

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.



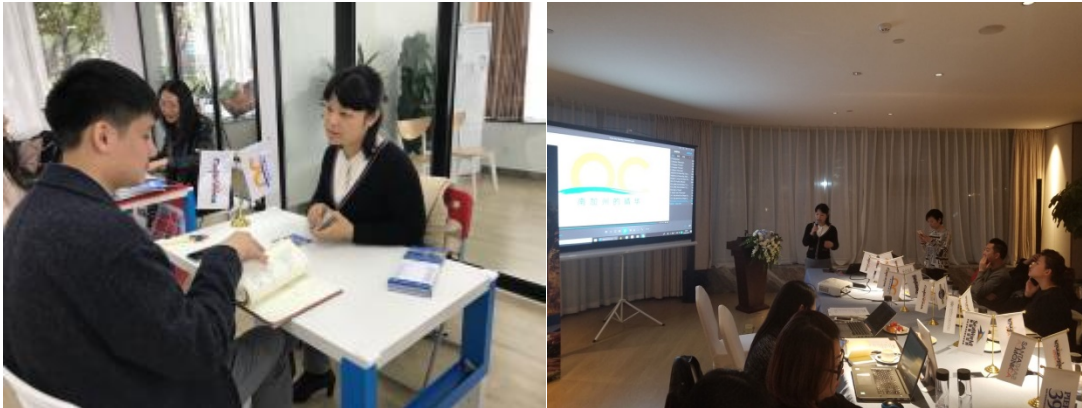
● IPW 2019 China Roadshow

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	■ Date: November, 2018
■ Genre: Website	■ Circulation: 200,000
■ Page: 4 pages	■ Value: \$40,000
■ 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	
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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位旅游会属局及酒店代表参加，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 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。”



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官方合作伙伴“携程网”获取更多灵感并预定。

没有更多内容了

南加州橙县

南加州

■ 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:**

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:** 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TATLER

300名人榜 人物 专题 Gen.T 盛宴 腕表珠宝



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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商。

By 南加州Tatler 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商。



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游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 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	■ 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://tv.sohu.com/v/dXMvMzI3NzQ4Njk3LzEwNjU5OTU3OS5zaHRtbA==.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.	

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	■ 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://v.qq.com/x/page/p07203q94jv.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: 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: 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	

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美拍
ID: 1557196560

YOUKU

我们看更多自由行旅游者来橙县旅游

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	■ 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.163.com/static/1/VWRQ02U0U.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: 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	
■ 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.	

阳光宽频网



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: 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>

- **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.



橙县观光协会董事长富敦: 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

- **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: sv.baidu.com	■ Date: November, 2018
■ Genre: Online video	■ Circulation: 150,000
■ Page: 1 page	■ Value: \$20,000
■ Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists	
■ Link: https://sv.baidu.com/video/ui/page/videoland?pd=bjh&context={%22nid%22:%223644107235207919772%22,%22sourceFrom%22:%22bjh%22}&fr=bjhauthor&type=video	
■ 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: share video	■ Date: November, 2018
■ Genre: Online video	■ Circulation: 150,000
■ Page: 1 page	■ Value: \$20,000
■ Title: Interview with OCVA President and CEO Ed Fuller: providing exquisite travel services to Chinese tourists	
■ Link: http://share.xk.miui.com/?ckey=share/#!/homePC?videoId=987769bab0242070ee96853c8986a9f3	
■ 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	

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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: 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	

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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	■ 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://post.mp.qq.com/kan/nvideo/201696372-0485bac9fcc308ao-22ucy.html?_wv=2281701505&sig=e063013f4a9ce605b8dc03112ba7b1cb&time=1538041220	
■ 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.

QQ看点



转头快讯 时长 04:47

■ **Media:** Ctrip Global Destinations ■ **Date:** November, 2018

■ **Genre:** WeChat ■ **Circulation:** 200,000

■ **Page:** 8 pages ■ **Value:** \$80,000

■ **Title:** I and the OC authentic foods have a date!

■ **Link:** <https://mp.weixin.qq.com/s/JddDVoO2Kv9SqgsbEgJHjw>

■ **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.

我和橙县美食，有个约会！

携程全球目的地精选 | 加州



携程全球目的地精选

美国有5个叫橙县 (Orange County) 的地方——加州、德州、佛罗里达州、印第安纳州——而我们的今天要聊的，则是位于南加州的**橙县 (Orange County, California)**。



这里，是美剧《老爸老妈的异世界》第一季Disney乐园取景的城堡。美剧的公主和优雅的王子——
一切如梦似幻。
这里，邻近着蔚蓝深邃的海洋和煦的沙滩。干净的蓝天和广阔的海岸，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等各式餐厅云集在此，从US\$10起的一碗美式法式意式大餐，都让你回味无穷。
这里还有一款美食让你的内心蠢蠢欲动！



美食

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

在美国吃饭，苹果一般按餐前菜、汤和沙拉、主菜、甜品的顺序排列，大家只要顺着菜单就能顺利点到一顿丰盛的大餐了。

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选用的牛排向本地经过了28天静置流程，保证肉质的鲜嫩多汁，再搭配上优质的香料，每一口都是对味蕾的满足；而且这家餐厅坐落在山头上，往外远眺，橙县到卡加利 (Catalina) 的景色都尽收眼底，惬意美餐，大家享用美食的心情自然会更加愉悦了！



除此之外，美国的**三文鱼**也相当有名，几乎家家户户都会制作过三文鱼。因为靠近生产地的原因，这里的三文鱼肉质更加结实，鲜嫩可口，经过精心的烹饪后，三文鱼既保留了新鲜的口感，又有着浓浓的烟熏味，比生吃的口感更加舒适，是非常值得一试的菜式。



当然，**Burgers**也在美国的餐桌上占据着不可撼动的地位。无论在餐厅还是在街边的小摊上，你都可以看到各种各样的汉堡，是来美旅游的必尝之一。这家位于亨廷顿港口 (Huntington Harbour) 附近的Red Table，有着得天独厚的优势。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，随便选一款都是不错的选择。



墨西哥菜



墨西哥玉米饼 (tacos) 和烤肉是加州人最喜爱的食物之一，来到橙县的你又怎么能够错过？在橙县的玉米饼摊上添加你喜欢的任何食材——生菜、洋葱、酸黄瓜、番茄、玉米、芝士、干酪、鸡肉、猪肉、牛肉等等，最后再淋上一层香浓的酱汁或沙拉，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，墨西哥玉米饼都能完美地解决他们的需求！

Javier's这家海鲜餐厅相当值得推荐，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创了不同寻常、海鲜为主、口味相当独特，有兴趣的朋友不妨一试。

意大利菜



▲ White House 出品的意大利菜

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、鸡、鸭、鱼、蛋、蔬菜、薯类、大蒜、洋葱、番茄、橄榄油、香草等。意大利菜和披萨是大家最常接触到的意大利菜式，但除此之外，像帕尔马火腿（Prosciutto di Parma）——有名的商品腌制意大利火腿，三文鱼、金枪鱼、意大利海鲜产品在意大利餐厅的菜单上都能找到。White House 作为一家意大利牛排馆，菜品既丰富又美味，还提供免费十分诱人的甜品，推荐大家去品尝。

中餐

▲ 华屋的炸酱面和炒牛肉



说到美食，又怎能少了我们大中华的菜系！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、韩式炸鸡店、海鲜酒楼、小笼包店、火锅店、川菜馆、粤菜馆、所有的中餐应有尽有，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 的游客提供了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。这里提供传统的川菜、炒牛肉、炒牛肉、还有油炸的、油炸豆腐、油炸虾仁、当然也有和菜加入了南加州的风味，如奶油鸡、奶油虾仁、大虾和菜等，随时都可以来品尝一下口味！

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里的兴起。像加州卷（California Roll）就是根据美国人民的口味改良而来的寿司卷。它以牛油果和蟹肉卷在一起，外层包裹着米饭和紫菜，中间是蟹肉、黄瓜、胡萝卜、洋葱等。这种寿司卷不仅味道鲜美，而且制作简单，深受美国人的喜爱。在 Nana San 这家日料店，你可以品尝到正宗的日式料理，包括寿司、刺身、天妇罗等。这里的厨师都是经验丰富的专业人士，能够为你提供高品质的用餐体验。

