



**CITY OF BEVERLY HILLS
STAFF REPORT**

Meeting Date: February 17, 2009

To: City Council

From: Alison Maxwell, Director Economic Development and Marketing

Subject: Report on the Sister City China Delegation to Beverly Hills, December 2008

Attachments:

1. China Reports from Beverly Hills Global Partners (BHGP)
2. Report from Beverly Hills Conference and Visitors Bureau (CVB)
3. List of China Delegates – actual arrivals
4. Final Itinerary

INTRODUCTION

This item provides City Council with a report on the December 2008 visit to Beverly Hills by the BHGP Sister City China Delegation, and the events and activities that were hosted by the City.

BACKGROUND

On December 18, 2007, the City Council supported the development of a new independent Sister City organization, Beverly Hills Global Partners (BHGP). The Council also gave its general support for the BHGP to pursue Sister City relationships with Pudong, Shanghai, China and Herzliya, Israel.

On September 23, 2008, the City Council approved \$37,500 to provide general support of BHGP's program for China.

At the end of October 2008, BHGP, lead a Beverly Hills delegation to Shanghai that included the Mayor and other representatives from BHGP's Board of Directors.

Immediately following the delegation's return from Shanghai, the BHGP Chair proposed that the City host a return group from Shanghai in December 2008 that would focus on developing links with the tourism industry. The BHGP staff person in Shanghai prepared a list of invitees for the trip, and each invitee received a letter of invitation from the Mayor.

On November 18, 2008, the City Council discussed additional funding for the December 2008, China in-bound trip and outlined roles and responsibilities between BHGP and the CVB:

- The City Council approved \$40,000 from the Transient Occupancy Tax (TOT) "2% for Marketing" budget to cover the costs of hosting the Chinese delegation in Beverly Hills, to include a City hosted and coordinated dinner for the delegation at Greystone.
- Council directed the CVB to coordinate the itinerary and general logistics of the familiarization tour along with help from BHGP staff and volunteer members. Council directed the CVB to assist with these tasks because familiarization trips are a key component of the CVB's program of work and the CVB has experience with the China market, both locally and through its representatives in Beijing.
- Council confirmed the CVB to be the City's primary tourism and marketing agency and articulated its interest in BHGP focusing its future Sister City programs in the areas of education, culture and business to business development; and for BHGP to coordinate any tourism related activities through the CVB.
- Council directed that a separate report on the December China in-bound delegation be brought back for Council review early in 2009.

DISCUSSION AND ISSUES

The remainder of the report provides information on the China delegation visit 15-18th December, 2008. Attached for further reference are the individual reports on this program from the BHGP Sister City organization and from Beverly Hills CVB.

Goal

The overall goal of the in-bound delegation was for BHGP, the Sister City organization, to provide Beverly Hills with an opportunity to showcase itself to Chinese business people with access to the travel and tourism markets.

Invitees

The BHGP staff person in China assembled an invitation list of people recommended as qualified to participate in a tourism development delegation. Of the original, approximately twenty-five people who received invitations from the Mayor, eighteen Chinese delegates attended.

The attendees were from several different backgrounds: some of the delegates were from Chinese Government recognized travel agencies; other delegates came from general business backgrounds, some of these were related to the travel industry and others not. Some of the attendees included: representatives from the China Jin Mao Group (a leading finance and real estate group); China Minmetals (a mining and minerals company); a local LA-based tour operator; a representative from Hyatt Hotels; and a media representative involved with a proposed BH documentary film festival. A spread sheet of attendees is attached.

Itinerary and Activities

Attached to this report is a copy of the final itinerary for the delegation. The itinerary was varied and included exposure to leading City hotels, BH Triangle shopping and local restaurants. A tourism business showcase was hosted at the Beverly Hills Hotel for the local hotels and tourism representatives. A dinner was hosted by the City at Greystone Mansion. In addition, former Mayor Vicki Reynolds graciously hosted a reception at her home. Offsite excursions were also arranged by BHGP that included a boat tour of the Marina and a tour of Hollywood.

Successes and Challenges

The visit was managed smoothly and with professional aplomb by the BH CVB staff and dedicated volunteers from BHGP. City staff produced a successful dinner and reception at Greystone providing a seasonal celebration at the end of the visit.

The Chinese delegation was exposed to the best of Beverly Hills and it appears that the delegation enjoyed their visit. City staff has been copied on various emails from the BHGP staff person in Shanghai indicating the appreciation of the delegation.

The CVB has indicated that it invested approximately 192 hours of unbudgeted staff hours to manage, administer and coordinate the effort, which was a far greater investment in time than the CVB typically devotes to such familiarization tours. The CVB has hosted 40 familiarization tours over the last year. However, the CVB indicates that, typically, the coordinator of the applicable in-bound party takes a greater role in logistics management. Consequently, this delegation required more human and financial resources, management and coordination than would normally have been expected. So, a variety of issues such as communication with BHGP, oversight of housekeeping matters, shepherding and updating the group were assumed by the CVB and volunteer members of BHGP.

The combination of representatives from very different businesses, and different cities, in one group also presented a challenge to developing a focused and relevant itinerary.

Finally, the planning and budgeting of the program was short notice, so demanded a significant shift in priorities and dedication of resources, both human and financial.

Funding and Resources

Council approved a total budget of \$40,000

Item	Amount	Comment
CVB Reimbursable Costs	\$19,337	Inclusive of special transportation, Market place trade event, translators and escorts, activities and entertainment, and staff hours.

Greystone & City direct costs	\$12,500 appx.	Inclusive of rentals, décor, food service, invitations, photographer for 60 people. This amount also includes incidental administrative costs incurred by the City relating to the delegation such as postage and FedEx charges
TOTAL COST	\$31,877	

The Sister City Council Committee met on February 11, 2008 to discuss this issue. The Committee is comprised of Mayor Brucker and Council Member Delshad. Also at the meeting were representatives from BHGP, CVB and City staff. The Committee received a written report from the CVB. The report from BHGP was not available at the time of the Committee meeting. The Committee made no recommendations.

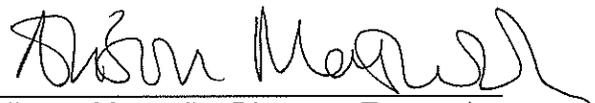
FISCAL IMPACT

The City approved \$40,000 from the Tourism and Marketing account on November 18, 2008.

RECOMMENDATIONS

Staff recommends that Council review attached reports and discuss.

