



JENNIFER W. ACKERSON

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**ALON Marketing Group/Destinations of New York State in Collaboration with NYSTIA
 2020 On-Demand International Programs and Opportunities for Regions, DMOs and Co-Op Partners**

The below programs are exclusively designed for your destination and supplier stakeholders and/or individual company co-ops to collectively pursue sales efforts and relationships with the travel trade. Dates of any of the below opportunities are based on your schedule!

Our services also include organizing co-op tradeshow booths; familiarization (FAM) tours; & custom private sales events; please inquire.

Program	Markets	Cost
<p>New York City Business Development Co-Op (New York City, New York) Participate in organized NYC sales calls to help your destination or business develop strategic relationships with key travel trade buyers. Visit their offices and have an intimate meeting, along with face-to-face sales presentations, with travel product managers and support members. Each supplier partner is required to participate in at least 3 consecutive rotations (10-12 meetings per rotation).</p>	<ul style="list-style-type: none"> • International Receptive Operators • DMCs • Group Tour Operators 	\$2,000 pp. at 3-4 pax minimum
<p>Florida Sales Calls and Networking Events (Greater Miami and Orlando, Florida) Although NYC is home to major U.S. receptive operators and DMCs in the country, Miami and Orlando come in a close second. Conduct in-office presentations, in both Miami and Orlando, with U.S. receptive operators and group tour operators. These buyers' clients are from global markets, including South America, Europe and the U.K., sending FIT, group, event and incentive clients to New York. Meet key companies in the international inbound travel trade.</p>		\$2,250 pp. at 12 pax minimum
<p>California Sales Calls and Networking Events (Greater Pasadena and Los Angeles, California) China is one of the fastest-growing inbound travel markets to the United States, and it is consistently moving up the ranks as one of the largest visitor markets. Chinese visitors spend more in the U.S. than other international travelers, averaging \$6,707 per person (U.S. Travel Association, 2017). California is home to some of the most notable Asian receptive operators in the USA. Participate in in-office sales calls with these very significant buyers. This intimate setting affords you the opportunity to have individual conversations with these buyers servicing the growing Asian market.</p>		\$2,500 pp. at 12 pax minimum
<p>NYC Sales Exchange & Networking Reception (Midtown Manhattan, New York) This event includes individual sales appointments followed by a networking reception with key representatives from international receptive operators, DMCs, incentives, tour operators and domestic motorcoach tour operators all promoting and selling New York. These buyers work in global markets sending many visitor types: FIT, groups, fly-drives, corporate, leisure, meetings, incentives, events, special interest, etc., to New York. Take this opportunity to get in front of influential companies that are always looking for new ideas for their clients. Because these buyers are based in the Greater NYC area, once you know them it is easier to communicate, book business and successfully set up site inspections/FAM tours to experience your product/region.</p>		\$1,595 pp. at 12 pax minimum



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**ALON Marketing Group in Collaboration with NYSTIA
 2020 International Tourism Training Program for Regions, DMOs and Co-Op Partners**

This international tourism training program is focused on presenting an avenue for building long-term consistent international tourism business through establishing business-to-business (B2B) relationships with the travel trade. Travel trade brings international tourism visitors in advance, is long-term, repeat, and an additional source of revenue for your company year-round and during off-peak periods! In addition to providing information, this session gives clear and achievable steps on how-to prepare your organization and you will leave knowing how-to obtain international tourism business.

The below curriculum will be exclusively designed for your destination and supplier stakeholders and/or individual company co-ops.

Curriculum Overview	Cost
<p>1. The Paradigm Shift Tourism Market Development</p> <ul style="list-style-type: none"> • Travel trade industry fundamentals are delivered • An overview of all elements in working effectively with the international travel trade to develop tourism • Introducing the essential ‘how to’ in developing a trackable year-round strategy plus why it works • Travel trade overview with a breakdown on types and significance of each • Customized content to each destination to make valuable connections • *Travel Trade Panel – Buyers, Suppliers that successfully work with the travel trade answer questions, share insights (additional \$1,000) 	<p align="center">\$3,000 per destination</p>
<p>2. Tourism Resource Development Step-By-Step Mechanics On “How To Prepare” Are Delivered</p> <ul style="list-style-type: none"> • Deep dive into the travel trade distribution channel, types of visitors the travel trade brings, and what that means for the destination and tourism stakeholders • Understand the influencing points and elements to include in business profiles to gain travel trade traction • Assist businesses with developing necessary and useful tools, templates and resources to work with the travel trade. 	<p align="center">\$3,500 per destination</p>
<p>3. Strategy And Operation Setup Operational Strategies Are Implemented</p> <ul style="list-style-type: none"> • Create and position bookable products to be sold in advance • Understand the travel trade sales cycle to maximize sales • Develop a pricing structure maintaining the integrity of the travel trade distribution • Set up of operational practices, policies, systems and resources 	<p align="center">\$3,500 per destination</p>
<p>4. One-On-One Participant Sessions Coaching and Consulting Participating Tourism Suppliers</p> <ul style="list-style-type: none"> • Individual work with participating tourism stakeholders to achieve progress towards the destination’s objective of developing suppliers who know how to work with the travel trade • Provide guidance on creating effective individual key documents • Timelines assigned to complete work within two phases over time by email/phone 	<p align="center">\$5,000 per 25 people participating per destination</p>

Jennifer Ackerson, President of ALON Marketing Group, is a 25+ year veteran of the travel industry with direct experience working with all tourism supplier business categories. In 2000, Jennifer founded ALON Marketing Group, a tourism consultancy company, which cultivates tourism supplier companies and destinations for effective tourism business development, marketing, partnerships, and successful operational initiatives. Jennifer provides high-quality consulting services and industry representation for suppliers and destinations alike. She has also participated in numerous global tradeshows and industry events with the goal of facilitating and developing domestic and international travel trade and tourism supplier relationships. Jennifer’s passion and extensive experience over twenty-five years has culminated in the creation and implementation of two highly effective tourism training programs. Jennifer is the official educator for NYC & Company through the Tourism Ready program, and she has also brought her expertise nationwide through ‘Steps to Success,’ a national tourism training program in partnership with International Inbound Travel Association (IITA).

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