

Beyond Times Square

Danielle Savarese
135 W 129th Street, Suite 507, New York, New York 10001
(212) 564-1001
btsq.com

Beyond Times Square is a destination management company that serves sophisticated individual and group travelers, delivering tailor-made, luxury travel programs with authentic local experience. We serve both high-end individual travelers and value-seeking group travelers, offering private, luxury travel programs and inspirational group travel programs in New York City, Washington D.C., Boston, Philadelphia, Niagara Falls, and surrounding areas.

How would you classify your business?

DMC, Inbound/Receptive Operator

Type of Business:

Customized, FIT, Group, Leisure, Scheduled

Types of Travel:

Leisure: Visiting Friends/Relatives
Leisure: Vacation/Holiday
Leisure: Special Events/Sports
Leisure: Other (Educational, Health Treatment, Religion)

Average Size of Booking:

FIT - 1 to 9 pax
Groups – 10 to 49 pax
Groups – 50 to 99 pax

Percentage of business that is Business-to-Business: 90%

Annual Sales Revenue:

3.3 million

Percentage of business that is international inbound to the U.S.: 25%

Number of Annual USA Travelers Generated:

1,000 to 2,499 pax

Estimated Average Revenue per USA Traveler:

USD \$1,000 to \$2,999

Number of Years conducting international inbound travel to the USA: 16

Two Highest Performing Quarters: Q2 Apr to Jun, Q4 Oct to Dec

Types of Products Purchased:

Accommodations
Entrance Tickets
Transportation
One-Day Tours
Shopping
Dining

How are you working with hotels/suppliers?

Group Rates.
But interesting in developing FIT relationships for hotels.

Types of Packages Offered:

Cultural/Historical Tours
Custom Tours (Shopping, Sports, Luxury, Culinary)
Entertainment/Special Events
Medical/Wellness Travel
Religious Travel
Study/Language Immersion Tours

USA Destinations Served:

Northeast (Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)

Top 5 Markets Served:

Domestic
Australia
South America
Europe
Canada

Languages Offered:

English, Spanish, Italian, French, German, Dutch, Mandarin, Portuguese, Polish

What is Trending in 2020?

Authentic, one of a kind experiences.

What are you looking for at the 2020 Summit?

Looking for new products to sell—especially for Boston, Washington DC, Philadelphia, Niagara falls, Hudson Valley.

NOTES: