

Karin Gert Nielsen
Managing Director Discover America DK
November 25th 2011



DiscoverAmerica.com



USA bedste turistland, Danish Travel Award Thailand # 2



Arrivals to Asia Pacific destination 2009 vs 2010			
Country of Residence	Number of Arrivals 2009	Number of Arrivals 2010	Change vs 2009
Denmark	467.734	481.288	2,9%
Finland	406.234	376.439	-7,3%
Norway	380.127	405.063	6,6%
Sweden	831.949	853.297	2,6%
Total	2.086.044	2.116.087	1,4%



Facts & Figures – Scandinavia & Finland

International arrivals to US, 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	



Facts & Figures – Scandinavia & Finland

International arrivals to US, 2010

Country	International Arrivals	Population/ % Travel to US
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 %



Facts & Figures – Scandinavia & Finland

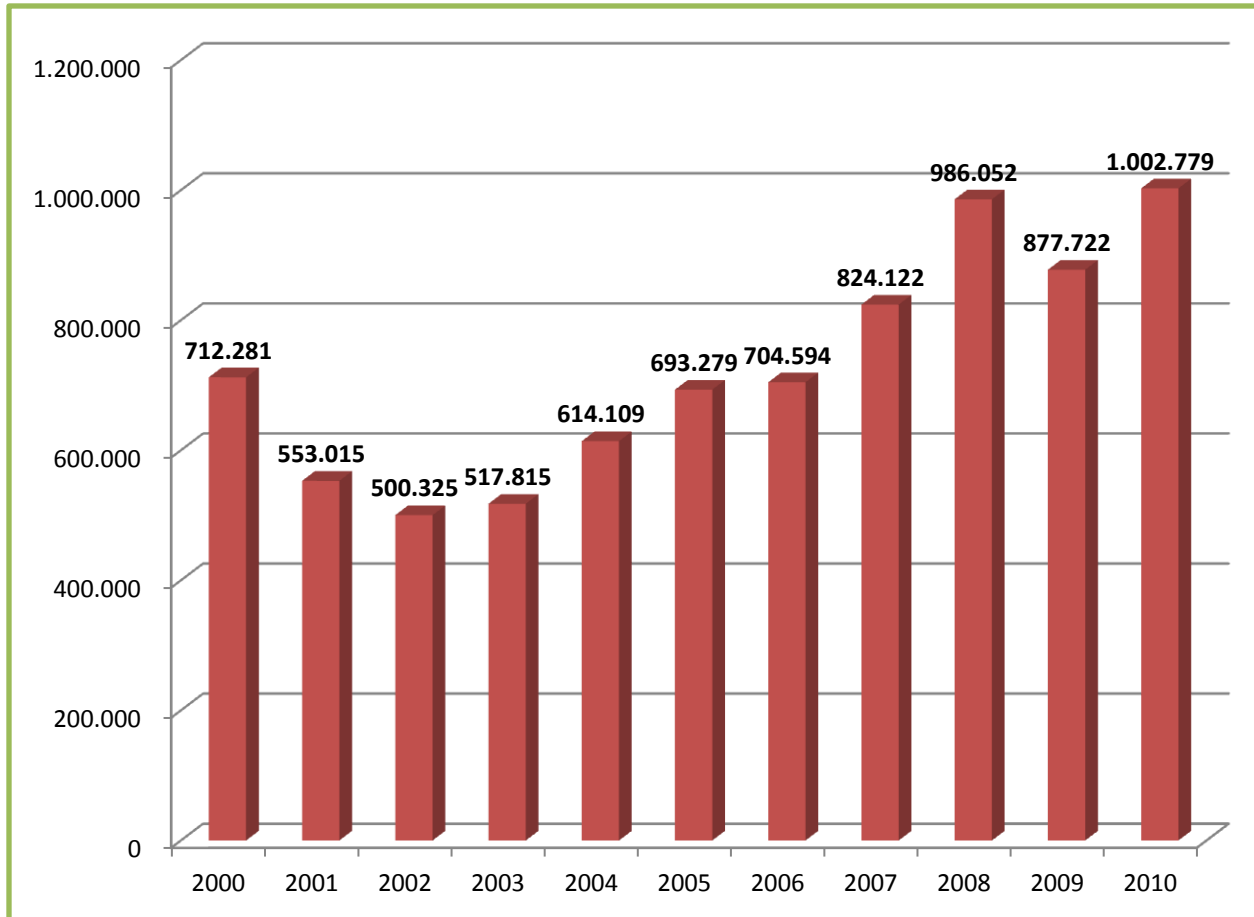
International arrivals to US, January – August 2011

Country	International Arrivals	Population/ % Travel to US
#1 United Kingdom	2.507.476	59.647.790/ 4,20 %
# 2 Germany	1.182.967	83.029.536/1,42 %
# 3 France	1.050.943	59.551.227/1,76 %
# 4 Nordic Region	743.336	24.484.997/3,04 %
# 5 Italy	615.603	57.679.825/1,07 %

Nordic Region up 15%, 92.780 visitors same period 2010 (650.556)



Lastest Arrival Figures - From Nordic Region to US total 2000 - 2010



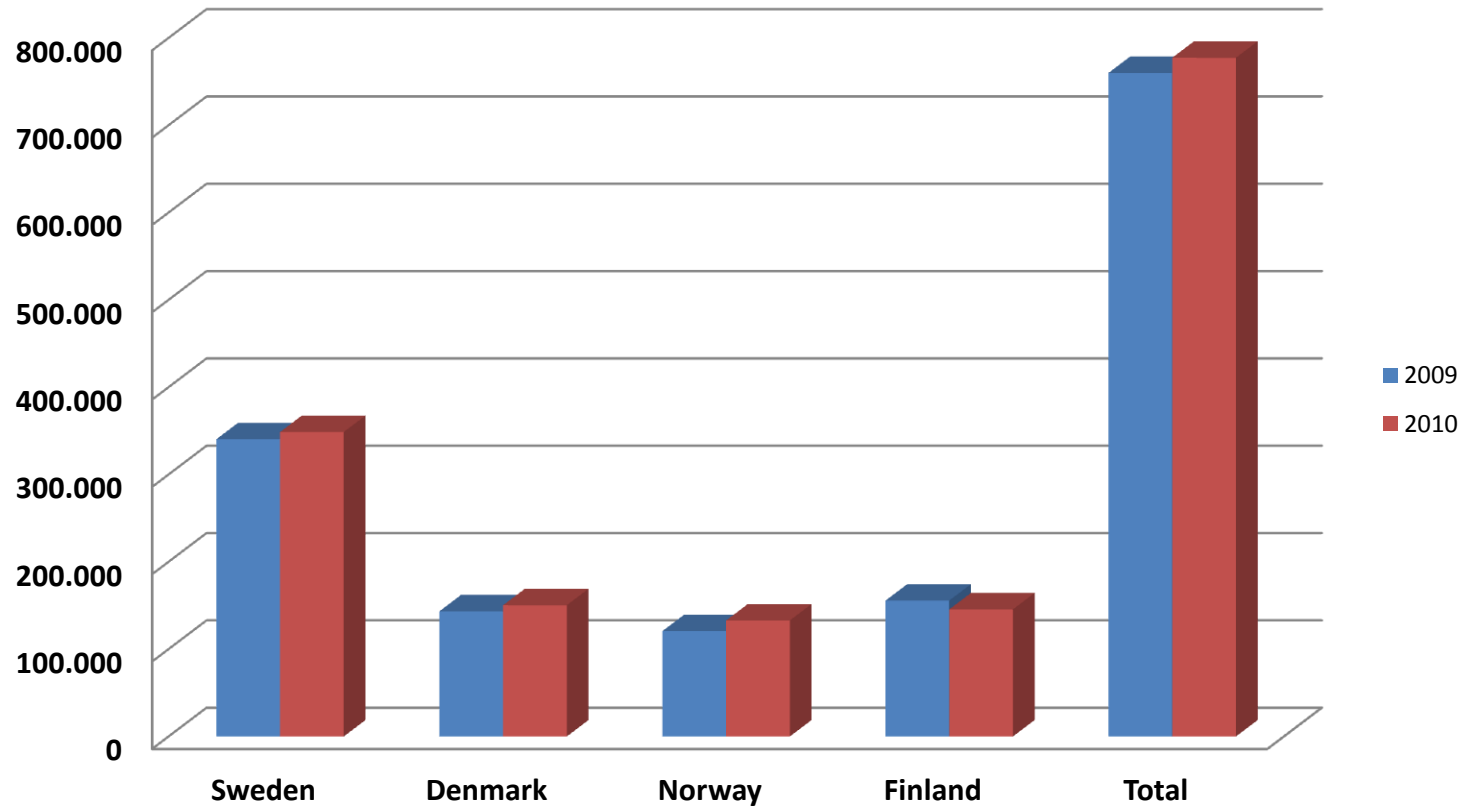
Number of Arrivals to Thailand, by Country			
	2010	2009	Change
Sweden	348640	340381	+ 2,43
Denmark	150300	143326	+ 4,87
Norway	132865	120668	+ 10,11
Finland	145510	155574	- 6,47
Total	777315	759949	+ 2,29

