

# Visit California plays central part in Scandinavian USA Travel Show 2017

Published 3/13/2017 by  [AndersJakobsen](#)

The popularity of California in the Scandinavian countries is indisputable. The Golden State keeps on increasing its appeal, and the numbers are there to back it up: In 2016, around 280,000 Scandinavians crossed the Atlantic Ocean to get a piece of the Californian sun, which was an increase of 9 percent year over year.

For those reasons, California was assigned their own workshop area at the annual Scandinavian USA Travel Show hosted by Discover America Denmark and Brand USA on March 6 to maximize the state's exposure and emphasize the possibilities within the different Californian regions — and it turned out to be a big success. The 11 Californian exhibitors and 250+ participants reconfirmed the growing Scandinavian appetite for travel to California.

During the event, the Californian exhibitors had the unique chance of targeting their products and destinations towards over 250 Scandinavian industry leaders and media who participated in the event.

The event was kicked off by a press conference by Terry Selk, Yosemite Mariposa County Tourism Bureau, and Michael Vanderhurst, Mammoth Lakes Tourism, who shared the latest news and developments from their areas prior to the workshop.

## Exhibitors in the California room:

- Los Angeles Tourism & Convention Board
- Mammoth Lakes Tourism
- San Diego Tourism Authority
- San Francisco Travel Association
- Solvang CVB
- Sonoma County Tourism
- Visit Napa Valley
- Visit California
- Warner Bros. Studio Tour Hollywood
- Yosemite/Mariposa County Tourism Bureau
- Finivin (Danish importer of Californian wines)

## Facts about the USA Travel Show 2017:

- 55 American exhibitors covering big parts of the US
- 250+ Scandinavian industry leaders, airline executives, influencers and media participated
- For the second consecutive year, Brand USA was present at a Scandinavian workshop underlining the importance of the Scandinavian market to the United States

The 2017 edition of the event was another sellout, organized and executed by Karin Gert Nielsen and her Atlantic Link team on behalf of Brand USA and Discover America Denmark.

tags : California, Travel, usa, show, scandinavia