

ÉPICA

BODAS Y EVENTOS



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Meet
Gail Johnson

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Adrián Pavía

Capítulo Sudamérica
Director IADWP

The month of love has arrived, and with it, the celebration of the deepest and most genuine feelings. February is, without a doubt, a special period in the romance industry. Valentine's Day becomes the epicenter of thousands of love stories that are consolidated, renewed and, in many cases, take the big step towards commitment and union. It is a month where love dresses up and stages around the world become witnesses of unforgettable moments.

For the wedding and events industry, February represents a boom in marriage proposals, intimate celebrations and great bonds that mark the history of many couples. According to various statistics, it is estimated that more than 200,000 weddings are celebrated worldwide

during this month, a reflection of the power that love has in our lives. From ceremonies on the beach to majestic castles and dreamy halls, love knows no boundaries and manifests itself in every corner of the planet with all its strength and splendor.

In this context, we would like to thank all the destinations that open their doors to our magazine ÉPICA. Thanks to you, we bring inspiration and the most fascinating stories from the world of events and weddings to professionals and couples in every corner. We also extend our deepest appreciation to IADWP, our association, for its tireless work in connecting, educating and strengthening our community of romance industry experts.

Finally, I would like to take this opportunity to thank you, our readers. Your passion for this world, your dedication and your constant support make it possible for ÉPICA to continue growing and evolving. Thank you for being part of this story, for letting us into your lives and for sharing with us the magic of love and celebrations. May this February be full of inspiration and unforgettable moments!


Adrián Pavía
Editor de Épica

A photograph of Ed Cotton, a man with a goatee and a white patterned shirt, standing in a gallery filled with African masks. The masks are mounted on the wall and have various designs, including faces with large eyes and intricate patterns. The lighting is warm and focused on Ed Cotton.

Ping - Pong

Meet the IADWP Co-Founder,
Ed Cotton



1. What is at the top of your bucket list?

At the top of my bucket list is a trip to Argentina. Every time I've planned to go, life has had other plans, and something has come up to prevent it. But I'm determined to make it happen—there's something about Argentina's culture, landscapes, and energy that keeps calling me back.

2. What are you most grateful for professionally?

Without a doubt, I am most grateful for the incredible journey I've had as part of the travel and wedding industry. Being involved since the very beginning of destination weddings has been a privilege, and I cherish everything it has brought me—especially the strong, supportive community we've built along the way. One of the greatest honors has been the creation of the Ed Cotton Award for Destination Wedding Excellence. While I initially found it a bit humbling, it fills me with immense pride to be part of recognizing the outstanding professionals who make this industry what it is.

3.1. What do you regret the most about the wedding industry?

Of course, there have been challenges and bumps along the way—no industry is without them.



But every experience, both the good and the bad, has been a lesson that shapes who we are and helps guide our future. I believe growth comes from overcoming obstacles, and I wouldn't change that for anything.

4. What has been the most challenging part of your career?

I look at challenges as opportunities to learn and be better at what I do. Every obstacle I've faced has helped me refine my skills, expand my knowledge, and grow both personally and professionally. Instead of seeing challenges as setbacks, I view them as steppingstones that push me to evolve and adapt in an ever-changing industry.

5. How was IADWP created?

This is a story that deserves a longer answer. In the early years of DestinationWeddings.com, I heard about a conference dedicated to destination weddings in Mexico. Curious about how this infant industry was evolving, I attended—and that's when I met the powerhouse duo behind MeWed, Minty Castilla and



Kitzia Morales. I was incredibly impressed with their 'Love Mexico' conference and their passion for this growing industry.

Over the years, I had the privilege of speaking at some of their conferences, and my admiration for them only grew as our friendship deepened. After we sold DestinationWeddings.com and my 'retirement' was announced, I received a call from Minty asking if I could come to Mérida to meet with them. When we sat down together, they asked if I would consider partnering with them in MeWed.

For me, the opportunity to work alongside these two inspiring women in an industry that had become my life was beyond exciting. But I also saw something bigger—MeWed had done incredible things for destination weddings in Mexico, but this model had the potential to be global. It needed to expand beyond conferences and become a membership-driven organization that connects professionals worldwide. And with that vision, and the efforts of the 3 of us, IADWP was born. To this day, my admiration and respect for Kitzia and Minty remain as strong as ever, and I feel incredibly fortunate that our shared passion for industry brought us together in this way.

6. How do you like to spend your free time?

Free time?

7. What would your perfect day at the office look like?

My perfect day kicks off with a hot cup of coffee—non-negotiable. Then, I check my calendar and map out a game plan for the day. Next up, I go through my emails and texts to see what needs immediate attention.



From there, it's a mix of Zoom meetings and collaborations, working on projects, I love the freedom my work gives me and the chance to make a real impact, both professionally and in my community. At the end of the day, I do a final check to make sure everything's on track before calling it a day, hopefully feeling accomplished and ready for whatever comes next.

What is your most recurring nightmare?

I'm a dreamer and only think about possible 'nightmares' as a way to avoid potential problems. My focus is always on solutions and ways of moving forward.

9. Have you ever dreamed of something that later came true?

If having a dream is the same as having a vision, then the answer is, yes. Sometimes I'm not sure if being a 'dreamer' is a curse or a blessing—it keeps my plate full, but it also fuels my ambition. My mind is constantly at work, shaping possibilities into reality, and my goal is always to bring my dreams to life.

10. Have you ever had a work experience you wish had never happened?

Yes.



11. What would you change in the event planning industry that you believe would make us all better planners?

I would want all planners and destination wedding travel agents to become members of IADWP to broaden our community and encourage collaboration. Strengthening our professional network would lead to more shared knowledge, improved industry standards, and greater success for everyone involved.

12. What injustices upset you the most?

The world is full of challenges, and I tend to try and focus on positive change and solutions rather than dwell on injustices. I believe that progress comes from working together to create opportunities and improve situations wherever possible.

13. What excites or motivates you the most right now?

Seeing my visions come to life and collaborating with others. There's nothing more fulfilling than turning ideas into reality, especially when it's done alongside passionate, like-minded individuals. The energy and creativity that comes from working together fuels my motivation every day.



14. What makes you most proud of what you have achieved in your work?

This is both an easy and difficult question to answer. There are many moments I look back on with pride, but there are three that stand out the most:

- Turning my vision of DestinationWeddings.com into reality and watching it evolve into a trusted resource for couples planning their dream weddings, while also employing hundreds of agents and staff. Additionally, the impact of wedding tourism has provided significant economic benefits to many countries, helping local businesses thrive and creating countless opportunities within the travel and hospitality sectors.
- Creating 'Hammersmith Antiquing Tours,' a unique concept at the time, and having the New York Times feature it in a cover story—an incredible validation of its impact.
- Witnessing the continuous growth of IADWP and seeing it establish itself as the premier association in our industry, uniting professionals and elevating standards worldwide.

15. What dream do you still have pending to fulfill?

It seems like every day my 'to-do' dream bucket list has an addition or two. I'm constantly evolving, setting new goals, and chasing new aspirations. For me, the journey of dreaming and achieving never truly ends.

Ed Cotton
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Meet Gail Johnson

**Destination Wedding and Event Planner - South Georgia
Chapter Head USA**



That unforgettable moment made me realize the wedding industry was my true calling. I eagerly set up my office, a creative workspace filled with inspiration. I immersed myself in the world of weddings, shadowing my mentor and soaking in every detail of the ceremonies we attended together. With each experience, I began to carve out my unique path in the enchanting world of weddings.

I pursued my passion by enrolling in and completing a Wedding Coordinator Certificate program at Georgia Perimeter College. I earned my Bachelor of Arts degree from Spelman College and my Master of Science degree from Mercer University. My qualifications reflect my strong commitment to professionalism.

Hi, I'm Gail Johnson, also known as Wedgail. I am a dedicated destination wedding and event planner committed to making my clients' dream weddings a reality. For over twenty-five years, I've had the privilege of capturing magical weddings worldwide.

I've had the chance to work with some incredible people, including everyone from TV reality stars, Super Bowl athletes, and a runner-up Miss America, but what truly brings me joy is working with amazing clients on their special day.

My journey into the wedding industry began in my childhood. Can you believe I was a bride at just six years old? I know that may sound surprising, but let me explain. I "got married" when I was six, walking down the church aisle in a wedding gown that my grandmother had made for me. While it wasn't a real wedding—just a creative way to sell raffle tickets at a church function—my lovely dress helped me sell the most tickets, earning me the title "Bride". I still remember how the little boy playing the "Groom" nervously trembled at the altar. I'm not sure if we even got a divorce!



PH: Joanne Dunne



I made my television debut on WeTV Platinum Wedding, an exciting wedding TV show that followed couples as they planned their dream weddings with extravagant budgets. One of the standout features of my wedding was the breathtaking cake, a \$35,000, edible gold leaf masterpiece designed as a magical replica of Cinderella’s carriage. This elegant creation, adorned with intricate details and shimmering decorations, wowed all the guests and became a focal point of the episode.

In my professional journey, I have had the privilege of serving as the Georgia State Manager for the Association of Bridal Consultants (ABC), where I worked to support and promote bridal professionals across the state. Currently, I am honored to serve as the South Georgia Chapter Head for the International Association of Destination Wedding Professionals (IADWP), where I will lead initiatives to recruit, connect, and empower destination wedding planners and vendors, ensuring they have the resources and support needed to excel in their craft.

From Writing to Planning: My Passion for Sharing Stories

The Internet is a treasure trove of information filled with helpful planning tips and the latest trends. However, translating that vast amount of knowledge into actionable steps can often feel daunting and overwhelming, leaving many couples feeling unsure of where to start.



PH: Milanese Photography

Recognizing this challenge has driven me to wholeheartedly pursue my passion for writing, effectively filling a crucial void.

I am a passionate writer who enjoys creating captivating love stories. My passion for writing was ignited in college, where I dedicated myself to refining my skills. Over the years, my experience in both writing and wedding planning has deepened my understanding of what makes a celebration truly special.

