices to make the honeymoon more sustainable, such as sustainability certification, providing local and organic food, offering bikes and electric vehicles, and sourcing souvenirs from local businesses.
- Memorable Moments – Surprise room decorations, live performances and fireworks displays can create

unforgettable moments.

- Personalisation of Trip Details – Personal touches that reflect the couple's personality and preferences include themed decorations, a welcome drink, custom food options that account for allergies, preferred music and pre-arranged activities.

Figure 1: Stunning settings for honeymoon destinations



Source: [Rayyu Maldives at Unsplash](#), 2019

Tips:

Keep open lines of communication with the couple to ensure everything is clear and any concerns can be addressed promptly. Keep a detailed checklist to ensure everything is taken care of.

Be prepared to make last-minute changes and adjustments to accommodate unexpected situations or requests.

Pay attention to small details. They can make a big difference, such as a handwritten personalised welcome card or special dietary accommodations. Make sure you spell all names correctly. If one of the couple changes their name, make sure you know and address them by their correct name.

Be respectful and inclusive of all cultural and religious traditions for both the couples and the destination's customs.

Highlight your commitment to sustainability in your marketing efforts to attract environmentally conscious clients.

Provide Excellent Service

As honeymoons symbolise romance and the beginning of a new life as a couple, high-quality service is a must. Couples from Europe often seek unique, luxurious and personalised experiences that allow them to celebrate their new journey together. They appreciate a proactive and can-do attitude in their planners, and you should provide the level of service the clients expect.

These are the most important principles for serving the honeymoon tourism market:

1. Clearly understand the couple's needs: Whether through in-person communication or a questionnaire, understanding the couple's preferences and needs is essential to create the perfect honeymoon experience. Ask specific questions about their favourite activities and special requests. Use this information to create a custom itinerary that fits their interests. Consider their desired pace, whether they want a relaxed trip or something more fast paced. Communicate often and adjust plans to put the couple's needs first.
2. Personalise the service: Every couple has their preferred way of spending their honeymoon. Personalisation can range from arranging unique activities only available at a specific destination to ensuring the room is prepared with their favourite music and preferred lighting. Deliver your service so the couple feels they are at the centre of the experience, with every detail tailored to create a special and unique environment just for them.
3. Build relationships: Focus on building a solid relationship with the couple through genuine interactions and personalised attention. Establish this relationship through ongoing communication. Demonstrate that you care about their experience and can help them anytime. This connection can increase satisfaction and

positive reviews, fostering word-of-mouth recommendations.

4. **Be flexible:** Flexibility involves adapting to the couple's changing needs and preferences. This includes accepting last-minute itinerary changes and customising activities to fit their interests. By being responsive and willing to go beyond expectations, you can ensure the couple's honeymoon experience is seamless and stress-free. This flexibility enhances their satisfaction and demonstrates a commitment to creating a truly personalised and memorable journey.
5. **Seek feedback:** Asking for feedback is essential to providing an excellent honeymoon service. It helps identify areas for improvement and ensures that the couple's expectations are met or exceeded promptly. Even after the honeymoon, requesting feedback demonstrates you value their input and enables you to adapt and perfect your offerings. This will ensure future guests have unforgettable experiences.
6. **Start with small things that make a big difference:** You can offer complimentary champagne or cocktails with a handwritten card. If you are an accommodation provider, a welcome fruit basket upon arrival shows a warm and inviting attitude, making them feel special and appreciated when they check in. Offering a surprising floating breakfast in the morning and a flower petal hot tub soak at night can add an extra touch of luxury and romance. Using towels or local plants to create decorative arrangements, such as crafting a pair of swans, adds a personal touch.

Tips:

Engage your clients with a warm and proactive attitude throughout the process. Be flexible to changes and unexpected situations.

Build relationships through attentive, ongoing communication and by asking for feedback to facilitate adjustments and improvements.

