

Orange County China Office Monthly Activity Report

December 2018

I INDUSTRY UPDATE

A. *Economy*

A review of the Chinese economy at the end of 2018 indicates it has delivered solid economic results, offering much-needed stability and opportunities to a world mired in uncertainty. Despite external headwinds, China has maintained stable economic growth, minimized financial risks, pushed forward with reforms and fostered new growth drivers for longer-term development. As policy makers map out economic plans for 2019, a review of the country's achievements in 2018 offers a glimpse into where the world's second-largest economy could be heading.

- **Stable Growth:** China's economy expanded 6.7% year-on-year in the first three quarters, ahead of the government's target of around 6.5% set for the year. The economic growth has stayed within a reasonable range, said Mao Shengyong, spokesman for the National Bureau of Statistics, adding that China will no doubt achieve its full-year growth target. Employment remained stable, with the surveyed unemployment rate in urban areas dipping to 4.8% in November, while consumer inflation was kept at a mild level of 2.2%. In October. In an October forecast, the IMF maintained its projection for China's 2018 growth at 6.6% but cut its global growth forecast to 3.7%, down from 3.9% projected in July, citing rising downside risks to the global economy. China's stable growth came as the country nimbly maneuvered its policy mix, including a proactive fiscal policy, prudent and neutral monetary policy and targeted measures to support small businesses.
- **Resilience, Sustainability:** Although some November indicators revealed stress in the economy, sifting through the data found strong resilience and indicated a structural shift is afoot. In just two minutes on the country's celebrated 24-hour Singles' Day sale (November 11), shoppers splurged over 10 billion yuan (US\$1.45 billion) on e-commerce giant Alibaba's online platforms. The 24-hour sale amounted to a record of 213.5 billion yuan, exceeding that of Cyber Monday and Black Friday combined. The shopping frenzy underlined strength in China's consumer spending, which accounted for a bigger share of 78% of GDP growth in the first three quarters, up 14% compared with the same period in 2017.

The country's bid to rebalance the economy toward consumption has also received a boost from services, which accounted for 53.1% of GDP in the first three quarters, up from 52.8% one year earlier. Property sales and infrastructure building registered slower growth, but people in China are availing themselves of financial services, healthcare and education, among other services, thereby boosting consumption expenditure. According to the 2018 Global Innovation Index published by the World Intellectual Property Organization, China, whose global ranking rose from 22nd in 2017 to 17th this year, has become the first middle-income economy to rank among the world's 20 most innovative economies.

- **Shared Benefits:** China commemorated the 40th anniversary of its reform and opening-up this year with concrete actions and pledges to further open up, providing more chances for the world to share its dividend growth. It has unveiled measures to broaden market access, improve the investment environment and increase imports. It also plans to encourage foreign investors to enter its financial leasing, auto finance, trust, money brokerage and consumer finance sectors, a move to take effect before the end of this year. To boost imports, China has cut tariffs for an array of products including vehicles, consumer products and industrial goods, lowering the overall rate on imported goods from 9.8% last year to 7.5%. It is estimated the value of China's imported goods and services will exceed US\$30 trillion and US\$10 trillion respectively in the next 15 years. Deals for intended purchases of goods and services worth a total of US\$57.83 billion were reached at the first China International Import Expo (CIIE) which was held from November 5 to 10 in Shanghai. A total of 172 countries, regions and international organizations, and more than 3,600 enterprises participated in the six-day event which attracted more than 400,000 domestic and overseas purchasers.

B. Outbound Travel Market

- **Thailand welcomes 10 millionth Chinese visitor in 2018 to Bangkok airport:** China is Thailand's largest tourism market with arrivals constituting one-third of overall visitor numbers, government figure showed. From January to October 2018, the number of Chinese arrivals to Thailand totaled 9 million, generating revenue of 495 billion baht (US\$103 billion). The country welcomed its 10 millionth visitor from China on December 19. Chinese remain the biggest contributors to the country's tourism industry, with more than 520 billion baht (US\$103 billion) generated by more than 9.8 million tourists in 2017.
- **Over 1 million Chinese tourists visit Philippines in first 10 months of 2018:** The Philippines' Department of Tourism said that from January to October this year, the destination welcomed around 5.82 million international tourists. Nearly 1.06 million Chinese tourists visited during the period, making China the Philippines' second largest source market of foreign tourists.



- **China is second largest tourist source market for Antarctica:** The International Association of Antarctica Tour Operators (IAATO) reported that during the 2017-2018 Antarctic tourism season, a total of 51,707 visitors from around the world visited the destination. This included 8,273 Chinese, accounting for 16%, only second to the United States, and nearly 3,000 more than the previous year. Forty percent of Antarctic travel orders by Chinese came from online bookings, 60% through 7,000 offline Ctrip stores and mostly for people living in third and fourth tier cities. Nearly 90% of Chinese tourists chose to take cruises to Antarctica; 1% of them flew directly to the South Pole.

C. Competitive Environment

- **Online travel giant Ctrip suffers US\$6 billion loss in market capitalization:** The trade war between China and the U.S. is largely blamed for Ctrip's losses as a result of reduced consumer spending on overseas trips, the company's CEO, Ms. Jane Sun, said. Ctrip expects revenue growth to remain strong even though profits are growing more slowly. Ms. Sun said Ctrip would not change its strategy, which includes investing in initiatives such as chatbots enabled by artificial intelligence to handle customer queries. She said the company would maintain its current staffing levels to control costs. "If (China's) GDP is growing 5%-6%, travel will be up 8%-9%, and we will be double that," Ms. Sun said, adding the China market still had much more room to grow.
- **Chinese visa liberalization to generate €12.5 billion spending for EU:** The European Travel Commission reported that a full visa liberalization scenario between China and the EU would increase average growth of Chinese arrivals from 7% to 18% per year between 2018 and 2023.
- **China leads with 715,300 visitors to Japan in October:** Japan National Tourism Organization reported the number of international visitors was up 1.8% year-on-year to 2,640,600 in October, a record high for the month. China was the leading source market with 715,300 visitors (+7.8%), recovering from a 3.8% fall in September.

D. Consumer Trends

- **China spending on luxury goods to account for half global sales by 2025:** Purchases of luxury goods by Chinese made up 33% of the world's total luxury goods sales in 2018, up from 32% in 2017, Bain & Co reported. Chinese shoppers have spent less on luxury goods in the United States this year because many stayed at home. But the Chinese are predicted to account for half of the world's luxury goods sales by 2025. They will spend \$412 billion on luxury items, or 46% of global sales, in the next six years alone, the report said.



