

# Brand USA Inc



**The United States of awesome possibilities is welcoming Everyone**

**Welcome by:**

**Karin Gert Nielsen**

PR & Marketing, Meetings & Incentive program, Scandinavia and Finland of International  
Pow Wow, U.S. Travel Association

**Introducing:**

**Michael Martin,**

International Marketing Manager, U.S. Travel Association, Washington, D.C

**Bjarke Frederiksen**

Head of Commercial Services, Embassy of the United States of America

**Charlotte Lindholm**

Discover America Denmark

**Special thanks to our sponsor of this event**

Malcolm E Aldcroft, European Sales Manager, Virgin Atlantic

# Brand USA, the Premier Partner at IPW

- Established in 2010 by President Obama
- Public/Private entity
- First time ever USA is branded as ONE COUNTRY
- Strong message: “Discover this land, like never before”
- ESTA, \$14 (two year validity), only visa waiver countries
  - \$4 Homeland security
  - \$10 Travel promotion

*Brand USA inspires travelers to explore the United States of America's boundless possibilities.*

[www.DiscoverAmerica.com](http://www.DiscoverAmerica.com)



USA #1 Long Haul destination for the Scandinavian travelers.  
2011/1.1 million travelers visited the United States of America  
Nordic Region is #4 largest European Market

USA voted the #1 travel destination at the  
Danish Travel Awards 2011 &  
Swedish Grand Travel Awards 2012



Norway 2013 !!

## Arrivals to Long Haul Destinations 2010 vs 2011

| Country of Residence | Number of Arrivals 2010 | Number of Arrivals 2011 | Change vs 2010 |
|----------------------|-------------------------|-------------------------|----------------|
| Denmark              | 635.108                 | 655.904                 | 3,27%          |
| Finland              | 410.565                 | 412.663                 | 0,51%          |
| Norway               | 599.134                 | 622.290                 | 3,86%          |
| Sweden               | 1.223.716               | 1.301.010               | 6,32%          |
| <b>Total</b>         | <b>2.868.523</b>        | <b>2.991.867</b>        | <b>4,30%</b>   |



# Facts & Figures

## Nordic arrivals to the US, 2011

| Country           | Arrivals         | Change       |
|-------------------|------------------|--------------|
| Sweden            | 438.972          | 18,0%        |
| Denmark           | 274.420          | 6,0%         |
| Norway            | 249.167          | 13,0%        |
| Finland           | 121.059          | 8,0%         |
| Iceland           | 49.689           | 26,9%        |
| Baltics           | 28.646           | -8,0%        |
| <b>Total 2011</b> | <b>1.161.953</b> |              |
| <b>Total 2010</b> | <b>1.033.907</b> | <b>12,4%</b> |

# Facts & Figures

## European arrivals to US, 2011, comparison

| Country              | Arrivals         | Population        | % Travel to US |
|----------------------|------------------|-------------------|----------------|
| United Kingdom       | 3.835.300        | 59.647.790        | 6,4%           |
| Germany              | 1.823.797        | 83.029.536        | 2,2%           |
| France               | 1.504.182        | 59.551.227        | 2,5%           |
| <b>Nordic Region</b> | <b>1.161.953</b> | <b>24.484.997</b> | <b>4,7%</b>    |
| Italy                | 891.571          | 57.679.825        | 1,5%           |

