

MEMORANDUM OF UNDERSTANDING

between

THE STATE OF SOUTH CAROLINA, UNITED STATES OF AMERICA

and

THE STATE OF QUEENSLAND, AUSTRALIA

In keeping with the spirit of mutual cooperation, indicated by the Memorandum of Understanding signed on May 13, 1999 between the State of Queensland, Australia and the State of South Carolina, United States of America, both parties hereby execute an additional Agreement to explore and develop specific opportunities in tourism and promote tourism-related initiatives in their respective States.

Under the terms of this arrangement, the parties will, when agreed upon:

- Compare best practices regarding tourism as an industry and share information on programs and strategies which have produced demonstrated success in the promotion of tourism in the respective states;
- Exchange marketing information to include research and international marketing strategies;
- Exchange relevant information or research regarding product development, and pending availability, a cost benefit analysis for product development
- Promote sports development and share information on methods that sports can be better utilized in a comprehensive tourism marketing effort;
- Provide access to the appropriate authorities within the respective states to facilitate the development and implementation of strategic planning efforts in regard to tourism and sports; and
- Promote the development of eco-tourism and nature-based tourism in the respective states and share information on issues related to eco-tourism.

Additionally, when agreed upon, the parties will work towards the establishment of:

- A reciprocal tourism-curriculum, student exchange program that provides a qualified and deserving student from each state with the opportunity to enhance learning experiences;
- A reciprocal link between each state's tourism website;
- A state personnel exchange program providing direct learning and observational experiences in crisis communications, business retention, and heritage tourism development; and
- A reciprocal invitation to appropriate personnel to attend and participate in state-sponsored conferences on tourism and travel.

The parties may, by mutual agreement, vary this Memorandum to serve more effectively their respective interests.

The purpose of this Memorandum of Understanding is to identify and specify ways that the parties will work together towards increasing tourism activity and goodwill for the mutual benefit of the citizens of the respective states. This Memorandum shall not create legal rights and obligations between the State of Queensland and the State of South Carolina.

This Memorandum will be valid only to the extent permitted by the laws of the State of South Carolina of the United States of America, the State of Queensland, Australia and Australia. If any provision in this Memorandum shall be deemed invalid, illegal, unenforceable or unproductive, it is the intent of the signatories that the remaining portions of this Memorandum will not be affected or impaired thereby.

Both signatories reserve the right to terminate this memorandum at any time. Otherwise, this Memorandum will be in effect from the date of its execution and shall expire three years from the date of its signature.

IN WITNESS HEREOF the undersigned, being authorized by their respective Governments, do sign this Memorandum of Understanding in the City of Columbia, State of South Carolina, United States of America on the 29th day of March in the year 2000.

For the State Government
of Queensland
Australia

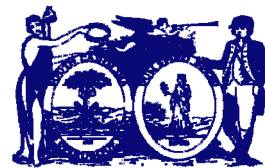
For the State Government
of South Carolina
United States of America

Peter Beattie
Premier

Jim Hodges
Governor



QUEENSLAND GOVERNMENT



STATE OF SOUTH CAROLINA