



澳門特別行政區政府
 Governo da Região Administrativa Especial de Macau
 旅遊局
 Direcção dos Serviços de Turismo

Mr. Al Merschen
 Myriad International Marketing, LLC
 6033 W. Century Blvd. #900
 Los Angeles, CA 90045
USA

來函編號
 Sua referência

來函日期
 Sua comunicação de

發函編號
 Nossa referência

澳門郵政信箱三零零六號
 Apartado 3006 - MACAU

DST-1907683 /DM

04/09/2019

事由：
 Assunto

CONTRACT RENEWAL

Dear Al

I take great pleasure to inform you that your team has achieved the below KPIs score over the period of Aug, 2018 – July, 2019:

70% Qualitative	30% Quantitative	Score
56.99	24.80	81.79

Departments responsible:

-70% Qualitative – Destination Marketing, Tourism Research, Communication,
 Product & Incentive Program

-30% Quantitative – Tourism Statistics

Congratulations! In recognition of your successful achievement through dedication and commitment from your team in 2019, the service contract shall be renewed for the year of 2020 and 2021 together with a bonus award equivalent to half a month of the retainer fee of 2019 at USD12,800.00.

The proposed two-year service contract with Myriad International Marketing, LLC as MGTO representation office in the USA for the year of 2020 and 2021 will be renewed with the below suggested monthly retainer fee:

Monthly Retainer Fee for 2020	Monthly Retainer Fee for 2021
USD27,400.00	USD28,200.00

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旅遊局 格式一
 DST - Modelo 1

A-4 規格印件 2010 年 3 月
 Formato A-4 Imp. Mar. 2010



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Attached herewith for your consideration are the proposed terms in Chinese/Portuguese and with English for reference. Please take note that the English version is only a translation from the Chinese/Portuguese version. If there is any inconsistency or ambiguity between the two aforementioned versions, the Chinese/Portuguese version shall prevail. I would like to draw your attention to the newly-added clause in Article 3, which we have it underlined and written in bolded letters for your easy reference. The amendment is made with the adding of the Macao International Travel (Industry) Expo (MITE) into the contractual term.

Should you accept the contract renewal for the year of 2020 and 2021, you are required to provide a guarantee deposit of 4% based on the total contract value. This guarantee deposit will be fully refunded upon completion of the service.

Starting from 2020, there will be adjustments in the scoring combination on the "Quantitative – Tourism Statistics", which contributes to the 30% of the total KPI score. Major change was made on the percentage allocated for statistics to be collected from Visitor Arrival, Overnight Stay and Overnight Guest for Mainland China and Hong Kong, which gives a more realistic approach towards the calculation of KPI scores for these two markets. In addition, the scale for measuring scores on different percentage change has also been adjusted (please see attached copy of new and old scoring schemes for reference). I would like to inform that a new KPI rewarding scheme will also be introduced in 2020, details will be shared with you later in IMM 2020.

In the meantime, we look forward to receiving your confirmation of acceptance on or before 11:00 a.m. on 10th September by email to marketg@macaotourism.gov.mo or by fax to +853 2833 7903 to allow us to proceed with the necessary procedures.

Sincerely yours

Maria Helena de Senna Fernandes
Director, Macao Government Tourism Office

Encls.
CVg/--

100% 環保再造成紙 · Paper recicladado