One of my proudest achievements is co-writing the book “Atlanta Weddings for the Modern, Stylish, Chic Bride,” which continues to resonate with local brides. Recently, I created “Journal Your Way Down the Aisle,” a helpful companion journal for the planning process that ensures brides don’t miss any details. The journal can be treasured long after the celebration has ended, serving as a reminder of the journey taken to create a memorable wedding.

Understanding the value of this knowledge, I felt it essential to share my insights with others. This realization led me to simplify



the wedding planning process, making it more accessible and enjoyable for my clients. Each wedding I plan reflects the couple's personality, bringing their story to life in a beautifully memorable way.

International Experiences and Acknowledgements

Throughout my career as a destination wedding planner, I have had the privilege of working in remarkable cities such as Paris, the romantic streets of Italy, the picturesque towns of Mexico, and the charming hills of Jamaica. Despite my achievements, my true aspiration is simple: to be a source of creativity and inspiration while also serving as a dependable expert and advisor, guiding clients through every step of the planning journey.

My work has garnered attention from a range of esteemed media outlets, showcasing my talents and creativity. Notable features

include articles in The New York Times and U.S. News & World Report, where my insights have reached a wide audience, and Martha Stewart Weddings, which highlights exceptional love stories. I have also been showcased in O Magazine, known for its focus on lifestyle, as well as Essence, Ebony, Munaluchi, and Black Bride, which celebrate Black culture and lifestyles, Inside Weddings for its celebration of unique wedding experiences, and The Knot, a go-to resource for couples planning their big day.

Beyond Weddings: Unforgettable Connections and Memories

What I treasure most about my work is the human connection that blossoms with each couple I encounter. I deeply value the unique and memorable moments we create together, from the laughter shared during our planning sessions to the emotional exchanges on the big day. Each story we build becomes a cherished memory, and our journey doesn't end with the wedding; rather, it marks the beginning of a lasting relationship as we celebrate life's milestones together.

Contact me to learn more about my destination wedding planner services.



PH: Milanese Photography

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Mocha Mousse

2025 Color and Palettes to Inspire
Weddings





Every year, Pantone surprises us with a color that sets trends in design, fashion and, of course, weddings. This 2025, the undisputed protagonist is Mocha Mousse, a soft, elegant and cozy brown tone that opens endless possibilities for couples looking for a sophisticated palette in harmony with nature.

As a Wedding Planner, I have seen firsthand how the color of the year influences the choice of decorations, dresses and themes. Mocha Mousse presents itself as a versatile color that suits both warm, rustic weddings and modern, glamorous celebrations. The best thing about this shade is its ability to combine with a variety of colors, allowing each couple to express their essence in a unique way.

Mocha Mousse Inspired Color Palettes

1. Terracotta and Earth Elegance

For couples looking for a warm and organic wedding, the combination of Mocha Mousse



with earth tones is a perfect choice. Light brown, terracotta and beige create a cozy and timeless atmosphere. This palette is ideal for outdoor weddings, with wooden decorations, natural textiles and warm lighting that highlights the beauty of the surroundings.

2. Olive Green and Gold Glamour

Olive green remains one of the preferred colors for weddings in 2025, and when combined with Mocha Mousse and gold accents, the result is a sophisticated and refined aesthetic. This palette works well for both day and evening weddings, allowing for warm light plays and candles for a magical effect.





3. Winter Luxury with Navy Blue and Silver

For couples planning a winter wedding, Mocha Mousse can be combined with navy blue and silver for a luxurious and elegant ambiance. This contrast creates a sense of depth and sophistication, perfect for evening receptions in enclosed ballrooms with crystal accents and velvety textiles.

4. Color Explosion for Summer Weddings

2025 also embraces vivid colors. Mocha Mousse can be balanced with shades such as coral, fuchsia and orange to create a vibrant and fresh palette, ideal for beach or garden weddings. Decorating with wild flowers and exotic fruits adds a lighthearted and joyful air.



5. Modern Contrasts: Black, Gray and White

For those looking for a wedding with a contemporary flair, Mocha Mousse also lends itself to dramatic contrasts with black, gray and white. This minimalist style is perfect for couples with avant-garde taste, where simplicity and visual balance are key.

Customizing the Palette to the Couple's Essence

Every couple has a different story, style and vision for their big day. Some seek the warmth of earth tones, while others prefer the drama of black or the freshness of vibrant colors. As a Wedding Planner, I always recommend considering the couple's personality when choosing a color palette.

- If you are a romantic and classic couple, pastel and neutral tones with Mocha Mousse can be a great choice.
- Combinations with gold, navy blue or metallic tones are ideal for those who love luxury and glamour.





- Ceramic and clay items to complement the earthy palettes.
- Metals such as gold and silver for a sophisticated and elegant touch.
- Colored glassware for a vibrant and customized effect.

- Those with a risky and modern personality may be attracted to dark contrasts or intense colors.
- If you are looking for a relaxed and natural wedding, earth tones and greens will continue to be trendy.

Decorative Items to Highlight Color Palettes

Color is not only present in textiles and clothing, but also in decorative items. Some trends for 2025 include:

- Fruits and wildflowers in warm tones to bring texture and freshness.
- Candles and warm lights for a cozy effect at evening weddings.

Recommendation

2025 brings us a range of possibilities in terms of color palettes for weddings, with Mocha Mousse as the protagonist. Whether in classic, sophisticated or bold combinations, this color allows you to create environments full of personality and style. The key is to find harmony between the essence of the couple and current trends, achieving a wedding that reflects their love and vision for that special day.

So, if you are in the process of planning your wedding, make sure the colors and details tell your story. Create your own style, this will allow for a greater experience on your big day. Be inspired and create trends for other couples.

Lissner Ortiz G.

Wedding Planner Chapter Head IADWP Ecuador
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Florea CR

**Floral elegance that enhances your
weddings and events in Costa Rica.**





In the vibrant and picturesque surroundings of Costa Rica, **Florea Costa Rica** florist has arrived to transform the world of weddings and exclusive events. This store, managed by renowned Wedding Planner Jeffrey Cervantes Calderón, founder of Costa Rica Wedding and Event Planner, offers a unique proposal that combines luxury, excellence in customer service and a deep commitment to environmental care.

Florea Costa Rica is not just a flower shop, it is a space where floral beauty meets sustainability and love for nature. Its environmentally friendly approach is one of its main characteristics.



Florea ensures that all of its flowers are sourced from local growers, thus supporting the national economy and reducing the carbon footprint associated with transporting imported flowers. This commitment to local production not only enriches floral designs, but also promotes responsible and sustainable agricultural practices.





The florist stands out for its exclusive designs, meticulously thought out for each wedding and event, always reflecting the style and tastes of the clients. Whether you are looking for a spectacular bridal bouquet, a floral decoration for an oceanfront ceremony, or luxury floral arrangements for a reception at a five-star hotel, Florea Costa Rica offers creative and customized solutions for every need.

What really sets Florea Costa Rica apart is its focus on service excellence. With a highly trained team of florists and floral designers, every detail is treated with precision and care.



From the initial appointment to the final setup on the day of the event, clients experience flawless service that goes above and beyond their expectations. The Florea team understands that flowers not only beautify the space, but also contribute to creating an emotional and memorable atmosphere, making each wedding a unique event.

Besides its floral offerings, Florea Costa Rica distinguishes itself by working hand in hand with Costa Rica Wedding and Event Planner to ensure that every aspect of the wedding or event is perfectly coordinated. Jeffrey Cervantes Calderón, with his vast experience in organizing high-end weddings, brings his expert vision to ensure that each event not only meets quality standards, but surpasses them.

Florea Costa Rica has been designed for those who are looking for more than just flowers, but a complete floral design experience, in a luxurious and environmentally friendly setting. If you are planning a dream wedding or an exclusive event in Costa Rica, Florea Costa Rica is the perfect option to bring your floral vision to reality, with beauty, elegance and a deep commitment to the planet.

MSc. Jeffrey Cervantes Calderón

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The Art of Officiating Symbolic Ceremonies

Connecting stories and families





At the heart of each symbolic ceremony is a unique love story, narrated in the voice and soul of an officiant. This figure, whose mission goes beyond tradition, becomes the common thread that links a couple's dreams to the essence of their lives and the roots of their families.

As an officiant of symbolic ceremonies, I have had the privilege of witnessing unforgettable moments where love and emotions take center stage. A symbolic ceremony is not a ritual, it is an experience designed to reflect the values and dreams of each couple. Here I share some key tips to make these ceremonies truly special.

The Structure of a Symbolic Ceremony

Each symbolic ceremony is custom-designed, reflecting the couple's values, beliefs and desires. These are the key elements that usually make up its structure:

1. Introduction and Welcome: The officiant welcomes the attendees and creates a warm atmosphere, introducing the purpose of the ceremony and sharing a preview of what will be experienced.

2. Love Story Narrative: This is a crucial moment. The officiant narrates the couple's story, highlighting anecdotes, learnings and shared dreams. It is a personalized tribute that connects guests to the deep meaning of the union.

3. Symbolic Rituals: From the exchange of vows and rings to acts such as the sand ceremony, candlelight or hand-tying, rituals symbolize the union, commitment and transcendence of the relationship.

Rituals Representing the Couple are the Most Popular

They are the heart of the ceremony. Some of the most recognized include:

- **Sand Ceremony:** Perfect to represent the union of two lives into one.
- **Candle Lighting:** Ideal for couples who wish to symbolize the light and warmth of their love.
- **Hand-fastening Ceremony:** A meaningful tradition that connects the couple physically and spiritually.

4. Family Participation: The family can be integrated through readings, blessings or meaningful gestures. This not only enriches the ceremony, but also strengthens family ties.



The family has a special place in symbolic ceremonies, not only as a witness to the union, but also as an active part of its meaning. By including family elements, legacy and traditions are honored, and the intergenerational connection is strengthened. Some ways to include family are:

- Readings and Speeches: Parents, grandparents or siblings can share words of wisdom, anecdotes or touching messages.
- Collective Rituals: Acts such as lighting candles together or planting a tree symbolize the union of the families of both parties.
- Meaningful objects: Including heirlooms or cultural items can add a special and meaningful touch to the ceremony.

