26th Annual DISCOVER NEW ENGLAND TOURISM SUMMIT & INTERNATIONAL MARKETPLACE
New Hampshire SPRING 2024

REQUEST FOR PROPOSALS

Discover New England (DNE) works to promote New England as one destination to long-haul travelers. DNE manages the New England partnership between the six state government tourism offices and the region's collaboration with BrandUSA, the marketing organization for the United States.

The Discover New England Annual Tourism Summit & International Marketplace is the only New England travel trade event where New England hospitality businesses are able to meet directly with 60 to 80 international tour operators from more than a dozen countries and U.S. receptive operators who arrange trips for tens of thousands of international travelers annually. The DNE Summit hosts more than 5,000 meetings between New England-based hospitality businesses to generate product, contracts and sales relationships.

The DNE Summit location rotates between the six New England states year after year with Massachusetts hosting the most recent conference in 2023 and with New Hampshire hosting in 2024. Summits were not held during the COVID pandemic.

In continuing with the format modeled after Brand USA Travel Week, DNE will continue offering shared appointment booths for suppliers for the marketplace. There is tremendous value for the host property for hosting DNE Summit as the host will have leading product development directors from around the world under their roof at the same time. Tour companies are brought to New England on an invite-only basis and are highly qualified for developing product and growing sales to our region.

DATA

DNE will look at 2019 as the benchmark year for the purpose of planning. In 2019, the New England states experienced a combined visitor expenditure of $54.7B according to USTA. $7B of which came from international travelers. Top origin markets listed from largest to smallest: Canada, UK, China, Japan, Germany, France, Brazil, South Korea, India, Spain, Italy, Australia, Netherlands and Mexico (Source: Tourism Economics). In reviewing the chart below, an important observation is the rapid growth out of the gate during 2022 and the momentum thereafter.

Visitation to New England has been steadily increasing for the decade prior to 2018 with a relatively flat 2019. Now, international demand for New England is rising rapidly and is expected to surpass 2019 by year 2024 and continue its growth thereafter. This is aided by a large number of new direct flight announcements into Boston-Logan and by the Federal Administration's objective of increasing international visitation to 90 million tourists by 2027 (the peak visitation year to the United States was 79.3 million in 2019).

	2017	2018	2019	2020	2021	2022	2023	2024	2025
International visitors to New England region (000)									
Total international	5,441	5,690	5,664	1,127	1,446	3,688	4,994	5,870	6,334
Canada	2,485	2,623	2,528	545	872	2,092	2,624	2,947	3,094
Mexico	46	49	51	16	18	49	52	54	55
China	272	260	251	29	41	97	172	226	264
Japan	236	216	240	38	12	130	191	228	240
South Korea	110	101	123	20	13	66	91	111	124
Australia	66	69	70	11	9	28	54	74	85
Brazil	114	145	134	23	17	52	78	100	116
India	89	92	100	20	14	42	60	75	88
France	134	157	158	20	29	86	136	167	179
Germany	184	174	173	22	17	82	134	176	195
Italy	73	77	89	11	8	41	63	80	89
Netherlands	58	63	67	16	7	30	47	60	68
Spain	66	80	99	15	11	40	64	80	87
UK	385	406	414	68	90	259	397	459	486
Total overseas	2,910	3,018	3,086	566	556	1,547	2,318	2,869	3,185

TOURISM ECONOMICS

DATES
Spring 2024

Preferred date options in the months of April, May and June:
Option 1: June 3 – 5, 2024
Option 2: April 8 – 10, 2024
Other dates and days of the week may be considered as well.
Blackout dates are April 1 -6, April 15-May 18*, May 24 – 28.
*IPW will be May 3 – 7 in Los Angeles which is the big event to avoid crowding.

DNE will provide a complete room list of DNE staff, VIPs, tour operators and media no later than 30 days prior to the first day of the conference.

Sleeping Accommodations: (estimated)		
Note – Hotel block(s) should be onsite or within walking distance to event venue		
DNE Room Block Requirements	**Overnight 1**	**Overnight 2**
Comp rooms for DNE (speakers, drivers, media panel staff)	15	15
Comp rooms for International Buyers and journalists*	60	60
Supplier Block	80	130
Best rate or discount code for sponsors and receptive operators	30	30
Total Requested Room Nights	190	235

Budget – this event needs to be fully self-funded through sponsors and registrations; therefore, DNE seeks to work with a hotel/conference center partner who understands the value and history of this event to our tourism and hospitality industry.