Approved by:



Alison Maxwell, Director Economic Development and Marketing

Beverly Hills Global Partners (BHGP)

Beverly Hills Global Partners 2008-2009 Report

Summary of Beverly Hills Delegation to Pudong, Shanghai

October 31, 2008 - November 3, 2008

Our delegation visit to China was successful on all fronts. We moved our sister city agenda forward with Pudong by meeting with senior government officials and discussing cultural and educational exchanges, and Pudong officials encouraging Chinese visitors to stay in Beverly Hills. We had discussions with a very high end women's fashion company to locate their store in Beverly Hills. We discussed with government officials, including the senior official who has been tapped to become the next Party Boss in Shanghai (Party head is the highest ranking government official in the City/State of Shanghai). Our tourism presentation on Monday, Nov. 3 had 60 Chinese attendees who represented large travel companies, government officials who are decision makers in travel decisions, and media.

John Ho was extraordinarily valuable and the delegation could not have been successful without his participation and leadership. Our managing director in Pudong, Wu Pei, was outstanding. She was responsible for organizing the events, coordinating all the activities, and inviting the important Chinese guests. She is responsible for all follow-up in China. Her knowledge of the complicated Chinese hierarchy and who are decision makers is quite extraordinary. She was born in Beijing and has lived much of her life in Shanghai.

Robbie Anderson gave a very well received presentation of the history of Beverly Hills. Vicky Mense presented, in Chinese and English, a compelling description of Beverly Hills and the shopping and restaurant opportunities, as well as the friendly village environment of Beverly Hills. Kathy Smits, as Executive Director of the Beverly Hills Convention and Visitors Bureau, made an excellent presentation.

Mayor Barry Brucker provided outstanding leadership and was an extremely effective spokesperson and representative of Beverly Hills. He was always available and maintained a killer schedule. His presence was essential for the success of our mission.

Over 60 print and TV media reported on the Monday event reaching over 40Million people. (See Appendix 1).

Beverly Hills Global Partners 2008-2009 Report

Beverly Hills Global Partners (BHGP) Beverly Hills – Shanghai, Pudong New Area Delegation

1. *Honorable*, *Mayor Barry Brucker and spouse, Sue Brucker
2. *Honorable*, School Board President (former) *Mrs. Alissa Roston and spouse, Dr. Warren Roston
3. Mr. *Bruce Cole, Beverly Hills Sister City Ambassador,
4. *Mr. Robbie Anderson, President, Beverly Hills Rotary
5. *Mr. John Ho, Director Beverly Hills Global Partners, (Sister City)
6. *Mrs. Vicky Mense, President Beverly Hills Chamber of Commerce and spouse, Raffle Mense
7. *Ms. Kathryn Smits, Executive Director, Beverly Hills Conference and Visitors Bureau
8. *Ms. Nanette Cole, Beverly Hills Planning Commissioner
9. Mrs. Candice and Mary Evelyn Smith
10. *Mrs. Paula Kent Meehan. Director Beverly Hills Global Partners (Sister City)

*MEMBERS OF BOARD OF DIRECTORS, BHGP

Beverly Hills Global Partners 2008-2009 Report

Please RSVP by Friday, October 31.

9:00am Depart from Grand Hyatt
10:00am – 12:00pm VIP Tour of World-Famous Shanghai Museum
2:00pm – 4:00pm *OPEN (Optional tours will be discussed)
6:00 Depart Grand Hyatt
6:30pm Dinner at Seafood Boat Restaurant

IV. Monday November 3, 2008

9:00am Breakfast Briefing
10:00am – 12:00pm OPEN (Delegates who are participating in presentation may meet)
Lunch OPEN
2:00pm – 4:30pm Beverly Hills Presentation and Event
4:30 – 6:00pm Cocktail Reception
Sponsored by City of Beverly Hills
6:00pm Depart Grand Hyatt for "Xian Tian Di"
6:30pm **Dinner Sponsored by Ms. Vicky Mense**

Beverly Hills Global Partners 2008-2009 Report

CHINESE DELEGATION TO BEVERLY HILLS

December 15, 2008 - December 18, 2008

BH hosted 15 delegates representing 10 travel companies from 5 cities in China. These delegates stayed at the Beverly Hills Hotel, Beverly Hilton, Beverly Wilshire, Four Seasons; L'heritage/Raffles; Montage Hotel; Peninsula Hotel. The goals of the event were: 1) introduce BH luxury hotels as welcoming, gracious, inviting to Chinese guests and convenient; 2) demonstrate the luxurious shopping, unique village environment conducive for walking; beautiful homes in walking distance of downtown, wide range of restaurants; 3) demonstrate BH as the center of tourist activities in Southern California. The attached schedule of activities demonstrates that we addressed our goals.

All the participating hotels were extremely gracious and in detailed exit and follow-up interviews, were all extremely impressed with the quality of service, attention to their needs, exceptional quality of the food, and being made to feel most welcome.

The one event hosted by the City, the Greystone Dinner was, according to our follow-up interviews, uniformly received rave reviews.

The Peninsula Hotel hosted an evening reception; the Montage hosted a Chinese breakfast and the Beverly Hills Hotel hosted a breakfast with receptive travel agents and the CVB which made a presentation. Robbie Anderson arranged a cruise in the Marina and the delegation was able to drive by the Getty, Hollywood, Santa Monica, and UCLA, without getting on a freeway.

The attached information provides the detail of the follow-up subsequent to December 18 by Wu Pei.

Chinese Delegation List (See Appendix 2)

(BHCVB LETTERHEAD)
Experience Beverly Hills
BHGP Sister City Familiarization Trip
Monday, December 15 – Friday, December 19, 2008

Monday, December 15

- Morning Arrivals throughout the day; welcome packets delivered to hotels for guests
- 5:00 p.m. **OFFICIAL WELCOME at City Hall and Tour** (*"point person" at each hotel for transfer*)
- 6:30 p.m. **WELCOME RECEPTION – Peninsula Beverly Hills** (*BHHS Madrigal Singers*)

Tuesday, December 16

- 9:00 a.m. Breakfast and site inspection at HOST HOTEL (Hotels to provide breakfast)
- 11:00 a.m. **TROLLEY TOUR** of Beverly Hills including famous landmarks
- Noon **WALKING TOUR** of Beverly Hills including **The Paley Center** (Museum of Radio and Television) and stops along **Rodeo Drive**
- 1:30 p.m. Lunch hosted by **XIAN** followed by free time to shop and explore...
- 5:30 p.m. **Cocktail Reception & Buffet** at home of former Beverly Hills Mayor, Vicki Reynolds
- 7:30 p.m. Acknowledgment at City Council Meeting at City Hall (approximately 7:45)

Wednesday, December 17

- 9:00 a.m. **Beverly Hills Marketplace at The Beverly Hills Hotel**
(Beverly Hills presentation; buffet breakfast; tabletop marketplace for hotels, RDC, etc. to meet with delegates and receptive operators; 60 in attendance)
- 11:00 a.m. HARBOUR CRUISE: Tour by bus along Sunset Blvd. to ocean and coastal attractions; enjoy picnic lunch and 2-hour cruise on private yacht in Marina del Rey
- 4:00 p.m. Return to Hotel
- 6:30 p.m. Reception and Dinner at **GREYSTONE MANSION**

Thursday, December 18

- Free Day Participants may relax or select additional sightseeing activities in the greater Los Angeles area at their own expense. Tour assistance available upon request.

