



## OUR FIRST CLIENT EVENT...

The Chinese LA Market Receptive FAM was a huge success!! Thank you to all those that participated and to the wonderful receptive operators that attended, we could not have done this without you!

John Lu, Best of USA Marketing delivered a unique educational session on how San Diego can capture more Chinese business. We have his suggestions documented; if interested please email Karen at [karen@tourismcoalition.com](mailto:karen@tourismcoalition.com).

Comments from the Tradeshow...

*"Hands down, San Diego blew these folks away and impressed them thoroughly! San Diego showed SO MUCH CLASS it was truly wonderful. Please pass on my congratulations to your members who contributed to this wonderful event. You showed us that there was MORE TO SAN DIEGO than meets the MAP or GUIDEBOOK that's for sure and we know there's a lot more to see." ~ John Lu*

*"Thank YOU for the opportunity! I understand we will be sending one FIT contract out tomorrow as a result of hosting the dinner and attending the trade show! That is FANTASTIC!!!! Thanks again, and truly appreciate your partnership!" ~ Benita S.*