



DiscoverAmerica.com



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

Dear Friends,

According to the latest UNWTO World Tourism Barometer (May 2013), international tourism receipts hit a new record in 2012, reaching an estimated US\$ 1075 billion worldwide (up 4% in real terms, from US\$ 1042 billion in 2011.), and the United States showed remarkable results with a growth rate of +11 %.

Scandinavia still plays an essential role, which is excellent, and we look forward to keeping up the good work in order to reach the expected results. For now, we are pleased to remind you that **the largest USA workshop in the Nordic countries will be held for the 3rd time, March 3rd, 2014.**

Sincerely,

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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Discover America Workshop March 3rd, 2014



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

Price:

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

Non members: \$1500+VAT, after June 1st \$1750+VAT

Please send email to Karin Gert Nielsen if you would like to register 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



IPW 2013

IPW 13 is promising to be a stellar meeting with record breaking attendance and a lot of enthusiasm building.

From Denmark 21 travel agents are participating:

Albatros Travel, Bravo Tours, Dagama Travel, FDM Travel, Gislev Rejser, Icelandair Holiday, Jysk Rejsebureau, My Planet International, Nyhavn Rejser, Nyhavn Rejser Group & Incentives, Profil Rejser, Risskov Travel Partner, Spies, Stjernegaard Rejser and USA Rejser.

From Denmark 7 media is participating:

Dancom TV, TIC.travel, Business Traveller, Highways, Standby, Take Off, TGT



LAS VEGAS, JUNE 8-12, 2013

Quality Travel Fair 2013 October 18th – 20th 2013

Discover America and Brand USA invites you to a very special event in cooperation with Denmark's largest travel magazine, Vagabond REJS.

Event: Quality Travel Fair 2013
Dates: Friday 18th, Saturday 19th and Sunday 20th of October 2013
Venue: Øksnehallen, Copenhagen's most exclusive fairground, provides an aesthetical and beautiful setting for the Quality Travel Fair downtown Copenhagen.

Number of visitors: 12 – 15.000

Segment: + 45 years, high educations, high income, travels 4 to 6 times per year.

Two forms of Participation:

A: Your brochures in "the newspaper stand" - Price 250 USD*

B: Your brochures in "the newspaper stand" **and** your own high coffee table - Price 500 USD*

Concept: Vagabond builds a USA lounge to the right of the main entrance. The lounge will be framed by large banners with U.S. motives, which sends a clear message that the visitors are now in the United States. At every entrance to the lounge we will hang logo banners with the name "Discover America, Brand USA" at the top and exhibiting names in alphabetical order. For those who want solution "A", we will build a newspaper stand where their brochures will be located. The newspaper stand will be illustrated with a large banner as a backdrop, with a photo of a newsstand, and built up with a series of magazine racks. In front of the newspaper stand we will built a lounge area inspired by the US. We will place high coffee tables in the lounge area, where the participants wishing solution "B" can talk to the guests. Those who choose option "B" can bring a roll up, and also place their brochures in the newspaper stand.

How to book: Christian Adamsen – Tel.: (0045) 4813 1504 Cell: (0045) 2214 0856 mail: adamsen@vagabond.info
 *All prices are without 25% local VAT.

Web: <http://www.vagabond.biz/default.asp?id=1940>



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	(3.463)	-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%
TOTAL for NORDIC REGION	1.083.140	1.076.956	6.184	0.6%
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%

NEWS FROM OUR MEMBERS

NEWS from ALON Marketing Group

ALON Marketing Group will be at IPW 2013 in Las Vegas at booth #1216! We are pleased to offer a one-stop-shop for buyers, event planners and media to visit with many tourism supplier companies in just one visit. Please stop by to meet us and learn about our professional, flexible and easy-to-work with USA tourism suppliers!

Helicopter Flight Services: The ONLY NIGHT FLIGHTS of NYC. Rated 4.5 on TripAdvisor and awarded the NY Concierge Choice Award, Helicopter Flight Services offers your clients a safe, smooth and 180 degree view over the Big Apple! Available flights 365 days, day and evening, and groups up to 300. <http://heliny.com/>

Bike & Roll: Located in 4 major US cities; NYC, Washington DC, Miami and Chicago. New to Bike and Roll Washington, DC are exciting Segway Tour by day and by night. New to Miami and Chicago are Food Tasting Tours. Safe and fun guided tours and rentals are available in each city! ([Chicago](#), [Miami](#), [New York](#), [Washington DC](#))