Friday, December 19

Hotel check out.

Beverly Hills Sister City Committee Delegation to Beverly Hills

APPENDIX 2.

BIO'S OF CHINESE DELEGATION

1. Ms. Jue Yao – Manager, Shanghai CYTS Tours Corporation

上海中国青年旅行社经过 30 年的发展，已成为一家综合性的旅游服务企业，每年接待外国入境游客人数和中国公民出游人数都名列上海旅游市场前茅。业务涉及出境旅游、入境旅游、国内旅游、机票酒店预订、汽车服务、会展服务、商务旅游服务、教育旅游服务及体育旅游服务等。自 1993 年起，上海青旅连续被国家旅游局评为全国国际、国内旅游双百强企业，并连续多年荣获上海市人民政府颁发的上海市文明单位称号。获得世界最热门赛事 F1 赛车中国站境内外票务代理权。

Shanghai CYTS Tours Corporation after 30 years of development has become a comprehensive travel service, reception of foreign immigrants each year the number of visitors and the number of Chinese citizens travel tourism market in Shanghai are ranked highest. Business related to travel, inbound tourism and domestic tourism, the hotel is scheduled to air tickets, car services, exhibition services, business services, tourism, education, tourism and sports services, travel services and so on. Since 1993, Shanghai Tours in a row by the China National Tourism Administration as the National international and domestic travel 100 double, for many years in a row and won the Shanghai Municipal People's Government awarded the title of the Shanghai unit of civilization. Access to the world's most popular F1 race car inside and outside China stand a ticketing agent of the right.

2. Mr. Wayne Wang - Manager of America, Oceania & Africa Department, Shanghai China Travel International Limited

上海中旅国际旅行社有限公司（简称“上海中旅国际”），经国家旅游局批准，由上海中旅集团有限公司和港中旅国际旅行社有限公司在原上海市中国旅行社改制基础上共同投资，于 2003 年 9 月成立，注册资金 6200 万。公司经营业务由原上海市中国旅行社变更后承续。上海中旅国际是中国旅行社协会常务理事单位，上海市旅行社协会国际旅行社分会副会长单位，上海市会展行业协会理事单位，亚太旅游协会(PATA)中国分会成员、国际航空运输协会(IATA)协会成员之一，连年名列全国百强国际旅行社，并获得上海市 2005 年度旅游服务质量满意度测评第二名。公司主要经营入境旅游、出境旅游、国内旅游、商务及奖励旅游、会议及展览接待、境内外订房订票、国际、国内机票代理、汽车服务等，曾成功参与 2002 年 APEC 会议和 2004 年世界工程师大会等重要活动的接待工作，享有良好的声誉。公司现有四家控股公司，即：苏州中旅国际旅行社有限公司、上海中旅汽车有限公司、港中旅国际（杭州）旅行社有限公司、上海中旅假日旅行社有限公司。

Shanghai China Travel International Limited (Shanghai CTI) was founded in September 2003 under the approval of China National Tourism Administration. Shanghai CTI is a joint venture jointly invested by Shanghai CTS (Group) Co. Ltd. and China Travel International Limited on the basis of the restructured former Shanghai China Travel Service (Shanghai CTS). Shanghai CTI has continued the business operation of the former Shanghai CTS. Shanghai CTI is a standing board member of the China Association of Travel Services, a vice chair member of the International Travel Service Branch of Shanghai Association of Travel Services, and a board member of Shanghai Convention & Exhibition Industries Association. We have also been admitted into such international organizations as PATA and IATA. Shanghai CTI has been honorably enlisted as one of the top 100 international travel services in China for many consecutive years. Shanghai CTI range of business

Beverly Hills Sister City Committee Delegation to Beverly Hills

includes sightseeing tours for overseas tourists in China, outbound tours and domestic tours for Chinese citizens, business travel and MICE management. We are also engaged in such businesses as hotel booking, ticket booking, domestic and international flight tickets agent, and car rental worldwide. Shanghai CTI has won a well-regarded reputation through the successful reception of a series of large or important events such as APEC in 2002 and the World Engineers Congress in 2004. Shanghai CTI now owns 4 stockholding subsidiaries, namely: Suzhou CTI, Shanghai CTI Auto Service Co. Ltd., CTI Hangzhou and Shanghai CTI Holiday Travel Service Co. Ltd. Meanwhile, Shanghai CTI has more than 10 sales offices in Shanghai.

3、 Ms. Chunxia Cao - Manager of Outbound Department, Shanghai Eastern Air International Travel & Transport Corporation, Ltd.

上海东方航空国际旅游运输有限公司成立于1989年，主要从事出入境旅游业务，多次荣获“全国百强旅行社”称号，在2006年获得“上海市旅游客户满意度评比第2名”，年销售收入达2亿元人民币。出境部有多条市场颇具声誉的专业旅游批发路线，包括欧洲、日韩、澳新以及喜马拉雅地区（印度，尼泊尔，西藏）的全年定期出发路线。可以为公司提供订票、订房、会务组织和商务，年会安排，境外会议展览安排，服务的世界500强公司有：格兰素史克，赛诺菲，HONEYWELL等。我们还可为公司度身定制策划奖励旅游产品，为不同的奖励旅游目的（奖励员工和经销商，客户关系，业绩激励等）提供合适的产品和服务。

Shanghai Eastern Air International Travel & Transport Corporation, Ltd. was founded in 1989, Our company was mainly engaged in the entering/leaving country traveling service, had the honor to receive “the national hundred strong travel agencies” many times the title, obtained “the Shanghai traveling customer degree of satisfaction in 2006 to compare and appraise 2nd”, the year sales revenue amounted to 200,000,000 Yuan. We provide booking, reservations, business organizations and business, the meeting, outside the Convention and Exhibition; we serve the world's top 500 companies: Glaxo SmithKline, Sanofi, HONEYWELL, and so on. We have also tailored for companies planning incentive travel, tourism awards for different purposes (reward employees and dealers, customer relations, performance incentives, etc.) to provide the right products and services.

4、 Mr. Jianbin Liu – Director, Business Department of America

Ms. Shichun Yang - Vice Director, Business Department of America,

Ms. Suo Yang-Business Dept.Of America Operate Manager China Merchants Group International Travel Service Co.,Ltd.

中国招商国际旅游管理总公司曾经是招商局集团全资直属企业。自1987年1月成立以来，开拓进取，发展迅速，已形成以旅行社为主业，航空运输代理和写字楼及物业管理为辅业的发展框架，总资产3亿多元人民币，成为全国性骨干旅游集团之一。目前除在全国主要旅游城市拥有15家国际旅行社、3家航空运输代理公司外，还在日本、英国设立了旅游事务所和合资旅行社。招商局上海国际旅行社有限责任公司于1988年10月经批准成立，主要经营国内旅游、入境旅游、出境旅游。

China Merchants Group International Travel Service Co.,Ltd. was established since January, 1987, explores and develops, the development is rapid, has formed take the travel agency as the principal work, the air movement proxy and the office and the estate management for the auxiliary industry development frame, the total assets more than 300,000,000 RMB, becomes one of nationwide backbone traveling groups. At present except, in the nation main tourist city has 15 international travel agencies, outside 3 air movement proxy company, but also in Japan, Britain has

Beverly Hills Sister City Committee Delegation to Beverly Hills

set up the traveling office and the joint capital travel agency. China Merchants Group Shanghai International Travel Service Co., Ltd. was authorized establishment in October, 1988, main management domestic traveling, entry traveling, leaving country traveling.

5. Mr. Guoliang Shao- President of Galaxy Tour INC.

Ms. Christy Huang- General Manager of LA office, Galaxy Tour INC.

美国银河旅行社是美国专业地接社国家旅游局指定美国接待社，中国赴美旅游首发团制定接待单位。

Galaxy Tour INC. is the US specialized meets society the National Tourism Administration to assign the US to receive society, China goes to US to travel the first round group to formulate the reception unit

6. Ms. Zhe Hu- Associate Director of Sales, International Hotels & Resorts

负责确定酒店进行的销售活动与企业行销策略一致，在适宜的地方开展酒店行销活动。协助酒店销售策略（目标，战术和行动）的落实达成而且超越客房，餐饮，和所有的其他部门的预测收入。协助所有的销售策略，战术和行动的落实，遵从销售锦囊方式，创造一个强大的而且训练有素的销售团队，从而完成销售目标。Is responsible to determine the hotel carries on the sale campaign sells the strategy with the enterprise to be consistent, carries out hotel marketing in the suitable place. Assists the hotel sale strategy (goal, tactic and motion) carries out achieves moreover surmounts the guest room, the dining, with all other department's forecast income. Assists all sales strategy, tactical and motion realization, the deference sale brocade sack way, creates one formidable moreover the well-trained sales team, thus achieves the sales target.

7. Mr. Wu Lin – Vice President, Jinmao Group

中国金茂（集团）股份有限公司（简称“金茂集团”）成立于1993年2月，注册资本26.35亿元，是中国中化集团公司控股、按现代企业制度和现代产权制度规范运作的大型股份制企业，主要从事高端物业的开发、持有和运营，致力于在精选地段开发地标性和精品特色的高档酒店、写字楼和商业项目。金茂大厦作为中国标志性建筑，吸引了国内外众多商务、旅游和观光人士。金茂大厦写字楼成为国内外知名机构在沪办公的首选场所之一，世界500强企业达到三十多家；金茂君悦大酒店保持了中国大陆豪华酒店的领先地位；金茂大厦88层观光厅是全国首批4A旅游景点，年接待来自世界各地的游客100多万人次；金茂裙房时尚生活中心汇集了零售、私人护理和中西餐饮等著名品牌的多家旗舰店，是上海高端生活服务中心之一。金茂集团因其在中国一线城市及著名旅游风景区经营豪华优质酒店的良好记录及重要经验而备受推崇。2008年金茂旗下共拥有五家高级五星级酒店，客房数量达2500间，均位于城市精选区域及旅游胜地，为客人提供“高雅尊贵、独具品位”的完美服务。上海金茂君悦大酒店、金茂北京威斯汀大饭店及金茂深圳JW万豪酒店均分别位于上海、北京及深圳的黄金地段；金茂三亚希尔顿大酒店、金茂三亚丽思卡尔顿酒店位于三亚（海南省）的著名旅游度假区。新收购的金茂世界遗产公园重建项目及金茂玉龙雪山高尔夫球场配套设施会员别墅项目位于丽江（云南省），将被规划建为五星级豪华酒店及度假村。

China Jin Mao Group Co., Ltd. (Jin Mao Group) was established in February 1993, with a registered capital of RMB2.635 billion (US\$325.3 million). It's a big joint-stock corporation, launched by ten large corporations including Sinochem Corporation, China National Cereals, Oils & Foodstuffs Corporation and China Minmetals Corporation. It's formed and operating in line with modern corporate system and ownership. As the only developer of Jin Mao Tower, Jin Mao Group

Beverly Hills Sister City Committee Delegation to Beverly Hills

takes its root in Pudong New Area, Shanghai - China's financial and economic hub, and is growing rapidly based on the building and extended core businesses like high-end property management, top-class hotel management and travel service & product development. In 2008 There altogether has five high-level five-star hotels, guest room quantity reaches 2500 under serves of Jin Mao Group, which is located at the city to select the region and the tourist attraction, provides "loftily honored, the alone personal status" for the visitor the perfect service. The Shanghai Jin Maojun Pleased Hotel, the Jinmao Beijing Westin Hotel and the Jinmao Shenzhen JW ten thousand bold hotels separately are located at Shanghai, Beijing and Shenzhen's gold land sector; The Jinmao Sanya Hilton Hotel, Jinmao Sanya Li thinks of the Carlton hotel located at Sanya (Hainan Province) famous traveling resort area. The new purchase's Jinmao world heritage park reconstruction project and the Jinmao Yulong snow mountain golf course matching facilities member villa project located at Lijiang (Yunnan Province), will be planned constructs for the five-star luxurious hotel and the resort.

8. Mr. Zhijian Zhang - Deputy General Manager, Human Resource Department, China Minmetals Co. Ltd.

中国五矿集团公司成立于1950年，是以金属、矿产品的开发、生产、贸易和综合服务为主，兼营金融、房地产、物流业务，进行全球化经营的大型企业集团。1992年，中国五矿集团公司被国务院确定为全国首批55家企业集团试点和7家国有资产授权经营单位之一。1999年，中国五矿集团公司被列入由中央管理的44家国有重要骨干企业。2007年，中国五矿总营业额为218亿美元，利润达到70亿元人民币。同年，在中央企业业绩考核中，中国五矿评为A级，并位居世界500强企业第412位。作为世界500强企业，中国五矿不断深化同国内外大企业的战略合作，强强联合，优势互补，共同发展。中国五矿还作为中国巴西企业家委员会、中国智利企业家委员会的中方主席单位，在推动中国企业同各国企业间的交流与合作中发挥重要影响。

China Minmetals Corporation, founded in 1950, is a large sized group dealing worldwide in development, production, trading and operation for metals and minerals. It is also engaged in finance, real estate and logistics. In 1999, China Minmetals was listed among the 44 "key enterprises" with a great bearing on national security and economic lifeline under the direct jurisdiction of the Central Government. In 2007, the Group achieved a total business volume of US\$21.8 billion with a profit of RMB7.1 billion yuan. In 2007, Minmetals was ranked Class A when the SASAC evaluated the performance of state-owned enterprises under the jurisdiction of the Central Government, and was ranked No.412 among the Fortune Global 500 for the second time. As one of the Fortune 500 global companies, China Minmetals has strengthened strategic cooperation with both large domestic and overseas companies to seek mutual development. Minmetals plays a major role in promoting exchanges and cooperation between enterprises from China and other countries as the Group holds the post of chairman representing China in the Sino-Brazil Business Council and Sino-Chile Business Council.

