



DiscoverAmerica.com



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

### Record high number of Nordic travelers to the USA continues in 2012!

During the first quarter of 2012 the U.S. welcomed more than a quarter of a million visitors from the Nordic Region, which includes Denmark, Sweden, Norway, Finland and Iceland. That's a remarkable increase of 17 percent compared to the same period last year where 221K visitors from the Nordic countries crossed the North Atlantic. Following Norway, Denmark is on top with an increase of 23 percent and a total of 60K travelers to the U.S. from January through March of this year.

These statistics mirror the positive acknowledgements that we are receiving from our local member base: That the U.S. is a 'hot product'. We will continue to monitor the numbers and remain optimistic that the growth rates we've seen so far will carry through in the months to come.

### Nordic YOY Jan - Mar 2012

	2012	Increase	2011
DENMARK	60.453	23,1%	49.106
FINLAND	31.551	7,0%	29.490
NORWAY	60.330	31,4%	45.905
SWEDEN	96.397	10,1%	87.552
ICELAND	10.309	9,6%	9.402
Total	<b>259.040</b>	<b>17,0%</b>	221.455

We wish you all a wonderful summer!

Best regards

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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## Brand USA Update

On June 25, Jim Evans stepped down as Brand USA CEO. The change reflects the organizations transition from start-up venture to fully functioning marketing organization. Industry Veteran Caroline Beteta will lead as Interim CEO until the Board of Directors has selected the new permanent CEO.

The agreement was reached in consultation with the Board, and comes as the organization pivots from a start-up endeavor to securing its place as the nation's destination marketing organization (DMO). Beteta is the highly regarded CEO of Visit California, and a longtime industry veteran. "We thank Jim for the time, energy and passion he has brought to establishing this enterprise," said Beteta. "Brand USA has hit critical milestones in its development and now is at an important transition point. Our focus going forward is to build on the momentum the organization has established by increasing and deepening our partnerships with the travel industry, building out co-op marketing opportunities to attract increased private-sector funding, and enhancing our responsiveness and communications with our government partners."

While there is still no official word of when or even if Brand USA will launch marketing activities in Denmark and the rest of the Nordic Region, the domestic Brand USA team is working hard to secure the matching industry funds that will unlock the federal "ESTA" dollars. These funds will fuel Brand USA's global efforts to market the U.S. as the World's most attractive travel destination. In the first year of Brand USA, the U.S. Government will match private dollars 2:1 up to \$100 million. Money that has been collected from international travelers through the ESTA program for Visa Waiver countries.

Brand USA must collect \$50 million in private cash or in-kind contributions in order to release the full amount of \$100 million in federal funds. 20% of the industry contributions must be in cash. As of early June, CEO of Brand USA Jim Evans reported that the organization had exceeded its own goal of raising \$10 million in cash and that it has secured around half of the \$40 million in in-kind investments from some 300 travel industry partners. Brand USA has until September 30, 2012 to qualify for the full amount.

A group of founding Brand USA partners, including Walt Disney Co., Marriott Corp., Best Western International, Visit Florida, Universal Orlando, Visit California and NYC & Company, have each made cash or in-kind contributions valued at \$1 million. Other contributors include attraction marketing companies like CityPass, travel brands such as Starwood Hotels and Resorts and destination marketing organizations and convention and visitors bureaus, including those for Pennsylvania, Philadelphia, Minnesota, Las Vegas and Alaska.

Discover America Denmark will continue to follow the Brand USA roll-out closely.

## International Pow Wow in Las Vegas June 8<sup>th</sup> – 12<sup>th</sup> 2013

### 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](http://www.powwowonline.com)

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

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!

Please contact Karin Gert Nielsen for more information



## 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!

We extend our special \$1,000 offer for members and \$1500 for non-members that sign up for the workshop before July 1st 2012.

USA Workshop  
March 4th 2013



### 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, Visit California, Visit Orlando, U.S. Virgin Islands.

### Mark your 2013 calendar for the big tradeshow 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](http://www.discoveramerica.dk)

## Enjoy an affordable feast for all the family - St. Pete/Clearwater joins the Dine Tampa Bay Restaurant Week

International foodies rejoice – one of Florida's best-loved celebrations of local fare is back from 3 - 17 August this year.

Visitors to the sunshine state can enjoy exclusive Prix Fixe three-course menus from just \$25 per person (excluding drinks, taxes and tip), which provides excellent value for families on their summer holidays, in the third Dine Tampa Bay Restaurant Week.

"We appreciate that eating out every night while on holiday can be pricey, which is why we're delighted to be part of the Dine Tampa Bay Restaurant Week again," says Venessa Alexander, UK Director, Visit St. Pete/Clearwater.

