

MARKETING PLAN FOR THE YEAR 2009

| | Description | Performing party | Planned date | Estimated costs |
|----------------|--|------------------|----------------|--|
| Russia | | | | |
| 1. | Russian version of European Quartet website Status: postponed | Czech Republic | 2009 | 2 000 EUR |
| 2. | Workshop – Vladivostok and Chabarovsk Status: Done | Slovakia | October 2009 | 15 000 Real cost: 15 000 EUR |
| 3. | Road-show in Moscow and the area (Moscow, Vladimir, Kostroma, Jaroslavl) Status: Done | Poland | September 2009 | 10 000 EUR Real cost: 9 500 EUR |
| 4. | Intourmarket trade show Status: Done | Czech Republic | March 2009 | 68 000 EUR Real cost: 62 000 EUR |
| 5. | Fam trip Status: postponed | Slovakia | 2009 | 10 000 EUR |
| 6. | Workshop and presentation on spa and health tourism – Moscow Status: Done | Hungary | November 2009 | 25 000 EUR Real cost: 25 000 EUR |
| USA | | | | |
| 7. | E-learning system operation Status: fulfilled | Poland | 2009 | 15 000 EUR |
| 8. | Promotion of e-learning system Status: contract signed No financial payment, fulfillment – in 2010 | Czech Republic | 2009 | 20 600 EUR |
| China | | | | |
| 9. | COTTM trade show Status: Done | Hungary | April 2009 | 65 000 EUR Real cost: 64 000 EUR |
| 10. | Road-show Quanzhou and Beijing Status: Done | Poland | April 2009 | 10 000 EUR Real cost: 10 000 EUR |
| Japan | | | | |
| 11. | Fam-trip for tour operators Status: Done | Poland | December 2009 | 15 000 EUR Real cost: 8 000 EUR |
| Asia | | | | |
| 12. | ITB Asia Status: Done | Poland | October 2009 | 45 000 EUR Real cost: 29 500 EUR |
| General | | | | |
| 13. | European Quartet website Status: Partially done Contract concluded, pre-payment for 2010 | Czech Republic | 2009 | 5 000 EUR Spent cost: 3 000 EUR |
| 14. | Statistical brochure | All | 2009 | 0 EUR |
| TOTAL | | | | 241 000 EUR |