9. Ms. Jie Hu - General Manager

Ms. Dan Xu – Supervisor, Shanghai SinoFly Business information Consultation Co.,Ltd

上海旗翔商务信息咨询有限公司在商旅服务行业经营多年，与美国、欧洲、澳洲诸多官方和民间组织保持良好的交流合作，为西方商业人士提供来华的商务活动和旅游的专业服务；同时还服务于国内的商务和公务精英们，为他们前往全球各地的签证、访问、交流、旅行提供全面咨询和便利的接待服务。

Beverly Hills Sister City Committee Delegation to Beverly Hills

Shanghai SinoFly Business information Consultation Co.,Ltd has managed many years in the trade route service industry. With American, European, Australian many official and the Civil society organization maintains the good exchange cooperation, provides the commercial activity which and the traveling professional service for the Western commercial public figure comes to China; Simultaneously also serves the domestic commerce and official business outstanding people, goes to from all over the world for them the visa, the visit, the exchange, the travel to provide the comprehensive consultation and the convenience reception service.

10、 Ms. Xiaoqiu Wang , Director of South Media Corporation, Shanghai Office

南方影视传媒集团 **South Media Corporation**, Shanghai Office 2004年1月18日,全国第一家由省、市、县三级广播电视系统联合组建的传媒机构--南方广播影视传媒集团,正式挂牌成立。至2004年止,南方广播影视传媒集团拥有广播电台20座,广播节目套数108套;电视台21座,电视频道73个;中、短波发射站和转播台12座,调频台190座,实验台16座,微波站228座,电视发射台和转播台312座,广播电视卫星收转站4839座;有线广播电视传输网络总长26.69万公里,其中光缆4.2万公里,有线广播电视用户数712.79万户。除了电台、电视台,南方广播影视传媒集团旗下也有久负盛名的音像企业和备受关注的平面媒体。一个跨媒体、立体化发展的产业布局已在南方广播影视传媒集团初步形成。集团的总资产、净资产、总收入等多项经济指标均位居全国前列。南方广播影视传媒集团是全国第一个由省、市、县三级广电系统联合组成的全省性广电传媒集团。集团直属单位为广东人民广播电台、广东电视台、南方电视台、省技术中心,省网络公司,集团成员单位为19个市(74个县)的广播电视台。Jan 18, 2004, China's first provincial, city and county three-tier system of radio and television media to form a joint body - the **South Media Corporation**, officially launched. In 2004 only to the South Media Corporation owned 20 radio stations, 108 sets of radio sets; 21 television stations, 73 television channels; short-wave stations and 12 relay stations, 190 FM, the 16 test-bed Block, 228 microwave stations, television transmitters and 312 relay stations, satellite radio and television stations close to 4839; cable TV transmission network length 266,900 km, of which 42,000 km optical cable, cable television subscribers 7,127,900. In addition to radio and TV stations, Radio, Film and Television of the South's media group has long enjoyed a good reputation of the audio-video business and concern of the print media. A cross-media, three-dimensional development of the industrial layout in the South Media Corporation has taken initial shape. Group total assets, net assets, income and so on a number of economic indicators are among the forefront of the country. South Media Corporation units directly under the Guangdong People's Broadcasting Station, Guangdong TV, Southern TV station, provincial technology center, the provincial network companies, members of the Group of 19 units for the City (74 of the county) Broadcasting Television.

11、 Mr. Jianzhong Zhang – Director, The Guangdong Television Station

广东电视台成立于1959年,是中国建台最早、发展最快、最具有影响力的省级主流媒体之一。广东电视台以其深厚的民族文化内涵和强烈的岭南地方特色,吸引着庞大的受众群体,如今已拥有7个电视频道,分别为广东电视台卫星频道(简称广东卫视)、广东电视台珠江频道、广东电视台体育频道、广东电视公共频道、广东新闻频道、广东电视台移动频道和广东电视台数字电视频道。广东电视台已与世界50多个国家和地区的200多家电视台和影视机构建立了业务合作关系,拥有丰厚的市场份额,品牌价值居全国同行业前列。

The Guangdong Television Station was founded in 1959, the development to be most early

Beverly Hills Sister City Committee Delegation to Beverly Hills

quickest, one of most influential provincial level mainstream medias. The Guangdong Television station by its deep national culture connotation and the intense Lingnan local characteristics, is attracting huge the numerous communities, now had 7 television channels, respectively (the i.e. Guangdong health regards), the Guangdong Television station Pearl River channel, the Guangdong Television station sports channel, the Guangdong television public channel, the Guangdong news channel, the Guangdong Television station be the Guangdong Television station satellite channel to move the channel and the Guangdong Television station digital television channel. The Guangdong Television station already has established the service cooperation with the world more than 50 countries and the local more than 200 television stations and the film and television organization, has the rich market share, the brand value occupies the national same profession front row.

12. Mr.Dawei Song, Manager of Customer Service

Ms.Xuetao Sun , Vice Manager of Customer Service of CITS OVERSEAS TRAVEL CO.,LTD

中国国旅出入境服务有限公司 CITS OVERSEAS TRAVEL CO., LTD. 是中国国际旅行社总社的全资子公司，系国旅总社针对中国公民日益多样化的出国需求而特别组建的专业化的商务旅游出国服务公司，是国务院国资委管理的重点国家企业，中国旅游界中唯一的世界旅游组织会员。在全世界的发达国家、商务热点国家拥有丰富的商务旅行支持体系，并聚集了一大批从事商旅服务的诚信合作企业。中国国旅出入境公司旗下环行美洲部拥有强大的美国旅游和商务组团实力，自 2002 年以来，环行美洲每年组团前往美国送办签证及出团人数达到了数万人。并以年增长率 20% 的速度逐年增长。近年来，美国使馆的北京领区、上海领区、成都领区、广州领区的签证率达到了 90% 以上，沈阳领区的签证率也超过了 80%；加拿大的签证率达 99%。我们推出美国每周三定期出团计划，通过电视等多种媒体宣传，扩大了国旅出入境公司美国旅游产品在全国旅行行业中的影响和信用。事实上已经成为目前中国最大的赴北美旅行组团公司。是本行业中率先通过 ISO9002 认证的出国中介企业，设计的出国商务操作系统现已为引领市场细分和专业操作的范本式流程。中国公民出国商务业务涵盖了商贸考察、研修培训、会议展览、文体交流、主题旅行等多个领域。

CITS OVERSEAS TRAVEL CO., LTD. is the China International Tourist Service main agency capitalization subsidiary company, is the China International Travel Service main agency the specialized business travel study abroad Service company which sets up specially day by day in view of the Chinese citizen diversification's study abroad demand, Is key National Enterprise which the State Council national capital committee manages, the only member of the World Tourism Organization in China's tourism. In the world developed country, and in the commercial hot spot country the CITS OVERSEAS TRAVEL CO., LTD. all have the rich business trip support system, and gathered one has been engaged in the trade route service in large numbers the good faith Cooperative enterprise. The Chinese China International Travel Service Entering/leaving country Company serves under somebody's banner moves in a circle Americas to have the formidable American traveling and the commercial group strength, Since 2002, has moved in a circle Americas to organize a group to go to the US every year to deliver manages the visa and the group population has achieved several thousand people. And grows year by year by the yearly rate 20% speeds. In recent years, American Embassy's Beijing got the area, Shanghai to get the area, Chengdu to get the area, Guangzhou to get the area the visa rate to achieve above 90%, Shenyang got the area the visa rate also to surpass 80%; Canada's visa rate reaches 99%. We promote the American every Wednesday regular group to plan, through the television and so on many kinds of media

Beverly Hills Sister City Committee Delegation to Beverly Hills

propagandas, expanded the China International Travel Service Entering/leaving country Company US tourism product in national travel profession influence and the credit. In fact already became the present China biggest to go to North America to travel the group company. Was in this profession takes the lead through the ISO9002 authentication study abroad intermediary enterprise, the design study abroad commerce operating system already to eagerly anticipate the market segmentation and the specialized operation model for painting type flow. The Chinese citizens went abroad the commercial service to cover the business inspection, to do research training, the conference to display, the literary style exchange, the subject travel and so on many domains.

13. Miss. Zhang, America Operator Manager, Shanghai Workers' International Travel Service CO.LTD

上海职工国际旅行社有限公司，成立于 1987 年 10 月，是上海市总工会下属的全资国际旅行社。主要经营国内旅游、入境旅游、出境旅游业务。公司拥有一批长期从事旅游工作，业务娴熟，具有丰富实践经验的业务人员和较强接待能力的导游人员。2004，2005 年连续两年被国家旅游局评为全国百强国际旅行社之一。是中国旅行社协会会员，上海旅行社分会会员 **Shanghai Workers' International Travel Service CO.LTD** Founded in October 1987, was approved by the China National Tourism Administration of Tourism Services professional body for the Shanghai Municipal Federation of Trade Unions, a wholly-owned subsidiary of International Travel Service. Main entry, domestic and outbound tourism business, and so on. Co-visa to go abroad, the official invitation; domestic and international air ticket booking hotel; entry and exit travel, etc. with a comprehensive travel services. The contractor is committed to a variety of holiday travel, meetings, visits of trade, business and official exchanges, and visits to visit, cultural exchanges, short-term training, study and travel activities. In 2004, 2 years in a row in 2005 by the China National Tourism Administration as one of the national top 100 international travel agencies. In the situation of the Organization of Chinese citizens travel services, using their own advantages to develop tourism products, gradually leaving dozens of tourist routes to Chinese citizens move up. At the same time management, team development, exhibition services, free at home and abroad, golf, adventure tourism and other service features to meet customer demand for diversity. Shanghai Workers' International Travel Service CO.LTD is the member of China Travel Service Association member, and the member of Shanghai Travel agency Branch.

14.Mr. Chen Wu, Sales Manager, Beijing Youth Travel Service CO.,Ltd.

北京青年旅行社股份有限公司成立于一九八四年，是经国家旅游局批准，隶属于北京市旅游局和北京市青年联合会的国际旅行社。是国内实力雄厚的旅行社之一。是经营出境旅游、入境旅游、国内旅游、旅游车队、出租汽车、房地产、餐饮、咨询服务、广告及文化娱乐等多行业为一体的跨地区的综合性旅游企业集团。拥有完善的产品体系，是中国国内乃至国际一些知名旅游机构的正规代理商，产品路线丰富，能够向旅游者提供更多的选择，更好服务。北京青年旅行社股份有限公司是中国旅游协会理事单位，北京市旅游协会理事单位，中国国家旅游局特许经营中国公民出境旅游指定组团社。北京青年旅行社亚大部拥有安途网网站，这也成为一个更好与外界沟通的渠道。

Beijing Youth Travel Service Co., Ltd. was founded in 1984, was approved by the China National Tourism Administration, part of the Beijing Municipal Tourism Bureau and the Beijing Youth Federation of International Travel Service. Is the strength of one of the travel agency. Through 20 years of struggle, the Beijing Youth Travel Service Co., Ltd. has developed into an operating

Beverly Hills Sister City Committee Delegation to Beverly Hills

outbound travel, inbound tourism and domestic tourism, tourism fleet, taxi, real estate, catering, consulting services, advertising and multi-cultural entertainment industry as one of the Regional comprehensive tourism enterprise groups. The ONTOUR is Beijing Youth Travel Service is the Asia Oceania Department Web site. Beijing Youth Travel Service Co., Ltd. is the regular business agent of the number of Chinese and international travel agencies. Beijing Youth Travel Service Co., Ltd. is the Chinese Traveling Association Director Unit, is the Beijing Traveling Association Director Unit and the China National Tourism Administration specially permits manages the Chinese citizens to leave country the traveling to assign the group society.

15.Mr. Yu Su, General Manager Beijing Business Trip Online Co.,Ltd.

苏昱先生曾经担任外联部销售代表、副经理、经理；三九国际旅游部经理；旅游接待部经理；航空旅游部经理；总经理助理。现任北京商旅在线旅行社有限公司董事总经理（执行董事）是旅游界资深人士 Mr. Yu Su, has served as liaison sales representative, deputy manager and manager; 39 International Travel Manager; tourist reception manager; air travel manager; Assistant General Manager, now he is general Manager of Beijing Business Trip Online Co.,Ltd.who is expert of tourism.

