



USA Work Shop

March 5th 2012

Karin Gert Nielsen

Managing Director Discover America Denmark & CEO Atlantic Link



USA voted the world's best travel destination at the Danish Travel Awards 2011 & Swedish Travel Awards 2012

The Danish Association of Travel Journalists recently awarded the Europæiske Insurance and Travel Media Travel Award 2012 to Atlantic Link



Arrivals to Asia Pacific destinations 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, Jan-Nov 2011

Sweden	401.608 + 19,7%
Denmark	259.758 + 6,3%
Norway	234.305 + 12,8%
Finland	109.735 + 8,9%
Iceland	45.482 + 30,4%
Total	1.050.888 + 5%

2010 1.002.779



Facts & Figures – Scandinavia & Finland

International arrivals to US, 2010

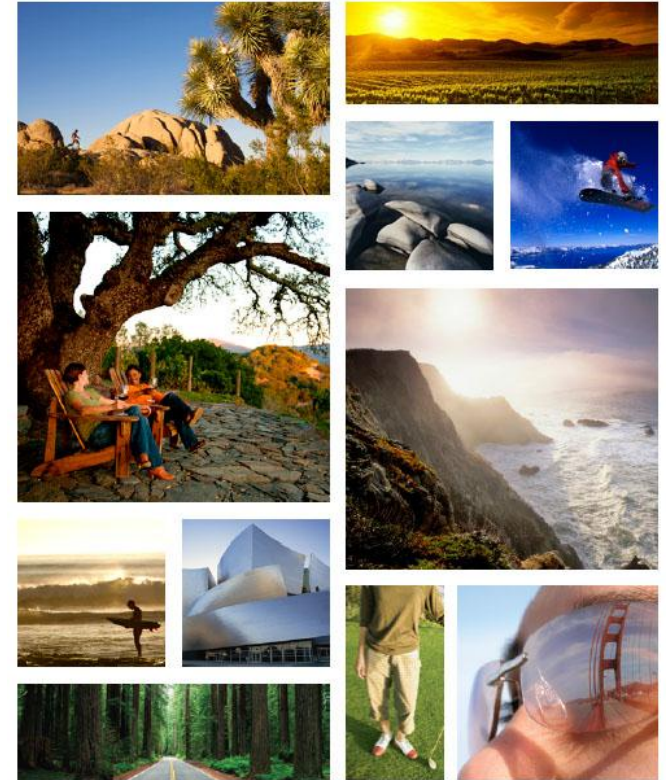
Country	International Arrivals	Population/ % Travel to US
United Kingdom	3.889.167	59.647.790/ 6,52 %
Germany	1.686.825	83.029.536/2,03 %
France	1.300.000	59.551.227/2,02 %
Nordic Region	1.002.779	24.484.997/4,09 %
Italy	753.310	57.679.825/1,31 %



Facts & Figures – Scandinavia & Finland

International arrivals to US, Jan-Nov 2011

Country	International Arrivals	Population/ % Travel to US
United Kingdom	3.549.147	59.647.790/ 5,95 %
Germany	1.703.169	83.029.536/2,05%
France	1.399.197	59.551.227/2,34%
Nordic Region	1.050.888	24.484.997/4,29 %
Italy	809.742	57.679.825/1,40 %



Arrival Figures - From Nordic Region to US total 2000 – 2011 (Nov 11)



Facts & Figures – Scandinavia & Finland

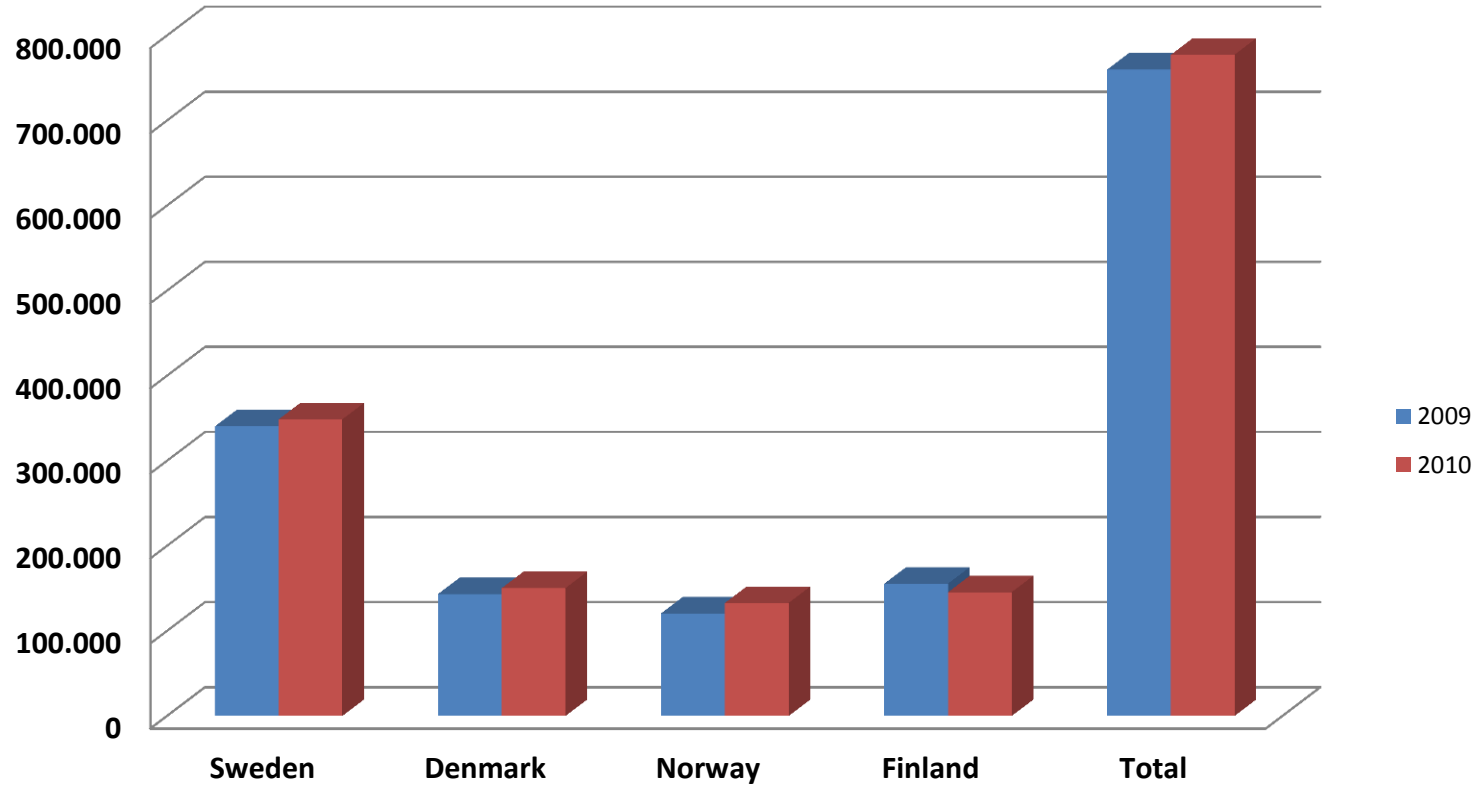
Length of stay & daily spending per visitor per day

