

ALON
TOURISM SOLUTIONS

YOUR CONNECTION TO
TOURISM SUCCESS

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ALON TOURISM SOLUTIONS IS *YOUR* SOLUTION!

Who is Alon

Alon Tourism Solutions is a global tourism sales & marketing consultancy delivering 25+ years of expertise in tourism marketing, training, business development, strategic consulting, and global networking to a diverse client base.

We are proven leaders in the travel trade industry, bringing market knowledge, creative thinking and longstanding relationships to partners in every tourism supplier market.

The Alon Advantage



PROVEN EXPERTS
- 25+ years of helping tourism stakeholders achieve business goals and lasting success
- Experience in every vertical market of the tourism ecosystem
- Proven, effective processes for achieving successful outcomes



INDUSTRY CONNECTORS
- Connecting partners and clients to the global tourism community (and each other)
- Uniting tourism suppliers and buyers to facilitate relationships and long-term contracts
- Professional networking and strategic connections for mutually successful outcomes



PROBLEM SOLVERS
- Helping clients achieve goals and enduring success is our definition of job satisfaction
- Service-driven culture ensures that customer needs always come first
- Our experience, attention to detail, and tireless work ethic drive successful programs



PASSIONATE CREATORS
- Our first-of-its-kind Tourism Training Programs deliver critical insights and actionable best practices that have been implemented at destinations across the United States.
- We mesh fiercely creative solutions with strategic roadmaps to confidently solve operational, managerial, and functional travel business challenges.

WOMEN OWNED

NYC Small Business Services

NEW YORK STATE OF OPPORTUNITY. Division of Minority and Women's Business Development

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THE TOURISM MARKETS WE SERVE

- Alon transforms tourism destinations and suppliers into highly desirable, ready-to-sell products with global appeal, profitable sales, and sustainable business plans.
- Our proven, replicable framework for success enables clients to expand reach, educate staff, and appeal to a global network of potential partners with market-ready offerings, a win-win proposition wherein clients grow sales pipelines while buyers expand product catalogs.

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



Suppliers

Tours, Attractions, Sports, Arts, Cultural Institutions, Accommodations, Dining, Retail/Services, Transport, Business Improvement Districts (BIDs), Destination Marketing Organizations (DMOs), Parks and Recreation

Destinations

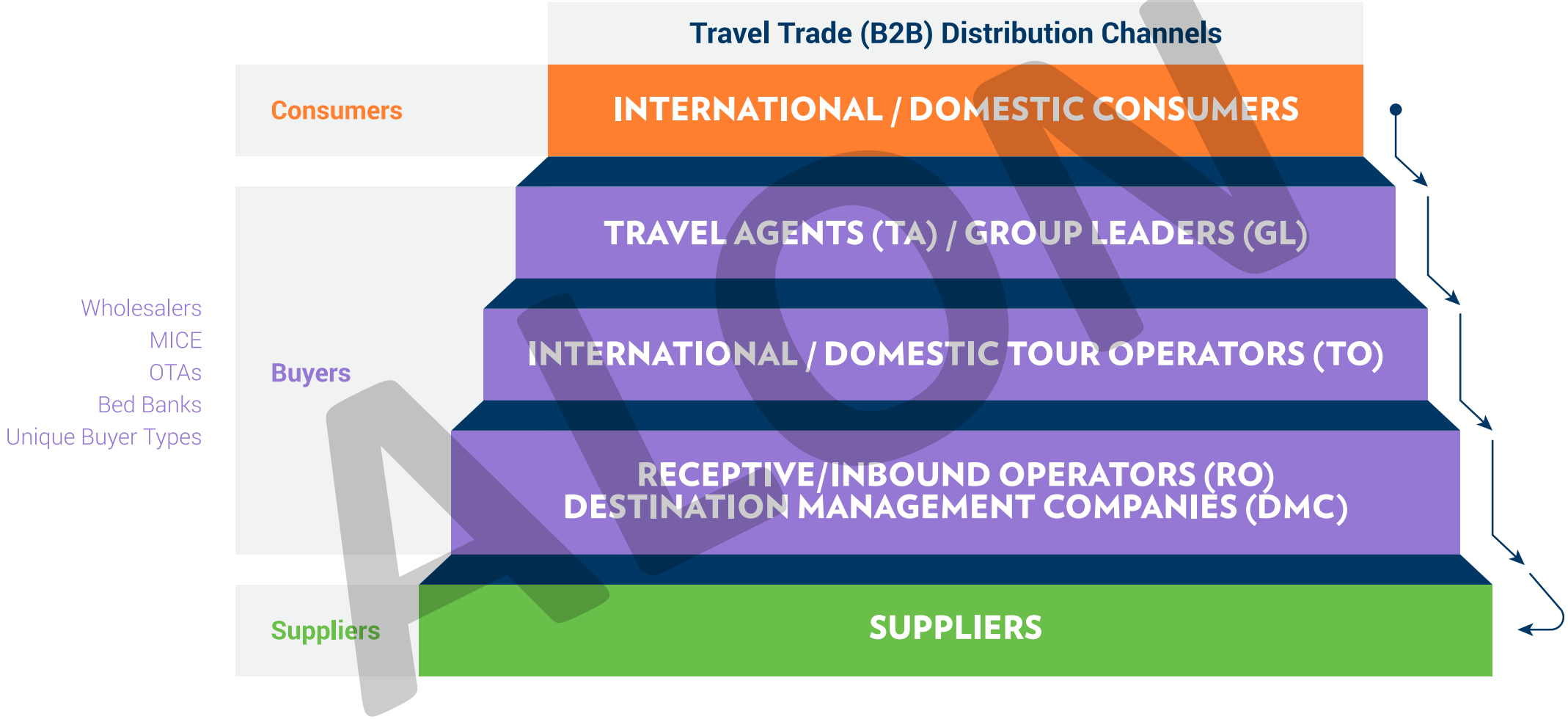
Associations, Chambers of Commerce, Cities, Counties, States, Countries, Business Improvement Districts (BIDs), Tourism Promotion Agencies (TPAs)

Buyers

Travel Agents, Group Leaders, Domestic Tour Operators, Domestic Receptive Operators, International Tour Operators, International Inbound Specialists / Receptive Tour Operators, Destination Management Companies, Incentives / MICE Companies, Online Travel Agents, Wholesalers, Bed Banks, Unique Buyer Types

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TRAVEL TRADE BUSINESS FLOW



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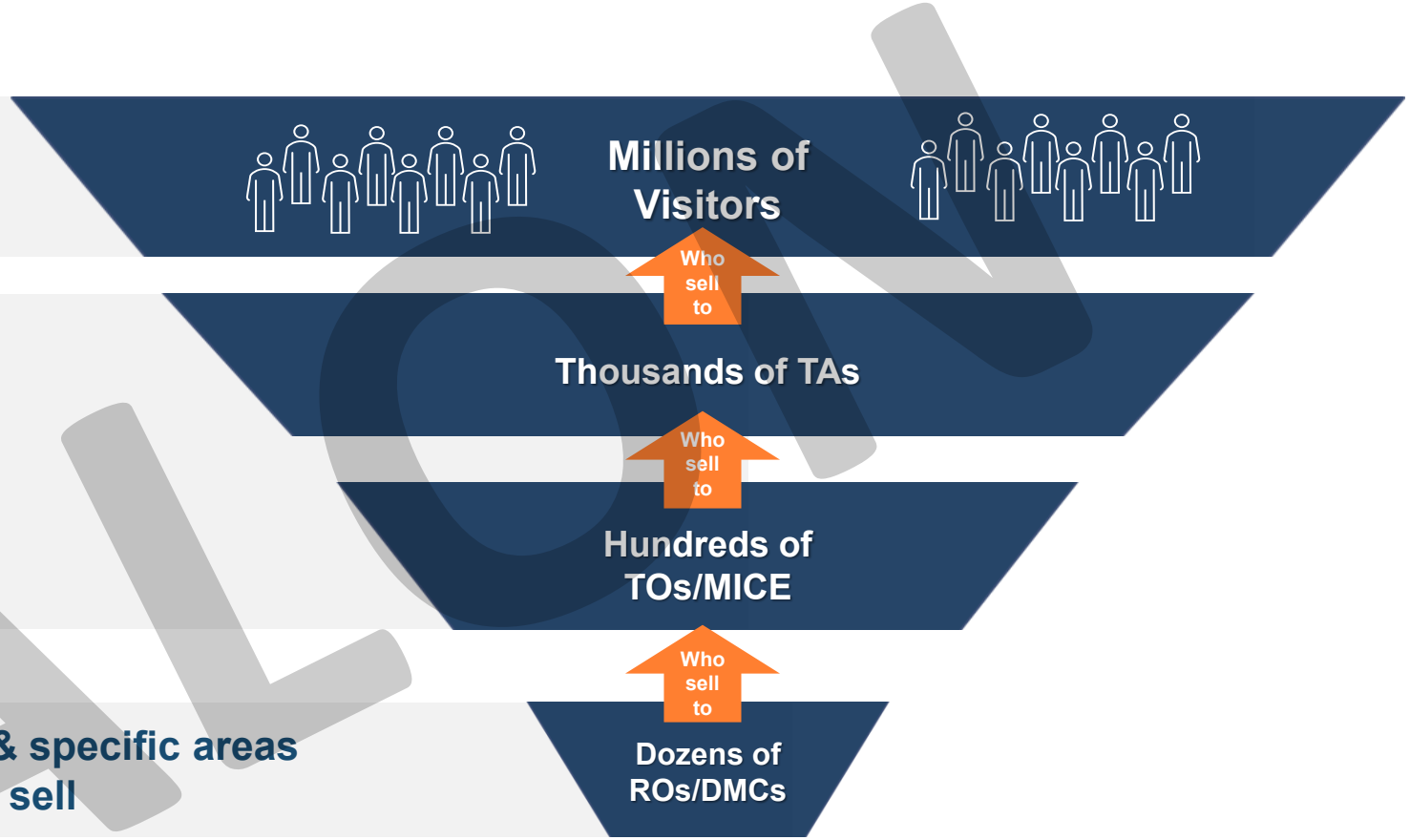
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REACH & VISIBILITY

In all countries around the world

Throughout the country and globally

Based in major US gateways & specific areas based on the destination they sell



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INDUSTRY STANDARD PRICING FOR RESELLERS

**INDUVIDUAL BUSINESS STRUCTURE IS CUSTOMIZABLE*



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NEVADA PRODUCT EXAMPLE



Continue for 11 miles via NV-206 S and US-395 S. Visit the below sights (not included) to fully immerse yourself into what Carson Valley is known for: nature's beauty, a hometown atmosphere, historic sightseeing and world class outdoor recreation.

