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OMB No. 1124-0006; Expires May 31, 2020

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant	2. Registration No.
MMGY Global, LLC 4601 Madison Avenue Kansas City, MO 64112	6492

3. Name of Foreign Principal	4. Principal Address of Foreign Principal
Jordan Tourism Board	1307 Dolley Madison Blvd, Suite 2A McLean, VA 22101

5. Indicate whether your foreign principal is one of the following:

- ☒ Government of a foreign country [1]
- ☐ Foreign political party
- ☐ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Corporation
  - ☐ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☐ Other *(specify)* _____
- ☐ Individual-State nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

Tourism

b) Name and title of official with whom registrant deals

Ms. Malia Afour, Director

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
September 19, 2017	Misti Borchers, Accounting Manager	/s/ Misti Borchers eSigned

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Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
MMGY Global, LLC	6492

3. Name of Foreign Principal

Jordan Tourism Board

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Provide research services, including conduct research focus groups and interviews, online surveys, and provide findings and recommendations.

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8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See #7.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
September 19, 2017	Misti Borchers, Accounting Manager	/s/ Misti Borchers eSigned

Footnote: "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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MARKETING RESEARCH SERVICES AGREEMENT
PRESENTED TO
JORDAN TOURISM BOARD, NORTH AMERICA

Prepared by

MMGY Global, LLC

Kansas City, Missouri
Orlando, Florida
New York, New York
Denver, Colorado

October 29, 2015

Agency Initial

Client Initial

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AGREEMENT

THIS AGREEMENT is made and entered into as of this 27 day of October, 2015 by and between MMGY Global, LLC, a Delaware limited liability company with offices at 4601 Madison Avenue, Kansas City, Missouri, 64112 (hereinafter referred to as "Agency") and the Jordan Tourism Board, North America, with offices at 1307 Dolley Madison Blvd., Suite 2A, McLean, VA 22101 (hereinafter referred to as "Client").

WITNESSETH

WHEREAS, Client desires to employ the marketing research services available through the Agency; and

WHEREAS, Agency is qualified and willing to render such services;

The parties hereto agree as follows:

I. APPOINTMENT

Client hereby authorizes Agency to perform marketing research services as set forth in this Agreement. This appointment becomes effective upon execution of this Agreement and upon receipt of the Initial Payment by Agency, and shall remain in full force and effect until terminated pursuant to Paragraph XIII.

II. SCOPE OF SERVICES

Agency shall perform the marketing research services on behalf of Client pursuant to this Agreement as detailed in ADDENDUM A.

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III. AGENCY COMPENSATION

Client agrees to pay Agency for the services set forth in the Scope of Services (Addendum A) per the terms specified in Addendum B.

IV. MATERIALS, SERVICES AND APPROVALS

Client shall provide Agency with written approval of all survey instruments prior to their fielding and/or issuance. These approvals shall be provided by Client in writing, and in a timely manner, via mail (either traditional or electronic) or facsimile.

Client may modify, reject, cancel, or stop any and all plans, schedules, or work in progress at any time by delivering written notice to Agency. In this event, however, Client will retain sole liability for all commitments made by Agency prior to such action, and reimburse Agency for all of Agency's charges and expenses for work begun with Client approval.

Agency shall rebate to Client any difference between the value of progress payments on deposit and the cancellation costs referenced above in the event any component of the Scope of Services is cancelled prior to its completion.

V. OWNERSHIP OF MATERIALS

All completed materials created and/or produced by Agency and accepted by Client shall become the property of Client upon receipt by Agency of payment in full for all services rendered by Agency pursuant to this Agreement.

Agency acknowledges that Client is the sole and exclusive owner of Client's intellectual property, including without limitation, trademarks, service marks, trade names and logos

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(collectively, the "Client Marks"). Agency agrees that it will not make any use of the Marks without Client's prior written consent. Agency further agrees and acknowledges that it shall not acquire any interest in the Marks or the goodwill associated with the Marks by virtue of this Agreement or Agency's use of the Marks. Client hereby reserves all such rights not specifically granted hereunder.

Client acknowledges that Agency is the sole and exclusive owner of Agency's intellectual property, including without limitation, trademarks, service marks, trade names and logos (collectively, the "Agency Marks"). Client agrees that it will not make any use of the Marks without Agency's prior written consent. Client further agrees and acknowledges that it shall not acquire any interest in the Marks or the goodwill associated with the Marks by virtue of this Agreement or Client's use of the Marks. Agency hereby reserves all such rights not specifically granted hereunder.

