



CALIFORNIA WELCOME CENTER

TOURISM REPORT - ONE YEAR LATER May 2016 – May 2017

YTD VISITOR COUNT

Over the first 12 months, approximately 133,679 visitors have visited the CA Welcome Center in the Fashion Alley at Ontario Mills. During the first two months of operation, staff conducted manual counts until the installation of the state-of-the-art counting sensors.

In just one year, the number of visitors to Ontario's CA Welcome Center is second only to the CA Welcome Center at Pier 39 in San Francisco.

YTD TOUR GROUPS

75 International tour groups have enjoyed the amenities in the CA Welcome Center at Ontario Mills. These Countries include: China, Japan, Korea, Taiwan, Thailand, Indonesia, Malaysia, Singapore, Australia, Italy, Russia, Turkey, Vietnam and the U.S.

YTD FIT (Foreign Independent Travelers)

FIT Visitors from over 40 countries have also visited Ontario's CA Welcome Center representing China, Hong Kong, Japan, Taiwan, Thailand, Philippines, Indonesia, Singapore, Vietnam, Malaysia, Mexico, Colombia, Ecuador, Brazil, Bolivia, Chile, Costa Rica, El Salvador, Peru, Argentina, Jamaica, Trinidad & Tobago, Belize, Australia, Philippines, Canada, Russia, Germany, Sweden, Netherlands, Norway, Switzerland, England, Italy, France, Spain, Portugal, India, Turkey, Saudi Arabia, Egypt, and The USA.

China continues to be California's largest international market - hosting 1.3 million visitors in 2016 and is expected to increase to 2 million plus over the next few years. Last year, Chinese visitors contributed over \$2.6 Billion to California's overall economy. For the Chinese visitor, Union Pay International provides ease and convenience of using Union Pay Credit cards safely without conversion fees.

SIMON GUEST SERVICES

Simon Properties manages Ontario Mills. There has seen a dramatic increase in FIT Traffic since integrating Simon Guest Services into the CA Welcome Center in September 2016. The tourism traffic increased significantly surpassing 2015.

Tour Groups benefit greatly with a one-stop-shopping location. Simon Guest Services at the CA Welcome Center provides the ability to purchase savings/destination passports, attraction tickets, obtain visitor information about California and the local Southern California region while enjoying refreshments and relaxing in the comfort of the visitor lounge.

Simon has been able to expand their reach to many more customers (tourists, locals etc.) by elevating the guest experience to provide guests not only with mall information, but destination information including resources as well.

Through the partnership with the CA Welcome Center, Ontario Mills has successfully executed 8 Marketing Campaigns such as the Category Sale, Susan G Komen Fundraising efforts, Holidays (Lunar New Year and CTrip). Ontario Mills has been the top performing mall within the Simon Mills region for at least half of these promotions.

The team has been working diligently to provide a personal connection through customer service efforts. The latest Mystery Shop score indicates the CA Welcome Centers commitment to customers and the level of service provided at the CA Welcome Center.

OPERATED BY:

The California Welcome Center is located in Fashion Alley at Ontario Mills Mall – one of the largest tourist destinations in the State of California. The CA Welcome Center is operated by the Greater Ontario Convention & Visitors Bureau, the official destination marketing organization for the cities of Ontario and Rancho Cucamonga, California to attract domestic and international visitors. As the destination and tourism experts, its core mission is to enhance the vitality of the local economy by increasing visitor demand for conventions, meetings and leisure travel.

In addition to the Greater Ontario Convention & Visitors Bureau staff we are pleased to engage the services of TCSE (The Customer Service Experts). The dedication to providing the best service to visitors and guests and elevating guest experience at the CA Welcome Center at Ontario Mills has proven to be a success. Secret shops have scored the team at 106% - the top scored guest services team per Simon Properties.

SERVICES PROVIDED:

- Hotel / Restaurant & Car Rental
- Reservations, Concierge Services
- Theme Park / Attraction Tickets
- California and local Guides and Brochures
- State of California Merchandise
- Simon Guest Services /Wheelchair rentals
- Savings Passports (Coupon Books) /Gift Cards
- Regional and Local Specialties
- Complimentary WiFi
- Lounge with snacks & refreshments
- Live Cable Television

CA WELCOME CENTER NETWORK

There is a total of 17 California Welcome Centers scattered throughout the State of California. Visit California reports - So far this fiscal year (July 2016 – June 2017) the California Welcome Center (CA Welcome Center) network has:

- Assisted 1,222,102 guests.
- Whether a local resident or international traveler, CA Welcome Center visitation has increased 9.7% over last fiscal year in part because of the Ontario CA Welcome Center.
- Ontario has had a very successful first year, acting as the Inland Empire's regional experts and resource center for all things California.
- More than 100,000 guests have experienced the newest addition to the CA Welcome Center network making Ontario one of the busiest CA Welcome Center's this year.
- An increase in offerings and ongoing partnership with the Ontario Mills shopping destination will only continue to increase the number of California experiences made possible by a visit to your nearest CA Welcome Center.

CONTACT

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