



discover
NewEngland

SUMMIT 101

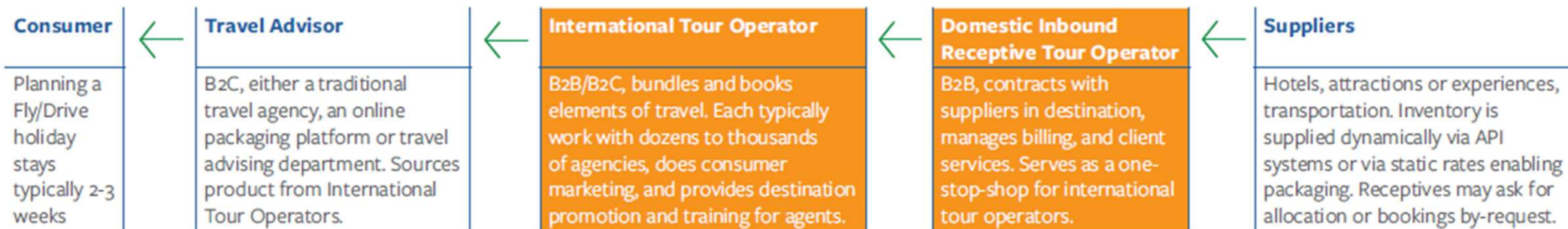
What is DNE?

- A multi-state cooperative marketing effort to generate travel from overseas markets
- Established in 1992 by six New England State Tourism Directors
- DNE approach; Travel Trade and Media

www.discovernewengland.org



How does it work?



- Establish relationships
- Effective & Efficient booking channels
- Static AND Dynamic

Annual Tourism Summit 2026

Industry Education Monday, April 13 from 1 PM to 4 PM

Included in your Summit registration but also open to non-summit attendees

Monday 1 PM to 4 PM

This year you will hear from the following industry experts:

- Michele Cota, Discover New England
- Patrick Smyton, Tourism Economics
- Chelsea Sullivan Kaiser, Brand USA
- Kristen Hessel, Expedia
- International Media Panel – your time to ask questions about working with the Media

New This Year – 2 30-minute education sessions

- Digital Transformation – Best Practices and Case Studies, presented by Karl Llewellyn of Wheresight
- Making the Pitch, presented by Caroline Donaldson Sinclair of Travel Tourism Marketing (TTM).



Followed by an All-Delegate Kickoff Reception

Annual Tourism Summit & International Marketplace 2026

April 13-15 at Hotel Champlain, Burlington, Vermont

- Only travel trade show focused solely on New England
- 1:1 appointments between international tour operators (buyers) & New England hotels & attractions (suppliers)
- Market update workshops and networking events



Annual Tourism Summit & International Marketplace 2026

April 13-15, 2026 at Hotel Champlain, Burlington, Vermont

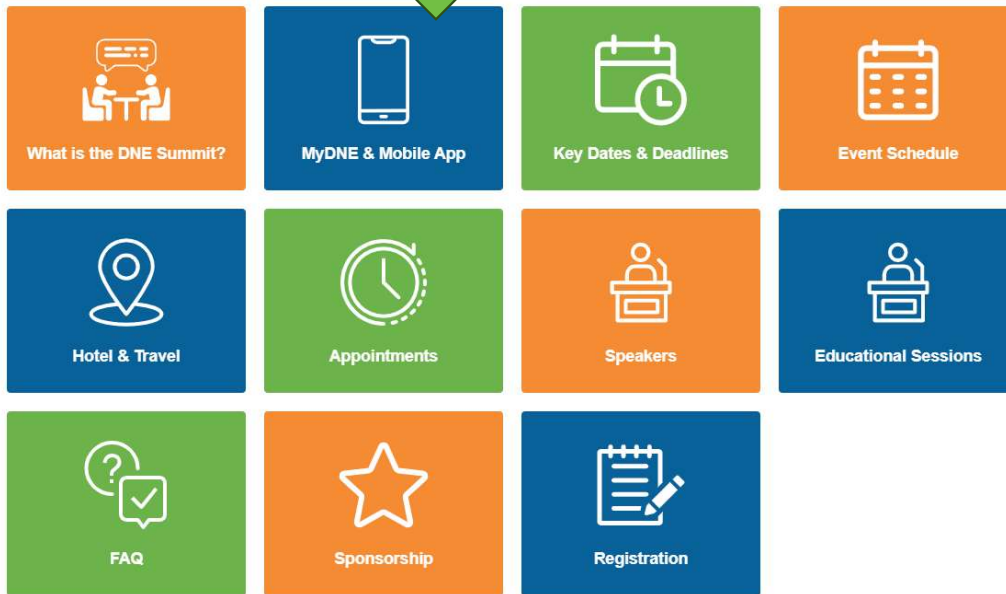
- Your opportunity to direct contract and establish long lasting relationships.
- Highly cost-effective trade conference dedicated entirely to our region.
- Expand your international business without ever stepping on an airplane!