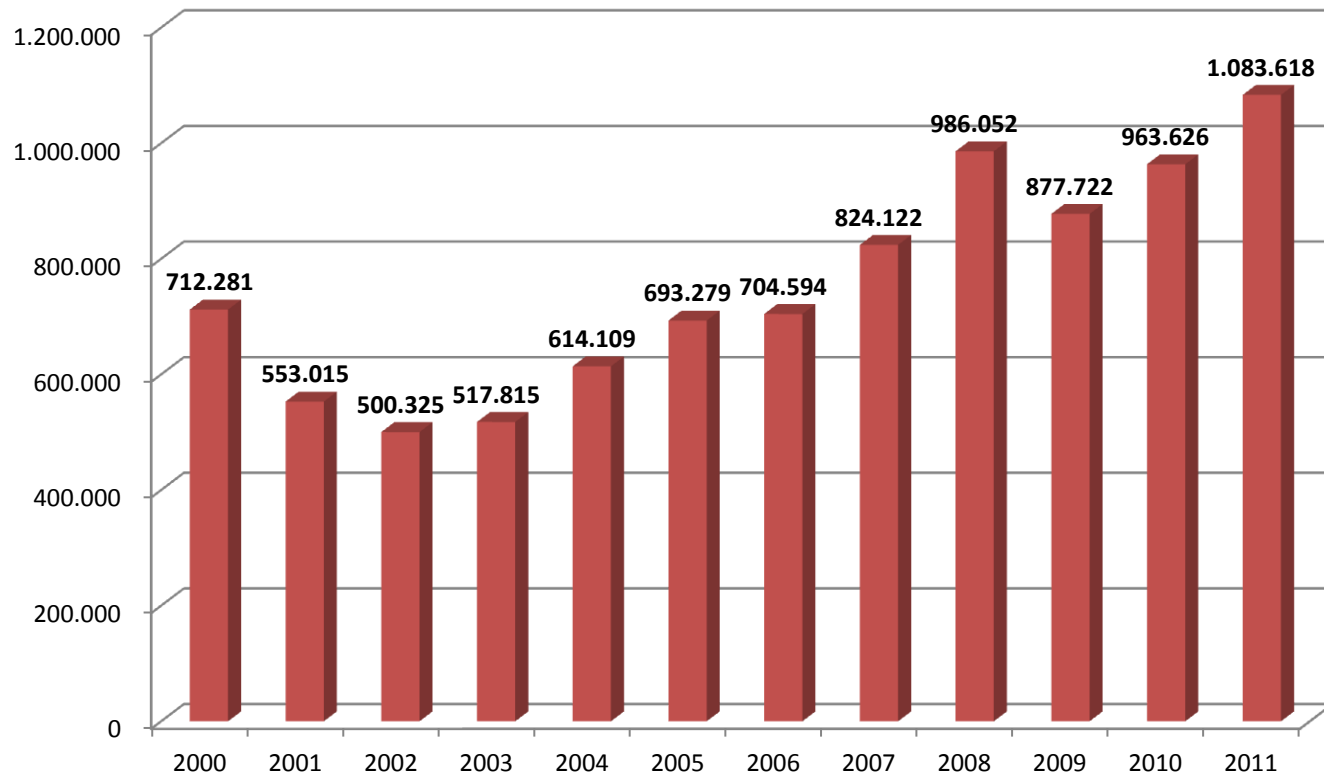
# Facts & Figures

## Top Ten, world wide arrivals to US

| Country              | Arrivals         |
|----------------------|------------------|
| United Kingdom       | 3.835.300        |
| Japan                | 3.249.569        |
| Germany              | 1.823.797        |
| Brazil               | 1.508.279        |
| France               | 1.504.182        |
| <b>Nordic Region</b> | <b>1.161.953</b> |
| South Korea          | 1.145.216        |
| China                | 1.089.405        |
| Australia            | 1.037.852        |
| Italy                | 891.571          |



## Arrival Figures - From Nordic Region to US Total 2000-2011



*NB: Excl Iceland and Baltics*

# Facts & Figures Nordic Region

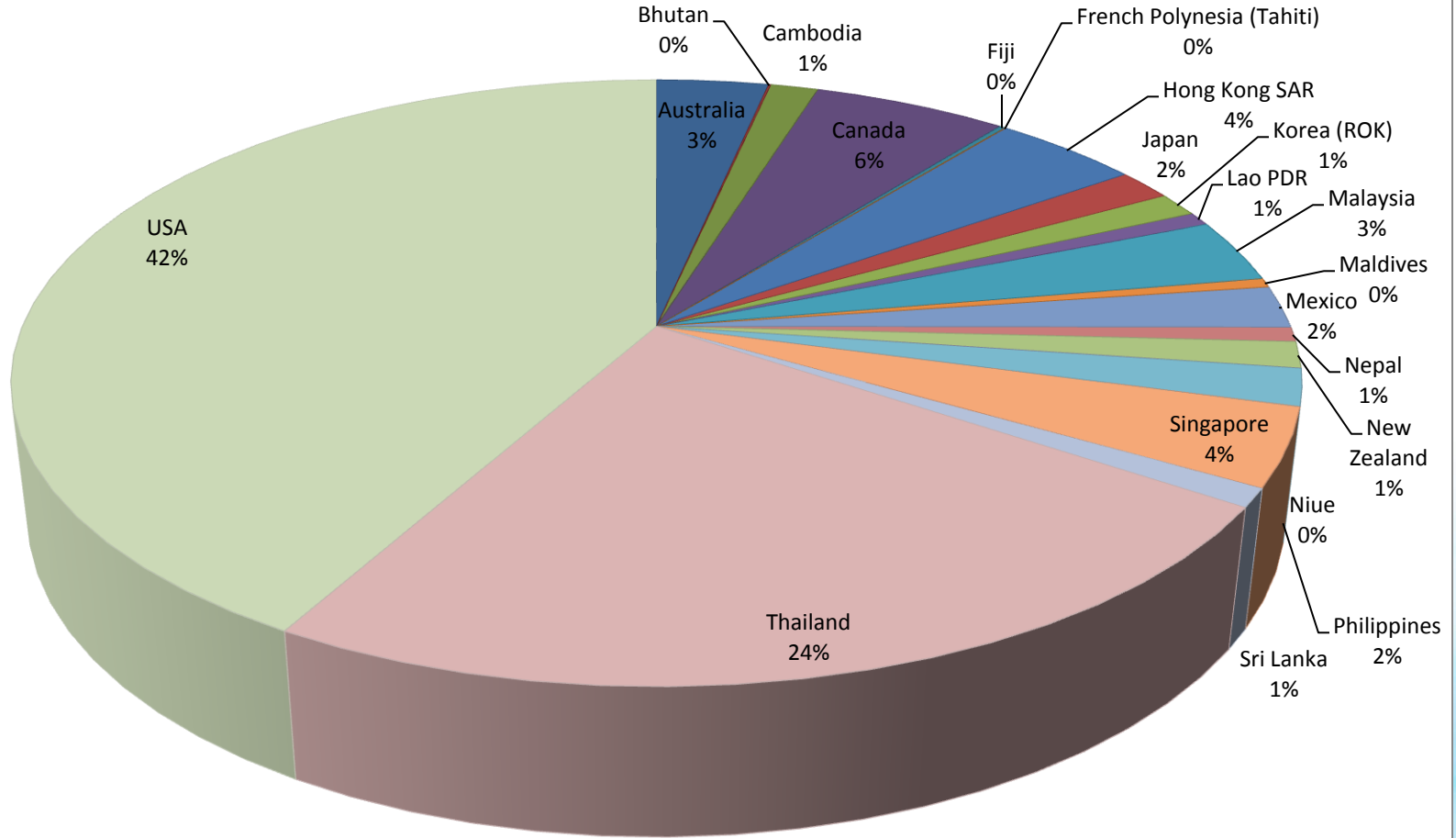
## Length of stay & daily spending per visitor per day

Nordic leisure visitors 16,5 nights  
Per visitor per trip/day spending in US \$ 1.890

