



Laurie S. Fulton
Ambassador of the United States of America
to the Kingdom of Denmark

April 20, 2010

Re: *Invitation to join the USA Pavilion at "Ferie for Alle" in Herning, Denmark*
February 25-27, 2011

Dear U.S. Tourism Promoter:

Please accept this invitation to join the American Pavilion at the Ferie for Alle (Holidays for Everyone) travel fair in February 2011.

Ferie for Alle is the largest travel fair in Scandinavia, attracting more than 60,000 visitors over three days. This year I had the pleasure of visiting the show and saw first-hand the great opportunity this travel fair would provide for U.S. tourism. Each year one destination is awarded the status of "Official Partner Country," and it is a great pleasure to announce that for 2011, that partner country is the United States.

Nearly 250,000 Danes visit our beautiful country each year; a large portion of them find inspiration, and actually book their vacations, at travel fairs. Being the official partner destination is a massive boost in terms of visibility and marketing opportunities at the fair and in the media. The U.S. Embassy in Copenhagen and the U.S. Commercial Service are eager to assist our stakeholders in the American travel industry to take full advantage of this unique branding opportunity.

In addition to a large, dedicated USA pavilion, a number of specific U.S. branding initiatives and activities will be planned with show management over the coming months, including the opening ceremony. Several Convention and Visitors Bureaus from around the USA have responded enthusiastically to this opportunity and have committed to being part of the American Pavilion. Please contact Peter Strandby at Peter.Strandby@mail.doc.gov to become involved and ensure that these activities will accommodate your wishes for successful participation.

Whether your objective is to promote a state, a region, or a specific attraction, please join our efforts to showcase the United States and the wonderful experiences we have to offer our visitors. I look forward to meeting you in Herning.

Sincerely,

A handwritten signature in blue ink that reads "Laurie S. Fulton".

Laurie S. Fulton