



FOR IMMEDIATE RELEASE
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Global Ready Seminar scheduled at Ontario Convention Center
Preparing to welcome international visitors equals greater ROI

Ontario, California – (April 18, 2017) The Greater Ontario Convention & Visitors Bureau has announced the Global Ready Seminar scheduled for May 10, 2017 from 8:30am – 11:30am at Ontario Convention Center. Breakfast is included in the \$30 registration fee. As the official destination marketing organization and tourism authority for the cities of Ontario and Rancho Cucamonga, the Greater Ontario Convention & Visitors Bureau understands the economic impact the travel industry has on the local economy and focuses on attracting visitors to generate overnight hotel stays.

California is a top destination for China travel and continues to be the number one overseas market. In 2016, 1.3 million Chinese travelers visited California contributing \$2.6 billion to California's overall economy and the number of visitors is expected to increase to over 2 million over next 3 years. Welcoming Chinese visitors and understanding the cultural nuances, social etiquette and complexity of this market is becoming increasingly more important. Visit California, together with Union Pay International, the largest interbank network in China have partnered in presenting Global Ready China, a series of seminars throughout the State providing an in-depth look at best practices and marketing strategies for welcoming Chinese visitors to your business.

Global Ready is an educational platform aimed to prepare California's tourism industry to better attract, engage and serve its global traveler. The program is designed to inform tourism industry professionals on market landscape, cultural norms and understanding how to do business with this market effectively. The primary objectives of the program is to leverage Visit California's resources (research, network of global offices,) to gain relevant global insight, to collaborate as an industry on global market development, and to increase product offerings for greater ROI. By making our Chinese visitors feel welcome, their California experience will be enhanced and ensure a return visit.

The Global Ready Seminars are a series of cultural, sales and service trainings that highlight best practices for welcoming visitors. Participation gives you the tools you need to properly engage in market, create networking opportunities and to expand your business. Training is perfect for front-line employees, managers, marketing and sales staff from the following areas or anyone interested in learning how to better understand and serve global visitors:

- Hotels, Restaurants & Retail
- Attractions and Sightseeing
- Cultural institutions
- Transportation
- Service providers

Several all-new discussions and key insights highlight this year's program. New topics include:

- The future of millennial tourism
- The new definition of luxury
- The evolution of group travel
- The rise of the Free Independent Traveler (FIT) in China
- Best practices for mobile integration in your destination

Register today for Global Ready China at <https://www.eiseverywhere.com/ereg/index.php?eventid=233175&>

The Greater Ontario Convention & Visitors Bureau is the official destination marketing organization to promote the cities of Ontario and Rancho Cucamonga California to visitors nationally and internationally. As destination experts we provide groups and meeting professionals with an unbiased, comprehensive resource when booking a tour, convention, meeting or event within the cities of Ontario and Rancho Cucamonga, California. Ideal for leisure and business travel, the region boasts scenic mountains, deserts, vineyards and metropolitan areas that are both historic and cosmopolitan in character. For meeting needs of all sizes – from a conference room to a citywide convention utilizing the Ontario Convention Center – or for a special exposition or sporting event, the Greater Ontario Convention & Visitors Bureau will provide the necessary destination support tools to execute a successful experience. Visit www.discoverontariocalifornia.org

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