

COSTA MESA

CONFERENCE AND VISITOR BUREAU



575 Anton Blvd., Suite 880
Costa Mesa, CA 92626



ANNUAL REPORT
FISCAL YEAR ENDING JUNE 2015







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CITY OF THE ARTS™

Surrounded by a richness in culture, shopping and dining, proximity to the Pacific Ocean and near perfect year-round climate, the *City of the Arts™* is in an advantageous position to attract both domestic and international guests when traveling to Orange County. The Costa Mesa Conference and Visitor Bureau (Bureau) aggressively markets the city as a desirable, overnight leisure destination focusing on the experiences of shopping, the arts and dining. Our branding campaigns extend across the western United States, and to exciting new territories including Vancouver, China, Mexico and the Middle East.

We live and work in a state where more than 200 million visitors traveled to in 2013. Over \$109.6 billion was spent in travel-related consumer expenses. California had the largest market share of domestic travel among all 50 states with leisure travel outpacing business travel. Over 6.5 million international travelers visited California and spent \$12.8 billion. International travel led to growth in passenger loads at California's airports.

The lodging industry within the state of California is very strong. Statewide occupancy in 2014 reached 72.8%, +3.1% and the average daily rate (ADR) was \$140.16, +7.3% from last year. Orange County experienced an occupancy rate of 76.7% in 2014 and an ADR of \$135.57, +6.5% from last year. Participating hotels within the Bureau saw an increase of 1.7% in occupancy and 6.6% in average daily rate in 2014.

Everyone in the community benefits from tourism. It's extremely valuable in adding jobs and tax revenues for local services. All segments of this industry including accommodations, food and beverage, shopping, attractions and entertainment greatly benefit from visitor spending. Travel spending in

2013 generated \$4.3 billion in state taxes and directly supported 965,800 jobs.

Hotel renovations and fantastic new dining options will continue to impress overnight guests visiting Costa Mesa. Product improvements include the Ayres Hotel & Suites' inspiring new lobby and business center. The Marriott guest will experience a refreshed, modern feel upon arrival in the lobby. The Westin South Coast Plaza is in the process of a guest room revitalization project due to be completed by May 2015. *The Art of Dining* is alive in Costa Mesa with exciting new restaurants to experience such as Pueblo, ST Patisserie and SusieCakes at The OC Mix. The famed Din Tai Fung at South Coast Plaza, Boathouse Collective, and classic Southern dishes at Social add to the superb dining diversity of our city.

The Bureau is excited to represent another hotel partner, the BLVD Hotel. As the fiscal year comes to a close, we will also be tapping into a new partnership involving Anaheim Resort Transportation. This transportation service will allow guests to visit the *Disneyland®* Resort while staying in Costa Mesa and enjoying shopping, dining and the arts.

Tourism doesn't just happen. It is strategic and thoughtful. The results are felt throughout the city and impact every one of us. Travelers need to become engaged in our destination through strategic and tactical branding of the *City of the Arts™*. As we realize our successes from this past fiscal year, the Bureau looks forward to building upon that momentum to attract more visitors both domestically and internationally.

Paulette Lombardi-Fries

President, Costa Mesa Conference and Visitor Bureau



The Costa Mesa Conference and Visitor Bureau is a nonprofit corporation formed in 1995 to market the city of Costa Mesa as a desirable overnight leisure destination in Orange County.

MISSION STATEMENT

The Costa Mesa Conference and Visitor Bureau enhances and promotes the destination brand experience, further increasing visitor spending for industry and community economic viability, sustainability and quality of life.

VISION STATEMENT

The Costa Mesa Conference and Visitor Bureau is the engaged destination marketing leader, supporting and selling the city's distinct visitor brand experiences and advocating community tourism benefits.





FISCAL OVERVIEW

BIA

Method and Basis of Levy

The proposed method and basis of levying the assessment against his or her business is set forth according to City of Costa Mesa Ordinance 95-9, and is as follows:

The BIA assessment will be used to fund the Costa Mesa Conference and Visitor Bureau. The Bureau will

fund marketing efforts to promote tourism in Costa Mesa and will sponsor related tourist events that benefit the hotel and motel businesses within the City.

The improvements and marketing to be funded by this assessment are outlined in the annual report.

Revenue

A three percent (3%) levy will be assessed against each of the 11 hotels listed in the annual report, based on the net revenue from the sale of overnight room stays.

Business owners shall pay the assessment to the Costa Mesa City Finance Department on a monthly basis. A penalty and interest shall be assessed on late payments.

New hotel and motel businesses that are interested in participating in the BIA should contact the City and the Costa Mesa Conference and Visitor Bureau.



BIA Participating Bureau Hotels

| Hotel Name | Property Address | Business Owner | Property Owner |
|------------------------------------|---|--|--|
| Avenue of the Arts Wyndham Hotel | 3350 Avenue of the Arts Costa Mesa, CA 92626 | Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626 | Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626 |
| Ayres Hotel & Suites | 325 Bristol Street Costa Mesa, CA 92626 | Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626 | Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626 |
| Best Western Plus | 2642 Newport Blvd. Costa Mesa, CA 92627 | James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627 | James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627 |
| Hilton | 3050 Bristol St. Costa Mesa, CA 92626 | Ashford TRS CM LLC 14185 Dallas Parkway Suite 1100 Dallas, TX 75254 | Remington Lodging & Hospitality LP 14185 Dallas Parkway Suite 1100 Dallas, TX 75254 |
| Crowne Plaza | 3131 Bristol St. Costa Mesa, CA 92626 | Brighton Management 1901 Main Street Suite 150 Irvine, CA 92614 | 3131 Bristol Property UC, LLC 2711 Centerville Rd. Suite 400 Wilmington, DE 19808 |
| Holiday Inn Express & Suites | 2070 Newport Blvd. Costa Mesa, CA 92627 | Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627 | Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627 |
| Marriott | 500 Anton Blvd. Costa Mesa, CA 92626 | Marriott International 10400 Fernwood Rd. Bethesda, MD 20817 | Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817 |
| Ramada Inn & Suites | 1680 Superior Ave. Costa Mesa, CA 92627 | B.D. Inns Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627 | B.D. Inns Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627 |
| Residence Inn by Marriott | 881 Baker St. Costa Mesa, CA 92626 | Marriott International 10400 Fernwood Rd. Bethesda, MD 20817 | BRE Select Hotels Corp. Dallas, TX |
| The Westin South Coast Plaza | 686 Anton Blvd. Costa Mesa, CA 92626 | Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817 | CJ Segerstrom & Sons c/o South Coast Plaza 686 Anton Blvd. Costa Mesa, CA 92626 |
| BLVD Hotel (joined late Feb. 2015) | 2430 Newport Blvd. Costa Mesa, CA 92627 | Hollywood Corner Inc. 2430 Newport Blvd. Costa Mesa, CA 92627 | Shyamal Patel 16609 Honeybee Dr. Tustin, CA 92782 |

Financial Summary

Fiscal Year 2014/2015

| Revenues | Actual 2014/2015 | Projected 2015/2016 |
|---------------|-----------------------|-----------------------|
| July | \$208,817.83 | \$212,994.19 |
| August | \$226,997.73 | \$231,537.68 |
| September | \$245,329.76 | \$250,236.36 |
| October | \$236,973.30 | \$241,712.77 |
| November | \$191,618.45 | \$195,450.82 |
| December | \$196,799.84 | \$200,735.84 |
| January | \$106,092.55 | \$108,214.40 |
| February | \$238,441.33 | \$243,210.16 |
| March* | \$177,174.87 | \$180,718.37 |
| April* | \$170,319.60 | \$173,725.99 |
| May* | \$209,313.88 | \$213,500.16 |
| June* | \$163,994.58 | \$167,274.47 |
| Total: | \$2,371,873.72 | \$2,419,311.21 |

*Projected numbers as BIA checks for these months have not been received.

Primary Expense Projections

Fiscal Year 2015/2016

| | |
|---|-----------------------|
| Total Marketing Expense | \$1,632,518.25 |
| Online marketing/International marketing/Display ads/Email marketing Familiarization tours/Promotions/Print advertising/Sponsorships Video production/Tradeshows/Brochures/Hotel marketing fund | |
| Total Employee Expenses | \$431,928.23 |
| Salaries/Payroll taxes/Workers' comp/Employee benefits Payroll services/Incentives | |
| Total Administrative Expenses | \$171,696.50 |
| City collection/Accounting audit/Mileage/Bank charges Dues & subscriptions/Insurance/Office supplies/Rent/Parking/Postage Telephone/Travel/Meetings & conferences | |
| Total Legal Expenses | \$100,000.00 |
| Total Expenses | \$2,336,142.98 |

Contingency Fund: \$500,000.00

This fund is set aside for natural disasters or unforeseen emergencies. This reserve would enable the Bureau to operate while the Board of Directors reassesses the budget and creates contingency plans.

THE IMPACT OF TOURISM

The tourism industry in California is having a record-breaking year and continues to be a strong economic driver for the state. Travel-related spending in 2013 reached a record high of \$109.6 billion, vs. \$106 billion in 2012. Local and state tax revenue equated to \$7.1 billion. Tourism-related jobs in California grew to 965,800 vs. 917,000 in 2012.

Orange County's numbers are equally impressive. Preliminary results for 2014 from the Anaheim, Orange County Visitor & Convention Bureau indicate visitors grew to 46.1 million, a 3.9% increase over 2013. Total visitor spending was \$10.7 billion in 2014, a 11.2% increase year over year.

In 2014, hotel occupancy rates in the state reached 72.8%, its highest point in over ten years. Average daily rate (ADR) was \$140.16, a 7.3% improvement compared to last year.

Bureau partner hotels achieved an overall occupancy in calendar year 2014 of 80.7%, up 1.7% from 2013. Average daily rate (ADR) was \$130.77, a 6.6% increase compared to 2013. Weekend occupancy reached 82.3%, up 2.4% and weekday occupancy reached 80.1%, up 1.5%. ADR weekend growth grew 7.8% compared to weekday growth of 6.3%.

Tourism benefits are felt right here in the city. The 11 partner hotels at the Bureau employ 1,020 people. Tax revenues directly related to tourism fund necessary local services and provide jobs. Transient occupancy tax (TOT) is the fourth-largest revenue generator for the City of Costa Mesa. According to the City's Adopted Operating and Capital Improvement Budget for Fiscal Year 2014-2015, \$7.7 million in TOT is projected to be collected from the hotels for fiscal year 2013-2014 compared to the \$7.3 million in fiscal year 2012-2013. The City is projecting a 5.0% increase in TOT revenue in 2014-2015.

Although hotels are in the most advantageous position when tourism flourishes, other segments also reap the benefits. This includes food and beverage, in-state flights and rental cars, shopping, attractions and entertainment segments. California is the number one travel destination in the United States. The Golden State has an abundance of riches, which include the most five-star beaches in the country, more restaurants than any other state, four of the world's top 25 amusement parks, and more of the top cities for theater arts performances than any other state.

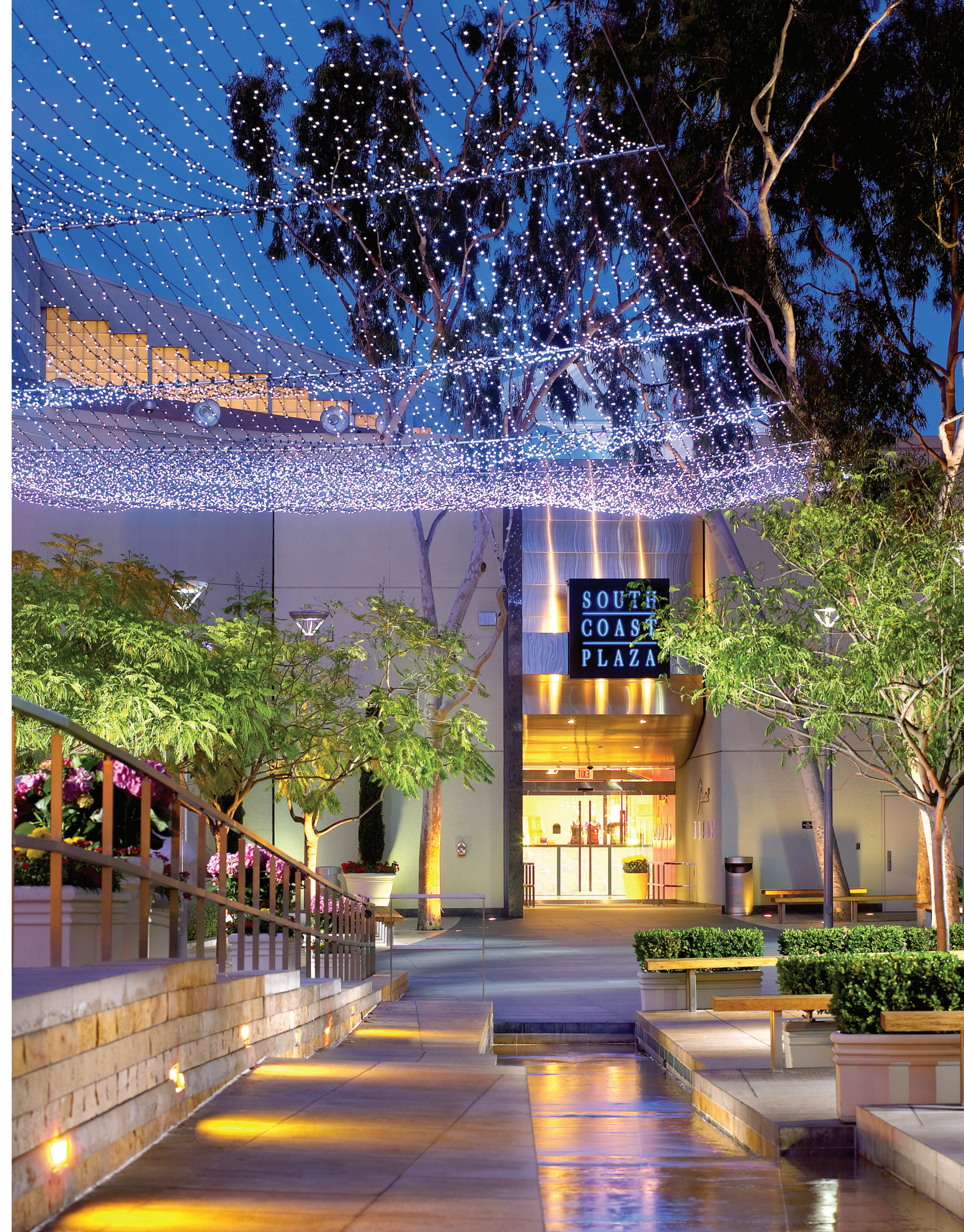
Actual and Calendar Year-to-Date

2014 & 2015

| 2014 Actuals | Occupancy | ADR |
|---------------|--------------|-----------------|
| Orange County | 76.7% + 2.8% | \$135.57 + 6.5% |
| *Costa Mesa | 80.7% + 1.7% | \$130.77 + 6.6% |
| California | 72.8% + 3.1% | \$140.16 + 7.3% |
| January 2015 | Occupancy | ADR |
| Costa Mesa | 74.9% + .3% | \$126.54 + .1% |

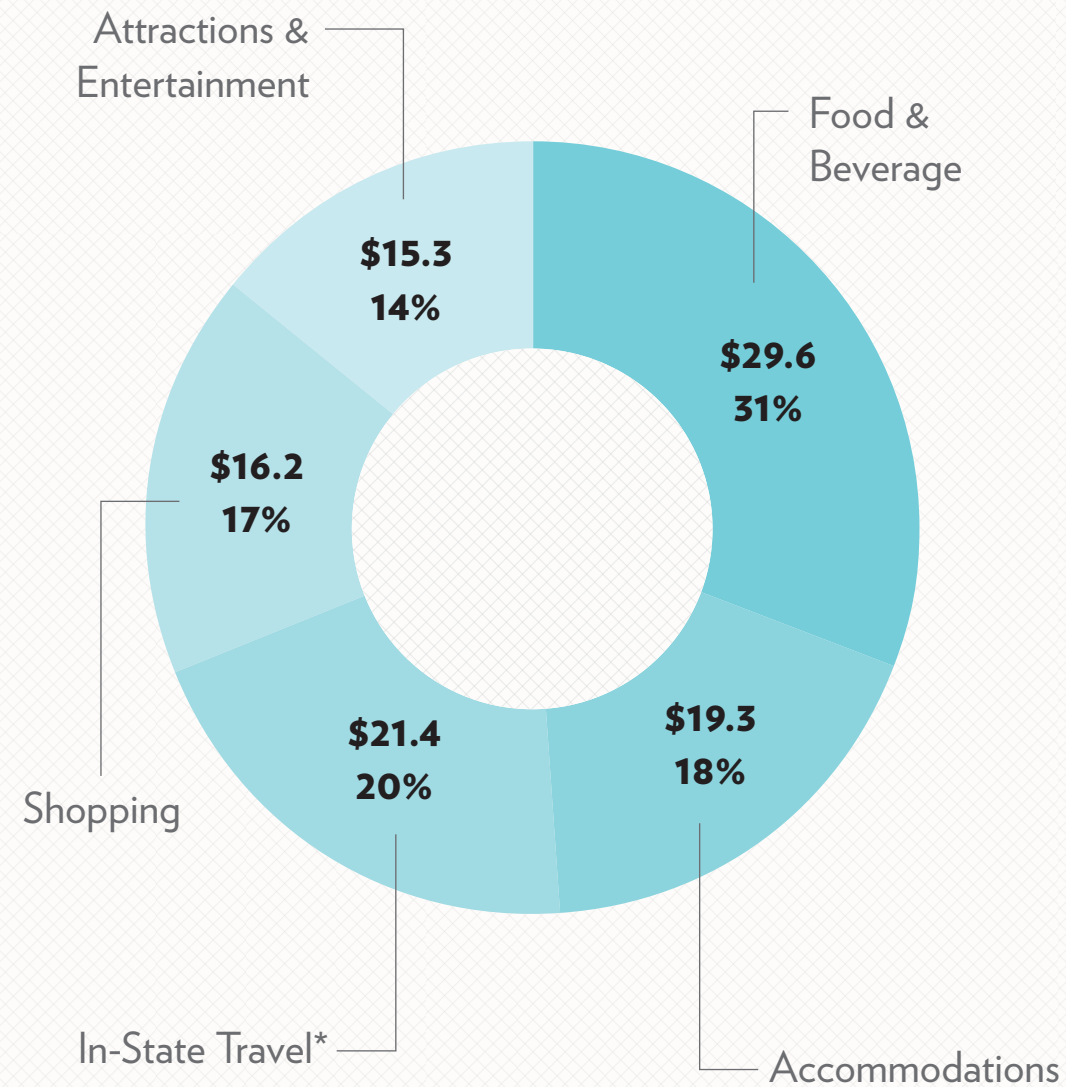
Costa Mesa and CA numbers provided by Smith Travel Research, Inc. (STR).

