

## Florida Splendid China Media Coverage

### Splendid China turns up flash to lure more elusive cash.

The theme park has been tough to market to tourists who are drawn here by Disney's fantasy appeal.

The Orlando Sentinel

01/14/96

Lead: Millions of tourists visit the park every year, eager to see its famed miniature replicas of China's many monuments and historical sites. Splendid China, it seems, has been a splendid success. In China, that is...

Text: It's a different story in Central Florida. Here a duplicate of the outdoor museum park so popular in the People's Republic has yet to make its mark. Though business strengthened late last year, Florida Splendid China has been unable to forge an identity in a vacation haven known mostly for fantasy. But there's more to the park's problems than a mismatch between what it offers and what tourists look for when they come to Orlando. It has been hindered by the same issues that have dogged many U.S., companies when they tried to do business overseas with an American mind-set and approach. The 79-acre park opened in Kissimmee in December 1993, four years after the original Splendid China opened in the city of Shenzhen, near Hong Kong. Both are owned and operated by China Travel Services H.K. Ltd., which is traded on the Hong King stock market but has ties to the Chinese Government.

Because the first park was so successful, the Chinese owners stuck to their blueprint. They paid enormous attention to detail during construction, hiring scores of Chinese artisans to build elaborate miniature replicas of such land marks as the Great Wall and the Forbidden city.

But in their planning, the owners failed to understand what it would take to get people into the park, and some who were close to the project say they didn't do the market research needed to determine whether the concept would even work in Central Florida.

When it came time to open the park, they appointed a Chinese executive as its president, one who had no tourism background and spoke little English. The owners gave other Chinese prominent roles during the months leading up to and following the park's opening.

Against the advice of consultants with local tourism experience, they resisted the sort of flashy advertising and promotions that dominate tourism in Orlando but is considered undignified in China.

"They didn't thoroughly think out the project before they started building it," said Steve Baker, who worked as a consultant for the park before its opening. "They hired the wrong kind of top executives, and they refused to listen to the consultants' advice after they opened."

Just as significant, no one anticipated the controversy over the park's depiction of Tibetan monuments. When it opened, there were protests and widespread media coverage highlighting China's long history of oppressing Tibetan people. The controversy has lingered, with teachers from Pinellas county schools late last year calling for an end to field trips to the park.

Today, Florida Splendid China is still struggling to get a foothold in one of the most competitive tourism markets in the country.

A year ago, China Travel Service sent Yu Jiannian, a Harvard-educated executive with a background in tourism, to run the park as its new president. After considerable turnover, the park's management has stabilized during the past year. Yu acknowledges that Splendid China has had problems, attributing it to the inevitable cultural challenges of doing business in a foreign land. "It is important not only in the nature of the product, but also in the management and marketing," he said. "But I think we are overcoming these kinds of difficulties." An upturn in attendance late last year has provided a sign that the theme park is taking steps to change course. In addition to the arrival of Yu, the company in March hired as its marketing director Bob Morgan, a tourism marketing veteran with 20 years of experience with theme parks.

Last fall, the park conducted extensive marketing research using telephone surveys and focus groups, and Morgan said plans are in place to broaden Splendid China's appeal beyond its current niche of older, more educated and affluent visitors. Recognizing the need for more live entertainment, the park recently opened its \$2 million golden Peacock Theater with an acrobatic show. Morgan said other changes have been proposed to liven up the park for the family market. He provided few details but said the park hopes to build a panda bear exhibit. Morgan added that the overall approach to marketing began to change during the latter half of 1995. Now, the park is trying to take a longer view in its planning.

"We've got a good trend going right now," he said. Still, China Travel Service is calling the shots from Hong Kong, and it's not clear to outsiders how much things have changed.

George Chen, a first-generation Chinese American and a key player in creating Splendid China, knows the hurdles better than most.

The park began as a joint venture between China Travel Service and his company, American Eastern International Corp., based in Los Angeles. Chen came to Central Florida to oversee the development of the park and other projects on a 513-

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acre tract his family owns on U.S. Highway 192. Chen sold his half of the park days after it opened, saying he couldn't reconcile his entrepreneurial instincts with the slow, bureaucratic approach of the Chinese partners. Even something as simple as altering the design of ticket booths was a major struggle, Chen said.

"We were banging heads a year before we opened," he said. "We already felt that the bureaucracy was overwhelming. It was a tremendously frustrating experience." Their differences showed up in just about every area, from the Chinese reluctance to bid out certain construction projects to their views on marketing, Chen said. China Travel Service shot down proposals that Chen thought would have made a difference in attendance, including one to put a shop in Orlando International Airport.

### Low-key isn't enough

Chen and other observers say the park's low-key marketing and publicity efforts during its first year made it difficult for Splendid China to compete with the giants in Orlando - Walt Disney World, Universal Studios and Sea World. "You've got to scream for attention in this town," said Rod Caborn, an Orlando public relations executive who worked with Splendid China on publicity before it opened.

But the numerous promotions, billboards and other "in-your-face" marketing tactics that prevail here were simply alien to the Chinese, Chen said. "It's considered bad taste in China," he said. "The kind of marketing that Disney or Universal does would be a turn-off."

Beyond the differences in marketing styles, many observers say China Travel Service has never understood that the passive experience of a walk-through outdoor museum park has limited appeal to Central Florida tourists. In addition, visitors accustomed to the almost constant interaction with employees at other theme parks say the self-guided experience at Splendid China just isn't enough.

"The shows are tremendous - we've seen three so far. I think the park needs a little more of that," said Jim Hulne, an Iowan who visited the park over the holidays. He added that the miniatures, while very well done, didn't have a lot of meaning to him and his family.

"We're not educated enough in the Chinese culture to really appreciate them. Chen agreed that the park needs to do a better job in its presentation. As for the park's overall ambiance, he long ago recommended having artisans, food vendors and other activity outside the park's shops and restaurants. Looking ahead, he said Splendid China's new management seems to be heading in the right direction.

"Initially they had a sense of complacency," Chen said. "With the new management in place, the sense of urgency to do well is palpable now."

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### SPLENDID CHINA'S FORTUNE IS BEGINNING TO IMPROVE THEME PARK LEARNING TO BILL ITSELF AS A SECONDARY ATTRACTION

Tourists routinely describe the place as "peaceful." But for a theme park, that's not necessarily a compliment. Florida Splendid China hit its second anniversary in December with little to show for its two years in business. While its major rivals began to see an upturn in attendance more than a year ago, Splendid China languished from late 1994 through much of last year.

The Orlando Sentinel  
02/05/96

By Christine Shenot of the Sentinel Staff  
Kissimmee

Splendid China officials say they're ready to turn the park around, and by some indications, they mean it. In recent months, the park has launched several new marketing and sales programs, ranging from special tourist promotions to expanded efforts to woo corporate and convention business.

For the long term, the park is considering some new attractions and shows - the most intriguing being a panda bear exhibit - that are meant to broaden its appeal to families, considered by many to be its greatest weakness. Some of the marketing efforts already have shown results, according to Splendid China officials. They won't reveal attendance figures, but they say the numbers began to climb during the last few months of 1995.

"The difference in '94 and part of '95, was that the marketing effort was disjointed," said Bob Morgan, who joined Splendid China as its marketing director nearly a year ago.