Annual Tourism Summit & International Marketplace 2026

- Suppliers are seated at tables or pods of two and buyers will move between appointments.
- There are up to 35 appointment slots; however, suppliers and buyers may and have block off breaks as they wish during the scheduling process.
- In total, there will be about 70 International & Receptive buyers and 73 supplier tables.
- IF you have not completed your business profile, please log in to the [MyDNE](#) app or portal.
- Just before Summit we will release the mobile version of this app, please make sure you download it.

MyDNE App – discovernewengland.org/summit



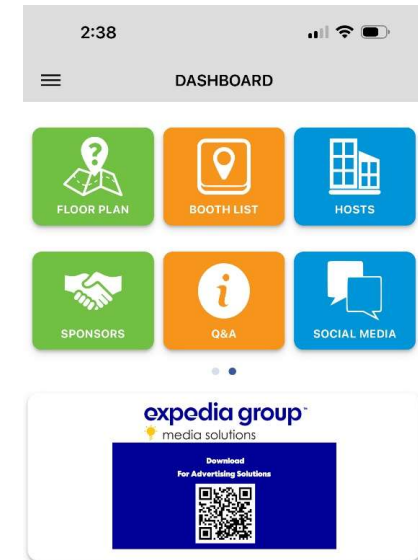
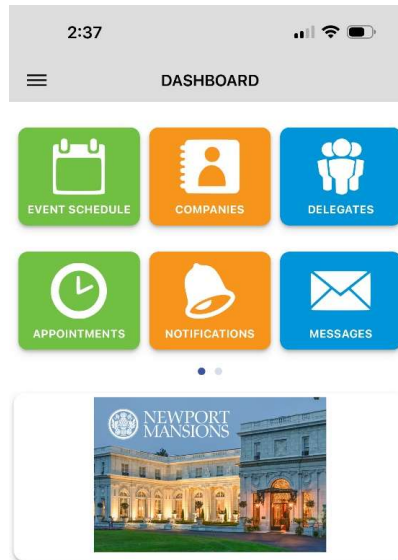
My DNE & Mobile App

