

**ATLANTIC TRAVEL & TOURS**

**ENTERING THE TOURISM MARKET**

**USA**

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



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## FROM THE CEO - FOUNDER

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To International Travel Industry Professionals

The United States market represents one of the most significant and strategic opportunities for the international tourism industry. At the same time, it is one of the most competitive, complex, and highly selective environments globally, where mere commercial presence is not sufficient to generate tangible and long-lasting results.

In an ecosystem characterized by a strong integration between trade, distribution, technology, communication, and commercial relationships, success depends on the ability to build a clear positioning, develop strategic connections, and maintain a continuous presence within the market.

Tourism boards, airlines, accommodation providers, mobility operators, technology companies, and experience suppliers today share a common challenge: transforming their value proposition into a real, recognizable, and competitive commercial presence within the U.S. market.

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

Through an integrated approach combining market intelligence, representation, business development, and strategic activation, we support international travel industry stakeholders in building relationships, opportunities, and sustainable growth within the U.S. market.

Our activity goes beyond promotion, focusing instead on the creation of a structured and continuous presence capable of connecting brands, destinations, and tourism services with the key players of the U.S. travel ecosystem.

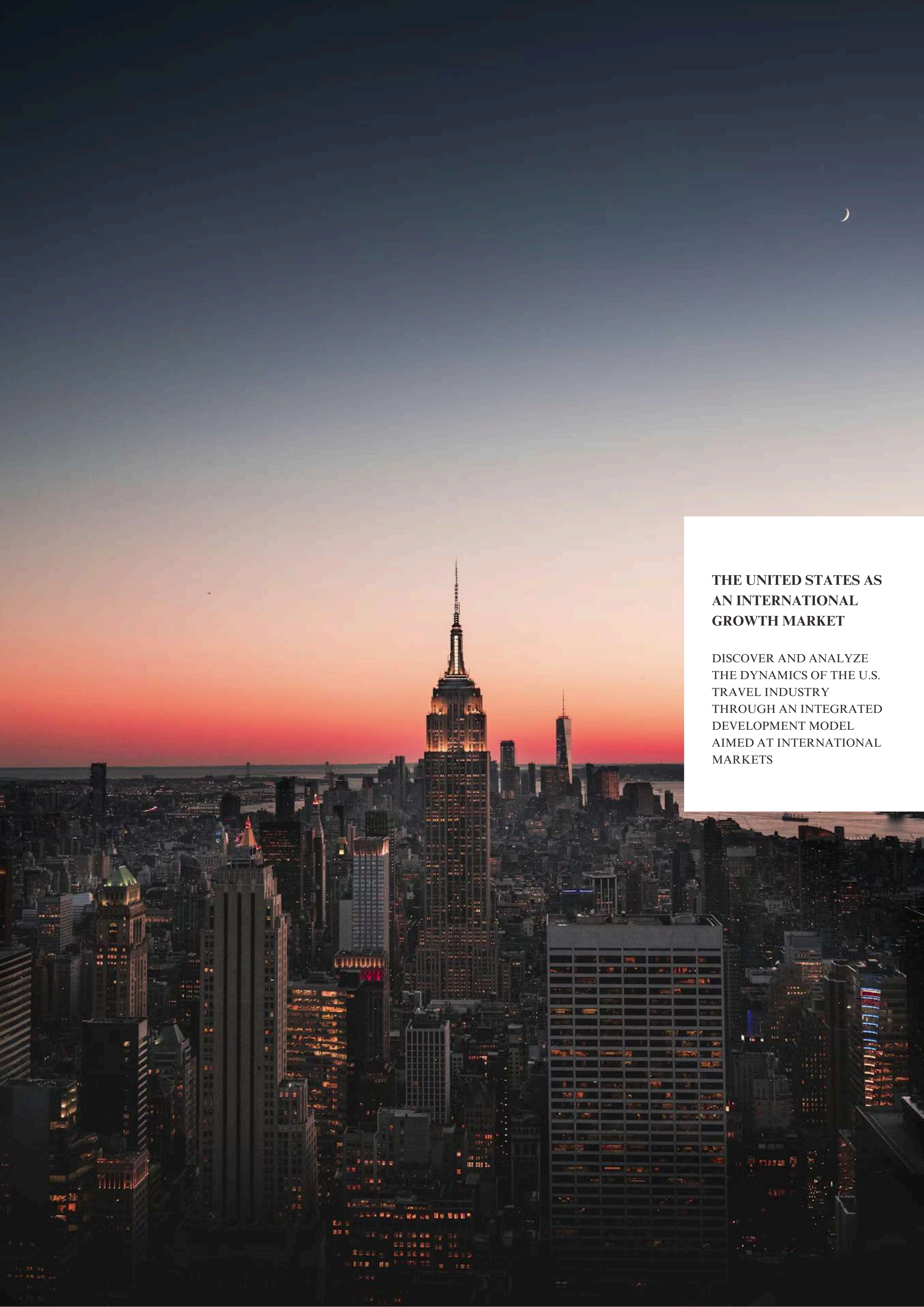
This brochure aims to provide an overview of the dynamics of the American market and the development opportunities across different segments of the travel industry, illustrating our operational approach and the strategies through which we support our partners in entering and consolidating their presence within the United States.