Figure 2: Excellent service is necessary for an unforgettable honeymoon experience



Source: [Meg von Haartman at Unsplash](#), 2024

Incorporate sustainability into your business

As European travellers become more aware of their impact on the planet, more couples want sustainable honeymoons. Many honeymoon experiences can involve supporting local communities and minimising harm to the environment. Honeymoons can embrace community-based tourism by incorporating local experiences and supporting local businesses. This approach gives couples more authentic and enriching experiences and benefits the local population.

Getting sustainability certified is the best way to minimise your environmental impacts and attract sustainability-conscious couples. You could consider international programmes that provide sustainability certification for tour operators. These programmes include [Travelife for Tour Operators](#), [Biosphere Certification](#) and [TourCert](#).

Figure 3: Importance of sustainability to TourCert



Source: [Tourcert](#), 2024

If you are an accommodation provider, you could look for common sustainability certification programmes for hospitality. These include [Green Key](#), [Green Globe](#), [Green Seal](#) and [Global Sustainable Tourism Council](#).

If you are not ready for certification yet, it is a good idea to clearly state your sustainable actions in your marketing channels to show your awareness and dedication. For example, Green Circle Experience offers [honeymoon experiences in Costa Rica that are committed to sustainability](#). Even though they do not have sustainability certification, their website and products put sustainable luxury at the heart of their messaging. They offer electric vehicles and work with ecolodges that utilise solar power, rainwater harvesting, locally-sourced organic cuisine and materials, and locally sourced massage oils.

It is worth noting that ensuring good Search Engine Optimisation (SEO) for your website is crucial for higher search rankings. SEO is the process of improving the quality and quantity of website traffic from search engines. In the Green Circle Experience example above, they targeted sustainable honeymoons, but it did not rank well for keywords like 'sustainable honeymoon'. This shows the importance of optimising content, using relevant keywords and maintaining a strong online presence to attract potential clients.

Other sustainable ideas you can implement quickly:

- Accommodation: Recommend eco-friendly hotels that are certified as sustainable or support locally-owned stays or small boutique hotels that emphasise sustainable practices.
- Travel and transportation: Encourage couples to lower their travel carbon footprint by using offset programmes and promote public transportation to reduce the environmental impact.
- Dining: Work with restaurants that source local, organic and seasonal ingredients. This reduces food miles and supports local farmers. You can also offer plant-based menu options, which generally have a lower environmental impact than meat-based meals.
- Support Local: Encourage experiences that support the local economy, such as hiring local guides, visiting local artisans, participating in cultural tours and engaging in community projects.
- Partnerships: Partner with service providers committed to sustainability, particularly those with recognised certifications.

Tips:

Check if your destination has a sustainability certification scheme or recommends one, like [Responsible Tourism Tanzania \(RTTZ\)](#) and Costa Rica's [Certification for Sustainable Tourism \(CST\)](#). You could also check if there are any government incentives or help with becoming certified.

Take sustainability actions even if you are not certified. Clearly state these actions on your marketing channels.

For more tips and advice, read the CBI studies [How to be a sustainable tourism business](#), [Tips to go green](#) and [Tips to become socially responsible](#) for more information about changing your practices.

2. Through which channels can you get honeymoon products on the European market?

The honeymoon tourism market is very varied. Key sales channels for honeymoon travel products include Destination Management Companies (DMCs), specialist tour operators, general tour operators with dedicated honeymoon sections and OTAs that feature honeymoon options. These operators possess in-depth market knowledge and expertise in various destinations and services.

Building a reputation as a reliable supplier for these DMCs, tour operators and OTAs is an effective way to enter the European honeymoon tourism market.

How is the end-market segmented?

The honeymoon market is broad, as people of all ages get married and go on honeymoons. As a result, people who go on honeymoons cross all the major consumer groups: Baby Boomers (born 1946–1964), Gen X (1965–1985), Gen Y (1986–1995) and Gen Z (1996–2021). Of these consumer groups, two key groups are particularly important.