- **Princess Cruises offers Alipay and WeChat pay on Ruby Princess:** Chinese travelers on Ruby Princess have the option to utilize both Alipay and WeChat Pay payment options while shopping in boutiques. This makes Princess Cruises the first and only cruise line to offer both payment options on board a passenger cruise ship in North America.
- **Changing nature of Chinese tourist spending:** Chinese travelers are allocating smaller portions of their budgets abroad for shopping, a trend that has been apparent over the past two years. That's not to say that Chinese tourists are not interested in buying luxury goods at lower prices overseas, but overall tourist spending behavior has shifted dramatically. Put simply, "wanderlust" or travel experiences are now more important for attracting Chinese travelers. The Oliver Wyman consultancy estimates that average spending by Chinese tourists grew last year by 3.5%, somewhat low when considering the impact of inflation on spending. Non-shopping expenditure by Chinese tourists is now around 66% of total spending, and the share of shopping has dropped by 8% since 2015.

E. Travel Trends

- **Outbound trips by Chinese tourists rise 15% in first half:** China Outbound Tourism Research Institute reported that Chinese outbound trips in the first half of 2018 rose by 15% year-on-year to more than 71 million. It believes the overall number will be 162 million by year end, exceeding its forecast of 154 million. The institute reported that more than 78 million of all border crossings from Mainland China ended in Hong Kong, Macau and Taiwan. The other 52% went further abroad, taking close to 84 million Chinese to destinations around the world. Four destinations outside China -- Thailand, Japan, Vietnam and South Korea -- hosted more than a million arrivals from Mainland China in each quarter of the year. Countries which managed quarterly increases in Chinese arrivals of more than 50% included Bosnia & Herzegovina, Cambodia, Croatia, Cyprus, Georgia, Greece, Macedonia, Montenegro, Nepal, the Philippines, Serbia and Turkey. Spending by Chinese tourists from Dalian, Suzhou, Shenyang, Chengdu, Fuzhou, Zhengzhou, Xian and Xiamen ranged from about 6,800 yuan to 7,800 yuan per person (US\$982-1,127), a "clear" increase from last year's holidays, according to Ctrip.
- **Snow, beaches vie for holiday travelers:** Tourist destinations featuring snowy scenery or tropical landscapes are in a tight race to attract New Year's guests. Winter, and especially the year's end, used to be a slack season for tourism. However, reservations of packages for Christmas and New Year's Day holiday have seen a year-on-year rise of 30%, with the last two days of the year expected to see a travel boom, according to Lvmama. Among overseas destinations, Japan, which is famous for snow scenery and thermal springs, and Thailand, with an attractive warm climate, are the top two popular destinations for Chinese travelers for the New Year's Day break,



according to Tuniu.com. They are followed by Singapore, Vietnam, Malaysia, France, Italy, Switzerland, Indonesia and Germany.

- **Chinese set to leave home for CNY holidays:** Leading OTA Ctrip, one of the biggest platforms for travel products in China, reported the top 10 most visited countries by Chinese tourists in the coming holiday season will be Japan, Thailand, Singapore, Australia, Vietnam, Indonesia, the United States, Malaysia, Philippines and Italy. Following two major themes, Chinese tourists seeking ice and snow will go to Alaska, Northern Europe or Canada. Those seeking heat and sunshine will head for Egypt, Turkey, Japan and Spain.

F. Media Trends

- **Political tensions influence Canada's activities in China:** Destination Canada and its partners have decided to “temporarily pause or postpone” their “current marketing efforts in China” due to political tension over issues with technology provider Huawei. The action is the latest fallout from the arrest earlier this month of Huawei executive Meng Wanzhou. China is the biggest tourism source for Canada's Northwest territory, according to the region's Department of Infrastructure, Tourism and Investment.
- **Egypt expects more Chinese tourists in near future:** The number of Chinese tourists is on the rise in Egypt. The Red Sea resorts in Egypt have been working hard to attract Chinese tourists, said Ahmed Abdullah, governor of the Red Sea province. He attributed the large number of Chinese tourists to the visits of the two countries' top leaders and their instructions to promote the exchange of tourists. Abdullah pointed out that many hotel staff will be given Chinese language courses for better communication with tourists. Negotiations to arrange the courses are underway with the Chinese consulate.
- **China Ready initiative lets Scotland woo tourists:** Chinese visitors spent more than 44 million pounds (\$55.7 million) in 2017 and Chinese tourist revenue in Scotland has risen by almost 350% in a decade, according to tourism agency VisitScotland. Mandarin signage and Chinese-language posters are dotted around popular tourist spots in Edinburgh, where busloads of Chinese visitors explore and enjoy the sights. Scotland has been on the radar for Chinese visitors for a long time, the agency said, but the growth in air connectivity through new routes, including the direct route between Beijing and Edinburgh launched in June, has helped boost the market, making it easier for Chinese to travel to Scotland.

G. Airlift

- **China Southern Airlines in codeshare agreement with Finnair:** China Southern has signed its first MoU with a Nordic airline, Finnair, enabling it to fill the ‘white space’ in its network in Northern Europe. Under the



agreement, passengers of both airlines will be able to conveniently transfer to 15 cities in Europe, 8 cities in China and 8 cities in Australia and New Zealand via Helsinki and Guangzhou.

- **China Eastern Airlines launches Xi'an-Madrid direct flight:** China Eastern Airlines on December 11 started a direct flight between Xi'an, capital of Northwest China's Shaanxi province, and Madrid. The route will be operated by an Airbus 330 twice a week.
- **Hainan Airlines starts Xi'an - Los Angeles service:** The first air route from Xi'an to Los Angeles will start on December 31, run by Hainan Airlines. It will be the only continental air route departing from Xi'an to America. Hainan Airlines will also launch services to Los Angeles from Changsha, Chongqing and Chengdu.

II. ACTIVITY UPDATE

A. Travel Trade Marketing Major Sales Calls and Activities

A-1. Major Sales Calls



■ Meeting with Beijing Musical Instrument Research Institute

OCVA Beijing Office met with Mrs. Wei Wang, the institute's deputy director, to discuss music-related visits to Orange County. It is the only musical instrument research institute in China. Mrs. Wei is very familiar with Anaheim through the company's attendance at the annual Musical Instruments Exhibition in July every year. She has visited Anaheim many times but only to attend the exhibition and is not so familiar with OC. Having not done any extensive visits, she would like to know more about music and art activities to visit during this year's exhibition. OCVA introduced Laguna Beach and Segerstrom Center for the Arts and suggested booking for a show. It will keep in touch with Mrs. Wei.





