

***Costa Mesa Conference and Visitor Bureau
Annual Report
Fiscal Year Ending June 2012***



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.

Dear Costa Mesa Councilmembers,

It has been an exciting and fruitful year as we look back at the accomplishments that have been made promoting the city of Costa Mesa. The Costa Mesa Conference and Visitor Bureau (Bureau) has worked diligently to create a new website, an exciting new video capturing the essence of *The City of the Arts*[™] the first-ever Costa Mesa Restaurant Week, a mobile site, two weekend packages for our participating hoteliers, a dramatic increase of overnight travelers for the OC Marathon and notable gains in our social media presence.

The goal of the Bureau is to market Costa Mesa's location and amenities, making our city a desirable tourism destination. With the strides we have made in the past year, we will continue to market *The City of the Arts*[™] through the strength of our retail offerings, Segerstrom Center for the Arts, culinary diversity and OC location. The Bureau will continue to draw new visitors to our hoteliers during need times, the Barrett-Jackson Car Collector Auction in June, OC Marathon in May and Costa Mesa Restaurant Week in August. The Bureau looks forward to marketing these events and branding ourselves as *The City of the Arts*[™] with Myriad Marketing Inc. as we head into our new fiscal year.

Our hotels continue to enhance their products including room renovations at the Hilton and the Ramada and a lobby and restaurant reinvention at the Wyndham. The Ayres Hotel and Suites refreshed their main pool area with lush landscaping and luxury cabanas.

California continues to draw millions of visitors to our beautiful state both domestically and internationally. Visit California forecasts total visits to grow by +6% in 2012. The Tourism Economics California Travel and Tourism Outlook 2012 states visitor growth for California is expected to rebound and surpass pre-recession results. For 2011, revenue per available room (REVPAR) in the state of California was up 11 % in 2011 compared to 2010. Our Costa Mesa hotels (9 of the 10 who report to Smith Travel Research) experienced an increase of +9.2% in REVPAR for the calendar year of 2011. Average room rate grew +3.5% and occupancy grew +5.5%.

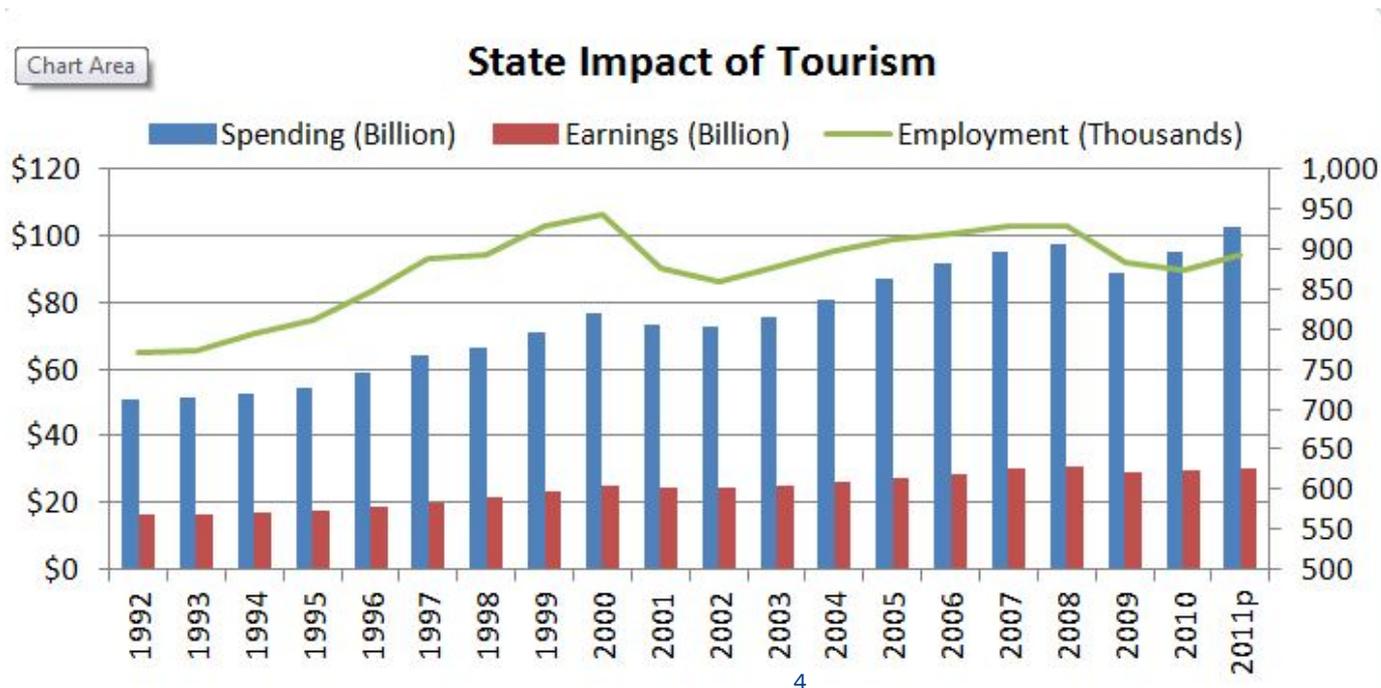
For the Bureau, it was a year to rebuild, and define what makes our city great. The talented and driven staff will ensure the success of future years to come. Costa Mesa is an exciting overnight destination and we look forward to creating a recognizable, dynamic brand- *The City of the Arts*[™].

