

# DNE ANNUAL REPORT FY2025

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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 offices to focus equally on international market development and capacity building within New England.

Whiplash. That is best word that comes to mind when describing fiscal year 2025 from July 1, 2024 to June 30, 2025. To begin the fiscal year, international travel was roaring back to pre-pandemic levels and demand for the United States was growing at double digit rates. Optimism was strong, so much so, that leading research firms were projecting calendar year 2026 to be the year that records are broken for international spending and arrivals. Then, our national election changed the theme to uncertainty. Canadian travel experienced a dramatic decline nearly overnight. For overseas arrivals, there wasn't necessarily a decline, just a leveling of growth accompanied with the fear of decline; however, it was very challenging to decouple public perception of impact on overseas arrivals from the impact on Canadian arrivals.

To add numbers, from July 1 to December 31, 2024, New England experienced a 15.8% increase in Fiscal

YTD YOY from long-haul international markets with the fastest growing markets being China, India and Mexico. Canadian arrivals were still growing at a rate of just over 4%.

From January to June 2025, Canadian arrivals dropped more than 26% compared to the year prior, whereas international long-haul arrivals were only about 2.8% down overall. This decline of 2.8% is mostly due to a reduction in trips where New England was added onto another region of the country such as New York City. New England continued to hold its own as the federal I-94 First Intended Address arrivals to a New England state were up in all markets except for Germany and Spain. This means more visitors were coming directly to New England.

Continued investment in overseas markets is vital, and working to reassure the New England tourism industry takes commitment. These markets take years to develop and can be undone in a fraction of the time if investment and commitment are withdrawn. The average spend per visitor per trip in FY2025 in New England by travelers from overseas markets was \$2,843, which is approaching six times the Canadian spend and about 14 times the spend of the domestic visitor. Overseas visitors play a vital role in bringing the greatest economic return per traveler to the New England economy.

Discover New England maintained its high level of work to promote the region and communicate that the six states are welcoming to international visitors. Some of the year's highlights include officially launching an emerging market



strategy in Mexico in collaboration with Meet Boston, completing a strategic planning study with experts at Miles Partnership, generating more than \$13 million in earned media with \$4 million directly from the FAM tour program, meeting with nearly 2,000 travel professionals, and launching 17 campaigns resulting in more than 77 million impressions. The highpoint was that, once again, New England hosted a sold-out 27th Annual Summit & International Marketplace at the Newport Harbor Island Resort, where more than 4,000 meetings took place between New England suppliers and international buyers.

Looking ahead to FY 2026, Discover New England will continue its successful programs and launch a couple of new initiatives. The most notable of which will be to embark on a new collaboration with our friends in Canada to launch a two-nation tour program targeting members of the travel trade and media in various countries.

The following report reflects the resiliency of international inbound markets and Discover New England's work to protect this important economic driver. You will see a strong integrated approach that focuses on engagement within New England at the same time as a targeted, multilayered approach for reaching international travel trade and media. As a region, if we stay focused and united, we can overcome any obstacles ahead and come out stronger for it.

Sincerely,



Michele Cota

Executive Director

## BOARD OF DIRECTORS

Kate Fox, Chair (Massachusetts)  
 Carolann Ouellette, Vice Chair (Maine)  
 Rachel Lenda, Treasurer (Connecticut)  
 Heather Pelham, Secretary (Vermont)  
 Mark Brodeur, Officer (Rhode Island)  
 Michelle Cruz, Officer (New Hampshire)

## STRATEGIC PARTNERS

UK - Travel and Tourism Marketing (TTM)  
 Ireland - Woodstock Communications  
 Germany - Get it Across  
 Mexico - Travel Pie  
 France - Orkestra Tourism  
 Japan - Global Consulting  
 The Netherlands - Target Travel  
 Italy - Thema Nuovi Mondi srl

USA -  
 Miles Partnership  
 Marshall Communications  
 Tourism Economics  
 Crowdriff  
 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



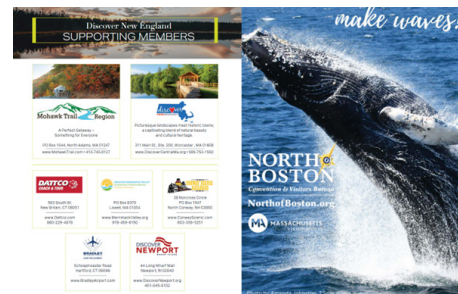
### Content – News, Images/Video, Itineraries



### Events, Sales Missions and Pay-to-Play Campaigns



### Valued Partner Program



Visit the Ways to Partner page on our website.



### CONTACT

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# HOW INTERNATIONAL WORKS

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## THE OPPORTUNITY

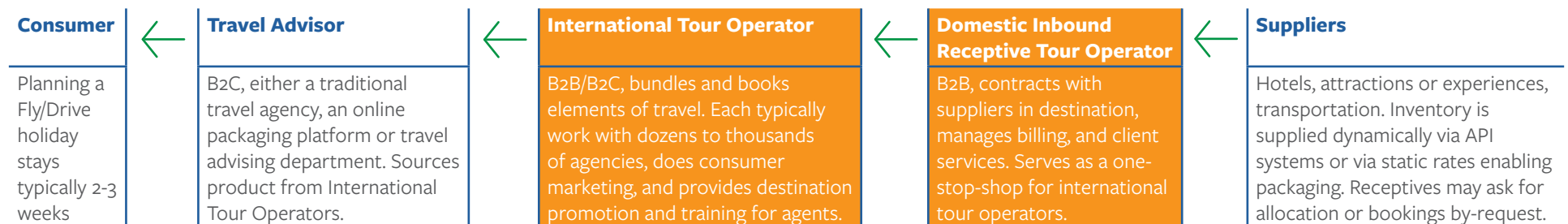
New England's 2024 top 15 international markets ranked based on volume are: Canada, UK, China, India, Germany, France, Brazil, Italy, Korea, Ireland, Spain, Australia, Netherlands, Mexico and Switzerland. The chart below shows volume for calendar **year 2024** into New England and forecasted growth through 2026 based on Tourism Economics data for markets that Discover New England has full year representation in.

	Calendar Year 2024 Volume	Change from Previous Year	Change from 2019	3-Year Forecast CAGR (2024 - 2027)
Total Overseas NOT including Canada or Mexico	2,011,521	+17%	-25%	+1.8%
UK	254,370	+5%	-30%	+1.6%
Germany	131,508	+10%	-12%	-2.0%
Ireland	55,489	+12%	+7%	+3.0%
Mexico/Fly <small>*No representation in 2023, newly added in 2024</small>	52,400	+23%	+3%	+0.9%

International inbound travel is an Export. Overseas visitors are essential to New England. In 2024, this travel segment spent on average \$2,843 per person per trip into the New England economy, whereas the Canadian arrivals, comprising 46% of international arrivals to New England, spent on average \$500 per person per trip in New England. Overseas visitors directly support over 700,000 jobs in the United States and stay on average 18 nights. (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:

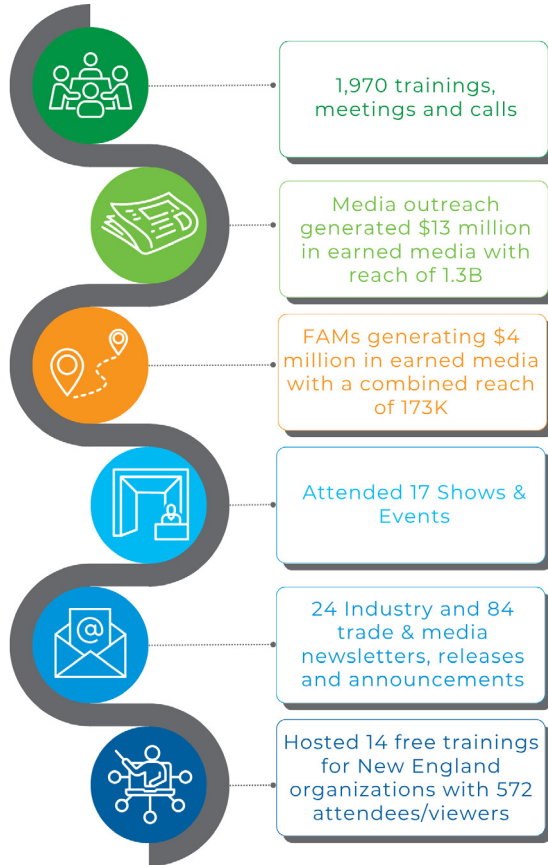


## DISCOVER NEW ENGLAND'S APPROACH

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.

