



## America 4 You

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Receptive tour operator specializing in soft adventure travel like ranch vacations, river rafting, National Park adventures, city programs, cattle & horse drives, pack trips, Native American culture, winter adventures (snowmobiling excursions, skiing, etc), flexible & set self-drive itineraries. Special & small groups.

### How would you classify your business?

Inbound/Receptive Operator

### Type of Business:

Customized, FIT

### Types of Travel:

Leisure: Vacation/Holiday

### Average Size of Booking:

FIT - 1 to 9 pax

### Percentage of business that is

**Business-to-Business:** 100%

### Annual Sales Revenue:

\$2,000,000.00

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

100%

### Number of Annual USA Travelers Generated:

1,000 to 2,499 pax

### Estimated Average Revenue per USA Traveler:

USD \$3,000 to \$4,999

### Number of Years conducting international inbound travel to the USA: 24

### Two Highest Performing Quarters:

Q2 Apr to Jun, Q3 Jul to Sep

### Types of Products Purchased:

Accommodations

Entrance Tickets

Transportation

One-Day Tours

### How are you working with hotels/suppliers?

Static FIT contracts. Connectivity.

### Types of Packages Offered:

Cultural/Historical Tours

Custom Tours (Shopping, Sports,

Luxury, Culinary)

Adventure/Outdoor Tours

### USA Destinations Served:

Entire United States

### Top 5 Markets Served:

Germany, BeNeLux, Scandinavian,

Italy, Australia/New Zealand

### Languages Offered:

English, German, Spanish

### What is Trending in 2020?

Staying longer in a few destinations rather than staying one night in a lot of places. More authentic experiences. Finding the "new" spots that their friends haven't traveled to yet.

### What are you looking for at the 2020 Summit?

New hotel and activity partners to contract with.

## NOTES: