

# NEWSLETTER DISCOVER AMERICA DENMARK – August 2013



DiscoverAmerica.com



## In this newsletter you will find

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

Dear members,

We hope you all had a nice and joyful summer. The board of Discover America is back and working on the planning of coming seasons events.

The Scandinavia Region is on every ones radar, and we are happy to announce that this fall, starting in September, we will welcome delegations from US Travel Association promoting IPW 2014 in Chicago, sales missions from Florida, New York, Oregon and U S Virgin Islands. Please see all activities 2013 & 2014 in the Scandinavian region on our website: <http://www.discoveramerica.dk/calendar.html>

At the Quality Show in Copenhagen, October 18<sup>th</sup> – 20<sup>th</sup> 2013, we are proud to confirm that there will be a USA Lounge, see more here for brochure distribution. <http://www.discoveramerica.dk/fair.pdf>

And also check out the largest consumer show in Scandinavia by clicking here:

[http://www.discoveramerica.dk/upload-2013/A4\\_USA\\_Pavillon.pdf](http://www.discoveramerica.dk/upload-2013/A4_USA_Pavillon.pdf)

The highlight of event's, is our annual Scandinavian workshop, March 3<sup>rd</sup>, 2014 in Copenhagen. Around the same date Swansons in Sweden and FDM Travel in Denmark, are having their annual consumer show – see more here: [www.discoveramerica.dk](http://www.discoveramerica.dk)

Sincerely,

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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## Discover America Workshop March 3rd, 2014



In 2014, Discover America Denmark will again host Scandinavia's largest USA Workshop. The date will be March 3<sup>rd</sup>, and more than 300 travel agents and journalists will attend from Denmark, Norway and Sweden.

### Price:

Members of Discover America: \$1250+VAT

Non members: \$1750+VAT

Please send email to Karin Gert Nielsen if you would like to register [kgn@atlanticlink.net](mailto:kgn@atlanticlink.net) or make your online registration [here](#)



## Quality Travel Fair 2013 October 18<sup>th</sup> – 20<sup>th</sup> 2013

Discover America and Brand USA invites you to a very special event in cooperation with the travel magazine, Vagabond REJS.

**Event:** Quality Travel Fair 2013

**Dates:** Friday 18th, Saturday 19th and Sunday 20th of October 2013

**Venue:** Øksnehallen, Copenhagen's most exclusive fairground, provides an aesthetical and beautiful setting for the Quality Travel Fair downtown Copenhagen.

**Number of visitors:** 12 – 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 U.S. motives, which sends a clear message that the visitors are now in the United States. At every entrance to the lounge we will hang logo banners with the name "Discover America and Brand USA" at the top and exhibiting names in alphabetical order. For those who want solution "A", we will build a newspaper stand where their brochures will be located. In front of the newspaper stand we will built 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 also place their brochures in the newspaper stand.



**How to book:** Christian Adamsen – Tel.: (0045) 4813 1504 Cell: (0045) 2214 0856 mail: [adamsen@vagabond.info](mailto:adamsen@vagabond.info)

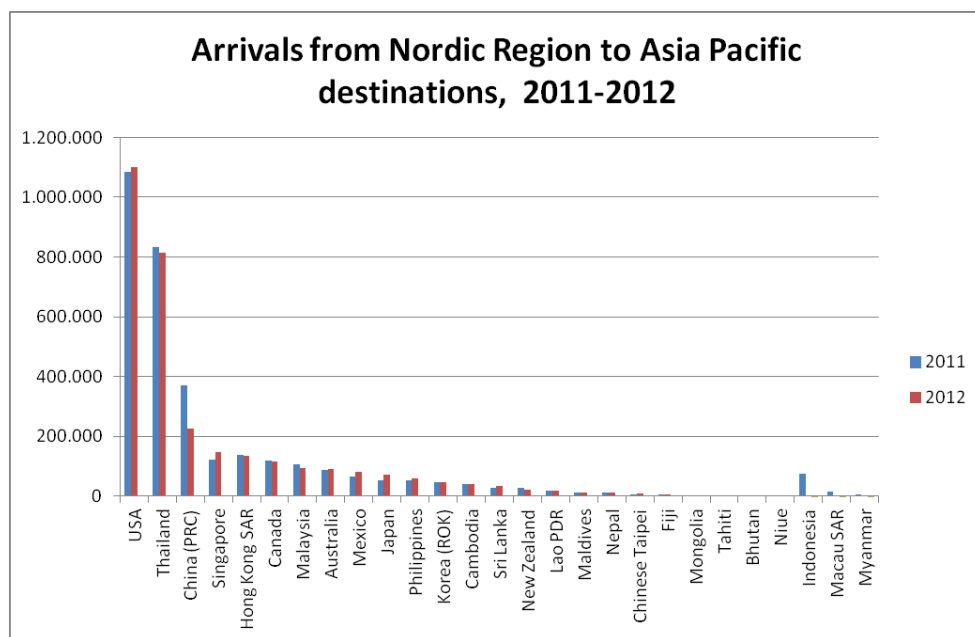
\*All prices are without 25% local VAT.