至于 HAKATA Ichikouji 的出品就比较有口碑。虽然这家店内的菜单比较简单，但它的性价比很高。这里的环境也很舒适，适合家庭聚餐或朋友聚会。如果你喜欢日料，不妨来这里试试。HAKATA Ichikouji 的菜品不仅味道好，而且价格实惠，是南加州日料爱好者的首选。



HAKATA Ichikouji 出品

东南亚菜



因为越南移民众多的原因，越南菜也慢慢成了加州的一种特色。进了越南餐厅，越南粉是一道受欢迎的美食！它的牛肉汤面以咸鲜味为主，搭配新鲜的牛肉、牛筋、牛肚，只是撒上葱花就已经让人食欲大增！如果大家觉得只点一碗米粉太单调的话，其他的小吃和春卷、酸笋也不妨一试哦！

冰激凌

吃完一个冰激凌和小甜点，不用洗碗了，只是看到，心情就好像飞起来一样！在洛杉矶，你可以看到很多卖冰激凌的店铺，口味也很丰富。如果你喜欢长时间等待，那就去买冰激凌吧！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），他们的冰激凌口味可是相当有创意的，如果你喜欢，你也可以在午饭后买一个冰激凌，一口下去，感觉面包的柔软和冰激凌的香甜清凉！



▲ Afters Ice Cream 的包冰激凌

葡萄酒



▲ 近郊特海葡萄酒和美食庆典

每年的9月，近郊特海葡萄酒和美食庆典，在这期间，周边的餐厅不仅会向游客提供美味的美食，还会在庆典现场向人们展示大量的烹饪表演！最让人心动的是，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菜，更有大量葡萄酒供大家品尝，而且所有的收入都将捐赠给慈善机构！

随着越来越多的人和热烈的参与，葡萄酒和美食的庆典，世界上最美味的庆典，也不过如此！

葡萄酒和美食

大家心想要没有美酒试吃呢？

当然

这里星罗棋布的葡萄酒 酒庄只是冰山中的一角 还有更多 就等你来发现啦！



■ Media: Ctrip FIT	■ Date: November, 2018
■ Genre: WeChat	■ Circulation: 300,000
■ Page: 6 pages	■ Value: \$60,000
■ Title: Shopping in the OC, elegant battle of women	
■ Link: https://mp.weixin.qq.com/s/3dOyL3uPkNEoycj8vDB6-w	
■ 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 11月06日



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的游客前来购物。

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住整个加州都回家的冲动~

99



南海岸购物中心 (South Coast Plaza)

地址：3333 BRISTOL STREET COSTA MESA, CA



南海岸购物中心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，像法国的奢侈品牌Chloé，还有Rodeo Drive，更不用说享誉全球、受众面广的奢侈品牌柏鲁缇 (Berluti)，布夏德尼 (Bruni)，圣罗兰 (Saint Laurent)，爱马仕 (Hermès)，香奈儿 (CHANEL)，克里斯蒂·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。

南海岸购物中心每年吸引约2400万游客到此购物，为来自不同国家使用不同语言的顾客，这里设置了覆盖整个区域的礼宾服务，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，你也可以通过礼宾服务区域的导购和时尚设计师，打造专属于你的个人时尚！

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橙县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) 和大厦路 (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格——意大利风格露天市场 (piazza)，高雅的喷泉，极具艺术性的雕塑，豪华的长座椅，高大的棕榈树，伴着傍晚的水景以及美丽的海景，如此醉人的购物环境让人如同置身度假胜地一般，也因此吸引了世界各地的游客来这里度假购物和购物的乐趣。

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零售品牌，如诺德斯特姆公司 (Nordstrom)，布鲁明黛尔百货公司 (Bloomingdale's)，梅西百货 (Macy's) 和內森·马库斯 (Neiman Marcus)，还能看到60家独具匠心的商店，像凯特·丝蓓 (Kate Spade)，芬迪 (Fendi)，巴黎世家 (Balenciaga)，马吉雅 (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，有兴趣的朋友可以到官网查询哦！

