



THE AMERICAS
TRAVEL SHOW
Nordics

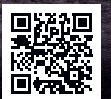
Event Magazine
2026

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February 26, 2026

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Americas Travel Show 2024. Pictures by Büro Jantzen.



About

THE AMERICAS TRAVEL SHOW

Nordics

Launched in 2012 – The Americas Travel Show is the premier opportunity for American destinations and hospitality brands to meet face-to-face with the Nordic travel trade and media.

The B2B travel show focuses on U.S., Canada, South America, and Caribbean destinations and products only and is organized by Atlantic Link on behalf of Discover America. Strategic partners include Brand USA and U.S. Travel Association.

The impressive level of attendance is a clear signal of the resilience of global travel and the continued appetite for deeper partnerships, with a strong and sustained focus on travel to the United States and Canada.

Karin Gert Nielsen

Welcome by Karin Gert Nielsen



It is my great pleasure to welcome you to the annual Americas Travel Show here in Copenhagen. This year marks a very special milestone as we proudly present the 15th edition of the Americas Travel Show.

With close to 200 participants representing North American suppliers alongside Nordic tour operators, travel agents, and media, this year's event is more important than ever. During the day there will be business meetings, educational sessions, and valuable networking opportunities underscoring the strong demand for collaboration across our industry.

The impressive level of attendance is a clear signal of the resilience of global travel and the continued appetite for deeper partnerships, with a strong and sustained focus on travel to the United States and Canada. This momentum is strongly supported by 2026 - a year defined by global moments such as the FIFA World Cup, America's 250th anniversary, and the Route 66 Centennial and we see an extraordinary opportunity to drive interest in travel to every state and territory.

While the 11 World Cup host cities serve as anchors for increased visitation, our goal is to ensure the entire USA benefits from this unprecedented global spotlight. Together with increased air connectivity between North America and Scandinavia, we are seeing more seat capacity than ever before, clearly demonstrating market demand and confidence from our airline partners. SAS's membership in SkyTeam and the continued development of its long-haul hub at Copenhagen Airport play a key role in

strengthening transatlantic access. In addition, American Airlines' direct service to Philadelphia, Air Canada's year-round service to Toronto, WestJet's new route between Copenhagen and Halifax, and Icelandair's expanding transatlantic network all contribute to an increasingly robust and competitive air bridge between our regions.

At Discover America, we are laser-focused on ensuring that North America continues to stand out in an increasingly competitive global marketplace. We are committed to delivering a meaningful platform for the industry that supports collaboration, drives demand, and generates economic impact across the travel and tourism value chain.

Karin Gert Nielsen
President & CEO, Discover America &
Atlantic Link



Welcome by Malcolm Smith



We are delighted to join you at the 2026 Americas Travel Show, hosted by our valued colleagues and friends at Discover America Denmark.

Thank you for the important work you do to inspire travel and foster connections between the Nordic region and the United States. We deeply value the enduring partnerships we've built with travel professionals across the Nordic region who help us tell our story and promote travel to the US.

Looking ahead, 2026 will be a once-in-a-generation year to visit the United States. The World Cup, America's 250th anniversary, and the Route 66 Centennial will bring global attention and celebration to communities across the country, offering compelling reasons for Nordic travelers to experience the USA.

The Nordic markets represent great potential for travel to the United States. Strong and expanding airline connectivity between the regions continue to improve access and create new opportunities to explore both iconic destinations and lesser-known gems.

Our long standing partnerships with Discover America Denmark, Finland, Norway, and Sweden reflect Brand USA's commitment to the region. We're already looking forward to joining the Nordic Roadshow this September.



We hope to see many of you at U.S. Travel Association's IPW 2026 in Fort Lauderdale, Florida, May 17-21, 2026. We also look forward to reconnecting with many of you in Amsterdam for Brand USA Travel Week UK & Europe, September 28-October 1, 2026.

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

Malcolm Smith
Senior Vice President, Global Markets & Chief
Trade and Product Development Officer,
Brand USA

Welcome by Kenneth A. Howery



Dear Friends in the Nordic Travel Community, it is a great pleasure to welcome you to the Americas Travel Show Nordics 2026 and to thank you for the important role you play in connecting travelers from the Nordic region with destinations across the United States.

The relationship between the Nordic countries and the United States is grounded in a shared spirit of openness, curiosity, and innovation. This spirit will be especially evident as the United States approaches a series of major milestones, including the 2026 FIFA World Cup and the United States' 250th anniversary of independence, Freedom 250. These landmark events will generate significant international interest and create new opportunities to showcase the breadth of the U.S. travel experience.

