

The background is a solid orange color with a repeating pattern of stylized palm trees in a lighter orange shade. The palm trees are scattered across the entire page, some appearing larger and more detailed, while others are smaller and simpler.

# VISIT ANAHEIM TOURISM DEPARTMENT Overview

# Meet Visit Anaheim's Tourism Team



**ADRIEL TERBECHÉ**  
Vice President of Tourism  
& International Sales  
[aterbeche@visitanaheim.org](mailto:aterbeche@visitanaheim.org)  
(714) 765-2827



**KATHY ABRAMS**  
Director of Tourism Development  
Canada, United Kingdom, Europe,  
Domestic  
[knishimura@visitanaheim.org](mailto:knishimura@visitanaheim.org)  
(714) 765-2946



**FIROOZEH TAHMASSEBI**  
Director of Tourism Development  
Latin America, Asia, Middle East  
Domestic (Receptive Tour Operators)  
[ftahmassebi@visitanaheim.org](mailto:ftahmassebi@visitanaheim.org)  
(714) 765-2828



**MICHAEL YOUNG**  
Director of Tourism Development  
Domestic  
Australia, New Zealand  
[myoung@visitanaheim.org](mailto:myoung@visitanaheim.org)  
(714) 765-2945



**DESI LEAL**  
Specialist, Tourism  
[dleal@visitanaheim.org](mailto:dleal@visitanaheim.org)  
(714) 765-2858

## Visit Anaheim International Representation Offices



**MEXICO**  
CARLOS ALLENDE



**AUSTRALIA**  
MICHAEL CASSIS