Source: TAT Head Office Bangkok

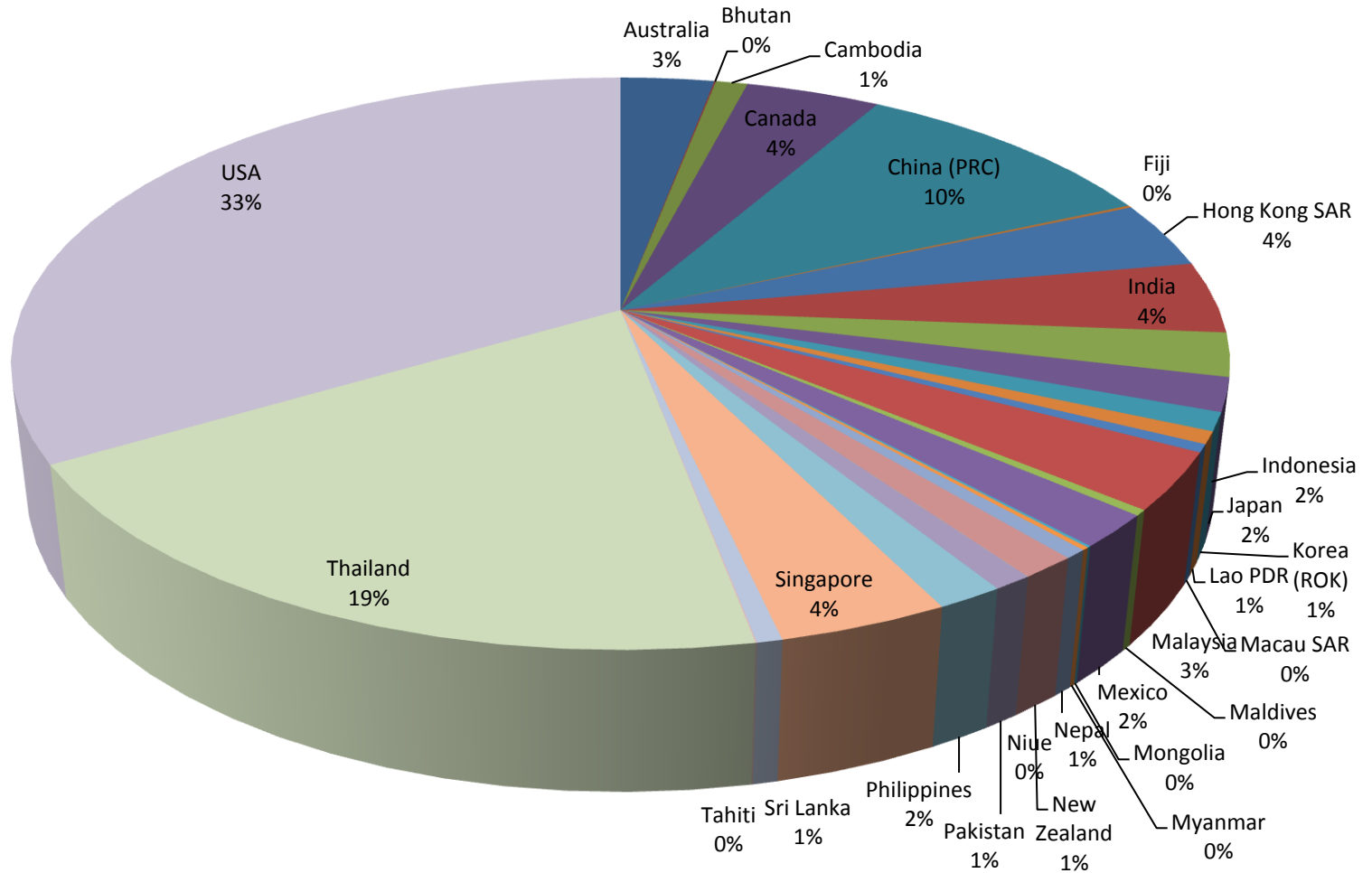
Arrivals to Thailand. Tourism Receipts						
Country of Residence	Number of Arrivals	Change vs 2009	Spending pr Trip (USD)	Change vs 2009	Revenue USD	Change vs 2009
Denmark	150.300	+4,87 %	1.800	+11,28 %	269.159.000	+16,70 %



