

ATLANTIC TRAVEL & TOURS

**ENTERING THE TOURISM MARKETS
UNITED KINGDOM AND
THE REPUBLIC OF IRELAND**

**POSITIONING, REPRESENTATION, AND MARKET
ACCESS STRATEGIES FOR THE
TRAVEL INDUSTRY**



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FROM THE CEO - FOUNDER

To International Travel Industry Professionals

The United Kingdom and the Republic of Ireland represent one of the most established and professional contexts within the international tourism industry, characterized by a strong centrality of the trade, highly evolved distribution dynamics, and a historically stable and well-defined network of commercial relationships.

In this scenario, entering and developing within the market requires an extremely targeted approach, based on the ability to build strong relationships, position within key industry networks, and engage continuously with the main decision-makers in tourism distribution.

Tour operators, travel agencies, consortiums, distribution platforms, and specialized operators all play a central role in determining the commercial success of destinations, products, and tourism services, making a structured and continuous market presence essential.

It is within this context that our role comes into play.

Through an integrated approach combining representation, business development, market intelligence, and trade activation, we support international travel industry stakeholders in building an effective and sustainable presence in the United Kingdom and Republic of Ireland markets.

Our activity focuses on transforming market entry strategies into concrete commercial relationships, facilitating access to key distribution channels and supporting the development of strong and recognizable positioning.

This brochure is designed to provide a clear overview of the dynamics of these markets and of our operational approach, illustrating how we support our partners throughout their entry, development, and consolidation processes.

In markets where relational continuity and commercial credibility are decisive factors, our goal is to build value through presence, connections, and structured development.



Steve Tabacchi

DR. STEVE TABACCHI
CEO - FOUNDER
ATLANTIC TRAVEL & TOURS



**THE UNITED KINGDOM
AND THE REPUBLIC OF
IRELAND AS AN
INTERNATIONAL GROWTH
MARKET**

DISCOVER AND ANALYZE THE
DYNAMICS OF THE TRAVEL
INDUSTRY IN THE UNITED KINGDOM
AND THE REPUBLIC OF IRELAND
THROUGH AN INTEGRATED
DEVELOPMENT MODEL AIMED AT
INTERNATIONAL MARKETS

DESTINATIONS AND TOURISM BOARDS



ENTERING THE UNITED KINGDOM AND THE REPUBLIC OF IRELAND MARKETS AND REPRESENTATION STRATEGIES

THE ROLE OF DESTINATIONS IN THE UK AND IRELAND MARKETS

In the United Kingdom and Republic of Ireland markets, destinations and tourism boards play a central role in building demand and shaping the international positioning of their respective territories. These are mature, highly structured, and strongly trade-driven markets, where Tourism Boards, DMOs, and territorial institutions operate within consolidated commercial networks and long-standing relationships. In this context, destination promotion cannot be separated from a consistent and qualified presence across key distribution channels and professional travel industry networks.

UK AND IRELAND MARKET DYNAMICS

The United Kingdom and the Republic of Ireland represent two highly interconnected and strategically important markets for the international travel industry. Tourism distribution is strongly intermediated and relies on a consolidated ecosystem of tour operators, travel agencies, consortiums, buying groups, and specialist advisor networks. Demand is sophisticated and selective, with a strong focus on product quality, clarity of positioning, and the ability of destinations to maintain a continuous market presence.

KEY BARRIERS FOR DESTINATIONS

Destinations approaching the UK and Ireland markets must operate within a highly competitive and structured environment, where building commercial relationships requires time, consistency, and continuity. One of the main challenges is the ability to integrate into existing trade networks and transform institutional presence into stable and recognized commercial relationships with industry operators.

