

Discover America - USA Travel Guide
2008 Distribution Summary

	Location	Consumer	Trade	Travel/Trade Show	Travel Agent/Tour Operator	Qty	Month	Day	Distributed by:	Version	Total by Lang.
Vakantiebeurs	Utrecht, the Netherlands	X	X	X	X	20,000	Jan	9-13	See America - The Netherlands	English/UK	
VUSA Netherlands	The Netherlands	X	X	-	X	15,000	-	-	See America - The Netherlands	English/UK	
Embassy of the USA	Helsinki, Finland	X	X	-	-	6,000	-	-	Discover America Finland	English/UK	
Reiseliv 2008	Lillestrom, Norway	X	X	X	X	6,000	Jan	10-13	Discover America Norway	English/UK	
American Embassy Sweden	Stockholm, Sweden	X	X	-	-	2,000	-	-	Discover America Sweden	English/UK	
TUR 2008	Gothenburg, Sweden	X	X	X		10,000	March	13-16	Discover America Sweden	English/UK	
FERIE 2008	Copenhagen, Denmark	X	X	X	X	6,000	Jan		Discover America Denmark	English/UK	
Ferie for alle 2008	Hernig, Denmark	X	X	X	X	2,000	Feb	22-24	Discover America Denmark	English/UK	
UK Travel Agents, Tour Operators & Consumers	UK/Scotland	X	X	-	X	297,500	-	-	Collette Worldwide Holidays, BP Travel Services, and Top Attractions	English/UK	
Ireland travel agents and tour operators	Dublin, Ireland	X	X	-	X	25,000	-	-	Visit USA Ireland	English/UK	389,500
FERIEN MESSE WIEN	Vienna, Austria	X	X	X	X	10,000	Jan	17-20	VUSA Austria	German	
Oesterreichisches Verkehrsbuero	Vienna, Austria	X	X	-	-	15,000	-	-	VUSA Austria	German	

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Austrian travel agents and tour operators	Salzburg, Austria	X	X	X	X	25,000	-	-	VUSA Austria	German	
CMT	Stuttgart, Germany	X	X	X	X	3,000	Jan	12-20	VUSA Germany	German	
C-B-R	Munich										
ITB	Berlin, Germany	X	X	X	X	4,600	March	5-9	Small World	German	
German travel agents and tour operators	Germany	X	X	-	X	201,900	-	-	INFOX	German	
Presse - und Touristikdienst	Germany	X	X	-	X	50,000	-	-	?	German	
Swiss travel agents and tour operators	Switzerland	X	X	-	X	30,000	-	-	VUSA Switzerland	German	339,500
Vacances Transat	France	X	X		X	100,000	-	-	Vacances Transat	French	100,000
Italian travel agents and tour operators	Italian	X	X	X	X	87,000	-	-	VUSA Italy	Italian	
US Consular Offices	Rome, Naples, Florence & Milan	X	X	-	-	4,000	-	-	VUSA Italy	Italian	
Airline lounges	Italian	X	-	-	-	15,500	-	-	VUSA Italy	Italian	
BIT	Milan, Italy	X	X	X	-	1,000	Feb	21-24	VUSA Italy	Italian	
Globe08	Rome, Italy	X	X	X	-	1,500	Mar	13-15	VUSA Italy	Italian	
EICMA Motor Show	Milan, Italy	X	-	-	-	41,000	Nov	TBA	VUSA Italy	Italian	150,000
Total European						979,000					979,000
						1,000					
Visit USA Mexico	Mexico	X	X	X	X	100,000	-	-	VUSA Mexico	Spanish	100,000
Vancouver-Surrey Ferries	Canada	X	-	-	-	14,000	-	-	Certified Folder	Eng/CA	

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Austria

	Location	Date	Consumer	Trade		Qty
FERIEN MESSE WIEN	Vienna, Austria	January	X	X	VUSA Austria	10,000
Oesterreichisches Verkehrsbuero	Vienna, Austria	2008	X	X	VUSA Austria	15,000
Travel Agents/Tour Operators	Salzburg, Austria	2008	X	X	VUSA Austria	25,000
Total Austrian Distribution						50,000