In a constantly evolving market, we believe that the difference is not determined solely by the quality of the product, but by the ability to transform complexity into relationships, presence, and concrete commercial opportunities.



*Steve Tabacchi*

DR. STEVE TABACCHI  
CEO - FOUNDER  
ATLANTIC TRAVEL & TOURS



**THE UNITED STATES AS  
AN INTERNATIONAL  
GROWTH MARKET**

DISCOVER AND ANALYZE  
THE DYNAMICS OF THE U.S.  
TRAVEL INDUSTRY  
THROUGH AN INTEGRATED  
DEVELOPMENT MODEL  
AIMED AT INTERNATIONAL  
MARKETS

# DESTINATIONS AND TOURISM BOARDS

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## MARKET ENTRY STRATEGY FOR THE UNITED STATES AND REPRESENTATION



### THE ROLE OF DESTINATIONS IN THE U.S. MARKET

The United States represents one of the most influential and competitive tourism ecosystems in the world, where international destinations compete not only for visibility, but also for strategic positioning within a highly structured system of distribution and commercial influence. Tourism Boards, DMOs, and local authorities seeking to establish an effective presence in the U.S. must operate in a market where travel decisions are strongly driven by the trade, digital media, independent travel advisors, and established distribution networks.

In the American context, a destination is not perceived as a simple tourism product, but as a complex brand that must be built, communicated, and maintained over time through a consistent and continuous presence. Competition among global destinations is extremely intense, and the ability to stand out depends on strong positioning, a clear message, and an active presence across the commercial channels that shape demand.

### THE DYNAMICS OF ENTERING THE US MARKET

Entering the U.S. market requires a highly strategic and multi-layered approach, where traditional promotional activity alone is not sufficient to generate tangible results. The American market is characterized by strong commercial intermediation, where tour operators, wholesalers, agency consortia, and independent travel advisors play a central role in shaping demand for international destinations.

At the same time, the market is strongly influenced by digital dynamics and extremely fast, fragmented content consumption, requiring a constant presence and communication tailored to the country's different geographic and cultural segments. The East Coast, West Coast, and Midwest display distinct consumer behaviors, just as the leisure, luxury, and MICE segments respond to significantly different purchasing patterns.

### THE MAIN BARRIERS FOR DESTINATIONS IN THE U.S. MARKET

Destinations entering the U.S. market often face a series of structural barriers that go beyond the quality of their tourism product. Among the main challenges are the difficulty of building a consistent and credible presence within the American trade, the complexity of maintaining active nationwide commercial relationships, and the need to adapt messaging to a highly segmented audience.