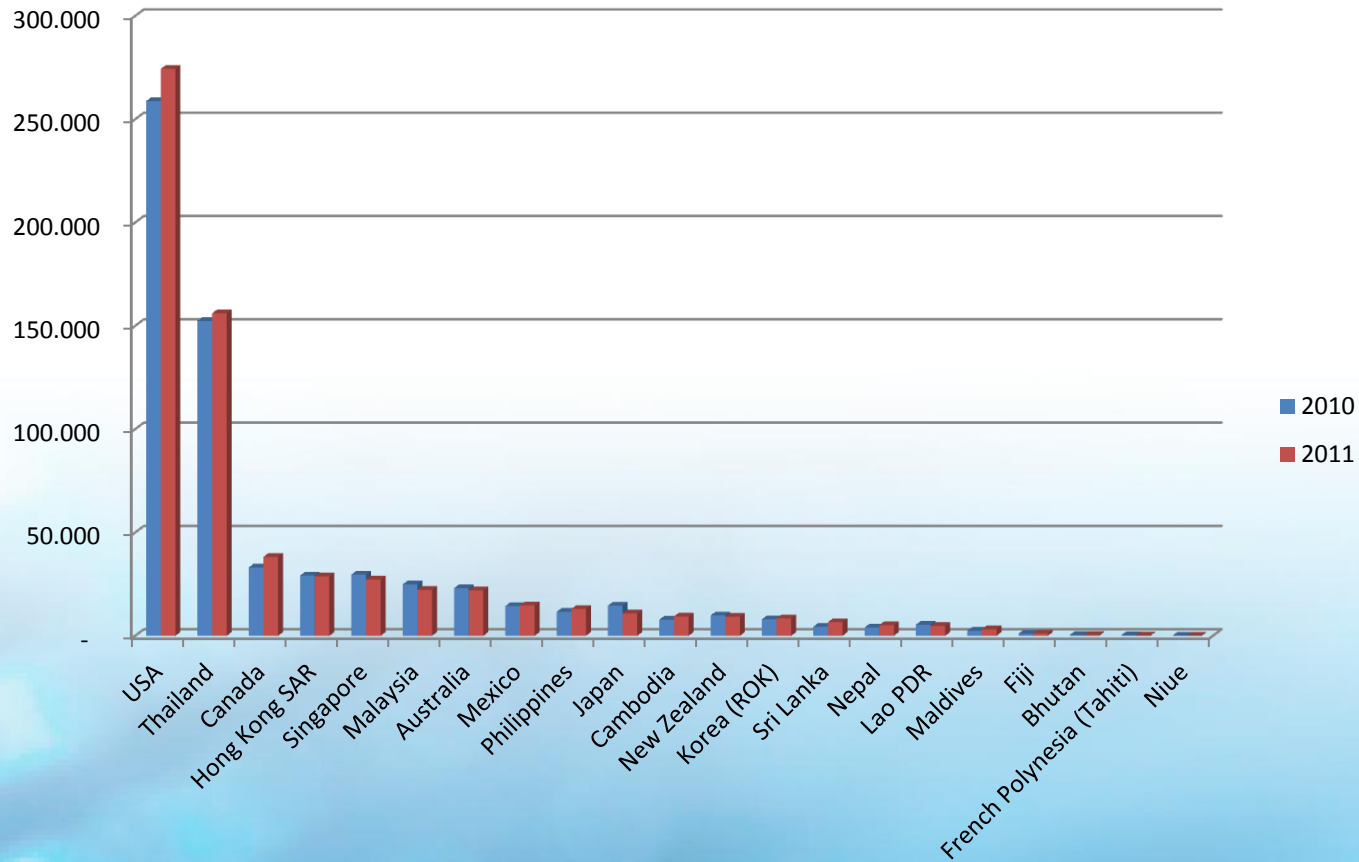
|         |             |          |
|---------|-------------|----------|
| France  | 10,5 nights | \$ 819   |
| UK      | 10,4 nights | \$ 1.071 |
| Germany | 9,4 nights  | \$ 837   |

Average for all visitors (leisure) was 11,7 nights, total spending per visitor \$1.205 (\$103 per day)

# Arrivals from Denmark to Asia Pacific 2011



## Arrivals 2011 vs. 2011 from Denmark to Asia Pacific



# Airline update

**Fourteen (16) airlines will be operating 170 weekly departures** between Scandinavia and US in 2013, the largest ever counted.

**Airlines between the Nordic Region and US one stop or non stop:**

- Air Berlin
- Air Canada
- Air France
- American Airlines
- British Airways
- Delta Air Lines
- Finnair
- Icelandair
- Iceland Express
- KLM
- Lufthansa
- Norwegian
- SAS
- SN Brussels
- Swiss
- United

**Top 15  
Unserviced intercontinental routes - CPH 2011 - totaltrafik:**

| <b>Nr.</b> | <b>IATA</b> | <b>Destination</b>                                   | <b>PAX</b> |
|------------|-------------|--|------------|
| 1          | JFK         | New York   | 102.848    |
| 2          | LAX         | Los Angeles  | 76.393     |
| 3          | SFO         | San Francisco<br><a href="#">(annonceret af SAS)</a> | 61.872     |
| 4          | MIA         | Miami  | 60.994     |
| 5          | BEY         | Beirut   | 50.089     |
| 6          | ICN         | Seoul  | 40.393     |
| 7          | BOS         | Boston   | 35.493     |
| 8          | HKG         | Hong Kong  | 34.962     |
| 9          | DEL         | Delhi  | 34.054     |
| 10         | MCO         | Orlando  | 31.677     |
| 11         | MNL         | Manila   | 28.451     |
| 12         | SEA         | Seattle  | 19.798     |
| 13         | BOM         | Mumbai   | 19.006     |
| 14         | JNB         | Johannesburg   | 18.673     |
| 15         | LAS         | Las Vegas  | 17.774     |