OUR ROLE FOR DESTINATIONS IN THE UK AND IRELAND MARKETS

Our role is that of a strategic and operational partner for Tourism Boards, DMOs, and territorial entities seeking to develop or consolidate their presence in the United Kingdom and Republic of Ireland markets. We act as a representation and business development partner, with the objective of facilitating access to distribution channels, strengthening destination positioning, and building strong relationships with key travel industry decision-makers. Our role is to transform positioning strategies into concrete and continuous commercial activities.

OUR APPROACH TO THE UK AND IRELAND MARKETS

Entering the United Kingdom and Republic of Ireland markets requires a structured and relationship-driven approach based on positioning analysis, trade understanding, and progressive development of commercial relationships. The initial phase focuses on evaluating the destination's current presence and identifying the most relevant opportunities within distribution channels. A tailored entry strategy is then developed, focused on building strong relationships with key market stakeholders.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with tour operators, travel agencies, consortiums, advisor networks, and key travel industry partners active in the UK and Ireland markets. In parallel, representation initiatives, professional meetings, and networking activities are activated to strengthen and consolidate the destination's presence within the market.

RESULTS AND MARKET IMPACT

These activities enable destinations to build a stable and recognized presence in the United Kingdom and Republic of Ireland markets, supporting integration into key distribution channels and the development of long-term commercial relationships. Through an approach based on representation, continuity, and relationship development, we support our partners in transforming institutional visibility into real commercial growth.

A STRUCTURED PRESENCE IN THE UK AND IRELAND MARKETS

The ultimate goal is to ensure that destinations achieve a coherent, continuous, and commercially active presence in the United Kingdom and Republic of Ireland markets, capable of generating value through strong relationships and integration into key trade networks.

TRANSPORT AND MOBILITY

UK AND IRELAND MARKET ENTRY AND BUSINESS DEVELOPMENT



THE ROLE OF MOBILITY IN THE UK AND IRELAND MARKETS

In the United Kingdom and Republic of Ireland markets, the transport and mobility sector represents a fundamental pillar of international tourism connectivity. Airlines, charter operators, rail services, car rental providers, and land and maritime transport operators play a key role in ensuring access to destinations and supporting both inbound and outbound tourism flows.

In these highly structured markets, mobility is not only an operational service, but a strategic component within distribution dynamics and commercial relationships across the travel industry.

UK AND IRELAND MARKET DYNAMICS FOR MOBILITY

The United Kingdom and the Republic of Ireland are highly developed markets, strongly interconnected with major international hubs. Distribution of mobility services takes place through established networks of tour operators, travel agencies, global platforms, and long-term commercial partners.

Market entry and development decisions are driven by reliability, operational continuity, and the ability to integrate into existing sales and distribution systems.

KEY BARRIERS FOR MOBILITY OPERATORS

Transport & Mobility operators seeking to develop in the UK and Ireland markets must operate within a highly competitive environment, where access to distribution channels is shaped by established relationships and long-term partnerships.

One of the main challenges is the ability to build trust within the market and effectively integrate into existing commercial networks, while ensuring continuity and added value.

OUR ROLE FOR THE TRANSPORT & MOBILITY SECTOR

Our role is that of a strategic and operational partner for airlines, charter operators, and mobility companies seeking to develop or consolidate their presence in the United Kingdom and Republic of Ireland markets.

We act as a representation and business development partner, with the objective of facilitating access to distribution channels, strengthening relationships with the trade, and supporting operators in positioning within the market.

Our role is to transform operational capacity into a stable and recognized commercial presence.

OUR APPROACH TO THE UK AND IRELAND MARKETS

Entering the United Kingdom and Republic of Ireland markets for the mobility sector requires an approach based on analysis, positioning, and relationship development.

The initial phase focuses on understanding the competitive environment and identifying opportunities across key market segments. A tailored entry strategy is then defined, aimed at building strong and long-term commercial partnerships.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with tour operators, travel agencies, consortiums, distribution networks, and key travel industry stakeholders across the UK and Ireland markets.

In parallel, networking initiatives, B2B meetings, and business development activities are activated to support the integration of operators into international sales flows.

