

**For Immediate Release**



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## Amir Eylon Becomes Partner in Longwoods International

**COLUMBUS, Ohio (January 31, 2018)** - Leading travel research consultancy Longwoods International has announced that its President, Amir Eylon, has been made a shareholder. Longwoods' Founder & CEO, Dr. Bill Siegel, stated that this is in recognition of Eylon's leadership since joining the firm in 2015.

"Amir demonstrates outstanding skills in management, business development, strategic planning and optimizing our client's marketing campaigns to generate maximum results. Now as a partner, he is well positioned to help lead Longwoods, which is celebrating its 40<sup>th</sup> anniversary in 2018, into the future," Siegel said.

Eylon joined Longwoods from his previous role as Vice President, Partner Engagement with Brand USA, the organization dedicated to marketing America internationally. During his tenure, Brand USA grew its base to 475 partners, comprised of destination marketing organizations, attractions, travel brands, airlines and tour operators.

Prior to joining Brand USA, Eylon served as Director of the Ohio Office of Tourism. He has also served as Executive Vice President of the Ohio Hotel & Lodging Association, and Sales & Marketing Manager with the Steuben County Conference and Visitors Bureau.

"Having been able to help make a difference as a part of this talented and successful team in one of the most reputable brands in market research and tourism over the past few years has been such an honor," said Eylon. "I am excited to help chart the course for our future growth as we begin our next forty years as a consultancy!"

Eylon has been recognized with a number of industry honors including: Top 25 Extraordinary Minds in Sales & Marketing Award (2014) by the Hospitality Sales and Marketing Association International (HSMAI); The Ohio Tourism Industry's Highest Honor, The Paul Sherlock Award; and The State of Ohio Distinguished Service Medal.

### **About Longwoods International**

Longwoods International is a leading travel and tourism research company with offices in Toronto; Columbus, Ohio; Scottsdale, Arizona; Arlington, Texas; and Lake Geneva, Wisconsin. It conducts Longwoods **Travel USA®**, the largest ongoing survey of American travelers, as well as image, advertising effectiveness, advertising return on investment and other custom research in 12 countries around the globe.

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