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

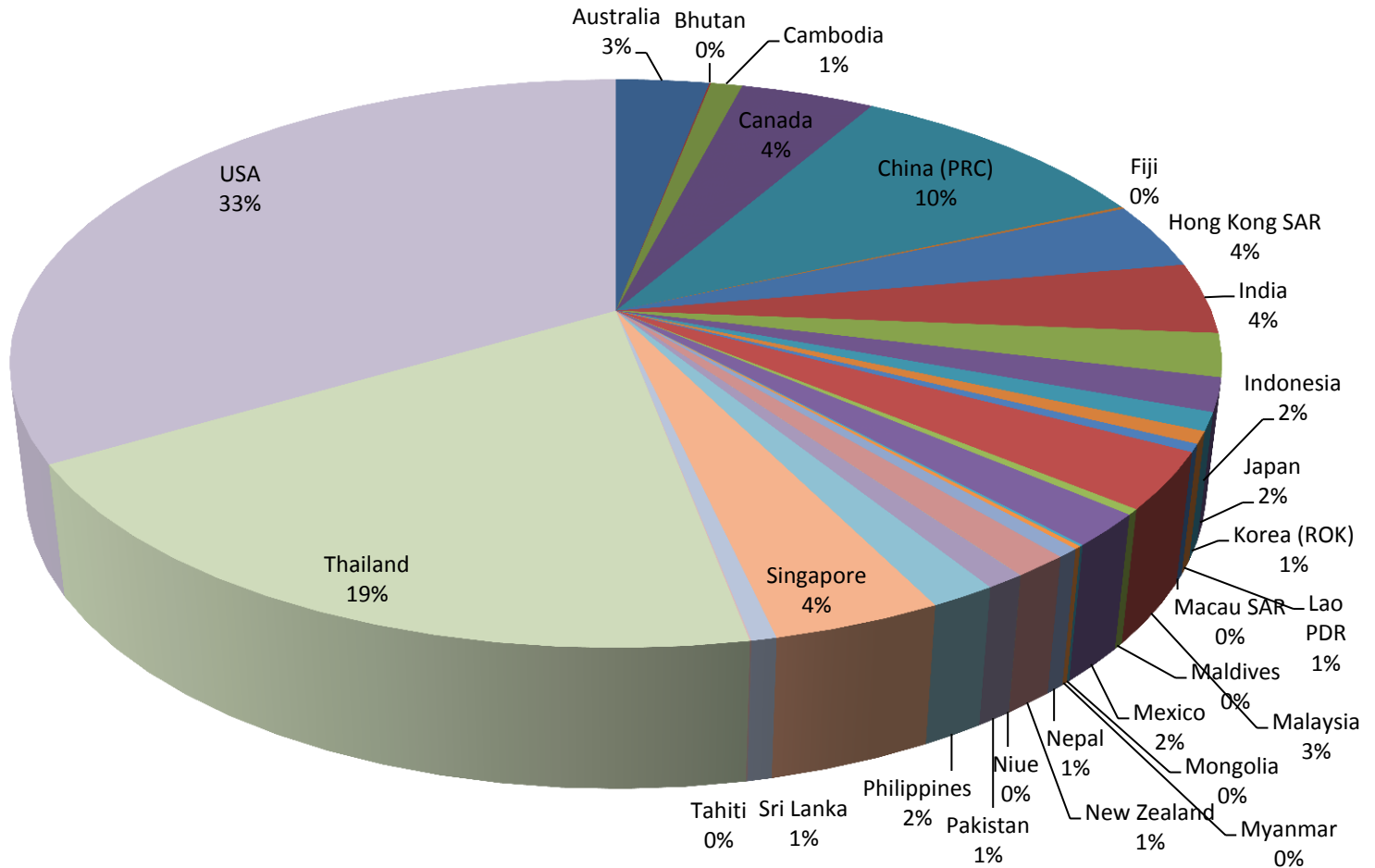
Average for all visitors (leisure) was 11,7 nights, total spending per visitor \$1.205 (\$103 per day)



