



Danske Rejsejournalister

December 4th 2012

Karin Gert Nielsen

Managing Director Discover America Denmark & CEO Atlantic Link





Brand USA Inc



DiscoverAmerica.com

The United States of awesome possibilities is welcoming Everyone



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



**USA voted the world's best travel destination at the
Danish Travel Awards 2011 & 2012, and Swedish
Travel Awards 2012**



**The Danish Association of Travel Journalists awarded
the Europæiske Insurance and Travel Media Travel
Award 2012 to Atlantic Link for being innovative and
proactive in promoting tourism**



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



Brand USA & U.S Travel Association

- First time ever USA is going to be branded as ONE COUNTRY
- U.S Travel Association's International Pow Wow the industry's premier international marketplace and largest generator of travel to the US – PARTNER with Brand USA.
- Officially launch its global marketing campaign at this year's event, being held in Las Vegas from June 8th-13th.



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%
Total	2.868.523	2.991.867	4,30%



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%
Total 2011	1.161.953	
Total 2010	1.033.907	12,4%



Number of Arrivals to Thailand, by Country			
	2011	2010	Change
Sweden	336593	348640	- 3,45
Denmark	156102	150300	+ 3,86
Norway	131249	132865	- 1,22
Finland	138144	145510	- 5,06
Total	762088	777315	- 2,29

Source: TAT Head Office Bangkok



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%
Nordic Region	1.161.953	24.484.997	4,7%
Italy	891.571	57.679.825	1,5%



Facts & Figures

Top Ten, world wide arrivals to US 2011

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



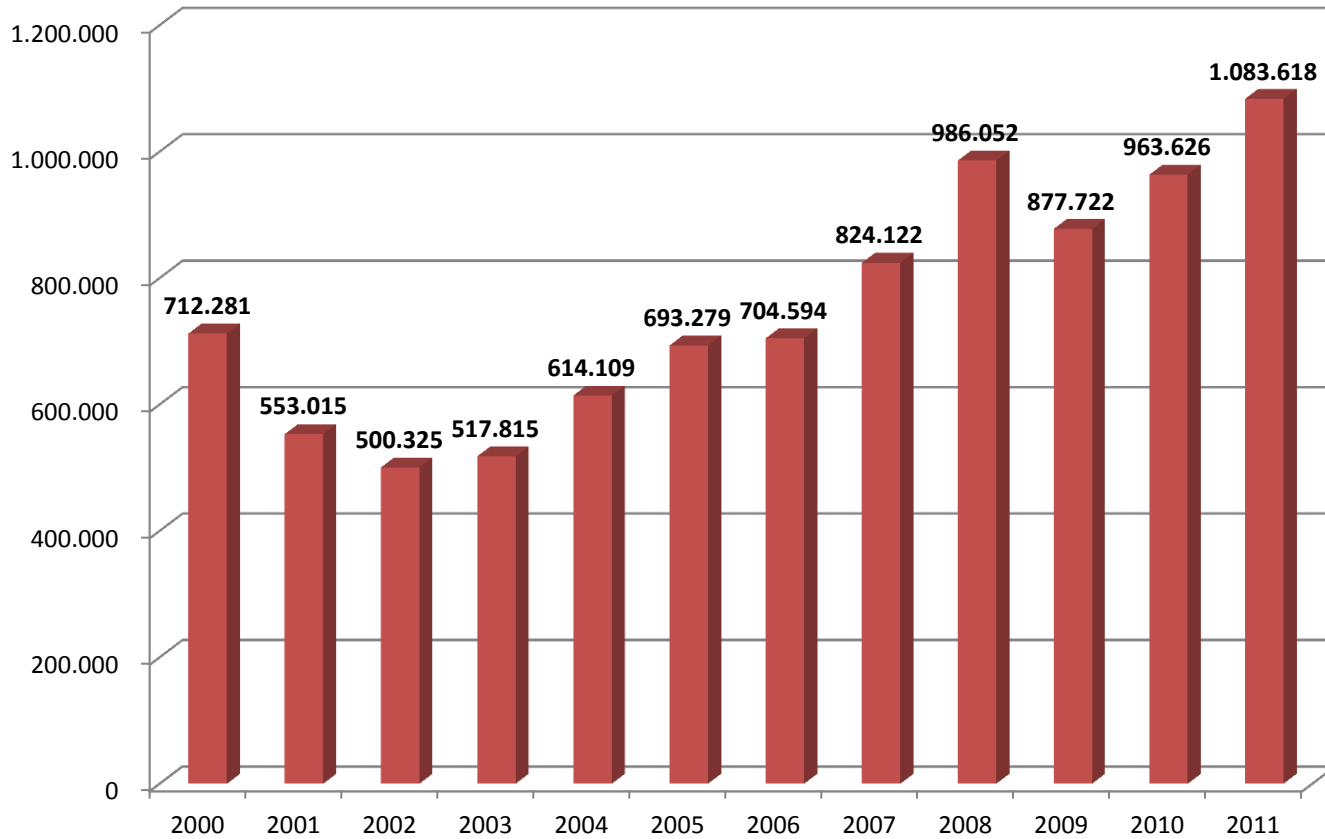
Arrivals January – June 2012

Country	January-June 2012	January-June 2011	Difference	Difference in %
DENMARK	126.033	124.080	1.953	1,6%
SWEDEN	225.767	220.639	5.128	2,3%
NORWAY	134.946	126.686	8.260	6,5%
FINLAND	67.247	63.324	3.923	6,2%
ICELAND	20.814	21.955	-1.141	-5,5%
BALTICS	16.018	14.390	1.628	11,3%
TOTAL	590.825	571.074	19.751	3,5%

Source: US Department of Commerce, Office of Travel & Tourism Industries.



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



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)



Facts & Figures US Tourism

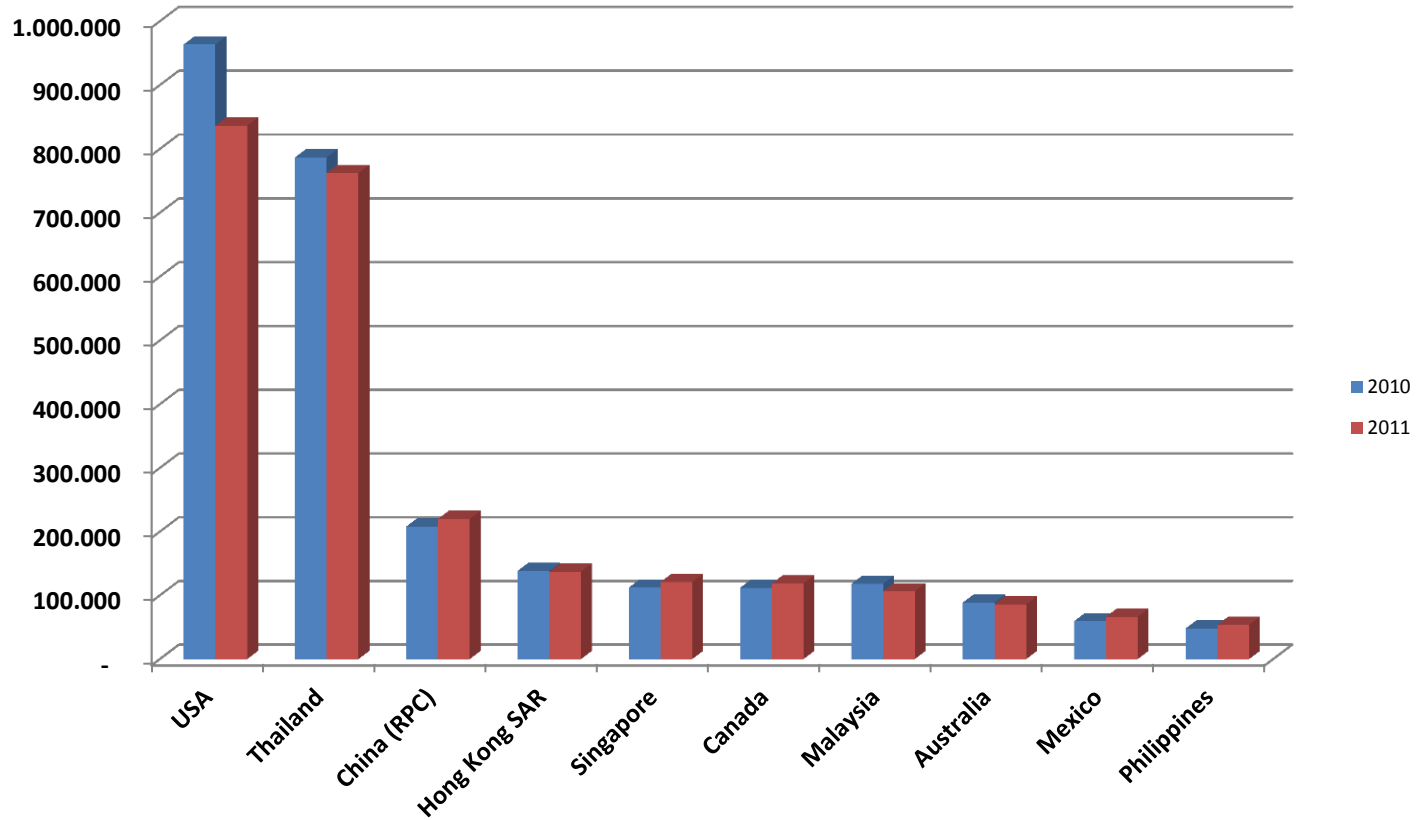
- U.S Received 62.3 million international arrivals in 2011
- 27,9 million from overseas markets

