



In this newsletter you can read about:

- A few words from Karin Gert Nielsen, Managing Director Discover America Denmark
- Blog
- Press conference in Copenhagen
- USA Workshop in Copenhagen March 5th 2012
- Newsletters from both Denver and Sea World
- Upcoming events and calendar
- Discover America Denmark welcome new members

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

Dear members,

2011 has been a very exiting year for all of us, and in particular for Discover America Committee Denmark. We have more members than ever, counting a total of 80 members consist of travel agents, tour operators, suppliers, US members and media. We have over the past 8 months held four events for the Travel Industry in Denmark and participated in numerous events in Scandinavia & Finland.

Highlights of the year

USA voted best tourism country in the world at the **Danish Travel Award 2011**, ahead of Thailand #2

USA lauched **Brand USA**, the first-ever nationally coordinated tourism marketing program to market USA internationally under the slogan "the United States of Awesome Possibilities welcomes everyone."



International arrivals to US, January – September 2011. **Nordic Region up 13,8%**, 97.905 visitors same period 2010 (707.931)

Country	International Arrivals	Population/ % Travel to US
#1 United Kingdom	2.507.476	59.647.790/ 4,20 %
# 2 Germany	1.182.967	83.029.536/1,42 %
# 3 France	1.050.943	59.551.227/1,76 %
# 4 Nordic Region	743.336	24.484.997/3,04 %
# 5 Italy	615.603	57.679.825/1,07 %

Merry Christmas and Happy New Year

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

E: kgn@atlanticlink.net, M: +45 29 42 10 05

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](#)

Press conference in Copenhagen November 25th 2011

Discover America Denmark, hosted a press conference for 40 key Travel Media November 25th 2011 in Copenhagen.

Karin Gert Nielsen, Managing Director for Discover America Denmark and CEO of Atlantic Link, gave the audience a full overview of travel trends to the US from the Nordic Region as well as the new Brand USA Inc. and impact for our industry in promoting international travels to the US.

Full presentation can be found [here](#).

Please contact Karin Gert Nielsen for further information.



Winetasting December 6th in Copenhagen

That's the Spirit
American Winetasting

Discover America Denmark hosted a winetasting together with Keld Johnsen from Restaurant Diplomat. We had some fantastic hours with 35 guests – media and travelagents – tasting amazing american wines.



USA Workshop in Copenhagen March 5th 2012

On March 5th we will have a USA Workshop in Copenhagen, Denmark. This will be the largest workshop for USA ever planned in Denmark, and we have already 18 suppliers registered. For more info please contact Charlotte Lindholm at cl@atlanticlink.net.

Suppliers already registered:

Travel Oregon, The Beaches of Fort Myers & Sanibel, NYC & Co., Avis, Rocky Mountain International, Nevada Commission on Tourism, British Airways, Icelandair, Alamo, Visit Orlando, Sea World Orlando, Bloomington Mall of America, U.S. Virgin Island, California, KLM/Delta Airlines, SAS, Greater Miami, El Monte.

Newsletters

See the latest newsletters from both [Denver](#) and [Sea World](#) at Discover America Denmark [website](#).

Upcoming events in Discover America Denmark

Discover America Finland	Trade/media	Helsinki, Finland	January 18 th 2012	80 travel agents and media
Matka/Helsinki	Trade & consumer show	Helsinki, Finland	January 19-22 2012	80.000 visitors
FERIE 2012	Trade & consumer show	Copenhagen, Denmark	January 19-22 2012	30,000 visitors
Visit Orlando road show	Trade/Media	Oslo, Helsinki, Stockholm, Copenhagen	January 23 rd - 26 th 2012	Organized by Discover America and Visit Orlando
FERIE FOR ALLE	Trade & consumer show	Herning, Denmark	February 24 th – 26 th 2012	60,000 visitors
Discover America Sweden	Workshop	Stockholm	February 28, 2012	
Discover America Norway	Trade/Media	Oslo/ Norway	March 1 st 2012	Workshop
Reiseliv Norway	Trade & consumer show	Oslo, Norway	March 2 nd – 4 th 2012	30.000 visitors
Swansons Consumer show	Consumer	Swansons, Sweden	March 3 rd 2012	1,000 guest visit Fort Swansons
Discover America Denmark	Workshop	Copenhagen, Denmark	March 5 th 2012	100 travel agents
ITB	Trade & consumer show	Berlin	March 7 th – 11 th 2012	
TUR	Trade & consumer show	Goteborg Sweden	March 23-25. 2012	
Pow Wow	Trade/Media	Los Angeles	April 21st – 25th 2012	

Discover America Denmark welcomes new members

Travel Agents

Check Point Travel www.cpt.dk

Media:

Lotte Malmgren, www.samvirke.dk

Poul Husted, www.politiken.dk

Skjold Christensen, www.DanComTV.dk

Eric Andersen, www.fdm.dk/motor

Johnni Balslev, www.ferierejser.com

Jens Henrik Nybo, Nybo Kommunikation

Mette de Fine Licht, www.skriveværkstedet.dk

Hanne Høiberg, www.soendag.dk

Linda Danielsen Røygård, <http://travelhunter.dk/>

Karin Bech, www.kbtext.dk

Eva Baré, www.reliefpresse.dk

Suppliers:

El Monte www.elmonterv.com

Find information on membership [here](#), new members please contact Charlotte Lindholm at cl@atlanticlink.net

For more information:

Managing Director Discover America Denmark,
Karin Gert Nielsen
E: kgn@atlanticlink.net,
M: +45 29 42 10 05

Discover America Denmark's secretary
Charlotte Lindholm
E: cl@atlanticlink.net,
M: +45 40 50 15 65