A Message From The Chairman

2018 was a monumental year for Orange County tourism! Our community welcomed more than 50 million tourists and broke a visitor growth record for the fifth year in a row. This feat puts us in an elite group of destinations that can claim a growing destination that positively impacts our community and the growth of our economy.

Tourists from all corners of the world visited Orange County last year in record numbers to experience what we all get to live – day in and day out. World-class attractions, 42 miles of beautiful beaches, extraordinary shopping, quintessential SoCal cuisine, the largest convention center on the West Coast – Orange County continues to charm 50 million visitors experiencing our destination.

Tourism plays a critical role in our local economy and we are proud to say that 2018 visitor spending amounted to a staggering $13 Billion dollars, a 4.2 percent increase from the previous year. That means more jobs, more small businesses and more economic opportunities for our community. We’ve also expanded our presence in China and Mexico; adding to the current 4.5 million international visitors that come to Orange County every year.

The Orange County tourism community made this happen by driving growth and shining the spotlight on what tourism brings to our destinations.

This milestone sets the stage for the most notable travel and tourism industry event, IPW, coming to Anaheim and Orange County this June. Our community partners - from transportation to attractions to neighboring cities - have all been instrumental in helping us plan this unforgettable time in Orange County. We know our visitors’ experience stretches across city lines, so all of us in Orange County are banding together to give delegates a seamless vacation experience.

We look forward to our continued partnership and growing this community to break more records and welcome more visitors for years to come!

Jay Burress, President & CEO, Visit Anaheim
THE OC’S RECORD
BREAKING RESULTS

50.16 million visitors to Orange County in 2018, up 1.6% from 2017.

$13.05 billion spent this year from visitors to The OC, a 4.2% increase in spending.

4.64 million international visitors in 2018, up 1% from the previous year.

179,000 tourism-related jobs an increase of 1.1%
# 2018 Top Domestic Sales Sources

<table>
<thead>
<tr>
<th>Los Angeles/Riverside/OC</th>
<th>Las Vegas</th>
<th>New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego</td>
<td>Seattle</td>
<td>Dallas</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>Sacramento</td>
<td>Chicago</td>
</tr>
<tr>
<td>Phoenix</td>
<td>Denver</td>
<td>Salt Lake City</td>
</tr>
</tbody>
</table>

# 2018 Top International Sales Sources

<table>
<thead>
<tr>
<th>China</th>
<th>Mexico</th>
<th>Vietnam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>Middle East</td>
<td>France</td>
</tr>
<tr>
<td>Japan</td>
<td>United Kingdom</td>
<td>Taiwan</td>
</tr>
<tr>
<td>Australia</td>
<td>South Korea</td>
<td>United Arab Emirates</td>
</tr>
</tbody>
</table>
Known around the World as The OC, Orange County is the heart of Southern California - the geographic and cultural center of beautiful places and bountiful attractions. Like a treasured summer past, here the energetic feeling seems to last forever.

With unsurpassed weather, 42 miles of breathtaking beaches and coastline, luxurious resorts and spas, legendary theme parks, world-class designer shops, renowned arts and theaters, oceanfront golf courses, and California cuisine as interpreted but both local artisans and celebrity chefs, The OC entices visitors with endless discoveries.
OUTDOOR RECREATION

It’s hard to find a destination with more opportunities for outdoor and ocean recreation than The OC. With hundreds of acres of inland and coastal parks, miles of hiking, jogging and mountain biking trails, pristine nature preserves, and a slew of recreation-friendly beaches and bays, about the only thing outdoor adventurers can’t do is ski... though even that is available within a two-hour drive.

LAID BACK LUXURY

Along with its pristine beaches, The OC boasts unparalleled opportunities to indulge and experience luxury at its best. With one of the world’s best collection of coastal resorts, The OC offers every comfort to discerning travelers. One of the world’s greatest shopping destinations, The OC is home to designer, haute couture and bespoke goods as well as local boutiques, galleries and everything in between, The OC competes with Rodeo Drive, Paris, New York and Hong Kong as one of the few destinations where shopping is not only an attraction - it’s a main event.
FAMILY
When it comes to family vacations, no destination in the world can beat kid-friendly Orange County, California. The OC boasts the most famous theme parks on the planet including the original Disneyland Park, a beloved Southern California institution where generations of families have made their Disney dreams come true since 1955; and the historic Knott's Berry Farm, considered California’s first theme park founded almost a century ago. World-class kid-themed entertainment is served up regularly at Segerstrom Center for the Arts, Downtown Disney in Anaheim, Irvine Spectrum, Balboa Fun Zone in Newport Beach, Medieval Times and Pirate’s Dinner Adventure in Buena Park and much more, 365 days a year.

