

Turen går til

USA TRAVEL SHOW 2020





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POLITIKENS
REJSEBØGER

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CEO, ATLANTIC LINK AND MANAGING DIRECTOR,
DISCOVER AMERICA DENMARK

Welcome by Karin Gert Nielsen

Dear friends and colleagues

A warm welcome to all of you to the annual USA Travel Show, the premier USA Travel Show for the travel industry in Scandinavia.

We have the honor of welcoming The President and CEO from Brand USA, Christopher Thompson, who is visiting for the first time.

USA continues to be the leading long-haul destination for Scandinavian travelers with more than 1.3 million visitors. The Nordic market is the #1 EU market for visitation to the U.S. – 4% of the total population travels to the U.S. annually, which is the highest share among all European markets. The forecast for 2020 shows us that the interest and demand continue to grow in terms of

visitation but also in terms of connectivity.

This is the ninth year that we are organizing this event. Every year, we are trying to raise the bar to meet your expectations. We listen carefully to your feedback, and this year is no exception. We have expanded the show with a one-on-one meeting session where travel agents and media get to plan meetings with the exhibitors.

On behalf of Atlantic Link & Discover America Denmark, we thank our sponsors: AIR FRANCE, KLM, and DELTA, Brand USA, Condor, Norwegian and Visit Anchorage for your support and look forward to a successful USA Travel Show.

Sincerely,
Karin Gert Nielsen



PRESIDENT & CEO, BRAND USA

Welcome by Christopher L. Thompson

Dear friends, colleagues, and partners in travel

On behalf of Brand USA, I'm honored to be here along with Discover America Denmark to welcome you to the USA Travel Show. It's always a great pleasure to engage with the travel trade community on a global stage.

As we approach the 10th anniversary of passage of the Travel Promotion Act, we reflect on our collective accomplishments and note the importance of events like the USA Travel Show, which is a shining example of the power of travel through best-in-class partnerships and the mutual benefit it brings to destination marketing organizations, tour operators, buyers, sellers, and suppliers.

Over these past 10 years, we've worked to foster business-driven relationships which inspire travel to the USA. Now, after our 2nd reauthorization by the United States Congress, Brand USA is positioned to build upon our mission to increase incremental international visitation, spend, and market share to fuel our nation's economy and enhance the image of the USA worldwide.

Alongside the U.S. Travel Association, we also look forward to welcoming the world to IPW



Las Vegas May 30 – June 3, 2020. Every year, this event is the biggest stage and brightest lights to promote the USA as a premier travel destination. And with over 1,000 travel buyers and suppliers, and 500 journalists representing more than 70 countries, the opportunities for collaboration and knowledge-sharing are many.

Lastly, we'd like to thank our friends at Discover America Denmark and our partners across the Nordic region. We appreciate all you do for the travel industry and look forward to much, mutual accomplishment and success in the months and years ahead.

Christopher L. Thompson

U.S. AMBASSADOR TO THE KINGDOM OF DENMARK

Welcome by Carla Sands

Dear Travel Professional

The United States is a travel destination with endless possibilities to enchant, educate, inspire and delight tourists and business travelers. With its dynamic big cities and charming small towns, awe-inspiring nature and vibrant local culture, each region offers its own unique landscape, cuisine, crafts and way of life.

On the eve of the USA Travel Show 2020, I want to personally thank all the participating travel professionals, destinations and travel agents for vividly showcasing a world of exciting

places and world-class experiences to be had on the other side of the Atlantic. You are helping secure America's position as a foremost global travel destination!

I hope that this travel show will help you promote your products, negotiate future business and build relationships across the Atlantic.

Many thanks to Discover America Denmark for once again making this wonderful event happen!

Sincerely,
Carla H. Sands



Discover America Denmark

Discover America Denmark is a nonprofit member organization under USTA with the sole purpose of promoting Danish tourism to the United States.

The annual USA Travel Show is our premier event, as well as various local events and workshops throughout the year, including our 4th of July celebration with the U.S. Embassy.

Our website is your window to the travel industry and media, all members have free access to up-load press releases, newsletters and other relevant information. Read more at discoveramerica.dk

Become a member for free!

Discover America Denmark membership for Travel Agencies and Media is free!

As a member you get exclusive access to a large network of American and Scandinavian suppliers. Furthermore, we arrange several events through-out the year, such as a general meeting in January, USA Travel Show in March, and a Thanksgiving event in October.