For 24 years, hosting properties have sponsored/fully comp'd the rooms for tour operators and media due to the strong sales and promotional value of having this audience under their roof; however, DNE recognizes the unique challenges that our hospitality industry is experiencing. DNE requests that creative pricing be done to distribute the costs of the buyer rooms throughout the supplier block reasonably.

DAY 1

General AV:

- DNE will be communicating with attendees via a mobile app so it is imperative that they all have access to WIFI capable of video streaming while in conference space.
- Exhibitors will have 10x10 booths and may be provided with power or at their own expense.
- Foyer/Registration space, Audio for announcements is not required but would be beneficial. Screen or projection for showing sponsor slides, promotional video and schedule and schedule reminders.

DNE Setup

- Small staging room that can be locked to hold setup material and DNE computer equipment.
- Test all speakers and presentations.

DAY 2

8:00 AM Supplier registration. To be converted to a "help" station throughout the event and will require power access. DNE will provide its own printers and laptops.

- 1-2 long (6-8') tables draped. Close proximity to staging room preferred.
- Power access for computers.

Exhibit tables in common areas.

- 10-15, 6-foot tables draped
- Option for exhibitors to purchase additional technology and display services at their choosing.

Buyer and Media arrival – late morning. Operators and media will be dropped off by coaches to the property.

- Welcome signage
- Gift bag room drop – about 60 rooms.
- Early check-in for tour operators enabling downtime prior to the all-delegate lunch.

Supplier Trainings - 9:00 AM to 11:00 AM – Supplier trainings and presentations Panel component likely.

- One room that can seat about 60 chairs (and space for additional standing in theatre style facing a stage or floor level presentation area. Presentation area will have either two long tables and a moderator seat or four chairs and a moderator seat. Note – may use staging and seating used for the luncheon if needed.
- A/V Stage or riser, large screen(s), ability to project slides/video on screens, audio, podium/ wireless mic, and option for multiple mics in the situation of panel presenters.
- Water/Coffee station

11:45 AM to 12:45 PM - Luncheon

- Rounds for about 300 people.
- About 300 plated or boxed lunches catered.
- Stage or riser with podium, wireless mic, video and screens.

1:15 PM to 6:00 PM – One-on-One Appointments – New England suppliers will remain seated while buyers will move from appointment to appointment.

- 60 to 70 4' tables arranged in aisles with 4 chairs per table. They can be positioned close together.
- Audio projection for making appointment transitions, screen for displaying appointment number, timing countdown and sponsor information.

7:00 PM to 10:00 PM - Evening Dinner Event (Coordination by host state)

DAY 3

8:00 AM to 10:00 AM - Coffee station with light breakfast items in close proximity to exhibitor booths located in common areas.

9:00 AM to 11:00 AM - Appointments
- In same space and format as prior appointments

11:30 AM to 12:30 PM - Luncheon
- In same space and same format as prior lunch

1:00 PM to 3:00 PM - Appointments
- In same space and format as prior appointments

4:00 PM – Operators and media depart on post-FAMs

Breakdown and Event Concludes

ADDITIONAL REQUIREMENTS

1) Comp all meeting & exhibit space
2) Comp or discounted parking for duration of event
3) Free internet access in-room and in the area outside the Marketplace for duration of event (preferably entire hotel)
4) Allow a supplier checkout of 1:00 PM.
5) Allow a checkout of 4:00 PM for operators and media (60 rooms) since they will not have personal vehicles to store their belongings.

A DECISION ON VENUE AND HOST HOTEL(S) WILL BE MADE ON THE BASIS OF THE TOTAL PACKAGE. Discover New England will award the contract.

DEADLINES

Tuesday, January 17, 2023 - Submit questions via email to
mcota@discovernewengland.org and cc
estlin.e.mclellan@livefree.nh.gov
Thursday, January 19, 2023- Questions will be answered via email.
Wednesday, January 25, 2023 (EOD) – Proposals must be emailed in PDF format to
mcota@discovernewengland.org and cc
estlin.e.mclellan@livefree.nh.gov