

Massachusetts

Office of Travel & Tourism

Looking for 2013 Industry News for Trade Shows!

Your information could be included in:

→ *“What’s New for the International Reps” – Distributed Quarterly (January, April, July & October)*

→ *“What’s New in International – Updated for all Trade Shows MOTT participates in (see below)*

MOTT sends quarterly “What’s New” updates to our international vendors for them to use in press releases, e-newsletters and just as talking points to the industry. MOTT also puts together Info Sheets for various trade shows that our international representatives attend. Our partners in the tourism industry are already planning for next year’s catalogs, which means we need news for 2013. This year, we are looking for information on the following:

- New hotels coming in or renovations coming up over the next 1-2 years;
- New tours;
- New or unique events/festivals relevant to the international market;
- Venue/attractions news;
- New museum exhibits;
- Historic anniversaries;
- Music/concert news;
- Anything notable to an international audience from your region/organization.

We ask that you please reach out to your members/constituents, cull/edit down any information received accordingly, and send your region’s 2013 news to Betsy.Larkin@state.ma.us by no later than April 10 to be included in the What’s New in International for Spring 2012.

For a sampling of what we’ve put together this fall and winter – so you know what we are looking for – feel free to email Betsy.Larkin@state.ma.us.

MOTT's International Overseas Trade Shows & Missions for 2012

September 13, 2011 – Japanese Trade Mission to Los Angeles – Open to the tourism industry in Massachusetts interested in growing their business in the Japanese market. Key Japanese tour planners, hotel purchasers, tour operators and airline representatives will participate. (Open to the industry)

November 7-10, 2011 – World Travel Market (London, UK) – Largest tourism show in the United Kingdom, chance to meet with and discuss business with up to 90+ U.K. Tour Operators/Travel Agents, also offers the opportunity for further business with operators expanding into the U.S.

November 10-12, 2011 – Showcase USA Italy (Milan, Italy) – The only exhibition exclusively dedicated to promoting Italian tourism to the U.S., this show gives the Italian travel industry the opportunity to keep up-to-date with travel products/destinations. (MOTT Italy representative only – no MOTT staff attend)

November 22-23, 2011 – Visit USA Trade and Press Days (Munich, Germany) – Around 100 travel agents from the Munich area attend a general presentation on the United States. (MOTT Germany representative only – no MOTT staff attend)

January 14-22, 2012 – Stuttgart Consumer Show (Germany) – An estimated 220,000 consumers attends this show. MOTT participates as part of the DNE booth. (Only DNE reps attend)

January 27-29, 2012 – Dublin Holiday World (Dublin, Ireland) – This trade and consumer show is Ireland's largest travel event of the year. MOTT participates as part of the DNE booth. (MOTT Ireland representative only – no MOTT staff attend)

February 2-5, 2012 – Destinations London (London, UK) – Destinations London is a holiday & travel show. MOTT participates as part of the DNE booth, which is part of a unified USA booth. (MOTT UK representative only – no MOTT staff attend)

February 7, 2012 - Visit USA Trade and Press Workshop (Paris, France) – 150 travel professionals from the Paris region will attend a general presentation on the U.S. with the opportunity to meet MOTT French reps to discuss Massachusetts. (MOTT French representative only – no MOTT staff attend)

February 8-12, 2012 – Hamburg Consumer Show – Northern Germany's biggest travel exhibition, with 900 exhibitors from 70 countries. MOTT participates as part of DNE booth only. (Only DNE reps attend)

February 10-17, 2012 – Japanese Sales Mission to Tokyo – Key Japanese tour planners, hotel purchasers, tour operators and airline representatives will participate in the seminars, workshops and meetings to be held in Tokyo as part of this trade mission. (Open to the industry)

February 22-26, 2012 – Munich Consumer Show (Munich, Germany) – An estimated 100,000 consumers expected. MOTT participates as part of DNE booth. (Only DNE reps attend)

March 7-11, 2012 – ITB Berlin (Berlin, Germany) – ITB is the world's largest tourism exhibition focusing on consumer/travel trade. With more than 180,000 attendees, among these 108,000 travel trade and more than 10,000 exhibitors from 180 countries, ITB Berlin is the leading B2B-Platform of all tourism industry offers. In addition, ITB provides unique opportunities to benefit from the leading think tank of the global tourism industry. Attendees include Tour operators, booking engines, destinations, airlines, and hotels.

March 26-28, 2012 – Discover New England Annual Summit (Boston Park Plaza Hotel) – Each year, DNE invites close to 80 tour operators from the UK, Germany, France, Italy and other European countries as well as U.S. receptive operators to its Annual Summit to meet with 300+ New England travel suppliers. You will have the opportunity to participate in one-on-one meetings with these tour operators. (Open to the industry; see www.discovernewengland.org/travel-trade/dne-summit)

April 23-25, 2012 – International Pow Wow (Los Angeles, CA) – TIA's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. In just three days of intensive pre-scheduled business appointments, more than 1,000 U. S. travel organizations representing all industry category components, and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in over \$3.5 billion in future travel.

MOTT's International Trade Shows List for 2012 (cont.)

TRADE SHOW OPPORTUNITIES FOR THE MASS INDUSTRY VIA DISCOVER NEW ENGLAND (DNE):

The following trade shows are open to industry participation via Discover New England, the region's premier international destination marketing organization. If you are interested in participating in the following international trade shows, please contact Discover New England at 603-766-0606 or visit their web site at www.discovernewengland.org.

November 7-10, 2011 – World Travel Market – See above for more details on the show.

January 27-29, 2012 – Dublin Holiday World – See above for more details on the show.

February 2-5, 2012 – Destinations London – See above for more details on the show.

February 6-9, 2012 – DNE Product Mission – DNE is facilitating a UK Product Mission where they will be visiting various key product managers from top UK tour operator to discuss what's new in New England. (MOTT UK representative only – no MOTT staff attend)

March 7-11, 2012 – ITB Berlin – See above for more details on the show.

March 26-28, 2012 – Discover New England Annual Summit – See above for more details on the show.

To find out how to participate in any of the above shows, send an email to Sue Norrington-Davies, Managing Director, Discover New England: snorrington-davies@discovernewengland.org.