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BACKGROUND MATERIAL  
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## *Alyssa Dial* **BRAND MANAGER & LEAD ROMANCE EXPERT**

Alyssa Dial is a former destination bride, destination bridesmaid and honeymooner. Each year she and her husband renew their vows in a destination ceremony. So, she well understands the joy and excitement of romance travel ... and knows how to make planning these trips stress-free.

Alyssa joined LaMacchia Travel – parent company of LovinAway – as a travel agent in 2015 and took on her current roll as LovinAway Brand Manager in 2017.

The travel bug bit Alyssa at an early age while vacationing with her family. As a young adult, she grew to appreciate how travel contributed to her personal growth and strengthened her bonds with family and friends. It gave her a better understanding of other people and cultures and made her a firm believer in collecting memories and experiences, rather than things. She loves sharing those passions with LovinAway clients.

As Brand Manager, Alyssa ensures that the agency's couples receive excellent service while planning their trips, while at their destinations, and upon their return home. She works with LovinAway's other Romance Experts to provide couples personalized options that include beautiful destinations, quality resorts, once-in-a-lifetime experiences and unforgettable memories, tending to the smallest details and helping ensure that the planning process is stress-free. She loves providing couples with experiences that they didn't even know were possible and surprising them with unexpected romantic amenities ... and then hearing how much the couple loved it and how much they're looking forward to planning their anniversary trip.

Alyssa completed the LaMacchia Travel Academy and has a Bachelor of Arts degree from the University of Wisconsin-Parkside in Kenosha, Wisconsin. Among the industry credentials she holds are Hard Rock WOW (Wedding on the Water) Specialist, Hawaii Destination Specialist (Hawaii Visitors and Convention Bureau), Disney Specialist (Disney College of Knowledge) and Universal Orlando Resort™ Specialist.

And for couples interested in including adventurous activities in their vacations, Alyssa can offer first-hand advice. She has gone cliff diving, has flown through the air on a flying trapeze, has wrestled alligators and has even gone cage diving with sharks.

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### **Sweetest Client Story**

Alyssa had helped the couple plan their honeymoon. As soon as the newlyweds checked into their room, they contacted Alyssa to tell her how ecstatic they were with the accommodations and shared a video showing the little romantic amenities that the staff had left for them. The couple chose to extend their stay and called Alyssa while on an excursion to thank her for encouraging them to go on an adventure. Upon their return home, the couple worked with Alyssa to plan their anniversary trip.

### **Top Personal Travel Experience**

In 2017, Alyssa traveled to Costa Rica and volunteered with Impacto Costa Rica – Jaco to help build a new home for a family in need. "It's important to me to help the economies of the destinations we travel to," she said. "There are always volunteer opportunities for those who wish to give back during their travels."