■ Meeting with World Music Culture Museum

OCVA Beijing Office made a sales call to Mr. Jingxuan Zhang, curator of the World Music Culture Museum which is independently owned by the Dalian Group. The museum has nearly 2,000 music-related objects in its collection and 300,000 classical music records. The items have been sourced from collections around the world. Mr. Zhang advised the museum conducts many activities in Dalian and other cities and as these grow it will expand overseas to study foreign musical culture and spread the sounds of Chinese music. OCVA Beijing gave a targeted briefing about musical activity in Orange County and welcomed the museum's representatives to visit. OCVA Beijing will continue to follow up.



■ Meeting with Wannar.com

OCVA Beijing Office had a sales meeting with Mr. Mengyu Lee, COO of Wannar.com which is headquartered in San Jose and is one of the best-known booking platforms for United States, Canada, and Europe travelers. It has established strategic partnerships with hundreds of domestic suppliers in the U.S. and Europe and provides a complete range of customer travel services, from research, planning, and purchasing travel products to guided and short-term tours, activities, hotels, and car rentals. It is also interested in working with attractions and day tour providers and raised interest during OCVA's presentation in whale-watching tours. It is seeking a competitive rate to sell them direct to customers and through business travel links. OCVA Beijing provided Mr. Lee with contact information for whale watching at Visit Newport Beach. OCVA China will keep in touch for further follow-up.



■ Meeting with V.fine Music

OCVA Beijing Office had a great meeting with Mr. Andrew Yang, music business manager of V.fine Music, a leading online music copyright licensing platform in China. It is affiliated with Beijing Yinwei Cultural Media and is devoted to providing a platform for the exhibition, exchange and sale of musicians' work at home and



abroad. It is particularly focused on improving the commercial value and exposure of original music works. OCVA Beijing introduced relevant aspects of Orange County that would be suitable for collaboration. Mr. Yang lived in San Francisco for several years, visited Orange County, is tuned into the music festivals and surfing culture and would welcome OCVA creating opportunities and activities. OCVA Beijing also introduced the Segerstrom Center and musical shows in Anaheim. It will follow up on requests from the company.



■ Meeting with Meituan.com

OCVA Beijing Office met the PR director, Mr. Wang Li, of Meituan.com whose vacation business is mainly based in Shanghai. He is focused on coordinating external resources and maintaining relationships with governments and other partners in Beijing. The Beijing branch is committed to increasing international hotel online sales and Mr. Wang Li offered support to OCVA to contact relevant divisions. OCVA Beijing will keep following up.



■ Meeting with CCT

OCVA Beijing Office introduced new destination activities and provided a briefing about the OC itinerary during its meeting with CCT's tourism resources manager, Ms. Crystal Zhao. The activities included Star Wars Park which Disney will open next year. Ms. Zhao said the agent was sending a lot of travelers to the U.S every year, especially to Los Angeles area, and OCVA encouraged it to send more to OC in the future.

■ Meeting with South Coast Plaza China Representative



OCVA China met Ms. Sarah Zhan, marketing manager of South Coast Plaza in China, to emphasize that trade partners are planning Chinese New Year product activities and want to know what the Plaza is scheduling. Ms. Zhan gave a Plaza briefing to OCVA recently and will send an update focused on CNY activities.

■ **Meeting with Klook**

Klook is an expanding OTA based in China and sending customers to east and southeast Asia, including Korea, Singapore, Japan, and Malaysia. It plans to send more FIT travelers to the U.S. and Europe and increase market investment in mainland China. OCVA Guangzhou introduced the various resources of Orange County and encouraged Klook to consider a co-op in 2019 to promote Orange County through consumer activities such as offline seminars and online sharing salons.



■ **Meeting with Successway**

OCVA Guangzhou attended Successway Shenzhen's roadshow attended by around 800 retail store representatives based in South China. It enhanced awareness of Orange County by displaying the banner.



■ **JD.com In-house Training**

OCVA Beijing office delivered in-house training to about 25 staff of JD.com. They were introduced to the travel trade resources in OC and beach fun, theme park entertainment, Nixon Library and outdoor recreation was highlighted. The information will greatly help the front desk staff to more deeply understand OC and to better advise consumers. JD.com's marketing manager advised the company will further develop its overseas travel

business next year so there will be many interesting opportunities to collaborate. OCVA Beijing set up a post-holiday meeting and future collaboration will be discussed.



■ Training for Galaxy Tour

OCVA China provided destination training to staff of Galaxy Tour, highlighting tourism resources including hotels and resorts. The aim was to enhance the understanding of operations and product managers so they could recommend and promote Orange County to group and business travelers.



■ China International Music Industry Conference

OCVA China promoted the destination's abundant musical attractions and features at the 6th China International Music Industry Conference at Crown Plaza from December 18 to 23. The organizers provided OCVA with a free booth. The National Centre for Performing Arts, Beijing Tianqiao Performing Arts Center, other artistic companies, plus media publishers and companies such as Tik Tok, Migu Music and music video platforms attended. The conference featured industry talk sessions and promotions.



- **IPW 2019 China Roadshow**

The 2019 IPW China Roadshow to Shanghai, Chengdu and Beijing from December 3 to 7 included representatives of IPW, Brand USA, Visit California and Visit Anaheim. Cherrie and Maxine represented Anaheim tourism, introducing the destination's rich tourism resources, its preparations for IPW in 2019 and its welcoming invitation to trade partners to visit.



- **Club California Chengdu and Chongqing sessions**

OCVA China participated in the Club California Chengdu and Chongqing sessions. About 10 dominant agents from Chongqing and Chengdu participated in the program. OCVA China delivered a presentation and held one-on-one discussions with travel trade representatives. A highlight of the sessions was the emergence of tailor-made agents in the two markets, where local people prefer quality and themed products and want to explore in-depth tours with luxury hotels. OCVA China discussed marketing promotions with agents in each city to generate more overnight visitors to OC.



OCVA December 2018 Media Call

■ Meeting with ‘Fresh New’ magazine

OCVA China had a meeting with Ms. Angela Zhang, editor-in-chief of Fresh New magazine which publishes high quality content with a celebrity focus. It features stories about new trends and high profile brands. Ms. Zhang helped to publish an 8-page feature story highlighting The OC in its news pages.

