



China Travel Trade Barometer

An NTA, Ivy Alliance, Travel Market Insights Program

Quarterly Country-Specific Metrics – Reliable and Timely Qualitative
Trade Insight on Bookings, Trends, and Projections



艾威联合
Ivy Alliance



INTERNATIONAL
TRADE
ADMINISTRATION

Office of Travel and Tourism Industries



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Quarterly Country-Specific Metrics – Reliable and Timely Qualitative
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China is one of the fastest growing travel markets to the United States. Chinese visitor arrivals are projected to grow 29% annually over the next five years. By 2015 2.3 million Chinese travelers will visit the U.S. making China the fourth largest overseas visitor market to the United States.

It will be vital to understand what products are in demand and the level of awareness of those products. Investment into China will demand timely metrics on the change in bookings and projected bookings to the U.S. and by destination and business. Barriers and motivators must be identified and quantified to assure policy and promotional efforts ensure growth rather than impede it.

Starting in 2011 the Travel Trade Barometer program will expand to include China. The China program is implemented by NTA, Travel Market Insights, and Ivy Alliance Tourism Consulting (Ivy Alliance), with support from the Office of Travel and Tourism Industries. The Travel Trade Barometer is currently conducted in Japan, the United Kingdom, Germany, Canada and Mexico.

What does the only U.S. specific in-bound quarterly Travel Trade Barometer provide your destination or business?

- Booking performance to the United States and your destination/business
- Projected bookings to the United States and your destination/business (3 and 6 months out)
- Product awareness, perception and intent to book
- Defines and monitors motivators and deterrents for travel to the United States
- Reports U.S. competitive position with other long-haul destinations
- Monitors travel product trends (amusement/theme parks, city travel, family, etc.)
- **Custom report questions**

Sampling

- Sampling is targeted and selected for the top 30 China-based companies that sell travel to the United States. These companies will be regionally represented and account for the majority of bookings from China to the United States.

Timing

- First survey is scheduled for January 2011. Commitment by December 2010.
- The trade survey will be conducted during the first month of each quarter. Reports will be delivered within three weeks of the survey closing.

Methodology

- Ivy Alliance and TMI will conduct the executive/manager level survey in language through a combination of direct interviews, phone interviews, and guided internet responses.
- Survey design will be primarily quantitative and secondarily qualitative.
- Respondents recruited for the study will be screened to assure quality input.

China Barometer Subscription and Sponsor Options

Core Subscription \$3,000 for four consecutive quarterly reports.

Summary and all national level tables (excludes proprietary results) for:

- Change in booking to the U.S.
- Projected bookings (two quarters out).
- Competitive demand (bookings and projected bookings).
- Deterrents and Motivators to the U.S.
- Product awareness and product perceptions at the national level (select).

Destination Subscription \$3,000 + \$5,000 = \$8,000

- Tracks bookings and projected bookings to your destination/business.
- This subscription includes all core subscription results for comparative analysis.

Product Awareness/Perception/Intent Subscription \$3,000 + \$5,000 = \$8,000

- Provides destinations and businesses with up to two questions to be included in the product awareness, perception, and intent section.
- Tracks product awareness, perception, and intent to book.
- Questions can be by destination, brand, or industry sector.

Combined Destination and Product Subscription \$12,500

- Provides destinations and businesses with both the destination and product subscriptions at a discount.

Partnership Subscription

- Provides regional organizations and DMO's with a 20% discount one three or more partners subscribe together. (See Partnership Subscription chart)

Customized Subscription \$15,000 (2 additional questions with 4 sub-questions)

- Provides destinations, associations, and businesses with the ability to ask up to two additional proprietary questions. It includes the combined destination and product subscriptions.

Sponsor: \$25,000

- Includes the customized subscription level.
- Input into the design and content of the study.
- Acknowledgement on all reports, press-releases, website, and other collateral as a "research partner."
- Right to develop and release summary results (approved by partners).
- Presentation of results (approved by partners).

**The China Travel Trade Barometer Serves:
Nationally Leading Agencies/Associations/Corporations**

Destinations

Hotel Industry

Car Rental Industry

Attractions Industry

Motor Coach Industry

China Travel Trade Barometer Agreement

The Subscription Agreement. The subscription agreement runs for four consecutive quarterly survey sessions and includes the delivery of four consecutive reports. Subject to the terms and conditions of this Agreement, TMI hereby grants to Customer (and to each Customer employee or authorized contractor who accesses the Services by means of Customer's account and an authorized password, a non-exclusive, non-transferrable subscription. Reports are solely for internal business purposes - except when explicitly agreed.

Cost (initial preferred subscription)

Core Subscription \$3,000
Destination Subscription \$3,000 + \$5,000 = \$8,000
Product Awareness/Perception/Intent Subscription \$3,000 + \$5,000 = \$8,000
Combined Destination and Product Subscription \$12,500
Customized Subscription \$15,000 (2 additional questions with 4 sub-questions)
Sponsor: \$25,000
*Partner Subscription - Cost reduced 20%. Please use subscription chart below.

Partnership Subscription						
Please enter each partners name and circle each partners subscription level						
Partner	Core	Dest.	PA	Comb.	Cust.	Sp.
1	2,400	\$6,400	\$6,400	\$10,000	\$12,000	\$20,000
2	2,400	\$6,400	\$6,400	\$10,000	\$12,000	\$20,000
3	2,400	\$6,400	\$6,400	\$10,000	\$12,000	\$20,000
4	2,400	\$6,400	\$6,400	\$10,000	\$12,000	\$20,000
5	2,400	\$6,400	\$6,400	\$10,000	\$12,000	\$20,000
6	2,400	\$6,400	\$6,400	\$10,000	\$12,000	\$20,000
Total						

Core = Core Subscription

Dest. = Destination Subscription

PA = Product Awareness/Perception/Intent Subscription

Comb. = Combined Destination and Product Awareness

Cust. = Custom Subscription

Sp. = Sponsor

Note: the reduced (20%) price is applied when there are three or more partners.

Partner 1 is the primary partner for the agreement.

Payment is due upon agreement (30 days).

Payment is invoiced through: Travel Market Insights, 3213 State Route 9L, Lake George, NY 12845, 518-668-2559

* Partner Subscription - Each subscription cost is reduced by 20% when three or more partners subscribe under the partnership subscription. Payment and deliverables are sent to the lead partner unless otherwise agreed upon.

Subscription Delivery

All services/reports and invoicing will be provided by Travel Market Insights, 3213 State Route 9L, Lake George, NY 12845, 518-668-2559

Contact: Scott C. Johnson, Principal

Deliverables. The following table highlights the survey period, report delivery, and content.

China Travel Trade Barometer - Report Schedule						
China Reports		Survey Period	Report Delivered	Change in Bookings	Projected Change in Bookings	
1	2011 Travel Trade Barometer Survey Session 1	Jan. 2011	Feb. 2011	4th Qtr and YE 2010	1st & 2nd Qtr 2011	
2	2011 Travel Trade Barometer Survey Session 2	Apr. 2011	May 2011	1st Qtr 2011	2nd & 3rd Qtr 2011	
3	2010 Travel Trade Barometer Survey Session 1	July 2011	Sep. 2011	2nd Qtr 2011	3rd & 4th Qtr 2011	
4	2010 Travel Trade Barometer Survey Session 2	Oct. 2011	Nov. 2011	3rd Qtr 2011	4th Qtr 2009 & 1st Qtr 2010	

Report Delivery

TMI will e-mail a copy of the full report in an Adobe format. The customer will also have access to the reports via their online account.