The United States offers a remarkable range of destinations and experiences. From the natural landscapes of Alaska and the national parks of the American West to global cities such as New York, Chicago, and my hometown of Houston, Texas, the country reflects extraordinary geographic, cultural, and economic diversity. Visitors can experience innovation hubs such as Silicon Valley, historic cities along the East Coast, and wide-open landscapes that bring to life the scale and variety of the country. Travel to the United States offers opportunities not only for leisure, but also for exploration, learning, and connection. In 2026, this experience will be complemented by a unique convergence of events. FIFA World Cup matches hosted across multiple U.S. cities will attract visitors from around the world, while Freedom 250

will be marked by cultural programs, exhibitions, and commemorations nationwide. Together, these occasions create a rare opportunity for travelers to engage with both contemporary American culture and the country's historical foundations.

At the U.S. Embassy in Copenhagen, we value our close cooperation with partners across the travel and tourism sectors. I would like to express sincere appreciation to Discover America Denmark, the exhibitors, and industry partners. Your engagement is vital to strengthening tourism ties between the Nordic region and the United States. I look forward to our continued collaboration as we welcome travelers and promote the myriad destinations, cultural experiences, and hospitality the United States has to offer.

Kenneth A. Howery
U.S. Ambassador to the Kingdom of Denmark



Welcome by Carolyn Bennett



What an honour to be with you at the Americas Travel Show 2026.

As a Member of Parliament for over 26 years I have had the opportunity to visit all parts of Canada from Coast to Coast to Coast. It makes me a very proud Canadian.

From Cape Spear on the most eastern tip of Newfoundland, watching the icebergs pass by, to salmon fishing in Haida Gwaii on the Pacific Ocean, one is always amazed at the beauty and breadth of our country. Across our North, for decades I have been inspired by the majesty of the land and the dignity of the people. In Churchill, I have loved the opportunity to watch the polar bears swimming to shore & shaking off on the rocks, hear beluga whales talking into a microphone submerged from our zodiac, and then later stood in awe of the Aurora Borealis – all in one day! We have travelled from rock climbing in Rocky Mountains to a rock concert in the iconic Big Sky of the Prairies to boating on our beloved Great Lakes. Being from Toronto, I love our city of natural neighbourhoods with delicious cuisine from every corner of the world, but also the quick drive to Niagara Falls or my favourite McMichael Canadian Art Collection. Our French roots are so important to understand on visits to Montreal, Quebec City and throughout La Belle Province. The vistas and the warm hospitality of Atlantic Canada hold a special place in all of our hearts.

I have been inspired by the new Indigenous Tourism Association as we know that more and more people are keen to learn as they travel. The teachings of our Elders transform



any experience into a better understanding of history and of the land and the water and the ice that is Canada. The bike trails developed by Carcross/Tagish First Nation youth in Yukon have gained world attention. We are excited that Air Greenland's seasonal route between Nuuk and Iqaluit will be open again from June to October. From Iqaluit, then on to Ottawa or Montreal!

We hope you will visit the Air Canada exhibit and learn more about how easy it is to come directly to Canada. I'm sure the Rocky Mountaineer exhibit will tempt you to try this spectacular train experience through our iconic Rocky Mountains. Can't wait to meet you and hear all your stories of the strong relationships between Canada and Denmark and the importance of travel to all of us.

Carolyn Bennett
The Ambassador of Canada to the Kingdom
of 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 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.
- 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.

Supplier membership fees:

Scandinavian: DKK 2.000

U.S.: USD 300

Become a member today: Contact Karin Gert Nielsen, Chair on kgn@atlanticlink.net for further information. Read more at discoveramerica.dk.

Meet the executive board of Discover America

CHAIR

Karin Gert Nielsen, CEO, Atlantic Link

VICE CHAIR

Jesper Klausholm, Director of Airline Relations, Communication & Marketing, CMO, Billund Airport

BOARD MEMBERS

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Frederik Øhrgaard, Head of Concepts & Marketing, FDM Travel