"There wasn't a yearlong and overall plan." In fact, the park did very little marketing at all compared with industry giants Walt Disney World, Universal Studios Florida and Sea world of Florida. As a result, tourists didn't know much about the 76-acre collection of miniature replicas of famous Chinese landmarks. Splendid China's owner, China Travel Service Ltd. of Hong Kong, failed to appreciate how much competition there is for tourists' time in Orlando. The company began to realize the problem sometime last year as business slowed to a near halt.

Morgan traces the park's fresh start to the launch of a major promotion in mid-November.

The deal, which continued through the holiday season, offered two-for-one admission to the park with a coupon from a 2-liter bottle of Sprite. Morgan developed the promotion to coincide with the opening of the park's Golden Peacock Theater and a new acrobatic show. The promotion helped draw tourists to the park who had never heard of Splendid China, people such as Joyce and Nick Lang of Farmington Hills, Mich. The couple visited the park a few days after Christmas after seeing a television commercial on the Sprite promotion one night.

They were pleasantly surprised.

"The park was beautiful. It's really different," Nick Lang said. "Everyone should see this."

The campaign was so successful that Morgan and his staff have outlined 10 similar promotions for this year. Some are backed by major partners, such as Coca-Cola and Tsing-Tao beer. All of them are built around discounts and special events, such as a three-week Chinese New Year celebration that begins Feb. 17 and a kite festival that begins March 11.

At the same time, Splendid China has expanded certain sales efforts to strengthen its appeal to select markets. Morgan said business in each of those areas - school and youth groups, conventioners and senior citizens has been on the rise ever since.

The park created a niche in the growing market for corporate and convention parties by focusing on small group events.

Dee Elser, assistant director of sales, said Splendid China is able to accommodate as few as 10 people for these parties.

"Most attractions want 200 or more to justify the group events. They don't want to mess around with such small numbers," she said. "Sometimes they even call us with leads when they can't accommodate a small group"

Splendid China officials see another major opportunity in schools and youth groups. Whereas they used to answer inquiries with a photocopied fact sheet, last year they developed an attractive four-color brochure advertising "Splendid China Learning Adventures" and did a mass mailing to schools across the state. The program offers special rates and a walking tour for groups of children. Elser said business has increased about 15 percent year-to-year since the program was launched in September.

Another market segment that Splendid China officials have emphasized during the past year is senior citizens. Last fall, the park created a "senior ambassadors" program, sending representatives to senior centers, rotary clubs and other places where older people gather to do presentations on the park and to hand out discount coupons.

Morgan said the park also made specific changes to accommodate older tourists, adding a tram tour and creating special Chinese meals for bus tours.

"Our Chinese restaurants are authentic, but they're not for everyone," he said.

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Beyond these targeted efforts, park officials say they're weighing ideas for attractions and shows that would liven up the park and make it more appealing to families.

The ideas grew out of market research conducted last fall, including focus-group sessions in Orlando, Miami and Tampa. Aside from the possibility of bringing panda bears to the park, Morgan would not discuss the proposals. He said the attractions, if approved, wouldn't open before 1997.

In the meantime, the park's marketing effort seems to have evolved considerably from the early days.

"The first year was a lot of trial and error. We made a lot of mistakes, but now we have some statistics to look at," Elser said. "We are a secondary attraction. Now we know how to go after the secondary business."

At least some industry experts agree that Splendid China's strength may lie in its differences the fact that it doesn't offer the same experiences people get at Universal, Sea World and the Disney parks. Although it seems unlikely that Splendid China will ever approach the levels of business seen at those parks, it may succeed as an alternative. "I certainly think there's a fit for Splendid China," said Bill Bieberbach, a former Disney executive and head of W.H. Bieberbach & Associates, a management consulting firm in Clearwater.

"Not everybody wants to go on a Tower of Terror. Not every one wants to ride Space Mountain or Back to the Future.

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### Protest targets Splendid China

The Tampa Tribune, March 17, 1996

Missile test near Taiwan prompt a demonstration at the theme park

By Beth Foushee

Tribune Staff Writer

Kissimmee

Five college students forming human chain across the entrance to the amusement park Splendid China were arrested peacefully Saturday as about 100 demonstrators protested nearby.

About 75 Taiwan-born Americans from around Florida and 25 college representatives from around the country for Students for a Free Tibet said they came to protest "Chinese oppression."

The five students, connected arm-in-arm with pipe, formed a human chain blocking the park's entrance. By the end of the hour-long demonstration they were handcuffed and carried to patrol cars by Osceola County sheriffs deputies and taken to the county jail.

The officers donned riot gear and held body shields in front of them. But the officers and students talked peacefully during the arrests. The Taiwan-born Americans came to show their outrage at China "testing" missiles too close for comfort to their homeland. They see the military move as nothing more than an intimidation tactic to try and chip away at Taiwan's efforts to become a peaceful, democratic society, protesters said.

"When I heard that China was doing the military exercise with live ammunition over Taiwan, that made me so angry," said protesters Charles Yang, and Orlando hotel manger. "Taiwan has been independent for almost 100 years."

The Taiwanese protesters said its clear the Chinese military actions are designed to try and interfere with Taiwan's presidential election March 23. Taiwan President Lee Teng-hui, instrumental in achieving democracy there, is expected to be re-elected, protesters said.

"I think that what China is doing right now is really outrageous and very unnecessary and risky," said Chin Tsai, a medical student in Missouri doing training in Largo.

The college students with Students for a Free Tibet, a group with 80 university chapters around the country, came to protest China's long history of communist oppression over Tibet and Taiwan. They came to protest attractions at the amusement park they say have been "misrepresented." They came to convince American leaders to condemn China at the United Nations Human Rights Commission beginning in Geneva.

"Once you've seen it first hand you can't ignore it," Starrett Zenko, a student in Hamilton college in Clinton N.Y., said about what she saw during a research trip to India. She and other students met with the Dalai Lama, Tibet's exiled leader. "I think that its our obligation as privileged Americans to take a stand."

Robert Chen, a mathematics and computer science professor at the University of Miami, drove to make the protest. He said his brother, who worked in the United States for Taiwan independence, was murdered mysteriously during a visit back home 15 years ago.

Splendid China was picked for the protest site because protesters said the park is owned by the Chinese government. Frank Langley, spokesperson for the park said Saturday the park is owned by the China Travel Service, a publicly sold and held conglomerate headquartered in Hong Kong.

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### 75 protest at theme park protest China

Orlando Sentinel, March 17, 1996

Five people protesting Chinese aggression toward Taiwan and Tibet were arrested at Florida Splendid China.

By Susan Jacobson of the Sentinel Staff

Kissimmee

Seventy-five people marched in front of Florida Splendid China to protest Chinese aggression toward Taiwan and Tibet, and five were arrested as they blocked the entrance to the theme park.

A dozen Osceola County deputy sheriffs, most in riot helmets and masks, were called to the scene at 12:05 p.m. when five members of Students for a Free Tibet sat in a circle, their arms linked with webbing and PVC pipe.

Deputies directed about a half-dozen cars around the protesters, then disentangled the five and carried them to a patrol car. John Hocevar, 27 of New York; John Voss, 22, of Chicago; Jesse Isom, 19, of Tampa; Adam Zenko, 23, of Wisconsin; and Claudia Cellini, 21, of Connecticut were charged with unlawful assembly, a misdemeanor, and released from jail on \$250 bail each. As park visitors drove up, the sign-carrying marchers entreated them not go inside. The group included a large contingent of supporters of Taiwan.

"Human rights are universal," they chanted.

No one was injured, and the demonstrators left shortly after the arrests.

Last week, China began conducting missile tests and war games off the coast of Taiwan, which regards it as a renegade province. Some protesters said they want the U.S. government, which already has sent aircraft carriers and other warships to patrol the area to make China stop. Others said they want President Clinton to halt human rights abuses in Tibet, which China controls. "We want to push China to democracy," said Calvin Chu, 60, of St. Cloud.

Florida Splendid China has been the scene of several other anti-China demonstrations since it opened two years ago.

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### FIVE PROTESTERS ARRESTED AT SPLENDID CHINA PARK

03/17/96

The St. Petersburg Times  
Associated Press  
Sunday March 17th  
Travel, pg. 4

#### KISSIMMEE

Five people were arrested Saturday when they blocked the entrance to a Chinese theme park to protest Chinese aggression toward Taiwan and Tibet.

Chinese forces have been staging military exercises off Taiwan since Tuesday, and a new round is set to begin Monday.

Protesters said they were also demonstrating against China's human rights abuses in Tibet.

Seventy-five people marched in front of the Florida Splendid China park, which has been the scene of several other anti-Chinese demonstrations since it opened two years ago.

The park's owner is China Travel Service, which is ultimately bankrolled by the Chinese government. Park management, in a prepared statement, denied a government link and would not comment on the protest.

A dozen Osceola County deputy sheriffs, most in riot helmets and masks, were called to the scene when five members of Students For a Free Tibet sat in a circle, their arms linked with webbing and plastic pipe.

Deputies directed about a half-dozen cars around the protesters, then disentangled the five and carried them to a patrol car. John Hocevar, 27, of New York; Jon Voss, 22, of Chicago; Jesse Isom, 19, of Tampa; Adam Zenko, 23, of Wisconsin; and Claudia Cellini, 21, of Connecticut were charged with unlawful assembly, a misdemeanor, and released from jail on \$250 bail each.

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A non-violent struggle for Tibet

April 1996

Tampa Bay Peace Paper

Religious Society of Friends (Quakers)

A non-violent struggle for Tibet

The Pinellas Classroom Teachers Association has accepted the resolution to recommend to its members that the Chinese government owned and operated theme park "Splendid China" not be used for educational or personal purposes. This recommendation is consistent with our teacher association's commitment to teaching and supporting non-violence, justice, and truth. The theme park portrays the Potala, in Lhasa, the capital of Tibet, as a prized Chinese landmark. China invaded the sovereign nation of Tibet in 1949 and since that time an estimated 1.3 million Tibetans have been killed. In addition, the Chinese have transferred more than 7 million of their own people into occupied Tibet in violation of the Geneva Convention.

Tibetans are now a minority in their own country and China is on schedule in its timetable to make Tibet disappear. In the genocide of a peaceful people there are not two sides, there is no argument.

Historically, Tibet is recognized as a culture of non-violence. Through all of this horror, the Tibetan people have remained steadfastly non-violent and they and their leader, the Dalai Lama, were awarded the Nobel Prize for Peace.

Members of our Congress, the United Nations and leaders around the world have recognized the Tibetan people's resistance as possibly the greatest non-violent struggle in the history of humanity. Tibet has not asked for military aid. They have only asked that they not be forgotten and that any form of support begin with thoughts and acts of compassion for ourselves and the Chinese. Amazingly, no one has demonstrated more compassion for the Chinese than the Tibetan people themselves. They are a people who believe that compassion is better than violence; love is stronger than hate.

Throughout the United States our young people are taught about the Holocaust and the importance of universal responsibility and standing against injustice. The Chinese are a wonderful people but what the Chinese government is doing to Tibet is a tragedy. As with all countries of the world, our students must be taught Chinese history and culture if they are to be prepared to live and compete in a global economy. This work can be done without lending support by our presence and our dollars to a government owned theme park which does not teach the truth.

If we want our young people to accept non-violent conflict resolution as a way of life, we as educators and as parents must practice, demonstrate and champion its cause every opportunity we have. It is right and appropriate for educational associations and all people of conscience to support the non-violent struggle of Tibet. I am requesting that the PCTA resolution regarding the issue of Tibet and the educational inappropriateness of the Chinese theme park "Splendid China" be considered for presentation to the State Education Association Conference.

To get involved in this issue locally write your school board members about not allowing field trips to Splendid China.

Don't attend yourself. On a national level contact John Ackerly at the International Campaign for Tibet, 1735 I Street NW suite 615, Washington, DC 20006, Phone 202 785-1515

Dennis Harrison

Tampa Bay Peace Education Program

The St. Petersburg Meeting of

The Religious Society of Friends

130 19th Avenue Southeast

St. Petersburg, FL 33705



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### Splendid China Provides Tawdry History Lesson

Weekly Planet (Tampa, Florida)

Vol. 9 Number 5 May 2-8, 1996

Nano Riley

When Splendid China theme park opened in December 1993, visitors were confronted by Buddhist monks and human rights activists protesting the park's opening.

Their gripe ? Splendid China offers a whitewashed view of Tibet as a peaceful, happy place. Protesters say the park is a propaganda tool for the repressive Chinese government.

Pinellas County teacher Dennis Harrison agrees that the picture's not so rosy, and history indeed tells another story.

"China invaded the sovereign nation of Tibet in 1949," explained Harrison. "Since that time an estimated 1.3 million Tibetans have been killed and the Chinese have transferred more than 7 million of their own people into occupied Tibet in violation of the Geneva Convention."

Harrison was troubled by the prospect of Florida's schools using the theme park as a tool to teach students about China, so he proposed a resolution to the Pinellas Classroom Teacher's Association asking teachers not to use the park for 'educational or personal purposes'.

The PCTA approved the resolution, and agreed with Harrison that the Chinese-owned park does not offer an accurate view of life in China, and its portrayal of Tibet as a happy, autonomous state is complete propaganda. The union also backs Harrison in his request that the School Board ban trips to Splendid China, but the board has not yet made a decision.

"I am not anti-Chinese," Harrison said emphatically. "The Chinese are a wonderful people."

Our students should be taught Chinese history and culture, but this can be done without lending support with our presence and our dollars to a government-owned theme park that does not teach the truth. "It's my commitment to teaching peace and non-violence that has brought me to be involved in supporting the non-violent struggle of the Tibetan people."

One of the prominent displays at the theme park is a miniature replica of the Potala Palace in Lhasa, the fabulously ornate 1,000-room palace, surrounded by Tibetan figures in colorful robes. In reality, the palace suffered severe damage during the Chinese invasion and now houses only a few monks who are under constant scrutiny from microphones and cameras installed in the palace by Chinese soldiers monitoring their behavior.

The area surrounding the palace is now filled with Chinese prostitutes and vendors, evidence of Chinese occupation.

Human rights organizations worldwide have condemned the Chinese government for its treatment of the Tibetan people.

Historically Tibet has been recognized as a non-violent culture, a sort of theocracy headed by the beneficial Dalai Lama.

When the Chinese invaded Tibet they destroyed many of the centuries-old temples and killed or imprisoned the Buddhist monks. The Dalai Lama escaped with some of his followers to India and established a colony in Dharamsala. He has been awarded the Nobel Peace Prize for his work with the non-violent struggle in Tibet.

Though Harrison has received support from many corners, he still hears from detractors who say he's off-base or misguided.

