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### FY 15 Board of Directors

**Board Chair**  
Betsy Wall, Massachusetts (July-January); Carolann Ouellette, Maine (assumed role February-June)  

**Vice Chair**  
Carolann Ouellette, Maine (July-January); position remained vacant February-June  

**Secretary**  
Randall Fiveash, Connecticut (July-June)  

**Treasurer**  
Megan Smith, Vermont (July-June)  

**Member**  
Mark Brodeur, Rhode Island (July-June)  

**Member**  
Vicki Cimino, New Hampshire (December-June); position vacant from July-November  

**Member**  
Richard Doucette, Massachusetts (February-June); replaced Betsy Wall.
Discover New England, founded in 1992, is a nonprofit cooperative destination marketing organization that promotes New England tourism internationally. In partnership with the state tourism offices of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont, Discover New England enables New England’s travel and tourism industry to reach the global market and attract more international visitors. It works directly with travel trade professionals to promote the New England tourism product while providing regional suppliers with the tools they need to compete internationally. By connecting the industry with the latest research, educational tools and travel trends — including through providers such as Travel Market Insights — DNE helps ensure that New England’s tourism offerings appeal to international consumers, and that travel planners have the resources they need to showcase the best New England has to offer.

Discover New England’s board of directors is comprised of the tourism directors from each of the six states. The head office is located in Portsmouth, New Hampshire, where two staff members develop, direct and oversee all the day-to-day activities.

Discover New England offers access to an extensive network of industry contacts in New England and abroad. It works directly with U.S. receptive operators, group tour operators, travel agencies, online booking agencies, and international travel writers, providing them with new trip ideas, marketing tools to promote New England travel, and a steady stream of information on new offerings and enhancements. Ongoing, face-to-face contact with the international travel trade industry is ensured by Discover New England’s representative offices in the United Kingdom, Germany and Japan.

One of DNE’s main goals is to be positioned as the premier resource for reaching key international markets for New England-based state tourism offices, regional tourism organizations, and tourism suppliers. By utilizing the strategies above, DNE has been able to strengthen and shift the focus on sales to include marketing initiatives, which have helped develop a better understanding of what DNE does and the value it provides within the New England tourism industry.

This annual report gives an overview of the marketing activities executed by Discover New England during the fiscal year of 2015 (July 1, 2014 to June 30, 2015).

2015 Major Accomplishments
- Completed a strategic plan
- Launched a new website
- Entered two emerging markets, Australia and China
- Had another successful summit with 20 more attendees
Consumer Trends & Behaviors

Online booking and DIY packaging are important and brands such as Expedia and eBookers are taking power from traditional high street retail travel agents. However, tour operators such as Virgin Holidays and Kuoni continue to expand their presence, opening more high street shops and franchises within department stores.

Video has become a key decision tool for consumers, with research by Google showing that two out of three consumers watch online travel videos when planning a trip, with roughly 30% of all travel video views being via mobile devices.

67% of travel video views are for brand or professionally released videos although consumers prefer real-life stories: nearly half of travel subscriptions are to vlogs (video blogs) that feature personal travel experiences.

The Economy

There is concern that the recovery in Europe is faltering with recent poor economic figures from Germany and indications that Italy and France may well have returned to recession.

Exchange rates reflect a strengthening of the pound against both the US Dollar and Euro which encourages UK outbound travel as relative costs reduce.

The UK economy is now in full recovery and is widely accepted as the best performing in Europe. Interest rates remain at their historical low of 0.5% but are expected to rise in 2015.

UK unemployment fell to 1.86 million in January 2015, its lowest level since 2008, meaning the employment rate now stands at 73.3% of the adult working population, the highest level since records began in 1971.

UK inflation stood at 0.0% in March 2015, with a reduction in clothing and food costs offsetting rises in oil prices.

The UK to USA Market

• There was an 8.5% increase in British visitation to North America, with an accompanying 9.9% increase in spend, the largest increase recorded. (ONS figures for 2014)

• The UK is the third largest visitation source market at 3.97 million visitors after Canada (22.97m) and Mexico (17.34m). (NTTO figures for 2014)

• The UK is still by far the largest European source market, well ahead of Germany (1.96m) and France (1.62m). The UK also continues to be a far larger market than China, at 2.18 million visitors.
The USA is the most popular long haul vacation destination for the British.