5. Closing and Final Message: The officiant closes with inspiring words that invite the couple to celebrate love and the new stage that the couple is beginning, marking the beginning of the celebration.

The Family's Role in Symbolic Ceremonies

Family is important in the couple's life, and their participation can make the ceremony more memorable. Some ideas include:

- Ask parents or grandparents to share a special blessing or reading.
- Include a symbolic heirloom object, such as a ring or veil, to highlight the family legacy.

This integration strengthens ties and enriches the experience.

Pets at the Ceremony

Pets are an important part of many families and can add an endearing and fun touch to the ceremony. Some tips for including them are:

- Assign them a special role: they can be ring bearers or walk with the couple down the aisle.
- Consider their comfort: Make sure the venue is safe and suitable for them. If the pet is nervous, you could assign someone to take care of it during the event.
- A necklace with flowers or an elegant scarf can make them look adorable without making them uncomfortable.



The participation of pets not only creates emotional moments, but also reflects the essence and love of the couple towards their furry companions.

The Importance of a Professional Officiant

The success of a symbolic ceremony lies in the officiant's ability to listen, understand and turn the couple's dreams into an unforgettable experience. Her job is not only to narrate, but also to create a space where everyone feels part of the ceremony and emotionally connected.

A professional officiant also knows how to handle unforeseen events and adapt the flow of the ceremony to maintain harmony. This level of expertise and empathy is what makes a symbolic ceremony a unique and memorable experience.

A Legacy of Love

Symbolic ceremonies transcend the traditional, offering an opportunity to celebrate love in its purest and most personalized form. The officiant, with her sensitivity and experience, and the family, with their presence and support, write an unforgettable chapter in the history of the bride and groom.

In a world where more and more couples are looking for ceremonies that reflect



their essence, the figure of the officiant becomes a spiritual and emotional guide, a creator of moments that last in the heart.

Final Message

Symbolic ceremonies are more than a ritual; they are a celebration of love in its maximum expression, it is a legacy of love and unity, a space where the couple's history is honored and the connection with their loved ones is celebrated.

As an officiant, I seek to guide, inspire and transform that moment into an unforgettable memory. By designing ceremonies full of meaning, I manage not only to celebrate a union, but also to inspire those who witness it, transforming words and emotions into cherished memories that inspire all those present.

Norma Gómez

Officiant of symbolic ceremonies
“Uniting souls in a celebration of love”.

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The Evolution of Weddings:

A Love Story in 2025





Every wedding we create is a love story, an unfolding symphony of emotion, elegance, and heartfelt connection. Over the years, I have watched traditions evolve, witnessed the desires of couples shift, and felt the growing need for weddings that are more than just visually stunning—they must speak to the soul. In 2025, we are not just planning weddings; we are curating experiences where every detail is intentional, every moment lingers in memory, and love is truly celebrated in its purest form.

What We Are Saying Goodbye To: Traditions That No Longer Serve the Heart

1. *Overly Scripted Weddings* – I have seen couples burden themselves with rigid schedules, striving for a perfection that often robs them of their most precious gift: being fully present. Now, we embrace the beauty of

spontaneity—the gentle touch, the stolen glances, the joyous laughter that cannot be planned, only felt.

2. *Meaningless Wedding Favors* – The days of impersonal trinkets are behind us. Instead, we create mementos that carry emotion, from handwritten notes that whisper gratitude to artisanal gifts that reflect the couple’s journey. A gift should not be forgotten; it should be cherished, just like the love that inspired it.

3. *Rigid Seating Charts* – A wedding should feel like an invitation to connection, not an obligation to sit in a fixed place. We now design spaces that encourage warmth, ease, and effortless interaction, where conversations flow as freely as the evening’s finest wine.





spontaneous dances, and golden-hour embraces that will never be forgotten.

7. Forced Wedding Games & Traditions – If it doesn't speak to the couple's heart, it has no place in their day. We let go of outdated customs and instead create authentic moments, filled with rituals that hold meaning, whether it's an intimate reading from a favorite novel or a surprise serenade under the stars.

What We Are Embracing: A New Era of Intimate, Meaningful Luxury

1. Weddings That Feel Like a Love Letter – Every detail should tell the couple's story, from the fragrance of fresh jasmine in the air to the notes of a song playing softly in the background. Weddings are no longer just events; they are poetry, written in details, gestures, and whispers of love.

2. Deep, Emotionally Evocative Color Palettes – Colors have power. In 2025, we are embracing hues that resonate with emotion

4. Towering Cakes That Go Uneaten – The wedding cake should be a shared experience, not just a towering centerpiece. We are curating desserts that tell stories—heirloom recipes, exquisite bite-sized confections, and interactive dessert stations that bring guests into the experience of indulgence.

5. One-Size-Fits-All Bridesmaid Dresses – Friendship is an art, and each woman standing beside the bride is a unique brushstroke in that masterpiece. We celebrate individuality within harmony, ensuring each bridesmaid feels radiant and true to herself while complementing the overall aesthetic.

Strict Timelines That Steal the Magic – The most cherished moments happen when we give them space to breathe. No longer bound by minute-by-minute itineraries, we now allow the wedding day to flow with grace, giving room for unplanned toasts,





—deep emerald that feels like a forest at dusk, warm terracotta that embodies a sun-kissed embrace, and buttery yellows that radiate happiness.

3. Curated, Soulful Menus – Food is love, and a wedding menu should be a culinary journey through the couple’s memories—flavors from a first date, a dish reminiscent of a cherished family gathering, or a signature cocktail infused with nostalgia.

4. Live Art & Intimate Entertainment – Music and art should not just be background noise; they should be part of the experience. We are bringing in live painters, bespoke performances, and heartfelt poetry readings that create goosebumps, not just applause.

5. Sustainable Elegance – True luxury is responsibility. We are curating eco-conscious celebrations where every flower, every candle, and every material is chosen with care for the world we will leave behind, ensuring that beauty is never wasteful but always purposeful.



6. Florals That Breathe and Move – Flowers are no longer static decorations. They are suspended gardens, cascading dreams, organic sculptures that weave through the venue like nature reclaiming a forgotten fairytale.

7. Gifts That Are Pieces of the Couple’s Heart – A handwritten poem, a delicately bottled fragrance crafted just for the day, an artwork commissioned as a timeless keepsake—these are the gifts that will be held close, long after the wedding fades into memory.

The Heart of Weddings in 2025: Love, Fully Felt

I have had the privilege of witnessing love in its purest, most breathtaking form, and one thing remains constant—it is never about the grandeur, but always about the depth.

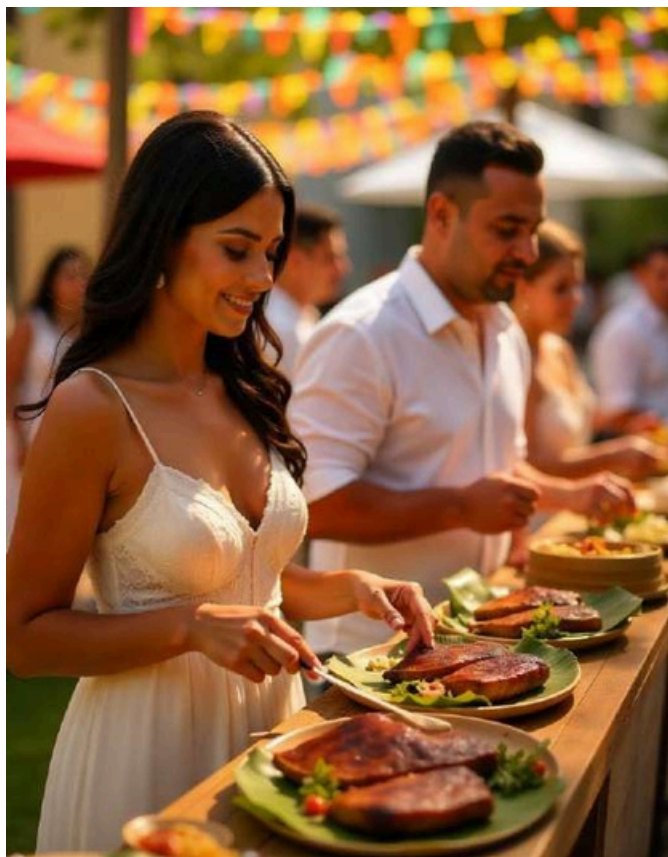
In 2025, we are embracing a new way of celebrating—one where luxury is not measured in excess, but in the weight of emotion, the beauty of a moment, and the way a wedding makes you feel long after it has ended.

This is the future of weddings: where every detail is a whisper of love, where joy flows as freely as champagne, and where the most beautiful thing in the room is not the décor, but the unmistakable glow of two souls who have found their forever.

Diana Sciarrillo
Chapter Head Guatemala
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A photograph of a wedding reception. In the foreground, a buffet table is set with several white scallop shells filled with a seafood and fruit salad, garnished with raspberries and mango. The table is decorated with pink and yellow roses. In the background, guests are seen in formal attire, including a man in a tuxedo and women in elegant dresses, engaged in conversation and eating. The scene is set outdoors with a blurred background of greenery and a bright sky.

*Impress your Guests with
Destination Flavors*



Cuisine is one of the most important features of an event; I think we all agree that every dish that is served at a celebration will show the guests how special they are to their hosts.

If you have decided to have a destination wedding, allow the local flavors to be part of the gastronomy of your celebration. A snack, a special dish, a dessert or even a drink served in a unique way will be a pleasant experience that will highlight the event.

I always recommend to the bride and groom that at a destination wedding it is best to use the flavors and seasonings of the special place they have chosen for their celebration.

This will give it a different touch and make everything fresher. If you select a beach place, ideally the food should be fish or seafood; it would be very strange to take your guests to a place on the coast for a grill menu or *asados*, as they are called in other countries.

The typical dishes of each country give the touch of connection with the destination. In Colombia, for example, a *Bandeja Paisa* will express to your guests the authenticity of serving an emblematic dish of the country; and if your guests come from other latitudes, it is a great way to show them how complete this popular dish from the department of Antioquia is and which is generally enjoyed throughout Colombia.