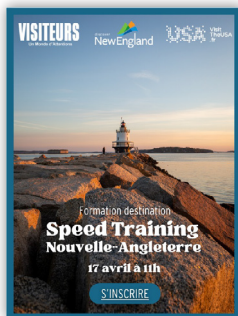
## 6 2023/2024 HIGHLIGHTS

### MARKETING OUTREACH



## CAMPAIGNS

Partner	Country	Live	Impressions
Expedia UK	UK/IR	Jan - Mar	3,262,500
Hays Travel	UK	Jan - Feb	913,000
BrandUSA UK Programmatic	UK	Jan - Feb	2,413,033
BrandUSA UK Winter Optimized JMA	UK	Jan - Mar	34,436,319
Barrhead Travel	UK	May - June	3,920,350
Jetset	UK	Jan - Feb	363,290
Selling Travel	UK	Sept - Feb	204,057
Price Travel	Mexico	May - Jul	1,666,602
American Holidays	Ireland	June	600,000
BrandUSA Germany Programmatic	Germany	Nov - Dec	18,210,983
Expedia Germany	Germany	Jan - Mar	3,262,500
AMERICA Journal	Germany	Feb - Dec	815,500
America Unlimited	Germany	Jan - Mar	581,750
MESO Reisen	Germany	June	40,778
CANUSA Media & Content Campaign continued	Germany	July - Aug	6,380,079
Evasions with JetBlue	France	Nov	134,528
Visiteurs	France	April	22,233
<b>FY25 Total</b>			<b>77,227,502</b>





# 27TH ANNUAL SUMMIT & INTERNATIONAL MARKETPLACE

## NEWPORT, RHODE ISLAND, APRIL 7 – 9, 2025

7

There was a total of 287 attendees for a sold-out show. Of which, there were 74 appointment-taking tables and 24 exhibition displays. The Pre-FAM was hosted by Meet Boston and the Post FAMs hosted by Rhode Island, Connecticut and Massachusetts.

78 International tour companies  
from 11 countries



31 DMOs, 32 lodging, 20 attractions and 2  
transportation from New England



4,594, 15-minute, pre-scheduled  
meetings



## SHOWS

SHOWS/CAMPAIGNS	LOCATION	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	PERFORMANCE/RESULTS
ESTO	COLUMBUS, OH		8/11 - 8/13											
JOTC TRAINING (JPN-REP)	JAPAN		8/28											138 TRADE
TOKYO TOURISM EXPO (JPN-REP)	JAPAN			9/26-9/29										23 (20 TOUR AND 3 MEDIA)
VDRJ ANNUAL CONF (DE- REP)	GERMANY			9/30										25 MEDIA
BRANDUSA JAPAN TRAINING	TOKYO				10/17									
BUSA TRAVEL WEEK	LONDON, UK				10/21 - 10/24									74 (44 TOUR AND 30 MEDIA)
BRITISH GUILD OF TRAVEL WRITERS AWARDS (UK-REP)	UK					11/4								8 VIP MEDIA AT DNE SPONSORED TABLE
GERMAN SALES MISSION	GERMANY					11/11 - 11/15								105 TRAINED
JOTC TRAINING FINAL 4TH	TOKYO, JPN					11/26								111 ATTENDEES
VUSA UK ANNUAL THANKSGIVING (UK REP)	UK					11/27								
HOLIDAY WORLD SHOWCASE (CO-OP)	IRELAND						1/24-1/26							
JOTC WEBINAR	JAPAN									3/4				304 TRADE
WANDERLUST SUMMIT	UK									3/12				
BUSA TOKYO SPORTS TRAVEL SEMINAR (JPN-REP)	TOKYO, JPN									03/19				70 TRADE
SUMMIT & INTERNATIONAL MARKETPLACE	NEWPORT, RI										4/7 - 4/9			86 (79 TRADE AND 7 MEDIA)
UK SALES MISSION	UK											5/26-5/30		82 (50 TRADE AND 35 MEDIA)
IPW	CHICAGO, IL												6/14 - 6/18	124 (94 TRADE AND 30 MEDIA)

## 8 VISITING MEDIA & TRADE (FAMILIARIZATION TOURS - FAMS)

ARRIVAL DATE	DEPARTURE DATE	ME	NH	VT	MA	CT	RI	TYPE	BUSINESS	COUNTRY	NAMES	PARTICIPANTS
2024-09-11	2024-09-27	X	X	X	X	X	X	MEDIA	REISE & PREISE, REISEREPORTER, MEINE REISE (ADAC), GLOBETROTTER & REISELUST	GERMANY	MICHAEL KRUEGER & BETTINA BORMANN	2
2024-09-11	2024-09-19	X			X	X	X	TRADE	ART OF TRAVEL	GERMANY	CHRISTINE WERNER & FRIEDRICH WERNER	2
2024-09-12	2024-09-19				X	X	X	MEDIA	SUNDAY INDEPENDENT; IRISH DAILY MAIL; IRISH FARMERS' JOURNAL	IRELAND	MICHELE JACKSON	1
2024-09-16	2024-09-28		X		X	X	X	MEDIA	BEAU MONDE LUXURY PUBLICATION + JUSTLUXE	UK	GLENN HARRIS	1
2024-10-24	2024-10-31	X	X	X	X			TRADE	EVOLUTION TRAVEL	ITALY	MAX FABBRI	12
2025-03-26	2025-04-03				X			MEDIA	SAGA MAGAZINE	UK	OLIVIA GREENWAY	1
2025-04-01	2025-04-10				X			MEDIA	INDEPENDENT	UK	ROBYN WILSON	1
2025-04-05	2025-04-13				X	X	X	MEDIA	<b>SUMMIT MEDIA</b>			6
2025-04-05	2025-04-06				X			TRADE	<b>SUMMIT PRE</b>			60
2025-04-07	2025-04-13				X	X	X	TRADE	<b>SUMMIT POST A</b>			25
2025-04-07	2025-04-13				X		X	TRADE	<b>SUMMIT POST B</b>			23
2025-04-13	2025-04-17	X			X			MEDIA	AMERICA JOURNAL + ROADTRIP	GERMANY	WOLFGANG GREINER	1
2025-04-23	2025-05-10				X	X	X	MEDIA	EXPLORE WITH CRIOSTAIR	IRELAND	CHRIS CONNELLY	1
2025-05	2025-05-24	X	X	X	X	X	X	MEDIA	CLEVER CAMPEN + GUIDE BOOK ON NE	GERMANY	ANN-CRISTIN WIMBER	1
2025-05-04	2025-05-11				X	X	X	TRADE	LATAM-CVC CORP /CRUISE AMERICA	BRAZIL		14
2025-05-11	2025-05-19				X	X	X	TRADE	BUSA MEGA FAM	IRELAND		12
2025-05-13	2025-05-23	X	X	X	X	X	X	TRADE	REUFA REISEN	AUSTRIA	WERNER MARSCHALL	11
2025-05-15	2025-06-01	X	X	X	X			MEDIA	IRISH EXAMINER & IRISH DAILY MAIL	IRELAND	JIM GALLAGHER	1
2025-05-24	2025-06-01	X			X		X	MEDIA	THE INDEPENDENT	UK	ROBIN MCKELVIE	2
2025-05-29	2025-06-01		X	X	X	X	X	TRADE	KNECHT REISEN	SWITZERLAND	ANJA MEIER AND MELANIE SUDER	2
2025-06-07	2025-06-14		X	X	X	X	X	MEDIA	ESCAPE/EXPLORE, AUSTRALIAN GEO ADV, MINDFOOD, NAUTILUS MARINE INSURANCE MAG	AUSTRALIA	HELEN HAYES & CAROLYNE JASINSKI	2
2025-06-23	2025-06-30	X	X	X				MEDIA	BUSA MEXICO -MEDIA: ELLE MEXICO, MOI, EL UNIVERSAL, HARPER'S BAZAAR	MEXICO		4



# UK MARKET OVERVIEW

10 UK MARKET OVERVIEW

MARKET TRENDS IN THE UK AND TRAVEL HABITS

The UK travel industry continues to demonstrate a robust recovery. Outbound travel from the UK has increased, rising from 80.0 million trips in 2022 to 86.2 million in 2023/24. This upward trend is firmly established and anticipated to continue throughout 2025.

For UK residents, holidays hold a significant priority, with a high proportion of the population consistently engaging in travel or planning travel. This is largely driven by a segment of “habitual holidaymakers”, who are increasing their travel plans.

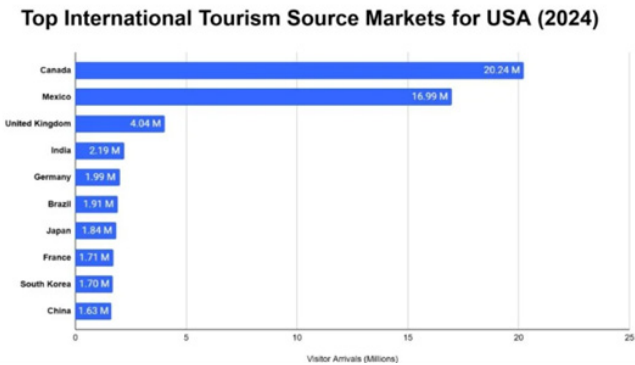
Europe does remain the dominant choice for UK holidaymakers heading overseas, with four out of five (83%) travellers enjoying a break there over the last 12 months. Spain consistently holds its position as the nation’s favourite destination, partly due to low fares, costs on the ground and ease of travel.

