



discover
NewEngland

SUMMIT 101

What is DNE?

- A multi-state cooperative marketing effort to generate travel from overseas markets
- Established in 1992 by six New England State Tourism Directors
- Target markets: United Kingdom/Ireland, Germany/German-speaking countries (several others on a project basis)



Annual Tourism Summit & International Marketplace 2023

March 29-31 at [Boston Marriott Copley Place](#), Boston, Massachusetts

- Only travel trade show focused solely on New England
- 1:1 appointments between international tour operators (buyers) & New England hotels & attractions (suppliers)
- Market update workshops and networking events



Annual Tourism Summit & International Marketplace 2023

March 29-31, 2023 at Boston Marriott Copley Place
Boston, Massachusetts

- Your opportunity to direct overseas travelers to your destination, property, or attraction.
- Highly cost-effective trade conference dedicated entirely to our region.
- Expand your international business without ever stepping on an airplane!



Annual Tourism Summit & International Marketplace 2023

New this year:

- Suppliers are now seated at tables or pods of two, and buyers will move between appointments.
- There are 45 appointment slots; however, suppliers and buyers may block off breaks as they wish during the scheduling process.
- In total, there will be about 55 buyers and 70 supplier tables.
- Buyers and suppliers will need to complete their profiles and all appointment-taking suppliers must provide a logo by logging into:
https://dne.teameventmanagement.com/MyEvent/DNE_2023/app/#/login

How to prepare:

- Dress is business casual for all events.
- Bring about 100 business cards.
- Operators will want to know which receptives you work with.
- Develop a 1-page profile sheet explaining your business, showing where you are located on a map, and provide links or QRs for where the operators can find images, static rates (unless you can provide a dynamic connection), packages, and other important details for your business.

OR/AND

- Bring a tablet where you can display these details – please keep volume to a level that will not disturb the tables around you
- Research your appointments in advance to understand the buyers' interests.
- Displays, giveaway items, and general table décor are NOT allowed on the marketplace floor.

Why International?

- Spend significantly more than the domestic traveler
- Unlikely to cancel
- Trips are planned well in advance; stay longer (4 weeks vacation)
- Tends to be more sophisticated visitor; couples and families
- For every 35 international travelers, 1 US job is supported.



Overseas Travel to New England 2023-24

- Demand is high for leisure travel
- New England inventory is low
- Receptives are integral distribution channels
- Luxury and high end product very strong
- Asian markets are slower to rebound
- COVID19 influences
 - More immersive, slower- paced touring
 - Looking for experiences
 - Looking for value
 - Bucket list travel



How does it work?



Where do we market?