*Costa Mesa numbers reflect nine hotels that provide results to STR.



VISITOR SPENDING BY INDUSTRY SEGMENT (in billions)

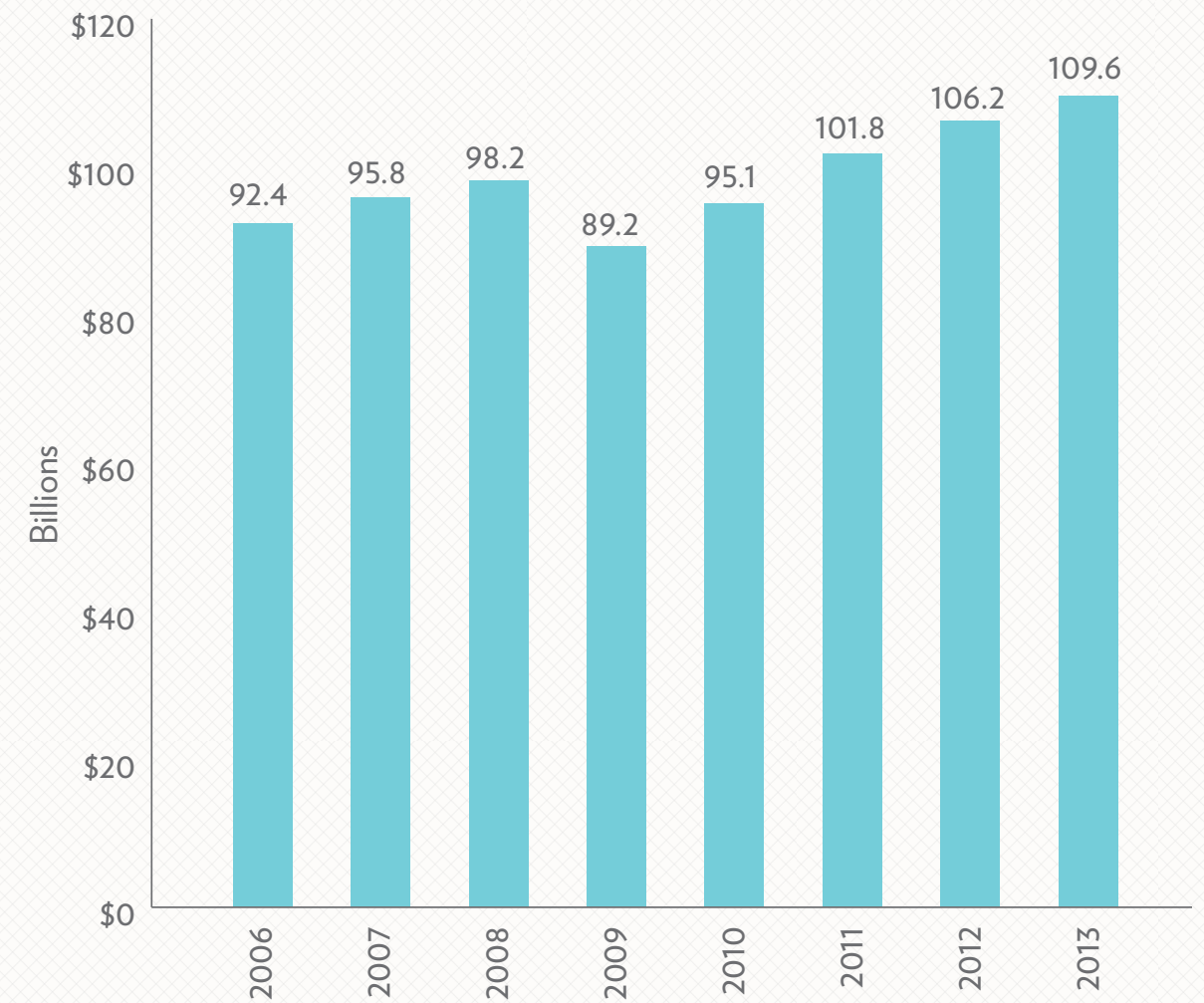
All segments of California's tourism industry benefit substantially from visitor spending in the state.



Source: Visit California, fiscal year 2013/2014. *Includes in-state flights and rental cars.

SPEND HISTORY ACTUAL AND CALENDAR YEAR-TO-DATE (in billions)

Travel-related visitor spending in California reached a record \$109.6 billion in 2013. This is the highest number in both real and inflation dollars since 1992, when data tracking began.



TRAVEL NEWS UPDATE

U.S. Travel News

The impact of the travel industry is remarkable, and many do not understand that it is a major economic driver that supports millions of jobs in this country. Travel is among the top 10 industries in the United States relating to employment according to the U.S. Travel Association. Almost 15 million jobs are supported by the travel industry in the U.S. Over \$2 trillion in spending related to travel generated close to \$134 billion in tax revenue for federal, state and local governments.

Three out of four domestic trips taken in 2013 were for leisure purposes. Leisure travel by domestic and international travelers equated to over \$621 billion in 2013. Visiting family and friends, shopping, dining and beaches were the top five leisure activities for domestic travel.

The United States welcomed over 69 million international travelers to the U.S. in 2013, making it the number two most-visited to destination behind France, according to World Tourism Rankings. Thirty-two million were from overseas markets and 37.7 million were from Canada and Mexico. U.S. Travel reports overseas arrivals represent 46% of all international arrivals and yet contribute to 79% of total international travel receipts. Travel is the third-largest overall U.S. export and grew more than three times faster than other exports in 2013. The Los Angeles Times reported that \$222 billion was spent in 2014. International guests spent \$215 billion in 2013.

International guests stay longer when visiting the U.S., with an average of 17 nights and \$4,500 in spending. Shopping is ranked as their top leisure activity. Sightseeing, fine dining, visiting national parks, and museums and art galleries round out the top five preferred activities.

The UN World Tourism Organization forecasts that 1.7 billion people will be traveling around the world by 2020. International travel grew 59% since 2000 as a result of demographic and economic trends. Ernst & Young estimates that the middle class will grow to 3 billion people within the next 15 years, resulting in spending of \$56 trillion by 2030.

In 2012, the federal government created the National Travel and Tourism Strategy, aimed at attracting 100 million international visitors to the U.S. by 2021. The U.S. will compete with countries such as Australia, Mexico and Canada, who spend over \$100 million on travel promotion, as well as other parts of the world such as Europe and the Asia-Pacific region, who invest over \$1 billion to attract visitors.

Brand USA, which was created in 2010, is the first-ever destination management organization for the U.S. Their goal is to increase international visitation and grow global travel share to the U.S., creating American jobs. Funding is provided by foreign visitors and the travel industry without any federal taxpayer funds. Revenue is derived from the Electronic System for Travel Authorization (ESTA), an automated system used to determine the eligibility of visitors to travel to the U.S. under the Visa Waiver Program. Brand USA's budget was \$125 million in 2014.

The hotel industry, according to STR, Inc. (Smith Travel Research, Inc.) stated that 2014 was a great year for hotels. Average daily rate and revenue per available room (revpar) were the highest ever recorded. Occupancy was 64.4%, up 3.6% and average daily rate was \$115.32, up 4.6%. Expectations for 2015 are even stronger, with predictions of occupancy growing more than 5% and revpar growing 6.4%.

Overseas Visitors

To Select U.S. States and Territories 2012 – 2013

| 2013 Rank | Destination (State / Territory) | 2012 Market Share | 2012 Visitation (000) | 2013 Market Share | 2013 Visitation (000) | Volume Change (%) |
|-----------|---------------------------------|-------------------|-----------------------|-------------------|-----------------------|-------------------|
| 1 | New York | 31.3 | 9,315 | 30.6 | 9,804 | 5% |
| 2 | Florida | 22.1 | 6,577 | 22.5 | 7,209 | 10% |
| 3 | California | 20.2 | 6,012 | 20.2 | 6,472 | 8% |
| 4 | Hawaii | 9.5 | 2,827 | 9.9 | 3,172 | 12% |
| 5 | Nevada | 9.3 | 2,768 | 9.1 | 2,915 | 5% |

(1) Excludes Canada and Mexico.

Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office.

Release Date: June 2013.

Top Five High-Growth Markets

Through 2017 (forecasted)

| Origin of Visitor | Arrivals % Change 2017 vs. 2012 |
|-------------------|---------------------------------|
| China | 154.7% |
| Saudi Arabia | 87.4% |
| Brazil | 55.1% |
| Argentina | 42.9% |
| Taiwan | 36.4% |

Source: U.S. Travel Association 2014.

Trends in Travel

MMGY Global tells us increased consumer confidence in personal finances led travelers to plan more vacations. A national survey revealed 60% of travelers plan on taking a leisure trip within the next six months vs. 56% in 2013. Millennial spending will increase 6%, families traveling with children 5%, and seniors will spend 33% more. More than 60% of leisure travelers said that budget was the most influential factor in determining a travel destination, but that they are willing to pay more for a unique travel experience. Food-inspired travel will grow 30% compared to 2014. A Choice Hotels International travel trend survey for 2015 indicated Americans plan to spend 8% more on leisure travel.

According to Travel Facts and Statistics from the U.S. Travel Association, fewer adults are traveling with children. In 2012, 26% of domestic leisure travelers traveled with children under the age of 18 compared to 31% in 2008. However, when talking about multi-generational travel, the intent to travel with extended family is on the rise – 35% of grandparents are inclined to pay for these trips vs. 25% of parents. Among parents and grandparents traveling, 50% of these vacations are multigenerational. Children in this category influence the destination selection by over 60%.

So who is traveling for pleasure? According to the U.S. Travel Association, the average leisure traveler is 47.5 years old. Mature travelers make up 36% of leisure travel

volume, 18% are 65+ as is 55-64. Nearly two in ten are 45-55 year olds, 17% are 35-44, 20% are 25-34 and 8% are 18-24.

In 2015, the Millennial generation will outnumber the baby boomers for the first time based on U.S. Census Bureau statistics. A Millennial is defined by Neil Howe and William Strauss, authors of the 1991 book *Generations: The History of America's Future 1584-2069*, as individuals born between 1982-2004. Millennials will grow to 75.3 million compared to 74.9 million boomers. Generation X is projected to outnumber the boomers by 2028. Millennial spending is growing fast, up 20% in 2014, well above the average household income and they make up the largest segment of leisure travelers.

It is estimated that each American driver stands to save \$452 on gasoline in 2015, states Bankrate.com. But, that doesn't mean those traveling by air will see cost savings. Airlines will save billions this year and will likely pay down debt and reward stakeholders. Demand is strong for travel, and airplanes will become more crowded. As cited in U.S. Travel Outlook, international air traffic to and from the U.S. had 197.3 million passengers in 2014, an overall 7% increase from 2013, creating a new record.

Domestic Travel

The forecast for total and domestic leisure travel in 2015 is an increase of 2.3%, according to the 2015 Tourism Economic Outlook Report. Domestic leisure travel to California will outpace business travel. Six states account for nearly half of non-resident leisure visits and one-third of the non-resident spending: Nevada, Arizona, Utah, Colorado, Oregon and Washington. But, 78% of U.S. leisure visits to the state are from California residents, who account for 60% of spending. San Francisco Bay Area, Los Angeles, San Diego and Orange County make up two-thirds of travel revenue within the state. Visit California research indicates average length of stay visits and spend increase with distance traveled. For example, in-state visits average 2.3 nights, while primary Western states mentioned above

spend 3.5 nights. Those within the state spend about \$320, while those from the primary Western states spend \$411. California still remains the number one travel destination in the U.S.

The Bureau continues to market to overnight, leisure, transient business. Our feeder markets include Los Angeles, Phoenix, Las Vegas, San Francisco, Seattle, San Diego, Palm Springs and the Inland Empire. This past fiscal year we have added the markets of Denver, Portland and greater Chicago areas. Markets that directly fly into John Wayne Airport, Orange County and the drive market will continue to be a priority. Our market outreach will continue to include, but is not limited to, social media, email blasts, banner ads, elevator communication, newsletters, and print.

Most Popular Places to Visit in the United States

| |
|---------------|
| 1. California |
| 2. Florida |
| 3. Nevada |
| 4. Texas |
| 5. New York |

Source: Business Insider; A Detailed Look at How Americans Travel Within the U.S.

Annual Domestic Leisure Trips to California

(annual % change)

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|----------------------------|--------------|-------------|-------------|-------------|-------------|
| TOTAL | 6.8% | 4.4% | 2.3% | 2.2% | 2.3% |
| California | 7.6% | 4.4% | 2.3% | 2.2% | 2.2% |
| Primary Markets | 6.6% | 3.1% | 3.0% | 2.8% | 3.1% |
| Arizona | 6.4% | 3.5% | 2.4% | 2.6% | 2.9% |
| Nevada | 9.8% | 4.7% | 2.5% | 2.9% | 3.1% |
| Oregon | 4.6% | 3.7% | 2.6% | 3.4% | 3.7% |
| Washington | 4.7% | 3.3% | 2.9% | 2.1% | 2.6% |
| Utah | 5.8% | -0.9% | 5.0% | 2.9% | 3.2% |
| Colorado | 5.4% | 0.9% | 4.5% | 2.8% | 3.5% |
| Opportunity Markets | 8.1% | 4.0% | 2.2% | 1.4% | 2.5% |
| Texas | 9.6% | 2.0% | 4.0% | 1.6% | 3.0% |
| New York | 7.3% | 7.4% | 0.4% | 0.5% | 1.8% |
| Illinois | 6.7% | 3.5% | 1.6% | 2.1% | 2.3% |
| Rest of U.S. | -0.5% | 6.6% | 1.1% | 1.4% | 1.5% |

Source: Tourism Economics. Historical sources: DKSA, TNS Global.

Note on volatility of historical data and treatment in forecast: Due to smaller sample sizes and relatively smaller visitor volumes in absolute terms, the historical data of origin markets tend to be more volatile than total visitor volumes.

International Travel

The world's population now takes more than 1 billion trips a year, thanks to a growing middle class. California welcomed over 15 million international travelers in 2013, who spent \$21.8 billion. The visitation forecast in 2014 is +3.9% and spending is expected to grow 8%, according to Visit California. International visitors are the state's most valuable tourists as they stay the longest and spend the most while visiting.

International visitation (air travel only) shows California as the number one destination for Chinese visitors, spending more than any other visitor to the state. California's market share from China, as reported by Visit California, is over 45%. As more direct flights become available and disposable income rises, the state is expected to see the largest growth potential from

China within the next two years of over 15%. Canada is the second largest international market (traveling to California) followed by the United Kingdom.

Over the past fiscal year, the Bureau continued to partner with Visit California and Orange County Visitors Association (OCVA) marketing the *City of the Arts™* to China and Mexico. In October of 2014, we visited the Middle East for the first time with OCVA. Our branding message under the OC and Visit California umbrellas enables us to receive exposure in markets we would not be able to reach on our own. The Bureau also continues to market the *City of the Arts™* to Canada, specifically Vancouver, as we focus our outreach to guests flying into John Wayne Airport, Orange County.

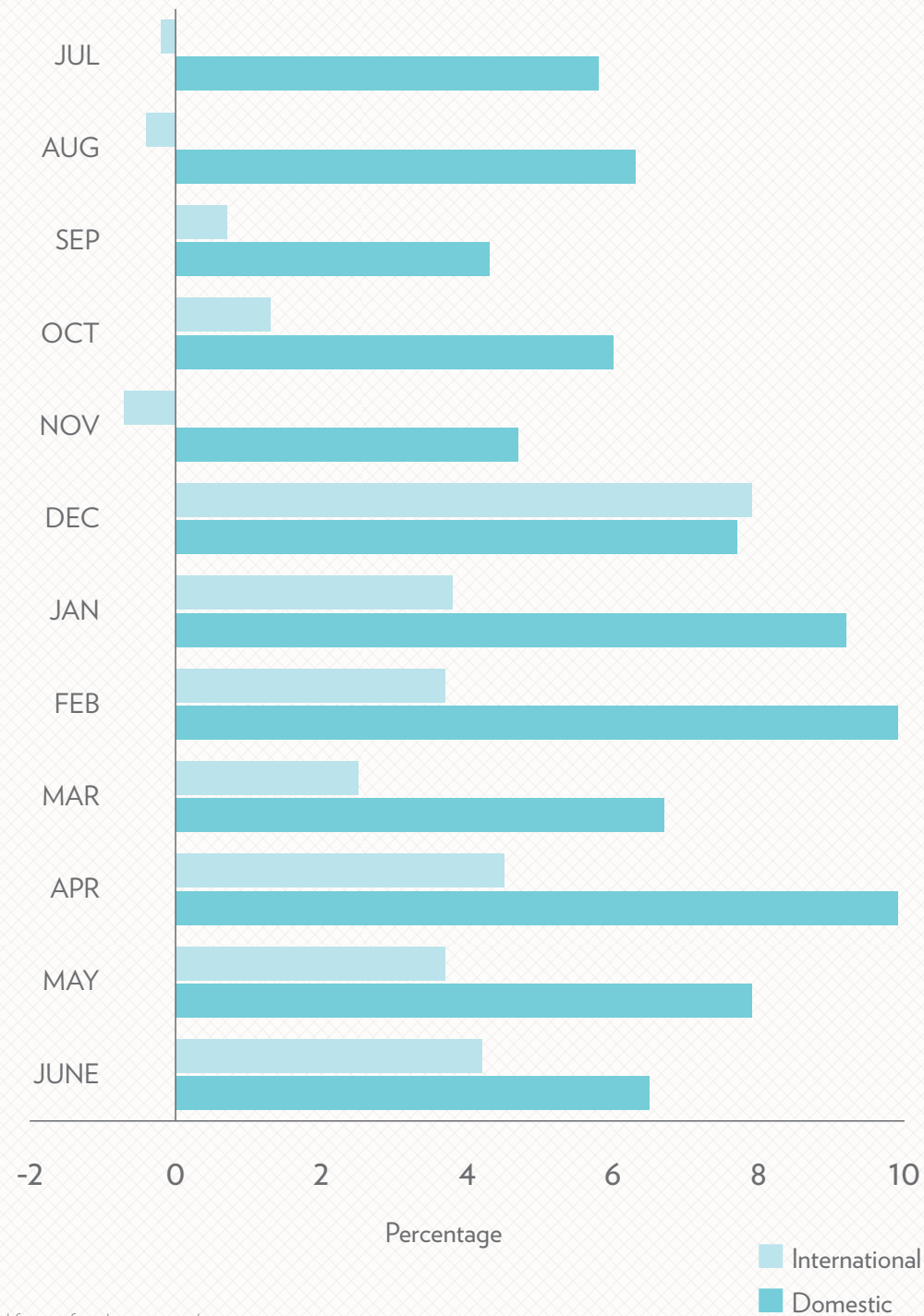
Annual International Leisure Trips to California

(Annual % Change)

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| TOTAL | 9.1% | 5.5% | 4.5% | 4.4% | 4.3% | 5.9% |
| China | 34.8% | 36.8% | 16.7% | 18.6% | 17.8% | 16.0% |
| Canada | 6.4% | 3.6% | 4.0% | 4.1% | 4.3% | 4.2% |
| Mexico | 8.5% | 3.5% | 4.1% | 4.7% | 5.3% | 5.5% |
| Australia | -2.2% | -0.8% | 2.8% | 3.9% | 4.9% | 5.5% |
| United Kingdom | -3.0% | -1.9% | 0.4% | 1.7% | 2.0% | 2.6% |
| India | 8.7% | 8.1% | 8.7% | 9.5% | 10.0% | 11.2% |
| Japan | 5.4% | 7.0% | 4.3% | 5.1% | 5.8% | 6.0% |
| South Korea | -0.5% | 1.3% | 3.8% | 4.7% | 6.1% | 6.8% |
| Germany | 3.1% | 1.8% | 4.1% | 4.3% | 4.5% | 4.3% |
| France | 17.0% | -14.1% | 0.3% | 1.3% | 2.0% | 2.4% |
| Scandinavia | 4.5% | 2.2% | 0.9% | 1.4% | 1.8% | 2.3% |
| South America | 19.9% | 17.7% | 8.1% | 9.4% | 11.1% | 12.4% |
| Rest of the World | -4.9% | 2.5% | 4.3% | 4.6% | 5.6% | 6.3% |

CALIFORNIA AIRPORT TRAFFIC

FY 2013/2014



Source: Visit California, fiscal year 2013/2014.



John Wayne Airport, Orange County

Jan - Dec 2014

| Domestic Statistics | Year-to-Date | % change |
|---------------------|--------------|----------|
| Total Passengers | 9,386,033 | 1.7% |
| Enplaned passengers | 4,681,292 | 1.8% |
| Deplaned passengers | 4,704,741 | 1.6% |

| International Statistics | Year-to-Date | % change |
|--------------------------|--------------|----------|
| Total Passengers | 276,733 | -26.7% |
| Enplaned passengers | 139,285 | -26.7% |
| Deplaned passengers | 137,448 | -26.8% |

Source: John Wayne Airport, Orange County. Interjet discontinued service in July 2014 from Mexico City and Guadalajara.

Average Length of Stay (ALOS) and Spend Grow With Distance Traveled

| Destination | ALOS | Spend/Trip |
|------------------------|------|------------|
| Overseas | 12.2 | \$1,940 |
| Canada | 9.9 | \$1,396 |
| Mexico Overnight | 7.4 | \$950 |
| U.S. Long Haul | 4.9 | \$860 |
| Primary Western States | 3.5 | \$411 |
| In-State | 2.3 | \$320 |

Source: U.S. Department of Commerce; Stats Canada; CIC Research, Inc.; TNS TravelsAmerica.

China



“More and more ordinary Chinese are putting tourism expenses on their list of priorities,” states Ge Lei, a marketing manager in China CYTS Tours Holding Company. Skift reports that Chinese tourists spent nearly \$165 billion overseas last year, a 28% increase over 2013.

In 2014, President Obama announced Chinese citizens traveling to and from the U.S. on short-term business and tourist travel will have an option to obtain 10-year visas. With this new policy, it will make it easier for

tourists in the fastest-growing outbound tourism market to visit the U.S. It is also expected to drive a number of repeat visitors to the U.S., increasing the Flexible Independent Travel (FIT) segment.

California is the number one U.S. destination for the Chinese visitor. When they visit, they spend three times the amount of visitors from the United Kingdom and Japan, which are the number two and three overseas markets for California. Top spending categories include accommodations, entertainment, food and beverage and shopping, according to the U.S. Department of Commerce CIC Research, Inc. Hall & Partners reported in 2012 that the top California features are *Disneyland® Resort*, Hollywood and Universal Studios. During the Visit California Outlook conference in February, it was stated that the Chinese are fond of the Golden State and like to associate themselves with California. An interesting example of this is that there are 270 registered company names in China with the word California, or California- related city names, in them.

| Key Stats | 2013 (Projected) | YOY Change |
|--|------------------|------------|
| Visitors to California | 819,000 | 22.0% |
| Visitor Spending | \$2 billion | 17.4% |
| Market Share | 45.3% | -0.4% |
| Length of Stay (Nights) | 14.4 | |
| Visitation 2014 Forecast (% change vs. 2013) | 1,022,000 | 25.0% |
| Visitation 2018 Forecast (% change vs. 2013) | 1,820,000 | 122.0% |

Source: Office of Travel and Tourism Industries, CIC Research, Tourism Economics.

Weekly, a total of 77 nonstop service flights came into California in 2014, which is a 6.9% increase from the prior year. United, Air China, Delta, Hainan, Capital, China Eastern and China Southern Airlines will increase or launch new nonstop service to California in 2015. Travelers 24 to 40 years of age are choosing long-haul destinations, and the booking window for travel is close to their departure date. Visit California shares that 28% are most likely to book their trip within two weeks, 25% will book three to four weeks before departure and 23% book one to two months out. The most sought-after activities for the Chinese visiting the U.S. are shopping (85%), sightseeing (78%), fine dining (48%), natural parks (37%) and amusement parks (34%).

In May 2014, our city welcomed a group of Chinese tourists from the Perfect Group visiting the state. Select partner hotels of the Bureau produced 780 room nights from this group. The Bureau visited China for the second time in October with the Orange County

Visitors Association. Over 100 sales calls were made with executives from travel service companies in Shanghai and Beijing. Continued education about Orange County as a Southern California “must-see” destination with an emphasis on Costa Mesa was and continues to be the goal. Familiarization (FAM) trips will also be a priority for the Bureau for the industry partners we met in China. However, since the demand in travel to California is substantially growing, airlines have fewer seats to offer for FAM trips.

Last fiscal year, the Bureau translated 100 pages of content into Simplified Chinese. This fiscal year, the URL of travelcostamesa.cn was purchased in China and we created our first email newsletter dedicated to inspiring travelers to visit our city for the Chinese New Year. Our goal is to continue to educate this market about our destination, and work with online agents in China to book room nights for our partner hotels by promoting *The Art of Fashion, the Stage and Dining*.



The Bureau with OCVA in China, October 2014.

Canada



Early statistics show that airport arrivals for 2014 to the Golden State from Canada are up 8.7% compared to 2013. Proximity and strong airlift specifically to John Wayne Airport, Orange County (SNA) will continue to be helpful in drawing Canadians to the *City of the Arts*™.

According to Visit California, approximately 5 million Canadians cross the border on land and fly from a U.S. airport to their desired destination, as high taxes are driving airline fares up. Some predict airline carriers will need to decrease fares to capture fill capacities. Weekly, there are approximately 378 inbound flights to California, 180 of which fly to Los Angeles International Airport and 7 into John Wayne Airport, Orange County.

Travel trends in Canada include a 9% increase in Millennial travel. There are approximately five million travelers that make up this segment now. Spanish is the most-spoken and fastest-growing foreign language.

Personalization and more unique travel opportunities are sought after. *The Art of Dining* is of interest specifically as it relates to participating in cooking classes and celebrity chef tours. Value offerings are also highly sought after, as is an active lifestyle. According to Hall & Partners 2012 Report, places of interest include Los Angeles as their number one choice, with 50% of the polling stating they would like to learn more about Orange County.

Communicating with our Canadian friends is easy, as no language barrier exists and social media outlets are similar to what we are accustomed to in the U.S. In February 2014, the Bureau launched our first sweepstakes targeted to Canadian residents in Vancouver. John Wayne Airport, Orange County and South Coast Plaza partnered with us to entice Canadians to visit Costa Mesa. The prize included hotel accommodations, two round-trip tickets to SNA, a shopping spree to South Coast Plaza, meals and a personal fashion stylist. The campaign was well received and generated over 2,300 entries with 1.2 million impressions. We are running a similar program this year and are including Calgary residents.

We will continue our outreach with various online tactical offers, social media and display ad network marketing throughout the year to increase awareness, specifically to those interested in a Southern California experience.

| Key Stats | 2013 (Projected) | YOY Change |
|--|------------------|------------|
| Visitors to California | 1,567,000 | 1.6% |
| Visitor Spending | \$2.187 billion | 3.0% |
| Market Share | 6.7% | -1.5% |
| Length of Stay (Nights) | 5 | |
| Visitation 2014 Forecast (% change vs. 2013) | 1,636,000 | 4.4% |
| Visitation 2018 Forecast (% change vs. 2013) | 1,987,000 | 27.0% |

Source: Office of Travel and Tourism Industries, CIC Research, Tourism Economics.

Mexico



Interest in traveling to California continues to grow for our bordering neighbors to the south. Mexico is a top five international market for California, and air travel continues to increase.

Visitors arriving by air spent over 7 nights in California, and due to proximity, we have a distinct advantage in capturing more travelers. Top spending categories include accommodations, shopping and food and beverage. Hall & Partners reported in 2012 that top California attractions are Disneyland® Resort and San Francisco (tied for number one), Hollywood and Los Angeles. Arrivals into SNA from Mexico City and Guadalajara give us the opportunity to work with this segment closer and get involved in FAM trips through Visit California and OCVA.

Visit California shares that over 50% of those traveling by air book their reservations directly through the airlines,

and over 43% book on their personal computer through an online travel agent. On average, there are 436 flights to California with the majority flying to Los Angeles International Airport. Air arrivals from Mexico into California grew almost 5% in 2014.

Travel trends reveal more long-weekend travel as the middle class grows, as well as a growing luxury travel market as income for high-end travelers continues to grow. The number one category for e-commerce in Mexico is travel. As seen with growing trends in the U.S., more people are researching and purchasing on their mobile phones. Outdoor travel and adventure are also growing interests of this market.

In November, we welcomed our first FAM trip with Julia Tours. This company offers upscale travel packages. The Bureau worked with Visit California and OCVA in representing our city as a premier Southern California destination. Tours of our hotels, Segerstrom Center for the Arts and South Coast Plaza were conducted during their visit. As a result, one of our hotel partners is now in their luxury hotel packages. The Bureau also participated in an OCVA media event in Mexico City last June with 40 attendees representing various media, tour and travel agents, and online bloggers.

The Bureau's website has been translated into Spanish, and we are beginning to expand our reach on OCVA's website and social media outlets such as Facebook.

| Key Stats | 2013 (Projected) | YOY Change |
|--|---|-----------------------|
| Visitors to California | 7,477,000 515,000 (by air) | 3.4% 2.2% (by air) |
| Visitor Spending | \$2.966 billion \$512 million (by air) | 7.6% 3.0% (by air) |
| Market Share | 52.1% | 2.4% |
| Length of Stay (Nights) | 7.4 | |
| Visitation 2014 Forecast (% change vs. 2013) | 7,577,000 | 1.3% |
| Visitation 2018 Forecast (% change vs. 2013) | 9,404,000 | 26.0% |

Source: Office of Travel and Tourism Industries, CIC Research, Tourism Economics.

Middle East



According to U.S. International Trade Administration in 2014, the U.S. welcomed 1.2 million guests from the Middle East (United Arab Emirates, Saudi Arabia, Bahrain, Cyprus, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Syria, Turkey and Yemen), up almost 16% compared to 2013. The majority of travelers book directly with airlines and online travel agents but many, 31%, use a travel agency office. Personal recommendations are also highly considered. Vacation and holidays rank as the main purpose of their trips and a close second is visiting friends and relatives.

The number one activity they engage upon while visiting the U.S. is shopping. Sightseeing and fine dining experiences round out the top three activities. Their trip is planned about 35 days in advance and their average length of stay is over 24 days. Both females and males equally make up the visitor profile.

Travel trends for the Middle East include customized travel and holiday packages. The U.S., Spain, Germany and Turkey were ranked as the hottest destinations

for travel, as Destinia.com shared in a January 2015 online article. Kumud Sengupta, founder and director of Dubai-based Market Vision Research and Consulting, which specializes in the travel sector, states that by 2030 there will be 81 million outbound travelers – representing about double what it is today. She also acknowledges the spend of the Middle Eastern traveler is high, and they like to travel in large groups. YouTube is the most popular video platform in the Middle East and 52% of the United Arab Emirates population watches television on their smartphone.

California welcomed approximately 225,000 Middle Eastern visitors in 2013, and they spent \$561 million collectively (business and leisure), as reported by Visit California.

Their average length of stay was 18 nights. Per visitor, they spend \$2,491 compared to all overseas visitors spending just under \$2,000. California’s market share was 21.3% in 2013.

Port-of-entry passenger arrivals were similar in 2012 and 2013. In 2013, however, ports-of-entry peaked in June and August. Similar to all Middle Eastern guests traveling to the U.S., the main purpose of their trip is to take a vacation/holiday and visit friends and family. Thirty-six percent book their trip 8 to 30 days prior and 25% book 31 to 60 days prior. Shopping is ranked number one for leisure travelers as their most desired activity at 95%, and sightseeing is ranked second at 81%. The leisure traveler visiting California spends \$4,427 compared to \$3,577 from all overseas visitors.

| Key Stats | 2013 (Projected) | YOY Change |
|-------------------------|------------------|------------|
| Visitors to California | 225,000 | 13.5% |
| Visitor Spending | \$561 million | 105.5% |
| Market Share | 21.3% | -0.1% |
| Length of Stay (Nights) | 18.3 | 14.9 |

Source: U.S. Department of Commerce, National Travel and Tourism Office.

PARTNERSHIPS



The Bureau continues to work closely with the Orange County Visitors Association. OCVA is a destination leadership organization that represents Orange County as one of the world’s premier travel destinations by providing brand marketing, information dissemination, collective industry advocacy and educational opportunities. The OCVA, which was established over 20 years ago, is the voice of the visitor industry and is the only organization that promotes the entire county. The Bureau sits on the board of directors and continues to co-chair the marketing committee.

Aligning our organization with OCVA has become very valuable. OCVA offers destination management organizations and related travel industries a strong voice in highlighting the county as a premier overnight destination both internationally and domestically. Over the past two years, the Bureau has worked closely with OCVA to develop a presence in international destinations such as China, Mexico and the Middle East.

