

COSTA MESA

CONFERENCE AND VISITOR BUREAU



ANNUAL REPORT
FISCAL YEAR ENDING
JUNE 2016





SEGERSTROM HALL

SEGERSTROM CONCERT HALL



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CITY OF THE ARTS™

Costa Mesa is the cultural epicenter of Orange County. It is the center of gravity for the very best in shopping, a vibrant performing arts scene and a dream destination for dining enthusiasts. The Costa Mesa Conference and Visitor Bureau (Bureau) is passionate about the City of the Arts™. Driven to elevate the city as a premier Southern California destination, the Bureau focuses on creating awareness to attract overnight leisure travelers.

California is welcoming more visitors than ever, 251.5 million-person trips in 2014. Over 204 million of these travelers were leisure guests and 16.5 million were international visitors. International traffic led growth in passenger loads at airports across the state, and travel spending is at an all-time high. Visitor spending was at \$117.5 billion, an increase of 3.6 percent. Tourism-related jobs grew to over 1 million.

The lodging industry in the United States experienced six consecutive years of increased occupancy, the longest period of increase since 1988. Occupancy in California reached 74.7 percent in 2015, up 2.8 percent from 2014, and revenue per available room (RevPAR) grew 10 percent. Orange County occupancy reached 78.7 percent, up 3 percent with RevPAR growing 9.4 percent. Partnering hotels within the Bureau saw an overall RevPAR increase of 5.1 percent in 2015.

Tourism-related jobs in California grew 4.4 percent, emphasizing the importance of the industry as a significant job creator. Over 9 billion dollars in tax revenue at the state and local levels was generated. Our local restaurants, shopping centers, attractions and entertainment venues, as well as residents, benefit tremendously from every guest that visits our city. Tourism drives our economy and keeps California in business.

As we have seen throughout the years, Costa Mesa hotel owners continue to invest in their products. Residence Inn by Marriott will complete their guest room renovation in late spring and Avenue of the Arts became a Tribute Portfolio Hotel after the completion of their chic, contemporary guest room renovation in April. The BLVD Hotel is completing their contemporary accommodations with a sleek transformation of their guest bathrooms and lobby

surroundings. The Marriott recently completed renovation of their ballroom space with a welcoming, modern atmosphere for meetings, weddings and events.

Food tourism is now considered the leading hook in travel. The City of the Arts™ is gaining an even greater reputation for the Art of Dining. Gogobot and Orange County Register named Costa Mesa one of the 10 best mid-sized food cities in America. The diversity in culinary options is endless. Vaca, the newest Spanish restaurant owned by Top Chef contestant Amar Santana, opened in late December. Executive Chef Laurent Brazier opened Bistro Papillote inside The OC Mix, offering delicious quiches and crêpes. The Halal Guys, famous in New York for their tasty gyro sandwiches and chicken and rice platters, opened their first Orange County location in Costa Mesa. Holsteins, at South Coast Plaza, crafts critically acclaimed hamburgers and milkshakes, and as rated by USA Today, is among the best in the United States. Taco María continues to receive accolades and was ranked number two on Pulitzer Prize-winning Jonathan Gold's 101 Best Restaurants list in November 2015.

Exciting new partnerships took place last year. Anaheim Resort Transportation (ART) allows our guests to conveniently visit the *Disneyland*® Resort while enjoying the best shopping, dining and arts scene in Costa Mesa. This joint agreement enabled the Bureau to add a family customer segment to our core marketing efforts. Furthering our international efforts, new initiatives such as Ctrip (China's largest online travel agency) and a dedicated group sales effort focused on China will aid in growing awareness of our city as an attractive Southern California destination.

The dedicated team at the Bureau is proud of the work that has been accomplished.

Our future is bright. We will continue to drive forward with innovative initiatives that support growing the City of the Arts™ as a premier Orange County leisure destination.

Paulette Lombardi-Fries

President, Costa Mesa Conference and Visitor Bureau



Residence Inn by Marriott, Outdoor Patio Area



The Costa Mesa Conference and Visitor Bureau is a nonprofit corporation formed in 1995 to market the city of Costa Mesa as a desirable, leisure overnight destination in Orange County.

MISSION STATEMENT

The Costa Mesa Conference and Visitor Bureau enhances and promotes the destination brand experience, further increasing visitor spending for industry and community economic viability, sustainability and quality of life.

VISION STATEMENT

The Costa Mesa Conference and Visitor Bureau is the engaged destination marketing leader, supporting and selling the city's distinct visitor brand experiences and advocating community tourism benefits.





FISCAL OVERVIEW

BIA

Method and Basis of Levy

The proposed method and basis of levying the assessment to allow each business owner to estimate the amount of the assessment to be levied against his or her business are set forth according to City of Costa Mesa Ordinance 95-9, and as follows:

The BIA assessment will be used to fund the Costa Mesa Conference and Visitor Bureau. The Bureau will fund marketing efforts to promote tourism in Costa

Mesa and will sponsor related tourist events that benefit the hotel and motel businesses within the City.

The improvements and marketing to be funded by this assessment are outlined in the annual report.

Revenue

A three percent (3%) levy will be assessed against each of the 11 hotels listed in the annual report, based on the net revenue from the sale of overnight room stays.

Business owners shall pay the assessment to the Costa Mesa City Finance Department on a monthly basis. A penalty and interest shall be assessed on late payments.

New hotel and motel businesses that are interested in participating in the BIA should contact the City and the Costa Mesa Conference and Visitor Bureau.



BIA Participating Bureau Hotels

Hotel Name	Property Address	Business Owner	Property Owner
Avenue of the Arts Costa Mesa, A Tribute Portfolio Hotel	3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626
Ayres Hotel & Suites	325 Bristol Street Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626
Best Western Plus Newport Mesa Inn	2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627
Hilton	3050 Bristol St. Costa Mesa, CA 92626	Ashford TRS CM LLC 14185 Dallas Parkway Suite 1100 Dallas, TX 75254	Remington Lodging & Hospitality LP 14185 Dallas Parkway Suite 1100 Dallas, TX 75254
Crowne Plaza	3131 Bristol St. Costa Mesa, CA 92626	Brighton Management 1901 Main Street Suite 150 Irvine, CA 92614	3131 Bristol Property UC, LLC 2711 Centerville Rd. Suite 400 Wilmington, DE 19808
Holiday Inn Express & Suites	2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627
Marriott	500 Anton Blvd. Costa Mesa, CA 92626	Marriott International 10400 Fernwood Rd. Bethesda, MD 20817	Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817
Ramada Inn & Suites	1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inns Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inns Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627
Residence Inn by Marriott	881 Baker St. Costa Mesa, CA 92626	Marriott International 10400 Fernwood Rd. Bethesda, MD 20817	BRE Select Hotels Corp. Dallas, TX
The Westin South Coast Plaza	686 Anton Blvd. Costa Mesa, CA 92626	Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817	CJ Segerstrom & Sons c/o South Coast Plaza 686 Anton Blvd. Costa Mesa, CA 92626
BLVD Hotel	2430 Newport Blvd. Costa Mesa, CA 92627	Hollywood Corner Inc. 2430 Newport Blvd. Costa Mesa, CA 92627	Shyamal Patel 16609 Honeybee Dr. Tustin, CA 92782

2015-2016 OBJECTIVES

The Costa Mesa Conference and Visitor Bureau will continue to market the City of the Arts™ as an overnight leisure destination focused on fashion, the arts and dining, along with a fourth element geared towards family fun.

1. STRENGTHEN VISITOR ENGAGEMENT FOR FAMILIES

Connect a new customer segment of FAMILY to the overall City of the Arts™ marketing strategy in an effort to drive overnight room night stays to partnering hotels using Anaheim Resort Transportation (ART).

Strategy Develop Tactical Campaigns Focused on ART • Online • Collateral • Social Media

2. EXPAND BRANDING MESSAGE DOMESTICALLY

Reach new customer segment (family) to create desire to visit and stay overnight in Costa Mesa when traveling to Orange County.

Strategy Branding and Tactical Campaigns • CIC Research • Creation of Costa Mesa Review Site • Social Media

3. STRENGTHEN EXISTING INTERNATIONAL MARKETS

Build on current international relationships through partnerships and engage in new marketing opportunities that generate room night production for hotel partners.

Strategy OTA Int'l Presence • Sales Mission Trips • Sales Management • FAMs • Social Media

Financial Summary

Fiscal Year 2016/2017

Revenues	Actual 2015/2016	Projected 2016/2017
July	\$209,122.57	\$213,305.02
August	\$188,937.42	\$192,716.17
September	\$316,809.43	\$323,145.62
October	\$235,360.92	\$240,068.14
November	\$184,658.12	\$188,351.28
December	\$240,748.70	\$240,748.70
January	\$178,785.76	\$182,361.47
February	\$198,346.11	\$202,313.03
March	\$218,025.35	\$222,385.85
April	\$210,490.60*	\$214,700.41*
May	\$216,596.73*	\$220,928.66*
June	\$170,144.44*	\$173,547.33*
Total:	\$2,568,026.15	\$2,614,571.68

*Projected numbers as BIA checks for these months have not been received.

Primary Expense Projections

Fiscal Year 2016/2017

Total Marketing Expenses	\$1,721,510
Online marketing/International marketing/Display ads/Email marketing Familiarization tours/Promotions/Print advertising/Sponsorships Video production/Tradeshows/Brochures/Hotel marketing fund	
Total Employee Expenses	\$422,236.06
Salaries/Payroll taxes/Workers' comp/Employee benefits Payroll services/Incentives	
Total Administrative Expenses	\$171,696.50
City collection/Accounting audit/Mileage/Bank charges Dues & subscriptions/Insurance/Office supplies/Rent/Parking/Postage Telephone/Travel/Meetings & conferences	
Total Legal Expenses	\$50,000.00
Total Expenses	\$2,365,442.56

Contingency Fund: \$750,000.00

This fund is set aside for natural disasters or unforeseen emergencies. This reserve would enable the Bureau to operate while the Board of Directors reassesses the budget and creates contingency plans.

TOURISM IMPACT

A Powerful Economic Driver for California

Tourism is everyone's business. Travel-related spending reached \$117.5 billion in 2014, generating \$9.3 billion in state and local tax revenue and continuing to improve economic conditions for the state. Tourism-related jobs grew to 1.027 million, up 4.4 percent. As California attracts more guests, their spending helps drive employment opportunities, business, and state and local tax revenues that residents all benefit from.

Industry segments in 2014 such as rental cars and flights had a financial impact of \$33.5 billion; food and beverage grew to over \$30 billion, \$21.3 billion in accommodations, \$16.7 billion in shopping and \$16 billion in attractions and entertainment.

Continuing to grow upward, the state's hotel occupancy reached 74.7 percent, up 2.8 percent from 2014 according to STR, Incorporated. Average daily rate (ADR) grew 7 percent to \$149.96. Orange County welcomed 47.3

million visitors, up 2.6 percent in 2015. Visitors spent \$11.3 billion, an increase of 6.3 percent according to CIC Research. Overall occupancy in Orange County grew 3 percent to 78.7 percent and ADR grew 6.2 percent to \$143.98.

Costa Mesa partner hotels achieved 80.9 percent occupancy in 2015, up 0.6 percent, with a 4.5 percent increase in ADR despite hotel room renovations. The weekend segment improved the most with occupancy growing to 84.1 percent, up 2.2 percent compared to last year. ADR within the weekend segment grew 5.6 percent. Weekday occupancy decreased slightly to 79.7 percent, a loss of 0.1 percent, and ADR grew 4.2 percent.

In Costa Mesa, over 1,000 associates welcome guests on a daily basis at our partnering hotels. Our shopping centers, restaurants and theaters employ even more. The transient occupancy tax (TOT) is the fourth-largest

revenue generator for the City of the Arts™, as noted in the City's Adopted Operating and Capital Improvement Budget for Fiscal Year 2015-2016. The \$8.1 million estimated revenue in TOT represents 7.4 percent of the general fund. The projected amount reflects a 3 percent increase from projected revenue for fiscal year 2014-2015. These funds improve infrastructure, public safety services and more.

California again tops the charts with being the most popular state to visit domestically, and second most popular internationally. Tourism Economics forecast for 2016 projects an increase of 2.3 percent in total visits. Domestic travel is forecasted to increase by 2.1 percent and international travel by 4.2 percent. The forecast for 2016 spending is an increase of 5.5 percent, with a domestic increase of 4.9 percent and an international increase of 7.7 percent.

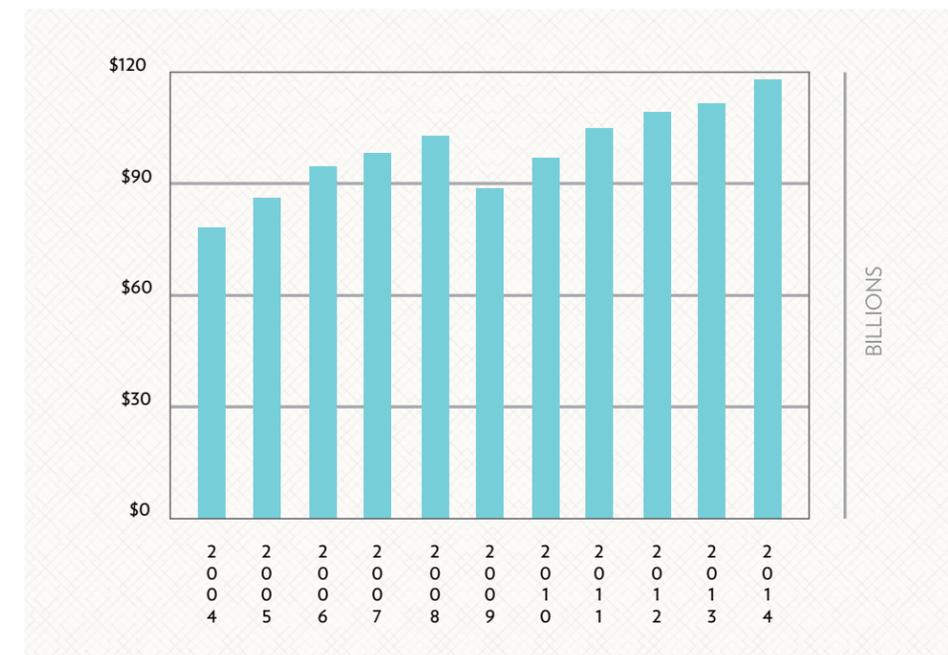
Actual and Calendar Year-to-Date

2015 & 2016

2015 Actuals	Occupancy	ADR
Orange County	78.7% + 3.0%	\$143.98 + 6.2%
*Costa Mesa	80.9% + .6%	\$135.56 + 4.5%
California	74.7% + 2.8%	\$149.96 + 7.0%
February 2016	Occupancy	ADR
Costa Mesa	76.6% + -1.3%	\$139.52 + 7.9%

Costa Mesa and CA numbers provided by Smith Travel Research, Inc. (STR).
*Costa Mesa numbers reflect nine hotels that provide results to STR.

