

NEWSLETTER DISCOVER AMERICA DENMARK – MAY 2011

To all existing members and new members of Discover America Denmark, and Discover America Nordic

Discover America revamps Danish division

The Danish division of Discover America is being relaunched with significant innovations. A new board of executives are 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. The new Managing Director, 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 both the Airline industry, airports, Tour Operators, Travel Agents, Corporate and MICE. We already have a number of new initiatives lined up: workshops, presentations, road shows, social events and member meetings.

Already on June 22nd at 5.30PM at Billetkontoret in Copenhagen we have a member meeting

(Please find activity plan 2011/2012 for Discover America Nordic below)

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

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.



Advisory Board

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

Quick facts Nordic Region (Denmark, Sweden, Norway, Finland)

International Arrivals to U.S. 2010, versus % of total population

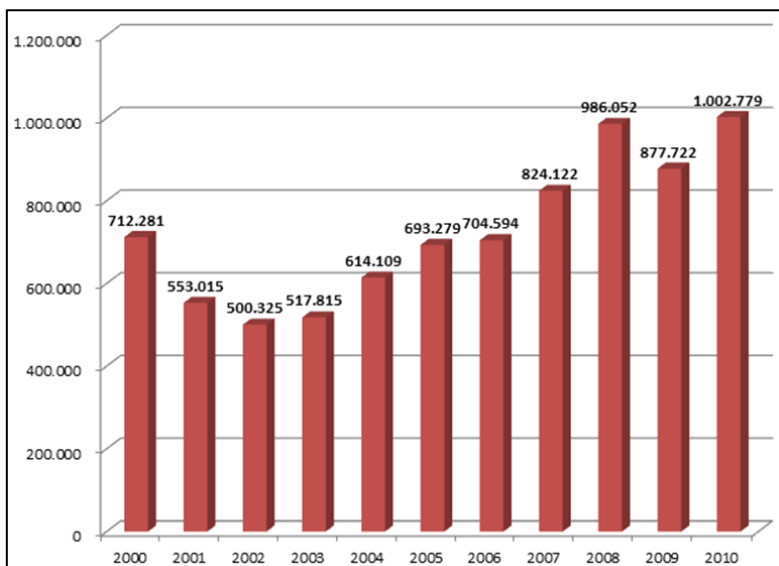
Country	International Arrivals	Population/ % Travel to U.S.
United Kingdom	3,889,167	59,647,790/ 6.52 %
Germany	1,686,825	83,029,536/2.03 %
France	1,300,000	59,551,227/2.02 %
Nordic Region	1,002,779	24,484,997/4.09 %
Italy	753,310	57,679,825/1.31 %

International arrivals from Nordic to U.S. 2010

Sweden	371,853	+ 15%
Denmark	258,788	+ 5%
Norway	221,145	+14%
Finland	111,840	-2%
Iceland	39,153	+37%
Total	1,002,779	
2009	906,248	

25% is Business Travelers
 50% is Leisure Travelers
 25% other, visiting friends & family, students etc.

Latest Arrival Figures - From Nordic Region to U.S. total 2000 - 2010



Length of stay & daily spending per visitor per day

Nordic leisure visitors	17.5 nights
Per visitor per trip/day spending in U.S.	\$ 1,890/\$108
France – 8.6 nights	\$ 929/\$108
UK – 9.5 nights	\$ 1,007/\$106
Germany – 12.2 nights	\$ 1,000/\$ 82

Average for all visitors (leisure) was 11,7 nights, total spending per visitor \$1,205 (\$103 per day)

Airline update:

Eight (8) airlines will be operating 165 weekly departures between Scandinavia and U.S. from summer 2011, the largest ever counted - 17 different routes in total. SAS will have 35 departures.

Airlines between the Nordic Region and U.S. via their respective hubs:

- | | |
|---------------------|----------------------------|
| ▪ American Airlines | ▪ SAS |
| ▪ Continental | ▪ U.S. Airways, Air Canada |
| ▪ Delta Air Lines | ▪ British Airways |
| ▪ Finnair | ▪ KLM |
| ▪ Icelandair | ▪ Air France |
| ▪ Iceland Express | ▪ Lufthansa |

Important news from 2011:

- BA via London to **SAN DIEGO**, from Summer 2011
- KLM via Amsterdam to **MIAMI** 2011

Unserviced routes from/to Copenhagen Airport 2010, top 25 routes, USA destinations listed:

