



MEMO

To:
From: Michele Cota
Date: October 28, 2024
Subject: BrandUSA Travel Week 2024 London



Discover New England (DNE) participated in the third annual BrandUSA Travel Week in London, UK from October 21 – 24, 2024. DNE had pre-scheduled one-on-one meetings with 44 tour operators and 30 journalists based in countries throughout Europe and attended educational sessions on airline route development, inclusion, and visitation updates.

Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Discover Newport, Newport Mansions, Providence CVB, North of Boston, and MeetBoston were also in attendance. The Director of Tourism for Rhode Island took media appointments on behalf of Discover New England and then joined his state partners on the last day.

The general feedback from tour operators is that fly-drive holidays to the United States are more than strong – it is their primary focus.

DNE has observed the following:

- All operators have reported being back to pre-pandemic levels to the United States.
- Clients are getting younger, have strong buying power and are less focused on fall foliage and more on experiences in general.
- There is a strong need for a list of high-end travel private experiences bookable via receptives.
- For the first time, several operators from Spain stopped by the booth wanting to build product which is a stark difference from past years where all Spanish operators either no-showed meetings or was direct about no interest. The new flights between BOS and Madrid and Barcelona has gotten their attention.

Lead reports have been prepared and will be shared with the state tourism bureaus and Discover New England [Valued Partners](#) directly.