An additional challenge is the highly competitive environment, where global destinations compete for attention within the same buyer networks and distribution channels. In this context, the absence of a structured market entry strategy can significantly limit a destination's ability to generate stable and sustained demand.

### OUR ROLE FOR DESTINATIONS IN THE U.S. MARKET

Our role is that of a strategic and operational representative of international destinations within the U.S. market. We act as an extension of the Tourism Board or DMO, with the objective of building a real, structured, and continuous commercial presence within the U.S. travel ecosystem.

Our work goes beyond promotion, functioning instead as a business development partner focused on building relationships with the trade, activating sales opportunities, and strategically positioning destinations within key market channels. Our role is to translate institutional strategy into concrete, measurable results within the American market.

### OUR OPERATIONAL APPROACH TO THE U.S. MARKET

Market entry into the U.S. is structured through a progressive process beginning with an in-depth analysis of the destination's positioning and the international competitive landscape. This phase allows for the identification of the most relevant market segments and the most effective distribution channels to achieve commercial objectives.

A tailored U.S. market entry strategy is then developed, defining operational priorities, key messaging, and activation methods within the trade. This strategy guides all subsequent activities, ensuring consistency and continuity in commercial action.

Market activation is carried out through ongoing representation and relationship-building with key industry players, including tour operators, travel agencies, independent advisor networks, and group and MICE organizers. In parallel, targeted visibility and promotional initiatives are deployed to strengthen the destination's positioning.

### ACTIVITIES AND RESULTS IN THE U.S. MARKET

These activities translate into concrete actions aimed at generating commercial opportunities and building a stable presence in the U.S. market. These include the development of qualified trade contacts, participation in industry events and trade shows, organization of B2B meetings, and management of familiarization trips (fam trips) dedicated to destination promotion.

These initiatives are complemented by marketing and communication support activities designed to strengthen the destination's presence through sales materials, editorial content, trade tools, and integrated visibility campaigns.