Martin Svendsen, Sales- & Marketing Director, Aalborg Lufthavn

Jens Vestergaard, Sales Manager, KLM, Air France

Henrik Schmidt

Tina Baungaard-Jensen, CEO and owner, By Baungaard PR & Communication

Lars Mørk, Key Account Manager, SAS

Phedra Maren Thompson, Sales Manager Denmark, Icelandair

Dorthe Lærke Hansen, Head of Product, USA Tours

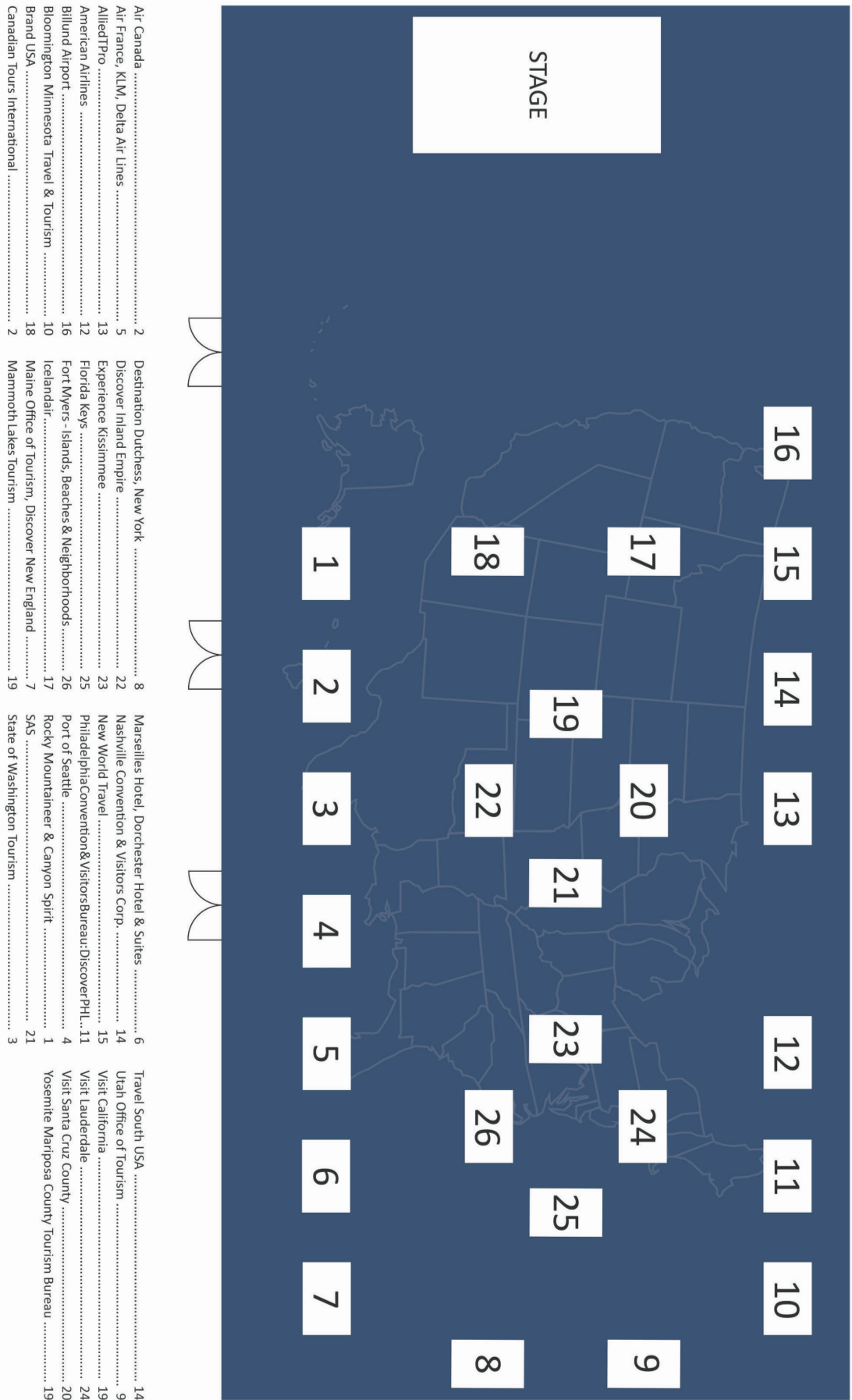
Patrycja Dahl, Commercial Specialist, US Embassy

PROGRAM

15.00-16.00	Welcome exhibitors, incl. market update <i>Only for exhibitors</i>
16.30-17.00	Check-in for travel agents and media
17.00-18.00	Welcome remarks
18.00-20.00	Workshop - free flow <i>Incl. 1-on-1 meetings</i>
20.00-21.00	Buffet dinner
21.00-21.30	Prize draw



WORKSHOP FLOOR PLAN



EXHIBITOR OVERVIEW

Contact information and table numbers



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