Surveys from 2023-2024 and forecasts provide a more granular view of popular destinations. According to YouGov data, the top destinations for UK travellers were the UK itself (17%), followed by Spain (15%), Greece (8%), Italy (8%), France (7%), Portugal (7%), the USA (6%), Ireland (5%), and Germany (4%).

The dominance of Europe for UK outbound travel is on trend, but the significant growth in other regions, particularly the USA, Middle East and Africa, and the increasing interest in long-haul destinations, indicate a broadening appreciation of travelling further afield.

This suggests that while convenience and familiarity continue to draw travellers to Europe, there is a growing appetite for more adventurous and culturally rich experiences. This presents opportunities for USA specialist tour operators and those with significant USA offerings.

The United States has historically been and continues to be, a significant destination for the UK market. The UK consistently ranks as a top source market for US inbound tourism, with 4.04 million visitors (excluding Canada and Mexico) recorded in 2024. Analysis of UK arrivals to the US in 2024 and early 2025 shows that in January and February 2025, UK visitor numbers to the US increased by 5% year-on-year, totalling 515,700 visitors.





## TRAVEL TRENDS

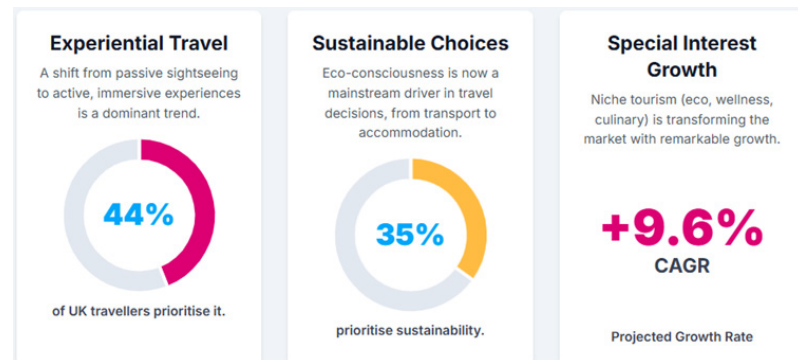
2025 is set to be a year where travellers look to expand their horizons, with people increasingly looking to explore more far aways and less familiar destinations.

A report provided by [ABTA](#), shows a growing trend of long-haul travel. Although Europe continues to be the top choice, its share of prospective visitors has not changed. Interest in North America has risen by 1.6% to 14.4%.

Looking ahead to 2026 and beyond, additional reports show that, despite the economic climate more people are planning to travel abroad in the next 12 months. It shows a clear shift towards overseas holidays (50%) over domestic trips (39%) for UK residents, highlighting a strong return to international travel. Beach holidays remain the most popular, chosen by nearly half of all travellers (48%), and even more so by families (56%). City breaks also maintain their popularity.

Motivations are undergoing a transformation, moving beyond traditional sightseeing towards more profound and personalised experiences. There is a trend towards “redefining souvenirs”, with travellers seeking “memorable mementos” and unique items that serve as lasting reminders of their destinations. This extends to a strong desire for authentic, immersive experiences, evidenced by increased searches for unique accommodations and a general focus on connecting deeply with the local population.

- **Live Tourism:** Concerts, major sporting events, and astrological phenomena are increasingly driving travel decisions. The sports tourism sector accounts for 10% of global tourism spending and is projected to reach \$2.1 trillion by 2030, with airlines and transportation services actively tailoring packages to cater to attendees.
- **Wellness Tourism:** This category encompasses a range of activities including yoga retreats, meditation, spa getaways, “sleep tourism” (focused on improving sleep quality), “digital detoxes” (disconnection from technology), and “longevity retreats” (designed to extend lifespan).
- **Responsible and Regenerative Tourism:** A significant trend, important to 84% of global travellers, involves moving beyond merely minimizing harm to actively making a positive impact on destinations and their communities. This includes supporting local economies, preserving cultures, and nurturing the environment.



## 12 ECONOMY

The UK faces economic challenges including productivity, the lingering implications of Brexit, and broader global economic uncertainties which continue to impact medium-term growth prospects. Furthermore, long-term sustainability of the current economic position remains a concern, driven by an aging and expanding population applying increasing pressures on public spending. The government's ability to balance its agenda with these economic realities will be critical in determining the nation's trajectory beyond 2025.

Globally, the United Kingdom maintains a prominent economic position. In 2025, it is projected to remain the sixth-largest national economy in the world when measured by nominal Gross Domestic Product (GDP), with an estimated GDP of \$3.84 trillion. The United States, China, Germany, Japan and India make up the top 5 by country.

Consumer spending is anticipated to increase slightly in 2025. This is primarily supported by rising real incomes, the expected easing of interest rates, and a gradual decline in inflation. However, the potential for a weaker jobs market may temper the extent of this growth. Households are likely to maintain a cautious approach to spending throughout 2025, with a greater propensity to draw on savings only expected in 2026 as inflation falls below 3%.

## TRADE ACTIVITY

### MEETINGS/SALES CALLS

**Annual Deliverables: 40 Sales calls to leading tour operators & airlines**

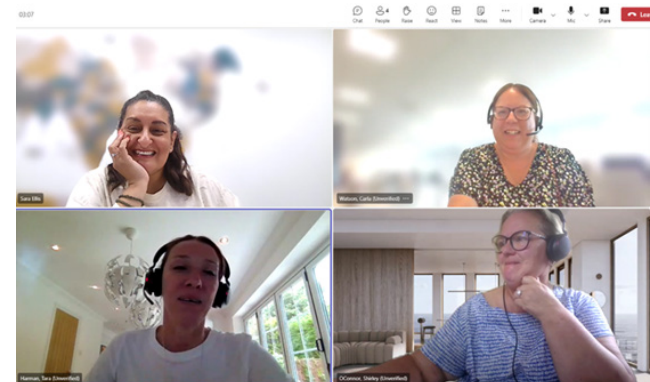
**Achieved: 77 Sales calls**

### TRAINING

**Annual Deliverables: 8 Destination trainings to sales and reservation staff**

**Achieved: 14 Training sessions**

A total of 14 sales training sessions were held across the year with a total of 359 sales and reservation staff having been trained on Discover New England product in FY 24/25 and included face to face, online and lunch and learn sessions.



## EVENTS

Events attended/organised on behalf of DNE in FY 24/25 include:

- Visit USA Events (see section 6 for full details)
- Travel Gossip Skyline Summer Soiree
- Virgin Holidays Destination Day
- First Class Holidays Partner Update
- DNE Summit 2025
- DNE UK (& Ireland) Sales Mission
- IPW Chicago
- US Ambassadors Independence Day Celebrations

## NEWSLETTERS / TRADE RELEASE

Annual Deliverables: 4 x E-Newsletters to be distributed per year (across trade and media combined)

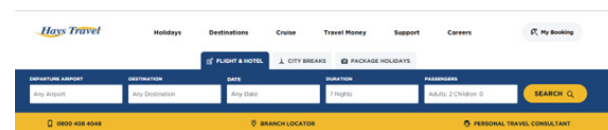
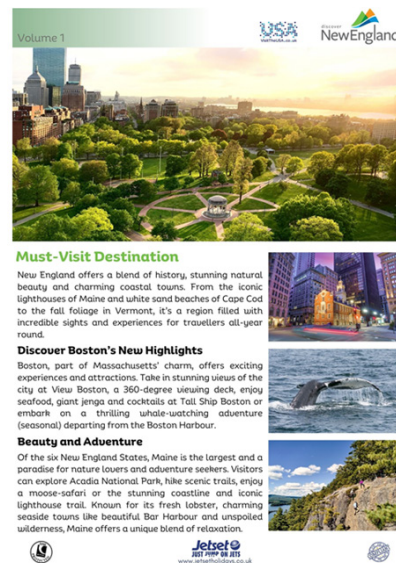
Achieved: A total of 13 E-Newsletters were issued to the trade during FY 24/25

Each release was issued to a trade database of approx. 540 people.

## CO-OP MARKETING

TTM sought out marketing proposals from tour operator partners in the UK, to review and select appropriate activity for Discover New England using funds lodged with the DNE Brand USA LOA.

The final three tour operators selected for marketing commitment were Hays Travel, Jetset and Barrhead Travel.



14 MISCELLANEOUS TRADE ACTIVITY

Throughout the year there were various additional miscellaneous trade activities

JOINT TRADE AND MEDIA ACTIVITY

DNE UK SALES & MEDIA MISSION 2025

**Date:** 28 – 30 May (UK Element)  
**Locations:** London

The Discover New England 2025 Sales & Media mission started in Dublin and Cork with Tony Lane, followed by London, UK on Wednesday 28 May until Friday 30 May.



