



In this newsletter you can read about:

- A few words from Karin Gert Nielsen, Managing Director Discover America Denmark
- Workshop January 26th in Copenhagen
- General Meeting, Discover America Denmark
- Ferie for Alle, travel show in Herning, February 24th – 26th 2012
- USA Workshop, Copenhagen, March 5th 2012
- Atlantic Link wins prestigious travel award – and get International Pow Wow as new customer
- The latest news from The Discover America blog
- Upcoming events and calendar
- Discover America Denmark welcome new members

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

Dear members,

2012 is less than a month old, but a lot have already happened during the first weeks of 2012. Our General Meeting in Discover America was just held this week, and all members of the board were reelected. Read more below.

The travel show Ferie & Fritid in Bella Center Copenhagen was celebrating its 30 anniversary in the third weekend of January with an increased numbers in visitors compared to 2011. The next big travel show is Ferie for Alle in Herning in the end of February – read more below in this newsletter.

The next big Discover America Denmark event will be the USA Workshop in Copenhagen on the 5th of March – the largest USA workshop in Scandinavia, Discover America Denmark have ever hosted. 25 suppliers have signed up to date and we still have space available. Get more details below, including the list of participating suppliers.

January 26th Visit Orlando and a delegation of five partners held their annual workshop in Copenhagen – 65 tour operators and travel agents participated. The evening was co-sponsored by Lufthansa Group

So it has indeed been a busy January so far. We look forward to keep up the speed in the coming months.

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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

Central Florida and the Beaches Workshop in Copenhagen January 26th 2012

60 travel agents and media were visiting the successful workshop held by Discover America Denmark, Visit Orlando, Sky Hotels & Resorts, Visit St. Pete Clearwater, SeaWorld Parks & Entertainment, Universal Orlando Resort and Lufthansa Group. At the workshop all suppliers made an inspiring presentation and the evening ended with a lucky draw. The lucky winner is Sanne Bakmann from Spies.



ELECTION OF THE BOARD MEMBERS FOR 2012

The present Executive Board has all accepted re-election for 2012

- Karin Gert Nielsen (Atlantic Link), Managing Director
- Jesper Ewald (FDM Travel), Chairman
- Jesper Klausholm (Billund Lufthavn) Vice Chair
- Carsten Nørland (Copenhagen Airports)
- Peter Strandby (US Embassy)
- Michael Jensen (Spies)
- Peter Rasmussen (Profil Rejser)
- Jens Vestergaard (Air France/KLM/Delta Airlines/Alitalia)
- Jesper Schou (Billetkontoret)
- Per Marcussen (BCD Travel)
- Lars Thykier (DRF)

Member overview:

- Travel agents: 19 members
- Suppliers: 16 members
- US Suppliers: 8 members
- Individuelle medlemmer: 2
- Nordic Members: 23 members
- Media: 21 members

ANNUAL ACTIVITY REPORT by Karin Gert Nielsen

2011 Activities

- May 5th: Board meeting, new board
- June 16th: Member meeting at Spies, 30 members, introduction and overview of DA DK
- September 22nd: Board meeting
- October 6th: Danish Travel Awards, USA best Tourism Country
- October 21st: Øksnehallen Workshop media and trade, 30 media & Trade
- November 2nd – 3rd: Long Haul workshop, participated with several US Destinations CPH and BLL, 450 trade and media
- November 7th: WTM London, presentation of Brand USA
- November 25th: 40 media, KGN presentation
- December 6th: Board meeting
- December 6th: USA wine tasting Keld Johnsen/ US Embassy, 50 guests

Numbers of newsletters send out in 2011:

- Newsletters and press releases: 4
- 2 press releases: 2
- Newsletter send out for members: 3

Newsletter for 2012 will mailed out bi-monthly

2012 Activities:

- 20th – 22nd January Ferie & Fritid Bella Center, Copenhagen, US Embassy stand, distribution of materials from all states
- 25th January, Annual meeting CPH
- 26th January, Visit Orlando Workshop
- 24th – 26th February Vacation for Everyone, Herning, largest consumer show in Scandinavia, 66.000 visitors
- 5th March, largest USA workshop in Scandinavia, held at the Marriott Copenhagen, 23+ suppliers signed up, expect 150+ travel agents, media and Tour operators, cost is \$1000 per supplier table
- 21st – 26 April International Pow Wow

PRESENTATION IF ANNUAL BUDGET AND AUDIT REPORT

Karin Gert Nielsen presented the statement of the Discover America Denmark account for May 2011 – December 2011. She also presented the fund flows. The income was from membership fees (including Nordic) The year ended with a surplus of DKK 39.844,05

Ferie for Alle, travel show in Herning, February 24th – 26th 2012:

The Ferie for Alle travel show in Herning Messe Center from February 24th – 26th seems to be bigger and greater than ever. This year, we will have our own Hall for Long Haul/Overseas Travel, Hall G, and we are happy to report that USA again will be the theme for Hall G and the traditional exhibitor reception on Friday evening the 24th of February.

Please see list of participating overseas suppliers here -

http://www.ferieforalle.dk/Ferie-for-Alle/Bes%C3%B8gsinfo/Udstillerliste.aspx#udlandsferie_overseas



USA Workshop in Copenhagen, March 5th 2012

On Monday the 5th of March 2012 Discover America Denmark will host the largest USA workshop ever planned in Scandinavia with 25+ suppliers – including destinations, airlines, car rental companies and theme parks. The workshop will be at Marriott Copenhagen and is open to both travel agencies and media.

