discover NewEngland

DNE ANNUAL REPORT FY2026



DNE STAFF



Michele Cota

Executive Director



Kerrie Tripp

Director of Products & Sales



Jo Sabel Courtney

FAM & Content Manager

75 S Main St, Unit 7, PMB 81

Concord, NH 03301

info@discovernewengland.org

discovernewengland.org

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LETTER FROM THE DIRECTOR



Dear tourism partners,

Discover New England, founded in 1992, is a unique regional partnership between the six New England state tourism offices to market the region collaboratively as one destination. We work with a talented team of staff and overseas offices to focus equally on international market development and capacity building within New England.

Fiscal year 2026 - from July 1, 2025 to June 30, 2026 - was challenged by steady federal headwinds testing the resilience of the United States tourism export industry as a whole. The fiscal year opened with the U.S. Senate cutting Brand USA's funding from $100 million to $20 million via the One Big Beautiful Bill, leading to program and staffing cuts within Brand USA. The organization's funding was later temporarily restored by the Visit USA Act in November 2025 with reauthorization required in late 2027.

While global tourism set records, the United States was the only country forecasting a decline in international arrivals. By spring, conflict in the Middle East had closed airspace over key connecting hubs, and airfare and fuel costs rose to levels that tested even the most committed traveler.

To add numbers, FY2025, the previous fiscal year, ended strong with arrivals by overseas visitors increasing 6.5% and spend increasing 11.6%. The first half of FY2025 carried the arrivals for that year as there was a sharp decline in both measures starting later in February 2025. The rate of decline improved into 2026 as general growth in Latin markets strengthened. Mexico arrivals to New England continued its growth pattern with an increase of 5.9% and growth was observed from Brazil and Colombia as well. FIFA World Cup matches in Boston sent United Kingdom arrivals up 187% in June. All in all, FY2026 ended with overseas arrivals at 1.9M (down 1.4%) and $5.7B in spending (+0.4%). Canadian arrivals were down 13.3% overall which was trending towards improvement over the second half of the fiscal year.

Discover New England met these headwinds by going directly to its key markets. Some of the year's highlights include leading a sales mission to Italy with delegates from Maine, Massachusetts, Rhode Island and Connecticut, including a lobster luncheon for about 40 tour operators and media co-sponsored by Delta Air Lines. We welcomed Another Co. as our representative in Mexico, in partnership with Meet Boston, building on last year's emerging market strategy. We also completed sales missions to Germany, Mexico, the United Kingdom and Ireland, met European operators at Brand USA Travel Week Europe in London and managed a double booth at IPW in Fort Lauderdale, including the Media Marketplace. Across the year, we generated nearly $28 million in earned media value, met with 2,300 travel professionals and launched 12 campaigns resulting in more than 8 million impressions. One of the most impactful successes was the 28th Annual Summit & International Marketplace at Hotel Champlain in Burlington, Vermont, where New England once again hosted a sold-out Marketplace, welcoming 75 international buyers, representatives and media from 11 countries, the majority of whom participated in pre- and post-tours throughout the region.

Last year, we promised a new collaboration with our friends in Canada, and we delivered. The "Under Shared Skies" program with

Southern Quebec is now in-market, with channel partner Jonview already accepting bookings. We also introduced fresh content on winter holidays, biking, dark skies, film and literature, glamping, cultural Main Streets by RV and historic sports bars across all six states. To keep our industry informed, we offered free webinars on accessibility, market insights and digital strategy, and shared the strategic planning recommendations from Miles Partnership and Coraggio.

Looking ahead to FY2027, Discover New England will build on the momentum of the World Cup and America's 250th anniversary to keep New England top of mind for international travelers. Discover New England will continue marketing and communications in the UK, Ireland, Germany and Mexico, and is now adding efforts in the Netherlands, Belgium and Japan. We're investing in refreshed content and assets while adding a new communications position. The membership program, which is designed to support the speaker programs, is expanding with a new Media, Tech & Creative Services (MTC) category. And lastly, Discover New England seeks to ensure it continues to meet the needs of its industry by conducting a sentiment study as well as gathering a moderator-led task force to advise the organization into the future.

The following report showcases Discover New England's work to protect tourism exports as an important economic driver. You will see a strong integrated approach that focuses on engagement within New England simultaneously with a targeted, multilayered approach for reaching international travel trade and media.

Sincerely,



Michele Cota
Executive Director

BOARD OF DIRECTORS

Kate Fox, Chair (Massachusetts)
Carolann Ouellette, Vice Chair (Maine)
Rachel Lenda, Treasurer (Connecticut)
Heather Pelham, Secretary (Vermont)
Mark Brodeur, Officer (Rhode Island)
Michelle Cruz, Officer (New Hampshire)

STRATEGIC PARTNERS

UK - Travel and Tourism Marketing (TTM)
Ireland - Woodstock Communications
Germany - Get it Across
Mexico – Another Co.
France – Orkestra Tourism
Japan – Global Consulting
The Netherlands – Target Travel
Italy – Thema Nuovi Mondi srl

USA –
Miles Partnership
Marshall Communications
Tourism Economics
Crowdriff
Wander



New England's success abroad is built on relationships at home. We are grateful to the hotels, attractions, transportation and destination partners across all six states that invest in international markets. Your commitment to working with inbound receptive operators so New England product is bookable worldwide, your support with providing imagery and content, your strong turnout each year during our Annual Discover New England Summit & International Marketplace, and your partnership for hosting visiting international journalists and product managers on familiarization tours (FAMs) are a few of the impactful collaborations that make these programs possible. Your hospitality is the foundation of everything we do.

WAYS TO WORK WITH DISCOVER NEW ENGLAND

Educational Workshops



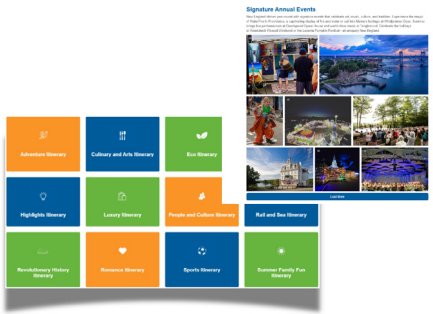
Visiting Journalist and Tour Operator Familiarization (FAM) Tour Program



Annual Discover New England Summit & International Marketplace



Content – News, Images/Video, Itineraries



Events, Sales Missions and Pay-to-Play Campaigns



Membership Program



Visit the Ways to Partner page on our website.

CONTACT

Kerrie Tripp
Director of Products & Sales

75 S Main St, Unit 7, PMB 81
Concord, NH 03301

ktripp@discovernewengland.org

www.discovernewengland.org

HOW INTERNATIONAL WORKS

THE OPPORTUNITY

New England's top 10 international markets for calendar year 2025, ranked by volume, are Canada, UK, India, China, Germany, Brazil, France, Mexico, Italy and Spain. The chart below shows volume for **calendar year 2025** into New England and forecasted growth through 2027 based on Tourism Economics data for markets that Discover New England has full-year representation in.

	Calendar Year 2025 Volume	Change from Previous Year	Change from 2019	3-Yr Forecast CAGR (2025 - 2027) Compounding Annual Growth
Total Overseas NOT including Canada or Mexico	1,938,403 spending $5.6B	-1.9%	-28%	+9%
UK	254,935	+1.1%	-29%	+2.0%
Germany	121,915	-11.3%	-19%	+0.4%
Ireland	59,200	-0.01%	+01%	+2.3%
Mexico/Fly *No representation in 2023, newly added in 2024	76,507	+4.9%	+23%	+4.7%

International inbound travel is an export. Overseas visitors are essential to New England. In calendar year 2025, this travel segment spent an average of $2,870 per person per trip into the New England economy, whereas the Canadian arrivals, comprising 39% of international arrivals to New England, spent an average of $526 per person per trip in New England. Overseas visitors directly support 1.2 million jobs in the United States and stay on average 15+ nights. (Source. U.S. Travel Association).

THE DIFFERENCE

The vast majority of international inbound travel to the United States originates from B2B distribution channels as opposed to domestic travel that commonly books direct or through online travel agencies. B2B channels are even more prevalent when planning holidays to fly/drive destinations such as New England in comparison to cruise or all-inclusive beach stays. Most leisure travel to the United States is FIT, which stands for Foreign Independent Travel, comprised of couples, friends and families; however, many operators also have group and corporate services. The B2B Distribution Channel works like this:

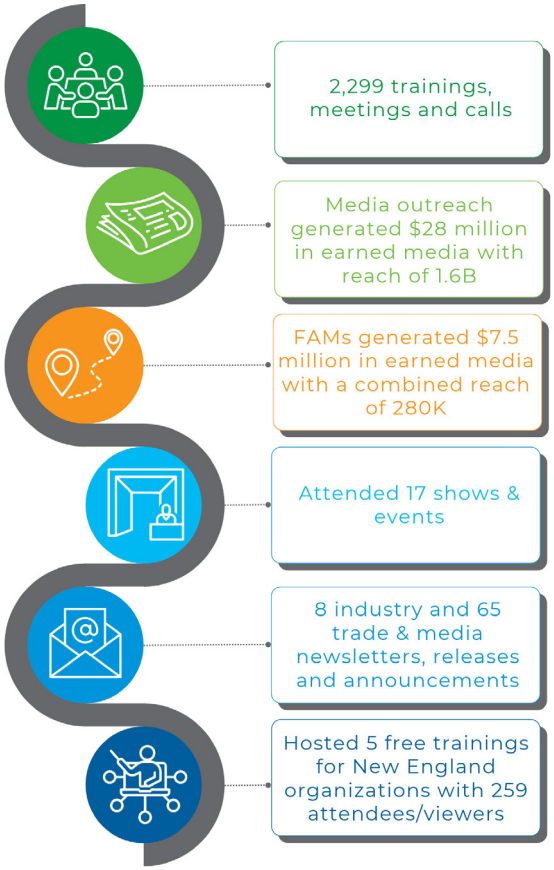
Consumer	Travel Advisor	International Tour Operator	Domestic Inbound Receptive Tour Operator	Suppliers
Planning a Fly/Drive holiday stays typically 2-3 weeks	B2C, either a traditional travel agency, an online packaging platform or travel advising department. Sources product from International Tour Operators.	B2B/B2C, bundles and books elements of travel. Each typically works with dozens to thousands of agencies, does consumer marketing, and provides destination promotion and training for agents.	B2B, contracts with suppliers in destination, manages billing, and client services. Serves as a one-stop shop for international tour operators.	Hotels, attractions or experiences, transportation. Inventory is supplied dynamically via API systems or via static rates enabling packaging. Receptives may ask for allocation or bookings by request.

DISCOVER NEW ENGLAND'S APPROACH

B2B distribution channels thrive on professional relationships between each channel partner. Discover New England focuses about 80% of its marketing resources on trainings, tools and outreach to B2B and B2C tour operators that in turn have access to thousands of travel agents. About 20% of DNE's marketing dollars are for consumer targeting via strategic partners such as BrandUSA and in-market media.

2025/2026 HIGHLIGHTS

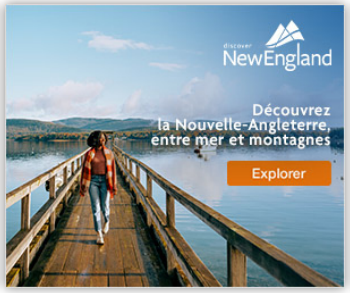
MARKETING OUTREACH



CAMPAIGNS

Campaign	Live	Country	Impressions
AMERICA Journal - Continued from FY25	Feb-Dec	Germany	278,250
CRD	Feb	Germany	2,171,610
Argus Reisen	Dec	Germany	155,405
Dertour	Oct	Germany	109,260
Travel Solutions	Oct	Ireland	354,450
BrandUSA UK	Jan - Mar	UK	831,960
BrandUSA IRE	Jan - Mar	Ireland	830,478
Expedia	Nov-Mar	Multiple	1,690,000
Freedom Destinations	April-June	UK	252,626
American Holidays	March and May	Ireland	1,074,315
North America Travel Service (NATS)	June and October	UK	166,059
FY 2026 TOTAL			**7,914,413**











28TH ANNUAL SUMMIT & INTERNATIONAL MARKETPLACE

BURLINGTON, VERMONT, APRIL 13 – 15, 2026

There was a total of 307 attendees for a sold-out show with 73 appointment-taking tables and 24 exhibition displays. The pre-FAM was hosted by Meet Boston and Vermont, and the post-FAMs were hosted by New Hampshire and Maine.

71 international tour companies from 11 countries



28 DMOs, 31 lodging, 16 attractions and 3 transportation companies from New England



3,516 15-minute, pre-scheduled meetings



SHOWS

SHOWS/CAMPAIGNS	FY26 LOCATION	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	PERFORMANCE/RESULTS
ESTO	COLUMBUS, OH		8/18 - 8/20											
BRANDUSA JAPAN TRAINING	JAPAN				10/17									60
REISBEURS JOKER	JAPAN				10/19									
BUSA TRAVEL WEEK	GERMANY				10/20 - 10/24									42 TRADE + 33 MEDIA
JRNY USA AWARDS	TOKYO				10/24									
VUSA HALLOWEEN EVENT	LONDON, UK					11/8								
GERMAN SALES MISSION	UK					11/10 - 11/14								48 TRADE & MEDIA
JETBLUE + DNE + MEET BOSTON TRAVEL AGENT RECEPTION	GERMANY						12/9							50 TRADE & MEDIA
ITALY SALES MISSION	TOKYO, JPN							1/26 - 1/30						166 TRADE & MEDIA
HIS WORLD TRAVEL FAIR	UK									3/7 - 3/8				16K CONSUMERS
SUMMIT & INTERNATIONAL MARKETPLACE	IRELAND										4/13 - 4/15			70 TRADE + 8 MEDIA
VUSA PUB QUIZ ROADSHOW	JAPAN										4/21			90 AGENTS TRAINING
VUSA PUB QUIZ ROADSHOW	UK										4/22			90 AGENTS TRAINING
IPW	TOKYO, JPN											5/17 - 5/21		98 TRADE + 23 MEDIA
UK SALES MISSION	NEWPORT, RI												6/22 - 6/26	107 TRADE & MEDIA
TRAVMEDIA AWARDS	UK												6/22	

8 VISITING MEDIA & TRADE
(FAMILIARIZATION TOURS - FAMS)

ARRIVAL DATE	DEPARTURE DATE	ME	NH	VT	MA	CT	RI	TYPE	BUSINESS	COUNTRY	NAMES	PARTICIPANTS
2025-08-11	2025-08-18	X	X	X	X			MEDIA	BUSA MEXICO -MEDIA NORTH	MEXICO	JOSE ANTONIO LOPEZ-SOSA, INTERARIO TURISTICO RADIO; JONATHAN MORENO AND JULIO GARCIA-CASTILLO, EL SOUVENIR; IVETT RANGEL, FREELANCE; AN MULLER, AIR FEMME, ALTO PERFIL	6
2025-07-14	2025-08-01	X	X	X	X	X	X	MEDIA	DAILY MAIL ONLINE UK	UK	FIONA HARDCASTLE	1
2025-08-15	2025-08-25				X			MEDIA	THE TELEGRAPH	UK	JAMES LITSON	1
2025-09-25	2025-10-09	X	X	X	X		X	MEDIA	SÜDOSTSCHWEIZ	SWITZERLAND	JURGEN PFISTER + BEA MARQUADT	2
2025-10-19	2025-10-25				X	X	X	TRADE	CANUSA	GERMANY	TABEA WAHL	1
2025-09-25	2025-10-06	X	X	X	X	X	X	MEDIA	THE SUN	UK	SIMON COPELAND	1
2025-09-13	2025-09-27	X	X	X	X	X	X	MEDIA	IRISH NEWS	IRELAND	GEOFF HILL	1
2025-09-30	2025-10-08		X	X	X	X		TRADE	TRAVELHOME	NETHERLANDS	SUSANNE MANDERS +3	
2025-10-23	2025-10-30		X	X	X			MEDIA	TELEGRAPH	UK	ANNA SELBY	2
2025-09-29	2025-10-04			X	X	X		TRADE	SALT AND GREEN	GERMANY	KERSTIN PSCHEIDL + PETRA HAAS	2
2025-09-06	2025-09-21	X	X	X	X			MEDIA	TIMES OF LONDON	UK	BEN CLATWORTHY	1
2025-11-25	2025-12-01						X	MEDIA	FALSTAFF MAGAZINE AND TRAVEL	GERMANY/ AUSTRIA	ANGELIKA AHRENS	1
2026-03-13		X						MEDIA	ROADTRIP, ETC	GERMANY/ AUSTRIA	WOLFGANG GREINER	1
2026-03-16	2026-03-21				X		X	MEDIA	BUSA - SPANISH MEDIA	SPAIN		5
2026-04-16	2026-04-24	X	X	X	X	X	X	TRADE	EXCITING WEST	BELGIUM/ BENELUX	BRECHT DE BLAER	2
2026-04-09	2026-04-17	X	X	X	X			MEDIA	**SUMMIT MEDIA 2026**			8
2026-04-15	2026-04-17	X						TRADE	**SUMMIT POST - ME**			20
2026-04-15	2026-04-17		X					TRADE	**SUMMIT POST - NH**			20
2026-04-09	2026-04-15			X	X			TRADE	**SUMMIT PRE - BOSTON + VT**			47
2026-05-19	2026-05-23				X			MEDIA	THE TELEGRAPH	UK	ZOEY GOTO	1
2026-05-22	2026-05-25				X		X	MEDIA	REISUNUNDGOLFEN	GERMANY	BERNARD OBST	1
2026-06-05	2026-06-12		X		X	X		MEDIA	THE INDEPENDENT	UK	GEORDIE CARRON GRIEG	1
2026-06-12	2026-06-20			X	X			MEDIA	THE TIMES	UK	MIKE MCEACHERON	1



UK MARKET OVERVIEW

10 UK MARKET OVERVIEW

MARKET TRENDS IN THE UK AND TRAVEL HABITS

The UK travel industry continues to demonstrate robust growth and resilience. Outbound travel from the UK has increased beyond its initial recovery, building on the 86.2 million trips seen in 2023/24. Provisional Office for National Statistics (ONS) data for the first half of 2025 alone recorded 44.7 million outbound visits from Great Britain, showing an upward trajectory that is expected to continue.

For UK residents, holidays continue to be a priority despite ongoing cost of living pressures. A high proportion of the population engages in planning their travels. Research indicates that over half (55%) of UK adults will plan a summer holiday abroad in 2026, with many travellers increasingly seeking flexibility and travelling outside peak, high-heat months to ensure both comfort and value.

Europe continues to lead the way with UK holidaymakers, with Spain consistently ranked as the nation's favourite destination. Travel to Europe is largely driven by its value for money, ease of transportation from airports around the United Kingdom and abundance of available flights.

