



MEMO

To:
From: Michele Cota
Date: May 18 - 21, 2026
Subject: IPW Report



Discover New England (DNE) hosted a double trade booth and a single media table during IPW in Fort Lauderdale, Florida from March 18 - 21, 2026. DNE generated 93 trade leads and 25 media.

The following representatives registered within the DNE double booth: Rhode Island Commerce Corp and DATTCO Coach & Tour.

This has been a turbulent year in media headlines and politics that has created instability in the industry from changes in sentiment, inflation and rising fuel costs, and declining consumer confidence. Regardless, travel is still resilient as there seems to be no identifiable pattern within markets. Even in markets that are known to have had a decline in overall arrivals to the United States such as the Dutch and Germany countries, there are operators in those markets that are significantly up year over year in sales to the United States. The same inconsistencies are seen in markets that are known to have increased in 2025 and at the start of 2026 such as the UK. There are operators in the UK that are well down year over year in sales to the United States while others are seeing remarkable growth.

Overall, the meetings were positive, and operators seem to agree that the conditions are ripe for New England as the repeat travelers with high disposable income are traveling more than ever which is exactly the market that seeks destinations such as New England.

The following are general observations from the meetings:

- Optimism is very high for 2027 as most operators hypothesized pent up USA demand as many clients are waiting to book. This is leading to operators working now to revamp product and to position USA destinations for a resurgence in demand.
- Repeat travelers are still selling well to the United States.
- The conflicts and wars in the Middle East at the start of 2026 has significantly disrupted European outbound travel causing a sudden shift in bookings and arrivals to tropical/beach USA and Caribbean destinations.

- FIFA World Cup has not benefited the international travel trade. All but two operators reported that clients are avoiding the area altogether during the matches and finals.
- High end/deluxe to luxury travelers is a growing segment.
- Group tours are coming back to New England.
- Strong, noticeable growth in interest for New England from Latin American markets.
- Under Shared Skies bookable program was a hit! A couple of influential operators suggested that DNE does more initiatives like this. Many operators intend to launch the program or some variation of it.

In summary, DNE observed a strong focus on product development for fly/drive holidays to all six New England states. DNE will follow up with the leads as requested and will share a lead report with partners. Recipients are reminded that it is a GDPR violation to automatically subscribe contacts in the lead report to communication lists.