

# DIRECTORY

## Region of choice for nuptials

### Asia increases quality of service for destination weddings

Asia is a hot spot for destination weddings, with pristine coastlines, warm climate and a high level of service contributing to a reputation that is helping the industry grow.

"Regionally, we have seen a big change in the quality of service provided at destinations and an increasing growth in service providers catering to this industry," says Sonya Yeung, founder of the destination wedding planner Bliss Creations.

"While flexibility and patience are key when planning a destination wedding, the overall level of service in the Asia region has risen to meet



**Couples are opting for historic destinations.** Photo: Bliss Creations

the increasing popularity of what is becoming a much more interesting and cost-effective alternative to their Western counterparts."

According to Yeung, destinations such

as Bali and Phuket remain favourites for their established reputation for good service and their ability to move with the times. "They keep up-to-date with wedding trends and are flexible in their

services, so clients' needs are always met. The strong service is seen at every price point too, so couples with varying budgets can get the dream wedding they always imagined," she says.

In addition to Indonesia and Thailand, the Maldives is becoming one of the region's most sought-after wedding destinations despite the higher costs there. "The pristine beaches and intimate surroundings lend themselves to a romantic, luxurious party for guests. Although the price point for the Maldives is higher than other regional beach options, the surroundings and ultimate luxury are unbeatable," Yeung says.

Other couples are showing their appreciation for destinations that can offer a historic or culturally rich backdrop to their nuptials. An ancient setting like Angkor Wat in Cambodia or the mystical scenery of a Unesco World Heritage limestone cave in Halong Bay in Vietnam can offer a "truly unique and

unforgettable experience for everyone", Yeung says.

Yeung adds that destination weddings this year are more likely to incorporate whimsical details such as feathers instead of rustic accents. "Couples are wanting to create an almost homey feel to their events. Bold accents for that added pop of colour are gaining popularity over the neutral blush tones."

Whatever the location or décor, couples should consider the style of wedding they want and research it to see if a particular destination or venue can make their dream day a reality - within budget.

"Consider whether the destination can meet your overall style or service expectations, and how flexible you are willing to be. Everything is possible, but top-class champagne in a destination where alcohol is heavily taxed will come at a premium," Yeung says. "Other tips include considering the time of year and the costs for your guests."