



Alon Tourism Solutions is a global tourism marketing consultancy. We educate, prepare, and connect tourism destinations, suppliers, and global sales teams (travel agents, DMCs, resellers) to fast-track profitable relationships and symbiotic success.

Alon is proud to partner with IITA to facilitate IITA's Inbound Insider: Steps to Success!

Steps to Success is designed specifically for DMOs and tourism stakeholders to increase international tourism ROI by providing tools, resources, and the expertise to work effectively with the travel trade (tour operators, travel agents, MICE and other travel buyers).

Steps to Success provides your destination stakeholders with the understanding of why and how to attract this valuable market for your destinations need periods to grow your tourism business!

This inbound travel training program is 4-steps with 2 facets of service:

Steps 1-3 provide a strategy framework of training, principles, and tactics.

Step 4 is the implementation phase with guided one-on-one instruction for suppliers with Alon Tourism Solutions. This step includes tailoring for the businesses and customizing to the destination.



Alon Client Representation

NEW YORK CITY, NEW YORK:

- **HeliNY:** The only helicopter company in New York City offering **floor-to-ceiling views** from custom designed helicopters. Operating Monday through Saturday from the Downtown Heliport in New York City, **three daily tours** are available for both FITs and groups. The City Lights Experience **night tour** operates from Linden Airport in New Jersey, Friday through Sunday evenings. The City Lights Experience is a unique tour allowing your clients to see **New York City's amazing skyline lit up**, in a perspective normally reserved for private charters!

Website: www.heliny.com

- **Phantom of Broadway:** Officially licensed gift store in NYC to sell iconic **I Love NY, NYPD and FDNY branded merchandise**. The only gift store able to display the I Love NY logo on their storefront, they offer **16 locations** across New York City for your clients to conveniently shop for **quality souvenirs at competitive pricing**. Whatever your souvenir needs are Phantom of Broadway will work with you to create a program that can add value to your New York City products and ensure **lasting mementos for your clients** to take home and cherish.

Website: www.phantomofbroadway.com



UPSTATE, NEW YORK:

- **Rockland County:** Just 30 miles north of NYC, along the Hudson River, you'll find Rockland County—known for its quaint villages, spectacular river views, unique arts and culture, rich history, and outdoor recreation. Explore **31 lakes and reservoirs, 200 miles of hiking trails**, and 32,000 acres of untouched parklands. Rockland County offers a **variety of entertainment and shopping experiences** ranging from street fairs, theatres, galleries to premier and upscale malls quaint boutiques, and antique shops. Rockland County's historic sites are a **living history lesson of the American Revolutionary war** period. Offering **several hotels**, including boutique options like the Casa Hudson and Bear Mountain Inn & Overlook Lodge, Rockland County is a great stop for FIT and Groups!

Website: www.explorerocklandny.com



Please reach out with any questions:

Alon Tourism Solutions: www.alontourism.com 631-756-1102
Jennifer Ackerson, President: jackerson@alontourism.com / **Bronwyn Ziegler**, Sales & Client Accounts: bziegler@alontourism.com

We provide on-demand sales and marketing initiatives, strategic consulting, tourism training, and targeted networking programs that pave the path to enhanced visibility, sales growth, and healthy bottom lines for tourism companies.

Our Clients



DESTINATIONS: We work with domestic tourism destinations, agencies and trade associations/organizations to enhance visibility, build targeted marketing programs, and develop meaningful sales opportunities for the region, associated tourism suppliers, and the destination as a whole.



TOURISM SUPPLIERS: We help tourism suppliers grow brand visibility and reach, diversifying and expanding sales opportunities to drive consistent growth, long-term relationships, and repeat revenue business.



TRAVEL TRADE BUYERS & RESELLERS: We enable travel trade buyers/resellers to find compelling, trustworthy products that can be employed for amazing client experiences and reliable, long-term relationships. Our supplier-side clients are trained and prepared to effectively work with travel buyers, providing you with ready-to-sell, tourist-pleasing, mutually profitable offerings.

The end goal: a healthy, profitable, and happily interconnected global tourism ecosystem.

Alon Tourism Solutions Opportunities

On-Demand Sales & Networking Programs: Our sales & networking programs allow travel trade buyers the opportunity to meet with targeted destinations and tourism suppliers, who can provide updates on their regions and products. Let Alon be your connection to the partners you are looking for!

Program Examples:

- ✦ Virtual Business Development Co-op
- ✦ New York State Marketplace Exchange
- ✦ IPW New York Co-Op Booth

Benefits:

- ✦ **Destinations & Suppliers:** Foster & Build Relationships with buyers looking for your region.
- ✦ **Buyers:** Stay informed to gather product ideas for your clients

Travel Trade Education: Alon can train you and your team on how to tap into this critical B2B business development opportunity, providing insider knowledge and persuasive pitch materials to close deals and build a pipeline for sustained success. All Alon programs can be tailored to meet your destination or business needs, with options at the state, regional, city or corporate level.

Program Examples:

- ✦ IITA's Inbound Insider Steps to Success
- ✦ NYC & Company's Tourism Ready
- ✦ New York State Travel Trade Activation Workshops

Benefits:

- ✦ **Destinations:** Grow sellable products in your region to get more ROI from your tourism marketing.
- ✦ **Suppliers:** Develop the tools to ensure B2B partnerships to grow your tourism business
- ✦ **Buyers:** Join as a panelist to connect with new product who understand your business

Direct Consulting Services: Alon works with travel suppliers / destinations to generate accelerated B2B sales through expert guidance that makes offerings responsive to, and a good fit, for the needs of travel trade pros. We provide 1:1 consulting engagements that create ready-to-sell products for optimized buyer consideration. The outcome: increased sales, consistent growth, greater profits.

Service Examples:

- ✦ Strategic Partnership Development
- ✦ Resource Development
- ✦ Product Development & Strategic Planning
- ✦ FAM Tours

Benefits:

- ✦ **Destinations & Suppliers:** Take advantage of Alon's 25+ years of experience to ensure your travel trade marketing activity is being maximized
- ✦ **Buyers:** Stay informed when Alon has updates on new product opportunities for your client

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