RESULTS AND MARKET IMPACT

These activities enable mobility operators to build a structured presence in the United Kingdom and Republic of Ireland markets, facilitating access to distribution channels and the development of stable commercial relationships.

Through an approach based on representation, continuity, and relationship development, we support our partners in building a competitive and sustainable market presence.

A CONSOLIDATED PRESENCE IN THE UK AND IRELAND MARKETS

The ultimate goal is to ensure that Transport & Mobility operators achieve a recognized and continuous presence in the United Kingdom and Republic of Ireland markets, generating value through strong relationships and integration into key trade networks.

HOSPITALITY AND ATTRACTIONS

UK AND IRELAND MARKET ENTRY AND BUSINESS DEVELOPMENT



THE ROLE OF HOSPITALITY AND ATTRACTIONS IN THE UK AND IRELAND MARKETS

In the United Kingdom and Republic of Ireland markets, the hospitality and attractions sector represents a central component of the international tourism offer. Hotels, hotel groups, independent properties, cultural attractions, museums, heritage sites, and experiential venues all play a key role in shaping demand and positioning destinations. These are highly mature markets, where product quality, positioning consistency, and integration into distribution channels are essential drivers of commercial success.

UK AND IRELAND MARKET DYNAMICS FOR HOSPITALITY AND ATTRACTIONS

The United Kingdom and the Republic of Ireland are characterised by a sophisticated tourism demand, with a strong focus on culture, heritage, high-quality hospitality, and authentic experiences. Distribution is managed through a well-established network of tour operators, travel agencies, consortiums, OTAs, and specialist advisor networks, all of which play a key role in selecting and promoting hospitality products and attractions.

KEY BARRIERS FOR THE HOSPITALITY AND ATTRACTIONS SECTOR

Hospitality and attractions operators seeking to develop in the UK and Ireland markets must operate within a highly competitive environment, where differentiation and reputation play a decisive role. One of the main challenges is the ability to position consistently within distribution circuits, maintain a continuous presence, and build long-term commercial relationships with the trade.

OUR ROLE FOR THE HOSPITALITY & ATTRACTIONS SECTOR

Our role is that of a strategic and operational partner for hotels, hotel groups, resorts, cultural attractions, and entertainment operators seeking to develop or consolidate their presence in the United Kingdom and Republic of Ireland markets. We act as a representation and business development partner, with the objective of integrating the product into key distribution channels and strengthening its positioning within the market. Our role is to transform the offer into a structured and continuous commercial presence.

OUR APPROACH TO THE UK AND IRELAND MARKETS

Entering the United Kingdom and Republic of Ireland markets for the hospitality and attractions sector requires an approach based on product analysis, strategic positioning, and relationship development. The initial phase focuses on evaluating the offer and identifying the most relevant market opportunities. A tailored entry strategy is then developed, focused on the most effective segments and distribution channels.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with tour operators, travel agencies, consortiums, OTAs, advisor networks, and key travel industry stakeholders across the UK and Ireland markets. In parallel, representation initiatives, professional meetings, and networking activities are activated to consolidate the product's presence within international commercial flows.

RESULTS AND MARKET IMPACT

These activities enable hospitality and attractions operators to build a stable presence in the United Kingdom and Republic of Ireland markets, supporting integration into key distribution channels and the development of long-term commercial relationships. Through an approach based on representation, continuity, and business development, we support our partners in transforming visibility into real growth.

A STRUCTURED PRESENCE IN THE UK AND IRELAND MARKETS

The ultimate goal is to ensure that Hospitality & Attractions operators achieve a recognized and continuous presence in the United Kingdom and Republic of Ireland markets, generating value through strong relationships and integration into key trade networks.