In our second year of participation, the Bureau continues to work with the China Initiative program along with neighboring cities and organizations to attract and educate the Chinese about Orange County and the specific attributes of Costa Mesa. We continue to benefit from this program as awareness of our city grows. Within the last two years we have hosted six familiarization trips (FAM), included our partner hotels in hotel packages, and participated in four media conferences in Beijing and Shanghai. Our destination is highlighted in OC marketing materials and on the website OCVA created specifically for this market. Our last sales mission trip in October generated over 100 sales calls with top level executives from the travel industry. We continue to support two full-time sales managers stationed in Beijing and Shanghai, and look to possibly add more in the next year as participation of this initiative is growing substantially. Anaheim welcomed a tour group of 7,000 people in May 2014, the single largest group to visit the state. Our partner hotels generated 780 room nights from this visit. OCVA played an intricate part in securing this business, as Las Vegas was a top contender.

Our branding message can often be found on WeChat, a mobile text and voice messaging communication service with 468 million active users, as well as the OCVA website in China.

Last year, the Bureau also joined the Mexico and Middle East Initiatives. In both markets, we have sales managers dedicated to selling Orange County and specifically our destination. In both locations, our sales team is focused on training and educating the travel and tour companies, as well as creating a social media presence.

The primary focus in Mexico are those who use air travel. In June, the Bureau participated in a media event in which 40 attendees learned about the various attributes our city has to offer. Following suit, we hosted a FAM trip with a luxury tour and travel group, Julia Tours, which allowed a new partnership of one of our hotels to be included in their packaged destinations. In addition to marketing collateral, we are also represented on Facebook where our sales team translates our messaging.

OCVA is the first U.S. travel office to open in the Middle East. Visit California and Discover Los Angeles will be traveling to the Middle East to assess this market as a potential new source of visitors. In 2014, the Bureau became Middle East partners with OCVA, as we recognize our county to be a highly desired destination. The countries included in this initiative are United Arab Emirates, Kingdom of Saudi Arabia, Qatar, Bahrain and Oman. Our first sales mission trip to Dubai was in October, where we met with the U.S. consul general, ambassador, and commercial attaché and regional senior commercial officer for the Gulf to discuss our desire and ask for their support. Interviews with local press and sales calls with Etihad and Emirates and travel and tour groups were also conducted. Media kits were eagerly accepted, and our sales team in Dubai is also working on exposing our message on social media outlets like Facebook, Twitter and Instagram. An OC and ME Hotel Package promotion was launched in the first quarter of 2015, in which several of our partner hotels offered preferred rates. OCVA was also a sponsor of “The Voice” and received several 60-second promotional spots and online recognition promoting an Orange County vacation giveaway.

IPW

The Bureau participated in IPW 2014, which was held in Chicago. The United States Travel Association is the creator of the event, which is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Travel suppliers and buyers from over 70 countries attended. The Westin South Coast Plaza, Hilton and Avenue of the Arts Wyndham Hotel joined the Bureau in representing the *City of the Arts*™. A media table was shared with South Coast Plaza on the first day, in which 500 international and domestic media representatives gathered. The Bureau welcomed appointment calls from visitors representing China, Mexico and Canada. As a result of this tradeshow, our hotels booked \$146,490 in revenue.



OC Marathon

May 2014 was the OC Marathon's 10th anniversary. Over 22,000 runners participated in the full, half and 5k races. Since 2010, the number of participants grew 60%. About 20% of participants are from outside the state representing Texas, Arizona, Nevada, and New York.

The Bureau has been a sponsor of the race for the past three years and offers shuttle service to and from the race for guests staying overnight in our partner hotels. In 2014, 624 trackable room nights were booked, which is a 13% increase compared to last year.





MARKETING OVERVIEW

MARKETING OVERVIEW

Fiscal Year 2014/2015

The Costa Mesa Conference and Visitor Bureau continues to implement a strategic marketing plan that focuses on branding and tactical elements with the ultimate goal of increasing overnight leisure travelers. The Bureau maintains consistent brand messaging using *The Art of Fashion*, *The Art of the Stage*, and *The Art of Dining*. A new, elevated branding campaign, redesigned website and optimized mobile plan have been created.

The Bureau continues to focus its messaging around the segments of "STAY", "SHOP", "EAT", and "PLAY." The Bureau continues to work with Myriad Marketing to utilize the paid, earned, search and owned (PESO) model of integrating initiatives in order to reach our target audience. This allows us to reach potential travelers through multiple channels and touch points with the same consistent messaging.

The Art of Fashion

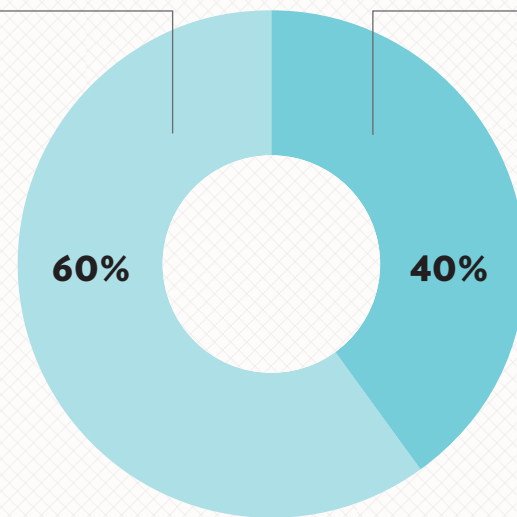
The Art of The Stage

The Art of Dining

BRANDING vs. TACTICAL

Tactical

- Print Media
- Online
- eBlasts/eNewsletters
- Radio
- Public Relations
- Social Media
- Search Engine Marketing (SEM)
- Campaigns:
 - Stay & Get \$50 Fall & Spring
 - Valentine's Day Weekend Getaway
 - Canada Sweepstakes Cooperative
 - Costa Mesa Restaurant Week



Branding

- Online
- Print
- Public Relations
- Social Media
- Search Engine Optimization (SEO)

NEW BRANDING

In 2014/2015, the Bureau worked with Myriad Marketing and developed a new brand for the *City of the Arts*.™ A refreshed concept was developed with our consistent brand message through *The Art of Fashion*, *The Art of the Stage*, and *The Art of Dining*. The new concept elevates Costa Mesa and communicates its brand essence through creative imagery that

shows off Costa Mesa landmarks, its bright colors, elegance, beautiful weather and fashion-forward style. New taglines include "Where Your Style Reaches New Heights" and "Where Your Style Spreads Its Wings." New branding was incorporated throughout all advertising channels such as online, print, email marketing, social media and press releases.





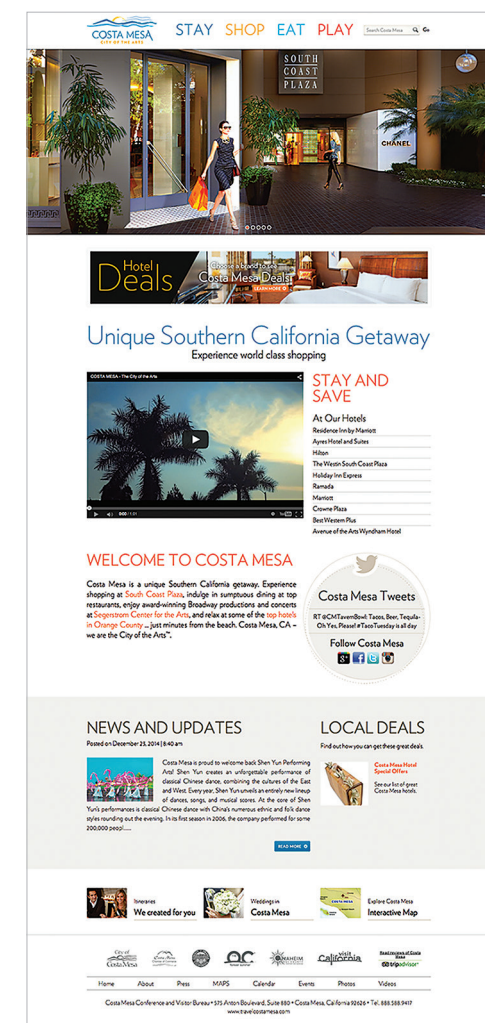
TRAVELCOSTAMESA.COM

Website Refresh

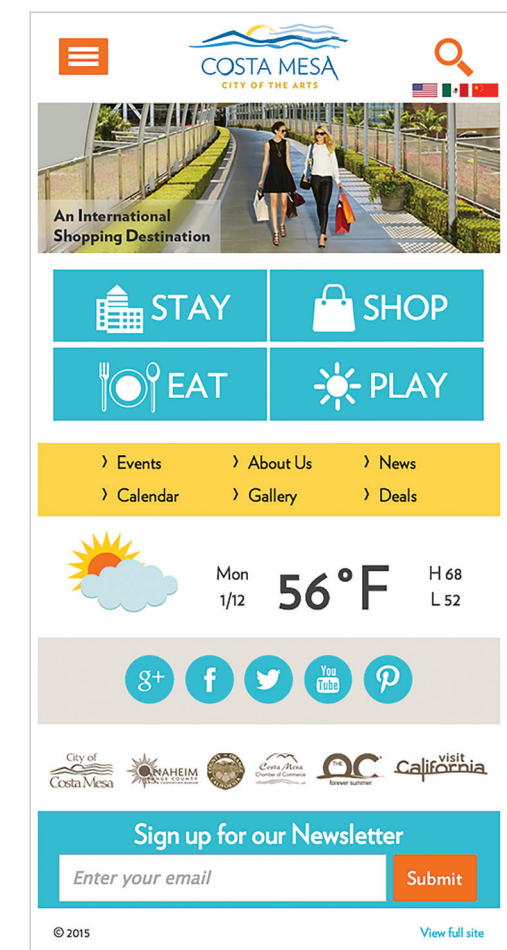
The Bureau redesigned TravelCostaMesa.com this fiscal year to provide a more modern look and feel to the site. The site has been updated with a wider visual layout design packed with larger imagery, new fonts, and brighter colors to grab and hold the visitor's attention. The content was reorganized and optimized for simpler navigation and faster loading time to enhance the user's browsing and reading experience. Both desktop and mobile sites now prominently feature the main categories of "STAY", "SHOP", "EAT", and "PLAY," resulting in more direct access to hotel content.

The TravelCostaMesa.com mobile site represents 47% of the total traffic, driving the need for a mobile-friendly redesign. The mobile version has been optimized for a better browsing experience on mobile devices, and for improved accessibility across multiple platforms. Mobile users may have different needs when accessing information on their mobile devices, and expect to get to the information more quickly and easily.

DESKTOP



MOBILE



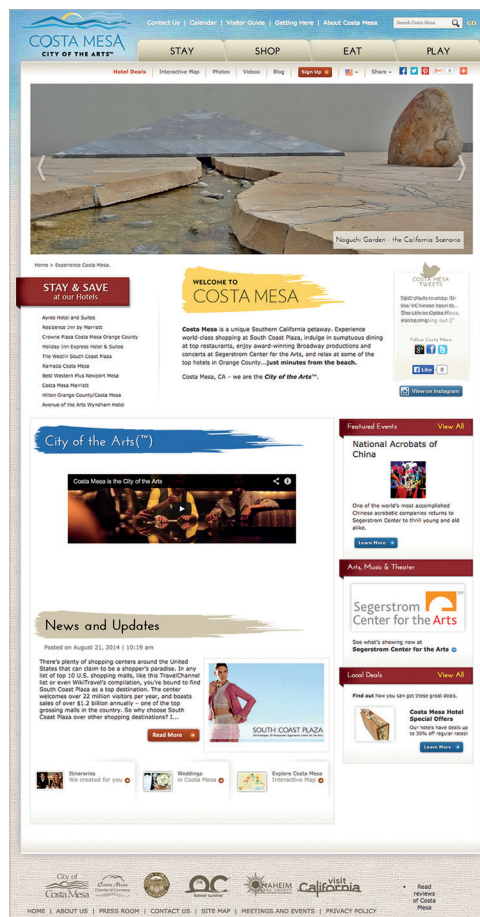
Website Refresh – Desktop Homepage

The redesign of the TravelCostaMesa.com website features a hotel deals banner ad front and center, above the fold, to highlight partner hotel offerings. The redesign has a clean layout without overloading the user with information, making it clear and easy for visitors to browse. The site was purposely designed to serve the content to visitors in a direct way, without overwhelming

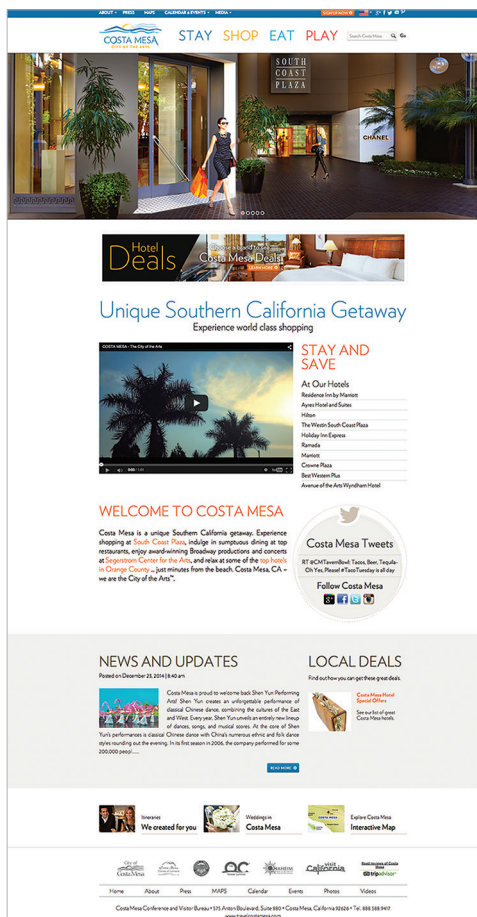
them – and with the intent to raise interest in the city's many offerings to increase overnight hotel bookings.

With a refreshed and modern feel to the website, an increase in user interaction and site engagement was achieved. Users are staying longer on our site than the prior fiscal year and the bounce rate is decreasing.

