

NEWSLETTER DISCOVER AMERICA DENMARK – January 2014



DiscoverAmerica.com



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A few words from Karin Gert Nielsen, Managing Director of Discover America Denmark

Dear members,

2013 has come to an end, and it was a great year for Discover America Denmark. We hosted many events and participated in fairs around the country to promote the U.S. and give guests a true American feeling. 9 October 2013, the culmination took place when the U.S. received the Danish Travel Award for "Best Holiday Destination outside Europe". All in all a very successful year!

Now we are in 2014 and it will be a very busy year as well. We have the Travel & Leisure Fair in January, Danish Travel Show in February, Scandinavia's largest USA travel workshop at Marriott in March, The Exclusive Travel Fair in October, and many more.

In relation to the Danish Travel Show in Herning, I had a very informative talk with Christina Vang from Berg & West who will be doing an exclusive travel supplement in MetroXpress in connection with the show. In this supplement it is possible to promote any travel related news, ads, etc. which will be distributed nationwide. If interested, please contact Christina on Christina@bergwest.dk or +45 2486 5240. Deadline is 3 February.

Next issue of our quarterly newsletter will include highlights from our annual meeting 29 January, relevant news and of course our Discover America workshop in March which we are working very hard on getting ready.

Hope to see all of you to our annual meeting at Billetkontoret.

Sincerely,

Karin Gert Nielsen
Managing Director **DISCOVER AMERICA DENMARK**
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Travel & Leisure Fair, 17-19 January 2014



Ferie & Fritid i Bella

Don't miss out on this opportunity to showcase your trip to the U.S. Make use of the Discover America Lounge where you can display your brochures and flyers during all three days of the fair. You can also be represented in the lounge and have direct dialogue with the visitors.

Event: Travel & Leisure Fair 2014

Dates: Friday 17th, Saturday 18th and Sunday 19th of January 2014

Venue: Bellacenteret

Number of visitors: 40,000-45,000

The cost for having brochures available in the lounge is \$250 per. exhibitor.

The cost for being present in the lounge all three days is \$500 per. exhibitor.

Contact Account Manager [Christina Øster](#) if you wish to make use of this great offer.

Danish Travel Show, 21-23 February 2014



Danish Travel Show - is Scandinavia's largest consumer holiday fair and has been taking place every year since 1997. The USA Pavilion has been very popular among the visitors, and there are three ways for you to participate:

A: 9 sqm stand including counter, name panel, chair, 1 outlet socket (1 phase 230V), and brochure stand.

Price: \$ 2000 excl. VAT

B: Your brochures in "the information stand" and your own high coffee table.

Price: \$ 500 excl. VAT

C: Your brochures in "the information stand".

Price: \$ 250 excl. VAT

Options B and C will be placed in the central area next to the Long Haul Pavilion.

In 2013, there was a record high number of satisfied exhibitors. There were 1,064 exhibitors represented, 202 trade journalists, more than 3,000 trade-only visitors and 63,840 visitors in general.

Event: Danish Travel Show 2014

Dates: Friday 21st, Saturday 22nd and Sunday 23rd of February 2014

Venue: MCH Messecenter Herning

Number of visitors: 62,000-64,000

Contact [Karin Gert Nielsen](#) for more information

Discover America Workshop March 3, 2014



In 2014, Discover America Denmark will again host **Scandinavia's largest USA Workshop**. The date will be March 3rd, and more than 300 travel agents and journalists will attend from Denmark, Norway and Sweden. You will get the opportunity to meet with key tour and MICE operators, travel agencies and media from Denmark, Norway and Sweden.

Price:

Members of Discover America: \$1250+VAT

Nonmembers: \$1750+VAT

Please register [here](#).

The workshop can be followed by ITB in Berlin, Germany. Find more information [here](#).

