



NTA's China Inbound Program and Tourism USA

NTA is the first and only U.S. organization approved by the Chinese National Tourism Administration to facilitate Chinese inbound leisure group travel to the United States. To date, more than 160 tour operators have been approved to work with this market.

How it Started:

On Dec. 11, 2007, the United States and the People's Republic of China signed a Memorandum of Understanding to facilitate Chinese inbound leisure travel to the United States. Before this historic day, many destinations and companies were not allowed to market themselves in China, putting the U.S. travel industry at a disadvantage over other destinations. On Feb. 20, 2008, NTA was notified that the Chinese National Tourism Administration approved NTA's proposal to facilitate the approved Chinese tour operator list.

Why NTA?

NTA was an obvious choice to take a leadership role in facilitating inbound tourism to the United States from China. As the leading North American travel association, NTA is uniquely positioned to administer this important program for U.S. tour operators. With its long history of tour operator education, industry self-regulation through stringent membership requirements and complaint disposition process, NTA is the most qualified organization to aid in facilitating Chinese inbound leisure group travel.

Tour Operator Eligibility:

Requirements for approved tour operators include the following. Please see www.NTAOnline.com for the complete application information as well as a document of best practices for serving the inbound Chinese market.

- Certify that they meet NTA's tour operator membership criteria.
- Provide a professional guide fluent in Mandarin.
- Provide a program in strict accord with the itinerary and prescribed promotions, including offering accommodations and destinations to the level of quality as detailed.
- Review safety ratings and records of motorcoach subcontractors and use properly licensed subcontractors.
- Provide shopping opportunities that are conducted without coercion at reputable facilities with quality products.
- Provide itineraries and pricing information in Chinese and English.

Tourism USA Office

NTA will open its Tourism USA office in Shanghai, helping the United States promote its great diversity to the China inbound market. This office is possible because of the Market Development Cooperator Award NTA received through the U.S. Department of Commerce. Tourism USA will serve to educate Chinese travel agents and tour operators about leisure group travel and the China Inbound Program, distribute information on U.S. destinations, develop a business-to-business Chinese-language Web site and create mini-trade shows and road shows to promote the United States as a destination. Tony Liu will serve as chief representative for Tourism USA.