

## Valentine's Day and Off-Peak Tourism

Romantic travel around Valentine's Day drives seasonal interest in destinations with picturesque settings, luxurious amenities, and unique activities for couples. The trend supports off-peak tourism, with preference shown towards visiting warm-weather destinations to escape mid-February cold.

Whether seeking beaches, vineyards, or mountain retreats, couples often look for relaxing and adventurous travel opportunities. Several destinations in California, the Florida Panhandle, and Arizona meet these criteria, offering insights into accommodations, activities, and broader industry implications.

**Napa, Monterey, and Big Sur:** These destinations show off California's romantic appeal. Travelers comment that Napa's wineries in the quieter winter season offer a more intimate

experience with smaller crowds and easy reservations. Other Valentine's Day travelers in California turn to Monterey and Big Sur for coastal retreats and outdoor adventures. These destinations provide natural beauty and tranquility that are complimented by the quiet, leisurely pace of February tourism.

**Destin and Seaside:** These destinations highlight the Florida Panhandle's coastal charm. Once again, travelers are drawn to the leisurely pace these destinations offer for a romantic getaway. The emerald waters, white sandy beaches, and romantic sunsets create a romantic ambiance, while the increased availability of vacation rentals allow for more intimate and tailored experiences.

**Phoenix, Scottsdale, and Tucson:** These Arizona cities boast opportunities for spa rejuvenation, boutique experiences and seasonal activities.

Arizona's desert landscapes are ideal for couples looking for a mix of relaxation and adventure, including stargazing, outdoor recreation, panoramic mountain views and indulgent spa services.

Romantic getaways provide an opportunity for couples to connect away from daily routines. These curated trips offer moments of intimacy and joy that often translate into lasting memories. For the travel industry, this emotional resonance ensures enduring demand for Valentine's-themed experiences, making them a key focus in marketing and service innovation.

The effects of Valentine's Day travel trends extend beyond individual destinations. By blending romance with tailored experiences, these getaways enrich personal relationships and stimulate economic growth and innovation in the travel sector.

*-Travel and Tour World*



Image courtesy of Travel and Tour World



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## Romantic Respite

Natural wonders pair beautifully with romantic getaways. Examples include the Great Migration, the Northern Lights, and cherry blossom season in Japan or Washington, D.C., to name a few. Couples will want to bring qualities like awe and presence to take in the grandeur and splendor marking their stays.

Some lesser-known destinations can also be ideal for romance. "One that we have on our Hot List, and one that's completely blowing up for us right now, is Bhutan," says Henley Vazquez, the co-founder of travel agency Fora. "The destination is for the kind of couple who wants spirituality, incredible scenery and hiking trails."

Couples who prefer remote destinations are encouraged to research places that truly specialize in privacy. Escaping to a deserted island with your partner can be a reality, with proper planning. Middle-of-nowhere resorts that specialize in romantic experiences will offer bookings for couples to take advantage of their remote features. These could include a picnic on an isolated island beach or an open-air suite that lets couples take in the sights, sounds, and beauty of the destination.

For milestone moments like an engagement proposal, a honeymoon, or a 10-year anniversary trip, couples are

often in search of hotels and properties that offer one-of-a-kind experiences coupled with the stay. (Think: Booking a gorgeous suite or honeymoon cottage in a unique destination that offers sweeping views unlike anything you'd see at home.)

Notably, honeymoons have evolved. More couples now book minimoons close to their wedding venue location to enjoy a few days of privacy. Eventually, many end up booking a bigger trip down the line so they can recover their finances and set their sights on a lavish newlywed trip idea.

-Esther Lee, [The Knot](#)

## Megamoon Renaissance

'Megamoons,' or mega-honeymoons, are post-wedding getaways that go beyond conventional trips, whether this means booking bucket-list destinations, signing up for out-of-this-world experiences, or traveling for weeks or months on end. Though they've been around forever, megamoons are seeing a post-COVID renaissance, with newlyweds going all out for the trip of their dreams.

Travelweek recently sat down with John Hawks, Executive Director of Destination Wedding & Honeymoon Specialists Association (DWHSA) to discuss megamoon planning logistics.

"The biggest challenges with megamoons are the higher cost and longer trip length," said Hawks. "Not every couple will have the budget and available time off work to plan such an intensive getaway."

Hawks shared top tips for couples booking megamoons:

1. Avoid overpacking the itinerary.
2. Balance out the cost of luxury accommodations by spending a few nights in standard accommodations.
3. Not everything in the megamoon needs a price tag- plenty of memories can be made during "free" activities, such as sightseeing and window shopping.

"We definitely recommend that couples considering a megamoon should work with an experienced travel advisor – a romance travel specialist in particular – for two reasons: complexity and cost. While shorter honeymoons may be built around a standard all-inclusive stay or cruise with a supplier's basic honeymoon package, megamoons typically involve customized itineraries with lots of moving parts that should be planned (and confirmed) by an advisor. Plus, megamoons carry higher budgets, so advisors can give couples more value for that extra money!" said Hawks.

-Cindy Sosroutomo, [Travelweek](#)