This year Pinellas County favourites such as 400 Beach Seafood & tap House, Café Largo, GrillSmith-Clearwater and Parkshore Grill will once again join the celebration.

There is plenty of choice for foodies whether you are looking to try some delicious seafood and other Floridian delights such as crab salad, conch fritters and grilled grouper. International fare including open BBQ, Cuban, Italian, Asian and fondue will also get your taste buds tingling. Many restaurants offer further upgraded menus costing \$35 or \$45 per person.

In 2011, 63 restaurants took part in the two-week celebration with more than 1,500 online reservations made.

Reservations are recommended, for a full list of restaurants participating in 2012 and menu details visit

[www.dinetampabay.com](http://www.dinetampabay.com).

### Visit St. Petersburg/Clearwater

Visit St. Petersburg/Clearwater (VSPC) is the official destination marketing organisation of Pinellas County in Florida and covers 26 municipalities in the area. The region is located on a beautiful peninsula on Florida's west coast, bordered by the Gulf of Mexico to the west and Tampa Bay to the east. Just 30 minutes away from Busch Gardens and 90 minutes away from Walt Disney World, the area offers 35 miles of white-sand beaches and uniquely colourful communities to explore.

The destination is renowned for sunshine and currently holds the Guinness World Record for the longest run of sunshine days, a massive 768. The Clearwater Marina is home to the famous dolphin, Winter, who featured in the smash-hit *Dolphin Tale*. The film dramatizes the real-life story of how Winter recovered from having her tail removed with the help of a prosthetic.

Also home to the largest collection of Dali artwork outside of Spain, the county has culture, wildlife and beautiful beaches with a semi-tropical climate making it the perfect holiday destination for families, couples and singles.

Tampa International Airport is 30 minutes from St. Petersburg/Clearwater. Orlando International Airport is less than an hour's drive from St. Petersburg/Clearwater.

For more information: [www.visitstpeteclearwater.com](http://www.visitstpeteclearwater.com)



ST.PETERSBURG  
CLEARWATER

## Travel agent offer from Icelandair – 75 years anniversary and NEW destination DENVER

### ICELANDAIR special travel agent offer for members of Discover America.

Price per. pers. from DKK 75. plus tax and YR surcharge.

Travel period: October 7<sup>th</sup> 2012 – March 22<sup>nd</sup> 2013 (December 18<sup>th</sup> – January 6<sup>th</sup> is blackout period)

Valid for 2 persons (1 member + spouse)

Contact Icelandair on e-mail [johnr@icelandair.is](mailto:johnr@icelandair.is) for more information.

What do we do in Denver, see following links for inspiration:

[www.denver.org](http://www.denver.org) [www.snowusa.com](http://www.snowusa.com) [www.coloradoski.com](http://www.coloradoski.com).



## TRAVALCO Summer Special deal for Wholesale travel

**TRAVALCO offers a special SUMMER deal at the Howard Johnson Plaza Beach Hotel and Spa - Miami Beach, Florida!**

Book your stay with Travalco at special reduced rates for travel between April 16 and September 30.

The Howard Johnson Plaza Dezerland Beach & Spa has an overall atmospheric theme and style of the 50's and is the home of Michael Dezer's American Classic Cars of the 50's is located at Surfside in North Miami Beach.

Please contact the Travalco Sales department for rates and details of the offer:

[sales@travalco.com](mailto:sales@travalco.com)

**Offer valid for Wholesale Travel only!!**

**TRAVALCO**

## Member overview

**Our member base continues to grow. A special welcome to:**

- ALON Marketing
- South Texas Nature, [www.southtexasnature.com](http://www.southtexasnature.com)

**We are ready to welcome even more members**

- 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				
Amerikas Nationaldag Rebildfesten		Rebild, Denmark	July 4 <sup>th</sup> , 2012	
Global Business Travel		San Diego, USA	August 4 <sup>th</sup> – 7 <sup>th</sup> 2012	<a href="http://www.gbta.org">www.gbta.org</a>
Discover America Denmark	Board Meeting	Copenhagen	August 21 <sup>st</sup> , 2012	
PATA Finland	Finland Chapter 25 years	Helsinki, Finland	August 23 <sup>rd</sup> , 2013	<a href="http://www.patafinland.org">www.patafinland.org</a>
IPW 2013	Information meeting	Copenhagen, Denmark	August 29 <sup>th</sup> , 2012	
IPW 2013	Information meeting	Oslo, Norway	September 4 <sup>th</sup> , 2012	
IPW 2013	Information meeting	Gotenburg, Sweden	September 5 <sup>th</sup> , 2012	
IPW 2013	Information meeting	Stockholm, Sweden	September 6 <sup>th</sup> , 2012	
IPW 2013	Information meeting	Malmoe, Sweden	September 10 <sup>th</sup> , 2012	
IPW 2013	Information meeting	Helsinki, Finland	September 12 <sup>th</sup> , 2012	
WYSTS 2012		San Diego, USA	September 18 <sup>th</sup> – 21 <sup>st</sup> , 2012	<a href="http://www.wysts.org">www.wysts.org</a>
Discover America Finland	Educational events for trade: SFO and wine areas	Helsinki	September 19, 2012	
Discover America Sweden	Trade	Malmö	September 27th 2012	
Discover America Norway	DA Norway	Oslo, Trondheim, Bergen,	TBA October 2012	

