



ATP

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For over 60 years, ATP (formerly AlliedTPro) has been a prominent leader in the U.S. inbound market and served more than 600 of the most successful tour and travel providers in 50+ countries around the world. Now, with five distinct product lines, Escorted Tours, Group Travel, FIT, VIP Concierge, and Corporate Travel, ATP speaks to a variety of individual, group and corporate travelers both domestically and internationally.

Escorted Tours offers a comprehensive selection of multi-lingual and language exclusive escorted coach programs that represent the essence of both the natural and man-made wonders of the U.S.A.

Group Travel provides tailor-made services for leisure and incentive groups, arrangements for conventions and congresses across the country, as well as ground handling for cruise companies. FIT portfolio includes a wide array of hotels across the United States and Canada with a special emphasis on National Parks, luxury hotels, and other unique properties. Our B2B online booking system, Première, features an extensive selection of tours, excursions, transfers, tickets to shows and sporting events.

VIP Concierge is dedicated to meeting the needs of the luxury and lifestyle conscious traveler providing customized, innovative luxury experiences and high-touch customer service, with quality and authenticity always remaining paramount. Corporate Travel, our newly added product line, combines technology and the human service for help with bookings and trip support.

How would you classify your business?

Inbound/Receptive Operator

Type of Business:

Customized, FIT, Group, Leisure, MICE, Scheduled

Types of Travel:

Leisure: Visiting Friends/Relatives
 Leisure: Vacation/Holiday
 Leisure: Special Events/Sports
 Corporate: MICE
 Corporate: Transient

Average Size of Booking:

FIT - 1 to 9 pax
 Groups - 50 to 99 pax

Percentage of business that is Business-to-Business: 100%

Percentage of business that is international inbound to the U.S.: 100%

Number of Annual USA Travelers Generated: 6,000 pax & up

Estimated Average Revenue per

USA Traveler:
 USD \$3,000 to \$4,999

Number of Years conducting international inbound travel to the USA:

over 60 years

Two Highest Performing Quarters:

Q3 Jul to Sep, Q4 Oct to Dec

Types of Products Purchased:

Accommodations
 Airfare
 Entrance Tickets
 Transportation
 One-Day Tours
 Shopping
 Dining

How are you working with hotels/suppliers?

Static Fit, Dynamic Fit, Group Rates

Types of Packages Offered:

Cultural/Historical Tours
 Custom Tours (Shopping, Sports, Luxury, Culinary)
 Entertainment/Special Events
 Medical/Wellness Travel
 Adventure/Outdoor Tours

USA Destinations Served:

Entire United States

Top 5 Markets Served:

Italy, Spain/Portugal, UK, India, Scandinavia

Languages Offered:

On Schedule/Escorted Tours: Italian, Spanish, German
 On Custom Tours/ Groups: ALL necessary

What is Trending in 2020?

Nashville, Memphis, New Orleans
 Route 66
 Historic Routes on the East Coast
 Off the beaten path in the West
 Pre/Post Cruise programs

What are you looking for at the 2020 Summit?

DMO Updates on new hotel properties and attractions in their area
 New partnerships with Unique/Boutique hotel properties
 Updates about industry trends

NOTES: