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

Dear members,

There have been record in numbers of Nordic travellers arrive in the US.

Denmark, Norway, Sweden, Finland and Iceland are big fans of vacation in the U.S., and an increase of 14.45 per cent in no. of Nordic arrivals in the first half-year of 2011 (676,975 arrivals compared to 590,609 in the same period in 2010) shows that the popularity of the destination is growing. But already the Nordic Region ranks no. 4 amongst all European markets following the UK (1), Germany (2) and France (3); and in the worldwide market, the Nordic Region is no. 6. We are very happy about the record and predicts even more Nordic arrivals in the U.S. in the future:

"This is great news, and if we look the figures relative to the total population of each country or region, we actually rank much higher than large nations such as China, Brazil and India. And add to that the fact that Nordic travelers stay longer and spend more. The Nordic Region is really interesting for US tourism.

On October 6th 2011, USA was rewarded as Best Tourism Destination in the world for the first time ever in the Danish Travel Award. So I hope and think this increase will just continue – and that's fantastic."

Visitors from the Nordic region spend on average \$ 3.222 pr. stay/visitor, whereas the average amongst all overseas visitors is \$2.435. Nordic Region (Denmark, Norway, Sweden, Finland, and Iceland) set records for Tourism arrivals to the US in 2011. January – August 2011, total visitors 743.336 arrivals versus January – August 2010, total visitors 650.556, an increase of 14.20%, and 92.780 visitors.

Figures are:

Nordic region ranks #4 of International markets in Europe

UK	2.507.476
Germany	1.182.967
France	1.050.943
Nordic	743.336

Another great news:

Danish Travel Award, USA voted the world's best travel destination at the Danish Travel Awards 2011:

At the gala event at the Tivoli Hotel & Congress Center, the travel industry chose the best of the best when it comes to holidays and travel. In the category of "Best Travel destination" the United States of America were deserved winners (New Zealand and Thailand had attained the title in previous years), and it was the proud Managing Director Karin Gert Nielsen, who received the prize.

At the pictures from the left Peter Standby, US Embassy, Karin Gert Nielsen, Discover America and Shawn Waddoups, US Embassy



Best regards, Karin Gert Nielsen,

Managing Director **DISCOVER AMERICA DENMARK**

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Winetasting December 6th in Copenhagen

Come and enjoy a couple of hours together with us and your colleagues.

That's the Spirit American Winetasting



Er du vild med amerikanske vine og gastronomi?

Discover America DK inviterer til amerikansk vinsmagning

Tirsdag d. 6. december 2011 kl. 17-19
Jagtvej 111, 2200 København N

Kom og smag udvalgte unikke kultvine fra små producenter i USA.

Kok, vinimportør og sommelier Keld Johnsen, der til daglig driver restauranten The Diplomat på Den Amerikanske Ambassade i København, vil holde foredrag om nye vine fra spændende vinstater som Michigan, Virginia, Oregon, Missouri og New York.

RSVP senest 16. november til ci@atlanticlink.net

Vi glæder os til at se jer!

Med venlig hilsen

Discover America Denmark & American Wine Import



Ikke-medlemmer af Discover America kan deltage mod betaling kr. 150 pr. person
Begrænset plads, max 50, først til mølle princippet, No show fee, kr. 150

Ferie For Alle/ Vacation for Everyone, February 24th – 26th 2012

Ferie For Alle/ Vacation for Everyone in February 2012, will be bigger and greater than ever.

We will get our own Hall just for Overseas/Long Haul travel – and we are happy to report that USA again will be the theme for Hal G and the traditional Exhibitor reception on Friday February 24th.

More than 60 suppliers have reserved a stand at the show, and only few stands are left.

Please see list of suppliers [here](#) and find more info [here](#)

Please contact Anders Ladefoged at alm@mch.dk for further information or Karin Gert Nielsen, kgn@atlanticlink.net

We are looking forward to welcome you all in Herning, Denmark.



FERIE FOR ALLE
25. - 27. februar 2011

Denver update

Visit Denver has mailed out an update on what's going on together with the newest on-line brochure 'Welcome to Denver' – you can find exciting and inspiring news [here](#)

Florida Huddle 2012 – February 2nd-4th, 2012

Florida Huddle 2012, which will be held in Ft. Lauderdale from February 2-4, 2012, is the longest running travel convention held in Florida, bringing together buyers of Florida travel with destination, property and attraction representatives. It is two days of schedule appointments in addition to many networking events.

- Pre-requested, pre-scheduled, computer-generated business appointments.
- Networking with travel representatives from every Florida region.
- Business opportunities with superior domestic and international tour operators.
- Exceptional social networking events hosted by the state's foremost destinations.



Find details and registration info [here](#)

Press Coverage

We have received a tremendous amount of articles over the past 6 month, reached a total of 2.247.000 readers and a total media value of \$100.000.

Presse coverage Discover America Denmark May-October 2011				
Nr.	Month	Media	Readers	Value
1	April	TakeOff	100.000	kr 15.000
2	April	Tic.Travel	70.000	kr 10.000
3	Maj	Tic.Travel	70.000	kr 10.000
4	Maj	TakeOff	100.000	kr 15.000
5	Maj	Politiken	390.000	kr 20.000
6	Maj	Århus Stiftstidende	92.000	kr 15.000
7	Maj	Standby (SE)	53.000	kr 10.000
8	Juni	TTG Nordic	48.000	kr 10.000
9	Juni	Standby (SE)	53.000	kr 10.000
10	Juni	TakeOff	100.000	kr 15.000
11	Juni	Tic.Travel	70.000	kr 10.000
12	August	Standby (SE)	53.000	kr 10.000
13	September	Lokalavisen Nyborg	26.000	kr 5.000
14	September	Presswire	70.000	kr 10.000
15	September	Standby (DK)	53.000	kr 10.000
16	September	Standby (DK)	53.000	kr 10.000
17	September	Check-in.dk	90.000	kr 15.000
18	September	TTG Nordic	48.000	kr 10.000
19	September	TTG Nordic	48.000	kr 10.000
20	Oktober	TakeOff	100.000	kr 15.000
21	Oktober	Travel News (SE)	30.000	kr 5.000
22	Oktober	Check-in.dk	90.000	kr 15.000
23	Oktober	Rejseavisen.dk	80.000	kr 15.000
24	Oktober	Standby (DK)	53.000	kr 10.000
25	Oktober	Vagabond (DK)	95.000	kr 15.000
26	Oktober	Check-in.dk	90.000	kr 15.000
27	Oktober	Tic.Travel	70.000	kr 10.000
28	Oktober	Business Traveller Denmark	52.000	kr 10.000
Total			2.247.000	kr 330.000

USA Workshop I 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 15 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.

Upcoming events in Discover America Denmark

Long Haul workshop	Workshop	Denmark, Copenhagen and Billund	November 2 nd - 3 rd 2011	500 travel agents and media in co-op with PATA
Karin Gert Nielsen, keynote speaker at the Travel writers association in Denmark	Media	Copenhagen, Denmark	November 25 th , 2011	Speech about Discover America Denmark and Brand USA
Discover America Denmark	Trade/Media	Denmark, Copenhagen	December 6st, 2011	50 travel agents for wine tasting
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

Bravo Tours
Rejsebixen

Media:

Lise Dakinah, Journalist

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

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