

DNE ANNUAL REPORT FY2024



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2 LETTER FROM THE DIRECTOR



Dear tourism partners,

Discover New England, founded in 1992, is a unique regional partnership between the six New England state tourism offices to market the region collaboratively as one destination. We work with a talented team of staff and overseas representation to focus equally on international market development and capacity building within New England.

Travel was not cheap in FY2024, especially to and within New England as ADR remained relatively high, but not high enough to deter our overseas guests from coming. New England was very attractive to these visitors with trends towards concerts and sporting events, and adventure touring road trips, two trends in which New England particularly excels at. FY2024 was a year of strong, continuous growth in international arrivals into the New England gateways aided by many new direct flights from multiple countries. ADIS I-94 data has Boston tracking 22.8% over FY2023 international arrivals, which is greater than the USA at +20.6% YOY.

International travelers book farther in advance, spend more per person per trip, are unlikely to cancel, and provide stability throughout the year for the industry. Our team at Discover New England continued to position the region for this international growth in FY2024 by generating more than \$8 million in

earned media, having trainings and meetings with nearly 2,000 travel professionals, hosting 20 high level FAMs throughout the six states, and launching 14 different campaigns in four countries.

Some of the biggest highlights of the year include the release of 14 new suggested itineraries, with 12 authored by the esteemed team at Yankee Publishing; an exciting activation at the NFL Patriots Game in Frankfurt, followed by a jam-packed sales mission; the implementation of a training series in collaboration with the International Inbound Travel Association; and the completion of a market assessment study by the United States ITA Rural Export Center, which has led Discover New England to prepare for expansion into Latin America. Last but far from the least, was a successful, sold out 26th Annual Discover New England Summit & International Marketplace at the stunning Omni Mount Washington Resort where more than 4,000 meetings took place between New England suppliers and international tour companies.

Looking ahead to FY2025, Discover New England will continue its successful programs mentioned above while launching two new significant projects. The first is undertaking a thorough strategic planning study with expert consultants Miles Partnership and Coraggio, which will benefit from as much stakeholder input as possible. The second is the exciting announcement that Discover New England and Meet Boston have joined forces to

officially have representation in Mexico. More to come on both projects.

The following report reflects the strength of the international inbound markets and Discover New England's work to inspire travel and defend market share. You will see a strong integrated approach that focuses on supplier development, consumer targeting, trade relations and media outreach and engagement. We are looking forward to advancing the region even more in 2025.

Sincerely,



Michele Cota

Executive Director

BOARD OF DIRECTORS

Lori Harnois, Board Chair (New Hampshire)

Kate Fox, Vice Chair (Massachusetts)

Carolann Ouelette, Treasurer (Maine)

Rachel Lenda, Secretary (Connecticut)

Heather Pelham, Officer (Vermont)

Mark Brodeur, Officer (Rhode Island)

STRATEGIC PARTNERS

UK - Travel and Tourism Marketing (TTM)

Ireland - Woodstock Communications

Germany - Get it Across

France - Rep&Co

Japan - Global Consulting

The Netherlands - Target Travel

Italy - Thema Nuovi Mondi srl

Mexico - Travel Pie

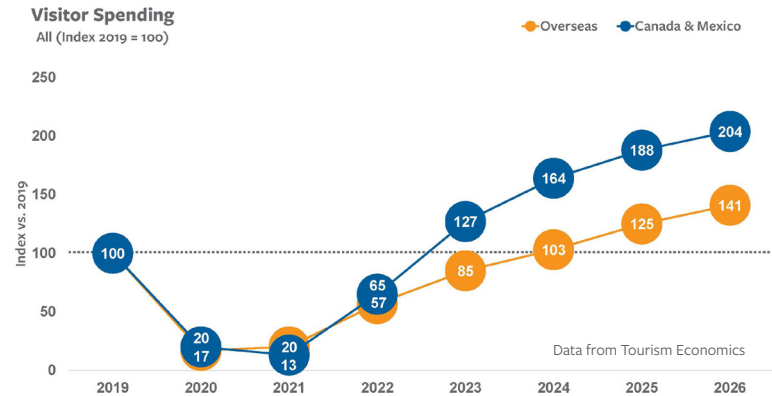
U.S. - Marshall Communications, Yankee Publishing, Travel Market Insights, Tourism Economics, Crowdriff and Wander





GROW YOUR INTERNATIONAL BUSINESS

Discover New England, founded in 1992, is a unique regional partnership between the six New England state tourism offices to market the region collaboratively as one destination. Discover New England works with a talented team of staff and overseas representation to focus equally on capacity building within New England and international market development.

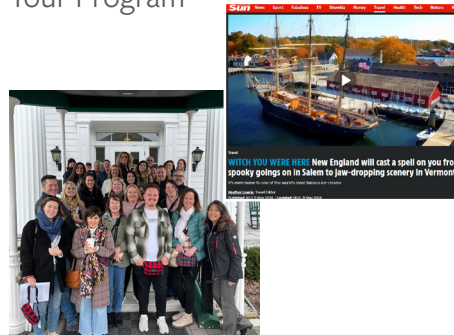


WAYS TO WORK WITH DISCOVER NEW ENGLAND

Education & Speakers



Visiting Journalist and Tour Operator Familiarization (FAM) Tour Program



Annual Discover New England Summit & International Marketplace



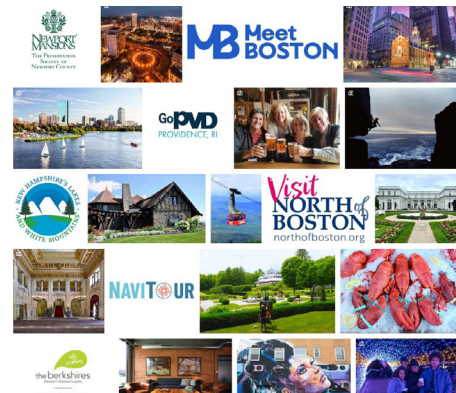
Content – News, Images/Video, Itineraries



Events, Sales Missions and Pay-to-Play Campaigns



Valued Partner Program



Visit the Ways to Partner page on our website.

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HOW INTERNATIONAL WORKS

THE OPPORTUNITY

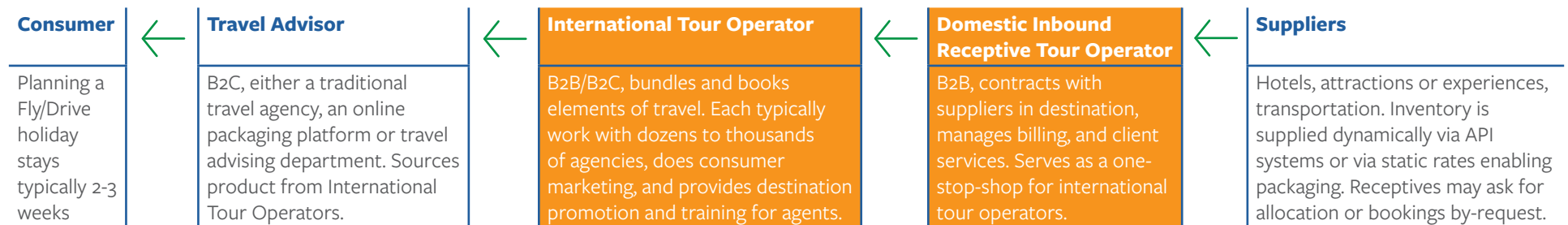
New England's 2023 top 10 overseas markets (not including Canada or Mexico) ranked based on volume are: UK, India, Germany, China, France, Brazil, Italy, Korea, Ireland, Spain. The chart below shows volume for calendar **year 2023** into New England and forecasted growth through 2026 based on Tourism Economics data for markets that Discover New England has full year representation in.

| | Calendar Year 2023 Volume | Change from Previous Year | Change from 2019 | 3-Year Forecast CAGR (2023 - 2026) |
|--|---------------------------|---------------------------|------------------|------------------------------------|
| Total Overseas | 1,984,300 | +32.8% | -10.4% | 13.4% |
| UK | 278,200 | +17.9% | -9.5% | 8.9% |
| Germany | 137,100 | +26.4% | -5.6% | 9.7% |
| Ireland | 55,800 | +16% | -1.3% | 9.3% |
| Mexico/Fly <small>*No representation in 2023, newly added in 2024</small> | 42,700 | +14.6% | -4.4% | 14.7% |

International inbound travel is an Export. The International visitor is essential because they spend on average \$4,200 per person per trip into our economy and stay an average of 18 nights. These visitors directly support over 700,000 jobs in the United States. (Source. U.S. Travel Association).

