

10th Annual Globus family of brands Platinum Producer Conference – China, 2019

In April we hosted our 10th annual Platinum Producer conference in Los Angeles and China for a small group of our top producing Group Leaders. We began meetings in Los Angeles with our Platinum Producer clients and entire Business Development sales team. During the meetings we discussed Globus family of brands updates, new tours, and shared ideas for group travel in 2020 and beyond.

We had a great time experiencing the Getty Museum with a special 'Museum Hack' tour, we were also able to mingle a bit and enjoy the amazing spring weather on one of LA's amazing rooftop patios with a view of the skyline.

Then the Platinum Producers along with Vince Minor the Supervisor of Groups & Specialty Markets, and I were off to China. There we were met by one of Globus' finest tour directors.

The group experienced amazing sights, culture and had time to network, bond and share ideas.

In Beijing, we began our fabulous experience, immersed ourselves in the culture and history, and toured UNESCO World Heritage sites; all with VIP treatment!

We started by touring the Beijing Summer Palace, a complex of pavilion temples and galleries set among beautifully landscaped grounds on Kunming lake.

We ended our day with a very traditional Peking duck welcome dinner, complete with a chef carving demonstration. We were served multiple courses family style and got to feel like royalty. It is a Chinese tradition to be sure no guest goes away hungry, and we certainly were well fed. One of the highlights was a visit a local Martial arts school where the students gave us a special demonstration, later that evening we were able to see some of their techniques in action at local Kung Fu show.



Then on to the historic Tiananmen Square and iconic landmark and the largest public squares in the world. We also visited the Forbidden City, the largest Palace complex in the world. Once the home of China's great emperors, today the complex showcases ancient Chinese architecture, landscaped gardens, and displays of rare art.

After lunch at a local restaurant it was on to the Beijing Zoo to see the pandas. Not even a little rain could stop the fun loving panda's from showing off and being playful as we admired them.



Another highlight was a visit to a portion of the 4000 mile Great Wall of China, this portion is very well preserved and you can imagine how impressive the full wall must have been. A horticultural show was getting ready to open, so were able

to get a bonus and see some of their fabulous flower displays. We had a bit of fog that moved in while we were there, giving a great mystical view as we walked the wall and experienced one of the wonders of the world.

Next was a rickshaw ride through the Hutongs. We experienced the historic neighborhood and were invited into a local family home to admire their artwork and learn more about local life in Beijing.

After a short flight to Xi'an we were greeted by hi tech hotel robot and wonderful accommodations with great views of the city. We spent the morning exploring the archeological treasure of the Terracotta Army, discovered in 1974 by local farmers. The sculptures depict the armies of Qin Shi Huang – the first Emperor of China and were built to guard the emperor in the afterlife.



We stopped for lunch and watched noodle making demonstration. We also stopped to experience and visit a local pagoda which was built in 652 AD and surrounded by modern shops and gathering spots.

As a special treat on our final evening we attended a traditional Tang Dynasty local cultural dinner show with amazing dinner, costumes, and wonderful performers. Because of the favorable exchange rate so many in the group enjoyed shopping in the local markets in the heart of the city.

We experienced the culture come to live in front of us and made great new friendships along the way

China was an awe-inspiring experience and we were lucky to be able to share it with our valued Platinum partners, we look forward to another chance to experience the world with our Platinum Producers in 2020!

Yours in travel,

Rachelle Hildebrandt-Stoutt
Manger, National Group Sales

