

DESTINATION OPPORTUNITY ASSESSMENT:

LITTLE SAIGON

FOUNTAIN VALLEY

GARDEN GROVE

SANTA ANA
1869

SEPTEMBER 2026

1. EXECUTIVE SUMMARY

STRENGTHENING GREATER LITTLE SAIGON'S CULTURAL IDENTITY TO GROW A MORE CONNECTED VISITOR ECONOMY

This assessment examines the portions of Little Saigon located in Garden Grove, Fountain Valley, and Santa Ana, while recognizing their functional relationship to the broader geography of Greater Little Saigon and the historic positioning of Westminster within the history of Little Saigon. This broader view of Little Saigon reveals a destination system with defining cultural and heritage destination assets that already operate within a shared economy driven by the concentration of Vietnamese-American heritage and activity, but are not yet consistently framed, interpreted, or promoted as a coordinated visitor experience.

The opportunity assessment indicates that the district's primary challenge lies less in the quantity of its heritage and cultural assets than in the clarity, connectivity, coordination, and visitor-readiness of those assets in relation to the Little Saigon brand identity established originally within Westminster. The project's comparative analysis, situational assessment, and stakeholder input all point to the same strategic direction: strengthen sense of place, coordination, and storytelling so the district's existing assets function more effectively as a unified destination that can better define and differentiate itself from other cultural and destination areas.

Five strategic priorities emerge:

1. Build branded identity – Little Saigon should define a stronger shared destination identity that resonates with visitors. While this assessment focuses on Garden Grove, Fountain Valley, and Santa Ana, it recognizes that the cultural and economic geography of Greater Little Saigon extends beyond these jurisdictions.

2. Market & curate vistor experiences – Little Saigon should package its strongest assets—commercial corridors, event venues, contemporary food and retail experiences, media influence, community institutions, and cultural storytelling—into clearer visitor experiences that extend beyond one-stop dining trips.

3. Invest in placemaking - Little Saigon should enhance placemaking, walkability, and positioning to foster a sense of arrival, visitor flow, and connectivity with surrounding destination areas.

4. Establish structure to guide collaboration - Little Saigon should establish a more intentional collaborative structure among city partners, community organizations, destination organizations, business

intermediaries, and other district stewards so implementation is not fragmented across jurisdictions. fragmentation across jurisdictions

5. Adopt a phased approach to implementation – Little Saigon should pursue a phased implementation process to increase visitation and business opportunity while preserving cultural identity, supporting local businesses, and maintaining community trust.

Implementation of these priorities should deliver the following intended outcomes:

- Expand customer traffic, time spent, and customer spending.
- Attract both public and private sector investment.
- Strengthen cross-jurisdictional coordination.
- Better connect arts, culture, cuisine, community identity, and mobility to the broader Orange County visitor economy.

1.1 KEY FINDINGS

The following findings highlight the most relevant destination conditions in the three focus cities while incorporating the principal conclusions from the opportunity evaluation, including comparative analysis, situational assessment, and stakeholder input.

1.1.1 TRANSIT, TRANSPORTATION, AND PEDESTRIAN CONDITIONS

Garden Grove functions as one of the district's strongest everyday commercial engines, with dense concentrations of Vietnamese supermarkets, restaurants, cafés, bakeries, specialty retail, and professional services along Brookhurst Street, Westminster Avenue, and related corridors. The food landscape ranges from longstanding ph restaurants, bánh mì shops, bakeries, and family-style seafood establishments to coffee houses, dessert cafés, hot pot restaurants, and contemporary concepts that reflect the evolving tastes of younger generations and the district's increasingly diverse customer base. Together with supermarkets, specialty retailers, and professional services, these businesses contribute to a vibrant commercial ecosystem that extends well beyond dining alone.

Santa Ana serves as a dynamic cultural hub within Little Saigon, blending established Vietnamese American institutions with emerging businesses, contemporary dining, event venues, and a new generation of entrepreneurs. The city also contributes cultural events, public art, Vietnamese-language media, and community organizations that strengthen the district's identity, attract diverse audiences, and enhance the overall visitor experience.

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Fountain Valley contributes significant gathering and recreational capacity through Mile Square Regional Park and its strong Vietnamese American residential and professional communities. These assets make the city an important setting for festivals, family celebrations, community activities, and sporting events

that include sports leagues and clubs that extend the district's cultural and social life beyond its commercial corridors.
Beyond food and shopping, Little Saigon functions as a comprehensive cultural and economic community shaped by a dense network of healthcare providers, pharmacies, dental and professional services, beauty and personal-care businesses, financial institutions, media outlets, community organizations, and specialty retailers.

These interconnected enterprises support daily life for residents while generating recurring visitation from Vietnamese Americans and other customers across Southern California. This depth of activity is reflected in the broader Little Saigon economy documented in the Blueprint for Investment, which identified more than 700 consumer-facing businesses and approximately $938.6 million in annual sales within a limited study area that included Westminster's Little Saigon area (Streetsense, 2021). The Vietnamese American Chamber of Commerce in Orange County further underscores the breadth and interconnectedness of this business community through its efforts to promote business visibility, foster relationships, and support enterprises across sectors (VACOC, 2026).

1.1.2 TRANSIT, TRANSPORTATION, AND PEDESTRIAN CONDITIONS

Mobility remains one of the clearest barriers to a stronger destination experience. Visitors primarily arrive by private vehicle, and the area's ill-defined geography often encourages one-stop behavior rather than easy circulation across multiple nodes. Earlier Little Saigon corridor analysis found that large surface parking lots, long crossing distances, limited mid-block pedestrian options, and uneven sidewalk amenities reduce comfortable cross-shopping and make visitors less likely to explore multiple businesses in one trip (Streetsense, 2021).

At the same time, Fountain Valley's 2045 General Plan transportation maps identify an existing OCTA route structure and proposed bicycle and trail improvements that point to stronger multimodal potential over time (City of Fountain Valley, 2025). Across Little Saigon, transportation and walkability issues mirror other areas of Southern California. For this district the greatest transportation-related opportunity lies in improving how visitors understand, navigate, and explore the area. Clearer wayfinding, stronger orientation tools, more intuitive visitor information, and better connections between visitor accommodations, event venues, commercial corridors, and cultural experiences can help visitors move more safely and confidently through a geography that is inherently automobile focused.asset because it extends the district's influence far beyond any

1.1.3 MEDIA OUTLETS IN GREATER LITTLE SAIGON

The media ecosystem associated with Greater Little Saigon is itself a destination asset because it extends the district's influence far beyond any single city. Nguoi Viet Daily News, based on Moran Street in Westminster, remains one of the most prominent Vietnamese-language news outlets in the United States and continues to shape community awareness, cultural discourse, and local business visibility. Little Saigon TV functions as a long-running Vietnamese-language television and digital platform with broad community reach across Southern California and beyond.

Saigon Broadcasting Television Network (SBTN), headquartered in Garden Grove, provides 24-hour Vietnamese-language programming for audiences in the United States and abroad, spanning news, culture, history, entertainment, and public affairs. Saigon TV similarly contributes a continuous stream of Vietnamese-language news and community programming. Collectively, these outlets do more than inform audiences: they reinforce district identity, connect first-generation and bilingual communities, amplify events and businesses, and offer a ready-made communications infrastructure for district promotion if engaged strategically (Streetsense, 2021).

1.1.4 OPPORTUNITY EVALUATION FINDINGS

The opportunity evaluation shows that Little Saigon's most important strategic issue is how its assets are linked, interpreted, and managed as a destination. Comparative analysis suggests that peer districts perform best when collaboration, governance, programming, gateways, and storytelling make the visitor experience easier to understand and navigate. The situational assessment confirms that Little Saigon already benefits from significant cultural, commercial, and lodging infrastructure, including strong hotel supply in Garden Grove and Santa Ana and measurable overlap with Anaheim-area visitor flow, yet much of this value remains underleveraged because heritage and cultural assets are not consistently packaged or connected.

Stakeholder input further indicates that food is the district's leading point of entry, but not the full measure of its identity, as the area provides experiential opportunities to convey the unique history, sacrifice, entrepreneurship, and community pride of the residents and businesses of Greater Little Saigon. Together, these findings suggest that future destination development should prioritize coordination, interpretation, and visitor engagement while ensuring that growth reinforces cultural identity and community trust.

DESTINATION ASSETS

Garden Grove functions as one of the district's strongest everyday commercial engines, with dense concentrations of Vietnamese supermarkets, restaurants, cafés, bakeries, specialty retail, and professional services along Brookhurst Street, Westminster Avenue, and related corridors. The food landscape ranges from longstanding ph restaurants, bánh mì shops, bakeries, and family-style seafood establishments to coffee houses, dessert cafés, hot pot restaurants, and contemporary concepts that reflect the evolving tastes of younger generations and the district's increasingly diverse customer base. Together with supermarkets, specialty retailers, and professional services, these businesses contribute to a vibrant commercial ecosystem that extends well beyond dining alone.

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Fountain Valley contributes significant gathering and recreational capacity through Mile Square Regional Park, one of the region's premier venues for festivals, sporting events, and large-scale community celebrations, including the annual UVSA Tt Festival. Complementing these event assets is a strong Vietnamese American residential and professional community, along with a growing mix of restaurants, cafés, bakeries, and neighborhood-serving businesses that reinforce the district's everyday vitality. Together, these assets position Fountain Valley as an important gathering place and connector within Greater Little Saigon, extending the district's cultural, recreational, and social life beyond its primary commercial corridors.

Collectively the three cities form a comprehensive cultural and economic ecosystem supported by a dense network of healthcare providers, pharmacies, dental and professional services, beauty and personal-care businesses, financial institutions, media outlets, community organizations, and specialty retailers. These interconnected enterprises support daily life for residents while generating recurring visitation from Vietnamese Americans and other customers across Southern California. This depth of activity is reflected in the broader Greater Little Saigon economy, which includes more than 700 consumer-facing businesses generating approximately $938.6 million in annual sales (Streetsense, 2021). The Vietnamese American Chamber of Commerce in Orange County further reinforces the breadth and interconnectedness of this business community through its efforts to promote business visibility, foster relationships, and support enterprises across sectors.

2. INTRODUCTION

2.1 BACKGROUND

Little Saigon emerged in Orange County after the fall of Saigon in 1975, when large numbers of Vietnamese refugees resettled in Southern California. Over time, the district expanded beyond its historic nucleus in Westminster into a broader network of Vietnamese American commercial and cultural activity that now includes major concentrations in Garden Grove, Fountain Valley, and Santa Ana. For this Destination Opportunity Assessment, those three cities are especially important because they contain many of the district's more contemporary destination assets, including major commercial corridors, event infrastructure, younger entrepreneurial clusters, and visitor-serving businesses that increasingly shape how Greater Little Saigon is experienced.

The rationale for this project is grounded in both opportunity and urgency. Little Saigon is already a regional draw for Vietnamese cuisine, shopping, and services; however, its destination value is not yet organized, interpreted, or promoted in a way that matches its potential and significance. The district has strong cultural assets and high recognition among some visitor segments, but it also faces challenges common to maturing cultural districts: fragmented identity across jurisdictions, uneven placemaking, limited destination packaging, mobility constraints, and the risk that its arts and culture assets remain undervalued within the broader visitor economy. This assessment is intended to help the three focus cities and local stakeholders define a more intentional strategy for converting existing cultural strength into broader destination appeal and economic opportunity.

The district operates through a multi-jurisdictional structure in which Westminster remains the symbolic and historic core, but Garden Grove, Fountain Valley, and Santa Ana carry an increasing share of the district's present-day commercial, cultural, and visitor-facing experience. Garden Grove functions as a major everyday economic engine, Santa Ana is emerging as a more contemporary cultural node, and Fountain Valley contributes event and residential-community infrastructure. This distribution of assets makes cross-city coordination essential. It also reinforces the need to view the district as part of Greater Little Saigon while designing destination strategies that weave the fragmented growth into a cohesive place.

2.2 ASSESSMENT APPROACH

The assessment is structured around a destination development framework that considers destination product, support systems, and positioning; organized in part from tourism planning scholars Clare Gunn and Turgut Var's destination planning framework. This framework emphasizes the interdependence of demand, supply, services, information, transportation, and destination structure in shaping visitor outcomes (Gunn & Var, 2002).

This organization would be applied to help with the following goals:

- Overcome the perception that arts and culture are secondary rather than central to the Little Saigon district experience.
- Enhance economic opportunities for district businesses through increased visitation, spending, and job creation.
- Elevate the district as a destination in and of itself rather than solely as a local-serving business area.
- Develop strategic recommendations that would:
    - Strengthen business attraction efforts.
    - Aid entrepreneurs and small business operators.
    - Expand awareness of Little Saigon and its offerings.
    - Increase customer traffic for Little Saigon businesses.

The assessment was built through several interconnected steps, each providing a different input needed to understand Little Saigon's destination opportunity. Those steps included:

- Review existing literature, planning materials, district studies, and available tourism and market data.
- Compile and analyze a tourism infrastructure inventory, including cultural landmarks, visitor-serving businesses, event assets, mobility conditions, and district image generators.
- Benchmark Little Saigon against selected peer districts, including Little Italy in San Diego, Little Tokyo in Los Angeles, and SOMA Pilipinas in San Francisco, to identify transferable practices in branding, placemaking, programming, and governance.
- Engage stakeholders through surveys, interviews, and focus groups to capture resident, business, organizational, and partner perspectives.
- Develop a SWOT analysis to identify internal strengths and weaknesses as well as external opportunities and threats..
- Translate findings into strategic recommendations and prioritized implementation actions for destination growth.

3. COMPONENTS OF A DESTINATION

Little Saigon's destination is organized around three interrelated dimensions—audience, product, and destination support systems and structure—that together determine who the district can attract, what experiences it can deliver, and what partnerships and capacities are needed to strengthen its long-term competitiveness as a culturally distinctive, visitor-ready destination. This framing aligns with destination planning models which emphasize the relationship between demand, supply, services, information, transportation, and broader destination planning systems.

3.1 AUDIENCE

Little Saigon's opportunity as a destination depends on understanding four interrelated audiences: regional resident customers from the larger Los Angeles and Southern California market, cultural tourists already visiting Orange County, international travelers, and the district's own businesses and residents. These groups do not behave in the same way.

Some arrive for routine shopping and dining; some encounter the district as part of a broader Orange County trip; some come through family and connections with local residents; and some are potential future visitors who need clearer orientation, packaging, and storytelling before they will include Little Saigon in their itinerary. Together, these audiences shape the district's demand base, repeat visitation, word-of-mouth reach, and long-term economic potential. The Blueprint for Investment also suggests that the district must account for generational differences within the Vietnamese American market itself, especially between older visitors who prioritize familiarity and convenience and younger consumers who place greater weight on design, digital discoverability, atmosphere, and experiential quality (Streetsense, 2021).

LOS ANGELES MSA REGIONAL RESIDENT CUSTOMERS

The Los Angeles metropolitan market represents Little Saigon's most immediate growth opportunity. This is a large, diverse, highly mobile regional population with strong interest in dining, specialty retail, ethnic neighborhoods, short leisure trips, and event-based outings. For many regional visitors, Little Saigon is best positioned as an accessible day-trip or add-on destination centered on food, shopping, cultural immersion, and seasonal events.

This audience is likely to respond to curated itineraries, "best of" recommendations, social media-friendly experiences, and district narratives that connect authenticity with discovery. A demographic profile of the Los Angeles–Long Beach–Anaheim MSA suggests a strong fit between regional residents and Little Saigon's most marketable visitor products. The metro area has roughly 12.9 million residents, a median age of 39.2, and a median household income of about $96,405; 17% of residents identify as Asian, 45% as Hispanic, and 32.6% are foreign-born

(Census Reporter, 2024; Data USA, 2024). Households average 2.8 persons, 29% earn between $100,000 and $200,000 annually, and another 20% earn more than $200,000 (Census Reporter, 2024).

These indicators point to a large, multicultural, middle- and upper-middle-income regional audience with the household scale, spending capacity, and cultural diversity that align well with Little Saigon's offerings in family dining, specialty retail, cafés and bakeries, wellness services, and event-based group outings. The transportation profile reinforces the district's value as a drive-market destination: 67% of workers in the metro area drive alone to work and the average commute is about 30.7 minutes, suggesting that many residents are accustomed to regional auto travel for discretionary dining and leisure trips (Data USA, 2024).

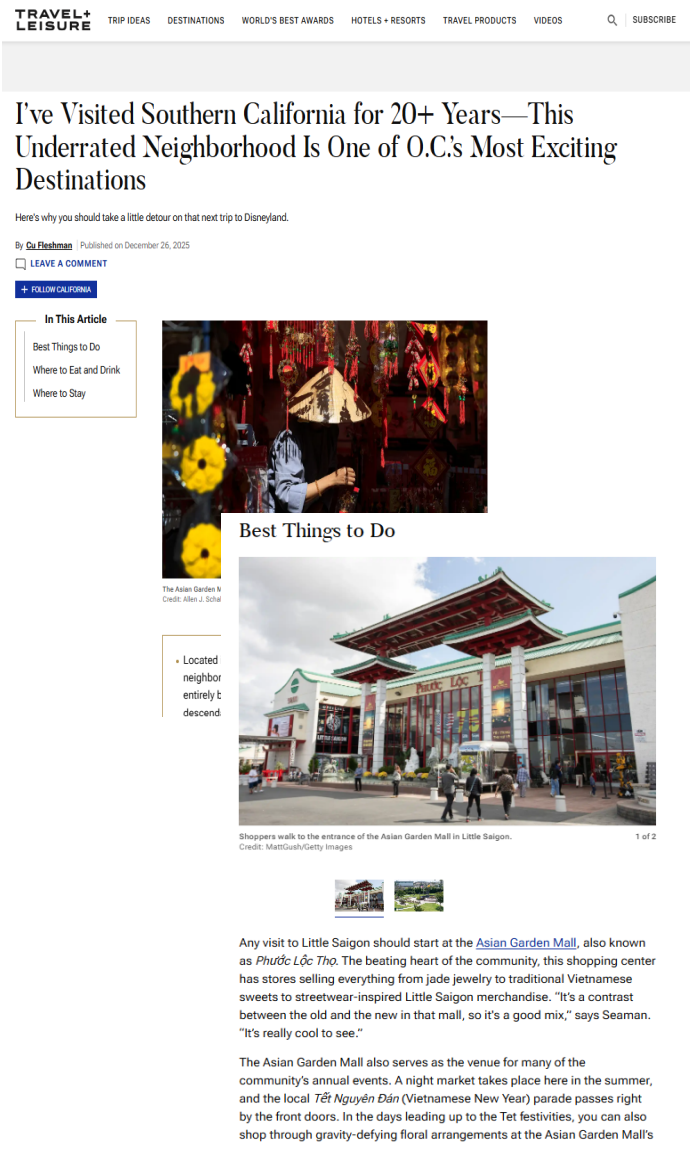
The most promising customer segments therefore include multicultural food-oriented households, Vietnamese American and broader Asian American families visiting friends and relatives, younger experience-seeking adults drawn to design-forward cafés and contemporary concepts, and social groups that combine dining with shopping, wellness, or festival participation.

CULTURAL TOURISTS IN ORANGE COUNTY

Cultural tourists already visiting Orange County represent one of Little Saigon's strongest growth opportunities. The 2024 Orange County cultural traveler profile defines this segment through cultural activities, heritage visitation, and exceptional culinary experiences, while also showing strong alignment with shopping, distinctive dining, and sightseeing behavior (Longwoods International, 2024). Little Saigon's most visitor-ready assets are not limited to traditional cultural institutions; they also include specialty food retail and dining establishments. These cultural travelers include both overnight and day-trip markets, positioning Little Saigon as an add-on destination rather than a primary trip driver. Strategically, the opportunity is to package the district as an authentic cultural complement to beach, theme park, shopping, and visiting-friends-and-relatives itineraries already taking place in Orange County.

Recent travel coverage further supports the case that Little Saigon is increasingly legible to outside visitors as a place to eat, shop, and explore, rather than only as a community-serving commercial area. A 2022 AFAR guide frames the district as one of Orange County's most compelling cultural neighborhoods and emphasizes its expanded geography across Greater Little Saigon. Consumer-facing editorial coverage from Orange County Insiders and destination content from Visit Anaheim likewise present Little Saigon as a place for pho, bánh mì, bakeries, coffee, shopping, and neighborhood exploration,

while third-party destination coverage such as DisneyBlog.com interprets the district as a worthwhile cultural and culinary excursion for Anaheim-area visitors. More recent restaurant-specific editorial support from Eater LA further strengthens this positioning by treating Little Saigon as a distinctive destination dining district. Travel and Leisure magazine featured Little Saigon as an emerging vibrant destination in December of 2025. Together, these sources reinforce the idea that Little Saigon already resonates with travelers when its assets are presented in accessible, experience-based language.



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Best Things to Do

Shoppers walk to the entrance of the Asian Garden Mall in Little Saigon. 1 of 2

Credit: MattGush/Getty Images

Any visit to Little Saigon should start at the Asian Garden Mall, also known as *Phước Lộc Thọ*. The beating heart of the community, this shopping center has stores selling everything from jade jewelry to traditional Vietnamese sweets to streetwear-inspired Little Saigon merchandise. "It's a contrast between the old and the new in that mall, so it's a good mix," says Seaman. "It's really cool to see."

The Asian Garden Mall also serves as the venue for many of the community's annual events. A night market takes place here in the summer, and the local *Tết Nguyên Đán* (Vietnamese New Year) parade passes right by the front doors. In the days leading up to the Tet festivities, you can also shop through gravity-defying floral arrangements at the Asian Garden Mall's

INTERNATIONAL TRAVELERS

International visitors present a longer-term growth opportunity, especially those already arriving through Los Angeles and Orange County gateways. Little Saigon is unlikely to function initially as a stand-alone international travel driver, but it can become a compelling district experience for overseas visitors interested in food, culture, shopping, and authentic urban neighborhoods. Market development should be informed by Brand USA, U.S. Department of Commerce, and Visit California data on visitors from Vietnam and other key overseas markets to Southern California, including party composition, spending behavior, and preferred activities.

This audience may be especially responsive to bilingual wayfinding, packaged itineraries, tour operator relationships, and digital content that explains the district's history, significance, and visitor-ready experiences. Current relationships with group tour and receptive operators, in partnership with Visit Anaheim and Travel Santa Ana, provide a practical platform for future growth. There is an advantage to welcoming travelers from Vietnam and Southeast Asia as international travelers often seek familiar food and culture even when on long haul trips. Unfortunately, the volume of travelers from Vietnam across California is not broken out specifically as a higher performing market as it is categorized within Other Asia. Other Asia generated 166,542 air arrivals across California in 2025, down 12% from 2024. (Visit California, 2026)

LITTLE SAIGON BUSINESSES AND RESIDENTS

The district's own businesses and residents are not only stakeholders but also a core audience for destination development. Earlier planning and stakeholder work consistently show both strong community pride and a clear tolerance for further community growth. The Blueprint for Investment highlights generational shifts that matter for destination strategy: older and first generation visitors often continue to use Little Saigon for groceries, services, and familiar dining, while younger Vietnamese American consumers are more likely to compare Little Saigon against other districts on atmosphere, trend relevance, digital presence, parking convenience, and the quality of social experiences (Streetsense, 2021).

That distinction matters for Little Saigon because the destination opportunity is not just to bring in more outside visitors, but to reconnect local and regional Vietnamese American audiences with the district through stronger placemaking, better curation, improved digital visibility, and more compelling reasons to stay longer and explore more than a single food stop. The Little Saigon demographic and economic profile found that the fastest growing industry sectors in the district were both accommodation and food services and health care and social assistance (Puri, A., Popp, A. & Fleissig, A., 2024)

3.2 PRODUCT

The product dimension of Little Saigon includes the full set of visitor-facing assets that make the district appealing, navigable, and memorable. This product base is broader than a single corridor: it includes supermarkets, restaurants, cafés, bakeries, dessert and coffee shops, jewelry and specialty retail, banquet facilities, event spaces, wellness and personal-care businesses, media outlets, parks, community institutions, nearby lodging clusters, and transportation systems that together support a destination experience. Food and beverage options are especially important because they translate culture into an immediately accessible visitor experience.

The district offers both everyday and celebratory formats—from casual noodle shops, bánh mì counters, bakeries, tea and coffee stops, and specialty grocers to banquet halls, seafood destinations, and contemporary restaurants that attract younger diners and social groups. Wellness is also part of the product base, particularly through healthcare, dental, pharmacy, beauty, and self-care businesses that contribute to recurring visitation and reinforce the district's function as a place where culture, commerce, and daily life are closely intertwined.

These assets already operate as part of an integrated Vietnamese American cultural and economic ecosystem, but they are not yet consistently packaged or interpreted as a cohesive destination offer for outside visitors. The strongest destination product is therefore not any one site, but the ability to combine food, shopping, heritage, wellness, events, and social engagement into a comprehensive experience.

CULTURAL LANDMARKS

The three focus cities contain a meaningful share of Little Saigon's visitor-facing landmark base, even though public recognition is still often anchored elsewhere. In Garden Grove, major assets include dense commercial corridors along Brookhurst Street and Westminster Avenue, where visitors encounter supermarkets, restaurants, bakeries, cafés, dessert shops, and everyday shopping environments that function as core cultural infrastructure. In Santa Ana, destination assets include banquet halls, event-oriented venues, and a growing set of contemporary Vietnamese and fusion-oriented food businesses that appeal to younger consumers and broader regional markets. In Fountain Valley, Mile Square Park is an important open space capable of hosting large-scale event such as the annual UVSA Tet Festival and other community celebrations, reinforcing the city's role in large-format cultural gathering. Across the wider district, landmark value is not limited to formal institutions; it is also created through visible cultural references, memorial elements, media presence, religious life, specialty retail, food and beverage clusters, and wellness-oriented businesses that collectively communicate identity, trust, and everyday belonging

CULTURAL CLUSTERS

Little Saigon's culinary clusters are the district's strongest and most marketable visitor product. The attached comparative inventory identifies Garden Grove as the district's economic and culinary engine, with extended commercial corridors along Brookhurst Street and Westminster Avenue containing Vietnamese supermarkets, bakeries, cafés, pho shops, and restaurants representing northern, central, and southern Vietnamese cuisine (Clarity of Place, 2026).). The same inventory identifies Santa Ana as a growing node for contemporary food concepts, bubble tea shops, banquet halls, and newer establishments that appeal to younger Vietnamese Americans and broader regional markets, while Fountain Valley contributes higher-end dining, bakeries, and cafés linked to its more affluent residential base (Clarity of Place, 2026).

Districtwide culinary anchors include Asian Garden Mall in Westminster with more than 100 vendors and food-related businesses, as well as full-service supermarkets such as H-Mart and Thuan Phat that function as destination retail experiences as much as routine shopping venues (Clarity of Place, 2026). This culinary ecosystem supports multiple visitor formats at once: quick day trips for a single meal or grocery run, social food crawls and dessert outings, special-occasion banquet dining, family shopping-and-dining circuits, and festival-linked visitation tied to major events such as Tet. Its strategic value lies not only in authenticity and variety, but in its ability to support themed journeys that connect legacy restaurants, regional specialties, newer concepts, markets, and dessert or coffee stops across multiple cities.

WELLNESS CLUSTERS

Wellness is a distinct and under-packaged product profile within Little Saigon. Earlier district work and current business patterns indicate that health care, dentistry, pharmacies, beauty

services, and self-care businesses are not peripheral uses, but a central part of how the district functions in serving the daily needs of regional residents (Streetsense, 2021). These businesses support repeat visitation, multi-stop errands, and strong levels of community trust, particularly among Vietnamese American households that value culturally familiar services, language accessibility, and trusted referrals. In market terms, the wellness profile broadens Little Saigon's customer base beyond leisure tourism by drawing residents and regional customers for appointments, beauty and grooming, pharmacy trips, and health-related services that are often combined with meals, groceries, or retail stops. The opportunity is to frame wellness more intentionally through self-care itineraries, beauty-and-dining circuits, and communications that recognize the district as a place where Vietnamese American culture is expressed through integrated healthcare and routine wellness services.

ACCOMMODATIONS

Within Greater Little Saigon, Garden Grove and Santa Ana carry most of the existing lodging opportunity associated with Little Saigon. Existing analysis identifies 73 hotel properties with more than 9,000 rooms across the four-city area, with Garden Grove accounting for approximately 4,413 rooms (49% of total supply) and Santa Ana for approximately 3,646 rooms (40%). Fountain Valley contributes roughly 468 rooms (5%), while Westminster accounts for approximately 499 rooms (6%). This distribution matters because Garden Grove's hotel base functions as a major lodging engine tied in part to Anaheim Resort spillover, while Santa Ana captures a significant mix of business and value-oriented leisure demand. Fountain Valley's lodging role is smaller, but still relevant for festival, event, and community travel. For destination planning, these figures suggest that hotel referrals, concierge relationships, and overnight visitor packaging should concentrate heavily in Garden Grove and Santa Ana while still linking Fountain Valley event activity to nearby stay options.

TRANSPORTATION

Accessibility is a core determinant of destination performance, but the current transportation picture remains uneven. Prior corridor analysis found that customers primarily arrive by car and that auto-oriented layouts, large surface parking lots, long crossing distances, and limited pedestrian comfort reduce cross-shopping and make the district harder to explore on foot (Streetsense, 2021). Fountain Valley's transportation maps identify an OCTA network with routes including 33, 35, 37, 43, 66, 70, 72, 76, and 543, along with proposed Class I, II, and IV bicycle improvements and trail connections that could strengthen future multimodal access (City of Fountain Valley, 2025). Even so, transportation availability alone does not create a visitor-ready district. For Little Saigon, the more important task is to connect transportation infrastructure to user experience through clearer arrival points, better district orientation, safer walking routes, stronger last-mile links from hotels and event venues, and a park-once parking strategy that reduces confusion while encouraging visitors to explore more than one node.

3.3 DESTINATION SUPPORT SYSTEMS AND STRUCTURE

No cultural district succeeds on product alone. Long-term destination performance will depend on the strength of support systems: civic leadership, funding, chambers and business associations, community institutions, destination organizations, and media channels that collectively shape how the three focus cities contribute to the visitor experience across Greater Little Saigon. Existing district analysis repeatedly points to fragmentation as a core challenge: assets are strong, but coordination, branding, and district-scale stewardship remain limited (Streetsense, 2021).

CHAMBERS OF COMMERCE AND COMMUNITY ORGANIZATIONS

Chambers of commerce, merchant groups, cultural organizations, and nonprofit partners can help bridge the gap between public policy and on-the-ground district activation. Their potential roles include business outreach, event coordination, merchant education, visitor readiness, marketing collaboration, and advocacy for cultural preservation.

This assessment should identify which organizations are currently active, what resources they control, which constituencies they reach, and where duplication or gaps exist. In a multi-city district such as Little Saigon, these intermediary organizations may be the most practical vehicles for collaboration if they are given a clear mandate and sustainable operating support.

PRIVATE INDUSTRY AND INDIVIDUAL SUPPORT

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PRIVATE INDUSTRY AND INDIVIDUAL SUPPORT

Private businesses, property owners, sponsors, philanthropic leaders, and individual community champions are also part of the destination support structure. In many cultural districts, catalytic progress comes from aligned public-private investment rather than from government action alone. Little Saigon's entrepreneurial base is a major strength, but the district may benefit from more structured mechanisms for pooled investment, district promotion, façade and placemaking improvements, and sponsorship of signature events or visitor tools.6). In Santa Ana, the city's 2024 Vision Zero

DESTINATION ORGANIZATIONS

Destination organizations such as Visit Anaheim and Travel Santa Ana can play an elevated role in moving Little Saigon from a primarily community-known district to a broader visitor-facing destination. Their strengths include audience targeting, content creation, itinerary development, travel trade relationships, media outreach, and partnership marketing. The key opportunity is to connect Little Saigon more intentionally to the visitor flows these organizations already influence, while ensuring that district messaging is culturally informed and locally grounded. Over time, this could support stronger inclusion of Little Saigon in regional visitor guides, themed itineraries, familiarization tours, and international marketing efforts.

DIGITAL AND MARKETING OUTLETS

Little Saigon benefits from a strong Vietnamese-language media ecosystem that extends well beyond any single commercial node. This includes traditional print, radio, television, livestream, and social media channels with proven reach into first-generation, bilingual audiences. Key outlets include Nguoi Viet Daily News, Little Saigon TV, Saigon TV, and Saigon Broadcasting Television Network (SBTN), the latter of which is headquartered in Garden Grove. Collectively, these outlets provide news, talk programming, cultural content, entertainment, public affairs coverage, and community promotion. Their significance for destination development is twofold: they help sustain identity and communication within the Vietnamese American community, and they offer an unusually strong platform for promoting district events, businesses, and visitor messaging if engaged strategically (Streetsense, 2021).



4. SWOT ANALYSIS

The SWOT analysis below synthesizes Little Saigon's current position and destination opportunity, drawing on prior planning, market indicators, mobility, and cultural traveler research. It highlights the district's existing advantages, structural constraints, and opportunities to better connect its commercial, cultural, and visitor-facing assets through branding, mobility, and coordinated investment.stewardship.

STRENGTHS

- Little Saigon remains the most significant Vietnamese American cultural and commercial districts in North America, with a population density and scale of community presence including businesses that distinguishes it from many peer districts.
- The district combines symbolic anchors, dense everyday commerce, cultural events, community institutions, and a strong Vietnamese-language media ecosystem that reinforces identity and extends influence beyond the immediate area.
- Garden Grove provides a strong concentration of restaurants, supermarkets, and Vietnamese-serving retail and services; Santa Ana contributes emerging contemporary food and event products; and Fountain Valley contributes large-scale event infrastructure recreational opportunities, and gathering capacity.
- Food serves as the district's strongest and most accessible visitor entry point, with retail, festivals, wellness services, and community institutions providing additional layers of destination value.
- Orange County cultural traveler patterns align well with the district's offer because the segment values distinctive food, shopping, sightseeing, and cultural experiences—areas in which Little Saigon is already competitive.
- Its location within the Orange County–Los Angeles travel shed places it near major lodging supply, freeway access, Anaheim area visitor flow, and a large regional resident market capable of sustaining repeat day-trip demand.

