



DiscoverAmerica.com



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

Dear Friends,

First of all, thank you to all of you who participated in and supported our workshop on March 4th. It was the biggest ever USA travel workshop in Scandinavia. It was a tremendous success. I am convinced it will boost travelling to the US even further; and I say 'even further' as the latest figures show that the increase in Nordic travelers to the US continues, please see the exact figures below. That tells us that we are on the right track. But we must keep up the good work, and we have already started working on next year's workshop. So please mark your calendar already now for March 3rd, 2014.

Thank you for your great support to the Danish Discover America Committee.

Sincerely,

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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Arrival figures January –October 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 – October 2012, US Department of Commerce, Office of Travel & Tourism Industries.

Country	January-October 2012	January-October 2011	Difference	Difference in %
DENMARK	239.445	242.130	(2.685)	-1,1%
SWEDEN	365.624	368.048	(2.424)	-0,7%
NORWAY	229.128	218.516	10.612	4,9%
FINLAND	103.795	100.658	3.137	3,1%
TOTAL	937.922	929.352	8.640	0,9%

Discover America Workshop March 4, 2013

Discover America Denmark hosted a USA Workshop in Copenhagen March 4th with 51 suppliers and over 200 were visiting Marriott to get inspiration and meet with all the suppliers. The workshop has received great feedback. All guests can now download the presentation, as well as pictures here:

http://www.discoveramerica.dk/usa_workshop_2013.html



Thank you for your great and invaluable support to the Danish Discover America Committee. **Mark your calendar already now for March 3rd 2014.**

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



Norwegian launches new routes to Fort Lauderdale, Florida

Fort Lauderdale, Florida, is Norwegian's first long-haul route from Copenhagen and the third from Stockholm. Fort Lauderdale is known as "The Gateway to Florida" and is centrally located about half an hour's drive north of Miami. Popular destinations such as Orlando, the Everglades and Key West are easily accessible by car. Several cruises originate in Fort Lauderdale. The routes to New York and Bangkok from Oslo and Stockholm will start in May /June.

Copenhagen - Fort Lauderdale twice a week

Norwegian will fly twice a week between **Copenhagen (CPH) and Fort Lauderdale (FLL)**, on Mondays and Fridays. Departure from Copenhagen is at 14:45, arriving in FLL at 19:30 local time. Departure from FLL is at 21:30, arriving CPH at 12:45 the next day. The first flight is November 29.

Stockholm - Fort Lauderdale twice a week

Norwegian will fly twice a week between **Stockholm (ARN) and Fort Lauderdale (FLL)**, on Thursdays and Sundays. Departure from ARN is at 14:45, arriving FLL at 19:30 local time. Departure from FLL is at 21:30, arriving ARN at 13:00 the next day. The first flight is December 1.

See more here: <http://media.norwegian.com/en/#/pressrelease/view/norwegian-launches-new-routes-to-fort-lauderdale-florida-846342>



Discover America Denmark's blog

We are very proud to have a blog on our website. This creates awareness about Discover America, the members and activities. Travel journalist Henrik Lange is moderator on the blog, and is also editor of the website Highways-USA.com. Each week new stories is on the blog. Find the blog [here](#)

The latest articles are: Driving at Highway 1 and Norwegian to Fort Lauderdale.

AMERICAN FESTIVAL IN AARHUS, Midnight shopping, traveling, and culture, June 3. – 4. 2013

The festival of midnight shopping, traveling, and culture in Aarhus is an annual tradition for citizens of Aarhus as well as for a large part of the citizens of Jutland. Every year, more than 150,000 people come to visit Aarhus City during the 2-day event. They come to experience the magnificent atmosphere and the cultural theme, as well as shopping and travel inspiration.



We are pleased to invite all members of The Discover America Association to take part in our festival and help us to promote the great land of America. One of the most centrally located squares will be changed to an U.S. workshop where you will have the opportunity to meet a lot of travel interested people from Aarhus and the rest of Jutland. The fee for participating in this workshop will be 1400 USD. The price includes a booth (3 x 3 meter), table and 2 chairs, light, internet access etc. You also will be a part of huge marketing activities in print and digital Medias. A special 100 pages Fair Magazine will be published in connection with the event. Please come and enjoy the magnificent U. S. atmosphere. Shops, restaurants, streets, and city squares are involved in the festival by offering entertainment, dance, music, cultural features, and travel exhibitions. We wish to engage and embrace all senses and make the diversity and authenticity of USA to be felt the real American way. The streets and squares will have themes like "New York", "Las Vegas", "Chinatown", "California", "New Orleans", "Wall Street" and "Hollywood".

The organizer of the event is The Aarhus City Association. In addition, several sponsors and partners will contribute, and there will be establish a partnership with the American Embassy, American Friendship Societies, and other American organizations. The event is supported by the municipality of Aarhus and the Lord Mayor Mr. Jacob Bundsgaard. You can register by e-mail to: kn@aarhus-city.dk. If you have any questions do not hesitate to contact us.

We are looking forward to welcome you in **USAarhus on the 03rd – 04th of June 2013.**

Kind regards
Claus Bech Managing Director

DREAMIN' & DRIVIN' by Roald Bergmann

The ultimate road trip (with screaming kids in the backseat)

46 states. 23,300 kilometres. 100 days. Those were the ingredients for journalist and TV reporter Roald Bergman on his dream journey through the United States. Before, during and after the American presidential election, Roald Bergman and his wife took their two children, 3 and 5 years old, on a staggering road trip through almost all the continental American states. Roald Bergman gives colourful talks about his trip. The talks can be tailored around themes like journalism, TV, family holidays, traveling with children, the American culture and people, and much more.



