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

Dear all,

This newsletter starts with great news: The first coordinated U.S. tourism campaign 'Brand USA' has been launched. This coordinated \$150-million media campaign to promote the U.S. to travelers worldwide was initiated at the International Pow Wow 2012 in Los Angeles. Aimed at drawing foreign travelers back to the US after the drop that followed 9/11, this exciting campaign will launch billboards, magazine ads, online videos and television commercials, emblazoned in colorful images of city scenes, forests and beaches and the message "Discover America."

I am especially pleased that all the key players seem to support and engage in the campaign following our joint goal – to build the American brand into something even greater than it's ever been. From our end we are happy to join and hopefully send even more and more Nordic travelers to the States.

Finally, let me thank all of you that took part in Pow Wow. As always, it was a pleasure!

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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Record high number of Nordic travelers to the USA continues!

In 2011, the number of visitors from the Nordic Region increased by 13 percent compared to 2010.

The Nordic Region covers Denmark, Norway, Sweden, Finland and Iceland from which 1.133.307 travelers visited the US compared with 1.002.779 in 2010. The region becomes the 4th largest inbound market to the USA.

And the trend is continuing: The latest figures tells us, that in January and February 2012 the numbers of visitors from the Nordic region has increased by 10% compared to January and February 2011.

Nordic Region ranks as # 4 largest European Market to the US in 2011

Figures for the Nordic Region 2010 compared with 2011

#1 UK	3.835.300
#2 Germany	1.823.797
#3 France	1.504.182
#4 Nordic Region	1.133.307
#5 Italy	891.571

	2010	2011
Denmark	258.788	274.420 +6%
Finland	111.840	121.059 +8,2%
Norway	221.145	249.167 +12,7%
Sweden	371.853	438.972 +18%
Iceland	39.153	49.689 +26,9%
Total	1.002.779	1.133.307

Source; Office of Travel & Tourism Industries <http://tinet.ita.doc.gov/>

Danes flock to the Virgin Islands in record numbers

2011 was a record-breaking year for the former Danish Virgin Islands, St. Croix, St. Thomas and St. John. More than 12,700 Danes visited these paradise islands in the Caribbean during the first eleven months of the year, an increase of 67 percent compared to 2010 when just over 7,600 took a trip into Danish history. The number of Danes who visited the islands was thus increased by about 5000 visitors in 2011, with figures for December yet to come. 1800 charter customers form a significant part of this figure, thanks to Bravo Tours opening direct flights from both Billund and Copenhagen; but the remaining 3200 is an even more significant increase.



Visit the fourth virgin

A visit to the three Virgin Islands St. John, St. Thomas and St. Croix is unique. After a week with rum cocktails, shopping and sightseeing many need a small break from St. Thomas' life. A ferry ride to the scenic St. John is a good choice; but there is an even more peaceful and almost unknown alternative, namely the Water Island, which the locals referred to as 'the fourth virgin'. The island is a fantastic oasis, ideal for a daytrip, only 10 minutes by ferry from Charlotte Amalie. Be ready to become totally hooked on island life, as you rent a private cabin, with neither resorts nor hotels to disturb the island idyll. Besides beautiful, quiet beaches, the island offers historic sites, rich animal and bird life, and well-preserved ruins.

Read more about the island and ferry information [here](#).

Read the full press release [here](#)

Brand USA promote USA with music and song

Watch the first ever television commercial for Discover America, featuring songwriter Rosanne Cash, daughter of American music legend Johnny Cash, and musicians from around the world. The song, "Land of Dreams", written to promote USA all over the world, will be used in TV-commercials and videos for USA under the headline "Discover this land, like never before." The song can be downloaded at www.discoveramerica.com

Brand USA, was created in 2010 to encourage travellers from all over the world to visit the United States of America. The public-private marketing entity works in close partnership with the travel industry to maximise the economic and social benefits of travel in communities around the country. Through its website, Discover America, Brand USA will inspire travellers to explore America's boundless possibilities.

Mark your calendar

Mark your 2013 calendar right away! Discover America Denmark is planning several events and are participating in the big tradeshow in Denmark. Find more information on www.discoveramerica.dk
We offer a special price of \$1000 for members that sign up for Discover America USA Workshop 2013, before June 1st 2012.

MARK YOUR CALENDAR

Ferie & Fritid i Bella

January 18th – 20th 2013
Copenhagen, Denmark



Ferie for Alle - the Danish Travel Show

February 22nd – 24th 2013
Herning, Denmark



USA Workshop

March 4th 2013
Copenhagen, Denmark



FERIE, Travel show 2013

Discover America invites you to participate in the USA Pavilion at the Copenhagen Travel Show FERIE **January 18th – 20th 2013**

Visitors 42.000

Price: DKK 8.200 + VAT or \$1500 + VAT

Please contact:

Karin Gert Nielsen, kgn@atlanticlink.net +45 29 42 10 05
or Malina Lebrecht Hye, mhy@bellacenter.dk +45 32 47 23 02

Ferie for Alle, Herning - the Danish Travel Show 2013

Ferie for Alle in Herning, is Scandinavia's biggest and most important consumer travel fair with a record-high 66,300 visitors this year. The show will take place **February 22nd – 24th 2013**.

As part of the Discover America Pavilion, You will have your own stand.

Price per counter \$ 2000+VAT

<http://www.ferieforalle.dk/Ferie-for-Alle-4.aspx>

Please contact: Anders Ladefoged Mortensen, alm@mch.dk

DISCOVER AMERICA USA WORKSHOP 2013

We follow up the success and have already set the date for 2013, so mark your calendar already now for **March 4th 2013**. This year 30 suppliers and 200 travel agents and media were attending the workshop.

Price per supplier/1 table \$ 1500+VAT

Sign up by email kgn@atlanticlink.net

Nordic activity calendar 2012/2013 – can also be [here](#)

2012				
Discover America Finland	Educational events for trade: New York	Helsinki	May 22, 2012	
Discover America Sweden	Trade/Media	Gröna Lund	May 31st, 2012	
NYC & Co road show	Trade/Media	Copenhagen	May 24th 2012	
Discover America Finland	Summer Party	Helsinki	June 2012	
Aibtm	The Americas Meetings & Events Exhibition	Baltimore, USA	June 19 th – 21 st 2012	www.aibtm.com
Discover America Norway	4th of July event	Oslo	June 28th , 2012	
The 2012 Independence Day Celebration		Ambassador's Mansion in Rydhave, Copenhagen	June 29 th , 2012	Only by invitation
GBTA	GBTA Convention 2012	Boston, USA	July 22 nd – 25 th 2012	http://www.gbta.org/convention/2012/Pages/default.aspx
Amerikas Nationaldag Rebildfesten		Rebild, Denmark	July 4 th , 2012	
Global Business Travel		San Diego, USA	August 4 th – 7 th 2012	www.gbta.org
Discover America Denmark	Board Meeting	Copenhagen	August 21 st , 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 Sweden	Trade/Media/Public	Malmö	September 27th – 30th (TBC)	
Discover America Denmark	Board Meeting	Copenhagen	October 11 th , 2012	
Discover America Finland	Seminar	Helsinki	October 2012	
Discover America Norway	DA Norway Roadshow	Oslo,Trondheim, Bergen, Stavanger	October 2012	
Discover America Sweden	Trade/Media	Norköping/Lindköping	October 16th 2012 (TBC)	
Discover America Sweden	Trade/Media	Jönköping	October 17th 2012(TBC)	
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 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.iltm.net