A Slice of Brooklyn Bus Tours: Celebrating their 8th annual year as the original Brooklyn Pizza Tour, rated Brooklyn's #1 tour on TripAdvisor. Pick up and drop off in Manhattan, and eat your way through Brooklyn's hip and historic neighborhoods led by true Brooklynites, Tony and Paula. Eat authentic Brooklyn Pizza, learn Brooklyn's past and present and see where famous movie scenes has been filmed. <http://asliceofbrooklyn.com/>

The Russian Tea Room: Celebrating their 85th anniversary in NYC! Well located near Carnegie Hall and other midtown favorites, The Russian Tea Room is both group & FIT friendly as well as available for private events. <http://russiantearoomnyc.com/>

Also at IPW, **Brooklyn Tourism**, booth #1220! Come learn why Brooklyn is the hottest and hippest NY borough! <http://visitbrooklyn.org/>

ALON Marketing Group facilitates the growth and development in B2B working relationships between travel trade buyers, partners, media and sellers. www.alonmarketing.com

For further information, please contact Jennifer Purtill: jpurtill@alonmarketing.com and Jennifer Ackerson: jackerson@alonmarketing.com, 001-631-756-1102

Experience Kissimmee Launches New Gateway to Fun

New Travel Website Makes Planning Central Florida Vacation Easy

Kissimmee, Fla. (April 16, 2013) – Experience Kissimmee has launched a new dynamic website that makes it easier for visitors to plan their next Central Florida vacation. ExperienceKissimmee.com offers a clean, vibrant new design and places an emphasis on ease of use and interactivity.



One of the most anticipated features of the new website is the interactive Trip Planner, which enables visitors to create a personal itinerary of all of the experiences the Orlando and Kissimmee area has to offer.

As they navigate through the site, users add accommodations, attractions, dining options and more to a personal trip planner. Then, they drag and drop items from selected interests and add them a day planner where they may sort activities in the order they want to visit each day. Finally, save, edit, share and print the itinerary.

"We are noticing that when it comes to planning a vacation, visitors are looking for convenience, ease of use and engagement from sources they trust," said Experience Kissimmee Executive Director Shelley Maccini. "Our new website gives them all of that in one place, with tools to learn about Kissimmee and ultimately plan their vacation, meeting, a family reunion, sporting event or any kind of stay with the assurance that they have access to everything our destination has to offer."

Experience Kissimmee, formerly known as the Kissimmee Convention & Visitors Bureau, also added elements to appeal to the future generation of travelers. The homepage features live social media feeds from Facebook, Twitter, YouTube and Experience Kissimmee's i.seeKissimmee blog, highlighting engaging postings.

Brilliant photos and Trip Advisor reviews also complement category listings to give an in-depth look at all the excitement the popular destination provides. The site also boasts an improved Special Events calendar, allowing visitors to easily search fun-filled events scheduled during their stay.

The ever-evolving website provides users with the most up-to-date information needed to plan their visit to Kissimmee. The easily accessible, interconnected pages also allow for effortless exploration into all of the areas offerings, allowing visitors to delve into the destination and find the hidden gems throughout. To see all the new features up close, visit www.experiencekissimmee.com

MEDIA CONTACT: Experience Kissimmee, Communications 407-742-8212, media@ExperienceKissimmee.com

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.

Foredrag med Rene Frederiksen

Mit navn er René Frederiksen. Jeg har rejst i USA 19 gange og oplevet 41 stater.

Jeg har kørt titusindvis af miles i udlejningsbiler i USA og set de helt store og helt små seværdigheder.

Jeg har oplevet 4th of July i Chicago, Nytår i New York, Austin, TX, Las Vegas og Key West. Kørt Route 66 fra Chicago til LA, sejlet i kano på Rio Grande og redet i bjergene ved den mexicanske grænse i Texas. Kørt sportsvogn fra Miami til Key West, fløjet varmluftballon i Rocky Mountains, været til Speedweek i Bonneville og prøvet cowboy action shooting i Texas mm.

Via de mange road trips i USA har jeg samlet en masse erfaring om det at rejse rundt i USA i bil. min

nd.

Jeg holder også foredrag om oplevelserne i USA og har været til stor inspiration for andre og besvaret mange spørgsmål fra rejsende som skulle ud på egen hånd.

Jeg kan holde foredrag om bestemte områder, ruter (Route 66, den klassiske tur på vestkysten, den musikalske tur i syden, Florida og Key West, Rocky mountains m.fl) eller specielle oplevelser, bl.a. overnatninger på utraditionelle steder så som i grotter og trætoppe, eller feriehus ude i Texas ørken, 36 km fra nærmeste by.