DESKTOP BEFORE

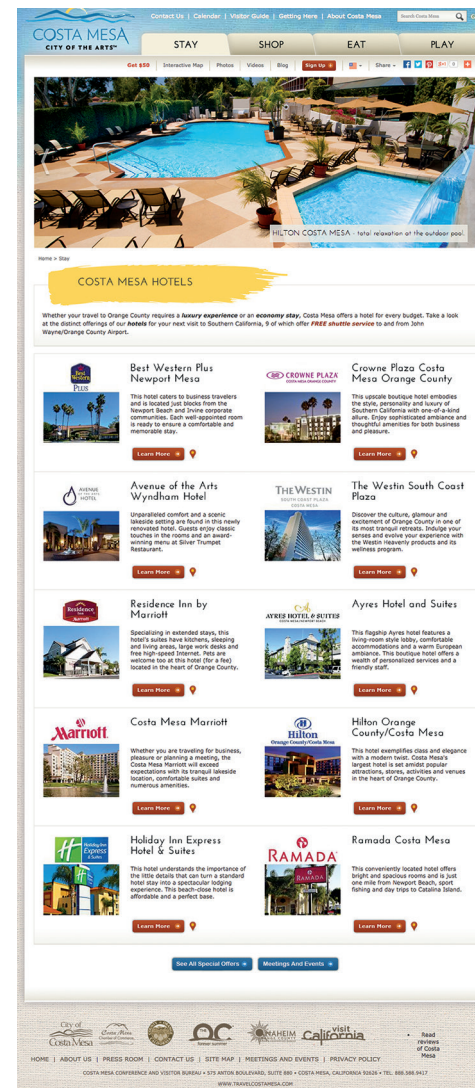


DESKTOP NOW

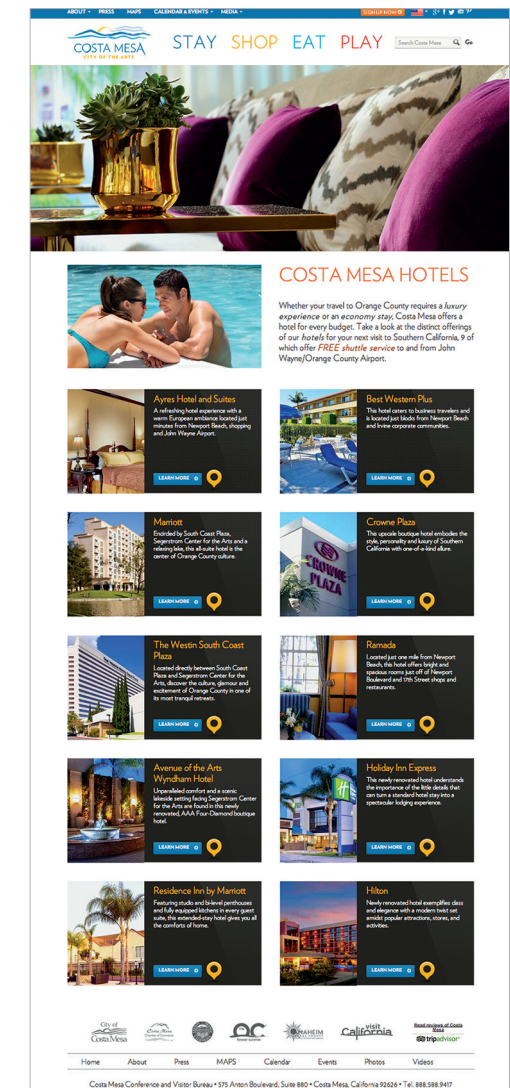


Website Refresh – Desktop STAY Page

DESKTOP BEFORE



DESKTOP NOW

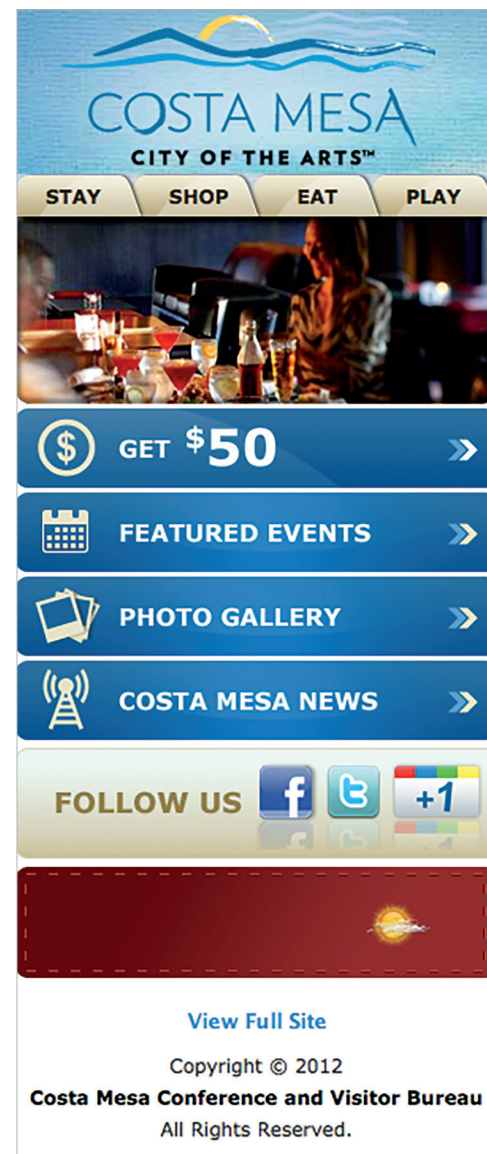


Website Refresh – Mobile Homepage

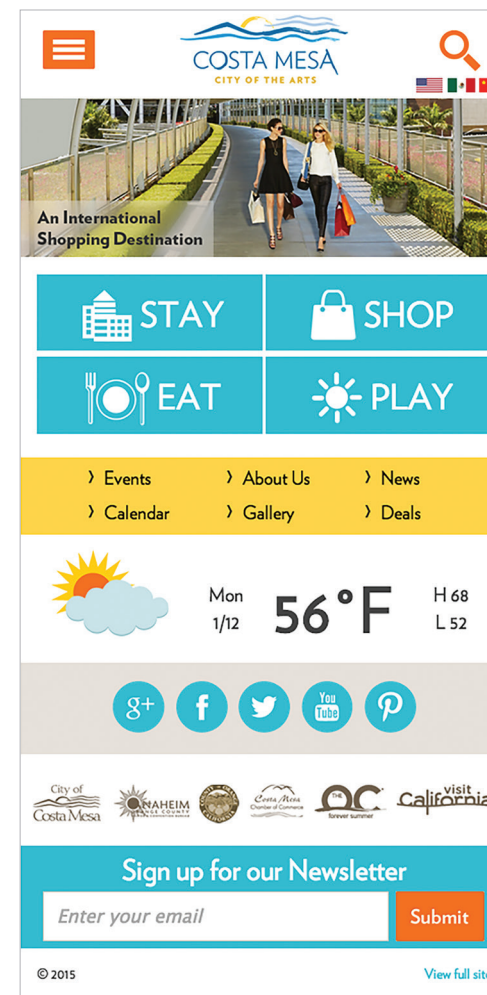
The increased use of mobile and tablet devices have surpassed desktop use. With smartphones and tablet devices overtaking daily use, the trend is now shifting to the web being more mobile conscious. Great lengths are being taken to optimize images for faster load times, and text was modified to enhance further search engine visibility. A clean and user-friendly mobile site will help keep our audience engaged for longer periods of time,

reducing the bounce rate. Faster page speed and load times provide a positive user experience. The Bureau has proactively planned and executed the mobile site prior to predicted mobile growth to capture this trend. The Bureau will continue to focus on increasing the mobile site usability and user experience by keeping abreast of market trends, in an effort to be proactive with this dominant way of accessing online information.

MOBILE BEFORE

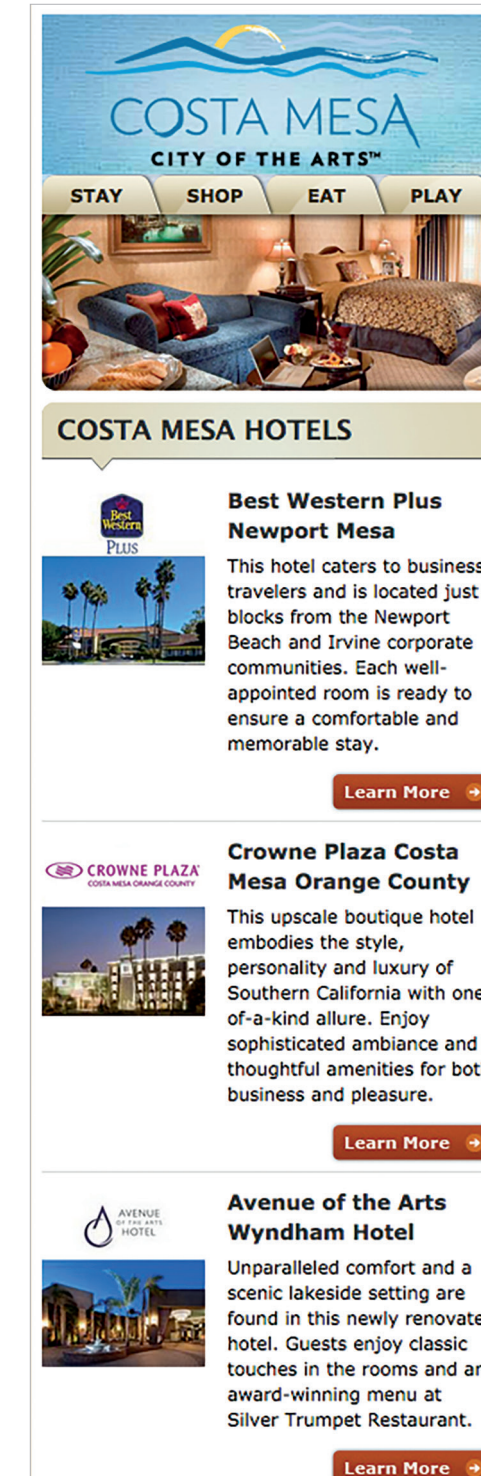


MOBILE NOW

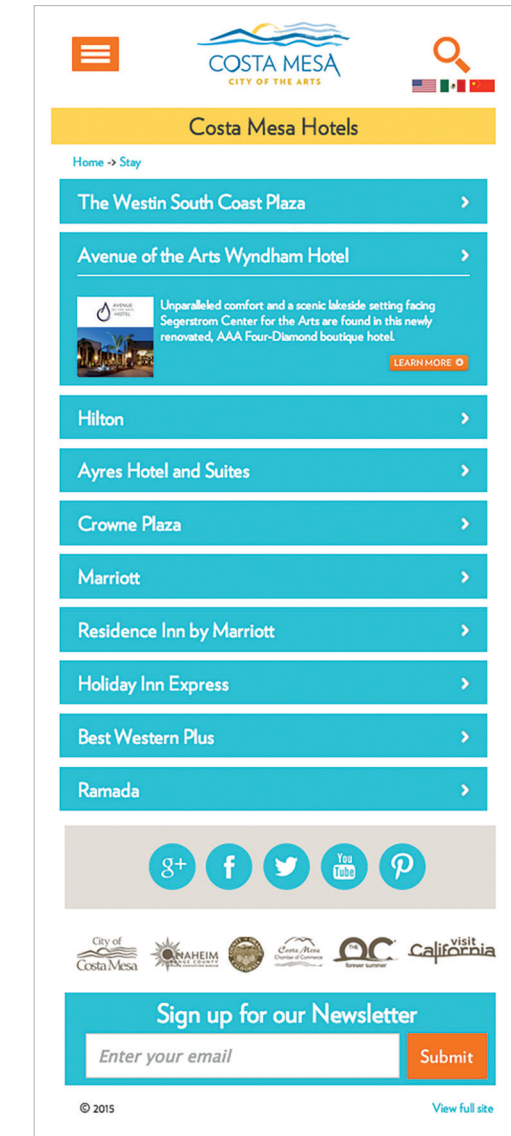


Website Refresh – Mobile STAY Page

MOBILE BEFORE



MOBILE NOW



Website Audience Overview

Traffic on TravelCostaMesa.com continues to grow as a result of strategic paid marketing, social media, search engine optimization (SEO), and public relations. The Bureau continues to focus on researching top keywords and applying them to well-written, interesting and relevant content, which contributed to an increase in organic (non-paid/natural) search traffic.

In 2013/2014, the Bureau geotargeted the majority of its marketing towards California, Arizona, and select campaigns in Seattle, Portland, Nevada and Canada. In 2014/2015, the Bureau expanded its geographical targeting to reach the markets of Dallas, Chicago,

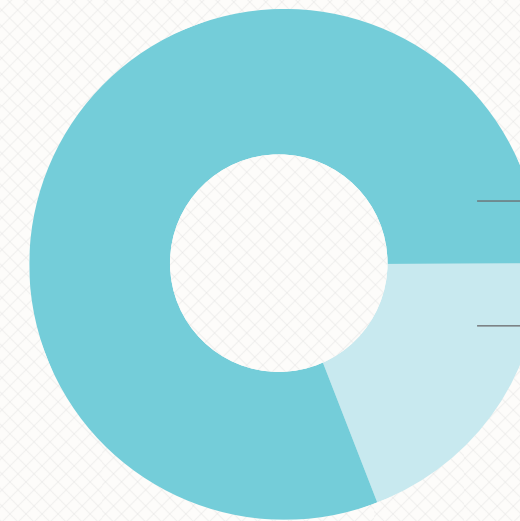
Houston, and Denver based on frequent travel to John Wayne Airport, Orange County.

The marketing outreach showed positive results in website traffic. A 4% increase in pageviews from 577,668 to 599,879 was achieved even though the website was “under construction” for the redesign. Users are viewing an average of 3.35 pages per visit compared to 2.99 pages last fiscal year. The average time spent on the site has increased year-over-year as well, resulting in a 9% lift. A significant decrease in bounce rate* has occurred because of improved website content and simplified layout design.

| Traffic | Jul '13 – Feb '14 | Jul '14 – Feb '15 | YOY % |
|------------------|-------------------|-------------------|---------|
| Pageviews | 577,668 | 599,579 | 3.79% |
| Pages | 2.99 | 3.35 | 12.01% |
| Session Duration | 1:13 | 1:19 | 8.96% |
| Bounce Rate* | 49.2% | 32.34% | -34.26% |

*Bounce Rate is the percentage of single-page sessions (i.e., sessions in which the person left your site from the entrance page without interacting with the page).

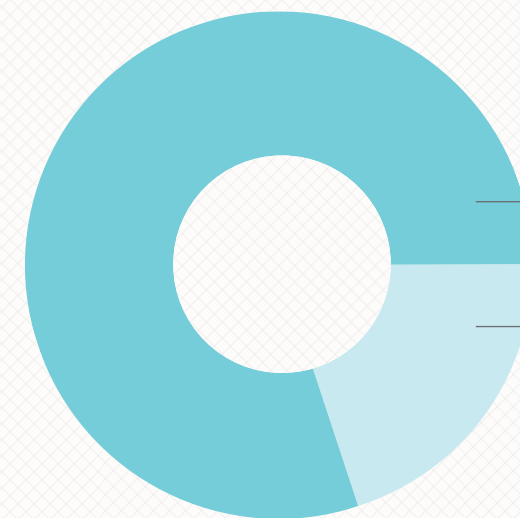
WEBSITE AUDIENCE OVERVIEW



Jul 2013 – Feb 2014

New Visitor **81%**

Returning Visitor **19%**



Jul 2014 – Feb 2015

New Visitor **80%**

Returning Visitor **20%**

Source: Google Analytics

Website Access by Device

The mobile experience is increasingly important, and TravelCostaMesa.com is fully optimized for mobile use. The 2014/2015 plan integrated mobile marketing into campaigns throughout the year with display ad networks, online travel agencies and email marketing. Mobile devices represent 47% of all sessions on TravelCostaMesa.com, now outperforming desktop at 41%. Tablet usage continues to grow as well, representing a 8% year-over-year increase – 11% of the market share.

The mobile landscape continues to rapidly evolve, with more generations of smart devices available and higher

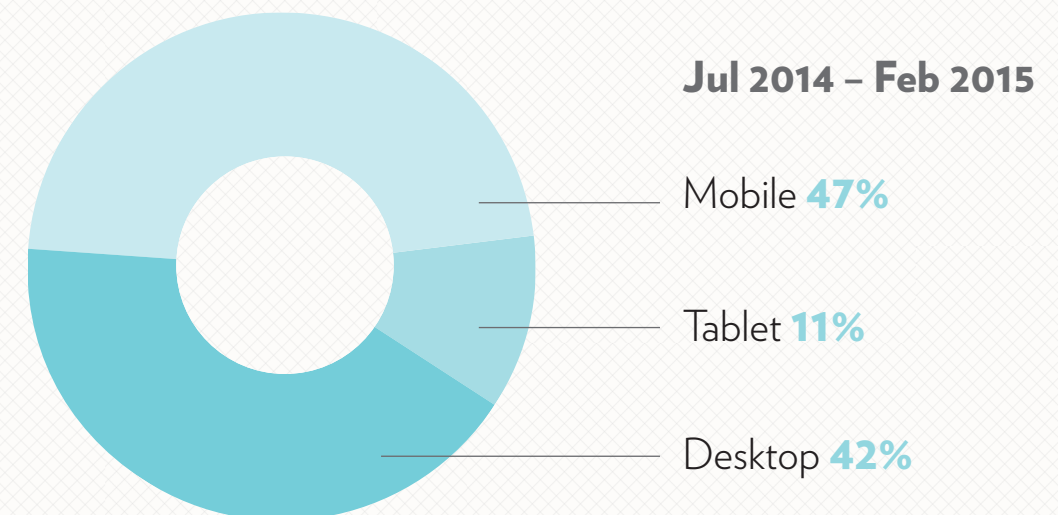
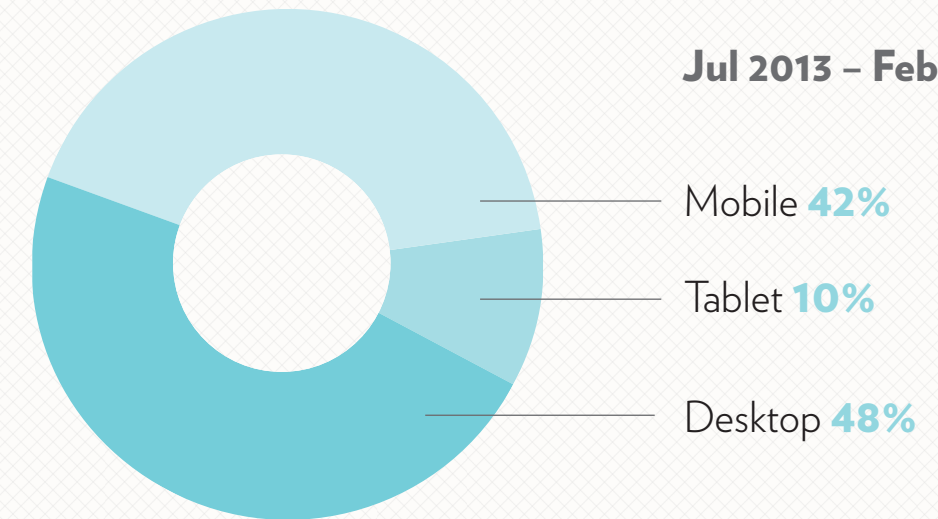
consumer demands to always be connected. Mobile continues to be an increasingly important factor in how people interact online and how they are searching for content.

Desktop remains important as people spend more time (01:54 average session duration) and view more pages per session (3.98) on this device versus mobile (00:47; 2.83) or tablet (01:26; 3.25).

Overall, mobile traffic including tablets outperformed desktop traffic for the second consecutive year. We redesigned our mobile site to account for this constantly growing segment.

| Device | Jul '13 – Feb '14 | Jul '14 – Feb '15 | YOY % |
|---------|-------------------|-------------------|---------|
| Desktop | 92,183 | 74,057 | -19.66% |
| Mobile | 81,802 | 84,237 | 2.98% |
| Tablet | 18,909 | 20,449 | 8.14% |

WEBSITE ACCESS BY DEVICE



Source: Google Analytics

Web Traffic – Organic

Organic search represents the largest amount of traffic to TravelCostaMesa.com (42%), and continues to increase as the Bureau improves search engine optimization and branding strategies across offline channels such as print and radio.

Google continues to be the dominant search engine for users, with 79% of the market share. However, traffic continues to improve from Yahoo (14%) and Bing (6%) searches year over year.

