



Press release:

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Atlantic Link to Promote International Pow Wow to the MICE-Market in the Nordic Region

Atlantic Link, who represents several foreign tourist destinations and international hotel chains in the Nordic countries, have been appointed to take care of sale, PR and communication towards the MICE-market on behalf of one the world's biggest travel fairs, International Pow Wow arranged by U.S. Travel Association. Atlantic Link will promote International Pow Wow to MICE-buyers in Denmark, Norway, Sweden, Finland and the Baltic region.

At the International Pow Wow delegates from states and regions from all over the U.S. come to present the endless possibilities USA has to offer to travel agencies, media and MICE-buyers from all over the world.

This year, International Pow Wow will be held in Los Angeles from April 21st to 25th 2012, when Los Angeles and California offer the 5,500 international attendees a unique possibility to experience the very best of the famous city on the shores of the Pacific Ocean.

The international MICE-buyers will get special attention this year, and therefore Atlantic Link has been appointed the representative in the Nordic Region. One of the initiatives to get international MICE-buyers to attend International Pow Wow is the cancellation of the participation fee. That also includes hotel stay during the trade show, which will be paid by the organizers.

"International Pow Wow is the biggest travel fair in the world for a single country, and the trade show is known for its very well-organized arrangements and the possibility to network with decision makers in the international travel business. But the social events during International Pow Wow are also a big attraction: an evening in Universal Studios for Pow Wow attendees exclusively, plus an evening in Hollywood with celebrities, glamour and world class entertainment" says Karin Gert Nielsen, Managing Director, Atlantic Link.

The huge travel fair is arranged by the U.S. Travel Association together with major tourist attractions, hotels and other tourist operators in the Los Angeles area.

More info on International Pow Wow in Los Angeles on www.ustravel.org and www.powwowonline.com

For further information:

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