"They don't understand the work I do," he replies, looking thoughtfully quiet. "I teach multi-cultural education and conflict resolution, which falls under the heading of peace education and non-violence. In addition to teaching students, I also provide training in multi-cultural education and non-violence to agencies and districts throughout the west coast of Florida." Recently Harrison received an award from the community organization Common Ground for his work in multi-cultural diversity and non-violence in schools.

At the headquarters of the International Campaign for Tibet, a human rights watch group in Washington, D.C., John Ackerly said he was pleased by the PCTA action.

"We're very encouraged by this. Whenever we hear of large organizations planning to visit Splendid China we recommend that they not go there," Ackerly said. "Large tour groups and school groups are their main thrust. They even ask school groups whether they want hot dogs or Chinese food."

Ackerly also said the Chinese Embassy hands out tickets to Splendid China as perks for embassy employees and business people.

"It's quasi-official," he said. "They're using it as an outreach facility to promote goodwill towards China and tourism."

Some people feel the learning value of the exhibit is too great to prohibit school children from visiting the attraction.

Harrison's reply is that giving the park money is supporting it. "In America we teach our young people about the Holocaust and the importance of universal responsibility and standing against injustice," Harrison said. "Now we're watching the genocide of a peaceful people. If we want our young people to accept non-violent resolution as a way of life, we as educators and parents must practice and demonstrate its cause every opportunity we have."

The resolution was approved by the Florida Teaching Professionals-NEA convention in Orlando, two weeks ago.

"Last year about 20,000 students visited SC, and all they learned that Tibet is autonomous," Harrison said. "Discrimination (against Tibetans) is rising in Tibet. The demographics are changing so fast through the Chinese influx Tibetans are now a minority in their own land."

## Florida Splendid China Media Coverage

### SPLENDID CHINA CHOOSES NEW LEADER

There's been a big management shake-up at Florida's Splendid China.

Excuse me, a "strategic consolidation."

05/20/96

The Orlando Sentinel

By Leslie Doolittle of the Sentinel Staff

The theme park's former president, Jiannian Yu, has returned to Hong Kong. Also gone are vice president and general manager Xian Wu and Qimou Ma, senior vice president for entertainment.

The troubled park's new president is Guang Yang, which in Chinese means sunshine - so he goes by the name Sunny Yang. Yang has also been put in charge of the three subsidiaries of China Travel Service Ltd. Hong Kong, which owns and operates Splendid China. And yes, CTS - a publicly held company - is funded by the Chinese government. Yang is the vice president of CTS Investments Inc. (USA), the development company that owns the 400 - acre expansion area adjacent to Splendid China. He is also president of Gateway Tours Inc, which owns the Days Inn Gateway on West U.S. Highway 192, and president of the 26 Acre Land Co., the CTS real estate arm.

"There will be a singular decision maker and manager, rather than what there has been," said spokesman Frank Langley.

"It's like if MGM, Epcot and the Magic Kingdom each had its own president - they'd wind up competing with each other." Splendid China has struggled with marketing, entertainment offerings and sluggish attendance since opening in December 1993.

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### Orlando Business Journal

07/29/1996

Tourism

Chinatown drops not-so-splendid previous name

Tom Brinkmoeller

Since its mid-December 1993 opening, the Osceola County theme park has been known, if it has been known at all, as Florida Splendid China. Stuck with a side-road entrance off of the not-so-heavily traveled portion of U.S. 192 west of Walt Disney World's entrance, Splendid China has had less-than-splendid attendance.

"When you say `Splendid China,' people really don't know what that means," says Marketing Director Bob Morgan.

Its new name, Chinatown, is designed to bring it more into the mainstream and draw more (credit) card-carrying capitalists onto its property. The new name encompasses the re-created, miniaturized landmarks of China section (Morgan calls it the entertainment park), for which there still is an admission charge, as well as a no-admission shopping-dining-entertainment district that was freed up when the turnstiles were moved farther into the park.

Telephone, focus group and in-park research that showed more people would visit the attraction if they could dine and shop for free finally convinced its China-based owners to establish more differences between the park's predecessor in China and Central Florida's, where there are other many tourist options.

"I think from the number of meetings that were held and the research that was conducted and the other things that were determined over time, that was something that was very acceptable to them," Morgan says.

Even so, it took some time. Morgan has been in his post for 16 months and says the "idea was tossed around and discussed even before my arriving."

In addition to the shops that always have been there, Chinatown now has more than 20 street vendors selling all types of wares -- some Oriental, and some very American. More street merchants soon will be added, says Morgan. Chinese entertainers perform throughout the day in this area. And the top-line restaurant, formerly called Suzhou Pearl, will be reopened soon as The Hong Kong Seafood Restaurant, and its fare will switch from "authentic gourmet Chinese" to what the park is calling "nouvelle Chinese."

Any visitors to the free area who are drawn into paying \$23.55 to see the rest of the park get to stay for a nightly extravaganza in the Golden Peacock Theater. The "Mysterious Kingdom of the Orient" show features more than 70 Chinese performers, features spectacular sets and costumes and lasts 100 minutes, says Morgan. Adult tickets to just the show are \$14.95.

Morgan says the initial marketing push will be in Orlando and eventually will expand to other Florida markets. He won't say how much the park transformation has cost, nor will he say how much he is spending to market the changes, except to say the marketing budget is in "the high six figures" range.

### Anson-Stoner does Chinatown ads

Chinatown is using television, radio, print and outdoor to communicate its rebranding. The attraction picked Winter Park ad agency Anson-Stoner on a project basis to pull all of this off. Considering the marketing blitz included three television spots (one 30-second and two 10s), the month the agency was given to get it all done didn't leave much time for Oriental orientation, admits Morgan.

"We've been working pretty fast," says Anson-Stoner President Joe Anson.

The TV commercials use a Chinese spokesman who has to pack lots of information and martial arts action, as well as a kernel of humor, into the tightly constructed commercials.

Anson asked a Los Angeles talent agency to audition "people who were martial arts experts who could also speak and act." But some of the audition tapes he got fell pretty far from the mark, says Anson. A couple of the actors' feeble efforts to land the job apparently were so bad they were funny.

"Some knew nothing about martial arts and were just faking it," he says. "Some just didn't look the part. They were kind of flabby."

Morgan says the park's owners "love" the commercials as well as their humor.

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### Orlando Business Journal

From the August 30, 1996 edition

Around Orlando

Chinatown shrinks. The marketing department at Chinatown (formerly Splendid China) has shrunk by five positions, the comptroller was laid off, two accounting clerk positions were eliminated and other administrative duties were reorganized Aug. 26, says Scott A. Shaw, assistant vice president of marketing. But those changes are not a reflection of economic woes, he says.

"I believe they have been overstaffed for some time, and it was long overdue," he says of changes in the marketing division. "We still have seven people. That's plenty when compared to the revenue generated by the staff."

Other changes include the departure of Fred Willis, who had headed the finance department for more than a year, Shaw says. The human resources department now reports to his replacement, Nana Li.

Shaw anticipates no further changes.

Recent changes at the park made a portion of the former gated attraction free to all visitors, but that has not adversely affected the bottom line, according to Shaw. A new \$24 dinner show, he says, has kept the revenue stream intact. The personnel changes were made to maximize that revenue, he says ...

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Makeover an attempt to cover blemish ?

Orlando Weekly  
September 12-18, 1996  
by M.C. Campagna

Decide for yourself. Does Splendid China's new direction represent: A) the failure of a propaganda campaign outlined in top-secret government documents; B) victory for a small activist group over the Chinese government; C) just another bad idea ?

When Splendid China opened in 1993 it was presented as an exotic Eastern excursion right here in Central Florida. A recent marketing campaign - specifically a cheesy radio ad - makes it sound less Mysteries of the Orient and more Hong Kong Phooey. Splendid China, the park of perpetual struggle, has devolved into the hip, fun - FREE - China Town. The ads make it very hard to tell that China Town is Splendid China - actually, the same shops and restaurants that formally served as the park's answer to the Magic Kingdom's Main Street. The Chinese government (American investors bailed in 1994) apparently assume that capitalist visitors lured by free admission to dining and shopping won't mind paying the extra \$23.55 to see the shows and model monuments in the rest of the park.

The new marketing campaign also coincides with the new management, as several top managers have been replaced amid talk of more cuts.

Does this signal that an intricate plan of Chinese propaganda, and effort to secure preferred trade status with the United States, is failing ? Yes, according to the Florida-based Citizens Against Communist Chinese Propaganda (CACCP). The supposedly secret Chinese government documents that prove such a plan exists can be found on the group's Internet site: ([http://www.afn.org/~afn203\\_72/pol/caccp.html](http://www.afn.org/~afn203_72/pol/caccp.html)).

Those 1993 documents, the group says, show that the inclusion among Splendid China's miniatures of the Potala Palace - a landmark in the overrun land of Tibet - is but one small step in China's efforts to grossly misrepresent the country as a large, multi-ethnic family.

Bill Mitchell, a CACCP organizer, claimed partial credit for the park's low profile and sluggish attendance.

"It is amazing how much influence our little group has had on such a well-financed park," said Mitchell, adding that CACCP - which has fewer than 50 names on its mailing list - has spent maybe \$500 in its fight. (The little group is hardly alone. It receives information and support from groups like the International Campaign for Tibet; ICT provided the classified documents that were smuggled, the group claims, through an "anonymous source in China.")

But Frank Langley, a park spokesman, said China Town is not an effort to distance Splendid China from protesters' image of a theme park run by human-rights-abusing puppets of Communist propaganda.

"Their actual impact on attendance has been minuscule," says Langley. "You can hardly give attention to it. The best answer is to look to the press itself. The Orlando press was out for their (CACCP's) first demonstration. The (CACCP) representation was so limp they haven't been back out again."

In fact, the limp little protests, or at least the cause they represent, have been highlighted in dozens of stories and publications ranging from the Backyard Communist to the New York Times .

This past March brought more coverage when dozens of protesters, including some Buddhist monks touring with Lollapalooza, turned out. The demonstrations coincided with uprisings in Taiwan, and five Central Florida protesters were arrested. In April, the Florida Teaching Professionals/National Education Association voted to condemn the use of public money for field trips to Splendid China. A similar amendment has been adopted by the Pinellas County Teachers Association. (Plenty of school children still visit the park, Langley said.)

Mitchell concedes that continued protests at the park are "kind of like setting fire to a burned-out building." But CACCP is ever-expanding its original goal of seeing the Potala Palace removed or the exhibit changed to reflect a more accurate view of Tibet's status.

And in October, although there is no formal link to the park, the group will use it as a backdrop to denounce Chinese oppression of Eastern Turkestan. So if the tourists aren't showing up, at least the protesters are, now and then anyway; criticized as a tool of Chinese propaganda, Splendid China just may survive as an all-purpose stage for dissent.

## Florida Splendid China Media Coverage

### Orlando Business Journal

From the September 27, 1996 edition

International Business

Chinese visitor eyes City Hall space, Disney prospects

Cindy Barth

Chinese businessman Dr. Yiu Yat Hung visited Orlando the week of Sept. 16 to discuss, among other things, the possibility of opening a trade office representing Shenzhen, China, at Orlando City Hall.

Yiu, chairman and president of Natural Way Technologies, a \$3.19 million homeopathic remedies business, also serves as a standing committee member of the China Association of Enterprises with Foreign Investment, a permanent member of the Chinese General Chamber of Commerce in Hong Kong and a permanent member of the Federation of Hong Kong Industries.

Yiu says his interest in Orlando is due to "the many similarities between this city and Shenzhen." Shenzhen, located just north of Hong Kong and designated as one of China's special economic zones, is a rapidly growing city of about 3.35 million people.

One of its largest industries is tourism, Yiu says, something he would like to use as a bridge to further relationships with Orlando. Nearly 10 million visitors come to Shenzhen each year.

Among Shenzhen's attractions are a Splendid China Miniature Scenic Park, a Safari Park and Window of the World, which includes miniature replicas of famous landmarks from around the world.

"We share much in common," Yiu says. "Just as Orlando is a modern, developing city, so is Shenzhen. Orlando can be our stepping stone to the United States, just as Shenzhen could be your gateway into China."

Hal Sumrall, vice president of international for the Economic Development Commission of Mid-Florida, says he was impressed with Yiu's credentials and what he shared as far as opportunities between the two cities.

"He has contacts with a number of agencies that look intriguing," Sumrall says. "We certainly felt the meeting went very well and hope to have further contact soon."

The ninth floor of City Hall has become a special designated area by Orlando Mayor Glenda Hood, who offers two years of free office space to any foreign government office willing to come to the area.

Because offices located there must be government-related, Yiu's next task will be to get a letter from either a federal, provincial or city government saying it will accept the offer of free space, Sumrall says.

"We provided him with a letter inviting him to use the space upon meeting these other conditions," Sumrall says. "I think there's a good possibility that he will move quickly on this and respond soon."

Yiu's bigger goal in all of this is one wished for by a number of Chinese cities: to get a Disney theme park in his city.

"You have a Splendid China, as do we," Yiu says. "You have many high-tech companies and medical companies, as do we. We think our city would be the best place in China for a Disney park. That would give us something else in common."

The Disney idea notwithstanding, Yiu says he would like to set up a mission with officials from 100 Chinese businesses to visit Orlando and see about opportunities for business.

"Having an office in Orlando would help us accomplish many of these goals," Yiu says.

## Florida Splendid China Media Coverage

Transcript of WMNF Radio News broadcast 10/14/96

(Commotion)

Sheriff Berry (to Jangchub): You know that when you come and stand out here wearing this costume like this...

Mitchell (to sheriff): Listen, 108 of their friends were killed recently by the same people who own this park...

Jangchub (to sheriff): No no no, excuse me sir you just insulted me, I am an ordained Buddhist monk...

Churchward (to Jangchub): No Barry no no...

Jangchub: This is not a costume...

Announcer: That's M.J. Berry of the Osceola Sheriffs department arguing with demonstrators in front of Splendid China. After he questioned Bill Mitchell for handing out flyers in the median, he then gave him a citation for having a suspended drivers license. Neither the deputy or his backup would comment on who called the Sheriffs office or why they threatened the demonstrators with arrest for trespassing and disturbing the peace. According to American Buddhist monk Jangchub...

Jangchub: So they came out to enforce the law saying that we were causing a nuisance and being a problem and trespassing on park property, which we were not, we were standing on the right of way, they told us that we must disperse and that we are not allowed to gather.

Announcer: Jangchub said that when the press arrived, the Sheriffs department changed their tune and allowed them to continue. The group called Citizens Against Communist Chinese Propaganda staged the 14th demonstration at the park, they say the park misrepresents the people of Tibet, Inner Mongolia, and Eastern Turkestan by saying they are Chinese. Two former political dissidents from Eastern Turkestan were at the demonstration. Sedeka Rouze is a writer and historian who fled China because of his controversial writings, he is still waiting for asylum in the U.S....