For more information, check out the Discover America website

[www.discoveramerica.se](http://www.discoveramerica.se)

[www.discoveramerica.dk](http://www.discoveramerica.dk)

[www.discoveramerica.no](http://www.discoveramerica.no)

[www.discoveramerica.fi](http://www.discoveramerica.fi)

Other information

Office of Travel & Tourism Industries (OTTI)

[www.tinet.it.doc.gov](http://www.tinet.it.doc.gov)

[www.discoveramerica.com](http://www.discoveramerica.com)

# ipw

LAS VEGAS  
INTERNATIONAL  
POWWOW 

JUNE 8-12, 2013 Powered by U.S. Travel



Discover  
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Premier Partner



nevada  
TravelNevada.com

Partners in Travel



# Michael Martin

International Marketing Manager  
U.S. Travel Association  
Washington, D.C.

# What is IPW?

## Suppliers

Over 1,000  
U.S. companies  
exhibiting

1,200 buyer  
from over 70  
countries

## Buyers

## Media

500 journalists  
from all over  
the world

- Over 80,000 pre-scheduled appointments



# Why Attend IPW?

- One stop shopping. Every segment of the U.S. tourism industry is represented
- It's the largest in bound travel trade show in the U.S.
- Cost and time effective



- Unique networking opportunities
- Sightseeing and post-fam tours
- Congregate with over 5,000 travel and tourism colleagues

# MICE Buyer registration includes:

- Complimentary registration for first time MICE attendee
- Complimentary lodging at assigned host hotel June 8-12
- Special venue tours of Las Vegas
- Up to 44 pre-scheduled appointments



# MICE Buyer registration includes:

- Airport/hotel/convention center ground transfers
- All meals that part of the official IPW program
- Luncheons and evening events
- Year-long listing on IPW.com and access to all U.S. Suppliers



# Buyer registration includes:

- Lodging at assigned host hotel June 8-12
- Up to 44 pre-scheduled appointments
- Airport/hotel/convention center ground transfers
- All meals that part of the official IPW program
- Luncheons and evening events
- Year-long listing on IPW.com and access to all U.S. Suppliers
- Early registration fee \$795 before February 8<sup>th</sup> 2013

# Press registration includes:

- Complimentary registration
- Lodging at assigned host hotel June 8-12
- Up to 25 pre-scheduled appointments
- Airport/hotel/convention center ground transfers
- All meals that part of the official IPW program
- Luncheons and evening events

# Press registration includes:

- Sunday Brunch and special tour for press only
- Participation in Media Marketplace
- Year-long listing on IPW.com and access to all U.S. Suppliers



# Future Host IPW Cities:

2013 - Las Vegas, Nevada, June 8-12

2014 - Chicago, Illinois, April 5-9

2015 - Orlando, Florida, May 30 - June 3

2016 - Miami, Florida, June 4-8







**U.S. Supplier registration for 2013 is now open!**  
Sign up now for IPW 2013, June 8-12 in Las Vegas, Nevada.

LOGIN help

**2013 Registration**

Register Now I'm New to Pow Wow

I'm Registering as a...

U.S. Supplier

CONTINUE

Questions?  
[Read our Registration FAQs](#)



**Get Registered**

Have you attended before? [Register Now.](#)

New to IPW? [Request login codes or learn more.](#)

[Read our Registration FAQs...](#)

**2012 Highlights**

[View more videos...](#)

**Come Play in Vegas**

[The 2013 Schedule...](#)

**Contact Us**

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# IPW.com

Hope to see you in Las Vegas!

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# Virgin Atlantic Presentation

By

Malcolm E Aldcroft

European Sales Manager