- The honeymoon niche market is dominated by young people, specifically Gen Y and Gen Z. These generations are also the most eager to travel and have unique experiences. They use tour operators and social media platforms extensively to find inspiration and make travel decisions.
- The LGBTQ+ market is an important target group for honeymoons. Being able to travel safely and being welcomed and respected are important for this group.

You can refer to CBI's study [The European market potential for honeymoon tourism](#) for more information about the European honeymoon market.

Through which channels does a product end up on the end-market?

Destination Management Companies (DMCs), specialist honeymoon tour operators, general tour operators with honeymoon sections and OTAs with honeymoon sections are the main sales channels for honeymoon travel products. Direct sales channels, like your website and social media, are also important. The process is shown in the chart below.

Figure 4: Sales channels for honeymoon tourism products



Source: Acorn Tourism Consulting

Destination Management Companies (DMCs): DMCs are professional service companies with local knowledge, networks and the resources to design and implement tours and activities. European tour operators rely on DMCs to deliver high-quality, tailored experiences and handle complex logistics. This partnership enhances client satisfaction and ensures seamless, memorable travel experiences. Local tour operators in developing countries can work with DMCs to access the European honeymoon market. A few examples are given below.

- Mexico: [Destination Management Services de Mexico](#), [Amstar DMC](#) and [Viajes de Gala](#)
- Sri Lanka: [Hummingbird Travel](#), [Tour Blue](#) and [Tangerine Tours](#)
- Indonesia: [The Seven Holiday](#) (includes honeymoon sections), [Bali Flores Adventure](#) and [Indonesia Impression Tour](#)
- South Africa: [Private Safaris](#), [Katlego Luxury Tours & Safaris](#) and [DMC South Africa](#)
- St. Lucia: [Solar Tour and Travel](#), [Ovation](#) and [Barefoot Holidays](#)
- Mauritius: [Maurijet DMC](#), [Exotic Holiday Mauritius](#) (includes honeymoon sections) and [MauriTours](#)

Specialist Honeymoon Tour Operators: Specialist honeymoon tour operators showcase each destination on their websites with beautiful, clear images and attractive writing. Some offer personalisation tools to create a honeymoon and to share inspiration from honeymoon specialists in blogs. Some even provide a honeymoon calendar to help couples find out the best time to visit different places.

- United Kingdom: [Honeymoon Dreams](#) and [The Honeymoon Fixer](#)
- France: [My Honeymoon](#) and [Noocea](#)
- Italy: [Viaggi di nozze](#)

- Germany: [Hochzeitsreise](#), [Honeymoon Travel](#) and [Flittern Weltweit](#)
- Spain: [Honimunn](#), [Lve Travel](#) and [Viajes de miel](#)
- Poland: [Unique Moments](#)

European Tour Operators with Honeymoon Sections: These tour operators offer a wide range of tours but include honeymoons as a theme in filters or dedicated pages, complete with tips and downloadable brochures. This approach showcases the diversity of their products and highlights their expertise and honeymoon trips.

- United Kingdom: [Turquoise Holidays](#), [Kuoni UK](#) and [Scott Dunn](#)
- France: [Marco Vasco](#) and [Voyageurs Du Monde](#)
- Italy: [Idee Per Viaggiar](#), [Viaggi Dell'Elefante](#) and [Veratour](#)
- Germany: [Dertour](#), [Meiers Weltreisen](#) and [INTI Tours](#)
- Spain: [Pangea](#) and [Viajes El Corte Inglés](#)
- Poland: [LOT](#) and [Traveliada](#)

OTAs with Honeymoon Sections: OTA platforms active in European countries, like [Expedia](#), [Booking.com](#) and [Lastminute.com](#), feature honeymoon sections or romantic hotels for vacation searches. Other holiday-focused OTA examples with honeymoon themes include [Responsible Travel](#) and [Tour Radar](#)(UK) and [Exoticca](#) (Spain). OTAs are also a way for honeymooners to find tour operators directly. For example, a potential customer can see the tour operator's name on Tour Radar or learn about a specific hotel on Booking.com and contact it directly.