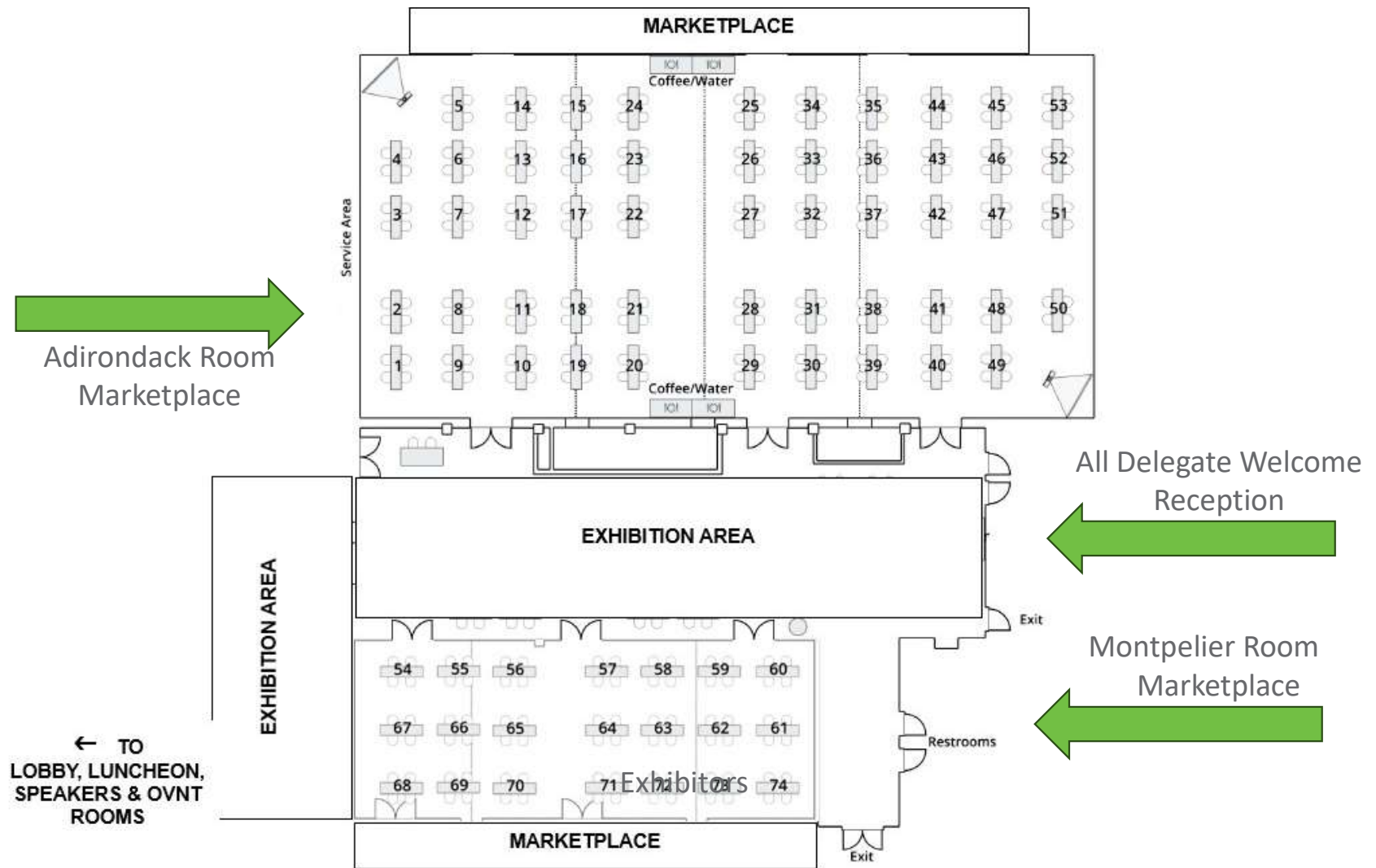
Visit the [MyDNE platform](http://MyDNE.platform) to manage your registration and profile, upload images, research databases, pay registration invoices and more.

MyDNE

QR Codes to download the mobile app will be placed on this page as well as sent out via email.

Mobile App





How to prepare:

- Dress is business casual for all events.
- Bring about 100 **business cards**.
- Operators will want to know which receptives that you work with. (if you are a DMO, what members are working with receptives?)
- Develop a 1-page (front and back) **profile sheet** explaining your business showing where you are located on a map, and provide links or QRs for where the operators can find images, static rates (unless you can provide a dynamic connection), packages, and other important details for your business. *Rates need to be all inclusive, no extra fees

OR/AND

- Bring a tablet where you can display these details – please keep tablet volume turned off.
- **Research** for your appointments in advance to understand the buyers' interests.
- Displays, giveaways items, and general table décor are NOT allowed on the marketplace floor.

Overseas Travel Trends for 2026

- Receptive inbound operators are integral distribution channels
- Luxury and high-end product very strong
- Trends to be aware of:
 - Night Skies
 - More immersive, slower- paced touring –betterment “Hushpitality”
 - Expanded Family Travel “Skip-gen”
 - Eco-Active & Sustainable Trips
 - Historic Stays & Cultural Immersion
 - Sports Tourism



Follow up after!

QUESTIONS?

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DiscoverNewEngland.org