Supplier membership fees:

Scandinavian: DKK 3,000
U.S.: USD 500

Become a member today, contact Karin Gert Nielsen on kgn@atlanticlink.net

Meet the Board of Directors for Discover America Denmark

Chairman

- Jesper Ewald, Head of Product and Purchasing Department, FDM Travel

Managing Director,

- Karin Gert Nielsen, Managing Director, Atlantic Link

Board members

- Christian Willumsen, Production and Marketing Manager, USA Rejser
- Jens Vestergaard, Sales Manager, AIR FRANCE, KLM and DELTA
- Jesper Klausholm, Marketing Manager, Billund Airport
- Lonni Gulliksen, Managing Director, CCMG - Congress Consulting Management Group
- Michael Jensen, Managing Director, Pacific Tours
- Charlotte Lindholm, Product Manager Profil Rejser
- Bjarke Frederiksen, Head of Commercial Section, US Embassy
- Frank Nordbjerg Olesen, Head of Sales, Norwegian
- Sigríður Hellen Sveinsdóttir, Sales Manager Denmark, Icelandair
- Mette Krath, Head of Sales, SAS



Program

News conferences 09:00

Universal Parks & Resorts 09:00

Travel South 10:00

Brand USA 11:00

Market update - Nordic Region

by Karin Gert Nielsen 13:00

One-on-one meetings between

buyers and sellers. 14:30

Registration opens for travel trade

and media 17:00

Networking, welcome drinks and snacks

Official opening of USA Travel Show 2020

by TV2 news reporter Miriam Zesler . . . 18:00

Free flow - B2B Workshop. 18:30

American inspired buffet 20:00

Prize draw 21:30



Exhibitor overview

	Air Canada 3 Natalia Strauss Natalia.Strauss@aircanada.ca
	AIR FRANCE, KLM and DELTA 41 Christian Dottorini christian.dottorini@klm.com
	Air Transat 50 Johnny Schou johnny.schou@discovertheworld.dk
	Alabama Tourism Department 36 Graham Roderick graham.roderick@tourism.alabama.gov
	Alamo Rent A Car 51 Alex Wilson alex.wilson@ehi.com
	Alaska Railroad 44 Heather Dudick dudickh@akrr.com
	AlliedTPRO 49 June Nielsen june@str-nordic.com
	ALON Marketing Group 4*5 Halee Rischert hrischert@alonmarketing.com
	American Tours International 26 Helle Faircloth helle_faircloth@americantours.com
	Atlanta Convention & Visitors Bureau 42 Brandon Barnes bbarnes@atlanta.net
	Avis Budget Group EMEA walk in Leif Eddy Iversen leif.eddy.iversen@abg.com
	Bike Rent NYC 4*5 Marco Passarelli hrischert@alonmarketing.com
	Bloomington Convention and Visitors Bureau 22 Karin Gert Nielsen kgn@atlanticlink.net
	British Airways, American Airlines and Iberia 11 Klaus Bigum Klaus.bigum@ba.com
	Choose Chicago 21 Paul Nowak pnowak@choosechicago.com
	Classic Harbor Line 4*5 Sarah Pennington hrischert@alonmarketing.com
	Condor 46 Pamela Pizarro sales.scandinavia@condor.com
	Cruise America & Canada RV Rentals 48 Andy Bowman abowman@cruiseamerica.com
	Discover Newport 1 Evan Smith esmith@discovernewport.org
	EagleRider Motorcycle Rentals & Tours 34 Tim Orr Torr@EagleRider.com
	Essentially America 37 Larry Wm. Cohen larrycohen@northeastmedia.com
	Experience Kissimmee c/o Get It Across GmbH & Co KG 15 Günter Weirich guenter@getitacross.de
	Explore Fairbanks 45 Elke Handschug-Brosin fairbanks.alaska@fairwelltravel.de
	Finivin 28 Finiv Thomsen ft@finivin.dk
	FM Tours walk in Dorthe Lærke Hansen Dorthe@fmtours.com
	Georgia Department of Economic Development 42 Amanda Peacock apeacock@georgia.org
	Helicopter Flight Services 4*5 Jennifer Ackerson jackerson@alonmarketing.com
	Icelandair 27 Sigríður Hellen Sveinsdóttir sisv@icelandair.is
	Kennedy Space Center Visitor Complex 14 Philip Britton philip@ignite-uk.com

Exhibitor overview

	■ Kentucky Tourism 39 Margaret Fuqua margaret.fuqua@ky.gov
	■ Las Vegas Convention and Visitors Authority. 24 Hanna Johansson haj@related.dk
	■ Los Angeles Tourism & Convention Board 29 Göran von Arbin jgardsater@latourism.org
	■ LOT Polish Airlines. 9 Bente Thomsen b.thomsen@lot.pl
	■ Louisiana Tourism 43 Mike Prejean MPrejean@crt.la.gov
	■ Marseilles Hotel, Dorchester Hotel & Suites of Dorchester . . . 19 Sus Olsen Beltran sus@gomiamibeach.com
	■ Memphis & Mississippi 38 David Nicholson david@lofthouse.co
	■ Nashville Convention & Visitors Corporation 36 Laurel Bennett laurel@visitmusiccity.com
	■ New Orleans & Company 43 Kim Priez kpriez@neworleanscvb.com
	■ New World Travel 10 Jeff Karnes jeff.karnes@newworldtravel.com
	■ New Yorker Travel and Events - New York/Los Angeles. 8 Inger Borg info@newyorkertravel.com
	■ Noble House Hotels and Resorts 12 Mauricio Beckstrom mbeckstrom@noblehousehotels.com
	■ North Carolina 40 Heidi Walters heidi.walters@visitnc.com
	■ Norwegian. 7 Frank Nordberg frank@norwegian.com

