



discover

New England



**RHODE  
ISLAND**



**CTVISIT**

**CONNECTICUT TOURISM OFFICE**





UK

Ireland

German Speaking  
Nations:

Germany, Austria,  
Switzerland

Project Basis:

Italy, France, Japan,  
Netherlands, Belgium,  
Mexico, Australia



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**Who is coming?**



# Arrivals and Forecast

2019  
Visitation

2.2M and  
FIA 1.8M

Spend  
\$7B

Will  
surpass  
in 2024

|                   | Calendar Year 2022<br>Volume (,000) | Forecast CAGR through<br>2025 |
|-------------------|-------------------------------------|-------------------------------|
| Total<br>Overseas | 1,494.9                             | 24.8%                         |
| UK                | 236                                 | 15.4%                         |
| Germany           | 108.5                               | 19.5%                         |
| Ireland           | 48.1                                | 12.8%                         |

## Top 15 in 2022 to New England

UK, India, Germany, France, Brazil, Italy, Ireland, Spain, China, Netherlands, Mexico (Air), Korea, Australia, Israel, Switzerland

# Visitation Trends

June 2022

Less than 20% of 2019

Dec 2022

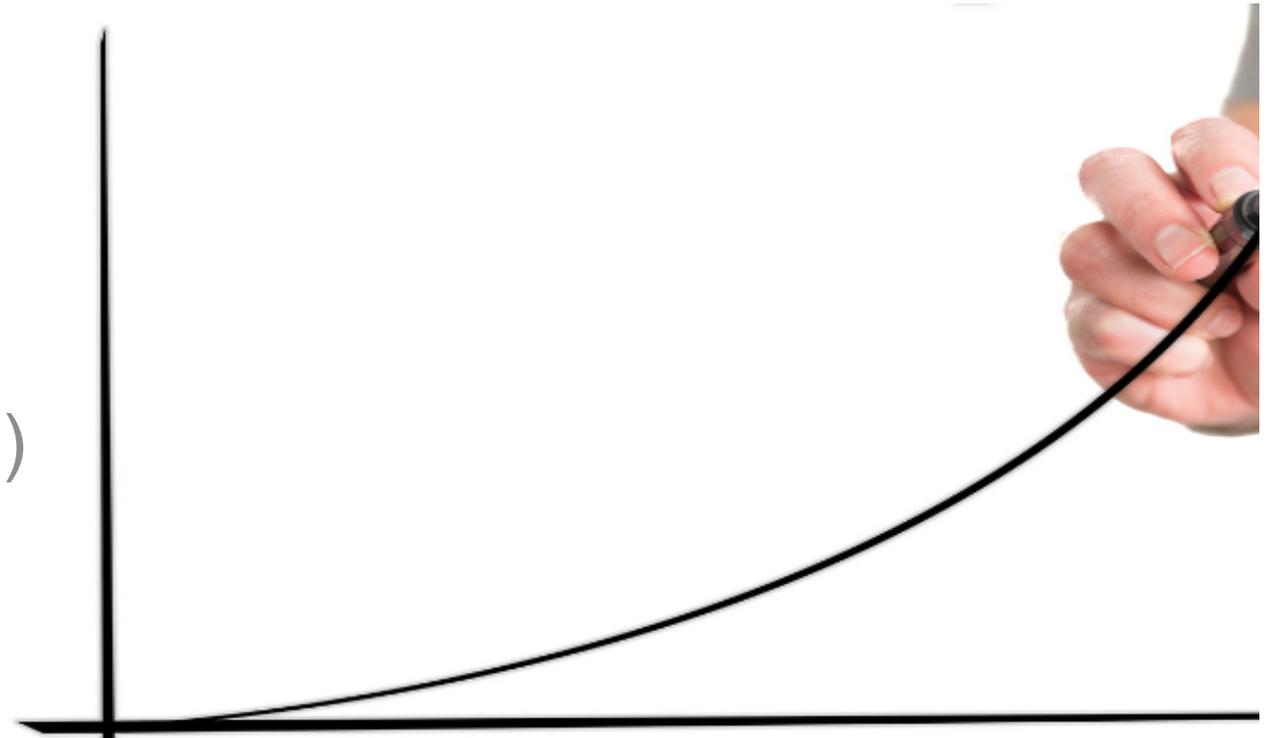
64% of 2019

June 2023

84% of 2019

Ireland has already surpassed 2019 arrivals

China is still challenged by lift.  
(4% of visitors = 13% of spend)