**Web:** <http://www.vagabond.biz/default.asp?id=1940>

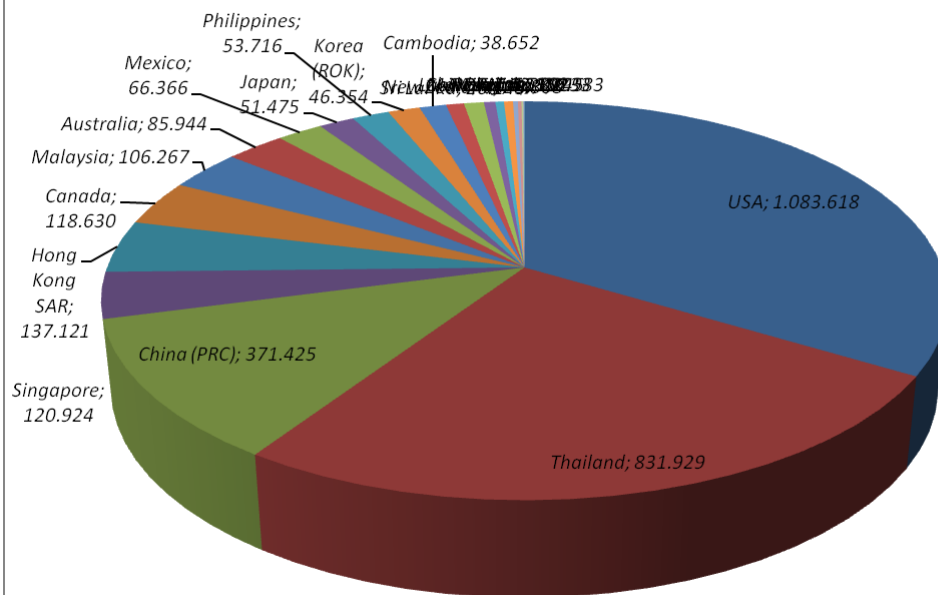
**Arrival figures January –December 2012**

Arrivals to the US			
Period January - December			
	2012	2011	Diff.
DENMARK	271.363	274.420	-1,1%
SWEDEN	442.013	438.972	0,7%
NORWAY	262.822	249.167	5,5%
FINLAND	125.475	121.059	3,6%
ICELAND	46.097	49.689	-7,2%
THE BALTICS	32.664	28.646	14,0%
<b>TOTAL Nordic</b>	<b>1.180.434</b>	<b>1.161.953</b>	<b>1,6%</b>

ITALY	831.343	891.571	-6,8%
FRANCE	1.455.720	1.504.182	-3,2%
GERMANY	1.875.952	1.823.797	2,9%
UNITED KINGDOM	3.763.381	3.835.300	-1,9%



## Arrivals from Nordic Region to Asia Pacific destinations, 2012



### NEWS from our press room

Check [ww.discoveramerica.dk](http://www.discoveramerica.dk), press room for great articles and news from our members and our blog by Henrik Lange, <http://discoveramerica.dk/blog/usa-nyheder-fra-rejsebranchen/powwow-vaertsbyer/>

### Send Your Message in Future Newsletters

We invite you to send us your news, special offers etc., which we will distribute in the Discover America.

The upcoming newsletter will be sent out on the following dates:

October 16, 2013  
December 9, 2013

### 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.