History of Visitor Spending in California



Source: Dean Runyan Associates

Costa Mesa Visitor Profile

The Bureau participated in a 2014 survey conducted by CIC Research, Incorporated to gain a better understanding of where travelers in Orange County (OC) are visiting. Intercept surveys with 2,400 visitors (non-OC residents) in locations throughout Orange County were completed on a rotational basis at hotels during summer, spring and fall. San Juan Capistrano, Angels Stadium of Anaheim, Honda Center, Amtrak/ Anaheim and shopping locations (South Coast Plaza and Fashion Island were excluded) were selected. Guests visiting beach destinations included San Clemente, Laguna, Newport, Huntington and Seal Beach. However, every month surveys were conducted at John Wayne Airport, Orange County; *Disneyland* Resort; Knott's Berry Farm and the Anaheim Convention Center.

Interviews were conducted in English and Spanish. During the interview, the visitor was asked about specific attractions and locations they have visited or will visit in Orange County, including Costa Mesa. Overnight visitors were asked about the location of their overnight

accommodations including the city or community within OC and the hotel name.

Costa Mesa visitors were defined as anyone who lived outside of Orange County and visited Costa Mesa for the day or stayed overnight. Over 46 million visitors came to OC in 2014. Seven million visitors or 15.2 percent reported they visited the City of the Arts™ while visiting OC. The report also revealed visitors are more likely to be international or from other parts of the U.S.

2014 Visitor Data:

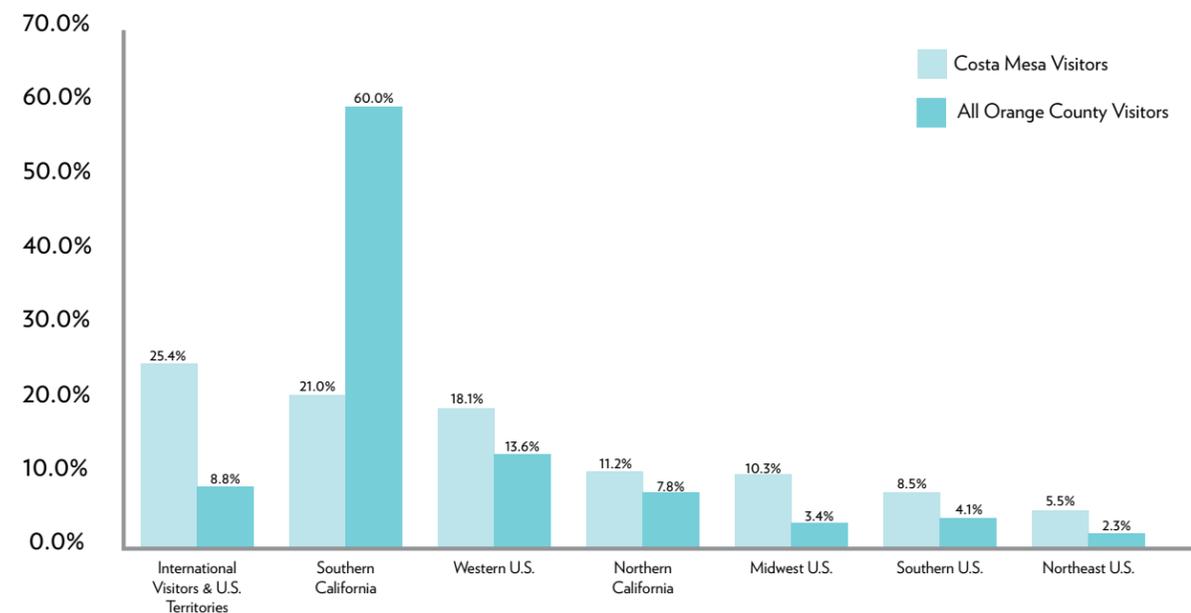
All Visitors to Orange County: 46,140,000

Total Visitors to Costa Mesa: 6,993,000

Costa Mesa Visitors as a % of Total OC Visitors: 15.2%

Residence of Visitors

Costa Mesa v. All Orange County Visitors (2014)



Source: CIC Research Survey 2014

Residence of Visitors

Costa Mesa v. All Orange County Visitors (2014)

State/Region/Int'l Residence	Visitors to Costa Mesa	All Visitors to OC
International (total)	25.4%	8.8%
Southern California	21.0%	60.0%
Other Western States	18.1%	13.6%
Northern California	11.2%	7.8%
Midwestern U.S.	10.3%	3.4%
Southern U.S.	8.5%	4.1%
Northeast U.S.	5.5%	2.3%

Source: CIC Research Survey 2014

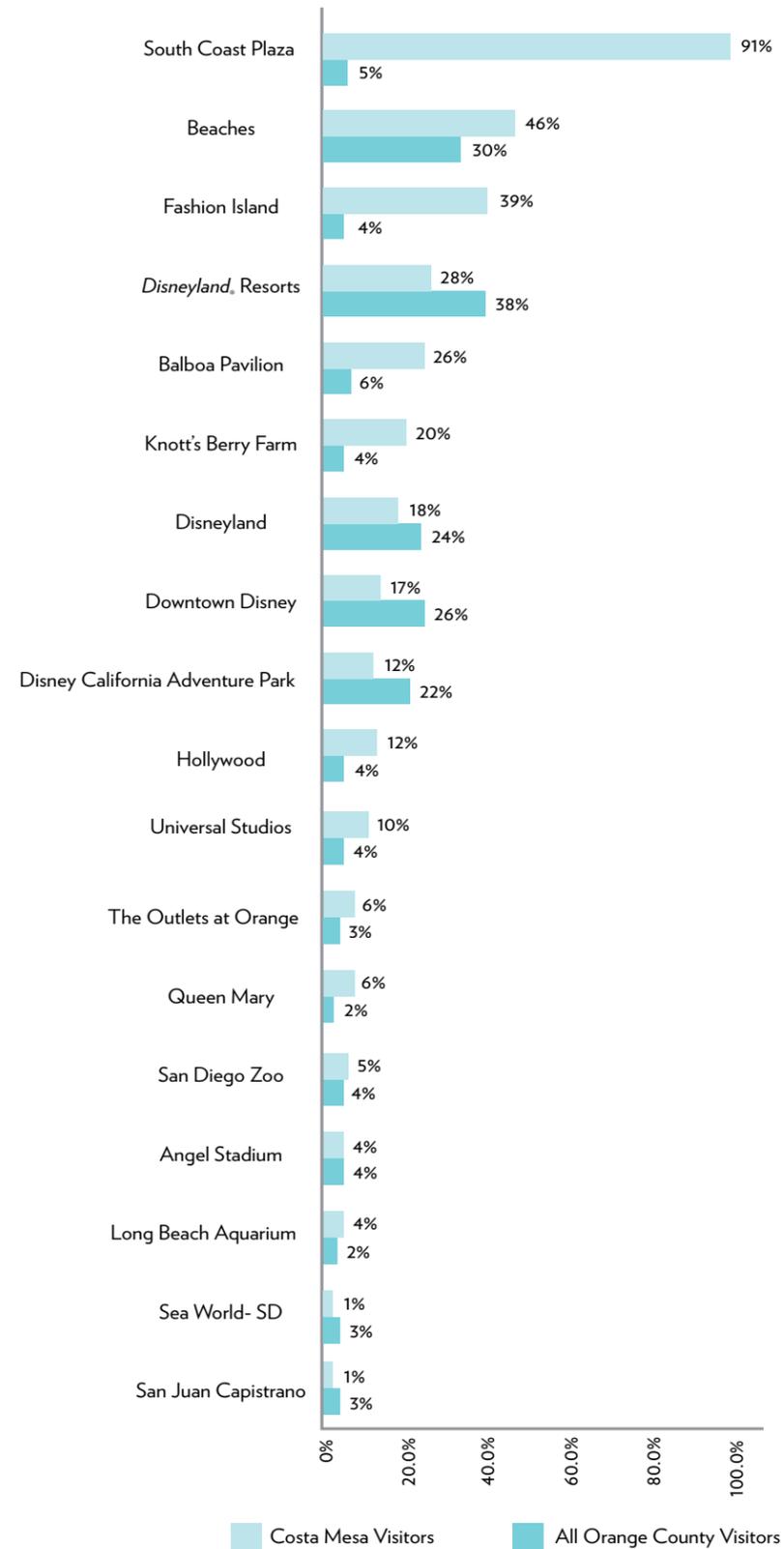
San Francisco and Los Angeles County ranked as top metropolitan areas of residence for visitors. Costa Mesa draws a smaller proportion of families visiting the area than visitors to all of Orange County. Average size of a visitor group was 2.1 people compared to 2.9 people for OC visitors. Single travelers made up almost 30 percent of the city's visitors. Groups of two represented 44 percent. Groups of three represented 19 percent and 7 percent were groups of four or more.

The average age of a visitor was 45 compared to the median age of all visitors to OC. Household income for the Costa Mesa visitor was \$90,200 compared to \$74,000 for all OC visitors. On average, guests visiting Costa Mesa spend \$485 per person compared to the overall OC visitor who spends \$231. About 25 percent of Costa Mesa visitors included children compared to 43 percent of all OC visitors.

The Bureau's biggest opportunity is to convert day visitors into overnight guests. Costa Mesa visitors were primarily day visitors at 88 percent, while 12 percent had overnight accommodations in the city. More than half used their own vehicles to travel from home to OC and 45 percent traveled by air.

South Coast Plaza was the number one attraction visited by Costa Mesa visitors, followed by OC beaches. Other attractions included Fashion Island, *Disneyland* Resort and Knott's Berry Farm.

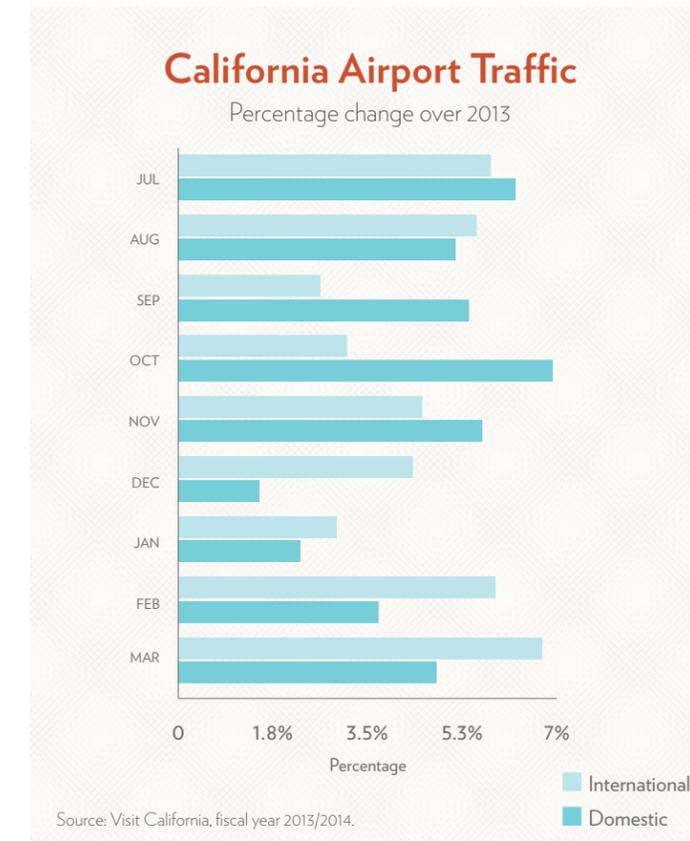
Attractions Visited While in Orange County



Source: CIC Research Survey 2014

Air Traffic Trends Soar

International traffic led growth in passenger loads throughout California in 2015. The state experienced a 4.5 percent increase in international flights totaling 90,000 new visitors. Domestic flights through July of 2015 grew 4.5 percent and international flights grew 6.9 percent.



John Wayne Airport, Orange County Passenger Data

Domestic Statistics	2015 Year-to-Date	2014	% change
Total Passengers	10,180,258	9,386,033	8.5%
Enplaned passengers	5,082,461	4,681,292	8.6%
Deplaned passengers	5,097,797	4,704,741	8.4%

International Statistics	2015 Year-to-Date	2014	% change
Total Passengers	324,229	276,733	17.2%
Enplaned passengers	164,164	139,285	17.9%
Deplaned passengers	160,065	137,448	16.5%

Source: John Wayne Airport, Orange County. Interjet discontinued service in July 2014 from Mexico City and Guadalajara.

