



MEMO

To:

From: Michele Cota

Date: April 25, 2023

Subject: 2023 Summit & International Marketplace Summary

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Discover New England (DNE) hosted the return of the 25<sup>th</sup> Annual Summit & International Marketplace for the first time since 2019. It took place at the Boston Marriott Copley Place from March 29 – 31, 2023 (Wednesday – Friday) with pre and post FAMs hosted by state partners. There was a total of 252 total attendees for a sold-out show. Of which, there were 74 appointment taking tables and 21 Exhibition tables.

- 73 Buyers (3 OTAs, 16 receptives and 55 International Tour Operators, 5 DNE Market Reps)
  - o Not including the 6 appointment-taking DNE reps, there were represented: 1 Belgium, 1 Canada, 5 France, 2 Germany, 2 Switzerland, 3 Ireland, 1 Ireland Trade Media, 1 Northern Ireland, 6 Italy, 6 The Netherlands, 10 UK, 6 Japan (receptives categorized at International Tour Operators), 2 China (Hainan Airlines), 4 Domestic operators.
- 61 Non-Appointment Taking Attendees (33 Sponsors, 11 Speakers, 6 Media, 37 Exhibitors, 6 State Staffers, 5 DNE Staffers)
- 118 Appointment-Taking Attendees (12 CT, 8 ME, 73 MA, 13 NH, 9 RI, 3 VT)

Each appointment book had a maximum of 45,10min marketplace appointments. Appointment-takers were allowed to schedule breaks for themselves and to request fewer appointments. Mutual requests were scheduled first, followed by buyer and then supplier. There was a total of 5,190 scheduled appointments during the three different appointment sessions.

The program included educational sessions, lunch presentations and an evening event as well (see attached ***schedules at a glance***).

Changes from previous years included:

- Suppliers stayed seated during appointments while buyers moved between tables to enable easier destination presentations of materials and visuals.
- Suppliers could participate as pods of two to share costs and to encourage better destination positioning as opposed to single business positioning.
- The total number of appointment supplier tables were limited to 70 (and additional were added based on space) to create a better buyer-to-supplier ratio creating fuller schedules.
- Pricing was set to encourage better qualified and committed suppliers to attend. The full price was \$1,495 for a single registration appointment table or \$1,750 for two appointment taking registrations at a shared table. (Note, supplier registrations were \$695 in 2019 and were sold at \$795 in 2020 before being reimbursed after the event

cancellation; though the price for a single registration table was much higher in 2023 over 2020, if suppliers attended as pods and shared costs, the max registration pp for a shared in 2023 was \$875pp or \$775 at the early bird which is on par with previous years).

- Receptives were required to pay \$495 and their hotel costs this year (early bird was set at \$395) in order to encourage that only those most committed to New England attended while preserving most of the buyer slots for international operators.
- DNE did not plan a closing event and reduced the number of days from 3 to 2 in order to reduce costs due to the increased costs of the events' industry.
- Sponsorship levels were revamped at higher levels in order to raise more revenue (see attached **sponsors & partners**).
- DNE worked with the U.S. Commercial Service to bring in six qualified journalists to participate in a media panel to discuss market conditions and trends, who then participated in a post-FAM tour of the southern New England States. Media were invited as guests and were not required to have assignments; however, immediately following the show, FVW released two articles and Eoghan Correy created a destination piece and Zoey Goto took interviews for Selling Travel coverage of the DNE Summit.



Moderated by Lyn Hughes,  
Founding Editor, Wanderlust



Holger Jacobs, Editor,  
FVW Media Group



Zoey Goto, Journalist & Author



Patricia Miranda, Travel Editor,  
Reforma



Jenny Southan, Founding Editor  
Globetrender



Eoghan Correy, Journalist & Author



Images:



Marketplace Floor



Exhibition



Luncheon

### Pre-FAMs

Prior to Summit, the Massachusetts Office of Travel & Tourism Development hosted three FAMs that visited separate super-regions of the state: North of Boston (12 participants), Central and Western Massachusetts (11 participants) and South of Boston, the Cape & Islands (13 participants). The FAMs began on Sunday prior to the show with a Massport reception and gathering area for arrivals and concluded at the Marriott Copley on Wednesday about 4PM.



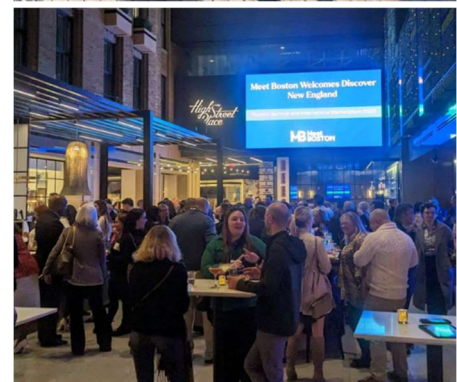
### Post-FAMS

Following Summit, two operator post FAMs were hosted by Connecticut and Rhode Island with similar itineraries traveling in opposite directions. There were 15 participants in one group and 14 in the other and they started immediately following Summit on Friday and were returned to BOS for departure on the following Monday.



### Evening Events

The pre-event on Wednesday was hosted by Meet Boston at the High Street Place food hall and was restricted to event buyers, sponsors, Meet Boston guests and the state staff. There were about 150 in attendance with music entertainment and brief remarks by Michele Cota and Martha Sheridan.



