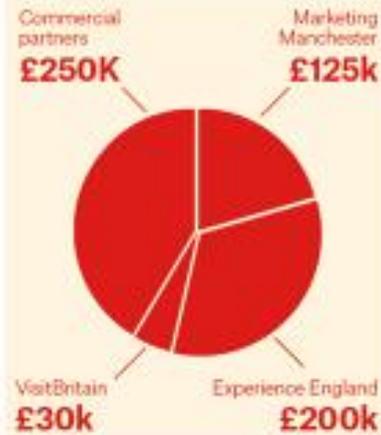


## Appendix 3: 2018/19 China Campaign Key Performance Indicators and Metrics

# China

### CAMPAIGN BUDGET



### RETURN ON INVESTMENT



### VISITOR WELCOME



### CAMPAIGN REACH

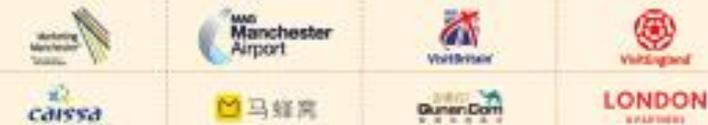


### B2B ENGAGEMENTS



### PARTNERS

#### Strategic



#### Destination



#### Member