U.S. Travel News Update

Travel is number 1 among all U.S. service exports and is a top 10 industry in our country in terms of employment. One out of 9 United States jobs depend on the tourism industry. In 2014, the industry supported 15 million jobs. Tourist spending is critically important to our economy:

- \$2.5 billion per day in direct spending by resident and international travelers is made in the U.S., \$105.8 million an hour, \$1.8 million a minute, \$29,398 per second.
- Each U.S. household would pay \$1,147 more in taxes without the tax revenue generated by travel and tourism.

Top 5 Int'l Markets to the U.S.

Origin of Visitor	2014
Canada	23.0 million
Mexico	17.1 million
United Kingdom	4.1 million
Japan	3.6 million
Brazil	2.3 million

Source: U.S. Travel estimates based on U.S. Department of Commerce, National Travel and Tourism Office

Residents in the United States took 1.7 billion trips in 2014. More than 3 out of 4 domestic trips taken were in the leisure segment. These travelers like to visit relatives and friends, shop, dine and relax on the beach.

The nation welcomed approximately 75 million international arrivals in 2014 compared to 69 million in 2013. Over 40 million came from Canada and Mexico and close to 35 million came from overseas. Overseas guests spent approximately \$4,400 and stayed an average of 18 nights. Their top leisure activities included shopping, sightseeing, fine dining, and visiting national parks and amusement parks.

Brand USA is the organization supporting expansion of the U.S. travel industry on a national level. A public/private corporation created in May 2011, it was established by the Travel Promotion Act and markets the United States as a premier travel destination and communicates entry/exit policies and procedures. Brand

USA inspires travelers across the world to explore the United States of America's boundless possibilities. The goal is to encourage international visitation and grow the U.S. share of the global travel market. Their long-term target is to reach 100 million visitors by 2021. It's funded by contributions from the private sector that are matched by fees paid by international travelers to the Electronic System for Travel Authorization (ESTA) program. ESTA is an automated system that determines eligibility of visitors from 37 international markets to travel to the U.S. under the Visa Waiver Program.

Top 5 High-Growth Travel Markets Through 2020

Origin of Visitor	Arrivals % Change
China	129.2%
India	47.0%
Taiwan	39.1%
South Korea	36.0%
Australia	26.5%

Source: U.S. Travel estimates based on U.S. Department of Commerce, National Travel and Tourism Office

According to the United Nations World Tourism Organization, the U.S. receives the largest volume of global tourism spending. Overseas visitors in 2014 spent \$177 billion, up 2.5 percent from 2013. Spain is the second largest destination at \$65 billion followed by China at \$57 billion, which increased 10 percent from 2013. In terms of global spending, Chinese travelers spent \$165 billion in 2014, up 27 percent.

The U.S. continues to see positive growth from international markets. In 2014, international travel grew 6.8 percent compared to the previous year. The Department of Commerce's National Travel and Tourism Office forecasts a 4.3 percent growth rate over the next few years. However, short-term currency disadvantages may affect the overall performance numbers for 2015. Exchange rates in the last half of 2015 will have an impact on international travel, but speculation is that it will be short lived.

Brand USA will focus on international travelers that represent the top ten markets, which include Canada, Mexico, United Kingdom, Japan, Brazil, China, Germany, France, South Korea and Australia. In 2014, visitors to China grew 27 percent and made up 2.9 percent of total international arrivals.

Through 2020, growth leaders are expected to be Mexico at 27 percent, China at 19 percent, Canada and the United Kingdom at 5 percent. These four countries will account for over 56 percent of the projected growth as indicated by the U.S. Commerce Department.

Hotels in the U.S. reached 65.6 percent occupancy in 2015, up 1.7 percent. ADR increased 4.4 percent and reached \$120.01, according to STR, Incorporated. Forecasts for 2016 have occupancy increasing 0.8 percent with an ADR growth of 5 percent.

California Travel Forecast, Visits

	2015	2016
Visits	+2.1%	+2.3%
Domestic	+2.1%	+2.1%
International	+1.0%	+4.2%
Overseas	+2.2%	+5.0%

Source: U.S. Department of Commerce; StatsCan; CIC Research, Inc; Tourism Economics

California Travel Forecast, Spending

	2015	2016
Spending	+2.7%	+5.5%
Domestic	+2.5%	+4.9%
International	+3.4%	+7.7%

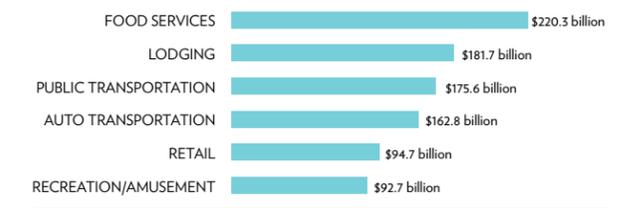
Source: U.S. Department of Commerce; StatsCan; CIC Research, Inc; Tourism Economics

2014 International Visitation and Spending

Country	Arrivals to U.S.	Spending
Canada	\$25 M (-2%)	\$27.2 B (-2%)
Mexico	\$17.3 M (+19%)	\$19.3 B (+7%)
United Kingdom	\$3.97 M (+4%)	\$13.2 B (flat)
Japan	\$3.58 M (-4%)	\$17.3 B (-2%)
Brazil	\$2.26 M (+10%)	\$13 B (+5%)
China	\$2.19 M (+21%)	\$23.8 B (+13%)
Germany	\$1.97 M (+3%)	\$7.4 B (2%)
France	\$1.62 M (+8%)	*Not in Top 10
South Korea	\$1.45 M (+7%)	\$7.8 B (+10%)
Australia	\$1.28 M (+6%)	\$6.1 B (-10%)

*India ranks #7 in spending at \$9.6 B (+7%)

Sources of Travel Spending



Source: U.S. Travel Association

Domestic Travel

In the July 2015 The State of the American Traveler Study™, a Destination Analysts survey conducted biannually, revealed that Americans are planning to increase their leisure travel spending in the next year by 35 percent. That number is up from January 2015 responses of just over 31 percent.

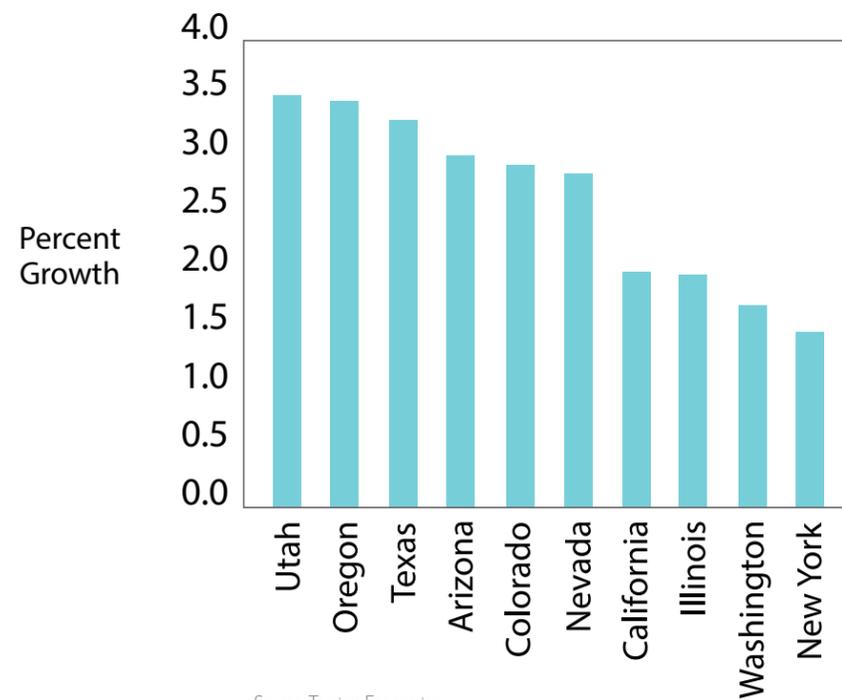
California has the largest share of U.S. visitation, with more than one in 10 U.S. leisure trips including a stay in the state. Overnight visitation to the state grew 2.1 percent and day visitation grew 3 percent in 2015, thanks in part to decreasing fuel costs. Domestic leisure travel to California is again forecasted to grow more rapidly than the business segment in 2016. Attractions such as Disney's Star Wars and Marvel theme parks will support travel demand. According to Tourism Economics, leisure travel to California is forecasted to increase 2.3 percent in 2016 and 2.4 percent in 2017.

Visit California is forecasting an increase of 4.9 percent in domestic travel spending for 2016. According to DK Shifflet & Associates and TNS TravelsAmerica, 78 percent of U.S. leisure visits and 60 percent of spending are from California residents. The majority of visits and spend will come from residents that reside within the state. The six markets outside of California with the most visitations are Arizona, Nevada, Oregon, Washington, Utah and Colorado (primary Western markets). These states account for half of the visits outside of California and one-third of spending. They also tend to visit the state more often.

Long-haul visitors (New York, Florida, Illinois, Texas) stay longer than visitors from primary Western markets, staying 4.9 nights vs. 3.5 nights. They typically travel by air, stay more often in hotels, rent cars and spend more, \$860 on average vs. \$411.

Projected Trip Growth by Source Market

Average annual growth in visitors, 2015 to 2020



Source: Tourism Economics

American Demographic Trends

Baby Boomers make up 74.9 million of the U.S. population and were the largest generation in history. In 2015, the Millennials grew to 75 million, surpassing the Boomer generation and making up 25 percent of the U.S. population. This generation grew up with computers, is the most educated segment in our country and typically waits longer to get married and have a family. Both of these generations rank travel as important and make up a significant share of U.S. travel. In 2014, these combined segments made up 63 percent of all leisure trips taken.

Travel by car has increased as Millennials and Boomers use their own vehicles for leisure trips more than 80 percent of the time they go on vacation. Air travel in both groups has declined about 2 percent. This decrease occurred because flying was seen as more of a hassle, crowded and expensive. Public transportation grew to its highest ridership in 58 years. Close to 11 million Americans took public transportation in 2014 thanks to accessibility and the convenience of websites and smartphone applications.

The U.S. Hispanic population will make up half of U.S. growth by 2020. This segment now accounts for over 18 percent of the country's population and will grow to 29 percent in 40 years. This segment enjoys traveling with family to destinations that appreciate their culture. They are also more likely to take day trips and stay two nights or less, and travel within the states they reside. Their three top activities include shopping, dining and going to the beach. In 2013, the median age for Caucasians was 42 compared to that of Hispanics at 27. More than six in 10 were under the age of 35. As record wage growth, level of education, and buying power increases, marketing to this demographic can create a branding opportunity for years to come. Hispanics are also using smartphones as their primary means to access the web and conduct most of their travel research online.

U.S. Travel Association revealed between 2008 and 2014, trips with children decreased with both the Millennials and Boomers. Only 14 percent of Boomers traveled with children and 32 percent of Millennials brought their kids. In both segments, traveling with other adults such as friends and family is on the rise.

Boomers will continue to grow, making this segment the largest travel market. In 2014, this category represented 47 percent of travelers. Grandparents will account for 80 million people in 2020. Thirty-five percent of grandparents traveled with grandchildren in 2014 and enjoyed making memories by simply spending time together, dining out, sightseeing and relaxing at the beach.

STR and Tourism Economics for the U.S. forecast a 0.6 percent increase in occupancy to 65.9 percent and a 4.4 percent increase in ADR to \$125.30.

The forecast for Orange County hotels is strong for 2016. According to the Orange County Hotel Horizons® report released in March 2016, Orange County is expected to see over a 7 percent increase in ADR (\$154.65) and less than a half percent increase in overall occupancy (78.3 percent). OC hotel inventory will see 2,191 new rooms by year end. Most notably is the addition of a 600-room Great Wolf Lodge in Garden Grove, along with three select-service hotels in Anaheim, two hotels in Huntington Beach and Irvine, and one in Mission Viejo and Aliso Viejo.

Focused on overnight leisure travel, the Bureau will continue to market its tactical and branding campaigns primarily to those in San Francisco, Los Angeles, San Diego, Palm Springs and the Inland Empire. Secondary markets of interest include Arizona, Texas, Nevada, Colorado, Washington and Oregon.

California Tourism Summary Annual Percent Change

Domestic	2015	2016	2017	2018
Total Visits	+2.6%	+2.2%	+2.3%	+2.1%
Leisure Visits	+2.9%	+2.3%	+2.4%	+2.2%

Source: Tourism Economics; DKSA; TNS Global

International Travel

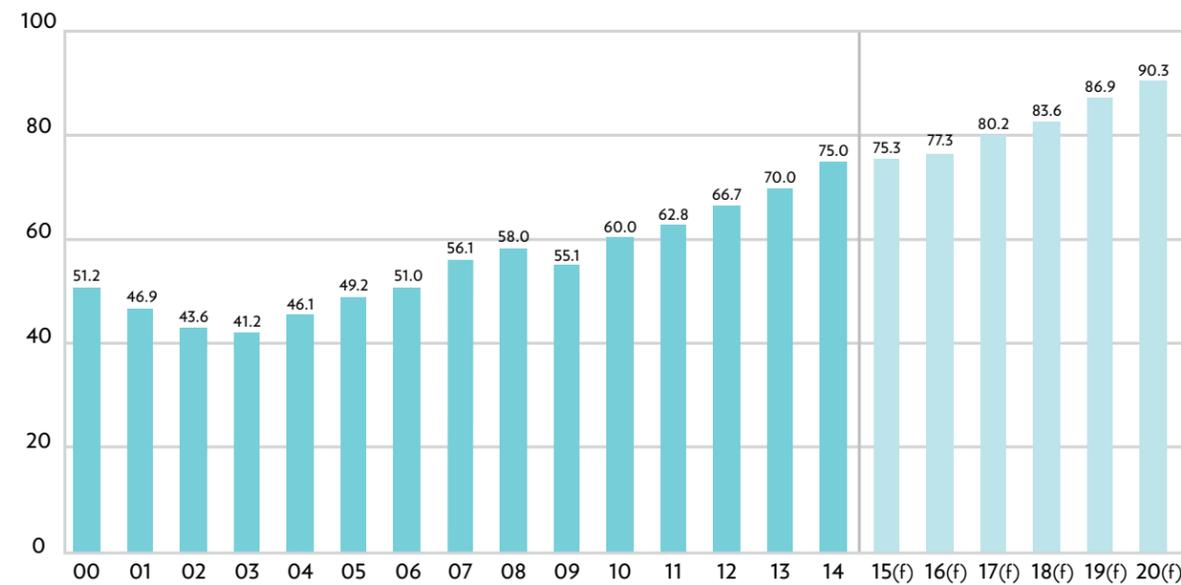
International travel continues to grow worldwide to 1.2 billion travelers in 2015, a 4.4 percent increase from the previous year. According to the U.S. Travel Association, 2015 results were influenced by exchange rates, oil prices and natural and man-made crises in many parts of the world. Contributing to the rise were continued increases in outbound Chinese tourism, falling oil prices and the effects of a strengthening U.S. dollar.

