



For Immediate Release

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COSTA MESA TO JOIN ORANGE COUNTY DELEGATES IN CHINA

Costa Mesa, CA (October 4, 2013) – Representatives from the Costa Mesa Conference & Visitor Bureau will be traveling to China as partners of the Orange County Visitors Association this October. Costa Mesa will share information with Chinese tour and travel operators about tourism packages for Orange County.

The delegation will visit Beijing and Shanghai, meeting with top tour and travel professionals and announcing the opening of the Orange County Visitors Association office in Beijing. Press conferences will be held at the U.S. Embassy in Beijing and the U.S. Consulate in Shanghai.

According to the Office of Travel & Tourism Industries (OTTI), Chinese visitors to California totaled 677,000 in 2012 —a 44% percent increase from the previous year. Additionally, California held 46% of the total market share of China arrivals for 2012.

With continued growth in the Chinese economy, an increase in RMB exchange rates and the simplification of U.S. visa application procedures, the China to U.S. market shows great opportunity for tourism to Orange County. OTTI research illustrates shopping (87%) as the most popular activity amongst visitors from China while in the U.S.; dining in restaurants (78%) also received a high ranking in 2011.

“Costa Mesa is the home of designer shopping in Southern California with South Coast Plaza, a luxury shopping center featuring the most designer brands under one roof in the United States,” said Paulette Lombardi-Fries, President of the Costa Mesa Conference & Visitor Bureau. “Along with exceptional theater and concerts at Segerstrom Center for the Arts, it is the perfect destination for Chinese travelers looking for world-class shopping, arts and fine dining.”

To assist prospective visitors from China, the Costa Mesa Conference & Visitor Bureau has translated main pages of its website to Simplified Chinese - www.travelcostamesa.com/zh and updated its brochure (pictured right).



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About the Costa Mesa Conference & Visitor Bureau:

The Costa Mesa Conference & Visitor Bureau was established in 1995. The Bureau’s primary goal is to encourage leisure travel to Costa Mesa by engaging in marketing programs and events for the city of Costa Mesa. For more information on travel to the city of Costa Mesa, visit www.travelcostamesa.com. The Costa Mesa Conference & Visitor Bureau is a 501(c)(6) nonprofit organization.