Direct Sales: Honeymooners who make their own arrangements book with service providers directly, so having a good website is essential. Social media platforms are great ways to encourage visitors to come to your website; Instagram and Pinterest are key resources for honeymoon planning. Satisfied clients may recommend you to others, bringing in new customers. Post-travel marketing and keeping in touch with past clients can help.

What is the most interesting channel for you?

The most interesting channel is Destination Management Companies (DMCs). Given the niche market's diverse needs and options, tour operators that serve the honeymoon market heavily rely on DMCs. These companies provide essential on-the-ground support and tailored experiences that enhance the overall quality of travel packages. By leveraging DMCs' expertise, tour operators can offer unique, well-organised and culturally immersive experiences to their clients, ensuring higher satisfaction.

Research the DMCs in your destination. [Evintra](#) is a global directory that allows you to search for DMCs in various locations. State your offerings on your website clearly and list your products before contacting them.

It is worth connecting with a specialised network as a local tour operator in a developing country. Even though there is no specific network just for honeymoon planning, there are broader professional networks in Europe that you can join to connect with peers and gain industry insights. For example, [the European Tourism Association \(ETOA\) membership](#) gives you access to networking events, insight and information, and exhibition opportunities that you can use to increase your brand awareness and media exposure.

Tips:

Reach out to DMCs in your destinations in the honeymoon niche to maximise market exposure.

Join a professional network to stay up to date with industry knowledge, connect with other members for ideas and partnerships and access directory listings in the wedding and honeymoon market.

Establish your marketing channels, such as your website, email newsletter and social media, to showcase what you offer.

3. What competition do you face on the European honeymoon tourism market?

The honeymoon tourism market is highly competitive. Still, developing countries appeal to couples all over the world. This demand creates excellent opportunities for local tour operators in developing countries to cater to the honeymoon market.

Which countries are you competing with?

Mexico, Bali in Indonesia, South Africa and the Indian Ocean Islands (Maldives, Mauritius, and Seychelles) are your major competitors in the honeymoon tourism market. Other developing countries with strong honeymoon tourism trades include Peru and Colombia in Latin America; Saint Lucia, Jamaica, and the Dominican Republic in the Caribbean; Vietnam and Sri Lanka in Asia; and Tanzania and Morocco in Africa.

South Africa, Argentina, India and Brazil are the top and safest destinations for LGBTQ+ travellers. The LGBTQ+ market is a key one, with different needs from the general market. Travellers in this niche want to feel safe and respected without fear of discrimination. Every country has different laws regarding legal protection or punishment toward same-sex couples, which is an important factor to consider. Uruguay, Ecuador, Peru, Mexico, Thailand and Chile are other major destinations for this target group. However, rural places in these countries can be more challenging and unsafe for LGBTQ+ travellers.

You can read the CBI study [What are the opportunities in the European LGBTQ+ tourism market?](#) for more information.

Mexico

Mexico is an exceptional honeymoon location, with stunning landscapes and a rich, hospitable culture. Couples can choose from beautiful beach destinations like Cancun and Riviera Maya, the historic charm of San Miguel de Allende and the vibrant atmosphere of Mexico City. Mexico offers all-inclusive resorts and luxury boutique hotels. Its relative affordability, warm hospitality and range of experiences make Mexico an attractive honeymoon destination.

Mexico is popular because it is one of the top choices for destination weddings, with many couples staying on after their ceremony. Mexico's affordability, natural beauty, convenient travel for guests and year-round temperate climate make it an ideal wedding destination. Easy access encourages more attendees, while the pleasant weather makes for perfect outdoor celebrations.