53% of Britons took a vacation abroad and 68% took a domestic vacation during the year, a rise of 2% over 2013.

2014 ABTA Consumer Holiday Trends Report

Countries most visited by Brits in 2014
- Spain – 12.2m visits
- France – 8.9m visits
- USA – 3.05m visits
- Ireland – 2.9m visits
- Italy – 2.8m visits

Percentage of visits by age
- 25-34: 19.2%
- 35-44: 20.4%
- 45-54: 20.1%

Spending in the USA Market
- Canada - $27 billion
- Japan - $18 billion
- UK - $13.7 billion
- China - $9.8 billion
- Germany - $7.5 billion

Based on NTTO data
Trade Shows

- **World Travel Market, November 2-6, 2014**
  Increase of 4% on visitors and buyers over 2013 with 98,426 visits in total with unique delegate numbers hitting 51,965 in 2014; KBC secured 43 meetings

- **Visit USA Roadshow, November 25-27, 2014**
  KBC represented DNE at three roadshows in London, Nottingham and Belfast
  - **London** – approx. 60 agents in attendance
  - **Nottingham** – approx. 45 agents in attendance
  - **Belfast** – approx. 45 agents in attendance

- **Travel Counsellors Conference, November 14-16, 2014**
  Over 800 Travel Counsellors in attendance

- **Travel Bulletin Show in Leeds, March 16, 2015**
  12 suppliers

- **IPW in Orlando, Florida, May 30-June 3, 2015**
  400 travel agency owners, directors, managers and consultants; 30 agents seen

- **Media events attended**
  - British Guild of Travel Writer’s Summer Party, August 2014
  - TravMedia networking event, September 2014
  - Selling Travel Party, September 2014
  - Travel Weekly Get Together, September 2014
  - TTG Get Together, October 2014
  - British Guild of Travel Writer’s Awards Dinner, November 2014
  - World Travel Market, November 2014
  - WTM Blogger’s Networking Event, November 2014
  - Visit USA Meet the Media, January 2015
  - TravMedia event, January 2015
  - Holiday World Show Dublin, January 2015
  - Visit USA Media Marketplace, March 2015
  - TravMedia event, May 2015
  - Visit USA Media Awards, June 2015

Consumer Shows

- **Destinations in Manchester**
  **January 15-18, 2015**
  Increase of 5% over 2014 visitor numbers = 24,765 for 2015

- **Destination Show in London**
  **January 29-February, 2015**
  Increase of 3.5% over 2014 visitor numbers = 38,688

- **Holiday World Show Dublin**
  **January 23-25, 2015**
  740 trade attendees and 40,100 public trade attendees with 520 exhibitors; hired a local stand builder to create a new stand this year
Joint Marketing Activities

Irish Sales Mission, February 2-5, 2015
Targeted top eight Dublin tour operators

- Aer Lingus, Dublin
- Platinum Travel, Dublin
- Tour America, Dublin
- Topflight, Dublin
- Visit USA Ireland, Dublin
- American Holidays, Dublin
- Sunway, Dun Laoghaire
- American Sky, Dublin

KBC worked with DNE and the state partners to provide the tailored itineraries to these operators with the view of then using them as suggestions for the UK market, too.

These were split into:

- **Hub & Spoke ideas** – two towns in each state with four activities within an hour of each town
- **Romantic New England**
- **Active holidays for families with older children (teens)**

These have been completed and approved by the states and are now being actively used in the UK and Irish markets.

A follow-up training mission has been suggested for later in the year when KBC will revisit the operators and train their staff on the specific product and itineraries they are promoting.

Familiarization Trips – Media – UK & Ireland

- Six individual media visits
- Six on an annual group media trip themed ‘New in New England’ – June 9-16, 2015 in partnership with BrandUSA
- One TV spot on ‘Paul & Nick’s Big Food Trip’
- Four 2015-2016 IMVs in planning

Familiarization Trips – Trade – UK & Ireland

**Agent’s FAM Trip** with Visit USA Ireland and Aer Lingus, October 16-21, 2014

- Irish-based FAM visited various locations in New England
- 10 agents and 1 VUSA Ireland host

**Post Summit Trip**

- Visited various locations throughout New England
- 9 operators in attendance

Press Releases and Newsletters – UK & Ireland

**Issued 12 press releases** since July 1, 2014 covering topics from the new executive director to state-side antiques road trips in New England.