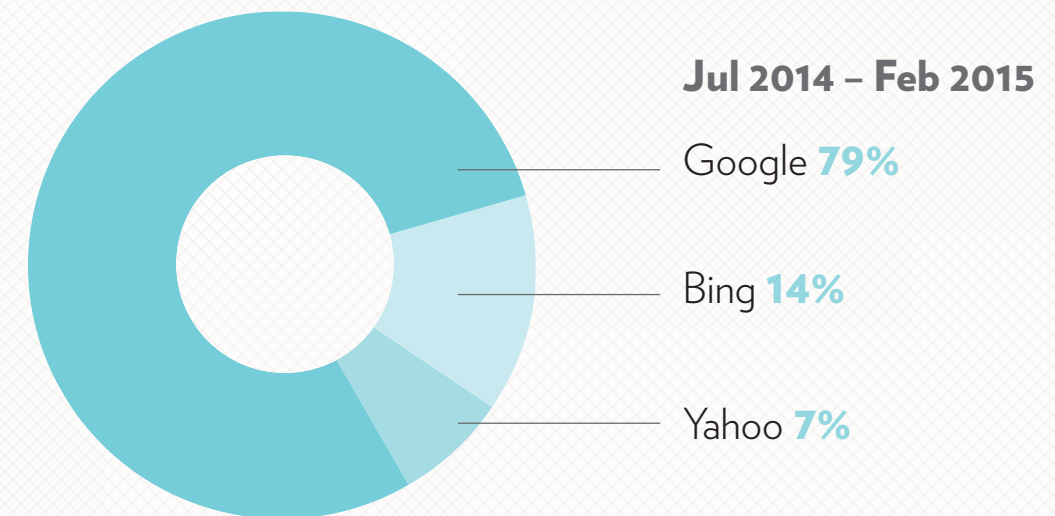
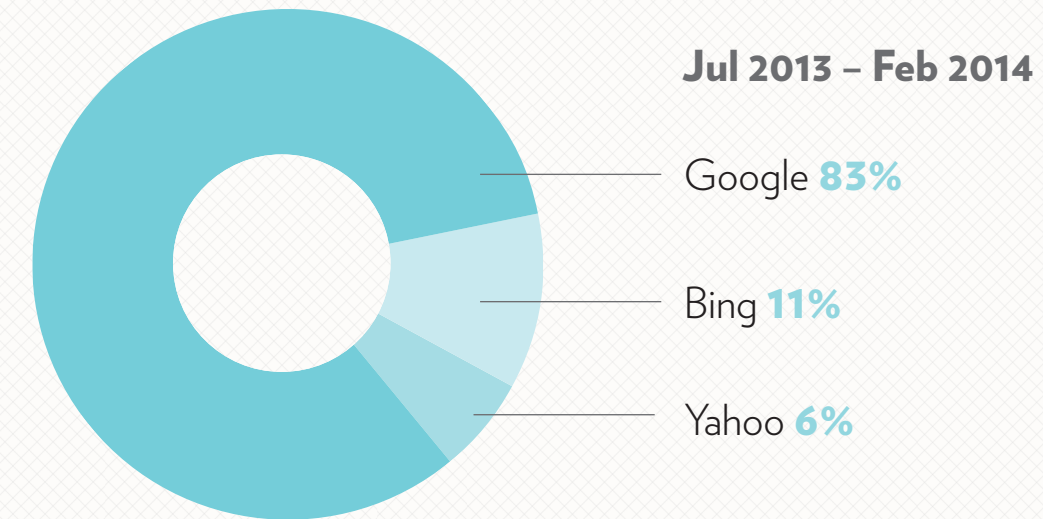
As viewers are constantly connected via the Internet, the content provided on the site must provide an excellent user experience, with engaging content to encourage users to share their experience via social media and upload their comments and images to their

social media networks. The Bureau continues to focus on well-developed content to optimize keywords throughout the site not only to increase search rankings, but also to ignite more interest to the destination through its focused topics and marketing initiatives for TravelCostaMesa.com.

The Costa Mesa Conference and Visitor Bureau utilizes search engine marketing (SEM) across the Google, Bing and Yahoo ad network platforms. SEM is an important form of Internet marketing that promotes TravelCostaMesa.com by increasing its visibility across Google, Bing and Yahoo search engines. Users tend to only pay attention to the first page of search engine results; therefore, Search Engine Optimization is a very powerful tool to attract targeted viewers.

| Organic | Jul '13 – Feb '14 | Jul '14 – Feb '15 | YOY % |
|---------|-------------------|-------------------|--------|
| Google | 57,993 | 58,313 | .55% |
| Yahoo | 7,589 | 10,508 | 38.46% |
| Bing | 4,037 | 4,730 | 17.17% |

WEBSITE ACCESS BY DEVICE



Source: Google Analytics

Web Traffic – Audience Demographics

Geographically, the majority of the traffic to TravelCostaMesa.com comes from the United States, representing 92% of the total traffic. Within the United States, California represents 69% of the total market share, with the top city being Los Angeles.

This year the Bureau expanded marketing geographically to reach Dallas, Texas, and Chicago,

Illinois, due to direct flights to John Wayne Airport, Orange County of overall users. Also, as stated by a 2015 report from Tourism Economics, Texas and Illinois are potential opportunity markets for growth in leisure travel within California. Sessions in Texas expanded 94% and in Illinois 231%, showing great interest in Costa Mesa from these new markets.

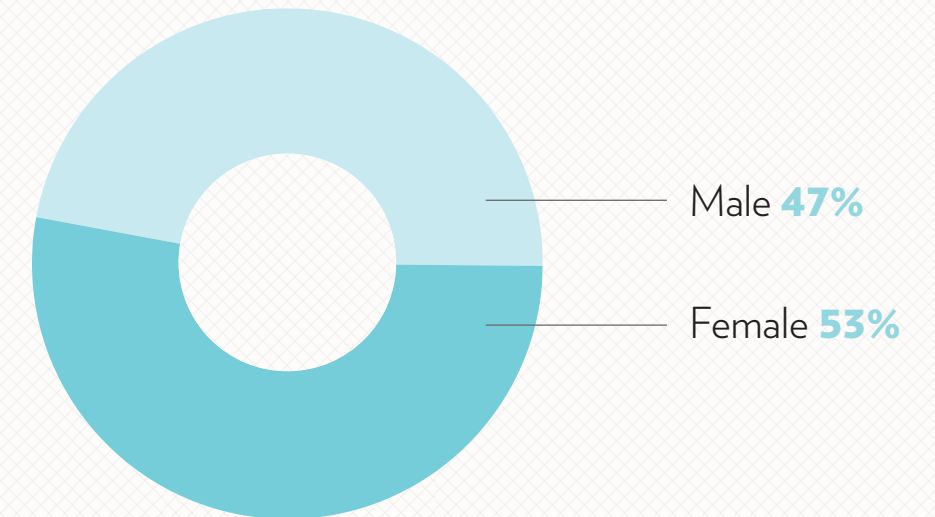
| States | Jul '13 – Feb '14 | Jul '14 – Feb '15 | YOY % |
|----------|-------------------|-------------------|---------|
| Texas | 3,045 | 5,896 | 93.63% |
| Illinois | 1,488 | 4,931 | 231.38% |

Travel Costa Mesa’s target audience by gender is almost an even split between females representing 53%, compared to males at 47%, with interests in the area of travel, shopping/fashion, dining/food and entertainment.

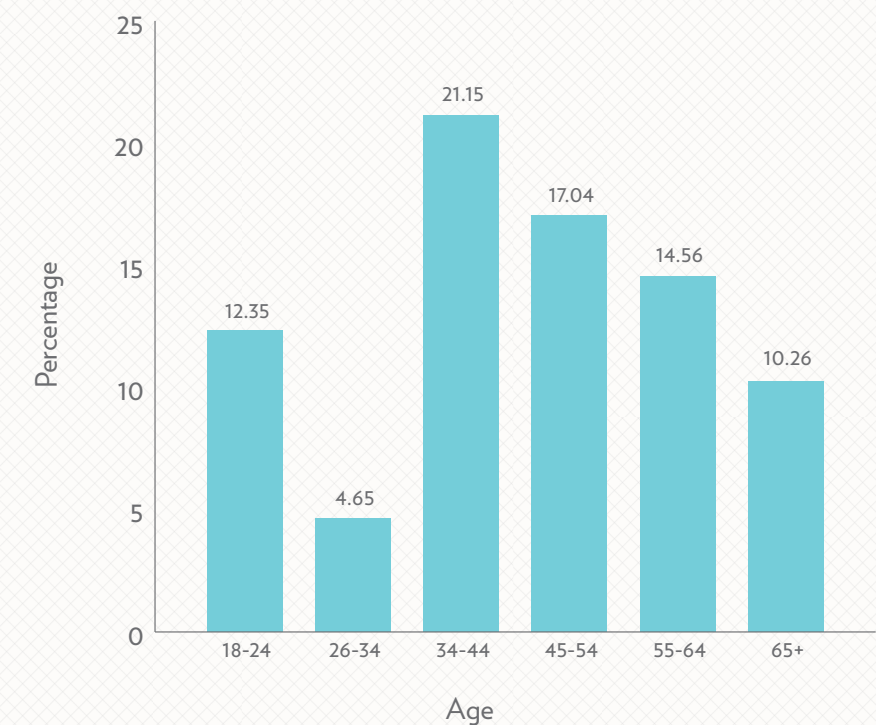
The site’s primary users are between the ages of 35-54 and represent 38%. Visitors 34 years of age and under represent 17% of overall users. The age group category of 35-44 represents over 21%, the highest segment of the demographic age group with disposable income and the time and means to travel.

WEB TRAFFIC – AUDIENCE DEMOGRAPHICS

Gender



Age Group



Source: Google Analytics

Website Traffic – Page Rankings

Mobile homepage continues to show its prominence as the most viewed page. The top two pages viewed that had phenomenal growth were the hotel deals pages, with a 1,430% increase for hotel deals viewed on the TravelCostaMesa.com desktop site and a 2,045% increase on the mobile site year over year.

The increase was due to featuring hotel deals more prominently on the redesigned website, with heavy focus on the hotel elements incorporated on all tactical campaigns throughout the year. Tactical campaigns

such as the “Stay and Get \$50” fall campaign and “Valentine’s Day Weekend Getaway” promoted during the year contributed to the positive results shown below.

While mobile traffic continues its growth, Costa Mesa Restaurant Week and the “Stay & Get \$50” campaign have grown more each year from previous years due to visitor awareness. The history established on these pages continues to help identify Travel Costa Mesa as an authority site in Google’s search and rankings.

| Largest Change YOY | Jul '14 – Feb '15 | YOY % |
|--------------------|-------------------|-----------|
| Hotel Deals | 29,250 | 1,429.81% |
| Mobile Hotel Deals | 19,845 | 2,045.41% |

| Top Viewed Pages | Jul '14 – Feb '15 |
|----------------------------|-------------------|
| Mobile Homepage | 70,074 |
| Costa Mesa Restaurant Week | 61,949 |
| Homepage | 44,976 |
| Hotel Deals | 29,250 |
| Mobile Hotel Deals | 19,845 |
| EAT | 15,045 |
| PLAY | 10,541 |
| SHOP | 9,505 |
| Mobile PLAY | 9,097 |
| Desktop Calendar | 8,276 |

Source: Google Analytics

SOCIAL MEDIA

Social media plays an increasing visible role in the digital marketing landscape and has increased in importance every year, starting with the rise of giant platforms such as Facebook and Twitter, and developing in recent years with more visual platforms such as Instagram. The trend of social media growth will continue as it becomes commonplace for users to become a fan of a brand or business directly through a website.

Social media content, engagement and marketing builds likes and followers within online communities, drives traffic to TravelCostaMesa.com and ultimately compels additional hotel bookings. As viewers are constantly connected via Internet, the content on our site must provide an excellent user experience that is fun and

interesting, driving them to share our content within their social networks.

The Bureau continues to create rich content and develop more social media posts in order to gain trust as a “go-to” source for information and opportunities. As a result, the number of followers and interactions (likes, comments and shares) continues to grow across each of Costa Mesa’s social platforms. Our focus and concentration is on Facebook, Twitter and Instagram.

Social media drives brand awareness, tactical engagement with specials, events and activities. Social media also helps build a community of travelers, potential travelers and locals to share their Costa Mesa and Orange County experiences.




| Followers | Feb '14 | Feb '15 | YOY % |
|-----------|---------|---------|--------|
| Facebook | 3,063 | 4,029 | 31.54% |
| Twitter | 8,564 | 10,400 | 21.44% |
| Instagram | 613 | 870 | 41.92% |

Facebook

Travel Costa Mesa
Sponsored · 🌐

Like Page

New Deals Have Just Been Revealed! SoCal's Best Hotels, Dining & Entertainment Await!



VISIT COSTA MESA, CA

Costa Mesa sets the stage for the ultimate Southern California retreat. Award-winning entertainment, world-class fashion, exquisite dining and exceptional hotels await. Plan your trip today!


WWW.TRAVELCOSTAMESA.COM

Learn More

Like · Comment · Share · 👍 64 · 💬 1 · 📄 2

Travel Costa Mesa
January 29 · 🌐

Are we ready for the 2015 OC Fair yet? Here's the way to get the party started.



2015 OC Fair Invites Fairgoers to Join Its "One Big Party" With a Discounted Season Pass

COSTA MESA, CA--(Marketwired - Jan 27, 2015) - The OC Fair, themed "One Big Party" in 2015, is...

MARKETWIRED.COM

200 people reached

Boost Post

Like · Comment · Share · 👍 7 · 💬 1 · 📄 1

Twitter



Costa Mesa, CA
@TravelCostaMesa

Official tweets from the Costa Mesa Visitor Bureau on travel & tourism in Orange County & other fun stuff. Costa Mesa is THE place for shopping, dining & the arts!

📍 Costa Mesa, Orange County, CA
🌐 travelcostamesa.com
📅 Joined April 2009

504 Photos and videos

TWEETS 12.2K · FOLLOWING 2,381 · FOLLOWERS 10.4K · FAVORITES 171 · LISTS 1


Tweets · Tweets & replies · Photos & videos

Costa Mesa, CA retweeted **Jetsitters Fly-In™** @JetSettersFlyIn · Mar 4

Great Venue for Fine Dining!
@SouthCoastPlaza #OrangeCounty
@OCRestaurantWk Mar 1-7 @TravelCostaMesa #foodie #cafes





View more photos and videos



Segerstrom Center @SegerstromArts · Feb 21

Saturday #Jazzblast. Three great #jazz shows swing into Segerstrom in the next few weeks: Benson, Elling, Monheit

Instagram



travelcostamesa
4 months ago

Poolside at the Westin South Coast Plaza #CostaMesa #WestinHotels #SCP #OrangeCounty #SouthernCalifornia #California

👍 daxgallery. zpanquoc. lovedbyhim77 and 16 others like this.

Leave a comment...



travelcostamesa
5 months ago

South Coast Plaza Fall Portfolio 2014 Lookbook now available online www.SouthCoastPlaza.com or stop by the concierge desk to pick up your own copy. #RogueVivier #SCP #CostaMesa #ArtOfFashion #OC #OrangeCounty #SouthernCalifornia #California #shop

👍 a_radi_mom. razshviki. bice710 and 14 others like this.

masutaamotors

a_radi_mom

@surita_77 oh LA la

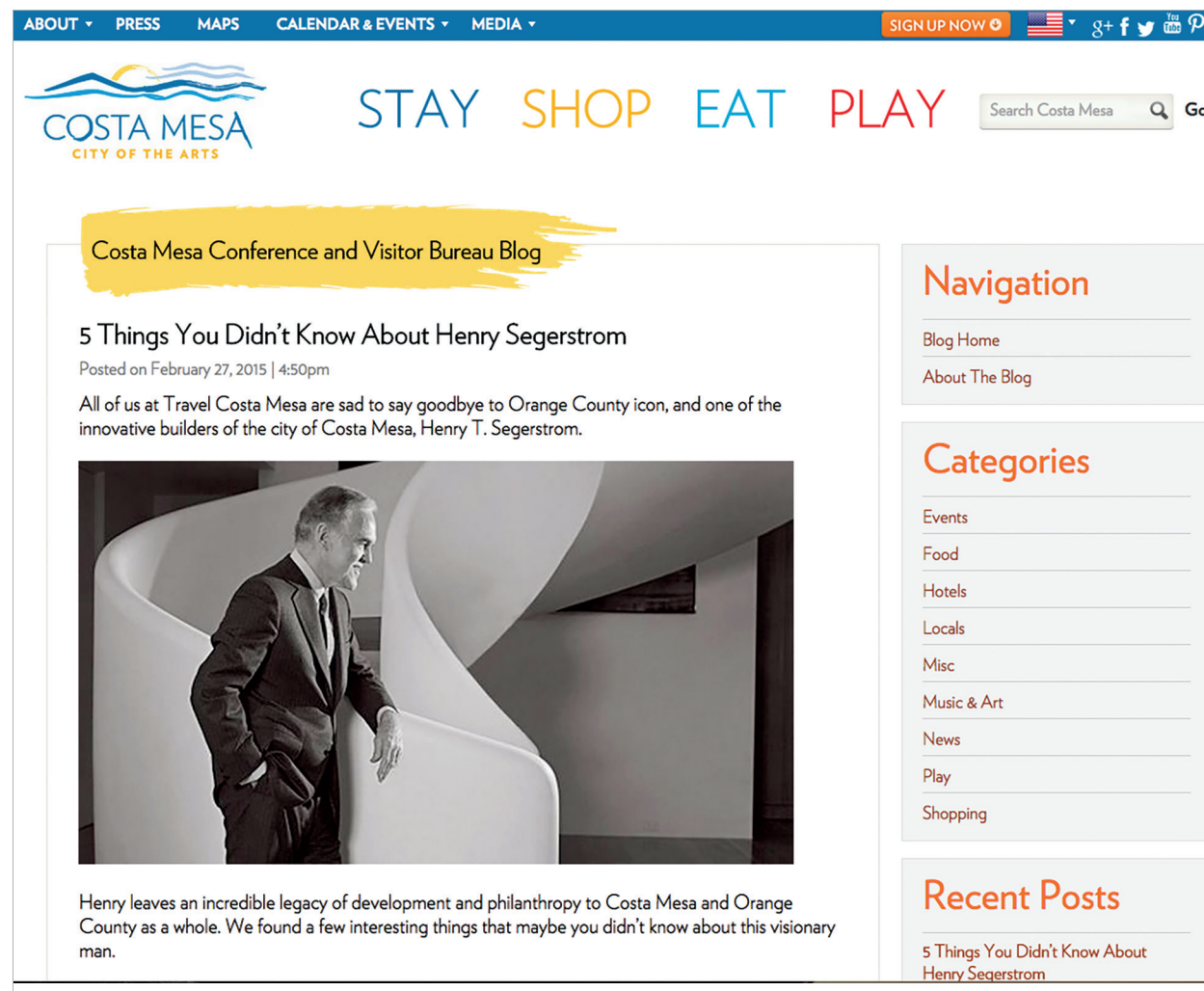
travelcostamesa @southcoastplaza

Leave a comment...

