

A feature story on a leading media industry blog of Thomas Crampton about AsiaXPAT

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Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [AsiaXPAT](#)



AsiaXPAT was recently featured on the leading media industry blog of Thomas Crampton.

You may be familiar with Mr Crampton as he was a prominent correspondent for the International Herald Tribune and New York Times for more than a decade, writing a column on Asia and covering Asian politics, economics and culture.

AsiaXPAT, an expat community site in Hong Kong that I have written about previously, was featured by Hitwise one of the fastest growing online hubs among Hong Kong Internet users.

Market share of visits to Asiapat's Hong Kong portal increased by 30.55% between November 2008 and January 2009, according to Hitwise. The site led the Hitwise Community category in January 2009, accounting for 30.88% market share of visits.

Asiapat calls itself a resource for 'Professionals, Expats and Executives living in Asia', and includes personals, classified advertisements, and message boards. The professional user-base was reflected in Hitwise' Clickstream traffic; examples of websites targeted at similar users in January 2009 included, The Leading Hotels of the World, Xe.com and Bloomberg.

Google Maps was prominent in driving traffic to Asiapat in January 2009, highlighting the complimentary business information focus of both websites.

Commercial industries that received significant referral traffic from Expat Hong in January 2009 included Business and Finance with 10.54% of downstream traffic, Travel with 6.89% and Shopping & Classifieds with 5.75%. Community websites, particularly those with niche audiences, potentially offer significant competition to traditional News and Media brands in attracting advertisers.

AsiaXPAT (AX) operates the dominant pan-Asian web portal network for professionals living in and moving to major cities in Asia with over 500,000 unique visitors per month and over 60,000 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.

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