

IAC Norway

Leif Eddy Iversen

International Sales & Marketing Director

Avis Budget EMEA

IAC Norway



- The Norwegian IAC Board

- Leif Eddy Iversen Chair Avis Budget EMEA
- Widar Jensen Vice Chair Discover America Norway
- Ellen Stebekk Board RCL Cruises
- Tom Grundstad Board United
- Britt Hestenes Board FCS, Embassy of the United States of America.

IAC Norway

- Key Objective and Goals
 - To get the best qualified delegates to attend IPW
 - To assist and support the delegates
 - Market update (Sell Norway to U.S. Suppliers)
 - Various Media activities
 - Media Market place
 - Media Brunch
 - Post Fam Tours
 - Our goal is to get:
 - 12 Leisure Buyers
 - 5 MICE Buyers
 - 8 International Journalists/ Press
 - + Others
 - Norwegian Pre Pow Wow Fam Trip



IAC Norway

- Former attendees from Norway
 - Nordmanns-Reiser
 - USA Spesialisten
 - Via Tours
 - Via Travel
 - American Holidays
 - www.route66usa.info
 - CIC Gruppe og Spesialreiser
 - Groups-USA
 - Reiselyst
 - Concierge Masters
 - Heitmann Travel
 - Caravelle-Tours
 - Sabra Tours
 - WonderCruises
 - SAS Ferie & Fritid
 - America Tours
 - First Choice Tours
 - US Travel



Brand USA Inc



DiscoverAmerica.com

The United States of awesome possibilities is welcoming Everyone

Welcome by:

Karin Gert Nielsen

PR & Marketing, Meetings & Incentive program, Scandinavia and Finland of International
Pow Wow, U.S. Travel Association

Introducing:

Michael Martin,

International Marketing Manager, U.S. Travel Association, Washington, D.C

Britt Hestenes

Commercial Specialist, Embassy of the United States of America

Leif Eddy Iversen

IAC Chair for Norway & Int. Sales & Marketing Director Nordic Outbound Leisure Avis

Widar Jensen

Chairman Discover America Norway

Special thanks to our sponsor of this event

Malcolm E Aldcroft, European Sales Manager, Virgin Atlantic

Brand USA Inc



DiscoverAmerica.com

The United States of awesome possibilities is welcoming Everyone

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



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

USA voted the #1 travel destination at the
Danish Travel Awards 2011 &
Swedish Grand Travel Awards 2012



Arrivals to Asia Pacific 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 – Scandinavia & Finland