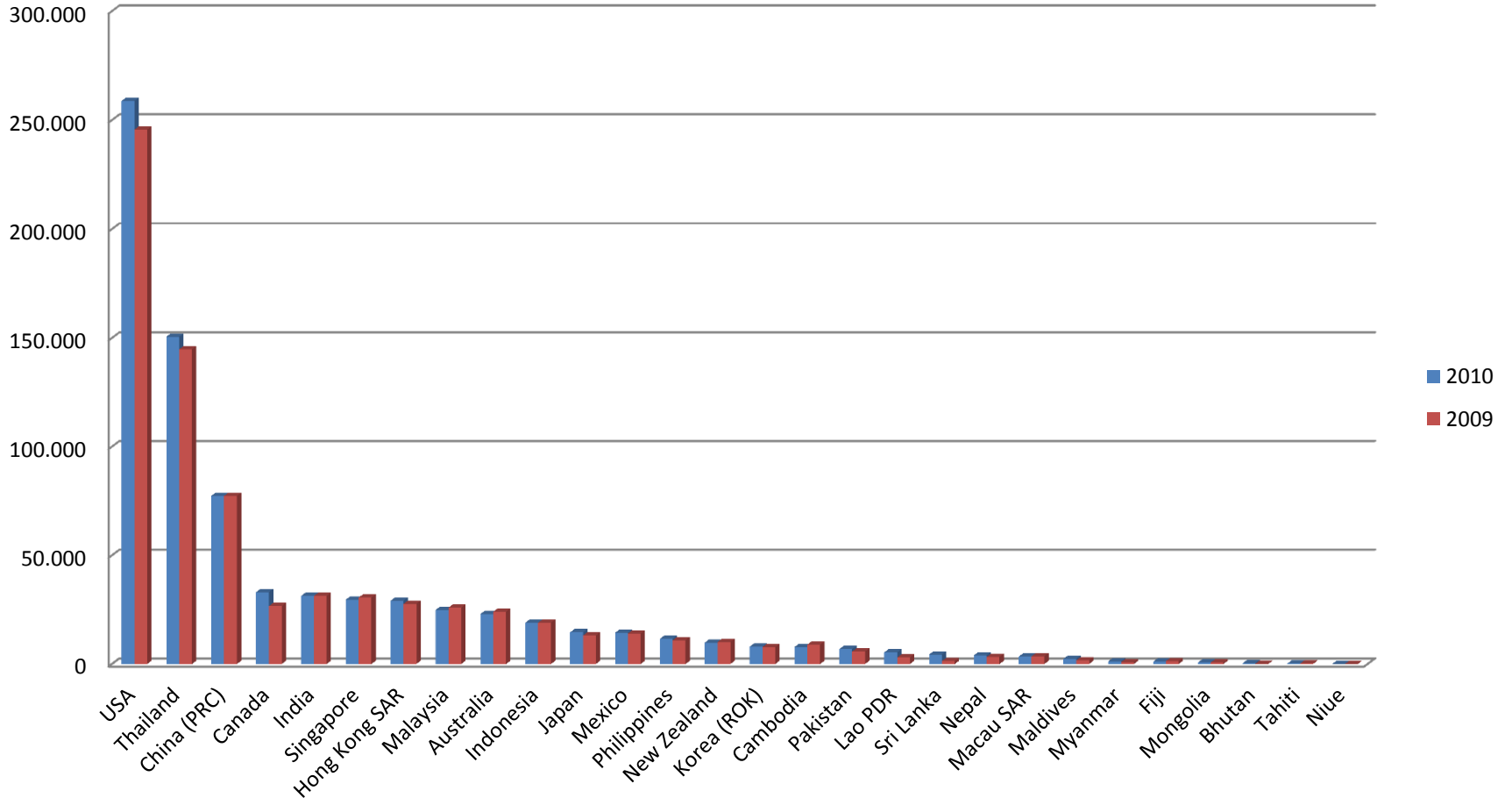
Visitors to Thailand from Nordic Region



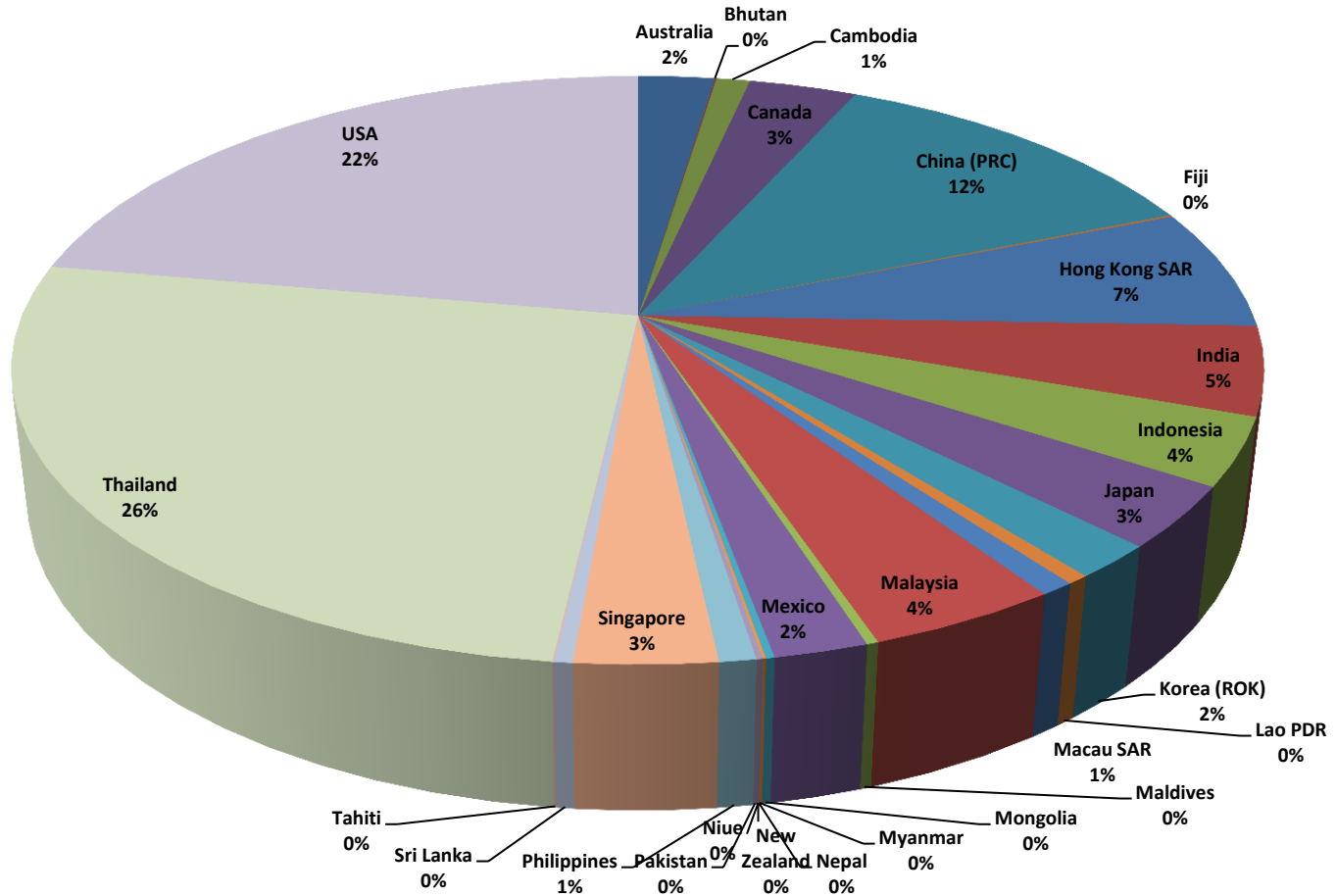
Arrivals from Denmark to Asia Pacific 2010



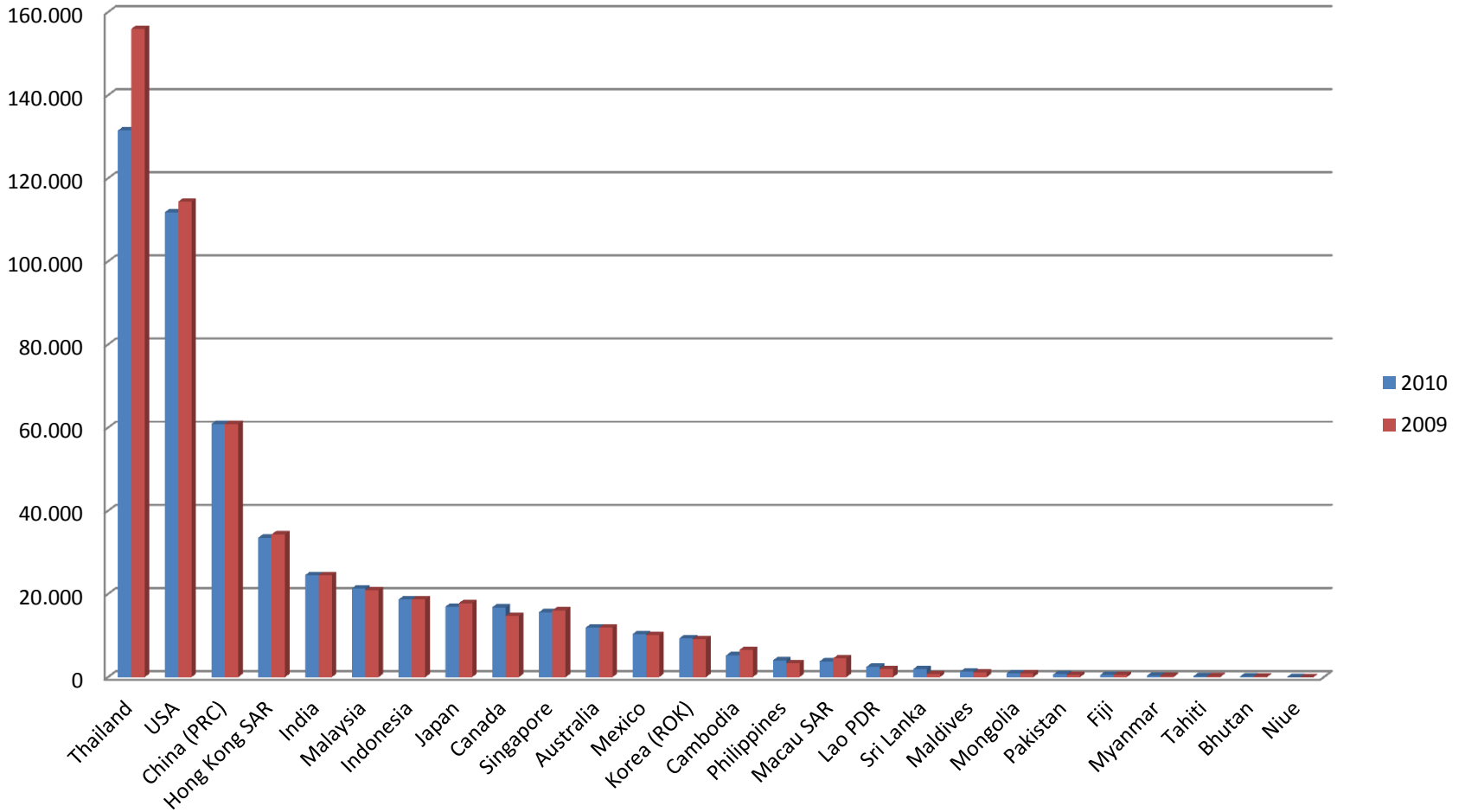
Arrivals 2010 vs 2009 from Denmark to Asia Pacific