The U.S. is forecasting a new record of welcoming 75.3 million visitors for 2015. This would be a 0.4 percent increase to 2014. Growth in 2016 is expected to be 2.6 percent, and by 2020 the U.S. can expect to welcome over 90 million visitors. The largest total growth percentages over the next four years will come from China at 129 percent, India at 47 percent, Taiwan at 39 percent, South Korea at 36 percent and Australia at 27 percent. However, 56 percent of the projected growth through 2020 will be from Mexico at 27 percent, China at 19 percent, Canada at 5 percent and the United Kingdom at 5 percent.

California welcomed 16.5 million international guests in 2014. International inbound travel to California grew 3 percent in 2015 according to the Tourism Economics report, and spending grew 2.8 percent. International travel to California is expected to grow 3.8 percent by 2020, and spending is forecasted to increase by over 4 percent. Canada and Mexico represent close to 9 million visitors, with 548,000 arriving by air from Mexico and 1.6 million by air from Canada. California's leading Asian origin markets include China, Japan, South Korea and India. China ranks number one in overseas markets for visitation and spending and was the state's seventh-largest overseas market in 2009.

International Visitors to the U.S. and Projections

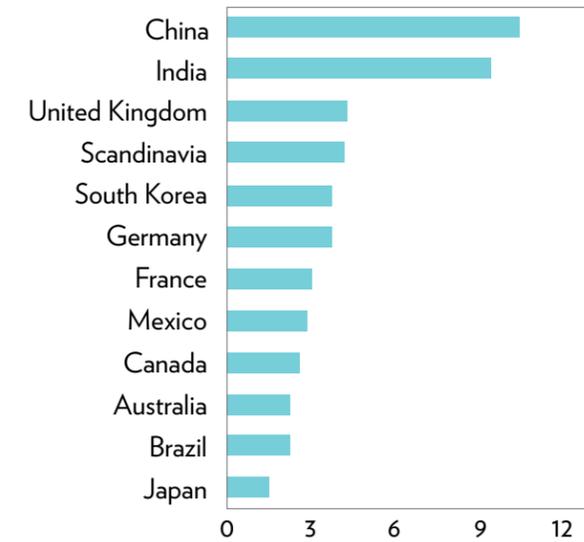
Arrivals in Millions (2000-2020)



Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Secretaria de Turismo (Mexico); Statistics Canada

California Projected International Visits by Market

Average annual % growth, 2015 to 2020



Source: Tourism Economics

Annual International Leisure Trips to California

Annual % Change

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
TOTAL	9.4%	8.8%	3.5%	4.5%	5.1%	3.0%	3.5%	4.0%	3.6%	3.8%	3.8%
China	57.1%	22.9%	42.8%	22.1%	21.5%	13.0%	11.9%	10.6%	9.4%	8.9%	8.7%
India	19.2%	1.2%	3.0%	26.3%	9.3%	7.1%	7.7%	11.0%	9.7%	9.2%	8.0%
Japan	19.3%	4.8%	1.7%	-4.0%	7.4%	-0.4%	1.4%	1.2%	1.4%	2.0%	1.8%
South Korea	47.7%	-5.4%	-1.7%	0.4%	2.0%	12.4%	1.8%	3.4%	3.7%	4.0%	3.6%
Australia	36.6%	11.3%	-5.1%	5.9%	6.4%	6.0%	1.6%	2.8%	3.0%	2.6%	2.7%
United Kingdom	3.2%	7.4%	-3.1%	2.6%	5.3%	5.0%	5.6%	3.2%	3.4%	3.0%	3.2%
Germany	12.5%	7.4%	-2.4%	5.7%	4.1%	2.3%	3.0%	3.4%	3.5%	3.3%	3.3%
France	37.1%	17.9%	-16.1%	4.0%	14.7%	1.9%	2.6%	2.8%	3.1%	3.2%	3.2%
Scandinavia	21.9%	14.2%	7.9%	7.0%	11.1%	4.6%	2.6%	3.5%	4.4%	4.1%	3.8%
Brazil	32.0%	34.9%	14.2%	12.6%	6.7%	2.2%	-0.2%	2.7%	3.1%	3.4%	3.6%
Canada	10.0%	8.8%	4.6%	1.6%	3.7%	-5.8%	1.6%	2.6%	3.0%	3.4%	3.5%
Mexico	1.8%	7.5%	5.7%	3.4%	1.3%	3.1%	2.6%	3.2%	2.7%	2.9%	3.0%
Rest of the World	9.0%	-4.9%	-3.1%	5.4%	10.2%	2.1%	4.8%	5.1%	3.9%	4.0%	4.0%

Source: Tourism Economics, CIC Research, OTTI

China Market Insights



China's National Tourism Administration reported that 114 million Chinese traveled internationally in 2014. The United States welcomed almost 2.2 million Chinese travelers in 2014. The growth of their economic development, changing population trends and the exchange rate has led to substantial growth for outbound travel. China was the number one source of overseas visitors to California in 2015. According to Visit California, only 7 percent of the Chinese travel overseas, and the U.S. has a 3 percent share. But, the amount of Chinese travelers is increasing yearly. California saw an increase of 22 percent in guest visits from 2013 to 2014 (from 818,000 to 996,000).

Airlift continues to grow with 110 weekly nonstop flights to California. There are over 33,000 weekly nonstop seats from China to California with more airlines launching new direct flights in early 2016. Beijing, Shanghai, Guangzhou, Wuhan, Chengdu and Changsha are the six gateway cities to California.

The Chinese love to travel and it is considered their preferred leisure activity. Most still travel with packaged tours but there is a dramatic increase in foreign

independent travel for the younger, wealthier class. They value high quality at a reasonable price. The upper and middle class spend 19 percent of their disposable income on overseas travel, which is much higher than any other country. Shopping is still a top consideration for booking a trip. Affluent Chinese spend 39 percent of their dollars in California for gifts.

Chinese leisure visitors spend two full weeks in California, spending over \$2,100 per trip and visiting over three destinations. Less than 25 percent of the visitors bring children with them. Popular times to travel include October and Chinese New Year (late January-February), August and July, followed by May.

The Bureau continues to market to the Chinese. The Bureau worked closely over the last fiscal year to develop a presence on China's largest online travel agency, Ctrip. The Bureau, in partnership with the Orange County Visitors Association (OCVA), along with other destination management organizations and tourism businesses, developed a landing page highlighting Orange County as a preferred destination when visiting Southern California. The page was created and launched in June and ran until December. Co-sponsors included Brand USA, Disney, Visit Newport Beach, Visit Anaheim, South Coast Plaza and Costa Mesa. The purpose of the site was to gain brand recognition and room night bookings. Costa Mesa hotel partners (7 of the 11) were highlighted on this page. In total, 24 hotels from OC were listed ranging from economy to luxury tier options. Within 60 days, 800+ room nights were booked with a 1,448 percent overall increase. In 2016, the Bureau will have 9 of our 11 hotel partners represented on the OC page.

Another new initiative that the Bureau is launching will begin in April of this year. The Bureau along with Disney, Visit Newport Beach, Visit Anaheim and South Coast Plaza will have a dedicated sales manager housed in Beijing, China. This sales manager will sell our destination and hotel partners to the meetings and incentive market, focused on the business needs of corporations that are interested in visiting Southern California, with programs that require 100-200 room nights.

The Bureau continues to work closely with the Orange County Visitors Association and welcoming familiarization (FAM) groups to the city. Over the past fiscal year, the Bureau welcomed 4 FAMs from China totaling 30 executives from airlines and travel and tour groups. Each tour is designed to introduce our visitors to the City of the Arts™ as a great overnight destination when visiting Southern California. The Bureau will continue to showcase outstanding shopping venues, the arts, dining and hotel products.

California Tourism Summary for China

Travel Profile	2013 Actuals	2014 Actuals	2015 Forecasted	2016 Forecasted
Visitors to CA	818,000	996,000	1 million	1.2 million
Spend	\$1.95 billion	\$2.24 billion	\$2.6 billion	number not available
CA Market Share	45.3%	45.5%	number not available	number not available



Mexico Market Insights



The United States welcomed over 17 million Mexican visitors in 2014, up 19 percent from 2013. Spending increased to \$27.2 billion, up 7 percent from 2013. Over 2.3 million travelers arrived by air, which is a 6.3 percent increase over 2013. Mexican visitors will be the largest growing visitor to the U.S. through 2020 according to the U.S. Commerce Department. An expected growth of 27 percent, or 15 million additional visitors, will visit the U.S. within a four-year timeframe.

There are 469 weekly flights and nearly 72,000 weekly seats to California. Nine nonstop service flights are available with connecting flights to (primarily) Houston, Dallas and Phoenix.

Top leisure activities include shopping, sightseeing, visiting national parks, theme parks and fine dining. Those who travel by air tend to spend over 35 percent of their overall travel budget on gifts and souvenirs and about 20 percent

on entertainment. The average spend per person is under \$1,000, and they typically spend just over one week while visiting California. During their stay, they tend to visit two destinations and travel in pairs. Twenty-four percent travel with children.

Long-weekend travel continues to increase as the middle class grows and the summer school holiday is only five weeks (from mid-July to the end of August). About 40 percent book with airlines directly and roughly the same percent book with an online travel agency. Travel agencies make up about 20 percent of bookings.

California continues to welcome more Mexican visitors than any other international visitor. Approximately 7.5 million travelers visited in 2014 vs. a projected 7.8 million in 2015. A growth of 24 percent is expected through 2018.

Through our partnership with OCVA, the Bureau continues to showcase the city to those flying into California as our target market. Marketing efforts over the past fiscal year include the distribution of press releases, tactical campaign packages, travel agent training, scavenger hunt challenge for travel and tour operators, social media postings through Facebook and hosting 3 FAM tours welcoming 14 guests.

Canada



predetermined destination in mind. Average length of stay while visiting California is 5 nights and per trip spend is \$1,400 according to the U.S. Department of Commerce; CIC Research, Incorporated. Canadians enjoy the Art of Dining with diverse cultural offerings, sporting events, a laid-back atmosphere and sunshine. The Millennials in particular are traveling more (up 9 percent to last year) and represent 5 million residents between the ages of 25-34.

The Bureau continues to market to residents in Vancouver with tactical campaigns throughout the year. A second sweepstakes promoting the City of the Arts™ along with South Coast Plaza and John Wayne Airport, Orange County was executed last year with just under 2,500 entries. The prizewinners will experience a weekend getaway in Costa Mesa including airfare, gift certificates for shopping and meals. The Bureau will be joining Visit California for a sales/media mission trip in May.

The United States welcomed 23 million Canadians in 2014, which is a decrease of 2 percent from 2013. This decrease can be attributed to the depreciation of the Canadian currency relative to the U.S. dollar. Similarly, Canadians spent over \$27 billion in 2014, which is also a 2 percent decrease year over year. However, through 2020, the U.S. Commerce Department is forecasting a 5 percent growth in visitation.

California welcomed a projected 1.6 million visitors in 2015 and the visitation forecast is expected to grow 4 percent in 2016. Since 2009, visitation to California increased 33 percent.

Strong airlift benefits visitation to California. There are 374 weekly nonstop flights to California and 49,806 weekly seats. Canadians book their flight about 30 days in advance and over 60 percent do not have a

California Tourism Summary for Mexico

Travel Profile	2013 Actuals	2014 Actuals	2015 Forecasted	2016 Forecasted
Visitors to California	7.48 million 515,000 (air)	7.57 million 542,000 (air)	7.8 million 548,000 (air)	8 million 562,000 (air)

Source: Information provided by Visit California and the U.S. Department of Commerce; Tourism Economics

Middle East



Since 2007, guests visiting the U.S. grew from 620,000 to 1.2 million in 2014, and the forecast for 2015 is over 1.3 million arrivals. According to preliminary World Travel Monitor®, results from IPK International state that the Middle East (United Arab Emirates, Saudi Arabia, Bahrain, Cyprus, Israel, Jordan, Cyprus, Iran, Iraq, Qatar, Syria, Turkey, Yemen) outbound travel market was the world's fastest-growing market this year, with a 9 percent increase in outbound trips for the first 8 months of travel in 2015. The percent change from Gulf airline carriers (Emirates, Qatar and Etihad) was up over 30 percent in 2015, according to the ITA National Travel and Tourism Office. It's also important to recognize that outbound travel for expatriates living and working in the Middle East make up over 30 percent of the overall travel. Foreign independent travel (FIT) makes up 70 percent of this market.

Emirates travelers' average length of stay is 14 nights, and almost 30 percent last 16 nights or longer. Their spend averages \$3,121. Outbound travel is driven by factors such as culture, entertainment, accessibility and desire to visit cities as stated by Ramzi Maaytah, Partner of IPK International Middle East.