There is [a growing number of eco-resorts in Mexico that prioritise sustainability](#). This includes through heating pools with solar power, building water filtration and collection systems, using LED lights, serving organic food and operating flora and fauna rescue programmes. They are also strongly committed to wildlife conservation, including sea turtle protection and sustainable local fishing. Additionally, they use biodegradable shampoo and bamboo takeaway boxes, recycle plastic and work with local communities to support cultural and economic sustainability.

Indonesia (Bali)

From stunning beaches to cliff jumping and water sports, Bali provides perfect honeymoon settings. The island's rich culture and beautiful landscapes make every moment special. Luxurious resorts cater to various budgets, and the tropical climate ensures great weather year-round. Bali also offers a range of activities, such as visiting lush rice terraces, lively markets and historic temples. For relaxation, Bali has excellent spa treatments and wellness retreats.

Bali is one of the most popular destinations in the world – by some accounts, [it was the most popular destination](#)

in 2024. In 2023, [Bali significantly advanced its commitment to environmental sustainability](#), particularly in the hospitality sector. New initiatives included adopting eco-friendly practices, such as renewable energy, conserving water and reducing waste. Increasing community-based tourism projects ensures tourism positively affects local communities and the environment.

South Africa

South Africa is a popular honeymoon destination due to its stunning diversity in landscapes. The country's renowned wildlife and safari experiences allow couples to see the Big Five in luxurious and romantic settings. The Cape Winelands, with their world-class vineyards and gourmet dining, provide a unique alternative to Europe's wine regions. Luxurious accommodation across the country, from chic city hotels to exclusive safari lodges, ensure a memorable stay. South Africa's rich cultural heritage and vibrant cities provide a perfect blend of adventure, relaxation and cultural exploration.

[South Africa is a prime destination for sustainable travel](#). It combines luxury with eco-friendly practices and community engagement. Many eco-lodges and resorts, such as those in Kruger National Park and the Sabi Sands Game Reserve, are dedicated to minimising their environmental impact through renewable energy, water conservation, electric-powered boats and wildlife protection initiatives. These lodges also engage with local communities to provide employment opportunities and raise awareness about sustainable practices.

Indian Ocean Islands: Maldives, Mauritius and Seychelles

The Indian Ocean islands – the Maldives, Mauritius and the Seychelles – are popular honeymoon destinations for Europeans due to their pristine beaches, crystal-clear waters and luxury resorts. The Maldives offers private overwater villas, perfect for romantic getaways. Mauritius combines stunning landscapes with a rich cultural experience and a variety of water sports. The Seychelles have quiet beaches with lush surroundings, ideal for intimate escapes. The islands provide a great mix of relaxation and adventure for unforgettable honeymoon memories.

Additionally, the Seychelles provide world-class amenities and services for destination weddings, such as overwater chapels, private beach ceremonies, floral arrangements, gourmet catering, photography and videography services. Couples often stay on for honeymoons afterwards, seamlessly transitioning from wedding celebrations to romantic getaways.

Currently, [the Indian Ocean faces many challenges](#), such as overfishing, climate change and coral reef degradation. Local eco-hotels promote sustainability by sourcing sustainably caught seafood, using wind and solar energy, implementing waste management systems, initiating coral reef restoration and protecting the local wildlife. Guests are encouraged to engage in low-impact activities, such as snorkelling and guided nature walks.

Developing sustainable tourism is a must to combat climate change and preserve the beauty of the Indian Ocean.

Key takeaways:

- Research where [couples from your target markets go for honeymoons](#). List key factors in their decision-making process, such as affordability, accessibility, sustainability, weather and activities. Assess whether your product meets their needs.
- Identify your product's Unique Selling Point (USP) and your destination's appeal. Determine what differentiates you from other operators in the same area and highlight your USP in your marketing.
- The LGBTQ+ market is part of the general market but has different needs. Feeling safe and respected, supported by the destination's laws, is essential. Is your destination LGBTQ+ friendly? Find out [whether you can attract this market](#).