Following companies have signed up already:

Air Berlin, Air France/KLM/Delta, Alamo, Alon Marketing, Atmani Tours, Avis, Bloomington/Mall of America, British Airways/Iberia/American Airlines, Copenhagen Wines, Cruise America, Eagle Rider, ETS Event Solutions, Experience Kissimee, Fini Wine, Ft.Myers/Sanibel, Global Hospitality Marketing Link, Greater Miami CVB, Hawaii Tourism, Hertz, Icelandair, Kimpton Hotels, LH Group, Air Canada, United, Los Angeles CVB, New Orleans CVB, Norwegian Air Shuttle, NYC & Company, Hotel Beacon, Premium Outlets, Red & White Fleet, Rocky Mountain International, Visit Denver, San Francisco Travel, SAS, Seaworld, Solvang CVB, Sonoma CVB, Travel Oregon/Travel Portland, Unique Hotel Solutions, Universal Studios, Vail Resorts, Visit California, Visit Orlando, Visit St. Petersburg/Clearwater, US Virgin Islands

A flyer for the USA Workshop 2014. It features a dark blue background with white and yellow text. The top left says "Save the date" and "USA WORKSHOP 2014 March 3rd". The top right says "The LARGEST USA EVENT IN SCANDINAVIA is about to kick off." Below this, it says "We have already set the date for USA Workshop 2014. So mark your calendars now for MARCH 3rd 2014." and "300 agents and members of the press from Denmark, Norway and Sweden will attend the workshop. Read all about the workshop [here](#)". There are two circular logos: "USA DiscoverAmerica.com" and "DISCOVER AMERICA". A "LOCATION:" box says "Hotel Marriott Copenhagen, Denmark". A "PRICE:" box says "Members: \$1250 + VAT" and "Non members: \$1750 + VAT". A "PROGRAM:" section lists times and activities: 14.00-15.00 Exhibitor (ALL) briefing coffee/tea and soft drinks - all exhibitors. 15.00-17.00 Work shop room will be available for set up. 15.30-17.00 Media and Production Managers invited to meet one on one with exhibitors. Coffee/tea and soft drinks. 17.00-17.30 Guests arrive, registration, juice/soft drinks and fruit. 17.30-17.45 Welcome by Karin Gert Nielsen, housekeeping notes etc. 17.45 Workshop begins - format is free floating. 19.30 Buffet served, standing, wine, beer, soft drinks, drinks coupons 3 per person. 21.00 Final remarks by Karin Gert Nielsen. Exhibitor pack up. A "REGISTRATION:" section says "Please register [online](#) or contact kgn@atlanticlink.net". A "DISCOVER AMERICA DENMARK" section lists "Karin Gert Nielsen Managing Director | M: + 45 2942 1005 | E: kgn@atlanticlink.net | www.discoveramerica.dk". The bottom of the flyer features a collage of images similar to the banner above.

The Exclusive Travel Fair, 18-19 October 2014



Discover America and Brand USA invites you to a very special event in cooperation with Denmark's largest travel magazine, Vagabond REJS, Dagbladet Børsen and Mercedes-Benz.

Event: Quality Travel Fair 2014

Dates: Saturday 18th and Sunday 19th of October 2014

Venue: Øksnehallen, Copenhagen's most exclusive fairground

Number of visitors: 12,000 – 15,000

Segment: + 45 years, high educations, high income, travels 4 to 6 times per year

Two forms of Participation:

A. Your brochures in "the newspaper stand" - Price 250 USD*

B. Your brochures in "the newspaper stand" and your own high coffee table - Price 500 USD*

Concept:

Vagabond builds a USA lounge to the right of the main entrance. The lounge will be framed by large banners with American motives. At all entrances to the lounge, we will have logo banners with the name "Discover America, Brand USA" at the top and exhibiting names in alphabetical order.

For those who want solution "A", we will build a newspaper stand in which the brochures will be located.

The newspaper stand will have a large banner as a backdrop with a photo of a newsstand, and built up with a series of magazine racks.

In front of the newspaper stand, we will build a lounge area inspired by the US. We will place high coffee tables in the lounge area where the participants wishing solution "B" can talk to the guests.

Those who choose option "B" can bring a roll up and place their brochures in the newspaper stand.