Nr	Airport	PAX
1	LAX Los Angeles	68,812
2	SFO San Francisco	60,190
3	MIA Miami	56,806
7	MCO Orlando	33,222
9	BOS Boston	33,069
23	SEA Seattle	19,559

Market Overview



The Nordic countries have great potential, with six weeks paid vacation and a high spending average (\$1,890) per visitor stay. This market is expected to grow in 2011 by 6.5%. The region is the fourth largest market for inbound travel to the U.S. overall, counting for 1 million visitors in 2010. Compared to other markets, the region has the second highest percentage of the entire population traveling to the U.S. 4,09 % out of a population of 25 million. The United Kingdom is number one. Scandinavians stay longer and spend more, as vacations are a very high priority. Scandinavians are among the most mature travelers in the world, and have the highest frequency of Internet users in Europe – 83% of the total population. Surrounded by eight capitals, Copenhagen is the largest airport in Northern Europe, with 102 international routes. New targets are Miami and NY, direct flights will benefit the Scandinavian region immediately.

Copenhagen and the Southern Swedish Region (4 million people; 40% of the entire Swedish population) combined is the most densely populated area in Scandinavia. The Copenhagen area is the region in Scandinavia in which most global corporations place their headquarters. Nineteen of the world's largest corporations have placed their Scandinavian/Northern European headquarters in, or around Copenhagen, whereas Stockholm (ARN), the second-most popular location in Scandinavia, has seven of the world's largest corporations in its area. Many major international pharmaceutical, chemical biotech, IT, and telecommunications companies call this region home. Companies with headquarters within the Copenhagen catchments area include, but are not limited to; AP Moller Maersk, LEGO, Microsoft, Pfizer, Intel, American International Group, GlaxoSmithKline, Coca Cola, Novartis, Nestle, Eli Lilly, Dell Computers, ENI, Texas Instruments, Ericsson, Nokia, Vestas, L'Oreal, Sony, Walt Disney, Daimler Chrysler, HP, Toyota and Total Elf Finans, Danske Bank and Saxo Bank, Novo Nordisk, Lundbeck, IKEA and many more. The Copenhagen and Southern Swedish area consider Copenhagen Airport as their point of origin. This market in particular has a potential for a significant growth.

Fortune 500 companies located in Scandinavia & Finland:

# 74 Statoil, Stavanger, Norway	# 301 LM Ericsson, Stockholm, Sweden
# 120 Nokia, Espoo, Finland	# 303 Vattenfall, Stockholm, Sweden
# 147 AP Møller Maersk, Copenhagen, Denmark	# 409 Nordea, Stockholm, Sweden
# 235 Danske Bank, Copenhagen, Denmark	# 476 Skanska, Solna, Sweden
# 278 Volvo, Gothenburg, Sweden	

Become a member of the new Discover America *Denmark* or Discover America Nordic:

Member fee structure

We will give 50% discount for 2011, for sign-ups before June 1st 2011

Member fee June 1st – December 31st 2011

Travel Agencies	DKK 1,000
Scand. Suppliers	DKK 1,500
U.S. Suppliers	\$ 250
Individual persons	DKK 300

Member fee January 1st 2012 – December 31st 2012

Travel Agencies	DKK 2,000
Scand. Suppliers	DKK 3,000
U.S. Suppliers	\$ 500
Individual persons	DKK 300

Nordic membership costs \$ 1,200 annually and provides access to the Discover America's arrangements in Denmark, Norway, Sweden and Finland

Activity plan 2011/2012 for Discover America Nordic

Discover America Baltic's	Tradeshaw/ Workshop	Estonia, Tallinn	May 19 th 2011	100 travel agents, table top workshop.
Pow Wow	Trade Show	San Francisco	May 21 st - 25 th 2011	
Discover America Sweden	Spring event	Stockholm	May 31st 2011	100 travel agents
Discover America Finland	Trade workshop	Helsinki, Finland	June 15 th 2011	150 res agents, table top
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
Workshop, Jutland Denmark	Workshop	Aarhus, Denmark	August 18 th 2011	150 travel agents and Media
Discover America Denmark	Board meeting	Copenhagen, Denmark	August 29 th 2011	
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
Thanksgiving celebration	Trade & media	Copenhagen, Denmark	November 10 th 2011	300 travel agents
Matka/Helsinki	Trade & consumer show	Helsinki, Finland	January 19-22 2012	
Visit Florida road show	Trade/Meida	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
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	

For more information:

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c/o

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