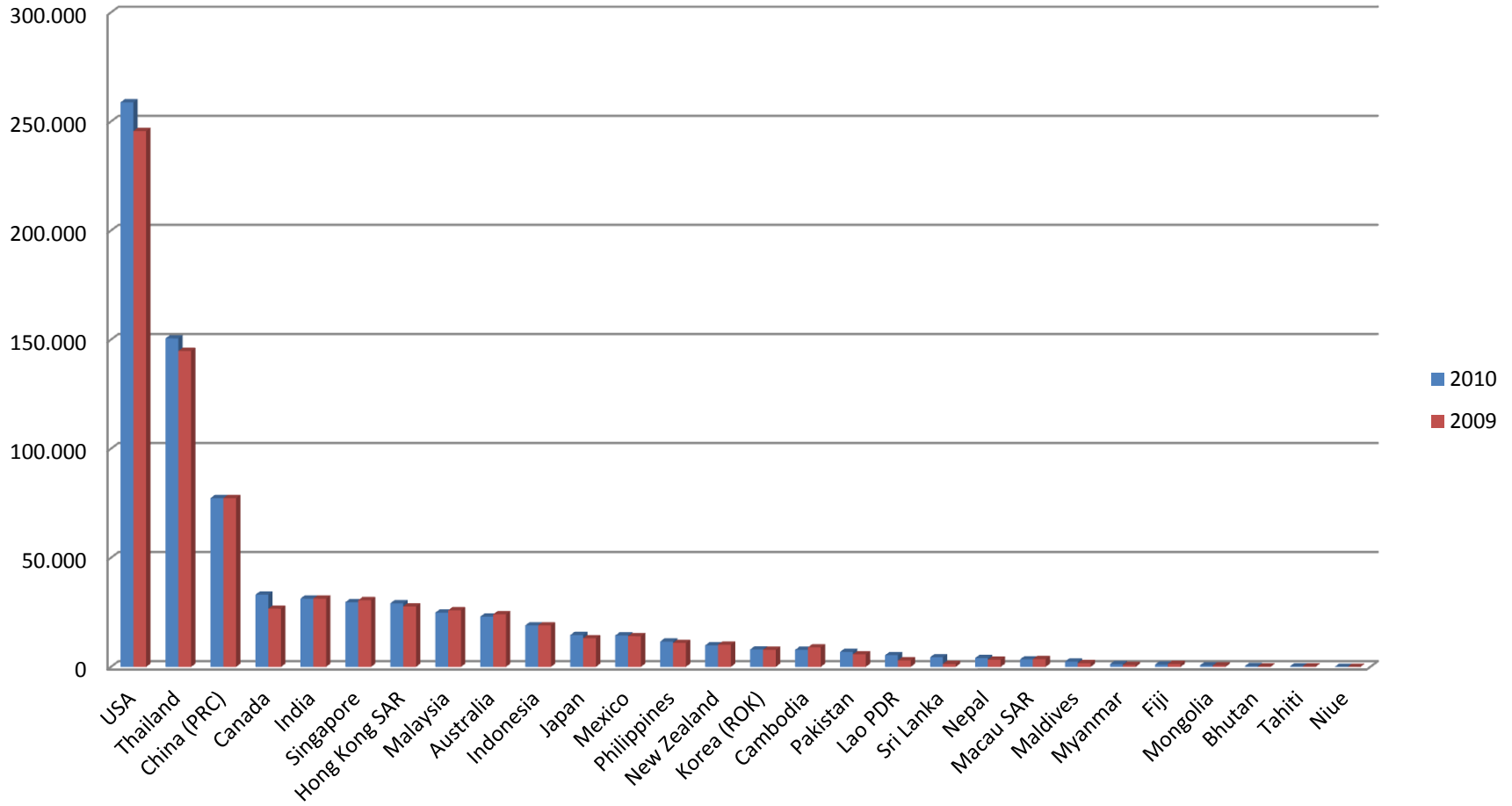
Visitors to Thailand from Nordic Region



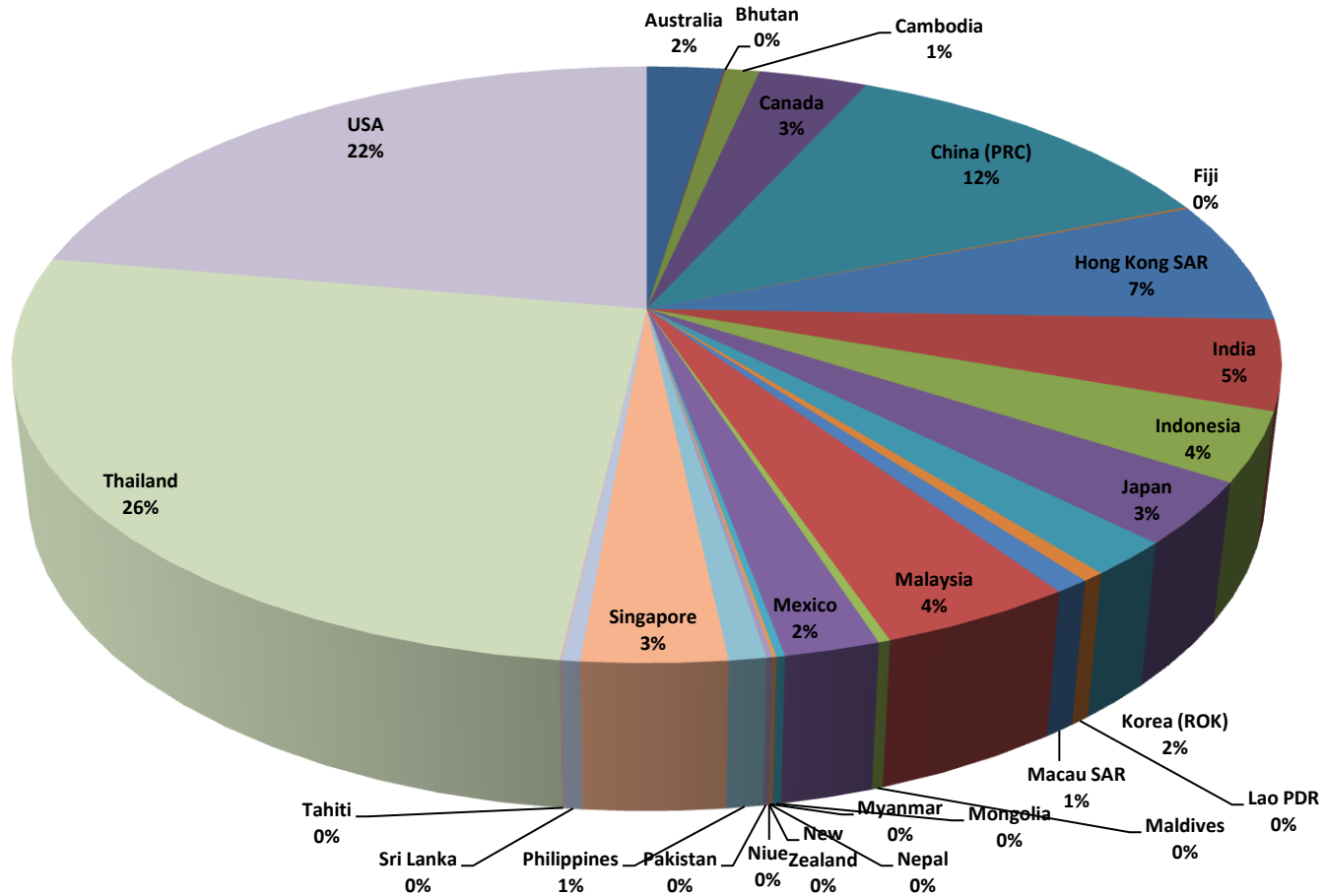
Arrivals from Denmark to Asia Pacific 2010



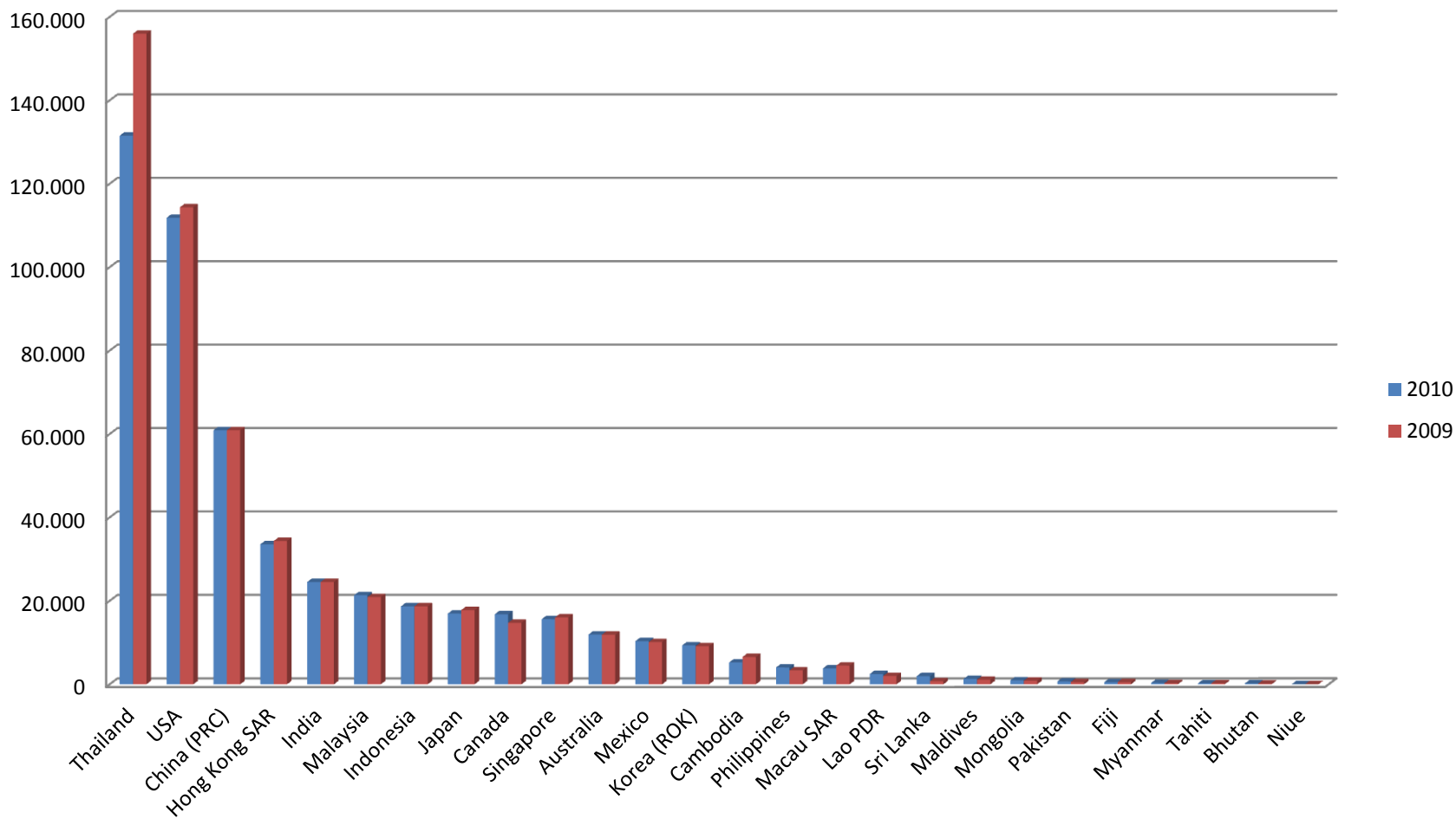
Arrivals 2010 vs 2009 from Denmark to Asia Pacific



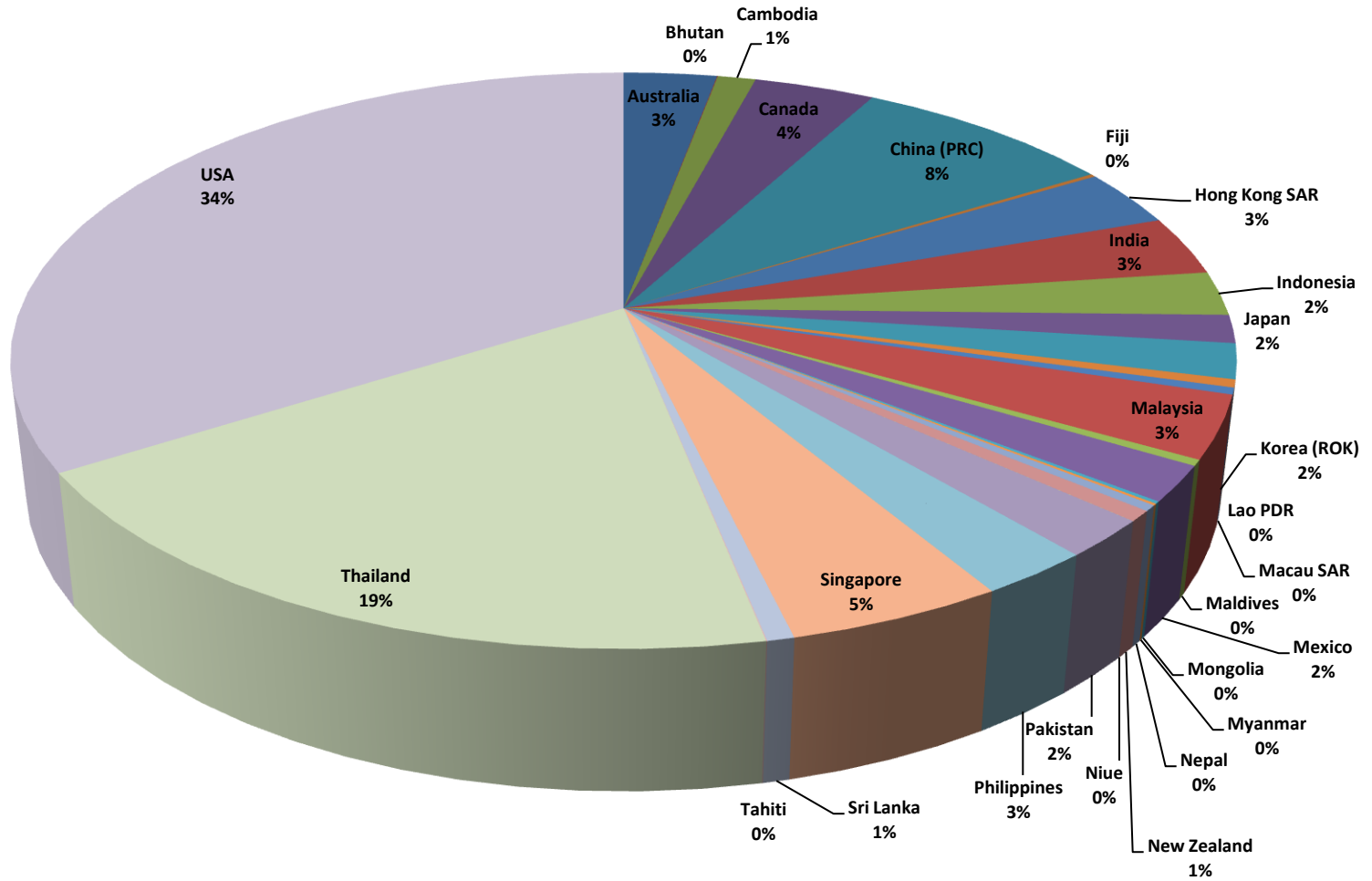
Arrivals from Finland to Asia Pacific 2010