*All prices are without 25% local VAT.

Last year, it was a huge success:

"I have attended the Quality Travel Fair in Copenhagen Denmark along with Karin Gert Nielsen and her team at Atlantic Link. The show provided a great opportunity for me to connect not only with well-traveled consumers, but also with Danish tour operators that co-exhibited at the show many of which also highlighted the United States as a destination. With flawless English being spoken by almost all attendees, it was easy also for US exhibitors to connect with visitors on many levels and promote their services. Karin and her team have done an excellent job taking care of me and my co-exhibitors."

Stefan Merk, VP, Sales and Marketing, Red and White Fleet

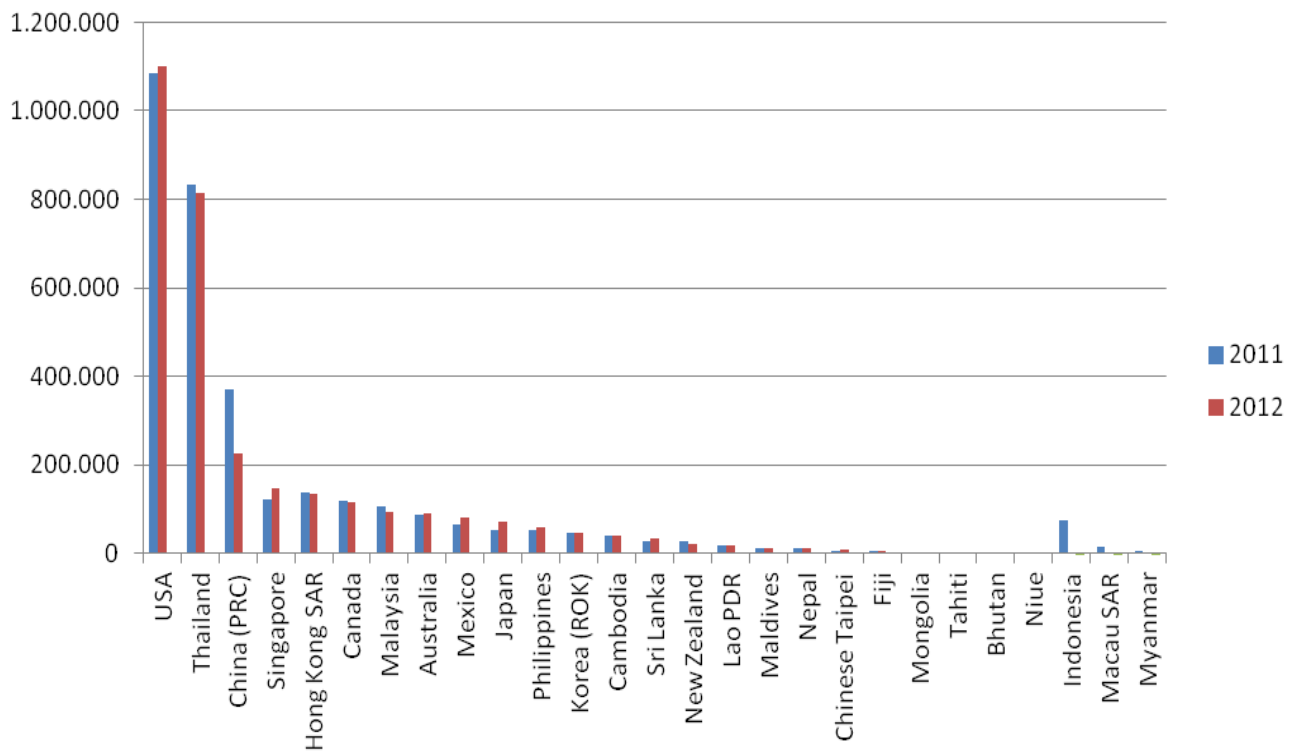
"I have been so impressed by the quality of the visitor at the show. The demographic is perfect. The level of interest for the US is so high and there is an incredible level of repeat visitation. There has been a vast range of questions from ranch holidays to civil war trails, covering East to West Coasts. It is the perfect show to exhibit to inspire the Danes to consider your state or attraction and a plethora of US specialist Tour Operators also exhibiting to enable you to direct any enquiries for conversion into sales".