Whilst convenience, value, and familiarity draw travellers to Europe, there is a rising appetite for adventurous, purpose-led, and culturally rich experiences. The USA remains the number one long haul travel destination for Brits.

Early figures for 2026 show that the UK continues to be one of the top source markets to the USA, with January 2026 recording over 232,000 arrivals to the US from the UK.

Whilst 2025 presented some challenges, 2026 data from Tourism Economics and the National Travel and Tourism Office (NTTO) indicate a steady rebound, projecting international visits to grow by approximately 3.4%. This demand is being actively supported by the draw of major global events hosted across the country, such as the most recent 2026 FIFA World Cup™.

ECONOMY

Globally, the United Kingdom maintains a prominent economic position. In 2026, it is projected to remain the sixth-largest national economy in the world by nominal Gross Domestic Product (GDP), with an estimated value of $4.23 trillion. The global top five comprises the United States, China, Germany, India, and Japan.

Inflation has re-emerged as a central challenge in 2026. While consumer price index (CPI) inflation fell to 2.8% in the spring, the Bank of England and the CBI both project a renewed uptick in the latter half of the year. Driven largely by volatile global energy markets and supply chain disruptions, inflation is forecast to climb towards 4% by the end of 2026. Consequently, the Bank of England has held the base interest rate steady at 3.75%, balancing the need to contain inflation against a cooling labour market.

Looking ahead, household consumption is expected to remain cautious throughout 2026. While real incomes have seen improvements, the combination of stubborn borrowing costs and the threat of rising energy bills means consumers are hesitant to draw down on savings. The labour market is also showing signs of softening, with unemployment forecast to rise slightly towards 5.5%, further tempering any prospect of a consumer-led growth surge.

TRAVEL TRENDS

In 2026, travellers are choosing to ditch the traditional travel rulebook. Despite economic headwinds, travel remains a non-negotiable priority for the UK market; rather than cancelling holidays, consumers are aggressively adapting how and when they travel to protect their time away.

The 2026 report provided by ABTA highlights a rather dynamic market, driven by the "Travel Trendsetters" (primarily 25-34-year-olds), who view holidays as essential for mental wellbeing. Recent trends from ABTA and YouGov reveal a shift in holidaymakers' preferences for 2026:

- **The Rise of Off-Peak and "Super September":** According to ABTA, 24% of holidaymakers are now opting for September breaks. This is supported by 2026 YouGov data, which found that 31% of UK travellers are deliberately booking off-peak dates
- **The Silver Spenders:** YouGov research highlights a "seize the day" mentality among older demographics, with 55% of over-55s stating they would rather spend their money on holidays. This group typically target longer and more adventurous breaks.
- **Rail and Slow Travel:** Multi-destination exploration by train is gaining popularity, reflecting a desire for scenic, low-stress travel that immerses people in the landscape.

Further trends across various sources reveal a market being mindful of overtourism, sustainability and creating culturally rich, and restorative experiences.

- **Quiet Over Everything ('Hushpitality' & Dead Zones):** People are exhausted from screens and technology, making peace, quiet and stillness the new ultimate luxury.
- **Deep Regionalism:** Travellers seek a desire for real, local culture. More people are searching for community-led travel experiences that ensure their money directly supports local communities.
- **'Travel Mixology' (AI Logic vs. Human Soul):** Holidaymakers are using AI for the basics, like flights and routes, but relying on human interaction to find hidden gems and knowledgeable recommendations that add a personal touch.
- **'Gami-vacations':** Younger travellers who have spent hours playing realistic, open-world video games, want to immerse themselves in the real places they've 'visited' on screen.
- **The Rail Revival:** Slow travel is all about enjoying the journey rather than just rushing to the destination. It gives holidaymakers the chance to truly soak in the experience and see a country from a completely fresh perspective.

12 TRAVEL TRADE RELATIONS

MEETINGS/SALES CALLS

55 sales calls to leading tour operators & airlines

TRAINING

6 destination trainings to sales and reservation staff

A total of 6 sales training sessions were held across the year with a total of 73 sales and reservation staff having been trained on Discover New England product in FY 25/26 and included face to face, online and lunch and learn sessions.

EVENTS

Events attended/organised on behalf of DNE in FY 25/26 include:

- Visit USA UK General Meeting
- FT Globetrotter with Niki Blasina / Roxhill Event
- ABTA Travel Trends
- Visit USA Meet the Media 2026
- Visit USA Annual General Meeting
- DNE Summit
- IPW 2026
- National Geographic Traveller Photography Awards 2026
- DNE UK & Ireland Sales Mission / Under Shared Skies
- TravMedia Awards 2026
- Visit USA Media Marketplace & Awards
- U.S. Embassy 250th Anniversary Party

NEWSLETTERS / TRADE RELEASE

A total of 13 E-Newsletters were issued to the trade during FY 25/26

Each release was issued to a trade database of approx. **590** people.









CO-OP MARKETING

Funds were allocated separately for FY 2026 and not involving the Brand USA / DNE LOA due to changes.

The final three tour operators selected for marketing commitment were North America Travel Service, Freedom Destinations and The Internet Traveller.

There was also an extension to the Barrhead Travel Activity due to leverage used on them as part of the activity. In addition to the above that was reported in August we further agreed with Barrhead Travel for Discover New England to be featured in their 2025 USA & Caribbean Mailer.

The appropriate approvals were secured, including Brand USA.



JOINT TRADE AND MEDIA ACTIVITY

DNE UK SALES & MEDIA MISSION 2026

Date: June 21-24
Locations: London and Manchester

The 2026 mission was based around the theme of "Under Shared Skies" and the priority was to promote the region as an excellent region for experiencing the Dark Skies of New England along with the cultural and historical elements of New England.

14 MEDIA ACTIVITY

MEDIA MEETINGS

77 media pitching meetings / calls, including mission.

PRESS RELEASES

12x TTM original authored releases plus 1x DNE originated release.
Details and schedule of press releases shown below:

PRESS TRIPS

8 Individual media trips
3 Media for DNE Summit Press Panel

Month	Release
July 2025	Family Friendly US Vacations
September 2025	Halloween and Fall themed (spooky destinations)
October 2025	Christmas & Winter themed
November 2025	What's New in 2026
December 2025	Sports Round up
January 2026	History themed and USA 250
February 2026	Romantic Getaways
March 2026	Discover New England News 2026
March 2026	Solo Travel outdoors
April 2026	Festival themed
May 2026	Experiential Travel – Authentic American Experiences
June 2026	Iconic figures that have left an impact on the destination
June 2026	Celebrate LGBTQIA+ Pride in 2026

HIGHLIGHTED COVERAGE

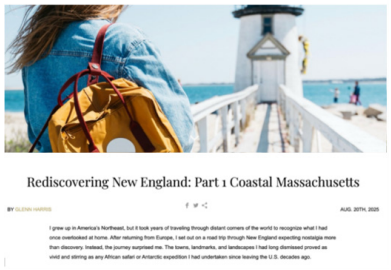
In 25/26 there were 419 articles about the New England region, reaching an audience of 1,627,291,213 consumers with an estimated value of $25,601,819. Key examples of highlighted coverage that took place throughout FY 25/26 are shown below, including articles featured in:

- Country and Town House
- Daily Mail
- JRNY Magazine
- National Geographic Traveller
- The Sunday Post
- The Independent
- The Telegraph
- The Sunday Times
- Wanderlust

Wanderlust
Reach – 40,204



Just Luxe
Reach – 40,204



The Independent
Reach – 47,564,025



SOCIAL MEDIA

A total of 195 Social media posts were delivered across all social channels on behalf of DNE.







ACTIVITY DASHBOARD

	Consumer Relations		Trade Relations						
	Consumer shows	Social Media posts	Destination trainings to sales and reservation staff	Tour operator staff trained	Sales calls/outreach to leading tour operators, airlines	Trade newsletters	(FAMs) Trade visits	Co-op marketing campaigns	Major trade shows/Events
Total	**1**	**182**	**6**	**73**	**55**	**13**	**1**	**3**	**15**
Jul-25	0	8	0	0	3	1	0	0	0
Aug-25	0	25	0	0	5	1	0	0	1
Sep-25	1	14	0	0	2	1	0	0	2
Oct-25	0	19	0	0	5	1	0	0	0
Nov-25	0	1	1	12	5	1	0	0	5
Dec-25	0	22	2	59	1	1	0	0	1
Jan-26	0	18	0	0	3	1	0	0	1
Feb-26	0	8	0	0	3	1	0	0	0
Mar-26	0	11	0	0	3	2	0	3	2
Apr-26	0	24	1	12	2	1	1	0	1
May-26	0	13	1	8	17	1	0	0	1
Jun-26	0	19	1	6	6	1	0	0	1

	Media Relations									
	Articles generated by DNE activity	Estimated value of media coverage	Reach	Social Media posts generated by press visits	Impressions/ Reach	Media events attended	Meetings with travel writers	(FAMs) Press visits	Media Outreach and Pitches	Press Releases
Total	**419**	**$25,601,819**	**1,627,291,213**	**7**	**40457**	**29**	**154**	**9**	**77**	**13**
Jul-25	44	$1,858,187	144,252,376	0	0	0	6	0	5	1
Aug-25	26	$186,010	77,030,752	4	2,957	2	11	1	3	0
Sep-25	56	$5,559,097	31,347,638	0	0	2	10	2	7	1
Oct-25	37	$613,519	34,495,239	0	0	2	2	2	7	1
Nov-25	33	$1,275,711	87,652,780	0	0	4	12	0	11	1
Dec-25	36	$3,022,195	44,442,089	0	0	1	8	0	6	1
Jan-26	40	$1,609,648	194,537,163	0	0	2	11	0	5	1
Feb-26	43	$5,503,033	405,034,106	0	0	4	56	0	14	1
Mar-26	45	$3,414,721	269,956,063	0	0	2	9	0	5	2
Apr-26	27	$1,706,551	191,932,901	0	0	3	11	1	3	1
May-26	16	$279,033	41,287,791	3	37,500	5	10	1	6	1
Jun-26	16	$574,113	105,322,315	0	0	2	8	2	5	2



IRISH MARKET OVERVIEW

EXECUTIVE SUMMARY

In FY26, Woodstock Communications successfully represented Discover New England for travel trade and media engagement in Ireland.