WEAKNESSES

- The district lacks strong cohesion in how assets are organized, interpreted, and experienced across jurisdictions, making it harder for visitors to understand the area as a connected destination.
- The physical form remains highly auto-oriented, which limits cross-shopping, walkability, and the ease with which visitors can move between nodes and businesses.
- Brand expression is uneven at the district level; Little Saigon is widely known, but its gateways, interpretation, and wayfinding are not yet strong enough to support a legible multi-city visitor experience.
- Property conditions are inconsistent, with some aging or poorly maintained commercial centers weakening first impressions and perceived quality for new visitors.
- Visitors often experience the district as a one-stop destination because experiences are not consistently packaged, connected, or communicated in ways that encourage broader exploration.
- Coordination across jurisdictions and organizations is still limited, making it harder to align marketing, mobility, business support, placemaking, and stewardship around shared destination goals.

OPPORTUNITIES

- Little Saigon can increase destination value by improving cohesion across branding, storytelling, orientation, and placemaking so assets feel more connected.
- Culinary tourism offers a particularly strong growth platform because food is already the district's most effective visitor entry point and can be used to introduce broader cultural and commercial experiences.
- Coordination with programming support from Visit Anaheim and Travel Santa Ana can expand awareness, strengthen content development, build partnerships, and support investment in experiential development.
- A more formal, not-for-profit leadership structure with support from the municipalities could improve coordination, unlock grants and technical assistance, and create stronger implementation capacity over time.
- The district can better capture existing hotel, convention, and theme-park-adjacent visitor flow by positioning itself as a curated cultural complement within broader Orange County itineraries.
- Interpretive tools, gateway features, public art, and event packaging can better communicate the district's history, identity, and cross-city geography to outside visitors.
- Mobility, pedestrian, and wayfinding improvements—especially where they connect hotels, parks, event venues, and commercial nodes—can reduce friction, increase dwell time, and improve first impressions.

THREATS

- Competing districts in Orange County and Southern California continue to improve their public realm, tenant mix, digital presence, and experiential quality, raising the standard for visitor expectations.
- If younger generations continue to perceive Little Saigon as less relevant to their lifestyle, aesthetic, and digital expectations, the district risks losing future customers, entrepreneurs, and cultural advocates.
- Fragmented governance across multiple cities, especially without engagement and participation from Westminster, may slow implementation, dilute messaging, and limit the district's ability to act on identified opportunities.
- Limited walkability to connect different assets minimizes pedestrian appeal and flow.
- Without reinvestment, deteriorating property conditions, weak visitor orientation, and uneven physical cues could continue to suppress dwell time and repeat visitation.
- If destination growth is not managed carefully, increased promotion could create concerns about authenticity, displacement, or community trust, particularly if visible benefits do not reach existing businesses and residents.

5. OPPORTUNITY EVALUATION

This opportunity evaluation synthesizes the principal methods used to assess Little Saigon's destination potential. The work by Clarity of Place, the consulting team responsible for this destination opportunity assessment, combined and applied their comparative analysis, situational assessment, stakeholder input sessions, and stakeholder survey to evaluate not only the district's assets, but also the systems that shape how those assets are encountered, understood, and supported. Together, these methods connect physical conditions, destination structure, market opportunity, and community perspective to identify where the district is already competitive, where friction remains, and where more deliberate coordination can improve visitor experience and district performance. The detailed assessment results for each of these evaluation steps is included as part of the appendix of this overall report.

COMPARATIVE ANALYSIS

- Peer districts show that strong cultural destinations pair authenticity with clear governance, recurring programming, and districtwide storytelling.
- Little Italy demonstrates the value of dependable funding, merchant coordination, and signature programming.
- Little Tokyo shows how cultural institutions, transit access, and community advocacy can reinforce both visitor appeal and cultural protection.
- SOMA Pilipinas shows that formal recognition, public art, and visual identity can make a dispersed cultural story legible and compelling.
- For Little Saigon, the main lesson is the need for stronger districtwide stewardship, interpretation, and visitor orientation across its multi-city geography.

Comparative analysis positions Little Saigon alongside cultural districts that have translated heritage, commerce, and community identity into legible visitor experiences. The peer set—Little Italy in San Diego, Little Tokyo in Los Angeles, and SOMA Pilipinas in San Francisco—shows that district performance is shaped not only by cultural authenticity, but also by governance, orientation, programming, and consistent storytelling (Clarity of Place, 2026).

Little Italy's contemporary success grew out of formal intervention after severe disruption from Interstate 5. Property owners and business leaders formed the Little Italy Association, supported by both a Business Improvement District and Community Benefit District funded through mandatory assessments. This structure provides reliable revenue for multi-year planning, recurring programming such as the year-round Mercato farmers market with more than 200 vendors, design review, and public-space management (Clarity of Place, 2026). Little Tokyo demonstrates the value of layering cultural institutions,

transit access, and organized protection against displacement. The district combines major visitor anchors such as the Japanese American National Museum with merchant coordination through the Little Tokyo Business Association and broader advocacy through the Little Tokyo Community Council, a coalition representing more than 90 stakeholders; the opening of the Little Tokyo/Arts District Metro Station in 2023 further strengthened regional access (Clarity of Place, 2026).

SOMA Pilipinas shows that a district does not need to be a compact preserved enclave to be legible and culturally powerful. Instead, it uses formal recognition, visual identity, gateway features such as the Pagmamana gateway, more than 40 murals, and annual programming including the Parol Lantern Festival to make Filipino cultural presence visible within a larger urban framework (Clarity of Place, 2026). These cases suggest that Little Saigon's challenge is not a lack of scale or authenticity, but the absence of a similarly intentional structure for districtwide storytelling, stewardship, and visitor orientation across its multi-city geography.



PEER DISTRICTS

LITTLE ITALY SAN DIEGO

STRONG GOVERNANCE, DEPENDABLE FUNDING, RECURRING PROGRAMMING, AND DESIGN OVERSIGHT

Key Implication: Little Saigon can benefit from a more formal formalized incorporated structure, coordinated merchant support, and signature programming that encourages repeat visitation.

LITTLE TOKYO LOS ANGELES

LAYERED CULTURAL PROGRAMMING, INSTITUTIONAL ANCHORS, AND PROTECTIVE ADVOCACY

Key Implication: Destination growth should be paired with community protection, cultural interpretation, and stronger advocacy for legacy businesses and institutions.

SOMA PILIPINAS SAN FRANCISCO

PUBLIC ART, GATEWAY IDENTITY, CULTURAL DISTRICT RECOGNITION, AND PARTNERSHIP-BASED STORYTELLING

Key Implication: Little Saigon can strengthen district legibility through gateways, visual identity, public art, and a narrative that links refugee history to contemporary culture and commerce.

5.2 SITUATIONAL ASSESSMENT

- Little Saigon already has the core ingredients of a destination: symbolic anchors, everyday cultural commerce, event infrastructure, and nearby lodging supply.
- Assets are distributed across multiple cities, with Westminster as the symbolic core, Garden Grove as the commercial engine, Santa Ana as an emerging node, and Fountain Valley as a major event location.
- Garden Grove and Santa Ana hold most of the surrounding hotel inventory, making cross-city visitor packaging and hotel referrals especially important.
- The district benefits from overlap with Anaheim-area visitation, but it is not yet fully positioned to capture additional visitor time and spending.
- The main opportunity is to improve coordination, wayfinding, packaging, and visitor management so existing assets function more clearly as a unified destination.

The situational assessment indicates that Little Saigon already functions as a cultural and commercial ecosystem, but one whose visitor experience remains fragmented by geography, limited coordination, and inconsistent physical cues. The attached comparative inventory clarifies how assets are distributed across the four-city geography and what each municipality contributes to the broader destination system (Clarity of Place, 2026). Westminster functions as the symbolic and commercial anchor, especially along roughly 15 blocks of Bolsa Avenue between Magnolia and Ward, where Asian Garden Mall serves as the district's internationally recognized centerpiece and Freedom Park's Vietnam War Memorial reinforces the district's historical significance. Garden Grove emerges as the district's everyday economic and culinary engine, with extended commercial corridors along Brookhurst Street and Westminster Avenue containing dense concentrations of supermarkets, restaurants, cafés, and service businesses. Santa Ana serves as both an established and evolving cultural hub, offering community institutions, cultural programming, public art initiatives, event venues, and contemporary food and beverage concepts that broaden the district's appeal to younger audiences while preserving its cultural identity. Fountain Valley adds major event capacity at Mile Square Park, which attracts recreational- and sports-related visitors, hosts the UVSA Tet Festival, and attracts roughly 100,000 to 150,000 visitors annually (Clarity of Place, 2026). The assessment also identifies a strong surrounding hospitality platform.

Across the four-city area there are 73 hotel properties and more than 9,000 rooms, but nearly half of these rooms are in Garden Grove and another 40% are in Santa Ana, leaving Westminster and Fountain Valley with minimal lodging supply (Clarity of Place, 2026). This imbalance means that many overnight visitors who engage Little Saigon's cultural assets are likely staying outside the symbolic core, making hotel referrals, orientation tools, and cross-city visitor packaging especially important. The inventory also identifies structural supply issues that matter for destination planning: the hotel stock is relatively old, with 78% of properties more than 30 years old; heritage-focused boutique accommodations are absent; and group-

oriented lodging or multilingual hospitality services appear limited (Clarity of Place, 2026). Finally, the assessment shows that Little Saigon already intersects with larger regional visitation patterns. About one in ten long-distance visitors to Asian Garden Mall also visit Downtown Disney District or Disneyland, though usually not on the same day, indicating that the district's opportunity lies less in direct pass-through traffic than in capturing dedicated additional time within longer Orange County stays (Clarity of Place, 2026). In short, Little Saigon does not need to invent a destination from scratch; it needs stronger coordination, packaging, wayfinding, and visitor management to convert an existing ecosystem into a clearer and higher-yield visitor experience.

FINDING	IMPLICATION
Garden Grove contains 4,413 hotel rooms (49% of total supply) and Santa Ana contains 3,646 rooms (40%). Westminster and Fountain Valley together account for only 967 rooms.	Overnight visitor strategy should focus on partnerships with Garden Grove and Santa Ana hotels while linking those stays to district dining, shopping, and cultural experiences across the larger Little Saigon geography.
About 1 in 10 long-distance visitors to Asian Garden Mall also visit Disneyland Resort Area.	There is a real but under-captured opportunity to position Little Saigon as an additional dedicated day or evening experience for Anaheim-area visitors.
The district's strongest visible assets include food, shopping, festivals, community institutions, and everyday cultural commerce spread across multiple cities.	The opportunity is not asset creation alone, but clearer packaging, wayfinding, storytelling, and cross-city coordination that make these assets easier for visitors to discover and combine.
Wayfinding, accessibility, safety perception, and physical environment conditions remain recurring concerns.	Public realm and visitor-orientation improvements are central to strengthening first impressions, comfort, and repeat visitation.

5.3 STAKEHOLDER INPUT SESSIONS AND SURVEY FINDINGS

Stakeholder engagement made one point unmistakably clear: community pride is a defining strength. Little Saigon is a community shaped by refugees and immigrants who planted roots, built businesses, and expanded the district across multiple generations. What began as a place of refuge and aspiration has grown through entrepreneurial energy and ongoing community stewardship into a set of thriving neighborhoods that remain deeply connected to culture, history, and one another.

Across both survey responses and focus group discussions, stakeholders spoke about growth with a level of care that goes beyond typical destination conversations. There is clear interest in attracting more visitors, strengthening the local economy, and expanding what Little Saigon offers. Importantly, that interest is consistently paired with a boundary: growth should reflect the community, without dilution of cultural integrity and history of place. Stakeholders repeatedly emphasized the importance of preserving cultural identity while allowing the district to evolve, pointing to a desire for alignment rather than expansion or evolving purely for the sake of progress.Food emerged immediately in both the data and the conversations, but not in a superficial way.

"*The Vietnamese community… when they see each other, how they greet each other is not 'how are you?' but ' have you eaten?'*"

Food functions as a form of care, connection, and cultural continuity. Survey results reinforce this, with culinary offerings standing out as the most widely recognized strength and primary draw for visitors. It is the most accessible entry point into Little Saigon and one of the most direct ways visitors engage with the community. Stakeholders were equally clear that cuisine represents only part of Little Saigon's identity.

"Little Saigon is more than just about food… we are also very proud of our history… we want to honor our history, the war, the sacrifices."

That distinction surfaced repeatedly: what visitors see first does not always fully reflect what the community most wants to be known for. Survey responses point to a destination with strong foundational assets, including culinary offerings, cultural identity, events and festivals, and retail experiences. However, when stakeholders were asked about challenges, the conversation shifted. Responses highlighted a lack of cohesive branding and awareness, visitor perceptions that there is little to do beyond dining, concerns about building aesthetics, and difficulty navigating the district.

Together, these responses suggest a disconnect between internal understanding and external perception. Stakeholders experience Little Saigon as layered and vibrant, while visitors may encounter it as fragmented or unclear. This disconnect becomes especially visible in how visitors move through the district.

Survey and focus group input suggest that Little Saigon is often experienced as a single-stop destination: visitors arrive with a specific purpose—most often to eat—and then leave. Although the survey identifies "lack of things to do" as a barrier, stakeholder conversations point to a more nuanced issue.

Experiences exist, but they are not clearly connected, packaged, or communicated in a way that encourages exploration. There is no obvious pathway guiding visitors from one experience to another, which limits length of stay, reduces overall spending, and weakens the likelihood of repeat visitation. Stakeholders expressed interest in more events, stronger programming, and greater collaboration between businesses, but underlying these ideas is a need to create a more connected and legible visitor experience. Stakeholder input sessions and survey responses indicate that Little Saigon is not lacking in assets, but in cohesion across how those assets are experienced and understood.

Participants consistently identified culinary offerings as the district's most visible and accessible strength, while also emphasizing that Little Saigon's identity also includes the history, memories, entrepreneurship, and community pride of the district's residents and business operators. Culinary assets were described not just as a gateway but a form of care, connection, and cultural continuity and expression. Stakeholders expressed openness to growth, stronger marketing, and expanded events, but also established a clear expectation that growth should preserve cultural identity rather than dilute it.

Stakeholders were equally clear cuisine this is only part of Little Saigon's identity.

"The Vietnamese community is more than just about food… we are also very proud of our history… we want to honor our history, the war, the sacrifices."

That distinction appeared consistently across conversations: what visitors see first may not fully reflect how the district wants to be known. Recurring concerns included fragmented branding, limited awareness of what to do beyond dining, aging plazas and aesthetics, weak wayfinding, and the tendency for visitors to make single-purpose trips rather than explore multiple experiences. Taken together, these findings suggest that the central opportunity is to clarify, connect, and communicate what already exists so visitors can move through the district with greater confidence, stay longer, and engage more fully with its cultural and commercial layers.

In summary, stakeholders want economic opportunity, expanded marketing, and broader audiences while ensuring future growth benefits existing businesses and residents. Growth that aligns economic opportunity with cultural preservation and community wellbeing, rather than treating them as competing priorities.

STAKEHOLDER THEME	IMPLICATION
Food is the district's strongest and most immediate visitor draw.	Culinary experiences should remain a primary entry point, while creating clearer pathways to the district's history, culture, retail, and community experiences.
Stakeholders want growth, but not at the expense of cultural identity.	Future development should balance visitation and economic opportunity with cultural preservation, community benefit, and support for local businesses.
Visitors often experience Little Saigon as a single-purpose destination.	Existing experiences need to be better connected, packaged, and communicated to encourage exploration, longer stays, and repeat visitation.
Branding, aesthetics, wayfinding, and navigation are recurring weaknesses.	Physical conditions, wayfinding, and visitor orientation influence first impressions and ease of exploration, highlighting opportunities to improve navigation and visitor confidence while respecting the district's character.
Community pride is strong, and the district's story extends well beyond cuisine.	Storytelling, interpretation, and programming should elevate Little Saigon's history, refugee roots, entrepreneurship, and intergenerational evolution alongside its culinary identity.

6. RECOMMENDATIONS

The following recommendations are organized around the same destination framework used in this assessment: audience, product, and support systems. Together, they are intended to move Little Saigon from a strong but partially fragmented cultural district toward a more coordinated, visitor-ready, and economically beneficial destination. The opportunity evaluation in Section 5 found that the district's greatest need is not simply more assets, but stronger cohesion across identity, visitor legibility, physical cues, programming, and stewardship. As a result, the recommendations emphasize practical coordination, visitor readiness, cultural preservation, and district stewardship rather than promotion alone

6.1 AUDIENCE-RELATED RECOMMENDATIONS

Audience strategy should focus on market prioritization, clearer messaging, and stronger engagement across both external visitors and the internal district community. The opportunity evaluation indicates that messaging should use food as the district's most immediate point of entry while broadening visitor understanding of Little Saigon's history, identity, and wider set of cultural and commercial experiences.

- Focus first on Southern California residents and Orange County cultural travelers as the most immediate growth markets.
- Use food as the lead message, but connect it more clearly to culture, history, shopping, wellness, and festivals.
- Segment communications for visitors, residents, legacy businesses, and younger entrepreneurs so outreach is more relevant and effective.
- Prioritize Southern California resident audiences as the lead short-term market, positioning Little Saigon as a high-frequency destination for food, shopping, festivals, and cultural discovery rather than as a one-time visit.
- Develop messaging for Orange County cultural travelers that frames Little Saigon as an authentic cultural complement to the County's diverse mix of overnight travel demand drivers, including beaches, theme parks, and professional sports, and conventions, by emphasizing distinctive cuisine, specialty retail, and community-rooted experiences.
- Create a phased international readiness strategy that begins with multilingual digital content, visitor orientation tools, and inclusion in regional itineraries before moving toward deeper travel trade and overseas promotion.
- Use stakeholder and generational insights to segment internal audiences—legacy business owners, younger entrepreneurs, residents, and cultural leaders—so support programs and communications are more

responsive to differing needs.

- Develop an audience-facing content strategy built around food trails, event calendars, neighborhood guides, and social storytelling that helps visitors understand what to do in Little Saigon.
- Incorporate both visual and verbalized translations of English to Vietnamese and Vietnamese to English.
- Build a proactive editorial and earned-media strategy that leverages the district's growing visibility in travel coverage and encourages additional placement in regional, national, and culinary media outlets.
- Develop separate culinary and wellness marketing campaigns that package signature dishes, cafés, bakeries, specialty grocers, beauty and self-care businesses, and wellness services into audience-ready itineraries for both residents and overnight visitors.
- Maintain a strong internal engagement plan so businesses, residents, and organizations are active participants in destination development and can help shape how the district is presented to outside audiences.

6.2 PRODUCT RECOMMENDATIONS

Product development should make Little Saigon easier to understand, easier to experience, and easier to remember, while highlighting the district's strongest visitor-facing sectors with special emphasis on food and beverage, specialty retail, cultural events, and wellness-oriented services. The opportunity evaluation indicates that the priority is not simply adding new attractions, but reducing fragmentation through clearer packaging, stronger interpretation, better wayfinding, and more intentional connections between nodes and experiences.

- Make the district easier to understand through clearer packaging, interpretation, gateways, and wayfinding.
- Advance food, retail, wellness, and event experiences as connected cross-city visitor products.
- Improve hotel referrals, pedestrian usability, and visitor orientation so people can explore more confidently and stay longer.
- Add placemaking elements such as gateway signage, district branding markers, interpretive features, public art, and streetscape enhancements that visually reinforce arrival and identity across the three focus cities.
- Develop visitor experiences rooted in storytelling, including self-guided food trails, market itineraries, heritage interpretation, family itineraries, wellness and self-care itineraries, and event-linked packages that connect multiple stops in one trip.
- Utilize social media influencers, media coverage, and collaborative outreach with destination organizations to spread the stories of the Little Saigon visitor experience.
- Advance culinary tourism as the lead destination product by packaging signature dishes, cafés, bakeries, dessert shops, markets, and seasonal food events into promotable experiences tailored to both day visitors and overnight guests.
- Develop cultural heritage experiences, public art installations, storytelling projects, educational programming, and interpretive experiences that highlight the history and evolution of Vietnamese Americans throughout Greater Little Saigon and connected through placemaking elements.

- Create restaurant- and café-focused editorial itineraries, media familiarization visits, and social-first content that showcase both legacy institutions and newer concepts in Little Saigon.
- Treat wellness and personal-care businesses more intentionally as part of the district offer, particularly where healthcare, beauty, pharmacy, and self-care services already contribute to repeat visitation and everyday district relevance.
- Develop wellness-oriented packages that connect beauty, pharmacy, self-care, and adjacent food and beverage experiences for repeat local visitors and culturally curious regional guests.
- Treat retail and specialty shopping more intentionally as part of the destination portfolio, especially given the strong alignment between Little Saigon's business mix and Orange County cultural travelers' shopping behavior.
- Engage visitor accommodations and other visitor-serving businesses in Little Saigon, Anaheim, and nearby areas in referral partnerships that direct overnight guests to Little Saigon dining, shopping, festival, and wellness experiences.
- Improve transportation usability through clearer maps, parking guidance, hotel-to-district orientation, safer pedestrian routes, and stronger multimodal connections so visitors can explore more confidently and stay longer.

6.3 DESTINATION SUPPORT SYSTEMS AND STRUCTURE RECOMMENDATIONS

Support system recommendations should focus on clarifying roles, formalizing collaboration, and building the capacity needed to sustain destination growth. Comparative analysis and stakeholder input both indicate that stronger organizational structure, coordinated governance, and visible district leadership will be essential if Little Saigon is to improve the visitor experience while preserving cultural identity and community trust.

- Create a stronger cross-city structure for coordination, stewardship, and implementation.
- Engage directly with the City of Westminster, if possible, to address overlapping destination assets and eliminate imminent communication and marketing confusion with prospective audiences.
- Use chambers, destination organizations, community groups, and Vietnamese-language media as delivery partners.
- Pursue grants, district designation as a California Cultural District, and long-term funding tools to support continuity and scale.
- Create a cross-city destination working structure that aligns infrastructure, business support, branding, mobility, and promotion around shared goals for Greater Little Saigon, supported through programming and guidance from the Vietnamese American Chamber of Commerce, Visit Anaheim, and Travel Santa Ana, and led by a new not-for-profit incorporated entity to collaborate with the municipalities.
- Evaluate state and regional tools such as the California Cultural District, arts and heritage grants, placemaking funding, and technical assistance programs that can support implementation capacity.
- Strengthen the role of chambers of commerce, merchant groups, and community organizations as outreach partners, business readiness

intermediaries, and co-producers of events and district programming.

- Elevate the role of destination organizations such as Visit Anaheim and Travel Santa Ana in itinerary placement, content creation, hotel referrals, media relations, and target audience development.
- Recognize, collaborate, and support municipal-led cultural initiatives, including public art, community storytelling, and placemaking efforts that reinforce Little Saigon's cultural identity and strengthen visitor engagement.
- Consider a more formal stewardship mechanism—such as a district partnership, nonprofit entity, or management structure—to improve accountability, grant readiness, and continuity across jurisdictions through a newly established not-for-profit incorporated entity.
- Build coordinated district marketing capacity by connecting Vietnamese-language media, social channels, partner websites, and centralized visitor information into a more consistent communications ecosystem.
- Use recent visitor-facing media coverage as a foundation for destination marketing by developing press kits, hosted media visits including social media influencers, editorial itineraries, and partner-ready story angles tied to food, festivals, shopping, and Vietnamese American cultural identity.



7. GOALS AND IMPLEMENTATION

7.1 RECOMMENDED ROLES

To align more directly with recommended implementation steps, the recommended roles below are organized around the same functional action areas that will drive delivery: governance and coordination, visitor information and orientation, product development and promotion, public-realm and mobility improvements, and long-term stewardship and funding. This structure is intended to clarify which entities are best positioned to lead each action type and where cross-sector participation will be most important.

ACTION AREA	LEAD ENTITIES	KEY PARTICIPANTS
Cross-city working group, shared destination narrative, and cultural preservation principles.	Newly formed not-for-profit with support from Garden Grove, Fountain Valley, and Santa Ana	Visit Anaheim; Travel Santa Ana; VACOC; chambers and merchant groups; cultural leaders; Westminster where districtwide identity coordination is needed
Asset inventory, visitor maps, orientation tools, and event cross-promotion	City planning and economic development staff with destination organizations	Community partners; Vietnamese-language media; merchant groups; event organizers
Food trails, cultural itineraries, interpretive tools, and hotel referral partnerships	Visit Anaheim, Travel Santa Ana, and business associations	Hotels; restaurants; cafés; markets; wellness businesses; cultural nonprofits; tour operators
Gateways, wayfinding, district interpretation, pedestrian improvements, and mobility usability	Municipal planning, public works, and economic development departments	OCTA; arts and culture partners; property owners; destination organizations; community stakeholders
Grant pursuit, district designation, formal stewardship, and recurring funding	The three cities jointly, ideally through a formal working group or future stewardship entity	Visit Anaheim; Travel Santa Ana; VACOC; chambers; merchant groups; cultural nonprofits; arts partners; county and state funding partners; private sponsors

The next phase should translate this assessment into a practical implementation roadmap with defined goals, lead entities, funding pathways, and short-, medium-, and long-term actions. In light of the opportunity evaluation, implementation should be organized around six priorities: district identity and interpretation; visitor experience and product development; mobility and wayfinding; business readiness and support; marketing and communications; and governance and stewardship.

Each priority should include measurable indicators such as partner participation, visitor awareness, dwell time, business engagement, event attendance, media reach, digital referrals, and selected economic outcomes. The most effective model will combine visible early actions with a longer-term stewardship structure capable of coordinating across the three focus cities and relevant district-wide partners.

Implementation should be phased around visible early wins, partnership development, and longer-term structural change. In the short term (0–12 months), priority actions should include establishing a cross-city working group; confirming lead staff contacts in each city; developing a shared destination narrative; inventorying visitor-facing assets and existing gaps; launching a coordinated communications platform; and introducing quick-win visitor improvements such as maps, orientation tools, pilot wayfinding, and event cross-promotion.

This phase should also define how cultural preservation and community benefit will be reflected in future implementation decisions. Likely lead partners include the cities of Garden Grove, Fountain Valley, and Santa Ana; destination organizations such as Visit Anaheim and Travel Santa Ana; local chambers and merchant organizations; and Vietnamese-language media outlets that can support outreach and visibility.

In the medium term (1–3 years), the focus should shift toward stronger visitor packaging, district interpretation, and coordinated delivery. Priority actions should include creating self-guided and hosted visitor itineraries; formalizing hotel and hospitality referral partnerships; piloting food trails, cultural tours, and event-linked visitor packages; improving district-facing digital content; advancing gateway, interpretive, and wayfinding concepts; and pursuing grants or district designation opportunities tied to arts, heritage, mobility, and placemaking. Lead partners in this phase are likely to include city economic development and planning departments, destination organizations, cultural nonprofits, business associations, event producers, hotel partners, and transportation agencies such as OCTA where mobility-related visitor improvements are involved. In the long term (3–5+ years), implementation should focus on institutionalization, capital alignment, and sustained district stewardship.

Priority actions may include creating a more formal stewardship mechanism; advancing larger-scale gateway, streetscape, and public art investments; strengthening a districtwide cultural landmark and visitor orientation system; integrating Little Saigon more fully into regional visitor marketing; and building a recurring funding strategy for district promotion, programming, maintenance, and visitor services.

Potential lead partners for this phase include the three cities, county and regional agencies, philanthropic funders, cultural district coalitions, destination organizations, and private-sector sponsors or property stakeholders prepared to invest in district-scale improvements.

ACTION	TIMEFRAME	LEAD PARTNERS	POTENTIAL FUNDING OR SUPPORT
Establish a cross-city working group, shared destination narrative, and cultural preservation principles	0–12 months	Three focus cities; Visit Anaheim; Travel Santa Ana; chambers and merchant groups	City staff time, in-kind partner support, and regional collaboration grants
Inventory visitor-facing assets and launch pilot maps, orientation tools, and event cross-promotion	0–12 months	City planning and economic development staff; destination organizations; community partners	Local tourism funds, planning support, and grant-funded technical assistance
Launch food trails, cultural itineraries, interpretive tools, and hotel referral partnerships	1–3 years	Destination organizations; hotel partners; business associations; cultural nonprofits	Marketing partnerships, sponsorships, and tourism promotion budgets
Advance gateway, wayfinding, and district interpretation concepts; pursue grants and district designation opportunities	1–3 years	Cities; cultural nonprofits; arts partners; community coalitions	California Arts Council support, placemaking grants, and philanthropic funding
Advance streetscape, public art, and landmark network investments	3–5+ years	Cities; transportation agencies; arts partners; private stakeholders	Capital improvement funds, transportation grants, and private sponsorships
Create a formal stewardship mechanism and recurring district funding model for promotion, programming, and visitor services	3–5+ years	Cities; district partners; nonprofit or management entity; private stakeholders	Assessment district tools, operating agreements, sponsorships, and philanthropic support

Little Saigon (Fountain Valley-Garden Grove-Santa Ana)

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FOUNTAIN VALLEY

GARDEN GROVE

SANTA ANA
1869



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Travel USA Visitor Profile

GARDEN GROVE

SANTA ANA 1869

FOUNTAIN VALLEY

2024

Introduction

- Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Orange County's cultural travelers' domestic tourism business in 2024.
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Orange County, the following sample of cultural travelers was achieved in 2024:

Overnight Base Size	Day Base Size
1,461	*255*

Cultural Travelers' trips included one or more of the following:

- **Activities of special interest:** Cultural activities/attractions, historic places, sites, or landmarks, and exceptional culinary experiences
- **Dining activities:** Unique or locally distinctive food
- **Main trip purpose:** Touring a region to experience its scenic beauty, history, and culture
- **Cultural activities:** Visiting a landmark or historic site

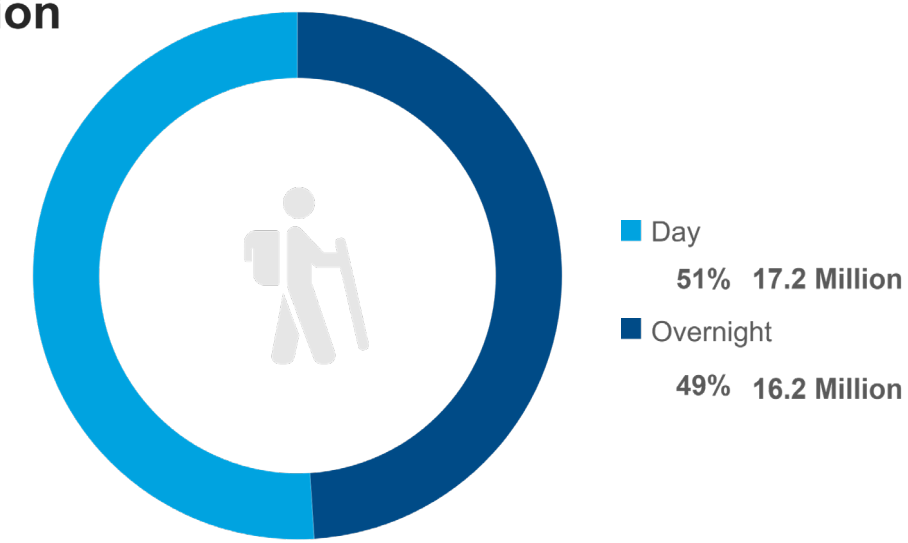
Size of the Orange County Travel Market

Base: 2024 Cultural Travel Person-Trips

Total Size of Orange County 2024 Domestic Travel Market

Total Person-Trips

33.4 Million

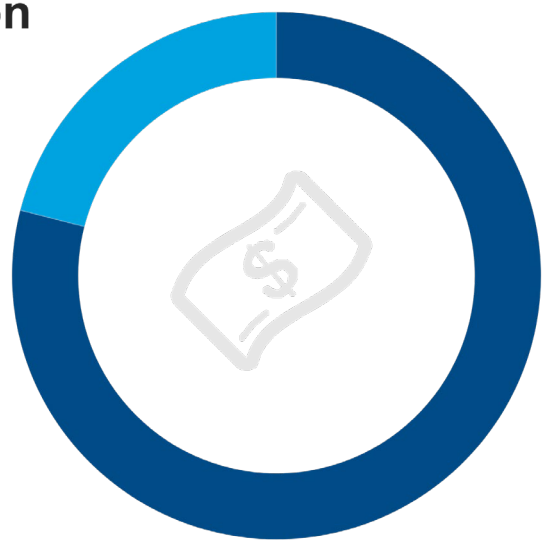


- Day
  - **51%** **17.2 Million**
- Overnight
  - **49%** **16.2 Million**

Total Expenditures for Orange County 2024 Domestic Travel Market

Total Spending

$ 9.0 Billion



- Day
  - **21%** **$1.9 Billion**
- Overnight
  - **79%** **$7.1 Billion**



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Travel USA Visitor Profile

Overnight Visitation

GARDEN GROVE

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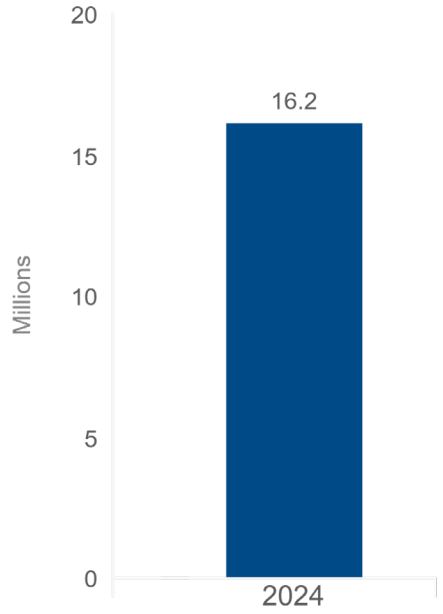
2024

Size and Structure of Orange County's Domestic Travel Market

Base: 2024 Cultural Travel Overnight Person-Trips

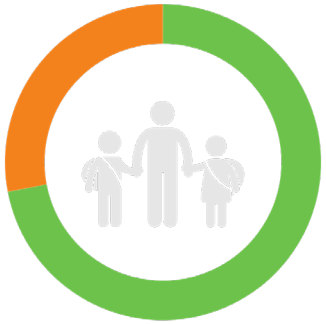
Overnight Trips to Orange County



Size of Orange County Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

16.2 Million



Adults

72% **11.6 Million**

Children

28% **4.6 Million**

Past Visitation to Orange County

82% of overnight travelers to Orange County are repeat visitors

58% of overnight travelers to Orange County had visited before in the past 12 months

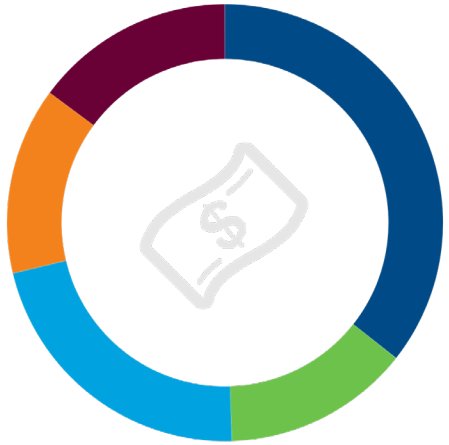
Orange County's Overnight Trip Expenditures

Base: 2024 Cultural Travel Overnight Person-Trips

Domestic Overnight Expenditures - by Sector

Total Spending

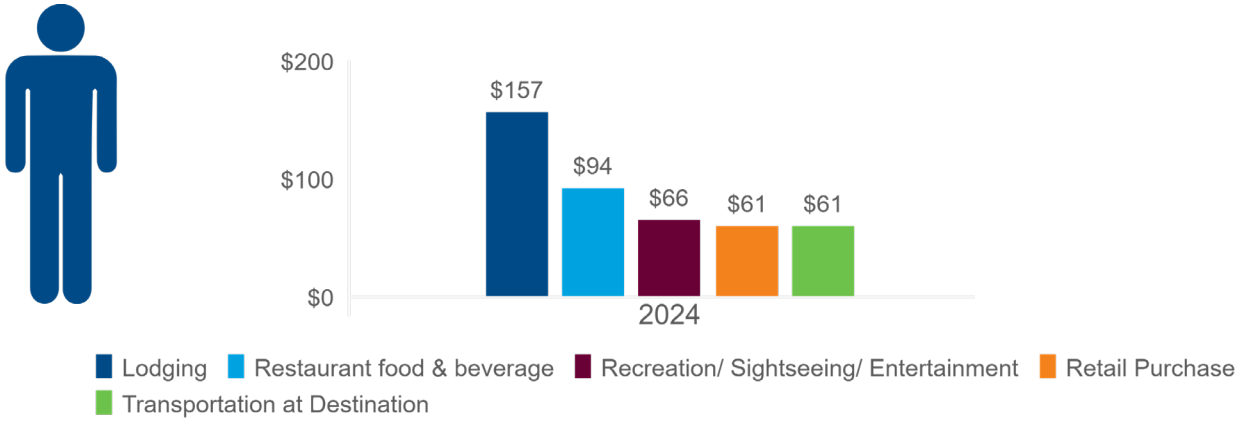
$ 7.115 Billion



Lodging	36%	$2,537 Million
Transportation at Destination	14%	$988 Million
Restaurant Food & Beverage	22%	$1,530 Million
Retail Purchase	14%	$991 Million
Recreation/Entertainment	15%	$1,070 Million

Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

Average Per Person Per Trip: $439



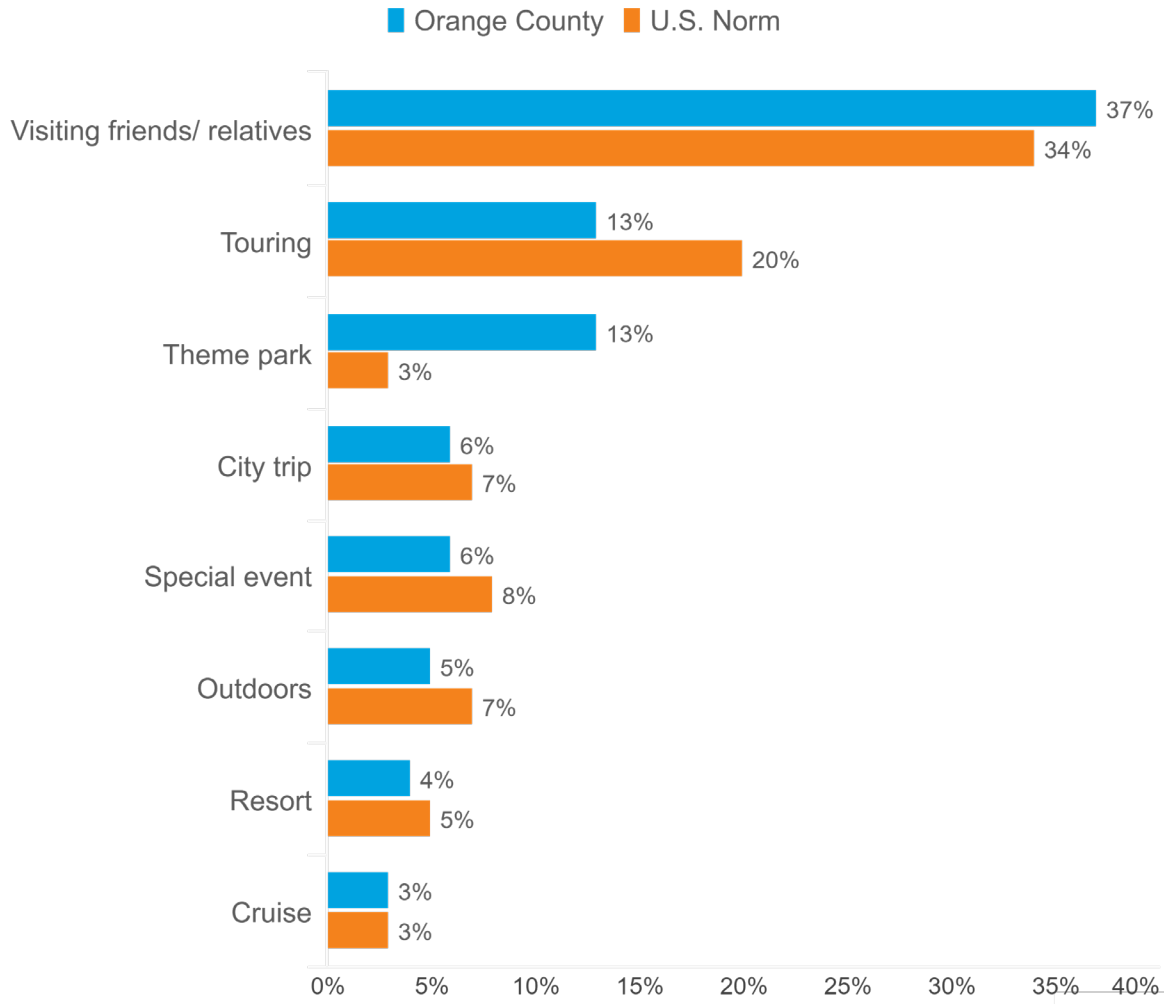
Orange County's Overnight Trip Characteristics

Base: 2024 Cultural Travel Overnight Person-Trips

Main Purpose of Trip

	2024
Visiting friends/ relatives	37%
Touring	13%
Theme park	13%
City trip	6%
Special event	6%
Outdoors	5%
Resort	4%
Business-Leisure	4%
Conference/ Convention	4%
Cruise	3%
Other business trip	2%
Casino	2%
Golf Trip	<1%
Ski/Snowboarding	<1%

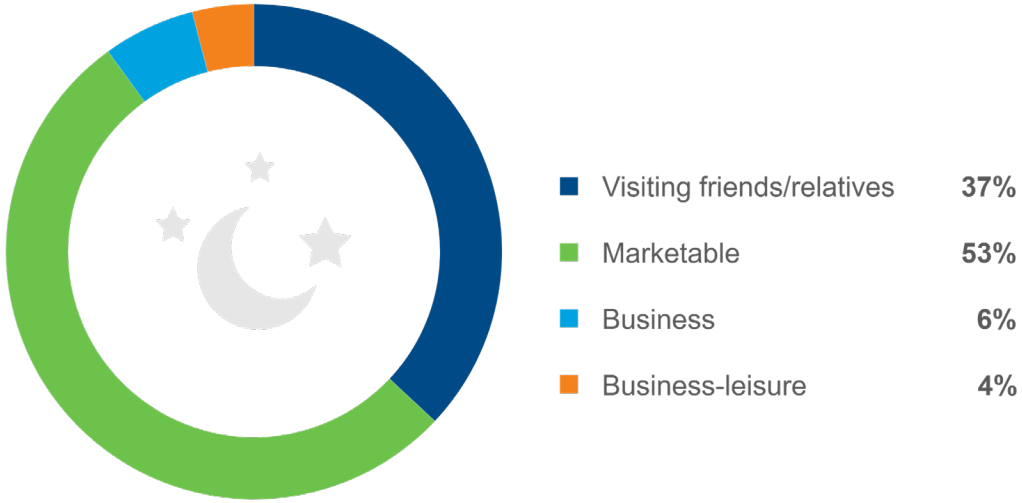
Main Purpose of Leisure Trip (Top 8)



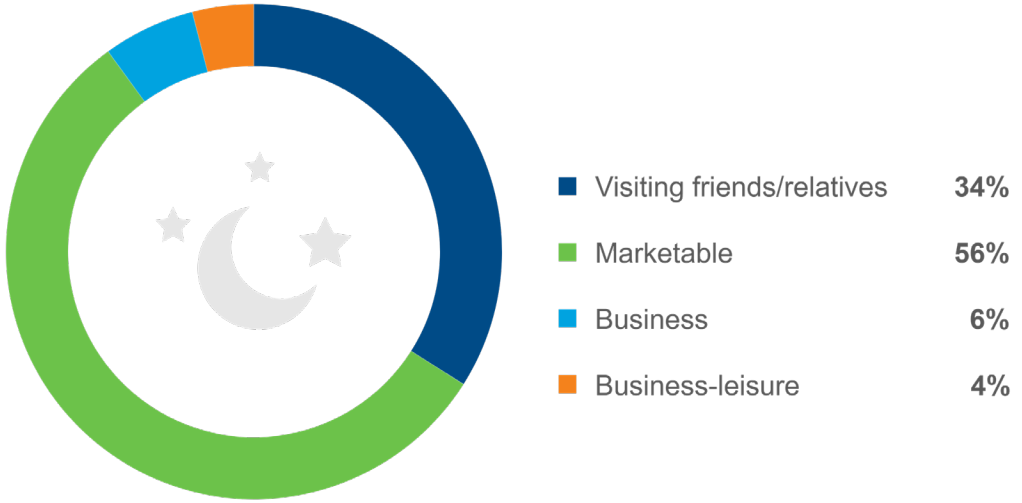
Structure of the U.S. and Orange County Overnight Travel Market

Base: 2024 Cultural Travel Overnight Person-Trips

2024 Orange County Overnight Trips



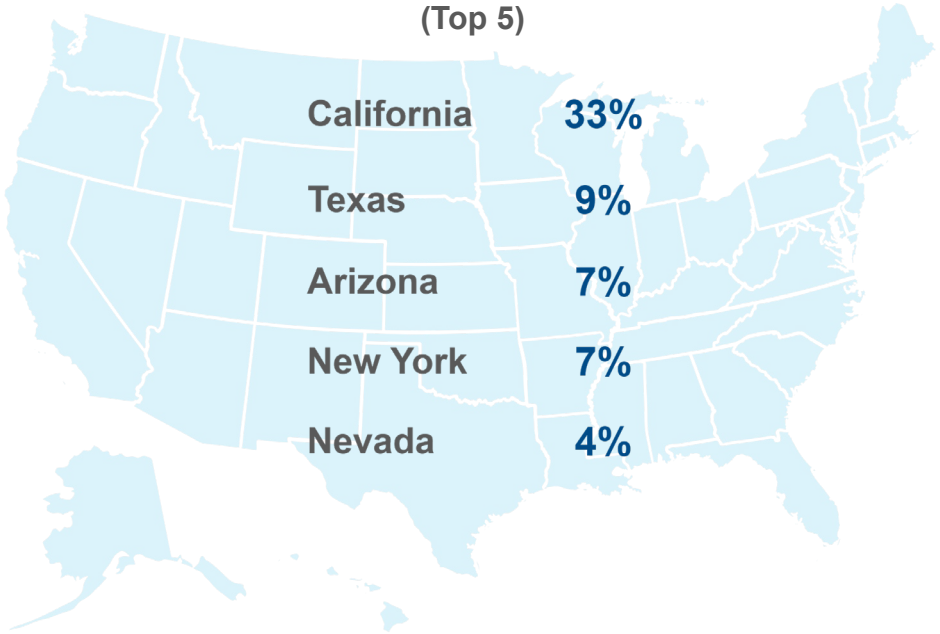
2024 U.S. Overnight Trips



Orange County's Overnight Trip Characteristics

Base: 2024 Cultural Travel Overnight Person-Trips

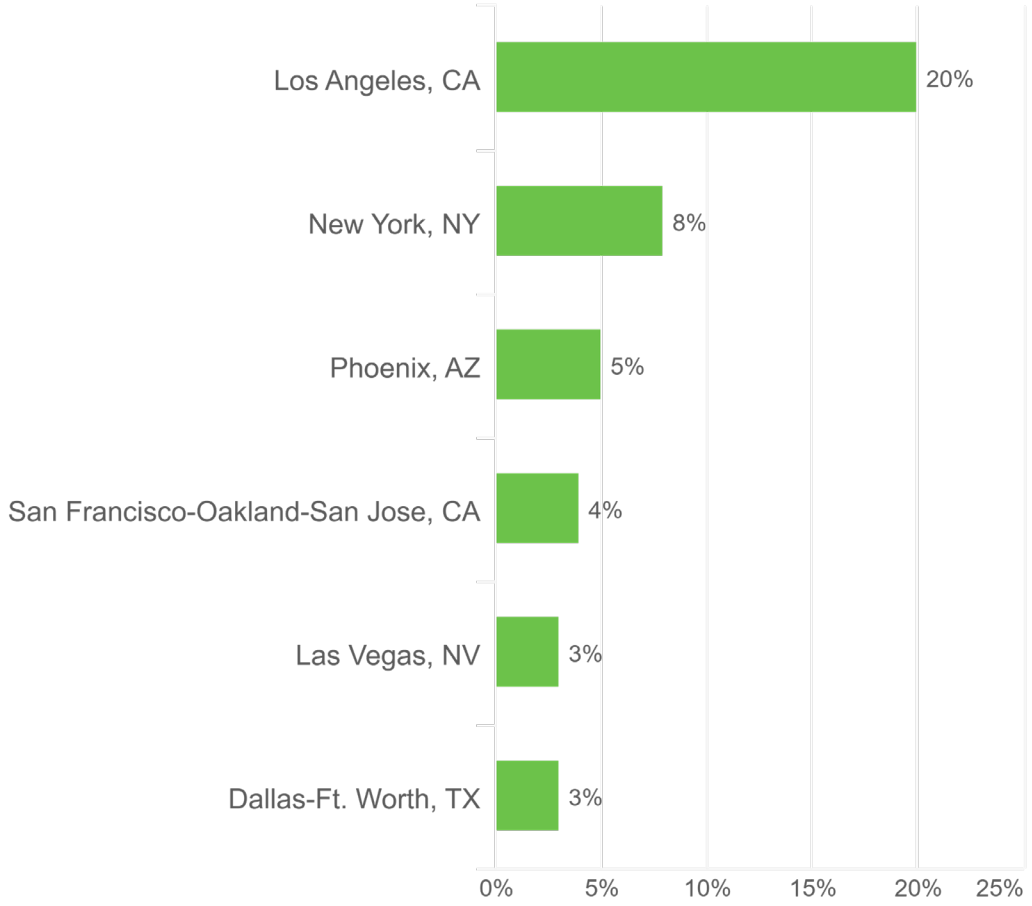
State Origin of Trip
(Top 5)





Season of Trip
Cultural Overnight Person-Trips

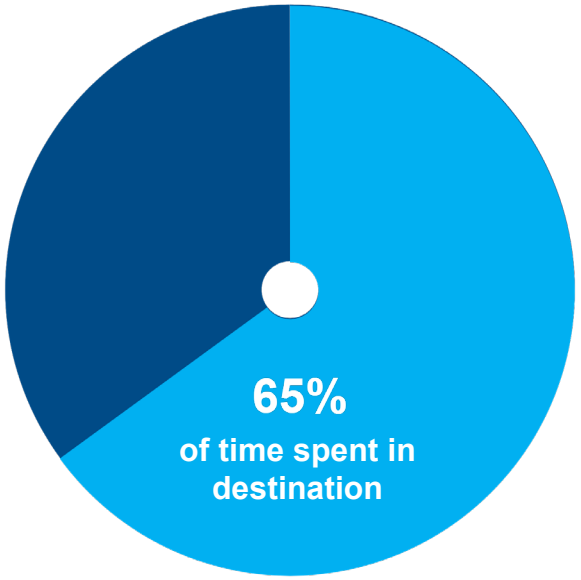
DMA Origin of Trip
(Top 6)



Orange County's Overnight Trip Characteristics

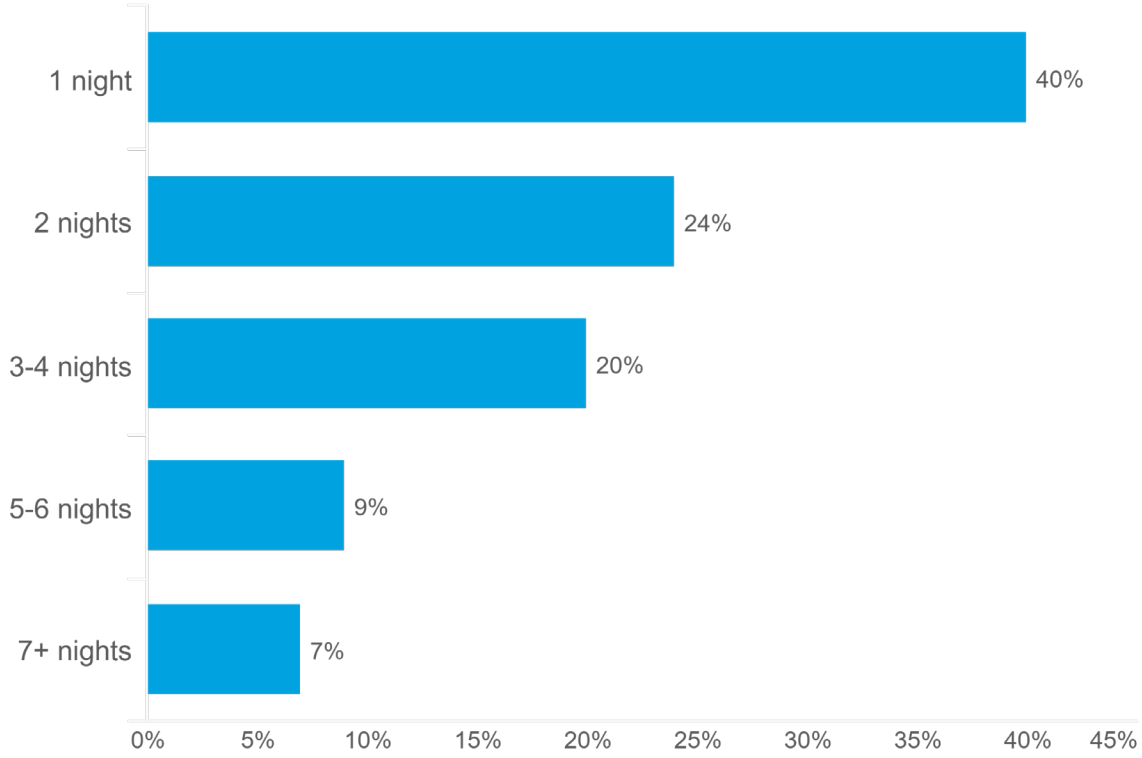
Base: 2024 Cultural Travel Overnight Person-Trips

Total Nights Away on Trip



Of the nights spent in the destination

Nights Spent in Orange County



Orange County
4.6
Average Nights

U.S. Norm
4.1
Average Nights

Average number of nights
3.0

Orange County's Overnight Trip Characteristics

Base: 2024 Cultural Travel Overnight Person-Trips

Size of Travel Party

Adults Children

*Children is based on age, anyone under the age of 18

Orange County



Total **3.2**

Average number of people

U.S. Norm



Total **2.9**

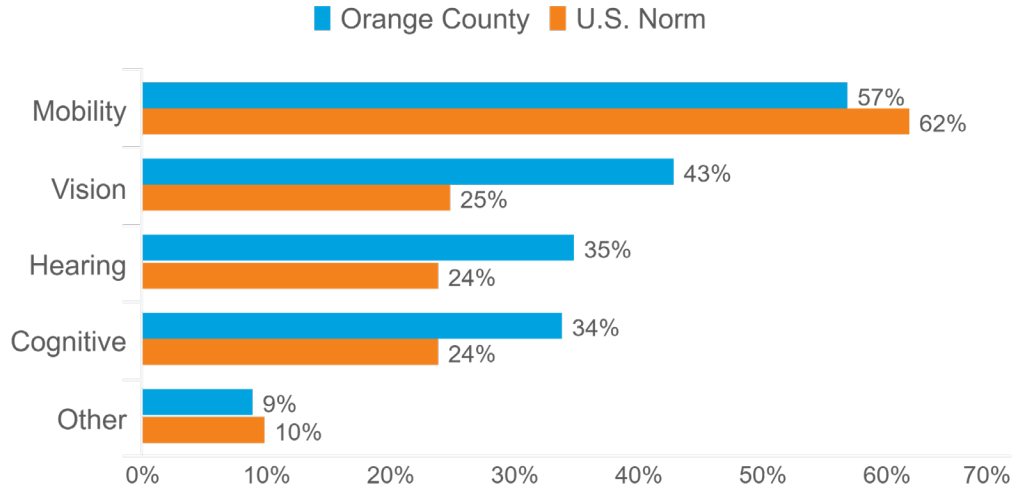
Average number of people

25% **of travel parties had a travel party member that required accessibility services**

U.S. Norm: 20%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Orange County's Overnight Trip Characteristics

Base: 2024 Cultural Travel Overnight Person-Trips

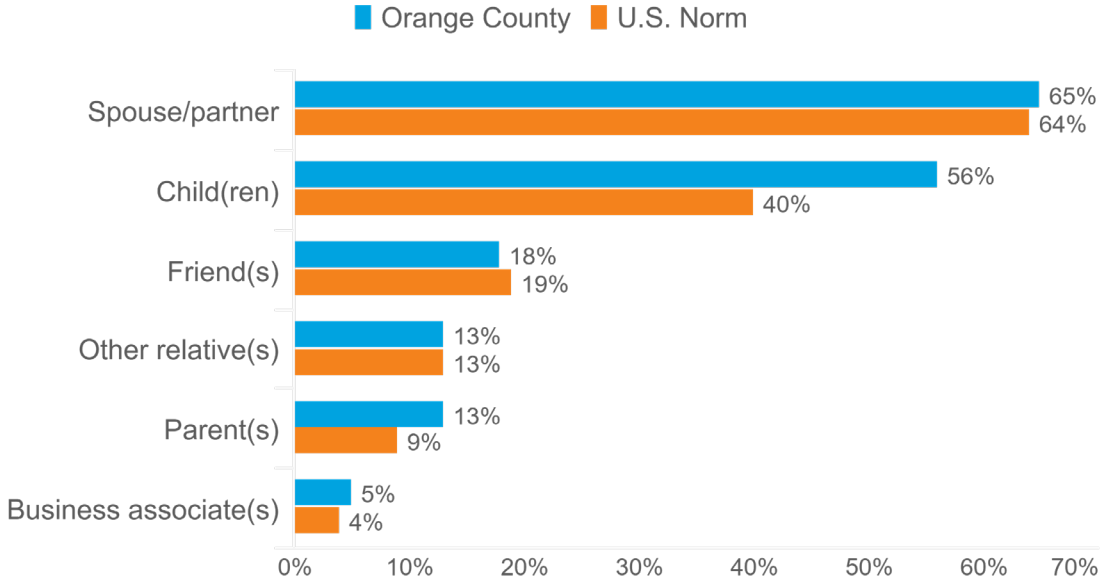
21% **of trips only had one person in the travel party**

U.S. Norm: 23%

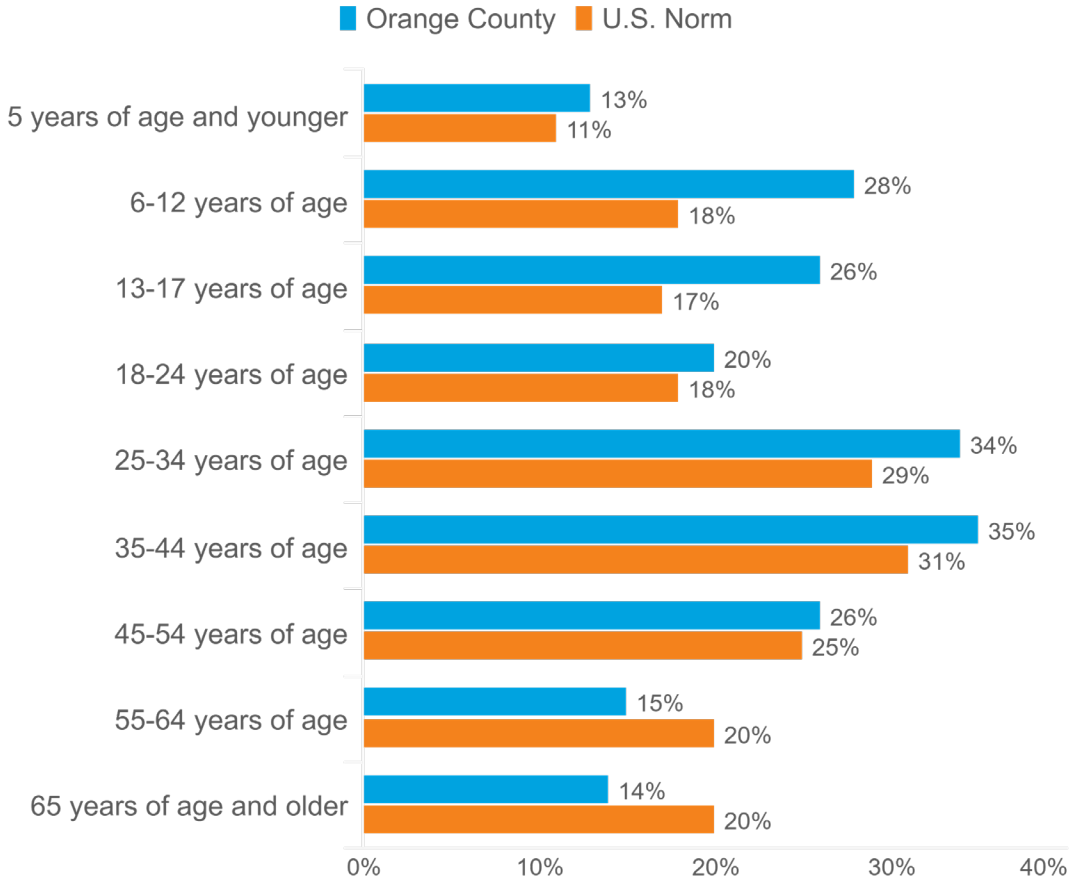
Composition of Immediate Travel Party

Base: 2024 Cultural Travel Overnight Person-Trips that included more than one person

*Child(ren) is based on the relationship to the respondent



Travel Party Age



Orange County's Overnight Trip Characteristics

Base: 2024 Cultural Travel Overnight Person-Trips

Transportation Used to Get to Destination

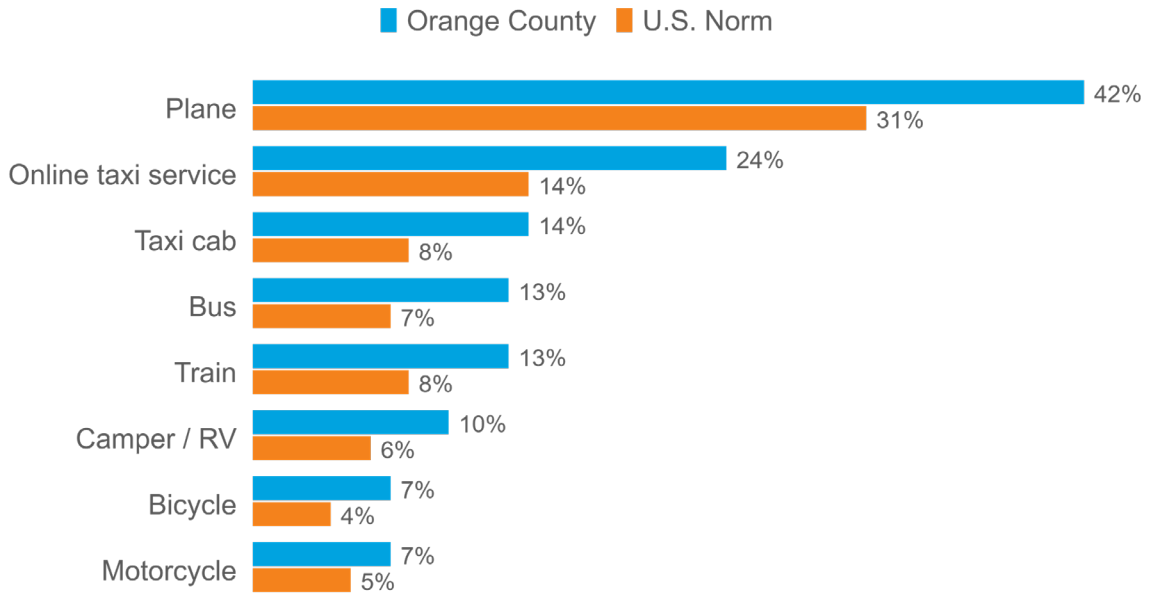
53% used their own car/truck to get to their destination

U.S. Norm: 62%

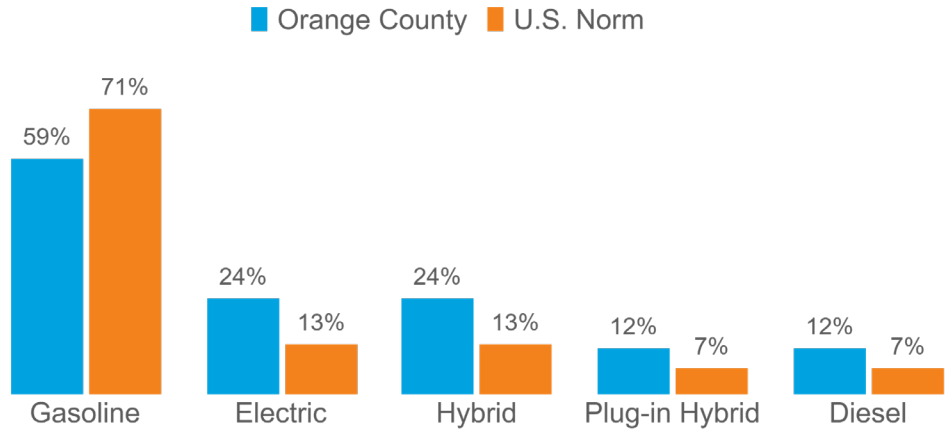
20% used a rental car to get to their destination

U.S. Norm: 15%

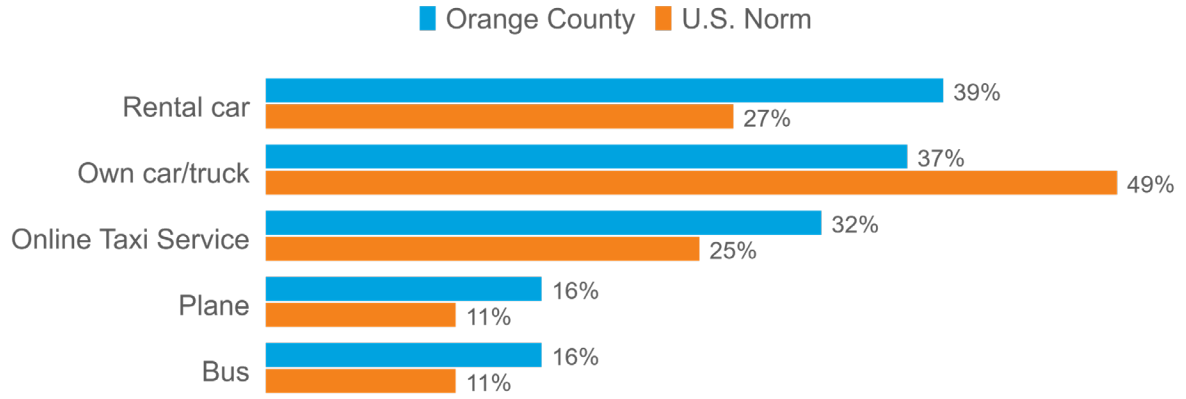




Type of Vehicle Used to Get to Destination



Transportation Used Within Destination (Top 5)



