DACH Market Access for Travel Companies

Senior market validation, entry planning, qualified access and Mergers and Acquisitions (M&A) support for selected international travel companies.

↗️ Validate · Position · Access

Senior judgement before market activation.

✓ No introductions to market contacts before the proposition has been validated.

A selective senior advisory practice

W&B does not sell contact lists. It reduces market-entry risk and creates qualified access when the proposition deserves it.

◇ Market judgement

Commercial, operational and reputational viability in one or more DACH markets.

▣ Entry architecture

Positioning, route-to-market, partner logic and a realistic 90/180/365-day plan.

↗️ Qualified access

Selective introductions to relevant senior decision-makers; no mass outreach and no data trading.

◉ Visible credibility

External advisor or official representative role — deliberately limited and governed.

Core positioning

I help selected international travel companies determine whether, where and how they can successfully enter the German-speaking markets — and support them from market validation to first sustainable commercial relationships.

✓ What it is

Senior advisory, sparring, validation, prioritisation and access.

× What it is not

No outsourced full sales force, no mass lead generation, no success-fee-only model.

Governing rule

Trust and relevance protect the network.

DACH is attractive - but not one market

Germany, Austria and Switzerland (DACH) must be approached by segment, country, buyer logic and channel fit.

◆ Germany

Largest immediate access base and strongest network. Strong fit for TMCs, corporate travel, travel technology, selected travel services and selected leisure.

◆ Austria

Can be addressed where segment fit, references and relationships support it.

◆ Switzerland

Attractive but distinct buying logic and service expectations; requires targeted coverage.

W&B can support Germany, Austria and Switzerland together, sequentially or individually - depending on proposition, market fit and credible access.

☷ Relevant complexity

TMC structures, independent hotels, procurement, local compliance and buyer expectations.

× Excluded focus

No active representation for airlines, rail, airports, large suppliers, payment or fintech.

✓ Best fit

TMCs, travel technology, selected travel services and selected leisure.

The modular logic at a glance

Each module can stand alone; together they create a controlled path from validation to market presence.

1 ◇ Market Readiness Check
Go / Modify / No-Go

2 ▣ Market Entry Blueprint
12-month entry architecture

3 ↗️ Partner & Customer Access
Qualified introductions

4 ◉ Selective DACH Representation
Visible senior presence

5 ★ Advisory Board / Non-Executive Advisor
Long-term strategic sparring

6 ◆ M&A-Led Market Entry
Acquisition-led market access

✓ Gate 1
Market logic is validated before contacts are activated.

✓ Gate 2
Target accounts, message and pilot logic are ready for access.

☷ Core rule
W&B sells judgement, credibility and qualified access - not lists, volume or reach.

Module 1: DACH Market Readiness Check

Decide before spending budget, time and reputation.

MODULE 1

No introductions to market contacts before the proposition has been validated.

✓ Decision

Go, Modify or No-Go with clear rationale and prerequisites.

⏱️ Timeframe

Typically 2–4 weeks, depending on complexity and data access.

▣ Output

Management memorandum, executive debrief and documented next steps.

1. **Understand**
   Product, business model, references and ambition
2. **Assess**
   Market, competition, buyer logic and barriers
3. **Evaluate**
   Commercial, operational and reputational readiness
4. **Decide**
   Go, Modify or No-Go plus next module recommendation

Key proof points: FASTBOOKING, International Travel Partnership (ITP) and a confidential EU passenger-rights specialist mandate.

Module 2: DACH Market Entry Blueprint

Turn a positive market decision into an executable entry plan.

MODULE
2

Strategy before activity.

◇ Target state
Prioritised markets, segments and commercial fit.

↗️ Route-to-market
Direct sales, partner, representation or hybrid logic.

▣ Roadmap
90-, 180- and 365-day plan with budget and KPIs.

1. **Segment**
   Country scope, Ideal Customer Profile (ICP), buyer personas and account value
2. **Position**
   Local value proposition, proof points and pilot offer
3. **Decide**
   Route-to-market, partner logic and governance
4. **Plan**
   Roadmap, resources, cadence and decision gates

Key proof points: HRS Russia, ABT Russia, ITP and confidential channel strategy work.

Module 3: Partner & Customer Access

Create selective senior access without lead generation.

MODULE
3

Quality of access, not quantity of leads.

↗️ Access
Personally justified introductions to selected senior decision-makers.

☷ Support
Preparation, meeting participation and structured follow-up.

◌ Learning
Market feedback to refine positioning and priorities.

1 **Prioritise**
Accounts, decision-makers, relevance and conflicts

2 **Prepare**
Message, reason to meet and executive briefing

3 **Connect**
Personal introduction and selected senior meetings

4 **Debrief**
Follow-up, market feedback and next decision

Key proof points: ITP/FBT, PTC pilot client, FASTBOOKING and EU passenger-rights access logic.

Module 4: Selective DACH Representation

Create visible senior presence without replacing a sales organisation.

MODULE 4

Visible, credible and deliberately limited.

◉ Role model

External Senior Advisor or official DACH Representative.

☑️ Use cases

Management sparring, key meetings, events and selected introductions.

⌁ Limits

No daily sales management, no full pipeline build, no line responsibility.