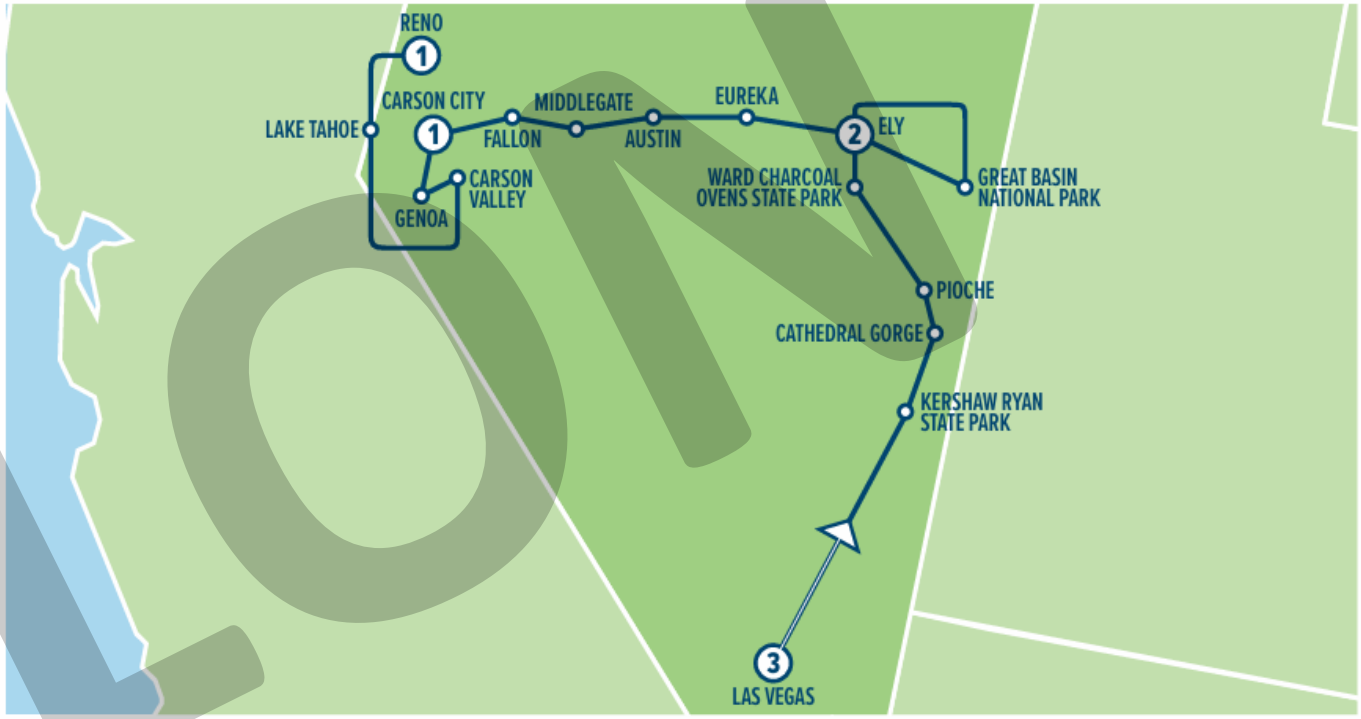
Art Gallery at Prism: artgalleryprism.com
A contemporary space for Sierra Nevada Regional artists to have their work exhibited. Their goal is to provide visitors a fresh experience to a fine art

promise breathtaking views, top-tier recreation access, distinctive history, and stunningly clear Caribbean-esque waters. As the largest alpine lake in North America, people from around the globe travel to Lake Tahoe each year to experience one of the clearest and coldest bodies of water on earth. Recommended Tahoe Cruise (not included in package).

At this point of your trip, you may choose to overnight in Lake Tahoe or continue down to Reno. Reno -

lined with restaurants, coffee shops, craft beer halls, and anchored by island-like Wingfield Park, the site of live music and exciting events, and a harbor for summertime swimmers, river tubers, and kayakers tackling the holes and drop pools of the Truckee River Whitewater Park, especially during the annual Reno River Festival. And then there's the Midtown District. Here, in Reno's hippest neighborhood, the pulse of this town's newfangled spirit beats good and loud. Full of funky

