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News form Karin Gert Nielsen, Managing Director Discover America Denmark

The Danish division of Discover America has been re launched with significant innovations. A new board of executives is pursuing new goals and initiatives to promote tourism to the U.S., in line with the long-term aims of the 30+ members of Discover America. Karin Gert Nielsen says: "With the new Discover America *Denmark*, we have assembled the industry's best people to ensure that the U.S. is the central focus of the Danish travel industry. Our aim is to show the opportunities, the beauty, the contrasts, the unique experiences afforded by this great country. We now have a very strong board, covering the Airline industry, airports, Tour Operators, Travel Agents and Corporate and MICE segments. We already have a number of new initiatives lined up: workshops, presentations, road shows, social events and member meetings. Activity plan for 2011/2012 for Discover America Nordic is listed below.

The board of the new Discover America *Denmark* consists of:

- Discover America Denmark, Managing Director, Karin Gert Nielsen, CEO Atlantic Link.
- Chairman, Jesper Ewald, Head of Product and Purchasing Department, FDM Travel.
- Vice Chair, Jesper Klausholm, Marketing Manager, Billund Airport.
- Lars Thykier, Managing Director Danish Travel Agency Association
- Peter Strandby, U.S. Commercial Service, U.S. Embassy, Denmark
- Jens Vestergaard, Sales Manager Air France/Delta Airlines/KLM
- Per Marcussen, Director Nordic, BCD Travel
- Carsten Nørland, VP Copenhagen Airports
- Peter Rasmussen, Managing Director, Profil Rejser
- Jesper Schou, Managing Director, Billetkontoret
- Michael Jensen, Production Manager, Spies

The Board has set high standards for itself to work very hard for more members and more tourism to the U.S.



*Michael Jensen, Jesper Schou, Peter Rasmussen, Lars Thykier, Peter Strandby
Carsten Nørland, Jesper Klausholm, Karin Gert Nielsen, Jesper Ewald*

News from Pow Wow 2011

San Francisco went out of their way to showcase the city and California as a destination on it's best. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. At International Pow Wow, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips

Discover America Nordic had their annual reception on the opening night at Kimpton Arganout Hotel at Fishermans Wharf, sponsored by Kimpton Hotels. 60+ delegates from Denmark, Norway, Sweden, Finland and the Baltic's opened the Pow Wow evening together with the American members.



From left Chair Norway Widar Jensen, Chair Sweden Pamela Clark, Managing Director Denmark, Karin Gert Nielsen, Chair Denmark Jesper Ewald

Danish tradeshows 2012

The interest has been overwhelming and the numbers of visitors is growing every year. In 2012 we will again be supporting "Vacation for everybody 2012" in Herning, dates are February 24th – 26th 2012. This show is the largest consumer show in Scandinavia, with 66.000 visitors in 2011. Discover America Denmark will take an active part in this and again in 2012, and will together with PATA Chapter Denmark have our own hall exclusively for long haul destinations, suppliers and travel trade. More information can be found [here](#).

For information or questions please do not hesitate to contact Karin Gert Nielsen, kgn@atlanticlink.net

Special Offers for Travel Agents:

At Pow Wow **Visit Orlando** launched 'Global Hospitality Days program'. This is a program for the travel industry that offer discounts to various hotels, attractions and shopping during the period August 15 - September 30, 2011.