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France

	Location	Date	Consumer	Trade	Distributor	Qty
Vacances Transat	France	2008	X	X	Vacances Transat	100,000

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Italy

	Location	Month	Day	Consumer	Trade	Distributor	Qty			
BIT	Milan, Italy	Feb	21-24	X	X	VUSA Italy	1,000			
Globe08	Rome, Italy	Mar	13-15	X	X	VUSA Italy	1,500			
Roadshow/Workshop	Bari, Italy	May	2008	-	X	VUSA Italy	165			
Roadshow/Workshop	Napoli, Italy	May	2008	-	X	VUSA Italy	165			
Roadshow/Workshop	Catania, Italy	May	2008	-	X	VUSA Italy	165			
NO Frills Bergamo	Bergamo, Italy	Sept	2008	X	X	VUSA Italy	1,500			
Roadshow/Workshop	Varese, Italy	Oct	2008	-	X	VUSA Italy	170			
Roadshow/Workshop	Verona, Italy	Oct	2008	-	X	VUSA Italy	170			
Roadshow/Workshop	Bologna, Italy	Oct	2008	-	X	VUSA Italy	170			
TTG Incontri	Rimini, Italy	Oct	2008	-	X	VUSA Italy	1,500			
US Pavilion at EICMA Motor Show	Milan, Italy	Nov	2008	X	-	VUSA Italy	41,000			
Showcase USA	Torino	Nov	2008	-	X	VUSA Italy	495			
Travel Agencies	Italy		2008	X	X	VUSA Italy	52,500			
Enclosed w/L'Agenzia di Viaggi	Italy		2008	-	-	VUSA Italy	25,000			
US Consular Offices	Rome, Italy		2008			VUSA Italy	1,000			
US Consular Offices	Naples, Italy		2008			VUSA Italy	1,000			
US Consular Offices	Florence, Italy		2008			VUSA Italy	1,000			
US Consular Offices	Milan, Italy		2008			VUSA Italy	1,000			
VUSA Italy Website requests	Italy		2008	X	X	VUSA Italy	5,000			
Airline Lounges	Italy		2008	X	-	VUSA Italy	15,500			
Total Italian Distribution							150,000			

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Japan

	Location	Month	Day	Consumer	Trade	Distributor	Qty		
KIX (Kansai Int'l Airport Travel Fair	Toykyo	March	21-22	X		TIA Japan	300		
Let's GoAbroad Event	Toykyo	July	6	X		TIA Japan	1,500		
America Fair	Toykyo	July	28-31	X		TIA Japan	200		
JATA-World Travel Fair	Toykyo	Sept	19-21	X	X	TIA Japan	10,000		
DA Seminar	Toykyo	Sept	17		X	TIA Japan	250		
DA Seminar	Nagoya	Nov	13		X	TIA Japan	150		
DA Seminar	Osaka	Nov	14		X	TIA Japan	150		
Media Events	Toykyo	Sept	16	X		TIA Japan	150		
Ryugaku Fair	Toykyo	Oct	Mid	X		TIA Japan	500		
Ryugaku Fair	Nagoya	Oct	Mid	X		TIA Japan	300		
Travel Agents	Japan	March	-		X	TIA Japan	4,640		
Travel Agents	Japan	April	-		X	TIA Japan	720		
Travel Agents	Japan	May	-		X	TIA Japan	80		
Travel Agents	Japan	June	-		X	TIA Japan	40		
Travel Agents	Japan	July	-		X	TIA Japan	300		
Travel Agents	Japan	Aug	-		X	TIA Japan	24,000		
Travel Agents	Japan	Sept	-		X	TIA Japan	24,000		
Travel Agents	Japan	Oct	-		X	TIA Japan	3,000		
Travel Agents	Japan	Nov	-		X	TIA Japan	2,000		
Travel Agents	Japan	Dec	-		X	TIA Japan	1,000		
Airline Offices	Toykyo	Mar-Jun	-	X	X	TIA Japan	360		
Airline Offices	Toykyo	July-Sept	-	X	X	TIA Japan	1,200		
Airline Offices	Toykyo	Oct-Dec	-	X	X	TIA Japan	1,200		
US Sponsor	Toykyo	March	-		X	TIA Japan	760		
US Sponsor	Toykyo	March	-		X	TIA Japan	60		
US Embassy/Consulate	TYO/OSA/NGO	March	-	X		TIA Japan	500		
US Embassy/Consulate	Nagoya	April	-	X			560		
US Embassy/Consulate	Fukuoka	May	-	X		TIA Japan	280		