VI. GENERAL TERMS

Any invoice for which Agency has not received payment by the specified due date (30 days from the date of invoicing) shall be considered delinquent and shall be subject to an additional service charge computed at the rate of one and one-half percent (1.5%) per month. This provision shall not apply to invoiced amounts that Client has reasonable grounds to question, assuming such questions are submitted in writing by Client to Agency within ten (10) days of receipt of the appropriate invoice. Should delinquent invoices remain unpaid by Client 60 days past the due date, Agency reserves the right to immediately suspend all services on behalf of the Client until such time as payment is received.

Client agrees to hold Agency harmless for the failure of suppliers to properly execute their commitments. Client

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further agrees to indemnify and hold harmless Agency against any and all claims for loss, liability or damages arising out of, or in connection with, work done or to be performed by Agency for and on behalf of Client, including the cost of defending any legal action that may be brought or threatened against Agency arising out of the use of any research materials furnished or approved by Client. Client further agrees to indemnify and hold harmless Agency from any and all claims, judgments or costs, including reasonable attorney's fees, that Agency may incur by reason of defending any claim or legal action in which Agency may become involved by reason of any contractual action taken on behalf of Client.

Agency agrees to indemnify and hold Client harmless against any and all claims for loss, liability or damages arising out of the use of any research materials furnished by Agency without prior approval by Client. Agency further agrees to indemnify and hold harmless Client from any and all claims, judgments or costs, including reasonable attorney's fees, that Client may incur by reason of defending any claim or legal action in which Client may become involved by reason of any contractual action taken by Agency.

Client agrees to promptly reimburse Agency for any sales taxes Agency may be required to pay by law for performing services and/or producing materials on behalf of Client.

Should it become necessary for Agency to institute collection proceedings for any work performed or advertising placed on behalf of Client during the effective dates of this Agreement, or otherwise authorized by Client, Client agrees to pay all costs incurred including reasonable attorney fees.

Client agrees to make payments for all services provided under the terms of this Agreement in United States dollars.

___ Agency Initial

MA___ Client Initial

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VII. EXCLUSION OF CERTAIN DAMAGES

To the fullest extent permitted by law, notwithstanding any other provisions of this Agreement, Agency shall not be liable to Client or anyone claiming by, through, or under Client for any special, incidental, indirect, or consequential damages whatsoever arising out of, resulting from, or in any manner related to services provided to Client by Agency or this Agreement from any cause or causes, including, but not limited to, any such damages caused by the negligence, errors or omissions, strict liability or breach of contract, or breach of any express or implied warranty, including, but not limited to, losses of profits, income, revenue, use, financing, business or reputation and losses of management or employee productivity or the services of such persons.

VIII. DAMAGE LIMITATIONS

Notwithstanding any other provisions of this Agreement, and to the fullest permitted by law, the total liability, in the aggregate of Agency to Client and anyone claiming by, through, or under Client for any and all claims, losses, costs or damages whatsoever, arising out of, resulting from, or in any manner relating to Services provided to Client by Agency or this Agreement for which Agency is responsible from any cause or causes, including but not limited to the negligence, errors or omissions, strict liability or breach of contract, or express or implied warranty of Agency shall not exceed the total compensation received by Agency under this Agreement for the applicable Work Product which is the subject of Client's claim.

IX. COMPLIANCE WITH EMPLOYMENT LAWS; NON-DISCRIMINATION

Agency shall use its best efforts to comply with all federal, state and local laws and regulations which may be applicable

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to Agency as an employer of labor during the term of this agreement. Client and Agency each agree to use their best efforts to comply with all applicable laws and executive orders relating to equal opportunity and non-discrimination in employment. Each party agrees to indemnify the other for any loss or damage resulting from a breach by the other party of its obligations under this paragraph.

X. RESERVATION AS TO DUTIES

Agency expressly reserves the right to refuse to undertake any work, prepare any report or disseminate any research which, in Agency's judgment, would be misleading, indecent, libelous, unlawful, or otherwise prejudicial to Client's or Agency's interest. Nothing in this Agreement shall be construed as committing Agency to violate any lawful contractual commitments to suppliers.

XI. CONFIDENTIAL INFORMATION

Any document provided to Agency by Client and designated in writing as containing confidential, proprietary or privileged information will not be disclosed to any third party, unless required by law, court order, or relevant regulation.

Agency shall not be responsible for the loss or destruction of any materials provided by the Client, or the inadvertent disclosure of confidential information, unless such loss, destruction, or disclosure is caused by Agency's negligence. In such an event, Agency shall not be responsible for an amount in excess of the aggregate amount of all fees paid to Agency for services performed pursuant to this Agreement.

XII. EMPLOYMENT OF AGENCY PERSONNEL

During the term of this Agreement and for a period of one (1) year following its termination, Client agrees not to hire any

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employee of Agency and Agency agrees not to hire any employee of Client.

XIII. TERMINATION

Either party hereto may terminate this agreement by giving thirty (30) days prior written notice thereof by certified mail or registered mail to the other party.

If Client terminates this Agreement prior to the completion of the contracted services, Client will retain sole liability for any and all commitments made by Agency prior to termination. Upon termination, Client shall reimburse Agency for any such expenses for work begun but not completed as well as the value of Agency's professional staff time at the rate of two hundred dollars ($200) per hour.

Notification of termination shall be delivered by registered mail as follows:

- If to Agency:

  Mr. Peter C. Yesawich
  Vice Chairman
  MMGY Global, LLC
  4601 Madison Avenue
  Kansas City, Missouri, 64112

- If to Client:

  Ms. Malia Asfour
  Director
  Jordan Tourism Board, North America
  1307 Dolley Madison Blvd., Suite 2A
  McLean, VA 22101

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Agency's rights, duties and responsibilities as set forth in this Agreement will continue in full force and effect during any notice period and will include, but not necessarily be limited to, the creation and production of advertising and the negotiation and placement of media insertion orders whose closing or cancellation dates fall within the notice period.

XIV. TRANSFER OF OWNERSHIP

Upon the termination of this Agreement and upon receipt by Agency of all amounts to which it is entitled from Client pursuant to this Agreement, Agency shall transfer, assign and make available to Client, or Client's representative, all property and materials in Agency's possession or control belonging to Client.

XV. ONLY AGREEMENT AND AMENDMENTS TO AGREEMENT

This Agreement shall supersede any prior Agreements between the parties, whether oral or written, and shall constitute the only Agreement between the parties. Any amendments or modifications to this Agreement shall be invalid unless made in writing and executed by the parties to this Agreement or authorized representatives thereof.

XVI. JURISDICTION AND VENUE

If either party has any dispute directly or indirectly arising out of or relating to either party's performance pursuant to this Agreement, it shall be subject to the exclusive venue and jurisdiction of the courts situated in Jackson County, Missouri. The prevailing party in any such dispute shall be entitled to recover its reasonable attorney's fees and costs from the non-prevailing party, whether as claimant or counter-claimant.

___ Agency Initial

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XVII. CHOICE OF LAW

This Agreement shall be construed in accordance with and governed by the laws of the State of Missouri as if fully executed therein.

IN WITNESS WHEREOF, the parties hereto have set their hands by their duly authorized agents on this ____ day of October, 2015.

Ms. Malia Asfour
Jordan Tourism Board, North America

Peter C. Yesawich, Vice Chairman
MMGY Global, LLC

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ADDENDUM A – SCOPE OF SERVICES

The Scope of Services is outlined in the PDF attachment to this agreement.

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ADDENDUM B – AGENCY COMPENSATION

Marketing Research Fee

Client shall pay Agency the sum of one hundred eighty three thousand five hundred dollars ($183,500) as consideration for all Agency staff time and related expenses devoted to performance of the services set forth in Addendum A – Scope of Services.

This amount shall be due and payable as follows:

- Two thirds of each project component prior to its commencement;
- Balance due for each project component upon delivery of the component report.

All fees are net of any taxes or other fees Client shall be liable to pay by law for the services performed.

Additional Agency Services

Any pre-approved additional Agency services shall be estimated and billed on a project basis.

Shipping Costs

All shipping, express package or express mail charges incurred by Agency on behalf of the Client shall be billed to Client at cost.