THE DIFFERENCE

The vast majority of international inbound to the United States originates from B2B distribution channels as opposed to domestic travel that commonly book direct or through online travel agencies. B2B channels are even more prevalent when planning holidays to fly/drive destinations such as New England in comparison to cruise or all-inclusive beach stays. Most leisure travel to the United States are FIT, which stands for Foreign Independent Travel comprised of couples, friends and families; however, many operators also have group and corporate services. The B2B Distribution Channel works like this:

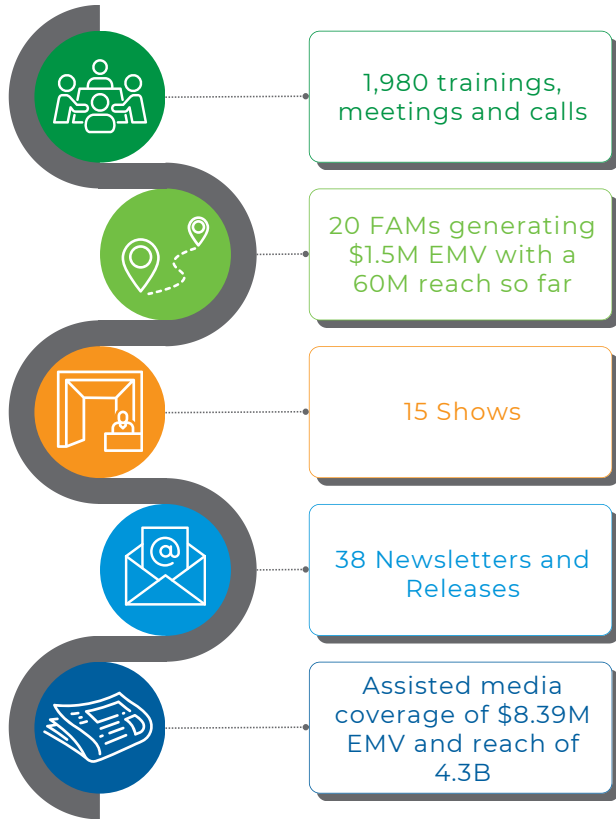


DISCOVER NEW ENGLAND'S APPROACH

B2B distribution channels thrive on professional relationships between each channel partner. Discover New England focuses about 80% of its marketing resources on trainings, tools and outreach to B2B and B2C tour operators that in turn have access to thousands of travel agents. About 20% of DNE's marketing dollars are for consumer targeting via strategic partners such as BrandUSA and in-market media.

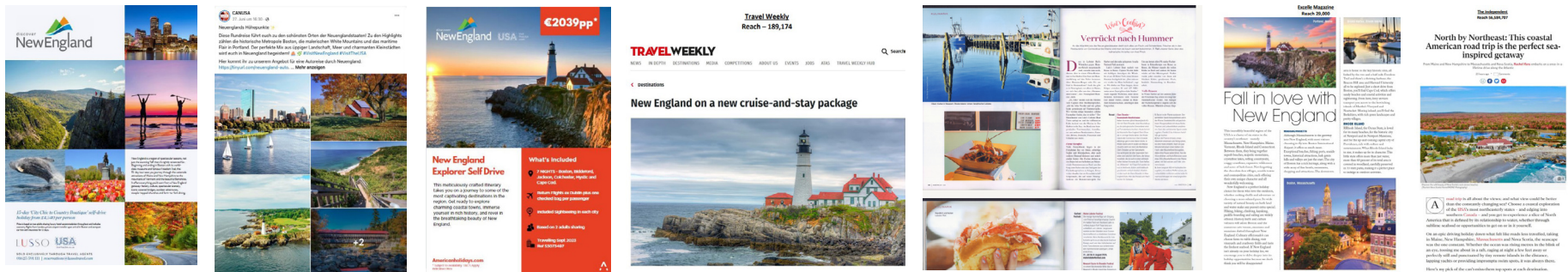
6 2023/2024 HIGHLIGHTS

MARKETING OUTREACH



CAMPAIGNS

| Partner | Live | Country | Duration/ Weeks | Impressions |
|--|---------------------------|---------|-----------------|--|
| American Holidays | July-Sept 2023 | Ireland | 8 | 832,150 |
| Trainings: JOTC Training Series | May 23, Aug 28, 2024, Nov | Japan | 4 | 2,000 |
| CANUSA Media & Content Campaign 3 | Feb and March | Germany | 6 | 6,150,906 |
| Argus Reisen | | Germany | 16 | 119,600 |
| Tour America | Feb and April | Ireland | 8 | 449,465 |
| JetBlue France + Cercle des Voyages, incl 60 metro stations in Paris | June | France | 2 | 1,467 scans to landing page and promoting 18nt itinerary |
| Premier Holidays | May - June | UK | 9 | 94,341 |
| LUSSO | April - June | UK | 12 | 110,082 |
| BrandUSA UK Programmatic | Jan - Feb | UK | 8 | 3,827,688 |
| BrandUSA Germany Programmatic | Nov - Dec | Germany | 8 | 2,339,896 |
| BrandUSA UK Optimized JMA | Jan - May | UK | 14 | 39,210,326 |
| Sojern UK/IR | Jan - Mar | UK/IR | 12 | 3,262,500 |
| Sojern Germany | Jan - Mar | Germany | 12 | 3,262,500 |
| FY24 Total | | | | 59,662,921 |



26TH ANNUAL SUMMIT & INTERNATIONAL MARKETPLACE

BRETTON WOODS, NEW HAMPSHIRE, APRIL 9 – 11, 2024

There was a total of 244 total registered attendees for a sold-out show. Of which, there were 70 Marketplace appointment-taking tables and 20 Exhibition tables. The Pre-FAM was hosted by MeetBoston and the post FAMs hosted by Vermont, New Hampshire and Maine.

72 Registered International Tour Companies & from 12 countries

32 DMOs, 22 attractions, 23 lodging, 2 transportation.

4,106 15-minute, pre-scheduled meetings



SHOWS

| SHOWS/CAMPAIGNS | COMPANY/CONTACT | LOCATION | JUL | AUG | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | PERFORMANCE/ RESULTS |
|------------------------------------|------------------------------|---------------------|-----|-------------|------|---------------|---------------|-----|----------------|------------|-----|------------|-----------|-------------|----------------------|
| MEXICO SALES MISSION | US COMMERCIAL SERVICE | MEXICO CITY, MEXICO | | 8/2 - 8/5 | | | | | | | | | | | 14 MEETINGS |
| SUMMER SKYLINE SOIREE | TRAVEL GOSSIP | LONDON, UK | | 8/30 | | | | | | | | | | | |
| ESTO | USTA | SAVANNAH, GA | | 8/19 - 8/23 | | | | | | | | | | | |
| BUSA TRAVEL WEEK | BUSA | LONDON, UK | | | | 10/14 - 10/21 | | | | | | | | | 41 LEADS |
| NEW YORK INTERNATIONAL TRAVEL SHOW | REVUP | NYC, NY | | | | 10/26 - 10/28 | | | | | | | | | 4 LEADS |
| WANDERLUST TRAVEL AWARDS | WANDERLUST | LONDON, UK | | | | | 11/7 | | | | | | | | |
| GERMAN SALES MISSION | DNE | GERMANY | | | | | 11/10 - 11/18 | | | | | | | | 37 LEADS |
| HOLIDAY WORLD SHOWCASE (COOP) | BUSINESS EXHIBITIONS LIMITED | DUBLIN, IRELAND | | | | | | | 1/26 - 1/28/24 | | | | | | |
| AERLINGUS ROAD SHOW (COOP) | AER LINGUS | IRELAND | | | | | | | | 3/9 - 3/22 | | | | | |
| IMM BERLIN (BY REP) | IMM | BERLIN, GERMANY | | | | | | | | | 3/4 | | | | |
| SUMMIT & INTERNATIONAL MARKETPLACE | DNE | BRETTON WOODS, NH | | | | | | | | | | 4/9 - 4/11 | | | |
| IPW | USTA | LA CALIFORNIA | | | | | | | | | | | 5/3 - 5/7 | | 101 LEADS |
| JOURNEYSCAPE LAUNCH EVENT | JOURNEYSCAPE | LONDON, UK | | | | | | | | | | | 5/23 | | |
| UK-IR SALES MISSION | DNE | UK & IRE | | | | | | | | | | | | 6/23 - 6/29 | 40 LEADS |
| INDEPENDENCE DAY CELEBRATION | US COMMERCE | LONDON, UK | | | | | | | | | | | | 6/24 | |