Sincerely,

Paulette Lombardi-Fries
President, Costa Mesa Conference and Visitor Bureau

2011 California Tourism Summary

- According to Dean Runyan and Associates April 2012 California Travel Impact studies, domestic and international visitors spent **\$102 billion** in California in 2011 which is a **7.6% increase** YOY.
- Every 1% increase in visitor spending = 8,730 new jobs
- Travel spending generated \$2.3 billion in local taxes and \$4 billion in state taxes
- Travel spending generated 523,000 jobs in the state



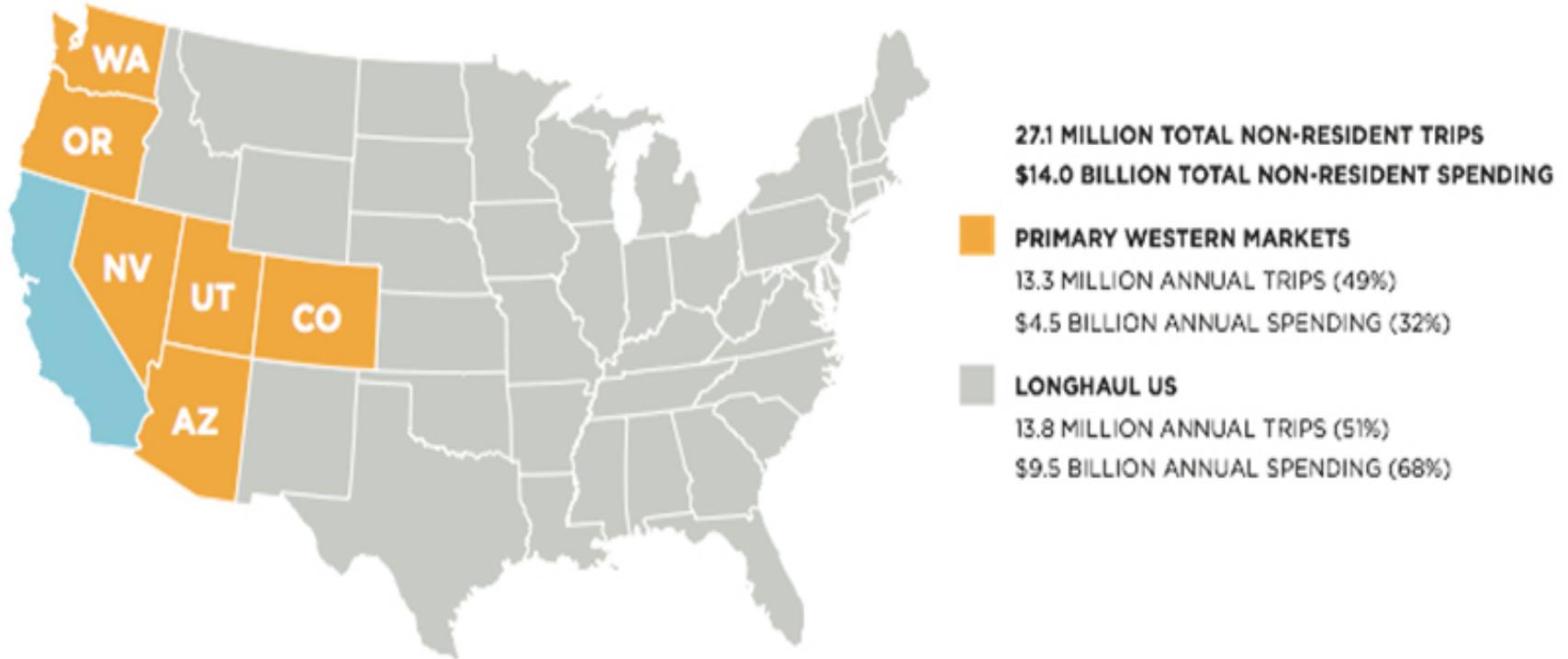
2011 California Travel Impact

Information Gathered from Visit California

| 2011 Actuals | Percent Change |
|---|-----------------------|
| Hotel revenue per available room (REVPAR) | +11.1% |
| Occupancy | +5.3% |
| Average Daily Rate | +5.5% |
| Domestic Air Traffic | +1.9% |
| International Air Traffic | +5.0% |

Domestic Leisure Traveler Overview

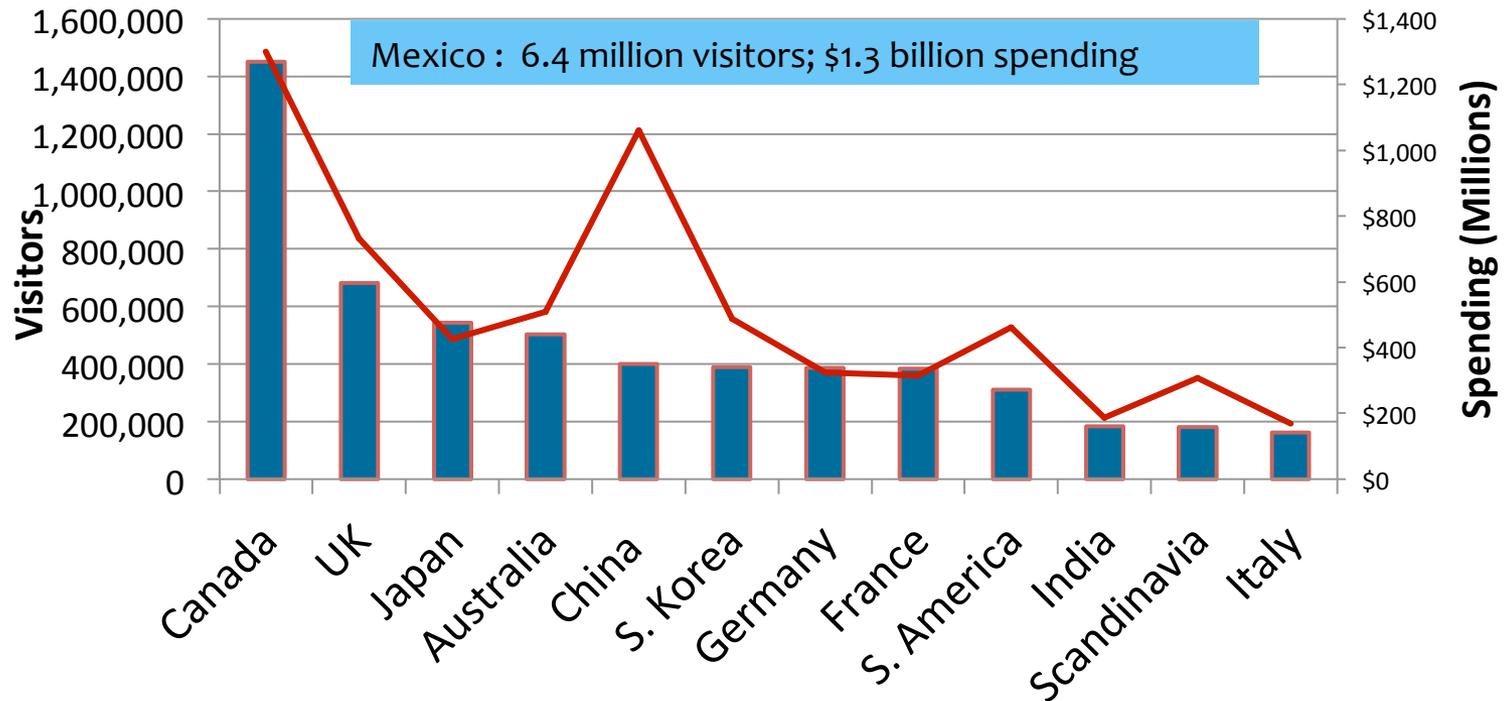
75% of visits and 60% of tourism spending in California from California residents.
Six primary states account for nearly 1/2 of non-resident visits and 1/3 of non-resident spending in California.