MEDIA ACTIVITY

MEDIA MEETINGS

Annual Deliverable: 24 media pitching meetings / calls per year  
Achieved: 122 media pitching meetings / calls, including mission.

PRESS RELEASES

Annual Deliverable: 4x press releases to be issued (across trade and media)  
Achieved: 10x TTM original authored releases plus 1x DNE originated release.

Details and schedule of press releases shown below:

Month	Topic
August 2024	Destinations As Seen on Screen (Movies & TV shows)
September 2024	Country & Cowboy
September 2024	Discover New England News & Highlights
October 2024	A December to Remember/ Winter Round up
November 2024	Train Journeys
December 2024	What's new in 2025
January 2025	Literary Destinations
February 2025	Wildlife and Nature
March 2025	Celebrating International Women's Day
April 2025	Music festivals in 2025
May 2025	Wellness Experiences for 2025
June 2025	Outdoor Adventures



## PRESS TRIPS

Annual Deliverable:	No press trips
	1-2 media & media moderator for DNE Summit Press Panel
Achieved:	9 Individual media trips
	2 media plus media moderator for DNE Summit Press Panel

## MEDIA EVENTS

The UK represented DNE at 17 events throughout the year, highlights are below.



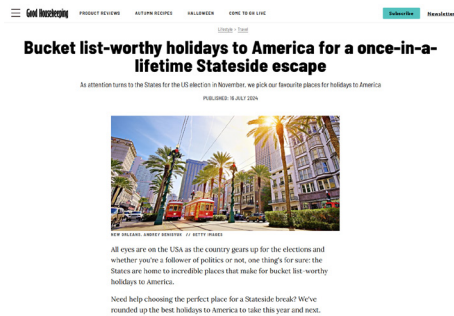
## HIGHLIGHTED COVERAGE

In 24/25 there were 372 articles about the New England region, reaching an audience of 1,256,168,198 consumers with an estimated value of \$9,751,082. Key examples of highlighted coverage that took place throughout FY 24/25 are shown below, including articles featured in:

- The Independent
- Good Housekeeping
- The Sunday Post
- The Telegraph
- The Times
- Conde Nast Traveller
- Vera Magazine
- Country Life

Additionally, 30 social media posts were generated through press visits reaching a collective audience of 1,014,466.

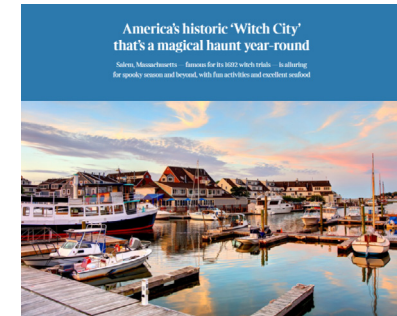
16 Good Housekeeping (July 2024)  
Reach – 25,826,327



Wanderlust (July 2024)  
Reach – 168,658



The Times (October 2024)  
Reach – 9,848,932



Conde Nast Traveller  
Reach – 2,295,803



The Times (November 2024)  
Reach – 9,848,932



National Geographic Traveller (November 2024)  
Reach – 8,104,164

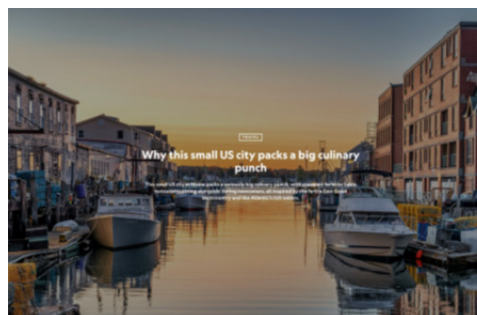


JRNY America (January 2025)  
Reach – 60,000



The Daily Telegraph (May 2025)  
Reach – 26,917,321

National Geographic Traveller (May 2025)  
Reach – 8,104,164



The Independent (June 2025)  
Reach – 47,564,025



# SOCIAL MEDIA

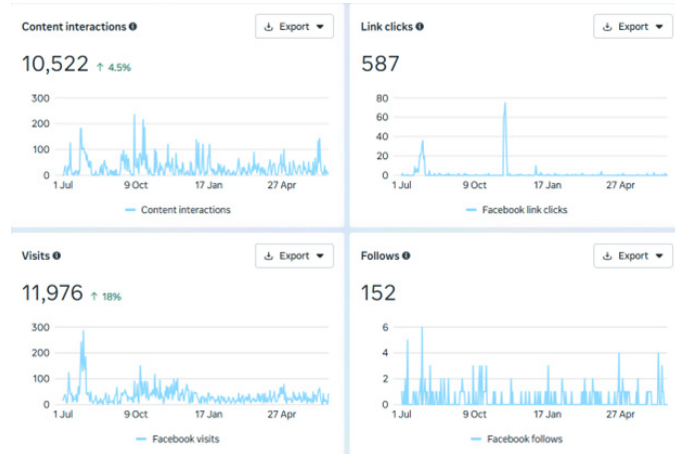
17

Deliverable: Regular engagement through the year / 4 boosted social posts per year

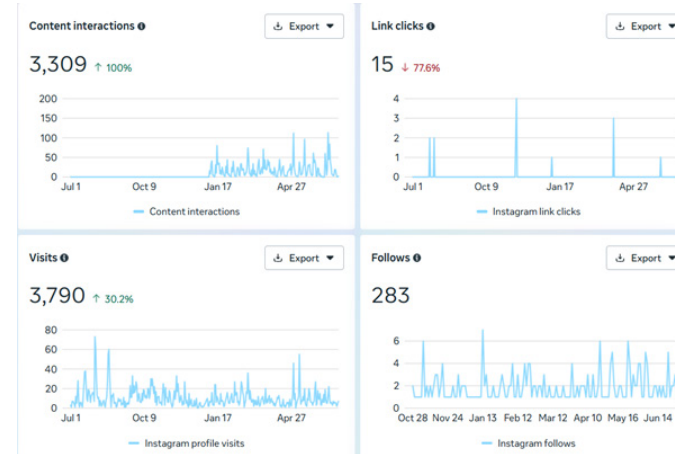
Achieved: A total of 195 Social media posts were delivered across all social channels on behalf of DNE

Some examples of coverage are shown below:

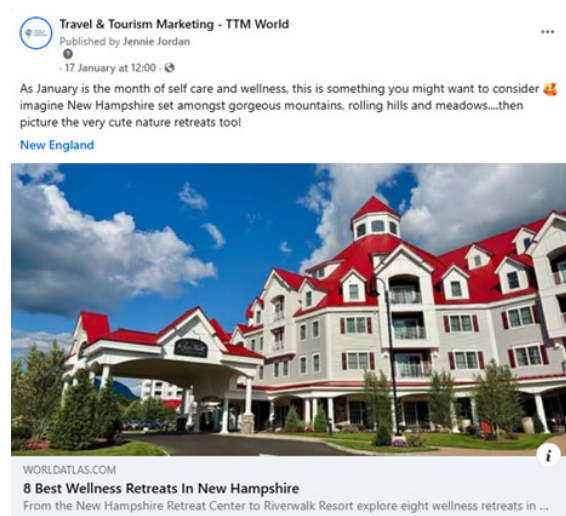
Facebook:



Instagram:



Examples of popular Facebook post:



Examples of popular Instagram post:





## 18 ACTIVITY DASHBOARD

	Consumer Relations		Trade Relations						
	Consumer shows	Social Media posts	Destination trainings to sales and reservation staff	Tour operator staff trained	Sales calls/outreach to leading tour operators, airlines	Trade newsletters	(FAMs) Trade visits	Co-op marketing campaigns	Major trade shows/Events
<b>Total</b>	<b>0</b>	<b>195</b>	<b>14</b>	<b>359</b>	<b>77</b>	<b>14</b>	<b>1</b>	<b>5</b>	<b>9</b>
Jul-24	0	19	2	21	6	1	0	0	0
Aug-24	0	12	0	0	4	0	0	0	1
Sep-24	0	13	0	0	4	2	0	0	1
Oct-24	0	19	3	78	1	0	0	0	1
Nov-24	0	11	4	108	3	2	0	0	0
Dec-24	0	16	4	112	2	1	0	0	1
Jan-25	0	9	0	0	3	2	0	1	0
Feb-25	0	9	0	0	23	1	0	1	0
Mar-25	0	15	1	40	4	1	0	1	1
Apr-25	0	40	0	0	1	1	1	0	1
May-25	0	11	0	0	5	1	0	1	1
Jun-25	0	21	0	0	21	2	0	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
<b>Total</b>	<b>372</b>	<b>\$9,751,082</b>	<b>1,256,168,198</b>	<b>30</b>	<b>1014466</b>	<b>17</b>	<b>138</b>	<b>6</b>	<b>122</b>	<b>13</b>
Jul-24	22	\$620,286	253,672,084	14	24,300	2	10	2	10	0
Aug-24	13	\$129,759.28	83,733,693	0	0	0	18	0	18	1
Sep-24	17	\$963,512	33,282,184	2	11,800	3	12	1	11	1
Oct-24	18	\$389,855	133,783,133	6	11,800	0	13	1	13	1
Nov-24	21	\$676,637	125,719,646	1	11,800	1	16	0	16	1
Dec-24	18	\$429,901.00	193,679,262	3	11,900	0	16	0	16	2
Jan-25	32	\$342,337	190,485,625	1	11,900	2	11	0	14	1
Feb-25	41	\$397,677	33,931,438	0	0	0	7	0	7	1
Mar-25	58	\$1,184,796	112,174,871	0	0	1	9	0	4	1
Apr-25	47	\$536,673	4,488,753	1	438,000	2	6	1	3	1
May-25	35	\$704,357	4,255,857	0	0	6	12	1	6	1
Jun-25	50	\$3,375,291	86,961,652	2	492,966	0	8	0	4	2



