



USA WORKSHOP²⁰¹³
MARCH 4

Karin Gert Nielsen

Managing Director Discover America Denmark & CEO Atlantic Link



THANK YOU Sponsors!

Billund Airport, Air France, KLM, Delta Airlines
Jesper Klausholm & Jens Vestergaard

Copenhagen Wine:
Tom Henriksen, Managing Director

Marriott Copenhagen
Elmar Derkitsch, General Manager



Billund Airport
- verden direkte

COPENHAGEN **WINE**°

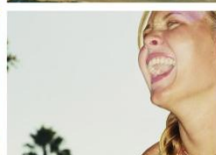
Marriott.
COPENHAGEN



USA **WORKSHOP**
MARCH 4 2013

The Board

- **Karin Gert Nielsen**, Managing Director Atlantic Link
- **Jesper Ewald**, Managing Director FDM Travel
- **Jesper Klausholm**, Marketing Manager Billund lufthavn
- **Per Markussen**, Vice President, Nordic Area BCD Travel Nordic
- **Jesper Schou**, Managing Director Billetkontoret
- **Peter Rasmussen**, Managing Director Profil Rejser
- **Michael Jensen**, Production Manager Spies
- **Jens Vestergård**, Sales Manager KLM/Air France/Delta Air Lines
- **Lars Thykier**, Managing Director DRF
- **Bjarke Frederiksen**, Head of Commercial Section, US Embassy, Denmark (not in picture)
- **Annika Liljenberg**, Route Development Manager, LCC & Americas Copenhagen Airports(not in picture)
- **Charlotte Lindholm**, Secretary



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House keeping notes

15.30 – 17.00 Press and Production Managers invited to meet one on one with exhibitors. coffee/tea and soft drinks

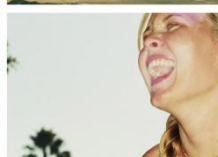
17.00 – 17.30 Guests arrive, registration

17.30 – 17.45 Welcome by Karin Gert Nielsen, housekeeping notes etc

17.45 Workshop begins – format is free floating. Quiz will be prepared to make sure all guest visit all exhibitors.

19.30 Buffet served, standing, wine, beer, soft drinks, drinks coupons 3 per person

21.00 Final remarks by Karin Gert Nielsen. Prize drawing. Exhibit

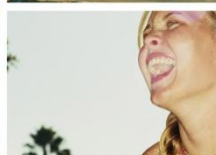


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Brand USA Inc



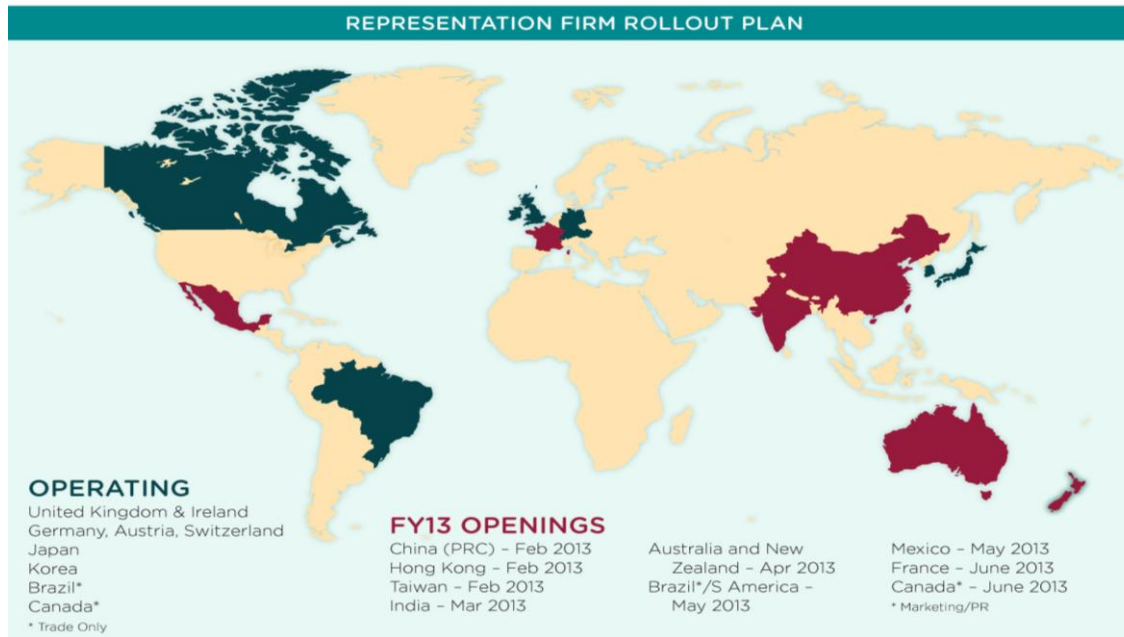
The United States of awesome possibilities is welcoming Everyone



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Brand USA International representation



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2012 Successes

For the second year in a row, USA was awarded Danish 2012 Travel Award for best travel destination

USA was also voted best tourist destination in Sweden, 2011 and 2012, and in Norway, 2012.



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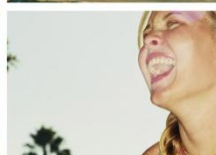
Brand USA, the Premier Partner at IPW

- Established in 2010 by President Obama
- Public/Private entity
- First time ever USA is branded as ONE COUNTRY
- Strong message: “Discover this land, like never before”
- ESTA, \$14 (two year validity), only visa waiver countries
 - \$4 Homeland security
 - \$10 Travel promotion



Brand USA inspires travelers to explore the United States of America's boundless possibilities.

www.DiscoverAmerica.com



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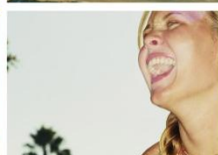
Facts & Figures

Nordic arrivals to the US, 2011

Country	Arrivals	Change
Sweden	438.972	18,0%
Denmark	274.420	6,0%
Norway	249.167	13,0%
Finland	121.059	8,0%
Iceland	49.689	26,9%
Baltics	28.646	-8,0%

Total 2011 1.161.953

Total 2010 1.033.907 12,4%

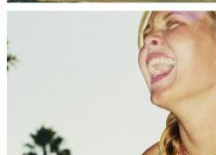


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Facts & Figures

European arrivals to US, 2011, comparison

Country	Arrivals	Population	% Travel to US
United Kingdom	3.835.300	59.647.790	6,4%
Germany	1.823.797	83.029.536	2,2%
France	1.504.182	59.551.227	2,5%
Nordic Region	1.161.953	24.484.997	4,7%
Italy	891.571	57.679.825	1,5%

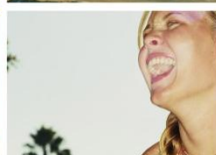


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Facts & Figures

Top Ten, world wide arrivals to US

Country	Arrivals
United Kingdom	3.835.300
Japan	3.249.569
Germany	1.823.797
Brazil	1.508.279
France	1.504.182
Nordic Region	1.161.953
South Korea	1.145.216
China	1.089.405
Australia	1.037.852
Italy	891.571



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Scandinavia & Finland visitation to the US 2012

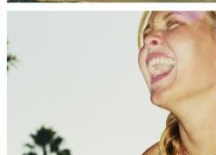
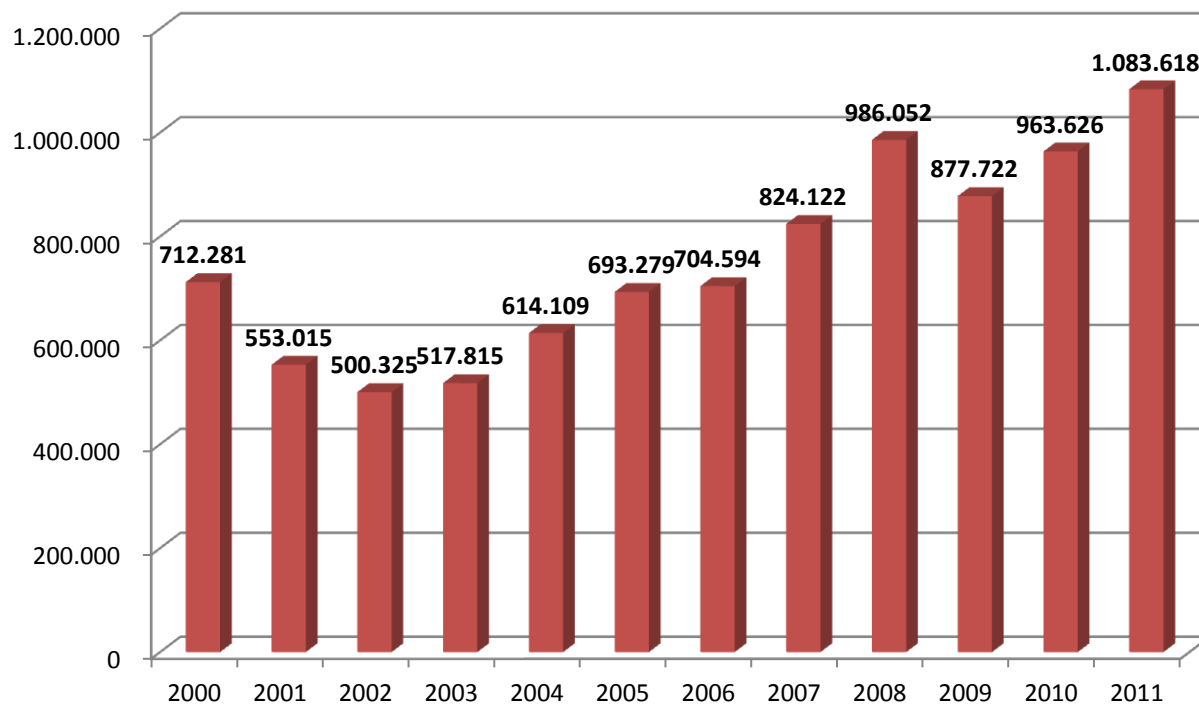
Arrivals January – September 2012