Travel Costa Mesa Blog

The Travel Costa Mesa blog is updated with information on events, shopping, dining, and performing arts happening throughout Costa Mesa. The blog is a strong part of Costa Mesa's SEO strategy and a great way to add value to the restaurant and shopping community while providing invaluable content for readers. Focused keywords help strengthen Google SEO rankings for TravelCostaMesa.com. The blog provides a great avenue for people to find the site through organic search.

From July 2014 – February 2015, the blog received 26,609 pageviews. The most popular blog posts include: "6 OC Restaurants to Eat at Before You Die Are in South Coast Plaza," "6 Great Happy Hours In Costa Mesa," "Din Tai Fung Dumpling House Comes to Costa Mesa," "Top 10 Places for a Hot Beverage in Costa Mesa," "An Interview with Niki Starr Weyler, Executive Chef of Mesa Lounge," "Costa Mesa Culinary Destinations: the LAB Anti-Mall," "Costa Mesa Bike Routes" and "Five Must-Go Places for Lunch Deals in Costa Mesa."



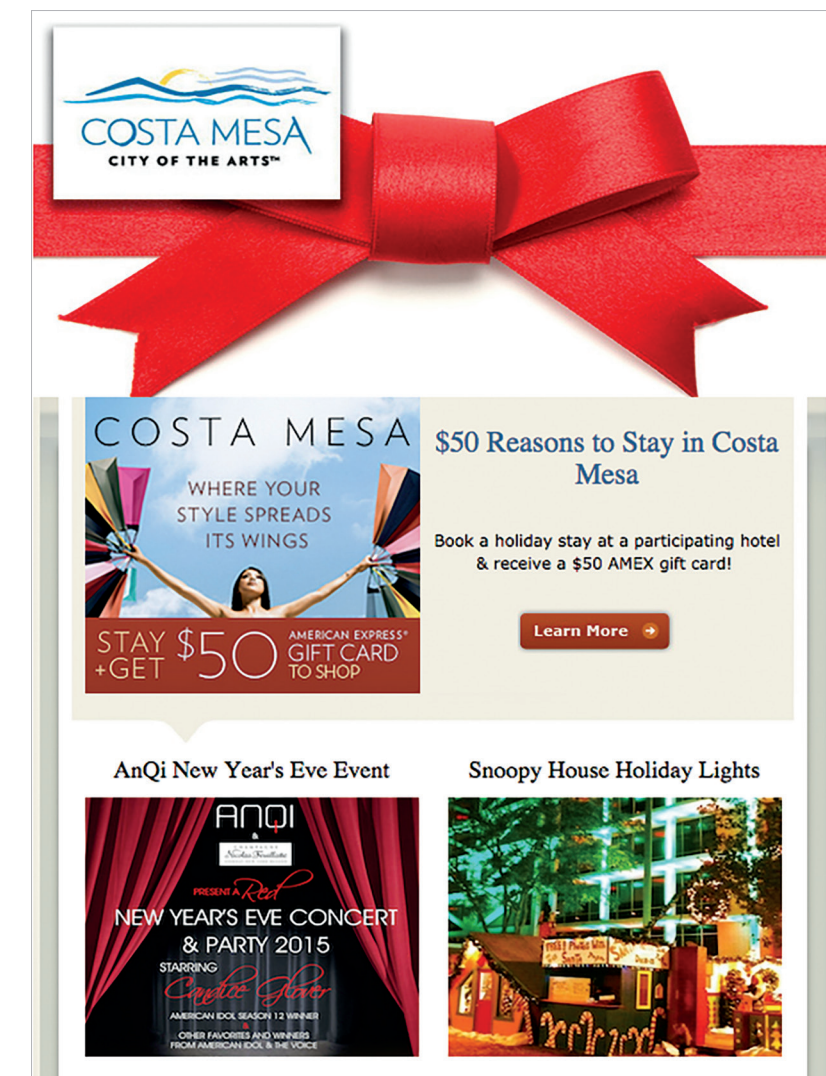
Costa Mesa Email Newsletter

The Bureau has gained an additional 3,261 subscribers this year from last year, with a total of 23,881 subscribers to date on the monthly email newsletter distribution list. The Bureau also created a quarterly email newsletter for the Chinese market early this year to continue to engage and educate our audience about Costa Mesa.

The Travel Costa Mesa email newsletter creates a touch point for the Bureau to reach the existing database of

prospective and current travelers that have expressed interest in Costa Mesa. Content includes hotel packages and deals, special events, the arts and dining.

New subscribers are added on a regular basis through partnerships with Orange County Visitors Association, Visit California, marketing campaigns and sales mission trips.



Travel Costa Mesa Calendar

The TravelCostaMesa.com calendar is updated on a continuous basis. In 2014-2015 (from July-February), the calendar page received a total of 8,276 pageviews. The Bureau searches for and gathers information on current and future activities and happenings in Costa Mesa. Calendar events include deals and special events from partner hotels, major events in the city, performances,

and new business and restaurant openings in the *City of the Arts™*.

The number of pageviews increased by 40% year over year on the desktop site. As for the mobile site, the pageviews to the TravelCostaMesa.com calendar increased 128% year over year.

PAID MEDIA

Print Campaign

The Bureau continues to utilize print advertising to showcase Costa Mesa as a premier leisure destination. The Bureau has developed a plan to feature Travel Costa Mesa brand positioning via new creative branding imagery and native content – each demographically and geographically targeted to relevant audiences.

Print remains important in branding Travel Costa Mesa to a target audience. For instance, 91% of all adults, 94% of adults under 35 and 96% of adults under 25 read print or digital magazines, according to the Association of

Magazine Media. People are also heavily influenced and inspired by magazine content.

Print advertisements by the Bureau reached over 3 million impressions across California, Arizona, Seattle, Denver and Chicago.

The Bureau has a three-touchpoint approach, where each advertising outlet's audience sees Travel Costa Mesa ads two to three times throughout the year during prime seasons in key issues for each target market – building a base for brand awareness and recognition.

Stay and Get \$50 Campaign

As a part of ongoing initiatives to drive hotel bookings, the Bureau continued its successful Stay and Get \$50 tactical campaign in fall 2014. Print and online advertising and dedicated email distributions promoted the gift card offer, with a call to action driving visitors to the hotel partners' landing page on TravelCostaMesa.com. A press release was also developed and distributed to relevant regional print and online media outlets. Advertising for the Stay & Get \$50 campaign targeted leisure travelers across California, Arizona, Nevada, Washington and Oregon, as well as longer-haul markets, including Chicago, Dallas, Vancouver, British Columbia, and Calgary, Alberta.

Compared to the 2013 campaign, which advertised across online, print, outdoor and radio, the 2014

campaign advertised solely across online and print platforms. As a result, there was an overall increase in total impressions received from 11 million in 2013 to 15 million in 2014. Email open rates increased from 11% in 2013 to 15% in 2014. Orbitz reported a 26% increase in hotel bookings compared to 2013.

The Stay and Get \$50 tactical campaign will continue in spring 2015. The Bureau continued to implement this successful tactical online campaign to drive overnight stays to Costa Mesa. Online banner advertisements and specialized email distributions featured this gift card offer, with a call to action to the hotel deals landing page on TravelCostaMesa.com.

COSTA MESA
WHERE YOUR STYLE SPREADS ITS WINGS

STAY + GET
\$50
AMERICAN EXPRESS®
GIFT CARD
TO SHOP*

BOOK NOW

COSTA MESA
CITY OF THE ARTS™

THE ARTS TAKE FLIGHT IN Costa Mesa with world-class shopping at South Coast Plaza, a palette of award-winning performances at Segerstrom Center for the Arts, exquisite dining and endless relaxation at exceptional hotels. The City of the Arts™ sets the stage for the ultimate Southern California retreat – centrally located just minutes from beaches, the Disneyland® Resort, and Orange County's John Wayne Airport. Now through January 4, 2015, book a stay at a participating hotel and RECEIVE A \$50 AMERICAN EXPRESS GIFT CARD.

*Offer ends January 4, 2015. Subject to availability. Rules and restrictions apply.

Valentine's Day Weekend Getaway Campaign

During Valentine's Day weekend, the Bureau promoted partner hotel packages in an effort to increase occupancy over this three-day weekend. The Bureau utilized online banners, dedicated emails and social media ads to draw guests to the *City of the Arts*™. A press release was also developed and distributed to relevant regional print and online media outlets.

The campaign was heavily focused on the immediate drive markets of Los Angeles, San Diego, and Arizona. The Bureau distributed dedicated emails positioning Costa Mesa as a Valentine's Day weekend getaway

destination through Modern Luxury Riviera San Diego, Los Angeles Magazine, and AZCentral.com (Arizona Republic). Digital banner ads were also placed on partnering websites. In addition, Facebook and Twitter ads also served to drive visitors to the hotel deals page on TravelCostaMesa.com.

In the Valentine's Day campaign timeframe, February 5-15, there were a total of 5,908 new users to the Costa Mesa website. Valentine's Day social media ads received more than 4,000 page interactions (likes, comments and shares).

MESA
WHERE YOUR LOVE REACHES
NEW HEIGHTS

CLICK HERE
FOR SPECIALS

Suggested Page

Travel Costa Mesa
Sponsored

Let your love take flight in Costa Mesa, Orange County. Hotel & dining specials await!

**Valentine's Day
HOTEL SPECIALS**

CLICK HERE

Travel Costa Mesa
Public Places
3,933 people like this.

Like Page

Costa Mesa Restaurant Week

The City of the Arts™ showcased *The Art of Dining* through Costa Mesa Restaurant Week (CMRW) 2014. Participation increased dramatically to 58 restaurants compared to 40 in the prior year. Partnering hotels were highlighted and guests were encouraged to spend the night in Costa Mesa while this once-a-year event was taking place.

Advertisements for CMRW 2014 were served across a variety of platforms, including online, print, radio

and outdoor mediums, resulting in a total of 4 million impressions. A press release was also developed and distributed to regional print and online media outlets. During CMRW 2014, August 15-22, there was a total of 20,689 unique visitors to the CMRW website. Compared to data from CMRW 2013, there was an increase of 2,208 visitors to the site and a 12% decrease in bounce rate. In addition, we had 52,097 pageviews compared to prior year of 37,273, a 40% increase.

| Source | CMRW 2013 | CMRW 2014 | YOY% |
|------------------|-----------|-----------|--------|
| Pageviews | 37,273 | 52,097 | 39.77% |
| Pages | 1.47 | 1.8 | 22.15% |
| Session Duration | 1:18 | 1:22 | 5.13% |



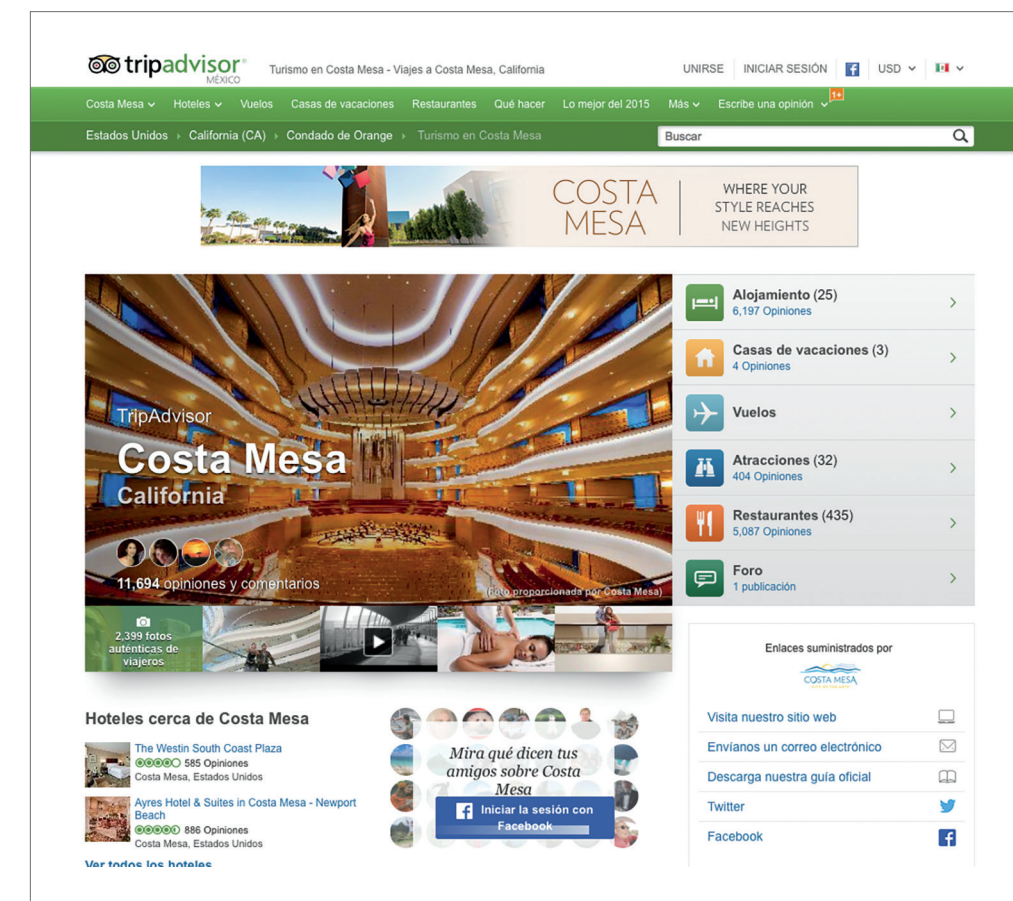
TripAdvisor Sponsorship Page & Banner Ads

The Bureau continues to own and maintain a sponsorship page on the TripAdvisor U.S. site. TripAdvisor is the world's largest travel site and serves as a platform for travelers to gain insights on specific destinations, share advice and seamlessly book trips. TripAdvisor has the largest travel community in the world, reaching 315 million monthly unique visitors with more than 200 million reviews and opinions. It also covers more than 4.5 million accommodations, restaurants and attractions worldwide.

The Costa Mesa sponsorship page includes information about Costa Mesa hotels and attractions, as well as

photos and links driving visitors to TravelCostaMesa.com. Geotargeted tactical and branding banners are updated across this page throughout the year.

In 2014, there was an overall increase of 1,832 unique visitors to Costa Mesa's TripAdvisor U.S. sponsorship page, compared to 2013. In February 2014, the Bureau purchased an additional sponsorship page on TripAdvisor Canada. In 2015, a sponsorship page was purchased on TripAdvisor Mexico as the Bureau increases its international reach.



PUBLIC RELATIONS

The Bureau continues to seek new public relations opportunities in an effort to build and share newsworthy content about the city of Costa Mesa. Press releases, pitches and media relationships have resulted in added exposure for Costa Mesa. This earned media builds upon the branding and social efforts to reach a target audience via various credible and authentic channels.

A sample of press releases developed during the year include:

- Costa Mesa Hotel Deals During OC Fair
- Costa Mesa Selected to Host First Ever West Coast Indie Chefs Week
- Costa Mesa Representatives Embark on Second International Visit
- Stay in Costa Mesa and Get \$50
- BLVD Hotel Joins the Costa Mesa Conference and Visitor Bureau

COSTA MESA
CITY OF THE ARTS
TravelCostaMesa.com

OC
A part of the OC Experience

Costa Mesa Representatives Embark on Second International Visit This Year to Promote Overseas Travel to the SoCal Destination

COSTA MESA, CA – (November 3, 2014) – The Costa Mesa Conference & Visitor Bureau (CMCVB) along with the Orange County Visitors Association (OCVA) embarked on their second international trip of 2014 this October. The tourism organizations traveled to China and the United Arab Emirates to meet with notable representatives and promote Orange County as world-class tourist destination.

This year's overseas initiatives mark one year since the 2013 opening of OCVA tourism offices in Beijing and Shanghai, which serve to attract visitors from the continuously growing Chinese market. In this year's continued efforts to promote Costa Mesa as a must see destination within Orange County to travelers and tour operators, CMCVB President, Paulette Lombardi-Fries and Director of Marketing, Linda Ta held two conferences in Beijing and Shanghai. The Costa Mesa CVB met with more than 130 representatives across a range of tourism companies including CYTS, CTS, Jia Yuan International Travel Company, Ctrip, Elong, CITIC, Galaxy Tour, Casissa, and Tunki.

