



DiscoverAmerica.com



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

Welcome to 2013 and the first newsletter from Discover America Denmark

We started the year with a very successful annual meeting, hosted by tour operator Billetkontoret. The presentation can be downloaded here http://www.discoveramerica.dk/pdf/DADK_Annual%20Meeting_Jan_8th_2013.pdf

We are very pleased by the positive figures for visitation to the US in 2012, keeping our position as the fourth largest European market for traveling to the US. See below for latest arrival figure.

Our highlight this coming spring is the great USA workshop, March 4th, at the Copenhagen Marriott Hotel, with more than 47 exhibitors. We are proud to welcome a delegation of more than 30 people representing US destinations and hotels as well as incoming agents and other important players in the tourism sector. Furthermore, we will have the honor of representatives from the US Travel Association. The workshop is the largest workshop in the Nordic Region, and the delegation is the largest US delegation ever visiting the Nordic Region. Please see the exhibitor list [here](#). If you haven't signed up already, please do it now via our website or by sending an email to kgn@atlanticlink.net.

Another highlight is the annual travel show in Denmark that takes place February 22nd – 24th; the largest travel show in Scandinavia attracting more than 66.000 visitors. For the 10th year in a row, we have organized the Brand USA Pavilion – more than 20 exhibitors have already signed up. For further information, please contact Charlotte Lindholm, cl@atlanticlink.net.

Finally, we wish you all a Happy New Year!

Sincerely,

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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Arrival figures January – July 2012

Total 2011

#1 UK	3.835.300
#2 Germany	1.823.797
#3 France	1.504.182
#4 Nordic Region	1.133.307
# Italy	891.571

Arrivals figure January – July 2012, US Department of Commerce, Office of Travel & Tourism Industries.

Country	January-July 2012	January-July 2011	Difference	Difference in %
DENMARK	165.482	165.025	457	0,3%
SWEDEN	258.184	256.910	1.274	0,5%
NORWAY	166.607	156.854	9.753	6,2%
FINLAND	76.112	72.635	3.477	4,8%
ICELAND	22.622	24.648	-2.026	-8,2%
BALTICS	18.214	16.539	1.675	10,2%
TOTAL	707.221	692.614	14.607	2,1%

Discover America Workshop March 4, 2013

Sign up now!

– And get direct access to more than 200 travel agents and media during a “meet one-on-one” with production manager, decision makers and press followed by a top-tuned 3-hour evening workshop!

Price:

Member of Discover America \$1,000 + VAT

Non-members \$1500 + VAT



**USA Workshop
March 4th 2013**

Come and join the 47 exhibitors who have already signed up:

Air Berlin | Air Canada | Alamo | Air France/KLM/DL | American Airlines | Atmani Wine Country Tours | Avis | British Airways | Central Coast Tourism | CityPass | Copenhagen Wines | Cruise America RV Rentals | Delta Airlines | El Monte RV | Exclusively Hotels | Expedia TAAP | Experience Kissimmee | Greater Miami CVB | Hertz | Icelandair | Hotel Beacon | Iberia | KLM | NYC & Co | North Dakota | Norwegian | PATA Rocky Mountain Holidays | Rocky Mountain International | Royal Caribbean Cruise Line | San Diego Tourism Authority | San Francisco Airport | San Francisco Travel | Santa Monica Convention & Visitors Bureau | SeaWorld Parks & Entertainment | Scandinavian Airlines | Solvang Convention & Visitors Bureau | Sonoma County Tourism | The Beaches of Fort Myers & Sanibel | Travel Nevada | Travel Oregon | Vail Resorts Management Company | Visit California | Visit Denver | Visit Orlando | Virgin Atlantic United Airlines | U.S. Travel Association | Yosemite/Mariposa County Tourism Bureau



You can find all information [here](#)

Mark your 2013 calendar for the big tradeshows in 2013 already now!