Jobs

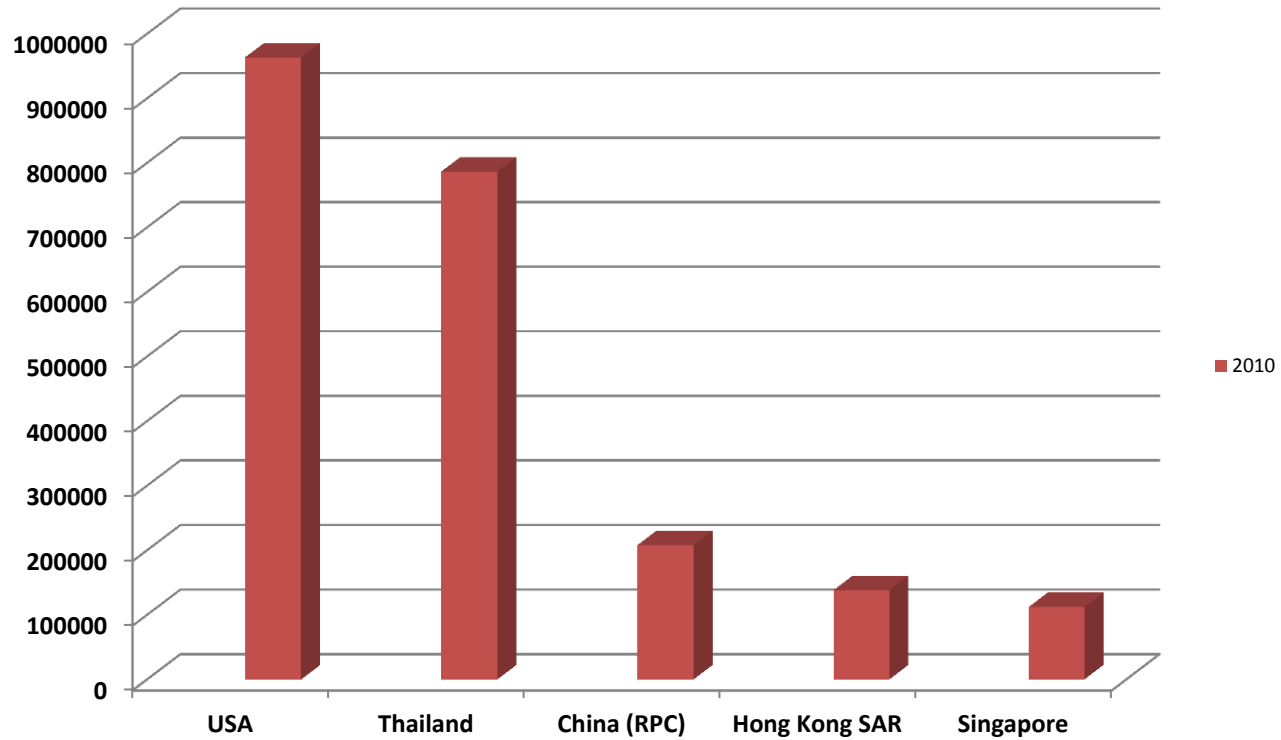
- 1 out of 9 US jobs depend on travel & Tourism, (14,4 million)
- Every 33 overseas traveler creates ONE new American Job
- Travel is the US largest export industry,
- 1.1 million American jobs which will increase year over year with new markets around the world (China, Brazil, Korea etc
- Travel is among the top 10 industries in 48 states in terms of employment
- Travel jobs cannot be outsourced
- Each overseas traveler spends app.. \$4.300 when visit the US and stay average more than 17 nights