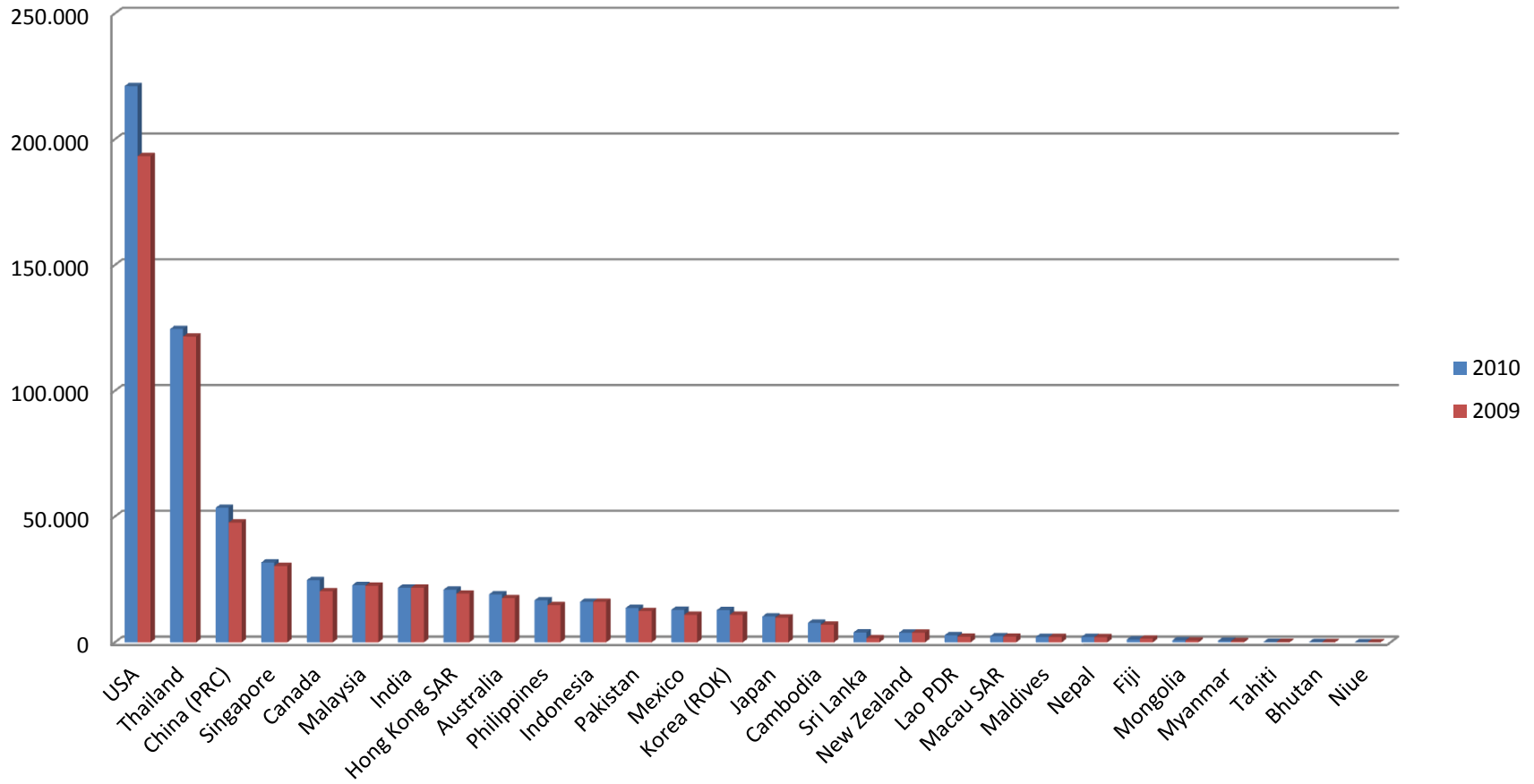
Arrivals 2010 vs 2009 from Finland to Asia Pacific



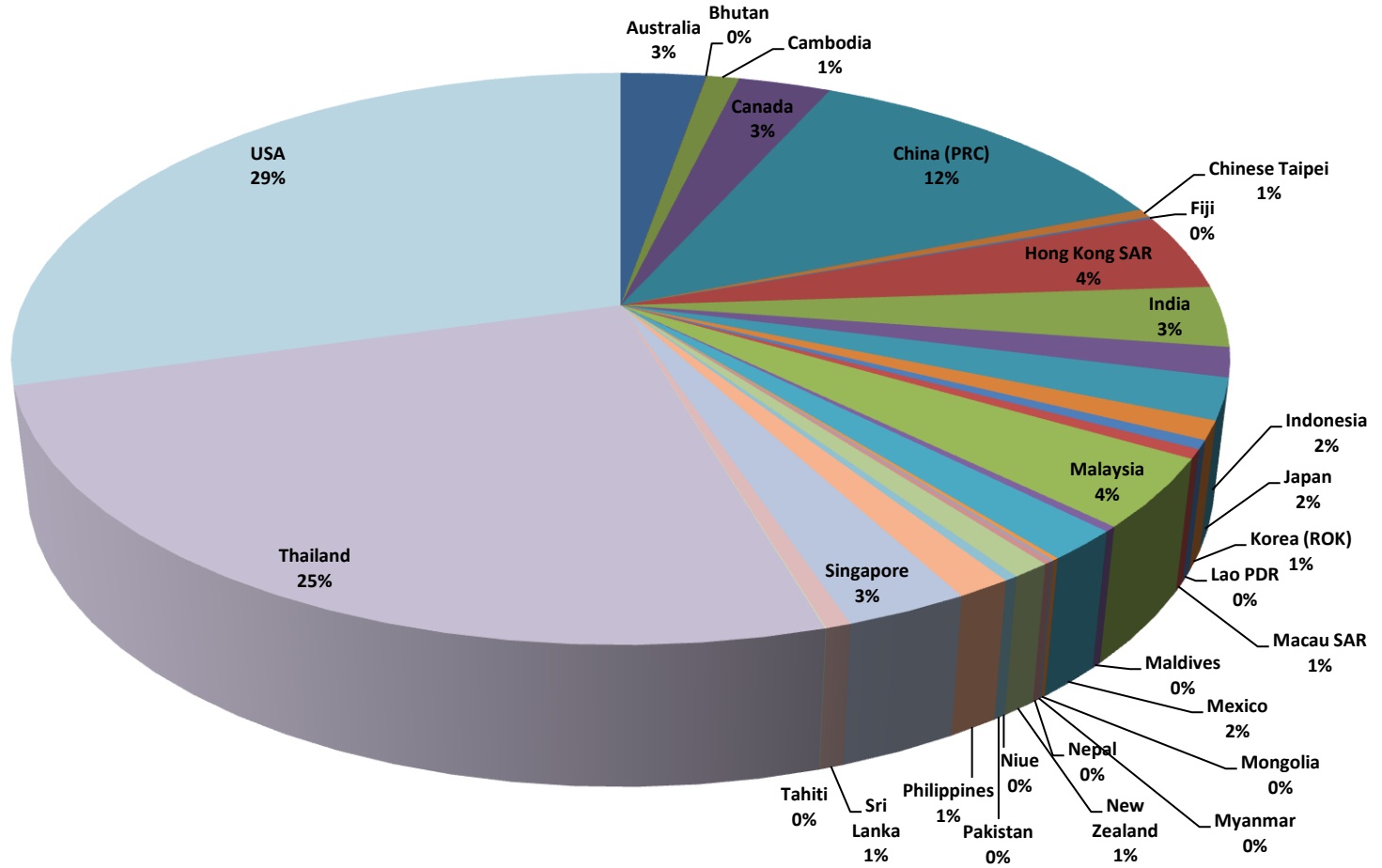
Arrivals from Norway to Asia Pacific 2010