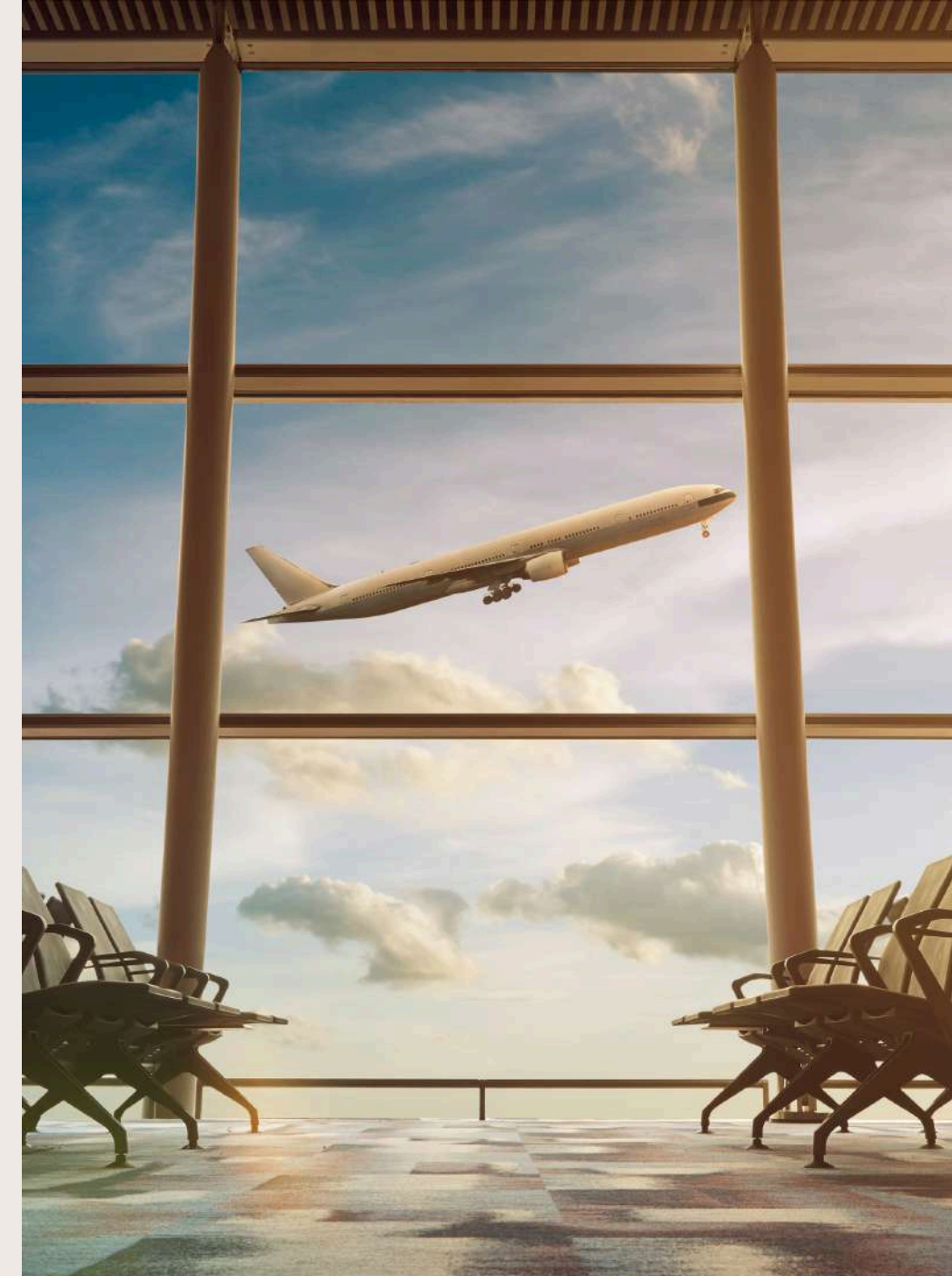
### A STRUCTURED AND CONTINUOUS PRESENCE IN THE AMERICAN MARKET

The ultimate goal is to establish for each destination a stable, recognized, and commercially active presence in the U.S. market. This means transforming institutional visibility into concrete commercial relationships, and relationships into measurable and sustainable tourism flows.

Through an approach based on representation, continuity, and business development, we support destinations in shifting from a purely promotional logic to a fully structured market penetration strategy in the United States, ensuring consistency, presence, and long-term results.

# TRANSPORT AND MOBILITY

## U.S. MARKET ENTRY STRATEGY AND BUSINESS DEVELOPMENT



### THE ROLE OF TRANSPORT AND MOBILITY IN THE U.S. MARKET

In the United States market, the mobility sector represents a core component of the entire international tourism value chain. Airlines, charter operators, rental services, and integrated transport systems are not merely service providers, but strategic players that determine destination accessibility and overall competitiveness in global markets. Demand for tourism-related transport in the U.S. is strongly influenced by complex distribution dynamics, where the role of the trade, digital platforms, and commercial partnerships is essential to ensure visibility and load factors. In this context, the ability of an airline or mobility operator to properly integrate into international sales channels is a decisive factor for business growth and long-term sustainability.

### U.S. MARKET DYNAMICS FOR THE MOBILITY SECTOR

The U.S. market is characterized by its scale, fragmented demand, and a high level of competition between global and regional operators. Transport and mobility providers operate within a highly structured ecosystem where distribution takes place through a combination of direct channels, traditional intermediaries, digital platforms, and specialized networks. In the aviation sector, for example, international positioning depends not only on route networks and operational capacity, but also on the strength of commercial partnerships and presence within global distribution systems. Similarly, in car rental and ground mobility, international visibility is closely linked to the ability to integrate into trade networks and booking platforms.

### KEY BARRIERS FOR MOBILITY OPERATORS

Transport and mobility companies seeking to establish a presence in the U.S. market often face complex challenges related to international distribution, commercial partnership management, and the need to adapt offerings to the expectations of different customer segments. One of the main barriers is structured access to the American and international trade, which requires established relationships, operational continuity, and strong commercial activation capabilities. This is further compounded by the challenge of positioning within a market dominated by major global players and highly competitive booking systems.

### OUR ROLE IN THE TRANSPORT & MOBILITY SECTOR

Our role is that of a strategic and operational partner for airlines, charter operators, rental services, and mobility companies seeking to develop or strengthen their presence in the U.S. market. We act as a representation and business development partner, with the objective of integrating our clients into the U.S. market and building strong relationships with key travel industry stakeholders. Our function is to transform operational capacity into real commercial presence through structured positioning, activation, and demand development.

### OUR APPROACH TO THE U.S. MARKET

Entering the U.S. market as a mobility operator requires a highly strategic approach based on a deep understanding of distribution dynamics and travel industry sales logic. The first phase of our work focuses on analyzing the operator's positioning, assessing the competitiveness of the offer, and identifying the most effective distribution channels for the U.S. market. This enables the definition of a tailored commercial strategy focused on the most relevant demand segments. A structured commercial activation plan is then developed, guiding the operator's presence across trade channels, strategic partnerships, and distribution networks. The objective is to build a continuous and structured presence capable of generating commercial relationships and long-term business opportunities.

### COMMERCIAL ACTIVATION AND RELATIONSHIP DEVELOPMENT

Operational activities focus on building commercial relationships with key U.S. market players, including tour operators, consolidators, travel agencies, independent advisor networks, and strategic travel distribution partners. In parallel, targeted visibility and commercial promotion initiatives are activated, including B2B meetings, participation in industry events, networking activities, and support in building operational partnerships. These actions are designed to integrate the operator into real commercial flows within the U.S. market.

### RESULTS AND MARKET IMPACT

The activities developed enable transport and mobility operators to achieve a structured presence in the U.S. market, with a direct focus on generating qualified demand and building stable commercial relationships. Through an approach based on representation, business development, and continuous activation, the objective is to transform market presence into a sustainable system of international growth and consolidation, capable of generating concrete and measurable results over time.

### A STRUCTURED PRESENCE IN THE AMERICAN MARKET

The ultimate goal is to ensure that Transport & Mobility operators establish a coherent, recognizable, and commercially active presence in the U.S. market. This means not only being present, but being fully integrated into the sales flows and commercial dynamics that drive international tourism demand. Through a strategic and operational approach, we support our partners in moving from a fragmented presence to a structured and continuous commercial framework in the U.S. market, ensuring visibility, relationships, and sustainable growth.

# HOSPITALITY AND ATTRACTIONS

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## U.S. MARKET ENTRY STRATEGY AND BUSINESS DEVELOPMENT



### THE ROLE OF HOSPITALITY AND ATTRACTIONS IN THE U.S. MARKET

In the United States market, the hospitality and attractions sector represents one of the fundamental pillars of international tourism demand. Hotels, resorts, independent accommodation providers, theme parks, museums, cultural institutions, and entertainment experiences are not simply components of the tourism product, but essential elements of a destination's overall value proposition. U.S. demand is strongly experience-driven, with a high emphasis on personalization and perceived quality of stay. In this context, the ability of a property or attraction to position itself effectively in the market depends not only on its offer, but also on its visibility within distribution channels and the strength of its commercial relationships with the international trade.

### U.S. MARKET DYNAMICS FOR HOSPITALITY AND ATTRACTIONS

The U.S. market is characterized by strong demand segmentation and a highly intermediated distribution structure. Hospitality providers and attractions operating internationally must engage with a complex ecosystem where tour operators, OTAs, wholesalers, consortiums, and independent travel advisors play a decisive role in shaping tourism flows. At the same time, the American consumer is increasingly influenced by digital content, reviews, storytelling, and experiential recommendations, making an integrated strategy essential—one that combines trade presence with brand communication. Global competition in the hospitality sector is intense and requires continuous positioning and commercial engagement.