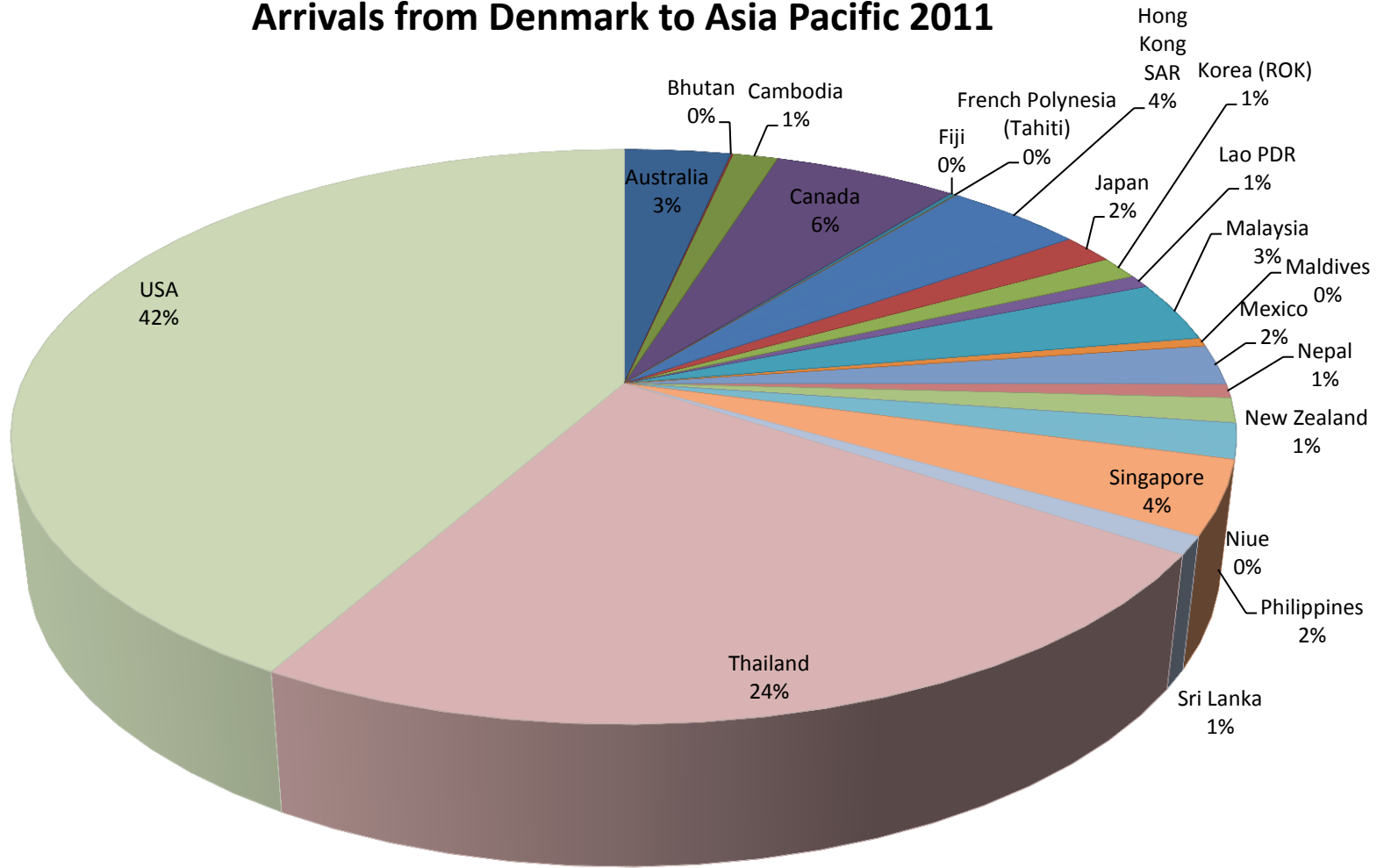
Top Ten Long Haul Destinations 2011



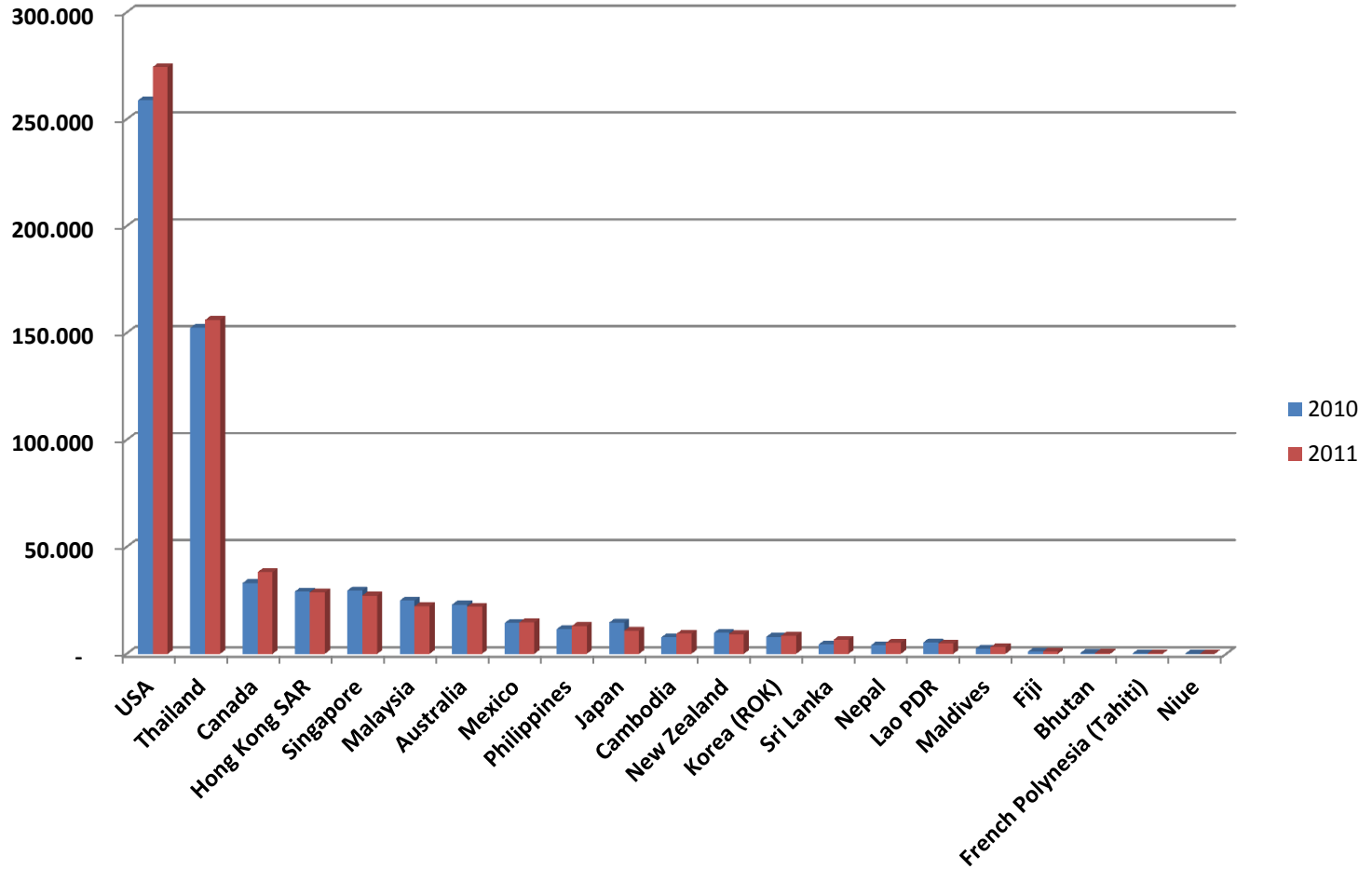
Visitors to Thailand from the Nordic Region



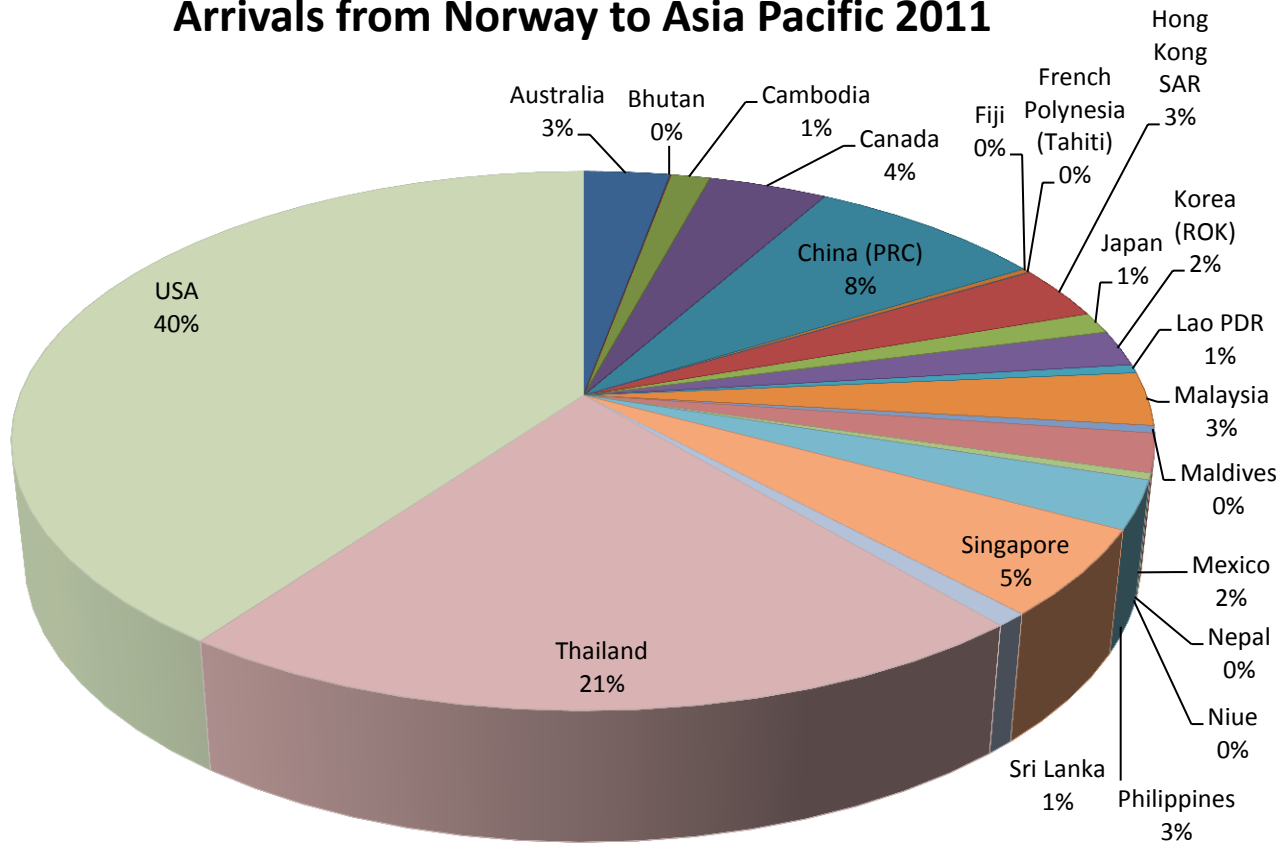
Arrivals from Denmark to Asia Pacific 2011