Which companies are you competing with?

Local tour operators in the honeymoon sector include a mix of luxury locales that offer honeymoon suites and romantic activities and smaller operators with in-depth local knowledge about custom honeymoon experiences. This section profiles a selection of both.

Mexico

[Garza Blanca Resort & Spa Cancun](#) offers honeymoon packages suited for different purposes. The Gourmet Culinary All-Inclusive plan includes 24-hour room service with all food and drink covered, and the hotel concierge can arrange private beach dinners. The Wellness Package features private airport transfers, moonlight yoga classes, unlimited hydrotherapy circuit access, spa treatments, and wellness meals and minibars. The Residential Retreats package provides butler service, premium welcome amenities, large private terraces, aromatherapy and pillow menus, an in-suite mixology class and meals cooked by a private chef.

[Journey Mexico](#) provides personalised honeymoon and romantic travel experiences throughout Mexico. Sample itineraries range from 7 to 11 days, with destinations such as Riviera Maya, Tulum and Cancun. Luxury accommodation is paired with activities like private luxury sailing and snorkelling, guided tours and other exclusive experiences.

Indonesia (Bali)

[Hanging Gardens of Bali](#) is an Indonesian resort that offers a range of honeymoon packages (seven days and six nights, four days and three nights). Honeymoon specials include the honeymoon set-up and gifts, daily breakfast, floating breakfast, a romantic dinner under the stars, a 90-minute couples massage, a bottle of champagne and sunset cocktails at the scenic lounge bar.

[Bali Nata Tour](#) is run by Nata, a Balinese professional tour organiser. This company offers Bali honeymoon packages (five days and four nights, four days and three nights) in luxury villas during low seasons. Packages include airport transfers, daily breakfast, excursions, a welcome massage and a candlelight dinner or breakfast in the room. These packages are only valid during low seasons and are exclusively for honeymooners or couples who got married within the past year.

South Africa

[Yellow Zebra Safaris](#) in South Africa includes safaris to view the Big 5 in the Timbavati and Sabi Sands private game reserves. Accommodation is in some of the most luxurious camps and a waterfront hotel in Cape Town. The trip is specifically made for honeymooners, who are offered a honeymoon discount. A tailor-made safari holiday is a highlight, with no ready-made tours or set departures. Prices include all internal flights, transfers, reserve fees, accommodation and meals.

[Madikwe Safari Lodge](#) is located in South Africa with a private game reserve of 75,000 hectares in a malaria-free area close to the border with Botswana. It offers a variety of wedding packages and targets honeymooners. Newlyweds can enjoy a blend of intimacy and adventure, with each occasion personalised to their desires and enhanced with special surprises.

Indian Ocean Islands: Maldives, Mauritius and Seychelles

[Constance Hotels & Resorts](#) offers romantic and luxury honeymoons in the Maldives, Mauritius, the Seychelles and Madagascar. Romance is fostered through dinner under the stars, a movie on the beach and romantic luxury rooms. The resorts also offer adventurous honeymoons, such as diving, a spa and golf.

[Constance Lemuria in Seychelles offers a honeymoon package](#) that includes arrival treats, such as beach bags, sparkling wine, chocolates and fruit baskets. During the stay, it also offers a honeymoon bath ceremony and a special turndown service before departure. Additional tailored experiences can be arranged for an additional

fee, including dinner on the rocks or the beach, private sunset cocktails and couples’ massages.

Figure 5: Inspirational honeymoon marketing by Constance Hotels & Resorts



Source: [Constance Hotels & Resorts](#)

[Seanses](#) is a luxury travel company that offers experiences in the Maldives, Mauritius and the Seychelles. The founder has lived in the Maldives, got married in the Seychelles and explored Mauritius. She uses her extensive career in travel agencies, tour operations and destination management to create honeymoon packages. These packages range from luxury all-inclusive hotels to remote over-water villas and private islands. Activities include water sports, boat tours, exotic meals, sunset wine experiences, cultural exploration, wellness and spa treatments.