OCVA November 2018 Media Clippings

PR Coverage: In November 2018, Orange County China secured PR coverage with an estimated AD value of CNY3,836,448 (US\$560,000) on an unpaid basis with 43 pages and 5,100,000 impressions in the following media:

■ Media: Youku.com	■ Date: November, 2018
■ Genre: Online video	■ Circulation: 300,000
■ Page: 1 page	■ Value: \$20,000
■ Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists	
■ Link: http://v.youku.com/v_show/id_XMzgzOTM5NjAyMA==.html?sharekey=7de2ad48dd56507ae28477c79a4fb8945	
■ Summary: Delegates from the Orange County Visitors Association (OCVA) in Southern California visited four Chinese cities in September with an invitation to visit the region known around the world as The OC. The tourism delegation, led by OCVA President and CEO Ed Fuller, took its welcome message to Shanghai, Beijing, Hangzhou and Shenzhen, holding a series of press conferences and meetings with officials at top travel companies, including Ctrip. Joining the delegation were major players in the region’s tourism	

industry, including: Orange County Visitors Association, Visit Newport Beach, Visit Anaheim, Travel Costa Mesa, Visit Huntington Beach, Disneyland California, Newport Beach Marriott Resort & Spa, and Hilton Anaheim.



- **Media:** Shanghai Wow
- **Genre:** Website
- **Page:** 4 pages
- **Title:** Delegates from Orange County, California undertake “Welcome” mission in four Chinese cities for fifth year in a row
- **Link:** <http://www.shanghaiwow.com/news/detail/id/10416>

■ **Date:** November, 2018

■ **Circulation:** 200,000

■ **Value:** \$40,000

■ **Summary:**

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南加州橙县连续五年在中国四大城市举办“欢迎”推介会

2018年11月27日

来自南加州橙县观光协会（Orange County Visitors Association）的代表团于今年9月在中国4个城市举行推介会，并带来了“欢迎”讯息邀请中国游客前往世界高端目的地“橙县（The OC）”。该代表团由橙县观光协会首席执行官富勒先生（Mr. Ed Fuller）率领，分别在上海、北京、杭州和深圳举行媒体见面会，并与主要旅行社如携程等旅游业精英进行深入会面交流。



“橙县观光协会已积极在中国持续投入5年，我们觉得自己真正理解中国游客在加州旅行需要什么。”富勒先生表示：“今年的欢迎推介会是我们继续向中国的旅游合作伙伴展示橙县（The OC）所提供的服务和机会，也是我们从他们的专业知识中总结出可以继续深入去做的事情，从而让中国游客在我们的地区有宾至如归的感觉。”



本次代表团成员包括橙县观光协会 (Orange County Visitors Association)、纽波特海滩旅游局 (Visit Newport Beach)、安纳海姆旅游局 (Visit Anaheim)、科斯塔梅萨旅游局 (Travel Costa Mesa)、亨廷顿海滩旅游局 (Visit Huntington Beach)、加州迪士尼乐园 (Disneyland California)、纽波特海滩万豪酒店 (Newport Beach Marriott Hotel & Spa) 以及安纳海姆希尔顿酒店 (Hilton Anaheim)。本届2018年中国路演有8位旅游会展商及酒店代表参加，这也是该团在中国开展营销活动的第5个年头。休闲旅游、小团队游和会展旅游仍然是橙县观光协会关注和推广的重点。



“这次推介会对我们每个成员是一次重要契机。”安纳海姆市旅游局首席执行官及橙县观光协会董事会主席Jay Buresse说：“在过去的5年里，橙县在中国建立了坚实的基础。我们一直渴望与旅行社和旅行社合作伙伴见面，借助他们，我们可以向更多中国游客展示和分享橙县的故事。”



自2013年在北京和上海开设办事处以来，中国已成为南加州橙县的首要海外客源国。中国是赴加州旅游的最大海外市场，2017年中国赴加州旅游人次达140万，游客支出达31亿美元。橙县观光协会设立了中文官网<http://www.visittheoc.org.cn/> 提供最新目的地信息；还可关注橙县官方微信“加州橙县旅游局”了解最新活动资讯并参与互动；或访问橙县观光协会百万合作伙伴“携程网”获取更多灵感并预定。

没有更多内容了

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|--|-------------------------------|
| ■ Media: Xinmin Evening News | ■ Date: November, 2018 |
| ■ Genre: Website | ■ Circulation: 400,000 |
| ■ Page: 1/6 page | ■ Value: \$10,000 |
| ■ Title: Delegates from Orange County, California undertake “Welcome” mission in four | |

Chinese cities for fifth year in a row

■ **Link:** http://xmwb.xinmin.cn/xmwbzone/html/2018-11/28/content_6_4.htm

■ **Summary:**

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■ **Media:** Tatler

■ **Date:** November, 2018

■ **Genre:** Website

■ **Circulation:** 200,000

■ **Page:** 3 pages

■ **Value:** \$30,000

■ **Title:** Delegates from Orange County, California undertake “Welcome” mission in four Chinese cities for fifth year in a row

■ **Link:** <http://www.shangliutatler.com/life/orange%EF%BC%8D1203>

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南加州橙县连续五年在中国四大城市举办“欢迎”推介会

橙县观光协会 (OCVA) 代表加州橙县旅游业界的700个会员，是获取关于橙县34个市镇旅客信息的主要资源提供者。橙县以其作为世界著名主题公园的故乡、无以匹敌的购物天堂、42英里原生态海岸线、闻名遐迩的海滨度假胜地以及从水上运动到世界级表演艺术等无以计数的各种活动而得到全球认可，而橙县观光协会则是橙县这一品牌的管理者与服务器。

By 南高Tattler on Dec 03, 2018



橙县观光协会 (OCVA) 代表加州橙县旅游业界的700个会员，是获取关于橙县34个市镇旅客信息的主要资源提供者。橙县以其作为世界著名主题公园的故乡、无以匹敌的购物天堂、42英里原生态海岸线、闻名遐迩的海滨度假胜地以及从水上运动到世界级表演艺术等无以计数的各种活动而得到全球认可，而橙县观光协会则是橙县这一品牌的管理者与服务器。



前不久，来自南加州橙县观光协会 (Orange County Visitors Association) 的代表团在国内4个城市举行推介会，并带来了“欢迎”讯息邀请中国游客前往世界高端目的地“橙县 (The OC)”。该代表团由橙县观光协会首席执行官富毅荣先生 (Mr. Ed Fuller) 率领，分别在上海、北京、杭州和深圳举行媒体见面会，并与主要旅行社如携程等旅业精英进行深入会面交流。



本次代表团成员包括橙县观光协会 (Orange County Visitors Association)

、纽波特海滩旅游局 (Visit Newport Beach)、安娜海姆旅游局 (Visit Anaheim)、科斯塔梅萨旅游局 (Travel Costa Mesa)、亨廷顿海滩旅游局 (Visit Huntington Beach)、加州迪士尼乐园 (Disneyland California)、纽波特海滩万豪酒店 (Newport Beach Marriott Hotel & Spa) 以及安娜海姆希尔顿酒店 (Hilton Anaheim)。本届2018年中国路演有8位旅游会展局及酒店代表参加，这也是该团在中国开展营销活动的第5个年头。休闲旅游、小团队游和会展旅游仍然是橙县观光协会关注和推广的重点。