1. **Mandate**
   Role, title, time budget, authority and limits
2. **Prioritise**
   Accounts, partners, events and themes
3. **Represent**
   Key meetings, market presence and selected introductions
4. **Review**
   Monthly review, adjustment, transition or exit

Key proof points: FASTBOOKING, HRS Russia and ACTE-BCHA.

Module 5: Advisory Board / Non-Executive Advisor

Provide long-term independent sparring for DACH and Europe decisions.

MODULE 5

Independent judgement with senior industry depth.

◌ Perspective

Independent market and industry judgement at senior level.

⏱️ Meeting rhythm

Regular board or management sessions plus defined ad-hoc topics.

€ Compensation

Fixed cash fee; bonus or transferable equity only as an add-on.

1. **Qualify**
   Strategic fit, governance and contribution
2. **Mandate**
   Role, cadence, liability and independence
3. **Advise**
   Board sparring, market judgement and workshops
4. **Review**
   Annual value, independence and continuation check

Key proof points: ACTE-BCHA, ABT Russia, ITP, VDR Academy and PTC.

Module 6: M&A-Led Entry

Mergers and Acquisitions (M&A): acquire local access instead of building it from scratch.

MODULE
6

Travel-industry guidance from target search to integration.

◆ Strategy
Acquisition goals, target profile and DACH entry rationale.

✓ Assessment
Candidate screening, market access, reputation and cultural fit.

⚖ Boundaries
Buyer-side sector advice; legal, tax and finance stay specialist.

1. **Define** Acquisition thesis and target criteria
2. **Identify** Discreet target search and initial screening
3. **Diligence** Commercial and operational market review
4. **Integrate** Post-merger DACH market-entry roadmap

Key proof points: Thomas Cook agency acquisitions; Rosenbluth Europe integration; CWT Russia acquisition; target search for CWT Germany.

Decision gates keep the model controlled

The offering is designed to protect reputation, avoid premature market activation and keep expectations realistic.

◇ GO / MODIFY / NO-GO

after Readiness Check | Is the proposition viable enough to justify further investment?

▣ READY / RESOLVE / PAUSE

after Blueprint | Are target accounts, message, pilots and resources ready for access?

↗️ EXPAND / REFINE / PAUSE

during Access | Does market feedback justify further network activation?

◉ CONTINUE / ADJUST / EXIT

during Representation | Does the role continue to create market value?

★ RENEW / REFOCUS / END

annual Advisory Review | Does the long-term mandate still add strategic value?

€ Commercial logic

Fixed fees or retainers first. Milestone bonuses can be added, but not used as the main compensation model.

⚖️ Network activation

Only when there is a clear business reason, a credible proposition and manageable conflict-of-interest exposure.

Target segments: focused, not universal

The strongest fit is where senior market judgement and personal access can materially improve the probability of success.

◉ TMCs and TMC-adjacent

Travel Management Companies (TMCs), specialist TMCs, networks, platform-enabled agencies and partner-seeking models.

⚙️ Business travel technology

Booking, content, TMC infrastructure, expense, reporting, duty of care, disruption and optimisation tools.

▣ Selected travel services

Specialist providers such as passenger-rights, refund, disruption and niche travel solutions with clear channel logic.

◆ Selected leisure

Specialists, Destination Management Companies (DMCs), tailor-made operators and Business-to-Business (B2B) platforms.

✓ Ideal client profile

Established provider or funded start-up · paying customers · DACH-relevant problem · sufficient liquidity · management open to feedback.

× Not actively represented

Airlines · rail · airports · large suppliers · payment · fintech · volume-driven lead generation · companies seeking contact lists.

Selected proof points

Practical evidence of market development, representation, partner access, advisory work and teaching.

▣ FASTBOOKING

Commercial Agent for Germany, Austria and Switzerland; approx. 50 new hotel contracts acquired and account-managed.

◇ HRS Russia

Formal advisory mandate; organisation build-up, market access and interim-management support.

◉ ABT Russia

Co-founded national business travel association; built membership and international affiliation.

↗️ ITP

Secured First Business Travel (FBT), then a TUI brand, as German partner.

✓ PTC

Secured and supported a European pilot client for global airline sourcing.

⚖️ Confidential mandate

DACH market access for a European Union Regulation (EC) No 261/2004 passenger-rights specialist with B2B and B2C potential.

✦ VDR Academy

Nine years of practical training involvement in professional travel management programmes.

★ ACTE-BCHA

Operational Chief Operating Officer (COO) role; supported hotel accreditation and approx. 20 certifications.

◆ Senior career

General management and senior-executive travel experience across major international brands.

Consistent theme: Senior judgement, credible access and hands-on support — grounded in decades of travel-industry leadership.

Working model and next step

A small, senior-led model with clear boundaries, transparent economics and selective mandate acceptance.

1. Initial discussion

30-60 minutes to understand ambition, product, target markets, status and fit.

€ Compensation

Fixed project fees or retainers; milestone bonuses only as an add-on.

2. Qualification

W&B validates whether the proposition, management and reputation risk justify a formal proposal.

⚖️ Integrity

Conflict checks, transparency and role boundaries protect both sides.

3. Module proposal

Precise scope, timeline, fee model, responsibilities and exclusions before work starts.

☷ Capacity

Capacity and cadence are managed through agreed budgets, priorities and decision gates.

↗️ Next step

Confidential 30-60 minute discussion to confirm whether a Market Readiness Check, strategic sparring or a specific access mandate is the appropriate starting point.

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Book 30-60 minutes