北京商旅在线旅行社有限公司，前身为北京太和至尊旅行社,是经北京市旅游局批准，在工商管理部门注册登记的具有独立法人资格的企业。2007年经过对市场的周密分析和细分,确立了针对高端商务旅行客户提供专业服务的市场定位，正式更名为:北京商旅在线旅行社有限公司。公司大客户部专门服务大的公司、企业、事业或差旅频繁的高端客户,承办商务旅行、国际、国内会议等旅游相关产品，还通过与GTA合作提供海外上千家酒店的特惠价格、预订服务。曾经接待世界妇女大会政府组织梵地冈代表团;世界建筑师大会北京旅游安排;罗马尼亚总统访华随行记者团;至今连续10年北京市政府赴厦门国际贸易洽谈会的相关旅行服务;NOTEL150人赴兴城奖励旅游;ABB300人赴大连奖励旅游;中国机电进出口商会多次大型会议等等。

Beijing Business Trip Online Co.,Ltd. Former Supreme Beijing Taihe travel agencies, was approved by the Beijing Municipal Tourism Administration, the Department of Business Administration in the registration of an independent legal personality of the business. In 2007, after careful analysis of the market and the breakdown of the established business travel for high-end customers with professional services market position, officially changed its name to: Beijing business online travel service. VIP department of company specialized service companies, enterprises, or the cause of the frequent travel of high-end customers, the contractor business travel, international and domestic meetings; Relying on a China Eastern Airlines, Hainan Airlines, China Airlines, and United Airlines, and so I have to travel for the network to provide a variety of people of all domestic tourism, travel, discount airfare, hotel, and other ex-gratia travel-related products, but also with GTA to provide overseas thousands of ex-gratia price hotel reservation service.

2008/11/26

Beverly Hills Conference & Visitors Bureau (BHCVB)



Sister City Familiarization Trip December 15-19, 2008

General Overview

Familiarization trips are a key component of the Beverly Hills Conference & Visitors Bureau program of work. The objectives of fam trips are to showcase Beverly Hills, educate participants, and ultimately drive business to hotels, retailers, restaurants and tourism partners. **In 2008, BHCVB hosted a total of 40 domestic and international trade and media fams comprised of 278 participants.**

Sister City Fam Trip Background

At the November 18, 2008 City Council meeting, the Conference & Visitors Bureau was directed by Council to oversee the Sister City China familiarization trip. For this group, the CVB developed an itinerary to support key message points pertaining to safety, accessibility, comfort, and the celebrity lifestyle.

Key Tasks

The CVB was assigned the oversight of Beverly Hills fam activities from December 15th through December 17th. Tasks included:

- Itinerary development and coordination
- Assembly of Welcome Kits
- Communications and logistics for activities including the Rodeo Drive walking tour with in-store visits, the trolley tour, the welcome reception at Peninsula, and a luncheon at Xian
- Liaising with Sister City volunteers, city staff and hotels
- Transportation arrangements
- Translation of materials
- Beverly Hills Marketplace at The Beverly Hills Hotel

Assessment

The Sister City Committee selected and qualified all fam participants. It is presumed that the Sister City Committee will track coverage, leads generated and business booked from fam participants to obtain a sense of ROI.

For the Beverly Hills Marketplace, which the CVB organized, the Bureau will track coverage, leads generated and business booked. To date, Beverly Hills was featured on the front page of *Sing Tao Daily News USA* (circulation 40,000) as a direct result of the Marketplace. In addition, the Bureau is working on requests to charter the Beverly Hills Trolley and a shopping/dining package for Marketplace attendees.

The excitement, energy and volunteer effort on the part of the Sister City Committee were commendable. However, due to inexperience and the lack of a clear lead coordinator from the Committee, much time was spent adjusting the itinerary and logistics, confirming attendees, clarifying matters with the hotels, and filtering the various requests from the committee, which were not always aligned with one another.

To ensure that any future Sister City fam trips are organized efficiently and in the most cost-effective manner, the CVB would recommend the following:

- Establish one "go to" person who is in charge, has all the information, and can make decisions on behalf of the Committee
- Clearly determine goals of the visit and ensure the participant mix makes sense

- Outline the role of any Sister City escort pre-departure, on-site and upon return
- Use the CVB to assist with decisions affecting logistics
- Streamline communications
- For trade and media fams, focus on activities that consumers can experience

Budget

The cost to the City of Beverly Hills and the Conference and Visitors Bureau totaled approximately \$31,300, which equates to \$1,740 per participant. This does not take into account any in-kind contributions such as hotel rooms or hosted receptions.

Costs for the portion of the fam trip managed by the CVB are as follows:

DECEMBER FAM*

Transportation	\$1,910.20
Activities/Entertainment	\$1,630.00
Marketplace	\$1,259.07
Translator/Escorts	\$4,032.69
BHCVB Staff	\$9,600.00**
Collateral/Materials	\$905.74
TOTAL	\$19,337.70

* Does not include expenses incurred by the City of Beverly Hills

**Based on 192 hours at \$50 per hour

Next Steps

It is important to note that while the Sister City fam trip was a first for many involved, BHCVB hosts and coordinates international fam trips on an ongoing basis. Fam trips are an integral part of the CVB's strategy. As an example, for China, the Conference & Visitors Bureau welcomed a fam group of 24 to Beverly Hills on January 30th in conjunction with the California Travel and Tourism Commission. In addition, BHCVB is in the process of securing a media fam for six travel and lifestyle publications scheduled for March and a trade fam in conjunction with an airline partner for April. Furthermore, as a direct result of outreach since August and a fam conducted last quarter, a 130-person group from China stayed, shopped and dined in Beverly Hills February 3rd through 5th.

Lastly, it is worth mentioning that as a result of excessive travel expenses incurred by various government agencies, the Chinese government has implemented the following new policies:

- For "Training/Seminar" itineraries, groups are limited to 14 days and can only travel to suggested cities, which are currently Los Angeles, San Francisco, New York, and Washington, DC. Any government-sponsored travel to Las Vegas has been banned.
- For "Business/Cultural Exchange" purposes, the approved duration has been shortened to 7-9 days, and the approval process will be tougher. Again, Las Vegas is banned.

With the implementation of the new policies, travel may slow, especially from government-sponsored groups. Accordingly, the CVB will continue to focus on self-paid travelers.

BHQP China Delegation to BH - December 2008

First/Given Name	Last Name/ Surname	Position	Company Name	Street	City	Country
Jue	Yao	Manager	Shanghai CYTS Tours Corporation	No. 2 Hen Shan Road	Shanghai	China
Weiying	Zhi		Shanghai CYTS Tours Corporation			
Wayne	Wang	Manager of America,Oceania & Africa Dept.	Shanghai China Travel International Ltd.	7F, Huasheng Building, No. 2, Lane 519, Aomren Road	Shanghai	China
Chunxia	Cao	Manager of Outbound Dept.	Shanghai Eastern Air International Travel & Transport Corp., Ltd.	11F 9 Lane (Yucheng Building) 1283 Shanxi Road (N)	Shanghai	China
Jianbin	Liu	Business Dept. Of America Manager	China Mechtan's Group Shanghai International Travel Service Co., Ltd.	Suite 1101,Zhan Mansion 309-311 Yu Yuan Rd.	Shanghai	China
Qing	Song	Sales Manager of Shanghai office	Galaxy Tour INC.		Shanghai	China
Chitsy	Huang	General Manager of LA office	Galaxy Tour INC.		Los Angeles	USA
Zhe	Hu	Associate Director of Sales	Hyatt International Hotels & Resorts	88 Century Boulevard Pudong	Shanghai	China
Pei	Wu	Chief Representative	Beverly Hills Global Partners, Beverly Hills Sister City Committee	26#1602, No. 100 East Tianlin Road, Xuhui	Shanghai	China
Lin	Wu	Assistant President, Business Administration Doctor	China Jin Mao Group Co., Ltd.		Shanghai	China
Jiang	Lu	Spouse of Wu Lin	China Jin Mao Group Co., Ltd.		Shanghai	China
Zhijian	Zhang	Deputy General Manager, Human Resource Dept	China Minmetals Co., Ltd.	No5, Sanlihe Road, Haidian, Beijing, China Minmetals Building	Beijing	China
Xiaoyan	Zhang	Spouse of Zhang Zhijian	Mr. Zhang Zhijian's spouse		Beijing	China
Jie	Hu	General Manager	Shanghai Sinofly Business Information Consultation Co., Ltd	Room17A, 777 Jiangning Road	Shanghai	China