“这次推介会对我们每个成员是一次重要契机。”安娜海姆市旅游局首席执行官及橙县观光协会董事会主席Jay Burress说：“在过去的5年里，橙县在中国建立了坚实的基础。我们一直渴望与旅行社和旅行社合作伙伴见面，借助他们，我们可以向更多中国游客展示和分享橙县的故事。”



- | | |
|--|-------------------------------|
| ■ Media: iQiyi | ■ Date: November, 2018 |
| ■ Genre: Online video | ■ Circulation: 300,000 |
| ■ Page: 1 page | ■ Value: \$20,000 |
| ■ Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists | |
| ■ Link: https://www.iqiyi.com/v_19rr4wsjn0.html | |

■ **Summary:**
Delegates from the Orange County Visitors Association (OCVA) in Southern California visited four Chinese cities in September with an invitation to visit the region known around the world as The OC. The tourism delegation, led by OCVA President and CEO Ed Fuller, took its welcome message to Shanghai, Beijing, Hangzhou and Shenzhen, holding a series of press conferences and meetings with officials at top travel companies, including Ctrip. Joining the delegation were major players in the region's tourism industry, including: Orange County Visitors Association, Visit Newport Beach, Visit Anaheim, Travel Costa Mesa, Visit Huntington Beach, Disneyland California, Newport Beach Marriott Resort & Spa, and Hilton Anaheim.



- **Media:** Sohu
- **Genre:** Online video
- **Page:** 1 page
- **Title:** Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists
- **Link:** <https://tv.sohu.com/v/dXMvMzI3NzQ4Njk3LzEwNjU5OTU3OS5zaHRtbA==.html>

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橙县观光协会董事长富毅荣: 为中国游客提供极致的旅游服务



- **Media:** QQ.com
- **Genre:** Online video
- **Page:** 1 page
- **Title:** Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists
- **Link:** <https://v.qq.com/x/page/p07203q94jv.html>
- **Summary:**
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|---|-------------------------------|
| ■ Media: Meipai.com | ■ Date: November, 2018 |
| ■ Genre: Online video | ■ Circulation: 300,000 |
| ■ Page: 1 page | ■ Value: \$20,000 |
| ■ Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists | |
| ■ Link: https://www.meipai.com/media/1048414797 | |
| ■ Summary:
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MP 美拍 频道

搜索 内容/用户/话题

美拍
ID: 1557196560



我们看更多自由行旅游来橙县旅游

21490播放 09-27 17:29

橙县观光协会董事长富毅荣: 为中国游客提

来自南加州橙县观光协会 (Orange County Visitors Association) 的代表团
将于今年9月在中国4个城市举行推介会, 并带来了“欢迎”讯息邀请中国游客
前往世界高端目的地“橙县

352 | 8 | 转发 | 2

- **Media:** 163.com
- **Genre:** Online video
- **Page:** 1 page
- **Title:** Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists
- **Link:** <http://v.163.com/static/1/VWRQ02U0U.html>

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网易直播 首页 / 极致 / 精彩集锦 / 科举大会 / 第一发布 / 直播号 / 汽车 / 健康

橙县观光协会董事长富毅荣: 为中国游客提供极致的旅游服务 分享到: [Icons]

鲜果快讯 3

YOUKU

3:26 / 4:47 [Progress Bar] [Volume] [Full Screen] [Download]

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|--|-------------------------------|
| ■ Media: 365yg.com | ■ Date: November, 2018 |
| ■ Genre: Online video | ■ Circulation: 300,000 |
| ■ Page: 1 page | ■ Value: \$20,000 |
| ■ Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists | |
| ■ Link: http://www.365yg.com/i6605830758693077512/#mid=1587814012032013 | |

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橙县观光协会董事长富毅荣：为中国游客提供极致的旅游服务

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|------------------------------|-------------------------------|
| ■ Media: Tudou.com | ■ Date: November, 2018 |
| ■ Genre: Online video | ■ Circulation: 300,000 |
| ■ Page: 1 page | ■ Value: \$20,000 |

■ **Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists**

■ **Link:** <http://www.365yg.com/i6605830758693077512/#mid=1587814012032013>

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橙县观光协会董事长富毅萍: 为中国游客提供极致的旅游服务

■ **Media:** UC.cn

■ **Date:** November, 2018

■ **Genre:** Online video

■ **Circulation:** 300,000

■ **Page:** 1 page

■ **Value:** \$20,000

■ **Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists**

■ **Link:**

https://mparticle.uc.cn/video.html?uc_param_str=frdnsnpfvecpntnwprdsstkt&wm_id=33cd56176e57478d8ae4b922284ddec5&wm_aid=288c9910c1654154bde0f013c98aec42

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橙县观光协会董事长富毅荣：为中国游客提供极致的旅游服务

- **Media:** sv.baidu.com
- **Genre:** Online video
- **Page:** 1 page
- **Title:** Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists
- **Link:**
<https://sv.baidu.com/videoui/page/videoland?pd=bjh&context={%22nid%22:%223644107235207919772%22,%22sourceFrom%22:%22bjh%22}&fr=bjhauthor&type=video>
- **Summary:**
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Mesa, Visit Huntington Beach, Disneyland California, Newport Beach Marriott Resort & Spa, and Hilton Anaheim.



- **Media:** share video
- **Genre:** Online video
- **Page:** 1 page
- **Title:** Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists
- **Link:**
<http://share.xk.miui.com/?ckey=share/#/homePC?videoId=987769bab0242070ee96853c8986a9f3>
- **Summary:**
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|---|-------------------------------|
| ■ Media: miaopai.com | ■ Date: November, 2018 |
| ■ Genre: Online video | ■ Circulation: 200,000 |
| ■ Page: 1 page | ■ Value: \$20,000 |
| ■ Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists | |
| ■ Link: http://www.miaopai.com/show/uTHGldG8dw3ynUFdfTsfTls8sNkSMTdQHJ9Afg__htm | |
| ■ Summary:
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橙县观光协会董事长富毅荣: 为中国游客提供极致的旅游服务

- **Media:** post.mp.qq.com
- **Genre:** Online video
- **Page:** 1 page
- **Title:** Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists
- **Link:** <http://post.mp.qq.com/kan/nvideo/201696372-0485bac9fcc308ao-22ucy.html? wv=2281701505&sig=e063013f4a9ce605b8dc03112ba7b1cb&time=1538041220>
- **Summary:**
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QQ看点



存在大量对于地道的中国食物的需要

砖头快讯 时长 04:47

- **Media:** Ctrip Global Destinations
- **Genre:** WeChat
- **Page:** 8 pages
- **Title:** I and the OC authentic foods have a date!
- **Link:** <https://mp.weixin.qq.com/s/JddDVoO2Kv9SggsbEgJHjw>

■ **Summary:**

Orange County hosts the world's first Disneyland, with exquisite castle, beautiful princess and elegant prince. Everything is like a fairytale. Orange County is adjacent to the deep blue ocean, soft sands, pure blue sky and endless beaches. All the scenery has a joyful color. And Orange County is also a paradise for food. You can find all kinds of restaurants with diversified food styles here and they can appease any critical taste buds.



南加州的精华

我和橙县美食，有个约会！

携程全球目的地精选 (加州)



美国有5个橙县 (Orange County) 的地方——加州、德州、佛罗里达州、印第安纳州——而我们的今天聚焦的，是位于南加州的橙县 (Orange County, California)



这里，是享誉世界上第一家Disney乐园诞生的城市。美丽的公主和优雅王子一切如梦幻。这里，邻近着蔚蓝深邃的海洋和软软的沙子。干净的天空和广阔的海滩所有的景色都带着令人愉悦的色彩。这里，还是各种美食的天堂！中餐韩食日料越南菜各式餐厅齐聚在此。从US独舞一样的美式法式餐式大餐到像口味小吃和你。这里亦有一款美食让你的内心蠢蠢欲动！



美食

好不容易来到美国，自然要最先品尝当地的美食啦。加州拥有得天独厚的条件，阳光充沛、土壤肥沃，因此这里出产的食材不仅丰富，口感还相当不错。

在美国餐馆，苹果一般搭配煎草、汤和沙拉、主菜、甜点的顺序排列，大家只要顺着菜单就能顺利地买到一切丰盛的大餐了。

关于主菜方面，喜欢吃牛排的朋友千万不要错过这次的机会了。Orange Hill Restaurant选用的牛排均来自经过了18天排酸流程，保证肉质的鲜嫩多汁，再搭配上优质的酱料，每一口都是对味蕾的享受；而且这里餐厅坐落在山腰上，往外远眺，橙县到卡福利纳 (California) 的景色都尽收眼底，惬意美景，大家享用美食的心情自然会更加愉悦了！



除此之外，美国的煎三文鱼也非常有名，几乎家家户户户都制作过这道菜。因为靠近生产地的原因，这里的三文鱼肉质紧致结实，鲜嫩可口，经过煎制的做法后，三文鱼既保留了新鲜的口感，又有着浓浓的烟熏味，让生地的口感更加醇香，是许多吃货一试的款式。



当然，burgers也在美国的餐桌上占据着不可撼动的地位。无论在餐厅还是街边的小摊上，你都可以看到各种各样的汉堡，虽然种类多但口味也无一不地道。这家位于亨廷顿港口 (Huntington Harbour) 附近的Red Table，在蓝湾街拥有蓝湾美餐。因为主要的食客是当地的社区居民，所以餐厅的菜单价格相当亲民。你可以在上面找到各种小食、三明治和汉堡，相信总有一款是合你口味的。



墨西哥菜



墨西哥玉米饼 (tacos) 和肉卷是加州人最喜欢的食物之一，来到橙县的你又怎么能够错过？在软脆的玉米饼壳上添加你喜欢的任何食材——生菜、洋葱、西葫芦、黄瓜、玉米、芝士、干酪、猪肉、鸡肉、牛肉等等，最后再淋上一份香浓的酱体或沙拉，一口下去收获满满的感动！无论是素食主义者还是肉食爱好者，墨西哥玉米饼都能向地解决他们的需求！

Javier's这家连锁餐厅相信值得推荐，它在美国有较多的分店，Newport Beach, Irvine, John Wayne Airport机场附近也有一家。这家海鲜餐厅用墨西哥风味方式开出了不少牛排、海鲜类主菜，口味相当独特，有兴趣的朋友不妨一试试。

意大利菜



▲ White House 出品的意面和意大利菜

意大利菜也是南加州人民喜欢的饮食之一。意大利菜多以海鲜作主料，辅以牛、羊、猪、禽、鸡、鸭、鱼、蛋、萝卜、青葱、大头菜、洋葱等佐料。意大利面和披萨是大家最常接触到的意大利菜式。除此之外，像帕玛火腿（Prosciutto di Parma）——有名的海盐腌制意大利火腿，三文鱼、熏枪鱼、意大利海鲜产品在意大利餐馆的菜单上都随处可见。White House作为一家意大利牛排馆，菜品既丰富又美味，还提供其他十分诱人的甜品，强烈推荐为它驻足。

中餐

▲ 华屋的炸酱面和炒牛肉



谈到美食，又怎能少了我们大中华的美食！在繁华的大街小巷，你都能找到中国餐馆的身影——港式茶餐厅、台湾小吃店、粤式早茶楼、海鲜酒楼、小笼包馆等等还有数不胜数的川菜馆和火锅店，所有的美食应有尽有，只有你想不到，没有你吃不到！

这家名为华屋（MANDARIN KING）的餐厅自1984年开业以来，已经为Laguna Beach的顾客提供了35年的餐饮服务，特别为想要享受好的用餐环境的家庭提供最佳选择。这里提供传统的炒面、炒米粉、炒牛肉，还有凉拌的、如炸酱面、油炸虾仁，当然也有地地道道的加入了南加州的风味，如奶油馄饨、奶油虾仁，大家如果怀念家里的味道了，随时都可以来尝一尝口味！

日料



▲ Nana San 出品

南加州有很多移民过来的日本人，因此也带动了日料在这一带的兴起。像加州卷（California Roll）就是保留美国人的口味而再生的寿司卷，它以牛油果和蟹肉卷在一起，再将改良后的紫菜卷在中间，做成饭卷，避免吃寿司时的不便，这一举措深受美国人的接受并在美国各地流行。如果大家想尝尝正宗的寿司，Shunka和Nana San这两家日料店绝对不输。

至于烧卖，Hakata Jikkousha的出品比较有口碑。虽然这家店内的菜单比较简单，推介的包点只有五六款左右，但是它允许食客自主选择喜欢的菜式和汤底的搭配程度，这个操作可以说是相当个性化了！



▲ Hakata Jikkousha 出品

东南亚菜



因为移民移民众多的原因，越南菜也慢慢成了加州的一种特色。除了越南餐厅，越南粉也是一些城市的美食！它的牛肉汤而以越香味为主，搭配新鲜的牛肉、牛筋、牛肚，只是端起来就已经让人食欲大增！如果大家觉得只点一碗米饭太单调的话，其他的小吃和春卷、粽子也不妨试一试哦！

