

ATLANTIC TRAVEL & TOURS

**ENTERING THE TOURISM MARKET
CANADA**

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



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FROM THE CEO - FOUNDER

To International Travel Industry Professionals

The Canadian market represents one of the most stable and structured destinations in the international tourism landscape, characterized by a high level of organization, strong integration with North American and European markets, and highly qualified demand across both leisure and business segments.

In this context, entering and developing within the market requires an extremely targeted approach, based on the ability to understand local dynamics, build solid commercial relationships, and position within a highly professional and selective distribution system.

Tourism Boards, hospitality operators, transport companies, technology providers, and experience suppliers all operate in Canada within a market that rewards strategic consistency, commercial continuity, and the ability to integrate into key travel industry networks.

It is within this scenario 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 a structured and sustainable presence in the Canadian market.

Our activity focuses on transforming market potential into concrete commercial relationships, facilitating access to key distribution players and supporting the development of effective positioning strategies.

This brochure is designed to provide a clear overview of the Canadian market and its dynamics, illustrating our operational approach and the ways in which we support our partners in their market entry and consolidation processes.

In a market where credibility and continuity are decisive factors, our goal is to build long-term value through relationships, presence, and structured business development.



Steve Tabacchi

DR. STEVE TABACCHI
CEO - FOUNDER
ATLANTIC TRAVEL & TOURS



**CANADA AS AN
INTERNATIONAL
GROWTH MARKET**

DISCOVER AND ANALYZE
THE DYNAMICS OF THE
TRAVEL INDUSTRY IN
CANADA THROUGH AN
INTEGRATED DEVELOPMENT
MODEL AIMED AT
INTERNATIONAL MARKETS

DESTINATIONS AND TOURISM BOARDS

CANADIAN MARKET ENTRY AND REPRESENTATION STRATEGIES



THE ROLE OF DESTINATIONS IN THE CANADIAN MARKET

In the Canadian market, destinations and tourism boards play a central role in shaping and managing international tourism demand. Canada stands out as a highly structured ecosystem, where Tourism Boards, DMOs, and territorial institutions operate in close connection with key global distribution players and with reference markets across North America and Europe. In this context, destination promotion is not limited to visibility alone, but requires a continuous strategic presence built through strong relationships, representation activities, and a deep understanding of both local and international commercial dynamics.

CANADIAN MARKET DYNAMICS

The Canadian market is characterized by a strong balance between leisure and business demand, with a growing focus on authentic, sustainable, and high-value experiences. Tourism distribution is highly professional and relies on a consolidated network of tour operators, travel agencies, consortiums, and independent advisors. Destinations seeking to position themselves effectively in Canada must integrate marketing strategies with structured business development activities, maintaining a continuous presence across key distribution channels.

KEY BARRIERS FOR DESTINATIONS

Destinations entering the Canadian market often face the challenge of building new and long-lasting relationships within an already well-organized and highly selective system. The main challenge is not only visibility, but the ability to transform institutional presence into concrete commercial opportunities. Another critical factor is the need to adapt messaging and positioning to the different segments of the Canadian market, which require a precise, consistent, and continuous approach.

OUR ROLE FOR DESTINATIONS IN THE CANADIAN MARKET

Our role is that of a strategic and operational partner for Tourism Boards, DMOs, and territorial entities seeking to develop or strengthen their presence in the Canadian market. 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 stakeholders. Our role is to translate institutional strategy into operational market activities, creating real connections and sustainable growth opportunities.

OUR APPROACH TO THE CANADIAN MARKET

Entering the Canadian market requires a structured and relationship-driven approach, based on an understanding of local dynamics and the progressive development of a credible and continuous commercial presence. The initial phase is dedicated to analyzing destination positioning and identifying the most relevant opportunities within the market. A tailored entry strategy is then developed, focused on the most strategic distribution channels and demand segments.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with key Canadian market players, including tour operators, travel agencies, advisor networks, and travel distribution partners. In parallel, representation initiatives, professional meetings, and networking activities are activated to strengthen destination presence within the market and generate concrete commercial opportunities.

