



Discover America Newsletter March / April 2012

Record high number of Nordic travelers to the USA

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.

Karin Gert Nielsen, Managing Director of Discover America Denmark, is very pleased with the record and points to the many workshops, events and great press coverage reason for the success:

"The USA indeed fulfills the Nordic traveler's wishes and needs – and add that little extra that you don't expect. The combination of extreme wildlife, as seen in Yosemite National Park, and the cultural explosions of NYC and culinary adventures in California etc. is simply unique.

The figures for 2011 show that our targeted effort in promoting the USA has been worth it, in every sense. Just recently we've had a huge Discover America/Brand USA event in Copenhagen with 30 exhibitors and 200 guests representing top media, key executives from airlines, tour operators, OTA's travel agents etc. In February, 66.000 people were visiting the travel fair in Herning where we had a huge Brand USA Pavilion generating a lot of publicity and contacts.

We are very pleased with the record numbers for 2011, but we want to bring even more Nordic travellers to this wonderful destination. The potential is definitely there", says Karin Gert Nielsen.

Nordic Region rank as # 4 largest European Market to the US

#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/>

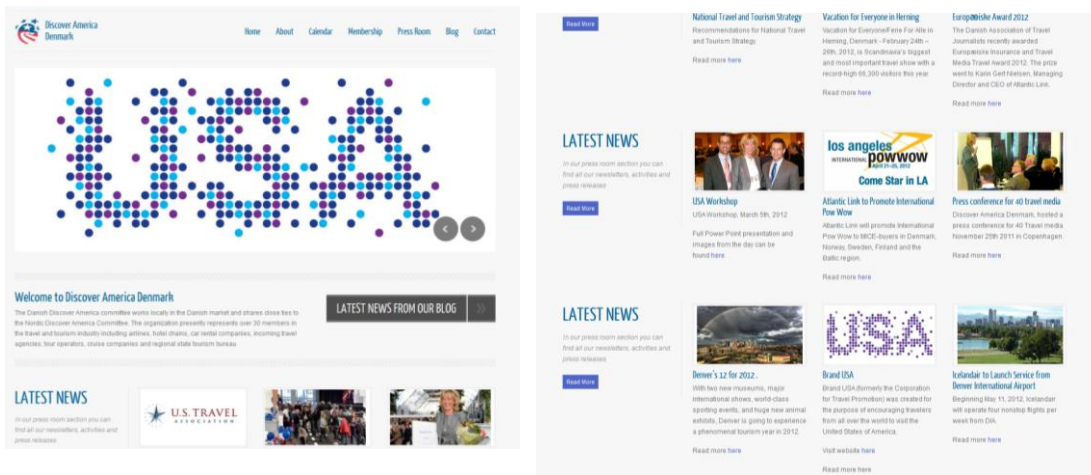


Discover America Denmark launches new website

The Danish Discover America Committee has launched a new website targeting the Danish travel trade and media. Up to date news, blogs with special interest for the Danish industry, online press room and calendar will serve our members including airlines, hotel chains, car rental companies, incoming travel agencies, tour operators, cruise companies and regional state tourism bureau.

Visit the website here. Any feedback is very welcome:

www.discoveramerica.dk/



Brand USA: One united voice

Brand USA is a powerful consumer brand and unified message designed to give the country a leading position in the global tourism industry. Brand USA chief business development officer Paul Cerula said he is very optimistic for 2012 after gathering positive feedback from the marketplace. He added that Brand USA intends to recruit representation firms in up to 15 countries by the end of the year. The Danish Discover America Committee is very pleased with this new development, as it allows the American Tourist boards and states to unify under one organization: Brand USA.

Read more at: www.fvw.com/brand-usa-makes-its-itb-debut-america-finds-its-voice/393/102170/11245

Follow up on USA workshop

Discover America Denmark hosted a USA Workshop in Copenhagen on the 5th of March, which has received great feedback. All guests can now download the presentation, as well as pictures and an overview of the press coverage, at the links below:

Presentation: <http://discoveramerica.dk/pdf/Workshop%20march%205th,%20KGN%20PPT.pdf>

Images from the event: <http://discoveramerica.dk/usa%20workshop.html>

Thank you for your great and invaluable support to the Danish Discover America Committee.

Next years workshop the 4th March 2013 at Marriott Hotel, Copenhagen DK



New members

Media:

Lissen Jacobsen, Freelance

Mette Hvistendahl Munch, MunchMedia

Suppliers:

Travel Nevada

Private members:

Lonni Gulliksen

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