	Roadshow	Stavanger		
Discover America Denmark	Evening with focus on the coming election	Copenhagen, Denmark	October 4 <sup>th</sup> , 2011	Evening arrangement with PATA Denmark
Discover America Denmark	Board Meeting	Copenhagen	October 11 <sup>th</sup> , 2012	
Discover America Finland	Seminar	Helsinki	October 18th, 2012	
Discover America Sweden	Trade	Norköping	October 17th 2012	
Discover America Sweden	Trade	Jönköping	October 18th 2012	
Øksnehallen	Consumer show	Copenhagen	October 20 <sup>th</sup> -21 <sup>nd</sup> 2012	
PATA Longhaul	Trade/Media	Billund/Copenhagen	October 31rd- November 1 <sup>st</sup> 2012	
World Travel Market	Trade/Media	London	November 5 <sup>th</sup> – 8 <sup>th</sup> 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 <sup>st</sup> , 2012	
Discover America Denmark	Board Meeting	Copenhagen	November 22 <sup>nd</sup> , 2012	
EIBTM	The Global Meetings & Events Exhibitions	Barcelona, Spain	November 27 <sup>th</sup> – 29 <sup>th</sup> 2012	<a href="http://www.eibtm.com">www.eibtm.com</a>
ILTM	International Luxury Travel Market	Nice, France	December 3 <sup>rd</sup> – 6 <sup>th</sup> 2012	<a href="http://www.itlm.net">www.itlm.net</a>
<b>2013</b>				
ReiselivsMessen Oslo	Trade & consumer show Fornebue	Oslo, Norway	January 11 <sup>th</sup> – 13 <sup>th</sup> 2013	
Discover America Finland	Trade/media	Helsinki, Finland	January 16 <sup>th</sup> 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
Travelmatch	B2B	Oslo, Norway	TBA February 2013	B2B workshop
Discover America Sweden	Mini Trade Fair / workshop	Stockholm, Sweden Operaterassen/Operakällaren	February 5 <sup>th</sup> , 2013	180 travel agents
Mid-Atlantic	Trade	Reykjavik, Iceland	February 7 <sup>th</sup> – 10 <sup>th</sup> , 2013	<a href="http://midatlantic.icelandair.com/seminar2012/">http://midatlantic.icelandair.com/seminar2012/</a>
FERIE FOR ALLE	Trade & consumer show	Herning, Denmark	February 22 <sup>nd</sup> – 24 <sup>th</sup> 2013	66,300 visitors
Discover America Denmark	Workshop	Copenhagen, Denmark	March 4 <sup>th</sup> 2013	180 travel agents
ITB	Trade & consumer show	Berlin	March 6 <sup>th</sup> – 10 <sup>th</sup> 2013	
TUR	Trade & consumer show	Goteborg Sweden	March 21 <sup>st</sup> – 24 <sup>th</sup> , 2013	
IMEX	Meeting & Events	Berlin, Germany	May 21 <sup>st</sup> – 23 <sup>rd</sup> 2013	<a href="http://www.imex-frankfurt.com/diary.php">http://www.imex-frankfurt.com/diary.php</a>
Discover America Sweden	Golf Event	Arlandastan Golf, Sweden	June 4 <sup>th</sup> , 2013	
Pow Wow		Las Vegas	June 8 <sup>th</sup> – 12 <sup>th</sup> 2013	
Discover America Sweden	Trade	Malmö, Sweden	September 26 <sup>th</sup> , 2013	
Discover America Sweden	Trade	Lindköping/Nörrköping, Sweden	October 16 <sup>th</sup> , 2013	
Discover America Sweden	Trade	Jönköping, Sweden	October 17 <sup>th</sup> , 2013	40-60 travel agents
Discover America Sweden	Halloween	Stockholm, Sweden	November 4 <sup>th</sup> , 2013	
Discover America Sweden	Workshop	Gotenburg, Sweden	November 20 <sup>th</sup> , 2013	
Discover America Sweden	Thanksgiving	Stockholm, Sweden	November 27 <sup>th</sup> , 2013	