



discover
NewEngland
**28th Annual Tourism
Summit & International
Marketplace**
April 13-15, 2026
Hotel Champlain
Burlington, Vermont



Market Updates

In 10- Minutes



Overseas arrivals in 2025 into New England stayed flat compared to a really good year, 2024, for the most part with some markets a bit more down and some well up. Early numbers for 2026 are showing increases in all of our top markets.

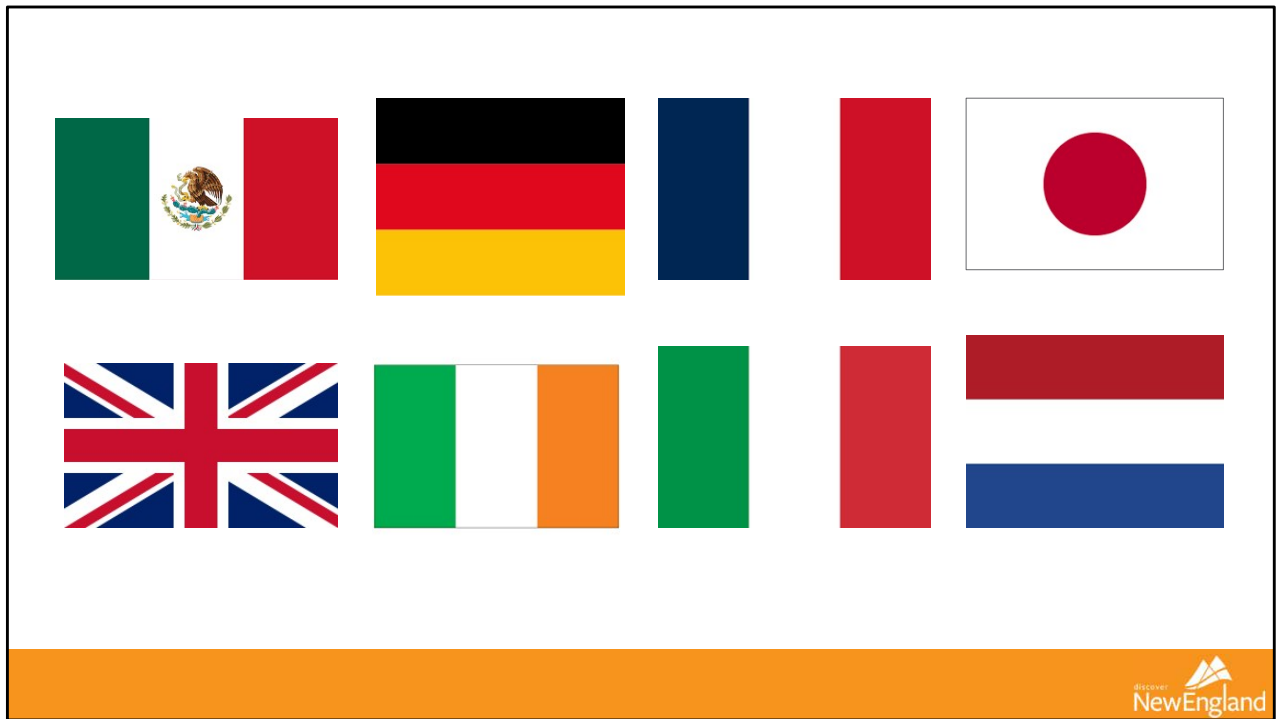
Resource Center

Find helpful international travel resources, research and forecasts.

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sales missions, events, campaigns, PR efforts, new exciting content and collaborations - Southern Quebec Under Shared Skies



Discover New England does not target Canada because the market is competitive for the six states as a domestic market is

Mexico

Another Co, Market Managers: Gabriel Fuertes and Carolina Trasvina



We have new representation in Mexico starting this month with Another Co. This continues our partnership with Meet Boston to launch Mexico with an emerging market strategy and as foundational to the broader Latin American market.