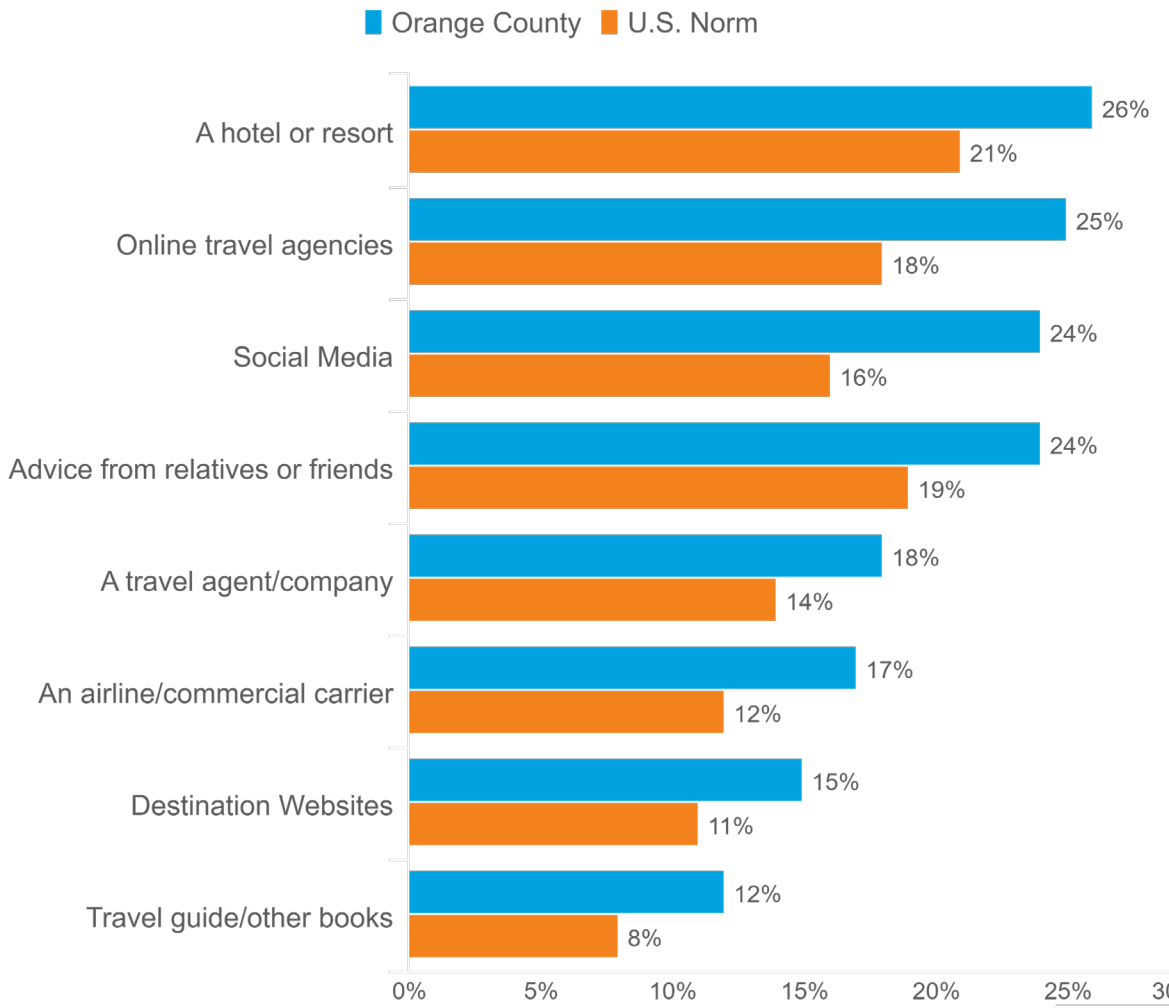
Orange County: Pre-Trip

Base: 2024 Cultural Travel Overnight Person-Trips

Length of Trip Planning

	Orange County	U.S. Norm
1 month or less	**26%**	**30%**
2 months	**20%**	**19%**
3-5 months	**24%**	**21%**
6-12 months	**18%**	**16%**
More than 1 year in advance	**5%**	**5%**
Did not plan anything in advance	**6%**	**8%**

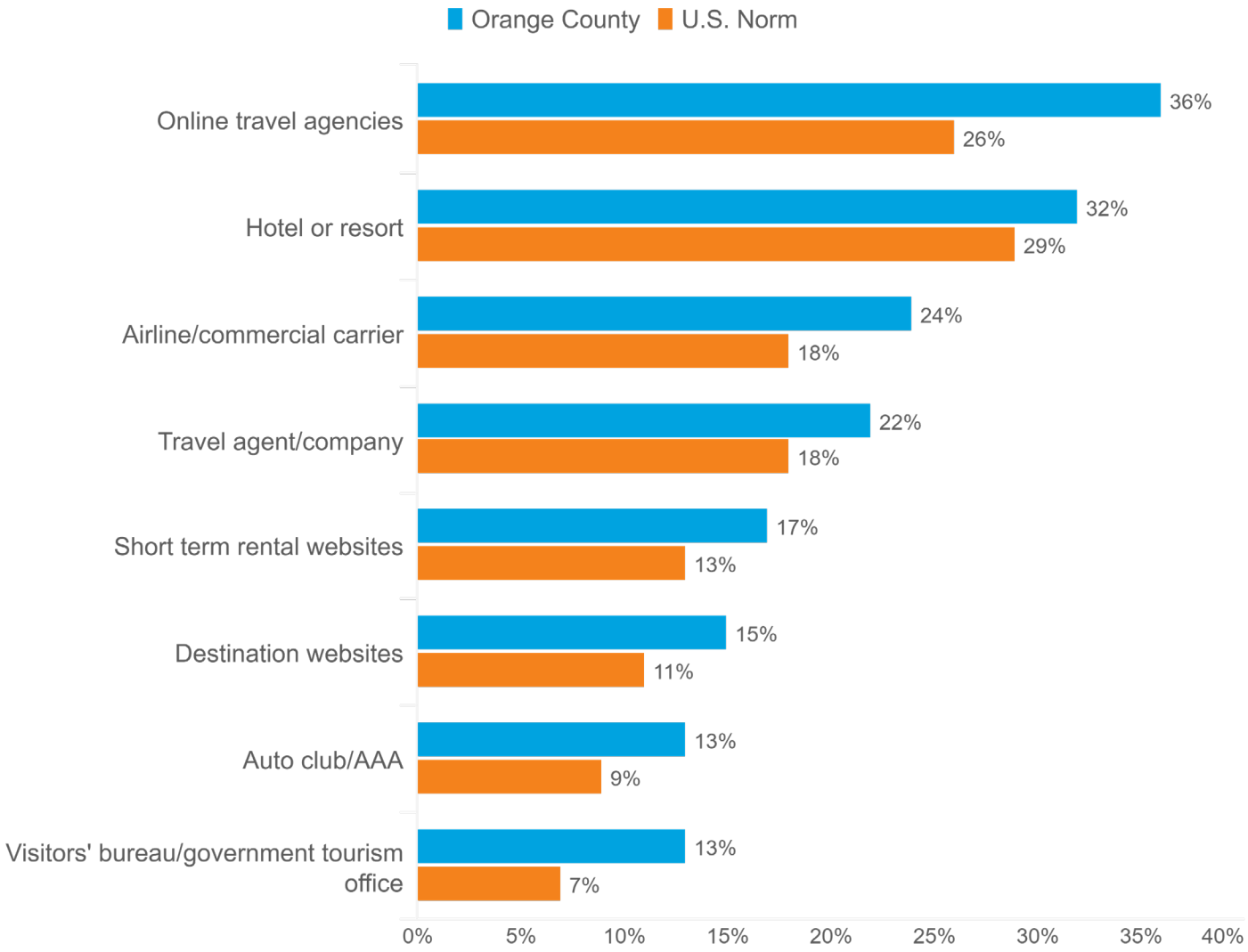
Trip Planning Information Sources (Top 8)



Orange County's Overnight Trip Characteristics

Base: 2024 Cultural Travel Overnight Person-Trips

Method of Booking
(Top 8)



Accommodations
(Top 7)

	Orange County	U.S. Norm
Hotel	**58%**	**48%**
Resort hotel	**18%**	**12%**
Home of friends / relatives	**18%**	**16%**
Motel	**13%**	**12%**
Bed & breakfast	**13%**	**9%**
Rented home / condo / apartment	**12%**	**9%**
Campground / RV park	**8%**	**6%**

Orange County: During Trip

Base: 2024 Cultural Travel Overnight Person-Trips

Activity Groupings

Outdoor Activities

70%

U.S. Norm: 60%

Entertainment Activities

82%

U.S. Norm: 74%

Cultural Activities

55%

U.S. Norm: 46%

Sporting Activities

40%

U.S. Norm: 27%

Business Activities

29%

U.S. Norm: 20%

Other Activities

42%

U.S. Norm: 32%

Activities and Experiences

(Top 10)

	Orange County	U.S. Norm
Shopping	38%	33%
Theme park	31%	11%
Sightseeing	29%	28%
Beach/waterfront	26%	15%
Swimming	25%	17%
Attending celebration	24%	16%
Museum	23%	18%
Landmark/historic site	23%	23%
Bar/nightclub	22%	20%
Local parks/playgrounds	19%	13%

Orange County: During Trip - Outdoor Activities

Base: 2024 Cultural Travel Overnight Person-Trips



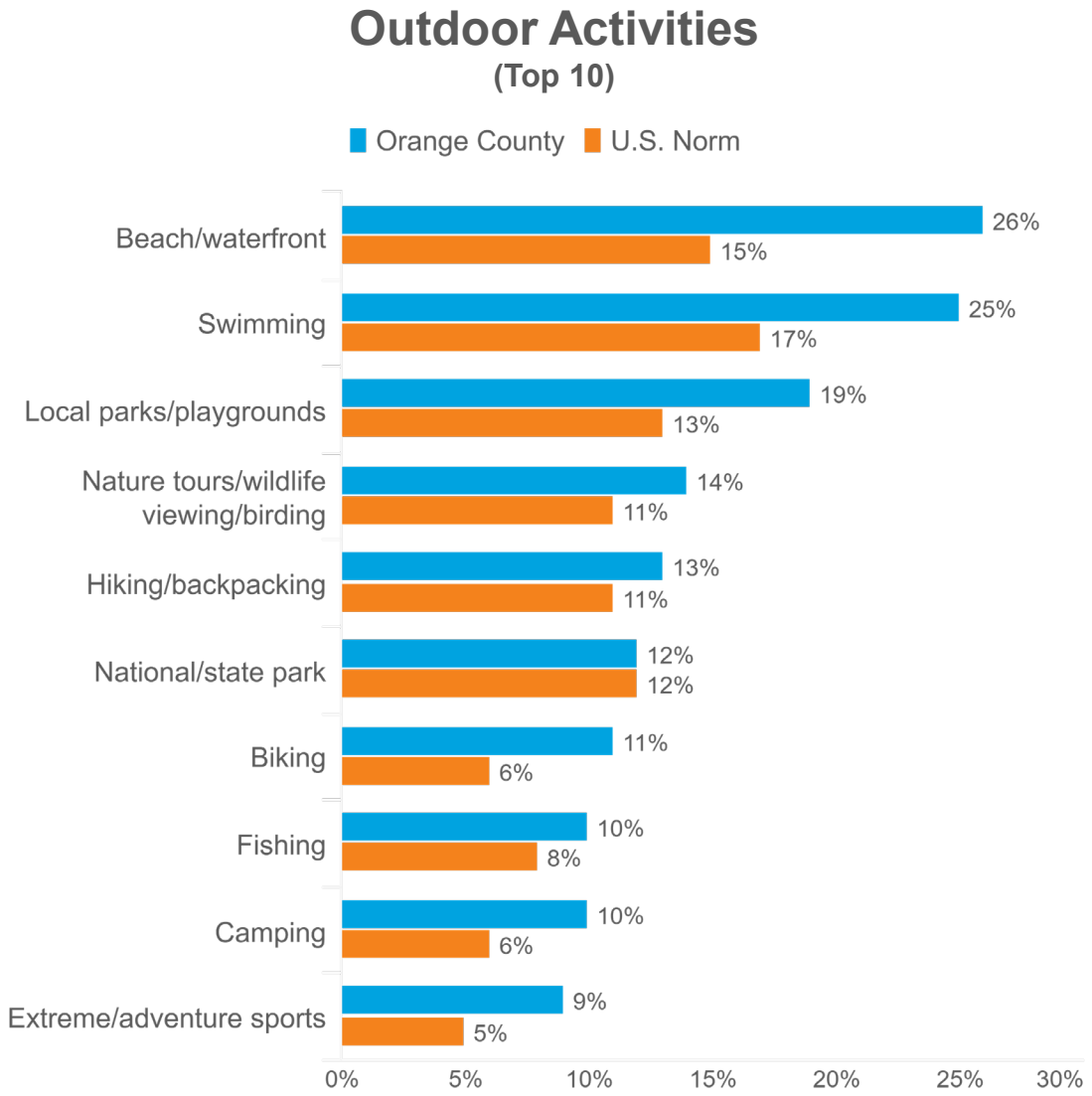
Outdoor Activities

Orange County

70%

U.S. Norm

60%



Orange County: During Trip - Entertainment Activities

Base: 2024 Cultural Travel Overnight Person-Trips



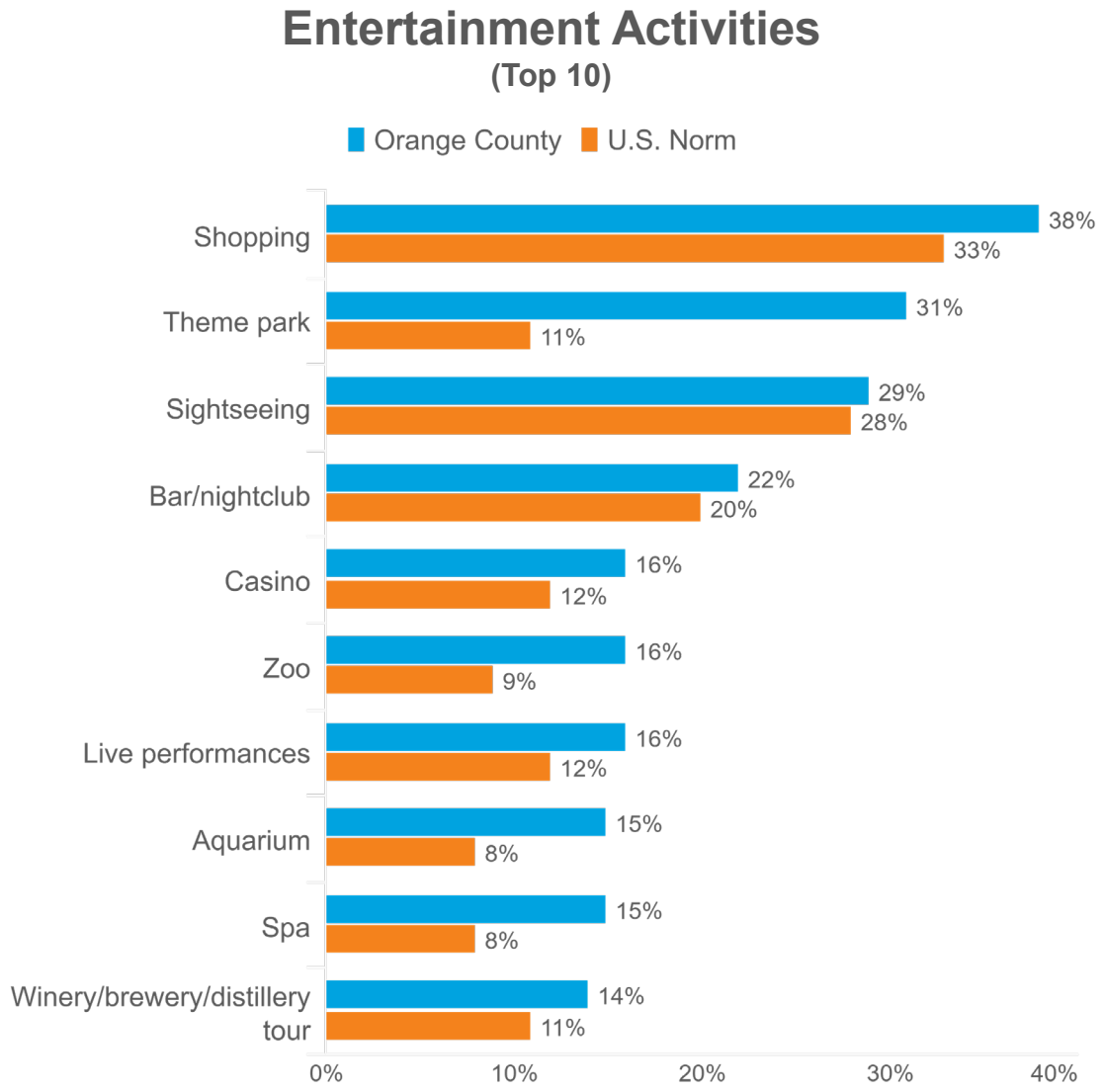
Entertainment Activities

Orange County

82%

U.S. Norm

74%



Orange County: During Trip - Cultural Activities

Base: 2024 Cultural Travel Overnight Person-Trips



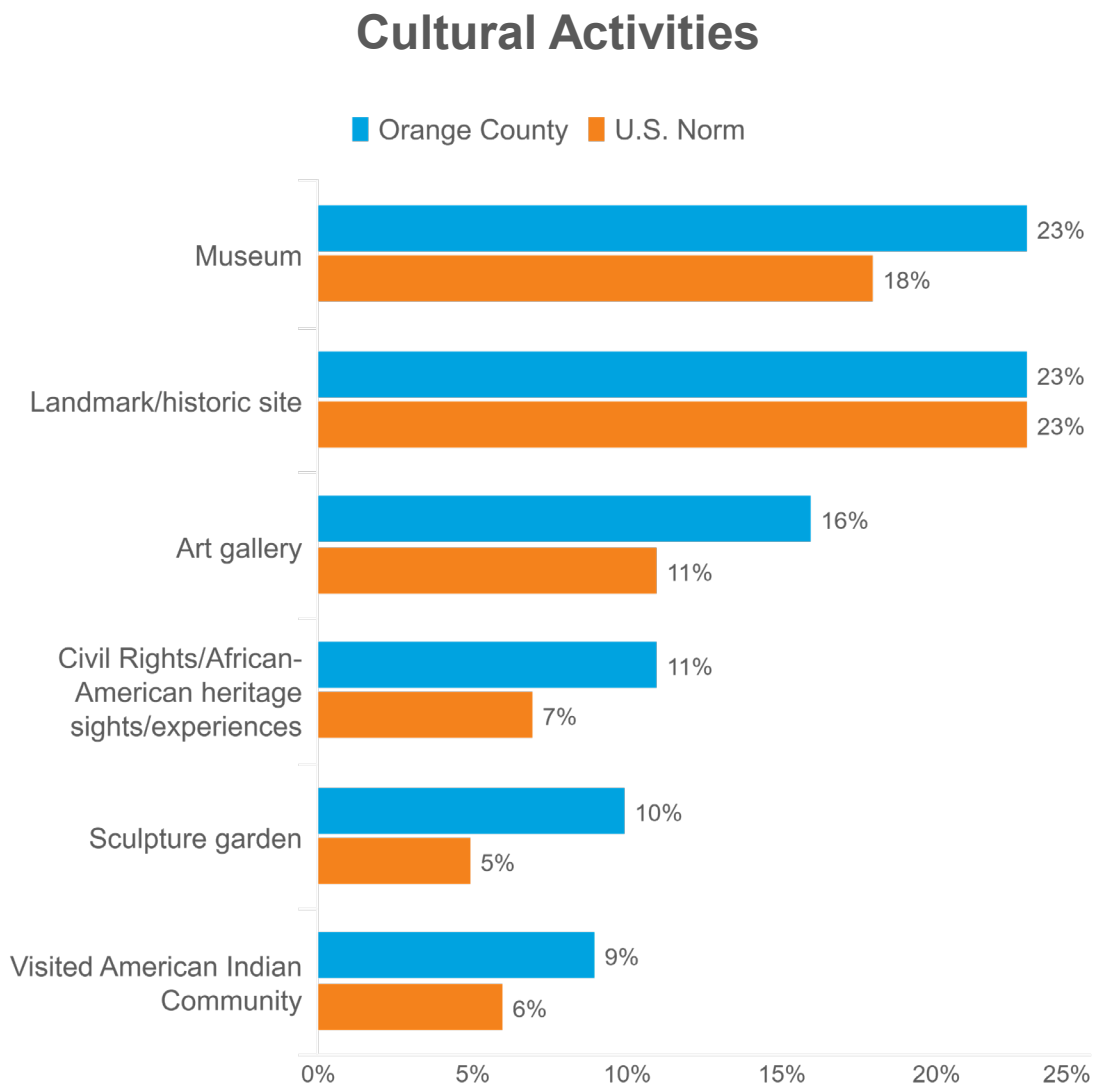
Cultural Activities

Orange County

55%

U.S. Norm

46%



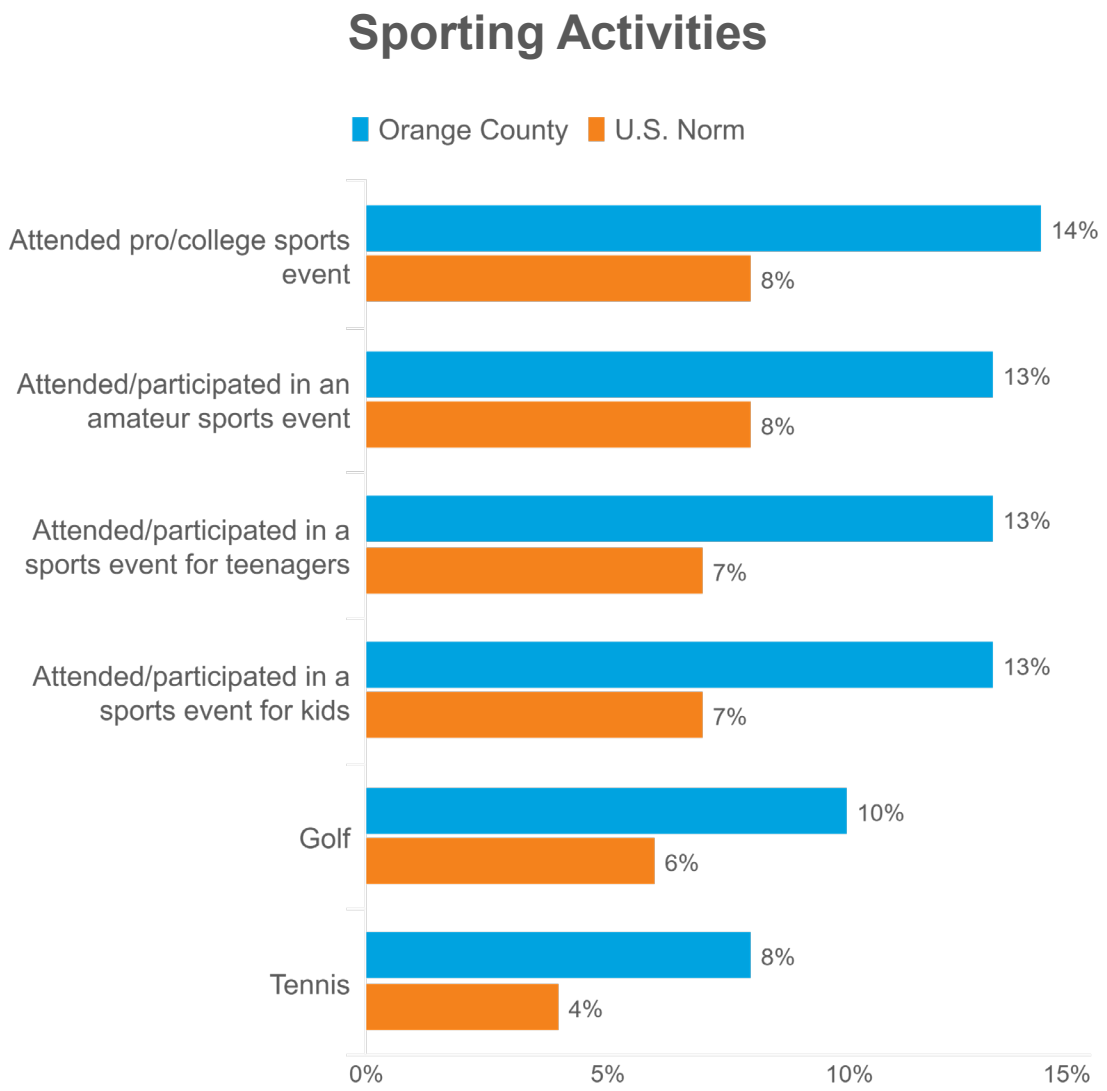
Orange County: During Trip - Sporting Activities

Base: 2024 Cultural Travel Overnight Person-Trips



Sporting Activities

Orange County	U.S. Norm
40%	27%



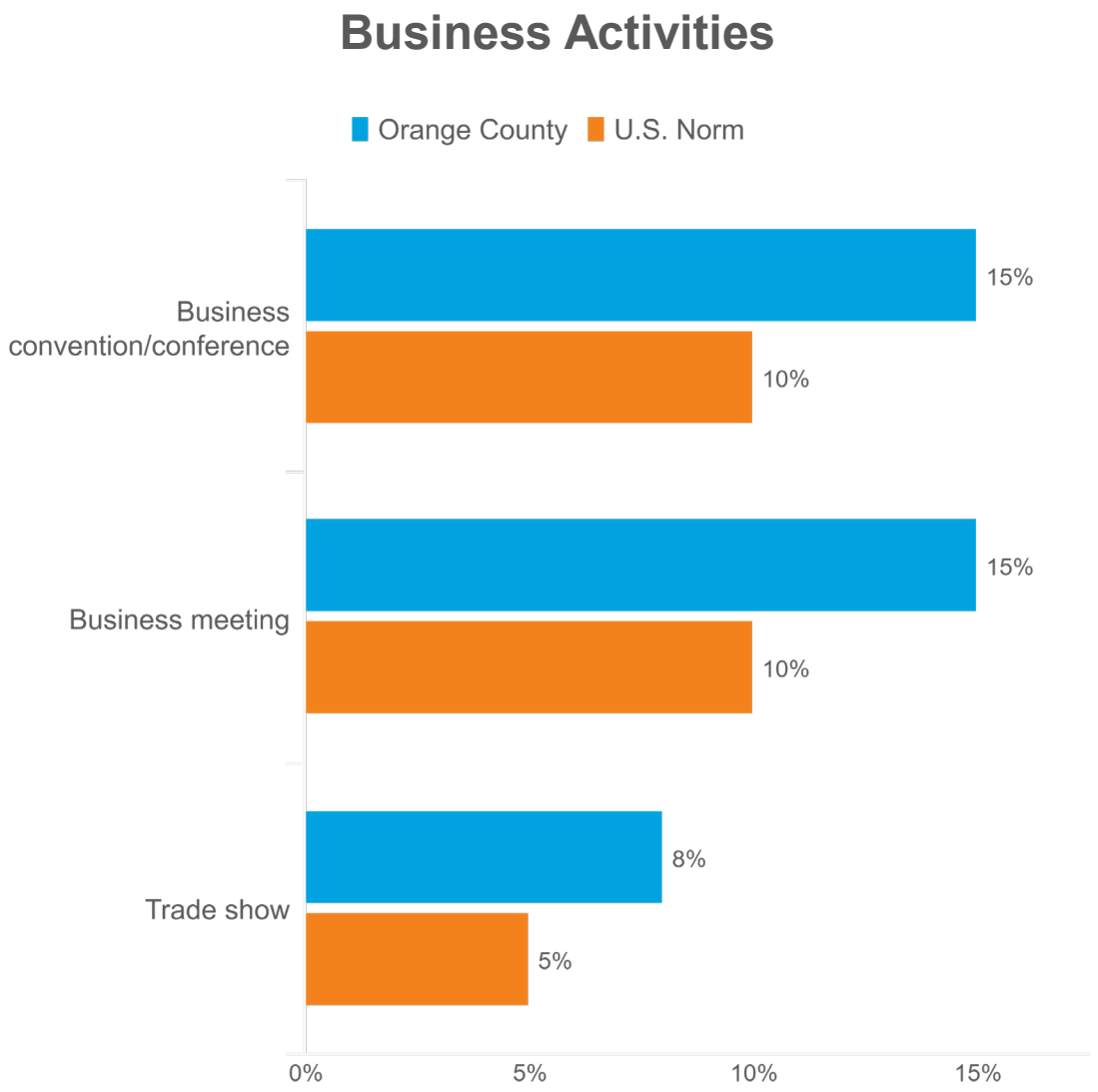
Orange County: During Trip - Business Activities

Base: 2024 Cultural Travel Overnight Person-Trips



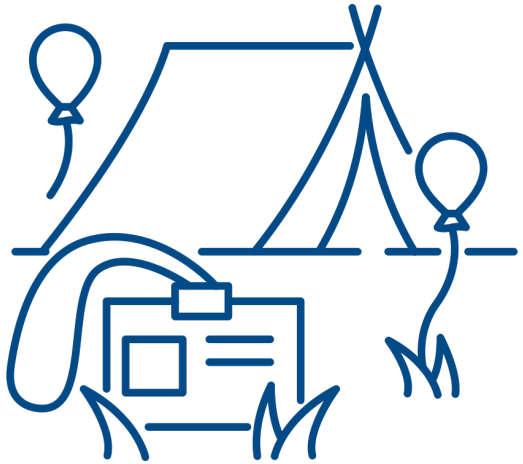
Business Activities

Orange County	U.S. Norm
29%	20%



Orange County: During Trip - Other Activities

Base: 2024 Cultural Travel Overnight Person-Trips



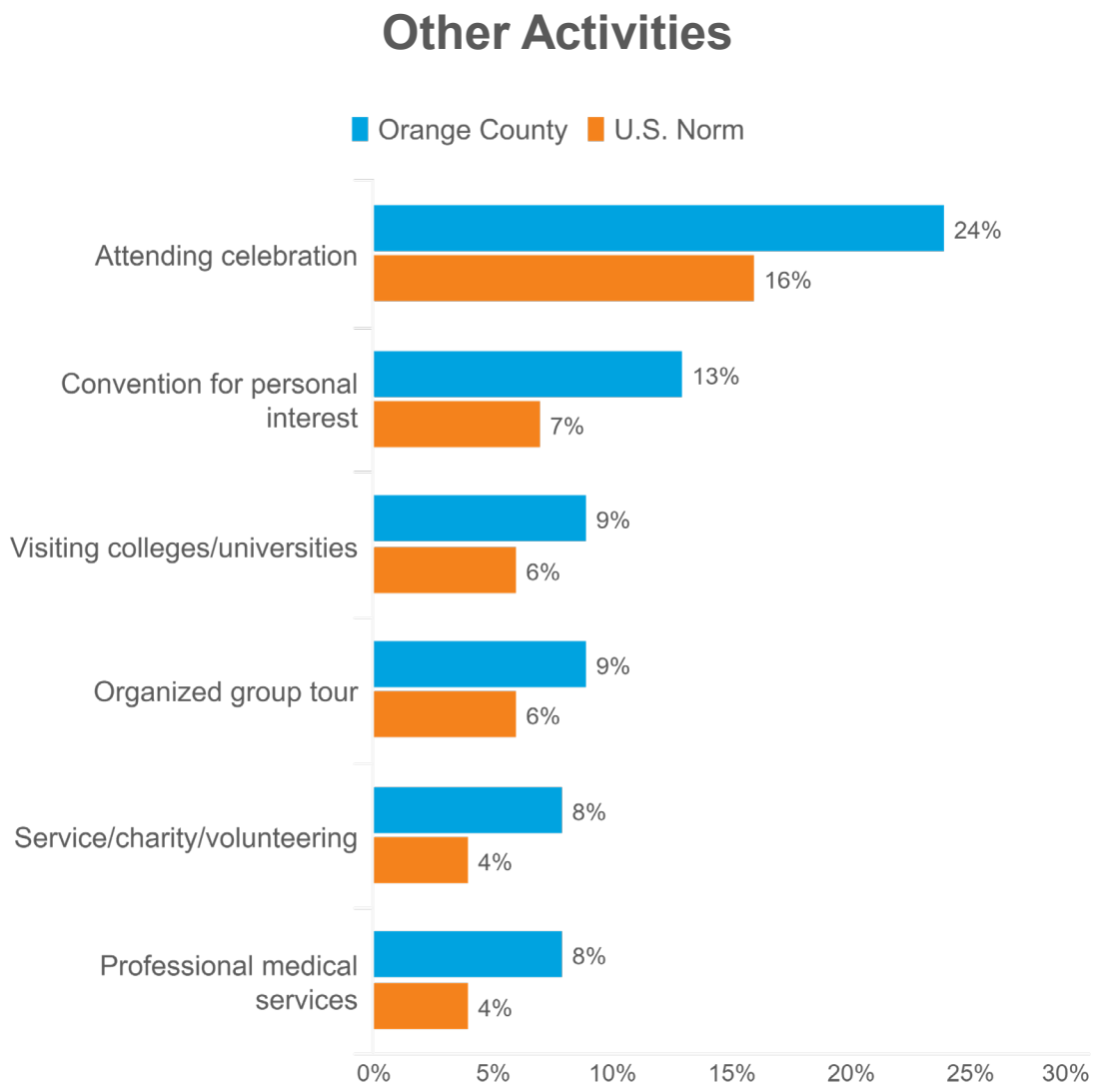
Other Activities

Orange County

42%

U.S. Norm

32%



Orange County: During Trip

Base: 2024 Cultural Travel Overnight Person-Trips

Shopping Types on Trip

Base: 2024 Cultural Travel Overnight Person-Trips that included Shopping

	Orange County	U.S. Norm
Outlet/mall shopping	56%	45%
Shopping at locally owned businesses	54%	55%
Convenience/grocery shopping	51%	45%
Souvenir shopping	45%	43%
Big box stores (Walmart, Costco)	39%	31%
Farmers market	29%	20%
Antiquing	14%	14%

