

OCVA to Set Up Shop in India, Japan

■ By PAUL HUGHES

The **Orange County Visitors Association** is slated to open offices in Tokyo and New Delhi this week.

The group said the offices are intended to draw a share of the 1.7 million passengers who come from Japan and India to California annually.

Visitor counts have been rising from Japan and India in recent years, according to OCVA President **Ed Fuller**.



Fuller: “important to start influencing Indian travelers”

Japan’s economy is largely mature and has been a middling performer for years, but the island nation still accounts for about 1.45 million visitors to California each year.

India’s population of about 1.3 billion accounts for about 273,000 visits to California each year.

The country’s “burgeoning middle class and desire to see the world (means) it’s important to start influencing Indian travelers,” Fuller said.

OCVA promotes OC as a destination for domestic and international travel for its roughly 700 dues-paying members.

It now has seven overseas locations in five countries or regions—Shanghai and Beijing opened in 2013 and Dubai, Mexico City and Guadalajara opened in 2014. ■