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To:

From: Michele Cota

Date: August 7, 2023

Subject: U.S. Commercial Service Mexico City Executive Matchmaking Mission LGBTQI+ Summary

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Discover New England (DNE) participated in the second LGBTQI+ Executive Matchmaking event from August 1 – 4, 2023 hosted by the U.S. Department of Commerce Commercial Service (USCS) and the first one that took place in-person. There were a few dozen USA exporters attending from various sectors including tech, engineering, construction, and the greatest focus on tourism. DNE and Meet Boston were both in attendance as well as Miami, Aspen Colorado, Southern California, New York City attractions, San Francisco and more. The USCS arranged customized meetings for each attendee. Discover New England met with 11 tour professionals and was told that New England was the top requested destination and had the most one-on-one meetings.

The New Hampshire Office of International Trade also participated in the mission separately and presented to an audience of about 30 foreign investors.

DNE, Meet Boston and a few other destinations were invited by Travel Report to record short destination videos. Travel Report, a leading travel trade, multichannel media company reaching over 24,000 trade professionals. The two recorded videos were: one for LGBTQ travel and a second on general top things to do in our destinations. Travel Report offers destinations pay to play opportunities in

additional to their editorial so that destinations can provide infographics and host webinars for a large trade audience.



DNE has observed the following trends from the one-on-one appointments:

- Mexican tour professionals have very limited awareness of New England other than sports but strongly demand new USA destinations. There is strong curiosity by travel professionals for New England especially with the launch of the MEX-BOS Aeromexico direct flight December 2023.
- New England excels as a destination for education travel by Mexican youth and undergrads. Multiple tour professionals expressed interest in targeting families for leisure travel to New England.
- Mexico City has a large and influential LGBTQ+ community and media and trade are developing a focus on this market specifically.
- Mexicans travelers take repeat leisure trips to the United States and demand: ski destinations (note, Mexico is Aspen Colorado's #1 international market and Mexican's own about half of their real-estate), boutique inns and high end accommodations, sightseeing, culinary and history experiences and professional sporting events.
- They are confident travelers and seek fly-drive destinations

In addition to one-on-one meetings, DNE shared an exhibitor table with MeetBoston during a reception that was attended by over 200 agents, media, influencers and other industries who previously participated in the one-on-one meetings with the other sectors. DNE gave out printouts of the Visitor Guide articles in Spanish, the LGBTQ Globetrender Report article on New England and New England Clam Chowder spice packs.

DNE will share leads with State and Member Partners.