Country	January - September 2012	January - September 2011	Difference	Difference in %
DENMARK	206.868	206.911	-43	0,0%
SWEDEN	316.488	316.489	-1	0,0%
NORWAY	205.793	194.282	11.511	5,9%
FINLAND	91.656	88.235	3.421	3,9%
TOTAL	820.805	805.917	14.888	1,8%



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Arrival Figures - From Nordic Region to US Total 2000-2011



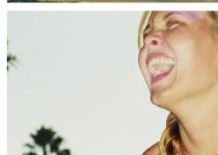
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Facts & Figures Nordic Region

Length of stay & daily spending per visitor per day

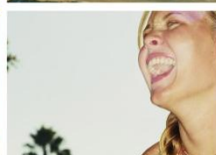
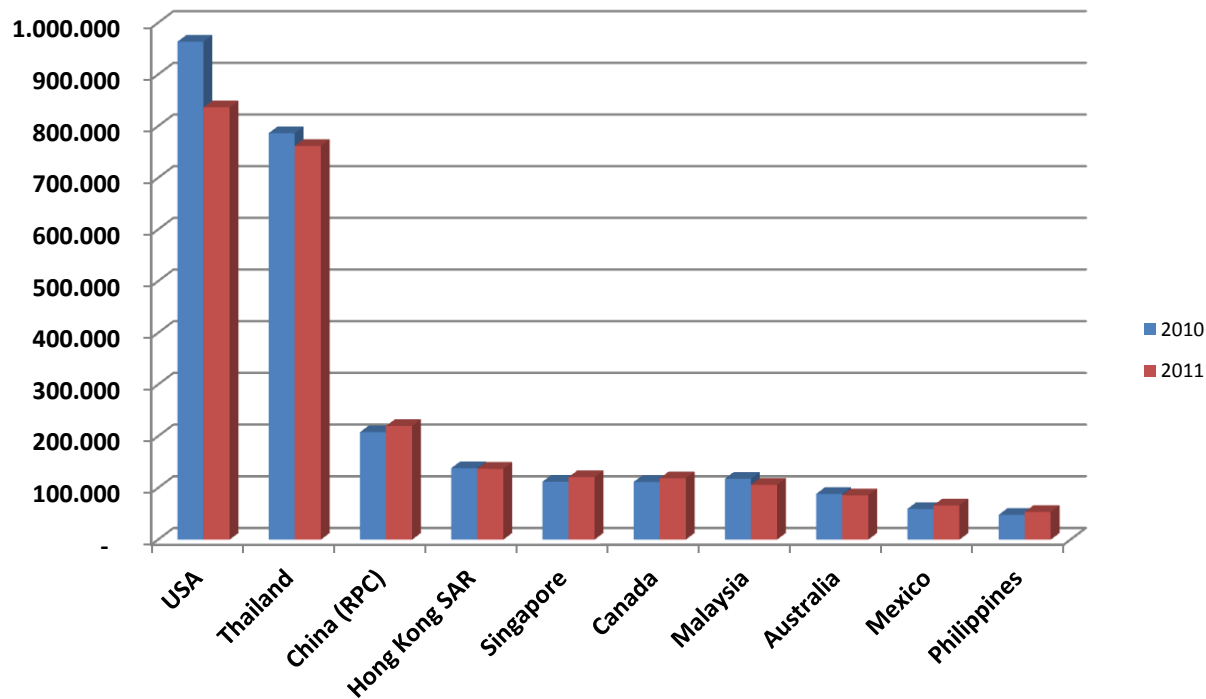
Nordic leisure visitors	16,5 nights	
Per visitor per trip/day spending in US	\$ 1.890	
France	10,5 nights	\$ 819
UK	10,4 nights	\$ 1.071
Germany	9,4 nights	\$ 837