Transportation, Lodging & Maintenance Expenses

Client agrees to reimburse Agency at cost for all pre-approved transportation, lodging and maintenance expenses incurred by members of Agency's staff while traveling to perform on behalf of Client.

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Administrative Expenses

The marketing research services fee shall compensate Agency for all ordinary administrative expenses including long distance telephone charges, fax charges, duplication charges and ordinary postage.

Initial Payment

An "Initial Payment" is required upon execution of this Agreement, after which the Agency will begin work. The Initial Payment required shall be equal to two thirds of the total billing value of the initial project components (qualitative surveys and American Traveler subset analysis) per agreement.

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JORDAN TOURISM BOARD NORTH AMERICA

REVISED RESEARCH PROPOSAL SPECIFICATIONS

(CONFIDENTIAL)

OCTOBER 27, 2015

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APPROACH & METHODOLOGY

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The revised program methodology and budget are summarized below.

Custom Primary Research (Qualitative):

Consumers

MMGY Global will conduct a total of four (4) consumer focus groups with ten (10) respondents each as summarized below. Respondents will be screened in accord with mutually-agreed criteria, and the groups will be conducted by a professional moderator in laboratory testing facilities. All proceedings will be videotaped for subsequent content analysis:

- Four (4) groups of leisure travelers who are interested in visiting the Middle East during the next two years:
  - Two (2) groups in New York City and two (2) groups in Toronto (or other North American locations, if desired).

- Topics to be covered include, but are not limited to:
  - Awareness and perception of Jordan and its attractions (location, challenges, safety/ security, perceptions, hospitality, repeat visits, etc.);
  - Overall interest in visiting Jordan;
  - Primary reasons for interest in visiting Jordan;
  - Primary obstacles to visiting Jordan;
  - Perception of Jordan as a leisure travel destination versus competitive destinations in the Middle East (Israel, Turkey, Egypt, Morocco, UAE, etc.).

Travel Trade

MMGY will also conduct focus groups with retail travel agents and 30-minute telephone interviews with key tour operators (Jordan Tourism Board to provide MMGY with a list of prospective tour operators and travel agents in both the US and Canada who book programs/trips to Jordan). All discussion guides and scripts will be approved by Jordan Tourism Board.

This aspect of the program will be implemented as follows:

- Four (4) groups of retail travel agents who are active bookers of leisure travel to the Middle East:
- Two (2) groups in one US city (TBD*) and two (2) groups in one Canadian city (TBD*).
  - One group in each city will consist of top ranked travel agents (by annual sales volume) and the second group will consist of travel agents who book fewer trips to Jordan in order to understand current barriers to additional bookings (Jordan Tourism Board will identify the ranking of travel agents to qualify for participation in these groups).
- In-depth telephone interviews with key tour operators (Jordan Tourism Board to provide MMGY Global with a list of top tour operators in both the US and Canada).
  - Twenty (20) interviews with US tour operators;
  - Ten (10) interviews with Canadian tour operators.

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The topics to be covered include, but are not limited to:

- Past experience booking trips to Jordan (size of traveling parties, length of trip, etc.);
- Future intentions of booking trips to Jordan;
- Perceptions of Jordan;
- Differences between booking trips to Jordan and booking multi-stop trips including
- Reasons for tourists booking trips to Jordan;
- Obstacles to converting tourists from interested to booking trips to Jordan;
- Type of traveler that is looking to visit Jordan/reason for visiting.

2015 Portrait of American Travelers Subset Analysis

MMGY Global will prepare a subset analysis of US adults who are interested in visiting the Middle East during the next two years as profiled in the MMGY Global 2015 *Portrait of American Travelers®*.

The MMGY Global 2015 Portrait of American Travelers® is a nationally-representative probability survey of 2,832 U.S. adults who have an annual household income of at least $50,000 a year. The sample includes 2,022 households with an annual income between $50,000 and $124,999; 652 households with an annual income between $125,000 and $249,999; and 158 households with an annual income of more than $250,000. The survey was conducted in February 2015.

