

NEWSLETTER DISCOVER AMERICA DENMARK – SEPTEMBER 2011

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

Dear members,

I'm really excited about all the recent developments – from new blogs and travel routes, to potential favorable changes in the US visa system – all of which you can read in the newsletter to follow. Despite turbulent times in recent years, the Discover America brand just keeps gaining momentum. We welcome the new press, travel agents and suppliers joining the team, and are pleased to announce several new events in the calendar.

Looking forward to seeing you all soon!

Best regards,

Karin Gert Nielsen
Managing Director

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Welcome to Discover America Denmark's blog

We are very proud to announce that we now have a blog on our website. To create more awareness about Discover America, we have asked travel journalist Henrik Lange to be moderator on the blog. Henrik Lange is editor of the website Highways-USA.com, where he since 2005 has facilitated the independent travel inspiration for Danes who are planning travel to the U.S. You find the blog [here](#)

News from Office of Travel & Tourism Industries (OTTI)

International visitation up 3 percent in May 2011

The U.S. Department of Commerce today announced that 5.2 million international visitors traveled to the United States in May 2011, a three percent increase over May 2010. For the first five months of 2011, visitation (23.7 million) was up five percent compared to the same period in 2010.

Access to OTTI Data

Manufacturing and Services' Office of Travel and Tourism Industries (OTTI) collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System. OTTI produces visitation data tables, including a more detailed region, country and port analyses. To access these data, you are encouraged to visit the OTTI monthly arrivals page at www.tinet.ita.doc.gov/view/m-2011-I-001/index.html

Discover America – 2011 USA Travel Guide online version

Find free online version of Discover America 2011 USA Travel Guide here <http://viewer.zmags.com/publication/12ab88ec>

Icelandair to launch service to Denver International Airport

Icelandair will begin year-round, nonstop service to Denver in May 2012. Icelandair is the first new carrier to initiate transatlantic service at DIA in more than 10 years. See press release [here](#)

The attached photo is from the press conference announcing the new service from Reykjavik.

Icelandair will start the service Monday, Wednesday, Friday and Sunday to and from Reykjavik.



Discover America Denmark logo free use for all members

All members of Discover America Denmark are welcome to download logo for use at website.

If interested please send a mail to Charlotte Lindholm cl@atlanticlink.net.



Mid Atlantic Seminar 2012

Dear Travel Partner,
Icelandair is pleased to invite you to participate in the 20th annual Mid-Atlantic Seminar & Trade Show 2012. This year will see many improvements in the program and scheduling, as we work to make every year better than the last.

If you have additional questions or need any further assistance, please contact Icelandair Sales Support at salesupport@icelandair.is
Please be sure to pre register before December 1, 2011 at www.icelandair.com/midatlantic



Florida success for Spies

Spies have recently noticed a tremendous surge of interest in travel to Florida. Whilst the dollar stays below 5,5 DKK and the States remains ever attractive, more and more Danish eyes are drawn towards Florida looking for a different experience from Miami Beach or Fort Lauderdale.

Among other things, Spies have introduced a number of destinations in the Gulf of Mexico which offers some of Florida's best beaches. These include the delightful Clearwater Beach, where sandy beaches are complemented by deep sea fishing and shopping in the Clearwater Mall. And in October, Florida will see the opening of a brand new Legoland leisure park.

US administration to address lengthy visa waits

Security measures adopted to vet foreign visitors since 9/11 have had the side effect of discouraging tourism to the U.S., curbing job growth in the hospitality industries.

Travel industry representatives say the government created more cumbersome entry procedures for visitors, such as protracted waits for tourist visas to enter the U.S., and a perception abroad that the country is less welcoming of foreign visitors. U.S. officials say they want to increase the flow of visitors, but they are constrained by the volume of visa requests and security concerns.

Global long-haul travel—outside a country's region—increased 40% between 2000 and 2010, according to an analysis of Commerce Department data by the U.S. Travel Association, an industry trade group. But the U.S. share of that travel fell from 17% to 12% during the period.

As a consequence Obama Administration now aims to speed up the processes slowed by security measures.

Upcoming events in Discover America Denmark

Eventdagen	Trade/Media	Copenhagen, Denmark	October 13 th 2011	Arranged by Kursuslex Denmark, MICE
Discover America Finland	Trade/Media	Helsinki, Finland	October 20 th 2011	80 travel agents and media
Workshop, Vagabond, PATA, Discover America	Trade/media	Copenhagen Denmark	October 21 st 2011	Day before Luxury fair at the fairground 15 – 17.00
Luxury Show, Øksnehallen	Consumer	Copenhagen	October 22 nd – 23 rd 2011	Luxury travel fair, 15,000 visitors
Discover America Sweden	Trade/media	Stockholm, Sweden	October 31 st 2011	80 travel agents and media
Long Haul workshop	Workshop	Denmark, Copenhagen and Billund	November 2 nd - 3 rd 2011	500 travel agents and media in co-op with PATA
Discover America Finland	Trade/media	Helsinki, Finland	January 18 th 2012	80 travel agents and media
Matka/Helsinki	Trade & consumer show	Helsinki, Finland	January 19-22 2012	80.000 visitors
FERIE 2012	Trade & consumer show	Copenhagen, Denmark	January 19-22 2012	30,000 visitors
Visit Orlando road show	Trade/Media	Oslo, Stockholm, Copenhagen	February 6 th – 9 th 2012	Organized by Discover America and Visit Orlando
FERIE FOR ALLE	Trade & consumer show	Herning, Denmark	February 24 th – 26 th 2012	60,000 visitors
Discover America Sweden	Workshop	Stockholm	February 28, 2012	
Discover America Norway	Trade/Media	Oslo/ Norway	March 1 st 2012	Workshop
Reiseliv Norway	Trade & consumer show	Oslo, Norway	March 2 nd – 4 th 2012	30.000 visitors
Swansons Consumer show	Consumer	Swansons, Sweden	March 3 rd 2012	1,000 guest visit Fort Swansons
Discover America Denmark	Workshop	Copenhagen, Denmark	March 5 th 2012	100 travel agents
ITB	Trade & consumer show	Berlin	March 7 th – 11 th 2012	
TUR	Trade & consumer show	Goteborg Sweden	March 23-25. 2012	
Pow Wow	Trade/Media	Los Angeles	April 21st – 25th 2012	

Discover America Denmark welcomes new members

Members DK/Travel Agents:

Jysk Rejsebureau
 Team Bennis
 Top Tours
 USATours.dk

www.jysk-rejsebureau.dk
www.team-bennis.com
www.toptours.dk
www.usatours.dk

Media:

Vadmand Kommunikation
Highways portalerne
rejsefilm.dk

www.vadmand.dk
www.highways.dk
www.rejsefilm.dk

Members DK/Suppliers:

British Airways

www.ba.com

Find information on membership [here](#), all new members can sign up by mail to cl@atlanticlink.net

For more information:

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