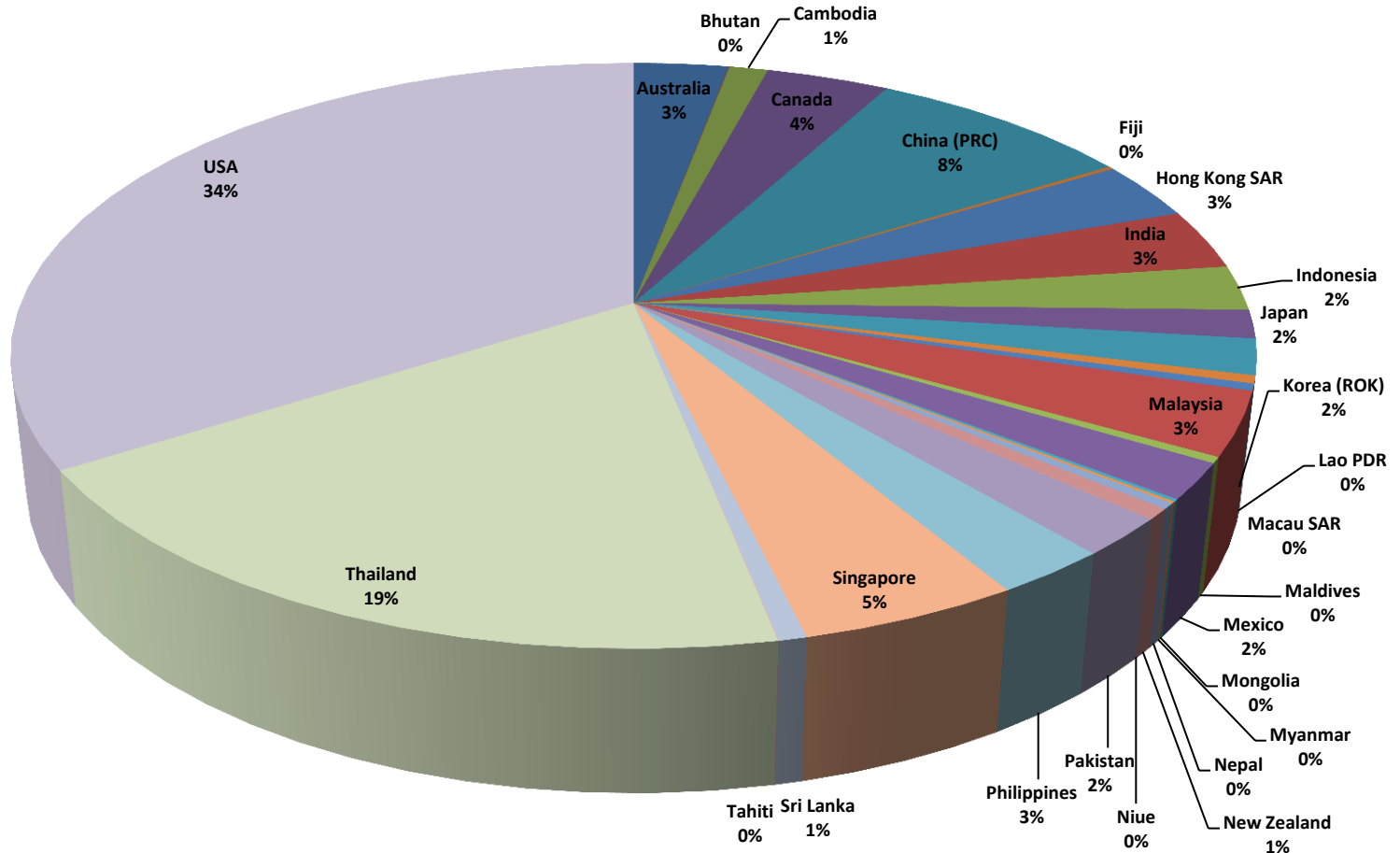
Arrivals from Finland to Asia Pacific 2010



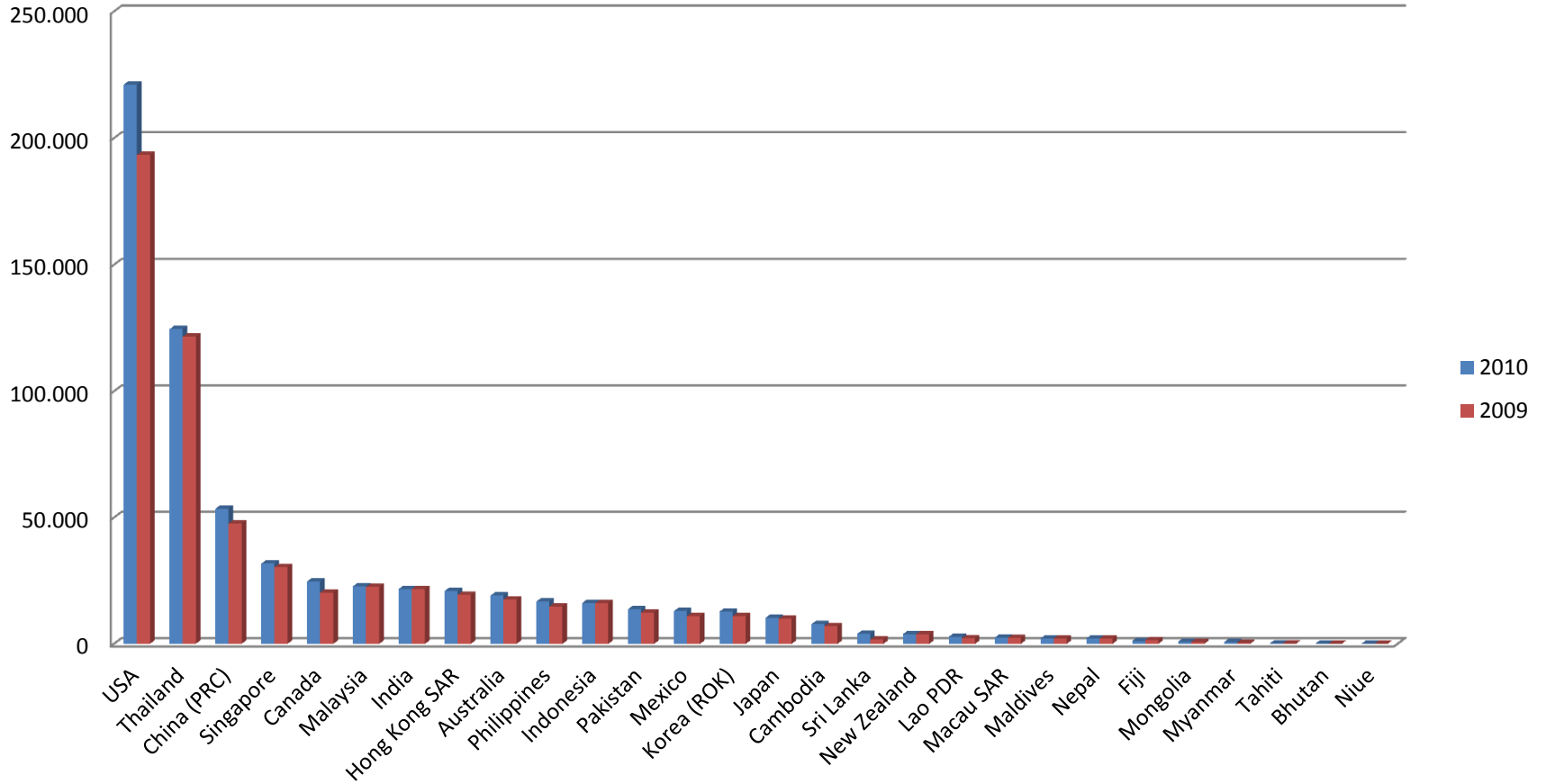
Arrivals 2010 vs 2009 from Finland to Asia Pacific