Through our program of trade engagement, we worked to educate and inspire the travel industry on New England. We conducted 53 sales calls with senior figures from Ireland's main travel agencies, tour operators and airlines. These contacts allowed us to not only provide practical updates and information on New England, but also get invaluable feedback on prevailing market conditions. We also conducted 12 detailed training sessions with a wide range of staff from Ireland's top travel companies.

We organised two successful joint marketing campaigns, one with Travel Solutions, a leading Northern Ireland tour operator, and one with American Holidays, one of Ireland's top US specialist agencies. Joint marketing campaigns are a cost-effective way to reach consumers and drive visitation to New England. The combined reach of these campaigns was 1,428,765.

Woodstock Communications secured quality trade and media representatives to attend the Discover New England Summit 2026, participated at summit meetings and escorted delegates on both the pre- and post-summit FAM trips.

Woodstock Communications organised the Ireland segment of the Discover New England UK & Ireland Sales Mission 2026. This involved setting up the schedule of trade meetings, organising and managing two trade and one media event and all associated logistics.

During FY26, Woodstock Communications continued to engage with the national and trade media and conducted 37 meetings with journalists. The underlying goal of this activity was to secure quality media coverage and involved pitching to journalists and developing potential media FAM trips. As a result of this work, we were able to organise two media FAM trips to the region for high-profile Irish journalists.

Over the course of the year, Woodstock Communications secured over $600,000 worth of media coverage for Discover New England with a reach of almost 400,000 on a wide variety of platforms. This quality media exposure is crucial to encouraging Irish consumers to visit New England.

Looking to the future, the outlook for the Irish travel market to New England continues to be good, with favourable underlying economic conditions.

IRISH MARKET OVERVIEW

Ireland has deep cultural, historical and business links with New England and the outlook for the Irish travel market is good.

IRELAND ECONOMIC OUTLOOK

Following exceptional 12.3% growth in 2025 driven by frontloaded pharmaceutical exports, the European Commission's Spring 2026 Forecast projects Irish GDP to contract by 1.2% in 2026 before rebounding to 3.4% in 2027. Modified domestic demand, a more reliable measure of underlying activity, is forecast to grow 2.8% in 2026 and 3.0% in 2027, indicating the domestic economy remains on a solid footing.

The euro is currently trading at approximately $1.14 and close to its weakest level in a year. Even so, it continues to offer Irish travellers reasonable value when visiting the USA.

Irish consumer confidence rose for a second consecutive month to 62.2 in June 2026 (Credit Union/ Core Research Consumer Sentiment Index), a four-month high, up from 59.4 in May and a 40-month low of 53.3 in April, as Middle East tensions eased and energy prices dipped.

IRELAND-US TRAVEL OUTLOOK FOR 2026 & 2027

Visitation from Ireland to the USA in 2025 was flat on 2024, which was a strong year. Figures for Q1 2026 were up 2.2% on the same period in 2025. Preliminary figures for April and May are relatively soft, but it is too early to tell if this trend will continue through the remainder of the year.

Ireland now ranks #17 for total visitation to the USA, which is phenomenal for a small country, and is #1 for visitation per capita.

Feedback from the travel trade indicates that while sales have been patchy at times during this period, the general trend is good.

The Irish travel market to New England is well placed for 2026 & 2027.

20 AIRLIFT

For many years, Ireland has enjoyed great air connectivity with New England. There is now more airlift than ever before from Ireland to New England, with three carriers operating flights from Dublin and Shannon. It is also important to point out that the high level of competition on the DUB-BOS route facilitates great value for Irish consumers.

Please see details of current airlift below:

AIRLINE	ROUTES & DETAILS
AER LINGUS	**Dublin – Boston** *Year round service. Triple daily during peak season.* *A330 widebody aircraft* **Shannon – Boston** *Year round service. 10 times per week during peak season.* *A321 neo narrowbody aircraft* **Dublin – Bradley International Airport, Hartford** *Daily, seasonal service* *A321 neo narrowbody aircraft*
DELTA AIR LINES	**Dublin – Boston** *Daily, year round service (short hiatus Jan and early Feb)* *767 widebody aircraft*
JETBLUE	**Dublin – Boston** Daily, April – October service A321 neo narrowbody aircraft

Traditionally, Boston Logan Airport is the 3rd largest Port of Entry for Irish travellers to the United States (JFK and Newark occupy positions 1 and 2 respectively).

Ireland is also the only European country that has US Customs and Border Protection (CBP) Pre-Clearance airport facilities. These are located at Dublin & Shannon Airports.

SALES CALLS

In FY26, Woodstock Communications completed 53 sales calls with the Irish travel trade, including all the major travel agencies, tour operators and airlines serving New England.

These meetings provided great opportunities to educate and inspire decision makers in the trade, provide updates on developments in New England, provide support to help drive sales and get feedback on market conditions.

These included meetings with Best4Travel, Frosch, Club Travel, Innstant Travel, Sunway, Travel Solutions, American Holidays, Freedom Travel, Keller Travel, JTA Travel Group, Thompson Travel, Icon Travel, Click&Go, Shandon Travel, Tour America, Travel Counsellors, Travelnet, Aer Lingus, Delta Air Lines and JetBlue.

TRADE TRAINING

Woodstock Communications developed and completed 12 training sessions with Irish travel trade staff in FY26. The aim of these sessions is to ensure that agency staff can sell New England with confidence and get important information on airlift, geography, itineraries, attractions, seasonal activations, and hotels.

DATE	COMPANY
SEPT 2025	Innstant Travel
DEC 2025	Travel Solutions (x3)
JAN 2026	Cassidy Travel
MAR 2026	Sunway Travel
MAR 2026	Click&Go (x2)
MAR 2026	Visit USA Travel Trade Webinar
APR 2026	Tour America
JUNE 2026	Belfast Lunch Workshop
JUNE 2026	Dublin Lunch Workshop

TRADE NEWSLETTERS

Woodstock Communications issued two newsletters to the Irish travel trade in FY26.

These newsletters were based on content supplied by DNE and designed to inspire and inform the travel trade.

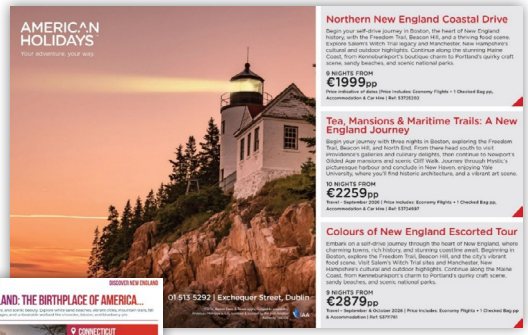
DATE	TITLE
MAR 2026	Discover New England Newsletter March 2026
JUN 2026	Discover New England Newsletter June 2026

JOINT MARKETING CAMPAIGNS

During FY26, Woodstock Communications successfully coordinated two joint marketing campaigns. The first was with Travel Solutions, one of Northern Ireland's leading tour operators. This campaign worked to develop New England's footprint in the Northern Ireland market and three new packages were developed. A dedicated 4-page brochure was developed that featured information on all six states of New England and showcased the packages. 3,000 copies were printed and distributed to 75+ travel agencies across the region, with an electronic version available for download on the Travel Solutions website. The campaign also featured social media posts. The total reach of this campaign was 354,450.

The second campaign was with American Holidays, one of Ireland's largest US-specialist travel agencies. The goal of this campaign was to further develop and drive American Holidays sales to New England. It featured a wide range of media including print media ads, in-store advertising, a dedicated website landing page, email marketing and social media. The campaign led to a 16% increase in sales to New England, with a combined reach of 1,074,315.

Please see example campaign assets below:





DISCOVER NEW ENGLAND SUMMIT 2026

Woodstock Communications secured quality trade and media representatives to participate at the Discover New England Summit 2026. These included Ciara Foley from Best4Travel, Ruth O'Mahony from Tour America and Bladhana Richardson from American Holidays. Well-known Irish travel journalist Melanie May took part on the media track.

Tony Lane also participated at the Summit meetings and escorted the Irish delegates on both the pre- and post-summit FAM trips.

Feedback from the Irish delegates on Summit 2026 was overwhelmingly positive.



DISCOVER NEW ENGLAND SALES MISSION 2026

Woodstock Communications organised the Ireland segment of the Discover New England UK & Ireland Sales Mission 2026. This involved setting up the schedule of trade meetings, organising and managing two trade and one media event, securing delegate accommodation and organising ground transportation.



The Sales Mission to Ireland was a huge success. Delegates had dedicated one-to-one meetings with representatives from some of Ireland's main travel companies, including Travel Solutions, Rory's Travel Club, Aer Lingus and Travel Department.