DISTRIBUTION AND TECHNOLOGY

UK AND IRELAND MARKET ENTRY AND INTEGRATION INTO DISTRIBUTION SYSTEMS



THE ROLE OF DISTRIBUTION AND TECHNOLOGY IN THE UK AND IRELAND MARKETS

In the United Kingdom and Republic of Ireland markets, distribution systems and travel technologies represent the core infrastructure of the entire tourism ecosystem. Booking engines, GDS platforms, OTAs, technology platforms, and payment systems form the essential link between supply and demand, ensuring efficiency and scalability across commercial operations. In these highly advanced markets, technology is not only an operational tool, but a strategic component for access, growth, and positioning within the travel industry.

UK AND IRELAND MARKET DYNAMICS FOR DISTRIBUTION & TECH

The United Kingdom and the Republic of Ireland are among the most advanced European markets in terms of travel sector digitalisation. The ecosystem is characterised by a high level of integration between operators, platforms, and intermediaries, with consolidated distribution models strongly based on long-term commercial relationships. Entering and developing in these markets requires a clear ability to adapt to existing systems and a value proposition aligned with the needs of both the trade and technology partners.

KEY BARRIERS FOR TECH AND DISTRIBUTION OPERATORS

Distribution and technology operators seeking to grow in the UK and Ireland markets face a highly competitive and structured environment, where access to established networks requires time, credibility, and stable relationships. One of the main challenges is the ability to integrate into existing systems without causing operational disruption, while demonstrating efficiency, reliability, and added value for commercial partners.

OUR ROLE FOR THE DISTRIBUTION & TECH SECTOR

Our role is that of a strategic partner for technology providers, distribution platforms, and payment systems seeking to develop or consolidate their presence in the United Kingdom and Republic of Ireland markets. We act as a representation and business development partner, with the objective of facilitating access to travel industry networks, supporting integration into distribution systems, and building strategic relationships with key market players. Our role is to connect technology, distribution, and market within a coherent and functional commercial ecosystem.

OUR APPROACH TO THE UK AND IRELAND MARKETS

Entering the United Kingdom and Republic of Ireland markets for the distribution & tech sector requires an approach based on ecosystem analysis, competitive positioning, and strategic partnership development. The initial phase focuses on understanding market dynamics across both distribution and technology layers, followed by the definition of an integration strategy within key networks and reference systems.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with travel industry operators, distribution platforms, OTAs, consortiums, and technology partners active in the UK and Ireland markets. In parallel, networking initiatives and business development activities are activated to support the integration of solutions into international sales and distribution systems.

