

MDCP quarterly report Part B: 2004 AWNC

Reporting measures relevant only for the 2004 MDCP project undertaken by the Western North Carolina Regional Economic Development Commission, also known as Advantage West North Carolina (AWNC). *** 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.

* Required

01-Reporter *

Email address of person making report.

03-Qtr ended *

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

select date

20-TourismSpending *

Tourism expenditures in the region. Goal: ____

21-RoomNights *

Hotel nights sold. Goal: ____

22-WebHits *

Visits to mountainsouthusa.com. Goal: ____

23-PublicityValue *

Dollar value of publicity generated by travel product published in target market travel brochures and other relevant media. Goal: ____

24-BookingValue *

Value of tour packages (room, attraction, and taxes) sold by wholesalers. Note, any figures reported here should be reported in Part A (6) as well. Goal: ____

25-ConversionValue *

Value of "conversions" reported by U.K. tour companies. Goal: ____

26-CoopPromos *

Number of instances where cooperating partners promote product through retail window displays, film/destination promos, media referrals, direct calls to product, etc. Goal: ____

40-Comments

Enter comments regarding numeric responses for the cooperator-specific milestones and measures above. E.g. "26-CoopPromos: 2 scheduled for next quarter." (Comments are optional.)

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