

MDCP quarterly report Part B: 2009 NTA

Report measures relevant only for your 2009 MDCP award. In your application you estimated the following with regard to ITA performance measures: (6)\$45 m in exports (NTE: 50x\$180,000 + NTM: 75x\$180,000 + ITM: 125x\$180,000)of which \$18 m in the first full year of operation. Although this goal is noted here in Part B, report the results in Part A, field 6. *** Report below the results for the measures specific to your project for which there are no reporting fields in Part A. Do not cumulate the results from previous quarters. Report only the results from the quarter identified below. >>Wherever "Goal: []" below, you must identify a reasonable goal within the first six months of the MDCP award period.<<

* Required

01-Reporter *

E-mail address of person making report.

03-Qtr ended

For three months or any portion thereof ended on date you select below. Report results only once for the quarter in which they occurred.

2009.12.31

20-Survey Ch 2 US

Initial survey of Chinese travel agents and U.S. tour operators to determine baseline re: number of Chinese leisure groups visiting U.S. Goal: 1 baseline survey.

21-Survey US tour ops rcvg Ch

Initial survey of U.S. tour operators to determine baseline re: number of approved U.S. operators receiving Chinese leisure groups. Goal: 1 baseline survey.

22-Ch 2 US *

Number of Chinese leisure groups visiting the U.S. based on quarterly survey of Chinese travel agents & U.S. tour operators. Goal: [] groups per quarter.

23-US tour ops rcvg Ch *

Number of U.S. tour operators receiving Chinese leisure groups visiting the U.S. based on quarterly survey of U.S. tour operators. Goal: [] groups per quarter.

24-COTTM registrants

U.S. tour operators & destinations registering to participate at COTTM. Goal: 18 (up from 15)

25-New US tour ops rcvg Ch *

Number of new U.S. tour operators that can receive Chinese leisure groups visiting the U.S. Goal: 40

26-Briefings 4 Ch media *

Increase media stories in China through monthly briefings of Chinese media. Goal: 1 per month.

27-US firms assisted to partic in event *

Number of U.S. tour operators or related firms assisted to enable participation at COTTM and other Visit USA marketing/educational events. Goal: []

40-Comments

Enter comments regarding numeric responses above. E.g. "26-This month's briefing canceled due to coincidence with Chinese new year."

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