	■ Norwegian Cruise Line, NCL 47 Tom Andre Baraas tbaraas@ncl.com
	■ On location tours 4*5 Georgette Blau hrischert@alonmarketing.com
	■ Philadelphia CVB 27 Martin Schmitsdorff ms@atlanticlink.net
	■ San Francisco Travel 31 Percy Stevens percy@sftravel.com
	■ Scandinavian Airlines walk in Ellen Falk Ellen.falk@sas.dk
	■ SeaWorld Parks & Entertainment 18 Michael Liedtke mliedtke@noblekom.de
	■ Soaring Eagle Lodge 44 Brian Rodrigues dcampbell@anchorage.net
	■ South Carolina Tourism 40 Mr. Shannon Odom Phannafor@five-ms.com
	■ The Florida Keys & Key West 12 Lauren Sycamore lauren@axistravelmarketing.com
	■ The Greater Miami and the Beaches 19 Johnny Gardsäter johnny@ourmaninscandinavia.com
	■ The Museum of Modern Art. 6 Carly McCloskey carly_mccloskey@moma.org
	■ Travel Nevada 25 Juraj 'George' Sojka jsojka@travelnevada.com
	■ Travel Oregon. 20 Martin Schmitsdorff ms@atlanticlink.net
	■ Travel South. 39 Peter Hannaford Phannafor@five-ms.com
	■ U.S. Embassy in Denmark 52 Bjarke Frederiksen Bjarke.Frederiksen@trade.gov



Exhibitor overview



- **United Airlines**3
Robin Schoug
robin.schoug@united.com



- **Universal Parks & Resorts**16
Grant Daley
grant.daley@nbcuni.com



- **Vermont Department of Tourism**2
Caroline Donaldson-Sinclair
caroline@802pr.com



- **Visit Anchorage**44
Dawn Campbell
dcampbell@anchorage.net



- **Visit California**32
Kassie Churchill
kchurchill@visitcalifornia.com



- **Visit Denver**23
Jayne Buck
jvanoort@visitdenver.com



- **Visit Orlando**17
Rukhsana Timmis
VisitOrlando@t-online.de



- **Visit Sacramento**33
Nick Leonti
nleonti@visitsacramento.com



- **Visit Tampa Bay**13
Josephine Ando
jando@thegoldenquill.org



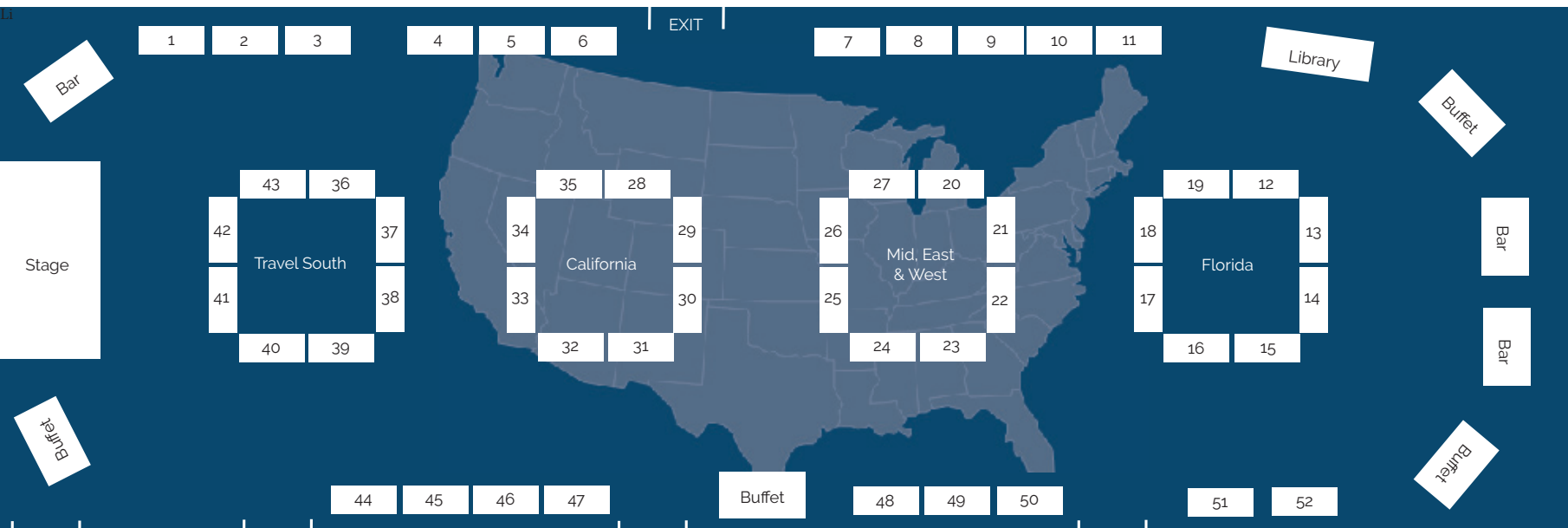
- **Visit West Hollywood**30
Denis Zyuzin
denis@visitwesthollywood.com



- **Yosemite Mariposa County Tourism Bureau**35
Jonathan Farrington
jonathanf@yosemite.com



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 AlliedTPRO 49
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