With a focus on inspiration and education, the lunch workshops in Belfast and Dublin were well attended by senior representatives from a broad cross section of Ireland's travel agencies and tour operators.

MEDIA MEETINGS

During FY26, Woodstock Communications continued the media outreach program and conducted 37 meetings with journalists. With the aim of securing quality media coverage, this activity involved pitching to journalists and developing potential media FAM trips.

MEDIA NEWSLETTERS & PRESS RELEASES

Woodstock Communications issued two media newsletters and press releases in FY26. These newsletters were based on content supplied by DNE and designed to inspire and inform the media.

DATE	TITLE
MAR 2026	Discover New England Newsletter March 2026
JUN 2026	Discover New England Newsletter June 2026

MEDIA FAM TRIPS

Woodstock organised two media FAM trips to New England with prominent journalists.

MEDIA COVERAGE

In FY26, Woodstock Communications secured over $600,000 worth of coverage for Discover New England in the Irish media that reached almost 400,000 people.

DATE	DETAILS	EARNED MEDIA VALUE ($)
AUG 2025	Jim Gallagher, Irish Examiner An alternative American road trip — through the heart of New England	199,154
OCT 2025	Geoff Hill, The Irish News New England Series #1 Boston is a Beacon	59,606
NOV 2025	Geoff Hill, The Irish News New England Series #2 Travel New England: From Maine's lobster boats to majestic mountains	121,190
NOV 2025	Geoff Hill, The Irish News New England Series #3 Travel New England: Fiery autumn colours in Vermont's golden hills	181,785
APR 2026	Eoghan Corry, Travel Extra Key takeaways from Discover New England Summit 2026 in Vermont	23,400
JUNE 2026	ITTN Discover New England Hosts Inspirational Lunch for Irish Trade at Iveagh Garden Hotel	6,846
JUNE 2026	Travelbiz Discover New England Lunch – What's new in New England	6,846
JUNE 2026	NI Travel News Discover New England Hosts NI Agents for Intimate Lunch	3,423
TOTAL		**602,250**

MEDIA HIGHLIGHTS

1. New England Series

The Irish News
Geoff Hill
October & November 2025

Geoff Hill did a series of three in-depth articles on New England for the Irish News that featured all six states of New England. The media value was $362,581 with a readership of 312,576.

2. An alternative American road trip — through the heart of New England

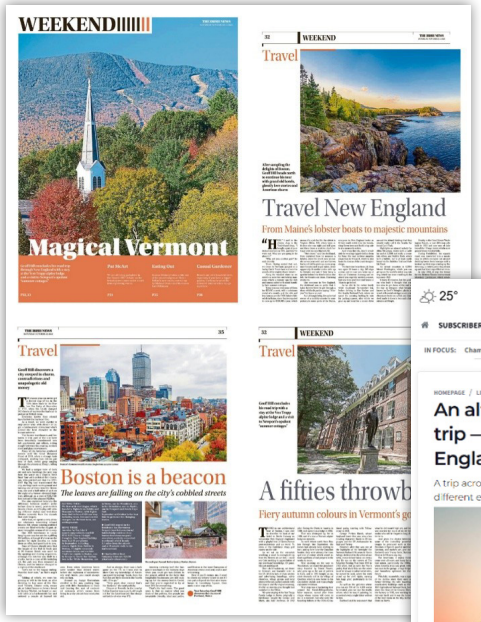
Irish Examiner
Jim Gallagher
August 2025

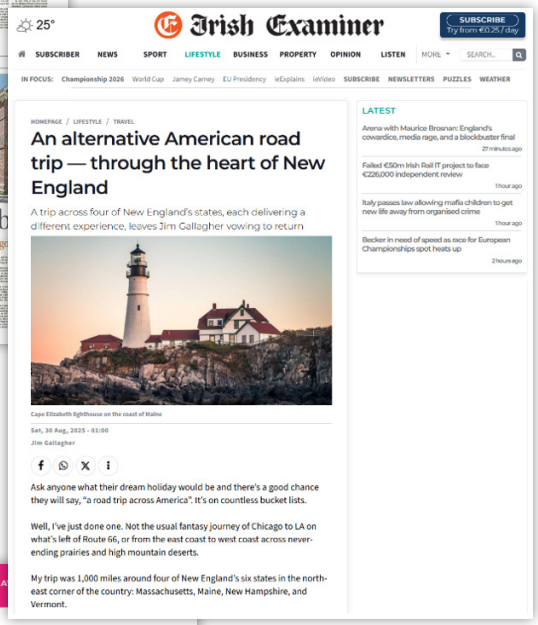
This extensive two-page spread featured a wide range of attractions across MA, ME, NH and VT. The media value was $199,154 with a readership of 52,000.

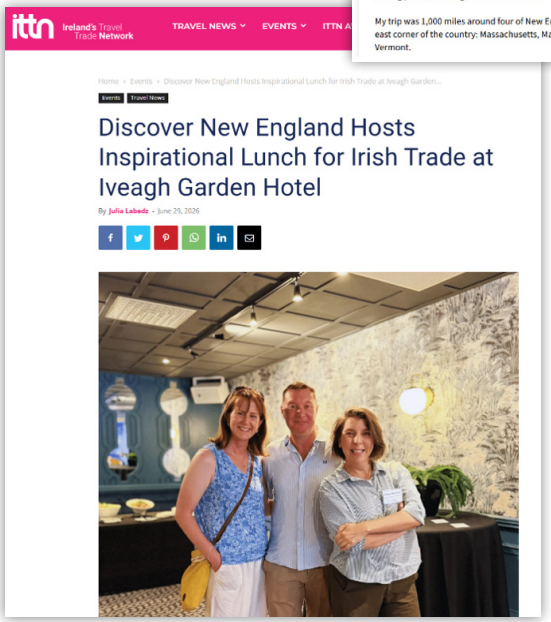
3. Discover New England Hosts Inspirational Lunch for Irish Trade

ITTN
Julia Labedz
June 2026

One of Ireland's main travel trade publications, ITTN, featured an extensive article on the Discover New England mission. The article featured detailed content on each of the respective participants of the mission. The coverage with ITTN helped us reach the broader travel trade community in Ireland.







discover NewEngland



GERMANY, AUSTRIA, SWITZERLAND OVERVIEW

In FY26, Get It Across (GIA) successfully represented Discover New England on all levels – travel trade, media and consumer focusing activities via its extensive trade network – in order to increase the awareness about New England being a diverse destination during all seasons and to ultimately drive international visitation from Germany, Switzerland and Austria.

Our trade engagement program focused on fostering relationships with key stakeholders such as tour operators, travel agencies, airlines, OTAs and cruise lines, while developing new products and educating reservation and sales staff. In sum, 234 trade appointments were held and more than 650 travel professionals were trained on New England as a whole year destination. A decent share was accomplished during the course of the sales mission in November, where 6 partners from New England covered multiple events, dinners and FVW´s Destination Day New England along with DNE. Further online & offline trainings as well as a continued trade outreach with newsletters and invitations sent via GIA´s CRM as well as Visit USA Germany and Visit USA Switzerland throughout the year complemented the personal communication.

GIA's CRM was also used to inspire the German-speaking media with four press releases about New England. Moreover, several journalists published articles based on FAMs that GIA had organized. All in all, GIA generated 62 pieces of coverage in FY26. This coverage amounted to $ 675,429. Additionally, 5 FAMs were executed in FY26.

Consumer reach was primarily accomplished through B2B2C joint marketing activities with leading tour operators as well as with America Journal, Germany´s leading magazine for travel to the United States. As a part of the campaign, an exclusive newsletter about New England has been sent out to all subscribers where all six states were introduced on predefined topics. In addition, thanks to GIA´s promotional efforts through different channels, the German versions of all of DNE´s 14-day sample itineraries were downloaded around 27,000 times.

ECONOMY

Despite global challenges, the German economy is showing increasing stability. Following a period of uncertainty, rising investment, a robust industrial sector, and growing export demand are providing positive momentum. Private consumption is also showing a more encouraging trend again, thanks to stable incomes and falling inflation. Future-oriented sectors such as digitalization, artificial intelligence, and renewable energy are creating new growth opportunities and strengthening the country's competitiveness. At the same time, government investments in infrastructure and innovation are driving modernization. Overall, the conditions are favorable for Germany to further expand its economic strength and achieve sustainable long-term growth.

Despite economic and global political uncertainties, the German travel industry remains resilient. Germans' continued enthusiasm for travel, particularly for long-haul trips, is ensuring stable demand. Many vacationers are consciously investing in unique travel experiences and high-quality offerings. As a result, the industry remains an important driver of growth with positive prospects for tour operators and tourism providers.

TRAVEL TRENDS

LACK OF CONSUMER CONFIDENCE

Consumer sentiment in Germany remains subdued. The main reasons are the persistently uncertain economic situation, the effects of inflation, and geopolitical conflicts, which are heightening concerns about energy prices and economic developments. Many consumers expect lower incomes, are postponing major purchases, and are saving more cautiously. Studies by Nuremberg Institute for Market Decisions (NIM/GfK) show that the increased propensity to save and weak economic expectations are weighing heavily on consumer confidence. The Organisation for Economic Co-operation & Development (OECD) also views political and economic uncertainties as a major drag on consumption and investment.