Media coverage reaching over 18million Mexicans.

Arrival up 8.5% good spread around the six states, Vermont FIA numbers up 24%. Maine, Mexico is now third largest long-haul international market.

Their economy has been stable and growing for a long while no

United Kingdom

Travel & Tourism marketing (TTM) Ltd.,
Market Managers: Duncan McCubbin, Kirsty Dillury, Caroline Donaldson-Sinclair



Generated \$14m in emv reaching more than 613m, conducted 200 meetings and trainings with media and trade, created and sent 13 newsletters and brought over five A-list FAMs.

We ran 6 separate campaigns in FY25 and have 5 running or about to run in the UK for this fiscal with companies including: North America Travel Service, Freedom Destinations, and Internet Traveller

Ireland

Woodstock Communications, Market Manager: Tony Lane



Boston is the 3rd largest port of entry for Irish travelers behind JFK and Newark so New England benefits from both gateways. This was the fastest market to rebound to prepandemic numbers for us

We worked with Travel Solutions on a marketing campaign for Belfast area and American Holidays campaign this spring

Germany, Austria, Switzerland

Get it Across, Market Manager: Andreas Nierhoerster



AMERICA Journal campaign. The publication just ran a 23 page article covering all of New England. Campaigns with DerTour and Argus Reisen.

This is one of the more negatively impacted markets but it remains a very large market for USA inbound and held on to the 4th largest longhaul international market to New England in 2025.

Italy

Thema Nuovi Mondi, Market Manager: Olga Mazzoni



Growth market last year with demand across all states and all year.

We hosted a sales mission this past January and were able to travel with six partners from Maine, Massachusetts, Rhode Island and Connecticut. Olga also conducted two presentations in Italian for DNE through Visit USA Italy on food and culture and another on events with a focus on revolutionary history.

Japan

Global Consulting, Market Manager: Shoko Hirao



Isn't expected to return for another 2-3 years due to the Yen being so weak against the USD.

Japan was our 3rd largest inbound market in 2019 with more than 240k arrivals. In 2025 with 58k arrivals.

Keeping our feet in the market via trade trainings and via maximizing our VisitUSA Japan membership. We recently were within the HIS Tokyo World Fair VisitUSA booth and also presented at a History and Cultural Tourism seminar and a separate one of Sports Tourism both hosted by BrandUSA. All six states have been picked up regularly in the VUSA newsletters.

Netherlands, Belgium, Luxembourg

Target Travel, Market Manager: Fleur van den Berg



Attended the Reisbeurs Joker client show with Meet Boston in Belgium last October. In December Target Travel hosted a New England event with Jeblue serving a menu of harvest salads, lobster rolls, oysters, and Ben and Jerrys, they gave away prizes and presented New England, celebrating the new Amsterdam to Boston route. They had a waitlist 20 people long who couldn't attend because they hit capacity.

We are going to Amsterdam for the next BrandUSA Travel Week Europe

France

Orkestra Tourism, Market Manager: Emmanuelle Massieu

The collage features a circular portrait of Emmanuelle Massieu, a snippet of a French article from 'Le Point' titled 'En Nouvelle Angleterre qui fait sens' with a cityscape photo, the French flag, and the 'Discover New England' logo.

We pulled back our DNE project work in France last year as France was the focus two years ago with a couple of campaigns including with Jetblue and Visiteurs. Still maintain an Expedia buy in this market. A few of the states have individual representation in France and so does Boston.

Last Summit, we hosted Stephan Aubouard as a panelist during last year conference and his article in Le Pointe ran last November - gorgeous article

View Market Surveys

1. Would you consider the geo-political-economic condition of your market to be stable?
2. What is trending for long-haul travel interests?
3. Major industry news/announcements since last Summit.
4. Rank top three concerns affecting future travel to New England.
5. What advice to you have for New England's tourism suppliers to succeed in your market over the next two years?