# IRISH MARKET OVERVIEW



## 20 EXECUTIVE SUMMARY

In FY25, 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 the travel industry on New England. We conducted 48 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 ten detailed training sessions with a wide range of staff from Ireland's top travel companies.

We organized a successful joint marketing campaign with American Holidays, one of Ireland's top US specialist agencies. Joint marketing campaigns are a cost-effective way to reach consumers and drive visitation to New England.

Woodstock Communications secured quality trade and media representatives to attend the Discover New England Summit 2025, participated at summit meetings and escorted delegates on both the pre and post-summit FAM trips.

Woodstock Communications organized the Ireland segment of the Discover New England UK & Ireland Sales Mission 2025. This involved setting up the schedule of trade meetings, organizing and managing two headline events and all associated logistics.

During FY25, Woodstock Communications continued to engage with the national and trade media and conducted 30 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 three media FAM trips to the region for high-profile Irish journalists.

Over the course of the year, Woodstock Communications secured over \$650,000 worth of media coverage for Discover New England with a reach of almost 1 million. This coverage was on 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 continues to be good, with favourable underlying economic conditions.

Ireland has deep cultural, historical and business links with New England and the outlook for the Irish travel market is good.

### IRELAND ECONOMIC OUTLOOK

The Irish economy continues to perform well with GDP growth of 4% forecast for 2025 and 3.6% for 2026.

The European Central Bank has steadily decreased its main interest rates over the past year, which means that consumers now have higher levels of disposable income.

Since April 2025, the US Dollar has weakened against the Euro. In July 2024, the USD-EUR exchange rate was \$1.07 - €1.00, while in July 2025 it is now \$1.18 - €1.00. This has effectively brought the cost of vacationing in the US down for Irish visitors.

### IRELAND-US TRAVEL OUTLOOK FOR 2025 & 2026

The most recent passenger figures show that visitation from Ireland to the USA continues to be strong and unaffected by the current US administration. Visitation figures year to date 2025 are mostly flat on the same period in 2024, which was a strong year. Feedback from the travel trade is that bookings for 2025 and 2026 continue to be strong.

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 2025 & 2026.

## 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</i> <i>Double daily, year round service</i> <i>A330 widebody aircraft</i>  <i>*Aer Lingus are looking at the possibility of increasing the frequency on this route to a triple daily service.</i>  <i>Shannon – Boston</i> <i>Daily, year round service</i> <i>A321 neo narrowbody aircraft</i>  <i>Dublin – Bradley International Airport, Hartford</i> <i>Daily, seasonal service</i> <i>A321 neo narrowbody aircraft</i>
DELTA AIR LINES	<i>Dublin – Boston</i> <i>Daily, year round service (short hiatus Jan and early Feb)</i> <i>767 widebody aircraft</i>
JETBLUE	<i>Dublin – Boston</i> <i>Daily, April – October service</i> <i>A321 neo narrowbody aircraft</i>

Traditionally, Boston Logan Airport is the 3rd largest Port of Entry for Irish travellers 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.

## SALES CALLS

In FY25, Woodstock Communications completed 48 sales calls with the Irish travel trade, including all the major travel agencies, tour operators and airlines serving New England.

These meetings provided great opportunities to educate and inspire decision makers in the trade, provide updates on developments in New England, provide support to help drive sales and get feedback on market conditions.

These included meetings with American Holidays, American Sky, Tour America, Click&Go, Sunway Travel, Travel Department, Shandon Travel, Travel Solutions, Magic Vacations, Barter's Travelnet, Club Travel, Marble City Travel, Cassidy Travel, Killiney Travel, Frosch, Blackpool Travel, Aer Lingus, Delta Air Lines and JetBlue.

## TRADE TRAINING

Woodstock Communications developed and completed ten training sessions with Irish travel trade staff in FY25. The aim of these sessions is to ensure that agency staff can sell New England with confidence and get important information on airlift, geography, itineraries, attractions, seasonal activations, and hotels.

DATE	COMPANY
JUL 2024	American Holidays
AUG 2024	Travel Centres
SEPT 2024	Click&Go
FEB 2025	Travel Solutions
FEB 2025	Tour America
MAR 2025	Sunway Travel
MAR 2025	Click&Go (x2)
APR 2025	Best4Travel
MAY 2025	Freedom Travel



## TRADE NEWSLETTERS

Woodstock Communications issued two newsletters to the Irish travel trade in FY25.

These newsletters were based on content supplied by DNE and designed to inspire and inform the travel trade.

DATE	TITLE
DEC 2024	Discover New England Newsletter December 2024
JUN 2025	Discover New England Newsletter June 2025

## JOINT MARKETING CAMPAIGNS

During FY25, Woodstock Communications successfully coordinated a joint marketing campaign with American Holidays, one of Ireland's largest US-specialist travel agencies.

Joint marketing campaigns are a cost-effective way to reach consumers by partnering with large travel trade companies.

Please see example campaign assets below:



## HOLIDAY WORLD SHOW 2025

Woodstock Communications assisted with the organisation of the Discover New England presence at the Holiday World Show Dublin (24th – 26th January 2025). Contact was made with travel agencies that we exhibiting at the show with a view to driving New England sales. These include Sunway Travel and Marble City Travel.

Although not exhibiting, American Holidays also agreed to produce a dedicated New England flier for handout at the DNE stand. This included details of a variety of New England packages.

Holiday World had over 25,000 visitors this year.

## DISCOVER NEW ENGLAND SUMMIT 2025

Woodstock Communications secured quality trade and media representatives to participate at the Discover New England Summit 2025. These included Peter McMinn from Travel Solutions, Tom Britton, Marble City Travel, Shane Cullen from ITTN and Eoghan Corry from Travel Extra magazine.

Tony Lane also participated at the Summit meetings and escorted the Irish delegates on both the pre and post summit FAM trips.

Feedback from the Irish delegates on Summit 2025 was overwhelmingly positive.

## DISCOVER NEW ENGLAND SALES MISSION 2025

Woodstock Communications organized the Ireland segment of the Discover New England UK & Ireland Sales Mission 2025. This involved setting up the schedule of trade meetings, organizing and managing two trade & media events, securing delegate accommodation and organizing ground transportation.

The Sales Mission to Ireland was huge success. Delegates had dedicated one-to-one meetings with representatives from some of Ireland's main travel companies, including Aer Lingus, Best4Travel and Shandon Travel.

The lunch events in Dublin and Cork 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, including American Holidays, Tour America, Cassidy Travel, Click&Go, Travel Department, American Sky, Best4Travel, Travel Counsellors, Shandon Travel and Lee Travel.



MEDIA MEETINGS

During FY25, Woodstock Communications continued the media outreach program and conducted 30 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 FY25. These newsletters were based on content supplied by DNE and designed to inspire and inform the media.

DATE	TITLE
DEC 2024	Discover New England Newsletter December 2024
JUN 2025	Discover New England Newsletter June 2025

MEDIA FAM TRIPS

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

MEDIA COVERAGE

In FY25, Woodstock Communications secured over \$675,000 worth of coverage for Discover New England in the Irish media that reached almost 1 million people.