INCREASING INCOME DISPARITIES

Wealth distribution in Germany remains highly unequal: The top 10 percent of households own more than half of the net wealth, while the bottom half holds only a very small share. At the same time, the wealth-building middle class is coming under pressure from inflation, rising housing costs, and declining ability to save. This polarization is changing travel behavior: price-conscious households are booking less frequently or opting for cheaper options, while affluent target groups are continuing to increase their spending on premium, long-haul, and luxury travel. As a result, the travel market is becoming increasingly polarized—with growing demand in the high-end segment despite economic uncertainty.

DEMAND FOR UNIQUE EXPERIENCES RISES SIGNIFICANTLY

Demand among Germans for travel that offers unique experiences is growing significantly. According to a Mastercard survey, 85% of Germans plan to spend more money on travel, with experiences such as concerts, festivals, outdoor activities, and special events taking precedence over material goods. At the same time, major sporting events are gaining importance as a motivation for travel: The Mastercard Travel Report shows that outdoor adventures and international sporting events, in particular, are increasing the willingness to travel. A study by Deutsches Institut für Tourismusforschung also confirms that major and mega-events are increasingly influencing vacation planning and shaping the choice of travel destination.

AIRLIFT

Airlift from Germany and Switzerland and Austria remains stable and has never been higher. After Condor was not able to increase its capacity as planned with having to shift it towards feeder flights that are not provided by Lufthansa even longer, the carrier still managed to ensure a daily connection in summer.

Airline	From	To	Aircraft	Capacity	Frequency/week	Days
Lufthansa German Airlines	FRA, Frankfurt	BOS, Boston	Boeing 747-400	371 seats	7	1x Daily
Lufthansa German Airlines	MUC, Munich	BOS, Boston	Airbus 380-800	509 seats	7	1x Daily
Condor Airlines (Summer)	FRA, Frankfurt	BOS, Boston	Airbus 330-900	310 seats	7	1x Daily
Swiss Airlines	ZUR, Zurich	BOS, Boston	Airbus 330	310 seats	7	1x Daily
Austrian Airlines (Summer)	VIE, Vienna	BOS, Boston	Boeing 767-300	211 seats	3	1x Daily

TRAVEL TRADE RELATIONS

- 234 trade appointments & sales calls
- 21 training sessions where 652 sales staff were trained, online & offline
- 6 newsletters (4 GIA + 2 DNE) & 4 trade event invitations sent via GIA CRM
- 5 newsletters sent through Visit USA Germany, 1 newsletter through VUSA Austria
- 4 joint marketing campaigns executed

DERTOUR

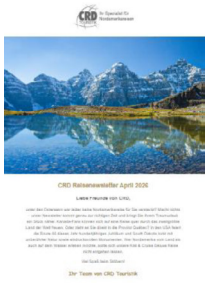
- **B2B | Intranet Banner + PDF:**
  - 460 DERTOUR travel agencies
  - 1,800 travel experts impressions



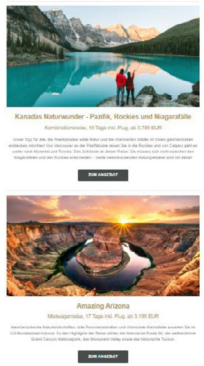
- **B2B2C | Instore Digital Screen:**
  - >700 Screens
  - 1 week (cw39)
  - 10 seconds duration
- **B2B | ComeCloser Facebook Group Post**
  - Frequented by 10,000 – 13,000 Travel agents
  - > 7,200 members reached
  - 9/9/2025
- **B2B | ComeCloser Current Highlight**
  - 9,500 travel agencies
  - 10,000 – 13,000 travel agents
  - Ø 22.500/week site visits
  - cw37
- **B2B | Campus Webinar Premium Package**
  - 60 high performing agents
  - 45 minutes
  - 1/27/2026
- **B2C | Radio Editorial at 18 radio stations**
  - Average contact: 1.2
  - Net reach: 5.5%
  - Target Group: 30-59 yoa
  - Friday & Sunday in travel program
  - 9/2025

CRD

- **B2C | TAGESSPIEGEL NEWSLETTER BERLIN STEGLITZ-ZEHLENDORF**
  - 29,094 SUBSCRIBERS
  - OR: 49.23%
  - CLICKS: 249
  - CTR: 1.74%
  - 2/26/2026



- **B2C | TAGESSPIEGEL NEWSLETTER BERLIN STEGLITZ-ZEHLENDORF**
  - 34,755 SUBSCRIBERS
  - OR: 49.96%
  - CLICKS: 281
  - CTR: 1.62%
  - 2/27/2026



- **B2C | TRAVELZOO**
  - 2,001,365
  - CLICKS: 4,698
  - CTR: 0.24%
- **B2C | WANDERLUST POSTCARD**
  - 1,500 CONTACTS
  - 4/16/2026
- **B2C | CRD NEWSLETTER**
  - 104,896 SUBSCRIBERS
  - OR: 20.69%
  - CLICKS: 565
  - CTR: 2.6%





ARGUS REISEN

- **B2C | Easter Run eNewsletter Campaign**
  - Introduction: 26,000 recipients | Openings: 4,495 | clicks: 610
  - New England edition: 26,000 recipients | Openings: 5,475 | clicks: 935
  - Conclusion: 26,000 recipients | Openings: 5,230 | clicks: 1010
- **B2C | iMap & Landing Page Additions**
  - Highlights
    - Hartford, CT
    - Providence, RI
    - Burlington, VT
    - Coastline, NH
  - Hotels
    - Hotel Thaxter
    - Graduate Providence
    - Hotel Vermont
    - The Loom Hotel, Tapestry Collection by Hilton
    - DoubleTree by Hilton Hartford Downtown
    - Hilton Garden Inn Burlington Downtown
- **B2C | Product Addition: Dark Skies & French Culture**

GIA TRADE NEWSLETTERS

GIA kept New England top of mind among the German-speaking travel trade throughout the year, covering topics ranging from the 250th anniversary of the Declaration of Independence to the region's small towns. On average, each of our trade newsletters was sent to 845 trade contacts with an OR of 36%.

1	July	New New England Travel Guide
2	November	This is how New England celebrates 250 years USA
3	March	Update: New England celebrates 250 years USA
4	June	Discover New England's charming small towns

VISIT USA GERMANY NEWSLETTERS

GIA also targeted the German travel trade through Visit USA Germany newsletters, reaching 22,600 recipients. Respective articles were published on the Visit USA Germany website, which is accessible to both travel trade professionals and consumers.

1	July	New New England Travel Guide
2	August	Local, authentic food in New England
3	February	Road trips across New England's scenic byways
4	April	Sports events in New England
5	June	New England: Discover nature and dark skies in Northeastern USA

SALES MISSIONS

From November 10-14, 2025, GIA executed a DNE sales mission through Germany & Switzerland. Besides arranging 11 meetings with leading tour operators & airlines to promote travel to the U.S., DNE hosted 2 events in Munich and Berlin as well as 1 trade dinner in greater Hannover in order for all 8 delegates to interact with local media and trade. In addition, DNE partnered with FVW and hosted the virtual Destination Day New England on November 14 in Hamburg where the entire region as well as the products & services of all delegates were introduced to 246 travel agents live with another 70 agents having watched the recording on the following day.







MEDIA RELATIONS

- 62 articles generated by DNE activity
- $ 675,429 earned media
- 27 media outreach and pitches
- 2 media events attended
- 4 press releases
- 65 travel writers met
- $ 1,992,850 value of unassisted media coverage

MEDIA MEETINGS

Over the course of FY26, GIA attended 2 media events and had 65 meetings with travel writers. In total, we pitched/reached out to 27 journalists from different media outlets with topics like nature, outdoor sports, luxury, culinary or history.

PRESS RELEASES

Whether it was Halloween, the 250th anniversary of the signing of the Declaration of Independence or New England's small towns – GIA kept the German speaking media landscape informed about the diversity of the entire region during all seasons. On average, each press release was sent to 1,561 media contacts with an OR of 35.75%.



1	August	Halloween in New England – from pumpkin festivals to haunted houses
2	November	This is how New England celebrates 250 years USA
3	March	Update: New England celebrates 250 years USA
4	June	New England's small towns in the spotlight

MEDIA FAM TRIPS

All in all, GIA executed 5 media FAMs with 6 journalists in FY26:

- Jürgen Pfister and Bea Marquardt, Südostschweiz newspaper (Sep/Oct 2025)
- Angelika Ahrens, Falstaff Travel magazine (Nov/Dec 2025 – RI only)
- Wolfgang Greiner, Roadtrip blog and Outdoor Industry Compass (March 2026 – ME only)
- Christiane Flechtner, 360° Nordamerika magazine (April 2026 during DNE Summit)
- Dr. Bernhard Obst, Reisen und Golfen online magazine (May 2026 – MA and RI)

MEDIA COVERAGE

Results of FAMs supported by DNE

Date	Publication/Media	Headline/Title	Author	Circulation when print	Readership /Visits to Site	PR-Value in EUR
September 5, 2025	Roadtrip	In tune with nature: roadtrip through the Berkshires	Wolfgang Greiner		2,400	
September 16, 2025	Zeitzeichen	The Mayflower sets sail for New England	Tobias Sauer		350,000	3,500.00 €
October 08, 2025	America Journal	The catch of the day	Wolfgang Greiner	33,500	267,330	39,130.00 €
May 2025 - January 2026	meinmeer.de	e.g.: Margin Street Inn in Westerly, RI	Ann-Christin Wimber		20,000	2,000.00 €
April 17, 2026	Die neue Reiselust	"We the people" - where great ideas were born: the New England States	Bettina Bormann		10,000	1,500.00 €
April 20, 2026	Karibikguide	New England travel report in "Die neue Reiselust"	Michael Krüger/Bettina Bormann		2,564	50.00 €
June 8, 2026	Reisen und Golfen	One player, one par and one ball	Dr. Bernhard Obst		48,000	2,000.00 €
June 23, 2026	Reisen und Golfen	Where Smiley was born	Dr. Bernhard Obst		48,000	2,000.00 €
June 2026	Droste Verlag	Happy places in New England - with Boston	Ann-Christin Wimber	2,000	4,000	20,000.00 €