**Distributed four newsletters** with DNE Gold Partners: Mystic County, Cape Cod & The Islands, Brand USA, Best Western Hotels, Colwen Hotels.
Germany, Austria & Switzerland

Consumer Trends & Behaviors — Germany

Online travel agencies were projected to have the same rate of sales growth in 2014. Bookings are being made earlier, those more than six months in advance accounted for the highest rate of growth.

Germany has nearly 10,000 traditional travel agencies (brick & mortar) with the number remaining consistent during recent years.

Agencies are reporting that there has been a strong increase in bookings for high-quality vacations with each costing more than 3,000 euros per person. This reflects a 10 percent jump in the segment over the previous year, according to GfK, an international market research firm.

Consumer Trends & Behaviors — Austria

Austrians prefer to take vacations abroad.

In 2013 they spent approximately 275 million euros ($366 million) on travel to the US – each trip was 3,780 euros or $5,027.

Overall, Austrians went on 18.2 million holiday trips and 4.2 million business trips – 8.6 million were spent abroad, lasting longer than seven nights – averaging 17 days.

US was the most popular long-haul destination. The US saw an increase of 4 percent of Austrian travelers in 2013.

Favorite Destinations: NY, FL, CA, NV, MA, IL, PA, NJ, TX, and the National Parks.

Repeat travelers opt for destinations like New England. They like to travel independently.

There is a new German seasonal flight with Condor Airlines from Frankfurt to Providence, R.I.

An estimated 122,000 German travelers came to New England in 2014 with direct spending of $103 million.
Consumer Trends & Behaviors — Switzerland

Swiss arrivals have exceeded 476,000 every year since 2011. Recent data indicates an approximate 3 percent increase over that number for 2014. With the value of the US dollar, the US is now being seen as a bargain destination. Swiss may be found throughout the US but particularly off the beaten tracks. They like to visit lesser known US regions and cities.

Swiss-based Edelweiss Air will be operating three weekly direct flights to Las Vegas and Tampa, FL, starting in the summer of 2015.

Economy — Germany

German tour operators saw record-level sales in 2014, 26 billion euros, which represents 2.3 percent growth over 2013.

Economy — Austria

In 2013, the Austrian outbound market declined by 4.8 percent and expenditures for travel abroad declined by 1.1 percent. There was less demand for packages to Southeast Asia, South America, Africa and the Middle East. However, the U.S. had an increase of 1.5 percent of Austrian visitors.

Appreciation of the euro against the U.S. dollar and attractive packages offered by tour operators stimulated long-haul travel to the U.S. in 2013. The correlation between the weaker U.S. currency and the Austrian visitor to the United States was particularly noticeable, especially during the second half of the year. Industry experts forecast that Austrian long-haul, pleasure-travel market will grow by 3 percent annually over the next three years, as long as the dollar does not appreciate too much against the euro.

Economy — Switzerland

Switzerland’s economy continued to grow by a modest 1.6 percent in 2014 despite the challenging situation in the surrounding Eurozone. A financial surplus in 2014 allowed Switzerland to reduce public debt from 46 to 38 percent, in relation to its gross domestic product (GDP). The outlook for 2015, however, is more uncertain due to the Swiss National Bank’s decision on Jan. 15 to stop capping the value of the Swiss franc (CHF) at 1.20 against the euro.

Switzerland’s export-oriented industry, as well as Swiss domestic (inbound) tourism, are now struggling to cope with 10 to 20 percent higher prices for their own products.