In 2014, the U.S. Department of Commerce stated booking directly through airlines still remains the most popular source for trip planning at 54 percent, which represented an increase of 5.5 percent from 2013. Online travel agency trip planning was the second most used source at 37 percent, up 3.7 from 2013. Personal recommendations are also taken into consideration as this accounts for 30 percent of trip planning. Holidays and

health-focused trips account for two-thirds of travel by Emiratis.

Tourism Economics states that Middle Eastern nations are leading the pack in terms of growth in demand for travel to California. However, New York has the largest market share at 45.9 percent, whereas California receives 22.4 percent (up from 21.3 percent in 2013). California welcomed 274,000 visitors in 2014 compared to 225,000 in 2013. Port-of-entry arrivals in 2014 from the Middle East to California were similar to those compared to 2012 and 2013. However, July and August entries increased substantially, with February and November having the least amount of entries.

Orange County has been a welcoming destination to Middle Eastern travelers for years. Popular accommodations include luxury suites at resorts and apartments, four-star hotel properties with full-service amenities and Residence Inn hotels. Repeat visits are customary, as is traveling with extended family. The most popular time to visit has been around Ramadan and summer. This timeframe accounts for 60 percent of travel, with the other 40 percent taking vacations in the winter months. With the extreme heat in the summer months in the Middle East, California is a welcomed change of climate that is truly enjoyed. Shopping remains the favorite activity followed by sightseeing and fine dining experiences.

This is the second year the Bureau has been partnering with OCVA on their Middle East initiative. Focus with this market has been on public relations and destination training for travel and tour operators and airline agencies. Online outreach is with social media (Facebook, Instagram, Twitter) and through OCVA's website. Last year, the Bureau hosted 2 FAMs with 10 guests. Check-Inn TV (a travel and tourism channel reaching over 40 million people) visited OC last summer and produced episodes focused on the destination. Coverage in Costa Mesa included shopping at South Coast Plaza. Visit California will be opening a sales office in the Middle East for the first time and will be the second U.S. tourism office to open there.

PARTNERSHIPS



There is a reason why over 47 million visitors came to OC last year. Orange County is a destination where guests can enjoy beautiful beaches, shopping, dining, world-renowned theme parks, cultural assets, beautiful weather and exciting outdoor activities in the heart of Southern California.

Branding the city of Costa Mesa is an essential part of the marketing strategy for the Bureau. The Bureau aligns our organization with the OCVA, a nonprofit organization, which was established more than 20 years ago. The OCVA is the only destination management organization in the county dedicated to promoting all of OC. Through brand marketing, information dissemination, industry advocacy and educational opportunities, OCVA provides travel- and tourism-related industries brand awareness both domestically and internationally. OCVA continues to play an intricate role in branding the City of the Arts™ as a must-see overnight destination.

In 2015, 4.3 million international travelers came to OC. This segment of visitors has great value and continues to grow. The international traveler's overall spend and length of stay outweighs domestic travelers. Local businesses such as hotels, restaurants and shopping centers are the largest beneficiaries of these travelers. Taxes from these establishments go directly into the city's general fund benefiting local residents and the community.

International visitors are seeking the quintessential California experience, and Orange County offers all of the top activities those guests are seeking. International initiatives the Bureau continues to work on with the OCVA include China, the Middle East and Mexico. Website inclusion, social media, travel and tour operator training, press releases and FAM trips all play a role within these initiatives.

This past year the Bureau also became part of the North America initiative, which focused on local, regional and national travel media. Electronic media kits were developed with the city's inclusion. In addition, this year OCVA focused on the Texas market and executed a three-city media mission trip in September that included Dallas, Houston and Austin, in an effort to build media relationships and stories about the destination.

Through our Visit California partnerships, the Bureau was able to increase marketing reach of our tactical campaigns. Working with the premier travel destination organization in the U.S., whose goal is to maintain and increase travel and tourism in the state, has allowed our campaigns to go further in reaching our target markets by taking advantage of their co-op digital campaign program. The Bureau also participates in media events domestically through Visit California, further enabling us to market our brand.

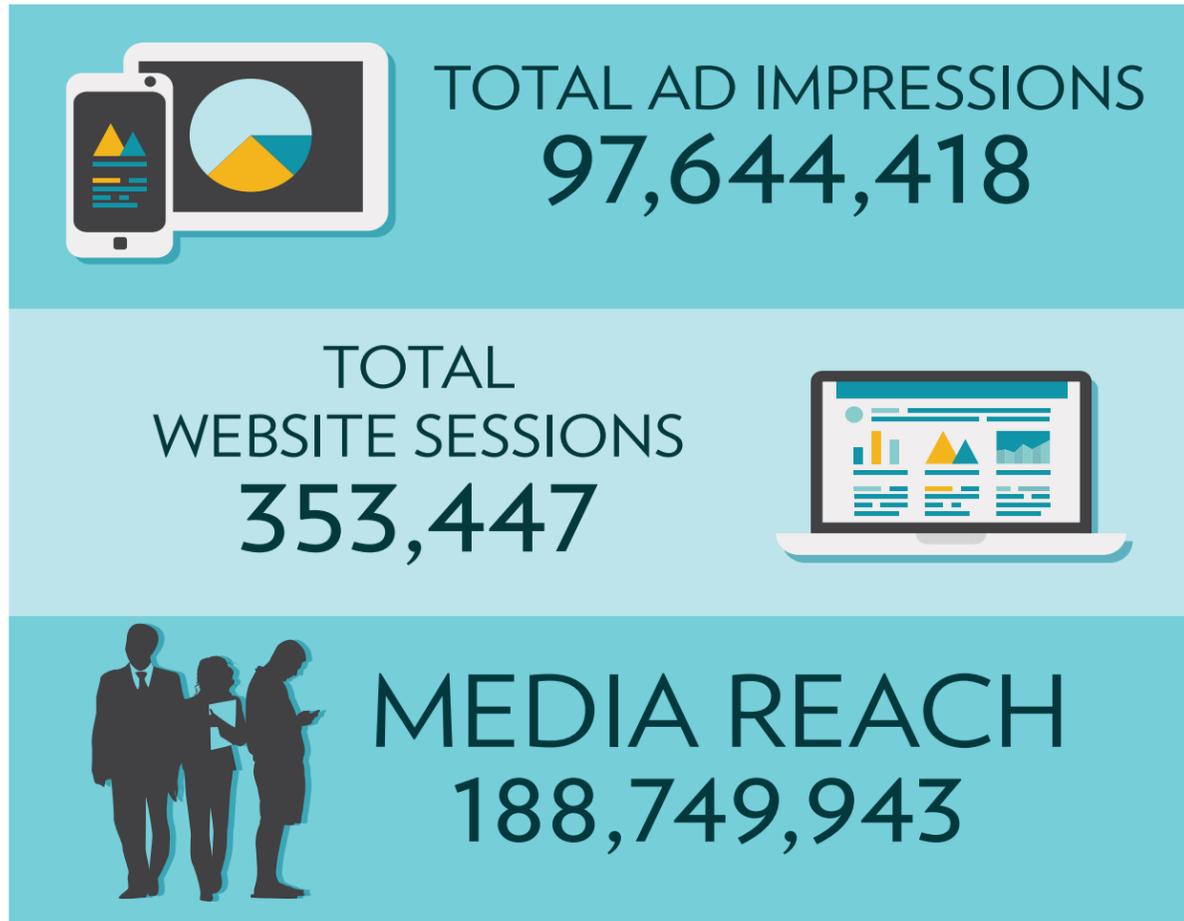




MARKETING OVERVIEW

MARKETING OVERVIEW

Calendar Year Ending December 2015



The Bureau continues to focus on a strategic marketing plan that incorporates branding and tactical components, with the main objective of increasing awareness of the City of the Arts™ as an overnight leisure destination in Orange County.

The refreshed, elevated branding concepts launched in 2014 remain a continued success and were utilized throughout 2015 as well. The Bureau implements consistent brand messaging around the segments of “STAY,” “SHOP,” “EAT” and “PLAY,” which encompass The Art of Fashion, The Art of Play, The Art of the Stage and The Art of Dining. The Bureau continues to work with Myriad Marketing to utilize the PESO

model (Paid, Earned, Search and Owned) of integrating initiatives in order to reach our target audience. This method allows us to reach prospective travelers in the right place at the right time, with multiple touch points and consistent messaging. The Bureau continues to seek new opportunities that would promote our 11 partner hotels and promote the attributes of the city of Costa Mesa.

The marketing activities results will be presented for calendar year 2015, from January through December. The purpose of using the calendar year timeframe is to have a complete 12 months of data to fully compare results year over year in their entirety.





TRAVELCOSTAMESA.COM

Website Audience Overview

For the calendar year 2015, TravelCostaMesa.com had 353,447 sessions. A user session (also referred to as a visit) is the visit to the website of a user with a unique IP address who has not visited it recently (typically, anytime within the past 30 minutes). New visitors make up the majority of site traffic at 83 percent. The growth in sessions and users year over year is due to a detailed strategic marketing plan that encompasses the balance of timing and the amount of funding allocated to each advertisement medium in order to maximize our reach. The Bureau advertising channels include strategic display ad marketing, affiliate marketing partnerships, search engine marketing (SEM), search engine optimization (SEO), social media and public relations.

Marketing campaigns were refined in 2015 to continue to reach an even more targeted audience. The Bureau focuses on researching top keywords and applying them to relevant, engaging and well-crafted content.

In the first half of 2015, the Bureau expanded its geographical targeting to reach long-haul markets including Dallas, Houston, Illinois, Denver, Seattle, Vancouver and Calgary audiences who have an interest in Costa Mesa and frequently travel to John Wayne Airport, Orange County. The Bureau geotargets the majority drive market DMAs (designated market areas), which include Los Angeles, San Diego, San Francisco, San Jose, Phoenix and Las Vegas.

Website bounce rate decreased almost 57 percent, from 26 to 11 percent, which is an excellent sign. The bounce rate is the percentage of visitors to a particular website who navigate away from the site after viewing only one page. This result means visitors are staying longer on the site. The improved website layout, packed with interesting content and beautiful images, enabled us to increase engagement.



Website Audience Overview

Traffic	January - December 2014	January - December 2015	YOY %
Sessions	339,520	353,447	+4.10%
Users	285,955	308,445	+7.86%
% New Sessions	87.01%	83.38%	+4.35%
Bounce Rate*	11.27%	25.92%	-56.52%

*Bounce Rate is the percentage of single-page sessions (i.e., sessions in which the person left your site from the entrance page without interacting with the page).

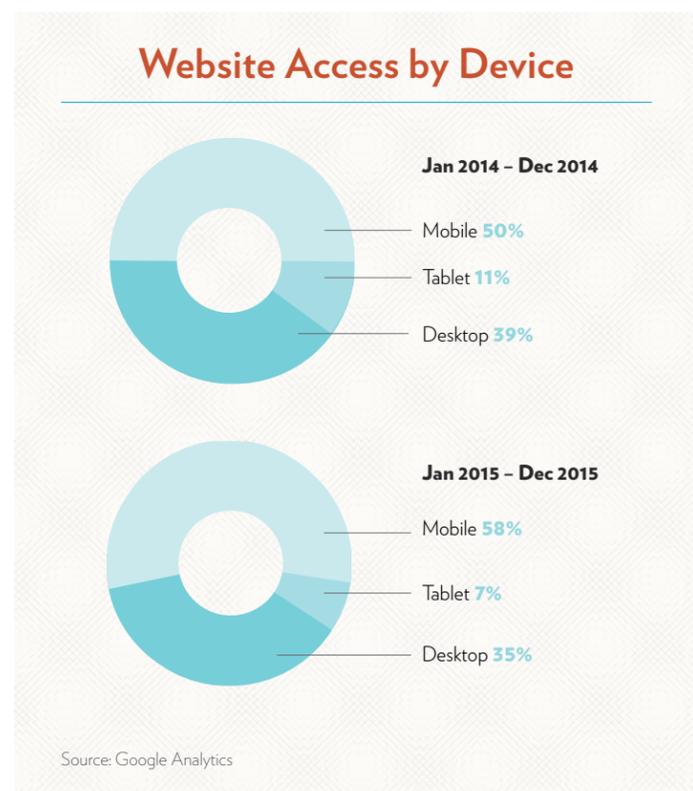
Source: Google Analytics

Website Access by Device

Mobile platforms continue to surpass desktop and tablet usage at an accelerating rate. Mobile devices represent 58 percent of the total sessions, compared to desktop at 35 percent and tablet at 7 percent for TravelCostaMesa.com in 2015. According to Inc., one of the key contributors to mobile success is the explosion of mobile app usage in the past two years. Mobile use has become the majority of all digital media activity. Another contributor is the user's ease of accessibility to the Internet on the go, with information readily available at all times. Google reported that mobile usage overtook desktop and tablet and will remain the preference of choice. Mobile will continue to outperform both desktop and tablet usage in the future of the digital

age. Visit California states that as brands try to keep up with how consumers are changing, they're beginning to understand that mobile is no longer simply a disruptive technology, it's a behavior. Consumers are relying more on digital media, usually through mobile devices, for information and entertainment.

For the third year in a row, mobile continues to be the dominant choice and represents a 21 percent growth year over year for the Bureau. TravelCostaMesa.com is fully optimized for mobile use. The Bureau proactively keeps abreast of market and technology trends in an effort to provide the best experience across all platforms.



