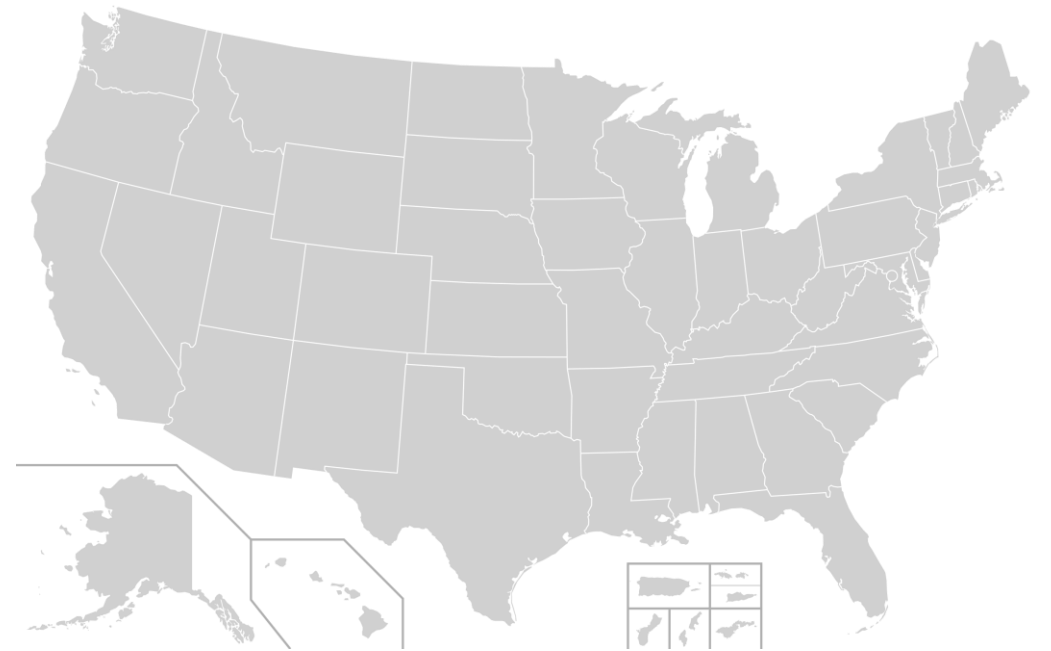


Discover America Nordic USA Travel Show 2023

BY ATLANTIC LINK



About USA Travel Show

- **USA Travel Show:** The premier B2B Travel Show in the Nordic's with a focus on U.S. destinations and products taking place in Copenhagen, Denmark.
- **Organizer:** Atlantic Link on behalf of Discover America Denmark for 10 executive years (cxl 2021 due to Covid).
- **Sponsors & partners:** Brand USA (co-sponsor), U.S. Travel Association (USTA), National Travel & Tourism Office (NTTO), and U.S. Embassy / Department of Commerce in Denmark as well as sponsors from the tourism industry.
- **Program:** The program includes a free-flow B2B workshop and various elements such as: Press conferences, 1-on-1 meeting sessions, round table meetings, panel discussions, keynote speeches from prominent guests, movie screenings, networking receptions, etc.
- **Buyers and suppliers:** The event attracts exhibitors from almost every corner of the U.S., with representatives from state and city tourism offices, airlines, car rentals, hotel products, etc. that meet with travel trade and media from Scandinavia.
- **Discover America Nordic:** Corporation with Discover America committees

Highlights USA Travel Show

USA Travel Show 2020

[Official movie](#)



See more at usatravelshow.dk

USA Travel Show 2019

[Official movie](#)

[Interview with Roger Dow, USTA](#)



Brand USA & USA Travel Association

As co-sponsor and official partner over many years Brand USA have had:

- Exclusive movie screening of Brand USA IMAX films, latest Into Nature's Wild in 2022
- We have welcomed Roger Dow (2019), Chris Thompson (2020) and Tom Garzilli (2022) as keynote speakers
- Executive roundtable meetings and interviews media.