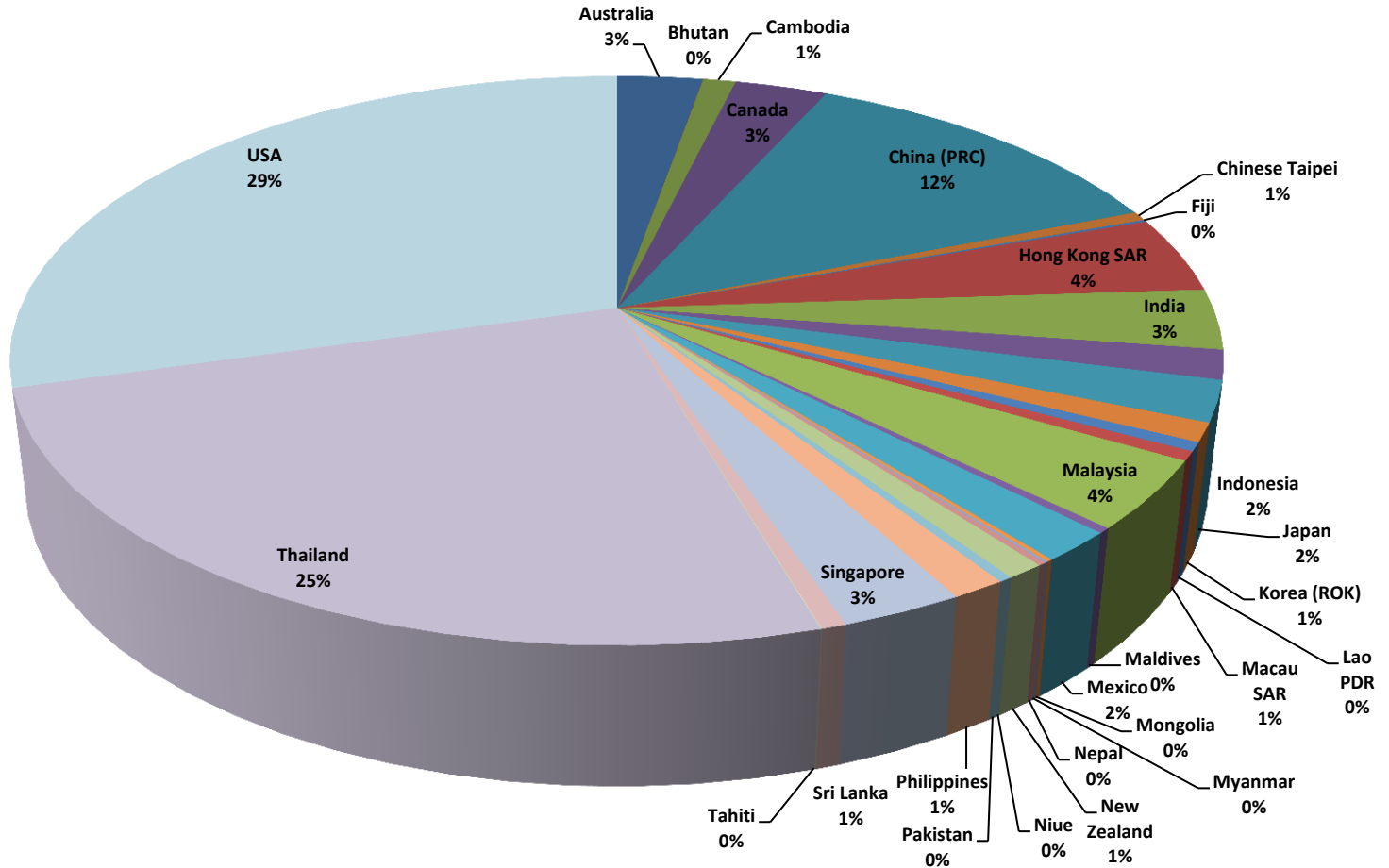
Arrivals from Norway to Asia Pacific 2010



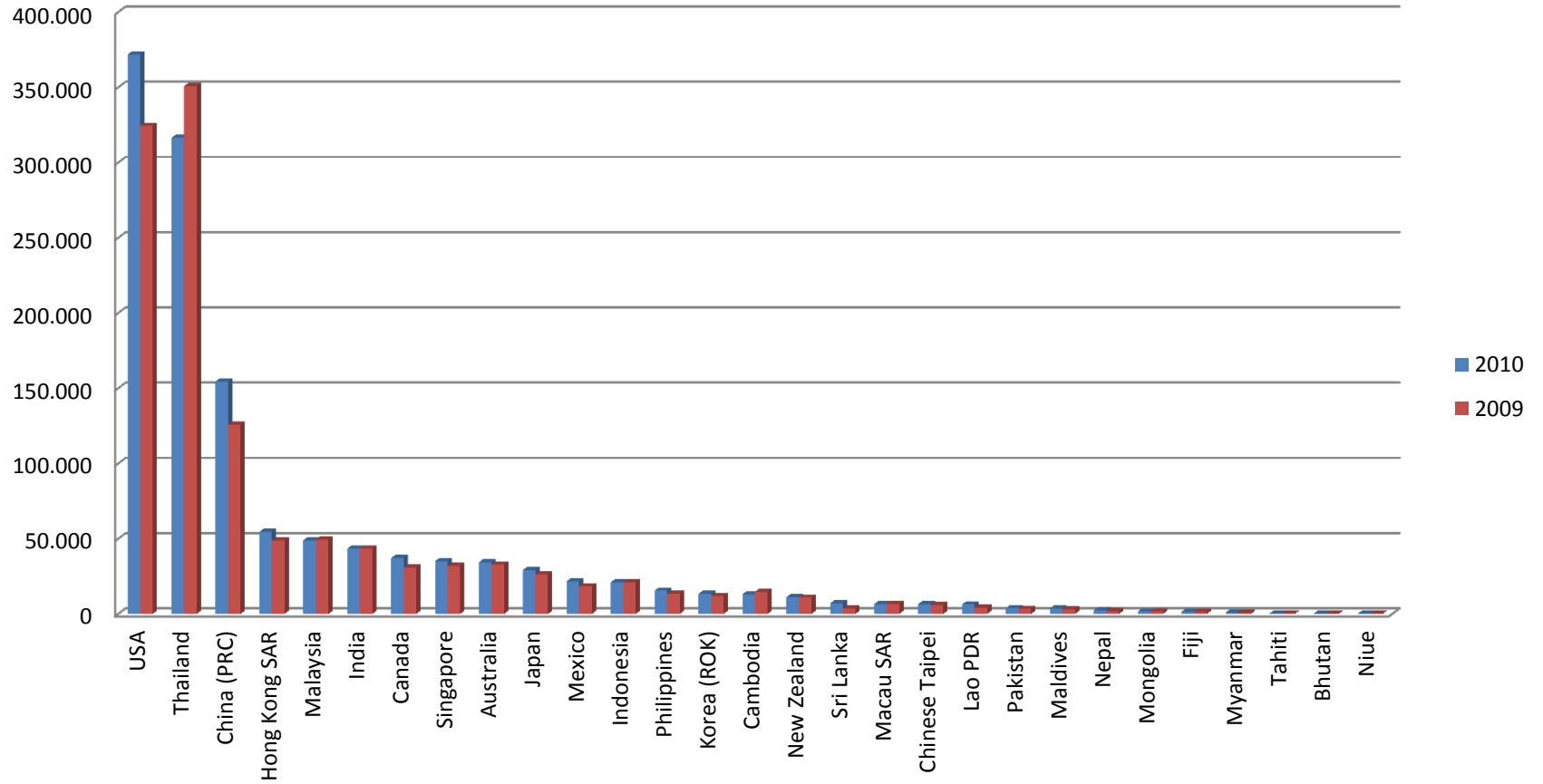
Arrivals 2010 vs 2009 from Norway to Asia Pacific