Ceviche is a dish very typical of Peruvian gastronomy; however, it has become popular and is prepared in different ways in many countries, adding ingredients from each region to create unique experiences for the diners who taste it.





We have had at our weddings and events a gastronomic station “Ceviche Bar” where even vegan ceviche is served using hearts of palm or mushrooms as a base instead of fish as the usual protein. For example, it is very common for a coastal area to serve a ceviche and present it decorated; it can be in a large clam shell or even a coconut shell if that flavor is incorporated as an additional ingredient.

A destination wedding or event invites us to soak up the destination, live it and enjoy it with all 5 senses. Local flavors are essential for this to happen; seasonings, fruits and ancestral recipes make a culinary preparation an experience that travels and stays in the guest's memory.



The way we serve a dish is sometimes the distinctive touch, a seal that makes the difference and often complements the flavor of the delicious food served there. For example: in Venezuela and Colombia there are several recipes that are made wrapped in banana leaves, *hallacas*, tamales and a very complete dish called *Fiambre*, which is served a lot in the coffee region of Colombia. This unique dish consists of rice, meat, chicken, eggs, potatoes, plantains and chorizo, all cooked and wrapped in banana leaves. This leaf gives it a unique flavor that characterizes it and also makes the presentation look lovely.

A few months ago on Margarita Island in my beloved Venezuela, I tasted a spectacular octopus; the secret was cooking it in a clay *anafre*. The *anafre* is a kind of stove that contains embers that heat the casserole,





frying pan or grill. In addition to cooking, it keeps the food warm while it is brought to the table to be served. Undoubtedly, the taste of the octopus prepared with this technique was a real experience.

It usually happens that the most representative and autochthonous flavors of a region are not in the hands of a chef or sophisticated cooks trained in the best schools, and it is not even common in the most renowned hotels and catering services. However, we planners do a good scouting and in many cases we make great work plans for the catering and service to support the Creole hands that create those magical feasts full of archetypal memory in every bite.

To the industry's delight, many talents from these areas and the great chefs have been catching on to this trend because of the



richness hidden in the ancestral gastronomy of each country, rather than because of fashion. They have discovered seasonings, condiments and techniques that in many cases are often rudimentary, but are full of wisdom. They have also achieved incredible banquets not only for their flavors, but also for their picturesque presentations, which in many cases are accompanied by wonderful stories and performances.

Don't miss the opportunity to impress your guests with the flavors and seasonings of the place you have selected for your wedding. It will be a unique culinary experience that will make them remember your wedding.

Would you like to know a little more about this topic? Write to us and we will gladly provide you with more information and give you the tips you need to surprise your guests with the flavors of your wedding destination.

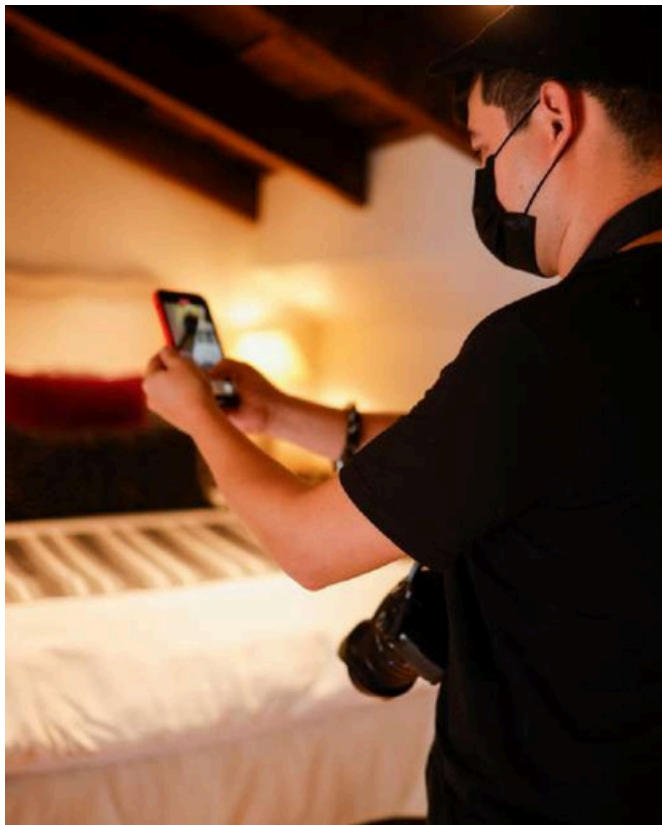
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A woman with long, voluminous curly hair is standing on a dark, reflective dance floor, holding up her smartphone to take a photo. The background is a wedding venue with a stage, large speakers, and several ornate chandeliers. One large chandelier is particularly prominent in the upper center, casting a warm glow. The overall atmosphere is elegant and modern.

The Rise of the Wedding Content Creator:

A Must-Have for Modern Luxury Weddings



Each plays a distinct yet complementary role in ensuring that no moment is lost and every detail is captured with care and artistry.

-Photographers and videographers create polished, high-resolution images and cinematic films that stand the test of time. Their work is meticulously edited and curated, providing timeless memories that can be cherished for generations.

-Content creators, on the other hand, focus on immediacy and atmosphere, curating digital memories that offer a real-time, emotional snapshot of the day. Their work is more spontaneous, capturing the energy and behind-the-scenes magic that might otherwise go unnoticed.

In the evolving world of luxury weddings, a new vendor has taken center stage—the wedding content creator. This role goes beyond traditional photography and videography, capturing real-time, behind-the-scenes moments in a way that feels intimate, unfiltered, and deeply personal. With the increasing demand for instant and meaningful storytelling, the content creator has become an essential part of the modern wedding experience.

Together, these professionals weave a complete wedding story—one that blends timeless elegance with the vibrancy of the present moment.

Why You Need Both a Photographer/Videographer and a Content Creator

While wedding content creators provide a fresh and immediate way to relive wedding moments, they are not meant to replace traditional photographers and videographers.





content creators stitch together multiple short clips that showcase the atmosphere, emotions, and spontaneous moments. These snippets provide a 360-degree view of the celebration, from quiet intimate exchanges to the energetic dance floor.

4. A Complement to Traditional Photography and Videography – While photographers focus on curated, timeless portraits and videographers craft cinematic highlights, content creators document the energy, interactions, and the unfiltered essence of the celebration.

What to Expect from Your Wedding Content Creator

1. Real-Time Storytelling – From the morning preparations to the final dance, content creators capture fleeting, unscripted moments that tell the full story of the day.

2. Social Media-Ready Content – Expect Instagram stories, TikTok clips, and Reels curated and shared within hours or even minutes, allowing guests and absent loved ones to engage with the celebration instantly.

3. A Series of Small Videos for a Full Experience – Unlike traditional videography, which focuses on a polished final film,





5. On-the-Go Editing – Many content creators provide same-day highlight reels, ensuring couples receive an immediate glimpse of their wedding’s most beautiful moments.

6. A Personalized Approach – Every couple has a distinct style, and content creators tailor their aesthetic to match the wedding’s theme, whether it’s editorial, cinematic, or raw and documentary-style.

How to Choose the Right Content Creator

Finding the perfect wedding content creator means looking for someone who understands your vision and aesthetic. Consider:

- Reviewing their previous work to ensure their style aligns with your expectations.



- Asking about their turnaround time for content delivery.
- Ensuring they work cohesively with the photographer and videographer for a seamless storytelling experience.
- Discussing the balance between curated and spontaneous footage.

The Future of Weddings: A Fusion of Timeless and Instant Memories

Luxury weddings are embracing a new form of storytelling—one that combines the timeless elegance of professional photography and videography with the immediacy of real-time content. The wedding content creator is no longer a passing trend but an indispensable part of the modern wedding landscape, ensuring that every fleeting moment is beautifully preserved.

For couples who want to relive their wedding day as it unfolds, to share their joy with loved ones in the moment, and to have a dynamic, digital memory of their celebration—a wedding content creator is no longer an option, but a must-have.

Diana Sciarrillo
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The Magic of a Personalized Experience

Weddings that tell stories





Weddings are not just parties, they are living chapters of a love story that deserves to be told with every detail. In a world where trends are becoming more and more relevant every day, what really leaves a mark is authenticity, genuine emotion and the essence of the bride and groom; essence that is captured in every corner of that great day. That is why customized wedding experiences have become the key to an unforgettable moment, where every minute reflects the history, dreams and personality of both. It is a journey to the unforgettable because every love story is unique, and so should be every wedding.

Gone are the days when celebrations followed a predefined scheme. Today, couples want their big day to be a true reflection of their lives, of their happiest moments and of what makes them special. From the selection of the theme to the smallest details, personalization turns a wedding into a sensorial and, above all, emotional experience for the bride and groom and for each of their guests.



Imagine walking down the aisle to a unique song composed especially for you, or greeting your loved ones with a cocktail party inspired by your first journey together. Every choice, from colors and décor to menus and stationery, can tell a part of your story.

The Power of Details:

Small details, such as a table of memories with photos and love letters exchanged over the years, make all the difference; they are details that sensitize everyone present. Other examples include a toast with the couple's favorite drink, or a first dance that tells their love story through meaningful choreography, which is still in fashion. The options are endless and the key is to dare to be authentic, so as wedding planners, we must not only plan weddings, but we must be creative to transmit that authenticity to the couples.





And of course we can't leave out the experience that each of the guests must live, we can customize it so that it is also unforgettable for them. Handwritten thank you cards or interactive stations that reflect the culture and hobbies of the bride and groom. Among other surprises, a fireworks display in the bride and groom's favorite colors can make the celebration an unforgettable memory for everyone present.

The key is to work with passionate professionals. Passionate like us, who transmit the love we have to achieve a truly personalized wedding. It is essential to have a team of professionals who understand your vision and are willing to bring it to reality.



Wedding planners, floral designers, chefs, our beautiful videographers and of course the great entertainment experts can turn ideas into tangible experiences, ensuring that every element of the wedding reflects the essence of the couple.

