



**For Immediate Release**

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May 17, 2010

**Tourism USA, Opening in Shanghai, Represents U.S. Destinations, Product**  
Tony Liu Appointed as Chief Representative

**ORLANDO**—NTA, the leading North American association for travel professionals, will soon open the Tourism USA office in Shanghai. The center will serve as a central place to promote leisure travel from China to the United States and establish greater awareness about American tourism experiences. Mr. Tony Liu will serve as chief representative for the Tourism USA office.

“We understand from the China National Tourism Administration that Chinese travelers want to explore more of America and learn about the great diversity throughout the United States,” said NTA President Lisa Simon, CTP. “The Tourism USA center offers the perfect venue for U.S. destinations and suppliers, as well as the China Inbound Program approved operators, to share news and information on all they have to offer. The center is not only a tremendous resource to the Chinese trade, but also a much-needed asset for the United States to effectively serve the Chinese inbound market.”

Programs and services proposed for Tourism USA include distribution of information on U.S. destinations, development of a Chinese-language Web site to promote leisure group travel and creation of mini-trade shows and road shows to promote the United States as a destination. The center also provides an opportunity to educate Chinese travel agents about leisure group travel and the China Inbound Program.

The China Inbound Program was created by NTA in cooperation with the U.S. Department of Commerce and the China National Tourism Administration based on a Memorandum of Understanding signed Dec. 11, 2007, by Chinese and U.S. governments. According to the MOU, Chinese travel agencies are allowed to work with U.S. tour operators to organize and market group leisure tours to the United States. In addition, U.S. travel destinations will be able to market their brands in China, which Tourism USA will support.

In 2009, new qualifications for participation in the China Inbound Program were released along with a list of Best Practices focused on enhancing the experience of Chinese leisure travelers. Product for the entire United States is represented by the approved operators. NTA currently has approximately 160 approved tour operators.

NTA is the leading association for professionals serving travelers to, from and within North America. Since its founding in 1951, the association has served a broad and diverse membership and helped them expand market reach with innovative business tools, strategic relationships and collaboration within the industry. NTA membership represents more than 40 countries. To learn more about NTA, please visit [NTAonline.com/](http://NTAonline.com/).