



MEMO

To:
From: Michele Cota
Date: June 19, 2023
Subject: IPW 2022 Summary

Discover New England (DNE) hosted a double booth during IPW 2023 in San Antonio, Texas from May 20 – 24, 2023. DNE entered the conference with a full schedule of prescheduled appointments and had more folks walk up to the booth in between and prior to and after scheduled appointments. In the end, the DNE booth generated 95 leads with tour operators, receptive operators, media and online platforms.

The following representatives registered within the DNE double booth: Lori Harnois from NH Div of Travel & Tourism Development, Mark Brodeur from Rhode Island Commerce Corp, Sue Henrique from the Connecticut Office of Tourism, Kirsty Dillury from TTM/DNE UK rep and Michele Cota from DNE. New England had a combined delegation of just over 40 representatives from various aspects of the industry.



In general, demand for New England is strong in European markets; however, availability of product continues to be a challenge and pricing is high. Many operators are building out their sites with more inspirational content and they eagerly took the QR codes for DNE’s new media hub and guidebook.

The most discussed topics during IPW include:

- *Need for more experiences via receptives.* Many operators are reporting a demand for more off-the-beaten path travel and more experiences to be bundled in and available via receptive operators; however, a handful of operators are willing to contract directly.
- *Launching New England.* DNE spoke with 12 tour operators who are currently building out their New England program for an initial launch or have very recently rolled out New England. They are all seeking more properties, experiences and suggested itineraries to grow their offering with.
- *Staff training.* A trend during last year’s IPW was staff turnover and now the challenge/need is for staff training. About a dozen operators asked for DNE or its reps to meet with their staff and their agents and/or to present during webinars.

DNE had a table for the one day, Media Marketplace on Monday which was represented by Mark Brodeur of Rhode Island and Kelsey Schroeder of Connecticut. Together, they took over 40 appointments on behalf of the region.

During the Tuesday, May 23rd open evening, DNE and the State of Connecticut (sponsoring partner for the dinner) hosted a media dinner at Boudro’s on the Riverwalk. DNE invited 5 media from the UK and Connecticut invited 5 media from the United States with international reach (2 attended). In order to keep the ratio to 1:1, only state partners were able to join. The journalists were able to order off the menu and socialize casually. Each journalist has different projects and interest for New England and will be followed up with accordingly.

UK & US MEDIA Invited to DNE HOSTED DINNER			
First Name	Last Name	Delegate Title	Outlet
Mike	MacEacheron	UK freelancer	Outlets include The Sunday Times Travel Magazine, Nat Geo, Conde Nast, BBC, Bloomberg, Lonely Planet
Jonathan	Thompson	UK Freelancer	Sunday Times, The Daily Telegraph, Guardian, BBC, Conde Nast, Nat Geo, etc
George	Kipouros	Editor	Wanderlust
Renate	Ruga	UK Freelancer. Food & Travel	The Telegraph, Times, Luxury Lifestyle
Shelley	Rubenstein	UK Freelancer, Author, Broadcaster, Producer	Sunday Times, Taily Telegraph, FT, Independent, Nat Geo Traveller Food
Nancy	Trejos	Journalists	The Washington Post

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Charmaine	Noronha	Freelancer	AP, Boston Globe, The Toronto Star, Globe and Mail, The National Post, Sothebys, Westjet, Vacation Magazine, etc
Heidi	Gollub	Lead Editor	USA Today
Scott	Mayerowitz	Executive Editor	The Points Guy
April	Orcutt	Freelancer	Hemispheres (United Airlines magazine), Nat Geo (India), BBC, Travel & Leisure, Vacations and Travel (Australia), LA Times, AAA, etc.

In summary, demand to the region is very strong; however, there is a strong need to focus on product development in order to meet the demand so that sales won't continue to be diverted to other parts of the country. DNE proposed adopting and launching the IITA training program for hotels and attractions in New England in FY2024.

DNE will share leads with State Partners and Member Partners.