**NEW ZEALAND**  
LISA LINN

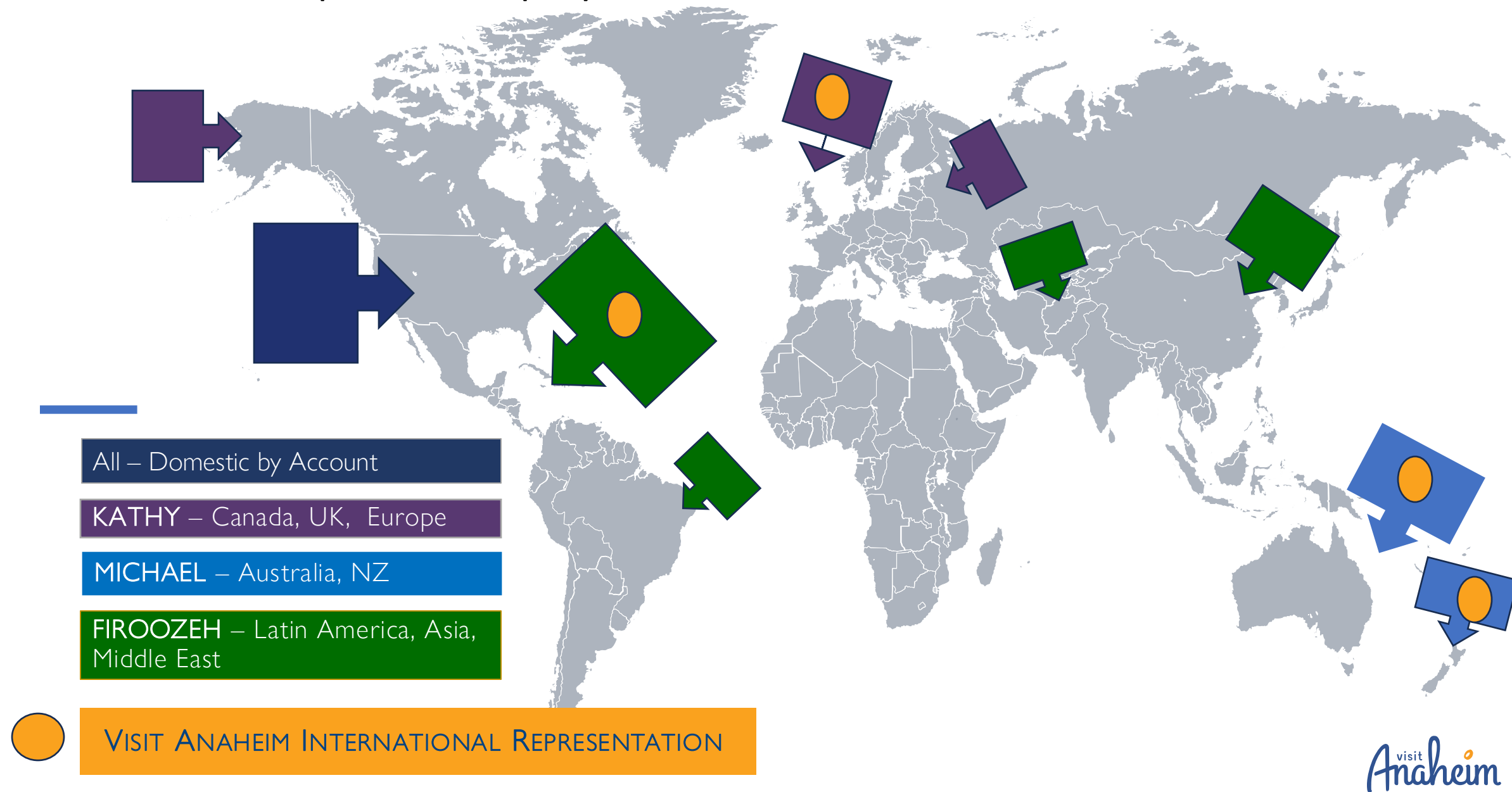


**UNITED KINGDOM**  
MEGAN KEMPELL



**UNITED KINGDOM**  
ZEESHAN RASHID

# Tourism Development Deployment



# Our Focus

## Build Destination Awareness

- Conduct Training to Front Line Bookers
- Organize Familiarization Trips
- Launch Consumer Activations
- Promote Anaheim at Travel Trade Expos & Trade Shows

## Promote Product Development

- Work with travel trade to contract and feature Anaheim suppliers
- Maximize impact with highest producers
- Partner with Visit California, Brand USA, US Travel and airlines to expand reach

## Drive Hotel Stays

## Inspire & Stimulate Bookings

- Co-op marketing Campaigns
- Booking Incentives
- Consumer Activations

## Connect Partners with Travel Trade

- Organize Sales Missions.& Client Events
- IPW Visit Anaheim booth
- Host Familiarization Trips

# New IPW Anaheim Booth



# Our Focus

## Travel Trade

### Receptive Tour Operators (B2B)

American Tours International, Tour America, etc.

### Bed Banks (B2B)

Hotelbeds, WebBeds., Dnata, Despegar, etc.

### Tour Operators/Wholesalers (B2B)

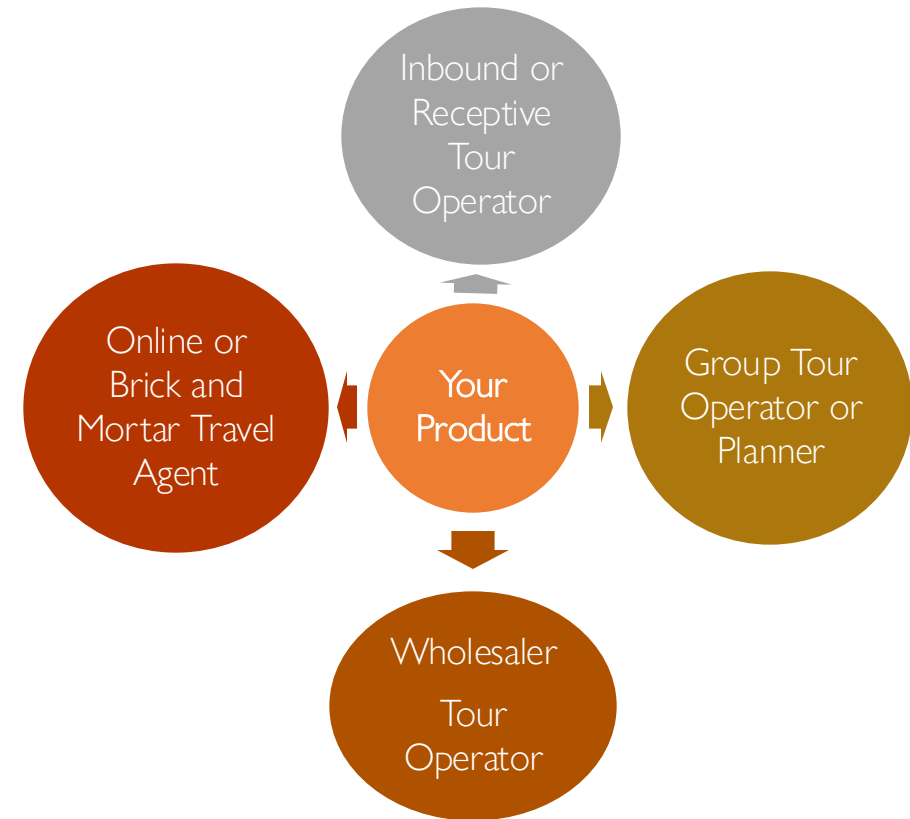
Qantas Holidays, FlightCentre, Westjet Vacations.  
Virgin Atlantic Holidays, JTB, Price Travel, etc.