8 VISITING MEDIA & TRADE (FAMILIARIZATION TOURS)

| ARRIVAL DATE | DEPARTURE DATE | ME | NH | VT | MA | CT | RI | | | | | MEDIA/TRADE PARTICIPANTS | FAMILY/ GUESTS | ESTIMATED REACH | | REACH | VALUE | |
|--------------|----------------|----|----|----|----|----|----|--|-------|--|-------------|--|----------------|-----------------|------------|------------|------------|----------------|
| 2023-08-19 | 2023-08-24 | X | X | X | X | | | | MEDIA | SALON | SWITZERLAND | TINA BREMER | 1 | 1 | | | | |
| 2023-09-11 | 2023-09-15 | X | X | | X | | | | MEDIA | THE INDEPENDENT | UK | RACHEL IFANS | 1 | 3 | 217,500 | 56,584,707 | 680,431.1 | |
| 2023-10-05 | 2023-10-11 | X | X | X | X | X | X | | MEDIA | BRIDGES AND BALLOONS | UK | VICTORIA KENNEDY WATTS | 1 | 3 | 200,000 | 174,000 | 149,157.6 | |
| 2023-10-09 | 2023-10-15 | | | X | | | X | | MEDIA | WANDERLUST | UK | STAFF RETREAT | 11 | | 1,669,387 | 857,225 | 607,484 | |
| 2023-10-16 | 2023-10-26 | | | | X | | | | MEDIA | MICHELIN EDITION: BOSTON & NEW ENGLAND GREEN GUIDE | FRANCE | CATHERINE ZERDOUN | 1 | | | 0 | 0 | |
| 2023-10-09 | 2023-10-29 | | X | X | X | | | | MEDIA | SWISS AIRLINES | SWITZERLAND | DANY BUCHER AND ERWIN WINDMULLER | 2 | | 12,000,000 | | | |
| 2023-10-11 | 2023-10-15 | X | X | | X | | | | MEDIA | THE IRISH TIMES | IRELAND | PAUL FLYNN | 1 | 1 | 108,294 | 108,294 | 215,684 | |
| 2023-10-28 | 2023-11-04 | X | X | X | X | X | X | | MEDIA | NÖN NIEDERÖSTERREICHISCHE NACHRICHTEN | AUSTRIA | KARL KALTENEGGER | 1 | | 664,000 | 768,892 | 49,167 | |
| 2023-07-17 | 2023-07-20 | X | X | | X | | | | MEDIA | CLEVER REISEN | GERMANY | ARMIN AND URSULA MOELLER | 2 | | 40,000 | 280,440 | 173,000 | |
| 2024-03-22 | 2024-04-01 | | | | X | | | | MEDIA | WHERE IS TARA? | IRELAND | TARA POVEY | 1 | | | | | |
| 2024-03-21 | 2024-04-15 | | | | X | X | X | | MEDIA | THE IRISH NEWS | IRELAND | ANDREA MCKERNON | 1 | 1 | 150,000 | 150,000 | 116,280 | |
| 2024-03-20 | 2024-05-13 | | | | X | | | | MEDIA | SUNDAY INDEPENDENT | IRELAND | MARY O'SULLIVAN | 1 | | 305,000 | 305,000 | 347,036 | |
| 2024-04-07 | 2024-04-09 | | X | | X | | X | | MEDIA | COUNTRY LIFE/GOOD HOUSEKEEPING | UK | RUSSELL HIGHAM & EMMA JUSTICE | 2 | | 418,100 | | | |
| 2024-03-21 | 2024-04-15 | | | | X | X | X | | TRADE | GEOPLAN | GERMANY | SEBASTIAN GLOWACKI, NADINE MARQUARDT | 2 | | | | | |
| 2024-03-20 | 2024-05-13 | X | X | X | X | | | | TRADE | ENCHANTING TRAVEL | UK | ELENA BENALCAZAR, SABINE ECKI, ROSSANA PARADES, EDISON ARIAS | 4 | | | | | |
| MARCH | MARCH | | X | | X | | | | TRADE | SUMMIT PRE | | | 56 | | | | | |
| APRIL | APRIL | X | X | | | | | | TRADE | SUMMIT POST GROUP NH/ME | | | 20 | | | | | |
| APRIL | APRIL | | X | X | | | | | TRADE | SUMMIT POST GROUP NH/VT | | | 24 | | | | | |
| APRIL | APRIL | X | X | X | X | | | | MEDIA | SUMMIT | | | 7 | | | | | |
| 2024-05-30 | 2024-06-08 | | X | X | X | | | | MEDIA | SUNDAY TIMES, IRISH TIMES, IRISH INDEPENDENT | IRELAND | VICKI NOTARO - CX, WILL RESCHDULE | 1 | 1 | 329,392 | | | |
| | | | | | | | | | | | | TOTAL: | 140 | | 16,101,673 | 0 | 59,228,558 | \$1,446,888.70 |
| | | | | | | | | | | | | LESS SUMMIT | 33 | | | | | |



UK MARKET OVERVIEW

10 EXECUTIVE SUMMARY

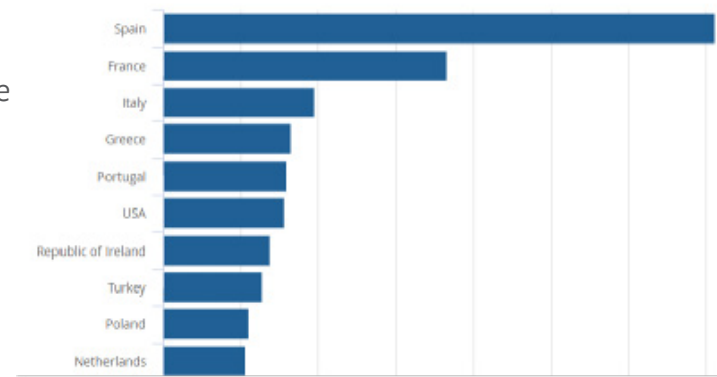
UK MARKET OVERVIEW AND TRAVEL HABITS

UK residents made 86.2 million overseas visits in 2023, a significant increase from the 71.0 million recorded in 2022. Expenditure on these visits reached £72.4 billion, representing a £13.9 billion rise compared to the previous year. Holidays remained the primary purpose of travel for both UK residents visiting abroad and overseas visitors to the UK.

Although the number of overseas visits by UK residents in 2023 exceeded pre-pandemic levels of 2022, it fell short of the peak recorded in 2019 by 7%. Factors such as staff shortages and air traffic control issues, which led to disruptions at several UK airports during 2023, may have contributed to this shortfall.

Europe remained the most popular overseas destination for UK residents in 2023, with 77% (66.7 million) of all outbound trips. While this represents a substantial volume of travel, it signifies an 8% decline compared to the 2019 figure of 72.5 million. Conversely, visits to North America experienced growth, surpassing 2022 levels by over half a million. A total of 4.5 million trips were made to the region in 2023. Holiday travel constituted just over half of these visits, with business and visiting friends or relatives accounting for 17% and 31%, respectively.

Top 10 countries visited by UK residents for at least one night, 2023



ABTA (Association of British Travel Agents) released their 2023 and 2024 travel reports which combines consumer research with the latest news and booking insight from their members and identifies the key trends which are shaping people's holiday plans.

Overall, 84% of people went on holiday during the last year and 52% took a trip abroad. Of those who took a foreign trip, 61% went on a package holiday. This appetite for travel looks set to continue into this year, with 64% of people saying they plan to take a trip overseas. Young people (aged 18-24) and families continue to be the most prolific travellers. 60% of young people took a foreign holiday over the last 12 months (up from 56% last year), 58% of young families went overseas (up from 56%) as did 57% of older families (up from 50% in 2022).

The percentage of people booking with a travel professional has remained relatively steady over the last few years, with more than a third of people (35%) booking a holiday abroad with a travel professional in the last 12 months. This rises significantly among families with older children (45%), those who took a package holiday in the last year (49%), and those who travelled on an all-inclusive holiday (50%) or cruise (50%).

72% of people saying the cost of living will have an impact on their travel plans. But that resilience of the holidaymaker and the industry continues, as people adopt a range of tactics to keep costs in check rather than not go away at all. Just 10% of people said they wouldn't take a holiday, which drops to just 4% of people who took a holiday in the last 12 months. The most popular cost cutting tactics are to take fewer holidays (22%), book cheaper accommodation (21%), eat out less on holiday (17%), and travel to closer destinations (16%).

Looking ahead to 2024 and beyond, despite the economic climate more people are planning to travel abroad in the next 12 months (64%, up from 61% last year). Europe is the number one choice for overseas trips next year (52%), followed by North America (13%) and Asia (9%).

- Year-round travel: Consumers are seeking to avoid peak season and prioritize value by being flexible with travel dates.
- Location scouting: 78% of travelers are influenced by movies or TV shows to visit a location, with 24% subsequently booking a trip.
- Personalization: 71% of consumers expect personalized interactions, and 76% become frustrated by its absence.
- Sustainable tourism: 69% of travelers actively seek sustainable travel options in 2023, with the trend expected to continue into 2024.

January into early February is still considered the peak booking window, with May second in perceived importance. Many operators do however acknowledge that whilst these peak months remain important, the variance between other booking months has shrunk as the traditional booking patterns shift.

12 ECONOMY

The economy of the United Kingdom is the sixth-largest national economy in the world following India, Japan, Germany, China and the United States, measured by nominal gross domestic product (GDP), ninth largest by purchasing power parity (PPP), and twenty-first by nominal GDP per capita, constituting 3.1% of nominal world GDP.

The period from July 2023 to June 2024 has been a complex one for the UK economy, characterized by a combination of persistent inflation, rising interest rates, and the lingering effects of the COVID-19 pandemic and the war in Ukraine.

Some indicators that offer a general overview of the UK's economic landscape:

- **Inflation:** One of the most pressing issues has been inflation. While it has shown signs of easing from its peak, it remains elevated compared to historical averages. This has impacted some consumer spending power and forced businesses to address the increased costs.
- **Interest Rates:** The Bank of England has implemented a series of interest rate hikes to combat inflation. This has helped to cool down the economy, but increased borrowing costs for households and businesses.
- **GDP Growth:** There has been a subdued economic growth, impacted by supply chain disruptions, labour shortages, and consumer confidence have contributed to this modest growth.
- **Unemployment:** The labour market has shown resilience, with unemployment rates remaining relatively low. There are some concerns about job security and wage growth not keeping pace with inflation currently.

Several factors have contributed to the UK's economic difficulties:

- **Energy Crisis:** The surge in energy prices following the Russian invasion of Ukraine has placed a significant burden on households and businesses.
- **Supply Chain Disruptions:** Ongoing supply chain issues have led to some shortages of goods, impacting costs and inflationary pressures.
- **Brexit:** The ongoing implications of Brexit, including trade barriers and labour shortages, have an impact on the UK economy.
- **Global Economic Uncertainty:** The global economic outlook has been clouded by factors such as geopolitical tensions, the war in Ukraine, and the risk of a global recession.

The combination of changing circumstances to consumption and falling inflation should support modest positive growth over the remainder of this year and 2025.