ARTS & CULTURE
Just south of “Tinseltown,” The OC has carved out a unique niche for itself in the arts community. This is where visitors come for first-run live theater at South Coast Repertory, superb symphonic performances at Segerstrom Center for the Arts, and incredible visual arts displays vis-à-vis renowned organizations such as Pageant of the Masters, Orange County Museum of Art, and the Sawdust Art & Craft Festival. Add to all of this A-list concerts at Honda Center, The Grove at Anaheim, House of Blues, and other venues, The OC is an ideal destination for art lovers of every inclination.

CULINARY
The OC is a culinary mecca with world-class dining options that are endless, just like our summers. The restaurant scene in Orange County is well-respected and exciting, and the world’s best chefs bring their epicurean dreams to the heart of Southern California. Orange County is home to countless top dining experiences and culinary outposts. From beachside coffee houses and bars to elegant patio dining with lakeside and ocean views, there is something for everyone across the dozens of cities that make up The OC.
A DYNAMIC ADVOCATE
FOR A VITAL INDUSTRY

As the county’s leading advocate for tourism for nearly 20 years, the Orange County Visitors Association (OCVA) is the only visitor organization that promotes all of The OC. They’re fortunate to represent an endlessly appealing destination - one that is versatile enough to tap into an enormous regional market and also attracts over 50 million visitors per year looking for their own unforgettable California experience.

Mission Statement
Collectively lead our investors and partners through highly-targeted, research-driven Orange County destination sales and marketing, communications, advocacy and educational support to generate economic prosperity and results that none of those partners could achieve on their own.

What We Do
Sales & Marketing: The positive awareness and understanding of The OC brand is their most valuable asset. They are all stewards of this brand and promote Orange County as a premier world travel destination.

By combining their collective strengths, the entire region becomes more attractive to prospective visitors and stronger economically. And in the process, each individual tourism-related business benefits from The OC’s prominence and appeal as a destination.

Advocacy: The OCVA is the unified voice for the Orange County visitor industry’s tourism-related legislative and policy initiatives. They communicate with decision makers and stakeholders about the benefits generated by tourism, promote policies that benefit the travel industry and ensure that the priorities and needs of Orange County tourism are heard.

Education: The serves as an information resource for government officials and travel industry professionals. The association hosts education and networking forums to convey correct regional, domestic, and international travel trends. They foster professional and workforce development through academic advisory partnerships.
<table>
<thead>
<tr>
<th>OCVA GLOBAL OPERATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>919.5 million</strong></td>
</tr>
<tr>
<td><strong>90.7 million</strong></td>
</tr>
<tr>
<td><strong>145</strong></td>
</tr>
<tr>
<td><strong>112</strong></td>
</tr>
<tr>
<td><strong>6,396</strong></td>
</tr>
</tbody>
</table>
2018 NORTH AMERICA INITIATIVE RESULTS

- **22+** Earned Media Articles
- **2.4M** Social Media (OCVA)
- **62.1M** PR/Earned Media
- **230K** Website
- **2.3M** Paid Impressions
- OC Brand Video for Domestic Markets
- OC Brand Video for China Markets
- Developed Digital Initiative
- Produced Seattle Media Mission (hosted Jan 2019)
Filmed in 2017, America’s most famous traveler, Samantha Brown, debuted on American Public Television with “Places to Love”. This half-hour program takes viewers on a discovery of the emotional heart of travel by highlighting the people who are changing, challenging, and strengthening a destination to deliver a decidedly refreshing and enriching travel experience.