# Trends



API  
Technology



Fly/Drives &  
More  
Complex  
Holidays



Slow Travel  
& Personal  
Betterment



“Luxury” &  
Experiences





VERMONT



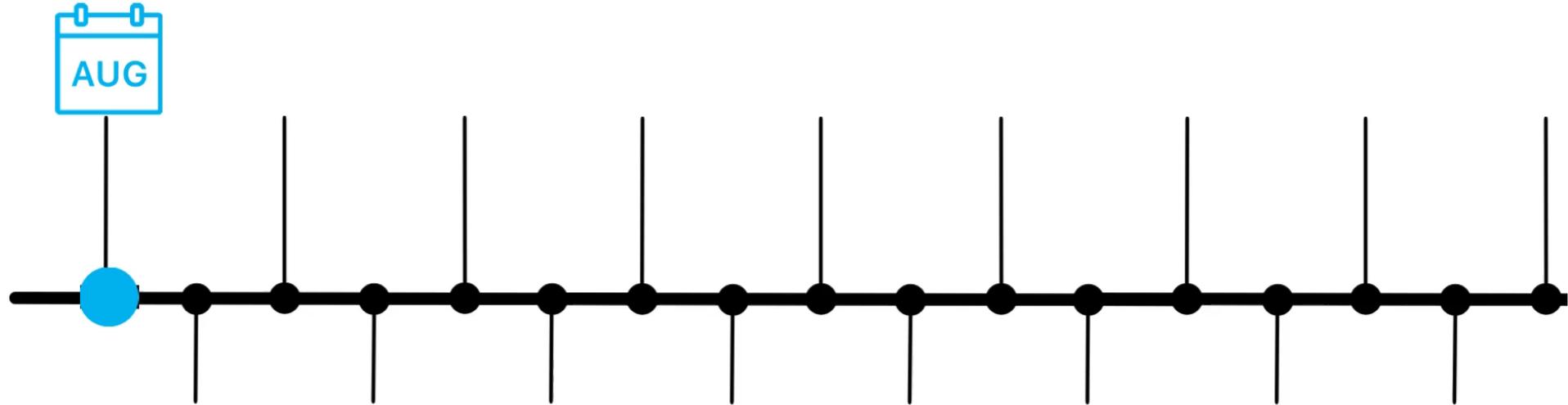


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**Our Work**



# 21 Months in less than 60 Seconds



# 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)



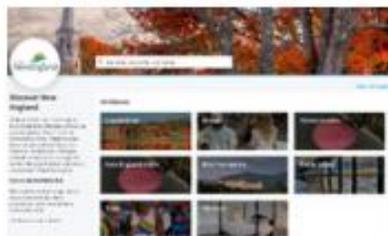
## Consumer Website

(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



# MARKET OUTREACH



## TRADE

- 701 Trainings
- 163 Calls
- 9 FAMS
- 13 Shows
- 18 Newsletters

## MEDIA

- 177 Pitches
- 251 Articles
- \$7M Estimated Media Value
- 687M Reach
- 115 Posts/Releases
- 12 FAMS

# DNE Target Markets: International Update for 2024 – Germany, UK, Ireland

## Virtual

Friday, December 15, 2023

- FREE
- A federal update presented by BrandUSA
- Market Updates presented by DNE's core market international reps.

# Annual Tourism Summit & International Marketplace

## April 9 - 11, 2024

Omni Mount Washington,  
Bretton Woods

- 1:1 appointments with international tour operators (buyers) & New England hotels & attractions (suppliers)
- Market update workshops and networking events



# DNE ANNUAL REPORT FY2023

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**New Hampshire**

LIVE FREE



**MAINE.**



Break until 10AM