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- MARKETING & COMMUNICATION -

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Bullet Points for the French Market.
(February to May 2014)

Trends

More and more tour operating companies are now using the paper catalogues differently. The paper catalogues will provide more general ideas about destination to make the readers dream in order to create interest therefore requests and bookings. Most of them are now optimizing the Internet to publish products on line. This is an interesting potential for our Region; the Internet Catalogues are more flexible than paper; this allows tour operators to highlight seasonal products.

The interest for the 3 States of the TOP of NEW ENGLAND Region is increasing. This information is coming from the tour operators who are sending more and more French Tourists to our Region. And this fact is confirmed by TOURMAPPERS. Julie Katz is confirming the increase of bookings from the French trade.

Here is a resume of the main actions that are accomplished by your French Office.

Trade

Fabien Baranes is the Owner and General Manager of a Company that is specialized in organizing motorcycle tours in the USA. We worked with Fabien to set up itineraries fully dedicated to the 3 states of the TOP of NEW ENGLAND Region. Baranes did a scouting trip in our region this spring to finalize the package to be published in his catalogue early 2015.

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Corinne Martin is a former guide for horseback riding trips in the world. Today; she owns and manages an Event and Incentive Agency that is specialized in unique and exceptional packages for companies. DAVENTURE AND CO is customizing special packages for groups, average 80 persons. As an example, she recently got a lot of coverage in the French media because of a "survival incentive trip" she organized successfully for MICROSOFT. I had

an interesting meeting with Corinne who expressed interest for the TNE Region. The Shaker culture attracted her very much for future project. We are following up with her.

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I talked with Laetitia Galera, Product Manager at LA ROUTE DES VOYAGES, who is reporting increase of interest and bookings for the TOP of NEW ENGLAND Region. They created a product that combines NYC, Boston and our region. This increase of bookings is confirmed by the call we had with Julie N'Guyen, Sales Director for the same company in their travel agency in Toulouse. Julie would like to be part of the DNE Summit next year.

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Isabelle Weber is now leading the entire production for COMPTOIR and Véronique Boisdenghien is now taking over production to the USA more and more. The Company is showing increase of bookings for the summer season to the USA in general and the TOP of NEW ENGLAND Region in particular. They hired Sales Staff to become now a team of 14. And COMPTOIR is sending staff for training to the east of the USA including Vermont this year.

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Camille Rochard in Lyon for COMPTOIR, is working on dedicated fam trip (October 2nd to 12th 2014) in the north east of the US including VERMONT. We are working on this project with Camille and Christiane.

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Liore Zeitoun, Product Manager at VOYAGEURS, is developing 2 new products dedicated to the TNE Region as she reports increasing interest. We are helping Liore with information and follow up with her.

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Eric Duloutre is now the Product Manager at LA CASE DEPART. Duloutre just arrives in the company. We provided him information and documentations and planned to meet later this year to go further into details when Duloutre will work on production. They are also working on revamping their web site. So we have a lot to do to help them discover our region.

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Severine Haillot is assisting Remi Venitien in production at VACANCES TRANSAT. This (important) tour operating company is mainly dedicated to groups. Haillot is interested to know more about the TNE region. We are following up with both Rémi and Severine.

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NAJA TOURISME is a Travel Agency that also produces their own packages. We met with Daniel Garbe, Owner and General Manager who expressed interest in the TNE Region. We provided information, documentations and maps. We also provided them with contacts of the 2 main US Receptive tour operators; TOUR MAPPERS and CITYTOURS.

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ANAPIA is a small tour operating company based in the south of FRANCE. They are dedicated to creating cultural and genuine products. Laure Mauron is the product Manager who works closely with Sylvia Rioux Amalos. ANAPIA is interested in studying new destinations for next year. We gave information and brochures to Laure.

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Maureen Lachant (who worked as product manager for KUONI for many years) is now the director of development for MAISON DES ETATS UNIS. David Chaumeil is the product manager. During our meeting; both of them are telling us the TNE Region is getting more interest from a year to another with significant increase of sales.

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I met Loreline Branswick (and not Brunswick...) who is now replacing, as product manager, former employee Eric Savournin who decided to resign from VISITEURS. Loreline is facing the challenge of becoming a product manager with little preparation. We are helping her with information and ideas so our region is highlighted. We are following up with Loreline.

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As announced above, Eric Savournin left VISITEURS to create his own company called MONSIEUR AMERIQUES. The purpose of this new activity is to create new products to the USA to be very customized to his clients. Tailor-made trips with sharp details will be the "brand" of Eric. We are helping Savournin to developing this new concept that will be very niche.

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Fanny Cadudal, General Manager at TERRES ET OCEANS left the Company to set up a future project in Tourism. I am in contact with her and will follow up. Right after her, Samia Abadallaoui, product manager, left as well for new position to be soon announced. TERRES ET OCEANS is now in wait of the nomination of the new product manager. The owner of the company is the main contact at this date.

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I met Charles Julien, Product Manager USA at JETSET, who is reorganizing the Brochure. JETSET works mainly with TOURMAPPERS and CITY TOURS for our Region. Julien is telling us he had to cut significantly the number of paper pages of the Catalogue...so had to take States out... but the good news is; he keeps our 3 States! The company is also changing the way they work. Instead of answering by phone to travel agencies, they will answer by email with the guarantee of an answer within 24 hours ... We will see in the near future how this new organization works.

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I visited the Staff at BACKROADS to provide update and training. We also help Sophie Carvalho, Product Manager, about new activities in the 3 States of the TNE Region. BACKROADS is a surprising Tour Operating Company that is considered on the French Market as very successful. Their clientele is mainly families with a large majority of repeaters. Bookings to the TNE Region are good and increasing.

