

Alliance Connection Shares a Message of Hope that the Travel Industry will RISE UP through COVID-19

DETROIT, Mich., March 26, 2020-- As the Travel Industry struggles to deal with the reality of the dire effects of COVID-19, Alliance Connection, a leading strategic marketing firm with an industry niche in promotional partnerships, influencer initiatives, public relations and experiential marketing, shares a message of hope for the future of the industry and offers support through these tough times. The video message released today on their social channels highlights their team, which is often on the road at beautiful destinations around the world, staying home and practicing social distancing as American singer-songwriter Matt Giraud plays a beautiful rendition of "*Rise Up*" by Andra Day.

"As we continue to navigate the uncertainty of our industry's immediate future, we wanted to let our travel community know that we are thinking of them. Now more than ever, it is important for all of us to come together and 'RISE UP' to rebuild the industry we love," said Melissa Mango, President and Founder of Alliance Connection. "We need to continue to embrace and discover everything that resorts and destinations around the world offer us, not only as professionals but as human beings. We want them to know that their warm hospitality has not been forgotten and travelers will return."

Alliance Connection partnered on the video with Matt Giraud, a soul singer/piano player from Kalamazoo, Michigan well known for his performances on the hit TV show, American Idol. His performances and humorous personality have garnered him millions of views online and a loyal international fan base. Working alongside Alliance Connection on multiple events throughout the Caribbean, Matt immediately offered his musical talents to help create this message of hope.

"We recognize that the landscape of the travel business is going to look different in the near future. We are here to offer strategy, guidance, and most importantly support," added Melissa Mango. "We want to inspire and innovate even in these challenging times and help the industry stabilize, recover and prevail."

As a show of support, Alliance Connection is currently offering complimentary access to their resources, marketing strategies, and thought provoking conversations, to help those in the travel industry develop a plan to rebuild stronger than ever. To learn more visit our website: allianceconnection.com

View the heartfelt video message here- <https://bit.ly/stayallianceconnected>

About Alliance Connection

For nearly a decade Alliance Connection has been successfully guiding marketers in the hospitality, entertainment, and retail industries through innovative marketing strategy, product development, and promotional initiatives. Alliance Connection has a proven track record of increasing profits, moving market share, and propelling business objectives forward with a simple but effective strategy to "connect, engage and close more business for our clients." Their

portfolio includes many of the nation's leading companies and travel partners, such as Sony Corporation of America, Nickelodeon, All-Inclusive Hard Rock Hotels, Melia Hotels & Resorts, Karisma Hotels & Resorts, Margaritaville Island Reserve by Karisma, Sandals & Beaches Resorts, CMT, Wheel of Fortune and more. For more information please visit: www.allianceconnection.com.

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