

IPW 2015, Orlando, Florida  
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June 11, 2015

The New Hampshire Division of Travel and Tourism Development hosted a double booth at the IPW Annual Convention in Orlando, Florida from May 30 – June 4, 2015. Two sets of prescheduled appointments were conducted within this booth with the cooperative participation from New Hampshire representatives including: White Mountains Attractions, Monadnock Travel Council, Lakes Region Tourism Association, the Mount Washington Cog Railway, and the North Conway Residence Inn by Marriott. In addition to the individual meetings conducted from the New Hampshire booth, attendees participated in educational seminars, networking events, and supported the Discover New England booth and display.

In total 73 appointments took place at the New Hampshire booth: 32 were with tour companies, 7 with receptive tour operators, 10 were with journalists, 2 with meeting planners, 9 were online travel agents or wholesalers, and 13 were marketing support companies such as US Commercial Service offices or technology firms. The following is a sampling of appointment highlights:

- New direct flights from China, Mexico, and Chile into Boston have opened up new demand for New England.
- More flights are being added from the UK into Boston with Thomas Cook which will increase lift.
- Strong appointments with Chinese buyers Phenix Holiday and Shengli Oilfield. AsiaUSBusiness based in MA is a very interested inbound receptive partner.
- A sampling of tour operators interested in adding programs include: UK based TrekAmerica wants to potentially launch a new program into the Great North Woods while maintaining their current White Mountain Hut to Hut programs, UK based American Sky interested in winter and summer soft adventure programs statewide, and Germany's Faszination Fernweh wants to build new product for 2016 that includes hiking and shopping.
- Top media leads include: David Lang who is a regular contributor for *World Journal* and for *Travel & Leisure* wants to write about New Hampshire's covered bridges and historical towns and Jim Byers who writes for the Canadian magazine *Zoomer* is very interested in the unique personalities in NH.

This year's appointments were not as strong as prior years in regards to new tour leads which can be attributed to poor booth location affecting walk-ins and to the new restricted access to registered buyer contact information during the appointment scheduling process which inhibited the ability to encourage buyer demand in advance. A high percentage of the appointments were with sellers and buyers who were primarily there to sell advertising or event registration. Despite the minor setbacks, IPW is a strong event for New Hampshire and provides rare access to leading tour companies from over 70 different countries.



## Seminar Notes

The international travel segment is forecasted to have record-breaking growth for the United States. Nearly 74 million international travelers visited the United States in 2014. Brand USA, the leading destination marketing organization for the United States, set a goal to reach 100 million visitors a year by 2021. There are several factors working to their advantage:

- Expanded U.S. Visa Waiver Program to 38 countries.
- Extension of visa validity between China and the U.S. from one year to ten years, making repeat travel significantly easier and more cost effective for Chinese travelers.
- Increasing partnerships with the private sector and Brand USA improves reach and marketing effectiveness to 25 markets and growing.
- Increasing lift to the U.S. from foreign markets.



DTTD attended a market update seminar.

Notes below:

- Canada – drive market is soft but fly/drive is up.
- UK/Ireland – was flat in 2013 but increased 4% in 2014. About 4mil visitors traveled to the US in 2014. The £ is currently at par with the € and is roughly about \$1.50USD; however, the USD is strengthening which could inhibit growth. Airline innovation, increased lift, and economic stability could lead to growth despite the currency exchange.
- Japan – USA is top destination market; demand is shifting somewhat to lesser known destinations. Travel is declining by 4% year over year even though U.S. market share stays consistent. Consumers respond to experiential messaging.
- China – outpacing all markets with 23% growth. China is expected to become USA's top origin market by 2018, surpassing Canada.
- France – recovering from a recession and should be back to strong levels within the next three years.
- Australia – was up 6% in 2014 and respond to authentic and event based messaging. New Zealand was up 26% to the USA.
- Brazil – very sensitive to currency exchange fluctuations and are looking for deals. Shopping is the top activity during travel. Amount of travel is at par in 2014 and 2015; however, spending is down.