Dining Types on Trip

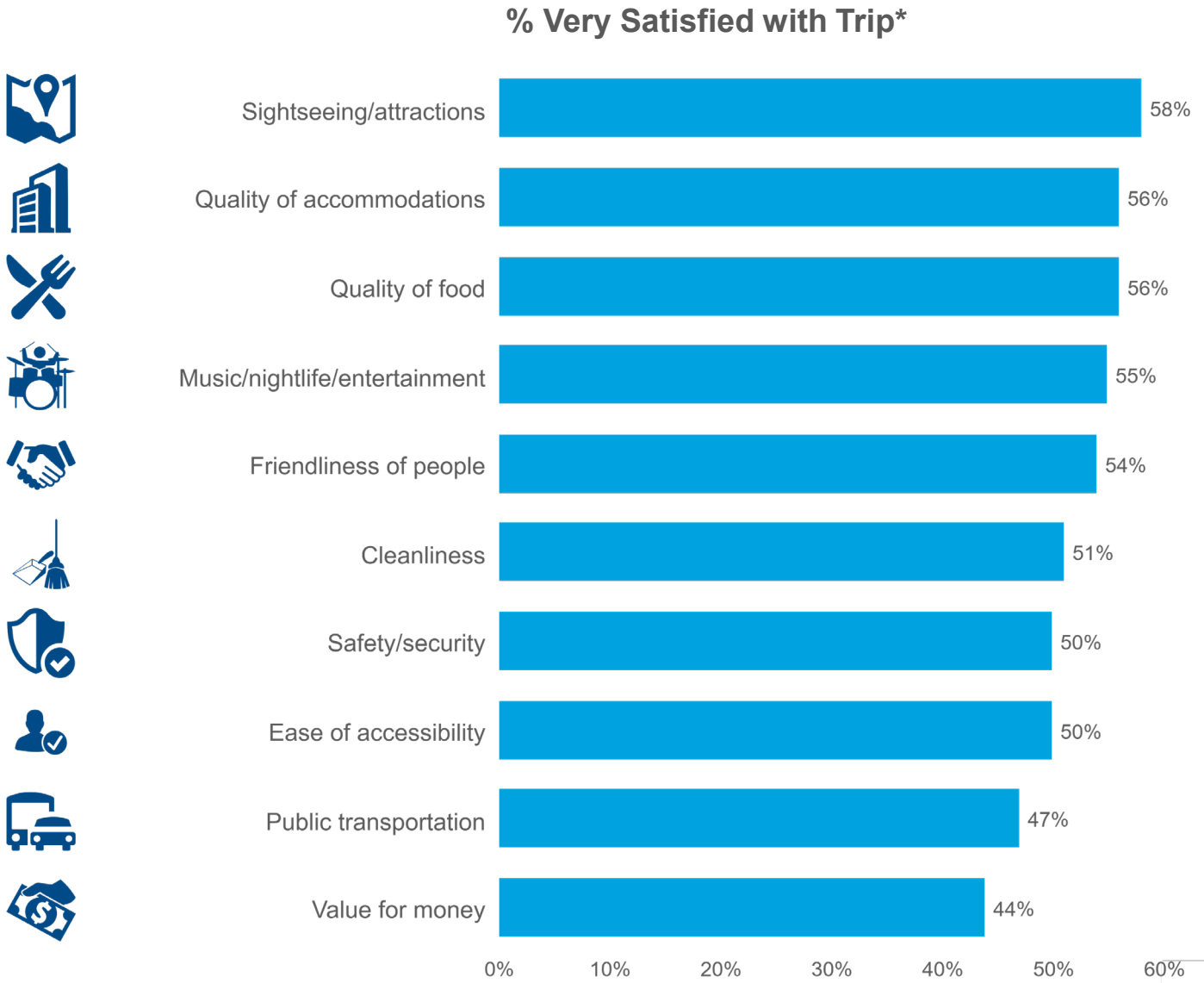
	Orange County	U.S. Norm
Casual dining	65%	60%
Unique/local food	59%	56%
Fast food	58%	47%
Carry-out/food delivery service	37%	27%
Fine/upscale dining	32%	26%
Picnicking	16%	13%

Orange County: During Trip

Base: 2024 Cultural Travel Overnight Person-Trips

64%

of overnight travelers were very satisfied with their overall trip experience



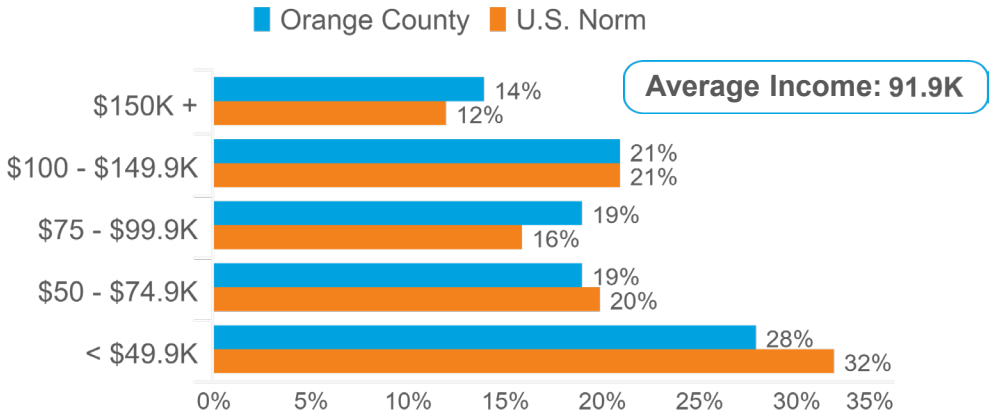
*Very satisfied = selected top box on a five-point scale

Ease of Accessibility only asked to those with travel limiting disabilities within travel party

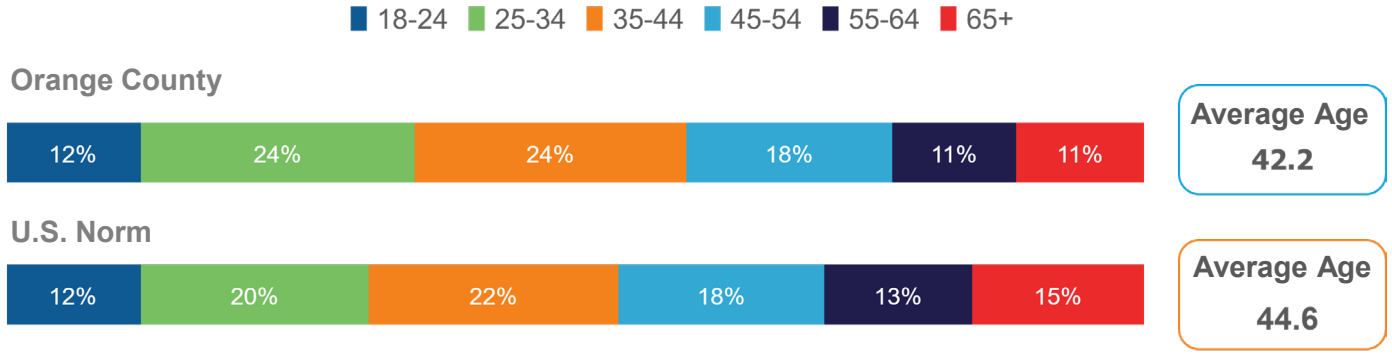
Demographic Profile of Overnight Orange County Visitors

Base: 2024 Cultural Travel Overnight Person-Trips

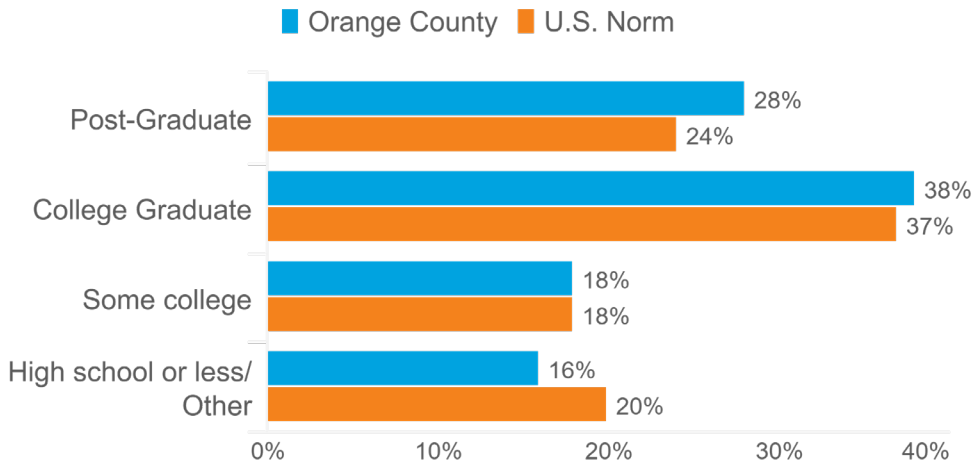
Household Income



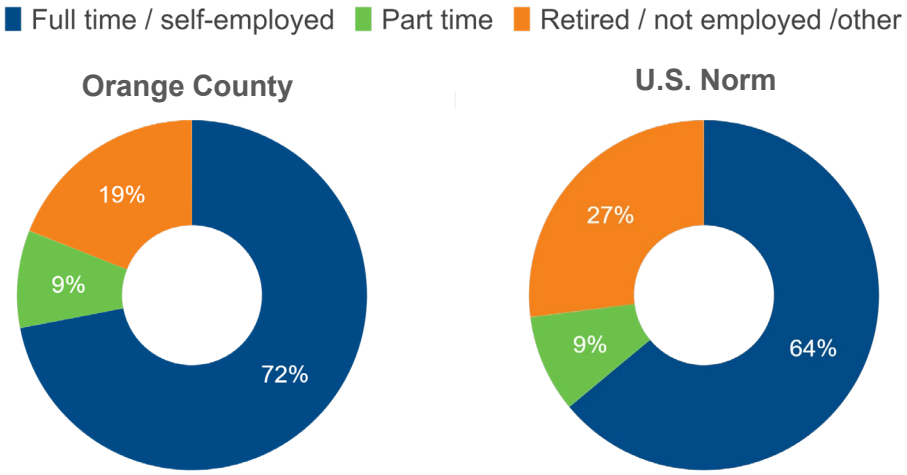
Age



Educational Attainment



Employment



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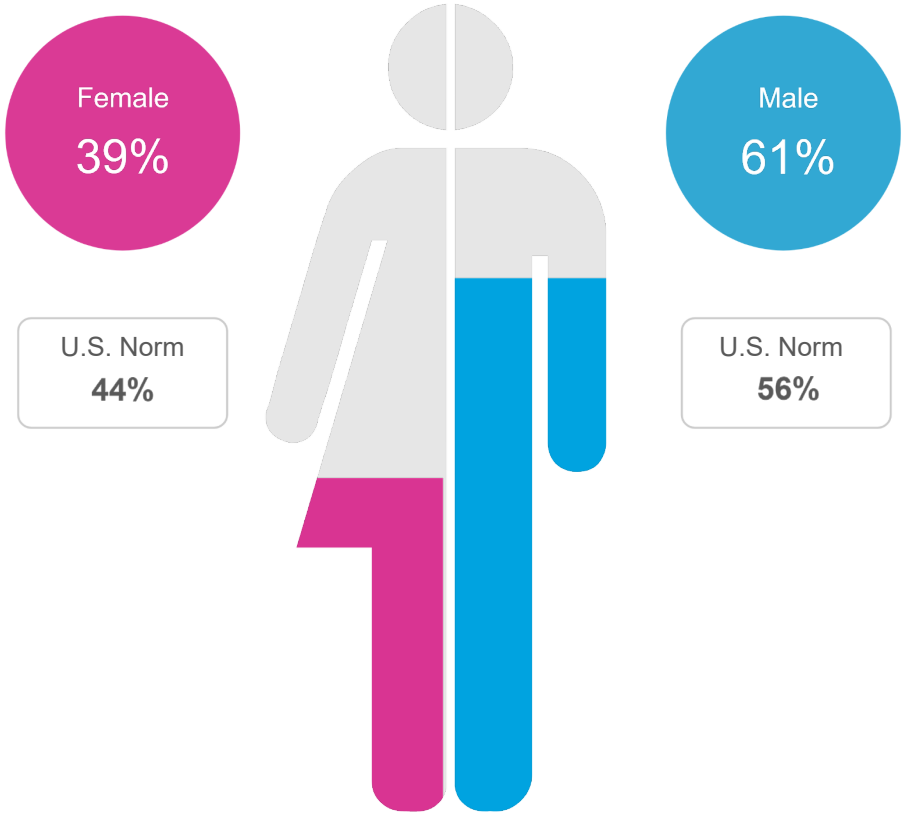
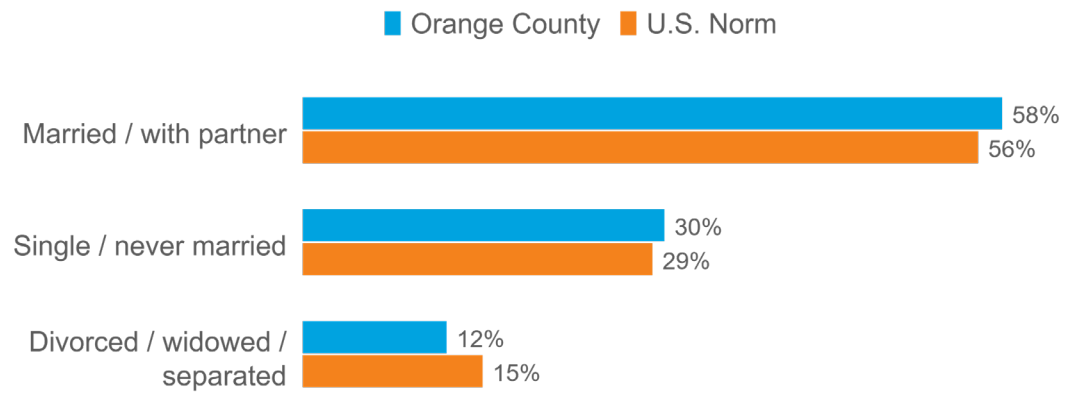
Demographic Profile of Overnight Orange County Visitors

Base: 2024 Cultural Travel Overnight Person-Trips

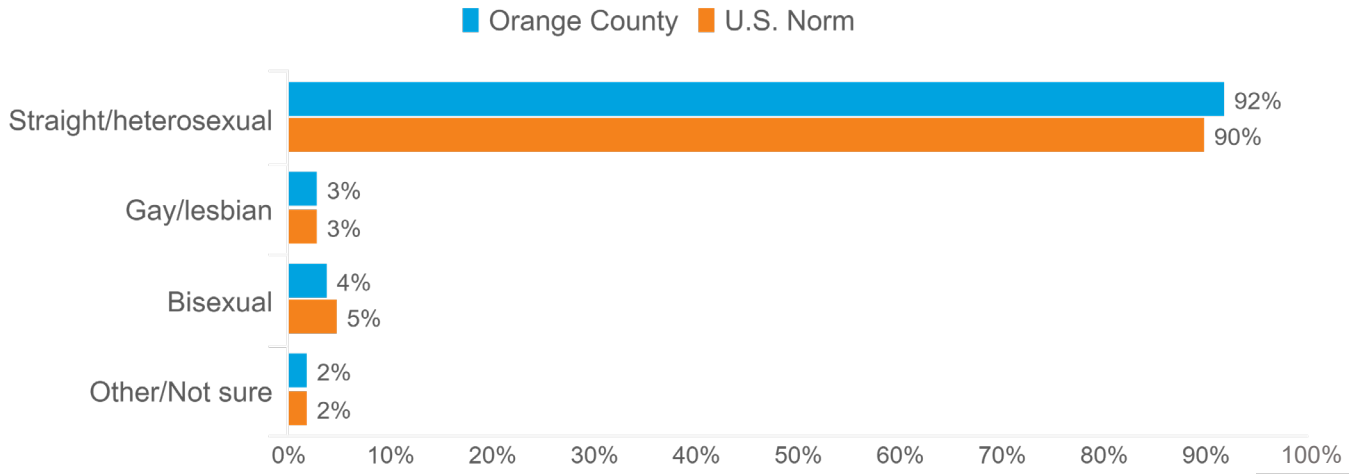
Gender



Marital Status



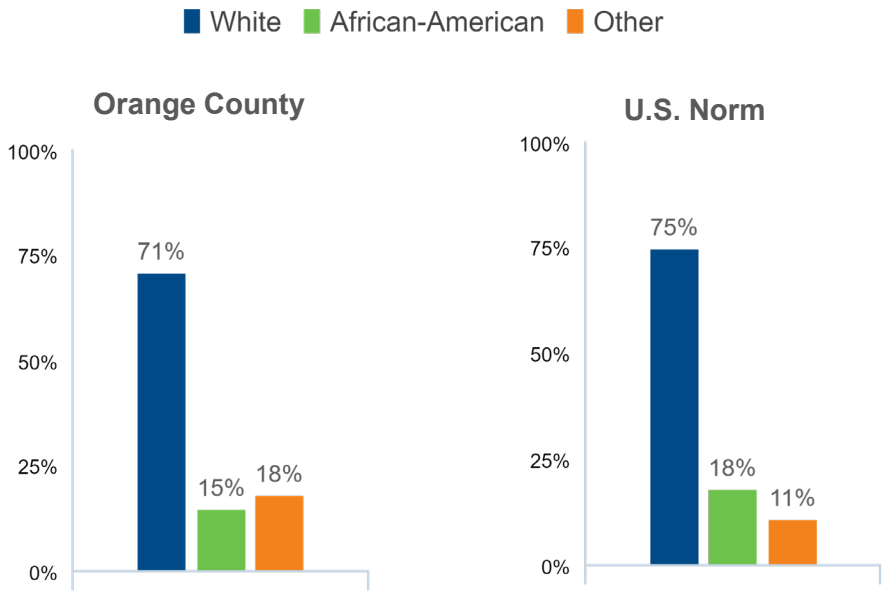
Sexual Orientation



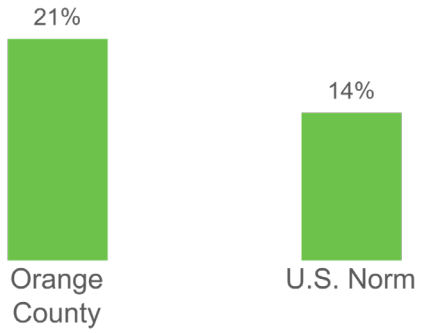
Demographic Profile of Overnight Orange County Visitors

Base: 2024 Cultural Travel Overnight Person-Trips

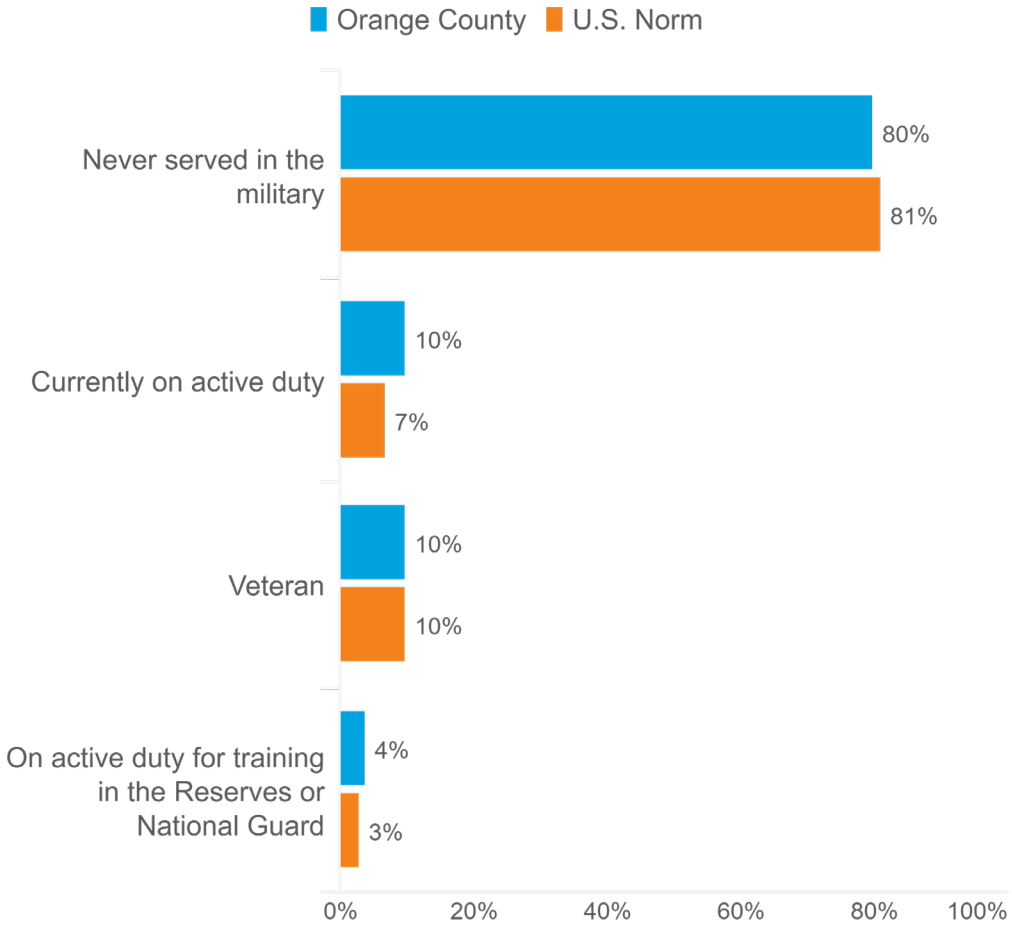
Race



Hispanic Background



Military Status



Demographic Profile of Overnight Orange County Visitors

Base: 2024 Cultural Travel Overnight Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	19%	24%	19%	26%	12%
U.S. Norm	23%	32%	17%	19%	9%

Children in Household



Orange County

No children under 18	42%
Any 13-17	33%
Any 6-12	34%
Any child under 6	18%



U.S. Norm

No children under 18	53%
Any 13-17	25%
Any 6-12	26%
Any child under 6	15%



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Travel USA Visitor Profile

Day Visitation

GARDEN GROVE

SANTA ANA 1869

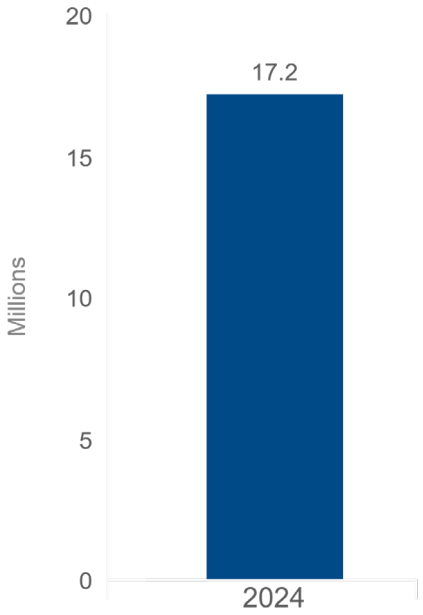
FOUNTAIN VALLEY

2024

Size and Structure of Orange County's Domestic Travel Market

Base: 2024 Cultural Travel Day Person-Trips

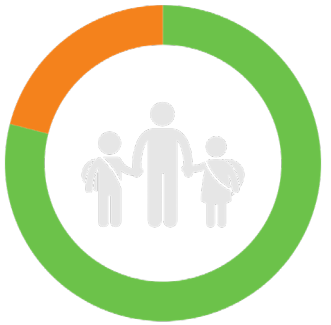
Day Trips to Orange County



Size of Orange County Day Travel Market - Adults vs. Children

Total Day Person-Trips

17.2 Million



Adults

79% **13.7 Million**

Children

21% **3.5 Million**

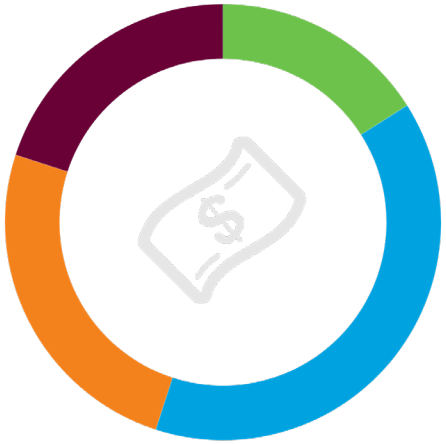
Orange County's Day Trip Expenditures

Base: 2024 Cultural Travel Day Person-Trips

Domestic Day Expenditures - by Sector

Total Spending

$ 1.932 Billion

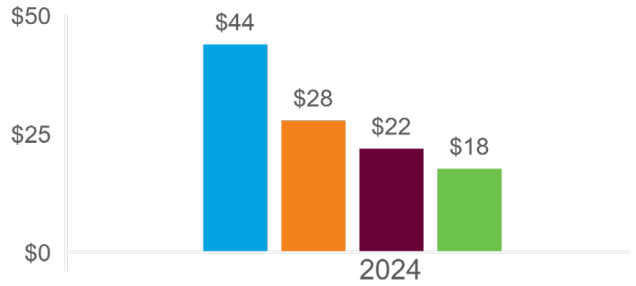


Transportation at Destination	16%	$306 Million
Restaurant Food & Beverage	39%	$761 Million
Retail Purchase	25%	$482 Million
Recreation/Entertainment	20%	$382 Million

Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector

Average Per Person Per Trip: $112





Restaurant food & beverage | Retail Purchase | Recreation/ Sightseeing/ Entertainment | Transportation at Destination | Lodging

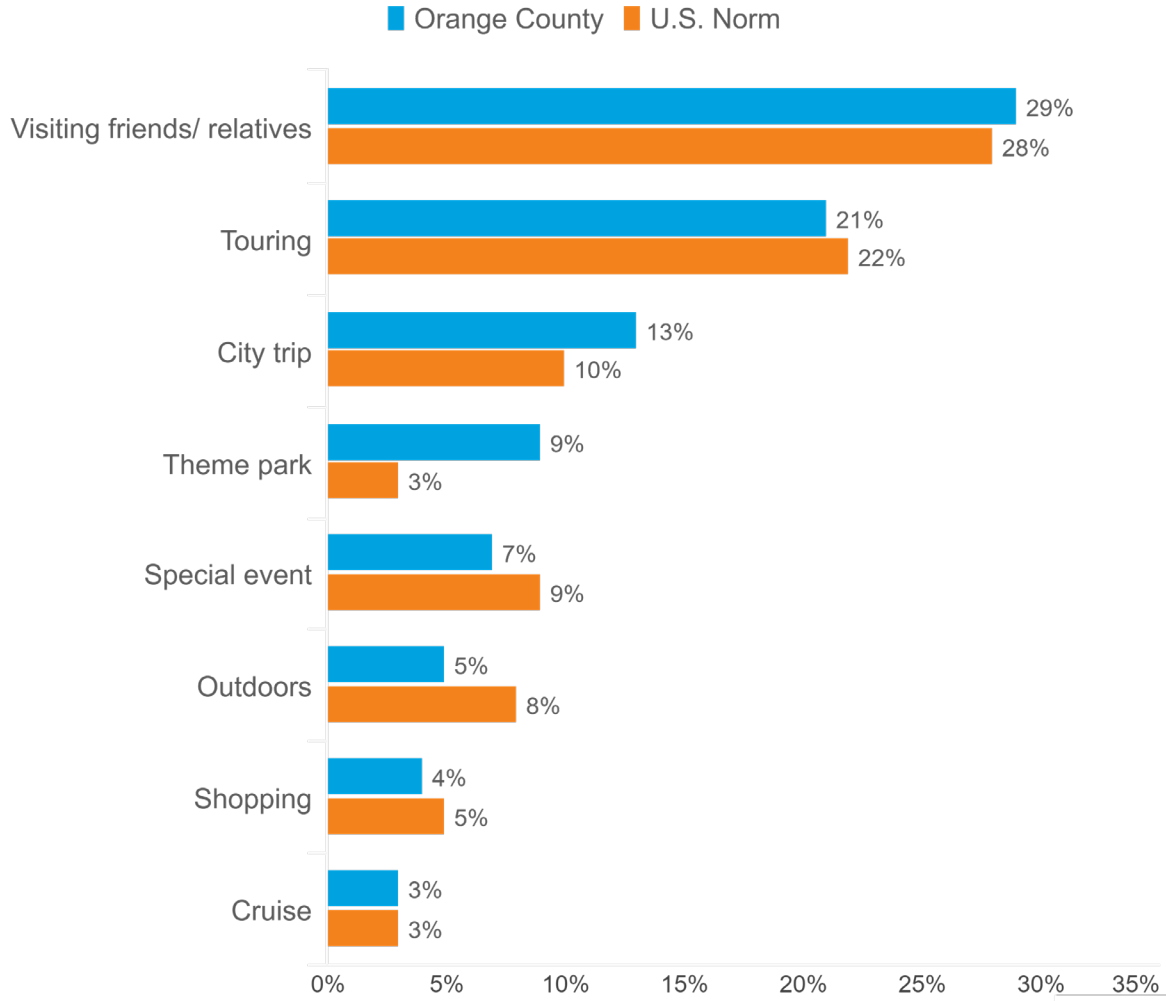
Orange County's Day Trip Characteristics

Base: 2024 Cultural Travel Day Person-Trips

Main Purpose of Trip

	2024
Visiting friends/ relatives	29%
Touring	21%
City trip	13%
Theme park	9%
Special event	7%
Outdoors	5%
Shopping	4%
Cruise	3%
Business-Leisure	3%
Other business trip	2%
Resort	1%
Casino	1%
Conference/ Convention	1%

Main Purpose of Leisure Trip (Top 8)



Structure of the U.S. and Orange County Day Travel Market

Base: 2024 Cultural Travel Day Person-Trips

2024 Orange County Day Trips



Visiting friends/relatives	29%
Marketable	66%
Business	3%
Business-leisure	3%

2024 U.S. Day Trips

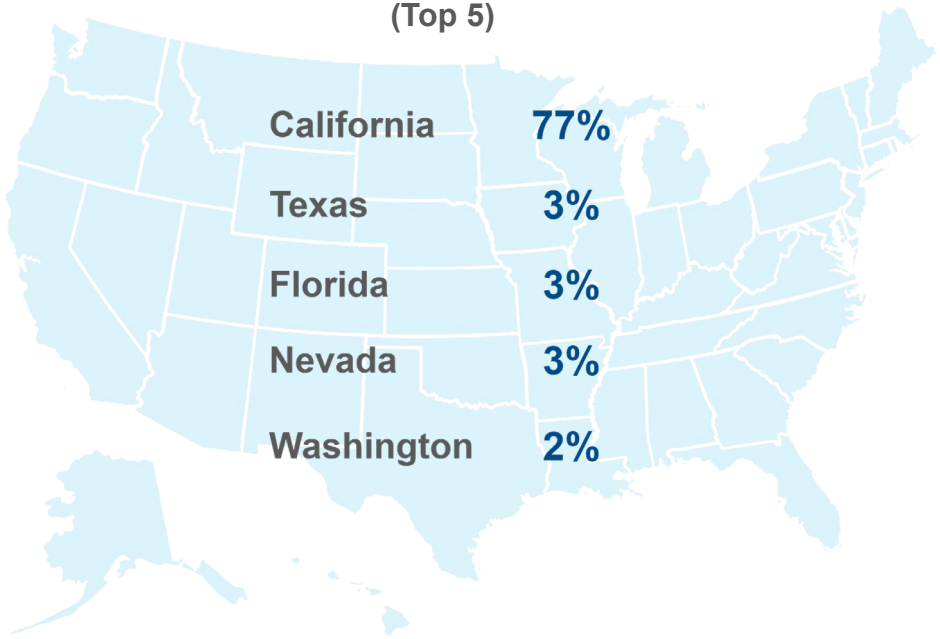


Visiting friends/relatives	28%
Marketable	66%
Business	4%
Business-leisure	2%

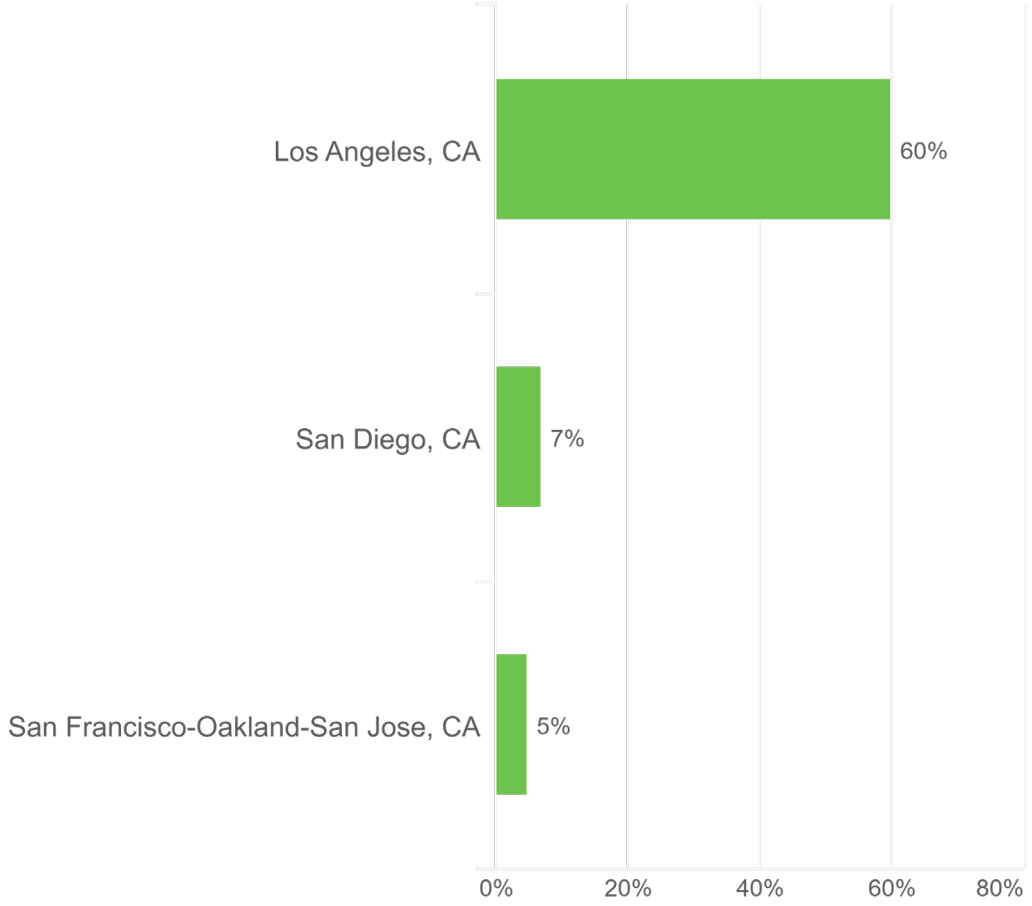
Orange County's Day Trip Characteristics