### Retail Travel Agents (B2C)

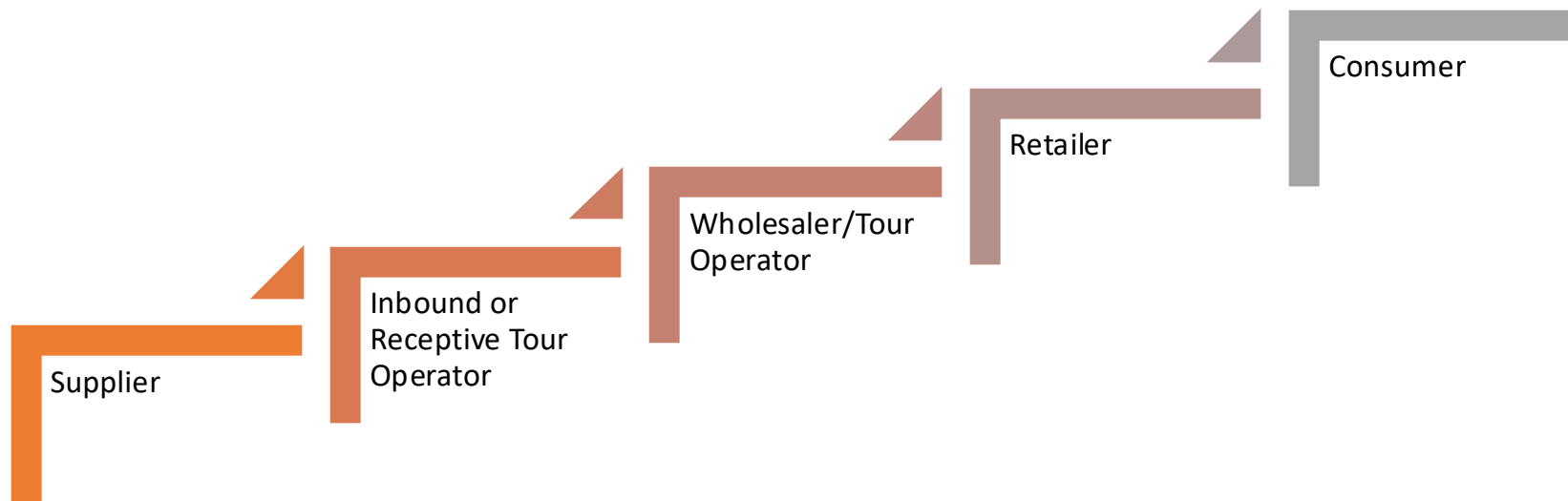
FlightCentre Travel, American Express Travel.  
Protravel, AAA Travel, etc.

### Online Retailers (B2C)

Expedia, Priceline/Booking.com, etc.  
Hopper/Capital One Travel, etc.