The information is on the web site www.visitorlando.com/hospitality/

Website

Please take a look at www.discoveramerica.dk – please send us your newsletter and other info and we will upload accordingly

Upcoming events in Discover America Denmark

Discover America Denmark event	Member meeting	Copenhagen, Denmark	June 16 th 2011	Open for all
Discover America Nordic	Board meeting	Stockholm, Sweden	June 20 th 2011	Board only
Discover America Norway	Trade/Media	Oslo, Norway	July 1 st 2011	Trade only, 4 th of July celebration
Discover America Denmark & NYC & Co	Trade/media	Copenhagen, Denmark	September 27 th 2011	In coop with NYC & Co
Eventdagen	Trade/Media	Copenhagen, Denmark	October 13 th 2011	Arranged by Kursuslex Denmark, MICE
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
Long Haul workshop	Workshop	Denmark	November 2 nd - 3 rd 2011	500 travel agents and media in co-op with PATA
Matka/Helsinki	Trade & consumer show	Helsinki, Finland	January 19-22 2012	
Visit Florida road show	Trade/Media	Oslo, Stockholm, Copenhagen	February 6 th – 9 th 2012	Organized by Discover America and Visit Florida
FERIE 2012	Trade & consumer show	Copenhagen, Denmark	Feb 10 th – 12 th 2012	30,000 visitors
FERIE FOR ALLE	Trade & consumer show	Herning, Denmark	February 24 th – 26 th 2012	60,000 visitors
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	
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	

All information can also be found at the [website](#)

Discover America **Denmark** welcome new members

Members DK/Travel Agents:

Albatros Travel	www.albatros-travel.dk
BCD Travel	www.bcdtravel.dk
Billetkontoret	www.billetkontoret.dk
DSB Tours	www.dsb-tours.dk
FDM Travel	www.fdm-travel.dk
Fly Away	www.fly-away.dk
Holstebro RejseCenter	www.holstebrorejsecenter.dk
InterTravel	www.intertravel.dk
MyPlanet	www.myplanet.dk
Peacock Travel	www.peacock-travel.dk
Profil Rejser	www.profilrejser.dk
Risskov Travel Partner	www.risskov.com
Spies	www.spies.dk
Svane Rejser	www.svane-rejser.dk
Unitas	www.unitas.dk
USA Rejser	www.usarejser.dk

Members DK/Suppliers:

Air France/KLM/Delta Airlines	www.airfrance.dk www.klm.com/dk www.delta.com
Alaska Airlines	www.alaskaair.com
BellaCenter	www.bellacenter.dk
Billund Lufthavn	www.bll.dk
Continental Airlines	www.coair.com
CPH Lufthavne	www.cph.dk
Cruise America	www.cruiseamerica.com
Danmark Rejsebureau Forening	www.drf.dk
Hertz	www.hertzd.dk
Icelandair	www.icelandair.dk
Messecenter Herning	www.mch.dk
Scandinavia Airlines	www.sas.dk
Travelbroker Nordic	www.travelbroker.dk

Members DK/US Suppliers:

Amtrak	www.amtrak.com
CityPass	www.citypass.com
Palm Springs Desert Resort	www.PalmSpringsUSA.com
Tropicana Las Vegas	www.troplv.com
Visit Denver	www.visitdenver.com

Members Discover America Nordic

Alamo	www.alamo.dk
Avis Rent a Car	www.avis.com
California Tourism Scandinavia & Finland	www.visitcalifornia.com
EuroUSA	www.eurousatavel.com
Explore Minnesota Tourism	www.exploreminnesota.com
Florida Keys & Key West	www.fla-keys.com
Greater Fort Lauderdale CVB	www.sunny.org
Las Vegas	www.lasvegas.com
Mall of America	www.mallofamerica.com
New York & Co	www.nycgo.com
North Dakota Department of Tourism	www.ndtourism.com
Orlando/Orange County CVB	www.orlandocvb.com
Royal Caribbean Cruise Line	www.rccl.com
Sea World	www.seaworld.com
Silver Sea Cruises	www.silversea.com
St. Petersburg Clearwater	www.visitstpeteclearwater.com
The Beaches of Fort Meyers & Sanibel	www.fortmyers-sanibel.com
Visit Florida	www.visitflorida.org
Wellington Hotel	www.wellingtonhotel.com
U.S. Virgin Islands	www.danskestindiskeoer.dk

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

For more information:

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Best regards

Karin Gert Nielsen

Managing Director



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