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For Immediate Release
 February 22, 2010

SOLVANG WELCOMES DANISH JOURNALISTS FOR VISIT~



*Caption: Members of the Danish media and tourism delegation gathered for breakfast at Olsen's Danish Village Bakery during their Solvang familiarization trip in early February. Pictured from left to right: Inge Als Johnsen (Atlantic Link); Poul Husted (Politiken); Nina Rølle (Berlingske Tidende /Rejseliv); Søren Thorup (Fyens Stiftstidende); Jannie Øberg (Familie Journal); Jens Vestergaard (KLM/Air France); Clayton Nielsen (Elkhorn, Iowa long-time visitor/patron); Mette Volander Rasmussen (JP News); Susie Olsen, Bent Olsen and Solvang Mayor Jim Richardson.
 Photo credit SolvangUSA.com (hi-res version available)*

Solvang, California, USA – Solvang welcomed seven Danish journalists and tourism representatives from February 5-9, 2010, for an extensive familiarization visit hosted and coordinated by the Solvang Conference & Visitors Bureau (SCVB) and Santa Ynez Valley Visitors Association (SYVVA). SCVB Executive Director Tracy Farhad remarked, “In preparation for Solvang’s Centennial next year, we want to reach out to Danish media and tourism officials to increase our visibility; and with their articles, encourage visitors to come from Scandinavia.” SYVVA Executive Director Mary Harris also joined Farhad in hosting the group and coordinating visits to area sites and attractions. The Danish delegation included Mette Volander Rasmussen (JP News); Jannie Øberg (Familie Journal); Nina Rølle (Berlingske Tidende /Rejseliv); Poul Husted (Politiken); Søren Thorup (Fyens Stiftstidende); Inge Als Johnsen (Atlantic Link); and Jens Vestergaard (KLM/Air France).

During their 5-day stay (with lodging provided by Hadsten House Inn and Hotel Corque); the group enjoyed a welcome dinner at the Hadsten House Restaurant; a special tour of the village and the Elverhoj Museum; breakfast and tour of Olsen’s Danish Village Bakery; a private Danish family lunch at the home of Elsemarie and Aaron Petersen; a wine tasting reception at Lucas & Lewellen; a catered cowboy dinner at Parks-Janeway Carriage House in the Santa Ynez Valley Historical Museum followed by country dance lessons and live music at the Maverick Saloon in Santa Ynez. Horseback riding and lunch at the Alisal Guest Ranch & Resort were savored followed by a wine tasting tour of Ampelos Vineyards hosted by fellow Dane Peter Work; and Valley sightseeing tours highlighting Los Olivos, Ballard, Santa Ynez and Buellton. Dinners at Root 246 and the Hitching Post capped busy days of visitations and interviews. A half-day visit to Santa Barbara included tours of the Surfing Museum, a beach walk and lunch at the Wine Cask before returning to Solvang. Breakfast at the Solvang Restaurant and final interviews concluded the visit before the group’s return to LAX and flights back to Copenhagen via KLM/Air France—with many exclamations of “Mange tak og kom igen!”

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The Solvang Conference & Visitors Bureau promotes the culture, cuisine, shopping, arts and attractions of the village known as the “Danish Capital of America,” centrally located in Santa Barbara County, California.

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