HelloLA.cn is the official website of The Los Angeles Tourism & Convention Board in China.

**HELLO L.A. WEBSITE FACTS**

**OVER 1.4 MILLION VISITS IN 2016**

**PRIMARY DEMOGRAPHIC**

**AGE 25-34**

![New Visitors](image)

86% New Visitors

46% Returning Visitors

54% Returning Visitors

**TOP 10 ACCOUNT VISITS IN 2016**

- 86% New Visitors
- 14% Returning Visitors

Beijing, Shanghai, Guangzhou, Shaoguan and Suzhou

**CONTACT**

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**HELLO L.A. PACKAGE INCLUDES**

- Landing page on HelloLA.cn hosted in China plus translation (live for one year)
- 3x Weibo posts - pushes to HelloLA webpage
- 1x WeChat post - content created within helloL.A. feed

**Member Package Rate: $10,000**

**ADDITIONAL OPPORTUNITIES**

- Monthly Rates:
  - Homepage video **$2,500**
  - Homepage leaderboard **$1,000**
  - ROS leaderboard **$3,000**

Paid advertising opportunities are not available in the following categories due to contractual restrictions: Credit/Debit Cards, Shopping Centers, Theme Parks.

Discover Los Angeles’ WeChat account is ranked by influencers as a

**TOP 10 ACCOUNT**

among all international DMOs operating in China

Discover Los Angeles’ Weibo account has

**OVER 1.5 MILLION**

followers and is one of the biggest international DMO Weibo accounts in China

**TOP 5 CITIES VISITING THE SITE**

Beijing, Shanghai, Guangzhou, Shaoguan and Suzhou

Member rates are reflected. Non-members will pay a 10% premium.