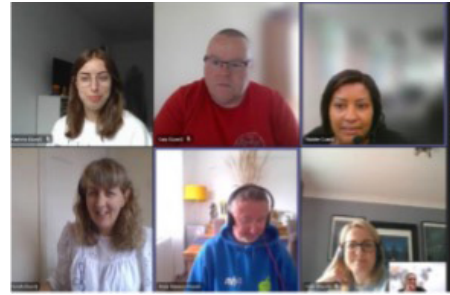
AIRLIFT

There is extensive airlift from the UK directly into Boston Logan International Airport, with major UK operators including:

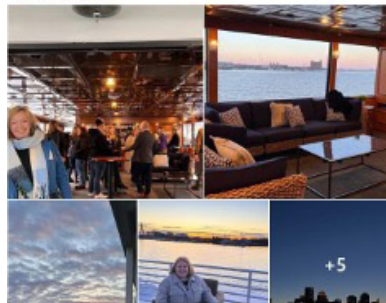
- American Airlines – LHR – Once daily
- British Airways – LHR – Three flights daily
- Delta Air Lines – LHR – Once daily
- Delta Air Lines - Edinburgh – Once daily - seasonal
- JetBlue Airways – LGW – Once daily
- JetBlue Airways – LHR – Once daily
- Virgin Atlantic – LHR – Twice daily

TRADE RELATIONS

- 63 Sales calls
- 11 Training sessions to sales and reservation staff
- 7 Trade e-newsletters
- 12 Events and sales missions
- 2 Fams
- 1 Co-op marketing campaigns



Travel & Tourism Marketing - TTM World
 Just closed by @sarah_lawson · 9 April at 10:46 · 🇺🇸
 Kirsty and Sara arrived in Boston for the start of the DNE Summit Pre-FAM, thanks to Delta Air Lines. Meeting up with the rest of the group including the lovely Angie from America As You Like It, Jane from Travelfinders and Paula from Hops Travel.
 They all enjoyed a welcome drinks reception onboard, then followed by a sunset cruise of Boston Harbour courtesy of City Cruises - just one of the amazing experiences they offer from Boston 🇺🇸 They then headed out exploring before getting ready for the weekend 🥳🥳🥳 Exciting stuff! #watchthespace
 Matt Boston New England



Discover New England

Connecticut • Maine • Massachusetts • New Hampshire
Rhode Island • Vermont

New England Beach Discovery

From the rugged shores of Maine to the sandy stretches of Cape Cod, New England is a haven for sun-seekers and water enthusiasts alike. Dive into crystal-clear waters, stroll along picturesque shorelines, and unwind amidst breathtaking coastal landscapes.

Suggested coastal stops:

- Hyannis Beach, Hyannis
- Quincy Beach, Hyannis
- Cape Cod, New London
- Croton Beach, New Bedford
- Wachusett Beach, Wachusett

New England's Living History & Heritage

Dive into the rich tapestry of New England's history and heritage, where every cobblestone street and colonial-era landmark tells a story. Wander through iconic sites on the Freedom Trail and immerse yourself in the birthplace of the American Revolution.

Suggested historic landmarks:

- Concord State Village, Concord
- Samuel Johnson American Heritage Trail
- Revolutionary War Museum and Mystic Seaport
- Freedom Trail
- Old Innsbury Village and Plimouth Plantation Museum

premierholidays

Discover New England

Connecticut • Maine • Massachusetts • New Hampshire
Rhode Island • Vermont

New England Beach Discovery

From rugged shores to sandy beaches, New England offers a variety of coastal experiences. Enjoy the sun, surf, and sand along the Atlantic coast.

Suggested coastal stops:

- Hyannis Beach, Hyannis
- Quincy Beach, Hyannis
- Cape Cod, New London
- Croton Beach, New Bedford
- Wachusett Beach, Wachusett

New England's Living History & Heritage

Experience the rich history and heritage of New England, from the Freedom Trail to the birthplace of the American Revolution.

Suggested historic landmarks:

- Concord State Village, Concord
- Samuel Johnson American Heritage Trail
- Revolutionary War Museum and Mystic Seaport
- Freedom Trail
- Old Innsbury Village and Plimouth Plantation Museum

premierholidays

Far more than just a one-season wonder.
Speak to Lusso's USA specialists about the year-round delights of holidays to New England.

LUSO **FIND OUT MORE**

City Chic to Country Boutique

Boston • Providence • Montreal • Snow • Woodstock • Lower Boston

From £4,540 per person*

YOUR HOLIDAY INCLUDES:

*Minimum 2-night stay. Excludes airfare. Excludes taxes and gratuities. Excludes international airfare. Excludes car hire. Excludes travel insurance. Excludes visas.

For further details or to tailor a trip around your own specific interests, speak to one of our specialists inside.

LUSO

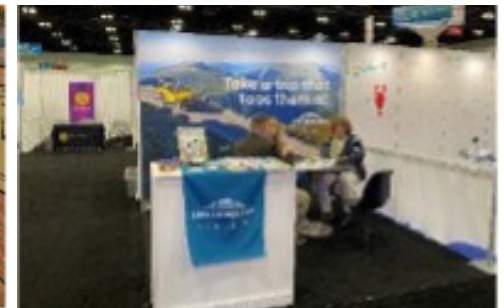
discover NewEngland

13-day City Chic to Country Boutique self-drive holiday from £4,540 per person

*Minimum 2-night stay. Excludes airfare. Excludes taxes and gratuities. Excludes international airfare. Excludes car hire. Excludes travel insurance. Excludes visas.

LUSO USA

SOLD EXCLUSIVELY THROUGH TRAVEL AGENTS
01453 394 00 | enquiries@lusoholidays.com



MEDIA RELATIONS

The TTM team met with and spoke with a wide range of media throughout the year. There was strong interest in New England as a destination for adventure, food, sports and culture. These meetings led to interest in press trips to the region, and to attendance at DNE Summit.

111 Media pitching meetings / calls, including mission.

11 Press releases

5 Press trips

17 Media events attended

134 Articles published

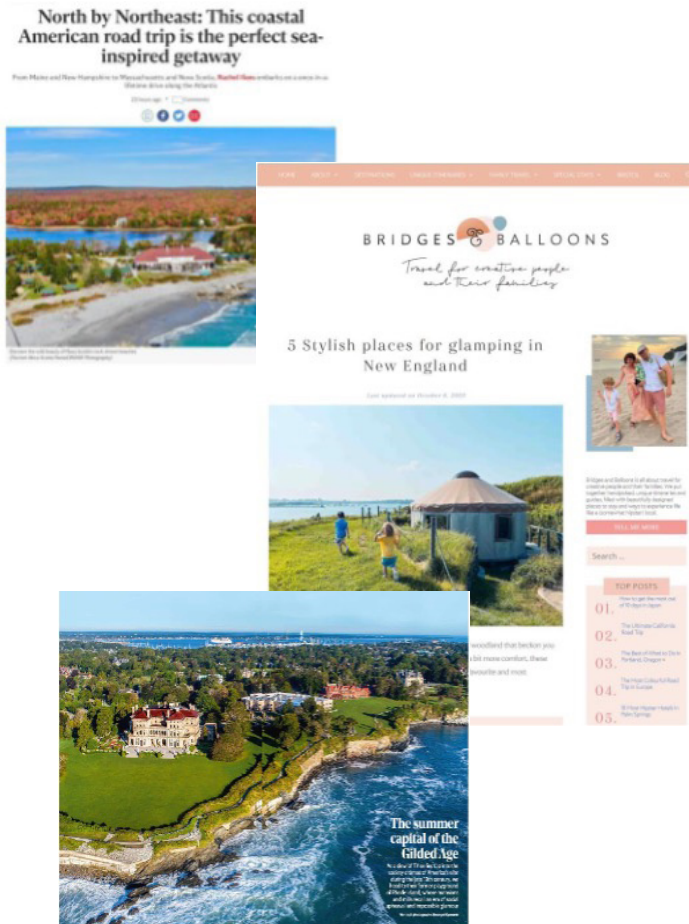
867M Audience reached

\$3,615,905 Estimated value



16 8 - HIGHLIGHTED COVERAGE

- The Independent (Sept 2023)
 - Reach - 56,584,707
- Bridges & Balloons (Oct 2023)
 - Reach – 252,000 x 11 pieces of coverage produced
- Wanderlust Magazine (Jan 2024)
- The Scottish Sun (May 2024)
 - Reach – 50,000

