




DWHSA
 DESTINATION WEDDING & HONEYMOON
 SPECIALISTS ASSOCIATION

DWHSA Webinars

The U.S. Supreme Court Same-Sex Marriage Ruling and Its Impact on Your Business

Before June 26, 2015 ...



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.
 Image credit: FreedomToMarry.org

The U.S. Supreme Court now says ...

"The Court, in this decision, holds **same-sex couples may exercise the fundamental right to marry in all States.** It follows that the Court also must hold – and it now does hold – that there is no lawful basis for a State to refuse to recognize a lawful same-sex marriage performed in another State on the ground of its same-sex character."

Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

What does this mean for your clients in general?

If they decide to pursue a lawfully binding destination wedding ceremony in a location inside or outside the United States, **the official license generated from that ceremony should be recognized in any U.S. state once they return home.**

This general rule applies to **all types of couples** – if they can get lawfully married in the destination, then the marriage license from that destination should be accepted in every U.S. state.



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

Destinations that allow same-sex marriages

- | | | |
|----------------|----------------------|--------------|
| Argentina | Belgium | Brazil |
| Canada | Denmark | Finland |
| France | Iceland | Ireland |
| Luxembourg | Netherlands | New Zealand |
| Norway | Portugal | South Africa |
| Spain | Sweden | Uruguay |
| United Kingdom | United States | |

(Mexican courts have ruled that couples may sue local governments to have their same-sex marriages recognized lawfully, but that hasn't led to legislation that would simply make such marriages legal in general.)



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

What does this mean for you as the travel agent?

You may provide your clients general information about setting up a lawfully binding same-sex marriage ceremony in their chosen destinations if they ask – and, **enlist the help of your wholesalers and the on-site wedding coordinators** to handle the details.

But, **it's best if you don't get involved in any disputes** about whether the license from that ceremony isn't being accepted by local authorities once your clients return home.

On the following slides, we'll outline the basic steps for arranging a lawful same-sex DW ceremony – you can share this information with your clients, but make sure they understand you're not responsible for the legalities!



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

The basic steps for your clients ...

They should consider getting married in a civil ceremony before leaving home and arranging a symbolic ceremony in the destination.

If your clients insist on a lawfully binding DW ceremony, help them research the specific steps required – and, remind them that they must follow every step 100 percent to receive an official marriage license.

Once they know the legal steps required in their chosen destination, they should preemptively contact their city and county officials to ask ahead of time what steps (if any) they must take once they return home to insure that the DW ceremony license will be honored and recognized locally.

They should make sure they receive the official license (this could take a few weeks).



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

Reasons why their DW license might not be recognized

- Below the minimum age required in the U.S. state at home
- Not free to marry (i.e., not currently single, lawfully divorced, or widowed)
- The DW was forced or coerced
- The couple is too closely related or faces other familial restrictions



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

For our Canadian members ...

In 2005, Canada became the fourth country in the world (and the first outside Europe) to recognize same-sex marriages conducted lawfully in any province (the Civil Marriage Act).

And, Canada routinely recognizes the validity of any type of marriage ("straight" or same sex) conducted lawfully in almost any other destination.



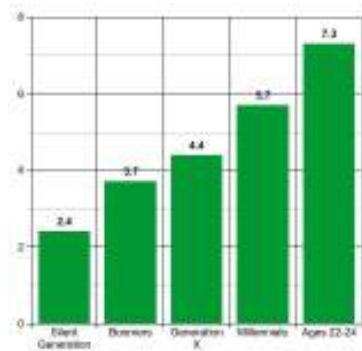
Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

How could the U.S. ruling affect your business?

If you're ready to grow your client base by adding more same-sex couples to the mix, **this ruling is a golden opportunity** for you to reach out to LGBT clients, promote yourself as a specialist in this area, and sell not just DWs but also honeymoons, vow renewals, and all types of repeat trips!



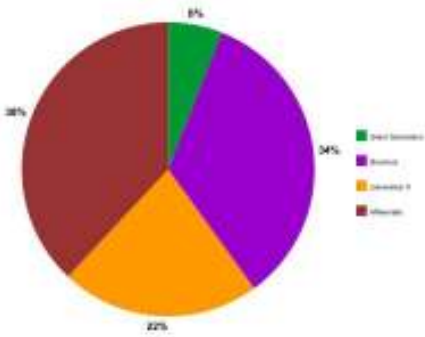
Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.



Millennials are 53 percent more likely to be "out" than Boomers.



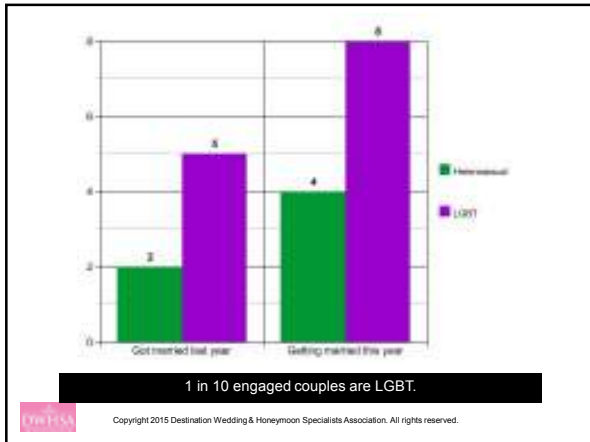
Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.



Nearly 1 in 4 LGBT adults are Millennials.



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.



5 things you can do this month to go after LGBT clients

- **Update ALL of your materials and forms to remove terms such as "bride and groom"** - use gender-neutral alternatives instead (e.g., "couples," "spouses," "partners," "sweethearts," "newlyweds").
- **Find an LGBT charitable organization in your market area**, volunteer with them, and (if you can) donate funds and sponsor events.
- **Create an anti-discrimination policy for your business**, and make sure it covers sexual orientation and gender identity.

Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

5 things you can do this month to go after LGBT clients

- **Identify the LGBT-friendly wedding professionals in your market area**, introduce yourself, and refer your clients to them as appropriate.
- **Check the photos, videos, and images you use** - do they show only bride/groom couples? Add photos of same-sex couples (or, at least, brides alone and grooms alone).

Source: GayWeddingInstitute.com

Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.

Other resources

The International Gay & Lesbian Travel Association (IGLTA)

www.iglta.org

National Gay & Lesbian Chamber of Commerce

www.nglcc.org



Copyright 2015 Destination Wedding & Honeymoon Specialists Association. All rights reserved.