International Market Overview

Information and chart provided by Visit California

2011-2012 California Tourism Outlook



Sources: US Dept. of Commerce; CIC Research; Stats Canada; CTTC

2012 California Travel Forecast

Information Gathered from Visit California

| Domestic Visits | Percent Change |
|-----------------------------|-----------------------|
| Total Visits | +1.6% |
| Leisure | +1.5% |
| Business | +2.1% |
| Spend | \$88.3 Billion |
| International Visits | Percent Change |
| Total Visits | +4.7% |
| Mexico | +4.2% |
| Canada | +3.9% |
| Spend | \$21.7 Billion |

2011 and 2012 Actuals and Calendar Year End Forecasts

Information Provided by PKF Consulting

| 2011 Actuals | Occupancy | ADR |
|-------------------|------------------|--------------------|
| Orange County | 72.8% +3.6% YOY | \$144.31 +5.7% YOY |
| All of Costa Mesa | 74.35% +1.6% YOY | \$112.13 +4.1% YOY |

| 2012 Forecast | Occupancy | ADR |
|---|------------------|--------------------|
| Orange County | 73.4% +2.6% YOY | \$126.63 +4.4% YOY |
| Orange County YTD thru Feb. 2012 | 67.49% +7.8% YOY | 143.53% +4.2% YOY |
| All of Costa Mesa | 75 % +2.5% YOY | \$119.39 +4.5% YOY |
| All of Costa Mesa YTD thru Feb. 2012 | 70.37% no change | \$114.57 -.5% YOY |

Hotel Ownership Information

| Hotel Name | Property Address | Business Owner | Property Owner |
|------------------------------------|--|---|---|
| Ayres Hotel & Suites | 325 & 345 Bristol Street, Costa Mesa | Newport Country Inn & Suites, Inc. 355 Bristol Street, Suite A Costa Mesa, CA 92626 | Newport Country Inn & Suites, Inc. 355 Bristol Street, Suite A Costa Mesa, CA 92626 |
| Best Western Plus Newport Mesa Inn | 2642 Newport Blvd., Costa Mesa | 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 Costa Mesa | 3050 Bristol Street, Costa Mesa | Ashford TRS CM LLC 14185 Dallas Parkway Suite 1100 Dallas, Texas 75254 | Remington Lodging & Hospitality LP 14185 Dallas Parkway Suite 1100 Dallas, Texas 75254 |
| Hotel Hanford | 3131 Bristol Street, Costa Mesa | Hanford Hotels 4 Corporate Drive Suite 102 Newport Beach, CA 92660 | Hanford Hotels 4 Corporate Drive Suite 102 Newport Beach, CA 92660 |
| Holiday Inn Express Hotel & Suites | 2070 Newport Blvd., Costa Mesa | Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92667 | Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92667 |
| Costa Mesa Marriott | 500 Anton Blvd., Costa Mesa | Marriott International 10400 Fernwood Rd. Bethesda, MD 20817 | Host Hotels & Resorts 6903 Rockledge Dr. Suite 1500 Bethesda, MD 20817 |
| Ramada Inn & Suites Costa Mesa | 1680 Superior Ave., Costa Mesa | 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 Street, Costa Mesa | Marriott International 10400 Fernwood Rd. Bethesda, MD 20817 | ING Clarion Partners 2650 Cedar Springs Road Suite 850 Dallas, TX 75201-1491 |
| The Westin South Coast Plaza | 686 Anton Blvd., Costa Mesa | 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 |
| Wyndham Orange County | 3350 Avenue of the Arts, Costa Mesa | Rosanna Inc. 3350 Avenue of the Arts, Costa Mesa | Rosanna Inc. 3350 Avenue of the Arts, Costa Mesa |

BIA Advisory Board

Executive Committee

Mike Hall - Chairman of the Board, General Manager, The Westin South Coast Plaza

Susan O'Brien Moore - Vice President, General Manager, Ayres Hotel & Suites

Sue Cooke - Treasurer, General Manager, Residence Inn by Marriott Costa Mesa Newport Beach

Open Position as of April 2012 - Secretary

Directors

Kandee Anderson, General Manager, Costa Mesa Marriott

Phil Campanelli, General Manager, Hilton Orange County/Costa Mesa

Naj Ekhlas, General Manager, Best Western Plus, Newport Mesa Inn

Abdul El-Makhgiange, General Manager, Ramada Inn and Suites

Eric Grimm, General Manager, The Hotel Hanford

Dan Joyce, Public Affairs Manager, City of Costa Mesa

Peter Naghavi, Deputy CEO and Director of Economic Development, City of Costa Mesa

Shetal Petal, General Manager and Owner, Holiday Inn Express

Paul Sanford, General Manager, Wyndham Orange County

Advisors

Terry Dwyer, President, Segerstrom Center for the Arts

Werner Escher, Executive Director of Domestic and International Markets

Peter Papagelis, General Manager, Mastro's Steakhouse

Financial Summary Current Fiscal Year

Financial Summary July 2010 to June 2011

| Revenues | Actual 2011/2012 | Projected 2012/2013 |
|---------------|-----------------------|-----------------------|
| July | \$156,288.05 | \$160,977.00 |
| August | \$159,400.19 | \$164,182.00 |
| September | \$216,789.70 | \$223,294.00 |
| October | \$179,997.95 | \$185,397.00 |
| November | \$152,119.46 | \$156,683.00 |
| December | \$117,092.95 | \$120,605.00 |
| January | \$168,521.25 | \$173,577.00 |
| February | \$147,246.48 | \$151,663.00 |
| March | \$139,660.42 | \$143,850.00 |
| April | \$158,938.44 | \$163,706.00 |
| May | *not received | \$162,740.00 |
| June | *not received | \$157,627.00 |
| TOTAL: | \$1,596,054.89 | \$1,964,301.00 |

Expense Projections Fiscal Year 2012/2013

| | |
|--|-----------------------|
| Total Marketing Expense | \$1,045,719.00 |
| Online Marketing/Display Ads/Email Familiarization Tours/Promotions/Print Advertising Sponsorships/Community/Video Production Tradeshow/Brochures | |
| Employee Expenses | \$412,803.00 |
| Salaries/Payroll Taxes/Workers' Comp Employee Benefits (cost of service FSA, health insurance for new associate only, 401K 3% bureau contribution) Payroll Services/Incentives/Meetings & Conferences | |
| Hotel Marketing Fund | \$348,000.00 |
| \$150 per hotel room for the ten participating hotels | |
| Total Administrative Expenses | \$157,779.00 |
| City Collection/Accounting Audit/Mileage/Bank Charges/Dues & Subscriptions/Insurance/Office Supplies/Rent/Parking/Postage/Telephone/Travel | |
| TOTAL EXPENSES: | \$1,964,301.00 |

Contingency Fund: \$500,000.00

This fund is set aside for economic downturn, unforeseen emergencies or natural disasters. This reserve would enable the Bureau to operate and cover rent and payroll for 12 months while the Board of Directors reassess the budget and create contingency plans.

Costa Mesa 2011-2012 Marketing Recap

The Bureau worked on a major revamp of its marketing materials in FY 2011-2012, particularly as it related to web presence.

Website

The website TravelCostaMesa.com had not been updated since 2005. The Bureau needed to build a new site that was modern, functional and user friendly. The site of the website is twofold. Its first goal is to be a lead generation tool for its participant hotels. To this end, the site will continually provide special offers at Costa Mesa hotels during local events and promotional packages to encourage new visitors from feeder markets to visit Costa Mesa. In addition to being a valued source of offers for the potential hotel guest, the website's other goal is to engage the user and turn TravelCostaMesa.com into a source of trusted information for the Orange County visitor. The Bureau continues to develop TravelCostaMesa.com into a content leader for the Orange County area.

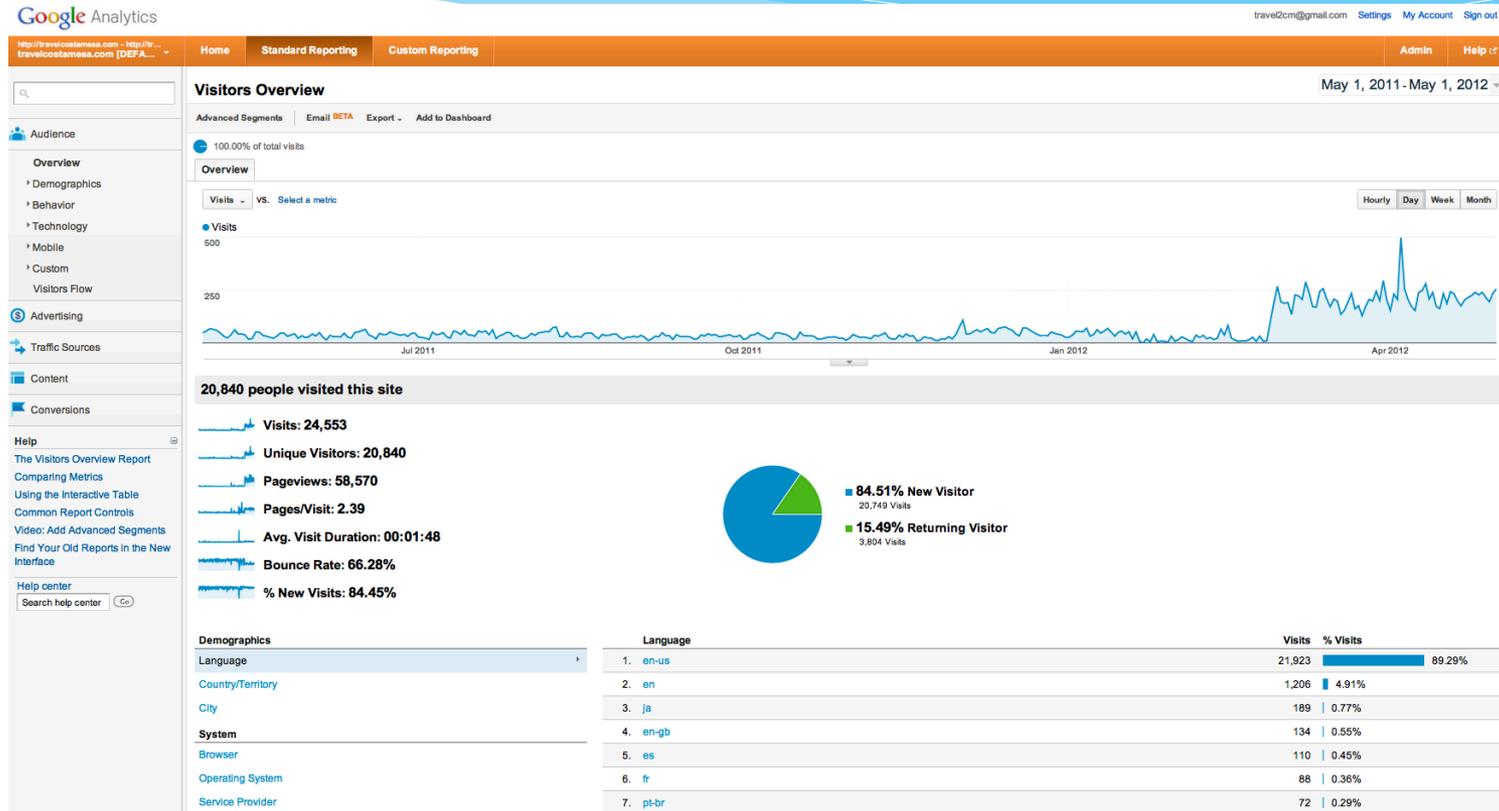
With the move to a new interactive marketing agency and new server, the build of the new site was a significant effort. The Bureau's web marketing contractor built a fully customized content management system (CMS) and built the site in PHP, an open-source scripting language that is especially suited for web development and can be embedded into HTML. It provides a large suite of customizable products and it also can be maintained easily by any web development company. A WordPress blog was added, along with a photo and video gallery. The Bureau owns the domain, all web assets and the CMS. In addition to the back-end build of the website, new content and photography was needed. The Bureau's marketing team wrote new content for the website and expanded its sections of interest, including local attractions and recreation to the site. The Bureau also conducted a photo shoot of local areas of interest.

Old Site

New Site

Website Continued

The website offers an array of easily accessible information on the city of Costa Mesa and surrounding Orange County areas. The site also has sample itineraries, an interactive map and a variety of ways to share the site's content across users' social networks. The new TravelCostaMesa.com website is making large increases in visitor time spent on site and new unique visitors.



Social Media

The Bureau continued to develop its social media presence in FY 2011-2012, using it for brand development as well as a site referral tool. Along with its Facebook, Twitter and YouTube accounts, the Bureau also created FourSquare, Google Plus and Pinterest accounts this year.

| | |
|---|--|
| Facebook: 1,850 likes (in top 10 site referrers) +54% increase | Twitter: 4,785 followers +65% increase |
| FourSquare: 165 friends | Google Plus: 675 friends |
| YouTube: 9,894 views added 2K views in FY 11-12 | Pinterest: 55 followers (in top 15 site referrers) |

Email Marketing

The Bureau is sending a monthly email newsletter to subscribers via ExactTarget, a top email service provider. The email database has increased 57% to 15,740 year over year. New email templates were created this year to mirror the new website design.

The screenshot displays the website's header with the Costa Mesa logo and a photo of a man and a woman. Below the header are several promotional banners:

- OC Marathon Special Rates!**: A banner featuring a runner and the text "Enjoy special hotel rates for OC Marathon, plus free shuttle to and from the race's start and finish line!" with a "Learn More" button.
- Prince of Atlantis Package**: A banner showing a person eating at a restaurant with the text "The Wyndham Orange County package includes tickets to South Coast Repertory's Prince of Atlantis, deluxe hotel room and 4-course meal at Silver Trumpet Restaurant." with a "Learn More" button.
- South Coast Plaza**: A banner showing a woman with a shopping bag and the text "California's largest and most luxurious mall is right here in Costa Mesa. Discover why South Coast Plaza is where the world goes to shop." with a "Learn More" button.

Costa Mesa Video

A new video on the city of Costa Mesa entitled “Costa Mesa Is... California!” was created by Orange County Films. The video highlights the top attractions in Costa Mesa: the arts, shopping, dining and proximity to the beach. The video also features member hotels and other Southern California attractions such as Disneyland and Angel Stadium. The video can be viewed on TravelCostaMesa.com video gallery and also the Bureau’s YouTube channel (youtube.com/travelcostamesa). This footage will be available as part of individual pieces created for each member hotel in FY 12-13, highlighting Costa Mesa for current hotel guests.

Advertising/PR/Print

The Bureau made great strides in getting regional and national media coverage in FY 11-12, the biggest of those being the Rand McNally/USA TODAY “Best of the Road” Competition in summer 2011. The Bureau began the campaign to nominate Costa Mesa and was able to get them considered as a finalist for the “Best in Food” category. Judges came to the city and received a food tour, along with a City Council Proclamation making it “Best of the Road Day” in Costa Mesa. While Costa Mesa was not the winner in its category, the city received significant national media coverage in a variety of articles and social media posts from Rand McNally and USA TODAY. Costa Mesa is featured in the Rand McNally GPS system as a finalist city, and also featured in an eBook produced by Rand McNally.



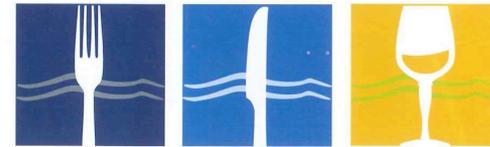
Other features and spotlights on the city include:

- GoCalifornia.com Travel Spotlight – Costa Mesa/Newport Beach (<http://www.go-california.com/costa-mesa-newport-beach/>)
- Trip Advisor home page destination spotlight
- Alaska Airlines – October 2011 featured OC hot spot
- Sunset Magazine – February 2012 spotlight
- May 2012 issue of SWA Spirit mag (Costa Mesa as 1 of 5 top OC adventures)

Costa Mesa Restaurant Week

The Bureau created the first-ever Costa Mesa Restaurant Week in 2011. The event was created to highlight Costa Mesa as a culinary destination, with 28 top restaurants participating in the event. The kickoff party was thrown by celebrity chef Charlie Palmer at his restaurant in South Coast Plaza. CMRW 2011 participating restaurants reported sales growth of 5-10% for the week. Over 28,000 visitors came to CostaMesaRestaurantWeek.org website in a 2-month period. The Bureau is planning this to be an annual city event.

COSTA MESA



RESTAURANT WEEK
August 19-26, 2011



Sponsored by:



Enjoy special prix fixe lunch and dinner menu offers at Costa Mesa's top restaurants!

For more information, visit

www.CostaMesaRestaurantWeek.org



SCAN HERE with your smartphone app



DESIGN BY AIRBORNE GRAPHIX | 804.200.9581

FY 2012-2013 Marketing Plan

Myriad Marketing

In an effort to further increase visibility for the city as a destination, Costa Mesa has selected Myriad Marketing as the agency to represent the city's marketing and advertising efforts. Myriad specializes in the travel and tourism industry with over 20 years of experience providing marketing, publishing and public relations services to both domestic and international clients. In conjunction with the Bureau's marketing team, Myriad will develop an integrated approach to brand and market Costa Mesa to its feeder markets.

Brand Development

Costa Mesa will expand and promote the brand of Costa Mesa, the **City of the Arts™**. Targeting a niche market of business and leisure overnight visitors in feeder markets, this campaign will focus on the city as a fashion, culinary and arts destination, integrating the "Art of OC Culture." This branding is aimed at positioning Costa Mesa as THE arts and leisure destination in Orange County. As part of the comprehensive marketing and brand campaign, Costa Mesa will introduce a new logo, refreshed graphics and new imagery to match with the city's improved marketing and promotional agenda.



Marketing Campaign

Costa Mesa's lack of presence and identity in the tourism industry has been one of its major challenges. To effectively communicate the city's new brand and introduce Costa Mesa, *City of the Arts™* to travelers interested in visiting Southern California, Costa Mesa and Myriad Marketing will implement an extensive yet targeted regional campaign promoting the city as an overnight destination to the following feeder markets:

- Los Angeles
- San Diego
- Phoenix/Tucson
- San Jose
- Palm Springs
- Portland/Seattle

Costa Mesa had identified the following target markets for potential overnight leisure:

- High Disposable Income (HH income of 100k+)
- 30-55+ years of age
- LGBT
- Short Flight and Drive Markets
- Trendsetter

This initial marketing and advertising campaign will include print publications, online media, SEO, outreach as well as necessary supporting research, PR and collateral directed toward Costa Mesa's target markets.

Print Publications:

- C Magazine
- Sunset Magazine
- Los Angeles Magazine
- Travel and Leisure
- Arizona Foothills Magazine

Geo-targeted Online Media:

- Saveur
- Departures
- Ticketmaster
- Gay.com, TheAdvocate.com & Outtraveler.com
- Expedia & Other OTAs including Kayak
- Google Adwords
- Newspaper Outreach/Emails- Arizona Republic, Desert Sun, etc.
- Facebook Ads
- Launch Sweepstakes

Outreach

- Local NPR Radio
- Billboards – Palm Springs, San Jose, Phoenix/Scottsdale
- Captivate Network – Video screen promotion
- Direct Mail Brochure with Hotel Offers

- Assets
- Photo shoot
- Research
- Collateral

Expected Outcome

The Bureau plans to assess the campaign's effectiveness by measuring the increase in overnight weekend travel throughout the duration of the campaign and by continuously monitoring the brand awareness of Costa Mesa online and through research.



Experience

world-class shopping
at South Coast Plaza

Indulge in sumptuous
dining at top restaurants

Enjoy award-winning
Broadway productions
at Segerstrom Center
for the Arts

10 great hotels, all within
10 minutes of the beach.



for more information visit

TravelCostaMesa.com

Costa Mesa

BY BETH FHANER ■ PHOTOGRAPHS BY LORI ANDERSON

The small agricultural tract at Fairview Road's intersection with Interstate 405 hearkens back to Costa Mesa's past as a semirural farming community. Lima beans once grew on nearby acreage that belonged to the family of the farm's owner, Henry Segerstrom. He used that land to develop South Coast Plaza, an upscale shopping destination, and the newly renamed Segerstrom Center for the Arts. Closer to the coast, several eastside establishments are worth discovering and merit visits on their own.

To Do

■ **Orange County Fair**
The fair runs Wednesday through Sunday, July 15–August 14. Adult admission is \$11. ocfair.com.

EAT

Start your morning at **Plums Café** ① for Pacific Northwest-inspired fare such as the Oregon Trail breakfast of pancakes, eggs, and bacon. 369 E.

17th Street. (949) 722-PLUM [7586]; plumscafe.com. Grab lunch at **Eat Chow** ②, a tiny, hip eatery that's connected to The Closet fashion boutique and features delicious New American cuisine at decent prices. 1802 Newport Boulevard (enter on 18th Street). (949) 650-CHOW [2469]; eatchownow.com. Dine underground at **La Cave** ③, a dimly lit, retro-cool steakhouse that's been a neighborhood tradition since 1962. 1695 Irvine Avenue. (949) 646-7944; lacaverestaurant.com.

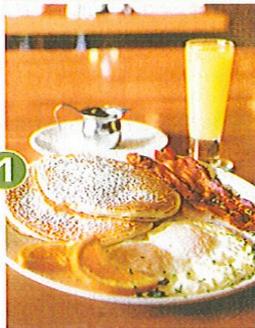
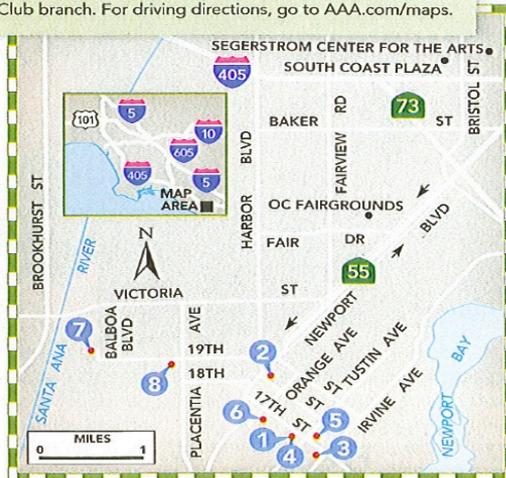
SHOP

Browse **Fleur De Lys** ④ for a diverse selection of jewelry, cards, candles, and home furnishings. 369 E. 17th Street, Suite 14. (949) 548-0810; fleurdelys.com. Visit **LU LU Boutique + Gallery** ⑤, a cute cottagelike store with a backyard of vintage patio furniture and a shed of discounted merchandise. 1724 Tustin Avenue. (949) 650-5858; luluboutiqueandgallery.com. Outfit your dream patio at the **Molly Wood Garden Design Showroom** ⑥, where you'll find plants, pottery, and furniture. 1660 Orange Avenue. (949) 548-1611; mollywoodgardendesign.com.

PLAY

Experience a variety of plant and animal life at the **Talbert Nature Preserve** ⑦, which includes hiking trails through six separate plant groups (called zones). Limited parking along Balboa Boulevard. (949) 923-2290 or (949) 923-2295; ocparks.com/talbert. Dance to live music at the **Detroit Bar** ⑧, which showcases buzz-worthy local and national indie bands, as well as a stellar lineup of DJs. 843 W. 19th Street. (949) 642-0600; detroitbar.com. **W** 23

State Route 55 intersects Interstates 5 and 405, and State Routes 22, 73, and 91 before ending as a freeway in Costa Mesa. For a free *Orange County Central* map, visit your local Auto Club branch. For driving directions, go to AAA.com/maps.



Please call to check hours and availability of businesses, attractions, and events before you visit. Costa Mesa Conference & Visitor Bureau: (888) 588-9417; travelcostamesa.com.

COSTA MESA

style and substance.



*E*XPERIENCE WORLD-CLASS SHOPPING AT SOUTH COAST PLAZA

*I*NDULGE IN SUMPTUOUS DINING AT TOP RESTAURANTS

*E*NJOY AWARD-WINNING BROADWAY PRODUCTIONS
AT SEGERSTROM CENTER FOR THE ARTS

10 GREAT HOTELS, ALL WITHIN *10* MINUTES OF THE BEACH.

WE LOOK FORWARD TO WELCOMING MORE VISITORS TO COSTA MESA WITH
THE EXPANSION OF JOHN WAYNE AIRPORT.

FOR MORE INFORMATION, VISIT OUR WEBSITE:

www.TravelCostaMesa.com



Costa Mesa
Conference and Visitor Bureau



Join us in Costa Mesa,
California for the
**BARRETT-JACKSON
COLLECTOR CAR
AUCTION!**

June 24-26, 2011
at the OC Fair &
Event Center

**GO TO
[WWW.TRAVELCOSTAMESA.COM/
BARRETTJACKSON](http://www.TravelCostaMesa.com/BarrettJackson)
FOR MORE DETAILS &
EXCLUSIVE OFFERS!**

The World's Greatest
Collector Car Auction,
plus a week of great events!



1973 Ferrari 365GTB/4 Berlinetta
Serial# 16889 Chassis
Tipo: 605 Engine: 251 No. Int.



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Broadway Shows

Designer Shopping

Fine Dining

...just minutes
from the beach



www.TravelCostaMesa.com

5 PERFECT WAYS TO SPEND THE DAY

Jack's Surfboards,
Huntington Beach



"I eat some double doubles from In-N-Out and get my Disney fix at Disneyland® Resort with my boys." —CORY W., Facebook fan
In **Anaheim**, get ready for the 2012 unveiling of Cars Land at Disney California Adventure™ Park.

"Shop at South Coast Plaza." —KATHARINA J., Facebook fan
This gigantic luxury mall in **Costa Mesa** features 250 boutiques, 30 restaurants, and 4 performing arts venues.

Swim, snorkel, or explore tidepools at the Glenn E. Vedder Ecological Reserve at always-appealing **Laguna Beach**. Clean up for cocktails at the Cliff Restaurant.

◀ In **Huntington Beach**, aka "Surf City, USA," get the look at Jack's Surfboards and Rip Curl. Tuesday nights, Main Street becomes a pedestrian-only party with music, a farmers' market, and sidewalk sales.

Take a stand-up paddle-surfing lesson at the SUP Spot in **Newport Beach**, or try kitesurfing (lessons at Kitesurfari in **Long Beach**.)

Got a favorite way to spend the day in Orange County? "Like" us and post ideas at [facebook.com/visitca](https://www.facebook.com/visitca)

BEACH TOWNS DISTRICT

See map, p. 94

CORONA DEL MAR (C3)

Corona del Mar State Beach. 949/644-3151.
Perfect family beach, south of Newport jetty. 旗人旗

Goldenrod Footbridge. 949/673-4050.
Goldenrod Ave. Walk across 1928 bridge to Newport Channel.

Sherman Library & Gardens. 949/673-2261. 2647 E. Pacific Coast Hwy. Botanical collections span the globe; library covers Pacific Southwest history.

COSTA MESA (B3)

Costa Mesa Conference & Visitor Bureau.

714/435-8530; 866/918-4749. 575 Anton Blvd. Visit Costa Mesa, Orange County. Enjoy premier theater, performing arts, incredible dining, and shopping at South Coast Plaza. www.travelcostamesa.com. See ad, p. 96

Noguchi Garden. South Coast Plaza. Integrated sculptures and plantings represent California's natural elements.

OC Super Fair. 714/708-FAIR. 88 Fair Dr. Think midway, livestock, and old-fashioned fun; Jul 9 to Aug 8.

Orange County Performing Arts Center. 714/556-2787. 600 Town Center Dr. Be captivated by stunning architecture, impeccable acoustics.

South Coast Plaza. 714/435-2000; 800/782-8888. 3333 Bristol St. The art of shopping.

South Coast Repertory Theatre. 714/708-5555. 655 Town Center Dr. Settle in for award-winning performances, including ones specifically for young audiences.

The LAB Anti-Mall. 714/966-6660. 2930 Bristol St. Cool commerce, community, and culture.

DANA POINT (D5)

City of Dana Point. 949/248-3500. 33282 Golden Lantern. Scenic beaches and resorts, Dana Point Harbor restaurants and shops, fishing, golf, walking paths, tidepools, Ocean Institute, water sports, Catalina launch boats. www.danapoint.org. See ad, p. 96

Dana Harbor Drive. 800/290-DANA. Sailboats and seafood restaurants.

Doheny State Beach. 949/496-6172. Dana Point Harbor Dr. 旗人旗

Salt Creek Beach Park. 949/923-2280.
Take in some body surfing or explore the tidepools. 旗人旗

The Pilgrim at the Ocean Institute. 949/496-2274. 24200 Dana Point Harbor Dr. Learn from innovative marine programs, 130-foot-tall ship.

FOUNTAIN VALLEY (B2)

Mile Square Regional Park. 714/973-6600. 16801 Euclid St. Stay awhile on 640 acres including golf, two lakes, and urban nature area. 旗人旗

Orange County
Regional Resources

ON THE WEB

For more information on these listings—plus trip-planning ideas—go to visitcalifornia.com/orangecounty

CALIFORNIA WELCOME CENTERSM

BUENA PARK 6601 Beach Blvd.; 714/523-3441

ORANGE COUNTY TOURISM COUNCIL

Known globally as The OC, Orange County is the heart of Southern California, surrounding you with 42 miles of beaches, legendary theme parks, shops, and a feeling that is forever summer. www.VisitTheOC.com

HUNTINGTON BEACH (B2)

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vast enclosures. Safari Park visitors get interesting perspectives on the animals and terrain via open-air photo-caravan tours or zip-line rides.

San Diego also offers some autumn-themed activities. For example, families can enjoy safe scares at SeaWorld San Diego's Halloween Spooktacular event, held every weekend in October, with trick-or-treating and a Halloween-themed sea lion show. No, the sea lions don't don ghost costumes, but they do perform in orchestrated shows devised as parodies of *Jaws*, Michael Jackson's *Thriller* and *Scooby-Doo*.

For more fright-seeing, check out the "Ghostly Tours in History" walks through San Diego's oldest precincts, including Old Town and the revitalized Gaslamp Quarter. Local historians in Victorian costume lead the walking tours—at night, of course. The tours operate year-round but feel eerily appropriate around Halloween.

Orange County

To me, Orange County epitomizes that Southern California ideal, with its charming coastal towns, inland canyons and hills, fantastical theme parks and excellent shopping.

"The OC," located about 90 miles north of San Diego and just southeast of Los Angeles, is suited for all kinds of outdoor recreation in autumn, from bicycling to surfing to swimming. Orange County is also a land of enchantment, featuring the iconic Disneyland Resort in Anaheim—with classic Disneyland and



its sister theme park, Disney California Adventure—as well as Knott's Berry Farm in Buena Park, which is popular for its nine roller coasters.

Fall and winter fashions are the focus at the enormous—and enormously popular—South Coast Plaza in Costa Mesa, with

around 280 shops. The seaside community of Costa Mesa has evolved into the cultural heart of the OC, with a designated arts district that includes the Segerstrom Center for the Arts as well as the Tony Award-winning South Coast Repertory's Folino Theatre Center.

Seasonal offerings in the OC include the Sugar Plum Festival, November 10–12 at the OC Fair & Event Center, which will feature arts, crafts, antiques and collectibles. The fairgrounds are conveniently located in Costa Mesa, within five miles of Orange County's John Wayne Airport.

Los Angeles and Santa Barbara

Like San Diego, Los Angeles is a land of endless summer in the popular imagination. In reality, temperatures cool a bit in the fall, with highs in the 70s, and locals and visitors enjoy seasonal events.

Perhaps the most surprising autumnal occurrence among Angelenos is their departure from the famous beaches. This makes the beaches all the more appealing for visitors, many of whom consider 70-degree weather to be perfectly warm for swimming and sunbathing.

"In the fall it is great; the beaches are beautiful and empty," says a friend of mine who lives in Los Angeles. Hidden gems include 1.75-mile-long Will Rogers State Beach, off the Pacific Coast Highway near the intersection with Temescal Canyon Road.

Marina Beach, located in a lagoon in Marina del Rey and nicknamed "Mother's Beach," is a favorite of Los Angeles writer Thea Klapwald's, who enjoys taking her 3-year-old son to play there. "It has no waves or undertow, but has a playground on the beach, and parking is plentiful and easy," she says.

Aside from seeking out the best beaches,



Above: The state-of-the-art Renée and Henry Segerstrom Concert Hall in Orange County features a silver-leaf pipe organ.

Below left: Costa Mesa's upscale South Coast Plaza is the largest shopping mall in California.

savvy autumn visitors to Los Angeles can enjoy seasonal events ranging from the boisterous—one of America's biggest Oktoberfest celebrations—to the reverent, during the traditional Mexican observance of



A Bigger Splash, a 1967 painting by David Hockney, is on view at the J. Paul Getty Museum as part of the "Pacific Standard Time" exhibition.

Día de los Muertos (Day of the Dead), in which families and friends honor the memory of loved ones.

The seven-week Oktoberfest, with bratwurst, beer, stein-holding contests and ompah bands flown in from Germany, is held on weekends through October 23 at Alpine Village Center, which is located in Torrance, 20 miles southwest of downtown Los Angeles. Inside Oktoberfest's 32,000-square-foot tent, the revels have an authentic and enjoyable Old Country air, complete with costumed staffers pouring superb imported German beers.

Día de los Muertos observances are of course more serious, but creativity and flair play roles, too. Traditions include

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