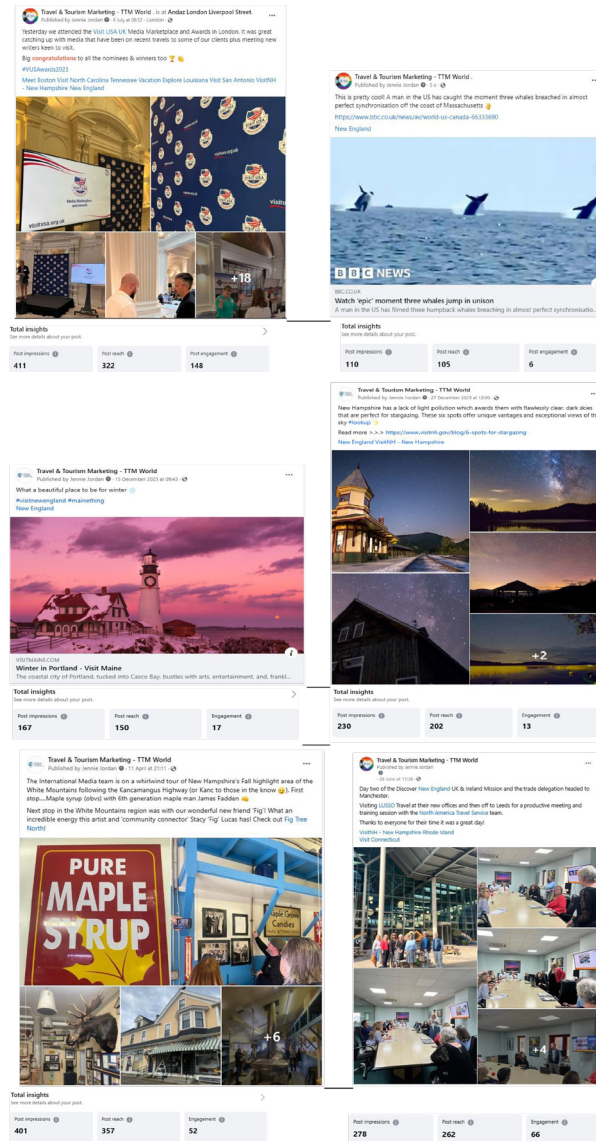


9 - SOCIAL MEDIA

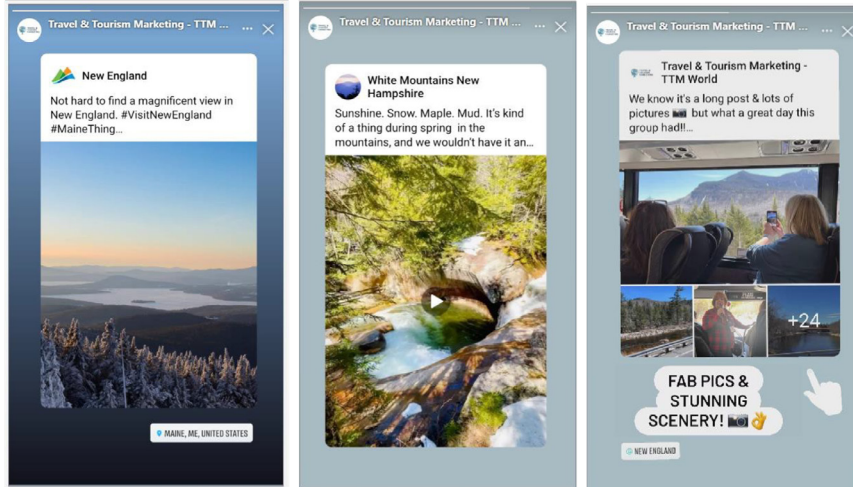
A total of 212 Social media posts were delivered across all social channels on behalf of DNE

Some examples of coverage are shown below:

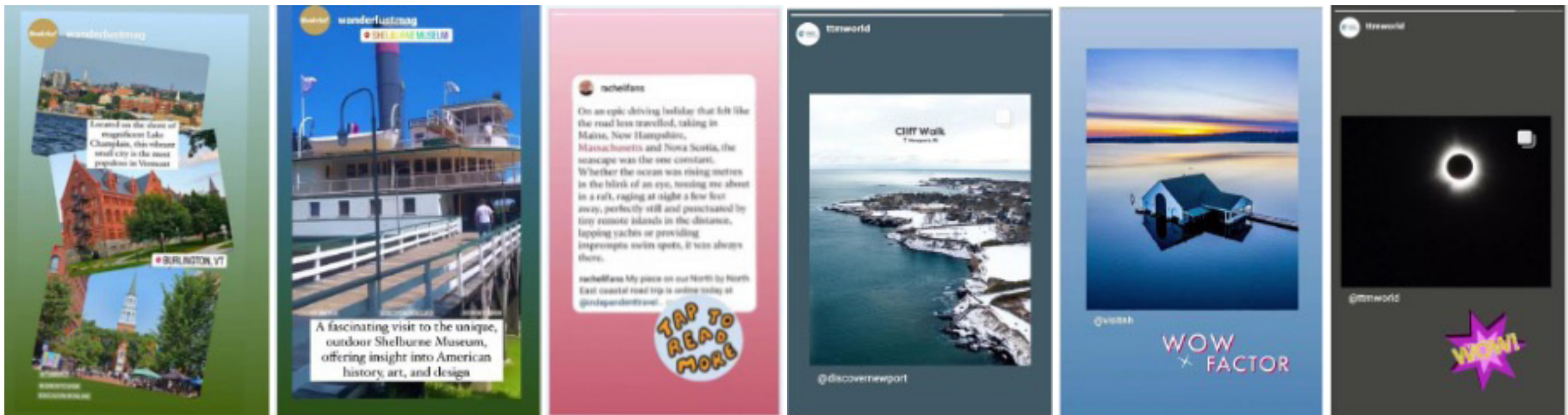
Facebook:



Facebook Stories:



Instagram Stories:



| | Consumer Relations | | Trade Relations | | | | | | | |
|--------------|--------------------|--------------------|--|-----------------------------|---|-------------------|---------------------|---------------------------|---------------|--------------------------|
| | Consumer shows | Social Media posts | Destination trainings to sales and reservation staff | Tour operator staff trained | Sales calls to leading tour operators, airlines | Trade newsletters | (FAMs) Trade visits | Co-op marketing campaigns | Sales Mission | Major trade shows/Events |
| Total | 0 | 212 | 11 | 411 | 63 | 7 | 1 | 5 | 1 | 9 |
| Jul-23 | 0 | 7 | 0 | 0 | 5 | 0 | 0 | 1 | 0 | 1 |
| Aug-23 | 0 | 17 | 2 | 188 | 3 | 1 | 0 | 0 | 0 | 1 |
| Sep-23 | 0 | 13 | 1 | 10 | 4 | 0 | 0 | 0 | 0 | 1 |
| Oct-23 | 0 | 20 | 2 | 144 | 1 | 0 | 0 | 0 | 0 | 0 |
| Nov-23 | 0 | 6 | 1 | 8 | 1 | 0 | 0 | 0 | 0 | 1 |
| Dec-23 | 0 | 12 | 0 | 0 | 4 | 2 | 0 | 0 | 0 | 0 |
| Jan-24 | 0 | 22 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 0 |
| Feb-24 | 0 | 8 | 0 | 0 | 5 | 1 | 0 | 0 | 0 | 0 |
| Mar-24 | 0 | 17 | 1 | 20 | 2 | 1 | 0 | 0 | 0 | 1 |
| Apr-24 | 0 | 48 | 0 | 0 | 3 | 1 | 1 | 0 | 0 | 1 |
| May-24 | 0 | 19 | 1 | 7 | 20 | 1 | 0 | 2 | 0 | 1 |
| Jun-24 | 0 | 18 | 3 | 34 | 10 | 0 | 0 | 2 | 1 | 2 |

| Media Relations | | | | | | | | | |
|------------------------------------|-----------------------------------|--------------------|--|--------------------|-----------------------|------------------------------|---------------------|----------------------------|----------------|
| Articles generated by DNE activity | Estimated value of media coverage | Reach | Social Media posts generated by press visits | Impressions/ Reach | Media events attended | Meetings with travel writers | (FAMs) Press visits | Media Outreach and Pitches | Press Releases |
| 134 | \$3,615,905 | 867,051,634 | 29 | 706499 | 17 | 111 | 5 | 61 | 11 |
| 14 | \$733,919 | 146,242,258 | 6 | 881 | 2 | 11 | 2 | 2 | 1 |
| 8 | \$13,444.91 | 4,808,525 | 4 | 13943 | 0 | 1 | 1 | 5 | 1 |
| 14 | \$898,364 | 91,752,669 | 6 | 11,700 | 1 | 8 | 0 | 5 | 0 |
| 13 | \$344,902 | 32,046,602 | 3 | 11,700 | 1 | 7 | 0 | 4 | 1 |
| 9 | \$32,567 | 44,879,748 | 0 | 0 | 2 | 3 | 0 | 2 | 1 |
| 8 | \$32,661.14 | 70,652,398 | 1 | 11,700 | 1 | 4 | 0 | 3 | 1 |
| 11 | \$208,068 | 33,595,212 | 0 | 0 | 3 | 14 | 0 | 14 | 1 |
| 12 | \$193,166 | 26,559,408 | 0 | 0 | 1 | 7 | 0 | 7 | 1 |
| 10 | \$351,054 | 31,397,280 | 0 | 0 | 3 | 5 | 1 | 3 | 1 |
| 10 | \$473,608 | 243,399,989 | 1 | 575 | 1 | 6 | 1 | 6 | 1 |
| 19 | \$183,963 | 87,715,135 | 0 | 0 | 0 | 7 | 0 | 7 | 1 |
| 6 | \$150,190 | 51,002,410 | 8 | 656,000 | 2 | 38 | 0 | 3 | 1 |

IRISH MARKET OVERVIEW



20 EXECUTIVE SUMMARY

In FY24, Woodstock Communications successfully represented Discover New England for travel trade and media engagement in Ireland.

Through our program of trade engagement, we worked to educate and inspire travel to New England. We conducted 52 sales calls with senior figures from Ireland's main travel agencies, tour operators and airlines. These contacts allowed us to not only provide practical updates and information on New England, but also get invaluable feedback on prevailing market conditions. We also conducted six detailed training sessions with a wide range of staff from some of Ireland's top travel companies.

We organized a joint marketing campaign with Tour America, one of Ireland's leading US-specialist travel agencies. This was done with a view to driving consumer sales.

Woodstock Communications secured quality trade and media representatives to attend the Discover New England Summit 2024, participated at summit meetings and escorted delegates in both the pre- and post-summit FAM trips.

Woodstock Communications organized the Ireland segment of the Discover New England UK & Ireland Sales Mission 2024. This involved setting up the schedule of trade meetings, organizing and managing three events and all associated logistics.

During FY24, Woodstock Communications continued to engage with the national and trade media and conducted 39 meetings with journalists. The underlying goal of this activity was to secure quality media coverage and involved pitching to journalists and developing potential media FAM trips. As a result of this work, we were able to organize four media FAM trips to the region for high-profile Irish journalists.

Over the course of the year, Woodstock Communications secured over \$1 million worth of media coverage for Discover New England across a wide variety of platforms, including TV, print and online. This quality media exposure is crucial to encouraging Irish consumers to visit New England.

Looking to the future, the outlook for the Irish travel market to New England is excellent, with favourable underlying economic conditions.

ECONOMY

Ireland has deep cultural, historical and business links with New England and the outlook for the Irish travel market is excellent. The Irish economy continues to perform strongly. The most recent passenger figures show that visitation from Ireland to the USA is stronger than ever before.