Alison Nicholls - Manager EMEA Universal Studios Hollywood

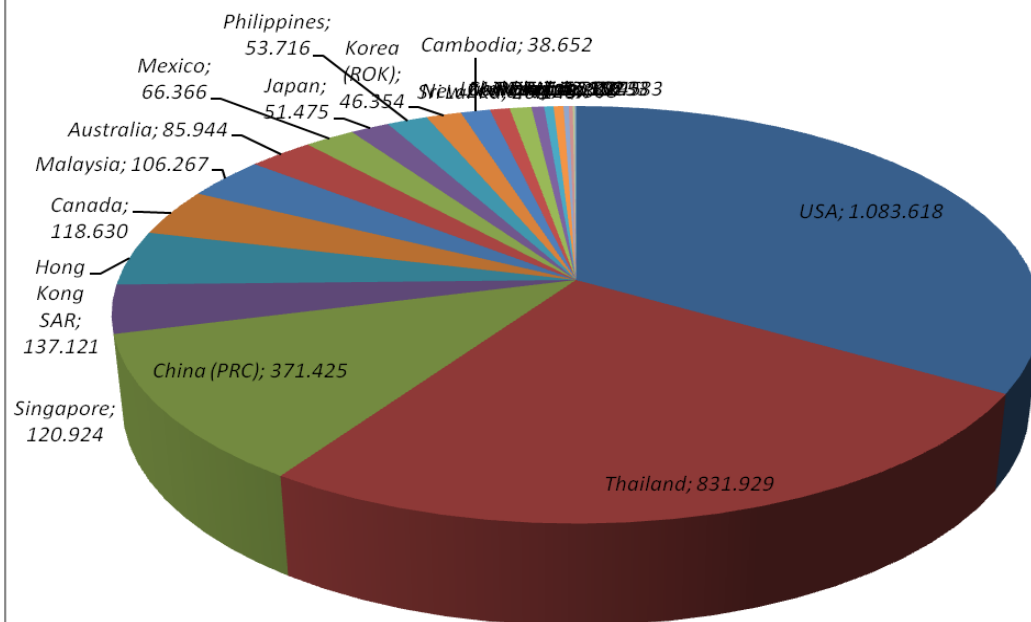


Arrivals to the US			
Period January - April			
Year	2013	2012	Diff.
DENMARK	76.966	81.120	-5,1%
SWEDEN	143.142	142.284	0,6%
NORWAY	82.757	82.141	0,7%
FINLAND	42.775	42.708	0,2%
ICELAND	13.591	13.832	-1,7%
THE BALTICS	10.640	9.879	7,7%
TOTAL AREA	369.871	371.964	-0,6%
ITALY	212.126	210.864	0,6%
FRANCE	427.576	439.224	-2,7%
GERMANY	515.744	521.598	-1,1%
UNITED KINGDOM	1.064.224	1.074.476	-1,0%

Arrivals from Nordic Region to Asia Pacific destinations, 2011-2012



Arrivals from Nordic Region to Asia Pacific destinations, 2012



NEWS from our press room

Check www.discoveramerica.dk's [press room](#) for great articles and news from our members, our [blog](#) by Henrik Lange and all the events in our [calendar](#).

Have your message or news in future newsletters

We encourage you to send us your relevant news, special offers, etc. which we will distribute in the Discover America newsletter. Please send your material to [Tine Risbæk Jensen](#).

Member overview

We are proud to announce that we now have surpassed 100 members in Discover America Denmark!

40 % of our members are U.S. and Regional Suppliers. 60 % consist of OTA's, MICE, Consortia, TO's and Travel Agents.

We are also extremely pleased with the strong support we are seeing from the media with no less than 50 members.

We are looking forward to welcoming even more in the future.