

The United States of America voted the world's best travel destination

Dear friends

We want to share some great news with you, on Thursday October 6th at the Danish Travel Awards: The United States of America voted the world's best travel destination.



The Danish Travel Awards 2011: in a gala event last night 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 of Discover America, Karin Gert Nielsen, who received the prize.

*"America is a fantastic and unique country where contrasts meet, dreams are enacted and the adventure becomes a reality. Therefore, I am very pleased that so many people have voted the U.S. as the world's best travel destination. And fortunately more and more Danes are getting to experience the U.S.; record numbers of Scandinavians visited the States in 2010, more than a million, **The Nordic Region is now #4 on the top ten list for international arrivals to the US, after UK, Germany, France.** of which approx. 260,000 came from Denmark! The Discover America team will continue to market the world's best travel destination in partnership with the travel industry and the U.S. Embassy, which itself does a great job in marketing the U.S.", says Karin Gert Nielsen.*

The Danish Travel Awards was held for the 16th time this year. The winners are found determined by questionnaires completed by consumers and travel agents, though the category 'Best holiday destination' is determined solely by consumer response.

Discover Americas website: www.discoveramerica.dk

Best regards

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