DATE	DETAILS	EARNED MEDIA VALUE (\$)
JULY 2024	NI Travel News	5,000
OCT 2024	Michelle Jackson, The Farmers' Journal	210,854
NOV 2024	Michelle Jackson, Virgin Media One TV	63,281
DEC 2024	Michelle Jackson, The Irish Daily Mail	237,207
APR 2025	Eoghan Corry, Travel Extra	11,300
APR 2025	Shane Cullen, ITTN	20,000
MAY 2025	Sharon Jordan, ITTN	5,000
MAY 2025	Don Shearer, Travelbiz	5,000
MAY 2025	Criostair Connolly, Explore with Criostair	23,400
TOTAL		672,742



## MEDIA HIGHLIGHTS

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### 1. Fall in love with the sights and scents of New England

*Irish Farmers' Journal*

*Michelle Jackson*

*October 2024*

This extensive article in Ireland's #1 agrarian newspaper, featured MA and CT, with a particular focus on the Big E fair. The media value was \$210,854 with a readership of 460,000

### 2. Fall in Love with New England

*Irish Daily Mail*

*Michelle Jackson*

*December 2024*

This two-page spread in one of Ireland's most popular tabloid newspapers covered a wide range of places and attractions in MA, RI and CT. The media value was \$237,207 with a readership of 32,412.

### 3. Discover New England Summit Coverage

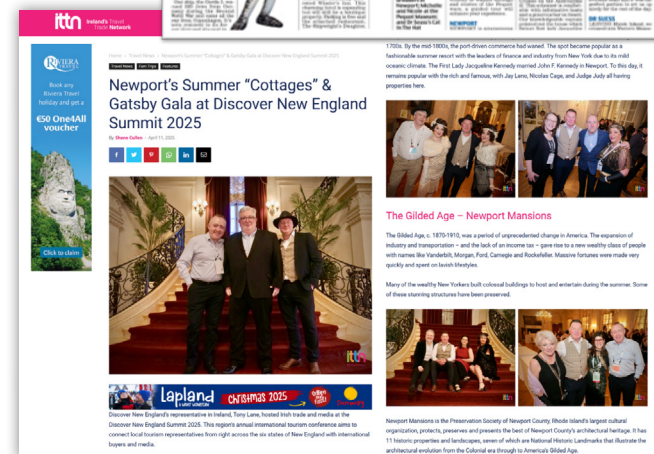
*ITTN*

*Shane Cullen*

*April 2025*

Shane Cullen participated and reported on the Discover New England Summit 2025. The coverage was spread across two dedicated website articles and included information on the pre and post trade FAM trips. ITTN also extensively promoted the content via their email bulletins and social media.

The coverage with ITTN help us reach the broader travel trade community in Ireland and showcase the DNE Summit as a premium international travel event.



# GERMANY, AUSTRIA, SWITZERLAND OVERVIEW





## EXECUTIVE SUMMARY

In FY25, Get It Across (GIA) successfully represented Discover New England on all levels – travel trade, media and consumer focusing activities – in order to increase the awareness about New England being a diverse destination during all seasons and to ultimately drive international visitation from Germany, Switzerland and Austria.

Our trade engagement program focused on fostering relationships with key stakeholders such as tour operators, travel agencies, airlines, OTAs and cruise lines, while developing new products and educating reservation and sales staff. In sum, 240 trade appointments were held and almost 700 travel professionals were trained about New England. A decent share was accomplished during the course of the sales mission in November, where six partners from New England covered multiple events, dinners and appointments along with DNE. Further online and offline trainings as well as a continued trade outreach with newsletters and invitations sent via GIA's CRM and Visit USA Germany throughout the year complemented the personal communication.

GIA's CRM was also used to inspire the German speaking media with press releases about New England. Moreover, several journalists published articles based on FAMs that GIA had organized. All in all, GIA generated 52 pieces of coverage in FY25. This coverage amounted to \$ 1,722,060. Additionally, 3 FAMs were executed in FY25.

Consumer reach was primarily accomplished through B2B2C joint marketing activities with leading tour operators as well as with America Journal, Germany's leading magazine for travel to the United States. As a part of the campaign, an entirely new travel guide with 32 pages was created in collaboration with all six DNE member states and got distributed as a supplement to 35,500 magazine copies. Additionally, GIA translated all of DNE's 14-day sample itineraries, which were provided for download and promoted via different channels.

## 30 ECONOMY

Despite global challenges, the German economy in 2025 is robust, adaptable, and forward-looking in many areas. Germany remains one of the world's leading economies. Following a period of economic slowdown, it's showing signs of a moderate recovery. The service sector, the construction industry, and parts of the manufacturing sector in particular are experiencing a sustained upturn. The unemployment rate remains low by European standards and despite structural change in some sectors, many companies are succeeding in retaining and training skilled workers. Following sharp price increases in recent years, inflation has slowed significantly. Consumers and businesses are benefiting from greater planning security.

Therefore, the Germans are still keen to go on vacation. They want to travel and they are traveling: the travel industry remains on a growth trajectory. Since 2023, sales have exceeded those of 2019 – the best year for the industry to date. Germans were particularly drawn to foreign countries: package holidays to the Mediterranean and sun destinations on long-haul routes were the top sellers – along with cruises.

## TRAVEL TRENDS

### OFF-SEASON NEW HIGH SEASON? (FWW & TOUREXPI, SEPTEMBER 2025)

More and more Germans are shifting their vacations to the off-season. HolidayCheck data shows double-digit booking growth and average price advantages of 11 percent. October is now the busiest month of the year for travel – and airlines are also responding with an expanded range of offers. The late-season effect has thus become firmly established. According to the Internet Travel Distribution Association (VIR), there are three reasons for this trend: climatic conditions, costs and demographic change. This is because more and more Germans belong to the target group of so-called empty nesters – people whose children have already left home or who are already retired.

This target group is no longer tied to the traditional holiday seasons and can plan their travel periods flexibly and individually.

### U.S. ADMINISTRATION & NEGATIVE REPORTING (FWV, AUGUST 2025)

German visitor numbers for the first seven months of the year are now down 10.1%. After almost two million guests in 2024 – just almost as many as in the pre-Covid years – this year threatens to see a drop well below the 1.8 million mark. This is especially true as tour operators report that there is still a significant gap in bookings for autumn and winter,

despite lower travel prices due to exchange rate fluctuations. The constant negative reporting, which is divorced from reality in terms of alleged entry problems and visa costs, is clearly having a lasting effect.

From the US perspective, there is therefore a need for action in the important German market – and, according to reports, many tourism offices are doing a lot to put travel to the US back in the right light in the second half of 2025 and to allay the concerns of potential travelers and travel agencies.

## MEANINGFUL EXPERIENCES VS. TRADITIONAL VACATION (TOUREXPI, MAY 2025)

German tourists are increasingly investing in adventure travel, major sporting events, and culinary experiences. While traditional vacation formats are losing importance, travelers are increasingly focusing on meaningful and high-quality experiences. This also includes wellness and self-care, outdoor and nature experiences as well as culinary travel. Another notable trend is the growing importance of sports tourism. During the 2024 UEFA Champions League in London, spending by international visitors rose by 14% with German fans particularly having been keen to spend - an increase of 61% was recorded.

## AIRLIFT

Airlift from Germany and Switzerland remains stable and has never been higher. In fact, Condor Airlines even announced an increase of its capacity of about 52% for its seasonal summer connection for 2025 that has been withdrawn again. Caused by a legal loss against Lufthansa about the legacy carrier not being obliged to provide feeder flights to Condor anymore, their fleet had to be reallocated for covering those critical connections from any major airport in continental Europe to Frankfurt. Austrian Airlines also readjusted its announced summer seasonal connection from 6/7 down to 3/7 to establish additional routes.

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	3	1x Daily

## 32 TRAVEL TRADE RELATIONS

- 240 trade appointments & sales calls
- 50 training sessions where 689 sales staff was trained, online & offline
- 6 newsletters & 4 trade event invitations sent via GIA CRM
- 5 newsletters sent through Visit USA Germany
- 4 joint marketing campaigns executed

### AMERICA UNLIMITED

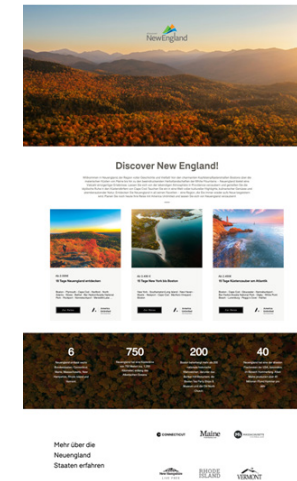
- [Microsite](#): 431,750 impressions
- Newsletter Inclusion: 150,000 subscribers, CTR 29,4%

### MESO REISEN

- TSS Newsletter: 1,782/ 5,184 (34,4%)
- TSS Social Media: 685 travel agencies
- TSS Webinar: 57 participants
- [MESO TV](#): 479 viewers
- MESO TV Social Media: 1,103 clicks; 15,962 views; 34,373 impressions

### AMERICA JOURNAL

- New [German New England Visitor Guide](#)
- 35,500 print run
- 130,000 readership
- Distribution: subscription, larger newsstands in cities, at airports and train stations, airlines, airport lounges and departure gates, travel trade
- Markets: Germany, Switzerland, Austria, Benelux countries
- 2,000 over print for B2B2C distribution



## SALES MISSIONS

From November 11-15, 2024, GIA has executed a DNE sales mission through Germany. Besides arranging 10 meetings with leading tour operators to promote travel to the U.S., DNE hosted two events in Munich and Berlin as well as two trade dinners in greater Hannover in order for all eight delegates to interact with local media and trade. In addition, DNE teamed up with Condor Airlines in Hamburg to host a B2C event with Canusa, to which 40 of their most influential clients were invited. In an interactive way, guests learned about New England and had the chance to win a roundtrip through our region.