冰淇淋

虽然不是一个冰淇淋店和小甜点，不用吃了，只是看到，心情就好像飞起来一样！在洛杉矶，你可以尝到很多类似糖果、口味也很新鲜的甜品哦！如果不喜欢长时间等待，那就买份冰淇淋吧！在洛杉矶，随处可见Afters Ice Cream的踪影（Tustin, Costa Mesa, Fountain Valley, Fullerton 和 Irvine均有店铺），他们家的冰淇淋可是相当有趣的哦，或者，你也可以在牛奶的包裹里向一勺冰淇淋，一口下去，感觉面包的柔软和冰淇淋的香甜顺滑！



▲ Afters Ice Cream 的包冰冰淇淋

葡萄酒



▲ 庆祝特海葡萄酒和美食庆典

每年的9月，在洛杉矶海都会举行一年一度的葡萄酒和美食庆典，在这期间，周边的餐厅不仅会向光顾的人群提供美味的晚餐，还在庆典的现场向人们展示大厨的烹饪表演！最让人心动的，这个庆典的招牌活动——Grand Tasting Pavilion，来自40多家餐厅的大厨们精心调制试吃早餐，更有大量葡萄酒供大家品尝购买，而且所有的收入都将捐赠给慈善机构！

葡萄酒和肉的人群和热烈的氛围，眼前是精致的美食和诱人的葡萄酒，世界上最美味的酒，也不过如此！

想到各式各样的美食
大家心里有没有蠢蠢欲动呢？

当然
这里呈现出来的风景 确实只是冰山中的一角
还有更多 就等你来和大家到洛杉矶一探究竟啦！



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- **Media:** Ctrip FIT
 - **Genre:** WeChat
 - **Page:** 6 pages
 - **Title:** Shopping in the OC, elegant battle of women
 - **Link:** <https://mp.weixin.qq.com/s/3dOyL3uPkNEoycj8vDB6-w>
 - **Date:** November, 2018
 - **Circulation:** 300,000
 - **Value:** \$60,000
-
- **Summary:**

Famous for many shopping centers, Orange County has attracted thousands of tourists to go shopping. Today we're going to introduce four popular shopping centers in the OC: South Coast Plaza, Fashion Island, Irvine's Spectrum Center, and The Outlets at Orange. Shopping is like an elegant battle of women and a wise woman knows where to shop.
-

在橙县购物：这是女人们一场优雅的血拼

携程自由行 13888



66

位于美国加州洛杉矶市与圣地亚哥市之间的橙县 (Orange County)，因各大购物中心而闻名，每年都会吸引了成千上万游客前来购物。

这里简直就是每个女孩子梦中的天堂，各种奢侈品牌云集，最新潮时尚的服饰让你应接不暇，逛累了，附近的休闲娱乐设施也足够让你充电回血，不要说一整天，几天泡在这里都不会腻味！相信我，在此血拼会让你有想把这个加州都搬回家的冲动~

99



南海岸购物广场 (South Coast Plaza)

地址：3333 RISTOL STREET COSTA MESA, CA



南海岸购物广场是加州规模最大的豪华购物中心，入驻的品牌高达280多个，许多在美国范围内开店较少的高端奢侈品牌都选择了这里作为他们的开店地点，像法国的奢侈品品牌Chloé，还有Rodeo Drive，更不用说享誉全球、受众度广的奢侈品牌柏鲁缇 (Berluti)、布里奥尼 (Bruno)、圣罗兰 (Saint Laurent)、爱马仕 (Hermès)、香奈儿 (CHANEL)、克里斯提·鲁布托 (Christian Louboutin)、哈利·温斯顿 (Harry Winston)、古驰 (Gucci)、宝缇嘉 (Bottega Veneta)、卡地亚 (Cartier)、梵克雅宝 (Van Cleef & Arpels)、罗杰·维维亚 (Roger Vivier) 等。

南海岸购物广场每年吸引约2400万游客到此购物，为照顾来自不同国家使用不同语言的顾客，这里设置了遍及整个区域的礼宾服务区，并提供多种语言的翻译服务，帮助大家顺利购物和预订餐厅，另外，你还可以通过礼宾服务区的导购和时尚设计师，打造专属于你自己的个人时尚！

纽波特海滩时尚岛购物中心 (Fashion Island)

地址：401 Newport Center Dr. Newport Beach, CA 92660



纽波特海滩时尚岛购物中心也是赫赫有名的购物场所之一，它位于太平洋海岸公路 (Pacific Coast Highway) 之上，麦克阿瑟大道 (MacArthur Boulevard) 和大使路 (Jamboree Road) 之间，毗邻约翰韦恩机场 (John Wayne Airport)，距离加州迪士尼乐园仅数分钟路程。

这里有着一种独特的南加州休闲风情——意大利风格露天市场 (piazze)，高雅的喷泉，极具艺术性的雕塑，豪华的长座椅，巨大的棕榈树，碧蓝清澈的水墙以及美国的海景，如此诱人的购物环境让人如何置奢度假于一般，也因此吸引了世界各地的游客来这里度假购物和休闲。

时尚岛独特的地理位置和绝佳的设计受到了大批高端百货商店和专卖店的青睐，在这里，你不仅可以找到许多世界知名奢侈品牌，如诺德斯特姆公司 (Nordstrom)，布卢明黛尔公司 (Bloomingdale's)，梅西百货 (Macy's) 和尼曼马库斯 (Neiman Marcus)，还能看到60家独具一格的商店，像凯特·斯佩德 (Kate Spade)、芬迪 (Fendi)、巴黎世家 (Balenciaga)、马高雅可在 (Marc Jacobs)、杜嘉班纳 (Dolce & Gabbana)！这里还举办顶级的时尚设计师的特别见面会，有兴趣的朋友可以前去围观哟！

尔湾光谱购物中心 (Irvine's Spectrum Center)

地址：670 Spectrum Center Drive Irvine, CA 92618



尔湾光道购物中心就位于橙县的中心。这里有130家店铺入驻，包括Nordstrom, Macy's, Target 和Apple, 从流行电子产品、服装、配饰和家庭装饰，一切应有尽有，想要购买当地特产作为礼物的朋友就必须来这逛了！除此之外，它内里还建有巨大的摩天轮、旋转木马以及儿童火车等游乐设施，不仅适合家庭亲子活动，还能让你在购物之余稍作休息。

尔湾光道购物广场的夜晚也同样精彩，中心内设有电影院、尔湾即兴喜剧俱乐部 (Irvine Improv Comedy Club) 以及各种的餐厅，约上三两好友，在这里就能度过一个愉快的晚上！

