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Discover New England – Market Update

Germany, Austria, Switzerland

1. Would you consider your geo-political-economic condition of your market to be stable (eg. inflation, gdp, health of mid-upper class, relations with USA, consumer confidence)?

Please briefly explain:

Germany's **geopolitical and economic situation is broadly stable**, with several indicators improving after recent challenges.

- **Inflation** has largely returned to normal levels (around ~2%), helping stabilize purchasing power and allowing real wages to begin recovering.
- **Public finances** remain relatively strong compared with many advanced economies, giving the government room to invest in infrastructure, energy transition, and defense.
- **Employment levels** remain high, which supports the stability of the middle and upper-middle class.
- **International relations**, particularly with the United States and within NATO and the EU, remain solid and strategically important.

Economically, **growth has been modest**, but forecasts expect gradual improvement as investment increases and consumer confidence slowly recovers. Germany is also investing heavily in modernization areas such as renewable energy, digital infrastructure, and industrial transformation, which could strengthen long-term competitiveness.

Overall: Germany remains a **politically stable, wealthy, and resilient economy**, currently in a slower growth phase but with strong institutions and resources that support long-term stability and recovery.

2. What is trending for long-haul travel interests (eg. sports/events, readaways/hushpality, adventure, nostalgia, luxury, budget, astrotourism/nature-based, solo, etc)

1. Top interest: Sports & event-driven travel (“fan voyages”)
2. Interest: “Hushpality” & quiet retreats (digital-detox travel)
3. Interest: Nature-based travel & astrotourism
4. Interest: Adventure & experiential travel

Comment:

- Despite the share of visitation towards the U.S. decreasing in a double-digit percentage compared to 2025 (ranking of destination: 14 vs. 8) the U.S. is still the #1 long haul destination for Germans. Travel packages are not as much affected as individual trips.
- AI is increasingly being used for travel planning – rather as an addition than a replacement of conventional trip planning
- Increasing trend towards fall becoming the new summer

3. Major industry news/announcements since last Summit (eg major travel company changes and/or flights to Boston/New York gateways):

Comment:

- DERTOUR Group has acquired Hotelplan/Travel House in Switzerland in late summer 2025. US-Product consolidation with DERTOUR Suisse and KUONI

4. Rank top three concerns affecting future travel to New England (eg. Sentiment towards USA, sentiment towards New England, fuel prices impacting cost of travel, competition, affordability of destination, airline availability, availability of product, esta/visa process, source market political environment, source market economics/politics stability, trends, etc.):

1. Top Concern: Sentiment towards US administration; Socio-Political Reasons (about 50%)
2. Concern: Affordability of destination (37%)
3. Concern: Esta/Visa process with potential social media account pre-check (31%)

Comment: SOURCE: [German Travel Association \(YouGov Research\)](#)

5. What advice to you have for New England’s tourism suppliers to succeed in your market over the next two years (hotels, attractions, dmos, transportation, etc)?

Germans are particularly motivated by nature, culture, and authentic experiences, making New England’s historic towns, coastal landscapes, and outdoor activities a strong fit. Marketing should

highlight themes such as the birthplace of American history, scenic coastlines, charming villages, and local food traditions.

A key opportunity lies in promoting self-drive road trips with the continued provision of structured multi-state itineraries of 7–14 days that combine cities, nature, and coastal destinations. Encouraging multi-stop journeys and regional touring routes can increase overnight stays and visitor spending across several destinations.

Price transparency and value are also important. German travelers are sensitive to hidden costs and appreciate clear information about taxes, tipping practices, and total trip costs which is why hotels and tourism businesses should maintain contracts with receptive tour operators that are collaborating with the German travel trade as many German travelers still rely on tour operators for long-haul trips. Direct contracting comes rather into play with upscale & luxury Tour Operators. In any case it 's beneficial for suppliers to publish prices and sign contracts early, as many repeat clients place their bookings way in advance.

New England's fall foliage season is particularly attractive and still raises the highest awareness. However, also summer gains importance and should also be promoted alongside quieter spring experiences and winter holiday travel – always with an additional focus onto authenticity, adventures, history and sports/events that are making New England a unique destination.

Finally, collaboration with German travel media remains essential. Strong digital storytelling and scenic visual content will help position New England as an authentic, accessible, and memorable destination for German visitors.