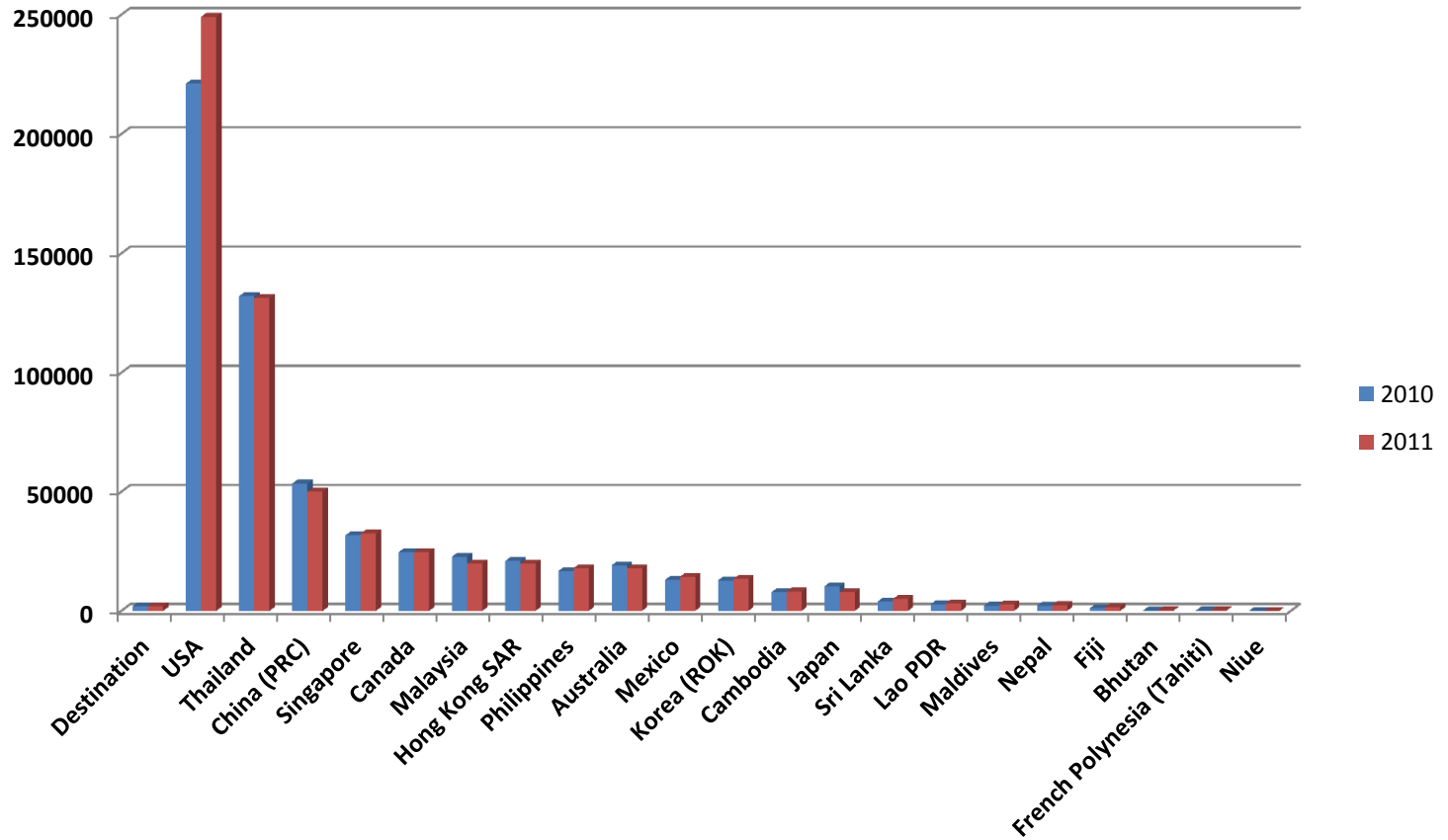
Arrivals 2010 vs. 2011 from Denmark to Asia Pacific



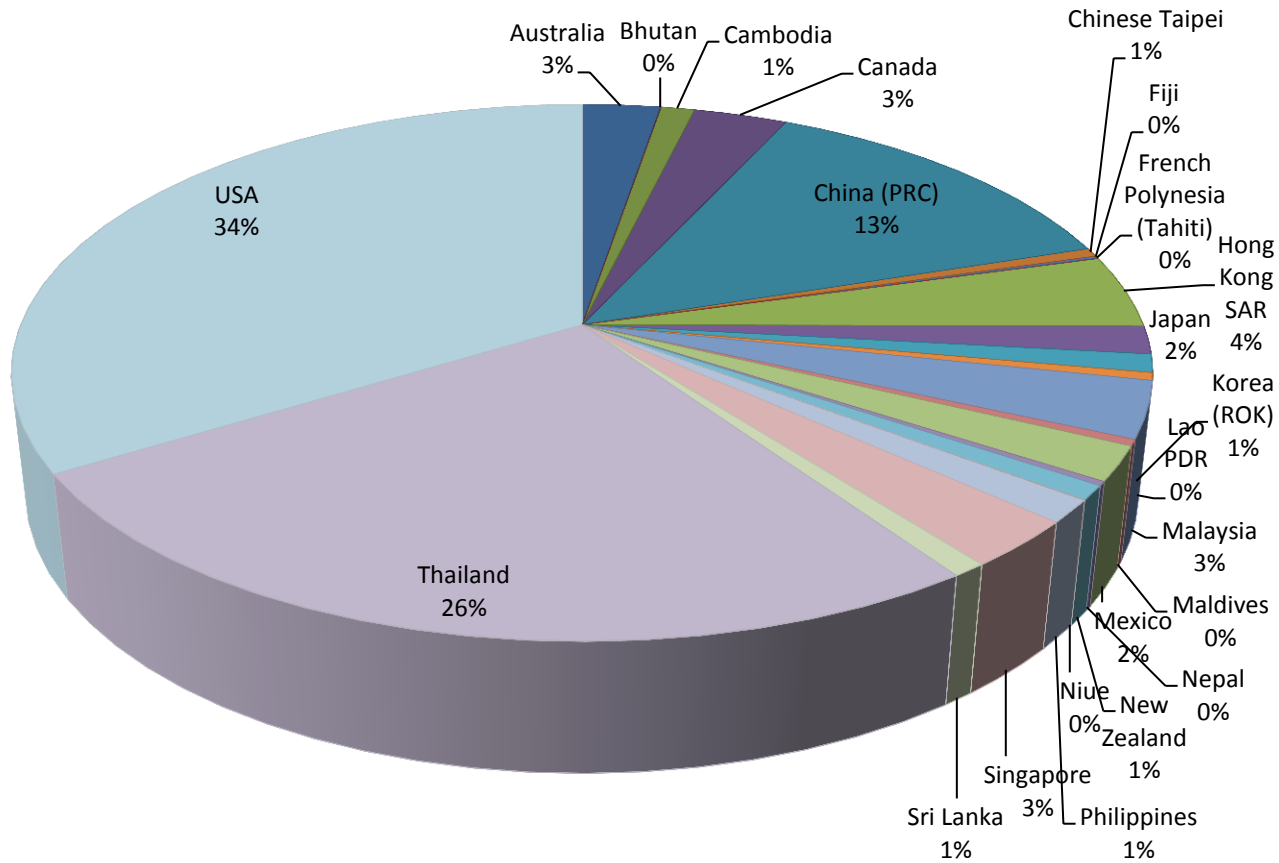
Arrivals from Norway to Asia Pacific 2011