RESULTS AND MARKET IMPACT

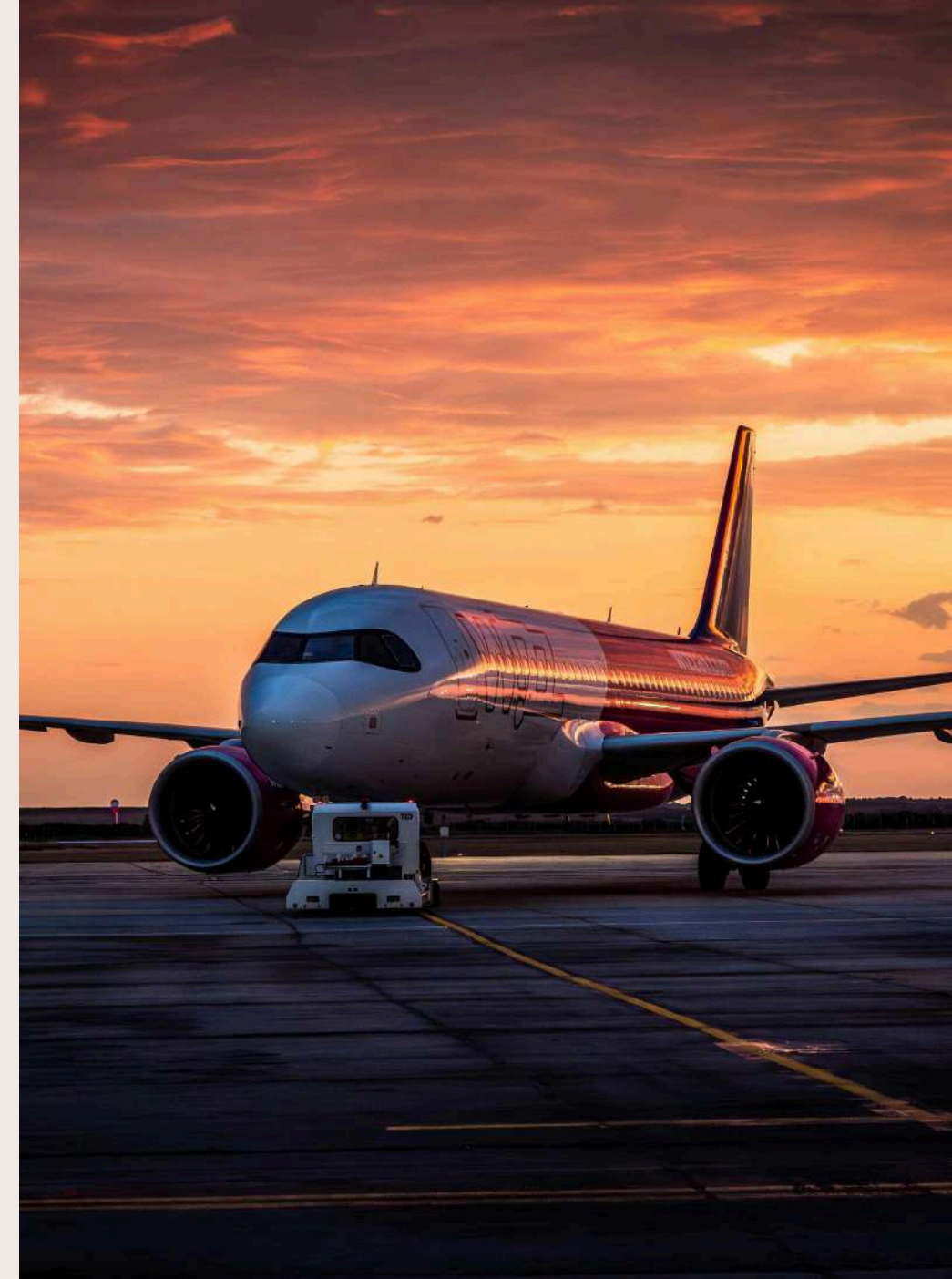
These activities enable destinations to build a stable and recognized presence in the Canadian market, supporting integration into key distribution channels and the development of long-term commercial relationships. Through an approach based on representation, continuity, and strategic development, we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

A STRUCTURED PRESENCE IN THE CANADIAN MARKET

The ultimate goal is to ensure destinations achieve a coherent, continuous, and commercially active presence in the Canadian market, capable of generating long-term value through strong relationships and progressive demand development.

TRANSPORT AND MOBILITY

CANADIAN MARKET ENTRY AND BUSINESS DEVELOPMENT



THE ROLE OF MOBILITY IN THE CANADIAN MARKET

In the Canadian market, the transport and mobility sector represents an essential component of the international tourism value chain. Airlines, charter operators, rental services, and land and maritime transport systems play a strategic role in ensuring destination accessibility and supporting the development of tourism flows.