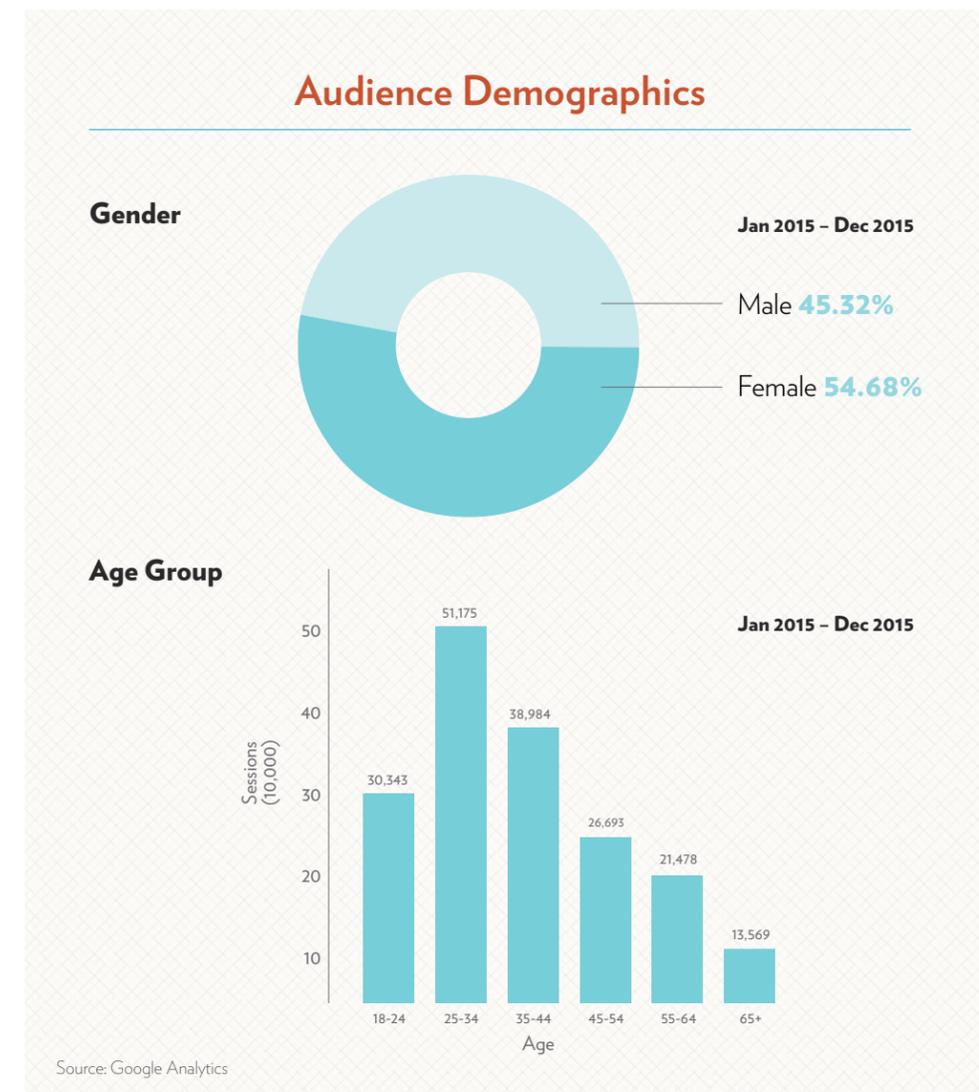
Website Traffic – Audience Demographics

The website traffic shows a reflection of our geotargeting marketing efforts. In conjunction with Myriad Marketing, the Bureau created two tiers of target markets.

In 2015, the Bureau became even more strategic with geotargeting, splitting our markets into two segments. Tier 1 is the primary drive market (Los Angeles, San Diego, San Francisco, San Jose and Long Beach), and Tier 2 is the secondary fly market (Dallas, Houston, Chicago, Seattle and Denver). In larger scale campaigns, the primary drive market accounted for 70 percent of the marketing fund. The remaining balance of 30 percent is for the secondary fly market.

The Bureau also joined the OCVA North America initiative, which targeted leisure guests in Texas. Through this initiative, the Bureau met with 28 media representatives, hosted 4 media familiarization trips and was part of 6 OCVA press releases throughout the year.

Travel Costa Mesa's demographic is 55 percent female and 45 percent male, a ratio that's remained the same over the past few years. Visitors within the age group of 24-34 years old represent the largest share. They represent 51,000 users, followed by the 35-44 age group with 39,000 visitors.



Website Traffic – Page Rankings

Mobile pages continued to show prominence, which is indicated by the homepage traffic of 119,432 sessions and by the mobile hotel deals page traffic of 107,192 sessions, an unprecedented increase of 730 percent year over year.

The introduction of new campaigns in 2015 led to new landing pages: ART; Stay 2, Get Sundays Free; and the Costa Mesa Magical Memories campaign. These campaigns brought a substantial audience, all of which ranked in the top five viewed mobile pages for TravelCostaMesa.com.

Top Viewed Mobile Pages

(number of sessions)

Landing Page	January - December 2014	January - December 2015	YOY %
Homepage	171,676	119,432	-17.49%
Hotels Deals	15,324	107,192	729.64%
ART	0	59,579	100%
Magic Campaign	0	47,635	100%
Sunday Campaign	0	19,522	100%

Source: Google Analytics



SOCIAL MEDIA

Social media raises brand awareness, builds a community (of locals and current and potential travelers) and drives traffic to Travelcostamesa.com. It plays a vital role for the Bureau not only to brand Costa Mesa as a travel destination, but to also engage with our audience and be the go-to trusted source for users, who in turn can share our content to their social networks. The Bureau provides fun and interesting information on an ongoing basis with an emphasis on Facebook, Twitter and Instagram. Our social media continues to grow 13 percent year over year, with the highest growth in Instagram at 28 percent.

Travel Costa Mesa has 11,700 Twitter followers, 51 percent of whom are male and 49 percent female. The overwhelming majority has an annual household income of \$100,000 or higher, and prefer buying premium brands. With regard to Facebook, our audience demographics are 68 percent female and 31 percent male; 45 percent of them are married. The average users' annual household income ranges from \$50,000 to \$75,000. They're also educated, with 70 percent having a college degree.

The Bureau continues to place a heavy focus on social media segmentation strategy to align our marketing efforts in order to better geotarget our audience. We provide impactful and engaging content that connects with our audience in an effort to build brand loyalists.

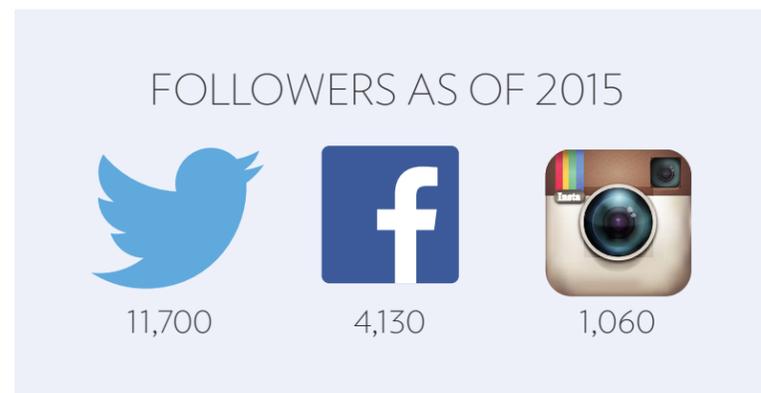
Social media is now used by 2.2 billion people globally, 1.9 billion of whom are using it via their smartphone, which represents a 23.3 percent year-over-year growth in 2015. Mobile devices have thus become the primary source for the average social media user, a sharp change from a few years ago. (Source: We Are Social's Global Digital Statshot 2015, August 2015)

Today, 9 out of 10 businesses in the U.S. are present on social media, and the competition for social media visibility has never been stronger. This trend explains the pressure on social media advertising rates, which are expected to rise in the next year. (Source: Forbes)

North America is the number one market for social media advertising, with an annual spend of \$10 billion in the U.S. (nearly half of the global advertising expenditures of \$23 billion). Social media advertising spending is growing fast, with a 33.5 percent growth in 2015 compared to the previous year. Facebook leads the race, receiving twice as much ad money as its closest competitor, Google AdWords. (Source: emarketer.com)

In terms of social media, there has been a massive shift from text to visual media in the past couple of years, with video leading the way.

FOLLOW US ON TRAVELCOSTAMESA!



Social Media Trends & Demographics

Social Media Usage by Age	Facebook	Instagram	Twitter
Age 18-24	16%	23%	19%
Age 25-34	22%	27%	22%
Age 35-44	19%	19%	21%
Age 45-54	18%	15%	18%
Age 55-64	15%	12%	13%
Age 65+	10%	4%	7%

Source: Business Insider, Update: A breakdown of the demographics for each of the different social networks, June 29, 2015

FACEBOOK

- 1.59 billion active users worldwide*
- 53% female vs. 47% male
- Average user has 130 friends
- 74% are college graduates
- 72% of online users have income of more than 75k
- 350 million photos are uploaded every day, with 14.58 million photo uploads per hour, and 4,000 photo uploads per second.
- Every 20 minutes, 1 million links are shared, 20 million friend requests are sent, and 3 million messages are sent.
- The average time spent on Facebook per visit is 20 minutes
- More than 83% of daily active users are outside the U.S. and Canada
- Top 3 countries for Facebook users outside of U.S.**
 - o India 9%
 - o Brazil 7%
 - o Indonesia 5%

Source: Facebook by the numbers: Stats, Demographics & Fun Facts
 * Source: The Statistics Portal, Leading social networks worldwide as of January 2016
 **Source: Sprout Social, May 2015

INSTAGRAM

- 400 million active users worldwide*
- 68% are female vs. 32% male
- More than 75% of users are from outside of U.S.
- More than 30 billion photos have been uploaded
- The most popular hashtags are #Love, #Instagood, #Me, #Cute, and #Follow
- Pizza is the most Instagrammed food globally, followed by sushi
- Instagram influencers are charging up to \$100,000 for a sponsored post

Source: Instagram by the numbers: Stats, Demographics & Fun Facts
 *Source: The Statistics Portal, Leading social networks worldwide as of January 2016

TWITTER:

- 320 million active users worldwide*
- 52% female vs. 48% male
- 54% of users earn more than \$50,000 a year
- 77% monthly active users are from outside of the U.S.
- Twitter can handle 18 quintillion user accounts
- 500 million total tweets per day

Source: Twitter by the numbers: Stats, Demographics & Fun Facts, November 4, 2015
 *Source: The Statistics Portal, Leading social networks worldwide as of January 2016

PAID MEDIA

Print Campaign

Although digital media continues to grow and represents a majority of footprint in advertising, print media is still crucial. Print is tangible, so users have a physical item to hold. It can be more engaging with less distractions compared to digital media, where online ads are being served constantly. According to the Association of Magazine Media, print remains an important resource for creating long-term brand effects with consumers in key market segments. Their report shows 94 percent of adults under 35 and 95 percent of adults under 25 read both print and digital magazines, particularly the affluent audience, who tend to be heavily influenced and inspired by magazines.

The Bureau allocates 8 percent of its marketing budget toward print media to market Costa Mesa as a premier leisure destination. The Bureau has continued to position the Travel Costa Mesa brand through imagery and native content, each of which are demographically and geographically targeted.

Print advertisements garnered more than four million impressions across California, Arizona, Texas and Colorado. The Bureau has a three-touchpoint approach. Each advertising outlet's audience sees Travel Costa Mesa ads two to three times throughout the year during prime seasons for each target market.



GREAT SOUTHERN CALIFORNIA GETAWAYS

COSTA MESA
Plan the Perfect Weekend Escape

Costa Mesa, the City of the Arts, offers the very best of Orange County. California with world-class dining, shopping and entertainment. The City is centrally located between Los Angeles and San Diego and just 45 minutes from the Pacific coast.

DAY 1 - INDULGE IN FOOD & FASHION
After you arrive in John Wayne Orange County and make your way to Costa Mesa, check into one of the city's welcoming hotel accommodations, many of which offer complimentary airport shuttle service.

DAY 2 - ENJOY THE ARTS
Get an art walk through the all Costa Mesa art scene. The LACI Center for Contemporary Art is a must-see. The CAMPA, home to the world's largest collection of the artist's work, is also a must-see. The CAMPA is home to the world's largest collection of the artist's work.

DAY 3 - ENJOY NEARBY DESTINATIONS
Just minutes from the heart of Costa Mesa, you'll find the world's largest collection of the artist's work. The CAMPA is home to the world's largest collection of the artist's work.

ENTER TO WIN

COSTA MESA
CITY OF THE ARTS

VISIT TRAVELCOSTAMESA.COM

AD FAMILY GETAWAY

STAY AND PLAY JUST GOT EASIER IN COSTA MESA!

Costa Mesa, the City of the Arts, offers the very best of Orange County. California with world-class dining, shopping and entertainment. The City is centrally located between Los Angeles and San Diego and just 45 minutes from the Pacific coast.

ENTER TO WIN

COSTA MESA
CITY OF THE ARTS

Disneyland \$5

www.TravelCostaMesa.com/ART

Canada Marketing and 2015 Sweepstakes

Canada is ranked as the top country outside of the U.S. that brings the most visitors to the Travel Costa Mesa website. There are also frequent WestJet flights from Vancouver and Calgary to John Wayne Airport, Orange County. The Bureau continued to engage with this market with tactical campaigns and distributing monthly newsletters, along with sharing information about Costa Mesa on TripAdvisor Canada. For the second year in a row, the Bureau partnered with John Wayne Airport and South Coast Plaza to optimize the momentum of "Win a Shopping Spree in Costa Mesa" sweepstakes cooperative campaign. The package included a \$2,500 shopping spree at South Coast Plaza, two nights' hotel accommodations at The Westin South Coast Plaza, dining certificates and round-trip airfare to John Wayne Airport.

The 2015 campaign advertised solely across digital platforms. Marketing efforts included Vancouver, British

Columbia, in addition to Calgary, Alberta. Selected advertising partners were based on market reach and demographics. They included The Vancouver Sun, The Province, Vancouver Magazine, Expedia.com and Steel Media ad network. The Bureau also partnered with influential Vancouver- and Calgary-based travel and lifestyle bloggers to increase promotional efforts around the sweepstakes. Marketing efforts also included digital banners on Visit CA, email, newsletter, radio, social media, TripAdvisor and Expedia.