Key takeaways:

- Identify what you can learn from local tour operators who offer similar experiences.
- Determine your core strengths. If you are a larger operator or accommodation provider, use your local resources, connections and branding. If you are a smaller tour operator, focus on your in-depth local knowledge and what unique experiences you can offer.
- Offer personalised experiences rather than standard tour packages. Understand what makes your destination unique for honeymoons and highlight these aspects in your service.

Which products are you competing with?

Luxury tourism is your biggest competitor. As honeymoons mark the first trip of a newlywed couple and are treated as a once-in-a-lifetime experience, honeymooners expect the best trip of their lives. Couples look for destinations with world-class views and luxury accommodation that offer personalised service.

You could research the luxury tourism sector and compare what you offer with them. Identify what sets you apart and how you can take advantage of your strengths. Small and thoughtful details often make a difference rather than expensive additions. Highlighting these aspects can help showcase your uniqueness and competency.

You can find examples of European luxury tour operators in the CBI study [Entering the European market for luxury tourism](#).

4. What are the prices of honeymoon tourism on the European market?

Honeymoon tourism products do not have standard prices, as they are often personalised experiences. The table below provides prices for various honeymoon packages of different durations in multiple countries. These prices vary based on the destination and what is included. A flexible duration means the price matches the hotel room rate. September 1, 2024 is used to showcase the cost. To set your prices appropriately, compare them with those offered within your destination.

Table 2: Prices of honeymoon tourism services on the market, July 2024

Country	Hotel/Operator	Honeymoon Package	Duration	Price (Euro per person per night)
Indonesia	Bali Nata Tour	Bali Dream Villas & SPA Seminyak (Low season only)	4 Days	63
Indonesia	Bali Nata Tour	Anusara Luxury Villas (Low season only)	5 Days	85
Mauritius	Constance Belle Mare Plage	Honeymoon Offer - Breakfast and Dinner	Flexible	156
Mexico	Garza Blanca Resort & Spa Cancun	All-Inclusive Food and Drinks Package	Flexible	259
Seychelles	Constance Ephelia	Best Available Rate - Bed and Breakfast	Flexible	284
Mauritius	Constance Prince Maurice	Honeymoon Offer - Breakfast and Dinner	Flexible	369
Maldives	Constance Moofushi	Honeymoon Seasonal Offer - All Inclusive	Flexible	402
Mexico	Garza Blanca Resort & Spa Cancun	Residential Retreats	Flexible	430
Indonesia	Hanging Gardens of Bali	Honeymoon Packages	7 Days	461
Mexico	Journey Mexico	Ultimate Honeymoon	12 Days	463
Mexico	Journey Mexico	Romantic Tulum and Riviera Maya Escape	8 Days	463

Indonesia	Hanging Gardens of Bali	Honeymoon Packages	4 Days	470
South Africa	Madikwe Safari Lodge	Lelapa – Stay 3 nights for 50% off for one person	Flexible	510
Seychelles	Constance Lemuria	Best Available Rate - Bed and Breakfast	Flexible	533
Maldives	Constance Halaveli	Honeymoon Seasonal Offer – All Inclusive	Flexible	578
South Africa	Yellow Zebra Safaris	Cape and Safari Honeymoon	11 Days	1,029

Source: Acorn Tourism Consulting, 2024

Tips:

Check the prices set by luxury hotels and honeymoon tour operators in your destination to understand what couples pay. Prices can vary based on travel season, transportation, accommodation type, meal inclusions and the type and number of activities included.

If your prices are higher than those of your competitors, make sure you add value or differentiate your product to justify your higher prices.

Read Section 7, [Set a fair price for your services](#), of the CBI study Tips for doing business with European tourism buyers.

[Acorn Tourism Consulting Limited](#) carried out this study on behalf of CBI.

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