Sedeka (speaking through a translator): We want the people of the United States to know that we are seeking independence and that we are also seeking to become democratic and we want people to know of our history and culture and to let them know of the terrible situation we face today. Recently when I left the People's Republic eight of my friends were killed, 20,000 people were jailed, and approximately 108 in total were killed.

Announcer: Rouze spent 10 years in prison for placing political posters on walls and organizing college students. Rouze says the Splendid China theme park does not represent his people, and plans to continue to speak against it. Splendid China administration said the public relations department was closed and would not comment. The demonstration continued throughout the day, though police ordered protesters not to interact with the traffic or hand out flyers. Three police cars and park security watched closely from across the street as activists held flags of Tibet and East Turkestan and waved signs at traffic. For WMNF, I'm Bill George in Kissimmee Florida.

## Florida Splendid China Media Coverage

Transcript of WMNF Radio News broadcast 12/20/96

(Monks chanting)

Announcer: Good afternoon, welcome to Radioactivity, I'm Robert Lorei. This afternoon we'll meet four people whose lives have been affected by the ongoing Chinese occupation of two neighboring countries, Inner Mongolia and Tibet. Our guests are in town for this Sunday's protest at the Splendid China theme park in Kissimmee. The theme park is operated by the Chinese government as a tourist attraction, but a real purpose according to our guests, is to rewrite history and hide China's occupation of the two countries. First we'll look at Mongolia, people from Mongolia have only one name, and our guests joining us in this first segment are two engineers who left their native country, Erdunbat and Oyunbilig of the Southern Mongolia Freedom Federation. Welcome to WMNF good to have you here. The two of you are opposed to Splendid China and I wonder if you could tell us what is your objection to Splendid China?

Oyunbilig: My name is Oyunbilig, I'm from Southern Mongolia we know that in the Splendid China theme park they have an exhibition about the Mausoleum of Genghis Khan and they also have a Mongolian grasslands exhibit and we think these exhibitions do not belong to China or Chinese history or Chinese culture, these are totally Mongolian.

Announcer: So Genghis Khan was Mongolian and the grasslands that are depicted there are not actually Chinese but Mongolian.

Oyunbilig: Yes, Genghis Khan was not a \*Chinese\* emperor.

Announcer: And why do you think the Chinese government which operates Splendid China, why are they depicting Genghis Khan and the grasslands as part of China?

Oyunbilig: I think they try to tell the American people that this belongs to China, and this is misleading the American people.

Announcer: When did China first invade or take over Mongolia?

Oyunbilig: The Chinese communists took over Inner Mongolia in 1947.

Announcer: They took over Inner Mongolia, did they take over all of Mongolia or just Inner Mongolia?

Oyunbilig: Just Inner Mongolia or Southern Mongolia

Announcer: Is the rest of Mongolia independent of China?

Oyunbilig: Yes, Mongolia the former republic of Mongolia is an independent country.

Announcer: Has the United Nations taken a stand on Chinese occupation of Inner Mongolia?

Oyunbilig: Unfortunately the voice of the Inner Mongolian people is still very vague.

Announcer: Tell me about your lives in occupied Inner Mongolia. I'm wondering what was it like to grow up under Chinese occupation?

Erdunbat: My name is Erdunbat I grew up in Bai Nor banner and in the year 1949 the population in Southern Mongolia was just about 800,000 mostly Mongolians and now the population is over 20 million total including the Chinese but there are only 2 million Mongolians in Inner Mongolia. So the Mongolians have become a minority people in our own mother land. So many Chinese immigrate into Inner Mongolia so the Mongolian people have lost their grasslands. Because the Inner Mongolian people lose their grasslands, they cannot live. Mongolians have no rights to develop their traditional culture and no right to express their ideas about Mongolia. If you say something, they kill you at the beginning. The Chinese always say like this and do like this, in 1981 there were big student demonstration activities in Hohhot city, two leaders, Huchundus and Wangmenglai, they organized all the students and held the demonstration activities about the Chinese government oppression of the Mongolian people so after that both of these two leaders were arrested and members of other student



## Florida Splendid China Media Coverage

organizations were also arrested by the Chinese government after they were released a couple of years ago, but then they were all arrested again and put in jail.

Announcer: When you say that the Chinese government doesn't allow the Mongolian people to exercise their culture, I'm wondering, what is being specifically repressed. Is your religion being repressed?

Oyunbilig: Yes, not only the religious, but the old and traditional customs, manners, yeah, everything.

Announcer: Give us some examples, I mean um are we talking about the division between Chinese religion and Mongolian religion? Which religion...

Oyunbilig: The Mongolian people believe the Buddhism the same as the Tibetans do

Announcer: And the Chinese?

Oyunbilig: The Chinese I think are Buddhist but are not the same section.

Announcer: OK its a different brand of Buddhism. Do the Chinese also uh, this will show my ignorance, do the Chinese also practice Confucianism is that a part of the conflict ?

Oyunbilig: You know, the Chinese even repress their own people's religion they don't allow them to believe religion freely

Announcer: Give me another example

Erdunbat: For example, during the Cultural Revolution so many Mongolian temples were broken all destroyed everywhere. The temples were broken and many Lamas were killed and we lost everything except for a few shrines left in individuals houses. And people practiced religious beliefs in their houses.

Announcer: So folks aren't allowed to practice religion in a traditional monastery but if they want to practice religion they have to go to the house of the monk, is that...

Oyunbilig: Yeah, but they ruined all the temples during the cultural revolution and they arrested many monks.

Announcer: I got you

Oyunbilig: And another example is the Genghis Khan ceremony

Announcer: What's that?

Oyunbilig: The Mongols have been holding the Genghis Khan ceremony in a traditional way almost 700 years. When the Chinese communists took over Inner Mongolia they didn't allow Mongols to hold the ceremony again. If any people dare to hold the ceremony, like openly, then they will be put in jail.

Announcer: Well as a result of this political oppression, have many Mongolians been killed by the Chinese?

Erdunbat: Yes, during the Cultural Revolution over 500,000 Mongolian people were accused of being members of the Inner Mongolian People's Revolutionary Party, As a matter of fact, this party was established in 1925 in Jiang Jia Ko city and two years later this party didn't exist. After 40 years later they claimed they found so many Mongolians, over 500,000 Inner Mongolian people who they accused of belonging to this defunct Inner Mongolian Peoples Revolutionary Party. And 250,000 Southern Mongolians were killed for this, in ways different from other killings, they were killed one by one by torture, by beating to death. I give you an example in the cultural area, Inner Mongolia is controlled by the Chinese government for 50 years and during that time not one dictionary English to Mongolian or Mongolian to English was allowed to be produced, they didn't allow the Mongolian people to learn English, and now the world can't hear our voice as a result. If you say one thing against the Chinese government they will kill you or put you in prison.

Announcer: They didn't allow English to Mongolian dictionaries?

## Florida Splendid China Media Coverage

Erdunbat: They didn't allow the Mongolian people to study English

Announcer: Why would that be?

Erdunbat: They controlled Inner Mongolia absolutely so it became a colony in politics, economics, and culturally. They force the Mongolian people to study Chinese from third grade you must study Chinese and not English or French or Japanese, no.

Announcer: So it was a way for them to isolate people.

Erdunbat: Yes, isolate Mongolia from the world, so the world just listens to the Chinese and what they say.

