



MEMO

To:

From: Kerrie Tripp

Date: November 2024

Subject: German Sales Mission



Discover New England (DNE) hosted a sales mission to Germany from November 11 - 15, 2024, visiting Munich, Weinheim, Bovenden, Hamburg, Hannover, and Berlin. The delegation included Susan Henrique (CT Tourism), Jocelyn Bouchard (NH Tourism), Kate McDonough (Visit Portland), Kerri Cronin (Meet Boston), Chaira Marconi (Visit Maine), and Kate Heemsoth (Go Providence).

The delegation met with more than 105 industry representatives through one-on-one appointments with tour operators and media, multiple training sessions, and two formal evening events. The delegation had the opportunity to work with CANUSA and Condor Air to host an evening event that was aimed at influential travelers. The attendees played games that were as much about learning about iconic New England as it was to have fun. The delegation was able to present to the attendees and award prizes.

Key Themes Discussed:

- **Sustainability in travel**
- **Luxury travel:** Emphasizing both luxury accommodations and exclusive activities/adventures.
- **Outdoor recreation:** Featuring unique opportunities such as wildlife watching (moose and bear), lobster boat trips, and guided adventures. There was also interest in winter activities like snowmobiling with guides, dog sledding adventures, and snowshoeing.
- **Fly-drive trips:** That are off the beaten path.



Planning Needs:

- **Inventory:** Looking for some more luxury options but New England has done a good job getting accommodations inventory up but there is a need for bookable activities and excursions.
- **FIFA World Cup:** Operators are discussing housing plans for FIFA, seeking a mix of city and non-city stays.
- **Photos & Videos:** A continued need for accessible photos & videos to help tour operators and agents sell New England. DNE emphasized its media hub.
- **Stories:** There is interest in hearing about the “local story” for what gives a destination its character.



The demand for New England remains strong, necessitating ongoing product development and education. The 14, 14-day itineraries and the media hub library on the DNE website were well-received, and they look forward to the next itinerary to be produced.

The sales mission was a success. Showcasing New England as a premier destination that is continuing to improve offerings through product development and responding to the needs of the operators was important to them.