# Travel Trade Distribution Channels



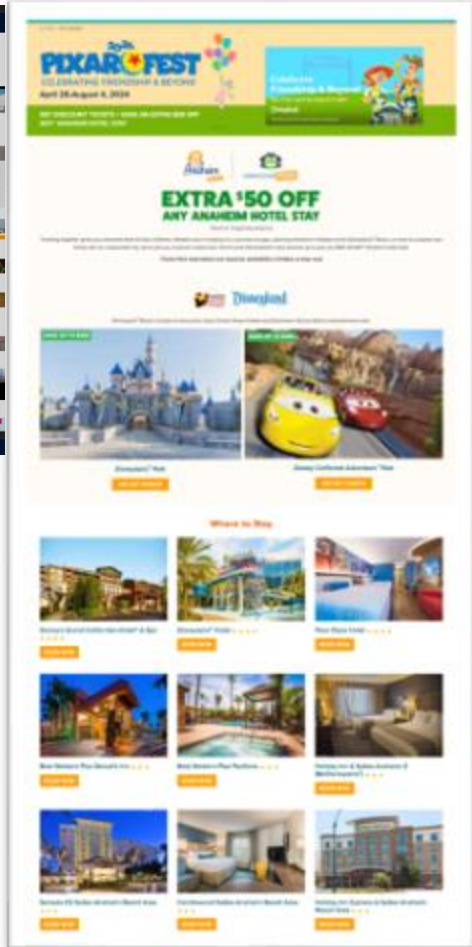
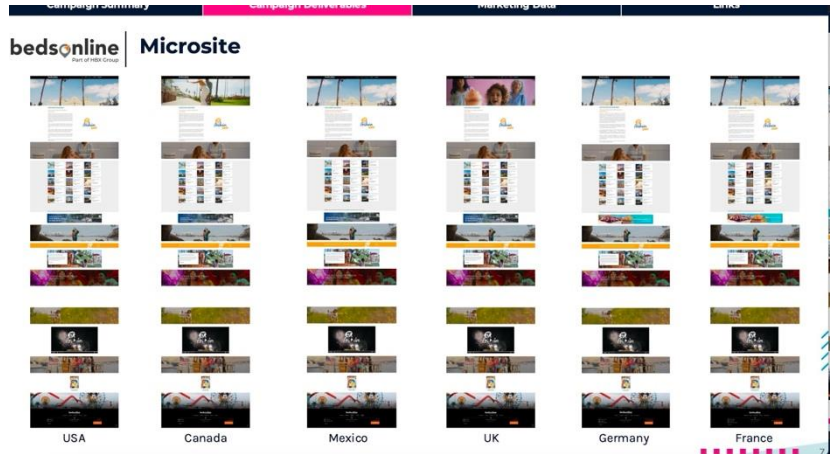
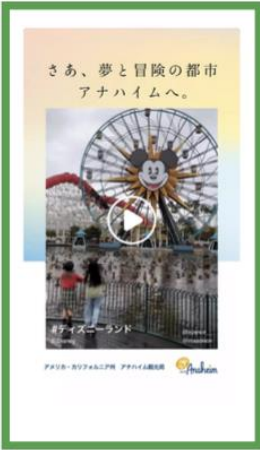
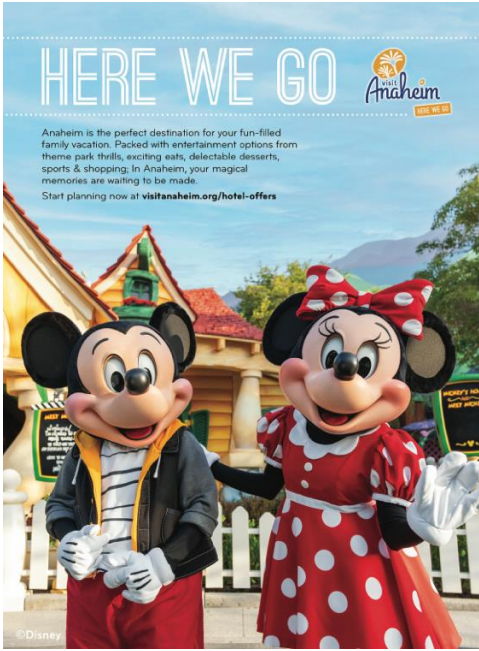




