



## 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, Jua Yuan International Travel Company, Ctrip, Elong, CITIC, Galaxy Tour, Casissa, and Tuniu.



Following the China activities, representatives from the CMCVB and OCVA traveled to Dubai and Abu Dhabi in the United Arab Emirates to further promote Orange County as an excellent destination for Middle Eastern travelers.

According to OCVA President, Ed Fuller, nearly one million Middle Eastern travelers visited the United States in 2013. In response to the consistent rise in overseas travel, in April 2014, the OCVA opened its first sales office in Dubai to draw visitors to Southern California. A pioneer in the industry, the OCVA is the first United States tourism organization to have a permanent sales office and dedicated team in Dubai. The delegation, led by Fuller, met with Michael H. Corbin, Ambassador of the United States to the United Arab Emirates; John E. Simmons, United States Counselor for Commercial Affairs; Robert Waller, Consul General of the United States of America; and Nasir Abbasi, US Consul for Commercial Affairs, to discuss Orange County's desire to host more Middle East guests and promote the area as a must see destination.

Costa Mesa, the City of the Arts™ is centrally located between Los Angeles and San Diego within Orange County, offering visitors the very best of Southern California just two miles from the Pacific Ocean coastline. A convenient five-mile drive from John Wayne Airport Orange County, Costa Mesa is home to the internationally renowned South Coast Plaza, the largest shopping center in California with over 250 luxury boutiques, and the Segerstrom Center for the Arts, a state-of-the-art performance venue which hosts a variety of award-winning musicals, dance and theater productions throughout the year. Visitors will also find that Costa Mesa offers an array of remarkable dining venues and is just minutes away from many other popular attractions, including the *Disneyland*® Resort, Knott's Berry Farm and the Discovery Science Center.

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**About the Costa Mesa Conference & Visitor Bureau:**

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

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