Participating suppliers:

Air Canada, Air France/ KLM/ Delta Air Lines, Alamo, Avis, Beacon Hotel, Bloomington, British Airways, El Monte, Exclusively Hotels, Greater Miami, Hertz, Icelandair, Nevada Commission on Tourism, New York City & Co, Rocky Mountain International, SAS, Sea World, The Beaches of Fort Myers & Sanibel, Travel Oregon, US Virgin Islands, Visit California, Visit Orlando

Atlantic Link wins prestigious travel award – and is appointed by US Travel Association to do sales and marketing for International Pow Wow in order to recruit MICE buyers from the Nordic Region

Atlantic Link has been awarded with one of the most prestigious travel awards in Denmark, The Travel Media Association Travel Prize. The winner of the award is selected by The Danish Association of Travel Journalists, and it was given to Atlantic Link and Karin Gert Nielsen for the energetic and innovative work and not least the way Atlantic Link and Karin Gert Nielsen have opened so many travelers' eyes to the United States, making it the Nordic traveler's favorite overseas holiday country. More details on the European Travel Prize -

<http://www.atlanticlink.net/pdf/AL/travel%20prize%202012%20eng.pdf>

See the award ceremony -

<http://www.youtube.com/watch?v=XKppo6cSXw8&feature=related>



Atlantic Link has also got a new and well known actor in the American tourist industry: International Pow Wow have selected Atlantic Link to do sales, PR and communication towards the MICE-market in Denmark, Norway, Sweden, Finland and the Baltic States. The international MICE-buyers will get special attention from Pow Wow this year. MICE-buyers will be offered free hotel stays and transport within Los Angeles during International Pow Wow. Pow Wow takes place in Los Angeles this year from the 21st to the 25th of April 2012.

More details on Pow Wow-participation and deadlines on

www.ustravel.org and www.powwowonline.com



The latest news from The Discover America Denmark blog

The 2012 Republican presidential primaries in every state and territory is a fine opportunity to get to know the American geography a little better. Many of the states, which do normally not get very much international attention, are now getting their "15 minutes of fame". And it's quite interesting to take a closer look at some of the lesser known states in the U.S.

Take for instance Iowa, where the Republican nomination began on the 3rd of January 2012: Iowa is three and half time larger than Denmark, but only the 26th "biggest" state in the U.S. That says a bit about square miles and distances in the USA. Or what about New Hampshire, where the Republican election were held on 10th of January: New Hampshire is covered with more forest than any other American State – except for Maine. New Hampshire is by the way the 4th smallest state in the union – about the same size as Jutland. Read the full article (in Danish) on the Discover America Denmark Blog -

<http://discoveramerica.dk/blog/usas-geografi/rundtur-usa-50-stater/>

Another state, which we normally not cover in Discover America, is our big neighbor in the north, Canada. Yes, of course we prefer to keep our guests in the USA, but let's be fair: Canada does have some great nature, especially in British Columbia and Alberta, so let's take chance and tell our customers, that's is not that difficult to drive across the border – and get back in United States again, when they are done with Canada. And if they keep on driving northbound, they'll end up in Alaska, which we don't mind - <http://discoveramerica.dk/blog/rejsetrends-usa/danskerne-vil-til-canada/>

Finally, the national parks are of course major attractions in the western U.S. And if you are lucky, they are also free to visit. At least if you choose to come by on certain dates during the year, when The National Park Services offers free entrance to all the national parks. That's happens during National Park Week in 2012, which takes place from the 21st to the 29th of April 2012. <http://discoveramerica.dk/blog/nationalparker/gratis-adgang-nationalparker/>

Articles and contributions on The Discover America Denmark Blog is written by Henrik Lange, Editorial Manager at www.Highways-USA.com

Upcoming events in 2012

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 23-26 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
Mid Atlantic seminar & Tradeshow 2012	Trade	Iceland	February 2-5 2012	
Discover America Sweden	Trade/media	Stockholm, Sweden	February 28 th 2012	Workshop
Discover America Norway/TravelMatch	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 Sweden	Trade/Media	Lund	May 31st (TBC)	
Discover America Sweden	Trade/Media/Pu blic	Malmö	September 27th – 30th (TBC)	
Discover America Sweden	Trade/Media	Norköping/Lindköping	October 16th (TBC)	
Discover America Sweden	Trade/Media	Jönköping	October 17th (TBC)	
Discover America Sweden	Trade/Media	Stockholm	November 8th-11th	Stand at the public trade show at Stockholmsmässen
Øksnehallen	Consumer show	Copenhagen	October 20 th -22 nd	
PATA Longhaul	Trade/Media	Billund/Copenhagen	October 31rd- November 1st	
World Travel Market	Trade/Media	London	November 5 th – 8th	

Discover America **Denmark** welcomes new members

Media:

Carsten A. Andersen
Jørn Henrik Jørgensen
Dorte Hansen
Bettina Schjølie, Golfbladet

Suppliers:

Air Canada
Beacon Hotel, NYC
Exclusively Hotels
Travalco
Travel Oregon

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

WWW.DISCOVERAMERICA.DK