DRIVE AMERICA



7 NIGHTS | TOUR CITY





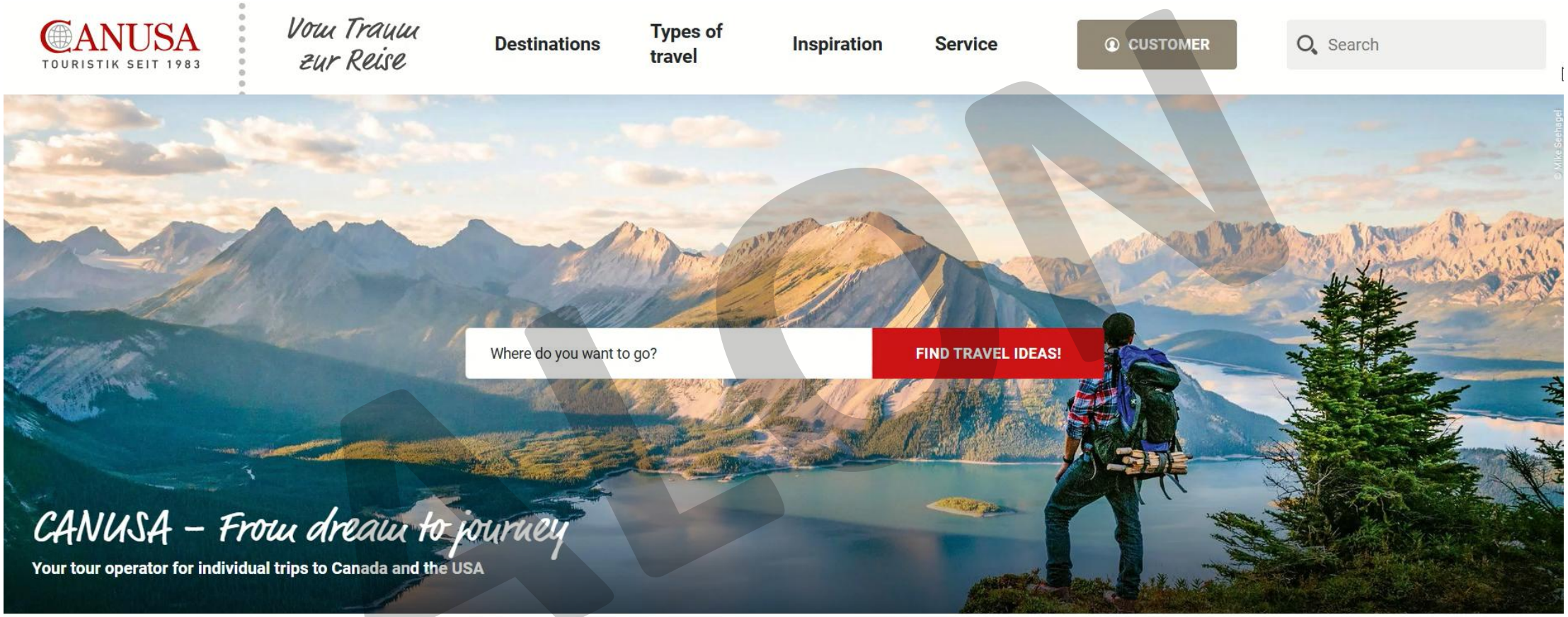
8 DAYS / 7 NIGHTS

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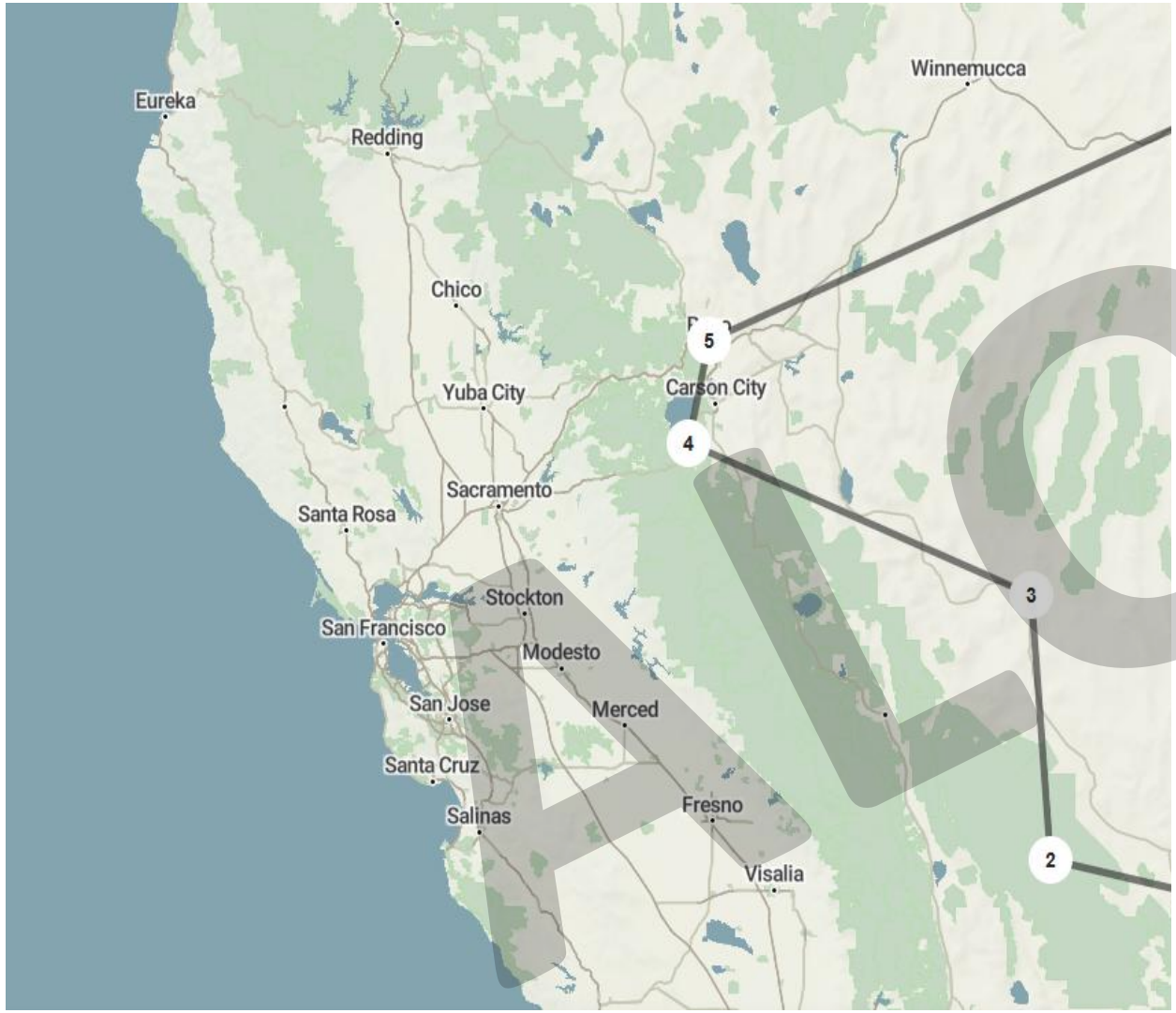
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NEVADA PRODUCT EXAMPLE



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NEVADA PRODUCT EXAMPLE



8 Stage of the journey 1 Night

Las Vegas

The last stop of your journey will take you back to Las Vegas. On the way, it's worth stopping at the impressive Hoover Dam. Back in the desert city, we recommend an overnight stay at Lake Las Vegas, where you can enjoy the neighborhood of well-known stars such as Céline Dion. After a last evening in the desert metropolis, your time in Nevada comes to an end. If you do not want to make your way home from here yet, please contact us and we will plan your onward journey.