Discover America Denmark is planning several other events and is participating in all the major trade shows in Denmark.

Find more information on www.discoveramerica.dk

Lectures by Roald Bergmann

Discover America Denmark sponsors 3 exciting lectures by Roald Bergmann. 1 January 29th in Copenhagen and 2 lectures at Danish Travel Show in Herning in February 2013.

The lectures build around Bergmann's extraordinary road trip through 48 states!

This fall, the United States has been the focus of immense media attention due to the presidential election. As part of the coverage, TV2 Denmark the country's largest TV network has sent Danish reporter Roald Bergmann and his family on an amazing journey 13,000 miles through all 48 contiguous states of the USA in a motorhome.

Roald Bergmann is on a journalistic mission to get under the skin on the American people no matter if they're hipsters in Manhattan, celebrities in Hollywood, lumberjacks in Oregon or students in Dallas. He and his family will drive the roads, see the sights, feel the dreams and struggles, enjoy the food, endure the hands of nature and sleep inside the homes of the common American. 10 times will Roald Bergmann report home to Denmark, both live and with smaller features that he produces and edit himself on the go, to the hugely popular nationwide programs "Good Morning Denmark" (est. 450.000 viewers every weekday) and "Good Evening Denmark" (est. 620.000 viewers every weekday).

These special reports from everyday America far away from the marble floors of Washington D.C. will be aired from different locations each time. The nationwide journey started in New York on September 17 and ends in the same place on January 3, 2013. See the Bergmanns' route on the map (the trip goes counter clockwise around the USA).



Dates for the lectures:

Tuesday January 29th at Tivoli Hotel in Copenhagen

Friday Feb 22nd and Saturday Feb 23rd 2013 at 11:30am in room G3 at the Danish travel Show in Herning

Annual General Meeting January 8, 2013

The Annual General Meeting was held January 8th.

The present Executive Board has all accepted re-election for 2013:

- Jesper Ewald (FDM Travel), Chairman, for a one year term.
- Jesper Klausholm (Billund Lufthavn) Vice Chair, elected for a two year term.
- Jesper Schou (Billetkontoret), Financial adviser, elected for a two year term.
- Annika Liljenberg (Copenhagen Airports), elected for a one year term.
- Michael Jensen (Spies), elected for a two year term.
- Peter Rasmussen (Profil Rejser), elected for a one year term.
- Jens Vestergaard (Air France/KLM/Delta Airlines/Alitalia), elected for a one year term.
- Per Marcussen (BCD Travel), elected for a one year term.
- Lars Thykier (DRF), elected for a two year term.
- Karin Gert Nielsen (Atlantic Link), Managing Director, for a two year term.
- Bjarke Frederiksen (US Embassy), Ex-officio



Picture of the board. Not present is Bjarke Frederiksen, US Embassy and Annika Liljenberg, Copenhagen Airports

You can see the presentation held by Karin Gert Nielsen here:

[http://www.discoveramerica.dk/pdf/DADK Annual%20 Meeting Jan 8th 2013.pdf](http://www.discoveramerica.dk/pdf/DADK%20Annual%20Meeting%20Jan%208th%202013.pdf)

Discover America Denmark initiates educational tour to Hawaii

It is a great pleasure for Discover America Denmark, that meetings with Discover America Denmark, Hawaii Tourism and Air France/KLM/Delta at Pow Wow 2012 has resulted with an educational tour 17-24 April 2013 for Danish production manager to Hawaii.



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:

March 7, 2013

May 13, 2013

June 24, 2013

All you have to do is email text and pictures to Charlotte Lindholm at cl@atlanticlink.net no later than 7 days prior to the distribution dates.

Avis offers Travel Industry discounted rates

Avis offers travel industry discounted rates. Save up to 15% when you book your car in USA and Canada through Avis. See much more [here](#)



Alamo offers Travel Industry discounted rates

Alamo, part of Enterprise Rent a Car, the largest car rental supplier in the USA have re-launched their dedicated website www.alamo.dk/trade where travel industry staff can book discounted car rental in the USA.