In a geographically vast and highly diversified context such as Canada, mobility is not only an operational service, but a key connecting element between markets, territories, and tourism products.

CANADIAN MARKET DYNAMICS FOR MOBILITY

Mobility operators seeking to develop in Canada must operate within a highly regulated and professional ecosystem, where distribution is driven by established partnerships with the trade, international networks, and global reservation systems.

Success in this market depends not only on operational capacity, but also on the ability to integrate into existing distribution systems and build strong commercial relationships with key industry stakeholders.

KEY BARRIERS FOR MOBILITY OPERATORS

Transport and mobility companies aiming to enter or strengthen their presence in the Canadian market often face challenges related to the complexity of commercial relationships and the need to build structured, long-term partnerships.

A key barrier is the ability to integrate into established distribution systems while adapting the offering to the specific characteristics of the Canadian market, which requires reliability, operational continuity, and strong trade relationship management.

OUR ROLE IN 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 Canadian market.

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

Our role is to transform operational capacity into a structured and continuous commercial presence.

OUR APPROACH TO THE CANADIAN MARKET

Entering the Canadian market in the mobility sector requires an approach based on analysis, positioning, and relationship development.

The initial phase focuses on evaluating the operator's positioning and identifying opportunities within the key segments of the Canadian market. A tailored entry strategy is then defined, focused on building partnerships and ensuring presence within relevant distribution channels.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with key Canadian market players, including tour operators, travel agencies, distribution networks, and strategic travel industry partners.

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

RESULTS AND MARKET IMPACT

These activities enable mobility operators to build a structured presence in the Canadian market, facilitating access to distribution channels and the development of stable commercial partnerships.

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

A CONSOLIDATED PRESENCE IN THE CANADIAN MARKET

The ultimate goal is to ensure that Transport & Mobility operators achieve a recognized and continuous presence in the Canadian market, capable of generating value through strong commercial relationships and integration into key distribution networks.

HOSPITALITY AND ATTRACTIONS

CANADIAN MARKET ENTRY AND BUSINESS DEVELOPMENT



THE ROLE OF HOSPITALITY AND ATTRACTIONS IN THE CANADIAN MARKET

In the Canadian market, the hospitality and attractions sector represents a central component of both domestic and international tourism offerings. Hotels, resorts, independent properties, natural parks, museums, cultural centres, and experiential attractions all contribute significantly to shaping tourism demand and enhancing destination competitiveness. Canada is distinguished by an offering strongly connected to nature, open spaces, and authentic experiences, where the quality of stay and the valorisation of the territory play a decisive role in positioning tourism products.

CANADIAN MARKET DYNAMICS FOR HOSPITALITY AND ATTRACTIONS

The Canadian market is characterized by a balanced mix of international and domestic demand, with a strong focus on quality, sustainability, and the overall travel experience. Hospitality and attraction operators must integrate into a highly structured system where distribution is driven by tour operators, travel agencies, consortiums, digital platforms, and specialized networks. The ability to maintain a consistent and continuous presence across sales channels is a key factor for success.

KEY BARRIERS FOR HOSPITALITY AND ATTRACTIONS

Hospitality and attraction operators seeking to develop in the Canadian market often face the challenge of differentiation within a highly competitive and professional environment. One of the main challenges is the ability to transform an offering into a product that is commercially integrated into international distribution circuits, while maintaining a strong local identity and a positioning aligned with market expectations.

OUR ROLE IN THE HOSPITALITY & ATTRACTIONS SECTOR

Our role is that of a strategic and operational partner for hotels, resorts, hotel groups, cultural attractions, and entertainment operators seeking to build a structured presence in the Canadian market. 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 offering into concrete and continuous commercial opportunities.

OUR APPROACH TO THE CANADIAN MARKET

Entering the Canadian market in the hospitality and attractions sector requires an approach based on positioning analysis, strategic development, and commercial activation. The initial phase focuses on evaluating the product and identifying the most relevant market opportunities. A tailored entry strategy is then developed, targeting the most effective segments and distribution channels.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with key Canadian market players, including tour operators, travel agencies, OTAs, advisor networks, and travel distribution partners. In parallel, representation and networking initiatives are activated to strengthen 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 Canadian market, supporting integration into 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 CANADIAN MARKET

The ultimate goal is to ensure that Hospitality & Attractions operators achieve a recognized and continuous presence in the Canadian market, capable of generating long-term value through strong relationships and integration into key distribution networks.