Source: CANUSA - Individual trips to the USA and Canada | CANUSA

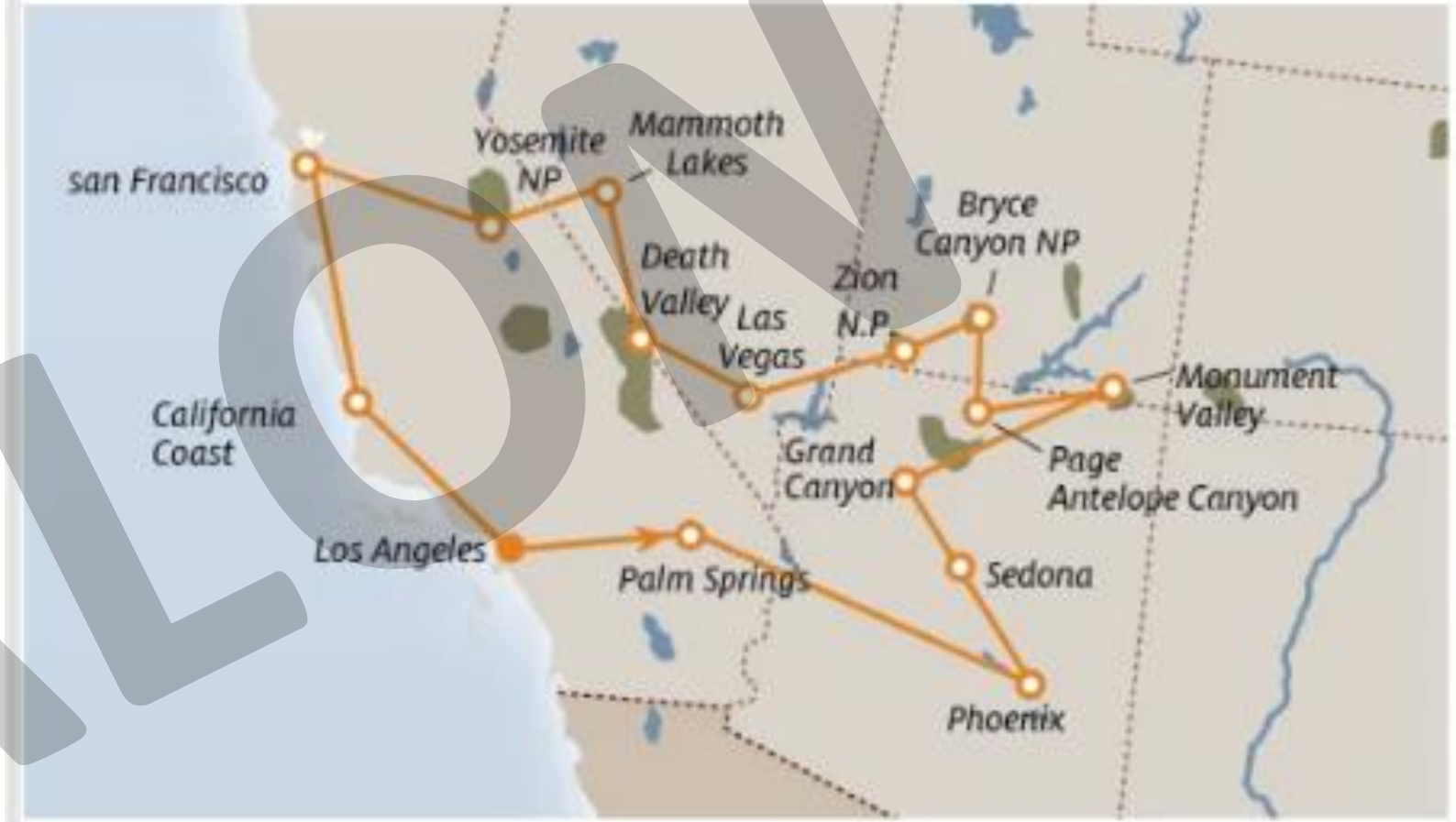
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NEVADA PRODUCT EXAMPLE

Sinawava. After visiting the park, continue the short distance south to St. George.
Overnight: Clarion Suites St George or similar

DAY 7: ZION NATIONAL PARK/ ST. GEORGE > LAS VEGAS (118 MI / 190 KM)
Should you desire, revisit Zion National Park to see more of this impressive gorge carved by the mighty Virgin River. Then continue to Las Vegas. Before arriving, you may want to make a diversion to marvel at the Hoover Dam, one of the highest dams ever constructed. Arrive in Las Vegas, the man-made miracle in the desert.