International 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%

Facts & Figures – Scandinavia & Finland

International arrivals to US, 2011, comparison

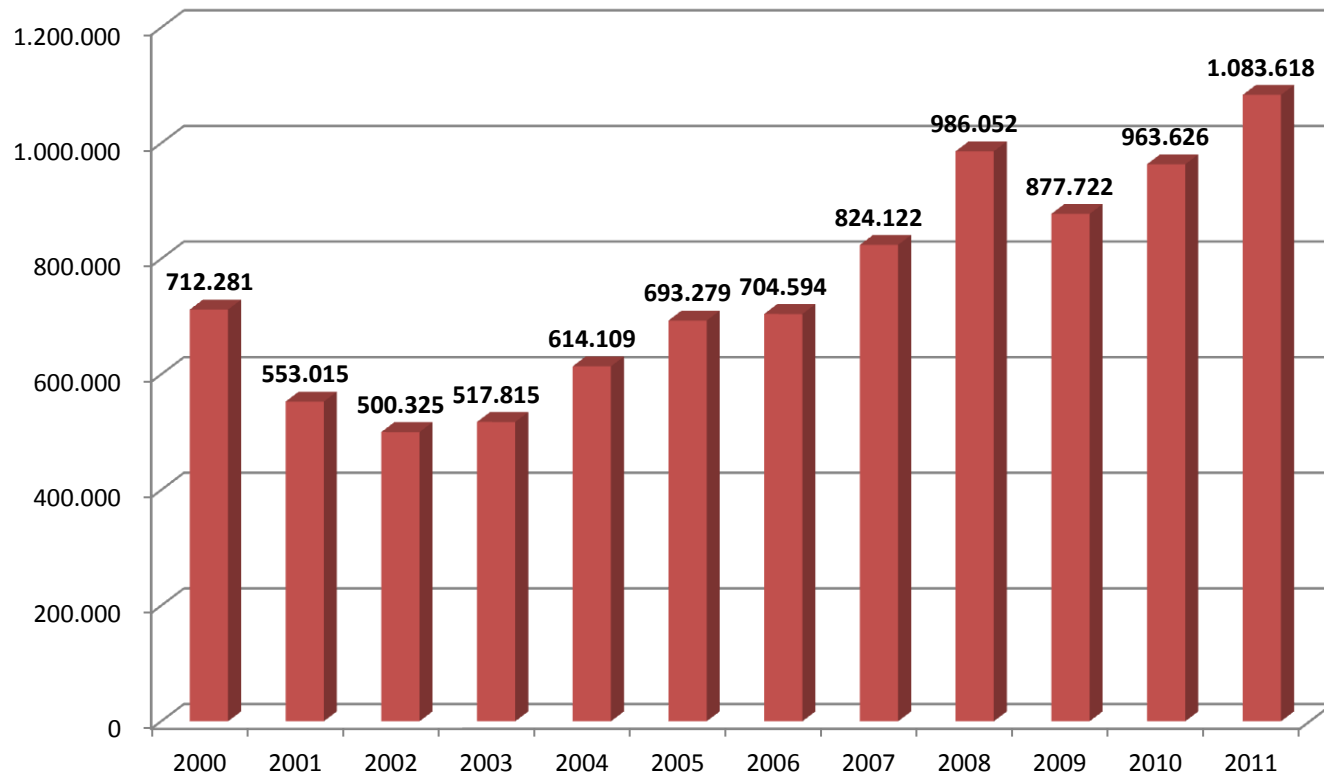
Country	Arrivals	Population	% Travel to US
United Kingdom	3.835.300	59.647.790	6,4%
Germany	1.823.797	83.029.536	2,2%
France	1.504.182	59.551.227	2,5%
Nordic Region, incl Iceland and Baltics	1.161.953	24.484.997	4,7%
Italy	891.571	57.679.825	1,5%

Facts & Figures – Scandinavia & Finland

Top Ten, International countries of arrivals to US

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

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



NB: Excl Iceland and Baltics

Facts & Figures – Scandinavia & Finland

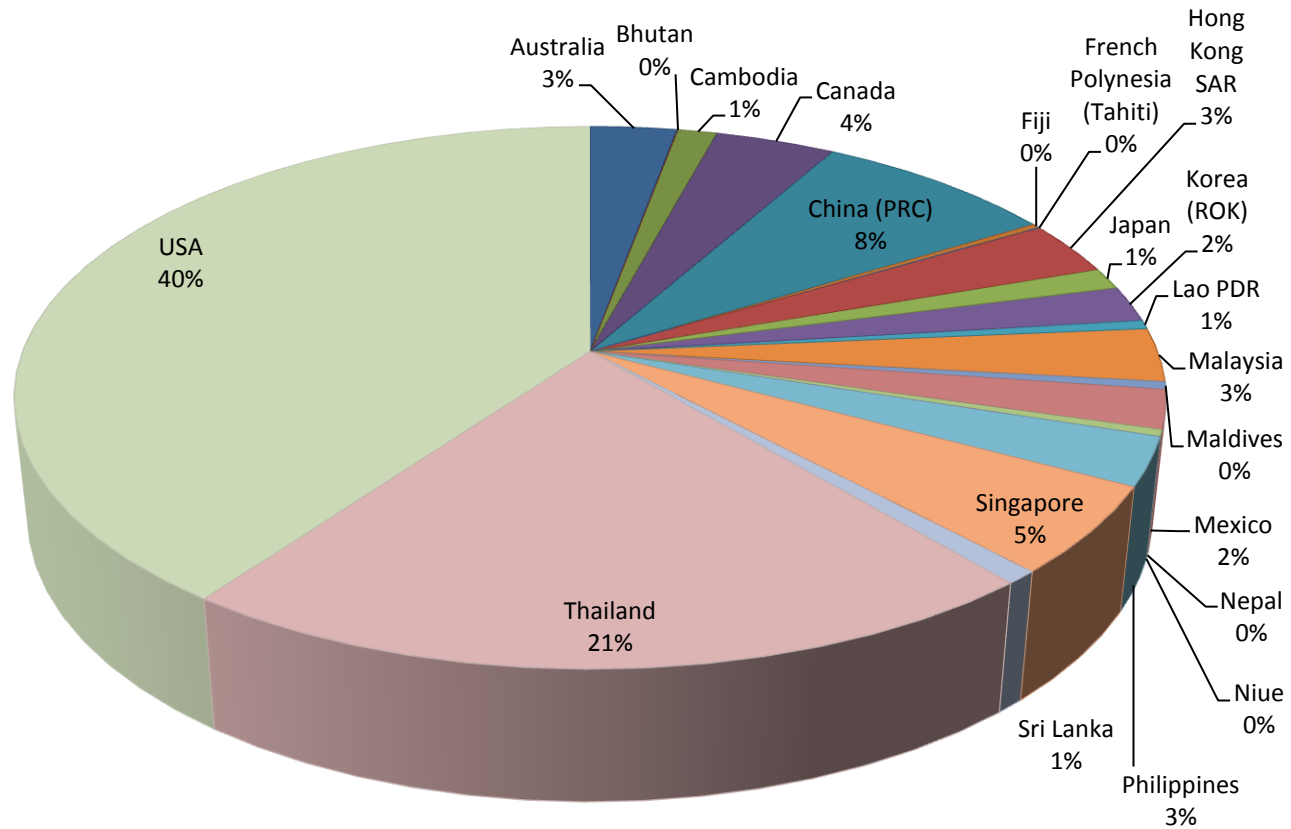
Length of stay & daily spending per visitor per day