Read more at <http://www.atlanticlink.net/img/atlanticlink/txt/DREAMIN.pdf>

NEWS FROM OUR MEMBERS

CRUISE AMERICA TO CARRY OSCAR ON HIS COAST TO COAST JOURNEY

Dear Friends

We just wanted to share a light hearted piece of news with you in the run up to the Oscars! Well Oscar has just set off for the historical road trip which will take him from New York to Hollywood, visiting several cities in-between. His royal coach will come in the form of a Cruise America RV, of course! As the nation's leader in RV rentals and sales, we have been named as the official Oscar carrier for the 2013 Academy of Motion Picture Arts and Sciences (better known as "The Oscars") awards show. In an effort to get fans in the spirit of the Academy's February 24 broadcast, Oscar is taking a road trip to pay a visit to the nation.



For the first time in the history of the Academy Awards, which began in 1929, Oscar will be taking a 21-day social media publicity tour across the United States. This historical road trip will take him from New York to Hollywood, visiting several cities in-between. His royal coach will come in the form of a Cruise America RV. Cruise America representative, Michael Smalley said; "Cruise America feels it a privilege to be associated with a time-honored event such as the Oscars. These awards are given as a merit for distinctive achievement in the film industry, so it's only fitting that Oscar would be treated to a ride in a top-of-the-line Cruise America RV."

The Oscar-carrying motorhome departed from New York on the 4th February, heading west on its American cruise. While there are 11 designated cities that Oscar will be visiting, the majority of the trip's stopping points will be determined by the Oscar fans. These impromptu visits will be selected based on their reactions and input on social media. As Oscar rolls into their towns, fans will be able to see the iconic statuette and have their picture taken with him. They will also be able to track the journey of Oscar on Cruise America's Facebook page. For more information on this story and to see the set itinerary for the Oscar Road Trip, click on the link

<http://www.prweb.com/releases/2013/2/prweb10390760.htm>

With best regards

Tracy

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Unique Hotels Solutions offers....

Unique Hotel Solutions has great offers from:

California [here](#)
Miami [here](#)

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WWW.UNIQUEHOTELSOLUTIONS.COM

Visit Denver – news and updates

- New Itineraries and releases attached:
 1. Walking & Drinking Beer downtown Denver
 2. Denver's Craft beverages – including beer, distilleries making whisky, vodka, rum, gin, as well as wine all made in Denver!
 3. 3 days in Denver & Regional itinerary ideas Denver gateway
 4. 10 things to do this summer
 5. Denver gateway – regional map -
<http://denver.org/images/maps/west.pdf>


DENVER
VISITDENVER.com

- VISIT DENVER Achieves First-Ever Destination Standard Certification for Environmentally Sustainable Practices <http://www.denver.org/metro/media/press-blog?bid=266>
- 7 Denver hotels make Conde Nast Traveler top hotels in the West: <http://www.cntraveler.com/readers-choice-awards/united-states/top-10-hotels-west-usa>
- Watch Out Silicon Valley! Colorado Primed to Emerge as the Next Hub of Innovation and Entrepreneurship
Among companies that have relocated or expanded operations to Colorado are Arrow Electronics, Vestas Wind Systems, DaVita, Lockheed Martin, Hitachi Data Systems and the new U.S. Patent and Trademark Office. All of these moves signal recognition of Colorado's unique quality of life, business-friendliness, availability of capital and drive to spur innovation.
<http://www.forbes.com/sites/sashagalbraith/2012/12/17/watch-out-silicon-valley-colorado-primed-to-emerge-as-the-next-hub-of-innovation-and-entrepreneurship/>

Hertz offers 25% commission to all partners

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 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! And we welcome Norwegian and Experience Kissimmee as the newest member.

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.

New members:

TeamAmerica

Unique Hotel Solution

Marianne Sommer Knudsen

Nordic activity calendar 2013/2014

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

2013				
TUR	Trade & consumer show	Goteborg Sweden	March 21 st – 24 th , 2013	
IMEX	Meeting & Events	Berlin, Germany	May 21 st – 23 rd 2013	http://www.imex-frankfurt.com/diary.php
Pow Wow		Las Vegas	June 8 th – 12 th 2013	
Discover America Sweden	Trade	Malmö, Sweden	September 26 th , 2013	
Discover America Sweden	Trade	Lindköping/Nörrköping, Sweden	October 16 th , 2013	
Discover America Sweden	Trade	Jönköping, Sweden	October 17 th , 2013	40-60 travel agents
Discover America Sweden	Halloween	Stockholm, Sweden	November 4 th , 2013	
Øksnehallen	Consumer show	Copenhagen	October 19 th -20 th 2014	
PATA Longhaul	Trade/Media	Billund/Copenhagen	October 30 th 31 st 2013	
World Travel Market	Trade/Media	London	November 4 th – 6 th 2013	
Thanksgiving Dinner	Travel Trade/media	Copenhagen	November 7 th 2014	
Discover America Sweden	Thanksgiving Dinner/Trade	Stockholm	November 27 th 2013	
2014				
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 2013	80.000 visitors

FERIE 2014	Trade & consumer show	Copenhagen, Denmark	January 17th -19th 2014	40.000 visitors
Mid-Atlantic	Trade	Reykjavik, Iceland	TBA	http://midatlantic.icelandair.com/
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 st 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	200+ travel agents/media
ITB	Trade & consumer show	Berlin	March 5th – 9th 2013	
TUR	Trade & consumer show	Goteborg Sweden	March 20st – 23th 2014	
IMEX	Meeting & Events	Berlin, Germany	May 20st – 22nd 2014	http://www.imex-frankfurt.com/diary.php
Pow Wow		Chicago	April 5th – 9th 2014	