### KEY BARRIERS FOR HOSPITALITY AND ATTRACTIONS

Hospitality and attraction operators seeking to develop a presence in the U.S. market often face barriers related to visibility, distribution, and the ability to maintain a consistent presence within commercial channels. One of the main challenges is standing out in a highly competitive environment where international properties compete directly with established global brands. In addition, operators must adapt their offering to different demand segments and build strong relationships with key travel intermediaries.

### OUR ROLE IN THE U.S. MARKET FOR HOSPITALITY AND ATTRACTIONS

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 U.S. market. We act as a representation and business development partner, with the objective of integrating the product into key distribution channels and building a stable presence within international tourism flows. Our role is to translate the value of the offering into concrete commercial opportunities through positioning, relationship-building, and market activation.

### OUR APPROACH TO THE U.S. MARKET

Entering the U.S. market in the hospitality and attractions sector requires a structured approach based on strategic analysis, competitive positioning, and continuous business development. The first phase of our intervention involves analyzing the product, its current positioning, and its market potential across different U.S. demand segments. This allows us to identify growth opportunities and the most effective distribution channels for each type of property or attraction. A tailored market entry strategy is then defined, guiding all representation and commercial development activities in the U.S. market. This strategy ensures a coherent, results-driven presence aligned with the specific dynamics of the hospitality sector.

### COMMERCIAL ACTIVATION AND DEMAND DEVELOPMENT

Operational activities focus on building relationships with key U.S. market players, including tour operators, travel agencies, consortiums, OTAs, MICE planners, and independent travel advisor networks. In parallel, commercial activation and promotional initiatives are developed, including B2B meetings, participation in trade fairs and industry events, product presentations, and networking activities. The objective is to integrate the product into real commercial distribution channels within the U.S. market.

### RESULTS AND MARKET IMPACT

These activities enable hospitality providers and attractions to strengthen their presence in the U.S. market, generating qualified visibility and concrete commercial opportunities. The work results in the development of stable trade relationships and progressive integration into international sales flows. Through an approach based on representation, continuity, and business development, we support our partners in transforming their offering into a structured and competitive presence in the U.S. market.

### A STRUCTURED AND SUSTAINABLE PRESENCE IN THE AMERICAN MARKET

The ultimate goal is to ensure that hospitality and attractions operators establish a stable, recognized, and commercially active presence in the U.S. market. This means shifting from sporadic visibility to a continuous positioning strategy within international distribution channels. Through a strategic and operational approach, we support our partners in building a strong and sustainable presence in the U.S. market, capable of generating relationships, demand, and long-term growth.

# DISTRIBUTION AND TECHNOLOGY

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## U.S. MARKET ENTRY AND INTEGRATION INTO GLOBAL SYSTEMS



### THE ROLE OF DISTRIBUTION AND TECHNOLOGY IN THE U.S. MARKET

In the United States market, the distribution and travel technology sector represents the invisible infrastructure that determines access, visibility, and commercial viability across the entire global tourism ecosystem. Booking engines, GDSs, reservation platforms, payment systems, and travel tech intermediaries are not merely technology providers, but true commercial enablers that regulate supply and demand flows within the international market.

In a highly digitalized environment such as the U.S., the ability of a company to integrate into the right distribution systems is a decisive factor for growth. Presence in the right channels does not only ensure visibility, but also direct access to commercial flows generated by the trade, OTAs, and global networks.

### U.S. MARKET DYNAMICS FOR DISTRIBUTION & TECHNOLOGY

The United States is one of the most advanced markets globally in terms of travel technology infrastructure, with a complex ecosystem where global platforms, specialized operators, and proprietary distribution systems coexist. In this context, competition is not only about the quality of the technological product, but also about the ability to integrate into already established and highly competitive commercial networks.

