

1. **Name:** Geoff Freeman
2. **Title:** Executive Vice President and Chief Operating Officer
3. **Organization you are representing:** U.S. Travel Association
6. **Date of hearing:** 4/11/13

5. **Any federal grants or contracts (including subgrants or subcontracts) which you, personally, have received since October 1, 2010, from Federal Agencies under the purview of the hearing, the source and the amount of each grant or contract: (attach additional pages as necessary).**

None.

6. **Any federal grants or contracts (including subgrants or subcontracts) which were received since October 1, 2010, from Federal Agencies under the purview of the hearing by the organization(s) which you represent at this hearing, including the source and amount of each grant or contract: (attach additional pages as necessary)**

Market Development Cooperator Program (MDCP) Award Grant from September 1, 2011 until August 31, 2014 in the amount of \$491,681. (see attached for additional information)

Signature of Witness: _____

Your signature WILL NOT be posted to the Committee website.

MARKET DEVELOPMENT COOPERATOR PROGRAM (MDCP) GRANT EXECUTIVE SUMMARY

U.S. TRAVEL ASSOCIATION INTERNATIONAL MICE BUYER PROGRAM (Meetings, Incentive, Conferences and Exhibitions)

<u>Applicant</u>	Bryan Lewis Chief of Staff / General Counsel blewis@ustravel.org 202.218.3640	U.S. Travel Association 1100 New York Ave, NW Suite 450 Washington, DC 20005 www.ustravel.org
<u>ITA and other Federal Collaborators</u>		Office of Travel and Tourism Industries - Helen Marano Foreign Commercial Service In-country Officers/Specialists (see "Partners") U.S. Export Assistance Centers - Anastasia Xenias U.S. Department of State In-country Consular Officers
<u>Federal Share</u>		\$491,681
<u>Total Project Budget</u>		\$1,491,536
<u>Award Period</u>		September 1, 2011 – August 31, 2014
<u>Exports Projected (Award Period)</u>		\$315 million
<u>Exports Projected (Sept. 2014 – Aug. 2018)</u>		\$420 million
<u>Foreign Markets Targeted / Year 1</u>		Brazil, Russia, India, China, Korea Canada, Mexico, UK, Japan, Germany
<u>Foreign Markets Targeted / Year 2 & 3</u>		Markets listed above plus remaining top inbound and high-growth emerging markets. (70 total countries)
<u>U.S. Industry</u>		Travel & Tourism (the meetings and events segment)
<u>Project Description</u>		<ul style="list-style-type: none">• Identify and recruit top international MICE (Meetings, Incentive, Conferences and Exhibition) buyers to meet with U.S. suppliers.• Facilitate matchmaking of international buyers with U.S. suppliers. Schedule subsequent appointments and meetings at largest U.S. travel trade show, International Pow Wow.• Establish education program to inform international buyers of the products and services in the U.S. meetings and events industry, including destinations and venue options.• Host innovative online virtual marketplace designed to assist international buyers in locating the appropriate U.S. destination and venue for their meetings and events.