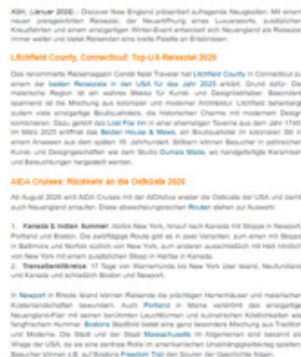


## MEDIA RELATIONS

- 52 articles generated by DNE activity
- \$ 1,722,060 estimated value of media coverage
- 69 media outreach and pitches
- 6 media events attended
- 4 press releases
- 127 travel writers met
- \$ 2,241,556 of earned media

## MEDIA MEETINGS

In the course of FY25, GIA attended six media events and had 127 meetings with travel writers. In total, we reached 69 media outreach and pitches to journalists from different media outlets, travel trade media, travel books, newspapers and magazines of different kinds with topics like outdoor sports, motorcycling and cruises.





## 34 PRESS RELEASES

Whether about farm-to-table, sea-to-table, winter romance or award-winning destinations in New England – GIA kept the German speaking media landscape informed about the variety of the entire region during all seasons. In addition, agglomeration was seized by releasing news about summer fun and sustainable travel in all US destinations that GIA is undertaking PR work for. In average, each press release was sent to 1580 media contacts with an OR of 37%.

1	August	<a href="#">Swimming fun in the USA</a> (shared press release)
2	September	<a href="#">New England – Where the harvest becomes an experience</a>
3	November	<a href="#">Luxurious winter romance in New England</a>
4	January	<a href="#">News regarding awards, cruises, luxury and events</a>
5	April	<a href="#">Sustainable travel: environmentally-friendly initiatives in US destinations</a> (shared press release)

## MEDIA FAM TRIPS

In total, three media fams with four journalists were executed in FY25:

- Michael Krüger & Bettina Bormann, Reise & Preise and others
- Wolfgang Greiner, Roadtrip, America Journal and others
- Ann-Christin Wimber, “Gluecksorte” travel guide book



## MEDIA COVERAGE

### Results of FAMs supported by DNE

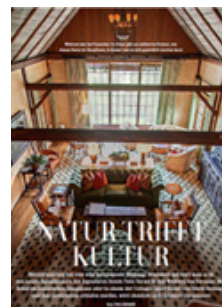
Date	Publication/Media	Headline/Title	Author	PR-Value in EUR
July 04, 2024	msn Deutschland	More than just an Indian summer: discover New England	Karl Kaltenegger	15,618.00 €
July 04, 2024	Kurier.at	More than just an Indian summer: discover New England	Karl Kaltenegger	24,995.00 €
July 04, 2024	Head Topics	More than just an Indian summer: discover New England	Karl Kaltenegger	
July 01, 2024	Clever Reisen	NEWENGLAND	Armin Möller	16,000.00 €
July 01, 2024	Kurier.at	Indian Summer? Not only!	Karl Kaltenegger	32,275.00 €
November 08, 2024	SALON	Nature meets culture	Tina Bremer	68,600.00 €
January 7, 2025	Reise und Preise	The magic of the Northeast coast	Michael Krüger	47,700.00 €
June 25, 2025	America Journal	New ideas	Editor	3,152.00 €
June 25, 2025	America Journal	Spring awakening in the New World	Ralf Johnen	44,720.00 €

### Total Coverage

Month	Readership	MEDIA VALUE			XE-rate	Total (\$)
		Contracted	Non-Contracted	Total (€)		
July	1.985.863	92.788,00 €	122,00 €	92.910,00 €	1,08	\$ 100.342,80
August	12.067.141	516.463,00 €	45.083,00 €	561.546,00 €	1,12	\$ 628.931,52
September	315.457.663	301.197,00 €	1.362.826,00 €	1.664.023,00 €	1,12	\$ 1.863.705,76
October	18.236.866	1.920,00 €	91.244,00 €	93.164,00 €	1,09	\$ 101.548,76
November	110.904.248	125.750,00 €	26.598,00 €	152.348,00 €	1,06	\$ 161.488,88
December	24.652.186		73.363,14 €	73.363,14 €	1,04	\$ 76.297,67
January	15.503.748	47.797,00 €	4.299,27 €	52.096,27 €	1,04	\$ 54.180,12
February	2.223.657		19.033,00 €	19.033,00 €	1,04	\$ 19.794,32
March	141.849.451	166.998,00 €	310.031,76 €	477.029,76 €	1,08	\$ 515.192,14
April	52.894.781	46.318,00 €	78.092,70 €	124.410,70 €	1,10	\$ 136.851,77
May	65.774.066	154.182,00 €	68.182,75 €	222.364,75 €	1,14	\$ 253.495,82
June	111.443.990	223.821,00 €	162.573,00 €	386.394,00 €	1,18	\$ 455.944,92
FY25 TOTAL (YTD)	872.993.660	1.677.234,00 €	2.241.448,62 €	3.918.682,62 €		\$ 4.367.774,47

## MEDIA HIGHLIGHTS

1. Michael Krüger in Reise und Preise, media value 47,700 €
2. Tina Bremer in SALON, media value 68,600 €
3. Ralf Johnen in America Journal, media value 44,720 €



## 36 CONSUMER RELATIONS

With the maintenance of in-market social media channels being at high costs with limited value, it was agreed that the German DNE Facebook page will not be proactively fed anymore. Instead, GIA translated all of DNE's 14-day sample itineraries that were proactively promoted via DNE's presence on [VUSA.travel](https://www.vusa.travel), Visit USA Germany's frequently visited website that addresses consumers, trade and media as well as via the association's newsletter and the DNE B2B newsletter (German). With the first translated itinerary having been offered for download in late April, the total number of downloads of all itineraries reached a download count of more than 3,000 in August 2025.

Itinerary	Online since	16/05/2025	22/05/2025	06/08/2025
Luxury	30/07/2024	98	103	291
Rail & Sea	30/07/2024	211	217	438
Romance	21/10/2024	93	95	288
Culinary & Arts	29/10/2024	110	113	318
Revolutionary History	28/04/2025	34	36	235
Eco	29/04/2025	67	70	260
People & Culture	08/05/2025	21	23	210
Sports	08/05/2025	17	21	205
Summer Family Fun	08/05/2025	18	19	214
No-Cost Activities	15/05/2025	0	5	153
Winter Adventures	15/05/2025	0	4	162
Winter Family Fun	15/05/2025	0	1	163
Hidden Gems & Oddities	06/06/2025	0	0	119
Highlights	06/06/2025	0	0	108
<b>TOTAL</b>	<b>14</b>	<b>669</b>	<b>707</b>	<b>3164</b>

To continue this development and streamline any official DNE content that's already online and also suitable for consumers, GIA will elaborate a concept of an official online access point addressed to consumers. Also with AI being on the rise, that's preferably using official channels as a credible source, it's becoming even more important to combine valuable content about New England so that it can be found in one place.

# MEXICO MARKET OVERVIEW





## 38 EXECUTIVE SUMMARY

FY25 was the first year of a three-year development plan in partnership with Meet Boston for this emerging market with the majority of the resources concentrated on Mexico City. The goal is to establish New England as a destination with key channel partners in order to open up the greater Latin American market. Mexico City is a cost-effective target area due to the concentration of wealth, the high number of multinational travel company headquarters and the effectiveness of the multinational media.

Travel Pie was hired as Meet Boston & Discover New England's in-market representation to coordinate media and trade outreach, conduct trainings, bring A-list media to New England, facilitate joint marketing campaigns with key tour companies and to host a sales mission in Mexico City for a delegation of New England tourism industry businesses. Travel Pie's work began in August 2024.

Mexico was selected as an emerging market with the assistance of the USA Dept. of Commerce International Trade Administration which conducted a RAISE Matrix Study with Discover New England in 2023.

The launch of the emerging market strategy promptly met unforeseen challenges just a couple of months into the rollout due to a shift in political power in both the United States and in Mexico impacting bilateral policies regarding trade, immigration, and security. These policies and political rhetoric impacted travel sentiment by slowing its rate of growth to the United States from

12.4% YOY from July to December 2024 to 3.2% YOY from January to June 2025. These patterns also mirrored the rate of change seen in most other international markets due to the tense political climate.

New England ended the fiscal year with a 6.9% increase in travelers from Mexico and a 10% increase in federal I-94 First-Intended Address arrivals. New England experienced a growth rate of 16.9% from July to December 2024 and slowed to a growth of 2.8% from January to June 2025.