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Mexico

	Location	Month	Day	Consumer	Trade	Distributor	Qty
Expovacaciones Visit USA		Feb			X	VUSA	2,880
Arlag		July			X	VUSA	1,250
Expomayoristas		April			X	VUSA	3,000
CONAAV		Sept			X	VUSA	600
Visit USA Seminars		Feb-Dec			X	VUSA	820
Outlet Viajes		May		X		VUSA	35,000
Consular Area/Visa Pavillon		Feb		X		VUSA	11,000
American Chamber Events		Feb-Dec		X		VUSA	550
Airline VIP Lounges		Feb-Dec		X		VUSA	1,650
Consular areas in Guadalajara		Feb		X		VUSA	6,400
Consular areas in Monterrey		Feb		X		VUSA	7,200
Consular areas in Tijuana		Feb		X		VUSA	2,880
Consular areas in Hermosillo		Feb		X		VUSA	3,200
Consular areas in Nogales		Feb		X		VUSA	2,880
Consular areas in Ciudad Juarez		Feb		X		VUSA	2,880
Consular areas in Merida		Feb		X		VUSA	800
Consular areas in Nuevo Laredo		Feb		X		VUSA	2,880
Consular areas in Matamoros		Feb		X		VUSA	2,880
Residential (A, B class) delivery		Feb-Dec		X		VUSA	6,300
Hospitals and Medicals		Apr-Dec		X		VUSA	4,950
							100,000

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Nordic

		Month	Day	Consumer	Trade	Qty
Embassy of the USA	Helsinki, Finland			X	X	6,000
Reiseliv 2008	Lillestrom, Norway	Jan	10-13	X	X	6,000
American Embassy Sweden	Stockholm, Sweden			X	X	2,000
TUR 2008	Gothenburg, Sweden	Mar	13-16	X	X	10,000
FERIE 2008	Copenhagen, Denmark	Jan	25-27	X	X	6,000
Ferie for alle 2008	Hernig, Denmark	Feb	22-24	X	X	2,000
						32,000

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United Kingdom

		Month	Day	Consumer	Trade		Qty		
*Travel Agents & Tour Operators	London	2008		X	X	BP Travel Services	171,960		
Bournemouth Holiday Show	Bournemouth	February	8-10	X	X	Collette Worldwide Holiday's	180		
Destinations Birmingham	Birmingham	March		X	X	Collette Worldwide Holiday's	360		
Consumer Distribution	*UK/Scotland					Top Attractions	125,000	297,500	
						Total UK	297,500	297,500	
*Distributed to travel agents for distribution to clients/consumers.									
**Direct-to-consumer distribution throughout the UK and Scotland through Top Attractions, a brochure rack distribution company similar to Certified Folder Display in the US. They have 125,000 of the UK distribution which will appear in train stations, airports, and all the P&O ferry routes from Dover to Calais, Hull to Europe, and Portsmouth to Bilbao. In addition, the magazines will also be distributed at key locations in London and Kent and extending throughout England with distribution within Scotland, too. Top Attractions has also made special arrangements to distribute copies of the magazines to various Line Dancing Associations, and America-style steakhouses, where patrons may have a predisposition for travel to the USA.									
***Areas of distribution		Distribution Outlets							
Scotland		Shopping centres							
Cumberland		Supermarkets							
Westmoorland		Tourist Attractions							
Yorkshire		Steak Houses							
Cheshire		Libraries							
Stafford		Colleges and Universities							
Shropshire		Hotels							
Northampton		Retail Outlets							
Bedfordshire		Leisure Centres							
Buckinghamshire		Garden Centres							
Hertfordshire		Train Stations							
Middlesex		Council Offices							
Essex		Public Houses							
London		Railway Stations							
Surrey		Airports							
Hampshire		P&O Ferries Dover - Calais							
Sussex		P&O Ferries Portsmouth - Bilbao							
Kent		P&O Ferries Hull - Zeebrugge/Rotterdam							