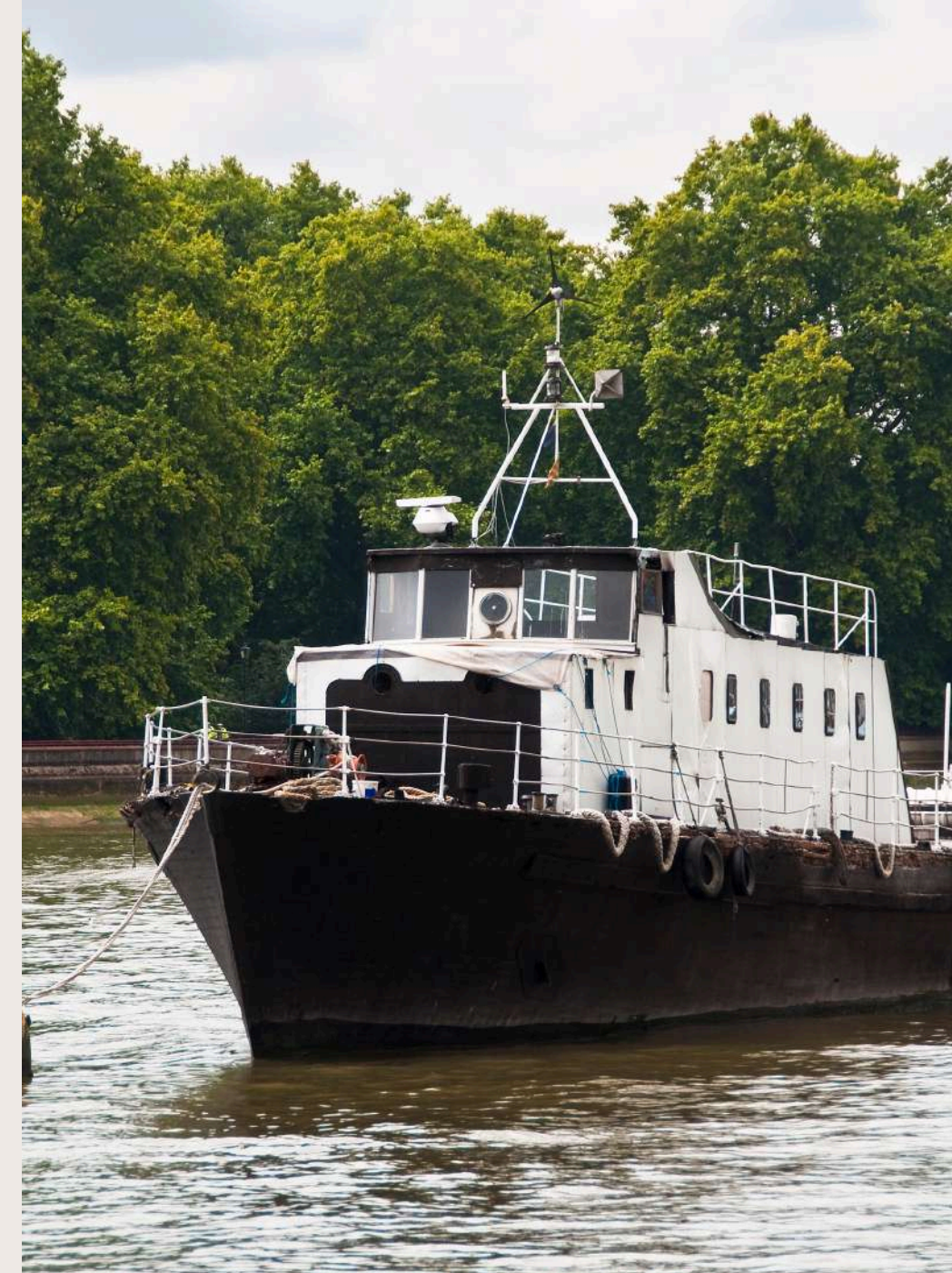
RESULTS AND MARKET IMPACT

These activities enable distribution & tech operators to build a structured presence in the United Kingdom and Republic of Ireland markets, facilitating access to key networks and integration into distribution systems. Through an approach based on representation, integration, and business development, we support our partners in creating value within the travel ecosystem.

AN INTEGRATED PRESENCE IN THE UK AND IRELAND MARKETS

The ultimate goal is to ensure that Distribution & Tech operators achieve a recognized and integrated presence in the United Kingdom and Republic of Ireland markets, generating value through strategic connections and access to key distribution systems.

EXPERIENCES AND LIFESTYLE ECONOMY



UK AND IRELAND MARKET ENTRY AND ENHANCEMENT OF EXPERIENCES

THE ROLE OF EXPERIENCES IN THE UK AND IRELAND MARKETS

In the United Kingdom and Republic of Ireland markets, the experiences and lifestyle economy sector represents an increasingly central component in the construction of the tourism product. Food & wine, cultural events, festivals, urban experiences, and heritage-based offerings all play a key role in shaping destination positioning and enriching the overall tourism offer. These are mature and highly selective markets, where the quality of the experience and the ability to tell the story of a destination are essential factors for access to distribution channels.

