

NEWSLETTER DISCOVER AMERICA **DENMARK** – NOVEMBER 2012



DiscoverAmerica.com



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

This fall was all about the U.S. presidential election and the exciting political battle between Governor Romney and President Obama. The election drew massive media attention, not only to the campaign trail but also to the United States and its people as a whole.

Catching the media is all-important in travel promotion so of course we were thrilled to see a huge and overall positive branding of the United States throughout the election coverage.

One of our favorite segments these days is Danish broadcaster TV2's series by Roald Bergmann and his family who are currently traveling the 48 contiguous states in a motorhome reporting on the places and people they meet on the way. We have contributed to the trip with insight and contacts and needless to say, we're thrilled with the result! The stories are aired regularly on the popular TV shows 'Good Morning Denmark' and 'Good Evening Denmark' and will run until January 2013.

Hopefully all of our members will benefit from the great interest in the United States both from media and consumers!

Happy Thanksgiving to everyone!

Sincerely,

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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Arrival figures January – June 2012

Total 2011

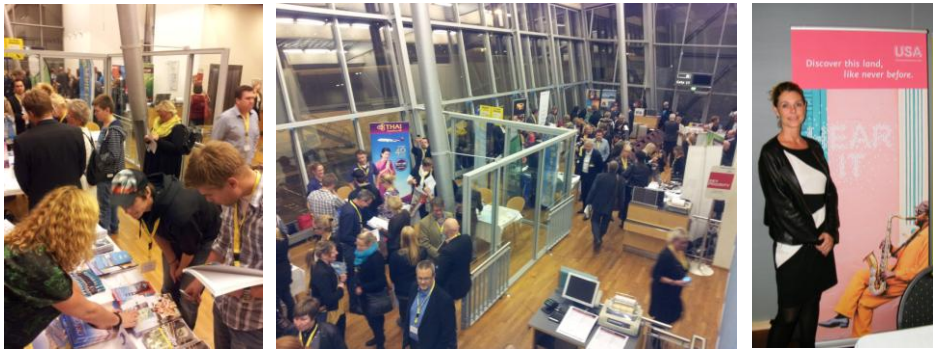
#1 UK	3.835.300
#2 Germany	1.823.797
#3 France	1.504.182
#4 Nordic Region	1.133.307
# Italy	891.571

Arrivals figure January – June 2012, US Department of Commerce, Office of Travel & Tourism Industries.

Country	January-June 2012	January-June 2011	Difference	Difference in percent
DENMARK	126.033	124.080	1.953	1,6%
SWEDEN	225.767	220.639	5.128	2,3%
NORWAY	134.946	126.686	8.260	6,5%
FINLAND	67.247	63.324	3.923	6,2%
ICELAND	20.814	21.955	-1.141	-5,5%
BALTICS	16.018	14.390	1.628	11,3%
TOTAL	590.825	571.074	19.751	3,5%

Long Haul Workshops

Again this year, Discover America took part in the 7th annual Long Haul Workshops in Billund Airport (October 31) and at the National Museum in Copenhagen (November 1). During the course of the two days we met with more than 400 travel agents and 50 media representatives.



Thanksgiving Dinner

On November 8, 250 guests from the travel industry came together to celebrate the 6th annual Thanksgiving dinner at Hilton Copenhagen co-sponsored by Visit California.

U.S. Ambassador to Denmark, Laurie S. Fulton was guest of honor and welcomed guests and sponsors at the sold-out event. Fulton's tenure in Denmark is coming to an end and she took the opportunity to thank the travel industry for their dedication to promote the United States as a travel destination.

Thanksgiving sponsors:

Visit California, Billund Airport, RCCL, Amadeus, Gouda, Avis, Icelandair, Billetkontoret and Hilton.



Discover America Workshop March 4, 2013

Sign up now!

– And get direct access to more than 200 travel agents and media during a top-tuned 3-hour evening workshop!

Price:

Member of Discover America \$1,000 + VAT

Non-members \$1500 + VAT

Come and join the exhibitors who have already signed up:

America Airlines, Air Berlin, Air Canada, Air France, Alamo, ALON Marketing, American Airlines, Avis, British Airways, CityPass, Cruise America, Delta Air Lines, Exclusively Hotels, Greater Miami CVB, Greater Palm Beach Springs CVB, Hertz, Iberia, Icelandair, KLM, NYC & Co, Rocky Mountain International, Royal Caribbean Cruise Line, San Diego CVB, San Francisco Travel, San Francisco Airport, Scandinavian Airlines, SeaWorld Parks & Entertainment, Sonoma County Tourism, The Beaches of Fort Myers and Sanibel, Travel Nevada, Travel Oregon, Vail Resorts, Visit California, Visit Orlando, Virgin Atlantic, United Airlines and Yosemite/Mariposa County Tourism Bureau.

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



**USA Workshop
March 4th 2013**

Lectures by Henrik Lange at Ferie og Fritid in January

Discover America Denmark is sponsoring 2 lectures by travel writer and USA-expert Henrik Lange at the travel show Ferie og Fritid in Copenhagen.

Henrik Lange is editor of www.Highways-USA.com and 'Danish Travel Writer of the Year', 2012.

Date and time for the lectures:

Friday January 18th 2013 at 15:30

Saturday January 19th 2013 at 12:30

Lectures by Roald Bergmann

Discover America Denmark sponsors 3 exciting lectures by Roald Bergmann. 1 January 29th in Copenhagen and 2 at Danish Travel Show in Herning in February 2013.

The lectures build around Bergmann's extraordinary road trip through 48 states!

This fall, the United States has been the focus of immense media attention due to the presidential election. As part of the coverage, TV2 Denmark the country's largest TV network has sent Danish reporter Roald Bergmann and his family on an amazing journey 13,000 miles through all 48 contiguous states of the USA in a motorhome.

Roald Bergmann is on a journalistic mission to get under the skin on the American people no matter if they're hipsters in Manhattan, celebrities in Hollywood, lumberjacks in Oregon or students in Dallas. He and his family will drive the roads, see the sights, feel the dreams and struggles, enjoy the food, endure the hands of nature and sleep inside the homes of the common American. 10 times will Roald Bergmann report home to Denmark, both live and with smaller features that he produces and edit himself on the go, to the hugely popular nationwide programs "Good Morning Denmark" (est. 450.000 viewers every weekday) and "Good Evening Denmark" (est. 620.000 viewers every weekday).



These special reports from everyday America far away from the marble floors of Washington D.C. will be aired from different locations each time. The nationwide journey started in New York on September 17 and ends in the same place on January 3, 2013. See the Bergmanns' route on the map (the trip goes counter clockwise around the USA).

Dates for the lectures:

Tuesday January 29th at Tivoli Hotel in Copenhagen

Friday 22nd and February 23rd 2013 at the Danish travel Show in Herning

Annual General Meeting January 8, 2013

It is with great pleasure that we invite you to the annually General Meeting in Discover America. Come and get all the latest news, figures and information from Brand USA etc.

A full agenda for the evening will be sent out later.

When: January 8, 2013 from 17:00-20:00

Where: Billetkontoret, Vesterbrogade 121, 6 fl.

RVSP to Charlotte Lindholm at cl@atlanticlink.net before Dec. 14th 2012



Discover America Denmark Blog

We have secured travel writer and USA expert Henrik Lange to edit the Discover America Denmark blog.

You can visit the blog here: discoveramerica.dk/blog/



Send Your Message in Future Newsletters

We invite you to send us your news, special offers etc., which we will distribute in the Discover America.

The upcoming newsletter will be sent out on the following dates:

January 21, 2013

March 7, 2013

May 13, 2013

June 24, 2013

All you have to do is email text and pictures to Charlotte Lindholm at cl@atlanticlink.net no later than 7 days prior to the distribution dates.

Mid-Atlantic seminar February 7-10, 2013

Welcome to Reykjavik, Iceland!

Every year in February, Reykjavik comes alive when hundreds of industry representatives from over the world travel to Iceland to promote their products.

Mid-Atlantic 2013 Trade show offers an ideal setting for travel industry professionals from around the globe to meet, negotiate and exchange ideas.



Conveniently located in Iceland, midway between Europe and North America, buyers have the opportunity to work with premium suppliers from Iceland, Scandinavia, USA and Canada. This relaxed environment allows participants to interact in multiple programmes and dinner parties as they strive to develop their business relationships. These programmes have proven to be a great success in strengthening the ties between thousands of travel professionals.