2013				
Travelmatch	B2B	Oslo, Norway	January 10 th 2013	B2B workshop
ReiselivsMessen Oslo	Trade & consumer show	Oslo, Norway	January 11 th – 13 th 2013	
Discover America Finland	Trade/media	Helsinki, Finland	January 16 th 2013	80 travel agents and media
Matka/Helsinki	Trade & consumer show	Helsinki, Finland	January 18th -20th 2013	80.000 visitors
FERIE 2012	Trade & consumer show	Copenhagen, Denmark	January 18th -20th 2013	40,000 visitors
Discover America Sweden	Mini Trade Fair / workshop	Stockholm, Sweden Operaterassen/Operakällaren	February 5 th , 2013	
Reiseliv	Trade & consumer show	Lillestrøm, Norway	February 8 th – 10 th 2013	
FERIE FOR ALLE	Trade & consumer show	Herning, Denmark	February 22 nd – 24 th 2013	66,300 visitors
Discover America Denmark	Workshop	Copenhagen, Denmark	March 4 th 2013	180 travel agents
ITB	Trade & consumer show	Berlin	March 6 th – 10 th 2013	
IMEX	Meeting & Events	Berlin, Germany	May 21 st – 23 rd 2013	http://www.imex-frankfurt.com/diary.php
Pow Wow		Las Vegas	June 8 th – 12 th 2013	

Pow Wow 2012

This year Pow Wow was held in Los Angeles April 21st to 25th 2012, with participation of 5.100 delegates from all over the world! Pow Wow is organized by the U.S. Travel Association – see more at www.ustravel.org and www.powwowonline.com

From the Nordic Region, Denmark had the largest numbers of participants compared to the other Nordic countries. From Denmark, 17 production managers from 13 agencies were attending plus 1 MICE specialist and 7 journalists. From Sweden 8 production managers from 5 agencies, 4 MICE and 4 journalists were attending. From Norway 5 agencies and 5 journalists were attending. From Finland the participation was 2 agencies, 1 MICE and 2 journalists. And from the Baltic 3 agencies and 1 journalist were attending.

For the first time Pow Wow invited MICE delegates to participate, and International Pow Wow appointed Atlantic Link to do sales, PR and communication towards the MICE-market in Denmark, Norway, Sweden, Finland and the Baltic States.

Pow Wow 2013 will be held in Las Vegas June 8th – 12th 2013 followed by Chicago in 2014.



Member overview

Welcome to:

- McAllen CVB, www.mcallen.com

The numbers of members in Denmark are growing, and we are ready to welcome more members

- Travel Agents: 19 members
- Suppliers: 15 members
- US Suppliers: 11 members
- Individual Members: 3
- Nordic Members: 22 members
- Media: 30 members

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

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

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 until 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.

TRAVALCO

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

sales@travalco.com **Offer valid for Wholesale Travel only!!**

THE GULF COAST BOASTS AMERICA'S BEST BEACH -

TripAdvisor recognises St. Pete Beach as the best beach destination in the US

St. Pete Beach, an idyllic seaside destination on Florida's west coast, has just been named the number one beach destination in the United States. The hotly contested accolade is based on reviews and opinions from millions of travellers on TripAdvisor, the world's largest travel site, as part of their Travellers' Choice Awards for 2012. It also beat popular destinations such as Cancun in Mexico, Miami Beach in Florida and Honolulu in Hawaii to be named the fifth best



**ST.PETERSBURG
CLEARWATER**

beach in the world. Located in St. Petersburg/Clearwater, a sun-drenched peninsula bordered by the Gulf of Mexico to the west and Tampa Bay to the east, St. Pete Beach offers picturesque white-sand beaches, sparkling azure seas and numerous opportunities to come face to face with the area's abundant wildlife, including surfing the waves with dolphins. St. Pete Beach is a popular destination for travellers of all ages and also boasts a variety of beachfront accommodation, waterside dining and stunning sunsets. The beach is one of many spectacular white-sand beaches along St. Pete/Clearwater's 35 mile coastline that have topped polls in recent years. With an annual average of 361 days of sunshine and an average water temperature of 24°C, St. Pete/Clearwater's beaches provide year-round opportunities for swimming, sailing, kayaking, fishing and stand up paddling. Just 30 minutes from Busch Gardens and 90 minutes from Orlando, St. Pete/Clearwater is the ideal twin centre destination for families to unwind.

For more information on St. Pete/Clearwater, visit www.visitstpeteclearwater.com or call +44 (0) 20 8339 6121.

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