Oyunbilig: The Inner Mongolian situation is, the difference between the Inner Mongolian situation and the Tibetan situation is we don't have like a leader like the Dalai Lama and overseas there are not many Inner Mongolians. The Chinese government controls the Mongol people who live outside Inner Mongolia that's why our struggle is very weak.

Announcer: Well thank you very much for coming down and telling you stories, it's good to meet you thanks for coming down.

Oyunbilig: Thanks

Erdunbat: Thanks

Announcer: Oyunbilig and Erdunbat are two activists seeking freedom for Inner Mongolia, after more than forty years of occupation. You can reach the Southern Mongolia Freedom Federation by calling (609) 897-0988 I'm Rob Lorei, and you listening to radioactivity right here on WMNF in Tampa 88.5 FM. Next we'll hear more about the Chinese occupation of Tibet, with Lobsang Tsering and Kunchok Tsering who are now students at Florida International University. Thanks for coming in.

Kunchok Thanks

Lobsang: You are welcome.

Announcer: How long have the Chinese occupied Tibet?

Lobsang: The Chinese started the occupation of Tibet in 1949, with the rise of communism in China, and they completed their occupation in 1959.

Announcer: Did this come with much death or political repression?

Kunchok They started as a friend you know like with business and trying to be friendly and try to be like brothers and as the time passed they sent their military and like that.

Announcer: How many folks have died, is there an estimate?

Lobsang: Yeah, 1.2 Tibetans have died as a direct result of the Chinese occupation they died in many different ways like starvation. Tibet has never had any famine in its history after the Chinese occupation Tibet was struck by famine and torture killed many and direct killing during battle occurred, so they died in many different ways and it is more generally estimated that around 1.2 million Tibetans died, one-fifth of the population.

Announcer: What about the Splendid China exhibit, how do they depict Tibet?

Lobsang: The dissatisfaction we have against Splendid China is that they are trying to tell the world about Chinese culture, OK, but the problem with that is that they are trying to integrate a lot of other cultures which are not theirs. Like Mongolian culture, East Turkestan, and Tibet. If they want to show their own culture, no problem, nobody has any problem nobody has

## Florida Splendid China Media Coverage

any objection but they cannot borrow some other cultures and show them to the world as their own. That is the greatest problem with that Splendid China.

Kunchok: And also they are showing that Tibet is their country, which is absolutely not true.

Announcer: So they are glossing over the fact that they occupied Tibet and are also occupying Inner Mongolia. What about the world community, has the world community spoken out about this, the United Nations or any other government spoken out to say, China, you have no right to occupy these lands?

Lobsang: Yeah, the United Nations has passed three resolutions on Tibet, in '59 '61 and '66 I guess I don't remember exactly, passed these resolutions and all these resolutions demanded the freedom and independence for Tibet. And that was a time when China was not a member of the United Nations, it was represented by Taiwan, so in the 1970's around '76 or something like that, during the time of Henry Kissinger and Richard Nixon the US developed relations with mainland China. And the condition China put on that is that the United States must drop all support for Tibet.

Announcer: And did the United States do that?

Lobsang: The United States from that day onward dropped all the important resolutions of the United Nations and human rights commissions.

Announcer: What kind of opposition is there, are there people who are militarily trying to throw the Chinese out? Is this purely non-violent how does the opposition manifest itself?

Kunchok Actually it's non-violently, His Holiness has a government in exile, most the Tibetans that escaped in 1959 are trying and His Holiness is trying to get the freedom back through non-violence, but inside Tibet there are like people not showing violence, but people showing disagreement with the Chinese rule there. Like the monks and the nuns are protesting always and they are arrested all the time, tortured, it is still going on and these days it's so bad and Chinese these days are becoming very strict and they don't allow Tibetans, families, or monasteries to have a photo of the Dalai Lama. They have removed the Dalai Lama and the Panchen Lama's photos from the Potala Palace, and also the Norbulinka, and also all the families of Tibetans cannot keep a photograph of His Holiness in their home.

Lobsang: One aspect of Tibet that we would like you to know is that before the Tibetan occupation there were 6,000 monasteries in Tibet and during the occupation and the following cultural revolution they ground all 6,000 monasteries down into the ground and in place of those there are now 89 jails and concentration camps in Tibet.

Announcer: Why is the Dalai Lama such a powerful figure of opposition, why do the Chinese object to the depictions of the Dalai Lama ?

Lobsang: From the side of China, the Chinese regard the Dalai Lama and the government in exile as a separatist movement. They say to separate the motherland Tibet from China. So the Dalai Lama is a powerful figure and the leader of the people mostly because the path he follows is nonviolence, always nonviolence he always says that we don't have any problem with the Chinese people they are good they are nice we like them, it is the government and their policy and unlike in America in China the government is not a legitimate representation of the people, their government is one party rule and nobody has anything to say.

Announcer: Were you both born in Tibet?

Lobsang: Unfortunately not.

Kunchok We were born in India.

Announcer: You were born in India, your parents had fled Tibet?

Lobsang: Yeah

Kunchok Our parents fled Tibet.

## Florida Splendid China Media Coverage

Announcer: Are your parents still alive?

Lobsang: yes

Kunchok yes

Announcer: Do they desire to go back?

Kunchok: Yes, we don't even have Indian citizenship, we are alien refugees we have to apply every year for permission to stay in India.

Announcer: So India has not completely embraced you?

Lobsang: India is willing to grant us citizenship, but we are not applying for that, that is the issue here.

Kunchok We are keeping our culture and tradition to preserve it so we can go back, so we are taking the status of refugee voluntarily, we want to go back, we don't want to stay in India.

Announcer: How do you feel about folks that go to Splendid China, if someone is thinking well I want to take my kids my family to visit Splendid China what would you tell American tourists who are planning to go there?

Lobsang: So when they look at those exhibition pieces like the Potala Palace, grasslands, and Genghis Khan mausoleum. They should try to understand the story behind how many lives China took in order to take those things into possession. When they explain Potala Palace to the tourists, they never explain how many people were killed, and that they bombed the Potala Palace in 1959. They have killed 1.2 million Tibetans in order to take possession of that. They never explain that. So people should try to understand the story behind, the Potala Palace belonged to Tibet, and today it is with China. how it became a Chinese Potala Palace when 50 years before it was the Tibetans' Potala Palace. The background history is a great tragedy, they should understand the history, and if they understand the history of those pieces, they may think twice before visiting that particular place because every dollar that they spend is going directly to the Chinese government.

Announcer: I wonder about other actions that folks might take, do you folks call for boycotts of Chinese goods, Chinese products?

Kunchok Yes we do, in America most of the goods are made in China and also America is not willing to oppose China because of the trade relationship. So it depends on the public now if they stop buying goods, the Chinese can't make goods and it will make an impact on the Chinese.

Announcer: The two of you live now in the United States, I wonder have any people in the U.S. Congress taken up this issue of trying to get freedom for Inner Mongolia and for Tibet?

Lobsang: Actually maybe four or five years back, the US House of Representative passed a resolution claiming that Tibet is an occupied country. So in the legislative assembly Tibet is an occupied country, but in the executive branch Tibet is still according to the US State Department is still a part of China.

Announcer: Because our recent Presidents such as George Bush and Bill Clinton have really fostered trade with China.

Lobsang: Yeah, they have traded their moral responsibility with trade. In the recent development, the most favored trade status to China. Earlier it was the United States which was granting most favored nation trade status to China and it is the United States which is putting conditions. Now in the recent development if you view the results, it is the United States that is granting most favored nation status to China, but it is China who is giving the terms of the most favored nation. So its the other way around, its moving in the opposite direction.