Nordic leisure visitors 16,5 nights
Per visitor per trip/day spending in US \$ 1.890

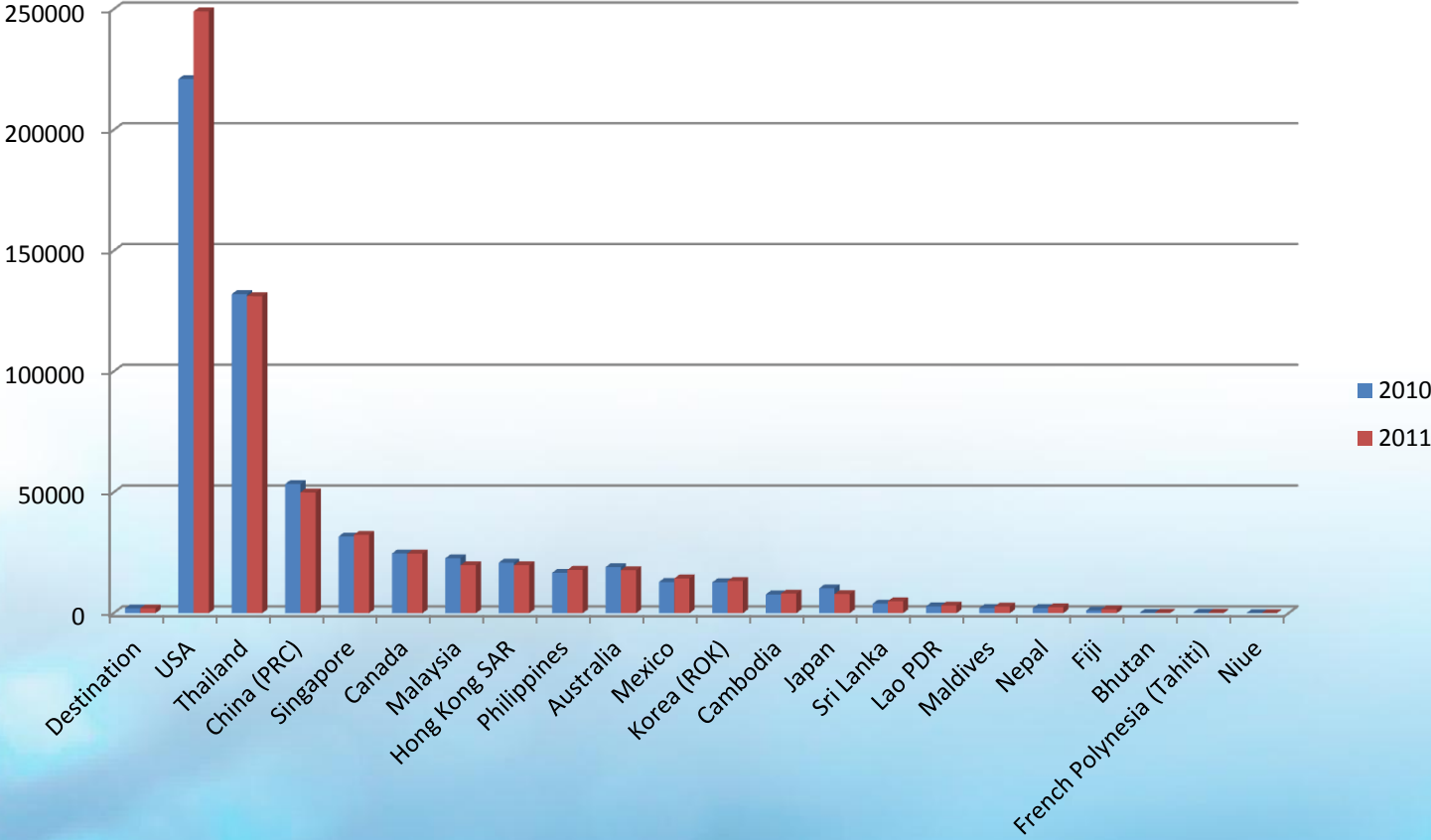
France	10,5 nights	\$ 819
UK	10,4 nights	\$ 1.071
Germany	9,4 nights	\$ 837

