Discover New England’s board of directors is comprised of the tourism directors from five of the New England states. The head office is located in Portsmouth, New Hampshire, USA, where the team develops, directs and oversees all the day-to-day activities. Ongoing, face-to-face contact with the international travel trade industry is ensured by Discover New England’s representative offices in the United Kingdom, Ireland, Germany, Scandinavia, Japan and Australia/New Zealand.

**YEAR IN REVIEW**

- **GERMAN SITE**
  - Avg. bounce rate: 43.09%
  - Unique visitors: 44,387
  - Page views: 117,871
  - Mobile visits: 36.94% of users visited via mobile for a total of 16,443

**FANS ARE COMING FROM 45 DIFFERENT COUNTRIES**

<table>
<thead>
<tr>
<th>Main</th>
<th>New Hampshire</th>
<th>Massachusetts</th>
<th>Connecticut</th>
<th>Rhode Island</th>
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<tbody>
<tr>
<td>Beaches</td>
<td>Attractions in Boston</td>
<td>Things to do in Boston</td>
<td>New England States</td>
<td>New England Shores</td>
</tr>
</tbody>
</table>

**Top landing pages**

- Things to do in Boston
- New England States
- New England Shores
- Attractions in Boston
- Beaches
- Massachusetts
- Connecticut
- Rhode Island
- New England States
- Weather
- Whale Watching
- Seasons
- Train Rides
- Train Travel in New England
- New England Fall
- New England Summer

**FY 2019 MAJOR ACCOMPLISHMENTS**

- New England was visited by 2.21 million overseas residents in 2017 and outperformed the U.S. average growth by 2%.
- Overseas visitors spent $7.1 billion traveling in New England states. That was an increase of 16.5% over the previous year. Spend increase was due to a mix of an increase in visits and increased air capacity (and access) to New England.
- In partnership with the Greater Boston CVB, hosted a UK Sales Mission in conjunction with the first ever Major League Baseball game played in the United Kingdom.
- Received two Step Grants for Australia and New Zealand Initiatives.
In 2018, Japan was the second largest overseas source of inbound travelers to the U.S., attracting 3.6 million visitors. Japan continues to be one of the most popular destinations for Japanese visitors with six top hotels listed in Japan.

The UK remained the third largest nation travelling to the USA (outside Canada and Mexico) in 2018 with 4.2 million visitors. UK residents made 72.8 million trips overseas in 2017/18 despite uncertainty created by world events. That was a 3 percent increase from the previous year, or two million more visits. 45 percent of people say sustainability is an important element when booking a holiday, up 6 percent from last year.

Germany remains a strong market for U.S. travel, falling within the top five international markets and as the third strongest for New England. According to the National Travel and Tourism Office (NTTO), while there was an approximate 1 percent decrease in the number of German arrivals into the states in 2018, the total of arrivals remained strong with just under two million. Regarding the New England marketing specifically, there were 148,000 overseas visitors from Germany. In total, German visitors spent $222.4 million while here in New England.

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In 2018, Ireland was the 17th highest country of origin for visitors to the U.S. with 8% growth in travel to the U.S. in 2018 (most recent figures).

Australian residents spent $14 billion on outbound trips in 2018. Ireland remains the ninth highest country of origin for visitors to the U.S. with a growth of 14% percent in travel to the U.S. in 2018 (most recent figures).

Irish residents spent $8 billion on outbound trips in 2018. Ireland remains the 17th highest country of origin for visitors to the U.S. with 8% growth in travel to the U.S. in 2018 (most recent figures).

USA ranks third in overseas destinations for Australian travelers and is currently planned number two for the most popular destination for planning an overseas trip. Currently, there are more than 80 trade & consumer shows, 1 trade FAM trip, 4 media FAM trips, 4 trade shows, 10 newsletters & press releases.

UK

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Trade & consumer shows: 4 media FAM trips • 12 newsletters & press releases

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