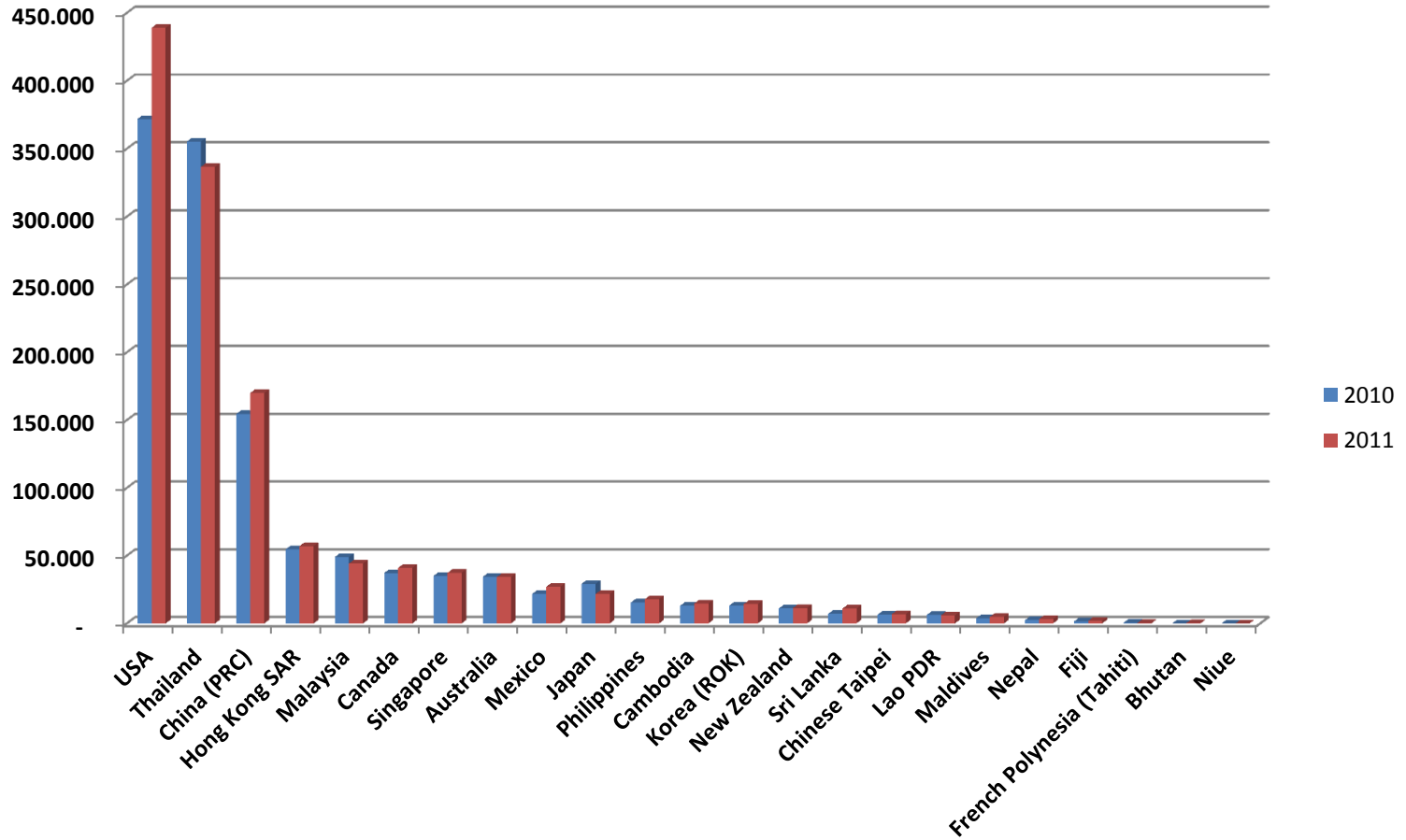
Arrivals 2010 vs 2011 from Norway to Asia Pacific



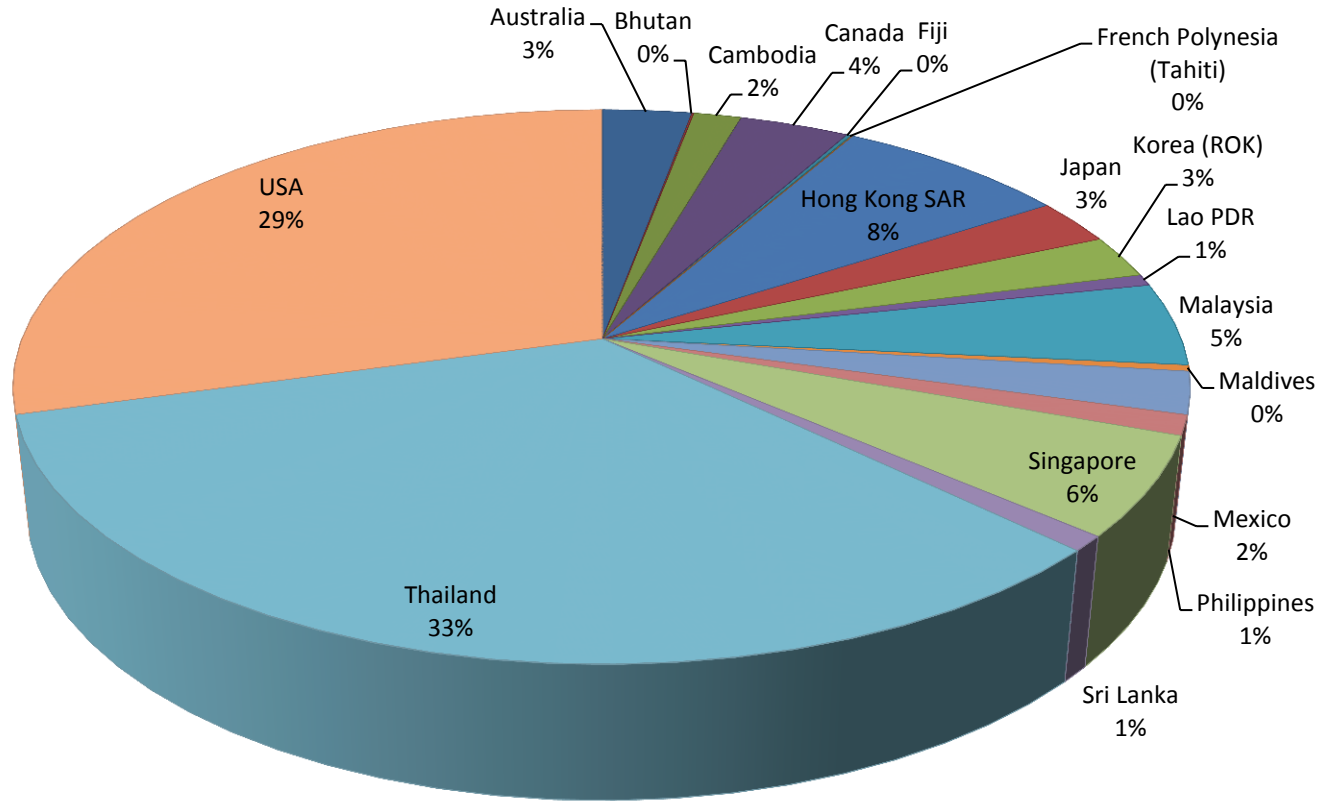
Arrivals from Sweden to Asia Pacific 2011



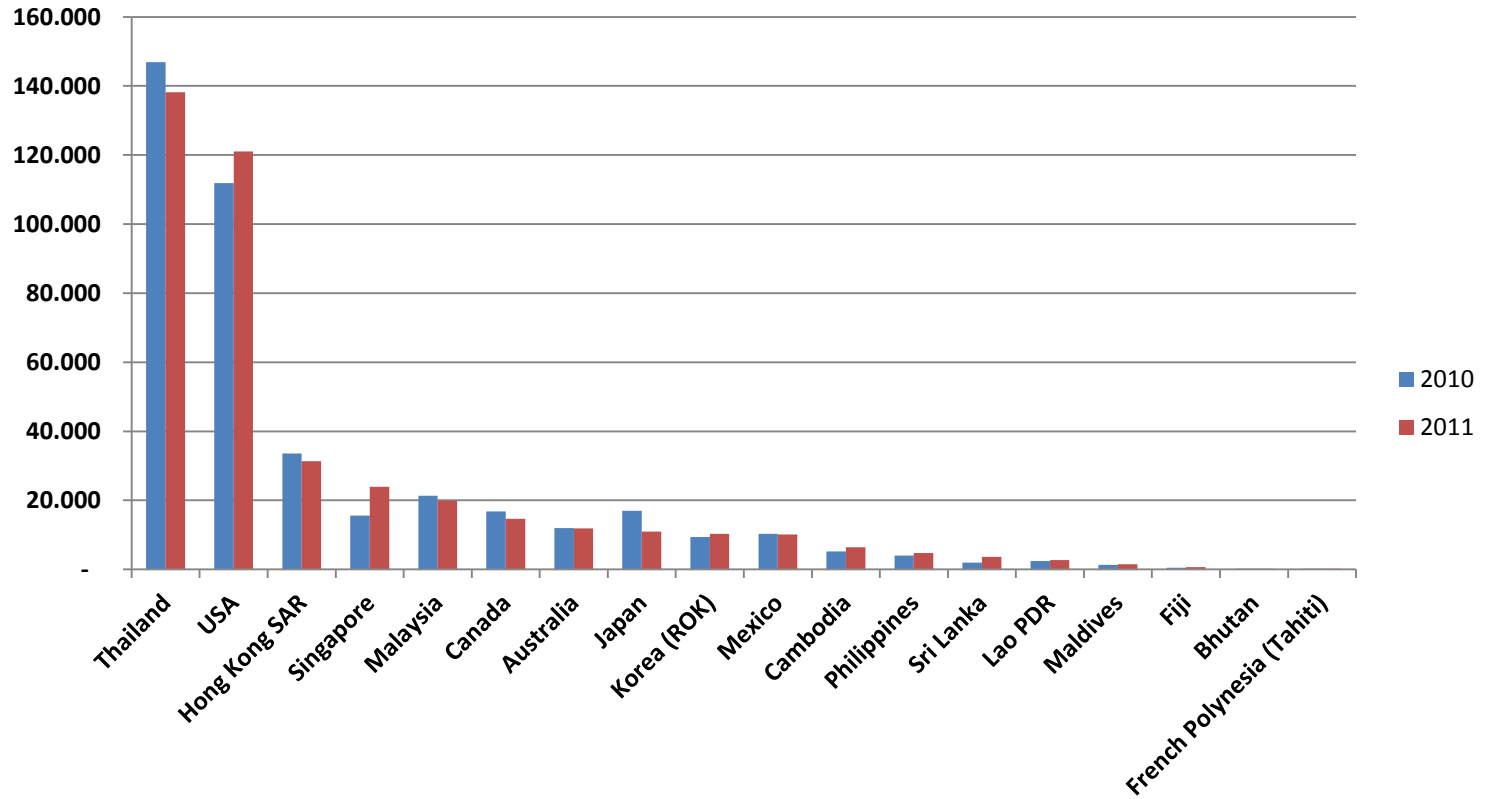
Arrivals 2010 vs 2011 from Sweden to Asia Pacific



