



MEMO

To:
From: Kerrie Tripp
Date: December 1, 2023
Subject: Germany - Switzerland Sales Mission



Discover New England (DNE) hosted a sales mission from November 13 to the November 18, 2023 that included visits to 6 towns including Frankfurt, Grenzach, Munich, Hamburg, Hannover, Hardenberg, in Germany as well as a stop in Zurich, Switzerland. The delegation included: Stacy Thornton, Meet Boston; Susan Henrique, CT Tourism; Lori Harnois, NH Tourism; Mark Brodeur, RI Tourism, and Tim Walsh, Discover Newport.

The sales mission had 14 one-on-one meetings with tour operators and media, multiple trainings, and 2 evening events. The first evening event was held in Munich and included 12 representatives from travel trade, media and meeting planners. The DNE delegates rotated at the beginning of each of the four courses this allowed for each delegate to have a conversation with each representative.

The second event was hosted in Hamburg at the Historischer Speicherboden with 11 tour operators and media representatives. DNE delegates were again able to rotate from table to table for discussions before we ended the event with a training about New England.

The delegation began the sales mission with a New England Patriots activation hosted in Frankfurt that included two events: a VIP tailgate reception and a post-game Discover New England & Meet Boston networking reception. The post event was held at the Blaskey Hotel where about 70 attendees representing travel trade and media from Frankfurt and the surrounding region attended. Welcome remarks were made by Consul General Norman Thatcher Scharpf; Lori Harnois, DNE Chair; and Martha Sheridan, Meet Boston.



Top themes discussed during the Sale Mission with German and Swiss tour operators and media include:

- Sustainably in travel;
- Outdoor recreation that included unique opportunities, for example wildlife watching of moose and bear, lobster boat trips, mountain biking with vistas, and having a guide that can talk about sustainability of these adventure seemed to be important;
- How to incorporate rail with drive trips.

Top planning needs discussed include:

- *Inventory.* There is still strong demand for New England; however, there is a lack of accommodations and experiences that are available via receptives;
- *Suggested itineraries encompassing of the region and for different themes and seasons;*
- *Prices need to be inclusive.* Several companies talked about their concerns regarding properties not including all fees in their total pricing. For example, resort fees have been an issue. It is illegal for fees to be added after the sale in Germany and Switzerland.

The demand for New England remains strong. There is a need for ongoing product development and education. The sales mission was successful because it showcased New England as a premier destination to German and Swiss travel industry leaders and allowed for DNE to influence the product being featured and sold. The recommendation is for DNE to continue hosting annual, in-person sales missions to German speaking countries in Europe.

DNE will share leads with State and Member Partners.

