



MEMO

To:
From: Kerrie Tripp
Date: July 7, 2023
Subject: UK/Ireland Sales Mission

Discover New England (DNE) hosted a sales mission to London and Ireland during the week of June 18 through June 24. Working with DNE market consultants TTM and Woodstock Communications, DNE led 13 individual appointments and 4 events with 51 attendees representing both trade and media.

Sales Mission participants included Stacy Thornton, Meet Boston; Paula Fisher, See Plymouth; Susan Henrique, CT Tourism; and Estlin McLellan, NH Tourism.



There were a few themes that continued to rise to the top of almost every meeting or conversation:

- Sustainably in travel;
- LGBTQ+ travel;
- Rail travel.

As car rental prices remain high in the Northeast, visitors are looking to combine methods of travel to save money. In general, demand for New England is strong in European markets; however, availability of product continues to be a challenge and pricing is high.

Aside from the above important conversations the other items discussed included:

- *Inventory.* There is still strong demand for New England, however, there is a lack of accommodations and experiences that are offered via receptives. DNE plans to launch a new education program during fall 2023 to address this.
- *Proposed Itineraries.* We discussed the new Thematic Trails on the DNE website to inspire new and exciting opportunities for clients to move throughout the region.
- *Trainings.* Several companies talked about having new staff since the pandemic and would like to have trainings that will inspire the new staff members and re-invigorate staff that have been around for a while.

Attendees met with US Commercial Services in London and with the Deputy Chief of Mission at the US Embassy in Ireland.

Demand for New England remains strong and it is evident that the greatest needs are product development and education.

DNE is investigating the possibility of hosting a virtual event with the buyers and media that we met with.

DNE will share leads with State Partners and Member Partners.