Average for all visitors (leisure) was 11,7 nights, total spending per visitor \$1.205 (\$103 per day)

Arrivals from Norway to Asia Pacific 2011



Arrivals 2010 vs 2011 from Norway to Asia Pacific



Airline update

Sixteen (16) airlines will be operating 170 weekly departures between Scandinavia and US in 2013, the largest 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 Brussel
- 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

For more information, check out the Discover America website
www.discoveramerica.no

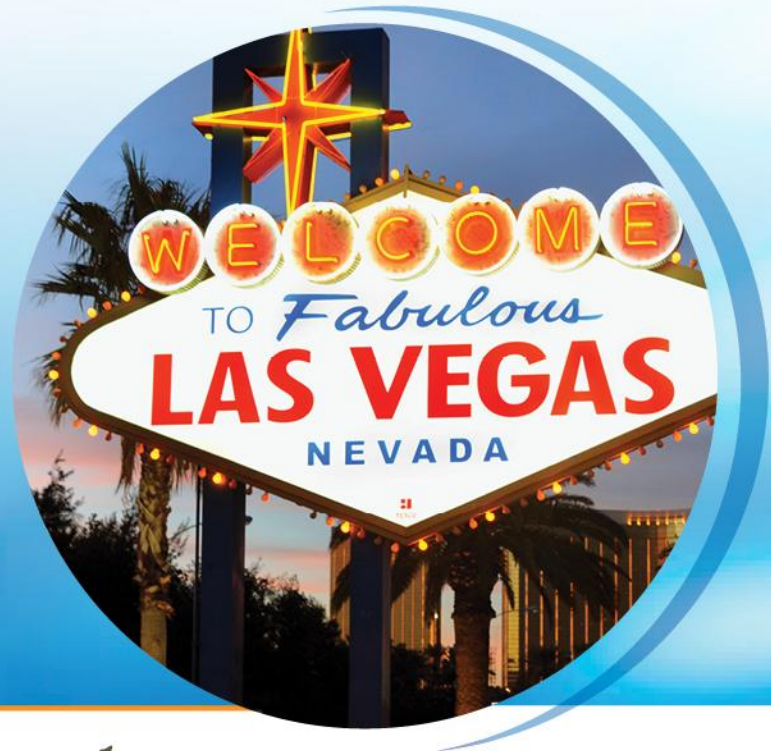
Other information
Office of Travel & Tourism Industries (OTTI)
www.tinet.ita.doc.gov

www.discoveramerica.com

ipw

LAS VEGAS
INTERNATIONAL
POWWOW

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



 Discover
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.com
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TravelNevada.com

Partners in Travel



Michael Martin

International Marketing Manager
U.S. Travel Association
Washington, D.C.

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

MICE Buyer registration includes:

- Complimentary registration for first time MICE attendee
- Complimentary lodging at assigned host hotel June 8-12
- Special venue tours of Las Vegas
- Up to 44 pre-scheduled appointments

MICE Buyer registration includes:

- 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



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

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

Press registration includes:

- 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!

LOGIN help

2013 Registration

Register Now I'm New to Pow Wow

I'm Registering as a...
U.S. Supplier

CONTINUE

Questions?
[Read our Registration FAQs](#)



U.S. Supplier registration for 2013 is now open!
Sign up now for IPW 2013, June 8-12 in Las Vegas, Nevada.

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...](#)

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IPW.com

Hope to see you in Las Vegas!

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