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Barbara Livney (mentioned in the Media part of this report) is seriously working on the production to the USA and the TOP of NEW ENGLAND Region. She is so confident our Region has potential that she agreed to pay the Airline Tickets for the two journalists who came for LEFIGARO.FR last winter. We are following up on with Barbara.

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COMPAGNIES DU MONDE is moving to another location. Nora Gheras is telling us the TNE Region is picking up this summer season again. The new management is looking forward to developing partnerships with States to make marketing actions. For example, CIE DU MONDE is preparing a beautiful magazine that is sent to thousands of their top clients. Newsletter campaign is also coming in the package. For information; this company is mainly selling to upscale clientele that is the perfect target for a region like the 3 states of the TNE Region. If you feel there is any interest; please do let me know and I'll send you all the information.

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Yohann Robert left THOMAS COOK to become the product manager at PROMO SEJOURS. PROMO SEJOURS wants to use the skills of Robert to launch production dedicated to the USA. We are following very closely with Yohann who is already a convinced amateur of the New England so we get large coverage in this coming production.

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Audrey Chevret, product manager at PLANETVEO, is announcing a new brand for her company. The new name is MARCO & VASCO. This company has an amazing story. They started 6 years ago with only 3 persons. They are over 200 employees now with increasing success. The concept is to have only a catalogue on line. When booking, clients are taken care of completely from the beginning to the very end of their trip that is fully customized. The TOP of NEW ENGLAND is picking up. So we decided with Audrey of a date of training later this spring.

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DNE Summit

Your French Office recruited and guided a group of French tour operators to the Summit that was followed by a Fam Trip in Vermont, New Hampshire and Maine. This year; the following tour operators participated to the summit;

- Virginie Gines - COMPAGNIES DU MONDE
- Charlène Sultan - AMT
- Thibault Loubatier - TERRES ESCALES
- Sylvie Kennedy - WEST EUROBIKES
- Guy Belliard - PROMOSERV

and every one went on the Post Fam except Virginie Gines who had to be back at the office in Paris. This Fam was very positive generating genuine interest from all the participants; thanks to everyone who organized our itinerary!

Media

We sent proposition for UN MONDE EN IMAGES. This project is a brand new web site called UlocaliZ to be realized in 3 languages; French, English and soon Spanish. UlocaliZ will help visitors to find the destination for next travel watching videos of the entire world on line. They launched a "pre-version": http://www.clairnet.com/umei/_demonstrateurv2/

We are following up with them to make sure our region will be well featured.

Dominique Krauskopf is a journalist who works for RCF (French Radio Network) and also publishes news on a web site called;

<http://www.voyagerpratique.com>

Krauskopf is traveling this summer for vacation in MAINE and NEW HAMPSHIRE. We provided assistance with ideas of reportages and must see in the two states. We will follow up with him to check the result of his trip in terms of visibility.

For information; Krauskopf published, following a press trip (prepared with your French Office) in 2011 in VERMONT, several articles on his web site that is well followed by the trade;

- <http://www.actuvoyage.fr/2011/07/01/musee-shelburne-un-musee-hors-du-commun-dans-le-vermont/>

- http://www.voyagerpratique.com/voyager_aux_etats-unis/Vermont/index.php

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We worked with Didier Oueix, NEPTUNE who wanted to prepare article about MAINE and the coast. For information; NEPTUNE is a magazine that is published by LARIVIERE. This group also publishes several titles dedicated to boats and the seas. He has trouble to secure the flights so decided to postpone this project. We are currently in contact with Didier to find a solution for flights so we can launch the press trip.

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We worked with Serge Barret, Editor in Chief for VOYAGES D’AFFAIRES on a press trip to take place in Maine and New Hampshire. This article will be published during the TOP RESA. This project was slightly complicated due to the weather but Serge told me this will be a beautiful article. I will follow up and let you know as soon as the article is published.

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We are in contact with Gil Guiglio who is a photo-reporter. He is working for top paper magazines; LE POINT, LE NOUVEL OBSERVATEUR, LE FIGARO MAG. Gil is looking for new ideas for future articles. We provided him information and suggested several ideas. We are following up.

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We finalized the project with Yamina Benai was tough to set up and to follow but gave a great article on LEFIGARO.FR. This project was organized in partnership with Barbara Livney, Product Manager at PARTIR AUX AMERIQUES. Livney paid for the plane tickets for the 2 journalists. After their return, they wanted to be reimbursed for the hotels due to the change in itinerary. DUXIN COM cut a check (to avoid any problem and not to disturb you) to pay the extra room nights that were requested by the journalists. We are currently gathering the article to be able to send it to you.

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VISITUSA

On behalf of the TOP of NEW ENGLAND Region; we attended to the 3 seminars that were organized by the VISITUSA Committee in Marseille, Strasbourg and Paris. These seminars were excellent opportunities to meet with travel agencies that are not easy to train as they are far away from Paris. We provided training about the region to an average amount of 80 visitors each event. We highly recommend to participate to these seminars in 2015.

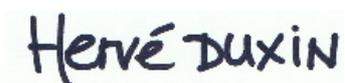
SPECIAL PROJECT

Acadian Festival in MAINE.

We spent significant amount of time with Emmanuelle Winter and the CMA People to launch this project on the French Market. Several actions were organized;

- Networking with the tour operators so they design special package to include MAINE, NEW BRUNSWICK and QUEBEC to celebrate the anniversary of the Acadian Festival.
- Networking with the trade to get journalists to the Press Trip that was organized this spring. Béatrice Leproux, Free Lance journalist, attended and published an article. The article will be sent to you.
- Network with the organizers so 1000 brochures were distributed at the event in La Rochelle

Best regards

Hervé Duxin