奥特莱斯购物中心橙县店
(The Outlets at Orange)

地址：20 City Boulevard West, Orange, CA 92668



奥特莱斯购物中心距离迪士尼乐园非常近，它里面有着120家的超值商铺，如Nordstrom Rack, Banana Republic零售店，想要买到打折的时尚商品的朋友，就来这里逛看一看啦，特别向大家推荐Nordstrom Rack, Off 5th Saks Fifth Avenue和Last Call by Neiman Marcus这三家品牌折扣店，这里有许多从相应的百货公司下架的品牌折扣商品。另外，商场里还有其他的娱乐设施，如Vans滑板场、电影院、Lucky Strike Lanes保龄球馆，以及著名的连特电玩游乐场Dave & Buster's，大家在逛街之余也可以到里面娱乐一番。



都说买买买是女人的天性
那是因为聪明的女孩子都会懂得自己投资
而来橙县shopping
会让你更加明白到
一个聪明的优雅女人，逛购物场所都会精打细选~

- **Media:** Ctrip Budget Travel
- **Genre:** WeChat
- **Page:** 8 pages
- **Title:** The life you are dreaming of is in The OC
- **Link:** https://mp.weixin.qq.com/s/Qwvz_ssLxr1X7hujNBW8nA

■ **Summary:**

The OC is recognized worldwide as the home of world-famous theme parks, unparalleled shopping, 42 miles of pristine coastline, renowned beachfront resorts, and innumerable activities ranging from watersports to world-class performing arts. Come on, start your magical tour from The OC.

我们向往的生活，在橙县

携程旅游特刊 | 11月20日

时间不停留，快乐不等待
星洲在指尖跳跃，洛杉矶触手可及
你就要一次特别的旅行，开启崭新的一年
飞跃太平洋，带你去一个童话般的地方

这里就是
“THE OC” (橙子橙) 美国橙县



The Heart of Southern California

美国橙县

“THE OC”橙县位于南加州的中心，距离比佛利山庄 (Beverly Hills)、圣地亚哥 (San Diego) 等地点1个小时的车程。

作为全球知名的休闲度假胜地，橙县完美呈现南加州独特的生活方式，这里有原生态精致的海滩、梦幻壮观的主题公园、豪华舒适的酒店度假村以及顶级购物中心。



图片来源：携程旅游特刊



来吧，走出办公室的沉闷，
让橙县的惬意舒适包围着你，
一路的旅行开始了！

111

新佩拉亚系列

橙县的律动是多姿的舞步，一旦打开，就再也无法平复悸动的内心。

橙县迪士尼度假村 DISNEYLAND

1955年，美国著名动画大师沃尔特迪士尼在橙县阿纳海姆建立了世界上第一座迪士尼度假村，这座以米老鼠、唐老鸭等经典动画人物为主题的乐园获得了空前的成功，40多年来，它是所有大小孩



图片来源：携程旅游特刊

迪士尼度假村分为迪士尼主题乐园和迪士尼加州冒险乐园，迪士尼主题乐园是所有人的快乐天堂，特别是对孩子来说，简直乐不思蜀；而迪士尼加州冒险乐园的项目更刺激，适合大孩子玩。



图片来源：携程旅游特刊

02

橙县的海滩

Sirport Beach

它位于洛杉矶以南五十英里处，这个二十二平方英里的地方，却聚集了世界有名的娱乐名所，作为西海岸最大的休闲海滩，橙县特海滩帮你体验十英里海岸线内几项娱乐项目，海钓、冲浪、冲浪和其他水上体育运动等看台。



图片来源：携程旅游特刊

03

拉古纳海滩

Laguna Beach

海滩位于古老的拉古纳市 (Laguna)，这里是美国中西部最爱的夏日度假胜地，海天一线的蔚蓝色景，微风浪涛的冲杀着，简直就是人间天堂。走在市内，还有到处可见画廊和街头艺术，好一副夏日清闲文艺风。



图片来源：携程旅游特刊

02

橙县/科斯塔梅萨希尔顿酒店

Hilton Orange County/Costa Mesa

为追求艺术而来？希尔顿是你不二的首选。在这里你将拥有一个关于加州的无可替代的体验，完美的服务让你彻底放松心情，海滩、购物还有丰富的艺术文化活动，这就是加州的美好生活。



03

阿纳海姆红狮酒店

Red Lion Hotel Anaheim

这座极具现代设计与活力的酒店毗邻迪士尼度假区，灵动精美的内饰，富有层次感的装饰，以及豪华的健身馆造就了一个无论娱乐还是工作都让人流连忘返的氛围，温馨的氛围和友好的个性化服务，保证让你住的舒适，玩的痛快！



04

纽波特海滩万豪酒店

Marriott Hotel Newport Beach

纽波特海滩绝对是极具海滩风情的一颗璀璨的明珠，入住位于海滩上的豪华酒店，置身大露台，置身于美丽的城市海景之中，沐浴着阳光海风，享受着酒店的顶级配置与贴心服务，带着家人漫步沙滩之上，这才是我们的假期生活！



怎么样，心动了吗？

贴心的小编送上最优质房源产品，
扫码立即预定，让你的年末假期乐享不停！

05

SPA 疗愈之旅

在铁狮山度假村水疗中心做一个SPA，让你的每一寸肌肤焕发能量，在地中海气息和舒缓迷人的瀑布声中，享受放松，恢复活力，新海滩还有许多大型度假村同样提供完整的一天温泉套餐！



图片来源：新海滩度假村

06

南海岸购物广场

South Coast Plaza

旅行当然少不了买买买，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230家奢侈品牌的豪华购物目的地，囊括美国最知名奢侈时尚设计品牌！首屈一指的世界顶级品牌 Coach, Chanel, Dior, Hermès, Saint Laurent, Celine, Dolce & Gabbana, 奢侈品和名牌产品品牌 Kate Spade, Seppe LeCoutre等等让的购物之旅收获满满！



图片来源：新海滩度假村

07

私藏在阳光海岸中的酒店

来到福乐，一切看起来如此完美，就缺一个安静舒适浪漫的酒店，拥有一个让你有难忘的旅行，旅途真的很重要！

08

纽波特海滩的铁狮山度假村

The Resort at Pelican Hill Newport Beach

铁狮山度假村位于福乐纽波特海滩的富人区，度假村占地广阔，离住在房子一样，而且设施设施齐全，服务也棒棒哒，完全可以留出一天时间来享受酒店给你的各种福利，去打高尔夫、享受spa、被种种四世此生，欣赏度假村内的迷人景观。





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