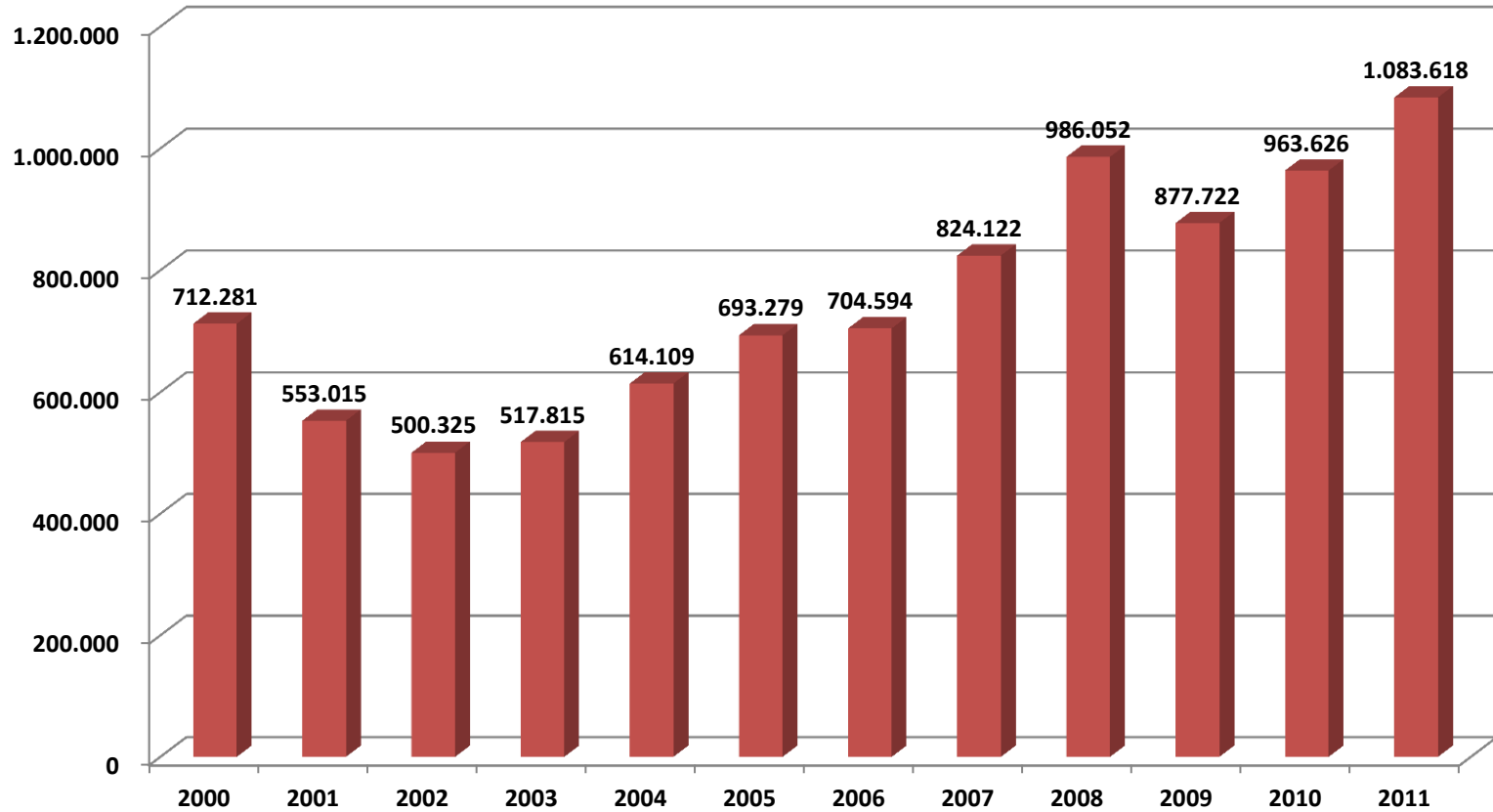
Arivals from Finland to Asia Pacific 2011



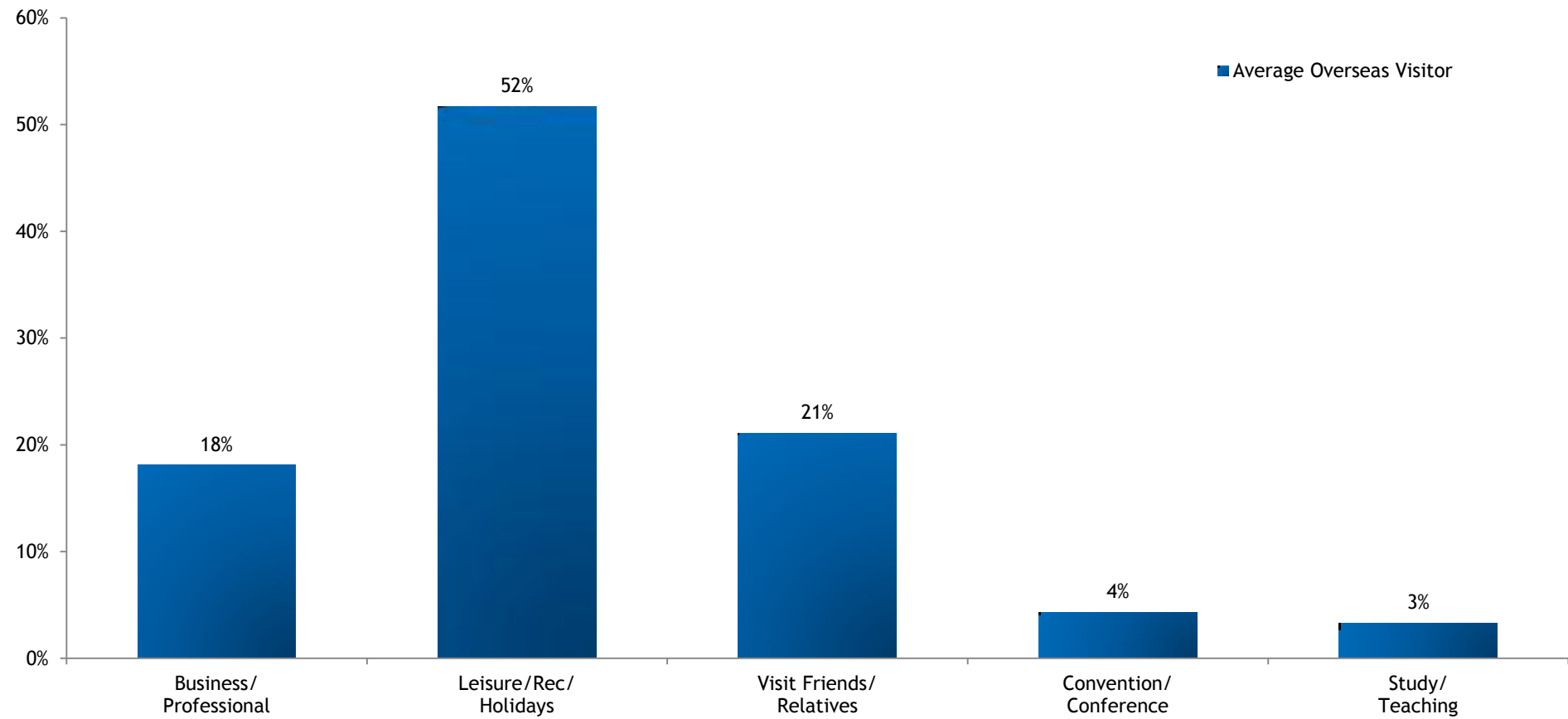
Arrivals 2010 vs 2011 from Finland to Asia Pacific



