

MDCP quarterly report Part B: 2012 MRPC

Report results only for the current quarter. DO NOT CUMULATE RESULTS FROM PREVIOUS QUARTERS. Part B below is for reporting performance on measures designed by MRPC specific to its 2012 MDCP project. Note that performance on ITA's primary metric, exports, is NOT reported in Part B. Report separately each quarter in Part A: field 6-export transactions (goal for 2013.01.01-2015.12.31 is \$11,000,000). Enter ONLY NUMBERS in fields 20-28 below. NOTES regarding numbers entered in fields 20-28 can be entered in field 40-Comments.

* Required

01-Reporter *

Email address of person making report.

03-Qtr ended *

For three months or any portion thereof ended on the date you select.

2012.09.30

20-Website viewers

Viewers of re-designed website. Goal: 180,000 (5,000 x 36 months)

21-Banner ad clicks

Number of clicks on banner ads. Goal: 180,000 (5,000 x 36 months)

22-Parties renting cars

Travel parties with approximately 2 travelers each means 335 travelers per year. Goal: 501 (167 parties x 3 years)

23-Media value

Value of media coverage from media visits and familiarization tours. Goal: \$60 million ((\$12 m print per year + \$8 m broadcast) x 3 years)

24-Social media followers

Number of followers on Facebook, Twitter, and other social media Goal: 172,800 (4,800 x 36 months)

25-QR scans at road centers

Number of QR scans or app downloads at Great River Road interpretive centers. Goal: 12,600 (4,200 x 3 years)

26-New JATA contacts

New Japan group travel decision-maker contacts from JATA Travel Forum. Goal: 150 (50 x 3 years)

27-Meetings one-on-one

Number of meetings between MRPC and Japan travel planners. Goal: 225 (75 meetings x 3 years)

28-New Pow-Wow contacts

Number of new contacts made at Pow-Wow with Japan group travel or travel planner professionals. Goal: 120 (40 x 3 years)

40-Comments

If you need to explain any of the numbers reported in fields 20-28 enter text here preceded by the field number, e.g. "22-Data received from Hertz, Avis, National, Budget"

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