Companies in this sector must operate within an environment where scalability, interoperability, and the ability to generate value for the trade are essential to securing a stable market position. At the same time, competitive pressure requires a structured market entry strategy capable of translating technology into real commercial adoption.

### KEY BARRIERS FOR THE DISTRIBUTION & TECH SECTOR

Travel technology and distribution companies seeking to enter the U.S. market face significant barriers related to the complexity of existing systems, platform saturation in certain segments, and the difficulty of securing integrations and strategic partnerships.

One of the main challenges is building commercial credibility within a highly selective ecosystem, where integration decisions are driven by performance, reliability, and added value for the distribution network. This is further compounded by the complexity of relationships with major global players and the need to position effectively within a market dominated by economies of scale and high entry barriers.

### OUR ROLE IN THE U.S. MARKET FOR DISTRIBUTION & TRAVEL TECH

Our role is that of a strategic and commercial partner for travel technology companies, distribution systems, booking engines, and payment service providers seeking to develop or expand their presence in the U.S. market.

We act as a representation and business development partner, with the objective of facilitating entry into distribution networks, building relationships with strategic stakeholders, and supporting the positioning of technology solutions within the U.S. travel ecosystem. Our role is to transform technology into commercial adoption and real integration within market flows.

### OUR APPROACH TO THE U.S. MARKET

Entering the U.S. market in the distribution & tech sector requires a highly structured approach focused on building strategic relationships and long-term partnerships.

The initial phase of our work is dedicated to analyzing the company's technological and commercial positioning, with particular attention to compatibility with existing distribution systems and integration opportunities within the U.S. market. This analysis allows us to identify the most relevant segments and the most effective entry strategies.

A tailored market entry plan is then developed, defining commercial priorities, strategic targets, and activation methods within the market. This plan guides all subsequent activities, ensuring consistency and continuity in business development.

### COMMERCIAL ACTIVATION AND PARTNERSHIP DEVELOPMENT

Operational activities focus on building relationships with key U.S. market players, including GDSs, OTAs, distribution consortiums, agency networks, and specialized technology platforms.

In parallel, business development and networking initiatives are activated, including B2B meetings, dedicated presentations, participation in industry events, and structured partnership development activities. The objective is to facilitate integration into international distribution ecosystems.

### RESULTS AND MARKET IMPACT

These activities enable distribution and travel tech companies to establish a structured presence in the U.S. market, facilitating access to commercial networks, distribution platforms, and strategic partnership opportunities.

Through an approach based on representation, relationship development, and commercial activation, we support our partners in transforming their technology into a real market presence, generating adoption, integration, and sustainable growth over the medium to long term.

### AN INTEGRATED PRESENCE IN THE U.S. DISTRIBUTION SYSTEM

The ultimate goal is to ensure that distribution and travel tech companies achieve a stable and recognized presence within the U.S. ecosystem, through progressive integration into key distribution systems and commercial networks.

Through a strategic and operational approach, we support our partners in building a strong position in the U.S. market, transforming technology into an active and scalable commercial asset.

# EXPERIENCES AND LIFESTYLE ECONOMY

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## U.S. MARKET ENTRY AND INTEGRATION OF EXPERIENCES



### THE ROLE OF EXPERIENCES IN THE U.S. TOURISM MARKET

In the United States market, experiential tourism and the so-called lifestyle economy represent one of the most dynamic and influential growth areas within the travel industry. Food & wine, local events, fairs, cultural experiences, gastronomic products, and immersive activities are no longer ancillary elements of travel, but central components in shaping the overall destination experience. The contemporary American traveler does not simply purchase a destination, but a curated set of authentic, narrative, and memorable experiences. This has led to a profound shift in how experiential products are integrated into distribution systems, making it essential to position them not only as offerings, but as sellable experiential content.

