

NEWSLETTER DISCOVER AMERICA DENMARK – AUGUST 2012



DiscoverAmerica.com



In this newsletter you will find:

- A few words from Karin Gert Nielsen, Managing Director of Discover America Denmark
- Information seminars with all the news around International Pow Wow 2013
- "Standby" The Scandinavian Travel Trade Magazine launch of annual edition of "Travel America 2012/2013"
- Sign up for the large Discover America Denmark Workshop March 4th, 2013
- TV2 Denmark covers the entire USA
- New hotel opens on Clearwater Beach, Florida
- Travalco offer Self Drive programmes
- Discover America Denmark member overview
- Nordic activities and calendar

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

The Nordic countries are an emerging market for USA. They have great potential, with six weeks paid vacation scattered throughout the year, they stay for a longer period of time than the average visitor, and travelling has a very high priority, so more than \$20 billion is spent on travels each year, and that number is increasing. With an annual income of \$100,000 on average, they have a very high spending percentage while at the destination, as they spend almost \$1,000 per person more than other overseas visitors.

The newest statistic shows that the Nordic region becomes the 4th largest European inbound market to the USA. In 2011, the number of visitors into the US overall, from the Nordic Region increased by 13 percent compared to 2010. The Nordic Region from which 1.133.307 travelers visited the US compared with 1.002.779 in 2010.

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

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

	Jan-May 2012	Jan-May 2011	Diff	Diff pct.
Country				
DENMARK	101.387	96.180	5.207	5,4%
SWEDEN	178.019	172.771	5.248	3,0%
NORWAY	100.410	94.332	6.078	6,4%
FINLAND	52.516	49.448	3.068	6,2%
ICELAND	17.478	17.417	61	0,4%
BALTICS	12.569	11.295	1.275	11,9%
TOTAL	462.379	441.443	20.936	4,7%

Best regards

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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Information seminars around International Pow Wow, Las Vegas June 8th – 12th 2013

IPW 2013 invites you to an informal meeting, with information around IPW 2013 and overview of tourism from Scandinavia and Finland to USA.

The meetings will be in

Oslo, September 4th 2013
Copenhagen, September 5th 2013
Stockholm, September 6th 2013
Helsinki, September 7th 2013

The invitation is for MICE, leisure, airline reps and travel media.
Please contact Charlotte Lindholm for more information cl@atlanticlink.net



What Is International Pow Wow?

U.S. Travel Association's International Pow Wow is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and close to 1,200 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. At International Pow Wow, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. For more information or to register, visit www.powwowonline.com

Free registration fee for first time MICE buyers incl. hotel and registration.

This year's IPW promises to combine the premier marketplace for meeting and incentive travel to the U.S. with the glitz and glamour of one of America's most sensational cities. In just five days you will have the opportunity to capture your share of booked business through face-to-face prescheduled appointments with top travel brands and providers in America. We are looking forward to meeting you!

"Standby" The Scandinavian Travel Trade Magazine launch of annual edition of "Travel America 2012/2013"

The magazine is supported by Discover America and will feature the new consumer site discoveramerica.com

Special offer to Discover America members:

- Distribution with Stand By September edition to 50.000 readers in the Nordic Area (B2B)
- Distribution at all the Nordic Fairs in 2013 (Norway, Denmark, Finland, Sweden).
- Further distribution: At the American Embassy in Denmark, at the workshops arranged by Discover America in Denmark and at the Discover America WEB site.
- 30.000 copies, Quality pages 100 G Silk, cover 170 G Silk
- 1/1 page, format 210 x 297 mm width x height + 5 mm bleed US\$ 2.500,00
- 1/2 page, format 180 x 128,5 mm width x height + 5 mm US\$ 1.500,00
- For further media data please refer to www.standby.dk, contact Villi Karup Rasmussen ras@standby.dk

Sign up today!

Sign up now for **Discover America USA Workshop on March 4th, 2013** and get direct access to more than 200 travel agents and media!

Price:

Member of Discover America \$1,000
Non-members \$1500



Come and join the exhibitors who have already signed up:

Air Canada, Air France, ALON Marketing, American Airlines, Avis, British Airways, Cruise America, Delta Air Lines, Hertz, Iberia, Icelandair, Kimpton Hotels, KLM, Rocky Mountain International, Royal Caribbean Cruise Line, SeaWorld Parks & Entertainments, Scandinavian Airlines, Travel Oregon, Virgin Atlantic, Visit California, Visit Orlando, U.S. Virgin Islands.

Mark your 2013 calendar for the big tradeshows in 2013 already now!