The 2015 sweepstakes received nearly 2,500 entries. More than 4 million impressions were received from paid and non-paid advertising initiatives, compared to 1.2 million impressions in 2014. There were more than 29,677 sessions from Canadian web users to the sweepstakes landing page as reported by Google Analytics.

WIN A \$2500
SHOPPING SPREE AT SOUTH COAST PLAZA IN
COSTA MESA

PLUS

YOUR OWN PERSONAL STYLIST
AT SOUTH COAST PLAZA

ROUNDTrip AIR FROM VANCOUVER
OR CALGARY TO JOHN WAYNE AIRPORT

2 NIGHTS ACCOMMODATION
IN COSTA MESA, CALIFORNIA

ENTER TO WIN

COSTA MESA
CITY OF THE ARTS

COSTA MESA, CALIFORNIA offers world-class fashion at South Coast Plaza, a palette of award-winning performances at Segerstrom Center for the Arts, exquisite dining and endless relaxation at an exceptional selection of hotels. The City of the Arts sets the stage for the ultimate Southern California retreat, centrally located just minutes from Southern California's most scenic Orange County's John Wayne Airport.

COSTA MESA
CITY OF THE ARTS

ENTER TO WIN

*Restrictions apply.

Costa Mesa OC Pride Campaign

To support Orange County-based LGBT events and expand marketing to the LGBT community, the Bureau promoted offers from partner hotels during OC Pride Week in 2015.

The Bureau worked with the EDGE Media network, which served as a platform to reach LGBT travelers interested in Southern California. Promotional efforts included online editorial features, dedicated emails, social media promotions and inclusion in an online magazine.

Marketing for the event positioned Costa Mesa as an essential part of Orange County Pride Week, highlighting the city's proximity and exclusive travel offers. The campaign was targeted to Southern California drive markets, which include San Francisco and Phoenix. A press release was also developed and distributed to relevant regional print and online media outlets. The OC Pride Week campaign ran from July 27-August 2, 2015. Online display ads received more than 1.3 million impressions.



ART Campaign

The Bureau, in partnership with the Anaheim Resort Transportation (ART), South Coast Plaza and the city of Costa Mesa, began providing round-trip transit service from Costa Mesa and South Coast Plaza to the Disneyland Resort and the Anaheim Regional Transportation Intermodal Center (ARTIC) on May 4.

This campaign was a great opportunity to market for the first time to the family segment. Visitors staying at Costa Mesa partnering hotels now have a convenient option to get to the Disneyland Resort without the drive.

A press release was distributed to regional print and online media outlets, announcing the partnership. It was shared on the Huffington Post. Digital ads were placed on Visit California, receiving over 10 million ad impressions. The Bureau ran a full-page ad in AAA Westways, which has a circulation of more than 4 million. Marketing spanned across outdoor, print, digital media and social media. Targeted audiences included those within Costa Mesa's regional markets, as well as with travelers who had

searched online topics related to Southern California, family travel and the Disneyland Resort.

The ART landing page was also developed to support the campaign. The page provides information about ART shuttle service. It also links to partner hotels' websites describing the service. During the campaign's timeframe (May 4 to September 30, 2015), there were more than 102,000 visits to the ART landing page, resulting in the page ranking the third highest of mobile pages viewed.

The advertising campaign supporting ART — carried out on Expedia, Priceline, Visit California, Facebook, Twitter and Google AdWords — resulted in 16,788,918 banner impressions.

Promotion of the ART shuttle service was also included in tactical Magical Memories campaigns.



Magical Memories Campaign

The Bureau continued to promote its partnership with ART and the *Disneyland*, Resort. ART shuttle service was promoted throughout the Magical Memories campaign.

From the end of August to the beginning of September 2015, guests who booked a minimum of two consecutive nights with select Costa Mesa hotels received one adult ticket to the *Disneyland*, Resort. The campaign geotargeted, and also retargeted, audiences who showed interest in both Costa Mesa and similarly competitive destinations. A press release that announced the Magical Memories campaign was distributed and featured in numerous blogs and major media outlets, including the Los Angeles Times and Frugal Travel Guy.

The Bureau continued the Magical Memories offer during the last two weeks of December.

Compared to the first campaign, the second round reached further, consisting of more diverse platforms — print ads, dedicated email distributions and native editorial content. The result was an increase of impressions from 1.2 million in the summer to 6.8 million in the winter. Across both campaigns, the landing page received more than 65,000 visits.



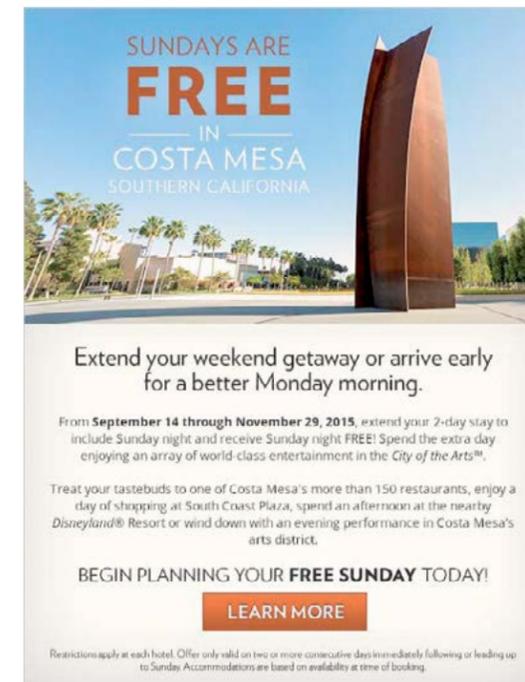
Sunday Free Campaign

To reach business travelers, the Bureau introduced its new Get Sunday Free campaign, targeting travelers who were more inclined to book quick turn-around trips and travel solo. From September 14 to November 29, 2015, guests who extended a two-day stay to include Sunday night received Sunday night free. The offer was valid on two or more consecutive days immediately following or leading up to a Sunday.

A “Stay 2, Get Sunday Free” landing page was developed to support the campaign, which launched on August 31, 2015.

The page provided guests with more information about the offer, including links to each participating hotel.

The campaign geotargeted and interest-targeted audiences who showed interest online in both Costa Mesa and competing destinations. A press release announcing the Sunday Free offer was distributed to relevant regional print and online media outlets. The campaign generated more than 4 million impressions, with more than 30,000 visits to the its landing page.



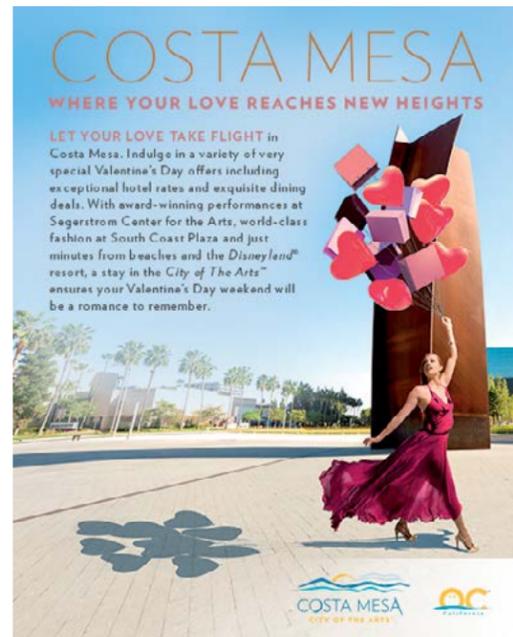
Valentine's Day

During Valentine's Day weekend, the Bureau promoted partner hotel packages in an effort to increase occupancy over this three-day weekend. The Bureau used online banners, dedicated emails and social media ads to draw guests to the City of the Arts™. A press release was also developed and distributed to relevant regional print and online media outlets.

The campaign was heavily focused on the immediate drive markets of Los Angeles, San Diego and Arizona. The Bureau distributed dedicated emails positioning Costa Mesa as a Valentine's Day getaway destination

through Modern Luxury Riviera San Diego, Los Angeles Magazine and AZCentral.com (Arizona Republic). Digital banner ads were also placed on partnering websites. Facebook and Twitter ads also drove visitors to the hotel deals page on TravelCostaMesa.com.

During the Valentine's Day campaign timeframe — February 5 to 15, 2015 — there were a total of 5,908 new users to the Costa Mesa website. Valentine's Day social media ads received more than 4,000 page interactions (likes, comments and shares).



Spring Tactical

As a part of ongoing initiatives to drive hotel bookings, the Bureau continued its successful Stay and Get \$50 tactical campaign in early Spring 2015. Print and online advertising, dedicated email distributions and newsletter inclusions promoted the gift card offer, with a website call to action encouraging visitors to go to hotel partners' landing pages and book. A press release was also developed and distributed to relevant regional print and online media outlets.

The Stay & Get \$50 spring tactical campaign was promoted on the Google Display Network and targeted residents interested to travel to California and nearby

drive markets. Like the 2014 campaign, which proved to be a successful format, the Spring 2015 campaign advertised exclusively across online and print platforms.

Overall, the 2015 Stay & Get \$50 Spring tactical campaign performed much better than the prior year. The campaign had an increase of 7,628 more visits to the landing page, in comparison with 38,275 visits in 2014. During the campaign period, 74 percent of all traffic to the Costa Mesa website was a result of marketing and advertising efforts around the 2015 spring tactical campaign, compared to just 42 percent in 2014.



TripAdvisor

The Bureau continues to own and maintain a sponsorship page on the TripAdvisor U.S., TripAdvisor Canada and TripAdvisor Mexico sites. The Costa Mesa sponsorship page includes information about Costa Mesa hotels and attractions, as well as photos, videos, special offers and links driving visitors to TravelCostaMesa.com. Geotargeted tactical and branding banners are updated across this page throughout the year. Within the past year, Costa Mesa sponsorship pages have received more than 600,000 sessions and 1.2 million pageviews across their desktop and mobile platforms. Traffic has grown by 25 percent year over year since launching in 2013.

TripAdvisor is the world's largest travel site and serves as a great resource for travelers to gain insights on specific destinations, while also enabling travelers to plan and book trips easily. The site manages and operates

in 48 markets globally, with more than 6.2 million users, and has more than 320 million reviews and opinions on accommodations, restaurants and attractions worldwide. TripAdvisor has the largest travel community in the world.

Last year, TripAdvisor added Instant Book, which simplified the booking process of repeat guests to the site. The Bureau looks forward to enhancing our destination management organization's page next year by adding additional video and native content. This new initiative will allow more photos and event listings in an effort to increase brand awareness. Other opportunities include expanding our reach within the Chinese market and new native placements on mobile devices.



PUBLIC RELATIONS AND SEM

In 2015, we prepared and circulated numerous press releases and communicated with the media a variety of topics, from events and happenings around Costa Mesa to hotel deals and tactical offerings.

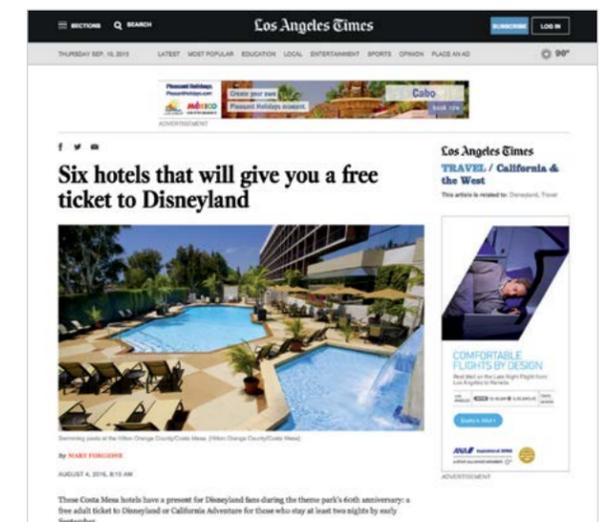
Our public relations efforts contributed to strengthen Costa Mesa brand awareness and to generate the growth of key Costa Mesa visitor market segments.

Through more than 10 press releases and pitches strategically deployed and coordinated with advertising campaigns throughout the year, we reached 188,749,943 potential visitors over the year. Highlights included a feature story on the Costa Mesa Magical Memories campaign in the Los Angeles Times; a piece on the Canada sweepstakes in the Good Life Vancouver; The Westin South Coast Plaza renovation coverage in AZ Central and the Huffington Post; and new restaurant openings in Thrillist.

We reached a total of 21,236,852 Search Engine Marketing (SEM) impressions in 2015 that resulted in 166,718 clicks with a click-through rate of 0.79 percent (well above the industry average of 0.06 in 2015). These results increased our conversion significantly, almost doubling the click-through rate of 0.42 percent observed in 2014.

OUR SEM CAMPAIGNS HAVE INCLUDED:

- Costa Mesa Branding
- OC Pride Campaign
- ART Transportation Campaign
- Costa Mesa Magical Memories Campaign
- Stay 2, Get Sunday Free Campaign
- Holiday/Winter Hotel Deals



INTERNATIONAL PRESENCE

International markets hold an abundance of opportunities for our city. California welcomed 16.5 million visitors in 2014. By 2020, the state is forecasting a 3.8 percent increase in international guest arrivals. Research conducted by CIC discloses 25 percent of those who visited Costa Mesa were international travelers. We will continue with existing marketing programs and partner with OCVA and Brand USA on additional new opportunities in the upcoming fiscal year that will benefit our city and partner hotels.

The Bureau continues to build brand awareness and promote Costa Mesa as a premier leisure destination to our international audiences in Mexico, Canada, China and the Middle East. Monthly newsletters are distributed to Mexico and Canada and quarterly for China and the Middle East markets. Original content about hotel's specials, events, shopping, food, and the performing arts are shared on a weekly basis to OCVA and our sales office overseas to educate and provide a greater exposure to the City of the Arts™.