BHGP China Delegation to BH - December 2008

Dan	Xu	Operations Dept. Supervisor	Shanghai ShooFly Business Information Consultation Co., Ltd	Room 17A, 777 Jiangning Road	Shanghai	China
Xiaoqiu	Wang	Director of South Radio, Film and Television Media Group, Shanghai Office	South Media Corporation, Shanghai Office		Guangdong	China
Jianzhong	Zhang	Spouse of Wang Xiaoqiu	Guangdong TV		Guangdong	China
David	Chen	President	China Chamber of Commerce		Beijing	China
Leiming	Guan	President	Bentley International/CCTV			



Beverly Hills Conference & Visitors Bureau

**Experience Beverly Hills
Sister City Familiarization Trip
Monday, December 15 – Friday, December 19, 2008**

体验比弗利山庄

姊妹市友好之旅

二零零八年十二月十五日至十九日(週一至週五)

Monday, December 15

十二月十五日(週一)

Afternoon 下午	Arrival 抵达
4:30 p.m. / 16:30 下午四点三十分	Depart for City Hall and Tour Meet your Beverly Hills representative near the concierge desk in the lobby of your hotel 出发前往市政厅参观 <i>请到您酒店的柜台客服部与比弗利山庄代表见面</i>
5:00 p.m. / 17:00 下午五点	Official Welcome at City Hall and Tour 市政厅官式欢迎儀式及参观
6:15 p.m. / 18:15 下午六点十五分	Depart for Peninsula Beverly Hills 出发前往比弗利山莊半岛酒店
6:30 p.m. / 18:30 下午六点三十分	Welcome Reception at Peninsula Beverly Hills 比弗利山莊半岛酒店欢迎酒会
8:00 p.m. / 20:00 晚上八点	Return to Hotel 返回酒店

Tuesday, December 16**十二月十六日(週二)**

Host hotel will contact you to confirm site tour and meeting location
接待您的酒店会主动与您确认市区游览的时间及载客地点

- | | |
|----------------------------|--|
| 9:00 a.m.
上午九点 | Breakfast and site inspection at your hotel
早餐及参观酒店 |
| 10:30 a.m.
上午十点半 | Depart for Trolley Tour
Meet your Beverly Hills representative near the concierge desk, in the lobby of your hotel
出发前往市区游览
请到您酒店的柜台客服部与比弗利山莊代表见面 |
| 11:00 a.m.
上午十一点 | Trolley Tour of Beverly Hills featuring famous landmarks
比弗利山莊市区游览参观著名地标 |
| 12:00 p.m.
中午十二点 | Walking Tour of Beverly Hills including The Paley Center, Omega, Louis Vuitton, Bijan and additional stops along Rodeo Drive
游览比弗利山莊罗迪欧大道, 参观培里中心, 欧米茄, 等设计师精品店 |
| 1:30 p.m. / 13:30
下午一点半 | Lunch hosted by Xian followed by free time to shop and explore Beverly Hills
午餐由XIAN 餐厅提供, 自由购物时间 |
| 5:00 p.m. / 17:00
下午五点 | Depart from Hotel to Cocktail Reception and Buffet
Meet your Beverly Hills representative near the concierge desk, in the lobby of your hotel
酒店出发前往鸡尾酒会及晚餐地点
请到您酒店的柜台客服部与比弗利山莊代表见面 |

5:30 p.m. / 17:30 下午五点半	Cocktail Reception & Buffet at home of former Beverly Hills Mayor, Vicki Reynolds 抵達前比弗利山庄市长雷诺兹家参加鸡尾酒会及晚餐
6:30 p.m. / 18:30 下午六点半	Depart for City Council Meeting 出发前往市议会
7:00 p.m. / 19:00 晚上七点	Acknowledgement at City Council Meeting at City Hall 市政厅内接受市议会欢迎到访
7:30 p.m. / 19:30 晚上七点半	Return to Hotel 返回下榻酒店

Wednesday, December 17

十二月十七日(週三)

8:30 a.m. 上午八点半	Depart for Beverly Hills Marketplace <i>Meet your Beverly Hills representative near the concierge desk, in the lobby of your hotel</i> 出发前往比弗利山庄商务交流会现场 <i>请到您酒店的柜台客服部与比弗利山庄代表见面</i>
9:00 a.m. 上午九点	Beverly Hills Marketplace at The Beverly Hills Hotel <i>Join representatives from our world-class hotels, Rodeo Drive, and local operators to learn why Beverly Hills is the premier business and leisure destination for Chinese visitors</i> 参加在比弗利山庄酒店举行的比弗利山庄商务交流会 <i>提供您与本地著名酒店, 罗迪欧名店街业者, 及洛杉矶本地华裔旅游业者</i> <i>商务交流机会,</i> <i>让您充分了解为何比弗利山庄是中国游客商务考察及个人旅游的首选地点</i>

11:00 a.m. 上午十一桌	Depart for Harbor Cruise in Marina del Rey 出发前往Marina del Rey港口参观
4:00 p.m. / 16:00 下午四桌	Return to Hotel 返回下榻酒店
6:00 p.m. / 18:00 下午六桌	Depart for Reception and Dinner at Greystone Mansion <i>Meet your Beverly Hills representative near the concierge stand, in the desk of your hotel</i> 出发前往Greystone Mansion用餐 <i>請到您酒店的柜台客服部与比弗利山庄代表見面</i>
6:30 p.m. / 18:30 下午六桌半	Reception and Dinner at Greystone Mansion Greystone Mansion酒会及晚餐
8:45 p.m. / 20:45 晚上八桌四十五分	Return to Hotel 返回下榻酒店

Thursday, December 18

十二月十八日(週四)

Free day to explore greater Los Angeles
自由参观大洛杉矶市

Friday, December 19

十二月十九日(週五)

Delegation departs
结束访问行程离开