Announcer: There are no human rights conditions for the most favored nation trade status.

Lobsang: Yeah they aren't giving conditions.

## Florida Splendid China Media Coverage

Announcer: What else can Americans do to try to see that the people of Inner Mongolia and Tibet are free?

Lobsang: The one thing that American people can do is that they can pressure their own government to support or to recognize freedom of those minorities which were occupied by China in the course of history, this is one big thing. And it has been very successful in Europe and Australia because of pressure from the people .

Kunchok And also the American people and the government should support Tibetans and His Holiness and whatever His Holiness does. The American government should try to support, rather than ignore him. Whenever His Holiness visits Europe or Australia the Chinese are always threatening that the President should not meet His Holiness the Chinese are so successful, they make threats and try to give their terms and they are successful in that.

Announcer: They're able to use their economic muscle. Where is the Dalai Lama living now?

Kunchok Right now he is in Dharamsala, but he is always traveling to Europe, Asia, Africa everywhere as a religious person and he is always trying to present the Tibetans cause to people and he is trying very hard to get Tibet back, if not completely free or as an autonomous regions then at least to get back control of internal affairs.

Announcer: I want to thank you both for coming down, its good to have you here. Thank you very much for coming.

Kunchok Thank you

Lobsang: Thank you

Announcer: We do have a phone number locally for the local group that is working on these issues. If folks want to call us, they can call us at 238-8001

Thanks for coming down good to have you here. Lobsang Tsering and Kunchok Tsering are now living in the US and attending Florida International University they'll take part in this weekends demonstration against the Splendid China theme park in Kissimmee Florida.

They say the theme park hides the truth about the Chinese occupation of Tibet and Inner Mongolia. For more information about the Chinese role in these two countries you can call Jack Churchward in Clearwater who has formed a group called Citizens Against Chinese Propaganda, his number is 441-3982. You can also find out about this Sunday mornings demonstration at the same number 441-3982. I'm Robert Lorei, thanks for listening to Radioactivity, stay tuned for the Pacifica news.

(Monks chanting)

## Florida Splendid China Media Coverage

### Orlando Business Journal

From the December 20, 1996 edition

#### Wide World Of Disney

##### Eisner's Splendid China visit sparks more splendid rumors

Put The Walt Disney Co.'s recent rift with China over an upcoming Disney movie about the Dalai Lama together with an August visit by Disney Chairman Michael Eisner to Splendid China, and you get a combo platter of rumors.

The wildest rumor going around Orlando tourism circles: Disney is looking at buying Splendid China at whatever price the Chinese want in order to ease relations with China, a market Disney is said to eye lustily for both a theme park and consumer products.

A milder version of this rumor is that Disney is buttering up China Travel Service, the owner of Splendid China, so that it will be Disney's partner in developing a theme park in China.

The lowest-grade rumor is that Disney wants a panda for its Animal Kingdom, and hopes China Travel Service can help.

Eisner and other top-ranking Disney executives did tour Splendid China, a tourist attraction near Walt Disney World's entrance, in August. Shortly thereafter, the Disney group met with China Travel Service in Hong Kong.

Splendid China President Sunny Yang says the meetings included no talk of Disney buying Splendid China.

"We met with them out of friendship," Yang says. "In August, some people toured our park just to see our new show."

Disney spokesmen had little to say, as usual.

"Generally, we would not comment about those types of conversations by Michael Eisner," says spokesman Tom Deegan. "The rumor sounds far-fetched to me."

## Florida Splendid China Media Coverage

### Orlando Business Journal

From the December 20, 1996 edition

Marketing & Media

Events promotion, marketing professionals form consortium  
Jill Krueger

Splendid China picks Arvo

Arvo Communications Inc. of Winter Park became Splendid China's agency of record Dec. 13.

Splendid China, near Highway 192 in Kissimmee, is an attraction with restaurants, shops and exhibits from China.

Splendid China's advertising billings totaled \$2.5 million this year. Splendid China anticipates spending the same amount in 1997.

Splendid China is one of Arvo's largest accounts and is the first of its kind for Arvo, says spokeswoman Lynne Weisse.

Arvo specializes in tourism. Its clients include Ramadas of Florida, Ramada Plaza Hotel Gateway, Radisson Barcelo Hotel, Holiday Inn Sunspree Resort Lake Buena Vista, other hotels and resorts, and Pirate's Dinner Adventure.

Splendid China previously worked with Richard Sibley Associates Inc. for two years, and with Anson-Stoner Inc. on special projects.

## Florida Splendid China Media Coverage

### Splendid China revamping park to lure families

The Chinatown area will be de-emphasized in favor of big cat shows and tiny ice sculptures

12/28/96

The Orlando Sentinel

By Jill Jorden Spitz of the Sentinel Staff

Splendid China, once staunchly resistant to change, already has reinvented itself once this year

Now the park is doing it again.

After five months and \$400,000 in advertising, officials are abandoning a campaign focusing on the park's free Chinatown area. Instead, they will try and attract children and families with animal shows, miniature cities carved out of ice and a bold new sign equipped with video monitors.

The 3-year-old park has established a following of senior citizens, but its miniature replicas of Chinese monuments haven't caught on with Central Florida's thrill crazed theme park crowd.

"What we currently have may be right for a certain market," said Scott Shaw, who oversees Splendid China as assistant vice president of park owner CTS (China Travel Services) Investments. "But it's a small part of the market we want to go after."

To get a piece of the lucrative family market, Splendid China will start twice-daily big cat shows Feb. 1 featuring lions, leopards and more from Tiger's Eye Productions in Oviedo.

The shows will initially cost park visitors an extra \$10 for adults and \$5 for children.

Eventually, the cat shows will be included in the park's \$23.55 ticket price, Shaw said.

The wild animal training facility and owner Davis McMillan underwent a yearlong Federal investigation after a member of the People for the Ethical Treatment of Animals said the cats were mistreated. The school was cleared earlier this year.

Besides adding the cat shows, Splendid China plans a refrigerated structure to house intricate ice cities carved by artisans from Harobing, China. Neither a price tag nor an opening date have been set.

Finally, the park will erect a \$200,000 video-sign board - similar to those at sports arenas - that will give passersby a glimpse of what's going on inside the park. It should be up within eight weeks.

"Up until now, we haven't had the draw to get families in here," Shaw said. He called attracting families his top priority because it broadens the horizons of people who come here."

As the family market becomes more important, Chinatown is becoming less important. The free area outside the park - featuring restaurants, shops, and street vendors - has been the target of the park's advertising and marketing effort since Chinatown opened in July.

Chinatown will still be mentioned in future ads, but it no longer will be the focus, Shaw said.

"That's not the direction I wanted to go" because the campaign attracted people to a free area staffed by independent business people, he said. "We need to market our own venues."

Other changes are in the works, too. Next month, the park will become part of a multiday pass that will let Automobile Association of America (AAA) members pay one price to visit Splendid China, Cypress Gardens, Fantasy of Flight and Bok Tower.

A new assistant director of sales and marketing will help the park carve out a niche in the lucrative corporate and convention special-events market.

Although Splendid China's owners initially resisted change, they now see that there's no other choice, Shaw said.

The executive level of CTS Investments realized that no longer is the philosophy of, 'Build it and they will come' valid," Shaw said. "They built this park in the most competitive marketing the world. It just wasn't as successful as they were thinking it would be."