

Dear members,

2013 is coming to an end, and it has been a very exciting year for all of us here at [Discover America Denmark](#). We have welcomed [new members](#) in 2013, and we are very focused on our goal to promote US tourism by hosting and promoting relevant events.

2013 has been an eventful year, and we have gained a lot of new experiences to bring with us into 2014, and we have a lot to be proud of;

January 8, we had our annual meeting where the executive board all accepted re-election for 2013.

In February, we participated at the Danish Travel Show “Vacation for Everybody” in Herning. More than 66,000 guests visited, and we had our own USA pavilion which was a great feature and something we will repeat in 2014.

March 4, 2013, we hosted the biggest USA travel workshop in Scandinavia. More than 200 people visited Marriott to get inspiration and meet with the 51 suppliers. The feedback was great, and we are all very excited about repeating the success 3 March 2014. Please see more information and how to register at the end of this Christmas greeting.

In October, we attended the Quality Travel Fair in Øksnehallen with a huge USA lounge. It was the first time with a USA lounge and it turned out to be a huge success! Discover America sent out invitations to our American database and the following signed up: Red and White Fleet, Sea World Parks and Entertainment, Solvang CVB, Visit Denver, California, Oregon and Universal Studios Hollywood Manager EMEA Universal Parks & Resorts.

26 November, we hosted an excited event about “*Less Known National Parks in the US*”. Henrik Lange presented with great enthusiasm, and together with wine tasting of Californian wines provided by FiniVin, it was a very entertaining and educational evening. *Bonus info: Before you buy all your Christmas wines, please keep in mind that you get a discount when shopping at Finivin.*

These are just some of the many events in 2013, and I am confident that 2014 will bring many new, exciting challenges, and I am looking forward to solving and enjoying all of them together with you. We are already in the process of arranging Travel & Leisure Fair in January, Danish Travel Show in February, Scandinavia’s biggest USA travel workshop at Marriott in March, The Exclusive Travel Fair in October, and many more. Needless to say, 2014 will be a very busy and exciting year for all of us here at Discover America Denmark. We will make sure to keep you posted with all relevant news in our quarterly newsletters.

I wish all of you a merry Christmas and a happy New Year.

Sincerely,

Karin Gert Nielsen

Managing Director **DISCOVER AMERICA DENMARK**

E: kgn@atlanticlink.net, M: +45 29 42 10 05 www.discoveramerica.dk



In 2014, Discover America Denmark will again host **Scandinavia's largest USA Workshop**. The date will be March 3rd, and more than 300 travel agents and journalists will attend from Denmark, Norway and Sweden. You will get the opportunity to meet with key tour and MICE operators, travel agencies and media from Denmark, Norway and Sweden.

Price:

Members of Discover America: \$1250+VAT

Nonmembers: \$1750+VAT

Please register by writing Karin Gert Nielsen kgn@atlanticlink.net.

The workshop can be followed by ITB in Berlin, Germany. Find more information [here](#).

Following companies have signed up already:

Air Berlin, Air France/KLM/Delta, Alamo, Alon Marketing, Atmani Tours, Avis, Bloomington/Mall of America, British Airways/Iberia/American Airlines, Copenhagen Wines, Cruise America, Eagle Rider, ETS Event Solutions, Experience Kissimee, Fini Wine, Ft. Myers/Sanibel, Global Hospitality Marketing Link, Greater Miami CVB, Hawaii Tourism, Hertz, Icelandair, Kimpton Hotels, LH Group, Air Canada, United, Los Angeles CVB, New Orleans CVB, Norwegian Air Shuttle, NYC & Company, Hotel Beacon, Premium Outlets, Red & White Fleet, Rocky Mountain International, Visit Denver, San Francisco Travel, SAS, Seaworld, Solvang CVB, Sonoma CVB, Travel Oregon/Travel Portland, Unique Hotel Solutions, Universal Studios, Vail Resorts, Visit California, Visit Orlando, Visit St. Petersburg/Clearwater, US Virgin Islands



Save the date **2014**
USA WORKSHOP
 March 3rd
www.discoveramerica.dk

The **LARGEST USA EVENT IN SCANDINAVIA** is about to kick off. We have already set the date for USA Workshop 2014. So mark your calendars now for **MARCH 3rd 2014**.

300 agents and members of the press from **Denmark, Norway and Sweden** will attend the workshop. Read all about the workshop [here](#).

LOCATION:
 Hotel Marriott Copenhagen, Denmark.

PRICE:
 Members: \$1250 + VAT
 Non members: \$1750 + VAT

PROGRAM:

- 14.00 – 15.00 Exhibitor (ALL) briefing coffee/tea and soft drinks – all exhibitors.
- 15.00 – 17.00 Work shop room will be available for set up.
- 15.30 – 17.00 Media and Production Managers invited to meet one on one with exhibitors. Coffee/tea and soft drinks.
- 17.00 – 17.30 Guests arrive, registration, juice/soft drinks and fruit.
- 17.30 – 17.45 Welcome by Karin Gert Nielsen, housekeeping notes etc.
- 17.45 Workshop begins – format is free floating.
- 19.30 Buffet served, standing, wine, beer, soft drinks, drinks coupons 3 per person.
- 21.00 Final remarks by Karin Gert Nielsen. Exhibitor pack up.

REGISTRATION:
 Please register [online](#) or contact kgn@atlanticlink.net.

DISCOVER AMERICA DENMARK
 Karin Gert Nielsen
 Managing Director | M. + 45 2942 1005 | E: kgn@atlanticlink.net | www.discoveramerica.dk