We want the experience to transcend far beyond that special day, a personalized wedding leaves an indelible mark, but above all a memorable one. It is not just about celebrating love, but about living it in every moment of the day, surrounded by those who really matter. Creating that unique customized experience is to ensure that this day is not only beautiful, splendid, but also meaningful, emotional and, above all, unforgettable.

Because love is a unique story, and the wedding should be the most beautiful chapter written so far.

Julie E. Franco

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*Iconic Bridal
Gowns and Groom
Styling*



2. Audrey Hepburn (1954): Vintage Charm

At her wedding to Mel Ferrer, Audrey Hepburn wore a short dress designed by Pierre Balmain. With a high neck, long sleeves and skirt below the knees, it reflected the chic and sophisticated essence of the actress.



The wedding dress is more than a garment: it is a statement of style, personality and, many times, a reflection of the cultural context of an era.

Throughout history, some dresses have left an indelible mark, inspiring generations of brides.

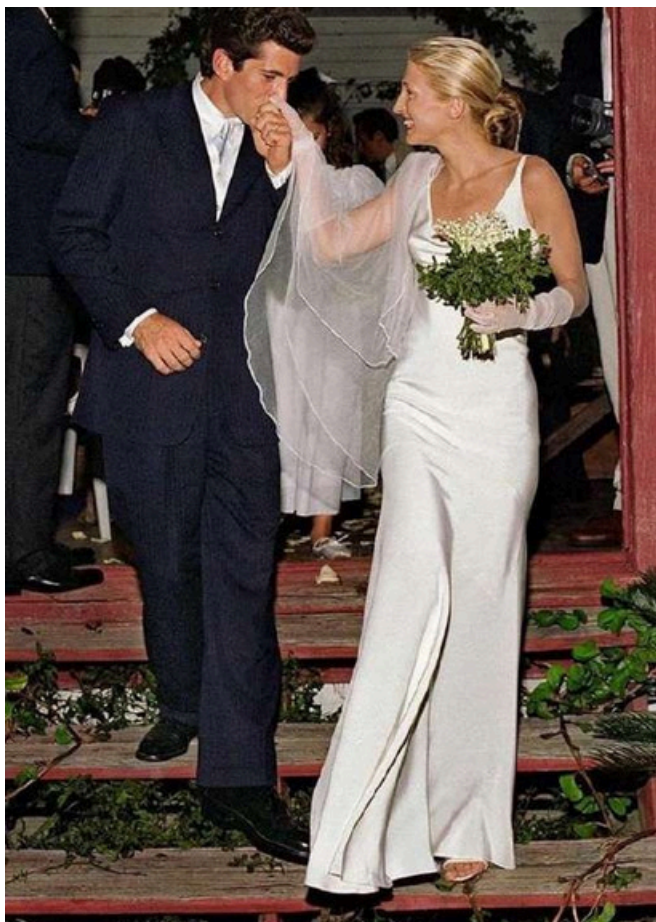
1. Grace Kelly (1956): Timeless Elegance

The dress that the actress and Princess of Monaco wore at her wedding to Prince Rainier III is one of the most iconic in history. Designed by Helen Rose, it combined Brussels lace with silk taffeta and featured a classic silhouette with long sleeves and a high neckline.

3. Lady Diana Spencer (1981): Royal Opulence

Princess Diana's gown, created by David and Elizabeth Emanuel, was noted for its extravagance: a train of more than seven meters and puffed sleeves of ivory taffeta.





5. Meghan Markle (2018): Modern Sobriety

The dress designed by Clare Waight Keller for Givenchy stood out for its simplicity and sophistication, with a boat neckline and fitted silhouette.



6. Priyanka Chopra (2018): Tradition and Modernity

The Ralph Lauren gown Priyanka Chopra wore combined lace, Swarovski crystals and a stunning 23-meter veil.

In recent years, several celebrity weddings in Latin America have captured public attention and influenced trends in the bridal world. Below, we highlight some of the most emblematic ones:

1. Ángela Aguilar and Christian Nodal (2024):

4. Carolyn Bessette-Kennedy (1996): Sophisticated Minimalism.

Carolyn redefined bridal fashion by choosing a plain, unadorned silk gown by Narciso Rodriguez. Her simple, elegant style broke with the tradition of voluminous gowns.





Merging Tradition and Modernity

Young singer Ángela Aguilar and regional Mexican artist Christian Nodal joined their lives in a ceremony that combined traditional elements with contemporary details. Angela wore a dress that paid homage to her Mexican roots, while the decor incorporated modern details without losing the cultural essence.



2. Sofía Castro and Pablo Bernot (2024): Elegance in San Miguel de Allende

Actress Sofía Castro, daughter of Angélica Rivera, married businessman Pablo Bernot in a religious ceremony in San Miguel de Allende, Guanajuato. The celebration was attended by more than 500 guests, including prominent show business and political figures. Sofia wore an Oscar de la Renta dress, and the decor reflected the elegance and colonial charm of the city.

3. Gabriela Tafur and Esteban Santos (2024): Luxury and Sophistication in Colombia

Former beauty queen Gabriela Tafur and Esteban Santos, son of former Colombian President Juan Manuel Santos, celebrated their union in a lavish wedding that stood out for its luxury and sophistication. The organization was in charge of the company Eventique, reflecting the growing professionalization of the wedding industry in Colombia.



4. **Daniela Ospina and Gabriel Coronel (2024): Intimate and Elegant Celebration**

Businesswoman and model Daniela Ospina married actor and singer Gabriel Coronel in an intimate ceremony that stood out for its elegance and good taste. The couple chose a more private celebration, focusing on personalized details and a cozy atmosphere.



These weddings not only captured media attention, but also set trends that continue to influence the choices of couples in Latin America. From the integration of cultural elements to the choice of historic destinations and the valuing of intimacy, each of these celebrations has left a footprint on the region's bridal industry, inspiring dozens of brides when it comes to picking their dress for the big day.

Styling of the Groom: Elegance and Sophistication for the Wedding

The groom is no longer just the discreet companion at the wedding; nowadays, his look is also a central part of the event. Current trends show men who take care of every detail of their attire, reflecting style, personality and elegance.



1. The Ideal Suit: More Than Just Classic

The first step in defining the groom's look is to choose a suit that perfectly suits his body type, personality and wedding theme.

Elegant Options:

Classic black or navy suit: Timeless and perfect for formal weddings.



Light hues: Beige, pearl grey or sky blue for daytime or beach weddings.



Velvet or jacquard suits: Ideal for a touch of opulence at evening weddings.





Tuxedo: Supreme elegance for the most sophisticated weddings.



2. The Perfect Fit

The key to sophistication lies in the fit:

Slim Fit: Elegant and modern, perfect for slim silhouettes.

Regular Fit: More traditional, comfortable and versatile.

Personalization: Consider a tailored suit to ensure the best fit.





3. Shirts and Important Details

Classic colors: White or light blue are always reliable.

Collars: Choose according to the type of tie or bow tie you will wear; English or Italian collars are sophisticated options.

French cuffs: Ideal for cufflinks.



A sophisticated look is not complete without the right accessories:

Tie or bow tie: Silk ties are elegant; bow ties add a classic touch.

Cufflinks: An elegant detail that reflects sophistication.

Pocket square: A touch of color or texture that complements the suit.

Watch: Preferably classic and discreet.

Belt and shoes: Should be of high quality leather, always matching the color of the suit.



6. Wedding Style Inspiration

Classic Wedding: Black or navy blue suit or tuxedo with traditional tie.

Bohemian wedding: suits in earth tones, no tie and loafers.

Beach Wedding: Linen suits in light shades and nautical shoes or no shoes at all.

Modern Wedding: Monochromatic and minimalist suits in neutral colors.



5. Hairstyle and Grooming

Elegance also lies in the personal details:

Hairstyle: Maintain a clean style that matches the shape of your face.

Beard: It should be well trimmed and defined.

Skin care: A routine of cleansing and moisturizing to maintain a fresh appearance.



The groom's styling is no longer a secondary issue, but an opportunity to stand out and complement the event with elegance and sophistication. Because at a wedding, both the bride and groom deserve to shine.

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A look that lasts forever

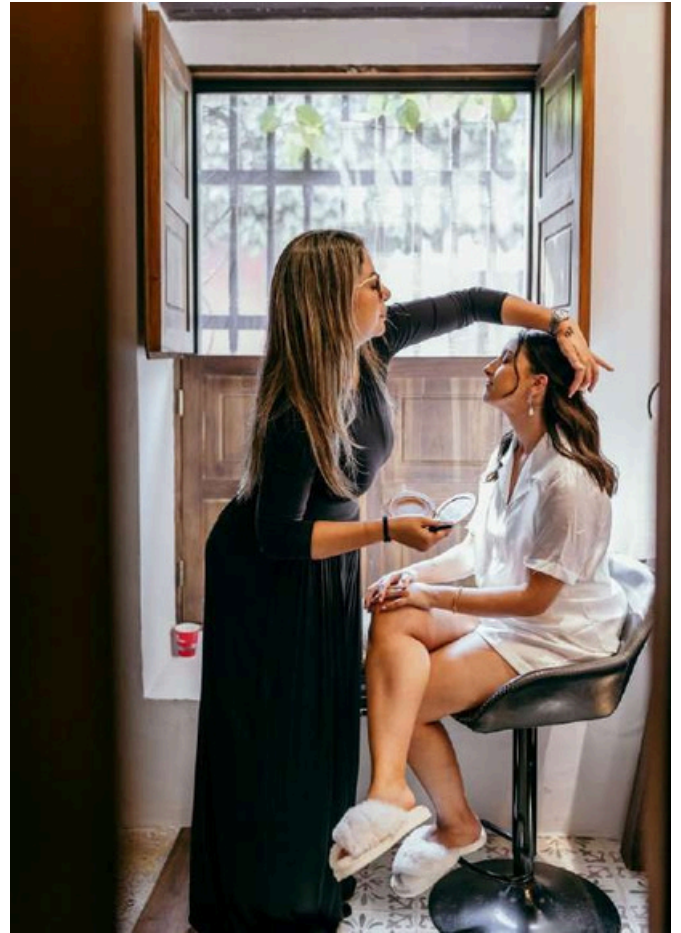
The art of bridal makeup that lasts over time.