### U.S. MARKET DYNAMICS FOR EXPERIENCES AND LIFESTYLE

The U.S. market is strongly influenced by cultural, digital, and social trends that drive demand toward increasingly personalized, immersive experiences connected to the local identity of destinations. Travel consumption is increasingly shaped by editorial content, digital storytelling, influencers, specialized media, and experiential recommendations. In this context, food & wine experiences, local events, culture, and craftsmanship play a strategic role in shaping the overall tourism product. However, to be effective in the American market, these experiences must be structured, clearly communicated, and integrated into international commercial circuits.

### KEY BARRIERS FOR THE EXPERIENTIAL SECTOR

Food & wine operators, event organizers, and lifestyle experience providers seeking to enter the U.S. market often face the challenge of transforming a local experience into a tourism product that can be sold at an international scale. One of the main barriers is the lack of commercial structuring and limited access to traditional travel distribution channels. Many high-quality experiences are not positioned in a way that allows them to be easily integrated into tour operator packages, travel agency offerings, or digital platforms. In addition, there is a need to adapt communication to an international audience capable of immediately understanding the experiential and cultural value of the offering.

### OUR ROLE IN THE U.S. MARKET FOR EXPERIENCES & LIFESTYLE

Our role is that of a strategic and operational partner for food & wine operators, event organizers, cultural institutions, and experience providers seeking to build a structured presence in the U.S. market. We act as a representation and business development partner, with the objective of transforming local experiences into internationally marketable tourism products, integrated into distribution channels and sellable travel packages in the U.S. market. Our role is to give commercial structure and strategic visibility to what originates as experiential content.

### OUR APPROACH TO THE U.S. MARKET

Entering the U.S. market in the experiential sector requires an approach based on the ability to translate content into tourism product, and product into commercial opportunity. The first phase of our intervention focuses on analyzing the experience, its positioning, and its market potential across different U.S. demand segments. This allows us to identify the most effective ways to structure and communicate the offering. A tailored entry strategy is then developed, defining how the experience can be integrated into travel distribution channels, tourism packages, and international promotional activities. The objective is to build a coherent and sellable presence in the U.S. market.

### COMMERCIAL ACTIVATION AND INTEGRATION INTO TRAVEL CIRCUITS

Operational activities focus on integrating experiences into international distribution systems through collaboration with tour operators, travel agencies, DMCs, advisor networks, and platforms specialized in experiential tourism. In parallel, promotional and visibility initiatives are activated, including dedicated presentations, B2B events, networking activities, and collaborations with travel and lifestyle stakeholders. The objective is to transform the experience into a recognized and commercially active product.

### RESULTS AND MARKET IMPACT

These activities enable experiential operators to establish a structured presence in the U.S. market, with progressive integration into international tourism flows and professional sales channels. Through an approach based on representation, storytelling, and business development, we support our partners in transforming local experiences into global tourism assets, generating visibility, demand, and sustainable growth opportunities.

### AN EXPERIENTIAL PRESENCE IN THE AMERICAN MARKET

The ultimate goal is to ensure that experiences & lifestyle operators achieve a recognized and integrated presence in the U.S. market, transforming experiential content into a structured and commercially active tourism product. Through a strategic and operational approach, we support our partners in building a strong presence in the U.S. market, capable of connecting culture, experience, and international distribution.



## **CONTACT US**

OUR TAILORED SUPPORT TO FACILITATE YOUR ENTRY AND CONSOLIDATION IN THE U.S. 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 U.S. travel market.

If you would like to receive a tailored proposal, built 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 U.S. market through our representation and business development services.

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

**REQUEST A CONSULTATION**



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London, New York  
Los Angeles, Miami  
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## **ATLANTIC TRAVEL & TOURS LTD**

**HEADQUARTERED IN THE UNITED STATES AND THE UNITED KINGDOM**

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