



DiscoverAmerica.com



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## A few words from Karin Gert Nielsen, Managing Director Discover America Denmark

Dear Friends,

April 8<sup>th</sup>, at 2.45 pm local time, the first SAS plane direct from Copenhagen touched down at San Francisco International Airport. This marked the opening of the new direct route between Copenhagen and San Francisco. SAS will fly between the two cities six times a week; forecasts predict 125,000 passengers annually on the new route.

We have received the latest US Arrival figures from US Department of Commerce covering January to November 2012 showing a small but nevertheless important increase.

Looking ahead, we look forward to the International Pow Wow in Las Vegas, and we are already busy planning next year's great Discover America Workshop, Scandinavia's largest USA Workshop that will take place March 3<sup>rd</sup>, 2014.

Please read more below.

Sincerely,

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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## Arrival figures January –November 2012

### Total 2011

#1 UK	3.835.300
#2 Germany	1.823.797
#3 France	1.504.182
#4 Nordic Region	1.133.307
# Italy	891.571

Arrivals figure January – November 2012, US Department of Commerce, Office of Travel & Tourism Industries.

Country	January-November 2012	January-November 2011	Difference	Difference in %
DENMARK	256.295	259.758	(23.463)	-1,3%
SWEDEN	396.919	401.608	(4.689)	-1.2%
NORWAY	246.084	234.305	11.779	5.0%
FINLAND	112.704	109.755	2.949	2.7%
ICELAND	41.572	45.482	(3.910)	-8.6%
THE BALTICS	29.566	26.048	3.518	13.5%
<b>TOTAL for NORDIC REGION</b>	<b>1.083.140</b>	<b>1.076.956</b>	<b>6.184</b>	<b>0.6%</b>
ITALY	758.072	809.742	(51.670)	-6.4%
FRANCE	1.357.519	1.399.197	(41.678)	-3.0%
GERMANY	1.748.845	1.703.169	45.676	2.7%
UNITED KINGDOM	3.484.758	3.549.147	(64.389)	-1.8%

## Discover America Workshop March 3rd, 2014

Don't miss the largest USA event in Scandinavia  
**USA WORKSHOP 2014**  
 March 3<sup>rd</sup>

IN 2014, Discover America Denmark will again host Scandinavia's largest USA Workshop. The date will be March 3<sup>rd</sup>, and more than 300 travel agents and journalists will attend from Denmark, Norway and Sweden.

Price:

Members of Discover America: \$1000+VAT, after June 1<sup>st</sup> \$1250+VAT

Non members: \$1500+VAT, after June 1<sup>st</sup> \$1750+VAT

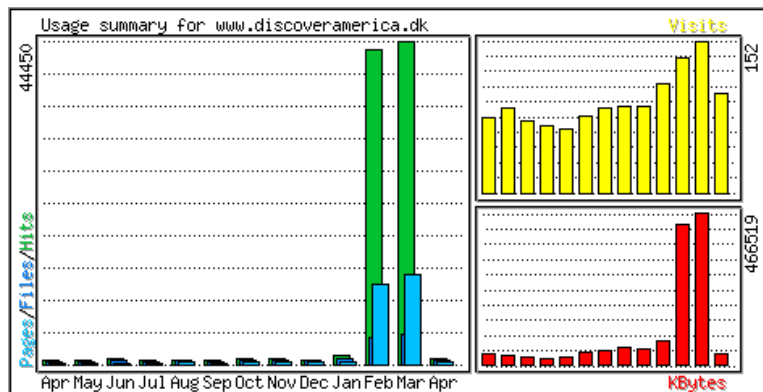
Please send email to Karin Gert Nielsen if you would like to register [kgn@atlanticlink.net](mailto:kgn@atlanticlink.net) or make your online registration [here](#)

Discover America Denmark is planning several other events and is participating in all the major trade shows in Denmark. Find more information on [www.discoveramerica.dk](http://www.discoveramerica.dk)



### DISCOVER AMERICA DENMARK WEBSITE

We really happy to see, that the interest and use of our website has growing, and want to share it with you. Feel free to mail us your news, special offer etc.



Month	Hits	Files	Average/day	
			Pages	Visits
Apr 2013	752	587	254	100
Mar 2013	44450	4209	12374	152
Feb 2013	43473	3663	11094	137
Jan 2013	1175	891	354	109
2013	26137	2645	7010	129
Dec 2012	617	451	240	87
Nov 2012	745	510	241	87
Oct 2012	744	479	242	86
Sep 2012	612	435	201	78
Aug 2012	657	489	252	65
Jul 2012	517	359	154	67
Jun 2012	682	493	165	72
May 2012	565	418	165	85
Apr 2012	660	434	193	76
Mar 2012	919	673	247	85
Feb 2012	448	295	148	73
Jan 2012	438	299	148	68
2012	634	445	200	77
Dec 2011	319	193	110	49
Nov 2011	350	219	114	49
Oct 2011	405	279	171	63
Sep 2011	435	276	149	44

## IPW 2013

IPW 13 is promising to be a stellar meeting with record breaking attendance and a lot of enthusiasm building. This is a quick update on a few IPW related points for April.

### **Important deadline are approaching:**

- April 15th is the last date the housing bureau can receive hotel reservations to guarantee delegates will be in their assigned hotel. The link for the site is [http://tiaa.teameventmanagement.com/team/pwol\\_flex/hotel/login.asp](http://tiaa.teameventmanagement.com/team/pwol_flex/hotel/login.asp). They use their company login codes to access it.
- Appointment requesting started March 27<sup>th</sup>, and April 22<sup>nd</sup> is deadline for appointment requests.
- May 10th, You will receive your list of pre-scheduled appointments and Manual Appointment Scheduling will begin

Registration for the post-familiarizations tours is also underway and several tours are either sold out or will be soon. Please register now if you want to participate.