Total Coverage

		MEDIA VALUE				
Month	Readership	*Contracted*	*Non-Contracted*	*Total (€)*	*XE-rate*	*Total ($)*
July	2,197,042	167,728.00 €	23,531.48 €	191,259.48 €	1.16	$ 221,861.00
August	3,421,877	128,019.69 €	264,213.59 €	392,233.27 €	1.17	$ 458,912.93
September	6,734,236	35,722.31 €	801,730.46 €	837,452.77 €	1.17	$ 979,819.74
October	9,833,971	39,140.00 €	58,632.85 €	97,772.85 €	1.15	$ 112,438.78
November	7,829,576	3,712.00 €	293,506.84 €	297,218.84 €	1.16	$ 344,773.85
December	2,183,679	44,106.00 €	8,103.67 €	52,209.67 €	1.17	$ 61,085.31
January	506,981	2,013.00 €	168.00 €	2,181.00 €	1.18	$ 2,573.58
February	67,719	4,665.00 €	510.00 €	5,175.00 €	1.18	$ 6,106.50
March	733,832	129,827.00 €	17,194.00 €	147,021.00 €	1.16	$ 170,544.36
April	3,346,430	1,584.14 €	1,000.00 €	2,584.14 €	1.17	$ 3,023.44
May	2,691,002	1,100.00 €	80,914.26 €	82,014.26 €	1.16	$ 95,136.54
June	4,769,399	24,020.00 €	166,496.36 €	190,516.36 €	1.14	**$ 217,188.65**

MEDIA HIGHLIGHTS

1. Jürgen Pfister in Südostschweiz newspaper


16 | REISEN

Auf den Spuren der Unabhängigkeit

2. Bernhard Obst in Golfen und Reisen online magazine


Reisen & Golfen

Ein Spieler, ein Par 3 und ein Ball

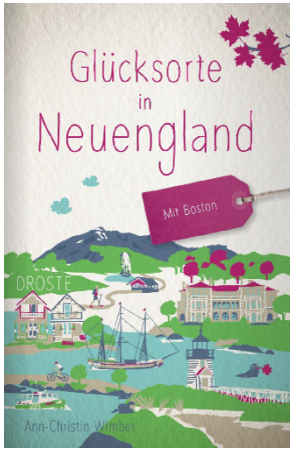
Highlight

Top Stories


Reisen & Golfen

Wo Smiley geboren wurde

3. Ann-Christin Wimber, guidebook “Happy Places in New England”



4. Wolfgang Greiner in America Journal



MEXICO MARKET OVERVIEW



FY26 marked the second year of Discover New England and Meet Boston's three-year market development program in Mexico. The strategy remained focused on establishing Boston as the principal gateway to New England and increasing awareness of the region among affluent travelers, travel advisors, tour operators, OTAs and national media.

Mexico continued to present a strong long-term opportunity, although travelers became more selective amid slower economic growth, higher travel costs, visa considerations and uncertainty surrounding the bilateral political and trade environment. Despite these pressures, Brand USA's July 2025 Market Intelligence Survey showed resilient interest in the United States: 63.1% of respondents said they were likely to visit within the following 12 months, while 71.5% would recommend the destination or speak positively about it.

The findings were particularly relevant for New England. A total of 72.8% of respondents planned to visit two or more U.S. cities, while 70.6% began their research with several destinations in mind or remained flexible about where to travel. These behaviors support positioning Boston not only as a standalone destination, but as the starting point for itineraries combining city experiences, coastal towns, culinary travel, scenic drives and outdoor activities across the six New England states.

Airlift improved materially at the close of FY26. By early June 2026, Aeroméxico had restored daily nonstop service between Mexico City and Boston, providing the market with a direct gateway and a stronger foundation for future product development. Earlier in the fiscal year, Avelo Airlines operated a seasonal twice-weekly service between Cancun and Hartford, although the route ended in January 2026.

Travel trade activity remained focused on maintaining relationships with established channel partners, identifying product gaps and advancing discussions around destination training, DMC support and bookable regional itineraries. The April-June activity tracker recorded eight meetings and follow-up conversations across six priority companies: Travel Shop, Mega Travel, Despegar, NUBA, PriceTravel and Viajes Temixco.

A joint marketing campaign with Viajes Palacio, launched during the prior fiscal year, concluded in August 2025. The activation promoted a four-night Boston itinerary and a seven-night "Coast to the Mountains" journey connecting Boston, Salem, Portland, New Hampshire and Stowe. The partner report confirmed website, social media and database activity, although it did not provide bookings or sales attributable specifically to the campaign.

The FY26 media tracker recorded 38 earned placements from April through June across online, social, print and broadcast media. Collectively, the coverage generated 32.4 million in potential reach and USD 119,983 in earned media value. Coverage appeared in outlets including

Cosmopolitan, Grupo Fórmula, Yahoo! Vida y Estilo, Vive USA, El Financiero, El Heraldo de México, Reforma and Travel + Leisure en Español.

Overall, FY26 reinforced the need for sustained market education. Mexican travelers show strong interest in the type of multi-city, culture-rich and experience-led travel that New England offers, but awareness of the region remains limited. The return of direct Mexico City-Boston service creates a timely opportunity to convert that interest into clearly defined itineraries, stronger trade partnerships and increased media visibility.

ECONOMY

Mexico is the second-largest economy in Latin America and one of the 15 largest economies in the world. It has a population of approximately 131 million people, a median age of 30.7 years and a highly urbanized consumer base. Mexico City and the State of Mexico, Jalisco and Nuevo León together concentrate approximately 40% of the country's population and include its most important outbound travel markets.

Economic growth moderated during FY26. The Organisation for Economic Co-operation & Development (OECD) reported that activity weakened in early 2026 amid slower domestic demand and heightened international trade uncertainty. Its June 2026 outlook projected GDP growth of 0.8% for 2026, supported primarily by domestic consumption and low unemployment, while inflation remained above the central bank's target.

For travel, this environment reinforced the importance of concentrating on higher-income consumers with established international travel habits and valid U.S. visas. The strongest audiences for New England remain affluent couples, families and multigenerational groups in Mexico City, Monterrey and Guadalajara, together with experienced U.S. travelers seeking destinations beyond the country's most familiar gateways.

(Source: OECD Economic Outlook, June 2026)

MEXICO-U.S. TRAVEL OUTLOOK

Mexico remains one of the most important international markets for the United States. The market is driven primarily by leisure travel, visiting friends and relatives, shopping, sightseeing and urban experiences.

Brand USA's July 2025 Market Intelligence Survey showed that 63.1% of Mexican respondents were likely to visit the United States within the following 12 months. A further 71.5% said they would recommend the destination or speak positively about it.

The survey also showed a strong opportunity for regional travel. A total of 72.8% of respondents planned to visit two or more U.S. cities, while 70.6% began their research with several destinations under consideration or remained flexible about where to go.

The activities generating the greatest interest were attractions and entertainment at 63.6%, shopping at 56.5%, food and culinary experiences at 53.6%, outdoor and adventure activities at 46.1%, and nightlife and social experiences at 41.0%.

Couples represented the largest expected travel party at 42.5%, followed by families with children at 33.9%. This supports a Boston-plus-region proposition that combines urban culture and entertainment with coastal destinations, culinary travel, scenic drives and accessible outdoor experiences.

Destination research is influenced by both media and the travel trade. Personal recommendations were cited by 52.6% of respondents, online sources by 50.5%, and travel professionals or travel agents by 35.0%. This reinforces the value of an integrated approach in which media coverage builds interest while operators and advisors translate that interest into a bookable itinerary.

Only 4.5% of Mexican respondents selected Massachusetts among the U.S. destinations they were interested in visiting. This should be understood primarily as an awareness and packaging challenge rather than a lack of product fit. Boston's name recognition and air access can serve as the entry point, followed by clearly defined regional extensions featuring named destinations, practical travel times and specific reasons to include additional states.

AIRLIFT

Airlift changed significantly during FY26. For most of the fiscal year, Mexico had no nonstop connection to Boston. Avelo Airlines provided limited seasonal access to southern New England from Cancun early in the year, while Aeroméxico restored the market's most strategically important route shortly before the end of FY26.

Airline	Routes and details
Aeroméxico	**Mexico City-Boston.** Daily nonstop service was restored by early June 2026 using Boeing 737 and 737 MAX 8 aircraft. The route re-established a direct gateway from the program's priority market and connected Boston with Aeroméxico's wider domestic network.
Avelo Airlines	**Cancun-Hartford/Bradley International Airport.** Twice-weekly seasonal service operated early in FY26. The final Cancun flight operated on January 3, 2026.

The return of the Mexico City-Boston route provides tour operators and travel advisors with a clearer foundation for developing Boston-plus-region itineraries. It also creates a more compelling sales message by reducing the perceived complexity of reaching New England from Mexico.