The Bureau's International Presence

Country	Social Media	Online	Destination Managers/PR	eNewsletter
Mexico	Facebook	TravelCostaMesa.com TripAdvisor Visit the OC	Mexico City	Monthly
Canada	Facebook Instagram Twitter	TravelCostaMesa.com TripAdvisor	Myriad	Monthly
China	WeChat & Weibo	Travelcostamesa.cn Visit the OC Ctrip	Shanghai/Beijing	Quarterly
Bahrain, Kuwait, UAE, Saudi Arabia, Qatar, Oman	Facebook Instagram Twitter	In country websites: UAE, Kuwait, Bahrain, Qatar, Oman through OCVA	Dubai	Quarterly

Mexico

Orange County
January 6 at 7:15am · 🌐

¡Checa esta increíble promo para ir armando tus vacaciones del 2016 en Avenue of the Arts Costa Mesa Orange County te está esperando!
<http://bit.ly/1S2K9gM> #CostaMesa

Check out this awesome promo to go Armando your vacation of Avenue of the Arts Costa Mesa 2016 in orange county is waiting for you!
<http://bit.ly/1S2K9gM> #Costamesa

Translated from Spanish



Orange County
October 30 at 5:40pm · 🌐

Silver Trumpet Restaurant & Bar es uno de los lugares más lujosos y exclusivos para disfrutar de una copa de vino, mientras cenas y escuchas un poco de música lounge. #CostaMesa

Silver Trumpet Restaurant & Bar is one of the most luxurious and exclusive to enjoy a glass of wine, while dinners and listen to a little music lounge. #costamesa

Auto-translation Preferences



Orange County
January 15 · 🌐 · 📍

#OrangeCounty es un destino ideal para quienes gustan del shopping. South Coast Plaza es uno de los mejores Centros Comerciales de lujo, es el más grande de California, da cabida a marcas como Hermes, Chanel y Prada. ¡Visítalo!

Foto cortesía de animalhouse

See Translation



Orange County
February 23 at 1:49pm · 🌐

Taco Maria en Costa Mesa está de manteles largos. Su chef Carlos Salgado es semifinalista para el premio James Beard 2016.

See Translation



Middle East

Orange County Visitors Association - Middle East Office
August 13 · 🌐

#السعادة_لما_اشوف_البقاء_ليلتين_في_كوستا_ميسا_و_نوفر_لك_تذكرة_يوم_مجاني_في_#ديزني_لاند. عرض لا يفوت. #سفر_#سياحة

#Happiness _ why _ to stay two nights in Costa Mesa and provides you a ticket free day at #disney _ land. Don't miss the offer. #Travel #Tourism

Auto-translation Preferences



COSTA MESA MAGICAL MEMORIES PACKAGE

Stay 2 Nights and Receive a FREE TICKET to Disneyland RESORT

Like Comment Share

Orange County Visitors Association - Middle East Office
October 11 at 5:38am · Edited · 🌐

40 أماكن من مناطق الجذب السياحي و #المطاعم_الحائزة_على_#الجوائز
ساوث كوست بلازا
#صحة_و_#عافية

#Dining #Destinations
Award-winning #restaurants
Distinct eateries 40
!#SouthCoastPlaza Bon Appetit Checkintv

40 a place of tourism attractions and restaurants #weapon #awards
South Coast but possession
#Health #wellness and

#Dining #Destinations
Award-winning #restaurants
40 Distinct eateries
#Southcoastplaza Bon Appetit!
Checkintv

Auto-translation Preferences

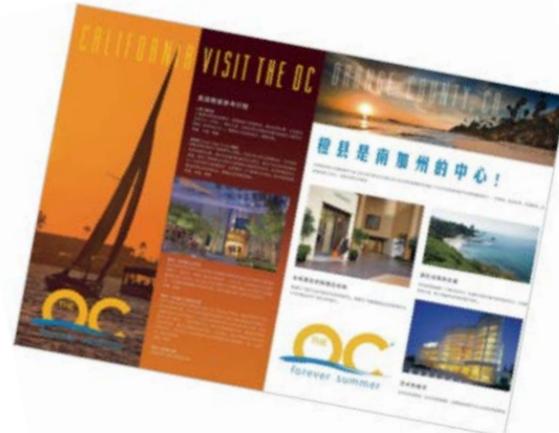
blomingdo SHOPPING MALL- SOUTH COAST PLAZA OC
YOUTUBE.COM

Like Comment Share



Forever Summer OC USA

Everything 必游



CALIFORNIA VISIT THE OC

橙县是南加州的中心!

喜达屋酒店品牌Tribute Portfolio签约科斯塔梅萨艺术大道酒店

2015-10-28 加州橙县旅游局

喜达屋酒店及度假村国际集团 (Starwood Hotels & Resorts Worldwide, Inc.) 旗下酒店品牌Tribute Portfolio宣布位于加州橙县 (Orange County) 的科斯塔梅萨艺术大道酒店 (Avenue of the Arts Hotel Costa Mesa) 将于2016年春季作为Tribute Portfolio酒店全新亮相。拥有238间客房的酒店坐落于橙县商业文化中心和表演艺术区之间，距离著名的奢侈品购物目的地南海岸广场仅几步之遥。隶属于国际房地产公司Wincome集团的科斯塔梅萨艺术大道酒店将作为Tribute Portfolio酒店品牌旗下的一员进行一个价值数百万美元的升级，所有的客房都将被重新装修。



特别推荐 Special 推荐

Costa Mesa 科斯塔梅萨
The Resort at Pelican Hill 碧琳山度假村
Fashion Island 时尚岛

更多玩乐 More 玩乐

海滩 高尔夫 主题公园 门票 购物

酒店度假村 Hotels 度假村

China

Last year the Bureau's hotel partners were highlighted on China's largest online travel agency, Ctrip. The city was also featured as a must-see destination while visiting Orange County.

WeChat, a mobile messaging app first released in 2011, has 650 million monthly active users. Users between the age of 25 and 34 accounted for 40 percent of WeChat users worldwide. In comparison, only 2 percent were between the age of 55 and 64. WeChat has 82 percent of the market share, dominating mobile messaging in China. In addition to mobile messaging, users can send voice messages, share social moments, purchase virtual goods, send payments and meet new people.

Weibo, released in 2009, is a microblogging service that has a format similar to Twitter and has 222 million monthly active users. Daily active users are 100 million. Most users are young, between the ages of 17 to 33. Brands, celebrities, leading executives and politicians are setting up accounts to gain new fans and influence followers.

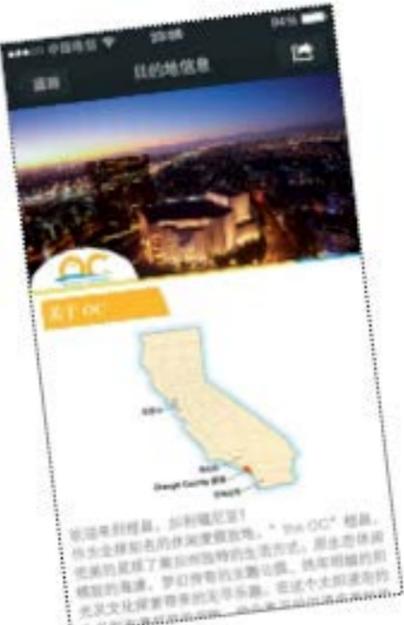
About half of China's population now owns a mobile device. Eighty-nine percent of those who access the Internet are using mobile phone. This information reinforces the significance of mobile in China. (Source: Netimperative 2015)

情人节浪漫之旅——科斯塔梅萨酒店特惠

2016-02-03 加州橙县旅游局

情人节来科斯塔梅萨，过一个浪漫的周末之旅吧！从科斯塔梅萨到波光粼粼的太平洋只需短暂的车程，在那里你还可以欣赏到绝美的夕阳。以下为大家介绍的酒店距离最好的购物和艺术区非常近，步行即可达到，它们将在情人节的周末提供特别优惠，赶紧来看看吧！

科斯塔梅萨艺术大道酒店
“浪漫与精致晚餐”
在宁静的氛围中俯瞰私人湖泊，住宿套餐包括双人早餐，一瓶香檳松露巧克力和玫瑰花露，预订请致电：714-751-6100

目的地信息

加州橙县

欢迎来到橙县，加州福地！“the OC”橙县，作为全球知名的休闲度假胜地，其独特的魅力吸引了众多游客。在这里，您可以欣赏到美丽的海滩，度过一个难忘的假期。在橙县，您可以体验到最优质的阳光文化，享受最优质的度假生活。

OCVA MEDIA INITIATIVE

In an effort to expand our reach, the Bureau joined the OCVA North America initiative in 2015. The goal of the North America initiative is to develop a domestic integrated marketing program to generate destination awareness in key U.S. markets for Orange County as a premier year-round destination. Texas was the target market, in which the cities of Dallas, Houston and Austin were the focus. The Texas media mission consisted of desk side visits in each city in order to educate and build relationships and seed stories for future coverage. Over 20 media attendees attended this mission.

Next fiscal year, the Bureau will continue to partner with OCVA and expand our marketing efforts to Northern California, complementing our current strategy. The Bureau also looks forward to hosting travel writers from the Texas media mission and opportunities to further brand the City of the Arts.™

MEDIA COVERAGE:

- 2.4 million total media coverage generated through 2015
- Six press releases to local, regional and national travel media:
 1. Must-Sees in The OC
 2. Family Fun in The OC
 3. Food & Drink in The OC
 4. Luxury & Indulgence in The OC
 5. Outdoors Adventure in The OC
 6. Culture & Entertainment in The OC

MAJOR MEDIA OUTLETS INCLUDE:

- Shermans Travel (2.25 million unique visitors monthly)
- Modern Luxury Dallas (130k visitors monthly)

Where the Locals Eat in Orange County

August 10, 2015 by Teresa Bitler



facebook.com/TacoMaria

1. Taco Maria
Even though Carlos Salgado was recently named a *Food & Wine* 2015 Best New Chef, his restaurant, **Taco Maria**, still flies largely under the radar of most Orange County tourists. But most locals prefer it that way — it's already hard enough to get a seat in the tiny space at **The OC Mix**, a collection of boutique shops and specialty food purveyors. Lunch is limited to upscale tacos, like pork cheek and peaches or shiitake mushroom chorizo with crispy potato, served on handmade tortillas. At dinner, Salgado serves a prix fixe menu featuring creative Mexican cuisine.

Source: Shermans Travel

How to: Visit Orange County on a Budget

August 13, 2015 by Teresa Bitler



Where to Shop
Orange County isn't a budget shopping destination, but selective shoppers can still score great deals on high-end fashions and boutique items. Start at **South Coast Plaza**, Orange County's answer to Rodeo Drive, for designs by Chanel, Gucci, Barbara Bul, Celine, John Varvatos, and more.

If you're not into the mall scene, try **The Lab** instead. Billed as an anti-mall, the Costa Mesa shopping destination is a collection of eclectic shops and restaurants. Like the concept? Carve out some time to also check out its sister property, **The Camp**, across the street.

For an alternative to traditional high-end shopping, **Orange County Market Place** is essentially an upscale swap meet for everything from furniture and electronics to fresh produce and meat. It's open every Saturday and Sunday at the county fairgrounds (except during July and August when the fair is in full swing).

Source: Shermans Travel

DALLAS

MODERN LUXURY

HOME | EVENTS | SCENE | VIDEOS | ARTICLES |

SHOP AND DINE
Chanel unveiled its new boutique at South Coast Plaza in April, featuring an elegant interior crafted by New York architect Peter Marino. 3333 Bristol St., Costa Mesa, 714.754.7455

Spring also saw the opening of **Dolce & Gabbana's** first boutique in South Coast Plaza. Look for a lineup of watches, eyewear, shoes, handbags and more. The store also will feature specialists in makeup, fragrances and skincare. 3333 Bristol St., Costa Mesa

Din Tai Fung, a Taiwan-based chain that *The New York Times* once named among the top 10 restaurants in the world, opened its sixth U.S. outpost in O.C. It immediately became the talk of the town. 3333 Bristol St., Costa Mesa, 714.549.3388

Taco Asylum is no ordinary taco shop. It's the brainchild of talented chef Carlos Anthony (a *Cutthroat Kitchen* winner), whose inventive spins on the Mexican favorite have won the hearts and palates of locals. 2937 S. Bristol St., Costa Mesa, 714.922.6010

Source: Dallas Modern Luxury



COSTA MESA

CONFERENCE AND VISITOR BUREAU

EXECUTIVE COMMITTEE

Susan O'Brien Moore Chairperson, General Manager, Ayres Hotel & Suites

Mike Hall Vice President, General Manager, The Westin South Coast Plaza

Sue Cooke Treasurer, General Manager, Residence Inn by Marriott

Paul Sanford Secretary, General Manager-Asset Manager, Avenue of the Arts, A Tribute Portfolio Hotel

DIRECTORS

Naj Ekhlas General Manager, Best Western Plus

Rob Gauthier General Manager, Hilton

Thomas Haidet General Manager, Holiday Inn Express & Suites

Tom Hatch CEO, City of Costa Mesa

Jennifer Ixta General Manager, BLVD Hotel

Stephen Mensinger Mayor, City of Costa Mesa

Rhanda Richardson General Manager, Marriott

Ross Stibor General Manager, Ramada

TBD General Manager, Crowne Plaza

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Terry Dwyer President, Segerstrom Center for the Arts

STAFF

Paulette Lombardi-Fries President

Linda Ta Director of Marketing

Jessica Placentia Operations Manager

TravelCOSTAMESA.com

575 Anton Blvd., Suite 880
Costa Mesa, CA 92626