UK AND IRELAND MARKET DYNAMICS FOR EXPERIENCES

The United Kingdom and the Republic of Ireland are characterised by a sophisticated demand strongly oriented towards authentic, cultural, and lifestyle-driven experiences. Travellers are increasingly focused on the quality of experiential content and its integration within structured tourism products. Experiences are distributed through tour operators, travel agencies, digital platforms, DMOs, and specialist networks, all of which play a key role in selecting and commercialising the offer.

KEY BARRIERS FOR EXPERIENCE OPERATORS

Experiences & lifestyle economy operators seeking to develop in the UK and Ireland markets must face the challenge of transforming their offer into a commercially structured product that can be easily integrated into distribution circuits. A key challenge lies in positioning the experience correctly within the market, maintaining authenticity while adapting to the commercial logic of the trade.

OUR ROLE FOR THE EXPERIENCES & LIFESTYLE ECONOMY SECTOR

Our role is that of a strategic and operational partner for food & wine operators, event organisers, cultural institutions, and lifestyle experience providers seeking to develop or consolidate their presence in the United Kingdom and Republic of Ireland markets. We act as a representation and business development partner, with the objective of integrating experiences into key distribution channels and strengthening their positioning within the market. Our role is to transform experiences into structured and commercially distributed tourism products.

OUR APPROACH TO THE UK AND IRELAND MARKETS

Entering the United Kingdom and Republic of Ireland markets for the experience sector requires an approach based on product analysis, narrative positioning, and business development. The initial phase focuses on evaluating the experience and its adaptability to different market segments. A tailored positioning and distribution strategy is then defined, oriented towards the most relevant channels.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with tour operators, DMOs, experience platforms, distribution networks, and travel industry partners across the UK and Ireland markets. In parallel, representation initiatives and networking activities are activated to support the integration of experiences into international commercial flows.

RESULTS AND MARKET IMPACT

These activities enable experiences & lifestyle operators to build a structured presence in the United Kingdom and Republic of Ireland markets, supporting the distribution of experiences and the development of ongoing commercial relationships. Through an approach based on representation, storytelling, and business development, we support our partners in transforming experiences into market value.

A RECOGNISED PRESENCE IN THE UK AND IRELAND MARKETS

The ultimate goal is to ensure that Experiences & Lifestyle Economy operators achieve a stable and recognised presence in the United Kingdom and Republic of Ireland markets, generating value through experience distribution and integration into key trade networks.



CONTACT US

OUR TAILORED SUPPORT TO FACILITATE YOUR ENTRY AND CONSOLIDATION IN THE UNITED KINGDOM AND REPUBLIC OF IRELAND MARKETS, IN ALIGNMENT WITH YOUR INTERNATIONAL STRATEGIC OBJECTIVES



WOULD YOU LIKE TO REQUEST A PROPOSAL?

We hope this brochure has provided you with a clear overview of our approach and of the development opportunities within the United Kingdom and the Republic of Ireland tourism markets.

If you would like to receive a tailored proposal, designed around your specific needs and international growth objectives, we invite you to contact us through our dedicated enquiry channel.

We would be pleased to engage with you in order to define a bespoke strategy aimed at entering, positioning, or consolidating your presence in the United Kingdom and Republic of Ireland markets through our representation and business development services.

Our goal is to transform every collaboration into a structured international growth journey —consistent, continuous, and results-driven.

REQUEST A CONSULTATION



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ATLANTIC TRAVEL & TOURS LTD

HEADQUARTERED IN THE UNITED STATES AND THE UNITED KINGDOM

REGISTERED COMPANIES

USA - DENVER - COLORADO - COMPANY REGISTRATION NUMBER: 202 110 96 014

UK - LONDON - COMPANY REGISTRATION NUMBER: 130 288 33

E-MAIL

USA - unitedstatesadministration@atlantictourstravel.com

UK - unitedkingdomadministration@atlantictourstravel.com

WEBSITE

www.visitatlantictraveltours.com

FULL CONTACT DETAILS

www.visitatlantictraveltours.com/contact