The Irish economy continues to perform well with GDP growth of 1.2% forecast for 2024 and 3.2% for 2025. Inflation has been brought under control due to decisive action from the European Central Bank (ECB). The headline inflation figure in Ireland is currently at 2.6%, down from highs of over 9%. In June, the ECB decreased their main interest rates and has signaled that further gradual reductions will continue through 2025. The reduction in inflation and interest rates will greatly boost consumer spending power and confidence and facilitate the travel market to the USA.

TRAVEL TRENDS

Visitation to the USA from Ireland is very strong. According to the I-94 Country of Residence visitation statistics, 2023 saw 87% visitation when compared to 2019. Figures for the period Jan – Apr 2024 are 3.8% ahead of the same period in 2019, with the year on track to potentially be the best ever for Irish visitation to the USA.

Ireland now ranks #16 for total visitation to the USA, which is phenomenal for a small country, and is #1 for visitation per capita.

The Irish travel market to New England is well placed for continued growth in 2024 & 2025.

22 AIRLIFT

For many years, Ireland has enjoyed great air connectivity with New England. There is now more airlift than ever before from Ireland to New England, with three carriers operating flights from Dublin and Shannon. It is also important to point out that the high level of competition on the DUB-BOS route facilitates great value for Irish consumers.

Please see details of current airlift below:

| AIRLINE | ROUTES & DETAILS |
|-----------------|--|
| AER LINGUS | <i>Dublin – Boston Double daily, year-round service A330 widebody aircraft</i> <i>Shannon – Boston Daily, year-round service A321 neo narrowbody aircraft</i> <i>Dublin – Bradley International Airport, Hartford Daily, seasonal service A321 neo narrowbody aircraft</i> |
| DELTA AIR LINES | <i>Dublin – Boston Daily, year-round service (short hiatus Jan and early Feb) 767 widebody aircraft</i> |
| JETBLUE | <i>Dublin – Boston Daily, March – October service A321 neo narrowbody aircraft</i> |

Traditionally, Boston Logan Airport is the 3rd largest Port of Entry for Irish travelers to the United States (JFK and Newark occupy positions 1 and 2 respectively).

Ireland is also the only European country that has US Customs and Border Protection (CBP) Pre- Clearance airport facilities. These are located at Dublin & Shannon Airports.

TRAVEL TRADE RELATIONS

52 sales calls with the Irish travel trade, including all the major travel agencies, tour operators and airlines serving New England

6 training sessions with Irish travel trade staff

2 newsletters issued to Irish travel trade

1 joint marketing campaign with Tour America



IRELAND SALES MISSION 2024

Woodstock Communications organized the Ireland segment of the Discover New England UK & Ireland Sales Mission 2024.

The Sales Mission to Ireland was a huge success. Delegates had dedicated one-to-one meetings with representatives from some of Ireland's main travel agencies/tour operators, including Travel Solutions, American Holidays and Platinum Travel.

The lunch events in Belfast and Dublin were very well attended by senior representatives from the Irish travel trade. These were great opportunities for the New England delegates to showcase their regions and network with representatives from a broad cross section of Ireland's travel agencies and tour operators.

Woodstock Communications also organized a dedicated media event in Dublin.



24 MEDIA RELATIONS

MEDIA MEETINGS

During FY24, Woodstock Communications continued the media outreach program and conducted 39 meetings with journalists. With the aim of securing quality media coverage, this activity involved pitching to journalists and developing potential media FAM trips.

MEDIA NEWSLETTERS & PRESS RELEASES

Woodstock Communications issued two media newsletters and press releases in FY24. These newsletters were based on content supplied by DNE and designed to inspire and inform the media.

| DATE | TITLE |
|-----------|--|
| SEPT 2023 | Discover New England Newsletter September 2023 |
| DEC 2023 | Discover New England Newsletter December 2023 |

MEDIA FAM TRIPS

Woodstock organized four media FAM trips to New England with a wide range of journalists.

MEDIA COVERAGE

Secured over \$1 million worth of coverage for Discover New England in the Irish media.

| DATE | DETAILS | EARNED MEDIA VALUE (\$) |
|--------------|---|-------------------------|
| OCT 2023 | Michelle Jackson, Ireland AM, Virgin Media One TV | 400,000 |
| NOV 2023 | Mary O’Sullivan, Sunday Independent | 347,036 |
| NOV 2023 | Tara Povey, Where is Tara? | 10,000 |
| NOV 2023 | Paul Flynn, The Irish Times | 215,684 |
| JAN 2024 | Andrea McKernon, The Irish News | 117,449 |
| TOTAL | | 1,090,169 |

MEDIA HIGHLIGHTS

The trip began with a sublime bang: Paul Flynn’s food-fuelled road trip to New England

The Irish Times
Paul Flynn
November 2023

Celebrity chef, Paul Flynn wrote an extensive two-page article on a New England culinary road trip that took in Massachusetts, New Hampshire and Maine. Culinary tourism is trending strongly in Ireland and this piece, by one of Ireland’s best known TV chefs, was a great way to showcase the region’s thriving and sophisticated food scene to the Irish public. The article reached 108,294 in the print version alone with many more online. Media value: \$215,684.

Looking for a New England

The Irish News Andrea McKernon
January 2024

This expansive two-page spread centered on a southern New England road trip and took in sights in Massachusetts, Rhode Island and Connecticut. The Irish News is one of the main newspapers in Northern Ireland.

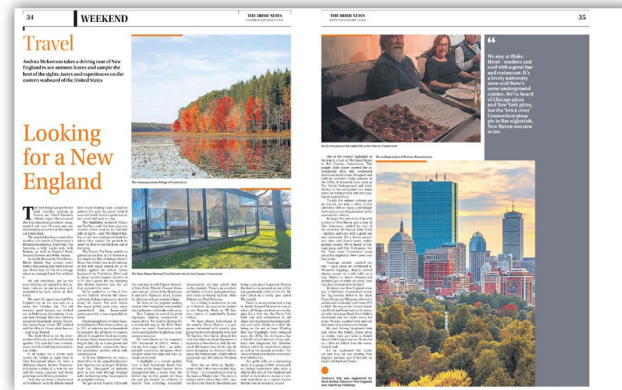
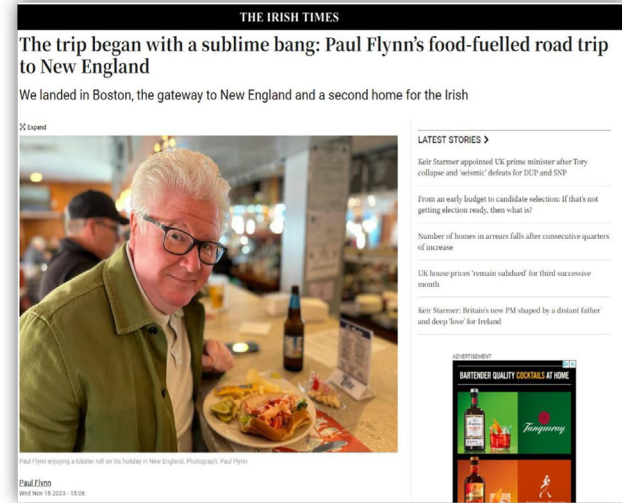
Media value: \$117,449.

Ireland AM Virgin

Media One TV Michelle Jackson
October 2023

Michelle Jackson did an in-depth piece on New England during her regular travel segment on the popular Saturday morning lifestyle TV show, Ireland AM. The segment showed a large portion of the Discover New England promotional video.

Media value: \$400,000.





GERMANY, AUSTRIA, SWITZERLAND OVERVIEW

EXECUTIVE SUMMARY

In FY24, Get It Across (GIA) has successfully represented Discover New England in the German speaking source markets of Germany, Switzerland and Austria with a strong focus on Germany for both, media and trade.

This past fiscal year has been a very special one for GIA to represent DNE, as we were able to maximize the benefit of the occasion with the New England Patriots hosting one of their home games in Germany for the very first time. For this, we reached out to both journalists and travel professionals from the German speaking source markets to put a spotlight on New England as THE destination - not only for sports related travel – while also hosting a post tailgate event for that was attended by the Consul General of the United States in Germany.

GIA then executed the 2023 DNE Sales Mission, along with a strong delegation of six partners, through Germany and Switzerland that covered product meetings with 12 leading tour operators, five reservations staff trainings, two trade and media events while traveling 1500 miles of Autobahn and country roads.

In FY24, GIA executed 88 destination trainings reaching nearly 700 travel professionals. Four extensive trade newsletters were sent through GIA's well maintained B2B database of travel

professionals and was featured in Visit USA Germany's website and B2B newsletter distribution list.

The daily trade engagement with tour operators, travel agencies, airlines, rental car companies and co-ops summed up in more than 300 sales calls and two tour operator marketing co-op campaigns via Brand USA that have generated more than 6 million impressions to updated content.

Over the course of the year, GIA continued to engage with the media in the German-speaking markets with publishing four press releases, meeting 34 travel writers and executing four media fams with and on behalf of DNE. Thanks to all those efforts, 187 articles were published that reached estimated media value of \$3.7M. In total, DNE achieved a reach of more than 115 million as well as more than \$150 million of earned media in Germany.

Looking to the future of the German-speaking source markets, conditions are fabulous to hit pre-pandemic visitation numbers to New England in 2024. For maintaining the good airlift – especially in summer – also in 2026, it's imperative to keep on promoting New England as a year-round destination while highlighting the identity of the region.



GERMAN MARKET OVERVIEW & TRENDS

Germans want to travel and they are traveling: the vacation travel market is visibly recovering from Covid. The pandemic caused a massive slump in travel spending. This was followed by two difficult years for the travel industry. The recovery then began in 2022 – still with restrictions on travel. 2023 is the first travel season since coronavirus to close well above pre-pandemic levels again. Travel spending rose by around 27% - to a new record of 79 billion euros. Travel agencies and tour operators benefited from the strong demand for package tours. Germans were particularly keen to travel abroad: package holidays to the Mediterranean and sun destinations on medium and long-haul routes were, alongside cruises, the top sellers among tour operators.