[http://www.ipw.com/sites/powwowonline.com/files/IPW2013\\_PostFamTours.pdf](http://www.ipw.com/sites/powwowonline.com/files/IPW2013_PostFamTours.pdf)

From Denmark 20 International Buyers and 4 media will attend. And from Scandinavia 10 MICE buyers will attend.



## NEWS FROM OUR MEMBERS

### News from St. Petersburg and Clearwater

It comes as no surprise that St. Petersburg/Clearwater beaches have earned accolades throughout the years. They offer sugar-soft sands, sparkling waters and activities to satisfy every type of beachgoer.



Most recently, four of the area's beaches were named to the 2013 TripAdvisor Travelers' Choice Awards Top 25 U.S. Beaches. Led by Fort De Soto Park, which was named fourth best beach in the country and 20th among the coveted Best Beaches in the World, the list also includes Caladesi Island State Park (No. 12), Pass-a-Grille (No. 15) and Clearwater Beach (No. 18).

Call 0044 (0)208 339 6121 or visit [www.VisitStPeteClearwater.com](http://www.VisitStPeteClearwater.com) for more information.

**Hertz**



**Hertz er rejsebranchens foretrukne leverandør af billeje**

25 % kommission til rejsebureauer fra verdens største leverandør af Ford Mustang m.fl.  
Ring allerede i dag til Rasmus Borup Dahl i Hertz Leisure Sales for markedets bedste vilkår på tlf. +45 30 61 03 27.

**Send Your Message in Future Newsletters**

We invite you to send us your news, special offers etc., which we will distribute in the Discover America.

The upcoming newsletter will be sent out on the following dates:

- May 13, 2013
- June 24, 2013
- August 19, 2013
- October 16, 2013
- December 9, 2013

All you have to do is email text and pictures to Charlotte Lindholm at [cl@atlanticlink.net](mailto:cl@atlanticlink.net) no later than 7 days prior to the distribution dates.

**Member overview**

We are proud to announce that we now have surpassed 100 members in Discover America Denmark!

40% of our members are U.S. and Regional Suppliers. 60% consist of OTA's, MICE, Consortia, TO's and Travel Agents. We are also extremely pleased with the strong support we are seeing from the media with no less than 50 members.

We are looking forward to welcoming even more in the future.



## Nordic activity calendar 2013/2014

The calendar can also be found [here](#)

<b>2013</b>				
Pow Wow		Las Vegas	June 8 <sup>th</sup> – 12 <sup>th</sup> 2013	
Discover America Sweden	Trade	Malmö, Sweden	September 26 <sup>th</sup> , 2013	
Discover America Sweden	Trade	Lindköping/Nörrköping, Sweden	October 16 <sup>th</sup> , 2013	
Discover America Sweden	Trade	Jönköping, Sweden	October 17 <sup>th</sup> , 2013	40-60 travel agents
Øksnehallen	Consumer show	Copenhagen	October 19 <sup>th</sup> -20 <sup>th</sup> 2013	
PATA Longhaul	Trade/Media	Billund/Copenhagen	October 30 <sup>th</sup> 31 <sup>st</sup> 2013	
Discover America Sweden	Halloween	Stockholm, Sweden	November 4 <sup>th</sup> , 2013	
World Travel Market	Trade/Media	London	November 4 <sup>th</sup> – 6 <sup>th</sup> 2013	
Thanksgiving Dinner	Travel Trade/media	Copenhagen	November 7 <sup>th</sup> 2014	
Discover America Sweden	Thanksgiving Dinner/Trade	Stockholm	November 27 <sup>th</sup> 2013	
<b>2014</b>				
ReiselivsMessen Oslo	Trade & consumer show Fornebue	Oslo, Norway	January 10th – 12th 2014	
Discover America Finland	Trade/media	Helsinki, Finland	January 15th 2014	80 travel agents and media
Matka/Helsinki	Trade & consumer show	Helsinki, Finland	January 16th -19th 2014	80.000 visitors
FERIE 2014	Trade & consumer show	Copenhagen, Denmark	January 17th -19th 2014	40.000 visitors
Mid-Atlantic	Trade	Reykjavik, Iceland	TBA	<a href="http://midatlantic.icelandair.com/">http://midatlantic.icelandair.com/</a>
The Danish Travel Show	Trade & consumer show	Herning, Denmark	February 21st – 23rd 2014	63.000 visitors
Swansons Long Haul day	Consumer/Media	Osby, Sweden	March 1 <sup>st</sup> 2014	1000+ consumers visit Fort Swanson for a full day travel show, we will partner with Oregon and share at the workshop
Discover America Denmark	Workshop	Copenhagen, Denmark	March 3rd 2014	300+ travel agents/media from Denmark, Sweden and Norway
ITB	Trade & consumer show	Berlin	March 5th – 9th 2014	
TUR	Trade & consumer show	Goteborg Sweden	March 20st – 23th 2014	
IMEX	Meeting & Events	Berlin, Germany	May 20st – 22nd 2014	<a href="http://www.imex-frankfurt.com/diary.php">http://www.imex-frankfurt.com/diary.php</a>
Pow Wow		Chicago	April 5th – 9th 2014	