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Custom Primary Research (Quantitative):

MMGY Global will conduct two (2) online surveys with pre-qualified respondents using the firm's proprietary AmeriLink™ survey tool as follows:

Survey of US and Canadian Leisure Travelers

- The survey will be approximately fifteen (15) minutes in length:
  - US leisure travelers (n=700)
    - Express an interest in visiting the Middle East during the next two-three years;
    - Reside top ten (10) U.S. DMAs;
    - Previously traveled internationally.
  - Canadian leisure travelers (n=500)
    - Express an interest in visiting the Middle East during the next 2-3 years;
    - Reside top five (5) Canadian DMAs;
    - Previously traveled internationally.
- Topics to be covered include, but not limited to:
  - Awareness and perception of Jordan and its attractions (location, challenges, safety/ security, misperceptions, hospitality, friendliness, repeat visits, etc.);
  - Past visitation/likelihood to return/reasons why/why not;
  - Reasons for interest in visiting;
  - Primary obstacles to visiting Jordan;
  - Perception of Jordan as a leisure destination as well as competitive destinations (Israel, Turkey, Egypt, Morocco, UAE, etc.);
  - Interest in visiting Jordan in the next two to three years/reasons why/why not;
  - Vacation planning/booking habits;
  - Media habits;
  - Demographics.

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TIMELINE & DELIVERABLES

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TRAVEL AND MISCELLANEOUS PROJECT EXPENSES

We also recommend a separate budget to fund authorized travel expenses incurred by members of the research team while traveling on behalf of the project, as well as any extraordinary expenses that may be authorized and incurred for additional interviews, the production of research materials, and/or other appropriate project-related expenses.

TIMELINE

The project will commence with the subset analysis from the *Portrait of American Travelers®* and simultaneous implementation of the focus groups (consumer and travel trade) and tour operator interviews. These components will be followed by fielding of the quantitative survey of both US and Canadian leisure travelers. The first phase of the project will commence upon MMGY's receipt of: 1) all materials to be provided by the Jordan Tourism Board, and 2) the required deposit. A proposed timeline appears at the end of this submission.

DELIVERABLES

Project deliverables will include:

- A written report with findings and recommendations in Word;
- An executive summary of the findings and recommendations in PowerPoint;
- Comprehensive Portrait of American Travelers subset report including an executive summary of the findings presented in PDF form;
- Digital recordings of the focus groups;
- A summary transcription of highlights from the tour operator interviews;
- SPSS file of survey responses (raw data);
- A presentation of the results and implications by a senior member of the MMGY Global Insights staff.

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PROJECT BUDGETS

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PROJECT BUDGETS

QUALITATIVE COSTS	
Consumer Groups (4)	$42,000
Travel Agent Groups (4)	$46,000
Tour Operator In-depth Interviews (30 @ $750 each)	$22,500
Qualitative TOTAL	**$110,500**

QUANTITATIVE COSTS	
Portrait of American Travelers® Subset Analysis	$17,000
Survey of Consumers	
Survey Design/Pre-testing	$4,000
Data Collection	$41,000
Data Analysis	$6,000
Report Preparation	$5,000
Total Survey of Consumers	**$73,000**

SUMMARY EXPENSE TABLE

MILESTONE	AMOUNT PAYABLE
Qualitative total	$110,500
Portrait of American Travelers® subset	$17,000
Quantitative total	$56,000
Travel and Miscellaneous Expenses	$16,500
TOTAL	**$200,000**

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TERMS

A deposit equal to two-thirds of the billing value of each project component will be required prior to its commencement, with the balance due upon presentation of the corresponding report.

Authorized travel and related expenses incurred by members of the MMGY Global staff while traveling on behalf of the Jordan Tourism Board will be billed in addition at cost in accord with the reimbursement guidelines of the Board.

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TIMELINE

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Jordan Tourism Board North America Project Timeline
MMGY Global

The recommended timeline for implementation of the project appears below, and assumes receipt of the information to be supplied by the Jordan Tourism Board and required deposits in accord with the proposed billing terms.

	Week 1	Week 2	Week 3	TG Week	Week 4	Week 5	Week 6	C Week	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
	Week Ending													
Project	11/6/15	11/13/15	11/20/15	11/27/15	12/4/15	12/11/15	12/18/15	12/25/15	1/1/16	1/8/16	1/15/16	1/22/16	1/29/16	2/5/16
POAT® subset														
Tour Operators Interviews														
Travel Agent Focus Groups														
Consumer Focus Groups														
Qualitative Study														

Please note that Thanksgiving Week (w/e 11/27/15) as well as Christmas week (w/e 12/25/15) are not included due to holiday scheduling.