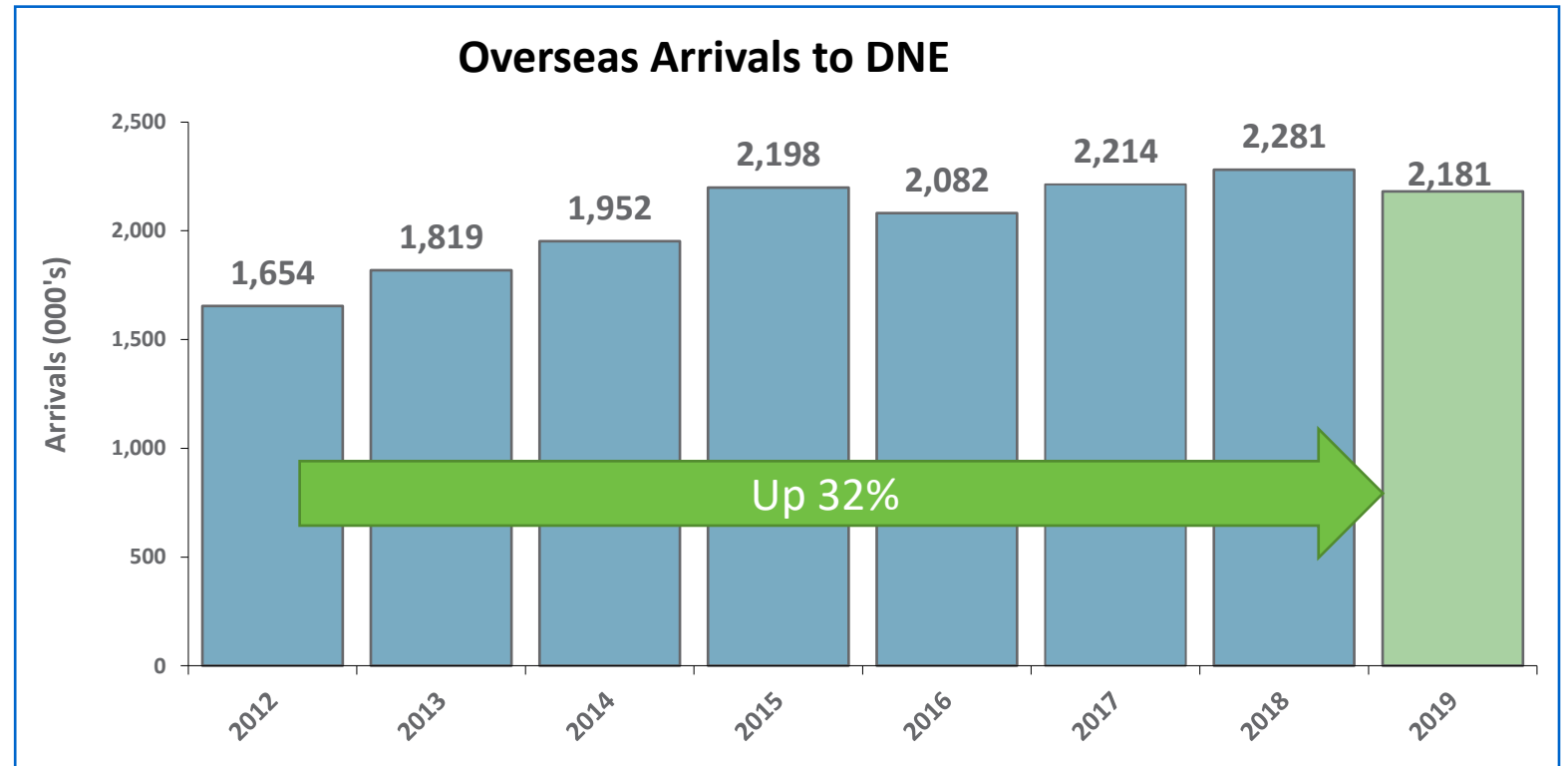
United Kingdom, Ireland, Germany:

- High number of arrivals coming into New England
- Building a strong marketing mix
- Importance of trade in international markets
- Proximity & accessibility
- Likelihood to travel to multiple states within the region
- Representation in each country



New England Overseas Visits

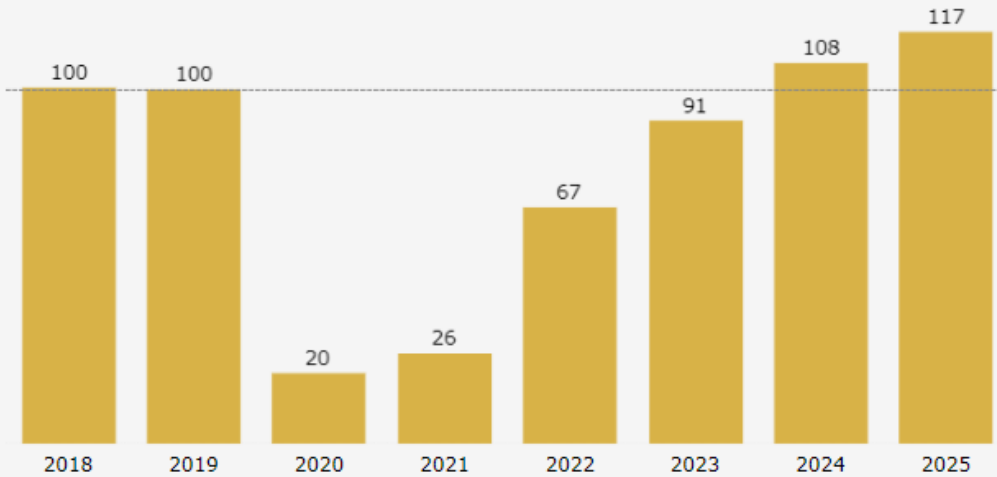
- Visits increased 32% from 2012 to 2019.
- 527,000 overseas visitors added since 2012 compared to 2019.