Overnight: Americania Hotel or similar

DAY 13: SAN FRANCISCO > 17-MILE DRIVE > CALIFORNIA COAST (271 MI / 434 KM)
Leave your heart in San Francisco and depart south along the scenic Pacific Coast to Santa Cruz and the Monterey Bay. While in historic Monterey, visit California's first customs house and Cannery Row

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made famous through John Steinbeck's book of the same name. Take the 17-Mile Drive, a scenic coastal route through the Del Monte Forest that includes The Lone Cypress Point and world-famous Pebble Beach to Carmel-by-the-Sea. California's most scenic coastal areas lie between Big Sur and San Simeon. End this day of picturesque splendor in the California coastal region.
Overnight: The Morgan Hotel San Simeon or similar

DAY 14: CALIFORNIA COAST > SANTA BARBARA > LOS ANGELES (158 MI / 225 KM)
Take the coastal highway to the well-known community of millionaires

THE EXTRAS:

All admissions to National Parks and attractions.

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SERVICES – STRATEGIC CONSULTING

Expert insight that aligns your goals, markets, messaging, and resources. Providing 1:1 consulting and coaching that create ready-to-sell products for optimized buyer consideration.
The outcome = increased sales, consistent growth, greater profits.



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 clients

Service Examples:

- Strategic Partnership Development
- Product Development
- Resource Development
- (FAM)iliarization Tours



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SERVICES – TOURISM TRAINING

Empowering you, your team and/or your stakeholders with the knowledge to navigate the travel trade confidently. All Alon programs can be tailored to meet your destination or business needs, with options at the state, regional, city or corporate level.



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



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SERVICES – PROGRAM & EVENT FACILITATION

Through both industry tradeshows and internally produced events, Alon's programs connect travel trade buyers and targeted destinations and tourism suppliers. In-person and virtual pay to play options are available.



Benefits:

- **Destinations** & **Suppliers**: Foster & build relationships with buyers looking products.
- **Buyers**: Stay informed to gather product ideas for your clients



Service Examples:

- Tradeshow Representation (i.e. IPW, ABA, IITA)
- Alon Produced Programs (i.e. Florida Sales Mission, Virtual Business Development)

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How it Works - 3 Service Levels

A LA CARTE

Entry Level | Budget Friendly | Flexible

- Pick-and-choose access to Alon-curated programs
- Exposure to the travel trade without long-term commitment
- A low-risk way to test markets and opportunities

IDEAL FOR

- First-time travel trade participants
- Limited budgets
- Organizations seeking targeted exposure

STRATEGIC PARTNERSHIP

Mid Level | Guided | High Value

- Annual priced program plan
- Year-round advisory access to Alon's expertise
- Structured program with clear milestones and outcomes
- Strategic input on messaging, positioning, and market readiness
- Ongoing sales and marketing opportunities with travel buyers

IDEAL FOR

- DMOs/suppliers ready to grow consistently
- Teams seeking direction, validation, and strategy
- Organizations wanting both access and advice

FULL SERVICE CONSULTING

High Touch | Fully Customized | Maximum Impact

- Retainer-based partnership
- Custom-designed strategic roadmap
- Deep market analysis and prioritization
- Ongoing consulting and hands-on execution support
- Highest level of Alon engagement and advocacy

IDEAL FOR

- DMO/suppliers with ambitious growth goals
- Teams ready for sustained, scalable success
- Organizations seeking transformation

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2027 Travel Trade Program & Event Calendar

Jan 3 - Feb 3 2027	**IITA Summit Presence Opportunity** Birmingham, AL
Feb 6 – 9 2027	**ABA Marketplace Presence Opportunity** Calgary, Canada
March 2027	**Alon's DMC Partnership Exchange** New York City + Virtual
May 3 – 7 2027	**IPW Full Booth Presence** **IPW Co-op Presence Opportunity** **IPW Material Distribution** New Orleans, LA

May 3 – 7 2027	**IPW Full Booth Presence** **IPW Co-op Presence Opportunity** **IPW Material Distribution** New Orleans, LA
On Demand	**Online Course**
Monthly	**Monthly Office Hours**
Quarterly	**Digital Co-op Mailing (One per quarter)**
On Demand	**Customized Domestic & International Inbound Tourism Training**

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Q&A



Hayley Coriaty
Director of Operations
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The Alon Promise

Alon is your connection to tourism success.

We listen to and are mindful of your needs, goals, and budget, and strive to create appropriate, profitable, win-win solutions.

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