

FATTAL GROUP OF HOTELS



HOUSE OF HOTELS | בית של מלונות



Ron Aloni

Experienced Managing Director / Vice President with strong Financial Marketing and Operational skills in large Hotel Chains Organizations

Shares excellent working relationship, development skills, innovative marketing capabilities and financial control.

Experienced in the traveling, hotels & casinos' industry

PERSONAL DETAILS

Date of Birth: 18 October 1960

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RoniAl@fattal.co.il

PROFESSIONAL EXPERIENCE

As of March 2017:

Managing Director of Fattal Hotel Management in the Mediterranean

Director of all the Cypriot and Greek companies of FATTAL GROUP OF HOTELS

The Leonardo Mediterranean Hotels and Resorts Brand is successfully operating and managing the below hotels in Cyprus and Greece, which are under the umbrella of the Fattal Hotels Group.

Under Mr. Aloni's guidance, the following properties have thrived:

1. Leonardo Plaza Cypria Maris Beach Hotel & Spa with 382 rooms - Cyprus, Paphos (Ownership)
2. Leonardo Laura Beach & Splash Resort with 412 rooms - Cyprus, Paphos (Ownership)
3. Leonardo Cypria Bay with 293 rooms - Cyprus, Paphos (Ownership)
4. NYX Hotel Limassol with 189 rooms - Cyprus, Limassol (Ownership)
5. The GrandResort Leonardo Limited Edition with 255 rooms - Cyprus, Limassol (Ownership)
6. Leonardo Boutique Hotel Larnaca with 65 rooms - Cyprus, Larnaca (Ownership)
7. Leonardo Crystal Cove Hotel & Spa by the sea with 123 rooms - Cyprus, Protaras (Ownership)
8. Leonardo Kolymbia Resort with 126 rooms - Greece, Rhodes (Ownership)
9. NYX Esperia Palace Athens (ex Esperia Palace) with 212 rooms - Greece, Athens (Management)
10. SEAFOS Luxury Resort & Spa Leonardo Limited Edition with 116 rooms – Greece, Nafplio (Ownership)
11. NYX Hotel Thessaloniki with 130 rooms – Scheduled to open in February 2025 – Greece, Thessaloniki (Ownership)

Mr. Aloni's forward-thinking approach extends to ongoing projects, demonstrating the commitment to growth and excellence:

1. Leonardo Boutique Hotel Venetian Nicosia Anticipated opening in February 2026 - Cyprus, Nicosia (Management)
2. NYX Hotel Nicosia with 160 rooms – Anticipated opening in end of 2026 - Cyprus, Nicosia (Ownership)
3. NALU Latchi Leonardo Limited Edition with 240 rooms – Projected opening in 2026 – Cyprus, Paphos (Ownership)

Mr. Roni Aloni's strategic leadership and commitment to excellence continue to drive the success and expansion of Fattal Hotel Management in the Mediterranean.

- Jan.2011:** Vice President Marketing Sales – Fattal Hotel Chain (36 hotels, 7652 rooms, the biggest in Israel).
After one year as a Regional Director of Fattal Chain in Eilat I was promoted to Vice President Position. Leading the marketing and sales team (1,600.000 million Nis yearly incomes).
- Jan. 2010- Jan. 2011:** Regional Director of Fattal Chain in Eilat.
As a Regional Manager of Fattal Chain in Eilat, I managed 11 hotels, over 3000 rooms and about 4000 employees.
- Dec.2005 – Jan.2010:** General Manager of “CLUB HOTEL CASINO LOUTRAKI” – Casino & Hotel Enterprises
- Dec 2005:** I was appointed as the General Manager of CHCL, a multi-complex consisting of a luxury casino, the biggest in Europe, with 79 gaming tables and 1000 slot machines in place, a 5-star hotel with 300 rooms and 20 suites and a banqueting hall with a capacity of approximately 1000 seats. The company employs approximately 2400 employees with a yearly gross profit of about 250 million euro (250.000.000,00). Additionally, held a position as a member of BOD in Grand Casino Beograd, which is a subsidiary company of CHCL (700 employees 50 million profit).
- 2000 – Dec 2005:** General Manger of “Caesar Hotels’ chain in Israel
Privately owned, “Caesar Hotels” chain was established in 1974, the hotels located at major cities in Israel – Caesar Premier Dead Spa Hotel, Caesar Tiberius, Caesar Jerusalem & Caesar Eilat (in total 1000 rooms).

The chain of hotels has an estimated yearly turnover of 150M NIS. Number of employees in the hotels: 800

Among his responsibilities and activities:
1) Increasing company’s revenue with development, on-going support and maintenance of main sales distribution channels. Creating and bringing innovation to the company.
2) Direct daily connection with commodity suppliers.
3) Managing and supervising negotiations with travel agents, commercial corporate and private clients in Israel and abroad.
4) Enhancing product awareness by advertising in leading newspapers as well as special media promotions and joined ventures made with major leading economic corporate in Israel.
- 1994 – 2000:** Regional General Manager at “Africa Israel Hotels & Resorts”
*Promoted in 1996 for the Regional Manager position – after two years as a General Manager of Crown Plaza Jerusalem, a luxury 5-star congress hotel.

Founded in 1934, Africa Israel operates through independent division in the following spheres: Residential projects, Construction & Infrastructure, Rental properties, Hotels & Resorts, Shopping Malls Energy & International activities. As a Reginal Manager of Africa Israel’s Hotels & Resorts, he managed the top three luxurious hotels of the chain in Israel – Crown Plaza Jerusalem, Crown Plaza Dead Sea & Holiday Inn Ashkelon (opened in 1999), with a total of 130M NIS turnover per year, with a total of 900 employees managed.

Among his responsibilities and activities:

- 1) Manage and support of the operational and professional side of the hotels.
- 2) Managing sales and marketing, driving increasing sales, revenue at the hotels by on-going direct commercial clients and travel agents' meetings.
- 3) Negotiations with top agents dealing with incoming and outgoing tourism.
- 4) Implementation of excellent customer care and customer service at the hotels.

1990 – 1994: General Manager of Caesar Hotel in Tiberius – a 5-star Resort Hotel

EDUCATION

2007 – 2009: Studies of Business Administration, University Institute Kurt (IUKB), Sion
Switzerland **2007:** MBA studies Marketing – New York College, Greece
2000: Cornell University – New York
General Managers' program (majoring in Finance, Sales & Marketing)
1982: "Tadmor" – Hotel School – Herzlia
Degree was awarded in "Hotels Keeping Management" – graduated with Excellency

COURSES

2000: Holiday Inn World Wide Corp. (Cornell – NYC) – General Managers course
1997: Holiday Inn World Wide Corp. (Belgium) – Yield Management (Finance)
1991: Haifa University – Marketing

PROFESSIONAL EXPERIENCE

1995: Lecturing at Bar-Ilan University – Marketing
1993: Lecturing at Haifa University – Hotel Management

COMMITTEES & MEMBERSHIPS

- On board of the "Jerusalem Hotel Managers"
- Member of the Hotels Association in Israel
- Chairman of the "Hotels & Marketing Committee" in Israel

LANGUAGES

Hebrew, English (fluent), Arabic, partly French and Greek.