

A new Interactive Website has been produced for the Chinese travel market. Called "[londonlvyou.com](http://londonlvyou.com)" (London travel/tour in Chinese), it will set a new standard in online communication between London based Hotels, Restaurants and Attractions, and Chinese Leisure or Business travellers.

The Chinese travel market has massive potential. 60 million Chinese are predicted to travel overseas in 2011, increasing to 100 million by 2020. Expectations are that London will increase its share of these travellers by over 300% in the run-up to the 2012 Olympic Games.

477 million people use the internet in China. 92% of those actively use social networking sites and 75% use the internet to make decisions about travel.

"[londonlvyou.com](http://londonlvyou.com)" connects your organisation to this market. When you join the site as a content partner you can expect the following:

- The content partners will have individual profiles on the site, with logo/identity displayed, photo and editorial content and contact details/links to their own websites.
- The website will be publicised in China/Hong Kong/Taiwan and other Chinese speaking countries and optimised for Chinese search engines like Baidu.
- A particular focus of the publicity campaign is social media, giving Chinese consumers the opportunity to discuss and share content and therefore any organisation participating will reach a wide and varied audience. Each content partner will have their profile placed on market leading Chinese social media sites.
- Each Content Partner will also be individually consulted as to the specific demographic they wish to target. Any additional marketing requested by the Content Partner (e.g. Offline marketing, PPC, SEO, etc.) will then be arranged.
- The content partners will be able to update their content at any time with a personal login. This content will be made available in English and Chinese.
- The option also exists to explore other kinds of services, including audio-visual content (podcasts, etc.), Translation and related China-focused PR and Marketing.

We are currently allocating spots for content partners who wish to be involved. If this is for you then give us a call/email us ASAP. We'd love to hear from you.