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**COSTA MESA WELCOMES LARGEST CHINESE MICE GROUP TO VISIT U.S.  
Orange County to Host 7,000 Attendees**

**Costa Mesa, CA (May 22, 2014)** — The Costa Mesa Conference & Visitor Bureau (CMCVB) welcomes 7,000 attendees for the Perfect (China) Corporation Seminar – an international conference coordinated by CITS International M.I.C.E. Co. Ltd., a major meeting, incentive, conference and exhibition (MICE) company based in China, and hosted by the Orange County Visitors Association (OCVA) and the Anaheim/Orange County Visitor & Convention Bureau.

The arrival of Perfect (China) marks an historic occasion as it represents the largest singular group meeting from China to ever visit the United States.

Paulette Lombardi-Fries, president of the CMCVB, states, “We are privileged that Perfect (China) selected Orange County to host this event. We are thrilled to show the attendees all that Costa Mesa has to offer, including our hospitality and the internationally renowned South Coast Plaza.”

The CMCVB is hosting approximately 900 room nights at the AAA Four Diamond Avenue Of The Arts Costa Mesa and Crowne Plaza Costa Mesa, Orange County.

According to the U.S. Travel Association, China is a fast-growing market for inbound travel to the United States. The National Travel and Tourism Office reports that nearly 1.5 million Chinese visited the U.S. in 2012 – a 35% increase from the previous year. In 2013, the U.S. continued to see an increase in visitor volume from China with 1.8 million visitors. This was a 23% increase from 2012 and was the largest growth rate among the top 10 markets for international visitation to the U.S.

In recognition of the exponential growth in travel from China to the U.S. following relaxation of U.S. visa requirements, CITS MICE has named the U.S. as 2014’s Number One Destination for China’s MICE market.

The Perfect (China) Corporation Seminar takes place from May 19 – June 2, 2014.

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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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