

A stylized graphic of the American flag, featuring the stars and stripes, set against a dark blue background.

Event Magazine

USA Travel Show 2024





USA Travel Show 2024

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USA Travel Show 2024

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February 29th and March 1st

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Welcome by Karin Gert Nielsen

I personally will like to welcome you to the annual USA Travel Show in Copenhagen. It's a pleasure to have you all join us for this exciting event.

This year marks a significant milestone as we present the 12th edition of the USA Travel Show.

The USA's enduring appeal as the top long-haul destination for Nordic travelers is certainly impressive, with nearly 1 million visitors in 2023 alone. It's also noteworthy that the Nordic Region holds the #4 spot as an overseas market – indication sustained interest and engagement from this region.

The news of increased airlift and the introduction of new routes in 2024 is exciting. SAS' new service between

Copenhagen and Atlanta, as well as American Airlines' daily flights between Copenhagen and Philadelphia, will undoubtedly enhance travel options and convenience for Nordic travelers.

With more flights than ever connecting the Nordic countries and the USA, I'm confident that this event will further strengthen ties between our regions and foster even greater opportunities for partnerships.

Once again, a heartfelt welcome to the USA Travel Show. Let's go on this journey together and discover the wonders that the United States has to offer

Sincerely
Nordic Chair Discover America
& CEO Atlantic Link
Karin Gert Nielsen



VICE PRESIDENT, GLOBAL TRADE, BRAND USA

Welcome by Jackie Ennis

We are excited to be at the 2024 USA Travel Show hosted by our colleagues and friends at Discover America Denmark.

The Nordic markets of Denmark, Finland, Norway, and Sweden continue to represent an enormous opportunity to attract international visitors to the United States. In 2023, the USA welcomed close to 800,000 travelers from the region. This figure represents almost 70% of pre-pandemic 2019 levels. Fueling what we hope will be a stronger recovery in 2024, there is strong air connectivity between the United States and the Nordic nations with 162 direct flights from the Nordic region to 19 U.S. gateways and 155 indirect flights from Iceland to the U.S.A with connections in all major Nordic cities.

Brand USA continues to invest in this market through various initiatives. We are carrying out joint campaigns with Expedia, Icelandair, Etraveli, FDM Travel and Swanson's. We have partnerships with Discover America Denmark, Finland, Norway, Sweden and are attending Nordics Roadshow in October this year. Also, for the first time, we will be running consumer media campaigns in the Nordics.

As always, Brand USA wants to inspire wanderlust by showcasing the breadth and wealth of experiences to be enjoyed across the country. From breathtaking



landscapes to diverse communities; from culinary journeys to exhilarating sporting moments- there is something to capture the imagination of every Nordic traveler.

Alongside U.S. Travel Association, we hope to see you at IPW 2024 in Los Angeles, May 3-7. Additionally, we look forward to seeing many of you in London for Brand USA Travel Week UK, & Europe, October 21-24.

Thank you for all you do to share our message and inspire travel to the USA.

Jackie Ennis
Vice President, Global Trade
Brand USA

THE U.S. AMBASSADOR TO THE KINGDOM OF DENMARK

Welcome by Alan M. Leventhal

Welcome to the USA Travel Show 2024! Together, let's celebrate travel to the United States.

Imagine your guests exploring Alaskan peaks, California beaches, the Great Plains, and New York City. It's not just a vacation; it's discovering the boundless possibilities of the USA. Why choose the USA? With 63 national parks, 35,000 museums, and Broadway, it offers unparalleled experiences. But it's more than numbers. Visitors feel freedom, chart their own course, and experience genuine American hospitality. Whether it's hiking the Grand Canyon, surfing in California, or whale-watching in Hawaii, each adventure promises unforgettable memories.

The Biden-Harris Administration aims to welcome 90 million visitors annually by 2027. With a surge in international travelers, 2023 saw over 66 million visitors,

and 2024 is set for even stronger numbers. To ensure a seamless experience, we're improving visa processing, airport entry, and accessibility. The American Rescue Plan allocates \$750 million to support travel and tourism, fostering a more equitable industry. Our commitment extends from protecting coastal communities to empowering rural and tribal economies through outdoor recreation, creating a thriving and sustainable future for both visitors and communities. At the U.S. Embassy in Copenhagen, we're excited to encourage travelers to explore the diverse USA. Thanks to Discover America Denmark and over 60 exhibitors for their invaluable support. Your dedication is vital in promoting U.S. tourism and strengthening ties between the United States and Denmark.

Alan Leventhal
U.S. Ambassador to Denmark



Discover America

Discover America is a nonprofit organization dedicated to promoting Tourism to the United States and operates under the umbrella of the US Travel Association as well as The Brand USA.