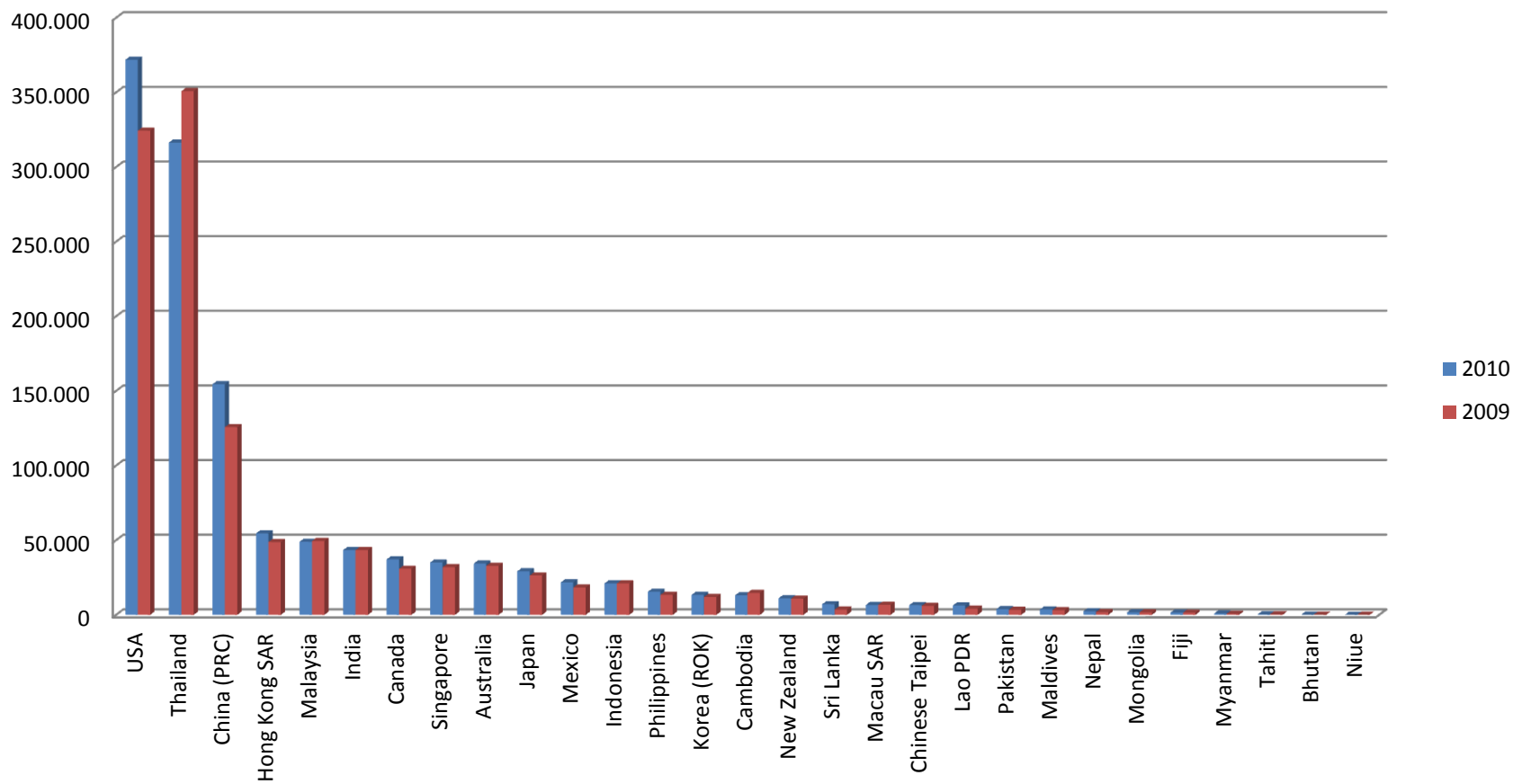
Arrivals 2010 vs 2009 from Norway to Asia Pacific



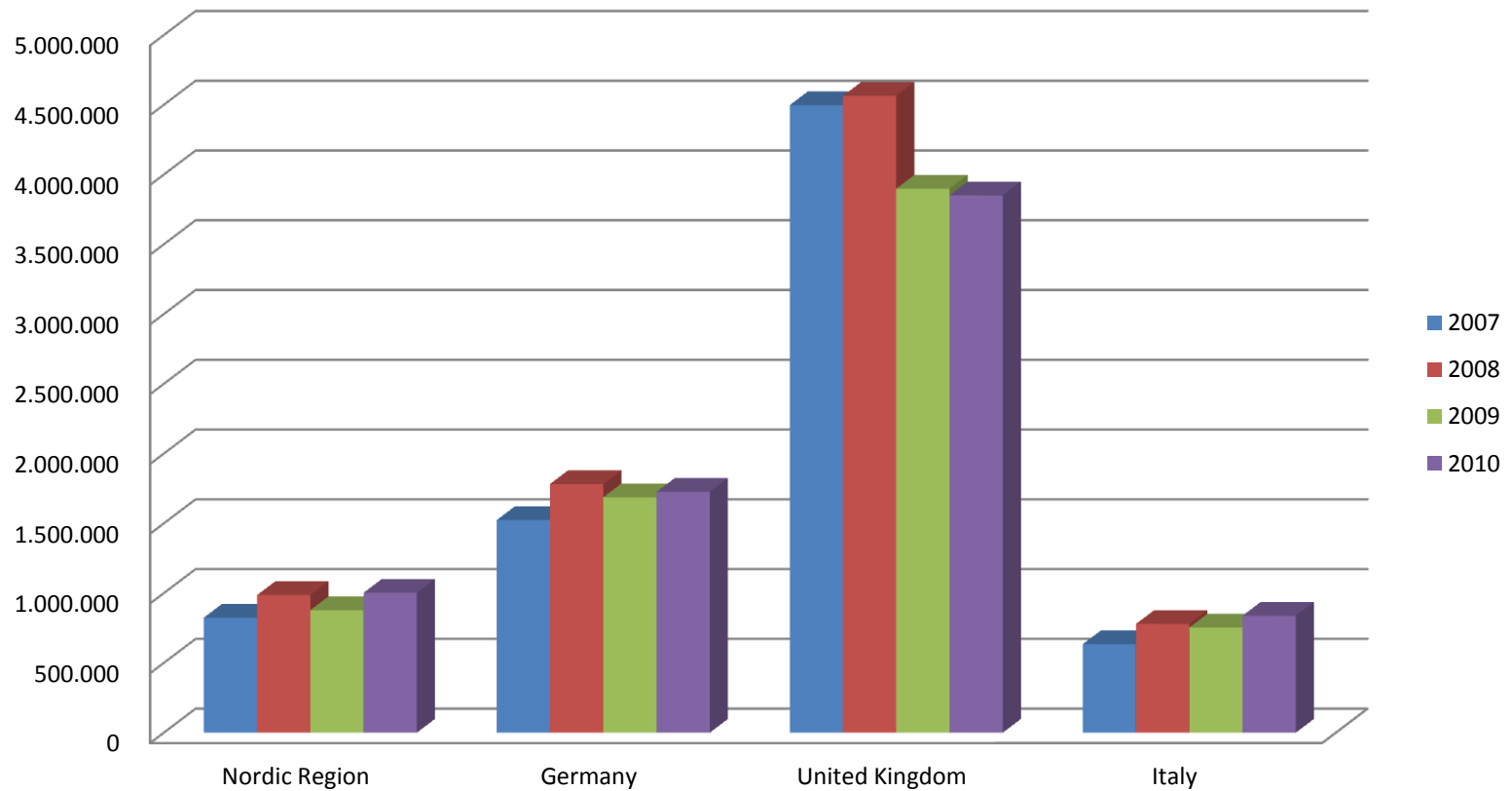
Arrivals from Sweden to Asia Pacific 2010



Arrivals 2010 vs 2009 from Sweden to Asia Pacific



Visitors to US Selected Countries 2007-2010



Facts & Figures – Scandinavia & Finland

Length of stay & daily spending per visitor per day

Nordic leisure visitors	17,5 nights	
Per visitor per trip/day spending in US	\$ 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)



Facts & Figures – Scandinavia & Finland

California marketing budget 2010/2011, \$60.000

CTTC spend per visitor

United Kingdom	\$7,65
Germany	\$4,19
Nordic Region	\$2,32



Top Origin Markets for International Travelers to the U.S.

Origin of Visitor	2010p (000s)	2010/2009 (% change)	2010/2000 (% change)
International Total *	59,747 🏆	9%	17%
1 Canada	19,961 🏆	11%	36%
2 Mexico	13,423	1%	27%
Overseas **	26,363 🏆	11%	1%
3 United Kingdom	3,851	-1%	-18%
4 Japan	3,386	16%	-33%
5 Germany	1,726	2%	-3%
6 France	1,342 🏆	11%	23%
7 Brazil	1,198 🏆	34%	62%
8 South Korea	753 🏆	49%	67%
9 Australia	744 🏆	25%	68%
10 Italy	724 🏆	11%	37%




* International travelers include all countries generating visitors to the U.S.

** Overseas includes all countries except Canada and Mexico.



Record year for travel to U.S.

Top Origin Markets for International Travelers to the U.S.

Origin of Visitor	2010p (000s)	2010/2009 (% change)	2010/2000 (% change)
11 China (PRC)	802 	53%	221%
12 India	651 	18%	137%
13 Spain	640	7%	77%
14 Netherlands	570	4%	3%
15 Colombia	495 	17%	19%
16 Venezuela	492	-3%	-15%
17 Argentina	436	22%	-18%
18 Switzerland	391	10%	-1%
19 Sweden	372	15%	16%
20 Ireland	360	-12%	26%



Record year for travel to U.S.

