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- Discover America and PATA evening seminar about the coming American election
- Mid Atlantic Seminar in Reykjavik February 2013
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A few words from Karin Gert Nielsen, Managing Director Discover America Denmark

Danish Travel Award, USA voted as the world's best travel destination at the Danish Travel Awards 2012

The annual recipients of the Travel Award have just been announced, and for the second year running the United States has been named World's Best Tourist Destination.

At the gala event 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 and it was the proud Managing Director Karin Gert Nielsen, who received the prize.

The Nordic countries are an emerging market for USA. They have great potential, with six weeks paid vacation scattered throughout the year, they stay for a longer period of time than the average visitor, and travelling has a very high priority, so more than \$20 billion is spent on travels each year, and that number is increasing. With an annual income of \$100,000 on average, they have a very high spending percentage while at the destination, as they spend almost \$1,000 per person more than other overseas visitors.

The statistic shows that the Nordic region becomes the 4th largest European inbound market to the USA. In total from the Nordic countries 1.1 million traveled in 2011, and we can already predict that 2012 will bring approximately 10% increase compared to 2011. The United States is the largest overseas travel destination to Nordic travelers well ahead of runner-up Thailand.

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

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

Country	Jan-May 2012	Jan-May 2011	Diff	Diff pct.
DENMARK	101.387	96.180	5.207	5,4%
SWEDEN	178.019	172.771	5.248	3,0%
NORWAY	100.410	94.332	6.078	6,4%
FINLAND	52.516	49.448	3.068	6,2%
ICELAND	17.478	17.417	61	0,4%
BALTICS	12.569	11.295	1.275	11,9%
TOTAL	462.379	441.443	20.936	4,7%

Best regards

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

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Discover America and PATA invited for lecture about the coming American election

At Hotel Kong Arthur, 100 travel agents were listening to a lecture about the coming election in USA. It was an interesting and exciting evening with lots of facts and useful information. First ever joint event for PATA and Discover America members.



MID ATLANTIC SEMINAR FEBRUARY 7th-10th 2013

Welcome to Reykjavik, Iceland!

In the beginning of February each year the city comes alive when hundreds of folks from the travel industry all over the world land in Reykjavik, some to introduce their products and others to be enlightened.

The Mid-Atlantic Tradeshow offers the ideal setting for travel industry professionals from around the globe to meet, work together 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/>



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 during a 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:

Air Berlin, Air Canada, Air France, ALON Marketing, American Airlines, Avis, British Airways, Cruise America, Delta Air Lines, Exclusively Hotels, Greater Miami CVB, Hertz, Iberia, Icelandair, Kimpton Hotels, KLM, Rocky Mountain International, Royal Caribbean Cruise Line, SeaWorld Parks & Entertainment, Scandinavian Airlines, Travel Oregon, Virgin Atlantic, Visit California, Visit Orlando, U.S. Virgin Islands and United Airlines

Mark your 2013 calendar for the big tradeshows 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

FREE ONLINE VERSION OF TRAVEL AMERICA 2012/2013

Find free online version of Travel America 2012/2013 here:

<https://dl.dropbox.com/u/11631996/Travel%20America%202012%202013.pdf>

NEWS!! AIR CANADA offers FLORIDA in winter 2013

Air Canada offers excellent 1 stop connections from Copenhagen via Toronto to five sunny destinations in Florida. Destinations are Miami, Fort Lauderdale, Orlando, Tampa and Fort Myers.

Find more information here www.discoveramerica.dk



NEWS FROM DENVER

The area, from Denver to Ft. Collins to Boulder, is nicknamed the "Napa Valley of Beer" for its eclectic assortment of microbreweries and beer celebrations. Find more info here:

[USA Today just selected Denver as one of the 10 Great Beer Cities in the world.](#)

[GQ Magazine just selected Denver as one of the Top 5 Beer Cities in America](#)

Denver Event calendar 2012/2013 can be found here:

<http://www.discoveramerica.dk/press%20room.html>



BREWVANA – beer tour in Portland, Oregon

If you are looking for a really fun, laid back touring experience with other beer lovers to sample the best beer in Portland, you've come to the right spot! The tour guide will make sure you are taken care of every step of the way and you will ride in style on a 14 passenger BEER BUS!!! Oregon beer is known for it's superb quality and innovation. Let BREWVANA

show you why Portland is the beer capitol of the world! Enjoy a day sampling fresh beer in Beer City, USA. Learn about the ingredients in beer, the brewing process and meet the brewers. Learn about the history and culture of the craft brewing industry in Portland, Oregon and why it produces some of the best beer in the world! www.experiencebrewvana.com



Member overview

We are ready to welcome even more members

- Travel Agents: 19 members
- Suppliers: 14 members
- US Suppliers: 12 members
- Individual Members: 3
- Nordic Members: 25 members
- Media: 32 members
- Total: 105 members

Nordic activity calendar 2012/2013

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

2012				
Discover America Denmark	Evening with focus on the coming election	Copenhagen, Denmark	October 11 th , 2011	Evening arrangement with PATA Denmark
Discover America Denmark	Board Meeting	Copenhagen	October 11 th , 2012	
Discover America Sweden	Trade	Norköping	October 17th 2012	
Discover America Sweden	Trade	Jönköping	October 18th 2012	
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 2012	Stand at the public trade show at Stockholmsmässen
Discover America Sweden	Trade	Gotenburg	November 14 th 2012	
Discover America Sweden	Thanksgiving	Stockholm, Sweden	November 21 st , 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.itlm.net
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	
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/
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 travel show, we will partner with Oregon and share at the workshop
Discover America Denmark	Workshop	Copenhagen, Denmark	March 4 th 2013	180 travel agents
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	