

BrandUSA Travel Week, London Post Show Summary



MEMO

To:

From: Michele Cota

Date: November 11, 2025

Subject: Reisbeurs Joker Show & BrandUSA Travel Week 2025 London



Discover New England (DNE) participated the Reisbeurs Joker show in Mechelen, Belgium in partnership with MeetBoston on October 19 immediately before BrandUSA Travel Week in London. Reisbeurs Joker is a consumer event attended by about 1,000 Joker clients. Additionally, Meet Boston and Discover New England did a destination training and was a speaker on a media panel discussion.

Joker has invested a lot of time and resources into revamping their New England product that was relaunched in 2024, and the objective of attending is to support their work to amplify Boston and New England to the French and Dutch markets.

Joker was formed in 1981 and has repeatedly been recognized in the Belgium market as a tourism leader and for their commitment to sustainability. For Joker, New England is selling better than Florida as their clients prefer the fly/drive and off the beaten path holidays.

Immediately following Joker Reisbeurs, Discover New England joined an impressive delegation from New England for the 4th annual BrandUSA Travel Week in London, UK from October 20 – 23, 2025. DNE had pre-scheduled one-on-one meetings with 43 tour operators and 34 journalists based in countries throughout Europe.

The Director of Tourism for Maine took media appointments on behalf of Discover New England as the sessions were concurrent to the trade meetings.

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

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DNE observed the following during the trade appointments:

- In general, the operators have experienced some slowdown over the summer with bookings and inquiries to the USA picking up in the fall so there is general optimism.
- FIFA World Cup and America 250 are not concerns or viewed as a strong opportunity by most operators; though some are adding “things to do around games” content or “America 250 events to experience while you are there” resources.
- Noticeable increase in requests for escorted group tour product and high end bookable experiences and lodging for FIT.
- More AI driven content and packaging with requests for regional planning documents to power their programs.
- Operators very receptive to road trip themes and new ideas including shoulder seasons.

Media notes reflected a slightly different approach to New England:

- Strong demand for history and America 250 content.
- Quest for the personal stories and deep cultural experiences in New England.
- Noticeable increase in interest for winter and shoulder season.

Continued participation in BrandUSA Travel Week is strongly recommended for both trade and media programming. Lead reports have been prepared and will be shared with the state tourism bureaus and Discover New England [Valued Partners](#) directly.