As it takes multiple years to develop a new market, Meet Boston and Discover New England advanced its strategy knowing that political climates change. Travel Pie targeted their messaging to reach tour operators specializing in higher end clientele and to bring in influential media, most of whom have never been to New England.

## TRADE DEVELOPMENTS

### **Record figure: US issued 2.4 million tourism visas in 2024**

The US Embassy in Mexico reported that in 2024, the office reduced the waiting time to process the US visa by 60% and confirmed that 2.4 million documents had been issued over the past fiscal year, representing a record figure. The US government's representation said it continues to work and join efforts to expedite the process of processing tourist visas and unleash the current demand. According to the US Embassy, these figures correspond only to tourist visas and do not represent the issuance of work visas, journalist, student, transit, or marriage.

### **Low-cost Avelo Airlines connects Connecticut with Cancun**

The low-cost Avelo Airlines began flying from Hartford's Bradley International Airport to Cancun. Now, the company has seven routes from the US terminal. The service consists of two weekly flights, on Wednesdays and Saturdays, using Boeing B-737NG aircraft.

### **PriceTravel Holding: PriceAgencies has already surpassed 12,000 affiliated travel agencies**

PriceTravel Holding has become a benchmark in the industry. A company with a growing presence in more than 180 markets and today with a network of more than 12,000 travel agencies in Latin America and the United States, reflecting its solid strategy of expansion and positioning in the region. They saw a record two years in which its sales exceeded a billion dollars with double-digit growth.

### **Civitatis plans to reach 2 million Mexican travelers**

The platform of guided tours and Spanish excursions around the world is clear about its goal that by the end of 2025 they will reach 2 million Mexican users.

### **Prosu acquires Despegar**

Despegar, the leading travel technology company in Latin America, announced that it has entered into a final merger agreement to be acquired by Prosu, one of the world's largest technology investors for \$19.50 per share in an entirely cash transaction, representing a business value of approximately \$1.7 billion for the Argentine travel agency.

### **Pangea arrives in Mexico in partnership with Punta del Este Operadora**

In tandem with Punta del Este Operadora (PEO) as a preferred partner, Pangea arrives in Mexico with an aggressive expansion plan which foresees the opening of 70 travel agencies throughout the country with both its own establishments and with a franchise model. Pangea was started 10 years ago in Spain. It currently has more than 20 stores in that country, 180 expert advisers in destinations, and this year plans to bill more than 100 million euros and start its global expansion.

### **Operadora Concierge seals alliance with Info Center**

Mexico City-based Operadora Concierge announced a commercial alliance with Info Center, which seeks to grow both operators' product offerings and their network of travel agencies in the main areas of Mexico. Info Center started 18 years ago in Monterrey, northern Mexico. It specializes in commercializing destinations with the most significant influx in the United States, such as Las Vegas, Orlando, and Los Angeles. Operadora Concierge focuses on experiences related to sports tourism, entertainment and luxury. With this alliance, travel agencies can access the products and packages offered by both operators.

## 40 TRADE HIGHLIGHTS

Travel Pie worked with number of leading brands for product consults, trainings and campaigns.



**New England:** es una de las regiones más pintorescas y auténticas de Estados Unidos. Cada rincón invita a vivir una aventura.

¡Hasta 20% de



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Sujeto a disponibilidad y a cambios.

**civitatis**

Discover **NewEngland** **MB Meet BOSTON**

**Webinar capacitación con destino invitado Boston**

Impartido por **Norma Blanco**  
Gerente de Relaciones con Medios Agencias de Nueva Inglaterra

12 de junio 11:00 Hrs (hora México)

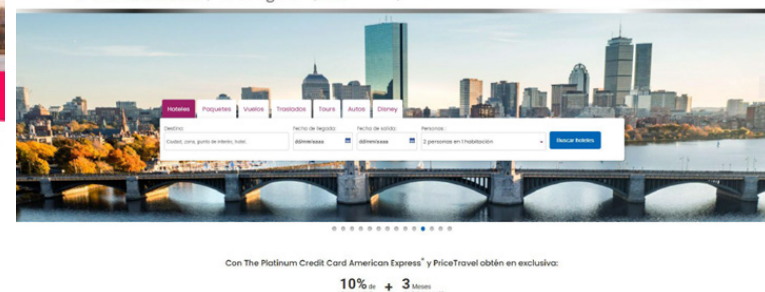


Aventura de la Costa a la Montaña en Nueva Inglaterra.



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**NEW ENGLAND**

Una región para disfrutar los 12 meses del año

Visitando:

MASSACHUSETTS - CONNECTICUT - RHODE ISLAND - NEW HAMPSHIRE - VERMONT - MAINE

**HISTORIA - CULTURA - PAISAJES - DEPORTES**

Boston con sus afamados centros educativos como la Universidad de Boston, Harvard, MIT, y vecindarios icónicos como Back Bay, Little Italy, North End - Fenway.

Disfrutar de los deportes de élite con los Medias Rojas, los Celtics y los Patriots.

Conocer las playas de Cape Cod, la Bahía de Gloucester, la encantada ciudad de Salem, las Mansiones de Newport, las White Mountains en New Hampshire, la naturaleza en Vermont.

Observación de ballenas, Windjammer Festival Cruise en Maine, las WaterFire en Providence, El Otoño de New England es único.

**ITINERARIOS HECHOS A SU MEDIDA**



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## MEDIA HIGHLIGHTS

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Travel Pie produced monthly media releases covering topics such as sports, history, fall foliage and Halloween festivities, Instagrammable New England spots and more. These releases contributed to over \$70,000 USD in earned media for Boston and New England.

Additionally, direct pitches and media FAM tours further supported New England's relationships with key media. Boston and southern New England collaborated with Brand USA to host four journalists in June 2025 representing publications: MOI, El Universal, ELLE Mexico and Harper's Bazaar. A similar media FAM project for northern New England was planned early in fiscal year 2026.



# MESSAGING

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# COMMUNICATION PILLARS

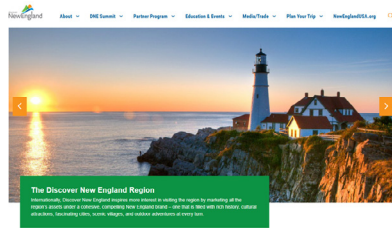
43

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.

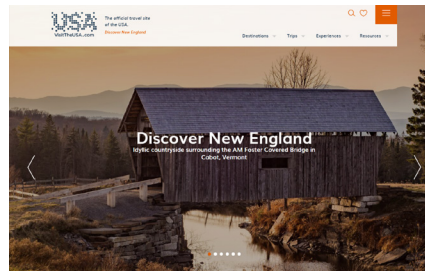
[Adventure](#) / [Family Fun](#) / [Eco-Travel](#) / [Hidden Gems](#) / [Then and Now](#) / [People and Cultures](#)

## COMMUNICATION PLATFORMS

B2B Website  
(DiscoverNewEngland.org)

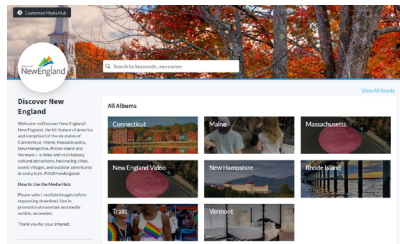


Consumer Website  
(Brand USA subsite newengland.visittheusa.com)

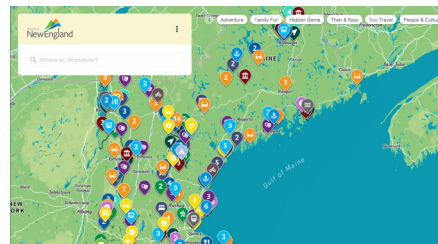


Visitor Guide  
(Translated in 4 languages)

CrowdRiff Media Hub



Wandermaps



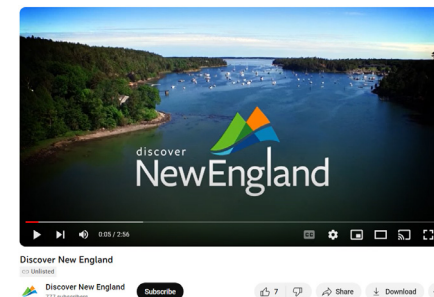
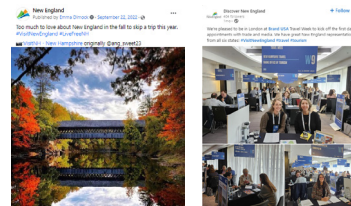
Trade/Media  
Newsletter

Industry  
Newsletter



Social Media

- Facebook
- Instagram
- YouTube
- LinkedIn



## 44 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, advanced notice for travel and events and access to exclusive media and trade leads.

Stay informed by subscribing [discovernewengland.org/industry-newsletter](https://discovernewengland.org/industry-newsletter)