Though geographically small, Switzerland is often viewed as an “economic powerhouse.” Its GDP is nearly one-fifth of Germany, a country with ten times the population of Switzerland. Switzerland does not belong to the EU, yet its industry has worldwide connections.
Trade Shows

**ITB 2015, March 3-8, 2015**
- 115,000 trade visitors
- DNE and Massachusetts Office of Travel & Tourism shared the booth
- 11 delegates from DNE and two from MOTT staffed the booth
- DNE had 42 pre-scheduled trade and media appointments, plus walk-ins during the show
- Participated in Brand USA Taste of USA Party and Visit USA Germany Media Breakfast
- Distributed 1,300 Reiseplaner and 600 NE maps, as well as 500 pieces of state literature and maps

**International PowWow Orlando, June 1-4, 2015**
- 33 appointments with (mainly German-speaking) tour operators

Consumer Shows

**DNE participated in the joint Visit USA / Brand USA booth at various consumer shows in 2015.**
- CMT Stuttgart, January 17-25, 2015 — Distributed 1,400 Reiseplaner and 400 New England maps/150 lure brochures and maps from the different states
- Reisen Hamburg, February 4-8, 2015 — Distributed 500 Reiseplaner and 200 New England maps/100 lure brochures and maps from the different states
- f.re.e. München, February 18-22, 2015 — Distributed 600 Reiseplaner and 200 New England maps/100 lure brochures and maps from the different states

**Brochure distribution at other German consumer shows: the following numbers of travel guides were distributed:**
- Fourth of July Event with Duesseldorf US Consular Office (July 4, 2014) — 60
- German-American Volskfest in Berlin (July 25 – August 17, 2014) — 200
- Travel Expo Luzern Switzerland (October 31 – November 02, 2014) — 100
- Motorcycle Show Intermot Cologne October 1 – 5, 2014 — 200
- Motorcycle Show Bodensee January 23 – 25, 2015 — 200
- Motorcycle Show IMOT Munich February 13 – 15, 2015 — 200
- Motorcycle Show Swiss Moto Zurich Switzerland February 19 – 22, 2015 — 100
- Reisemarkt Mannheim January 9 – 11, 2015 — 150
- Mirko Reeh Cooking Event Frankfurt July 07, 2015 — 20
Training & Product Missions

ARGUS Reisen
North America Days Consumer Evening and Travel Agent Training October 16 and 17, 2014 in Hamburg; 60 consumers + 20 travel agents

DEERTOUR
Travel Agent Evenings Dec 2-3, 2014, in Osnabrueck and Paderborn; 80 travel agents

FTI
Travel Agent Event Dec 08, 2014 in Cologne 100 travel agents

VUSA Bowling
- Attended 4 VUSA Germany meetings
- VUSA Media Event Hamburg September 30, 2014, in conjunction with Brand USA; 40 journalists attended.
- VUSA Bowling Road Show May 04-07, 2015 (Cologne, Mannheim Stuttgart, Munich) 7x 10-minute presentations in each city; 250 travel agents participated

Familiarization Trips — Media

Four individual media trips for writers


Familiarization Trips — Trade

Tour Operator Product Manager FAM in conjunction with DNE Summit, April 21-26, 2015. Four tour operators participated, visited New Hampshire, Maine and Vermont

Fulfillment

Consumer requests:
GIA received 208 direct consumer enquiries (328 FY 14)
GIA received 507 consumer enquiries via the website (626 FY 14)

Trade requests:
GIA received 143 travel agency enquiries (266 FY 14)
Infox received 422 requests from travel agencies (316 FY 14)

Press Releases & Newsletters
Issued 10 press releases since July 1, 2014, covering topics from the museum on top of Mount Washington to summer festivals in New England
Japan

Consumer Trends & Behaviors

In 2012, the number of visitors from Japan arriving in the US increased by 14% over 2011 arrivals. In 2013, 3.73 million Japanese visitors came to the US, a slight increase of 1% over 2012, and in 2014 an estimated 82,000 Japanese travelers came to New England with direct spending of $35 million. Experts expect 3.9 million Japanese visitors to come to the US by 2018.

Japan still ranks number #2 after UK for the US arrivals in 2013.

For visitor spending, Japan spent a total of $18 billion during visits to the US in 2013, an increase of 9% over 2012. Japanese visitors rank number one in spending in the US than any other long-haul travelers.