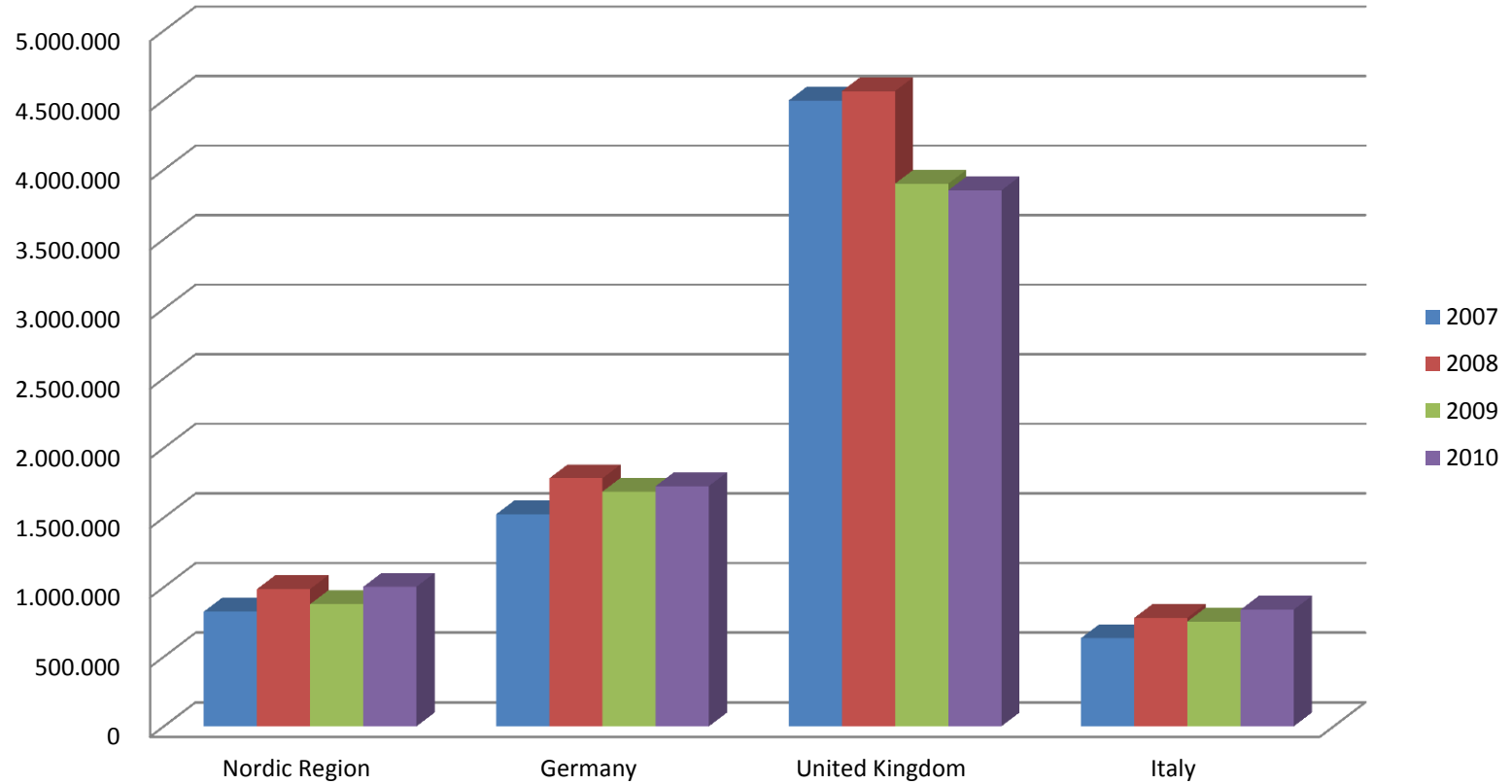
Arrivals from Sweden to Asia Pacific 2010



Arrivals 2010 vs 2009 from Sweden to Asia Pacific



Visitors to US Selected Countries 2007-2010



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.



17 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	Actual	%		%		%		%		%		%		%		%
Order	Origin	2009	Change	2010f	Change	2011f	Change	2012f	Change	2013f	Change	2014f	Change	2015f	Change	15/09	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%

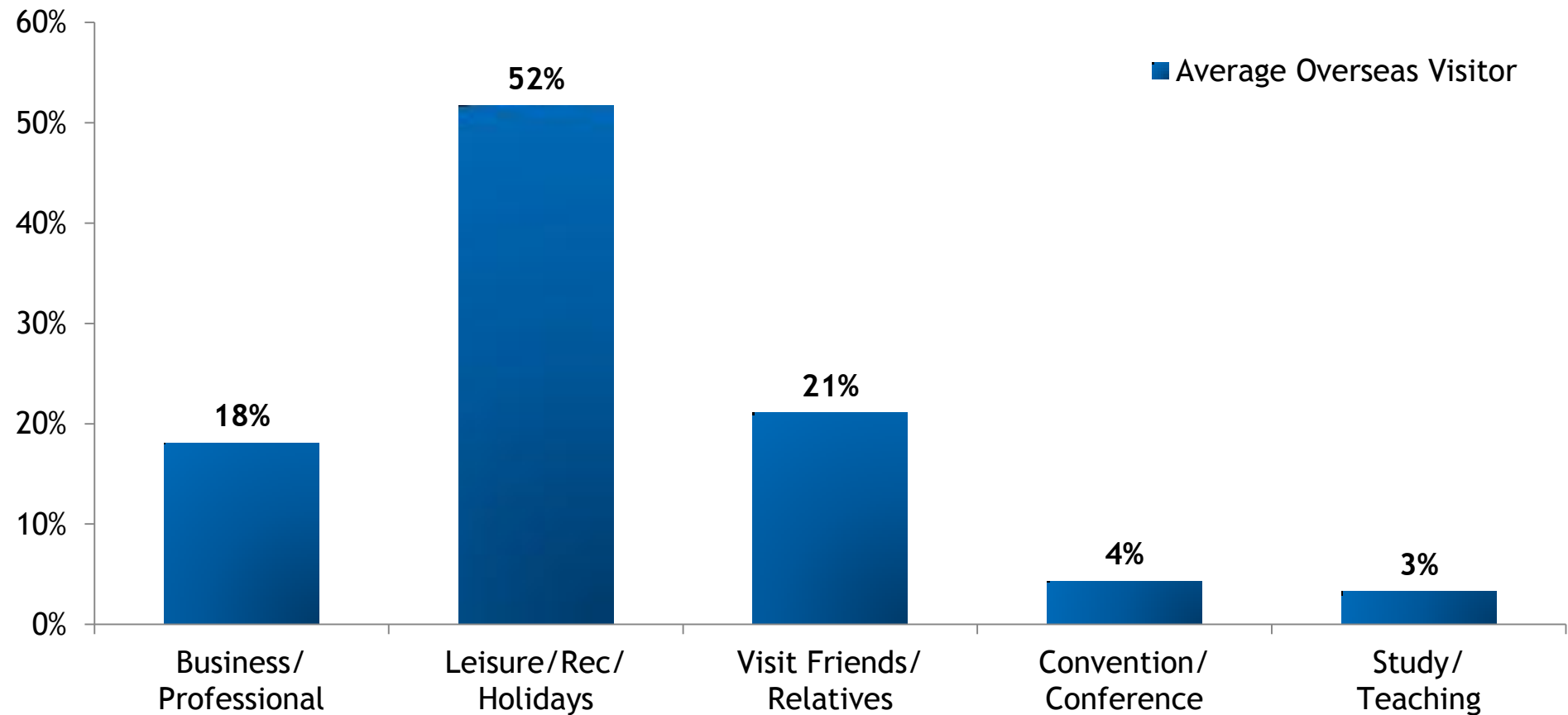


Forecast of International Travelers to the U.S. by Top Origin Countries (000s)

Rank	Visitor	%		%		%		%		%		%		%			
Order	Origin	Actual	Change		Change		Change		Change		Change		Change		Change		
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%