Source: Travel Market Insights Inc. Inbound Travel Monitor; NTTO

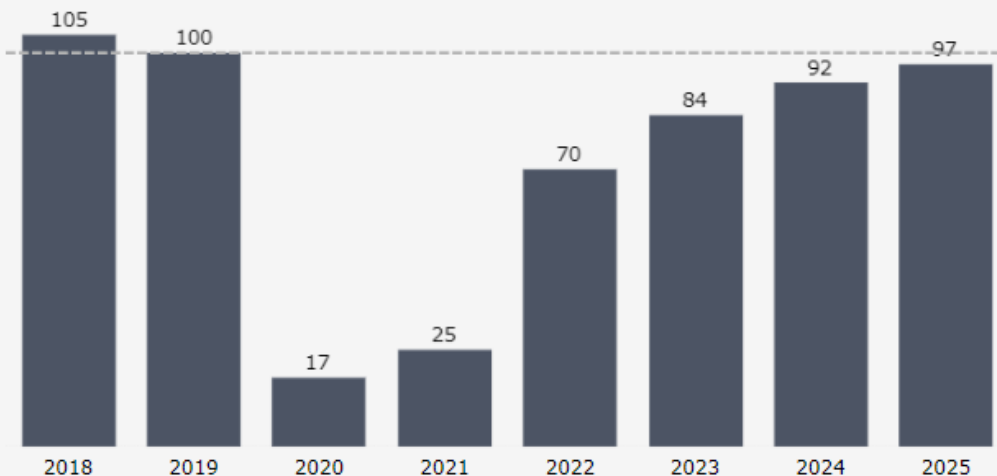
International Visitor Arrivals

New England, (Index 2019 =100)



Spending by International Visitors

New England, (Index 2019 =100)



Source: Tourism Economics

International Visitor Arrival Share

New England, Year: 2022



Benchmark year - 2019

- 2.2 to 3m international travelers
- \$7.06 billion in direct spending
- Roughly 7% share of all visitors to the United States

Forecast

Tourism Economics

	2017	2018	2019	2020	2021	2022	2023	2024	2025
International visitors to New England region (000)									
Total international	5,441	5,690	5,664	1,127	1,446	3,688	4,994	5,870	6,334
Canada	2,485	2,623	2,528	545	872	2,092	2,624	2,947	3,094
Mexico	46	49	51	16	18	49	52	54	55
China	272	260	251	29	41	97	172	226	264
★ Japan	236	216	240	38	12	130	191	228	240
South Korea	110	101	123	20	13	66	91	111	124
Australia	66	69	70	11	9	28	54	74	85
Brazil	114	145	134	23	17	52	78	100	116
India	89	92	100	20	14	42	60	75	88
★ France	134	157	158	20	29	86	136	167	179
★ Germany	184	174	173	22	17	82	134	176	195
Italy	73	77	89	11	8	41	63	80	89
Netherlands	58	63	67	16	7	30	47	60	68
Spain	66	80	99	15	11	40	64	80	87
★ UK	385	406	414	68	90	259	397	459	486
Total overseas	2,910	3,018	3,086	566	556	1,547	2,318	2,869	3,185

QUESTIONS?

Events@discovernewengland.org

DiscoverNewEngland.org