1 / of the Top 50 Overseas Markets Set Visitation Records in 2010

Country of Residence	2010 Visitation Total (000)	Year of Previous Record
France	1,342	2008
Brazil	1,198	1997
South Korea	1,108	2007
Australia	904	2009
Italy	838	2008
People's Republic of China	802	2009
India	651	2008
Colombia	495	2009
Denmark	259	2008
Norway	221	2008
Ecuador	196	2009
New Zealand	175	1990
Russia	175	2008
Panama	119	2009
Turkey	115	2008
Portugal	94	2008
Nigeria	16	2008

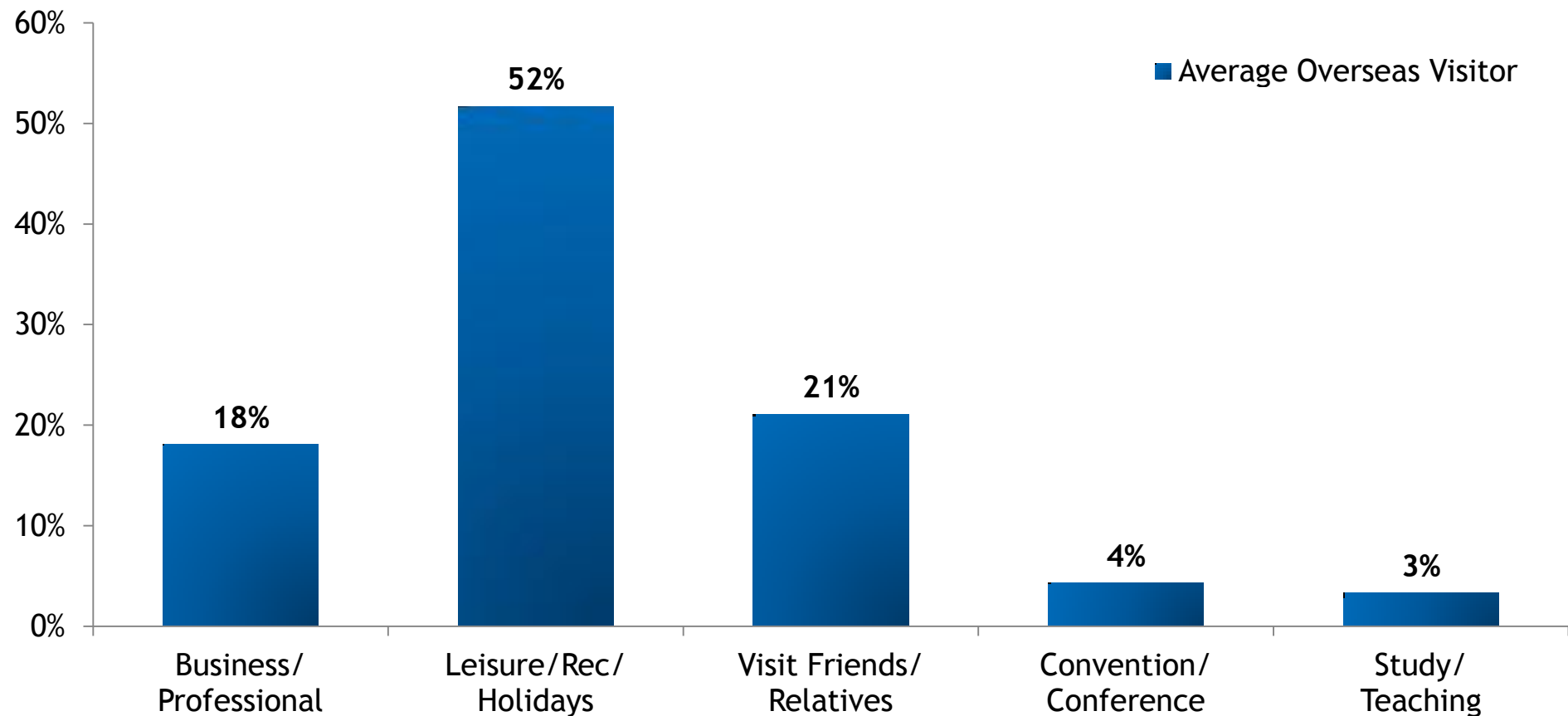
Forecast of International Travelers to the U.S. by Top Origin Countries (000s)

Rank	Visitor		%		%		%		%		%		%		%		%
Order	Origin	Actual	Change		Change		Change		Change		Change		Change		Change	Change	Change
2009	Country	2009	09/08	2010f	10/09	2011f	11/10	2012f	12/11	2013f	13/12	2014f	14/13	2015f	15/14	15/09	15/09
	Grand Total	54,958	-5%	59,956	9%	63,374	6%	66,959	6%	70,533	5%	75,966	8%	82,848	9%	27,890	51%
1	Canada	17,973	-5%	19,760	10%	20,946	6%	21,993	5%	22,873	4%	24,474	7%	26,432	8%	8,459	47%
2	Mexico	13,229	-3%	14,480	9%	15,204	5%	16,117	6%	17,084	6%	18,280	7%	19,742	8%	6,513	49%
	Overseas	23,756	-6%	25,715	8%	27,223	6%	28,849	6%	30,576	6%	33,212	9%	36,674	10%	12,918	54%
3	United Kingdom	3,899	-15%	3,743	-4%	3,781	1%	3,856	2%	3,972	3%	4,290	8%	4,719	10%	819	21%
4	Japan	2,918	-10%	3,298	13%	3,430	4%	3,601	5%	3,709	3%	3,932	6%	4,285	9%	1,367	47%
5	Germany	1,687	-5%	1,721	2%	1,772	3%	1,825	3%	1,862	2%	2,029	9%	2,273	12%	586	35%
6	France	1,204	-3%	1,241	3%	1,265	2%	1,303	3%	1,343	3%	1,450	8%	1,566	8%	361	30%
7	Brazil	893	16%	1,205	35%	1,410	17%	1,607	14%	1,848	15%	2,218	20%	2,662	20%	1,769	198%
8	Italy	753	-3%	806	7%	830	3%	863	4%	889	3%	907	2%	925	2%	172	23%
9	Korea	744	-2%	1,004	35%	1,185	18%	1,339	13%	1,473	10%	1,679	14%	2,015	20%	1,271	171%
10	Australia	724	5%	861	19%	964	12%	1,051	9%	1,135	8%	1,215	7%	1,288	6%	564	78%
11	Spain	597	-9%	639	7%	651	2%	664	2%	678	2%	691	2%	705	2%	108	18%
12	India	549	-8%	632	15%	714	13%	800	12%	912	14%	1,039	14%	1,226	18%	677	123%
13	Netherlands	548	-10%	564	3%	576	2%	593	3%	616	4%	641	4%	660	3%	113	21%
14	China	525	6%	735	40%	911	24%	1,093	20%	1,334	22%	1,734	30%	2,341	35%	1,816	346%
15	Venezuela	507	0%	456	-10%	456	0%	461	1%	466	1%	475	2%	484	2%	-23	-4%
16	Colombia	425	1%	475	12%	509	7%	544	7%	577	6%	617	7%	661	7%	236	56%
17	Ireland	411	-23%	358	-13%	354	-1%	361	2%	368	2%	383	4%	402	5%	-9	-2%
18	Argentina	356	12%	417	17%	463	11%	500	8%	535	7%	567	6%	601	6%	245	69%
19	Switzerland	356	4%	377	6%	388	3%	400	3%	416	4%	433	4%	446	3%	90	25%
20	Sweden	324	-18%	360	11%	378	5%	401	6%	425	6%	446	5%	468	5%	144	44%

Forecast of International Travelers to the U.S. by Top Origin Countries (000s)