Base: 2024 Cultural Travel Day Person-Trips

State Origin of Trip
(Top 5)



DMA Origin of Trip
(Top 3)





Season of Trip
Cultural Travel Day Person-Trips

Orange County's Day Trip Characteristics

Base: 2024 Cultural Travel Day Person-Trips

Size of Travel Party

Adults Children

*Children is based on age, anyone under the age of 18

Orange County



Total **2.8**

Average number of people

U.S. Norm



Total **2.6**

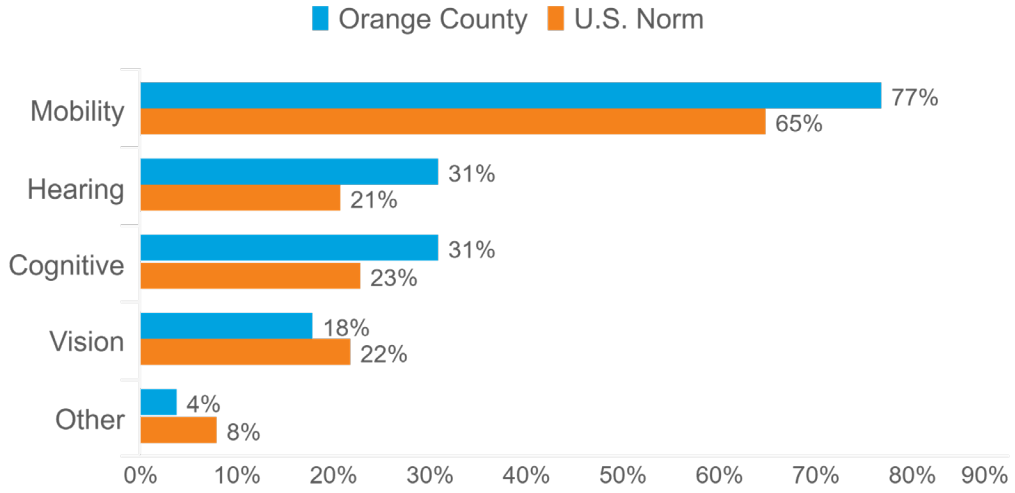
Average number of people

14% **of travel parties had a travel party member that required accessibility services**

U.S. Norm: 18%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Orange County's Day Trip Characteristics

Base: 2024 Cultural Travel Day Person-Trips

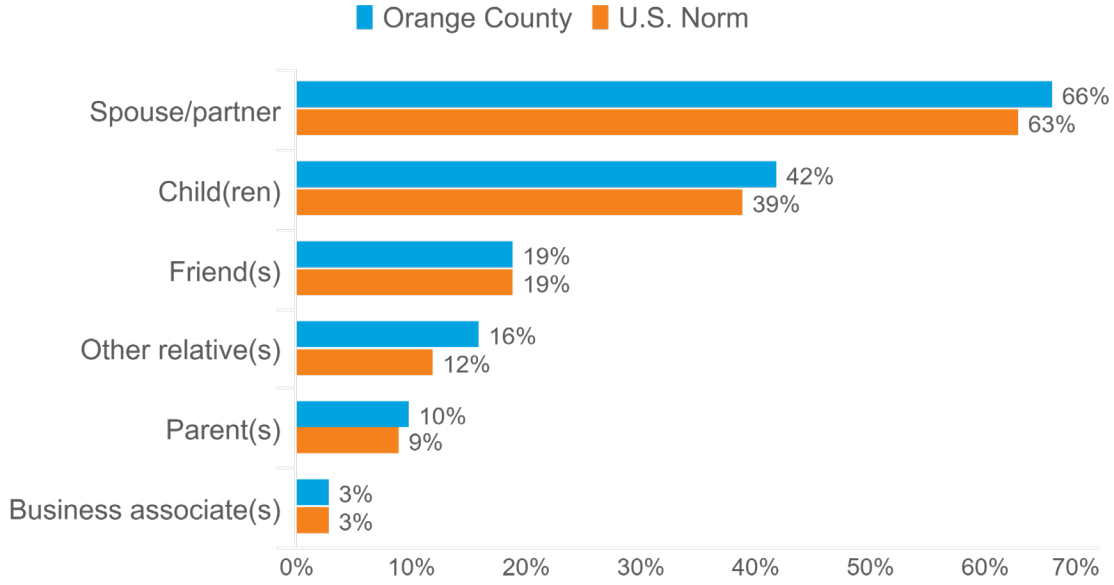
22% **of trips only had one person in the travel party**

U.S. Norm: 24%

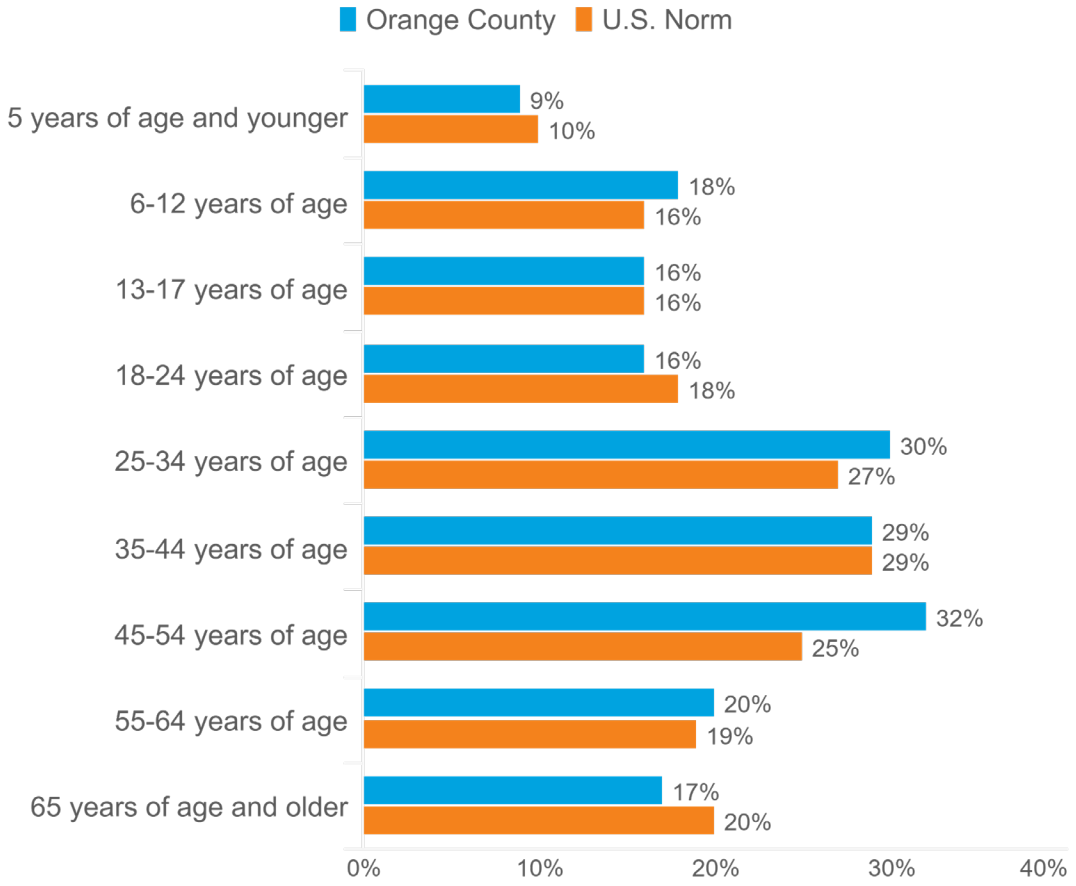
Composition of Immediate Travel Party

Base: 2024 Cultural Travel Day Person-Trips that included more than one person

*Child(ren) is based on the relationship to the respondent



Travel Party Age



Orange County: During Trip

Base: 2024 Cultural Travel Day Person-Trips

Activity Groupings

Outdoor Activities



46%

U.S. Norm: 47%

Entertainment Activities



75%

U.S. Norm: 64%

Cultural Activities



32%

U.S. Norm: 39%

Sporting Activities



17%

U.S. Norm: 21%

Business Activities



12%

U.S. Norm: 15%

Other Activities



26%

U.S. Norm: 24%

Activities and Experiences

(Top 10)

	Orange County	U.S. Norm
Shopping	30%	25%
Theme park	28%	8%
Sightseeing	28%	22%
Beach/waterfront	19%	9%
Bar/nightclub	16%	10%
Landmark/historic site	14%	18%
Museum	14%	14%
Local parks/playgrounds	11%	10%
Attending celebration	11%	11%
Swimming	10%	9%

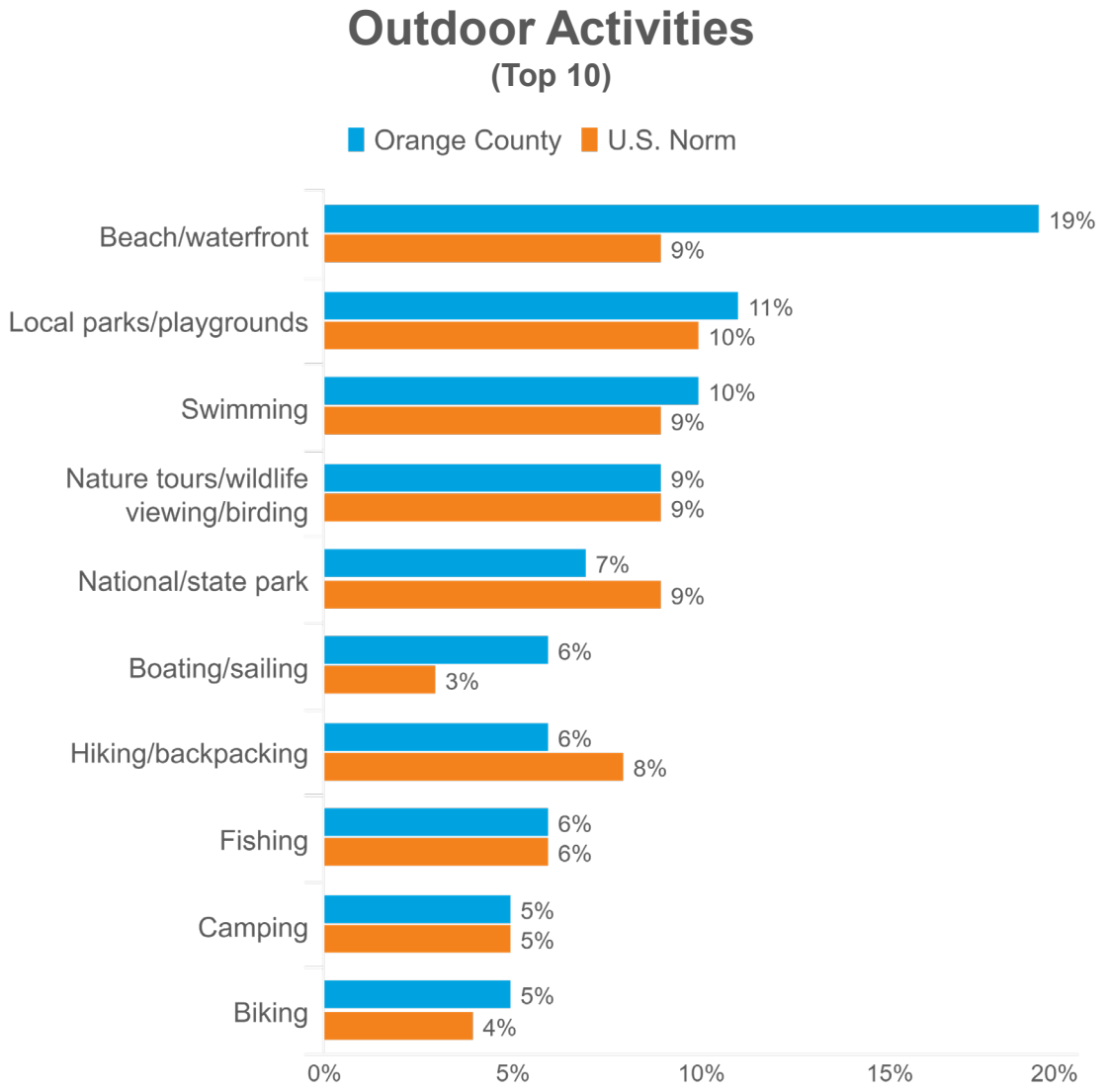
Orange County: During Trip - Outdoor Activities

Base: 2024 Cultural Travel Day Person-Trips



Outdoor Activities

Orange County	U.S. Norm
46%	47%



Orange County: During Trip - Entertainment Activities

Base: 2024 Cultural Travel Day Person-Trips



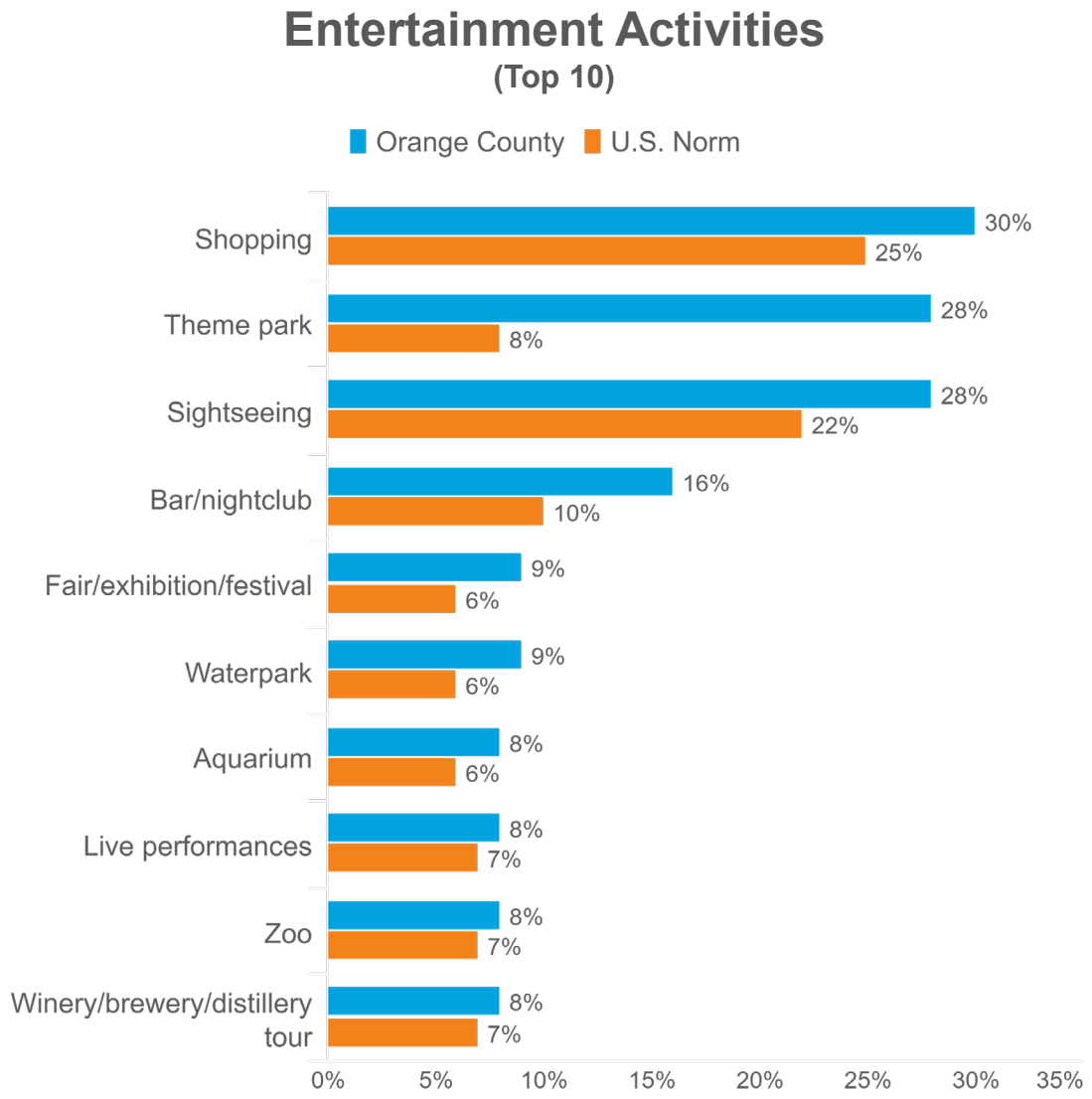
Entertainment Activities

Orange County

75%

U.S. Norm

64%



Orange County: During Trip - Cultural Activities

Base: 2024 Cultural Travel Day Person-Trips



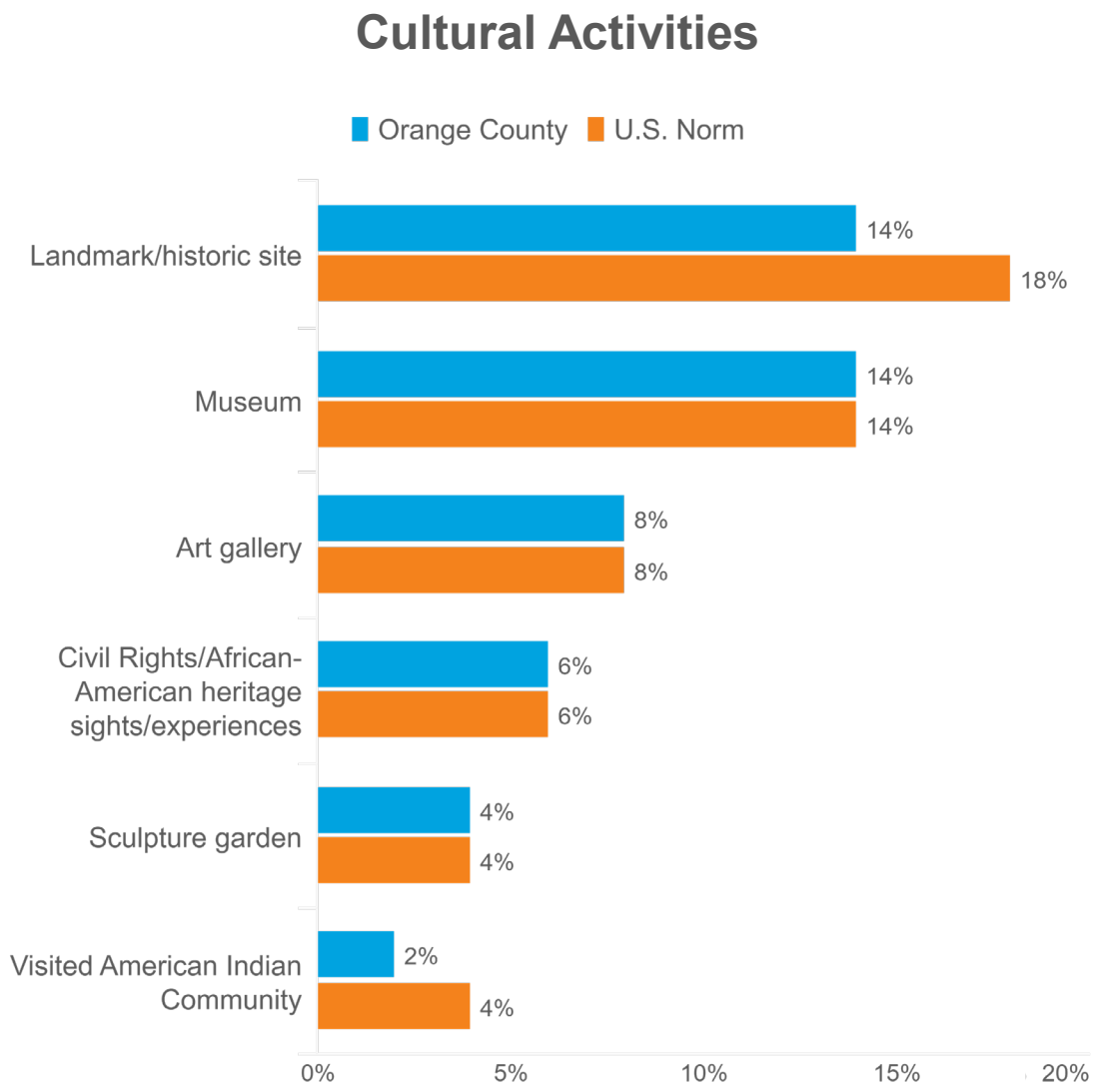
Cultural Activities

Orange County

32%

U.S. Norm

39%



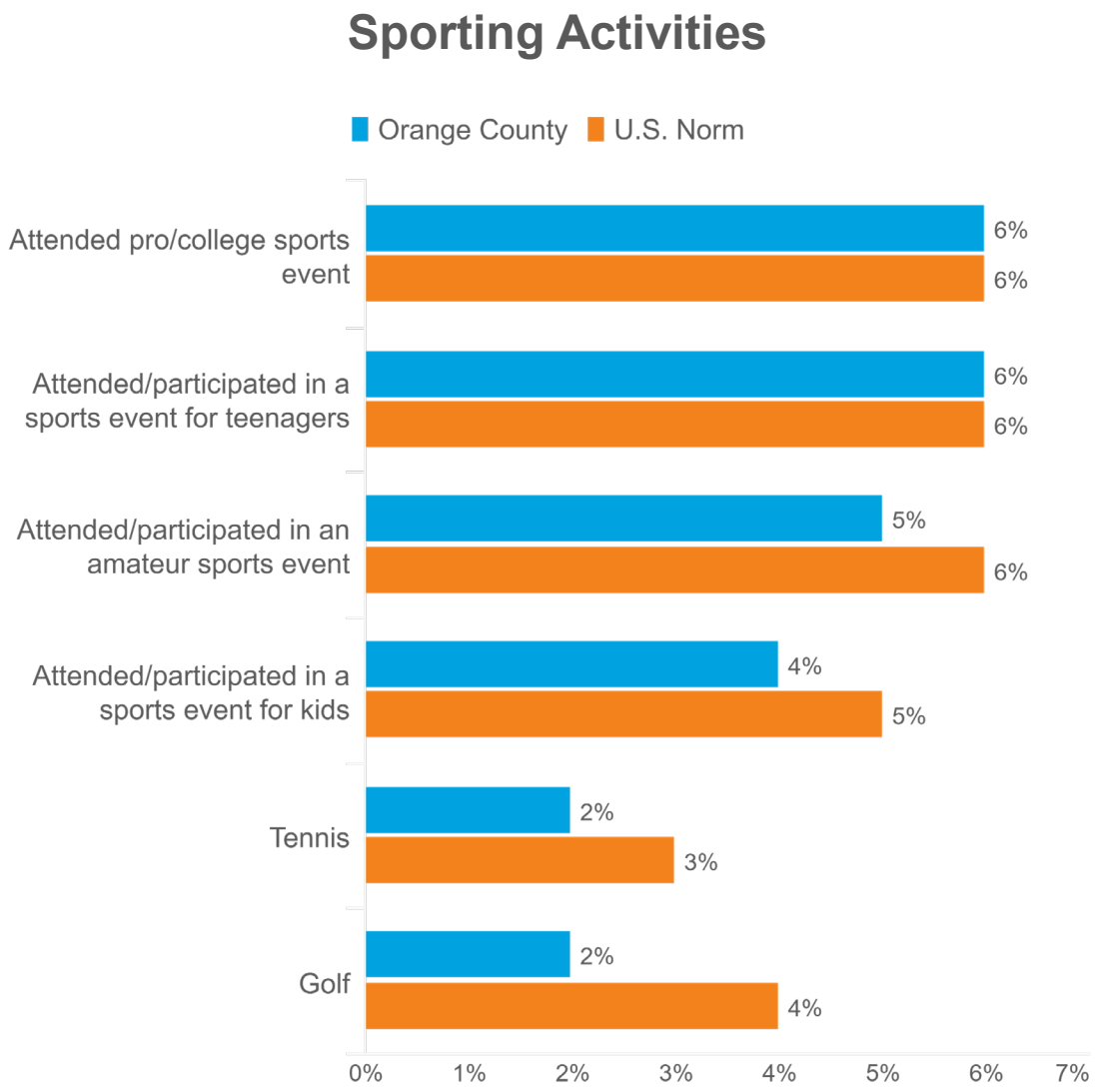
Orange County: During Trip - Sporting Activities

Base: 2024 Cultural Travel Day Person-Trips



Sporting Activities

Orange County	U.S. Norm
17%	21%



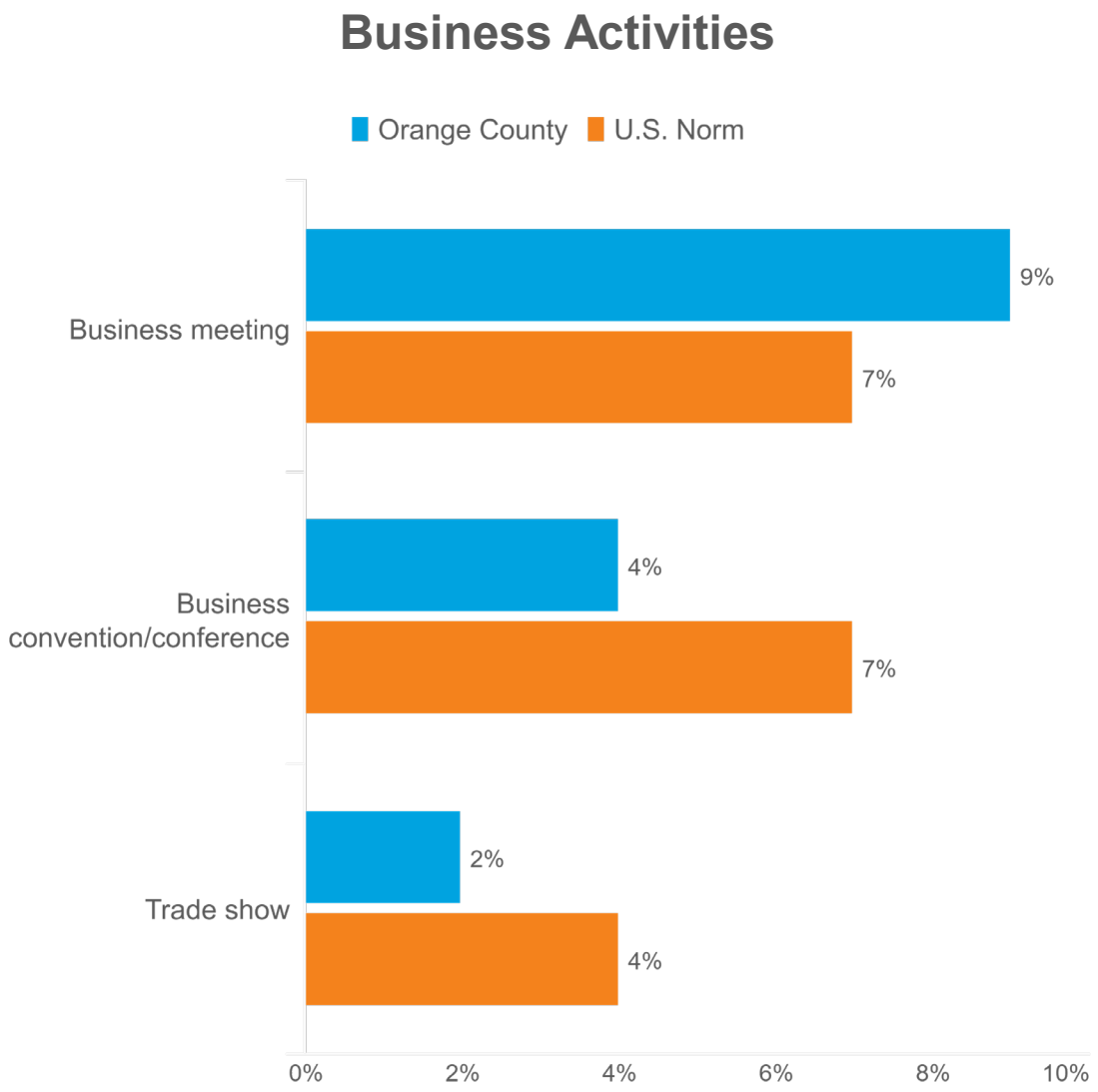
Orange County: During Trip - Business Activities

Base: 2024 Cultural Travel Day Person-Trips



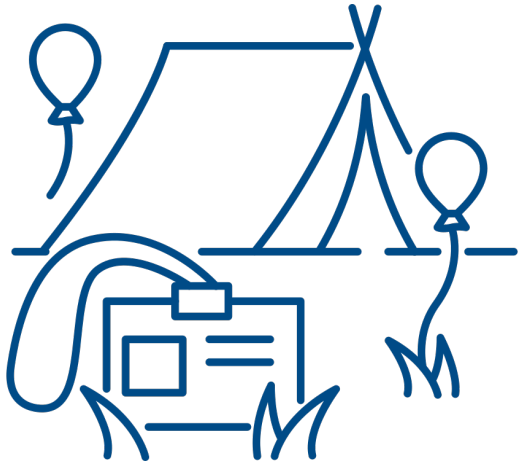
Business Activities

Orange County	U.S. Norm
12%	15%



Orange County: During Trip - Other Activities

Base: 2024 Cultural Travel Day Person-Trips



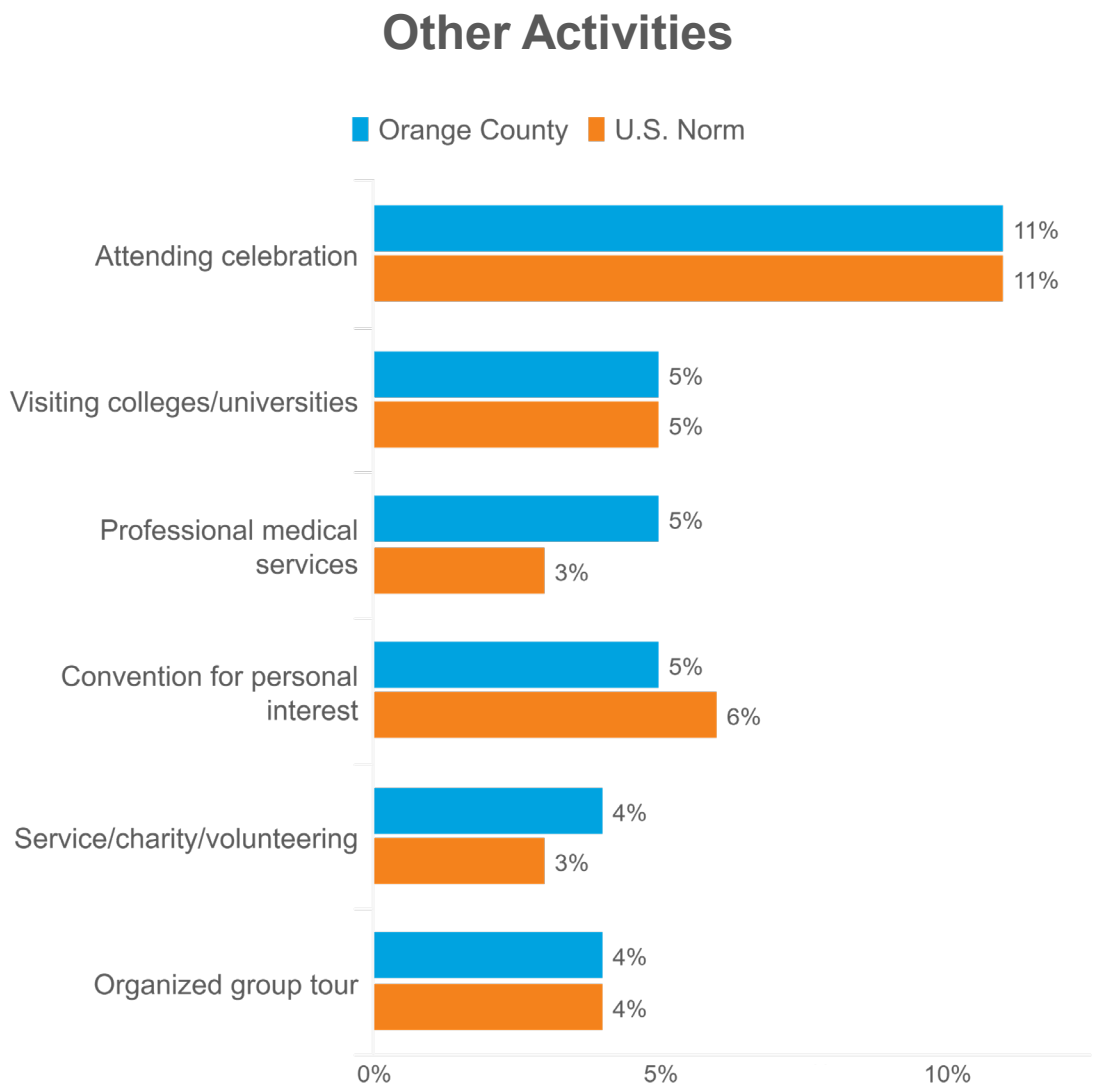
Other Activities

Orange County

26%

U.S. Norm

24%



Orange County: During Trip

Base: 2024 Cultural Travel Day Person-Trips

Shopping Types on Trip

Base: 2024 Cultural Travel Day Person-Trips that included Shopping

	Orange County	U.S. Norm
Outlet/mall shopping	58%	45%
Shopping at locally owned businesses	51%	51%
Souvenir shopping	40%	35%
Farmers market	30%	19%
Convenience/grocery shopping	21%	31%
Big box stores (Walmart, Costco)	19%	25%
Antiquing	13%	16%

