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### **Costa Mesa Hosts China Fam Trip**

*Shanghai and Beijing Representatives Enjoy Day Touring Orange County City*

**Costa Mesa, CA (February 21, 2014)** – The [Costa Mesa Conference & Visitor Bureau](#) (CMCVB) along with the Orange County Visitor's Association (OCVA) welcomed international travel representatives from Shanghai and Beijing, China this past weekend for a familiarization (Fam) trip touring Costa Mesa's top attractions. OCVA Shanghai sales manager, Cherrie Yang, led the day with Paulette Lombardi-Fries, president of the CMCVB.

Lombardi-Fries explained, "We have been working very hard to educate the Chinese traveler about what Orange County has to offer. The CMCVB visited China in October, and this is the third familiarization trip hosting Chinese representatives in Costa Mesa over the last few months. The continued conversation with operators and airlines from China offers a great opportunity for increased tourism from this emerging market."

The Saturday began with a visit to the Segerstrom Center for the Arts with Lombardi-Fries and Tim Dunn, director of PR for the Center. The Segerstrom Center for the Arts is OC's largest non-profit arts organization and hosts a variety of national and international music, dance, and theater productions; it is currently running Andrew Lloyd Webber's *The Wizard of Oz*.

Next, the group toured South Coast Plaza with Werner Escher, executive director of domestic and international markets. Renowned as a major global shopping destination, South Coast Plaza is home to more than 250 prominent boutiques and critically acclaimed restaurants. Its unparalleled collection of upscale retailers and customized concierge services makes it Southern California's premier shopping experience.



*The China group inside Pinot Provence at [The Westin South Coast Plaza](#) in Costa Mesa.*

The tour culminated at Pinot Provence, located inside of The Westin South Coast Plaza hotel. Guests dined on fresh Scottish salmon and Burgundy braised short rib. The hotel's director of sales and marketing, Jennie Hoffman, account director and account director of leisure sales North America, Monique Frankfort and Janet Murakami, hosted the dinner.

The representatives from China included managers from China Travel Services Zhejiang Co., Shanghai Airlines Tours International Co., China CYTS MICE Service Co., China Comfort Travel, Beijing Global Tour International Travel Service Co., CAISSA Touristic Shanghai Branch, and United Airlines.

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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.

**Media Contact:**

Jaclyn Gaffaney

Myriad Marketing / Costa Mesa Conference & Visitor Bureau

[jaclyn@myriadmarketing.com](mailto:jaclyn@myriadmarketing.com)

(310) 649-7700