



MEMO

To:

From: Michele Cota and Kerrie Tripp

Date: February 9, 2023

Subject: BUSA Global Marketplace – Virtual Business One to One Meetings UK & Europe

Discover New England (DNE) participated in the Brand USA Global Marketplace Virtual Business One-on-One Meetings with UK and European tour operators on March 7 – 8, 2023. A total of 14 meetings took place, each 13 minutes long and with operators from different countries.

Overall, operators are reporting very strong sales to the United States, but New England, specifically, is hindered by limited product availability. Multiple operators have explained how they are pressuring their receptive partners to add more hotels, inns, campgrounds, activities and attractions in New England. Notably:

- Kenwood Travel based in the UK is launching a luxury line of New England product in the next six months and needs more historic, high-end, 5-star, B&Bs and hotels.
- Go2Travel out of Switzerland is looking for more receptives to work with to cover New England. Recently, their company has been forced to book about 90% through Expedia and wants to shift to other receptives with product.
- Lusso, which books FIT trips about 10-nights on average each to higher end locations in New England. She said that their sales to New England are slower only because of limited inventory with receptives.
- Ocean Holidays, primarily a beaches and FL specialist, is now seeing repeat client trips to the US and is now noticing a need to have multigenerational product offerings in other places.
- Naar out of Italy, is launching a New England specific landing page and will be running campaigns throughout the year. This is being supported by Meet Boston. Like most of the operators we met with, they have direct xml connection with dozens of receptives and still struggle to get enough product out of New England.
- Premium Travel out of France reports that FIT sales to the United States is very strong. They like to have different options of unique properties so they work with TourMappers specifically for New England.
- Saga out of the UK, a lifestyle company with a database of 70million, just launched this January a FIT line that also offers two self-drive packaged tours to New England. They are working with ATI mostly and want to see how the sampling of properties they are featuring sells and then look at expanding after IPW.
- Travel Trend out of The Netherlands is looking for receptive partners to add more bookable activities and attractions. He is also working with a Canadian based receptive called EnRoute to help them develop campgrounds and RVs.

Lead reports have been compiled and will be shared accordingly with state and member partners.