Japanese travelers spent an average of $877 per person while shopping in the US, an amount that exceeded shopping expenditures in any other destination. Japanese seniors still are the fastest growing market segment. The number of people aged 60 and over is steadily increasing. Projections indicate that in 2015, one out of every three people in Japan will be over the age of 60, which will be over 42 million people (of the total population of 127 million). These seniors have time, money and energy to travel and are the best match for long-haul destinations.

Japanese travelers are becoming more experienced and the focus is shifting from group tours to FIT.

Japanese are also focused on special interest tours (SIT). Instead of participating in the regular organized package tours, they incorporate hands-on experience — participation in some cultural and sports activities such as spectator sports, hiking/golfing, gourmet tours, arts/culture and many more.

Japan had estimated 100.6 million Internet users, which is 79% of the population, as of June 2013. Consumers are using the Internet to gather travel information, but for long-haul destinations, they are still using travel agents to book their vacations.
Consumer Trends & Behaviors
(Continued)

Japan Airlines Tokyo/Boston flights continue to have high load factor. In 2014, the average of 90% load factor began in March and continued through mid January of 2015.

Hainan’s Beijing and Shanghai flights had no effect in the JAL’s load factor. With Cathay’s Hong Kong flight, JAL did lose their Hong Kong base travelers, but gained other Asian market segments such as Vietnam, so the result so far is a wash-out.

With Japan Airlines and All Nippon Airways twice daily flights to New York’s JFK, many tour operators are using ground transportation from New York to Massachusetts. In addition to JAL and ANA, New York also has daily flights from Tokyo on Delta and United. Besides from Boston and New York, Delta, United, American, JAL and ANA also fly daily from Tokyo to Chicago, Detroit, Minneapolis, DC and Atlanta which service Massachusetts. With American and US Air merger, American plans to fly non-stop from Tokyo to Philadelphia later in 2015. In addition to these east coast cities, there are numerous flights to Hawaii and US west coast daily from Japan.

Social media networkers continue to influence travel decisions. Facebook is the largest social media used in Japan with 17.51 million users, which is 1.4% increase in 2013. The average time spent on Facebook is 80 minutes per person per day.

Economy

Japan’s GDP is the world’s 3rd largest after the US and China at $6 trillion. The projected GDP growth for this year is 2%. Unemployment decreased to 3.6% in March 2014 (was 4.3% in March 2013).

Japanese Yen continue to be weaker than US dollars. In addition to the exchange rates, national consumption tax was raised from 6% to 8% in 2013, which made the costs of air tickets and tours to rise. Consumers are slowly starting to get used to new pricing and are starting to book long-haul destinations again.
Trade Shows

**JATA Tourism Expo, September 25-28, 2014**
157,589 trade, press and consumers in attendance – a 20.24% increase from 2013
DNE had 14 pre-scheduled appointments

**IPW Orlando, May 31-June 3, 2015**
Participated with MOTT booth, however conducted the Japanese appointments – 8 were pre-scheduled

**Other Trade Shows in Japan**
(DNE did not participate, but provided the brochures through Brand USA booth)

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<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
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<tbody>
<tr>
<td>America Town Festival</td>
<td>Sasebo, Kyushu</td>
<td>Jul 4-Aug 3, 2014</td>
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<tr>
<td>Brand USA Seminar</td>
<td>Tokyo</td>
<td>Aug 5, 2014</td>
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<tr>
<td>Friendship Day</td>
<td>Tokyo</td>
<td>Sep 20, 2014</td>
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<td>Overseas Travel Fair</td>
<td>Sapporo, Hokkaido</td>
<td>Oct 17-19, 2014</td>
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<td>Brand USA Seminar</td>
<td>Sapporo, Hokkaido</td>
<td>Oct 20, 2014</td>
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<tr>
<td>Brand USA Seminar</td>
<td>Sendai</td>
<td>Oct 21, 2014</td>
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<tr>
<td>Hiroshima Travel Fair</td>
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<td>Brand USA Seminar</td>
<td>Tokyo</td>
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<td>United Airlines Seminar</td>
<td>Tokyo</td>
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<td>Brand USA Seminar</td>
<td>Nagoya</td>
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<td>Brand USA Seminar</td>
<td>Osaka</td>
<td>May 22, 2015</td>
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<tr>
<td>Kansai Int’l Airport Travel Showcase</td>
<td>Osaka</td>
<td>May 23-24, 2015</td>
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**Familiarization Trips — Media**
A total of four trips were hosted with a value of $3.1 million.