KEY FACTS:

- 65 million leisure trips of 5 days and above
- 54.4 million travelers for leisure trips of 5 days and above
- → resulting in a travel frequency of 1.2 trips/year in average
- On average, the travel duration is 13.3 days for main trips
- 77.1% of the German population travels
- Over 50% of Tour Operator product is sold by Travel Agencies
- 2,300 Tour Operators existing in Germany
- Booking channels:
 - 47% via Tour Operators & Travel Agencies (€37.3 bn)
 - 42% direct business with suppliers (€33.1 bn)
 - 11% via booking portals (€8.7 bn)
- 71.4% of services are being pre-booked
- 9.3% of leisure travel trips are long haul
- The United States remains #1 long haul destination
- The U.S. is #3 source market for international arrivals in Germany (8%)

TRADE DEVELOPMENTS:

Travel Agency Development

DRV (German Travel Association) reports a significant loss in the total number of “brick and mortar” travel agencies from 19,900 in 2019 to 8,300 in 2023. However, Rita AG, Germany’s association of mobile travel consultants, that was founded 5 years ago counts over 1,500 member consultants from Travelista (from Lufthansa City Center), Solamento, MeinUrlaubGlück (from TUI), AER Mobile, and Amondo.

Fewer passengers generate more revenue

The cumulative summer balance through the end of July 2023 shows a 16% increase over 2022 and 9% over pre-Covid levels. However, this increase is influenced by price increases. Thus, 8% more guests have booked a tour operator trip than in the previous year. Compared to summer 2019, however, one in five are still missing (down 18%). This development was confirmed by the majority of the German Tour Operators selling the U.S.

The trend for luxury travel continues unabated

Booking data from luxury travel specialist DERTOUR Deluxe shows: The demand in the luxury segment is unbroken. Despite the already very good demand last summer, many destinations were booked even more in 2023. North America made it into the top 5 in 2023.

Germans take second place in global foreign travel

Last year, the most trips abroad were made by Americans, followed by travelers from Germany and the UK. According to IPK International’s World Travel Monitor, these three highest-volume source markets accounted for almost a third of the total volume of international travel worldwide.

DERTOUR takes over FTI’s rental car team

Following the insolvency of one of FTI’s business units, DERTOUR is taking over the insolvent tour operator’s car rental team. This takeover will enable DERTOUR to further expand its car rental business and also benefit from the expertise of the FTI team. The affected employees will transfer to DER Touristik and will continue to be responsible for the worldwide car rental business.

30 AIRLIFT

Airlift from Germany, Switzerland and Austria to New England has never been higher thanks to all pre-pandemic connections being restored. With Austrian Airlines having just reinstated its connection from Vienna to Boston Logan International Airport and the seasonal connection with Condor ex Frankfurt, airlift has even exceeded pre-pandemic levels. The Condor connection is focusing on the U.S. as the main point of sales and provides an opportunity to lift more Germans towards New England in summer.

| Airline | From | To | Aircraft | Capacity | Frequency/week | Days |
|----------------------------|----------------|-------------|----------------|-----------|----------------|----------|
| Lufthansa German Airlines | FRA, Frankfurt | BOS, Boston | Airbus 340-300 | 279 seats | 7 | 1x Daily |
| Lufthansa German Airlines | MUC, Munich | BOS, Boston | Airbus 340-600 | 281 seats | 7 | 1x Daily |
| Condor Airlines (Summer) | FRA, Frankfurt | BOS, Boston | Airbus 330-900 | 310 seats | 6 | 1x Daily |
| Swiss Airlines | ZUR, Zurich | BOS, Boston | Airbus 330 | 310 seats | 7 | 1x Daily |
| Austrian Airlines (Summer) | VIE, Vienna | BOS, Boston | Boeing 767-300 | 211 seats | 6 | 1x Daily |

Boston Logan International Airport (BOS) remains to be the main port of entry for New England Travel product for Germans. However, with multiple additional direct connections from Frankfurt (FRA) and Munich (MUC) towards New York City (JFK), Newark (EWR) and Washington D.C. (IAD) even more relevant airlift is provided that's relevant for New England – Also thanks to AMTRAK's Acela Express.

CONSUMER RELATIONS

62 Social media posts published
81,500 Impressions/Reach

TRADE RELATIONS

88 Destination trainings to sales and reservations staff
694 Tour operator and reservations staff trained
301 Sales calls to leading tour operators and airlines
16 Trade newsletters and trade event outreach
9 Fams (trade visits, including DNE Summit Post Fam)
2 Co-op marketing campaigns via Brand USA
2 Major trade shows

Discover New England – Entdecke Neuenglands Tierparadiese vom Wasser aus!

Entdecke Neuenglands faszinierende Top 3 Tierbeobachtungs-Touren und erlebe aufregende Tierbegegnungen! Erfahre mehr über die Rückkehr der Weißen Haie vor der Küste von Cape Cod in Massachusetts. In Rhode Island kannst du Seehunde und Sattelrobben beobachten, während du auf Bootsausflügen die süßen Papageientaucher auf den kleinen Inseln vor der Küste Maines bewundern kannst. Tauche ein in die wundervolle Tierwelt Neuenglands. [Mehr erfahren](#)

News aus Neuengland

Das Medien Team in der Region Neuengland ist stolz über die zahlreichen Partnerschaften und Partnerschaften zwischen Unternehmen in Maine, New Hampshire und Vermont die wiederholte Unterstützung zeigen für die Wirtschaft in der Region. Diese Partnerschaften sind ein Zeichen für die Stärke der Wirtschaft in der Region und die Unterstützung der Unternehmen in der Region.

Die Region Neuengland ist eine der schönsten Regionen der amerikanischen Nordosten und ist ein beliebtes Reiseziel für die Touristen. Die Region ist bekannt für ihre wunderschönen Landschaften, die historischen Städte und die wunderschönen Seen. Die Region ist ein beliebtes Reiseziel für die Touristen und die Unternehmen in der Region.

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View this email in your browser

Visit USA **Brand USA**

USA-News für den Counter - Neuigkeiten unserer Mitglieder (Teil 1)

Dear Christiane,

please find part 1 of our May trade newsletter below. It will be sent out to our D2B database today.

Best regards
The Visit USA Germany Team

Neuigkeiten von Visit USA und Brand USA

TRADE HIGHLIGHTS

GIA IN-HOUSE TRAINING EVENT WITH CONDOR AIRLINES

Date: 09/27/2023

Agents Trained: 20

Along with Condor Airlines and on behalf of GIA's destination clients with a direct connection with the airline including Discover New England (BOS connection), GIA has hosted an in-house training event for travel agents and tour operators from the greater Cologne area. Recommendations of how to create itineraries for summer products, including for families and major sporting events were shared.



NEW ENGLAND PATRIOTS POST GAME EVENT IN FRANKFURT

Date: 11/12/2023

Guests: 80

On the occasion of the very first home game of the New England Patriots in Frankfurt, Germany, Discover New England hosted a post-game tailgate event in Frankfurt where selected leading tour operators and journalists from the entire country were invited. For this, an entire rooftop hotel restaurant & terrace facing Frankfurt's skyline served as a venue for 80 guests including the Consul General of the U.S. in Germany, Norman Thatcher Scharpf, who has emphasized the importance of Germany as a source market for travel towards the U.S.



DNE Sales Mission Germany 2023

Date: Nov 12-16, 2023

Participating partners: Connecticut Office of Tourism, Meet Boston, New Hampshire Department of Travel & Tourism, Maine Office of Tourism, Rhode Island Tourism, Discover Newport

Companies visited: 12

Cities included: Frankfurt, Mannheim, Bruchsal, Zurich, Munich, Hamburg, Hannover, Goettingen

Trainings:

Go2Travel: 5 res staff

FTI Swiss: 5 res staff

Hotelplan: 13 res staff & agents

FTI: 5 res staff

Argus Reisen: 5 res staff

Trade & Media Events:

Munich: 13 guests

Hamburg: 17 guests

FAIRFLIGHT CHRISTMAS DINNER & TRAINING

Date: 12/1/2023

Agents Trained: 20

Summary

With the entire staff of Fairflight's two offices in Wittenberg and Leipzig getting together for their annual Christmas dinner, DNE had the chance to execute an in-depth destination training under consideration of the existing product with Fairflight and the sports packages they're offering. Advice was given on seasonal particularities and how far roundtrips can be combined in a most valuable way.