Average for all visitors (leisure) was 11,7 nights, total spending per visitor \$1.205 (\$103 per day)



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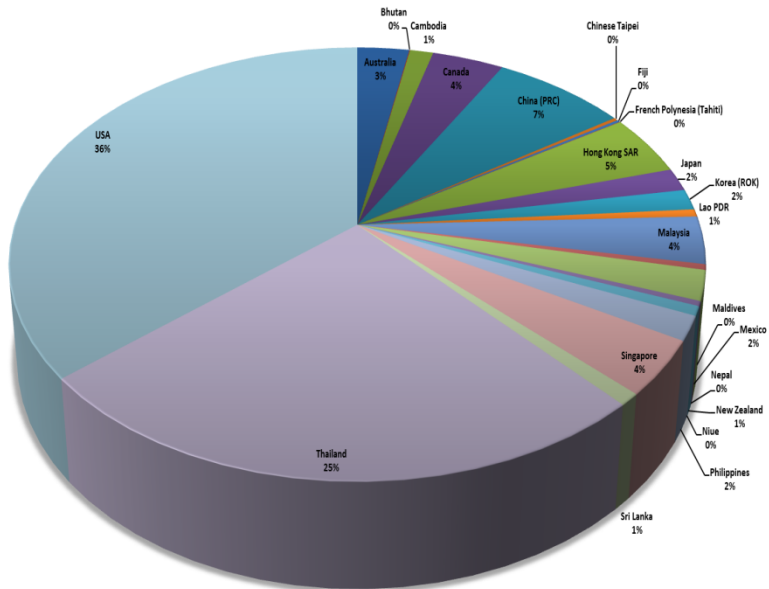
Top Ten Long Haul Destinations 2011



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Scandinavia & Finland visitation Worldwide 2011

Arrivals from Nordic Area to Long Haul Destinations 2011

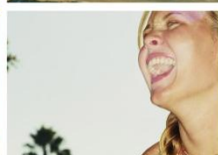


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Top 15

Unserviced intercontinental routes - CPH 2011 - totaltrafik:

Nr.	IATA	Destination	PAX
1	JFK	New York	102.848
2	LAX	Los Angeles	76.393
3	SFO	San Francisco (annonceret af SAS)	61.872
4	MIA	Miami	60.994
5	BEY	Beirut	50.089
6	ICN	Seoul	40.393
7	BOS	Boston	35.493
8	HKG	Hong Kong	34.962
9	DEL	Delhi	34.054
10	MCO	Orlando	31.677
11	MNL	Manila	28.451
12	SEA	Seattle	19.798
13	BOM	Mumbai	19.006
14	JNB	Johannesburg	18.673
15	LAS	Las Vegas	17.774



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ipw

LAS VEGAS
INTERNATIONAL
POWWOW

JUNE 8-12, 2013 Powered by U.S. Travel



Discover
America
.com

Premier Partner

LAS
Vegas

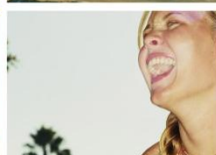
nevada
TravelNevada.com

Partners in Travel



Introducing:

Michael Martin,
International Marketing Manager,
U.S. Travel Association, Washington, D.C

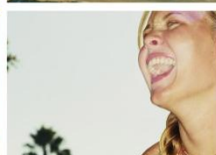


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Brand USA & U.S Travel Association

- First time ever USA is going to be branded as ONE COUNTRY
- U.S Travel Association's International Pow Wow the industry's premier international marketplace and largest generator of travel to the US – PARTNER with Brand USA.
- Officially launch its global marketing campaign at this year's event, being held in Las Vegas from June 8th-13th.



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What is IPW?