COSTA MESA
CITY OF THE ARTS
TravelCostaMesa.com

The BLVD Hotel Joins the Costa Mesa Conference and Visitor Bureau

COSTA MESA, CA – (February 19, 2015) – The Costa Mesa Conference and Visitor Bureau (CMCVB) is excited to announce the newest addition to its group of hotel partners. The BLVD Hotel will officially be welcomed into the CMCVB family today as the 11th hotel represented by the Bureau.

"We are excited to welcome the BLVD Hotel to our organization," said Paulette Lombardi-Fries, President of the CMCVB. "This property is in close proximity to the beach, and has a contemporary, boutique look and feel that guests will enjoy when visiting Costa Mesa."

The BLVD Hotel is located less than four miles from John Wayne Airport, Orange County and offers travelers everything they need when visiting Southern California. The property's comfortable, contemporary-styled rooms are outfitted for both business and relaxation, with an inviting appearance.

The BLVD Hotel is also located just minutes from Costa Mesa's South Coast Plaza, The CAMP retail shopping district and the OC Fair & Event Center. Other nearby Orange County attractions include the Disneyland® Resort and Knott's Berry Farm.

For more information on the BLVD Hotel and a complete list of Costa Mesa's partnering hotels, please visit www.TravelCostaMesa.com

About the Costa Mesa Conference and Visitor Bureau:
The Costa Mesa Conference and Visitor Bureau was established in 1995. The Bureau's primary goal is to promote tourism to the city and to fund programs and activities that benefit the hotel and motel businesses within the city of Costa Mesa. For more information on travel to the city of Costa Mesa, visit www.travelcostamesa.com. The Costa Mesa Conference and Visitor Bureau is a 501(c)(6) nonprofit organization.

Media Contact:
Mackenzie Griffin
Myriad Marketing/Costa Mesa Conference and Visitor Bureau
Mackenzie@MyriadMarketing.com
(310) 649-7700

INTERNATIONAL EFFORTS

Internationally, the Bureau has expanded its marketing efforts into Canada, China, Mexico and the Middle East. The Bureau had 100 pages of key content on the website translated into Simplified Chinese and Spanish, with future plans to have site content translated into Arabic as well.

COSTA MESA
CITY OF THE ARTS

ESTADÍA TIENDA COMER JUEGO

Busque Costa Mesa

Hotel Deals

Choose a brand to see
Costa Mesa Deals

LEARN MORE

COSTA MESA
CITY OF THE ARTS

住宿 购物 饮食 娱乐

China

The TravelCostaMesa.cn domain was purchased this fiscal year to cater to the Chinese market. The China outbound market has continued to be the biggest market globally and is still the number one outbound tourism market. China is the world's fastest-growing major economy in the world, and California is still the most desired U.S. travel destination.

The trend of Chinese traveling abroad is significant and ever-growing. Having an established web presence in China shows not only the Bureau's commitment to branding Costa Mesa in this rapidly growing market, but also for the Bureau to build a competitive advantage in

the market. Content translated into Simplified Chinese makes information more accessible to Chinese travelers, which is vital as most Chinese are more comfortable reading in their native language.

The Bureau also created a Chinese email newsletter earlier this fiscal year to further engage, educate and provide this audience with compelling and relevant content of what Costa Mesa has to offer. The content is carefully selected and must be useful and interesting to attract Chinese travelers. The goal is to engage this audience, increase awareness of the city as a must-see Southern California destination.



China Press & Exposures

The Bureau attended its second sales mission trip to China with OCVA in October 2014.

Our presence on this second sales mission generated press in some online and print publications from ChineseLuxury.com, Travel Weekly China, NEEU.com and Travel Daily Media.

In addition, Costa Mesa's video is shown on Air China in-flight video from Beijing to California. The video ran from December 2014 to March 2015 at no cost to the Bureau. The total cost is valued at \$15K and provides exposure to 34,800 total passengers during this time frame. Air China is China's exclusive national carrier and is the world's largest member of Star Alliance, a leading global airline network with the highest number of member airlines and daily flights.



China-WeChat

Costa Mesa is also represented in WeChat through OCVA in China. WeChat is a popular mobile social media platform used in China, as more people access the Internet in China via mobile than desktop.

Having Costa Mesa content on WeChat offers a unique direct communication tool to the Chinese market, offering an enormous opportunity for the brand to remain top of mind.

OCVA CHINA SITE

2 特色酒店

Costa Mesa Marriott 科斯塔梅萨万豪酒店

500 Anton Boulevard
Phone: (714) 957-1100
[访问网站](#)



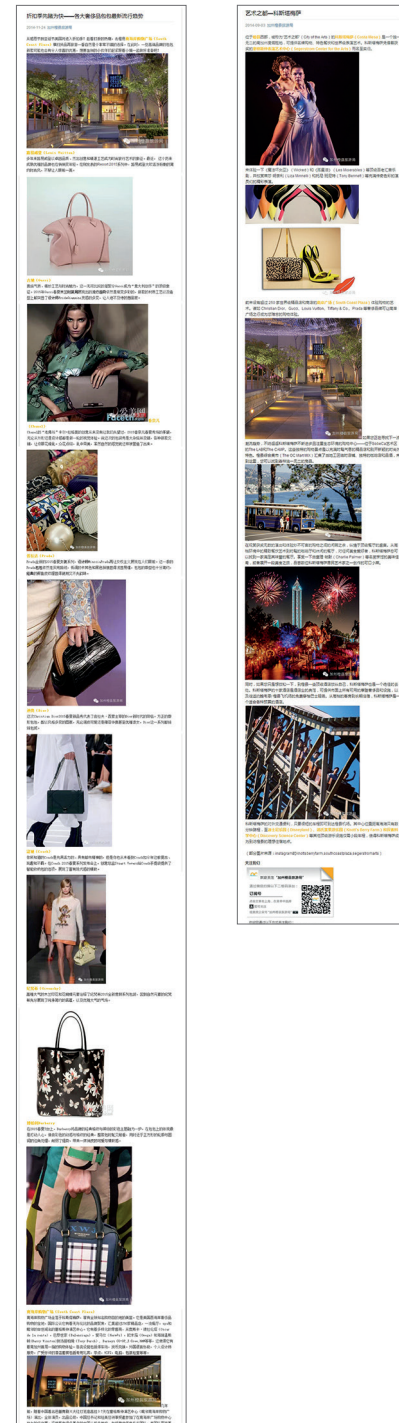
坐落于商业区的心腹地带的科斯塔梅萨万豪酒店距离南海岸广场和Segerstrom艺术中心只有几个街区并且距离约翰·韦恩机场只有几分钟的路程。无论是商务旅行，休闲或计划会议，都将享受我们设有独立的起居区和睡眠区，折叠沙发床，两个高清电视和豪华的万豪床上用品的全套房住宿的宽敞空间。酒店可提供包括一个宴会厅在内的3200平方英尺的会议空间，可承接婚礼和特别活动，能容纳200位客人。一天的会议之后，可在酒店24小时的健身中心，室外温水游泳池，湖畔小屋或海明威小屋，酒店内餐厅放松一下。万豪酒店为客人提供优质的忠诚度奖励计划，可以增值您的个人生活方式。

1 South Coast Plaza 南海岸广场

南海岸广场位于科斯塔梅萨是加州最大的购物中心。这个拥有超过250家零售商的豪华购物目的地代表 着美国最高知名度的时装设计师品牌，是西海岸一带购物中心皇冠上的明珠。顶级的设计品牌Christian Dior、Balenciaga、Hermès、Harry Winston、Gucci、Fendi、Prada让您尽享南加州尊贵的购物盛宴体验。

[南海岸广场微博链接: http://weibo.com/southcoastplaza](http://weibo.com/southcoastplaza)

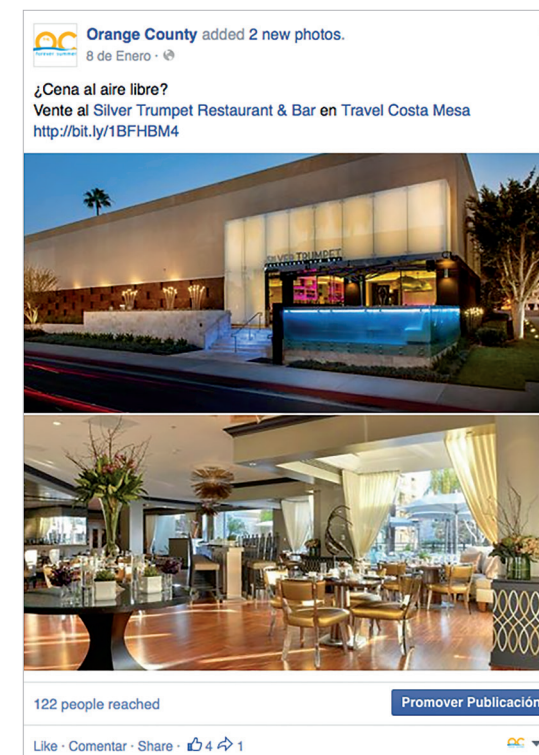
WeChat



Mexico

For the Mexico segment, the Bureau updates OCVA on a regular basis on key events, promotions, news and updates from partner hotels, South Coast Plaza, Segerstrom Center for the Arts, and general interesting information about the city.

Costa Mesa's content is posted on Facebook in Mexico through the Bureau's partnership with OCVA.



Canada

For the Canada market, the Bureau continued to partner with John Wayne Airport, Orange County and South Coast Plaza on its second year in a row to optimize the momentum of the first cooperative sweepstakes campaign of “Win a Shopping Spree in Costa Mesa.” This year’s sweepstakes runs from February 2015 to May 2015. The Bureau will expand the Canadian market to include Calgary, Alberta, in addition to Vancouver and the greater British Columbia area. Canada is ranked as the top country outside of the U.S. that brings the most visitors to the Travel Costa Mesa website.

For the first campaign in 2014, the Bureau partnered with John Wayne Airport, Orange County and South Coast Plaza to launch an online campaign targeted to Vancouver and the greater British Columbia area. Online and print advertisements showcased a sweepstakes to win a trip to Costa Mesa. The package

included a \$5,000 shopping spree at South Coast Plaza, accommodations, dining and round-trip airfare to John Wayne Airport, Orange County. The 2014 sweepstakes received over 2,300 entries. Online advertisements generated 1,220,030 impressions with an overall average click-through rate of 0.34%, exceeding the industry average of 0.10%.

The 2015 campaign will advertise solely across digital platforms. Selected advertising partners were based on market reach and audience demographics and include, but are not limited to The Vancouver Sun, The Province, Vancouver Magazine, Expedia.com and Steel Media ad network. The Bureau has also partnered with influential Vancouver- and Calgary-based travel and lifestyle bloggers to increase promotional efforts around the sweepstakes to relevant audiences, while receiving added value media coverage on the destination itself.



WIN A \$2500 SHOPPING SPREE AT SOUTH COAST PLAZA IN COSTA MESA

PLUS

- YOUR OWN PERSONAL STYLIST AT SOUTH COAST PLAZA
- ROUNDTrip AIR FROM VANCOUVER OR CALGARY TO ORANGE COUNTY
- 2 NIGHTS ACCOMMODATION IN COSTA MESA, CALIFORNIA

ENTER TO WIN

COSTA MESA CALIFORNIA offers world-class fashion at South Coast Plaza, a palette of award-winning performances at Segerstrom Center for the Arts, exquisite dining and endless relaxation at an exceptional selection of hotels. The City of the Arts sets the stage for the ultimate Southern California retreat, centrally located just minutes from beaches, the Disneyland® Resort and Orange County's John Wayne Airport.

Quality is



International Destination

Middle East

The Bureau’s partnership with OCVA has also helped broaden international marketing efforts by attending sales mission trips throughout the year. In October 2014, the Bureau staff attended the first sales mission trip to the Middle East. With OCVA’s extensive connections overseas, it enables us to connect with tour operators and agencies, allowing the ability to share and highlight Costa Mesa – and to collectively tell a consistent story to paint a bigger picture of what Orange County and Southern California has to offer. As a result, Costa Mesa has received media attention from SmartArabs.com, MiddleEastEvents.com, Dubai City Guide, UAE Today, Middle East Travel & Tour Guide and SmartOman.com.

SmartArabs.com Dubai & Middle East Business News Brief & City Guide

Be safe, Be smart

HOME CITY UPDATES CITY GUIDE FINANCE & ECONOMY PRODUCTS & SERVICES SALES

join me Try it free Simple online

YOU ARE HERE: PRODUCTS & SERVICES > AIRLINES & AVIATION > ORANGE COUNTY VISITORS ASSOCIATION VISIT THE UAE TO PROMOTE MIDDLE EASTERN TRAVEL TO SOUTHERN CALIFORNIA'S TOP DESTINATION

ORANGE COUNTY VISITORS ASSOCIATION VISIT THE UAE TO PROMOTE MIDDLE EASTERN TRAVEL TO SOUTHERN CALIFORNIA'S TOP DESTINATION

MONDAY, 20 OCTOBER 2014 16:10

Select Language

“The OC & ME” campaign launched as the first travel package created by a United States tourism association to exclusively target Middle Eastern residents

Middle Eastern-specific online and social media platforms also launched

DUBAI (October 20, 2014)—Delegates from the Orange County Visitors Association of California are in Dubai through October 22 to meet personally with local press and existing and new customers. The delegation, led by Orange County Visitors Association CEO Ed Fuller, aims to promote Orange County as the heart of Southern California and an ideal destination for Middle Eastern travelers.

“Our mission is to reach out personally to potential visitors and build awareness of Orange County, California as a premier travel destination,” said Mr. Fuller. “With Emirates, Etihad Airways and Saudia Airlines currently serving our market, we believe Orange County is the perfect locale for visitors to experience the best of Southern California.”

Emirates and Etihad Airways recently moved their flight crews from hotels in Los Angeles to the Hilton Anaheim and the Hilton Orange County/Costa Mesa hotels in Orange County, a move that marks Orange County’s position as the center of Southern California.

dubaicityguide if it's in dubai, it's on a cyber gear e-Channel

Join the fanclub on facebook Follow our Tweets See us on YouTube Add to Favorites

Home / News /

Search News | Enter Keywords | SUBMIT

Orange County Visitors Association Visit The UAE To Promote Middle Eastern Travel To Southern California's Top Destination (20 October 2014)

Delegates from the Orange County Visitors Association of California are in Dubai through October 22 to meet personally with local press and existing and new customers. The delegation, led by Orange County Visitors Association CEO Ed Fuller, aims to promote Orange County as the heart of Southern California and an ideal destination for Middle Eastern travelers.

“Our mission is to reach out personally to potential visitors and build awareness of Orange County, California as a premier travel destination,” said Mr. Fuller. “With Emirates, Etihad Airways and Saudia Airlines currently serving our market, we believe Orange County is the perfect locale for visitors to experience the best of Southern California.”

Emirates and Etihad Airways recently moved their flight crews from hotels in Los Angeles to the Hilton Anaheim and the Hilton Orange County/Costa Mesa hotels in Orange County, a move that marks Orange County’s position as the center of Southern California.

“Orange County represents what everyone thinks of when they think of Southern California,” said Mr. Fuller. “Joining the delegation in Dubai are representatives from the Anaheim/Orange County Visitor & Convention Bureau, Visit Newport Beach, Costa Mesa Conference & Visitor Bureau, The Resort at Pelican Hill, Newport Beach Marriott Hotel & Spa, and Disneyland. The Middle Eastern initiative was recently joined by South Coast Plaza, Fashion Island/Irvine Spectrum, the St. Regis Monarch Beach Resort, and Montage Laguna Beach. Representing Orange County Visitors Association throughout the Middle East are Glenn Johnston and his team.

Since the opening of Orange County Visitors Association’s office in Dubai in March, guests from the United Arab Emirates, Saudi Arabia, Kuwait, Bahrain and Qatar have traveled to Orange County in larger numbers than ever before. To support and encourage more Middle Eastern travel to Orange County, the organization recently launched a website in the United Arab Emirates at <http://www.visitthocaa.com> and plans to launch several other country-specific websites throughout the Middle East in the coming months. Orange County Visitors Association plans to introduce Facebook and other social media platforms for the Middle Eastern market during their Dubai visit as well as launch a new “OC & ME” which will feature special holiday packages exclusively for Middle Eastern residents traveling to Orange County. The packages will highlight Orange County’s luxury accommodation, shopping and family and lifestyle attractions at exceptional value, and will be made available to the general public via the Middle East’s local travel agencies.

Cyber Gear THE INTERNET COMPANY

Middle East Events

Thursday, January 22, 2015

WESTIN HOTELS & RESORTS

The Westin Cape Coral Resort at Marina Village

Admission: \$10

Orange County Visitors Association Visit The UAE To Promote Middle Eastern Travel To Southern California's Top Destination

Delegates from the Orange County Visitors Association of California are in Dubai through October 22 to meet existing and new customers.

Monday, October 20, 2014

Delegates from the Orange County Visitors Association of California are in Dubai through October 22 to meet personally with local press and existing and new customers. The delegation, led by Orange County Visitors Association CEO Ed Fuller, aims to promote Orange County as the heart of Southern California and an ideal destination for Middle Eastern travelers.

“Our mission is to reach out personally to potential visitors and build awareness of Orange County, California as a premier travel destination,” said Mr. Fuller. “With Emirates, Etihad Airways and Saudia Airlines currently serving our market, we believe Orange County is the perfect locale for visitors to experience the best of Southern California.”

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COSTA MESA

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