Samantha spent a week in Orange County in May 2017 to film for this episode, which completely focuses on The OC. Since launching, this episode has re-aired 386 times and generated 1.27MM views in 2018.
SAN FRANCISCO INFLUENCER CAMPAIGN

**34.6M**
TOTAL IMPRESSIONS

**19,700**
INCREMENTAL ROOM NIGHTS

**7.2**
INCREMENTAL VISITOR REVENUES

**$62**
ROI IN VISITOR SPEND FOR EVERY ADVERTISING DOLLAR INVESTED

Placements include: Pandora, Paid Search, Digital Display, Facebook, Teads, Hearst, SFGate.com, Influencer Partnerships and Pulse Point.

2018 NORTH AMERICA INITIATIVE RESULTS

**21**
ARTICLES GENERATED TO DATE

**8M**
EARNED MEDIA REACH TO DATE

**47M**
EARNED MEDIA IMPRESSIONS

**2.29M**
EARNED SOCIAL MEDIA REACH

PUBLIC RELATIONS HITS

Y Travel Blog Family Share Adventures

Car and Craig Makepeace found a trip of tummy-wilding California

February 13, 2016

Car and Craig Makepeace of Y Travel Blog describe their vacation in Southern California together as an adventure and a beautiful family vacation.

As travel bloggers, the couple have generated a massive following over the last 5 years. With the births of their third and fourth children, the family trip through the Channel Islands, Ventura County, Orange County, and San Diego was a combination of outdoor experiences and family-friendly California fun.

Travelling: Channel Islands National Park

Surfing, theme parks, reality shows and shopping are synonymous with Orange County, the second-largest county in Southern California. But there’s so much more than the usual distractions to explore around these parts. Here are our favorite things, some well known and some off-the-beaten path, to do while in the O.C.

Have a Thrilling Time in The O.C. Smith with Anaheim

Anhein

The O.C. With Kids

The O.C. is wonderful for family trips to Orange County

February 14, 2016

The O.C. is wonderful for family trips to Orange County! With its sunny weather, Theme Parks, hiking trails, ocean activities and more, it is the perfect place to vacation.

The O.C. is wonderful for family trips to Orange County! With its sunny weather, Theme Parks, hiking trails, ocean activities and more, it is the perfect place to vacation. Family-friendly accommodations, restaurants, and activities make it an ideal destination for families. Whether you’re looking for a relaxing getaway or an adventurous adventure, the O.C. has something for everyone.
COMMUNITY RELATIONS

Print Ads:

Tourism Matters to Orange County
Tourism employs more people than any other industry sector in Orange County and generates:

$12.5 BILLION to our economy

4.5 Million International Visitors

177,000 JOBS
Locally

Let’s WELCOME Visitors!

Get Tips on welcoming visitors from China and the Middle East at:
VisitTheOC.com/China and VisitTheOC.com/Middle-East

Orange Coast Business Journal + Orange Coast Magazine

Regional Public Relations

Placed OCVA coverage in local media outlets, including Orange County Business Journal, OC Register, LA Times, OC Breeze, and others.

2 PRINT ADS
15 ARTICLES TO DATE
5.5M MEDIA REACH
Social Media

OCVA shares regional and partner stories every day to more than 45K followers on Facebook and Instagram.

2.4 M SOCIAL MEDIA (OCVA)

16-20 ORIGINAL INSTAGRAM AND FB POSTS EACH MONTH

2-3 ORIGINAL POSTS A MONTH FOR EACH DMO PARTNER
GLOBAL SALES & MARKETING

The following section of this report outlines OCVA’s results for 2018 and has been published to provide insights of the activities of our 24 dedicated personnel working on behalf of Orange County in the worldwide marketplace.
Components of OCVA’s Global Sale & Marketing Strategy

- Feet on the ground
- Public relations
- In-country websites
- Social media
- Familiarization trips
- Sales Missions
- Trade Shows
- Agent Training
- Community training
- Cultural training
- Media initiative
- Airline strategies
- Promotions
- OTA strategies
- MICE strategies
We continue to expand our presence in the China marketplace with sales calls, training sessions, and participation in Visit California road shows. As a result of our emphasis on increasing our involvement with OTAs and growing our social media communication, we now have 151,000 active followers on our WeChat site.