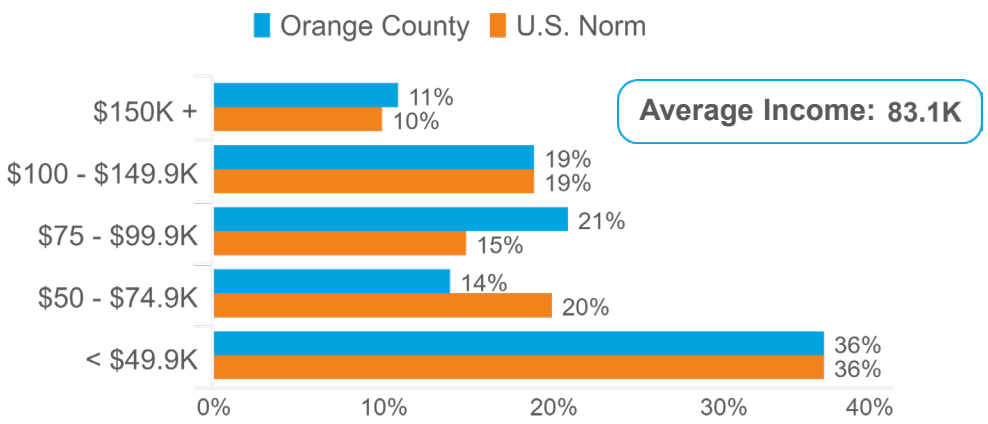
Dining Types on Trip

	Orange County	U.S. Norm
Unique/local food	54%	48%
Casual dining	54%	47%
Fast food	46%	40%
Fine/upscale dining	27%	17%
Carry-out/food delivery service	19%	18%
Picnicking	12%	12%

Demographic Profile of Day Orange County Visitors

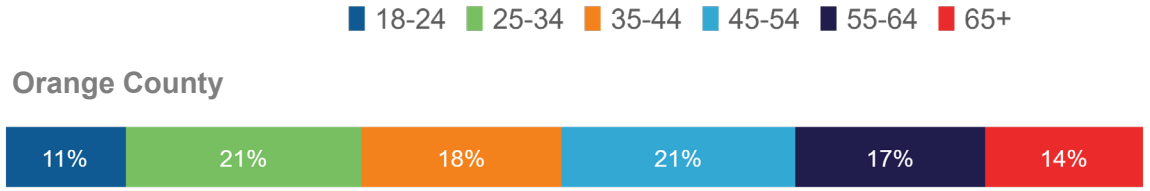
Base: 2024 Cultural Travel Day Person-Trips

Household Income



Average Income: 83.1K

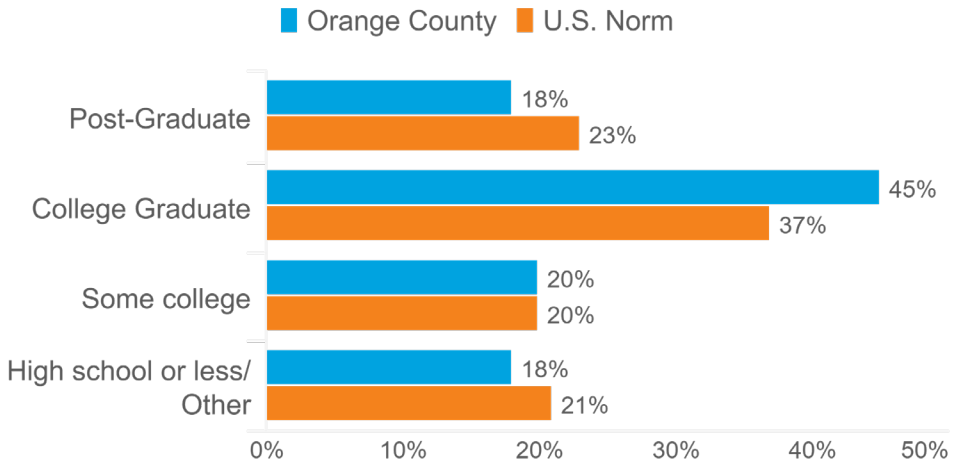
Age



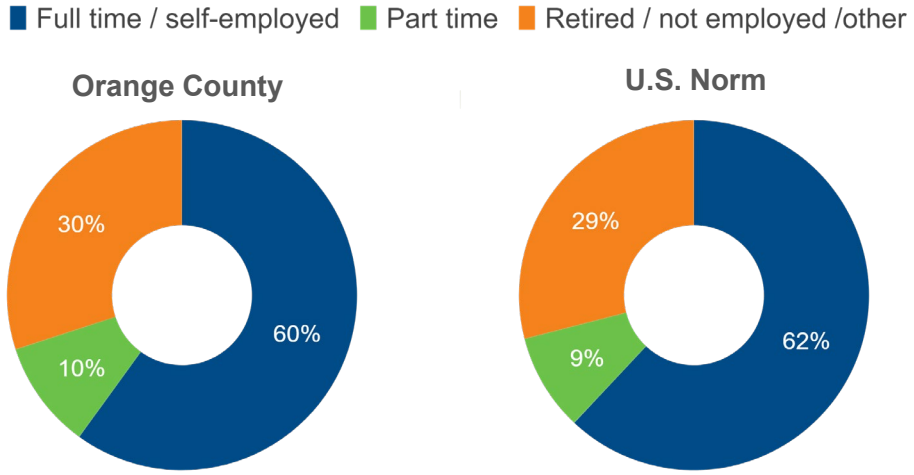
Average Age 45.1

Average Age 44.6

Educational Attainment



Employment



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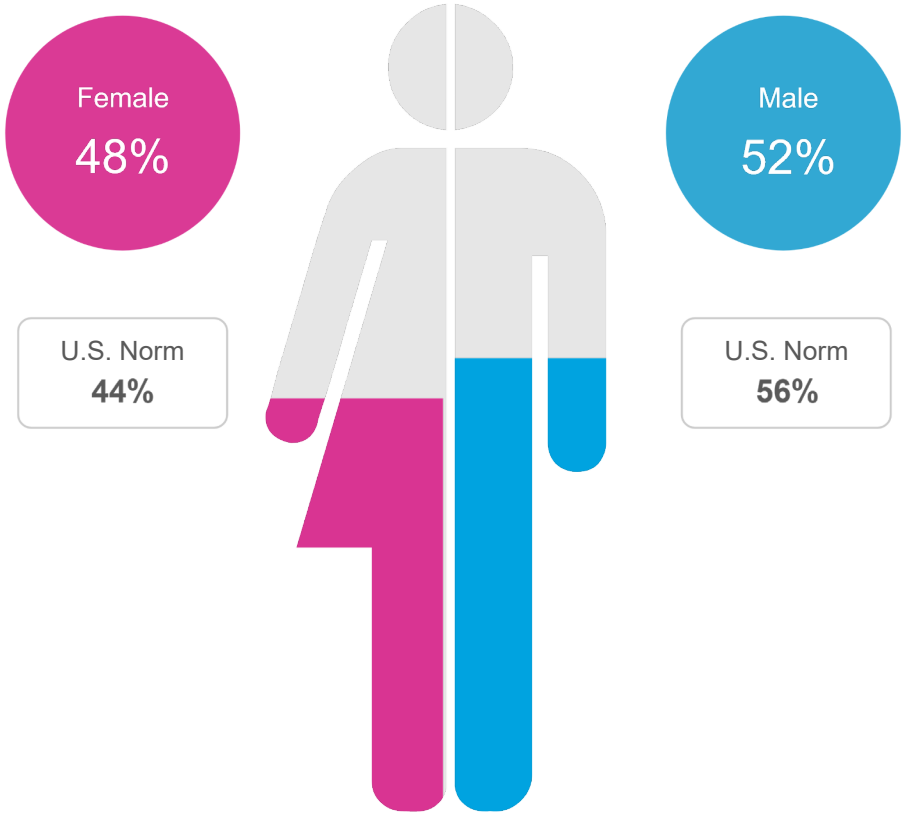
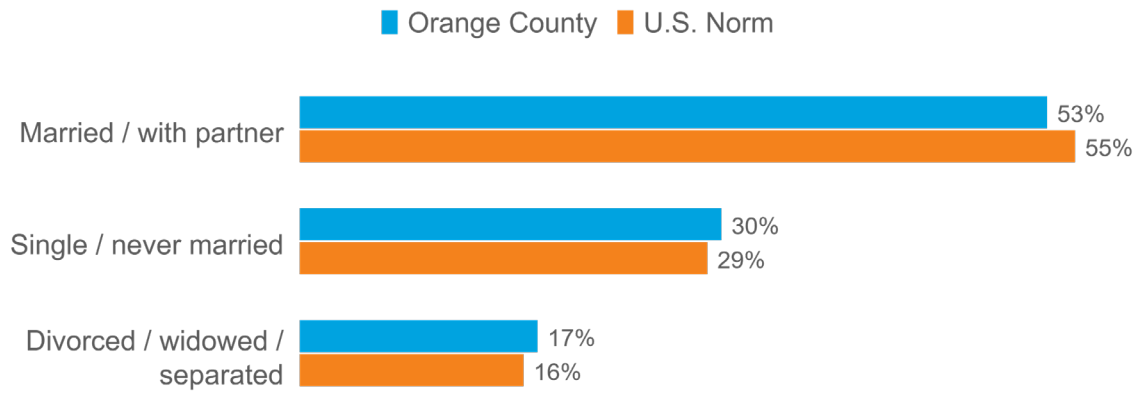
Demographic Profile of Day Orange County Visitors

Base: 2024 Cultural Travel Day Person-Trips

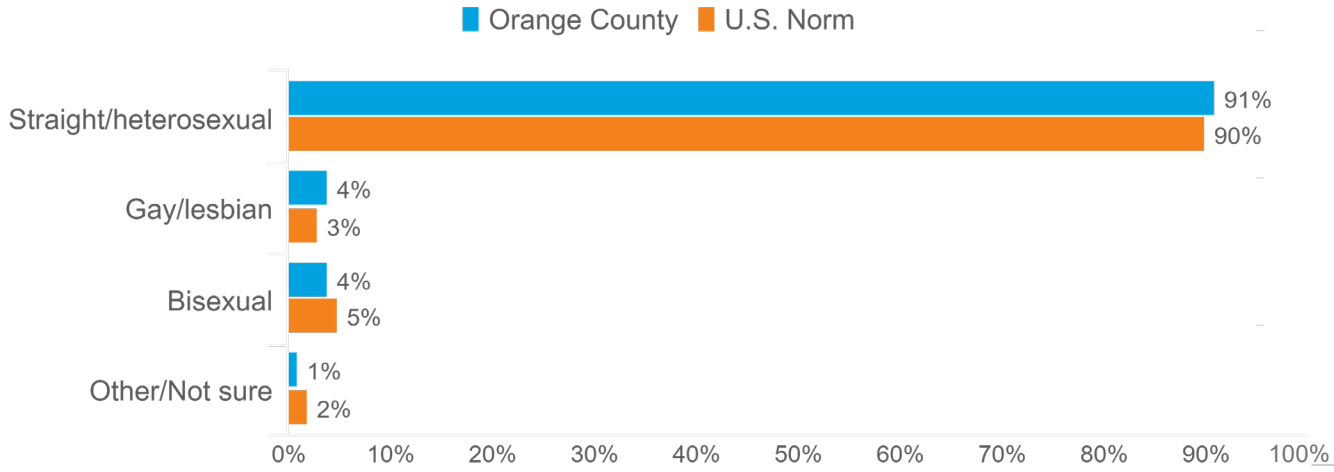
Gender



Marital Status



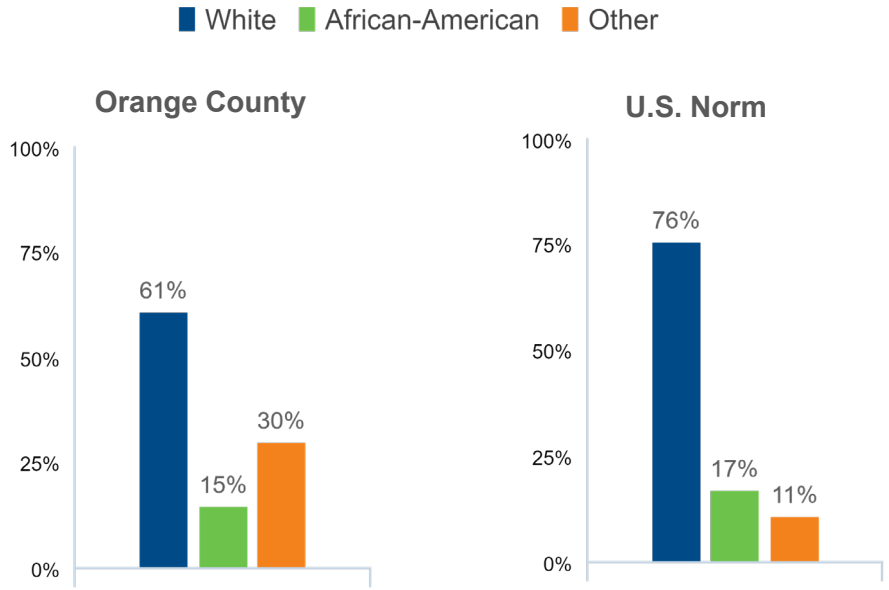
Sexual Orientation



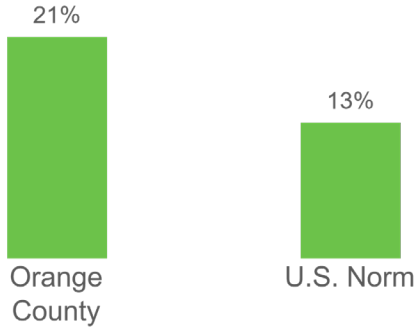
Demographic Profile of Day Orange County Visitors

Base: 2024 Cultural Travel Day Person-Trips

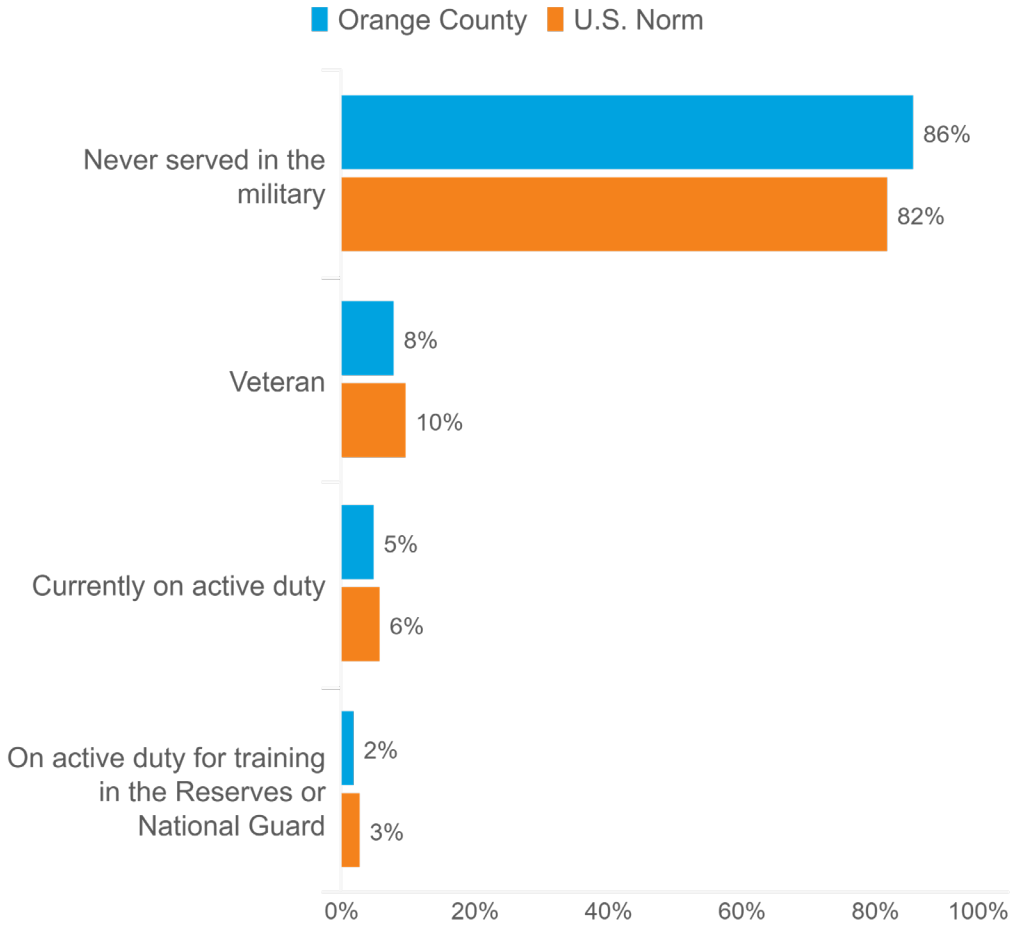
Race



Hispanic Background



Military Status



Demographic Profile of Day Orange County Visitors

Base: 2024 Cultural Travel Day Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	26%	30%	20%	18%	7%
U.S. Norm	23%	31%	18%	20%	9%

Children in Household



Orange County

No children under 18	57%
Any 13-17	22%
Any 6-12	21%
Any child under 6	13%



U.S. Norm

No children under 18	53%
Any 13-17	25%
Any 6-12	26%
Any child under 6	15%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Bolstering the Success of Little Saigon: A Community Survey of Businesses and Organizations

Thursday, February 12, 2026

Powered by SurveyMonkey

238

Total Responses

Date Created: Monday, November 10, 2025

Complete Responses: 238

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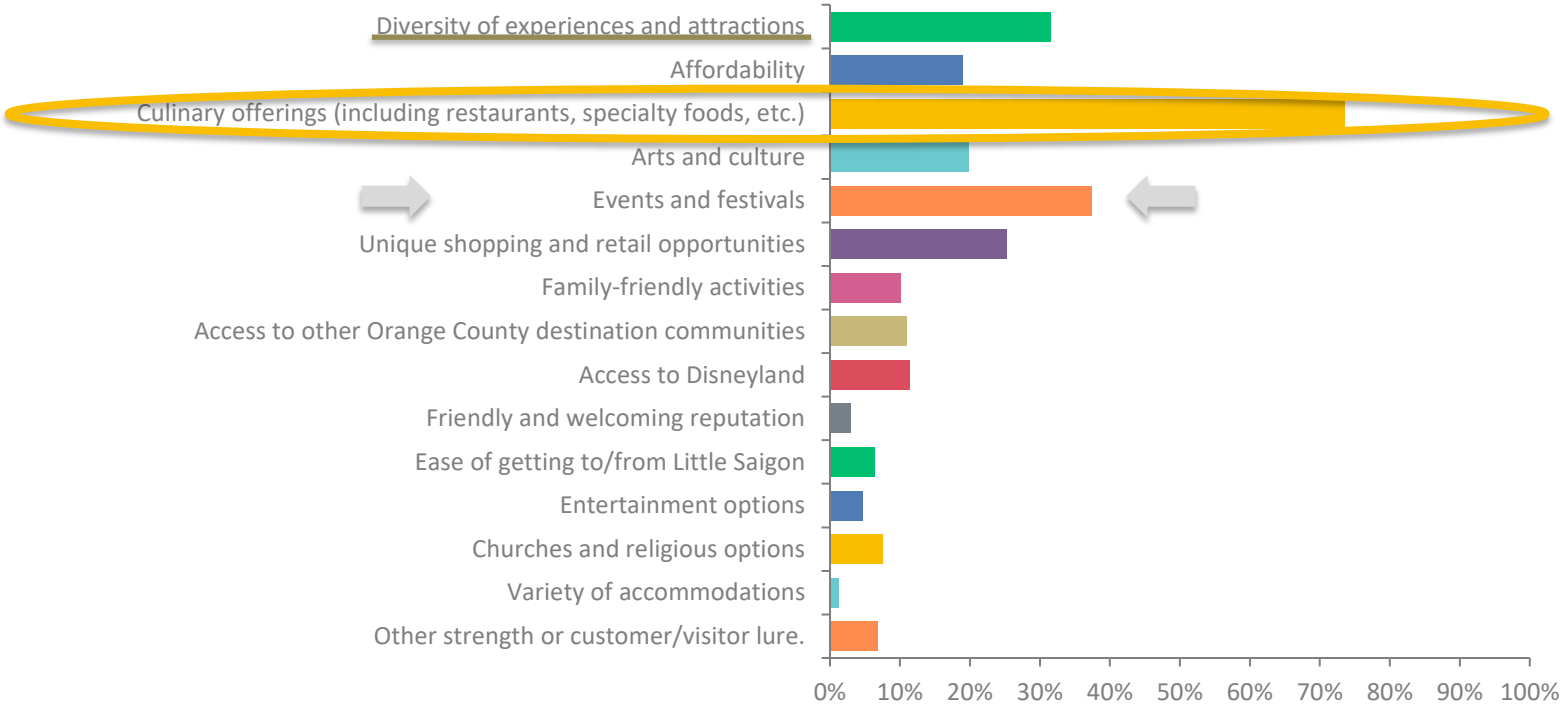
What do you think are Little Saigon's top three strengths as a destination for customers and visitors? What attracts individuals here the most? (select up to 3)

Answered: 238 Skipped: 0



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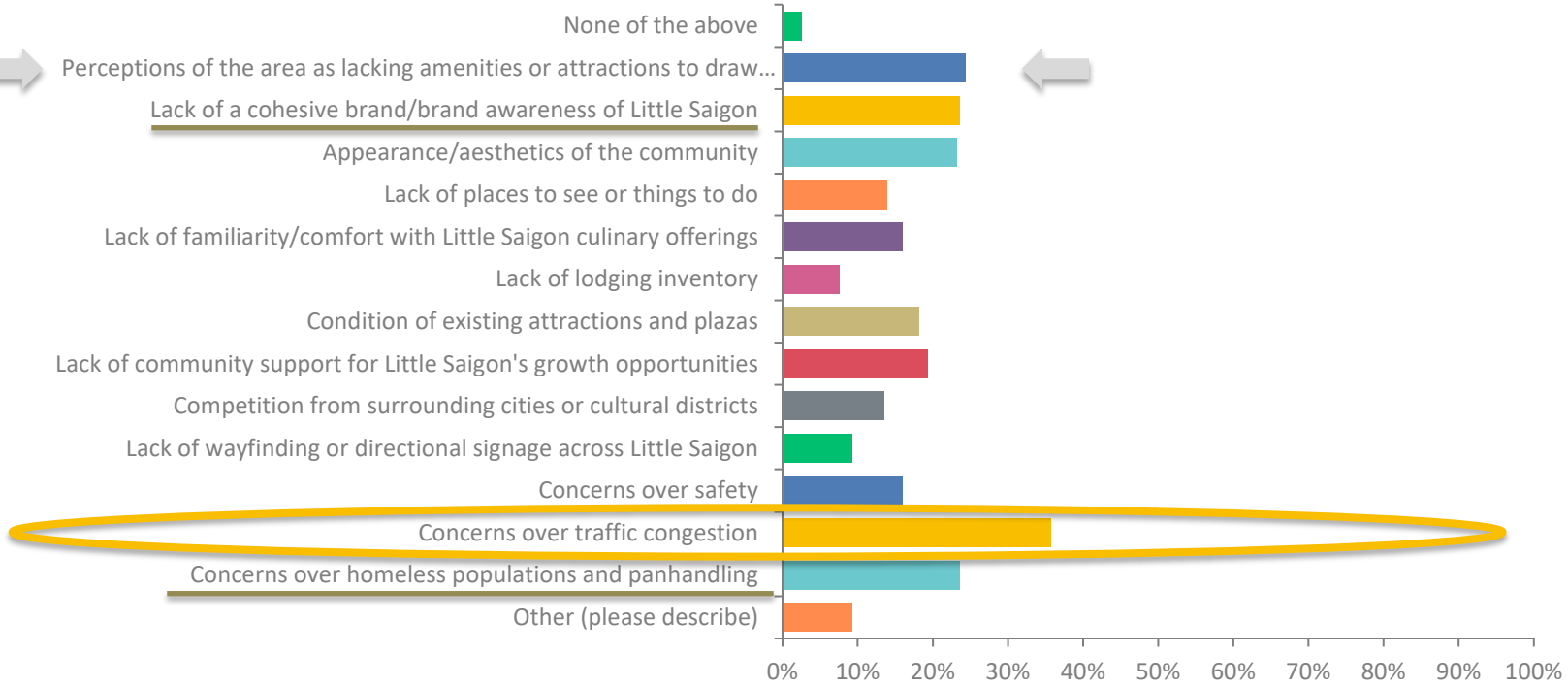
2. What do you think are the top challenges that prevent Little Saigon from attracting more customers or visitors? (select up to 3)

Answered: 238 Skipped: 0



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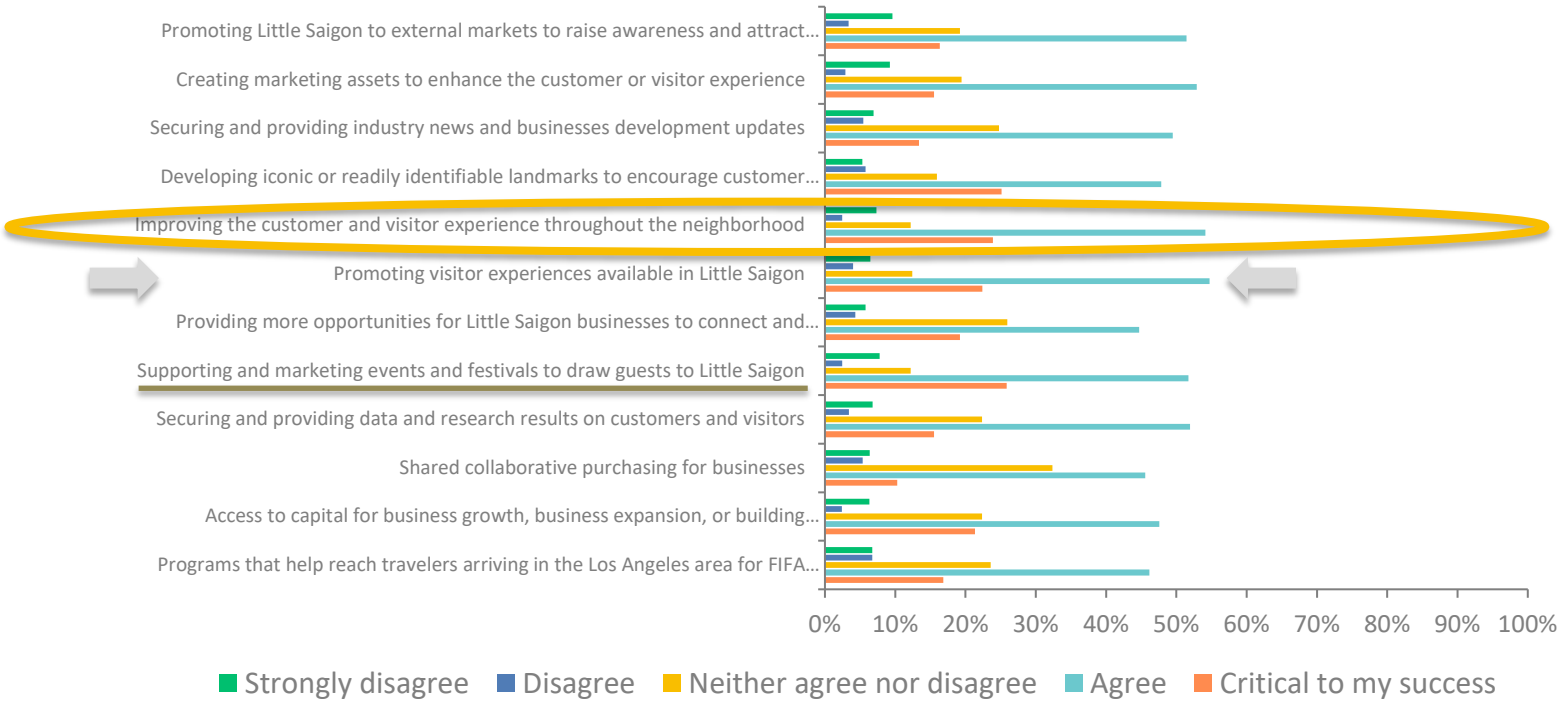
3. How important would the following possible programs and activities be to the success of your business or organization in attracting customers or visitors to Little Saigon?

Answered: 213 Skipped: 25



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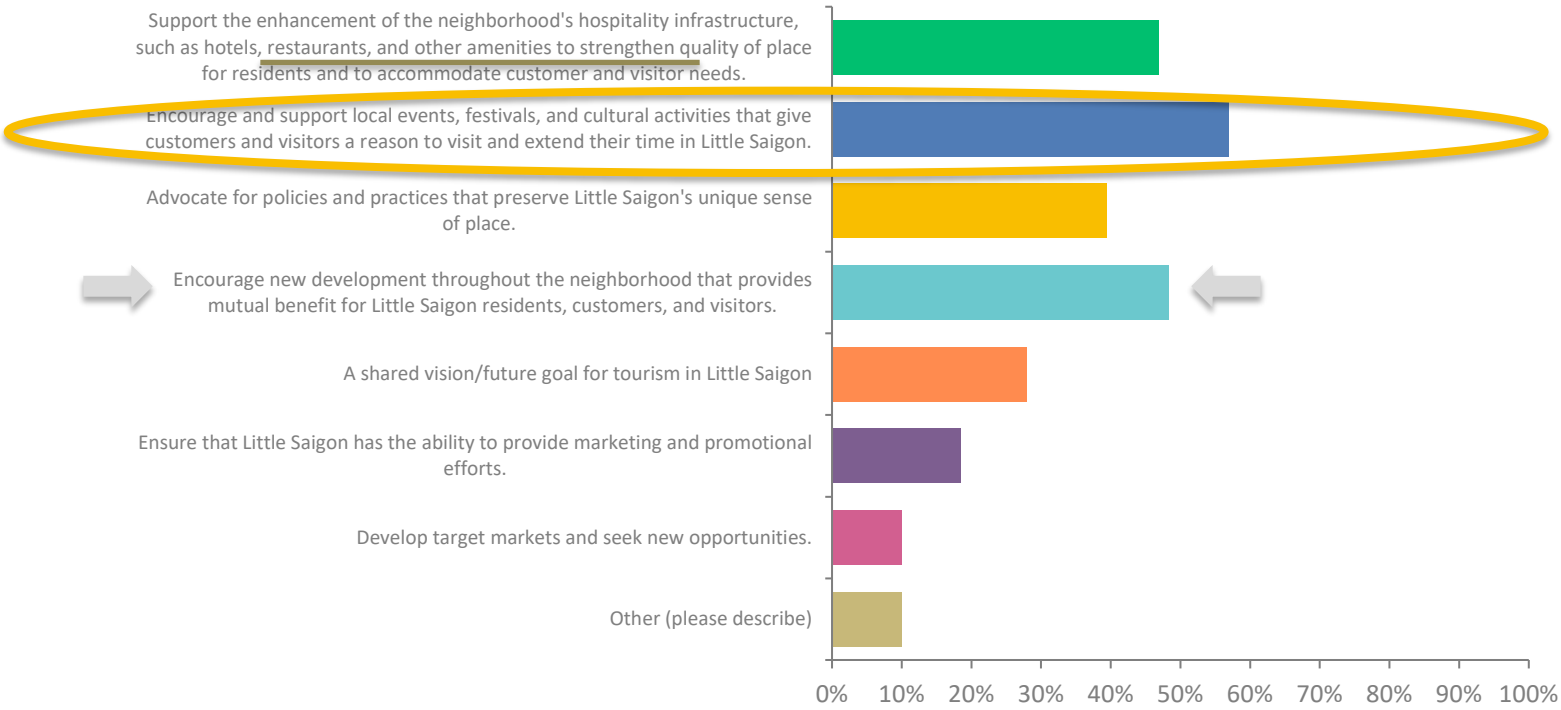
4. What are the top three goals or outcomes you would like to see included in Little Saigon's Destination Opportunity Assessment?

