

International Spotlight on Maine and New England



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Why Target the International Traveler

- Typically visit during non-peak travel periods and stay longer
- Spend significantly more than the domestic traveler
- With rare exceptions, THEY DO NOT CANCEL!
- Trips are planned an average of 115 days in advance (more lead time)
- For every 35 international travelers, 1 U.S. job is supported



International Tourism “Food Chain”



Consumer

Travel Agent

“Front Person” - sells packaged holidays from tour operators directly to the consumer.



International Tour Operator

Packages all elements of tour and travel products together and/or buys packages from Receptive Operators.
Sells via travel agents or directly to the consumer.



Receptive Operator

US-based companies that specialize in packaging services for International Tour Operators. Contract directly with accommodations, transportation, attractions.
Consolidates billing. “One-stop shop.”



Suppliers

Lodgings and attractions



- A multi-state cooperative marketing effort to generate travel from overseas visitors
- Established in 1992: the first cooperative regional destination marketing organization in the USA to promote a region internationally
- Target markets: United Kingdom/Ireland, Germany/German-speaking countries, and Australia/New Zealand
- Project work in: China, Japan, South Korea, Italy, France, The Netherlands, Scandinavia
- Head office located in Portsmouth, New Hampshire

For questions and more information.....

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