**Familiarization Trips — Trade**

Tour Operator FAM Trip with Japan Airlines, December 11-16, 2014
Objective was to showcase New England in winter months; six participants.
Press Releases

Issued five releases starting in September of 2014 covering a variety of topics including fall foliage and tour operator seminars in Tokyo and Osaka

Trainings & Product Missions

**Japan Sales Mission, March 14-20, 2015**
- Visited Tokyo and Osaka
- 7 participated from New England and 2 from Tokyo office
- Tour operator attendance in Tokyo was 62 people and 33 in Osaka

**LA Table-top event and sales calls, May 11-13, 2015**
- Held at Torrance Marriott Redondo Beach
- A total of 10 private sectors from New England participated.
- 20 Japanese tour operators attended the event
- 5 sales calls were made

**NYC Japanese Tour Operator Sales Calls, June 15-16, 2015**
- 5 New England private sectors participated
- 5 group sales calls were organized

**JTB (Japan Travel Bureau) Travel Agent Training, June 10-29, 2015**
- Training series organized by Brand USA Tokyo
- Total of 15 city and state US rep offices in Japan participated
- Visited 8 JTB travel offices in the metropolitan Tokyo area

**Total Number of Sales Calls**
- Tour planners in Tokyo - 36
- Press and media in Tokyo - 6
- Receptive operators in Boston - 20

Fulfillment in Tokyo

**Telephone inquiries** - 80

**Email inquiries** - 161

**Distribution of DNE brochures** - 2,053 (150 at JATA)

**Distribution of DNE maps** - 925
China

**Consumer Trends & Behaviors**

China was New England’s second largest visitor market in 2014. Nearly one in ten (9.6%) Chinese visitors to the U.S. visited New England during their trip. New England arrivals from China grew at a faster rate than the U.S. overall resulting in an increase of 8.5% from 2013. If spending was ranked for New England by total spending per stay (the combination of nights and average spend per visit per night), then China would be the top market, spending an average of $72 per night with average of 25 nights in New England.

This increase was, in part, due to an increase of air service to the east coast and Boston’s Logan International Airport specifically. This transportation increase also shifted who was visiting New England. In 2013, education was the top purpose of visiting, followed by visiting family and friends. The increase in availability and ease of getting to the east coast shifted the reasons for visiting. With the new air service, 2014 saw a jump in vacation travel (30%), followed by VFR (25%), and then education (22%).

Chinese visitors spend an average of 25 nights when visiting, which reflects the strong student/education component for the reason of visit. China, despite being ranked second for total arrivals, is still a developing market for vacation travelers.

**Additional Marketing**

- Discover New England also hosted Chinese receptive operators at the 2015 Annual Summit & International Marketplace
- Lori Harnois attended the Hainan media luncheon in Boston
- A microsite was developed through a partnership with Brand USA. This page went live in the beginning of June and we’re anticipating the first quarterly (July – September) statistics report in early November 2015. ([www.gousa.cn/new-england](http://www.gousa.cn/new-england))

An estimated 210,000 Chinese travelers came to New England in 2014 with direct spending of $372 million.
Australia

Consumer Trends & Behaviors

It’s projected that it will remain in the top 10 over the next few years.

1.2 million Australians visited the USA last year which was up 7% from previous year.

Total visitor spending was $6.1 billion, which ranks Australia as the 8th largest market for the USA.

Their top places for visiting within the USA include: 1. Hawaii (This is a short haul trip for them so they don’t really view it in the same sense.) 2. California 3. New York

There are daily flights that go to LA, San Francisco, & now Dallas. The LA plane continues on to New York so many passengers just continue on. The new Dallas flight has opened up the east coast as it provides a shorter entry through this connection.

Most Australians are leisure travelers which is a nice fit for the New England market and marketing mix.

FIT and Coach travel are both used. Coach travel is coming back and the USA is the new destination they are featuring.

December and January are the peak summer season months within Australia. Many locals go on vacation (domestically) during this time.