Answered: 211 Skipped: 27



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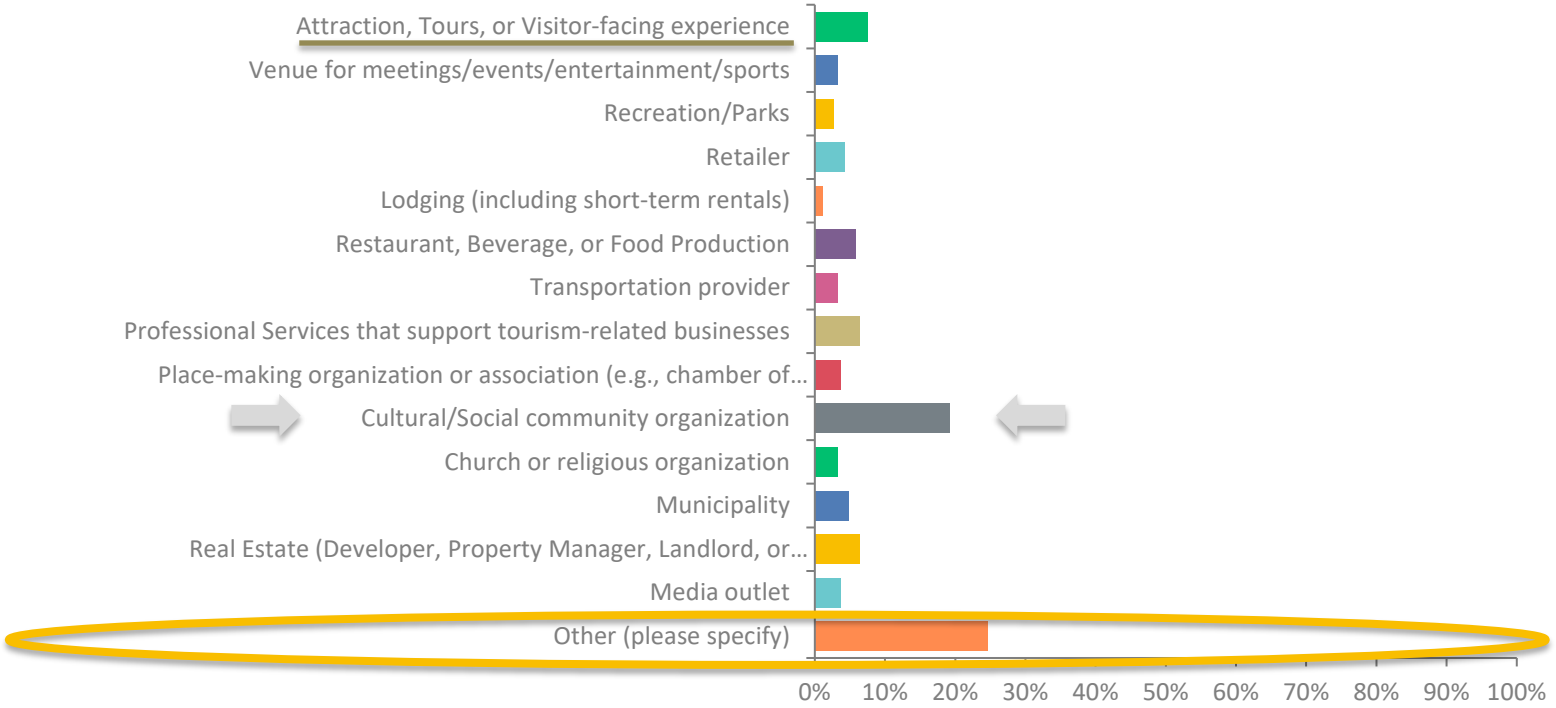
5. Please select the sector that best applies to your business or organization. (If you represent more than one sector, please mark the one that best applies).

Answered: 187 Skipped: 51



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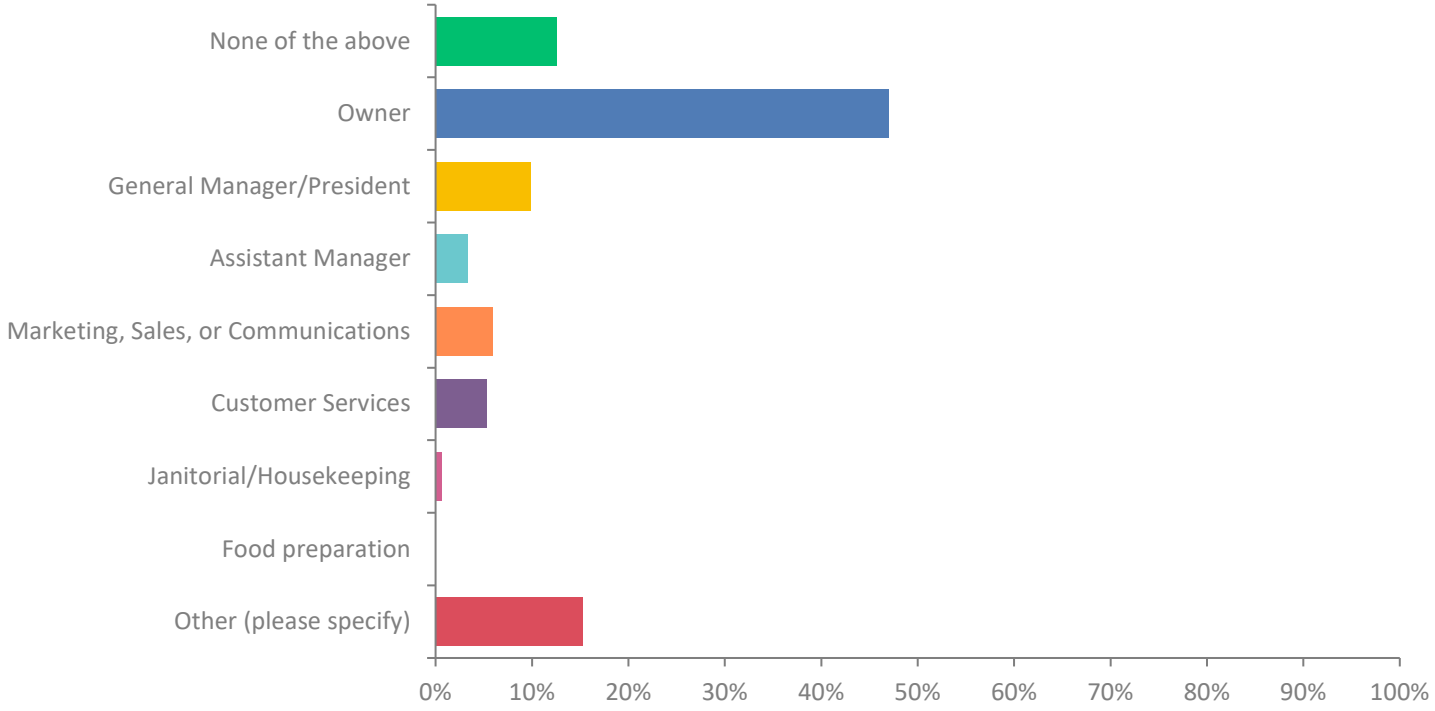
What is your role in the organization?

Answered: 151 Skipped: 87



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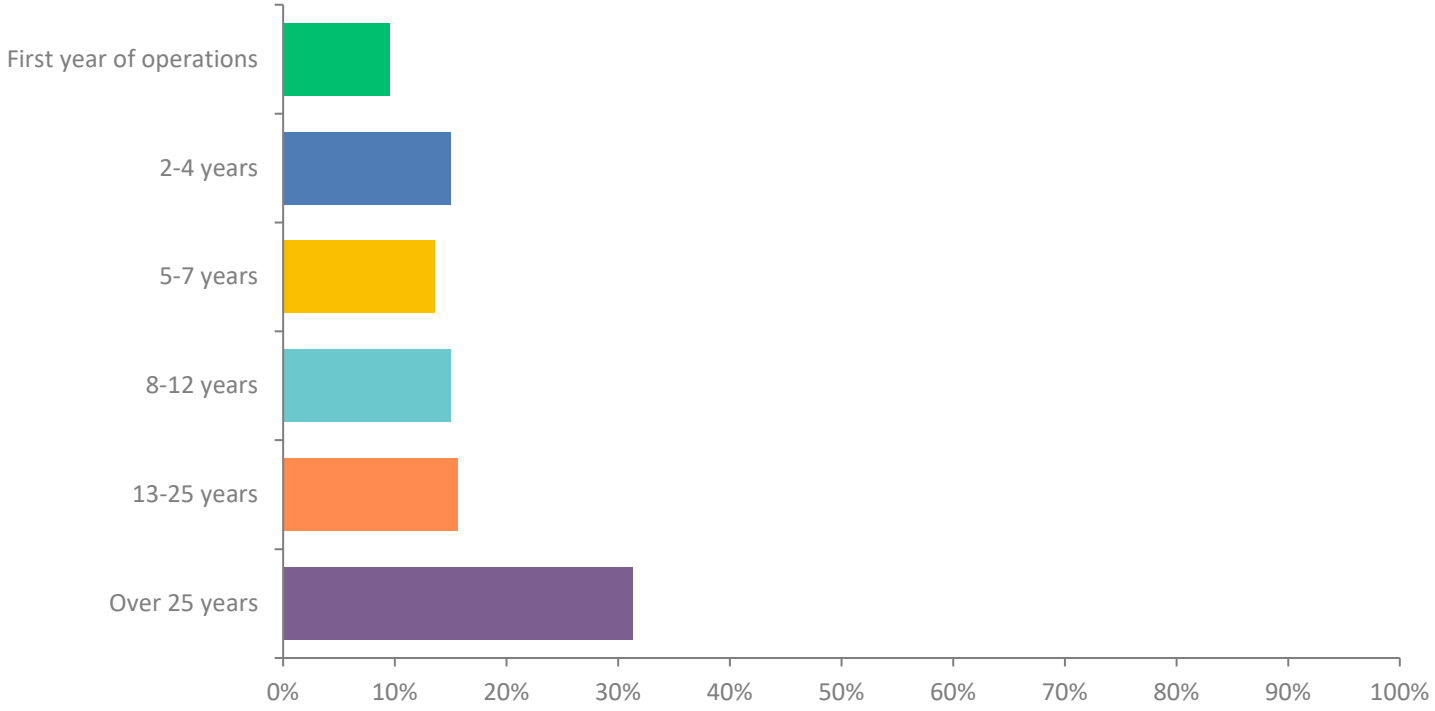
How long has this business or organization been operating?

Answered: 147 Skipped: 91



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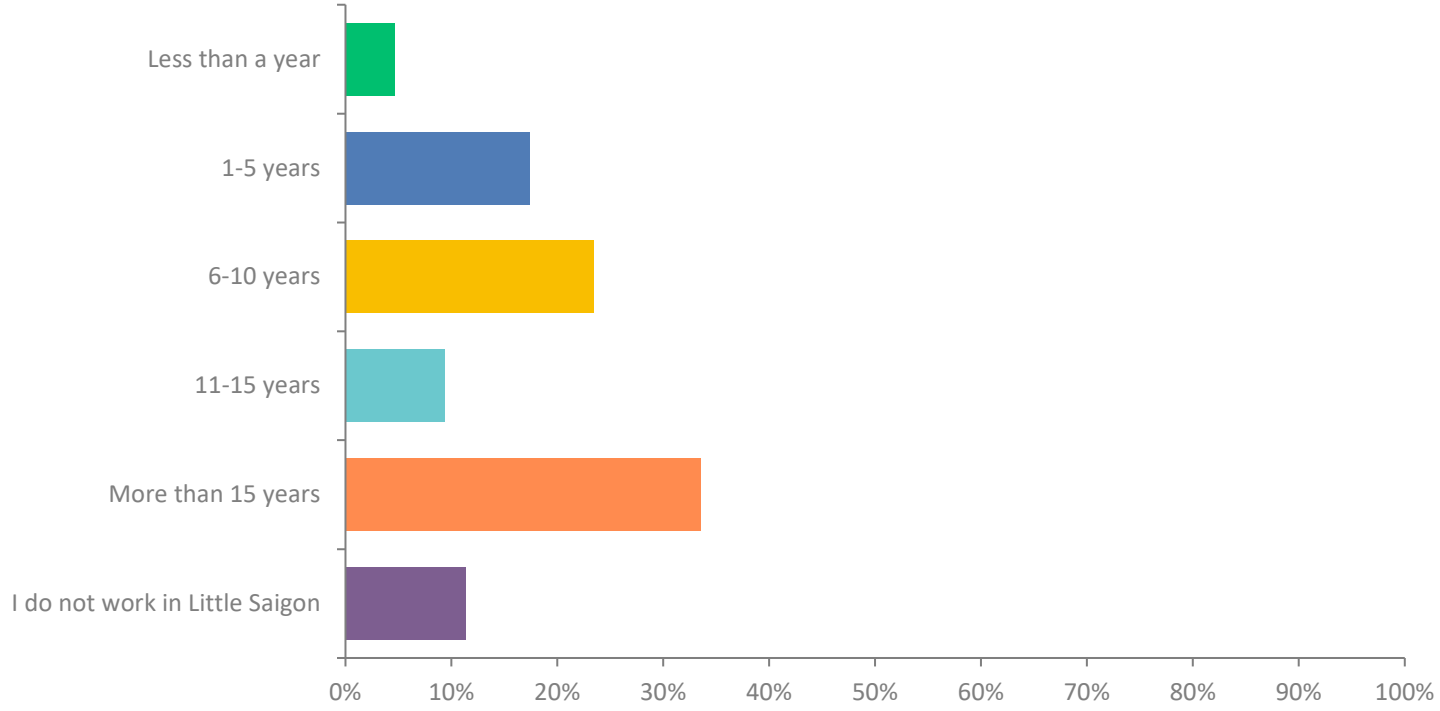
How long have you been working in your community?

Answered: 149 Skipped: 89



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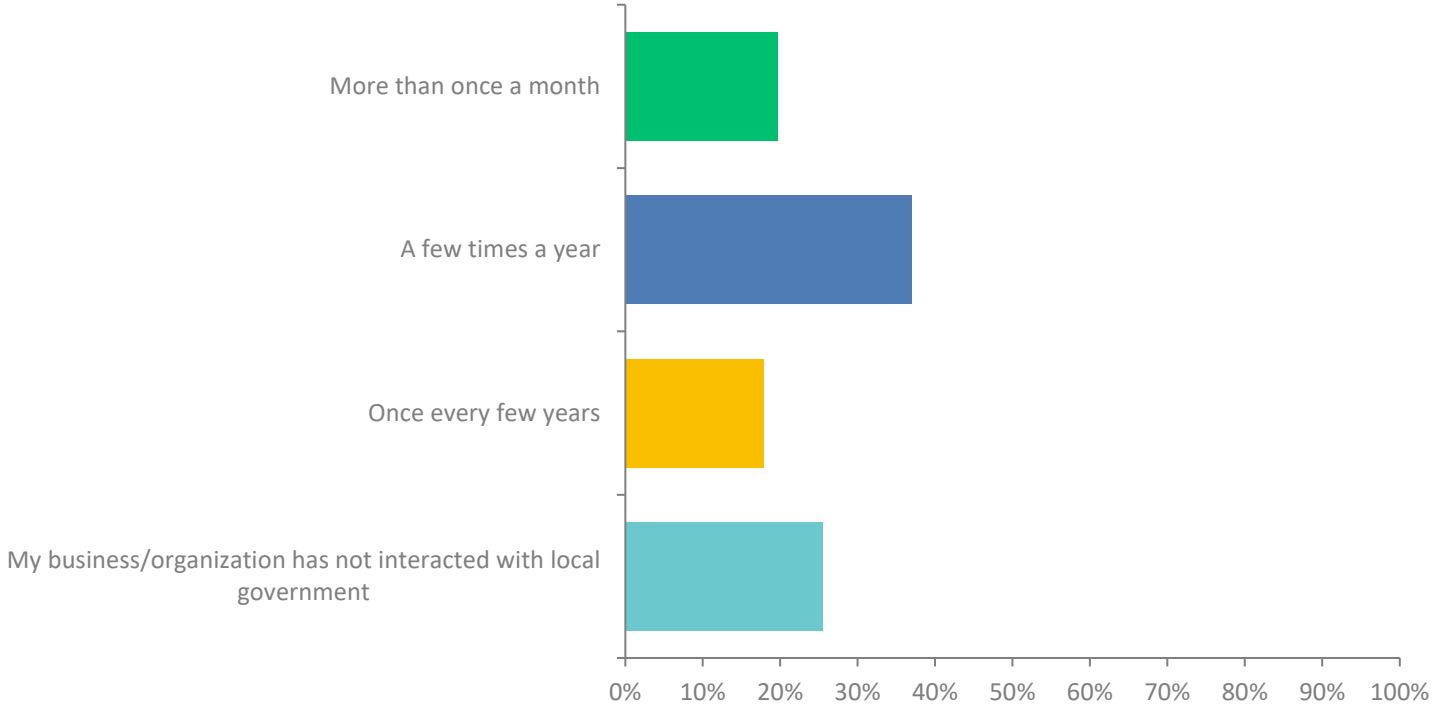
On average, how frequently does your business/organization interact with your city government?

Answered: 157 Skipped: 81



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Group One:	
What makes Little Saigon a place unlike anywhere else? Think about what you love most about being part of this community and what you hope visitors notice, feel, or take away when they visit?	Came to US and landed in LAX in 93 and lived in garden grove with a sponsor, for someone so young from Vietnam, it was a culture shock, throughout experience here saw a lot of change. Blockbuster is turning into a local business. We have roots, culture, and soul. The food is even better here than in Vietnam. Food is superb and fresh and clean. Professional Vietnamese chef said the food here is amazing. How do people decide on what to eat? People don't know where to go when they come in, people don't know the story of the businesses here. Geographic origins of the food. Storytelling brings value. Sense of community, how do we get everyone to discover the area, how to educate them on the area, people don't know how welcoming it is, don't know the history behind it. How do we ensure the Art and music and color sharing that with people. Melting pot of AAPI community in the area. The community is not so business first, relationship first. Intergenerational connections. Family history and immersed in the family immediately. Easy to be adopted into the community and experience the arts and culture of the community. Not a hierarchy as there is with Korean culture, drawn in and so vibrant. Love to share about the culinary art but we are more than the food. Food is a great gateway. culture, food, and art (statues and monuments) influenced by French. Very proud of our history and want that to transcend generations – war memorial, boat people, war heroes, empower seeing the history in the art around the community. Our elders ensure we keep our language and culture. Language immersion. Lunar New Year is an immersive experience for visitors to see the beauty of the culture. Different than Chinatown where it is dying because of the lack of passing the businesses on to the next generation. It won't die with the older generations but will carry on the legacy. Built on a strong foundation. People are very excited about being seen and appreciated because of this project. People are returning to the community and giving back and investing in the area. More than just food and multifaceted. The 50th university. Fast paced community. Community pride. "No longer your grandparents Little Saigon" the language is the representation of what makes us unique. Always

What kinds of experiences, spaces, or events would you like to see in the future—such as pedestrian enhancements, public art, festivals, outdoor plazas, or community markets?	Taste of Saigon – cities host a festival, multicity would be great, two-day event brings in over-night stays. Platform for the mom-pop shops. Gives them a chance to introduce their businesses and bring the culture, gives a great opportunity for lots of other cultural offerings. Something that represents the community. How we greet one another is "have you eaten" food connects people and transcends culture. Give them platform to uplift. Nonprofit member- how to connect all of the existing assets, one of the larger communities and it can feel saturated. How do we bring it all together to survey the community? Arts and Music festival in Orange County, multi-cultural, hired professional artists to teach and use expressive arts to people of all ages. We already have so many events Lunar New Year work together so it's not fragmented and competing events, do better with not having things on the same day. Better job of communicating together to explore ideas. It's all about building community relationships, if people don't like who is running an event, they won't attend and will tell others to avoid it. Cities need to be aware of all of the organizations and diversify the organizations they work with, so they feel like the city wants their participation. Government can play a neutral role. There can be a distrust with dealing with some groups so they would rather work directly with city staff. Connect directly. Younger perspective with the cultural opportunities. We have events, especially with holidays. Forward thinking perspective, want to create something want to see murals, showcase more opportunities for the younger generation, we've lived in the past. Honor the past while also thinking about what we can do to define success. Business community wants to continue to feel involved in the conversations honorably and show gratitude for the work they are already doing. Success is that our community feels valued.
What types of support, resources, or tools would help your business or organization be more successful in attracting visitors?	Need good leadership and communication. Good example with the focus groups. Direct communication. Uniformed message from each community. People will invest because of passion but there is effort behind it.

How could Little Saigon strengthen its appeal to visitors (customers and tour operators)?	Art is needed, Bosa has a mobile home space. Murals. Give us something quirking and fun and showcases who we are and blends our history and who we want to be. History of the dish and the story of the dishes educate and show the diversity of the culture. Key concept. This is a cultural and business hub that is here to allow you to try something new. Great opportunity to be nurtured and test their idea. Businesses will stand the test of time to be creative and it's an engine. Nurtures opportunities. Personality of the businesses showcased. Bridge the generations and help the younger generations feel seen and heard while also understanding that some people don't want transformation. Wary of murals. Can thrive in what's familiar. Ways of connecting generations is important Seeing flags raised. Beautification while honoring the culture and history. Don't want to modernize without losing our soul. Cities can come together and market together and promote the area.

Group two	
What makes Little Saigon a place unlike anywhere else? Think about what you love most about being part of this community and what you hope visitors notice, feel, or take away when they visit?	Like to mix up a commute and get to see what offerings there are. All of these streets are filled with Litle Saigon. Can see the differences in culture within the area. The food is the number 1 thing. Looking at the signs and feeling immersed in the culture. Asian garden Mall. Don't like cookie cutter and prefer to see quirks and see differences. Little mom-pop coffee shops seeing elders enjoy cigs and coffee. Diversity of culture. I always enjoy visiting Garden Grove. I want to get a council member to welcome guests from garden grove It's been a challenging year for business. For Asian markets not traveling as much: change in business, pricey flights, hotel desires. It can come back. If they're coming here from Vietnam, what do they want to experience. Tour groups want to stay here because of the restaurants that make travelers feel comfortable. They also stay because of language. All Vietnamese tour groups have Little Saigon on the itinerary. No non-stop Vietnam to the area. Cost of the motorcoach significantly impacts how they're going to get people places. Work with travel agents for Japanese travelers and they've seen an increase, families. Could put some kind of QR code for Japanese travelers to show opportunities in Little Saigon.
What kinds of experiences, spaces, or events would you like to see in the future—such as pedestrian enhancements, public art, festivals, outdoor plazas, or community markets?	Events could be built for the Lunar New Year and additional. Artist competition for each new year for the animal of the year. There are certain areas where the unhoused population congregates, we need to make it safe. Connect small businesses during holidays. The cities themselves need to think about what you would stop at and highlight. Create a map with a sort of trail with the assets that are recommended. Disneyland, Garden Grove, Westminster trolley project pre-covid. Shuttles to Disneyland and vintage Vietnamese, was a partnership but it wasn't well promoted (there's no central location for Little Saigon). Transportation like a petti-cab that's very Vietnamese.

Group three	
What makes Little Saigon a place unlike anywhere else? Think about what you love most about being part of this community and what you hope visitors notice, feel, or take away when they visit?	Food is why I go and what I love most, get a feel for shopping and retail. Little Saigon's story of the community, they lived in ways they've made it like a home. Look at Little Saigon that goes beyond war, it's somewhere special to people watching and the ingenuity. I hope they see the resilience. Authenticity of the area. The story is rooted and real. Seeing and being immersed in the culture even just driving around here. All the shopping centers look the same around the US but it's different here. Accessibility with the area. You see different generations and their characteristics. You see if all simultaneously exist in the same space. It's the second Vietnam, the war was the cause, but we wouldn't be here without it. It's a tragedy but this vibrant community was born from it. I want to see it continue and elevated for the next generations. Assimilation- was the old way of experience. We're at the 3rd and 4th generation and speaking Vietnamese is cool again. Lots of kids are learning through the immersion program. Being multi-cultural is respected now. Having an appreciation for American freedom and seeing that in its purest form even as it's eroding away. It's a reminder. Little Saigon is welcoming to all cultures, the American struggle. It goes beyond the Vietnamese.

What kinds of experiences, spaces, or events would you like to see in the future—such as pedestrian enhancements, public art, festivals, outdoor plazas, or community markets?	Need something more to tell the story of the community here. How to bring that to life and create a place people can be proud of. Riverside has a little downtown, was walkable and downtown, what drew me to the area was the statues and elements of history, highlight culture and history and bring those elements out. City property maybe the train station in Santa Ana – free museum as an attraction. Highlight the connections. Better collaboration across events, the cultural things that happen people are too close to it, what are those experiences. Need more third spaces. Spaces for people to relax and translate history locally. Better transportation, specifically improving the bus system. Walkability makes such a difference. The businesses that are here need to provide support for them. 2nd gen trying to figure out their way, want to support them. Colorful art integrated into the area. And allow them to be seen. Connect with other communities, backyard farmers market. Space for sharing and feeling connected. OC street cart People don't know the different cities, Little Saigon marathon. Showcase our local vibrance, restaurants and businesses will support the area. Go through all of it and give people the opportunity to participate if they are about to The lack of walkability and accessibility needs Unique events
What types of support, resources, or tools would help your business or organization be more successful in attracting visitors?	Tapping into communication channels for all generations (elder community) tap into the language it's a powerhouse. LGBTQ support, being able to share if this is a safe space. Where can I feel safe and be myself? Queer businesses don't always feel safe here. Powerful to have "out fashioned" campaigns. Billboards, flyers, signs. Viet Youtubers and letting them know they should highlight those who are trying to build.

How could Little Saigon strengthen its appeal to visitors (customers and tour operators)?	We have our events always in the same place, we have so many places that we could attract more visitors. Change things up a little or renovate the area. Fresh takes School districts do something with them. Involve the schools in events and allows the younger generation how community building can be. Kids are getting more involved elements that are fun and engaging. Some people are intimidated by the community because they aren't part of it. How do we get them to move on that Cuisine festival and include storytelling in the festival. Foods of Garden Grove, give them a way for the restaurants to make money. How do we support them in their own locations? Restaurant week. They can rank them and visit directly to the community restaurants. Theres not a lot of information out there. We need an archive.

Group four	
What makes Little Saigon a place unlike anywhere else? Think about what you love most about being part of this community and what you hope visitors notice, feel, or take away when they visit?	I came from Paris initially feel at home here, feel the businesses are trailered to the community, culturally at home here. Love so much about the food, have fusion cuisine and shops that have outdoor areas and sell traditional products. Coffee shops. Film festival. Bok festival and exhibitions. What it was, oranges. Disneyland changed the landscape here and then the Viet community. First stop was San Diego and then came here. Your land use prevents you from creating a space where people can gather, there's no walkability. Have to look at Little Saigon as a tree, the roots are here and the branches reach through the different communities. Young people want to do something, but they aren't in a position of power. Women are also respected and listened to in the community. How to overcome or get over the factions of the community, the fourth generation needs to be uplifted. Property owners don't want to be overtaxed how do you create a county org that is motivated all of the best elements and gets enough funding, so galleries make sense. Some type of clearinghouse so everything is in one place. Our goal is to create a master organization and have a commercial partnership. How to bring everyone together and create sustainability fiscally. Need strong leadership and evergreen money. I want a plan to launch and create the 501C3 (look at Irvine foundation) get strategic and how to create the organization the budget and the leadership. (is this something the community wants?) Concerns are people want to share the financial burden, but they want assurance there is something in it for them. How do we help them see the potential (grants, gov agency, strategy, intention) guarantee that there will be excitement that the younger generation is excited about these opportunities. Using the cultural aspect. But we need leadership (not political and what does that look like) have to create trust, collaboration, not just us. Community does not trust gov, how do we improve that?

What kinds of experiences, spaces, or events would you like to see in the future—such as pedestrian enhancements, public art, festivals, outdoor plazas, or community markets?	Want more galleries, cultural center so those coming from out of town want to know what the activities are for the area and want to see films. Festivals are what attract people from afar. International film festival hosted by Santa Ana, Able to have film makers from around the world, travelers from all over the world. See the model in Santa Ana, years ago the downtown wasn't beautiful, now there are things to do and festivals and artisan "art walk" the activities. The unhoused issues were an issue, brought in art and support murals and beautification. Locations just popped with color. "What efforts have there been with building a cultural center" Clearly there is a need for an official center, we need someone to lead the project. We have talented artists and we want to keep them here. Theres no venue for it, exhibition would have to be maintained. This community is very diverse, and we can work together to make change. Artist residency is a great example of the work that Santa Ana does. One year rotation. Lots of pop-up galleries. We're running remotely because the rent continued to increase. Public art can attract people. Asian Garden Mall, lantern shaped monument also allows for a third space. There was effort to do oral history, where is it archived. UCI Archive, someone is translating it. The conversations go nowhere when we discuss what to do with the archives. Difficult when you have multiple municipalities who want it. I need a strategy for how to bring everyone together. The stories could live on a website. Currently libraries have a lot of items. (great for a museum) PBS has done. Venues, only one non-profit theater, to support arts. Little Saigon started in Santa Ana. Fountain Valley – what can it bring to the area of Little Saigon. Bringing in the younger crowd with restaurants and building our resources. Thinking about doing a downtown. The park is a large asset.
What types of support, resources, or tools would help your business or organization be more successful in attracting visitors?	Local media was started so people locally have information. Let's work together to collaborate. Little Saigon TV focused more on live streaming, events, and host many of them for AAPI month and other cultural events. Just want to work with the ones that are neutral and not too political. (maybe send the survey out to the outlets)

How could Little Saigon strengthen its appeal to visitors (customers and tour operators)?	The existing facilities, like libraries, work with us to do a film series through a grant, and we celebrate 50 years of history here. It was a very successful series. Highlighting the uniqueness and forming something together it's easier to get a good grant. Visitor info center so those who are visiting can see the points of interest with brochure and make attractive. More walkability

Group five	
What makes Little Saigon a place unlike anywhere else? Think about what you love most about being part of this community and what you hope visitors notice, feel, or take away when they visit?	The food. Just returned for Vietnam, its feels like Vietnam here. When I first came here, I visited the Asian Garden Mall, and it made me feel culturally at home. Debate if the food is better here. Viet efficiency makes a lot more sense, safety is better these days. Getting more advanced and using better quality and cheaper price. Beyond the superficial, what makes us special is it represents hope, progress, and initially an escape and embrace of a new land. Happens to be the largest community outside of Viet. It's the reason we're having this conversation today. We want to continue that progress. Want to continue to ensure it is an oasis of friendship. Mile square park, as a space for family friendly. It has lots of captivating elements and loves the blue-ribbon schools. It attracts people when you have food and culture. The new generation is building and revitalizing the arts and performances that are also multicultural. Areas in Little Saigon that my parents went to my generation went to other areas want to It's truly home and I feel we make a lot of connection in the community. Little Saigon has given me a place where I can be myself unapologetically and build a home for multi generations. There are resources here "boost program". Love that it's growing and spreading across communities. Cultural capital there's nowhere in the world I would rather live. For your sense of identity and culture while having lots of diversity. We have data to prove that Little Saigon isn't so little. Because it doesn't have a city boundary we get to connect with one another because our community continues to grow. Food and culture are amazing but beyond that, it's very special. Been to others around the world and nothing compares to us. We are the place every Viet in the world is jealous of. People know us in Viet. The connectivity being here with the global world. Economic opportunity is tremendous, any nonprofit

What kinds of experiences, spaces, or events would you like to see in the future—such as pedestrian enhancements, public art, festivals, outdoor plazas, or community markets?	Feel we're doing great already, great sense of pride. Have identity here as a Viet American and fusion. Feeling the family friendly component is huge and the festivals that we already have are really important. Having the assets and the challenge, cost of living is a concern, are the next generations going to be able to afford to live here and afford to stay here? What kinds of activities will we be able to develop with all generations in mind? Consideration of seniors and youth. Gathering spaces that people can naturally come to and enjoy. We think of our area as prosperous, but we see there is a large homeless population, and we need to keep in mind that they are part of our community as well. With the talent and with the thoughtful discussions we can drive change that will provide benefit for everyone in the community. There is such a need for mental health resources, making it more affordable and having resources be accessible to all. We see our Viet identity here as a community can we have a place to feel safe and feel that people can be welcomed to the area and share our culture. A lot of pride in the food. Health care industry we try to bring affordability for the citizens here. Want more opportunities for the residents to share their thoughts. "Does the community want to share their story with the world; do they want to share" Resoundingly yes! Honor of hosting non-Veit boards within the community. The 13 wealthiest groups came to Little Saigon to visit – they were interested in hitting all cities, the temples, the small family businesses, learn the history of beauty industry, hit the restaurants, the war memorial, go visit the Asian Garden mall. Cultural Tourism creates more investment outside of the community. Disneyland execs for the integration into their Lunar New Year celebration. The time is ripe the outside world is asking "I didn't know this was here" they understand the Latino community but not about this community here. The power of media and exposure. Invite the non-Viet media in. The cities are so dedicated and see it as asset but want to ensure the community agrees and provides an opportunity for the businesses to gain more clients. Community wants to know more. See there is so much more, and awareness is so important. Our community is ready and proud to show our culture. We survived war we came here as an escape and to survive. The language barriers are starting to dissolve, and it makes a huge difference. Now people are very

	comfortable with experiences of something difference. The community is learning English. No longer just surviving but living. Coffee as a way to open the door to people to our community. Disney celebrating our culture. See a wave of youth being more open and welcomed into the culture. The older generation may not have a lot of representation. There is difficulty with different Tet parades and festivals. Arguments within the community and among the next wave of immigrants. International students that are joining the community. Theres different groups of people. Theres a level privilege because their parents can send them here. It's complicated and complexity among cities and even within the community. Honoring the initial story is so important and it's the roots for why the community is here. The older generation is worried about losing history here and we want to unite the roots here. There are opportunities for dual immersion. The resistance is because they are afraid of erasure of history. We can unite a lot of opinions it's crucial to have different perspective but how can we community with one another to meet in the middle? Meeting in the middle a little. Everyone is invited. I feel passionate hearing everyone's opinion and giving people accessible resources. Want to honor while also looking toward the future. Lots of perspective from Europe as well, want to see the worldwide Viet perspective, this is where to go. Practice from multiple perspectives. So powerful to have these community discussions. Seeing people in person is so powerful.
How could Little Saigon strengthen its appeal to visitors (customers and tour operators)?	One word and challenge: traffic is horrendous and parking is choked. More opportunities for social media and promotion. Don't want to lose sight of our older population. We have a lot of older generations that can benefit from movement. Whatever we do we want to honor our history. Transportation for our elders improve little Saigon to keep up with all of the visitors. People want a list of activities. Calendar and itinerary and places to visit. Activities and festivals. Small business development and quality of life and balance, multi-generational connections. Cultural preservation. So many parts of our history More of these types of conversations and spreading these

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