As a professional makeup artist specializing in bridal makeup in Cartagena de Indias, the capital of marriages and brides, I have learned that bridal makeup is an art that balances the ephemerality of trends with timelessness. This ensures that a bride looks stunning today, tomorrow and decades from now when she relives her big day through photos and videos.

My philosophy is based on understanding trends without leaving aside the classic essence of bridal makeup. In 2025, we continue to see the rise of the “clean look”: luminous, fresh and natural skin, but with a more semi-matte and hydrated approach. Excessively moisturized skin is being left behind, as in photographic records and in humid climates like Cartagena, it is no longer flattering.



As for colors, mocha and mauve tones are on trend. The “rosewood” becomes an ideal option for fair-skinned women or blondes, bringing sweetness and sophistication. Elaborate eyes are back with a vengeance, but we are moving away from sharp eyeliner and very defined strokes, and choosing blurring that enhances the look without hardening the features.

Hairstyle is also evolving. Although the updo is still a reliable choice, this 2025 we see more relaxed versions with the sleek back effect. The loose hair trend is still booming, but in humid climates like ours, I always recommend choosing a second look with a touch up to keep the freshness throughout the event.



Key tips for a perfect bridal makeup: For the makeup to stay flawless throughout the event, I recommend moisturizing the skin well the days before, opt for a long-lasting foundation and set with translucent powders in key areas. Don't forget to use waterproof products, especially on the eyes, to handle the emotions of the big day. Finally, test your makeup beforehand to make sure you feel completely comfortable and confident with the final result.



Every bride is unique and, as a makeup artist, beyond following trends, my goal is to make her feel beautiful and confident on her big day. I believe that there are two types of brides when it comes to makeup: those who prefer a natural and luminous look, and those who go for a more sophisticated and glamorous style. My job is to listen, understand her tastes and guide her in the creation of a look that makes her feel like herself at her best.

Bridal makeup is much more than a combination of products and techniques. It is the possibility to capture her essence, to make her feel special and to give her the confidence to live her day to the fullest. Because trends come and go, but what a bride feels when she looks in the mirror on her big day is what really lasts through the years.

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A bride and groom are standing on a stone balcony in front of a white building with arches. The bride is wearing a white lace wedding dress and holding a bouquet of flowers. The groom is wearing a blue suit and a white shirt with a bow tie. They are looking at each other and smiling. The building has a white facade with a central window and three arches. The balcony has a white railing with stone balusters. The foreground is a stone wall.

Eco-friendly Wedding in Costa Rica

Tips for an environmentally conscious special day



In a world increasingly aware of the need to care for the environment, many couples are choosing a more sustainable approach to their wedding. If you are planning an event in Costa Rica, a country known for its lush biodiversity, it is the perfect place to make your wedding a green and eco-conscious celebration. Here are some tips to help you make your wedding an unforgettable event, respectful of the planet and in harmony with the natural environment.

Choose a natural and sustainable location.

Costa Rica offers a wide variety of wedding venues that are surrounded by breathtaking nature. From paradisiacal beaches in the Caribbean to mountains surrounded by rainforest, choose a venue that is not only beautiful, but also sustainable. Look for fincas, hotels or resorts that practice eco-friendly management and use renewable energy.



Digital invitations or prints on recycled paper

Nowadays, digital invitations are an excellent alternative to reduce the use of paper. Invitations by email or through online wedding platforms are not only practical, but also much more environmentally friendly. However, if you prefer to send printed invitations, make sure they are made of recycled paper or come from responsible sources. Don't forget to include in your invitation a message about the importance of taking care of the environment.

Decoration with local and recyclable flowers.

Choose local, seasonal flowers for your decor. Costa Rica is home to a wide variety of tropical flowers that not only look beautiful, but also have less environmental impact because they are grown locally.



Reduce the use of plastics.

One of the biggest environmental challenges today is the amount of single-use plastics we generate. Be sure to avoid using plastics at your wedding. Instead of disposable cups and plates, opt for reusable glass or bamboo options. You can also ask your vendors to use biodegradable products for guest favors or gifts. Also, consider eco-friendly alternatives for wedding favors, such as reusable potted plants or handmade products from local artisans.

Instead of choosing artificial decorations that generate plastic waste, go for natural decorations that you can compost after the event. Flowers, dry branches, palm leaves or ecological candles can be a perfect option to decorate your wedding without harming the environment.

A Sustainable Banquet.

Catering is a key part of any wedding, and having an eco-friendly option is not only beneficial for the environment, but also a way to support local farmers. Look for caterers who work with organic and seasonal produce. Proximity foods are not only fresh and delicious, but also have a much smaller carbon footprint. Consider vegetarian or vegan menus, which are more environmentally friendly, and limit the use of disposable containers, opting for reusable tableware.





Collective and sustainable transportation

Make sure your guests can get to the event in a sustainable way. Instead of everyone traveling separately, organize collective transportation, such as buses, to reduce carbon emissions. You can also encourage your guests to carpool or use more environmentally friendly means of transport, such as bicycles, if the venue allows it.



Recycling and waste management.

It is important that waste separation is encouraged during your wedding. Work with your event vendor to ensure that there are well-marked recycling stations at the venue. In addition, you can hire a recycling team to properly separate waste during the event, ensuring that recyclable materials do not end up in the landfill.

Donations as an alternative to material gifts.

Many brides and grooms choose to receive donations to charities instead of material gifts. This not only reduces waste, but also helps important causes. If you prefer a more practical approach, you can suggest that your guests donate to projects related to sustainability or social welfare.

Every little action counts when it comes to reducing our environmental impact. By integrating these eco-friendly tips into your wedding, you will not only be celebrating love, but also respect for the planet that is our common home. Costa Rica, with its impressive biodiversity and commitment to sustainability, is the perfect setting to make your wedding a memorable and responsible event.

May your special day be a reflection of your love for nature and the future of the planet!



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A close-up photograph of a person's hands holding a purple smartphone. The phone is held in a way that the back camera is visible. Several colorful, 3D-style social media icons are floating around the phone, including a heart, a speech bubble, and a play button. The background is blurred, showing the person's face and hair.

Marketmasters

How to integrate digital tools to attract customers in the events industry



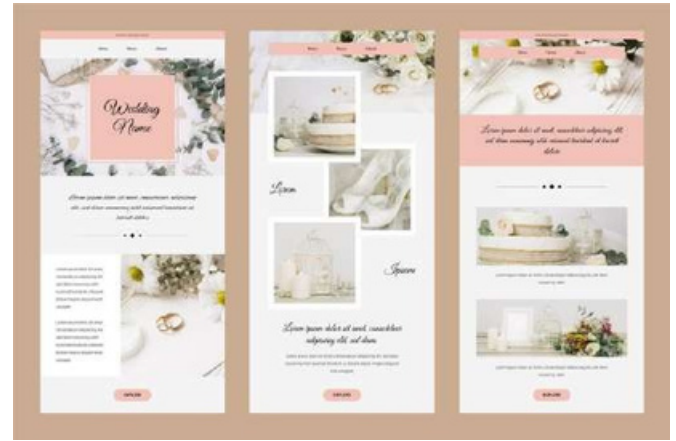
In today's digital age, online marketing tools have become an indispensable ally for companies in the event industry. These tools offer a range of possibilities to reach a wider audience, promote events effectively and ultimately attract more customers.

Nowadays, using the internet is key to make people know about your events and want to go. Here are some easy ideas:

1. Social networks to the fullest!

- **Where?** Use Facebook, Instagram, Twitter... wherever your audience is!
- **How?** Post eye-catching photos and videos of your events.
- Use hashtags that people search for! (#party, #concert, whatever).
- Talk to the people! Answer their questions and make them feel part of the event.

If you can, invest in ads to get them seen more.



2. Emails that make you fall in love!

How? Use programs like Mailchimp or Kajabi to send beautiful emails.

What? Send emails only to people who are interested (segment your lists).

Tell interesting things about your events and offer special discounts by email!

3. Your website is your showcase!

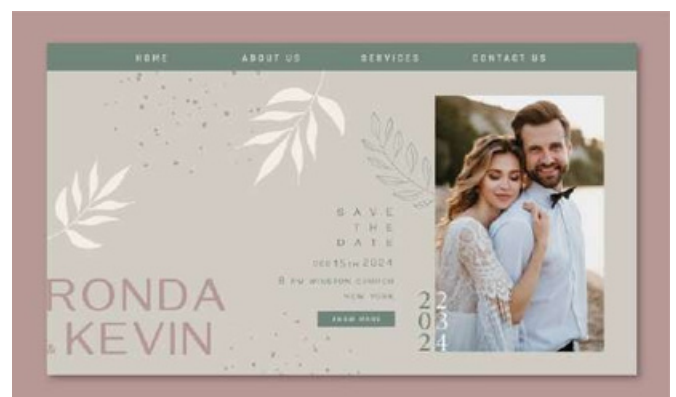
Why? It's the first thing they'll learn about you on the internet!

What? Make it beautiful and easy to use. Make it detail everything about your events! Upload your best wedding and event work and don't forget to connect it with your social networks.

Let people know how to reach you!

4. Ads that work!

Where? On Google, Facebook, Instagram...





How? Think about who you want to see your ads and make ads that draw attention!

Use keywords that people will search for!

5. Influencers, your allies!

Who? Famous people in your industry who have a lot of followers.

How? Ask them to promote your events and talk about how great they are!

The incorporation of digital tools in the events sector has become an unavoidable necessity for those companies that wish to stand out in an increasingly competitive market. These tools not only facilitate the promotion and management of events, but also allow for more effective and personalized communication with customers, resulting in increased attendance, loyalty and, ultimately, the success of the event.



Those companies that know how to take advantage of the potential of digital tools will be better positioned to achieve their goals and build lasting relationships with their audiences.

