

Alpha Destination Management Poised for Greater Growth Targets 14% Increase in Revenue in 2018

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DUBAI, DUBAI, UAE, April 23, 2018 /EINPresswire.com/ -- Alpha Destination Management, a market leader in the tourism sector in the GCC, unveiled at the Arabian Travel Market (ATM) the company's latest developments and expansion plans.

Mr. Samir Hamadeh, General Manager of Alpha Destination Management, said, "We expect to see a 14% increase in revenue this year from the recent business deals including the Expedia Local Expert agreement. Our continued success is fuelled by our extensive local and global knowledge combined with the wide network of international partners. Moving forward we are committed to delivering superior value to our customers with the highest quality of products and services and outstanding packages."

The UK, Russia, Germany and the GCC countries remain a key focus for Alpha. Mr. Hamadeh, stressed, "We expect to see continuous growth in tourism numbers from the UK, Russian, GCC and German markets that are our stronghold and leading markets into our destination. We have recently formalised some strategic alliances in the UK and Germany that will help us to gain a bigger market share. Our approach to each market is different from the other and key to that is offering tailored experiences to grow step over business. Globally people are looking for authentic, curated experiences with value-added packages and our aim is to meet the expectations of both regional and international travellers with the right offerings."

Elaborating on the new developments in Dubai, Mr. Hamadeh said, "Dubai is becoming a major



Alpha Destination Management



Mr. Samir Hamadeh

attractions hub with the recent addition of 17 new leisure attractions, strong year-round calendar of events and entertainment, world-class infrastructure and superb global connectivity. We are eager to capitalise on this massive opportunity which is in line with our current business strategy to boost our share of tourism attractions and excursions where we are witnessing a tremendous growth. Our helicopter services are doing very well. Therefore, we have added more helipad locations in Dubai and other emirates.”

To grow its online business, Alpha Destination Management has developed a new and enhanced online portal for the B2B segment. Mr. Hamadeh, stressed, “Our industry is being reshaped by the latest innovations and technological advancements. Digitalization is affecting the entire value chain of the travel and tourism industry; from influencing traveling decisions, to collecting feedback and improving the delivery of products and services. This is revolutionizing the complete customer lifecycle – right from booking to experience, and beyond. At Alpha we are making the necessary investments in technology to ensure the very best systems for our partners and associates.”

About Alpha Destination Management

Founded in 1996, by Mr. Ghassan Aridi and his partners, Alpha Destination Management is the leading destination management company and a pioneer in the tourism sector in the Arabian Gulf. Over the last two decades, the company has established itself as one of the most credible and reputed brands not only in the Gulf region but also in the international tourism industry. Controlling a significant market share of the lucrative tourism sector in the GCC, Alpha Destination Management is a market leader in the region with the largest annual turnover and wide network of international partners offering the highest levels of service and innovative and exciting experiences. Our extensive global and local knowledge and network, outstanding expertise and sound reputation is the key to success for us and all our partners.

For more information about Alpha Destination Management visit <http://www.alphatoursdubai.com>

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