

Discover New England

2010 Maine Governor's Conference Presentation

About Discover New England:

- Official regional tourism alliance for the New England states
- Established in 1992 to form a united marketing front to increase travel from Europe.
- Non-profit organization funded by the New England states
- Located in Portsmouth, NH with representatives in the UK and Germany

DNE'S FOCUS: INCREASE TRAVEL FROM THE UK & GERMANY

- Increase international travel to strengthen the economies of the NE states
- Capitalize on awareness of "New England" as a region vs. lesser known individual states
- Focus on UK & Germany – the major overseas markets for U.S. travel
- Outreach to international tour operators and U.S. receptives

STRATEGIES:

- OVERSEAS MEDIA OUTREACH: raising international consumer, travel trade, and media awareness of New England as a memorable, high-quality, four-season destination. Outreach through press releases, quarterly newsletters, and organization of fam tours.
- ASSISTING NEW ENGLAND TRAVEL SUPPLIERS: educating the New England travel suppliers about how to generate new business from and how to work with the international market.
- INCREASING / ENHANCING TOUR OPERATORS/RECEPTIVES NEW ENGLAND PRODUCT: helping UK/German Tour Operators and US Receptives establish relationships with New England suppliers, set up itineraries, and train reservations staff.

International Travel to the U.S.

- **58 million international travelers in 2008 (a record).**
 - 78% from 7 key markets – Canada, Mexico, UK, Japan, Germany, France, and Korea.
- **New England:** 1.6 million international visitors came to New England in 2008 (excluding Canada/Mexico)
- **2010 Projection:** The U.S. Department of Commerce projects that international travel to the U.S. will regain its footing by 2010 (3% projected rebound).
- **By 2013:** over 63 million travelers projected.

International Travelers — 'Icing on the Cake'

- International visitors are sophisticated and savvy travelers, perfect for New England.
- Their average length of stay is 15 nights, four times that of a domestic visitor.
- The average European gets 4-6 weeks paid vacation and typically takes at least one international vacation a year.
- They spend about 10 times more than the domestic visitor.
- They normally book their vacations way in advance and do not cancel because of the weather.
- They often travel at different times of year and fill the "slow" gaps in the U.S. market.

DNE Target Market #1: United Kingdom

United Kingdom Travelers:

- Ranks third in visits to the U.S.
- Ranks first for overseas travelers to the U.S.

In 2008:

- 4.6 million U.K. travelers came to the United States
- UK visitors spent \$16.7 billion in the U.S. (up 12% from 2007)
- For 15%, it was their first trip to the U.S.
- Advanced trip decision time (mean days): 118 days
- Household income (mean): \$121,900
- Gender: Male (53%)
- Average age: Female (43), Male (44)
- Length of Stay of U.S. (mean nights): 13.6
- Average # of states visited: 1.4

DNE Target Market #2: Germany

In 2008, Germans travelers:

- Ranked #5 for travel to the U.S.
- Grew in visits to the U.S. 10% year over year in 2007 and 17% in 2008.

In 2008:

- Over 1.7 million German visits to the U.S.
- For 23%, it was their first trip to the U.S.
- Advanced trip decision time (mean days): 104 days
- Household income (mean): \$110,800
- Gender: Male (64%)
- Average age: Female (40), Male (43)
- Length of Stay of U.S. (mean nights): 16.4
- Average # of states visited: 1.7

Discover New England Programs:

- Trade & Consumer Shows
- Sales & Training Missions
- New England UK & German Guides
- DNE Website & Request Fulfillment
- Press Releases and Newsletters to the UK/German Media
- Newsletters & Outreach to UK/German Tour Operators
- Partnerships/Special Promotions
- Press and Travel Trade Familiarization Trips
- DNE Tourism Summit & Marketplace

DNE Partner Program:

- Placement of your logo/website link on DNE's website partner page.
- Leads from all major international trade shows and events attended by DNE – including World Travel Market, ITB Berlin, and Pow Wow.
- Tour Operator leads from all UK, German or other training missions.
- Recognition through a Sustaining Partner display at the DNE Tourism Summit & International Marketplace.
- \$1,000 annual fee – membership July 1 – June 30.
- Partners who join after January 1 receive 50% reduction in Year 1 but do not receive leads collected in first six months.

DNE Familiarization (FAM) Trips

- Press and travel writers
- Travel agent/tour operator educationals
- Product trips to source inventory for New England programs

DNE's 15th Annual Tourism Summit & International Marketplace

April 19-21, 2010

- Over 60 tour operators from the UK, Germany, France, the Netherlands & Italy
- Plus key USA receptive tour operators
- Outstanding opportunity for New England businesses: showcase product
- Develop long-lasting and important relationships
- Sign contracts

Top Ten Reasons to Attend the 2010 Tourism Summit & International Marketplace

1. Over 60 international tour operators and US receptive operators focused entirely on buying New England product.
2. One-on-one business meetings with operators each day.
3. Writing of contracts with operators during event.
4. Industry updates from the UK and Europe.
5. "How to Summit" workshop and educational sessions on working with the international market.
6. Great networking with New England industry colleagues, State Tourism Directors and staff.
7. Comprehensive Program Book with full contact details of operators plus yearly calendar of DNE co-op opportunities.
8. Excellent value – far less \$\$\$ than Pow Wow with better opportunities to meet targeted buyers.
9. Specially reduced rates at the Newport Marriott, Newport, Rhode Island.
10. Experience the vibrant town of Newport!

Please contact me for further information on any of our programs and we hope to see you in Newport!