Suppliers

Over 1,000
U.S. companies
exhibiting

1,200 buyer
from over 70
countries

Buyers

Media

500 journalists
from all over
the world

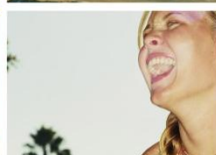
- Over 80,000 pre-scheduled appointments



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Why Attend IPW?

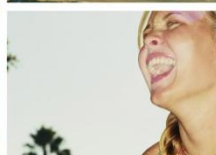
- One stop shopping. Every segment of the U.S. tourism industry is represented
- It's the largest in bound travel trade show in the U.S.
- Cost and time effective
- Unique networking opportunities
- Sightseeing and post-fam tours
- Congregate with over 5,000 travel and tourism colleagues



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Future Host IPW Cities:

- 2013 - Las Vegas, Nevada, June 8-12
- 2014 - Chicago, Illinois, April 5-9
- 2015 - Orlando, Florida, May 30 - June 3
- 2016 - Miami, Florida, June 4-8



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Discover America DENMARK

Become a member

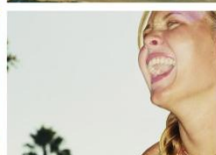
Member fee January 1st 2013-December 31st 2013

Travel Agencies DKK 2000

Scand. Suppliers DKK 3000

US Suppliers \$ 500

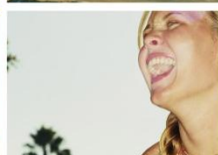
Individual persons DKK 300



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Why Join Discover America?

- Local support in areas such as local promotions and introductions to the market place
- Assistance in sales calls
- Brochure Distribution
- Participation in seminars
- Collaboration on road shows
- Market intelligence and updates on request
- A one-stop-shop for business contacts and industry networking.
- Quarterly newsletters with regional updates, facts, statistics & trends.
- Regional calendar of events.
- Access to member database.
- Editorial exposure in newsletters by news and press releases.
- Participate in workshops, seminars and road shows (suppliers will pay a fee, buyers are free).
- Participate in industry events and member meetings free of charge.



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Marketing Opportunities 2013/2014

- June 3rd – 4th 2013 Aarhus USA festival
- PATA long Haul workshop Copenhagen & Billund October 30th and 31st 2013
- “FERIE” Copenhagen, January 17 – 19 2014
- The Danish Travel Show, Herning largest consumer show in Scandinavia February 21st – 24th 2014
- Swansons, consumer day, March 1st 2014
- **Discover America Denmark, USA Workshop, pre-ITB March 3rd 2014 – largest USA workshop in Scandinavia**



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Discoveramerica.dk



USA Workshop March 5th, 2012

The largest workshop in Denmark

Welcome

The Danish Discover America committee works locally in the Danish market and shares close ties to the Nordic Discover America Committee. The organization presently represents over 10 members in the travel and tourism industry including airlines, hotel chains, car rental companies, incoming travel agencies, tour operators, cruise companies and regional state tourism bureaus. It is a non-profit organization funded exclusively by membership fees.

Annually, the Discover America Denmark Committee organizes trade fairs, workshops, road shows and smaller tourism functions throughout Denmark. Discover America Denmark's mission is to actively promote US tourism through joint Nordic promotional activities with committee members.

Meet us here

Karin Gert Nielsen
Managing Director
DISCOVER AMERICA DENMARK
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Mobile: +45 29421023

News News News

MARK Your Calendar: FEBRUARY FOR ALL 2013 February 22nd to 24th 2013 & Discover America Workshop, Tuesday February 26th Copenhagen, Denmark



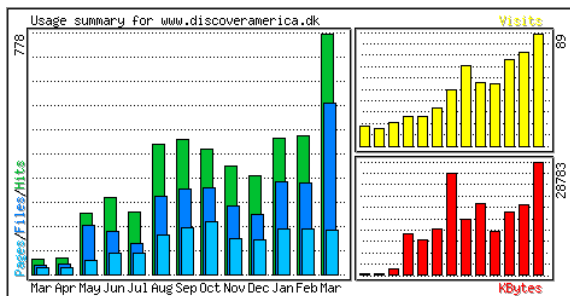
Contact details for Discover America Denmark