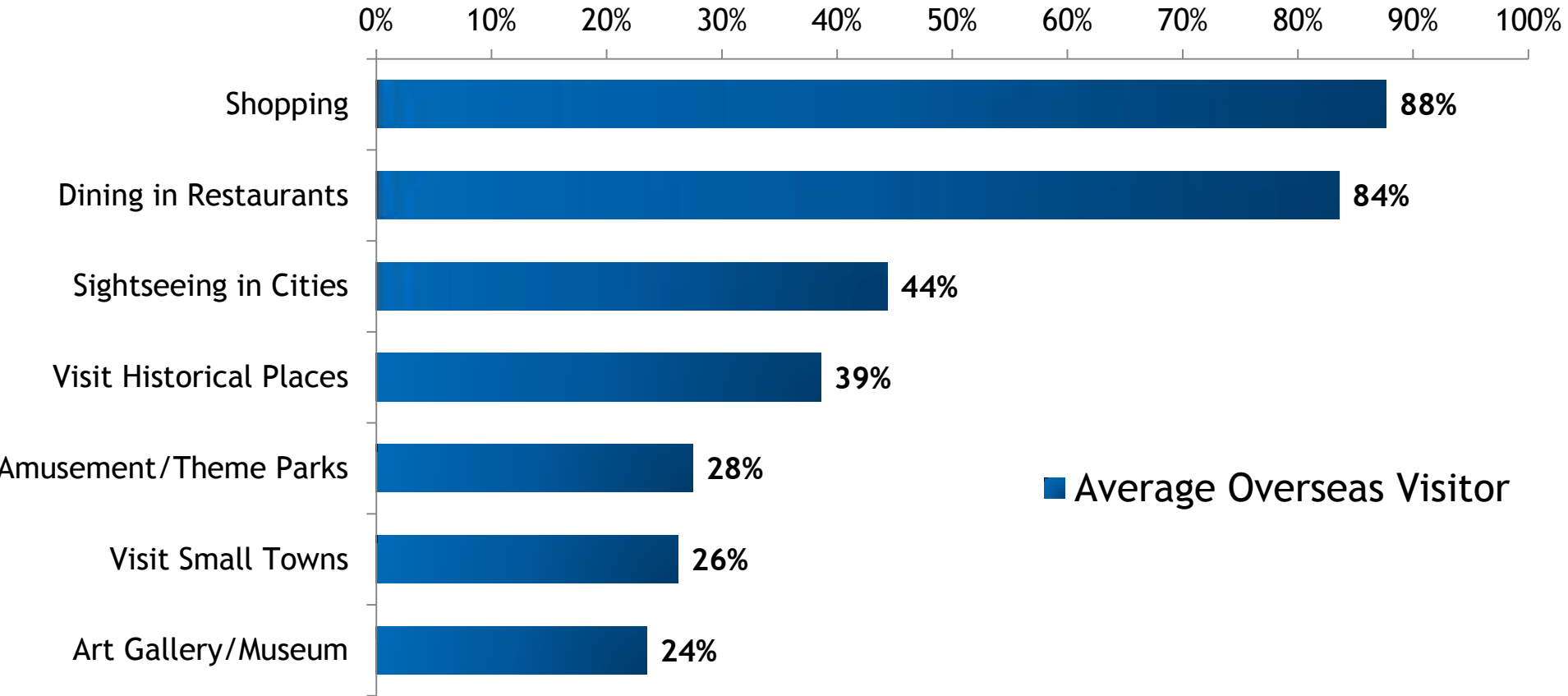
“What is/was the MAIN purpose of your trip...”



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



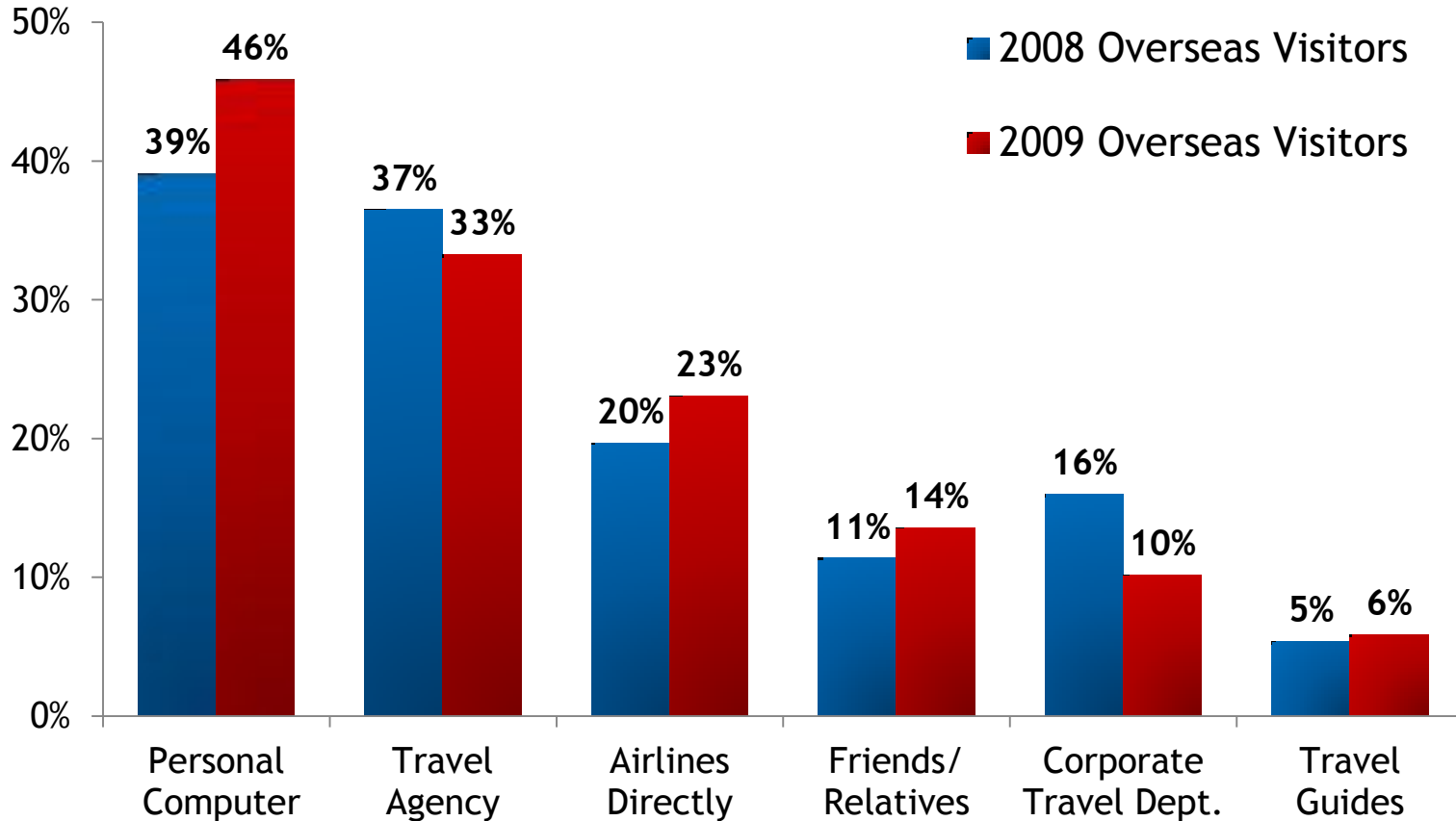
“Which leisure activities did you spend time on..”



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.



Brand USA Inc



DiscoverAmerica.com

The United States of awesome possibilities is welcoming Everyone



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 argue 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





DiscoverAmerica.com

- ESTA, \$14 (two year validity), only visa waiver countries
- \$4 Homeland security
- \$10 Travel promotion
- \$100 Million budget, annual ESTA funds from visa waiver countries
- \$100 Million, private funds in 2011, 200 Million in 2012 to un-luck E-funds

2012:

- Tier 1 markets: UK, Japan, Canada
- Tier 2 markets: South Korea, Brazil
- Tier 3 markets: Australia, China, Mexico, Germany, France, India





Brand USA & U.S Travel Association

Malcolm Smith

Vice President of Business Development &
General Manager of International Pow Wow

U.S. Travel Association | ustravel.org





Brand USA & U.S Travel Association

- First time ever USA is going to be branded as ONE COUNTRY
- U.S Travel Association's International Pow Wow the industry's premier international marketplace and largest generator of travel to the US – PARTNER with Brand USA.
- Officially launch its global marketing campaign at this year's event, being held in Los Angeles from April 21-25.





