

The Leading Hotels of the World has renewed its promotional campaign with AsiaXPAT

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Hong Kong - The Leading Hotels of the World has renewed its campaign to promote its luxury hotel partners on the home pages of all cities in the AsiaXPAT Network for the entirety of 2008.

This marks the third consecutive year that Leading has retained their premium position on AsiaXPAT.

With over 500,000 unique visitors each month, half of whom reside in the key, affluent Hong Kong market, AsiaXPAT is the dominant portal for English-speaking professionals, expatriates, executives and their spouses in the region.

“AsiaXPAT has been very effective in helping us target an extremely hard to reach demographic - affluent foreign resident business and leisure travelers – providing our company and our partners with cost-effective brand exposure and significant levels of bookings,” indicated Mark Greedy, Vice President, Asia Pacific for The Leading Hotel of the World, as his rationale for continuing the long term relationship with AsiaXPAT.

Commenting on the re-signing, Managing Director of AsiaXPAT, Paul Luciw said, “We are of course pleased to have the most prestigious of hotel brands on our sites again this year. And based on the high click totals to The Leading Hotels of the World partner properties that have featured on AsiaXPAT, our members no doubt will welcome this renewal because it means we will continue to provide them with a much-used directory of where to stay when they travel.”

More information about AsiaXPAT can be found in www.asiaxpat.com.

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AsiaXPAT (AX) operates the dominant pan-Asian web portal network for professionals living in and moving to major cities in Asia with over 600,000 unique visitors per month and over 65,000 registered members. Each of the 14 city-specific AX portals provides an extensive online resource that includes interactive advice forums, classifieds, property listings, city guides, nightlife and dining information, exclusive offers from 5 star resorts, careers, personals and other content that is relevant to high income professionals.

[You can find this press release here](#)