



## GENERAL SALES AGENT REPORT #2

TO: NATIONAL OLYMPIC COMMITTEES

FROM: Greg Harney and Francisco Campo, Global Sports Partners

RE: Recent Visit to Beijing and BOCOG Ticketing Agreements

DATE: November 28, 2006

CC: Don Williams, Cartan Tours  
Julie Jentges-Adams, Cartan Tours  
Jim Page, Cartan Tours Beijing Office

First of all, congratulations to those National Olympic Committees (NOCs) who have survived participating in both the Central American and Caribbean Games as well as the South American Games this year. What an accomplishment that was for your athletes, coaches and NOCs! We had the privilege of being at both Games and were quite impressed with your teams' performances. And its now hard to believe that Rio 2007 is less than a year away!

We just recently returned from Beijing and Hong Kong, China where we met with several Beijing Olympic Organizing Committee officials (BOCOG) and wanted to give you a quick update on this trip as well as several other items of interest.

While in Beijing we met with BOCOG ticketing, housing and NOC officials. ***As many of you are aware, BOCOG has distributed the Ticketing Agreements to the National Olympic Committees (4 sets) and requested that they be returned to BOCOG this month.*** The actual deadline was 15 November but very few NOCs returned any agreements on time. However, we are pleased to announce that Cartan Tours was the first GSA to turn in completed agreements and it was duly noted by BOCOG. Hopefully this will result in some sort of favor for all of us down the road!

In this regard, several of the agreements that we have received from NOCs did not have the sub-agent information completed and/or signed. We have since contacted the respective travel agencies directly to attach their signatures to the agreements and will be mailing these documents to BOCOG next week (which has their approval to do so).

If you have not yet received any agreements from BOCOG, please contact Lily at BOCOG NOC Services immediately by email [lijia@beijing2008.cn](mailto:lijia@beijing2008.cn) so that BOCOG can send you new agreement booklets. If you have received these agreements, we need for you to send all four booklets to our attention at our Los Angeles office as soon as possible. Please make certain that besides the signature and seal from the NOC that page 30 is signed by your sub-agent.

Once we receive these agreements we will subsequently deliver them to BOCOG who will sign them concurrently with the IOC. Its anticipated that NOCs will receive a fully executed copy of the agreement directly from BOCOG after the first of the year. These agreements are required by BOCOG before we can begin the ticket ordering process on your behalf so the sooner you can get these agreements to us the better.

For those NOCs that have already sent these agreements, or hand delivered them to us at the recent CANOC meetings in the Bahamas, we truly appreciate your efforts in getting them signed so quickly. As we previously mentioned, BOCOG was quite impressed with the Cartan Tours/GSP NOCs!

***In regard to tickets***, BOCOG has indicated that the Ticket Sales Guide (i.e. the exact description of events and time schedules) should be available any day now and that the actual ticket ordering guide (i.e. the electronic disk used to physically order tickets) will be made available to GSAs (i.e. Cartan Tours ) in mid-to-late December.

The initial ticket orders then need to be received by BOCOG in January/February of 2007 with initial allocations received from the organizing committee in March and/or April of 2007. Like previous Games the ticket ordering process will continue right up until the start of the Games.

***We also received an initial allocation of hotel rooms from BOCOG.*** While we are grateful to BOCOG for whatever rooms they can assign to us, we were a bit disappointed that our initial allocation was for just 45 rooms particularly since Cartan Tours now represents 20 plus NOCs. However, in speaking with BOCOG NOC Services, they indicated that we should be receiving more rooms once they become available during the final allocation process.

The good news is that these rooms are in the prime Wang Fu Jing area of Beijing (the central shopping district near Tianamen Square) and just minutes away from the official IOC and NOC hotels. Specifically we have been assigned rooms at the Prime Hotel (5-star property) and the Novotel Peace Hotel (4-stars). Therefore, let us know if you will need rooms at these properties for your NOC personnel (i.e. officers) before we make them available to the general public.

We are also happy to report that Cartan Tours has just about finalized its extensive sales brochure for the Games. Its distribution has been delayed because we have not yet received specific ticket information from BOCOG plus have been waiting for our NOC hotel allocation. We will also be producing a ticket events-only brochure which will be distributed through the various sub-agents in your country that we have partnered with through your NOC. These brochures will be available prior to 3 April 2007 when worldwide public ticket sales begin.

**In this regard, in order for the brochure to be finalized, we immediately need all NOCs to send a high-definition logo (300dpi) to Cartan Tours so that it can be included in this initial brochure. The brochure is scheduled to be printed on 5 December so we need to receive prior to Monday 4 December. Please send it directly to [juliej@cartan.com](mailto:juliej@cartan.com) . We could also use specific bank information for each NOC if you have not already sent it to us.**

Some additional news to share with you as it relates to the Beijing Games:

- The dates of the Chefs de Mission meeting are confirmed for August 6-10, 2007. Global Sports Partners and Cartan Tours plan to be in Beijing at this time as well.
- The IOC and BOCOG has decided to retain the Attache accreditation for the 2008 Games. GSP and Cartan would be honored to have a member of our staff serve in this role. We will follow-up directly with each NOC in this regard but in the interim we would recommend that you NOT have BOCOG appoint an attaché for you (if they so request) as we should be able to provide bilingual local assistance for your delegation.
- Mr. Jim Page has joined our team as the Director of our Beijing Office. He has been working in China and Hong Kong for nearly 15 years and is fluent in Mandarin Chinese. If your travels bring you to Beijing, please don't hesitate to contact him at [jimcpage@gmail.com](mailto:jimcpage@gmail.com) or via his mobile telephone number of 011-86-1360-102-4752. He would be happy to assist you or anyone from your NOC if they are traveling to Beijing and/or Hong Kong.
- In October, we completed a trip throughout the Caribbean where we were able to meet with the U.S. Virgin Islands, British Virgin Islands, Puerto Rico, Dominican Republic NOCs and/or Travel Agencies. We are anxious to come visit all of our NOC partners so please let us know what dates in 2007 would be good for you and your travel agency to do an official announcement about the Beijing ticket and travel program. In fact, we would be more than willing to plan our trip in an around an NOC event or meeting and would make ourselves available to speak and/or present at any of your functions.

As you can probably sense, in many ways, the 2008 Olympic Games have begun! These next few months will be extremely busy for us as we work with each NOC on ticket projections to be submitted to BOCOG. However, we completely remain at your disposal and please don't ever hesitate to contact us via email ([gharney@gspartners.net](mailto:gharney@gspartners.net) and [fcampo@gspartners.net](mailto:fcampo@gspartners.net)) or through our mobile phones of 1.719.963.3699 (Harney) and 1.719.330.2268 (Campo – this is a new number and replaces his old number of 1.719-659.4504).

**Have a great Holiday season!**