TRADE CO-Ops

CANUSA

- Extensive New England content update on Canusa website
- Social Media and online promotion with 6,150,906 delivered impressions

ARGUS REISEN

- Extensive content update on Argus' website and creation of New England iMap including 4x newsletter promotion to 27,000 subscribers
- 2x promotion of New England to be the "Destination of the Week" with 1,665 total clicks
- Social media promotion with 16 posts that generated a sum of 11,600 reach

CANUSA Anzeige

Lust auf Neuenland? 🍁

Neuenland besteht aus den sechs Bundesstaaten Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island und Vermont. Diese wunderschöne Gegend hat unglaublich viel zu bieten und nirgendwo sonst ist die Geschichte der USA so eng mit idyllischen Landschaften, weiten Seen, Traumstränden und kulinarischen Köstlichkeiten verknüpft. Lasst euch von Neuenland verzaubern! 📍🌿

Hier erfahrt ihr noch mehr über die Neuenlandstaaten: "Link folgt". 🔗

Visit The USA & New England

📌 Credit: Visit Maine, Connecticut Office of Tourism, Paul Scharff/Cape Cod Chamber of Commerce, SNEHIT PHOTO, Brand USA & Carsten Wriedt

CANUSA Anzeige

Bunter Herbst in Neuenland 🍁

Eine Wohnmobilreise durch die sechs Neuenlandstaaten Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island und Vermont verspricht eine faszinierende Entdeckungsreise durch eine Region reich an landschaftlicher Schönheit und kultureller Vielfalt. Besonders die zauberhaften Farbspiele des Herbstes sind einen Besuch wert! 🍁📍 #VisitNewEngland #VisitTheUSA

Hier kommt ihr zu unserem Angebot für eine Wohnmobilreise durch die Neuenlandstaaten: <https://tinyurl.com/neuenland-womo> 🔗

New England & Visit The USA

📌 Credit: Connecticut Office of Tourism, Visit Maine, Visit Massachusetts, DenisTangneyJr & Discover Newport

CANUSA Anzeige

Neuenlands Höhepunkte 🍁

Diese Rundreise führt euch zu den schönsten Orten der Neuenlandstaaten! Zu den Highlights zählen die historische Metropole Boston, die malerischen White Mountains und das maritime Flair in Portland. Der perfekte Mix aus üppiger Landschaft, Meer und charmanten Kleinstädten wird euch in Neuenland begeistern! 🍁📍 #VisitNewEngland #VisitTheUSA

Hier kommt ihr zu unserem Angebot für eine Autoreise durch Neuenland: <https://tinyurl.com/neuenland-auto> 🔗

New England & Visit The USA

📌 Credit: Ron and Patty Thomas, Onfokus, Katherine Gendreau, Brand USA, DenisTangneyJr & Connecticut Office of Tourism



Maine

Eine beinahe unberührte Natur mit dichten Wäldern, felsigen Küsten und dunkelblauen Seen erwartet euch in Maine. Diese kann man im Baxter State Park oder im Acadia National Park genießen. Probiert auch unbedingt einen fangfrischen Lobster!



New-Hampshire

New Hampshire zeichnet sich durch herrliche Landschaften in den White Mountains, die typischen Covered Bridges und ein kleines Stückchen Atlantikküste aus. Ein echtes Naturparadies im Nordosten der USA.



Connecticut

Herrliche Sandstrände an der Küste und weite Hügelandschaften im Inland - Das ist Connecticut. Hier könnt ihr durch idyllische Küstendörfer schlendern und Highlights, wie die Yale University oder das Mark Twain House & Museum besuchen.

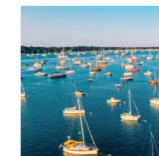
CANUSA Anzeige

☀️ Erlebe das magische New England! ☀️ Entdecke atemberaubende Küsten, idyllische Seen und majestätische Berge. Tauche ein in die Geschichte von Boston und Providence und genieße faszinierende Museen. Erlebe den farbenfrohen Indian Summer und genieße frischen Hummer und Ahornsirup. Auf malerischen Roadtrips erkundest du charmante Städte und unberührte Strände.

Jetzt buchen und unvergessliche Erinnerungen schaffen! 📅 Bist du bereit für dein nächstes Abenteuer? #VisitTheUSA

Bunte Himmelsfarben Mehr dazu **Prächtig Grün**

👍 Gefällt mir 🗨️ Kommentieren ➦ Teilen



Discover New England
Entdecken Sie im Nordosten der USA die sechs vielfältigen Neuenlandstaaten Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island und Vermont!

ZUR WEBSITE



MEDIA RELATIONS

187 Articles generated by DNE activity
 \$3.7M Estimated value of media coverage
 29 Media outreach and pitches
 2 media events attended
 4 Press releases
 34 travel writers met
 \$150,034,410 of earned media (with NFL)
 115,843,367 reach

Press Releases: 4

1,600 recipients

| | | |
|---|----------|--|
| 1 | August | New partnership between New England Patriots and DFB |
| 2 | November | Tax-free shopping and a festive atmosphere: Black Friday in New England |
| 3 | December | Attractive city & state pass offers - Attractive city & state pass offers for unforgettable experiences in the USA |
| 4 | April | Discover indigenous heritage |

Press Fams: 4

- Armin Möller, Clever Reisen
- Dany Bucher, Swiss Air Magazine
- Karl Kaltenegger, NÖN Austrian
- Ralf Johnen (DNE Summit) America Journal, “Boardingcompleted” Travel Blog, Travel Guide Book etc.



News aus Neuengland

Steuerfreies Shopping und festliche Stimmung
Black Friday in Neuengland

Köln, November 2023 - Mit dem Black Friday wird in Neuengland die Weihnachtseinkaufssaison eingeläutet. Diese Tradition, die ebenfalls aus den USA stammt, hat in Neuengland eine besondere Bedeutung erlangt, da die Region nicht nur für ihre malerischen Herbstlandschaften und historischen Städte bekannt ist, sondern auch für ihr einzigartiges Einkaufserlebnis. Am Black-Friday-Wochenende öffnen die Geschäfte in Neuengland oft schon früh am Morgen. Die Menschen strömen in die Innenstädte und Einkaufszentren, um von den großzügigen Rabatten und Sonderangeboten zu profitieren. Die Atmosphäre ist elektrisierend, wenn die Straßen mit festlich geschmückten Geschäften und Weihnachtsbeleuchtung zum Leben erawachen.

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Neuengland, USA

Ein faszinierendes FARBENPARADIES

Unter Neuengland versteht man die sechs nordöstlichen Bundesstaaten zwischen New York und der kanadischen Grenze: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island und Vermont. Bekannt ist die Region vor allem für ihr Naturschauspiel „Indian Summer“. Für die herbstliche, farbintensive Laubfärbung sind 800 Baumarten von Ahorn und Espe und 70 Eichenarten verantwortlich. Doch es gibt noch viele weitere Gründe für eine Reise nach Neuengland: bewaldete Gebirgszüge und felsige Berge, tiefe Seen, reizende Flüsse, die Atlantikküste mit

MESSAGING

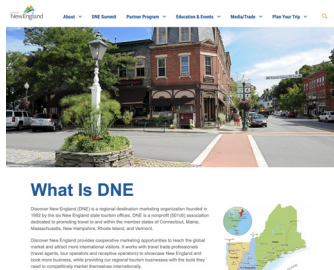
COMMUNICATION PILLARS

DNE focuses on six pillars to communicate the depth and breadth of New England travel experiences that appeal to a broad range of overseas travelers.

[Adventure](#) / [Family Fun](#) / [Eco-Travel](#) / [Hidden Gems](#) / [Then and Now](#) / [People and Cultures](#)

COMMUNICATION PLATFORMS

B2B Website
(DiscoverNewEngland.org)

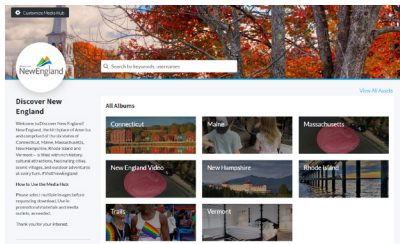


Consumer Website
(Brand USA subsite newengland.visittheusa.com)

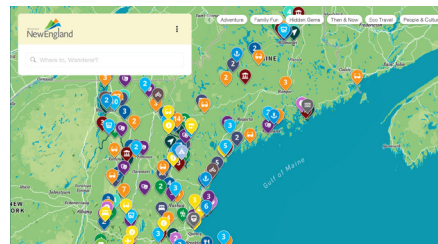


Visitor Guide
(Translated in 4 languages)

CrowdRiff Media Hub



Wandermaps



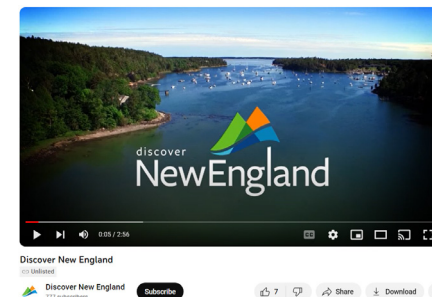
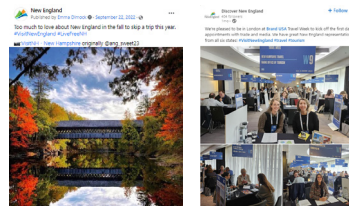
Trade/Media
Newsletter

Industry
Newsletter



Social Media

- Facebook
- Instagram
- YouTube
- LinkedIn



38 WAYS TO WORK WITH DISCOVER NEW ENGLAND

EDUCATION

DNE brings in industry experts throughout the year for in-person and virtual trainings on international research and travel trends. Most trainings are free to attend.

CONTENT

DNE regularly seeks news, images and video from New England suppliers and businesses to feature in communications, pitches and itineraries to international travel trade and media. Royalty-free images and video are added to DNE's Media Hub.

VISITING JOURNALIST AND TOUR OPERATOR FAMILIARIZATION TOUR PROGRAM

DNE regularly coordinates New England itineraries for some of the best and most qualified journalists and top tour companies in the world. These tours rely heavily on the partnership and hospitality of lodging and attractions throughout New England for hosting.

TRAVEL & EVENTS

DNE hosts cost-effective sales missions, trade shows, in-market activations, media receptions and joint marketing campaigns and encourages businesses and destinations throughout New England to join.

VALUED PARTNER PROGRAM (PAY-TO-PLAY)

DNE provides enhanced ways for businesses and organizations throughout New England to get their brand in front of international audiences. These include a range of web listings and digital guide ads to communications such as newsletter and social, feature mention in trainings for operators and media and advanced notice for travel and events.

Stay informed by subscribing discovernewengland.org/industry-newsletter

DiscoverNewEngland.org