visit  
Anaheim







visit Anaheim



# How to Engage With Team Tourism To Grow Your Business

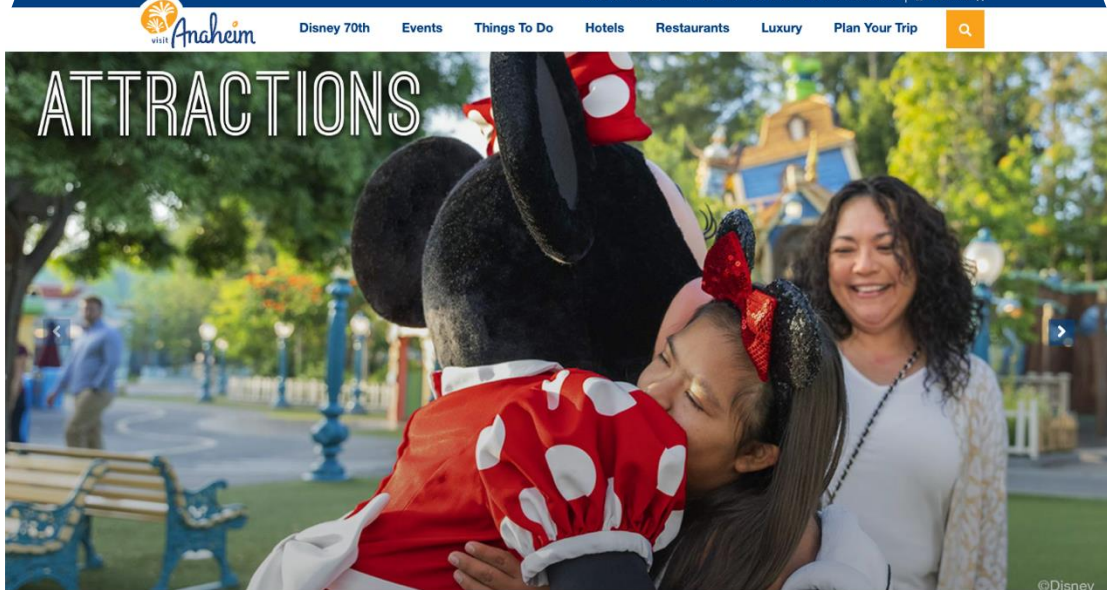
## Participate in Tourism Events

- Participate in Visit Anaheim Sales Missions, Client Events, Trade Shows to connect with Travel Trade Buyers
  - *Access Program of Experiences (POE) through the Partner Portal*
- Join our IPW Anaheim Booth and Club Anaheim client event
- Co-host Familiarization trips and In market Travel Trade and Media visits

## Keep Us Informed And Stay Informed

- We are an extension of your sales team. Keep us informed on what's new and your travel trade activity
- Share assets with us and keep them up to date
- Participate in Trade Offers Program (refer to next page)
- Join our Visit Anaheim Tourism Updates, Forecast Meetings and Webinars
- Access reports from our Representation offices in Mexico, Australia, New Zealand and UK
  - Partner portal – Reports - Tourism





## Travel Trade Offers

One of the greatest things about travel is that it connects people through shared experiences. As a travel trade professional Visit Anaheim and partners would love to share our experience with you. Unlock exclusive deals and discounts tailored for travel trade professionals in and around Anaheim.

Keyword

Welcome to Visit Anaheim! What are you most excited for? [Disneyland](#) [Beaches](#) [Weekend Events](#)

- Exclusive Travel Agent Discount**  
Howard Johnson Anaheim Hotel and Water Playground  
[Quick View](#)
- Karmel Shuttle - Travel Trade offer 15% ANY SERVICE**  
Karmel Connect  
[Quick View](#)
- Travel Trade Offer**  
Hilton Garden Inn Anaheim/Garden Grove  
[Quick View](#)
- Travel Trade Offer**  
Hampton Inn & Suites Anaheim - Garden Grove  
[Quick View](#)
- Travel Trade Offer**  
Homewood Suites by Hilton Anaheim-Main Gate Area  
[Quick View](#)
- Travel Trade Offer**  
Richard Nixon Presidential Library & Museum  
[Quick View](#)

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# Travel Trade Offers

- Partners provide exclusive deals.
  - Year-round offers \*Subject to availability
- Opportunity for travel trade professionals to explore and experience our destination
- Gives partners additional exposure on Visit Anaheim website
- Will be promoted through our sales missions, online specialist program, tradeshow, and webinar trainings
- Contact Desi Leal: [dleal@visitanaheim.org](mailto:dleal@visitanaheim.org) with any questions



THANK YOU FOR  
YOUR SUPPORT!