The savings offer up to **25% discount on car rental in the USA** from the pay local prices on the Alamo consumer website. The discounted rental prices are available to any person working in the travel industry – tour operators, travel agents, airlines, airports, hotels, tourist boards, transportation companies and other travel and hospitality services. Cars can be booked through a flexible, easy to use on line booking system on www.alamo.dk/trade.



For any questions please contact Paul Stanley - alamo@ourmaninscandinavia.com

El Monte RV targets Scandinavia and appoints new Sales Agents for the region

El Monte RV one of the USA's leading motorhome rental and sales companies are targeting growth out of Denmark, Norway and Sweden for the coming year. With over 1800 motorhomes available for rent at 17 different locations across all major gateways, El Monte is the only USA company offering the largest "A" class motorhomes nationwide along with "Slide Out" and "C class".

They have appointed Our Man In Scandinavia as their General Sales Agent (GSA) to increase their presence and sales activity in the region and they are keen to work closer with both tour operators and travel agents. Paul Stanley, Managing Director of Our Man In Scandinavia commented, " We are delighted to be working with El Monte. They have a quality product, service and operation and we feel there is a huge potential to increase business in the region. The motorhome market is growing and it provides an excellent opportunity for the trade to enhance their earnings and revenue by offering the product to their customers".

El Monte not only have a dedicated trade website but an easy to use on line booking system, and with the additional support of a European sales office in the UK, there is always someone close to hand to service agents and operators at a time to suit them. Operators or agents interested in working with El Monte for USA motorhome rentals in Denmark, Norway or Sweden should contact Paul Stanley at paul@ourmaninscandinavia.com or on + 46 761 841003.



News from San Diego

MAJOR ATTRACTIONS

In summer 2012, the San Diego Zoo Safari Park unveiled a new aerial adventure, Jungle Ropes Safari. Guests can climb and swing through three ropes courses offering more than 30 challenging elements such as rope bridges, ladders and moving platforms. In some sections of the course, guests are suspended more than 30 feet above ground, and two of the courses end in a short zip line ride to the bottom. For more information, visit www.sdzsafaripark.org.



In spring 2013, SeaWorld Parks & Entertainment will open Aquatica San Diego, a SeaWorld-branded waterpark, located in San Diego's Chula Vista neighborhood. Aquatica San Diego will combine waterpark thrills with marine park habitats, allowing guests to interact with animals like dolphins, stingrays and flamingos as they zip down fun-filled water slides. For more information, visit seaworldparks.com/seaworld-sandiego/Aquatica-California.

MAJOR EVENTS

The peak of San Diego's whale watching season occurs December through April when majestic California gray whales make their annual migration from the Arctic waters to the warm lagoons in the Gulf of California for breeding. These "peaceful giants of the sea" come within miles of San Diego's coastline and can be viewed on daily whale watching excursions and from Cabrillo National Monument on Point Loma. For more information, visit www.sandiego.org.

During February through April, the Anza-Borrego Desert State Park in San Diego's East County turns into a wonderland of color when the spring wildflowers bloom. This annual occurrence depends on the amount of winter rainfall. For more information, visit www.parks.ca.gov.

In 2015, Balboa Park, often referred to as the "Smithsonian of the West" for its vast cultural offerings, will celebrate the 100th anniversary of the Panama-California Exposition of 1915, which initially developed the park's stunning gardens and striking Spanish Colonial Revival architecture. Edge 2015, a year-long festival, will highlight the region's history, both past and future, through the lenses of art, commerce, culture and technology. For more information, visit www.edge2015.com.