**2018 RESULTS**

<table>
<thead>
<tr>
<th>Sales Calls</th>
<th>Trade Shows &amp; Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,350</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Training Sessions</th>
<th>Packages Marketed</th>
<th>Media Value</th>
<th>Media Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>67</td>
<td>115</td>
<td>$26M</td>
<td>31.7M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Agents Trained</th>
<th>Familiarization Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,087</td>
<td>10</td>
</tr>
</tbody>
</table>
OCVA IN CHINA

- FAM Trips
- Sales Calls
- Destination Training
- Trade Shows

MICE

- Sales Training
- Promotion
- Sales Mission
- CTrip Campaign
- Trade Shows

LEISURE & OTA

- WeChat Posts
- WeChat
- Promotional Campaign

DIGITAL

- E-Newsletter
- Press Releases
- Media FAMs
- Media Interviews

PR
# CHINA INITIATIVE

### CTRIP

<table>
<thead>
<tr>
<th>Packages Offered</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participating Hotels</td>
<td>51</td>
</tr>
<tr>
<td>Packages Purchased</td>
<td>9,137</td>
</tr>
<tr>
<td>Increase in packages</td>
<td>150%</td>
</tr>
<tr>
<td>Impressions</td>
<td>828M</td>
</tr>
<tr>
<td>Site Visits</td>
<td>88.6</td>
</tr>
<tr>
<td>Click throughs</td>
<td>180,192</td>
</tr>
<tr>
<td>Total Room Nights</td>
<td>23,400</td>
</tr>
<tr>
<td>Increase in Hotel Rm Nights</td>
<td>1,279</td>
</tr>
</tbody>
</table>

### WECHAT

<table>
<thead>
<tr>
<th>Posts</th>
<th>145</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Followers</td>
<td>151,307</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>347,266</td>
</tr>
<tr>
<td>New Followers</td>
<td>35,906</td>
</tr>
<tr>
<td>Ranked #12</td>
<td>in National Tourism Offices WeChat impressions According to Dragon Trail Interactive</td>
</tr>
</tbody>
</table>

### MICE

<table>
<thead>
<tr>
<th>Sales Calls</th>
<th>528</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAM Trips</td>
<td>3</td>
</tr>
<tr>
<td>Training Sessions</td>
<td>28</td>
</tr>
<tr>
<td>Leads</td>
<td>26</td>
</tr>
<tr>
<td>Agents Trained</td>
<td>1.680</td>
</tr>
<tr>
<td>Lead Room Nights</td>
<td>13.685</td>
</tr>
<tr>
<td>Room Nights Utilized</td>
<td>1.279</td>
</tr>
<tr>
<td>Trade Shows</td>
<td>8</td>
</tr>
</tbody>
</table>
CHINA INITIATIVE
PUBLIC RELATIONS ACTIVITY

NEWPORT BEACH

REPORT

高端目的地州加州橙县进军中国二三线城市

橙县的“文化和娱乐”
In the Middle East, we continue to show strong representation through attendance at trade shows throughout the region, direct sales calls, PR efforts, growing our social media presence, and expanding the OC & ME promotions, such as the Vintage Car Promotion highlighting the various OC vintage car shows and where to rent these cars.

We remain the most consistent U.S. presence in the Middle East, and the Middle East is The OC’s sixth-largest international visitor based on revenue in 2018.

<table>
<thead>
<tr>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahrain</td>
</tr>
<tr>
<td>Kuwait</td>
</tr>
<tr>
<td>Oman</td>
</tr>
<tr>
<td>Qatar</td>
</tr>
<tr>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>United Arab Emirates</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>178 Sales Calls</td>
</tr>
<tr>
<td>3M PR/Media Value</td>
</tr>
<tr>
<td>17 Training Sessions</td>
</tr>
<tr>
<td>ATM Travel Show</td>
</tr>
<tr>
<td>629 Agents Trained</td>
</tr>
<tr>
<td>4.2M Total Media Reach</td>
</tr>
</tbody>
</table>
.Locale: Arabic

**مقاطعة أورانج**

موقع السياحة الدافئة ترحب بسياح الخليج والشرق الأوسط غير "ورلد كلاس".

بالصور... تعرف على مقاطعة أورانج الأمريكية التي يفتتُم فيها المسافرون العرب

**جمعية زوار مقاطعة أورانج تطلق أتراكسنْز ستار للعائلات الخليجية في بونيا بارك**

مسافرون المقبولون من الخليج يفرون زارة "تولنس سود سيتي" و"ورلد بارك" الكائنة على خارج المدارج الرفيع، بعيدًا عن الرذاذ ومشغقة مالية تجاه عواطف عالية. بينما تستوعب الظروف المفتوحة المسافرة "تازانا رينتال" 14 شاهدة، ما يجعل الأسرة المكان بعيد جدًا لا يكفي في الحقيقة المانية. ومع اقتراب ساحل السهوب، يهاجم التوجه إلى داخلم搜集. وظيفة السباق.