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

TV2 DENMARK COVERS THE ENTIRE USA

This fall and winter America will be in focus when the largest television network in Scandinavia, TV2 Denmark, covers the American presidential election.

Besides the normal news coverage of the election, TV2 sends a Danish reporter (Benjamin Bergmann) and his family of wife and two kids on an amazing journey 13.000 miles through all 48 contiguous states of the USA in a motorhome.

Benjamin Bergmann is on a journalistic mission to get under the skin on the american people no matter if they're hipsters in Manhattan, celebrities in Hollywood, lumberjacks in Oregon or students in Dallas.

He and his family will drive the roads, see the sights, feel the dreams and struggles, enjoy the food, endure the hands of nature and sleep inside the homes of the common american.

10 times will Benjamin Bergmann report home to Denmark, both live and with smaller features that he produces and edit himself on the go, to the hugely popular nationwide programs "Good Morning Denmark" (est. 450.000 viewers every weekday) and "Good Evening Denmark" (est. 620.000 viewers every weekday).

These special reports from everyday America away from the marble halls of Washington DC will be aired from different locations each time: Detroit, Chicago, Denver, Yellowstone, Seattle, San Francisco, Los Angeles, Las Vegas, Dallas, Washington DC and New York City.

The nationwide journey starts in New York the 17th of September 2012 and ends the same place on the 3rd of January 2013.



New hotel opens on Clearwater Beach, Florida

St. Pete/Clearwater celebrates the opening of Pier House 60

Pier House 60 Marina Hotel has thrown open its 107 guestrooms to welcome visitors to the newest accommodation on Clearwater Beach.



With views of white-sand beaches, the marina and Clearwater harbour, the hotel is the perfect base for exploring the abundant local dining, shopping and water activities. There is a private deck overlooking the Marina and Harbour where guests can take a refreshing dip in the hotel pool and at the end of the day, retreat to Jimmy's Rooftop Bar on the 10th floor to watch the beautiful sunsets that are practically guaranteed. Each of the air-conditioned guestrooms features a coffee maker, microwave, mini refrigerator, complimentary toiletries, iron/ironing board and hair dryer. Wireless high-speed internet is complimentary throughout the hotel along with a complimentary daily breakfast served between 7 – 10am and complimentary pool towels. There is a daily maid service and all guestrooms are non-smoking.

Room rates start from £121 (\$189) per night and bookings can be made via www.pierhouse60.com.

For more information on St. Pete/Clearwater, visit www.visitstpeteclearwater.com.

Travalco offers self drive programs

Travalco offers a large number of pre-planned self drive programs departing from numerous gateways throughout the USA. Programs are available in various themes such as: Family, History, Life Style, and Nature, as well as multiple hotel grades to ensure flexibility.

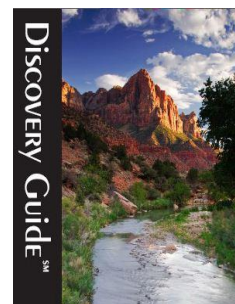
Travelers receive our newly enhanced Discovery Guide which includes detailed city descriptions, routing information, road maps and valuable suggestions.

Discovery Guides are available in: Danish, Dutch, English, French, German, Italian, and Spanish

Flex Feature allows travelers to change their length of stay or hotel along the pre-planned itinerary

Individual Custom Tailored Itineraries with full documentation are available for partners who need this ultimate level of flexibility

To view our all our Self Drive Programs please visit our [website: www.travalco.com](http://www.travalco.com)



San Diego - find links to Visitor Guide, Photos and Videos!!

Find photos online

<http://www.sandiego.org/nav/Meetings/PromoteYourMeeting/PhotoAlbum>

Visitor Planning Guide is now available only on line: <http://sdcvb.imirus.com/Mpowered/book/vcvb11/i2/p1>

Need a quick video escape to San Diego where Happiness is Calling? Make sure your sound is on and enjoy!

http://www.youtube.com/watch?v=q8A3fyMuLcg&list=PLB9E36EE25510E2A4&feature=plpp_play_all

Member overview

We are ready to welcome even more members

Status pr. august 21, 2012

- Travel Agents: 19 members
- Suppliers: 15 members
- US Suppliers: 12 members
- Individual Members: 3
- Nordic Members: 22 members
- Media: 30 members