New in 2023:

A TWO-DAY EVENT

The program will include sessions dedicated to exhibitors, trade, and media. As well as opportunities for them all to connect.

The program will also include a C-suite track for industry leaders and a CEO round table meeting

DATES: MARCH 23 & 24, 2023

Thursday, March 23, 2023 (afternoon/evening) 17.00 – 21.00

- Late afternoon/evening workshop for suppliers, buyers, and media (expecting 200+ travel agents and media)
- Reception (mingle)

Friday, March 24, 2023 (day) 09.00 – 15.00

- Prebooked 1-on-1 meetings between suppliers, buyers, and media
- Trade sessions: News updates from destinations, trends about travel and booking behavior, etc.
- Media sessions: News conferences
- Exhibitor sessions: Market update, best cases of destination marketing/partnerships in Scandinavia, etc.
- C-suite track: Round table discussion between industry leaders
- Lunch and reception



Cost participation and sponsorship

Cost for workshop

Table including one representative	\$1,700
Extra representative	\$300
Walk-in or brochure hand out only	\$300

Sponsorship opportunities

Welcome drinks (Thursday)	\$1,000
Dinner buffet (Thursday)	\$1,000
Lunch (Friday)	\$1,000
Networking Reception (Friday)	\$1,000

The above includes 5 minutes on stage during the workshop evening

Friday morning, 3 slots for presentations

45 minutes Presentation for Travel agents and press (Friday)	\$2,500
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Tentative Schedule

23rd March

Ballroom & Foyer

16.00-17.00 Registration, welcome drinks & snacks, sliders etc.

17.00-18.00 Welcome speeches

18.00-20.30 Freeflow workshop

20.00 – 20.30 American Streetfood buffet

20.30-21.00 Prize drawing

21.00-22.00 Tear down

24th March

Room 1

Room 2

9.00-10.00

News conf 1

Suppliers market update & Panel

10.00-11.00

News conf 2

11.00-12.00

News conf 3

12.00-12.30

Lunch/networking foyer

12.30-14.00

Executive Roundtable, incl lunch

1-on-1 Meetings

14.00-15.00

Networking Reception

Evening B2B Workshop, 23 March

Format: After work free flow workshop

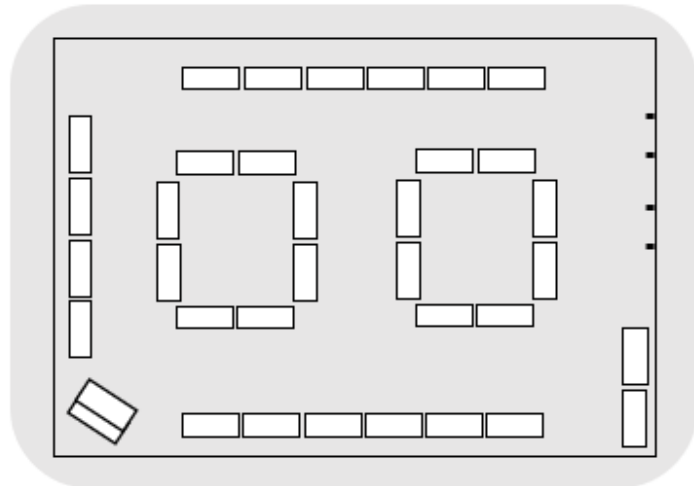
Timing: 17.00-22.00

Set up: Workshop table for each exhibitor

Participants: Expecting 200+ buyers and media

Venue: TBD

Floorplan: Expect 55 tables



Roundtable Discussion

For the past few years, we have arranged roundtable discussions between industry leaders from the US as well as Scandinavia and Finland.

C-level will have the opportunity to participate in this discussion to gain more insights into the market.

Format: Roundtable discussion (26th floor)

Timing: 12.00-14.00 incl lunch

Participants: TBA