NOTABLE HOTEL RENOVATIONS

In October 2012, the luxurious 49-suite Rancho Valencia Resort & Spa re-opened in San Diego's exclusive Rancho Santa Fe neighborhood after undergoing a \$30 million property-wide transformation. The major re-design includes guestroom villas, public areas and meeting and event spaces, and the resort's spa and restaurant also underwent significant restructuring. Rancho Valencia also offers a variety of new and unique on-property programs including yoga and exercise physiology sessions at a new yoga pavilion and fitness center. For more information, visit www.ranchovalencia.com.

OUTDOOR ACTIVITIES

In July 2012, Tsunami Skydivers, a new skydiving center, opened in Oceanside in San Diego's North County. Operating out of the Oceanside Airport, the thrill-seeking adventure company takes guests 12,500 feet above sea level to experience an exhilarating drop and a one-of-a-kind aerial view of San Diego's picturesque coastline. For more information, visit www.tsunamiskydivers.com.

VISUAL ARTS AND MUSEUMS

In December 2012, the USS Midway Museum added additional languages to their self-guided audio tour to meet the needs of increasing international visitors to the museum. The audio tour, narrated by former Midway sailors and included with every admission, will be available in French, German and Mandarin; it is currently offered in English, Spanish and Japanese. For more information, visit www.midway.org.

Now through June 2013, the Maritime Museum of San Diego is displaying a new historical art exhibit to commemorate the 200th anniversary of the War of 1812. The exhibit uncovers important historical facts and events that had major impacts on the United States' later westward expansion across the continent. For more information, visit www.sdmaritime.org.

Member overview

We are proud to announce that we now have surpassed 100 members in Discover America Denmark! And we welcome Norwegian and Experience Kissimmee as the newest member.

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.

Nordic activity calendar 2013

The calendar can also be found [here](#)

2013				
Discover America Denmark	Trade & Media member meeting	Copenhagen, Denmark	January 29 th , 2013	With lectures by Roald Bergmann.
Discover America Sweden	Mini Trade Fair / workshop	Stockholm, Sweden Operaterassen/ Operakällaren	February 5 th , 2013	organized by Discover America Sweden, www.discoveramerica.se
Mid-Atlantic	Trade	Reykjavik, Iceland	February 7 th – 10 th , 2013	http://midatlantic.icelandair.com/
The Danish Travel Show – Ferie for Alle	Trade & consumer show	Herning, Denmark	February 22 nd – 24 th 2013	66,300 visitors Discover America DK is host for the Brand USA Pavillion
Swansons Long Haul day	Consumer/Media	Osby, Sweden	March 2 nd 2013	1000+ consumers visit Fort Swanson for a full day trave show
Discover America Denmark	Workshop	Copenhagen, Denmark	March 4 th 2013	47 exhibitors and +200 travel agents & media. Find more info here
ITB	Trade & consumer show	Berlin	March 6 th – 10 th 2013	
TUR	Trade & consumer show	Goteborg Sweden	March 21 st – 24 th , 2013	USA Pavilion organized by Discover America Sweden
IMEX	Meeting & Events	Berlin, Germany	May 21 st – 23 rd 2013	http://www.imex-frankfurt.com/diary.php
Discover America Sweden	Golf Event	Arlandastan Golf, Sweden	June 4 th , 2013	organized by Discover America Sweden, www.discoveramerica.se
Pow Wow		Las Vegas	June 8 th – 12 th 2013	
Discover America Sweden	Trade	Malmö, Sweden	September 26 th , 2013	organized by Discover America Sweden, www.discoveramerica.se
Long Haul workshop	Trade & Media	Copenhagen & Billund Denmark	October 30 th and 31 st 2013	Organized by PATA and Discover America Denmark, www.discoveramerica.dk
Discover America Sweden	Workshop	Gotenburg, Sweden	November 20 th , 2013	organized by Discover America Sweden, www.discoveramerica.se
Discover America Sweden	Thanksgiving	Stockholm, Sweden	November 27 th , 2013	organized by Discover America Sweden, www.discoveramerica.se