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



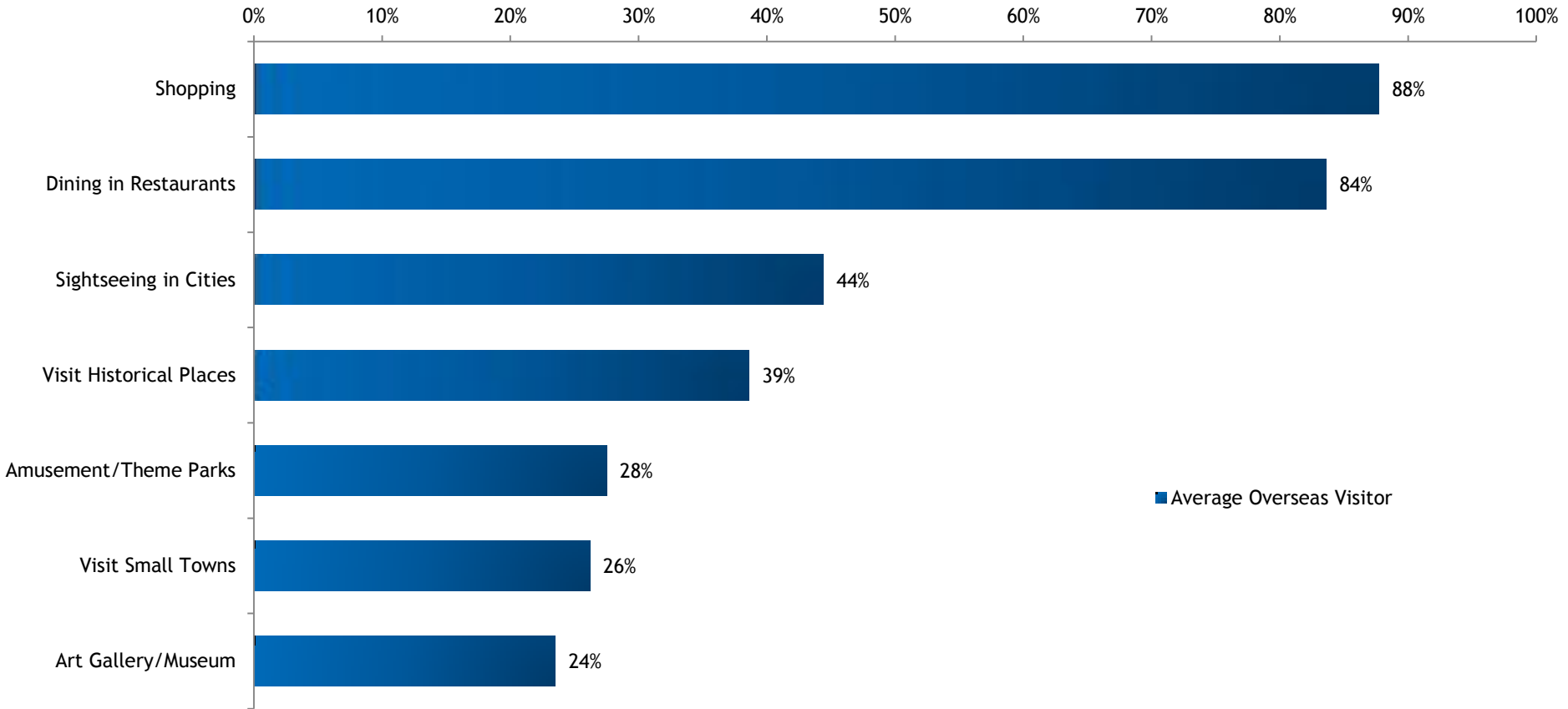
“What is/was the MAIN purpose of your trip...”



Source: U.S. Department of Commerce, Office of Travel and Tourism Industries.



“Which leisure activities did you spend time on...”



Source: U.S. Department of Commerce, Office of Travel and Tourism Industries.



Airline Update

Sixteen (16) airlines will be operating 170 weekly departures between Scandinavia and US in 2013 – the largest amount 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:

Nr.	IATA	Destination	PAX
1	JFK	New York	102.848
2	LAX	Los Angeles	76.393
3	SFO	San Francisco (annonceret af SAS)	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



Top10 interkontinentale destinationer, (uservicerede ruter)

Destination	CPH	OSL	ARN	HEL	TOTAL
Los Angeles	76.393	28.000	26.000	20.364	150.757
San Francisco	61.872	21.000	33.000	24.241	140.113
Miami	60.994	i.o.	13.000	39.992	113.986
Boston	35.493	24.000	17.000	14.198	90.691
Hong Kong	34.962	24.000	24.500	i.o.	83.462
Delhi	34.054	26.000	20.000	i.o.	80.054
Orlando	31.677	22.000	13.000	i.o.	66.677
Manila	28.451	28.000	i.o.	i.o.	56.451
Seattle	19.798	18.000	12.000	i.o.	49.798
Johannesburg	18.673	i.o.	21.500	i.o.	40.173



For more information visit:

Discover America websites

www.discoveramerica.dk

www.discoveramerica.com

Office of Travel & Tourism Industries (OTTI)

www.tinet.ita.doc.gov



ipw

LAS VEGAS
INTERNATIONAL
POWWOW

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



USA Discover America.com
Premier Partner

LAS Vegas

nevada
TravelNevada.com

Partners in Travel



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



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 8th 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
- 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. Suppliers/ Exhibitors
→ Lock in a great rate and your Booth for 2013
→ Register NOW for IPW 2013 in Las Vegas!

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...

[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

U.S. Travel Association
1100 New York Avenue, NW
Suite 450
Washington, DC 20005
(202) 408-8422
fax: (202) 408-2211
ipwreg@ustravel.org



Why Join Discover America?

- Local support in areas such as local promotions and introductions to the market place
- Assistance in sales calls
- Brochure Distribution
- Participation in seminars
- Collaboration on road shows
- Market intelligence and updates on request
- A one-stop-shop for business contacts and industry networking.
- Quarterly newsletters with regional updates, facts, statistics & trends.
- Regional calendar of events.
- Access to member database.
- Editorial exposure in newsletters by news and press releases.
- Participate in workshops, seminars and road shows (suppliers will pay a fee, buyers are free).
- Participate in industry events and member meetings free of charge.



Advisory Board Discover America Denmark

- **Karin Gert Nielsen**
Managing Director Atlantic Link
- **Jesper Ewald**
Managing Director FDM Travel
- **Jesper Klausholm**
Marketing Manager Billund lufthavn
- **Per Markussen**
Vice President, Nordic Area BCD Travel Nordic
- **Jesper Schou**
Managing Director Billetkontoret
- **Peter Rasmussen**
Managing Director Profil Rejser
- **Michael Jensen**
Production Manager Spies
- **Jens Vestergård**
Sales Manager KLM/Air France/Delta Air Lines
- **Carsten Nørland**
VP Market & Sales CPH Lufthavne
- **Lars Thykier**
Managing Director DRF
- **Bjarke Frederiksen**
Head of US Commercial Service US Embassy
- **Charlotte Lindholm**
Secretary



2013 Events

FERIE FOR ALLE
24 - 26 FEBRUARY 2012

PATA LONG HOUL PAVILION

Ferie for Alle (Holidays for Everyone) is Scandinavia's largest consumer holiday fair. 66,000 sqm gross area distributed on five theme areas: Long haul travel, Holiday in Denmark, Golf/kow, Camping and Outdoor.