Her kan du se vurderinger fra et par af mine foredrag:

<http://www.speakerscore.com/CqBsXgZpLpRtHd1G>

<http://www.speakerscore.com/ntxZb4wh7lF86rND>

Mit mål er at opleve alle 50 stater, men har ikke travlt.

Jeg har besøgt mange stater mere end én gang, på forskellige ture, og har søgt at opleve områder og steder som de færreste rejsende får med på deres første eller andet besøg i USA.

Hvis du er interesseret i at kontakte mig i forbindelse med et foredrag eller andet, kan jeg fanges på mail:

roadtrip@renefrederiksen.dk



News from Visit Denver - Rockmount Ranchwear Celebrities & Memorial Day Weekend

Memorial day weekend events and a new release detailing the celebrities who wear Rockmount Ranchwear shirts. – see more [here](#)

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:

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!

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](#)

2013				
California Winetasting	Consumer show	Copenhagen, Denmark	May 24th - 25th, 2013	
Discover America Sweden	Golf Event	Arlandastan Golf, Sweden	June 4th, 2013	
USA Festival	Consumer event	Aarhus, Denmark	June 4th - 6th, 2013	
Discover America Finland	Trade	Helsinki, Finland	June 6th, 2013	Summer Party
IPW		Las Vegas, USA	June 8th - 12th, 2013	
Discover America Sweden	Trade/Media	Malmö, Sweden	September 26th, 2013	Evening workshop for 80 travel trade professionals
Travel World Stockholm	MICE Trade Show	Stockholm, Sweden	October 9th, 2013	300 MICE buyers
Discover America Sweden	Trade/Media	Lindköping/Nörrköping, Sweden	October 16th, 2013	Evening workshop for 70 travel trade professionals
Discover America Sweden	Trade/Media	Jönköping, Sweden	October 17th, 2013	Evening workshop for 40-60 travel trade professionals
Quality Travel Fair 2013, Øksnehallen	Consumer show	Copenhagen, Denmark	October 18th - 20th, 2013	Luxury consumer show.
Discover America Finland	Trade	Helsinki, Finland	October 24th, 2013	USA Seminar
Travel Show	Consumer show	Stockholm, Sweden	October 24th - 26th, 2013	New consumer show
Discover America Norway	DA Norway Roadshow	Oslo, Trondheim, Bergen, Stavanger: Norway	TBA	

PATA Longhaul	Trade/Media	Billund/Copenhagen, Denmark	October 30th - 31st, 2013	200+ buyer over two days
Discover America Sweden	Halloween	Stockholm, Sweden	November 4th, 2013	
World Travel Market	Trade/Media	London, England	November 4th - 7th, 2013	
Discover America Sweden	Trade/Media	Stockholm, Sweden	November 8th - 11th, 2013	Trade show at Stockholmsmässen
Discover America Sweden	Trade/Media	Gothenburg, Sweden	November 20th, 2013	
Discover America Sweden	Thanksgiving Dinner/Trade	Stockholm, Sweden	November 27th, 2013	
2014				
ReiselivsMessen	Trade & consumer show Fornebue	Oslo, Norway	January 10 th - 12 th , 2014	
Discover America Finland	Trade/media	Helsinki, Finland	January 15 th , 2014	80 travel agents and media
Matka	Trade & consumer show	Helsinki, Finland	January 16 th - 19 th , 2014	80.000 visitors
FERIE for Alle	Trade & consumer show	Copenhagen, Denmark	January 17 th - 19 th , 2014	40.000 visitors
Mid-Atlantic	Trade show	Reykjavik, Iceland	TBA	
The Danish Travel Show	Trade & consumer show	Herning, Denmark	February 21 st - 23 rd , 2014	63.000 visitors
Swansons Long Haul day	Consumer/Media	Osby, Sweden	March 1 st , 2014	1000+ consumers visit Fort Swanson
Discover America Denmark	Workshop	Copenhagen, Denmark	March 3 rd , 2014	250+ travel agents/media from Denmark, Norway and Sweden
ITB	Trade & consumer show	Berlin, Germany	March 5 th - 9 th , 2014	
TUR	Trade & consumer show	Gothenburg, Sweden	March 20 st - 23 th , 2014	
IMEX	Meeting & Events	Berlin, Germany	May 20 st - 22 nd , 2014	
IPW	Trade Show	Chicago, USA	April 5 th - 9 th , 2014	