أنا الصيف في "بونيا بارك" أفناد للزوار مفلت ملك عروج من أجل الحرفية. إلى مسافر الإجازة.

**سافر إلى مسافر**

 المصدر: مسافر

المصدر: WALLACE
INDIA INITIATIVE

This year we have continued our PR presence through weekly articles as part of our global PR efforts. The offices continue to seek out PR opportunities that we can support.

2.4M
MEDIA REACH
This year we have continued our PR presence through weekly articles as part of our global PR efforts. The offices continue to seek out PR opportunities that we can support.
VisitTheOC.com is available in 12 languages. In 2018, OCVA websites received 630,000 global page views.

- English
- Arabic
- Chinese
- Dutch
- French
- German
- Hindi
- Italian
- Japanese
- Spanish
- Russian
- Portuguese
Advocacy

- Supported OC Travel PAC
- Partnered with Cornerstone Communications for Advocacy Support
- Supported John Wayne Airport Initiatives
- Worked directly with Visit California on major issues
- Conducted meetings and interviews at the U.S. Beijing Embassy Regarding Visa Policy
- Conducted meetings with members of Congress and Gov. Jerry Brown.
- Defended “Open Skies” Policy with U.S. Travel
- Board Member of U.S. Travel Association & California Travel Association (CalTravel)
- Increased OC Board of Supervisor Involvement with OCVA
- Promoted the Economic Impact Report in meetings and presentations
- OCVA recognized by the Orange County Board of Supervisors as serving as a major catalyst boosting Orange County tourism and the economy
- Developed a program to expand into non-DMO cities to be implemented in 2019
Tourism Matters

OCVA staff developed a Tourism Matters community campaign for Orange County for implementation in 2018.

Annual Tourism Conference

This year, the Orange County Visitors Association hosted the annual OC Tourism Conference to increase tourism acumen and marketing of The OC.

Tourism Training Videos

OCVA continued to distribute Middle East and China training programs while evaluating a Japan program for a future initiative.
The 10th Annual OC Tourism conference, OC - THE IMPACT OF TOURISM IN THE OC, was held at the Hilton Waterfront Beach Resort, Huntington Beach.

300 REGISTERED GUESTS

ROGER DOW, CAROLINE BETETA, ADAM SACKS & DOUG CHAFFEE 2019 SPEAKERS

CAROLINE BETETA, ADAM SACKS, TODD SPITZER, MICHAEL MERNER 2018 SPEAKERS

TRAINING FILMS AVAILABLE
Executive Officers
Chairman: Jay Burress, President & CEO - Visit Anaheim
Vice-Chairman: Shaun Robinson, General Manager - Hilton Anaheim
Treasurer: Russ Kline, Director of Account and Market Development - American Express
Secretary: Paulette Lombardi-Fries, President - Travel Costa Mesa