This 2025, IADWP Academy is renewed and comes with everything to boost your professional growth. With a focus on state-of-the-art education, we offer you the “Marketmasters” track, a space where you will learn the most effective tools and strategies to take your business to the next level. Become a member of IADWP and take advantage of this exclusive benefit! You will have access to specialized masterclasses, exclusive content and the opportunity to connect with other professionals in the industry. Don't miss out, join IADWP Academy and start building your future!



IADWP
International Association
of Destination Wedding Professionals
Instagram: @iadwp

Strategies to Ignite the Future of Destination Weddings





The destination wedding industry is experiencing a revival as couples seek unique and unforgettable locations to exchange their vows. In 2025 and beyond, expectations are evolving. Couples are no longer simply looking for an idyllic setting—they want personalized, sustainable, and inclusive experiences that reflect their values. As wedding planners and destination wedding professionals, it's essential to stay ahead of these changes by embracing trends, incorporating new technology, and prioritizing inclusivity. Let's explore the strategies shaping the future of destination weddings and how professionals can meet these rising expectations.

Sustainability as a Standard, Not a Trend

Sustainability has emerged as a core value for many modern couples. As environmental awareness continues to grow, couples are keen to align their weddings with their ethical beliefs. Wedding professionals have a unique opportunity to meet this demand by selecting eco-friendly venues that use renewable energy sources, such as solar or wind power, and support sustainable practices like sourcing locally grown food and utilizing eco-friendly materials.



Beyond venue selection, sustainability can be integrated into the planning process in numerous ways. Digital invitations, for instance, reduce paper waste, and many couples appreciate the ease of managing RSVPs online. When it comes to décor, zero-waste options—such as reusable floral arrangements and sustainable table settings—are becoming increasingly popular. Even catering services can get involved by offering compostable plates, sourcing food locally, and minimizing waste throughout the event.

To further reduce the carbon footprint, wedding planners can offer carbon-offset programs for travel and accommodations. By partnering with reforestation initiatives or renewable energy programs, planners can provide guests with an opportunity to contribute to neutralizing their carbon emissions. This shared responsibility enhances the couple's celebration, allowing them to lead by example and encourage their loved ones to be more environmentally conscious.





Accessibility & Inclusivity: Expanding the Guest Experience

Today's weddings must be inclusive and welcoming for everyone. From neurodiverse guests to those with limited mobility, it's important that wedding professionals ensure every guest feels valued and able to fully participate. This requires a commitment to inclusivity in all aspects of the wedding experience.

Training for Neurodiversity and Hidden Disabilities:

Wedding professionals should train staff to support neurodiverse guests, including those with conditions like autism, ADHD, or sensory sensitivities. Providing sensory-friendly spaces where guests can retreat from overwhelming stimuli, offering clear signage for those with visual impairments, and accommodating specific communication needs are essential in creating an atmosphere where all guests feel welcome.



Inclusive Dining Options:

Catering should also reflect inclusivity. Offering adaptive meals for guests with dietary restrictions, such as gluten-free, vegan, or allergen-free options, ensures that every guest can partake in the celebration. This helps create an atmosphere of respect, ensuring no one is left out.

Cultural and Religious Inclusivity:

Partnering with local vendors who are familiar with different cultural and religious wedding traditions can help couples incorporate meaningful rituals into their ceremonies. This ensures the celebration is both personal and respectful of diverse backgrounds, fostering an inclusive environment for all guests.

Wheelchair Accessibility:

For guests with limited mobility, accessibility is key. Ensure that wedding venues feature wheelchair-friendly entrances, ramps, accessible restrooms, and wide walkways for easy mobility. At the ceremony and reception



seating arrangements should accommodate wheelchairs without isolating guests. Consider providing accessible transportation, such as shuttle buses or taxis with ramps, and booking accommodations with accessible features, such as roll-in showers and wide doorways.

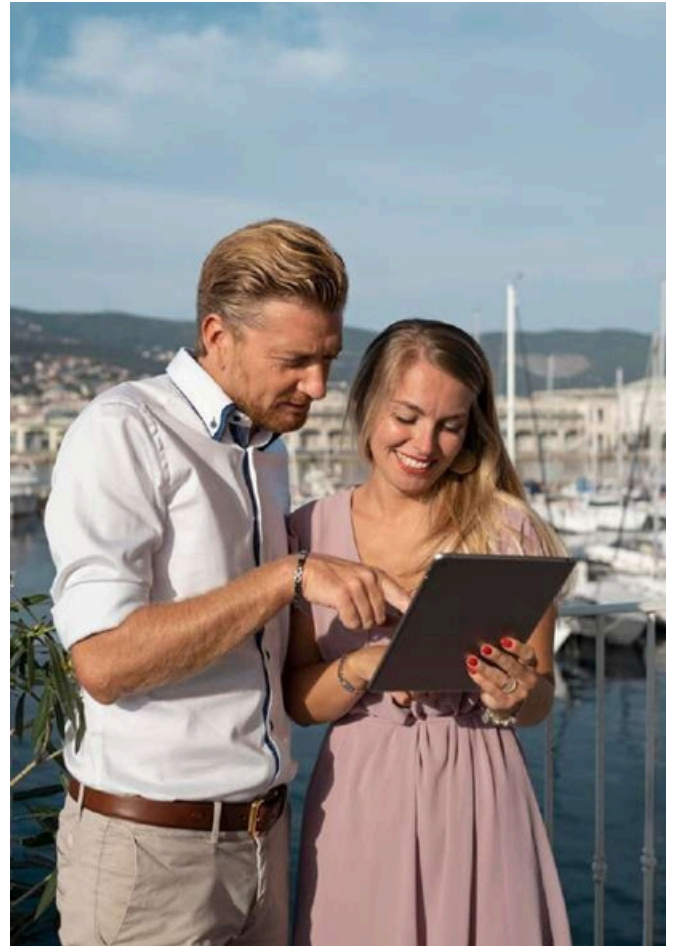
For beach weddings or outdoor celebrations, look for venues that offer beach wheelchairs or provide paved pathways that can be easily navigated by wheelchair users. Additionally, make sure post-wedding excursions and activities—whether they’re nature hikes or sunset cruises—are wheelchair accessible, allowing all guests to participate in the full experience.

Personalization at Every Level

Couples today desire weddings that reflect their unique love stories and personal values. As a wedding professional, it’s crucial to offer customizable experiences that allow couples to incorporate their family traditions, cultural heritage, or sustainability goals into their special day.

Technology for Customization:

Technology plays a major role in modern wedding planning. Virtual reality (VR) venue tours allow couples to explore potential venues from anywhere in the world, while



AI-driven wedding websites and interactive planning platforms help couples stay organized, track RSVPs, and find new vendors. This tech-savvy approach enhances the planning experience and makes it easier for couples to personalize every aspect of their wedding.

Partnering with Local Artisans:

Collaborating with local artisans to create unique décor and wedding favors is another way to make the wedding feel authentic and personal. Handcrafted items not only reflect the local culture but also support local economies, creating a deeper connection to the destination.

Technology & the Digital Revolution

The rise of augmented reality (AR) and virtual reality (VR) is transforming how weddings are planned. Couples can now “tour” venues from anywhere in the world, allowing them to explore their options and choose the perfect location. AR enhances this experience by letting couples visualize different décor options in real-time, ensuring the space matches their vision.





Moreover, blockchain technology and smart contracts are becoming increasingly important in the wedding industry. These digital contracts provide secure, transparent agreements for vendors and couples, ensuring clarity and minimizing misunderstandings during the planning process.

For couples who want to share their big day with loved ones who can't attend in person, live streaming services offer an easy way to include distant guests. Whether through virtual guestbooks or live chats, these services make weddings more inclusive, allowing everyone to participate in key moments of the celebration.

Elevating Group Travel & Guest Experiences

Destination weddings are often multi-day events, and creating a seamless travel experience for guests is key. Offering curated excursions and pre- or post-wedding events ensures that guests have an unforgettable experience from start to finish. Whether it's exploring the local culture, participating in adventurous activities, or relaxing at a local spa, these events enhance the guest experience and foster a sense of connection among attendees.

Providing personalized travel services, such as a dedicated travel planner, also helps guests with their logistics—flights, accommodations, transfers—eliminating the stress of travel. A dedicated planner ensures that all aspects of the trip are organized, allowing guests to focus on enjoying the celebration.



PH: Francal Studio

Redefining Luxury & Exclusivity

As couples increasingly move away from traditional large resorts, private villa buyouts are gaining popularity. These exclusive venues offer intimacy and complete control over every aspect of the wedding. Whether it's a private beachfront villa or a secluded mountain retreat, a private venue allows couples to curate a highly personalized experience for themselves and their guests, free from restrictions.

Unique, immersive experiences such as private yacht ceremonies or jungle-inspired weddings are the epitome of modern luxury. A yacht wedding offers breathtaking views, privacy, and adventure, while a remote jungle ceremony offers an unparalleled connection to nature. These exclusive experiences allow couples to create memories that go beyond the typical wedding day.

Conclusion: Shaping the Future Together

The future of destination weddings is bright, with endless opportunities for innovation and personalization. By embracing sustainability, inclusivity, technology, and luxury experiences, wedding professionals can redefine the wedding planning process and provide couples with celebrations that truly reflect their values, personalities, and love stories. As we move forward, we can help couples create unforgettable, meaningful weddings—ones that set a new standard for the industry and leave a lasting impression on all who attend.

Bobbi-Jo Roback

Chapter Head Canadá IADWP
@destinationwedd

Top 5

Reasons to have a quality
label





1. It increases customer confidence:

Couples are looking for reliable, high-quality services for their special day. The quality mark acts as a “seal of confidence”, showing that your business meets high standards, which generates confidence in future customers. 66% of consumers are willing to pay more for products with quality recognition.

2. Distinction in the market:

In a competitive industry, this recognition allows you to stand out from the competition. By being a vendor with quality recognition, you become a more attractive option for couples who want the best for their wedding.