The all-delegate reception, also referred to as the State Dinner, was hosted by the Massachusetts Office of Travel & Tourism at the Hynes Convention Center ballroom; located a short walk through the Pru. This event included a pre-reception and then a plated dinner with trivia and musical performances followed by dessert in the foyer looking out at the city. There were about 300 people in attendance.



### Marketing

DNE utilized the mobile app hosted by TEAMS and created an interactive Boston Map using Wander. QRs and links were shared on signage, as inserts in the badges, on the discovernewengland.org website, in the MyDNE reg portal, in a "how to Summit" recorded presentation and via multiple newsletters.

Overall, the event was very well received and some folks reported that they booked contracts right away. The DNE team was challenged by the short planning window impacting advanced communication and system testing. The short planning window was a unique challenge for this year only and these issues can be avoided for future years. During the show itself, it is recommended that DNE hire a show event director to assist with on-site logistics.



## Suppliers Schedule-At-A-Glance

### Wednesday, March 29

- 5:00 – 8:00 PM – Early Registration. Hotel main lobby. Sponsored by the **Museum of Fine Arts Boston**.

### Thursday, March 30

- 8:00 AM – Registration sponsored by the **Museum of Fine Arts Boston**. 4th Floor Atrium.
- 8:30 AM – 11:30 AM - Educational Seminars, Salon G
  - International Update by **Brand USA**
  - Understanding the Gap between Evolving Traveler Expectations & Industry Perceptions by **Expedia Group Media Solutions**
  - Air Travel Intelligence: Airline Traffic & Trends by **ARC**
  - The Boston Hub by **Delta Air Lines**
  - Our Sirens Song – Visitor Engagement by **Wander**
  - **U.S. Commercial Service** International Media Fireside Chat. Panel: Lyn Hughes from Wanderlust, Holger Jacobs from FVW, Eoghan Correy from Air & Travel, Patricia Miranda from Reforma, Jenny Southan from Globetrender and journalist and author Zoey Goto.
- 11:45 AM – 12:45 PM - All Delegate Lunch sponsored by **New Hampshire Division of Travel & Tourism Development**. Salon G
- 1:00 PM – 5:00 PM – Marketplace 1-on-1 Appointments. Salon E
- 5:00 PM – 6:00 PM – Wine Reception & Exhibition sponsored by **Yankee Publishing**. Salon F Exhibition Area.
- 6:30 PM – **Massachusetts Office of Travel & Tourism** State Dinner at the Hynes Convention Center Atrium. Located 0.4 miles from Marriott through the mall. Walking is preferred. There will be a bus pick up option outside Marriott at 100 Huntington Avenue. Sponsored by the **Massachusetts Convention Center Authority**.

### Friday, March 31

- 7:00 – 8:00 AM Grab & Go Breakfast sponsored by the **Boston Red Sox – Fenway Tours**. Salon G.
- 8:00 – 11:00 AM - Marketplace 1-on-1 Appointments. Salon E
- 11:30 – 12:30 PM – All Delegate Lunch sponsored by **Expedia Group Media Solutions**. Salon G
- 1:00 – 3:30 PM – Exhibitor Breakdown
- 1:00 – 3:00 PM – Marketplace 1-on-1 Appointments. Salon E

## Buyers Schedule-At-A-Glance

### Wednesday, March 29

- 4:00 PM - Pre-FAMs arrive at the Marriott Copley Place hotel lobby for check-in.
- 5:00 – 6:15 PM – A beer or wine at the Copley Square Hotel. Buyers can stop in on their own. Located 0.1 mile from Marriott
- 5:00 – 8:00 PM – Early Registration. Hotel main lobby. Sponsored by the **Museum of Fine Arts Boston**.
- 6:30 – 10:00 PM – Meet Boston Summit Kickoff Party at the High Street Place. Located a 15- minute drive from Marriott. **DATTCO** buses pick up outside Marriott at 100 Huntington Avenue.

### Thursday, March 30

- 7:30 AM – Registration sponsored by the **Museum of Fine Arts Boston**. 4th Floor Atrium.
- 8:30 AM – 11:30 AM – Boston exclusive site tour of View Boston. Breakfast will be provided. Meet at Registration Desk before walking over.
- 11:45 AM – 12:45 PM - All Delegate Lunch sponsored by **New Hampshire Division of Travel & Tourism Development**. Salon G
- 1:00 PM – 5:00 PM – Marketplace 1-on-1 Appointments. Salon E
- 5:00 PM – 6:00 PM – Wine Reception & Exhibition sponsored by **Yankee Publishing**. Salon F Exhibition Area.
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- 1:00 – 3:00 PM – Marketplace 1-on-1 Appointments. Salon E
- 4:00 PM – FAM Tours Meeting and Departure. Grab & Go Snack Bags sponsored by **Wolfe Tours**. Follow signs to the 2nd Floor Atrium.

## Sponsors & Partners

Financial and Inkind: Brand USA, Massachusetts Office of Travel & Tourism, Meet Boston, DATTCO, Delta Air Lines, Massport, Massachusetts Convention Center Authority – Hynes Convention Center, View Boston, High Street Place, New Hampshire Division of Travel & Tourism Development, Expedia Group Media Solutions, Cambridge Office for Tourism, Wander, New York International Travel Show, ARC, Yankee Publishing, Cape Cod Chamber of Commerce, Museum of Fine Arts, Boston, ADARA, Wolfe Tours, Boston Red Sox – Fenway Tours, American Bus Association

