

Embassy of Canada



Ambassade du Canada

Copenhagen, 02 July 2025

To Whom It May Concern,

The Embassy of Canada to the Kingdom of Denmark is pleased to offer its official endorsement of the Discover Americas Travel Show, taking place on February 26–27, 2026, in Copenhagen, Denmark.

This event has become a cornerstone of transatlantic tourism engagement, offering a high-impact platform for showcasing the very best of Canada to key Scandinavian media and travel trade professionals. With strong representation from tour operators, travel agencies, airlines, media, and other industry leaders, the Discover Americas Travel Show provides Canadian destinations and suppliers with an excellent opportunity to promote their unique tourism offerings to a sophisticated and travel-curious Nordic audience.

In recent years, Scandinavian interest in Canada has grown steadily, with particular enthusiasm for our country's natural beauty, culinary and cultural diversity, Indigenous experiences, and outdoor adventures. As such, participation in this event supports Canada's broader objectives to diversify its tourism markets, strengthen regional economic partnerships, and foster people-to-people ties.

We are proud to support the efforts of Air Canada and Atlantic Link, who have demonstrated a long-standing commitment to promoting Canada across the Nordic region. Their coordination of this event ensures strong organization, targeted outreach, and exceptional business value for Canadian participants.

The Embassy encourages Canadian tourism boards, destination marketing organizations, and travel suppliers to actively take part in the 2026 edition of the show and we look forward to seeing a robust and diverse Canadian presence at the Discover Americas Travel Show in 2026.

Sincerely,

A handwritten signature in blue ink, reading "Carolyn Bennett".

Hon. Carolyn Bennett
Canadian Ambassador to the Kingdom of Denmark