Airlift information reflects service operating at the close of FY26. Later schedule changes fall outside the reporting period. (Aeroméxico route relaunch; Avelo route withdrawal)

SALES MISSIONS

Travel trade engagement remained focused on companies capable of selling Boston as part of a broader New England itinerary. Priority conversations addressed product availability, destination education, DMC support, training needs and opportunities to differentiate New England from more established East Coast circuits.

The April-June activity tracker recorded eight meetings and follow-up conversations across six priority companies.

In September 2025, Discover New England and Meet Boston hosted their first sales mission to Mexico City, coordinated by market representative Travel Pie. The delegation of 12 delegates and four regional chefs held trade appointments with three leading tour operators: Viajes de Gala, Travel Shop and luxury specialist Viajes Palacio. The chefs told the region's story through food at two interactive culinary media sessions and curated the menu for an evening networking reception, which drew about 80 media and trade guests from 49 organizations. The mission came as Mexican arrivals to New England rose 3.5% from January to July 2025, with especially strong growth in New Hampshire (+27%), Vermont (+25.1%) and Maine (+14.6%), making Mexico the region's seventh-largest overseas market. It built on the momentum from the International Marketplace in Newport and two Mexico media FAMs that visited all six states that prior summer. The mission built relationships with influential trade and media partners who reach clientele across Latin America, laying the groundwork for long-term growth in the region.







Travel Shop: Two contacts, including an IPW meeting, identified the need for a competitive DMC offering ready-to-sell itineraries adapted to the Mexican market.

Mega Travel: Discussions explored differentiated East Coast and multi-destination itineraries that could strengthen the company's wholesale portfolio.

Despegar: The conversation focused on B2C opportunities and the types of itineraries most suitable for future promotion.

NUBA: Two meetings explored New England for affluent couples and families, together with opportunities for online or in-person destination training.

PriceTravel: Follow-up centered on the previous cooperative campaign and the possibility of developing a new partnership.

Viajes Temixco: Discussions explored product and training opportunities for VIP and entertainment-industry clients through this Virtuoso-affiliated agency.

These conversations confirmed interest in New England but also highlighted the need for clearer transportation information, stronger DMC support and regional itineraries that can be sold without requiring extensive customization.

JOINT MARKETING CAMPAIGNS

VIAJES PALACIO

A joint marketing campaign with Viajes Palacio began during the prior fiscal year and concluded in August 2025. The activation promoted two bookable products:

- A four-night "Boston Auténtico" itinerary.
- A seven-night "Coast to the Mountains" itinerary connecting Boston, Salem, Portland, New Hampshire and Stowe.

The campaign included website content, six organic social media posts and one dedicated database email.

Channel	Reported performance
Website	Boston and New England packages were featured from April through August 2025, generating 194 views and 56 active users.
Instagram and Facebook	Six organic posts were published between May and August, generating a combined reported reach of 1,213. Two of the posts were published during FY26.
Database email	One dedicated itinerary email was distributed to 33,763 records, generating a 30.5% open rate and a 0.5% click-through rate.

The partner report covers the complete April-August 2025 activation and does not isolate July and August performance. It also does not provide bookings, passengers or sales attributable specifically to the campaign.

Viajes Palacio separately reported its total calendar-year 2025 destination sales. Boston generated 236 passengers, 184 reservations, 191 room nights and USD 188,625.50 in sales. The broader New England category generated 48 passengers, 36 reservations, 33 room nights and USD 20,576.36 in sales.

These figures provide useful account context, but they represent total historical destination sales and should not be presented as conversions generated by the joint marketing campaign.

MEDIA OUTREACH

Media activity during the final quarter of FY26 concentrated on storylines that could use Boston as a recognizable entry point while extending coverage across the wider New England region.

Media engagement included a World Cup request from Cosmopolitan, an interview with Boletín Turístico, an IPW media briefing, a meeting with Travel + Leisure en Español and a broadcast interview with Grupo Fórmula.

Key themes included seasonal getaways from Boston, the 2026 FIFA World Cup, a six-state New England road trip and Newport's Gilded Age mansions.

MEDIA NEWSLETTERS AND PRESS RELEASES

Four primary market communications were distributed between April and June 2026.

Date	Title
April 10, 2026	Mexico Market Representation Announcement
April 16, 2026	From the Coast to the Mountains in Under Two Hours
May 19, 2026	How to Experience the 2026 FIFA World Cup in Boston
June 10, 2026	The Ultimate New England Road Trip: A Journey Through Six States

Across the four sends, 1,816 emails were delivered and generated 526 opens, representing a blended delivered-base open rate of 29.0%. No unsubscribes were reported.

MEDIA COVERAGE

The FY26 media tracker recorded 38 earned placements from April through June:

- 25 online articles.
- Eight social media placements.
- Four print stories.
- One broadcast segment.
- 20 placements in Tier 1 media.

Collectively, the coverage generated 32,441,966 in potential reach and USD 119,983 in earned media value.

The results demonstrated that recognizable hooks such as Boston, the FIFA World Cup and seasonal road trips can open doors with high-reach national media while creating opportunities to introduce destinations across all six New England states.

MEDIA HIGHLIGHTS

COSMOPOLITAN

The June print feature "World Cup Destinations" presented Boston's historic New England character to a circulation of 272,220. The placement generated USD 42,910 in earned media value, making it the highest-value individual placement recorded during the period.

GRUPO FÓRMULA

The broadcast interview "Tourist Itinerary: Boston" reached a potential audience of 11 million and generated USD 21,490 in earned media value. The segment extended the itinerary beyond Boston to Maine, New Hampshire, Rhode Island and Connecticut.

VIVE USA

The online story "What to Do Near Boston? Road Trips and Perfect Getaways for Spring" reached a potential audience of 1.5 million. The article featured Boston, Nantucket, Newport, Mystic, Portsmouth, Portland and Woodstock.

Additional coverage appeared in Yahoo! Vida y Estilo, El Financiero, El Heraldo de México, Reforma, Travel + Leisure en Español, Boletín Turístico, Glits and The Passenger.

MESSAGING

44 COMMUNICATION PILLARS

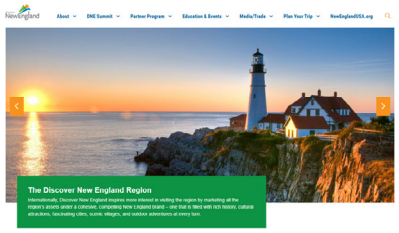
DNE focuses on six pillars to communicate the depth and breadth of New England travel experiences that appeal to a broad range of overseas travelers.

Adventure / Family Fun / Eco-Travel / Hidden Gems / Then and Now / People and Cultures

COMMUNICATION PLATFORMS

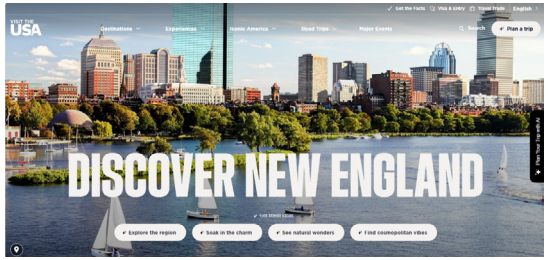
B2B Website

(DiscoverNewEngland.org)



Consumer Website

(Brand USA subsite newengland.visittheusa.com)

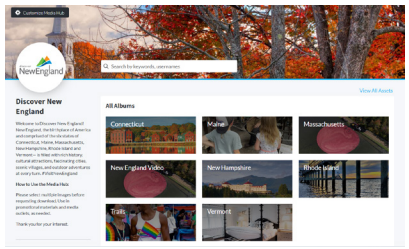




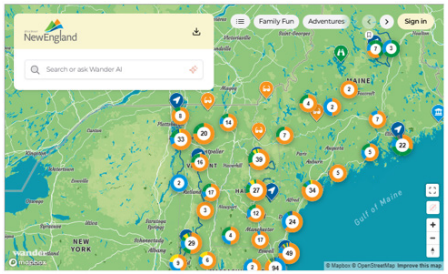
Visitor Guide

(Translated in 4 languages)

CrowdRiff Media Hub



Wandermaps





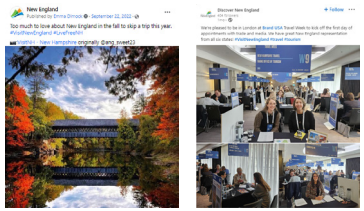
Trade/Media Newsletter

Industry Newsletter



Social Media

- Facebook
- Instagram
- YouTube
- LinkedIn





EDUCATION

DNE brings in industry experts throughout the year for in-person and virtual trainings on international research and travel trends. Most trainings are free to attend.

CONTENT

DNE regularly seeks news, images and video from New England suppliers and businesses to feature in communications, pitches and itineraries to international travel trade and media. Royalty-free images and video are added to DNE's Media Hub.

VISITING JOURNALIST AND TOUR OPERATOR FAMILIARIZATION TOUR PROGRAM

DNE regularly coordinates New England itineraries for some of the best and most qualified journalists and top tour companies in the world. These tours rely heavily on the partnership and hospitality of lodging and attractions throughout New England for hosting.

TRAVEL & EVENTS

DNE hosts cost-effective sales missions, trade shows, in-market activations, media receptions and joint marketing campaigns and encourages businesses and destinations throughout New England to join.

MEMBERSHIP PROGRAM (PAY-TO-PLAY)

DNE provides enhanced ways for businesses and organizations throughout New England to get their brand in front of international audiences. These include a range of web listings and digital guide ads to communications such as newsletter and social, feature mention in trainings for operators and media, advanced notice for travel and events and access to exclusive media and trade leads.

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