

Destination | High-end destinations Southern California Orange County China market enters second-tier cities

Travel News Today

Tourism Association of Southern California from Orange County (Orange County Visitors Association or the delegation) in year 9 in China May 4 , held promotion cities, and brought the "Welcome" message to invite China to the world of high-end tourist destination, "Orange County (at The OC)". The delegation will be led by Mr. Ed Fuller , CEO of the Orange County Tourism Association , who will hold media meetings in Shanghai, Beijing, Hangzhou and Shenzhen, and meet with major travel agencies such as Ctrip. communicate with.

"The Orange County Tourism Association has been actively investing in China for 5 years. We feel that we really understand what Chinese tourists need to travel in California." Mr. Fu Yirong said: "This year's welcome promotion is our continued display to China's tourism partners. The services and opportunities offered by The OC are also something we can learn from their expertise to continue to do so, so that Chinese tourists feel at home in our area."

Members of the delegation include the Orange County Visitors Association , Visit Newport Beach, Visit Anaheim, and the Costa Mesa Tourist Office.), Hunt Huntington Beach, DisneylandCalifornia, Newport Beach Marriott Hotel & Spa, and Hilton Anaheim. The 2018 China Roadshow will be attended by eight tourism exhibition bureaus and hotel representatives, which is the fifth year of the group's marketing activities in China. Leisure tourism, small group tours and MICE tourism are still the focus of the Orange County Tourism Association's attention and promotion.

Fu Yirong, President and CEO of Orange County Tourism Association



In the past five years, the promotion of Orange County in the Chinese market has been fruitful, and China has become the number one overseas market in Orange County. From the end of this year to the present, the Orange County product range has increased by 130%. In the past three years with OTA such as Ctrip, online sales have increased by 30%-40%. After the establishment of the Guangzhou office last year, it increased investment in second-tier cities such as Shenzhen and Hangzhou. The WeChat public platform has been online with 200,000 fans.

Deng Qingling, Marketing and Sales Director, Greater China, Disney Destination

加州迪士尼乐园度假区



Disneyland Park is home to new and classic rides and entertainment, such as the Star Wars™ Launch Bay, the Pirates of the Caribbean, and the re-debut fantasy fireworks show (Fantasmic!). At Disney California Adventure Park, you can enjoy Soarin' Around the World, enjoy unparalleled entertainment and enjoy the live music of the Perseon Theatre, Frozen. Wonderful performances and experience the Galaxy Guard: The thrill of mission breakout, you will have the opportunity to be a hero and save the Galaxy Guard during the breakout! There are over 100 rides, shows and experiences not to be missed, but you The memories created here are almost endless, so please bring your family and friends to this place where your dreams come true!

Michel Dornach, Senior Vice President, Sales, Newport Beach Tourism Group



Located in a prime location on the pristine Pacific coastline, Newport Beach is the epitome of a casual and sophisticated lifestyle in Southern California. This idyllic seaside refuge is acclaimed for its natural beauty, and its picturesque scenery has nurtured its vibrant yacht community, stylish accommodation, eclectic coastal cuisine and world-class shopping. place. Excellent location, 45 miles south of Los Angeles and 90 miles north of San Diego, convenient for tourists. In this beautiful coastal city of California, local residents relish the history of the town, which was once the big screen star The resort is also the Eden of many contemporary movie stars and athletes. Small to medium-sized conferences will enjoy an endless experience in this coastal paradise. The indoor and outdoor meeting space is 200,000 square feet, and the temperature is suitable throughout the year, which is good for your team to carry out various outdoor activities.

Sofia Valdivia, Film and Travel Manager, Huntington Beach Tourism Board |



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With one of the largest beachfront rooms in the mile-wide pedestrian zone on the west coast of the United States, Huntington Beach is perfect for families, groups or couples. The Hyatt Regency Resort and Spa has an Andalusian style with two pools, a children's camp and five restaurants, where guests can enjoy unrivalled ocean views, sumptuous dinners and a variety of live entertainment. The Waterfront Beach Resort, a Hilton Hotel, has recently been completely refurbished, doubled in size and adds a sparkling new pool, fire pit and waterslide. Located in downtown Huntington Beach, the Kimpton Shorebreak Hotel is just a short walk from the iconic Huntington Beach Pier. The new luxury hotel, Paséa Hotel & Spa, offers guests a modern oasis experience, not only chic, but also offering Balinese-inspired spa treatments and breathtaking views.

Platinum Lombardi Fries, President of Costa Mesa Tourism



Costa Mesa, located in Orange County, is located between Los Angeles and San Diego, just a few minutes drive from the Pacific Ocean and is a world-famous art capital. The city of Costa Mesa is very informative, and in addition to its main artistic performances, special dining and an unparalleled shopping experience will keep you entertained. The South Coast Plaza is located in the heart of Costa Mesa, and many of the city's top hotels are within walking distance. The art stage is located at the Segerstrom Center for the Arts, where large-scale performances in Orange County are held. The Sigstom Art Center hosts performances by art legends, not only Placido Domingo, Tony Bennett and Lang Lang. At the same time, the art center will also have Broadway musicals, concerts and dance performances. The architecture of the Art Center itself is also spectacular, with stunning public sculptures and works of art on the 46,000-square-foot outdoor plaza.

"This promotion will be an important opportunity for each of our members." Jay Burress, CEO of the Anaheim Tourism Board and Chairman of the Board of Directors of the Orange County Tourism Association, said: "In the past 5 years, Orange County in China We have established a solid foundation. We have been eager to meet with travel agencies and travel agency partners. With them, we can show and share the story of Orange County to more Chinese tourists."

Since opening offices in Beijing and Shanghai in 2013, China has become the premier overseas source country for Orange County in Southern California. China is the largest overseas market for travel to California. In 2017, China's travel to California reached 1.4 million, and tourist spending reached US\$3.1 billion.

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CHINA TRAVEL AGENT

封面故事
一个二线城市旅行社老板凭什么一路开挂
成为中国最大民营旅行社总裁？
嘉华旅游 董事长 魏明

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为旅行社业者提供行业资讯

9-10
月

新趋势 新需求 新挑战
2018旅业交流沙龙 200人
2018年10月18日 厦门

9-10
月

邮轮分销论坛 200人
参会主要人群：邮轮分销商、批发商、邮轮公司
2018年9月19日 沈阳
2018年10月17日 西安

11
月

妙计特约之
2018定制旅游行业峰会 (上海)
参会主要人群：华东地区定制游及小包团机构、奢华旅游服务商、定制游辅助平台、地接社、海外用车平台、海外碎片化平台等
2018年11月 300人

12
月

2018旅行社行业颁奖盛典 (北京)
参会主要人群：华北地区出境旅游服务商、旅游局、在线旅游服务商、航空公司等
2018年12月 450人

2
月

2019旅行社行业发展高峰论坛 (武汉)
参会主要人群：全国在线旅游服务商、出境旅游服务商、二三线组团社
2019年2月27日-28日 1000人