



## MEMO

To:

From: Michele Cota

Date: October 7, 2022

Subject: BUSA Travel Week 2022 Summary

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Discover New England (DNE) shared a booth with the New Hampshire Division of Travel & Tourism Development during the Brand USA Travel Week in Frankfurt Germany from September 26 – 29, 2022. This show restricts the number of suppliers and buyers which has led to it being sold out at some point during the spring of 2022. Brand USA coordinated a booth share in order for DNE to attend. Other booth attendees from New England included representatives from the states of Vermont and Connecticut and the Greater Boston CVB.

During this show, DNE and NH met with about 38 tour and airline operators with a mostly full slate of appointments. Appointments were very long at 20 minutes each which enabled for high-quality trainings and conversations.



In general, travel to the United States continues to rebound and, in many cases surpass 2019 numbers. The following are key takeaways from the meetings:

- Airlines have very keen interest in New England as a gateway. JetBlue is looking for joint marketing opportunities to support their new flights to BOS from Gatwick and Heathrow. Aer Lingus will be returning to Harford and hopes to add a Manchester to Boston option. Condor is a JetBlue partner that plans to bring back its BOS/Frankfurt route in 2023.
- Most tour operators are asking for attractions and excursions that they can purchase through Viator or ATI and for DNE to provide more niche itineraries and lists for content.

- There were a number of operators who acknowledged that their New England specialists on staff are no longer working for them so they are in major need of training. There is strong interest in Summit, FAM tours and other training materials.
- Multiple operators asked for glamping, sustainable and wellness related tourism product and accommodations.
- Operators who just launched or will be launching New England tours include: American Affair, Pacific Island Travel (will have a new name) and Thomas Cook (relaunching the company).
- Many have explained issues with hotels who have front of house staff that are not familiar with how vouchers work. Many clients were double charged for their stay which was a frustration to correct.

In summary, Brand USA was a high value event. DNE will share leads with state partners and individual requests will be followed up with accordingly.