Los Angeles, California, Saturday, April 21 - Wednesday, April 25, 2012

Facts:

- 1,000 +U.S. travel organizations from every region in the US
- 1,200 international and domestic buyers from more than 70 countries.
- Total attendance: 6.000
- *(NEW) MICE buyers to attend IPW (free registration that incl. 5 nights hotel and transfer)*



Discoveramerica.dk

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Invitation til årets største USA Workshop

Discover America Denmark inviterer til årets største USA Workshop, D. 5. marts 2012 kl. 17:30 - 21:30.

[Read invitation here >>](#)

Vacation for Everyone in Herning, Denmark

Vacation for Everyone/Ferie For Alle in Herning, Denmark - February 24th - 26th, 2012, is Scandinavia's biggest and most important travel show with a record-high 66.300 visitors this year.

[Read more here >>](#)

European Insurance and Travel Media Award 2012

The Danish Association of Travel Journalists recently awarded Europe's Insurance and Travel Media Award 2012. The prize went to Karin Gert Nielsen, Managing Director and CEO of Atlantic Link.

[Read more here >>](#)

Atlantic Link to Promote International Pow Wow

los angeles powwow INTERNATIONAL April 21-26, 2012 Come Star in LA

Atlantic Link will promote International Pow Wow to MICE buyers in Denmark, Norway, Sweden, Finland, and the Baltic region.

[Read more here >>](#)

Web conference for 40 travel media

Discover America Denmark hosted a press conference for 40 travel media November 23rd 2011 in Copenhagen.

[Read more here >>](#)

Icelandair to launch service from Denver International Airport

Beginning May 11, 2012, Icelandair will operate four nonstop flights per week from DUL.

[Read more here >>](#)

Brand USA

Brand USA (formerly the Corporation for Travel Promotion) was created for the purpose of encouraging travelers from all over the world to visit the United States of America.

[Visit website here >>](#)

Denver's 12 for 2012

With two new museums, major international shows, world-class sporting events, and huge new animal exhibits, Denver is going to experience a phenomenal tourism year in 2012.

[Read more here >>](#)

DISCOVER AMERICA

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Contact details for Discover America Denmark

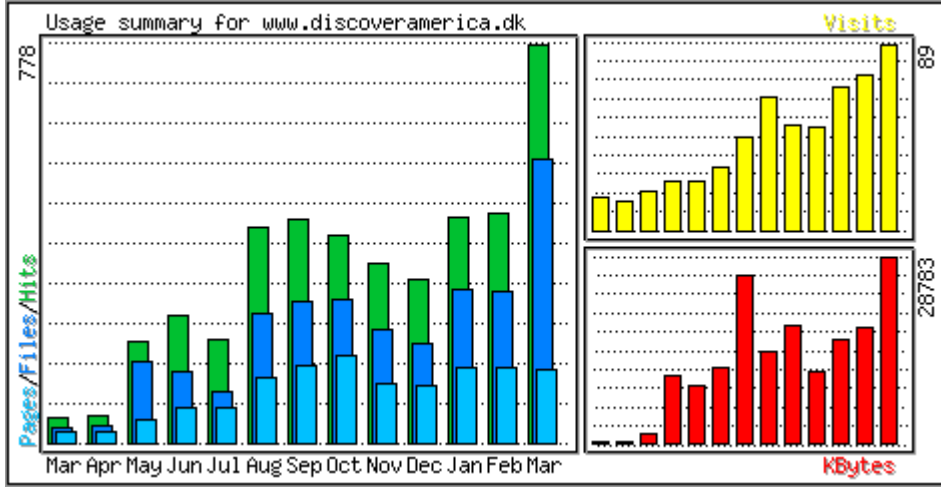
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[Read more here >>](#)

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- Blog
- Newsletters
- Banner adverts
- Workshops
- Travel shows
- Research, reports






Vacation for Everyone 2013 February 22-24

Discover America Workshop, 2013 February 26th Copenhagen, Denmark

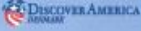


FERIE FOR ALLE

24 - 26 FEBRUARY 2012



LONG HOUL PAVILION



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

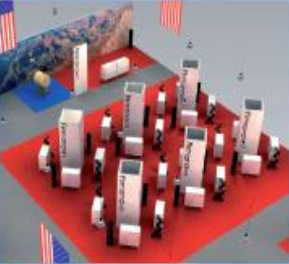
66.000 sqm gross area distributed on five theme areas: Long haul travel, Holiday in Denmark, Golfshow, Camping and Outdoor.

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).



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Advisory Board Discover America Denmark

- **Karin Gert Nielsen**
Managing Director Atlantic Link
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Managing Director FDM Travel
- **Jesper Klausholm**
Marketing Manager Billund lufthavn
- **Per Markussen**
Vice President, Nordic Area BCD Travel Nordic
- **Jesper Schou**
Managing Director Billetkontoret
- **Peter Rasmussen**
Managing Director Profil Rejser
- **Michael Jensen**
Production Manager Spies
- **Jens Vestergård**
Sales Manager KLM/Air France/Delta Air Lines
- **Carsten Nørland**
VP Market & Sales CPH Lufthavne
- **Lars Thykier**
Managing Director DRF
- **Peter Strandby**
Commercial Specialist US Embassy
- **Charlotte Lindholm**
Secretary



Members 2012 DK

TO's, TA's OTA's (19)

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

Suppliers Scandinavia (25)

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

Suppliers US

- Beacon Hotel, NY
- City Pass
- El Monte
- Palm Springs Resort
- Tropicana Las Vegas
- Vail Resorts
- Travalco
- Travel Oregon
- US Virgin Islands

Members 2012 Nordic (22)

- Alamo
- Avis
- Euro USA
- Explore Minnesota Tourism
- Florida Keys & Key West
- Greater Fort Lauderdale CVB
- Greater Miami
- Mall of America
- New York & Co
- North Dakota
- Rocky Mountains International
- Royal Caribbean Cruise Line
- SeaWorld Parks & Entertainment
- Silversea Cruises
- St.Petersburg/
Clearwater CVB
- The Beaches of Fort Meyers &
Sanibel
- Wellington Hotel, NY
- Visit California
- Visit Denver
- Visit Florida
- Visit Orlando
- Wellington hotel

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
- United
- Delta Air Lines
- Finnair
- Icelandair
- Iceland Express
- SAS
- US Airways, Air Canada
- British Airways
- KLM
- Air France
- Lufthansa
- Swiss
- SN Brussel



Top 15
Userservede intercontinentale ruter - CPH 2010 - totaltrafik:

Nr.	IATA	Destination	PAX
1	LAX	Los Angeles	68.812
2	SFO	San Francisco	60.190
3	BEY	Beirut	59.575
4	MIA	Miami	56.806
5	MCO	Orlando	33.222
6	HKT	Phuket	33.121
7	BOS	Boston	33.069
8	PVG	Shanghai	32.999
9	HKG	Hong Kong	32.617
10	DEL	Delhi	31.425
11	ICN	Seoul	29.063
12	MNL	Manila	26.039
13	JNB	Johannesburg	21.494
14	SEA	Seattle	19.559
15	BOM	Mumbai	17.817



US Travel Magazine 2011/2012

- Published by Standby Magazine
- Distributed at all workshops, travel shows in Nordic
- Supported by Discover America Denmark
- Next edition, September 2012