Discover America aims to facilitate and support the growth of its members' international business by providing a range of benefits and support services that include:

- Local promotions: Assistance in promoting member offerings within the local market.
- Assistance in establishing connections and relationships within the Nordic Travel Industry
- Assistance in distributing promotional materials to target audiences.

Supplier membership fees:

Scandinavian: DKK 2.000,
U.S.: USD 300

Become a member today:

Contact Karin Gert Nielsen, Nordic Chair on kgn@atlanticlink.net for further information.

Read more at discoveramerica.dk

- Opportunities for members to participate in seminars, events, roadshows and promotional events
- Access to market intelligence and updates upon request helping members stay informed about trends and developments in the Nordic market place.

Meet the executive board of Discover America

CHAIR

Karin Gert Nielsen, Managing Director,
Atlantic Link

VICE CHAIR

Jesper Klausholm, Marketing Manager,
Billund Airport

BOARD MEMBERS

Christian Willumsen, Production and
Marketing Manager, USA Rejser

Frederik Øhrgaard, Koncept- og
markedschef, FDM Travel

Mette Krath, Head of Sales, SAS

Michael Jensen, Manager, Fulfilment, Kilroy
International A/S

Patrycja Dahl, Commercial Specialist,
US Embassy

Jens Vestergaard, Sales Manager
KLM, Air France, Delta Airlines

Tina Baungaard-Jensen, Strategic advisor
By Baungaard

Phedra Maren Thompson, Sales Manager
Denmark, Icelandair





Program February 29th

- | | |
|-------------|--|
| 12.00-14.00 | Welcome, lunch and market update
<i>For exhibitors, media and agents</i> |
| 14.00-15.30 | 1-on-1 prebooked meetings
<i>With media and tour operators in ball room</i> |
| 15.30-16.15 | News conference Philadelphia CVB
<i>By Melissa McClure, Global Tourism Sales Manager</i> |
| 16.15-17.00 | News Conference Travel South USA
<i>And performance by country singer Jake Hoot</i> |
| 17.00-17.30 | Agents and media check in & welcome reception
<i>Hosted by Visit Lauderdale</i> |
| 17.30-17.35 | Group picture
<i>All exhibitors at staircase with the US Ambassador</i> |
| 17.45-18.00 | Welcome remarks by:
<i>Karin Gert Nielsen, Chair Discover America & CEO Atlantic Link
The US Ambassador to the Kingdom of Denmark, Mr. Alan Leventhal
Amanda Davies, Sr. Manager, Global Trade Development
& performance by country singer Jake Hoot</i> |
| 18.00-20.00 | Workshop open
<i>For media and travel agents</i> |
| 20.00-21.00 | Buffet dinner open |
| 21.00-21.30 | Prize Draw |



Program March 1st

08.00-09.00	Breakfast and networking <i>Performance by country singer Jake Hoot</i>
09.00-09.15	Welcome <i>By Karin G. Nielsen, Nordic Chair Discover America & CEO Atlantic Link</i>
09.15-10.00	The most significant presidential election ever <i>By TV reporter and USA Correspondent Johannes Langkilde & Anders Agner, Editor in Chief of Kongressen.com. Together they bring a wealth of experience and insight into the discussion about the future direction of the United States.</i>
10.00-10.05	Group NAO - AI Future of Travel <i>By Signe Jungersted, Group NAO. Introducing the AI theme of the day and inviting us all to a talk about the AI-powered future of travel - virtual influencers, AI created content, visuals etc.</i>
10.05-10.30	ChatGPT <i>By Christian Bech Nørhave, speaker, futurist and advisor on future tech and artificial intelligence</i>
10.30-10.50	Ready or not, here (A)I come <i>by Signe Jungersted, CEO, Group NAO. AI technologies will dramatically change the capabilities of both destination marketers and visitors to our destinations.</i>
10.50-11.45	Panel & plenary talk: AI and the future of travel and tourism <i>Panelists: Mikkel Aarø-Hansen, CEO Wonderful Copenhagen, and Anthony Cordo, CDME, CMP, CHIA Executive Vice President Visit Lauderdale, FL</i>
12.00-12.45	Lunch and networking <i>& Kentucky Bourbon tasting hosted by Team Kentucky Tourism</i>
12.45-13.45	Tour operator panel – The state of travel to the US <i>Panelists: Anders Iversen, CEO FDM Travel, Søren Sattrup, Kilroy & Amanda Davis, Brand USA</i>
14.00-15.00	Closing reception for Buyers, Media, and Suppliers <i>Hosted by Visit California</i>

Workshop floor plan

February 29th



Exhibitor overview

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Visit St. Pete/Clearwater.....	37
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Visit Tampa Bay.....	35
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Visit the Santa Ynez Valley.....	47
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USA Travel Show 2024

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