Customer Password. One password will be provided to the customer. The password will be used to access the full reports outlined in the agreement. The client can share the password or request up to 2 separate accounts. TMI will initially assign the customer a password. The password can be changed only through TMI. All reports will be stored for the duration of the agreement and two months after the agreement ends.

Customer and its users are responsible for maintaining the confidentiality of all passwords and for ensuring that each password is used only by the authorized user. Customer is entirely responsible for any and all activities that occur under the Customer's account and all charges incurred from use of the Services. Customer agrees to immediately notify TMI of any unauthorized use of the Customer's account or any other breach of security known to Customer.

Security. It is understood and agreed that TMI will maintain the Services at a reputable third party Internet service provider and hosting facility and will implement commercially reasonable security precautions to prevent unauthorized access to the Customer Data (as defined below).

Customer Data. As between TMI and Customer, it is understood and agreed that the Customer owns all specific customer data and is considered the property of the customer. TMI may access Customer Data from time to time solely for purposes of report development, support, administration and invoicing related to Customer's use of the Services. Except as permitted in this Agreement, TMI will not edit, delete or disclose the contents of Customer Data unless authorized by the Customer or unless TMI is required to do so by law or court order. Customer is solely responsible for the accuracy, quality, integrity, legality, reliability, appropriateness and copyright of all Customer Data.

Customer Obligations

Customer shall be solely responsible for the actions of its users while using the Services and the contents of its transmissions through the Services (including, without limitation, Customer Data). Customer agrees: (1) to abide by all local, state, national, and international laws and regulations applicable to Customer's use of the Services, including without limitation all laws regarding the transmission of technical data exported from the United States through the Services; (2) not to upload or distribute in any way files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of the Services or another's computer; (3) not to use the Services for illegal purposes; (4) not to interfere or disrupt networks connected to the Services; (5) not to post, promote or transmit through the Services any unlawful, harassing, libelous, abusive, threatening, harmful, vulgar, obscene, hateful, racially, ethnically or otherwise objectionable material of any kind or nature; (6) not to

transmit or post any material that encourages conduct that could constitute a criminal offense or give rise to civil liability; (7) not to interfere with another customer's use and enjoyment of the Services or another entity's use and enjoyment of similar services; (8) not to engage in contests, chain letters or post or transmit "junk mail," "spam," "chain letters," or unsolicited mass distribution of email; and (9) to comply with all regulations, policies and procedures of networks connected to the Services. Customer acknowledges and agrees that TMI neither endorses the contents of any customer communications or Customer Data nor assumes any responsibility for any threatening, libelous, obscene, harassing or offensive material contained therein, any infringement of third party intellectual property rights arising there from or any crime facilitated thereby.

Term

The Services shall commence on the Effective Date and shall continue for a period of one (1) year or such other period specified in the Order Form.

Property Rights

Customer acknowledges that the Services and all content contained therein, including but not limited to text, software, music, sound, photographs, video, graphics, and third party materials and advertisements, excluding any Customer Data, (collectively, "Content") is proprietary to TMI & IVY Alliance or such third parties, and TMI & IVY Alliance retain exclusive ownership of the same throughout the world, including but not limited to all related copyrights, trademarks, service marks, patents, trade secrets or other proprietary rights thereto. This Agreement does not transfer any right, title or interest in the Services or the Content to the Customer.

Contract Signature Block

Each party agrees to the terms of this contract:

Name: _____
Company: _____
E-mail: _____

Title: _____
Address: _____
Phone: _____

Signature: _____ Date: _____

Name: Scott C. Johnson
Company: Travel Market Insights
E-mail: Scott@travelmi.com

Title: President/Principal
Address: 3213 State Route 9L, Lake George, NY 12845
Phone: 518-668-2559

Signature: _____ Date: _____

CC: David Tang, Assistant President, Ivy Alliance Tourism Consulting, No. 45 Xizhimen North Street, Beijing, China. EM: ivy@outbound-tourism.cn, Tel: +86-10-6227-9624