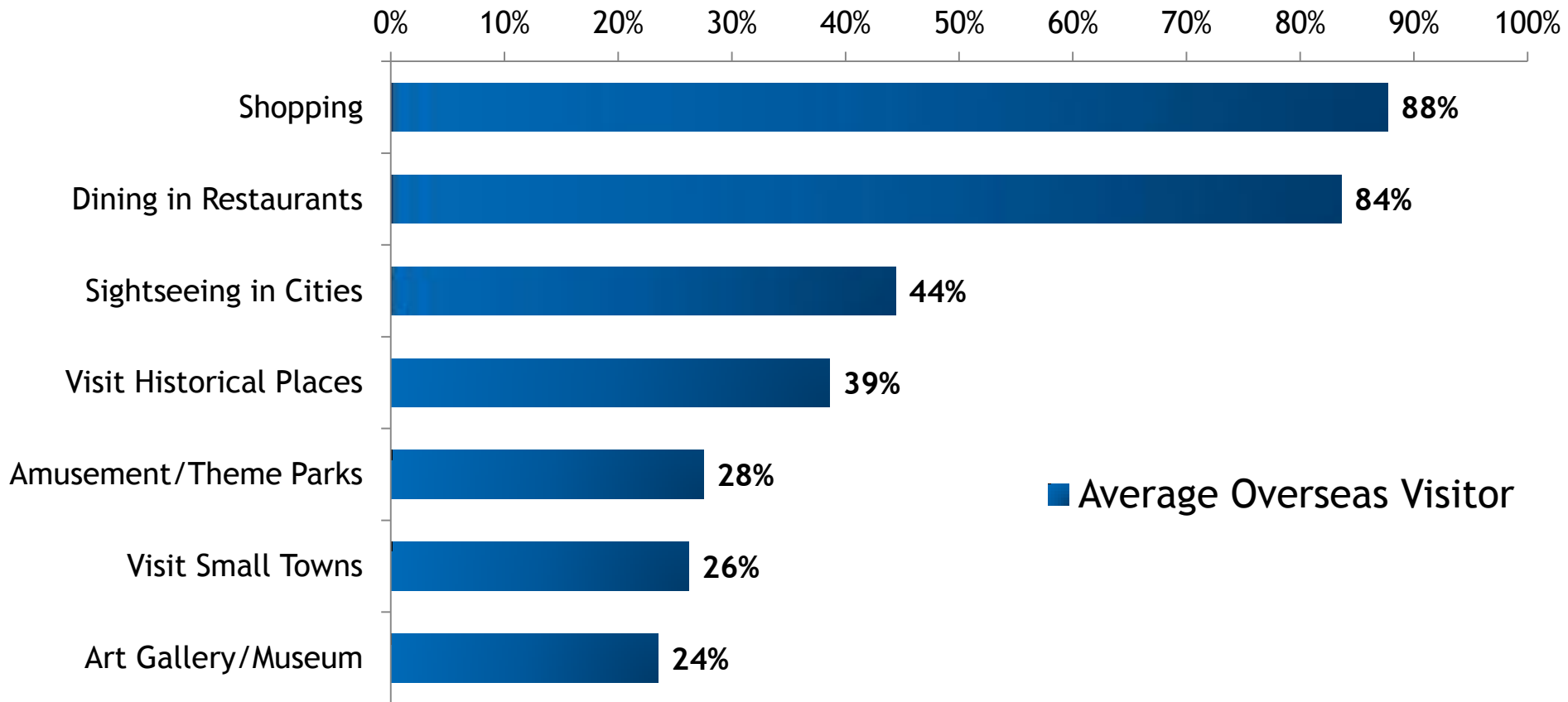
Rank	Visitor		%		%		%		%		%		%		%		%
Order	Origin	Actual	Change		Change		Change		Change		Change		Change		Change	Change	Change
2009	Country	2009	09/08	2010f	10/09	2011f	11/10	2012f	12/11	2013f	13/12	2014f	14/13	2015f	15/14	15/09	15/09
21	Israel	308	-7%	314	2%	327	4%	343	5%	360	5%	382	6%	405	6%	97	31%
22	Belgium	246	-7%	258	5%	266	3%	271	2%	279	3%	288	3%	296	3%	50	21%
23	Denmark	246	-4%	253	3%	263	4%	271	3%	279	3%	285	2%	290	2%	45	18%
24	Taiwan	240	-19%	275	15%	295	7%	318	8%	347	9%	371	7%	401	8%	161	67%
25	Dominican Republic	228	1%	239	5%	249	4%	261	5%	272	4%	283	4%	294	4%	66	29%
26	Bahamas	225	24%	245	9%	260	6%	273	5%	284	4%	295	4%	307	4%	82	36%
27	Norway	193	-10%	218	13%	225	3%	234	4%	246	5%	253	3%	258	2%	65	34%
28	Guatemala	189	1%	189	0%	197	4%	207	5%	219	6%	232	6%	246	6%	57	30%
29	Jamaica	186	-9%	176	-5%	180	2%	185	3%	191	3%	196	3%	204	4%	19	10%
30	Philippines	172	-5%	180	5%	187	4%	195	4%	203	4%	211	4%	219	4%	48	28%
31	Ecuador	168	11%	184	9%	190	3%	195	3%	201	3%	207	3%	214	3%	46	27%
32	Austria	163	2%	170	5%	175	2%	180	3%	186	3%	191	3%	197	3%	34	21%
33	Peru	160	-1%	176	10%	192	9%	208	9%	226	9%	246	9%	267	9%	106	66%
34	Costa Rica	157	-5%	170	8%	181	6%	193	7%	206	7%	219	6%	234	7%	77	49%
35	Russia	143	0%	161	13%	168	4%	176	5%	185	5%	192	4%	200	4%	57	40%
36	Trinidad and Tobago	141	-4%	137	-3%	142	4%	147	4%	153	4%	159	4%	165	4%	24	17%
37	New Zealand	131	-10%	162	24%	170	5%	177	5%	185	4%	193	4%	200	4%	69	53%
38	Chile	127	-3%	153	21%	167	9%	178	7%	190	7%	203	7%	217	7%	90	71%
39	El Salvador	123	-10%	108	-12%	112	4%	117	4%	124	6%	132	6%	139	6%	16	13%
40	Hong Kong	116	-17%	147	27%	157	7%	167	6%	178	6%	190	6%	202	6%	86	74%

“What is/was the MAIN purpose of your trip...”



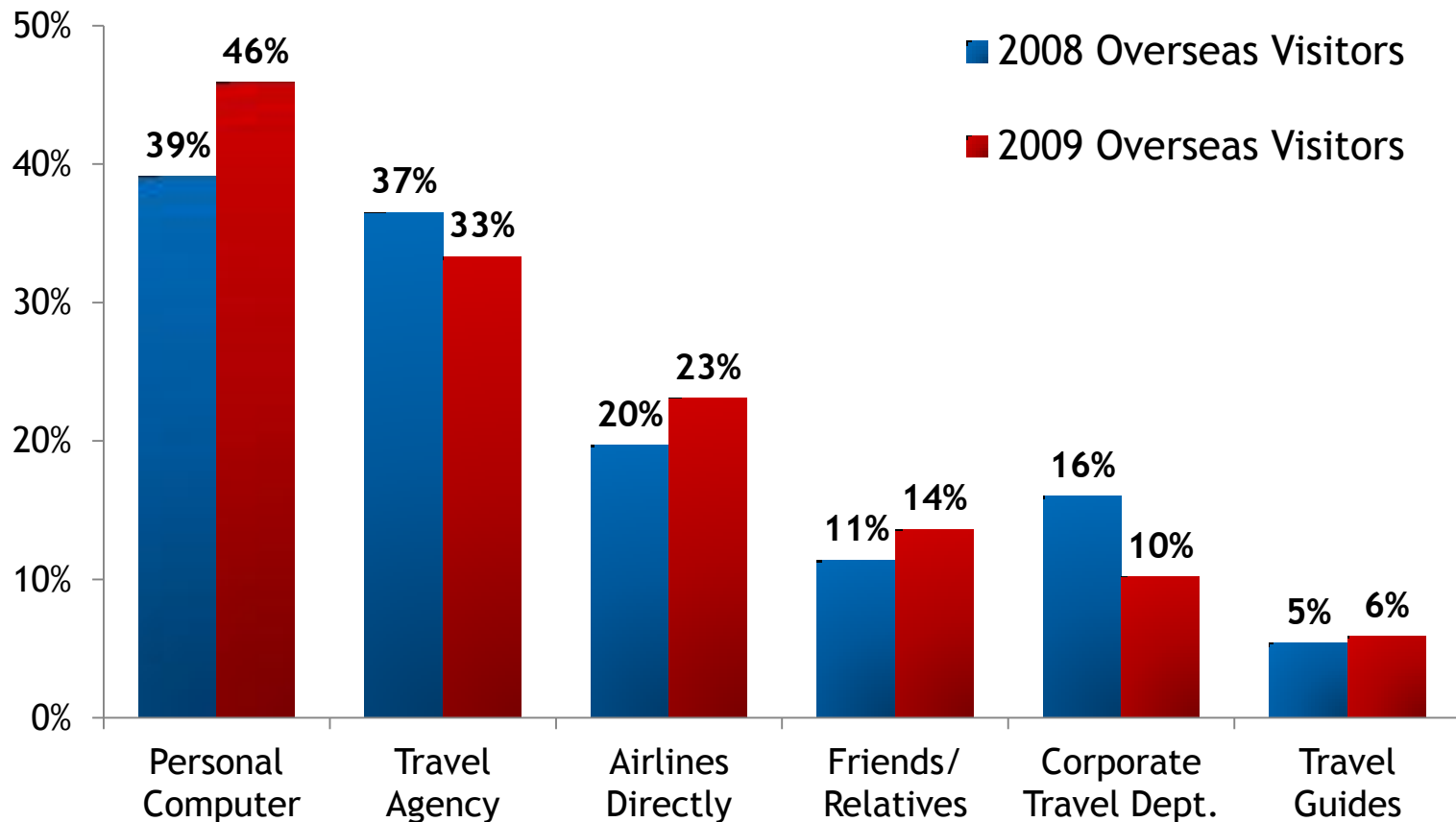
Source: U.S. Department of Commerce, Office of Travel and Tourism Industries.

“Which leisure activities did you spend time on...”



Source: U.S. Department of Commerce, Office of Travel and Tourism Industries.

“How did you obtain information used to plan your trip?”



Source: U.S. Department of Commerce, Office of Travel and Tourism Industries.