尔湾光谱购物中心 (Irvine's Spectrum Center)

地址：670 Spectrum Center Drive Irvine, CA 92618



尔湾光谱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、服饰、配饰和家居装饰，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，它内部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，还让你在购物之余稍作休息。

尔湾光谱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) 以及各种餐厅，约上三两好友，在这里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120家的轻奢品牌，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，以及著名的连锁电玩游乐场Dave & Buster's，大家在逛街之余也可以到这里娱乐一番。



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
而奢侈品shopping
会让你更加明白到
一个聪明的优雅女人，逛购物场所都会精挑细选~

- | | |
|--|-------------------------------|
| ■ Media: Ctrip Budget Travel | ■ Date: November, 2018 |
| ■ Genre: WeChat | ■ Circulation: 300,000 |
| ■ Page: 8 pages | ■ Value: \$80,000 |
| ■ Title: The life you are dreaming of is in The OC | |
| ■ Link: https://mp.weixin.qq.com/s/Qwwz_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

携程旅游特价 11月20日

时间不停留，快乐不等待
星桥在指尖筑筑，海草于指尖私语
你就要一次特别的旅行，来迎接新的一年
飞跃太平洋，带你去一个童话般的地方

这里就是
“The OC”（橙子圈）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）等地仅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购物购物中心。



图片来源：携程旅游官网



来吧，走出办公室的沉闷，
让橙县的惬意舒适包围着你，
一路美妙旅行开始了！

111

刺激欢乐圣地

橙县就像圣多拉县的孪生，一旦打开，就再也无法平静内心的心。

03

迪士尼度假区

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区，这座以米老鼠、唐老鸭等经典动画人物为主的主题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：携程旅游官网

迪士尼度假区分为迪士尼乐园和迪士尼加州冒险乐园，迪士尼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普遍刺激，适合大孩子玩。



图片来源：携程旅游官网

02

纽波特海滩

Newport 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，却享有许多世界著名的娱乐名称，作为西海岸最大的休闲海滩，纽波特海滩带你体验十英里海岸线内几处乐园、酒吧、冲浪、冲浪和其他水上体育活动等存在。



图片来源：携程旅游官网

03

拉古纳海滩

Laguna Beach

海滩位于古老的拉古纳市（Laguna），这里是美国中产阶级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，好一处夏日清静文艺风。



图片来源：携程旅游官网

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? 希尔顿是你不二之选。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, 以及豪华的购物体验出了一个无论娱乐还是工作都让客人拥有灵感氛围, 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 Newport Beach

纽波特海滩绝对是个极具海岸线上的一颗璀璨明珠, 入住位于海岸上的豪华酒店: 纽堡大酒店, 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, 这才是我们想要的假期生活!



怎么样, 心动了吗?
贴心的小编送上最优惠且便捷产品,
扫码立即预定, 让你的年末假期乐在其中!

04

SPA 疗愈之旅

在鹤湖山度假村水疗中心有一个SPA, 让你的每一寸肌肤焕发能量, 在地中海气息和舒适迷人的瀑布声中, 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

05

南海岸购物广场

South Coast Plaza

旅行当然少不了买买买, 南海岸广场位于新嘉坡, 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品牌设计精品店! 曾经一线的世界级品牌 Coach, Chanel, Dior, Hermès, Saint Laurent, Céline, D&G, Gucci, 奢侈界和名媛品牌如 Xosha, Saks, LeCouture 等等让购物之旅收获满满!



图片来源: 新嘉坡新嘉坡

06

隐藏在阳光海岸中的酒店

来到福森, 一切都看起来如此完美, 独栋一个安静舒适优雅的酒店, 拥有一切你难忘的旅行, 最浪漫的氛围!

01

纽波特海滩鹤湖山度假村

The Resort at Pelican Hill Newport Beach

鹤湖山度假村位于福森纽波特海滩的富人区, 度假村占地广阔, 离住宅区只有一步之遥, 而且酒店设施齐全, 服务也棒棒哒, 完全可以度过一个悠闲享受度假的假期, 去打高尔夫, 享受 SPA, 或种种园艺生活, 欢迎来到村内的迷人景观。





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