Managing Director
Karin Gert Nielsen
E: kgn@atlanticlink.dk

Discover America
Charlotte Lindehorst
E: cl@atlanticlink.dk

Bank Information
Danske Bank A/S
IBAN: DK79 3200
SWIFT: DABADKKK



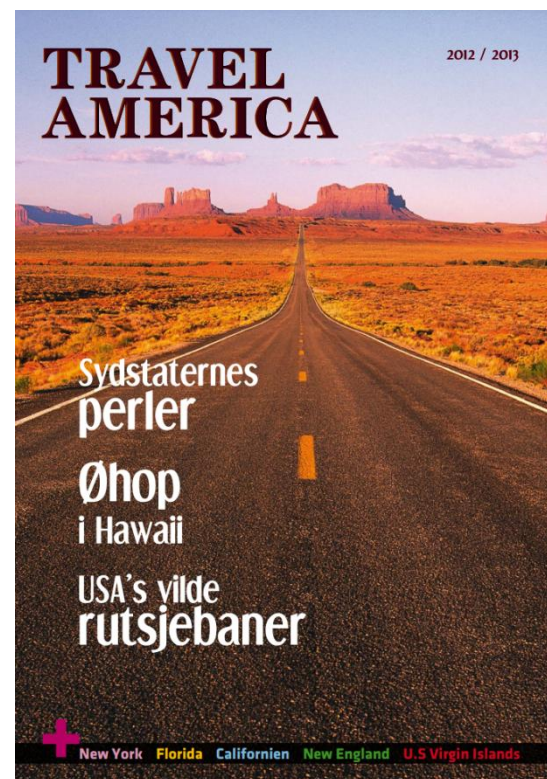
Blog
Newsletters
Banner adverts
Workshops
Travel shows
Research, reports



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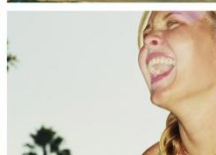
US Travel Magazine 2012/2013

- Published by Standby Magazine
- Distributed at all workshops and travel shows in the Nordic Region
- Supported by Discover America Denmark
- Next edition, September 2013



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PRIZES

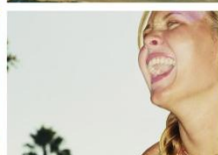


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San Francisco

- 2 tickets CPH – SFO Air France, KLM, Delta Airlines
- CityPASS package
- San Francisco Airport Flash Drives
- Hotel stay 3 nights each
 - Radisson Hotel Fisherman's Wharf incl parking
 - Renoir Hotel, Superior room incl daily American Breakfast
 - Hilton San Francisco union Square

Thanks to San Francisco Travel, San Francisco Airport, City PASS and Air France, KLM, Delta Airlines



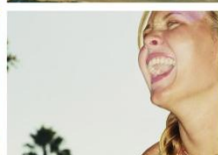
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San Diego

- 2 nights at Sheraton Mission Valley incl breakfast
- 2 tickets Safari Park
- 2 tickets San Diego Zoo
- 2 tickets USS Midway
- 2 tickets Old Town trolley
- 2 tickets Legoland
- 2 tickets Seaworld



Thanks to San Diego Tourism Authority & Seaworld Parks & Entertainment



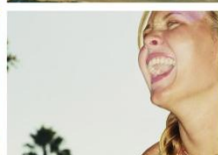
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California Prize

- Santa Monica Beach Kit
- Premium Outlets, \$200 shopping spree valid at any CA outlets
- Wine from Sonoma County
- Yosemite/Mariposa, two night stay, admission to the park, \$200 credit toward a Yosemite experience (guided hike tour, rock climbing etc)



Thanks to Santa Monica Convention & Visitors Bureau, Premium Outlets, Sonoma County Tourism, Yosemite/Mariposa County Tourism Bureau



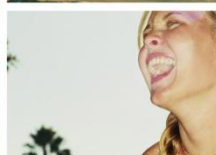
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Florida Prize

- Visit Orlando, “Orlando Prize package”
- Greater Miami CVB, Tote Bag
- Experience Kissimmee, gift bag
- Ocean Five Hotels Miami, 2 nights stay
- The Mimosa Hotel & Spa 2 nights stay



**Thanks to Visit Orlando, Greater Miami CVB, Experience Kissimmee,
Ocean Five Hotels, Unique Hotel Solution**

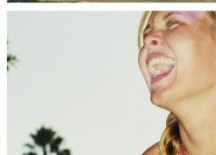


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New York

- Hotel Beacon, 3 nights stay incl a bottle of wine, and a box of Jacques Torres Chocolate

Thanks to Hotel Beacon



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Air Canada

- Air Canada back pack

Thanks to Air Canada



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