

AmericanTours International

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AmericanTours International (ATI) is the nation's largest inbound tour operator and second largest woman owned business in Los Angeles County. Founded in 1977 by CEO/Chair Noel Irwin Hentschel and President Michael Fitzpatrick, ATI serves nearly one million visitors annually from more than 70 countries around the world. Headquartered in Los Angeles, ATI has regional offices conveniently located in major gateways including Orlando, New York, and Honolulu. ATI also have an office in Beijing, China.

How would you classify your business?

Inbound/Receptive Operator

Type of Business:

Customized, FIT, Group, Leisure, Scheduled

Types of Travel:

Leisure: Visiting Friends/Relatives
Leisure: Vacation/Holiday
Leisure: Special Events/Sports
Leisure: Other (Educational, Health Treatment, Religion)
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: 95%

Annual Sales Revenue: \$10 Mill +

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

95%

Number of Annual USA Travelers Generated:

6,000 pax & up

Estimated Average Revenue per USA Traveler:

USD \$5,000 to \$6,999

Number of Years conducting international inbound travel to the USA: 46

Two Highest Performing Quarters:

Q2 Apr to Jun, Q3 Jul to Sep

Types of Products Purchased:

Accommodations
Entrance Tickets
Transportation
One-Day Tours
Shopping
Dining

Types of Packages Offered:

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

USA Destinations Served:

Entire United States

Top 5 Markets Served:

New York, Los Angeles, San Francisco, Las Vegas, Orlando

Languages Offered:

English, German, Dutch

NOTES: