



Steve Perillo (left) and John C. Graham give a thumbs up on their virtual reality marketing initiative.



Perillo Travel VR headsets were on hand at ABA's 2019 Marketplace for attendees to try out.

‘Just View It!’

Perillo Travel VR helps customers visualize marketing success

When you think of Perillo Tours, what first comes to mind? For many, it's the iconic commercials “visualizing Italy” with Mario, or “Mr. Italy.” Now, Perillo Travel VR is helping pioneer another form of visualization—virtual reality (VR) video.

Perillo Travel VR is a new virtual reality start-up from Steve Perillo, Perillo Tours CEO, and John C. Graham, president—another veteran of the travel industry.

Perillo Tours began with Joseph Perillo, an Italian attorney from Naples who immigrated to the U.S. in 1925. Joseph founded Perillo Tours in 1945 in a modest storefront in the Bronx's Little Italy, with \$300 and a Remington typewriter. Son Mario joined his father in the travel business after finishing law school. The rest is travel industry history!

Perillo Tours grew to become the largest Italian agency in New York City. The local Italian radio stations rang out with the Perillo slogan, “*Chi viaggia con Perillo, viaggia tranquillo*” (“When you travel with Perillo, you travel in tranquility”). Mario had a knack for marketing and was an early adopter of modern advertising tools, culminating in his national TV commercials as Mr. Italy.

Today, Mario's son, Steve, drives the third generation and has championed new technology, using 360-degree VR video in advertising and promotions. “The time has come for us to implement VR videos in our marketing and advertising

campaigns,” he says. “VR is now mainstream media. We can create a marketing proposal for all budgets.”

Perillo Travel VR would like to work with ABA members, including convention and visitor bureaus, destinations, attractions, hotels, cruise lines, and motorcoach and tour operators.

The company is offering ABA members preferred rates for on-location, 360/VR video production from storyboard to final editing, including music and narration.

Like Perillo Tours, Perillo Travel VR is all-inclusive. According to Graham, “We not only take care of on-site production, but distribution as well. Distribution includes having 360/VR videos showcased to 127,000 travel advisers and 53,000 meeting planners in North America through the Perillo Travel VR app.”

The 360/VR videos are best viewed through headsets Perillo is distributing to travel agents nationwide. But the videos are also effective on other platforms, such as smartphones and tablets.

“We are excited about partnering with Perillo,” says Peter Pantuso, CTIS, ABA president & CEO.

“The Perillo brand has been a trusted one in the industry for decades. Now, Perillo Travel VR provides our members the opportunity to promote their destinations and attractions through virtual reality at an exclusive ABA member rate—another great benefit ABA provides to its members.”

For additional information, visit www.perillotravellvr.com or download the free Perillo Travel VR app and “Just View It.” **D**

“The virtual reality market is predicted to be worth \$30 billion by 2020. VR will continue to change how travel is viewed both now and in the future.”

—JOHN C. GRAHAM,
PRESIDENT, PERILLO
TOURS