

# What people are saying about the New Zealand **Discover America Seminars**

**“a top-notch event; very professional and a very motivated group of folks!”**

Randy W. Berry, Consul General, Consulate General of the United States of America

**“The show was fantastic.”**

Jon Handlery, President, Handlery Hotels

**“an amazing event in Auckland. We were so glad to be part of your show.  
The turnout was huge, congratulations”**

Daniel Oppenheim, CEO, The Urban Safari, Inc.

**“a wonderful event! We enjoyed it immensely!**

Cynthia Schmitt, Director National SLS, SeaWorld

**“Fantastic - thanks team!”**

Tristan Freedman, Australia and New Zealand Manager, California Tourism

**“The B2B session was very worth while. Well Done”**

Gordon Bayne, Marketing Manager, Mondo Travel

**“such a valuable presentation including the overseas Principals who came  
down here to promote their products”**

Mike Hood, Travel Professional, United Travel



Miles Holden

## 2012 Discover America Seminars – New Zealand

21/22 February 2012 (Immediately after Australia Visit USA)

**2 seminars    500 travel agents**  
**B2B sessions    175,000 annual visitors**



### Contact us

For more information on the NZ Visit USA Committee & our events you can check out our website at

**[www.visitusa.co.nz](http://www.visitusa.co.nz)**

You can also contact us by email as follows:

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# US on show

The annual Discover America trade presentation was held at SkyCity Auckland last month with 300 travel agents attending. Major travel prizes (flights to the US plus accommodation and entertainment) were won by Sonny Kumar (Sky Travel), Sharlene Peach (United Travel St Heliers), Belinda Wilson (Pukehoke Travel) and Chelsea Bell Whittle (Stella Travel). Best sky couch photo was won by Paul Diamond, Sandra Ivelja, Medelyn Geronasso and Vanessa Kum (all from Flight Centre Mairangi Bay).



Contiki general manager NZ and sales executive CA



Hawaii Tourism Oceania tourism representative NZ Jill Gardiner and Turtle Bay Resort director leisure sales Steve Fairbanks.



The Urban Safari directors Sandy Labelle and Daniel Oppenheim.

# Discover America Seminar



The Discover America Seminar took place in Auckland mid February and received the positive feedback, points to North America's continuing popularity as a all-wishes group says visitor numbers for just the entire 2009 year, and the momentum...  
 First time exhibitors Heather Anderson and Lisa Nel, Oregon Tourism  
 US Consul General, Randy Berry (center) and Shane Rowcock (left) and Mark Sheehan, El Morro RV Rentals  
 Aloha - Emma Hedrick, Adventure World (right) is greeted by Simone McCaffrey, Kawa's Victoria Bureau and Steve Fairbanks, Turtle Bay Resort Hawaii  
 The GO Holidays team were in force and ready to do business. From left, Peta Barlow, Sherrilyn Black and Nicola...  
 Australasian markets, Representatives included the 355 room Radisson Fishermans Wharf, the Cove Hotel with 96 rooms well as the Blue and Gold Fleet and fleet White Fleet - both operate cruises around the harbour and bay area. Handley Linton Square Hotel, located in...



**Kiwis Discovering America**  
 The Discover America Seminar held at Auckland's SKYCITY Convention Centre mid February was well attended by travel industry personnel. With over 20 exhibitors, the US exhibitors were well prepared for the 830-04 or attendees. AC for the event, Annette White, advised a casual Q & A session to a selection of the delegates and the US Consul General, Randy Berry, made an opening address.  
 Welcoming to the show, Darragh Walsh, Australia's Visit NZ and 38 Gardner, Hawaii Tourism Oceania are happy to be seen with the show of those who performed throughout the event with exhibitors of the fair.  
 Maggie Hunt, Hawaii Tourism, who posed for a photo of her (shown for who posed for a photo, Maggie to help her out are Gordon Burrell and Nancy from Nevada Travel Group.  
 Wandering the floor we spotted the US Consul General, Randy Berry (center) and Shane Rowcock (left) and Mark Sheehan, El Morro RV Rentals were ready for the start.

**Record Turn-out Reflects Huge US Demand, Say Organisers**  
 Over 300 agents, and a wide range of US travel representatives, all headed last night's Discover USA show in Auckland - the biggest ever to date - says VTA USA chairman Darragh Walsh.  
 New Zealand arrivals for the US are up over 10% last year and Walsh expects further Kiwi travel growth to help further US demand for 2011.  
 "The US is just as affordable now - with the stronger Kiwi dollar and competitive airlines, the US is an attractive destination for Kiwis," Walsh says. "The fact is, we're seeing a lot of Kiwis who are planning to visit the US in the next 12 months, and we're seeing a lot of Kiwis who are planning to visit the US in the next 12 months, and we're seeing a lot of Kiwis who are planning to visit the US in the next 12 months."  
 Walsh further said to the country's appeal. "First-class air from Auckland, the US is now getting the star as an ideal add-on to a great journey to New Zealand. A Visa-on-Arrival program will allow Kiwis to visit the US without a visa, and this is a big drawcard for Kiwis along with the state's wine country and a world-class..."

**Kiwis flock to USA**  
 More and more Kiwis are heading the call of the Wild West with New Zealand visitor numbers to the US sky-rocketing over the past year.  
 In just 10 months over 2010, visitor arrivals from New Zealand to America surpassed the entire 2009 year.  
 Arrival numbers from New Zealand for January to October 2010 increased by 31.2 per cent from 2009.  
 The statistics, from the Office of Travel and Tourism Industries (OTTI), come at a key time for the Auckland Discover America Seminar to be held for travel agents at Auckland Sky City Convention Centre on February 17.  
 The Discover America Seminar is an annual event organised by the local Visit USA Committee which combines a similar road show in Australia. Each year the New Zealand event alternates between a single and multiple city visit. This year's event will only take place in Auckland and starts at 5.30pm.  
 Already confirmed are more than 20 overseas companies from the USA, including one or two additional presenters close to being secured.  
 The format of the event includes an opportunity to see and listen to the USA tourism experts - representing both a US and local trade delegation. The event will be MC'd by Annette White. An address will also be made by US Consul General, Mr Randy Berry.  
 The evening will be rounded off with the drawing of prizes to the US courtesy of the event's partner airlines and tourism companies.