Board of Directors
American Express: Russ Kline, Director of Account and Market Development
Anaheim Marriott: John Kalinski, General Manager
Anaheim Resort Transportation: Diana Kotler, Executive Director
Balboa Bay Resort: Sam El-Rabaa, General Manager
BEST - VIP Chauffeured: Todd Szilaghi, Chief Operating Officer
Bowers Museum: Peter Keller, President
CBRE Hotels: Bruce Baltin, Managing Director
Cal State University, Fullerton: Dr. Ellen Kim, Director, Center of Entertainment & Hospitality Management
Certified Folder Display Services, Inc.: Patrick Fearn, President
Chapman University: Joe Slowensky, Vice Provost for Institutional Effectiveness & Faculty Affairs
City of Garden Grove: Greg Blodgett, Senior Project Manager
Costa Mesa Marriott: Marina Dutton, General Manager
Destination Irvine: Wendy Haase, Director of Tourism Marketing
Disneyland Resort: Lynn Clark, Vice President, Disneyland Resort Sales
Great Wolf Lodge: Tony Bruno, General Manager
Hilton Anaheim: Shaun Robinson, General Manager
Hilton Waterfront Beach Resort: Kamran Enayat, Director of Marketing
Historic Mission San Juan Capistrano: Barb Beier, Development Director
Hyatt Regency Huntington Beach: Peter Rice, General Manager
Hyatt Regency Newport Beach: Sid Ramani, General Manager
Irvine Company Retail Properties: Diana Parsel, Tourism Manager, Fashion Island & Irvine Spectrum
Irvine Marriott: Kandee Anderson, General Manager
Fashion Island Hotel: Gerard Widder, General Manager
John Wayne Airport: Rick Francis, Assistant Airport Director
Knott’s Berry Farm: Chelle Rupp, Director Sales & Marketing
Laguna Strategic Advisors: Ed Fuller, President
Lido House-Autograph Collection: Adam Beer, General Manager
Marriott Irvine Spectrum: Dianne Markis, General Manager
Monarch Beach Resort: Ian Pullan, General Manager
Montage Laguna Beach: Anne Marie Doyle, Director Sales & Marketing
Newport Beach Marriott Bayview: Charles Cho, General Manager
Orange County Board of Supervisors-1st District: Andrew Do, Supervisor
Orange County Board of Supervisors-2nd District: Michelle Steel, Chairwoman
Orange County Board of Supervisors-3rd District: Donald Wagner, Supervisor
Orange County Board of Supervisors-4th District: Doug Chaffee, Supervisor
Orange County Board of Supervisors-5th District: Lisa Bartlett, Supervisor
Orange County Fair & Event Center: Michele Richards, Chief Business Development Officer
Orange Coast College: Brenda Shine, School of Hospitality, Travel & Tourism
Orange Coast Magazine: Christopher Schulz, Publisher
OC InRoom Magazine: Jennifer Larsen, Publisher
Board of Directors (continued)

Newport Beach Marriott Resort & Spa: Debbie Snively, General Manager
Pacific Symphony: Tammy Peng, Director of Marketing and Communications
Pelican Hill Resort: Tom Donovan, Managing Director
Red Lion Hotel Anaheim: Rod Hurt, General Manager
Richard Nixon Foundation: William Baribault, President & CEO
The Ritz-Carlton, Laguna Niguel: Bruce Brainerd, General Manager
South Coast Plaza: Sarah Krue, Director of Tourism Development
Surf & Sand Resort: Joanna Bear, General Manager
TravelBlogPro.com: Judy Bijlani, Tourism Consultant
Travel Costa Mesa: Paulette Lombardi-Fries, President
Transportation Corridor Agencies (The Toll Roads): Lisa Ganz, Communications Marketing Specialist
University of California, Irvine: Ria Carlson, Associate Chancellor, Strategic Communications & Public Affairs
U.S. Commercial Service, U.S. Department of Commerce: Jim Mayfield, Director
Visit Anaheim: Jay Burress, President & CEO
Visit Buena Park: Sara Copping, Director
Visit Dana Point: Jonny Westom, Executive Director
Visit Huntington Beach: Kelly Miller, President & CEO
Visit Laguna Beach: Ashley Johnson, President & CEO
Visit Newport Beach: Gary Sherwin, President & CEO
Wells Fargo: Janet Wiesen, Investment Advisor & Broker
WHERE Magazine: Jeff Levy, Publisher

Advisors

Orange County Film Commission: Janice Arrington, Film Commissioner
County of Orange: Jessica Witt, Administrative Manager

Executive Management

Ed Fuller, President & CEO
Micky Rucireta: Sr. Vice President of Administration & Operations
Brenda Shelton: Executive Administrative Assistant
Sharon Sola: Director, Destination Events
Chip Stuckmeyer: Sr. Vice President Global Operations
Christy Teague: Director, Destination Events
Brandon Young: Finance Director
INITIATIVE PARTNERS

China
Anaheim Marriott
Avenue of the Arts Hotel OC/CM
Balboa Bay Resort
Bowers Museum
Costa Mesa Marriott
Destination Irvine
Disneyland Resort
Great Wolf Lodge
Historic Mission San Juan Capistrano
Hotel Irvine
Hyatt Regency Huntington Beach
Hyatt Regency Newport Beach
Irvine Company Retail Properties
Irvine Marriott
Fashion Island Hotel
Laguna Strategic Advisors
Monarch Beach Resort
Marriott Irvine Spectrum
Newport Beach Bayview
Newport Beach Marriott Hotel & Spa
Pacific Symphony
Red Lion Hotel
Nixon Library
South Coast Plaza
Travel Costa Mesa
Visit Anaheim
Visit Huntington Beach
Visit Laguna Beach
Visit Newport Beach