Schools operate on quarters and students are on vacation during Easter break, June and September. They are also off during December and January break. It was recommended that June and September would be ideal months to promote travel to New England.

Perth and Adelaide are secondary markets in Australia. Top three are Brisbane, Melbourne and Sydney.

Market doesn’t tend to be elastic; they always travel. USA is their top long-haul destination.

Increase in list capacity to the USA is up; 34% growth since 2009.

Agents still dominate Australia. Internet is also strong.

MA is the 6th US destination for visitation. CA, NY, Nevada, Hawaii, FL are ahead of them (in that order); LA, IL, TX, AZ are after.

Familiarity with New England:
- Strong following of our sports teams, especially Patriots
- Boston
- Fall foliage
- Heard multiple times it was their dream trip
- Understand the closeness to NY
- Trips tend to be coupled with NY either as a fly-drive or cruising

Quick Facts

Unemployment rate: 6.4%

GDP rate is growing at 0.3%

Economy is currently strong in Australia. Currency is 0.77 to the USD

#1 Motivator: leisure attractions

#2 Motivator: outdoor recreation and historic attractions

146 days (5 months) plan ahead

Peak travel: Sept, May & June

Average length of stay: 14 days; median is over 20
Discover New England attended the Visit USA Australia Road Show on February 16 – 20, 2015. It was determined to attend this event after many discussions with the US Department of Commerce in Australia, Brand USA and Visit USA.

There were approximately 40 different DMOs who attended the Roadshow, with the majority from California. Others included Alaska, Texas, Oregon, Travel South, New York, Arizona, and the Rocky Mountain International group (North Dakota, South Dakota, Wyoming, and Montana).

Three cities were visited during the Roadshow, including Brisbane, Melbourne and Sydney. Tabletop exhibits and presentations took place at each Expo and attendees met with approximately 1000 travel agents in total. The Discover New England booth consisted of two banner displays, a tablecloth and the Discover New England English guides. DNE’s Executive Director presented in each city by giving a general presentation of New England and showing this video: www.youtube.com/watch?v=DE1aLG0YPLs.

While in Sydney, a media marketplace and luncheon took place where attendees met with approximately 100 media representatives. This was an excellent opportunity to meet one on one with many travel writers and there was much interest in New England.

On the final day of the Roadshow there was a B2B event which was coordinated by Brand USA. During this day-long event New England met with 27 different tour operators, OTAs and receptive operators. It was helpful to have two representatives at this event as it allowed one person to take notes while the other led the conversation. Since New England is new to this market it takes time to learn a bit more about the operators they are meeting with and also orientate them with our area. Overall there was a large interest in our area with many of them asking for us to return for training and interest in attending the DNE Summit in 2016.
Annual Summit & International Marketplace

Developed, managed and coordinated the 2015 Discover New England Annual Tourism Summit & International Marketplace held at the Holiday Inn by the Bay in Portland, Maine — April 26 – 29, 2015

Participation: 416 Delegates - 92 Buyers from 82 companies and 12 countries, and 326 New England Suppliers including state tourism organizations and officials and international representatives.

Coordinated and managed 4 Marketplaces, all with pre-scheduled appointments this year. The general feedback regarding eliminating the open marketplace on Wednesday was positive.

Produced an overview video of DNE's efforts which was presented during the Tuesday luncheon.

Facilitated over 5,000 meetings between International Buyers and New England Suppliers

Coordinated 2 pre-Summit FAMS (Italian/German/Swiss/Netherlands/Belgian operators) and 3 post-Summit FAMs (UK/Italian/French tour operators)

Buyers came from:
- Austria (1)
- Belgium (2)
- Canada (1)
- China - US-based (2)
- France (6)
- Germany (2)
- Italy (9)
- Japan - US-based (9)
- Netherlands (6)
- Switzerland (2)
- UK (16)
- USA (26)
- Online Travel Agencies/Operators (7)
- Travel writers (3)

Italy

Italy Pre-summit FAM

Dates: April 24-26, 2015

States: MA, ME

Nine tour operators and one escort registered and participated in this pre-summit FAM visiting MA and ME before the 2015 DNE Summit in Portland, ME.