FACTS ABOUT FERIE FOR ALLE

Visitor distribution:	2008	2009	2010	2011
Total	60,903	59,940	62,690	66,112

PRICE: regular stand from \$2000 - excl. VAT
Stand in center including counter, name panel, chair, 1 coffee socket (1 phase 230V) and brochure stand. The stand is 9 square meters.

The largest exhibition centre MCH Messecenter Herning is Scandinavia's largest and most modern exhibition centre located in Herning 80 km in the heart of Jylland, Denmark. Ring Airport (25 km to MCH) and Billund Airport (50 km to MCH).

Contact:
Karin Gert Nielsen
PATA Chapter Denmark og Discover America
mail: kgr@harmotrol.net

Anders L. Mortensen
MCH Messecenter Herning
mail: al@harmotrol.net



Ferie for Alle
Herning, 22.-24. februar 2013

Road on the Road
København, 29. januar 2013

Discover America Workshop
København, 4. marts 2013



Members 2012

DK: TO's, TA's OTA's (19)

- BCD Travel
- Billetkontoret
- Bravo Tours
- Check Point Travel
- EF Education First
- FDM Travel
- Holstebro Rejsecenter
- Inter Travel
- Jysk Rejsebureau
- MyPlanet
- Peacock Travel
- Profil Rejser
- Risskov Travel Partner
- Spies/MyTravel
- Team Benns
- Top Tours
- Unitas
- USA Rejser
- USATours.dk

Suppliers Scandinavia (28)

- Air Canada
- Alaska Airlines
- Bella Center
- Billund Lufthavn
- British Airways
- CPH Lufthavne
- DRF
- Exclusively Hotels
- Hertz
- Icelandair
- KLM/AF/DL
- Messecenter Herning
- SAS
- Travelbroker
- United Airlines

Suppliers US

- ALON Marketing Group
- Beacon Hotel, NY
- City Pass
- Cruise America
- El Monte
- McAllen CVB
- Nevada
- Palm Springs Resorts
- Travalco
- Travel Oregon
- Tropicana Las Vegas
- US Virgin Islands
- Vail Resorts Management

- Alamo
- Avis
- Dallas CVB
- Discover the World Marketing
- Euro USA
- Explore Minnesota Tourism
- Florida Keys & Key West
- Greater Fort Lauderdale CVB
- Greater Miami
- Las Vegas
- Mall of America
- New York & Co
- North Dakota
- Premium Outlets
- Rocky Mountains International
- Royal Caribbean Cruise Line
- SeaWorld Parks & Entertainment
- Silversea Cruises
- St.Petersburg/ Clearwater CVB
- The Beaches of Fort Meyers & Sanibel
- Visit California
- Visit Denver
- Visit Florida
- Visit Orlando
- Wellington hotel

USA Workshop March 5th, 2012

The largest workshop in Denmark

Welcome

The Danish Discover America committee works locally in the Danish market and shares close ties to the Nordic Discover America Committee. The organization presently represents over 30 members in the travel and tourism industry including airlines, hotel chains, car rental companies, incoming travel agencies, tour operators, cruise companies and regional state tourism bureaus. It is a non-profit organization funded exclusively by membership fees.

Annually, the Discover America Denmark Committee organizes trade fairs, workshops, road shows and smaller tourism functions throughout Denmark. Discover America Denmark's mission is to actively promote US tourism through joint Nordic promotional activities with committee members.

Best regards

Karin Gert Nielsen
 Managing Director
 DISCOVER AMERICA DENMARK
 Email: kg@atlanticlink.net
 Mobile: +45 29421103

News News News

MARK Your Calendar: FERIE FOR ALLE 2013 February 22nd to 24th 2013 & Discover America Workshop, Tuesday February 26th Copenhagen, Denmark

Invitation til Breta starste USA Workshop

Discover America Denmark inviterer til Breta starste USA Workshop, D. 5. marts 2012 kl. 17.30 - 21.30.

[Read invitation here >>](#)

Vacation for Everyone in Herning, Denmark

Vacation for Everyone/Ferie For Alle in Herning, Denmark - February 24th - 26th, 2012, is Scandinavia's biggest and most important travel show with a record-high 66,300 visitors this year.

[Read more here >>](#)

Invitation til Breta starste USA Workshop

Discover America Denmark inviterer til Breta starste USA Workshop, D. 5. marts 2012 kl. 17.30 - 21.30.

[Read invitation here >>](#)

Vacation for Everyone in Herning, Denmark

Vacation for Everyone/Ferie For Alle in Herning, Denmark - February 24th - 26th, 2012, is Scandinavia's biggest and most important travel show with a record-high 66,300 visitors this year.

[Read more here >>](#)

Europæiske Insurance and Travel Media Travel Award 2012

The Danish Association of Travel Journalists recently awarded Europæiske Insurance and Travel Media Travel Award 2012. The prize went to Karin Gert Nielsen, Managing Director and CEO of Atlantic Link.

[Read more here >>](#)

Atlantic Link to Promote International Pow Wow

Atlantic Link will promote International Pow Wow to MICE-buyers in Denmark, Norway, Sweden, Finland and the Baltic region.

[Read more here >>](#)

Dress conference for 40 travel media

Discover America Denmark hosted a press conference for 40 Travel media November 25th 2011 in Copenhagen.

[Read more here >>](#)

Icelandair to Launch Service from Denver International Airport

Beginning May 11, 2012, Icelandair will operate four nonstop flights per week from DIA.

[Read more here >>](#)

Brand USA

Brand USA (formerly the Corporation for Travel Promotion) was created for the purpose of encouraging travelers from all over the world to visit the United States of America.

[Visit website here >>](#)

Denver's 12 for 2012

With two new museums, major international shows, world-class sporting events, and huge new animal exhibits, Denver is going to experience a phenomenal tourism year in 2012.

[Read more here >>](#)

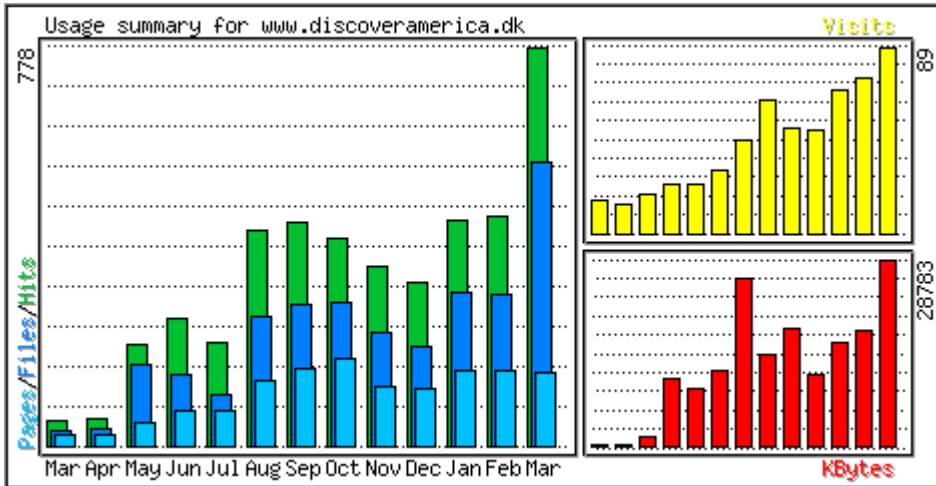
Contact details for Discover America Denmark

Managing Director
 Karin Gert Nielsen
 E: kg@atlanticlink.net

Discover America
 Charlotte Lindhoj
 E: cl@atlanticlink.net

Bank Information
 Danske Bank Acc
 IBAN: DK79 3000
 SWIFT: DABADKKK

[Read more here >>](#)



- Blog
- Newsletters
- Banner adverts
- Workshops
- Travel shows
- Research, reports



US Travel Magazine 2012/2013

- Published by Standby Magazine
- Distributed at all workshops and travel shows in the Nordic Region
- Supported by Discover America Denmark
- Newest edition, September 2012