Utilizing feedback from previous years, the many travel partners involved work to ensure that your experience in Iceland surpasses any expectations. Find more info here: <http://midatlantic.icelandair.com/>

Anchorage – The New Wild Destination with Icelandair

Starting May 15, 2013 Icelandair will provide easy access to one the United States' most exotic destinations with a twice weekly service to Anchorage, Alaska (ANC). The service will continue through September 15, 2013.

Total flying time from Copenhagen to Anchorage is about 10 hours including an easy stop-over in Keflavik, Iceland.

Anchorage and Alaska boast of wild adventures and untouched wilderness. Watch images from Anchorage on the following link.



Silversea offers Travel Industry rates

Experience an award winning cruise with Silversea at a travel industry rate of \$200,- pr. person pr. night excluding tax and travel.

The rates include an all-inclusive stay in Vista- or Veranda suites. You will receive confirmation 14-30 days before departure.

Please contact Thomas Harrison, Director of Sales, Nordic, Benelux and South Africa at thomash@Silversea.com



Member overview

We are proud to announce that we now have surpassed 100 members in Discover America Denmark!

40% of our members are U.S. and Regional Suppliers. 60% consist of OTA's, MICE, Consortia, TO's and Travel Agents.

We are also extremely pleased with the strong support we are seeing from the media with no less than 50 members.

We are looking forward to welcoming even more in the future.

Nordic holidays

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Denmark	1		24, 28, 29, 31	26	9, 19, 20		25					25, 26
Sweden	1, 6		29, 31	1, 30	1, 9, 19	6, 22					2	25, 26, 31
Norway	1		24, 28, 29, 31	1	1, 9, 17, 19, 20							25, 26, 31
Finland	1, 6		29, 31	1	1, 9, 19	21, 22					1	6, 24, 25, 26
Iceland	1		28, 29, 31	1, 25	1, 9, 19, 20	17		5				24, 25, 26, 31

The calendar can also be found [here](#)

2013				
Discover America Annual Meeting	Trade/Media	Copenhagen, Denmark	January 8 th 2013	Members only
ReiselivsMessen Oslo	Trade & consumer show Fornebue	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 17 th -20 th 2013	80.000 visitors
FERIE 2012	Trade & consumer show	Copenhagen, Denmark	January 18 th -20 th 2013	40,000 visitors
Discover America Denmark	Trade & Media member meeting	Copenhagen, Denmark	January 29 th , 2013	With lectures by Roald Bergmann.
Travelmatch	B2B	Oslo, Norway	TBA February 2013	B2B workshop
Discover America Sweden	Mini Trade Fair / workshop	Stockholm, Sweden Operaterassen/ Operakällaren	February 5 th , 2013	180 travel agents
Mid-Atlantic	Trade	Reykjavik, Iceland	February 7 th – 10 th , 2013	http://midatlantic.icelandair.com/
The Danish Travel Show – Ferie for Alle	Trade & consumer show	Herning, Denmark	February 22 nd – 24 th 2013	66,300 visitors
Swansons Long Haul day	Consumer/Media	Osby, Sweden	March 2 nd 2013	1000+ consumers visit Fort Swanson for a full day trave show
Discover America Denmark	Workshop	Copenhagen, Denmark	March 4 th 2013	200 travel agents & media
ITB	Trade & consumer show	Berlin	March 6 th – 10 th 2013	
TUR	Trade & consumer show	Goteborg Sweden	March 21 st – 24 th , 2013	
IMEX	Meeting & Events	Berlin, Germany	May 21 st – 23 rd 2013	http://www.imex-frankfurt.com/diary.php
Discover America Sweden	Golf Event	Arlandastan Golf, Sweden	June 4 th , 2013	
Pow Wow		Las Vegas	June 8 th – 12 th 2013	
Discover America Sweden	Trade	Malmö, Sweden	September 26 th , 2013	
Discover America Sweden	Trade	Lindköping/Nörrköping, Sweden	October 16 th , 2013	
Discover America Sweden	Trade	Jönköping, Sweden	October 17 th , 2013	40-60 travel agents
Discover America Sweden	Halloween	Stockholm, Sweden	November 4 th , 2013	
Discover America Sweden	Workshop	Gotenburg, Sweden	November 20 th , 2013	
Discover America Sweden	Thanksgiving	Stockholm, Sweden	November 27 th , 2013	