Nordic activity calendar 2012/2013

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

2012				
Discover America Denmark	Board Meeting	Copenhagen	August 21 st , 2012	
PATA Finland	Finland Chapter 25 years	Helsinki, Finland	August 23 rd , 2013	www.patafinland.org
IPW 2013	Information meeting	Oslo, Norway	September 4 th , 2012	
IPW 2013	Information meeting	Copenhagen, Denmark	September 5 th , 2012	
IPW 2013	Information meeting	Stockholm, Sweden	September 6 th , 2012	
IPW 2013	Information meeting	Helsinki, Finland	September 9 th , 2012	
WYSTS 2012		San Diego, USA	September 18 th – 21 st , 2012	www.wysts.org
Discover America Finland	Educational events for trade: SFO and wine areas	Helsinki	September 19, 2012	
Discover America Denmark	Trade & media member to member meeting	Copenhagen, Denmark	September 25 th , 2012	
Discover America Sweden	Trade	Malmö	September 27th 2012	
Discover America Norway	DA Norway Roadshow	Oslo, Trondheim, Bergen, Stavanger	TBA October 2012	
Discover America Denmark	Evening with focus on the coming election	Copenhagen, Denmark	October 11 th , 2011	Evening arrangement with PATA Denmark
Discover America Denmark	Board Meeting	Copenhagen	October 11 th , 2012	
Discover America Sweden	Trade	Norköping	October 17th 2012	
Discover America Finland	Discover America Seminar	Helsinki	October 18 th , 2012	
Discover America Sweden	Trade	Jönköping	October 18th 2012	
Discover America Denmark	Trade/Media	Copenhagen	October 18 th 2012	Evening with focus on the American election.
Øksnehallen	Consumer show	Copenhagen	October 20 th -21 nd 2012	
PATA Longhaul	Trade/Media	Billund/Copenhagen	October 31rd- November 1 st 2012	

World Travel Market	Trade/Media	London	November 5 th – 8 th 2012	
Discover America Sweden	Trade/Media	Stockholm	November 8th-11th	Stand at the public trade show at Stockholmsmässen
Discover America Finland	Educational events for trade: Florida Hights	Helsinki	November 15, 2012	
Discover America Sweden	Trade	Göteborg, Sweden	November 15, 2012	
Discover America Sweden	Thanksgiving	Stockholm, Sweden	November 21 st , 2012	
Discover America Denmark	Board Meeting	Copenhagen	November 22 nd , 2012	
EIBTM	The Global Meetings & Events Exhibitions	Barcelona, Spain	November 27 th – 29 th 2012	www.eibtm.com
ILTM	International Luxury Travel Market	Nice, France	December 3 rd – 6 th 2012	www.itlm.net
2013				
ReiselivsMessen Oslo	Trade & consumer show Fornebue	Oslo, Norway	January 11th – 13th 2013	www.reiselivsmessen.no
Discover America Finland	Trade/media	Helsinki, Finland	January 16th 2013	80 travel agents and media
Matka/Helsinki	Trade & consumer show	Helsinki, Finland	January 17th -20th 2013	80.000 visitors
FERIE 2012	Trade & consumer show	Copenhagen, Denmark	January 18th -20th 2013	40,000 visitors
Discover America Denmark	Trade & Media member meeting	Copenhagen, Denmark	January 29th, 2013	
Travelmatch	B2B	Oslo, Norway	TBA February 2013	B2B workshop
Discover America Sweden	Mini Trade Fair / workshop	Stockholm, Sweden Operaterassen/Operakällaren	February 5th, 2013	180 travel agents
Mid-Atlantic	Trade	Reykjavik, Iceland	February 7th – 10th, 2013	http://midatlantic.icelandair.com/seminar2012/
FERIE FOR ALLE	Trade & consumer show	Herning, Denmark	February 22nd – 24th 2013	66,300 visitors
Discover America Denmark	Workshop	Copenhagen, Denmark	March 4th 2013	180 travel agents
ITB	Trade & consumer show	Berlin	March 6th – 10th 2013	
TUR	Trade & consumer show	Goteborg Sweden	March 21st – 24th, 2013	
IMEX	Meeting & Events	Berlin, Germany	May 21st – 23rd 2013	http://www.imex-frankfurt.com/diary.php
Discover America Sweden	Golf Event	Arlandastan Golf, Sweden	June 4th, 2013	
Pow Wow		Las Vegas	June 8th – 12th 2013	
Discover America Sweden	Trade	Malmö, Sweden	September 26th, 2013	
Discover America Sweden	Trade	Lindköping/Nörrköping, Sweden	October 16th, 2013	
Discover America Sweden	Trade	Jönköping, Sweden	October 17th, 2013	40-60 travel agents
Discover America Sweden	Halloween	Stockholm, Sweden	November 4th, 2013	
Discover America Sweden	Workshop	Gotenburg, Sweden	November 20th, 2013	
Discover America Sweden	Thanksgiving	Stockholm, Sweden	November 27th, 2013	