Italy Post-summit FAM

Dates: April 29-May 3, 2015

States: ME, NH, MA

Nine tour operators and one escort registered and participated in this post-summit FAM visiting ME, NH and MA following the 2015 DNE Summit in Portland, ME.

France

French Post-summit FAM

Dates: April 29-May 5, 2015

States: ME, NH, VT

Four tour operators and one escort, Hervé Duxin, participated in this post-summit FAM visiting ME, NH and VT following the 2015 DNE Summit in Portland, Maine.
Website Performance

Main Site

General Highlights

The main website had an additional 214,807 unique visitors in FY2015 vs. FY2014 (+21%).

Compared to FY2010, the DNE website had 1,136,053 additional unique visitors in FY2015.

DNE’s appearance on page one of search results for terms related to New England travel/recreation is increasing for both U.S. and U.K. searches. U.S. traffic (as a part of all country visits) increased from 78% to 80% for FY2015.

Growth in Unique Visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2010</td>
<td>57,883</td>
</tr>
<tr>
<td>FY2011</td>
<td>122,674</td>
</tr>
<tr>
<td>FY2012</td>
<td>249,523</td>
</tr>
<tr>
<td>FY2013</td>
<td>430,925</td>
</tr>
<tr>
<td>FY2014</td>
<td>1,041,384</td>
</tr>
<tr>
<td>FY2015</td>
<td>1,262,204</td>
</tr>
</tbody>
</table>

Other Key Statistics

**Bounce Rate:** Average bounce rate has remained consistent overall in the 50% to 52% range.

Vermont Skiing/Boarding, Quick Facts, July 2015 Events and Driving Tours/Silver Screen all have bounce rates above 70%; adding internal links to related topics may encourage visitors to explore further. New England Events, Driving Tours, Fall Foliage Maps and Seasons all have bounce rates between 16% and 27%; most of these are ‘portal’ type pages that have several links to more information.

**New Visitors:** 76.3%

**Pageviews:** 3,266,189

**Site Speed**

Average page load time – up 4.7% - 5.47 seconds vs. 5.23 seconds

Average page download time – improved by 42%; .25 seconds vs .43 seconds

**Mobile Growth:** 49% of users visited via mobile vs 43% last year (29% mobile, 20% tablet); DNE’s newly designed website is responsive to better serve visitors using mobile devices.
Website Performance

German Site

General Highlights

The German language website had an additional 16,776 unique visitors in FY2015 vs. FY2014 (+23%).

Compared to FY2012, the DNE website had 73,091 additional unique visitors in FY2015.

Growth in Unique Visitors

![Graph showing growth in unique visitors]

Other Key Statistics

**Bounce Rate:** Average bounce rate has remained consistent overall in the 54% to 57% range. New England Beaches, New England Hikes & Walks, Sites of the Silver Screen and Covered Bridges have fairly high bounce rates between 73% and 81%; adding internal links to related topics may encourage visitors to explore further. Culture, History & Shopping; About DNE; Attractions & Destinations Partners; and Boston Neighborhoods all have low bounce rates between 26% and 35%, indicating that the content on these pages inspires visitors to continue exploring the site.

**New Visitors:** 72%

**Pageviews:** 328,658

**Site Speed**

Average page load time – down .9% - 3.92 seconds vs. 3.96 seconds

Average page download time – improved by 29%; .15 seconds vs .21 seconds

**Mobile Growth:** 44% of users visited via mobile vs 36% last year (19% mobile, 26% tablet); 53,196 total visits via mobile
Contact Information

FY15 Board of Directors

Board Chair: Betsy Wall, Massachusetts, until new governor assigned Rich Doucette
Board Chair: Carolann Ouellette, Maine, assumed role when Betsy Wall left MOTT
Vice Chair: Carolann Ouellette, Maine, until she assumed role of Board Chair
Vice Chair: Vacant until July 1, 2015 after Betsy Wall left MOTT and Carolann Ouellette became Chair
Secretary: Randall Fiveash, Connecticut
Treasurer: Megan Smith, Vermont
Member: Mark Brodeur, Rhode Island
Member: Rich Doucette, Massachusetts, replaced Betsy Wall mid-term (does not assume her position on board)
Member: Victoria Cimino, New Hampshire, replaced Lori Harnois mid-term

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