DISTRIBUTION AND TECHNOLOGY

CANADIAN MARKET ENTRY AND INTEGRATION INTO DISTRIBUTION SYSTEMS



THE ROLE OF DISTRIBUTION AND TECHNOLOGY IN THE CANADIAN MARKET

In the Canadian market, distribution systems and travel technology represent a fundamental infrastructure for the entire tourism ecosystem. Booking engines, GDSs, OTAs, technology platforms, and payment systems play a decisive role in connecting supply and demand at both national and international levels.

In this context, the ability to integrate into key distribution networks and global technology systems is a critical factor for the development and competitiveness of travel industry operators.

CANADIAN MARKET DYNAMICS FOR DISTRIBUTION & TECHNOLOGY

The Canadian market is highly digitally advanced and characterized by strong interconnection between operators, platforms, and intermediaries. Distribution and partnership decisions are driven by criteria such as reliability, scalability, and system compatibility.

Operators must therefore position themselves not only as product providers, but as trusted partners within complex and interdependent technological ecosystems.

KEY BARRIERS FOR DISTRIBUTION & TECH OPERATORS

Distribution and technology companies entering the Canadian market must operate within a highly competitive environment, where access to established networks requires time, structured relationships, and a clear value proposition.

One of the main challenges is the ability to integrate effectively into existing systems without disrupting established balances, while simultaneously demonstrating added value and operational compatibility.

OUR ROLE IN 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 Canadian market.

We act as a representation and business development partner, with the objective of facilitating entry into 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 single operational ecosystem.

OUR APPROACH TO THE CANADIAN MARKET

Entering the Canadian market in the distribution & tech sector requires a structured approach based on ecosystem analysis, competitive positioning, and strategic partnership development. The initial phase focuses on understanding technological and distribution dynamics, 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, consortiums, OTAs, and technology partners active in the Canadian market. In parallel, networking initiatives and business development activities are activated to support the integration of technology or platforms into international distribution and sales systems.