Anaheim Hotels (continued)
Courtyard Anaheim
Resort/Convention Center
Disneyland Hotel
Disney’s Grand Californian Hotel & Spa
Disney’s Paradise Pier Hotel
Doubletree Suites Anaheim Resort
Convention Center
Hilton Anaheim
Hotel Indigo
Majestic Garden Hotel
Red Lion Hotel, Anaheim Resort
Clementine Hotel & Suites Anaheim

Costa Mesa Hotels
Holiday Inn Express & Suites
Costa Mesa Marriott Suites
The Westin South Coast Plaza
Avenue of the Arts Hotel
Hilton Orange County
Residence Inn by Marriott
BLVD Hotel
Best Western Plus
Crowne Plaza Hotel Costa Mesa
Ayres Hotel & Suites

Dana Point Hotels
Monarch Beach Resort

Garden Grove/Orange Hotels
Residence Inn Anaheim Resort
Garden Grove
Great Wolf Lodge
Wyndham Anaheim Garden Grove

Huntington Beach Hotels
Hyatt Regency Huntington Beach Resort & Spa
Waterfront Beach Resort by Hilton
Kimpton Shorebreak Hotel
Pasea Hotel & Spa

Irvine Hotels (continued)
Embassy Suites by Hilton-Irvine/OC Airport
Hilton Garden Inn Irvine/OC Airport
Hilton Irvine/Orange County Airport
Hyatt House Irvine Orange County Airport
Marriott Irvine Spectrum
Residence Inn by Marriott, Irvine/OC Airport
Residence Inn by Marriott, Irvine Spectrum
Irvine Marriott
Hotel Irvine

Laguna Beach Hotels
Montage Resort

Newport Beach Hotels
Pelican Hill Resort
Hyatt Regency Newport Beach
Fashion Island Hotel
Radisson Newport Beach
Balboa Bay Resort
Newport Beach Marriott Bayview
Newport Beach Marriott Hotel & Spa

India/Japan
Disneyland Resort
Irvine Company Retail Properties
Laguna Strategic Advisors
Visit Anaheim
Visit Huntington Beach

Mice
Disneyland
South Coast Plaza
Travel Costa Mesa
Visit Anaheim
Visit Newport Beach
INITIATIVE PARTNERS

**Middle East**
- Balboa Bay Resort
- Costa Mesa Marriott
- Disneyland Resort
- DoubleTree Irvine Spectrum
- Hyatt Regency Huntington Beach
- Irvine Company Retail Properties
- Fashion Island Hotel
- Laguna Strategic Advisors
- Monarch Beach Resort
- Newport Beach Marriott Bayview
- Newport Beach Marriott Hotel & Spa
- South Coast Plaza
- Travel Costa Mesa
- Visit Anaheim
- Visit Newport Beach

**North America**
- Destination Irvine
- Disneyland Resort
- Historic Mission San Juan Capistrano
- John Wayne Airport
- South Coast Plaza
- Visit Buena Park
- Visit Newport Beach
- Travel Costa Mesa
- Visit Huntington Beach

**Research (continued)**
- Visit Huntington Beach
- Travel Costa Mesa
- Visit Dana Point
- Mission San Juan Capistrano

**San Francisco**
- Visit Newport Beach
- Visit Laguna Beach
- Visit Anaheim
- Visit Huntington Beach
- South Coast Plaza
- Travel Costa Mesa
- Destination Irvine

**WeChat**
- Costa Mesa Marriott
- Disneyland Resort
- Great Wolf Lodge
- Hotel Irvine
- Irvine Company Retail Properties
- Laguna Strategic Advisors
- Newport Beach Marriott Bayview
- Newport Beach Marriott Hotel
- Pacific Symphony
- Travel Costa Mesa
- Visit Anaheim
- Visit Huntington Beach
- Visit Laguna Beach
- Visit Newport Beach
OCVA Organization