CPT, Corporation for Travel Promotion

- Signed by President Obama 2010

Purpose:

- Establishes an independent nonprofit **Corporation for Travel Promotion:**
 - To promote the U.S. to world travelers
 - To argument communications on entry/exit policies
 - Establish a goal for wait times at international airports and cruise terminals of less than 20 minutes and measure the performance against that goal.
 - Visa Issues for media and press

Welcoming environment



CTP, Corporation for Travel Promotion

- ESTA, \$14 (two year validity), only visa waiver countries
- \$4 Homeland security
- \$10 Travel promotion
- \$200 Million budget
- \$300.000 collected daily

- Key growth markets: Brasil, China, India
- Primary markets: UK, Germany, Canada

- Q: will CPT re-invest the countries where collected, or focus on emerging and primary markets
- Nordic Region contributed in 2010 by 1.000.000 visitors = \$10.000.000



Brand USA Inc



DiscoverAmerica.com

The United States of awesome possibilities is welcoming Everyone



Brand USA Inc



DiscoverAmerica.com

- First time ever USA is going to be branded as ONE COUNTRY
- Spend \$125 Million net on marketing efforts
- Annual budget \$200, of which \$180 pure marketing
- Industry funding, \$1 matched by Federal Government 2-1 first year and 1-1 following
- U p to 80% of industry funding can be in-kind contribution of goods and services
- Consumer marketing launch ITB March 2012,
- Nordic planned to be included in 2013 marketing program

- Key growth markets: Brasil, China, India
- Primary markets: UK, Germany, Canada



Advisory Board

- Karin Gert Nielsen, Direktør
Atlantic Link
- Jesper Ewald, Direktør FDM
- Jesper Klausholm, Billund
lufthavn
- Per Markussen, BCD Nordisk chef
- Jesper Schou, Direktør
Billetkontoret
- Peter Rasmussen, Direktør Profil
- Michael Jensen, Production Manager Spies
- Jens Vestergård, Sales Manager KLM/Air
France/Delta
- Carsten Nørland VP, CPH Lufthavne
- Lars Thykier, Direktør DRF
- Peter Strandby, Commercial Specialist US
Embassy
- Sekretariat: Charlotte Lindholm



Discoveramerica.dk



Home | Membership | Members | Executive Board | Calendar | Activities | News | Press | Blog | Special offers | Links | Contact

Welcome

The Danish Discover America committee works locally in the Danish market and shares close ties to the Nordic Discover America Committee.

The organization presently represents over 30 members in the travel and tourism industry including airlines, hotel chains, car rental companies, incoming travel agencies, tour operators, cruise companies and regional state tourism bureaus.

It is a non-profit organization funded exclusively by membership fees.

Annually, the Discover America Denmark Committee organizes trade fairs, workshops, road shows and smaller tourism functions throughout Denmark.

Discover America Denmark's mission is to actively promote US tourism through joint Nordic promotional activities with committee members.

Best regards

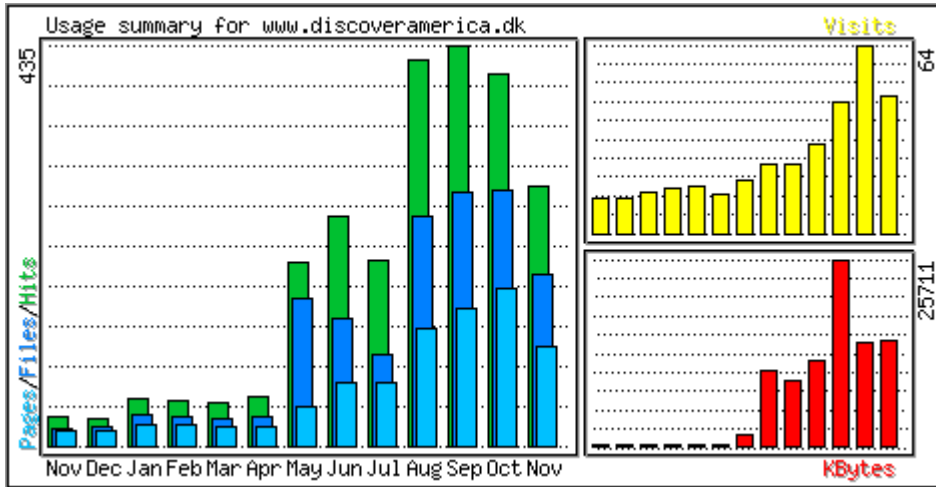
Karin Gert Nielsen
 Managing Director
 DISCOVER AMERICA DENMARK
 Email: kg@discoveramerica.dk
 Mobile: +45-29421005




Home | Membership | Members | Executive Board | Calendar | Activities | News | Press | Blog | Special offers | Links | Contact

Links

- [Discover America Nordic](#)
- [Discover America Norway](#)
- [Discover America Sweden](#)
- [Discover America Finland](#)
- [Official Tourism & Travel website of the United States](#)
- [U.S. Travel](#)
- [United States Embassy, Norway](#)
- [See America Guide to travel in the U.S.](#)
- [Visit USA Europe](#)
- [America Embassy Copenhagen](#)
- [ESTA - Electronic System for Travel Authorization](#)
- [Highways USA](#)
- [Ryeways.org](#)
- [Guide til Sequoia National Park](#)
- [Guide til Kings Canyon National Park](#)



Blog v/Henrik Lange

Newsletters

Banner annoncing for members

Banner annoncing for sponsors

FERIE FOR ALLE 24 – 26 februar 2012



LONG HOUL PAVILION



Ferie for Alle (Holidays for Everyone) is Scandinavia's largest consumer holiday fair.

66.000 sqm gross area distributed on five theme areas: Long haul travel, Holiday in Denmark, Golfshow, Camping and Outdoor.

FACTS ABOUT FERIE FOR ALLE

Visitor distribution:

	2008	2009	2010	2011
Total	60.903	59.949	62.690	66.112

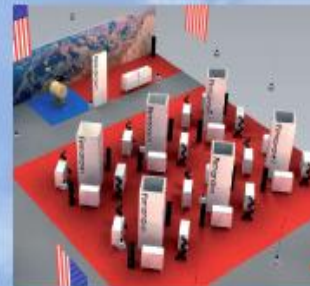
PRICE: regular stand from

\$2000,- excl. VAT

Stand in center including counter, name panel, chair, 1 outlet socket (1 phase 230V) and brochure stand. The stand is 9 square meters.

The largest exhibition centre

MCH Messecenter Herning is Scandinavia's largest and most modern exhibition centre located in Herning right in the heart of Jutland, Denmark. Karup Airport (25 km to MCH) and Billund Airport (50 km to MCH).



Contact:

Karin Gert Nielsen
PATA Chapter Denmark og Discover America
mail: kgn@atlantklink.net

Anders L. Mortensen
MCH Messecenter Herning
mail: alm@mch.dk

Members 2011 DK

Rejsebureauer

- Albatros Travel
- BCD Travel
- Billetkontoret
- Bravo Tours
- Check Point Travel
- DSB
- FDM
- Fly Away
- Holstebro Rejsecenter
- Inter Travel
- Jysk Rejsebureau
- MyPlanet
- Peacock Travel
- Profil Rejser
- Spies/MyTravel
- Svane Rejser
- Team Benns
- Top Tours
- Risskov Travel Partner
- Unitas
- USA Rejser

Leverandører

- Alaska Airlines
- Bella Center
- Billund Lufthavn
- British Airways
- CPH Lufthavn
- Continental Airlines
- Cruise America
- DRF
- Hertz
- Icelandair
- KLM/AF/DL
- Messecenter Herning
- SAS
- Travelbroker

US members DK

- City Pass
- Amtrak
- Visit Denver
- Palm Springs Resort
- Tropicana Las Vegas
- Vail Resorts
- El Monte

Members 2011 Nordisk

- Alamo
- Visit Florida
- Avis
- California Tourism
- Euro USA
- Explore Minnesota Tourism
- Florida Keys & Key West
- Greater Fort Lauderdale CVB
- Mall of America
- New York & Co
- North Dakota
- St.Petersburg/
Clearwater CVB
- Wellington Hotel, NY
- Visit Orlando
- Royal Caribbean Cruise Line
- Silversea Cruises
- Las Vegas
- Fort Meyers & Sanibel
- US Virgin Islands
- Sea World
- Greater Miami

Member fees

We will give 50% discount for 2011, for sign-ups before July 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

Media is FREE

Medlemsfordele

- Gratis deltagelse i DA DK events
- Newsletters med opdateringer, facts, statistikker & trends
- Adgang til medlems database + +
- Member to member service
- Listes på website incl. news
- Arrangeres events for members mod fee



Airline update

Eight (13) airlines will be operating 165 weekly departures between Scandinavia and US from summer 2011, the largest ever counted, 17 different routes in total. SAS counts for 35 departures.

Airlines between the Nordic Region and US via their respective hubs:

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

Important news from 2011:

- BA via London to **SAN DIEGO**, from Summer 2011
- KLM via Amsterdam to **MIAMI** 2011
- FI via Iceland to **Washington**
- Delta to **Atlanta**



Unserviced routes– CPH 2010, total traffic

<u>Nr</u>	<u>Airport</u>	<u>PAX</u>
1.	LAX Los Angeles	68.812
2.	SFO San Francisco	60.190
3.	BEY Beirut	59.575
4.	MIA Miami	56.806
7.	MCO Orlando	33.222
9.	BOS Boston	33.069
10.	PVG Shanghai	32.999
11.	HKG Hong Kong	32.617
12.	DEL Delhi	31.425
14.	ICN Seoul	29.063
18.	MNL Manila	26.039
21.	JNB Johannesburg	21.494
23.	SEA Seattle	19.559
24.	BOM Mumbai	17.817