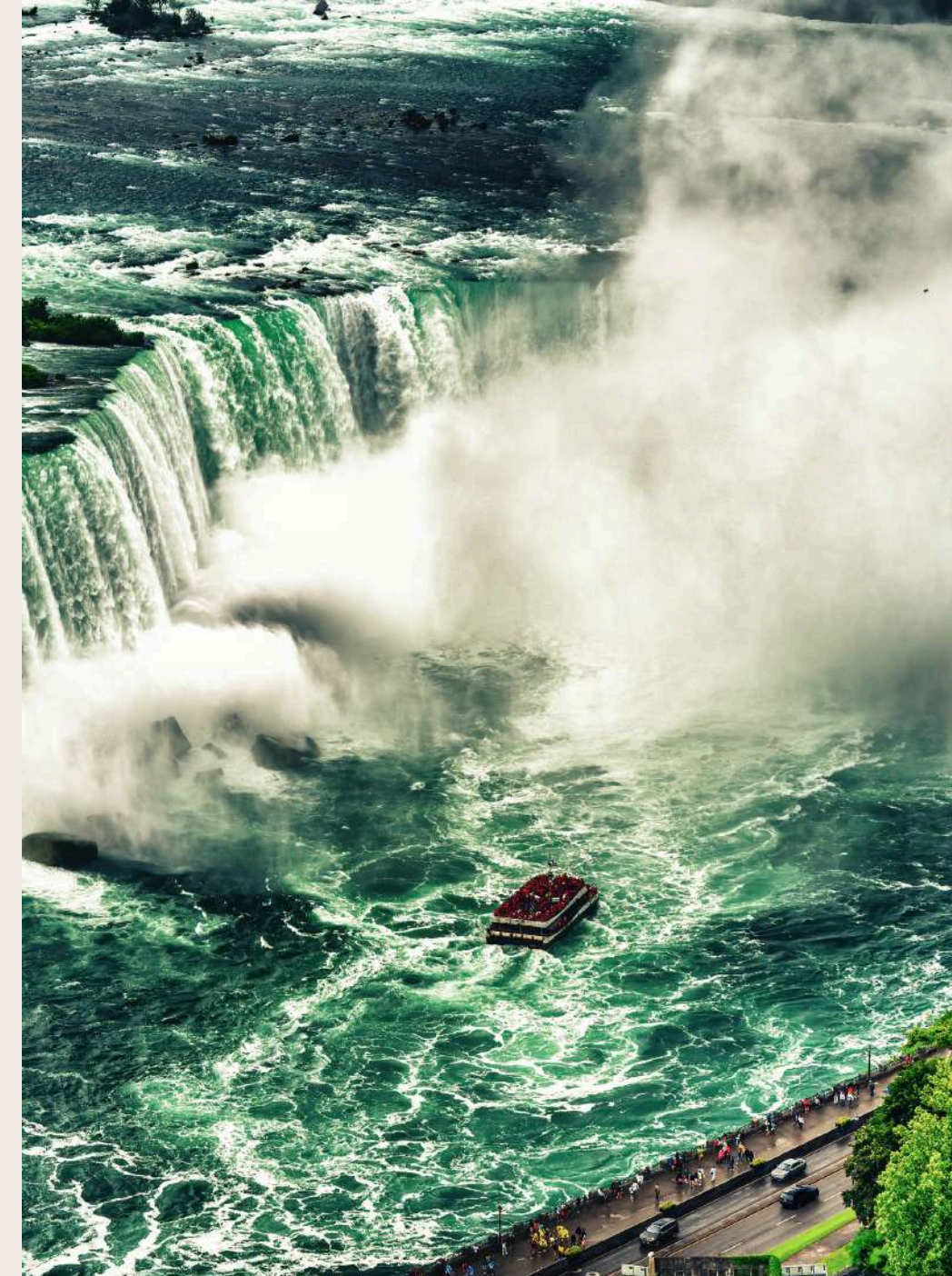
RESULTS AND MARKET IMPACT

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

AN INTEGRATED PRESENCE IN THE CANADIAN MARKET

The ultimate goal is to ensure that Distribution & Tech operators achieve a recognized and integrated presence in the Canadian market, capable of generating value through strategic connections and access to key distribution systems.

EXPERIENCES AND LIFESTYLE ECONOMY



CANADIAN MARKET ENTRY AND EXPERIENCE DEVELOPMENT

THE ROLE OF EXPERIENCES IN THE CANADIAN MARKET

In the Canadian market, tourism experiences and the lifestyle economy represent an increasingly significant component of both international and domestic demand. Food & wine, local events, festivals, cultural experiences, and outdoor activities all play a decisive role in shaping the perceived value of travel.

Canada is distinguished by a strong connection between territory, authenticity, and experiential quality, where experiential tourism becomes a key positioning tool for both destinations and operators.

CANADIAN MARKET DYNAMICS FOR EXPERIENCES

The Canadian market is characterized by a growing demand for authentic, sustainable, and highly personalized experiences. Travellers are increasingly focused on engaging directly with destinations through activities that combine culture, nature, gastronomy, and local events.

Tourism experiences are distributed through a structured network of tour operators, digital platforms, DMOs, and specialized partners, all of which play a central role in packaging and market access.

KEY BARRIERS FOR EXPERIENTIAL OPERATORS

Operators within the experience & lifestyle economy seeking to develop in the Canadian market must address the challenge of transforming their offering into a structured product that can be easily integrated into international distribution channels.

A key factor is the ability to communicate and position the experience in a way that aligns with market expectations, while preserving authenticity and local value.

OUR ROLE IN THE EXPERIENCES & LIFESTYLE ECONOMY SECTOR

Our role is that of a strategic and operational partner for food & wine operators, event organizers, experience providers, and lifestyle economy businesses seeking to develop their presence in the Canadian market.

We act as a representation and business development partner, with the objective of integrating experiences into key distribution channels and supporting their positioning within the market.

Our role is to transform experiences into commercially distributed and internationally recognized products.

OUR APPROACH TO THE CANADIAN MARKET

Entering the Canadian market in the experiential 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 developed, targeting the most relevant channels.

COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building relationships with tour operators, DMOs, experiential platforms, distribution networks, and travel industry partners.

In parallel, representation initiatives and networking activities are activated to integrate experiences into international commercial flows.

RESULTS AND MARKET IMPACT

These activities enable experiences & lifestyle operators to build a structured presence in the Canadian market, supporting distribution and the development of continuous commercial relationships.

Through an approach based on representation, storytelling, and business development, we support our partners in transforming experiences into market value.

A RECOGNIZED PRESENCE IN THE CANADIAN MARKET

The ultimate goal is to ensure that Experiences & Lifestyle Economy operators achieve a stable and recognized presence in the Canadian market, capable of generating value through experience distribution and integration into key international networks.



CONTACT US

OUR TAILORED SUPPORT TO FACILITATE YOUR ENTRY AND CONSOLIDATION IN THE CANADIAN MARKET, 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 Canadian tourism market.

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 Canadian market 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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