3. Increased visibility and ranking:

Having a quality label increases the visibility of your business on platforms and search engines. 81% of consumers research online before choosing a service, and businesses with certifications tend to rank better and attract more potential customers.



4. Continuous improvement:

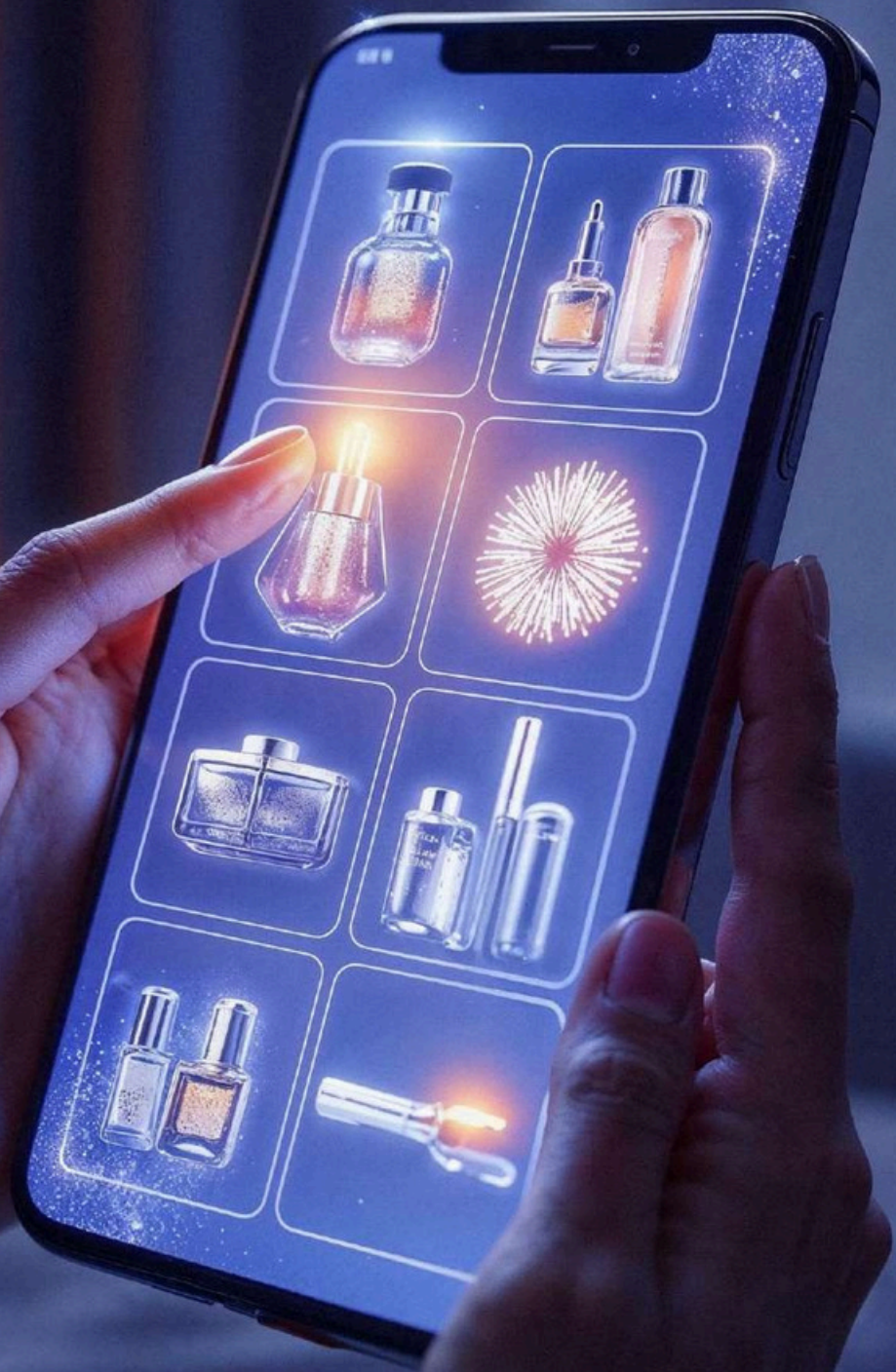
The process of obtaining the label drives the constant evaluation and improvement of services. Companies that implement quality standards experience an improvement of up to 20% in their operational efficiency, allowing them to better adapt to customer needs.

5. Increased loyalty and recommendations:

Satisfied customers not only return, but also recommend your business. 92% of consumers rely on recommendations from friends and family, and offering certified services increases the likelihood of receiving references, driving long-term growth.

More than a label, it is a commitment. Quality recognition goes beyond a simple badge; it is a promise of excellence in every detail.

Contact us
natalia@iadwp.com
www.weddingtourismspecialist.com



Top 5

Apps that become allies



One app I always use is TRELLO, it is an excellent project management app that helps me organize my time and energy. With this app my team and I can manage any type of project and supervise absolutely all tasks as it is very flexible and versatile. It is also super dynamic and visual as images and labels work better than simple text. If you are a fan of order, you can't miss this app.

Recommended by:

Jossy Quezada, Peru, @jossyquezadawp

1. CANVA

CANVA has become the right hand of planners and designers and helps us to create from a presentation, invitations, posts, among many more. It is an easy and very useful tool.

Recommended by:

MaryPily López, Dominican Republic,
@marypilyeventstudio



2. TRELLO



3. PANTONE Studio

With PANTONE Studio you can create color palettes and view them in 3D, this will help you make color decisions and give you a clear idea of color combinations.



Recommended by:
 MaryPily López, Dominican Republic,
 @mar ypilyeventstudio



4. CLICKUP

It is a very versatile project management tool, which allows you to work on multiple events simultaneously in an efficient way. You can have integrations with other App's, collaboration with clients and/or team, template creation, among others.

Recommended by:
 Rebeca Jerez, El Salvador, @rebecajerez.co



5. MOMENTCAM

Personalization is key to making an event truly unforgettable; incorporating interactive and fun elements can elevate the guest experience. One innovative way to add a touch of creativity and originality is through the MomentCam app, a digital tool that transforms guest photos into personalized caricatures or animated avatars.

Recommended by:
 Diana Sciarrillo, Guatemala, @idoguatemala

We thank the WeddingTourismSpecialist community for contributing to the creation of this section.

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We are delighted to feature some of our exceptional Platinum members of the International Association of Destination Wedding Professionals:



Shamica Davis

JTS Vacations, LLC

@jtsvacations

Shamica Davis is the CEO and Founder of JTS Vacations, a premier travel agency specializing in personalized travel planning for individuals, groups, and special events. With a passion for creating unforgettable experiences, Shamica is dedicated to helping clients explore the world through customized itineraries and stress-free planning. Her commitment to excellence and attention to detail have made JTS Vacations a trusted name in the travel industry. Beyond travel, Shamica is passionate about community service and making a positive impact through outreach initiatives.



Sergio Cárdenas

Sergio Cárdenas
Wedding Coach

@sergiocardenass

Sergio Cárdenas, "The Dream Weaver," is a renowned Wedding Coach and event producer with over 20 years of experience and a thousand weddings planned. He is an honorary member of IADWP and ABC, president of the International Master Class Convention, and a pioneer in handcrafted floral design and sustainable decoration. He has certified more than 2,000 wedding planners in Mexico, the Dominican Republic, Colombia, the United States, and Ecuador. Recognized with awards such as Forjadores de México 2023 and an Honorary Doctorate in 2024, he stands out as a mentor, speaker, and visionary leader in the romance industry.



Karla Orozco

Karla Orozco Event
Planner

@karlaorozco.mx

Two things define you in life: your patience when you have nothing, and your attitude when you have everything.

A little about my story... I hold a Bachelor's Degree in Integral Design from ITESO, with a specialization in Interior Design.

Fifteen years of experience in design and decoration support a professional and meticulous approach where every detail matters and makes the difference in every event.



Jennifer Stein

Destination I Do

@destinationido

Jennifer Stein co-founded Destination Media 20 years ago to cover destination weddings and romance travel, highlighting real couples and promoting inclusivity. Her brand, Destination I Do, is a benchmark in the industry, featuring a magazine, website, social media platforms, and a podcast now in its fourth season.

With more than 25 years of experience, Jennifer has been recognized among the "Top 35 Entrepreneurs Under 35" and as a speaker at prestigious events.

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Diana Navarrete

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We are thrilled to announce that our chapters in Latin America and Spanish-Speaking Caribbean continue to grow! Meet our **IADWP Panamá Chapter!**



Julie Franco

NATIONAL CHAPTER HEAD PANAMA - EXPOBODA PANAMÁ

📷 @expobodapanama

Teacher, entrepreneur, with more than 30 years of experience in the tourism sector. Founder of Vacaciones Julia Tours, 25 years ago. In addition to promoting tourism in Panama, my dream is to put Panama on the map as an ideal destination for weddings. I have been an active member of civic organizations and do volunteer work in various communities. I like to help and inspire and guide new entrepreneurs on their way to success, that's why I give free talks on Entrepreneurship. Member of Skal.

♦♦ JUNIOR CHAPTER HEADS ♦♦



Nelly Goff

CHIRIQUÍ

📷 @expobodapanama

ExpoBoda Panamá

Hotelier, consultant, certified wedding planner, hotel and tourism teacher, with more than 30 years of experience in the hotel industry. Member of Skal.



Cecilia Herrera

COLÓN

📷 @cecys.flowers

Cecys Flowers

Decorator, florist and wedding planner, pastry chef, owner of Cecys Flowers, with more than 20 years of experience.



Carmen Rodríguez

COCLÉ

📷 @expobodapanama

ExpoBoda Panamá

Entrepreneur, Floral designer, decorator, wedding & event planner with more than 30 years of experience, specialized in Chinese weddings. Party furniture rental.



Liliana Motta

BOCAS DEL TORO

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ExpoBoda Panamá

Bachelor's Degree in Tourism Business Administration. Promoter and Organizer of Events and Incentive Trips. President of AFEET-PANAMA 2025-2026 (Women's Association of Women Tourism Executives-Panama). Member of the Board of Directors of Skal - Panama 2025-2026. Member of ExpoBodas Group

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