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Luxury tourism
VOSS Water launches daily insider blog in China
 Theodore Koumelis - 18 August 2014, 00:35

News and reviews on the latest happenings in luxury lifestyle and hospitality in China now served up daily by the Norwegian artesian water brand.

SHANGHAI, CHINA - **VOSS Water** has launched its very own blog in China showcasing the latest news and reviews from hotels, restaurants, bars and luxury events across China in both Chinese and English. Available across China's most sought-after destinations in hospitality and dining, VOSS is uniquely positioned to blog about new hotels, interview the people making the industry tick, and keep its readers abreast of the China's finest restaurants and clubs.

Highlights from the VOSS in China Blog include weekly sections The Stay and The Taste. VOSS is the water of choice in some of the finest luxury hotels across China including Mandarin Oriental Hotels in Shanghai, Guangzhou and Hong Kong, and every Ritz-Carlton, as well as in China's most exciting design hotels including Swatch Art Peace Hotel, W Guangzhou and Hotel Eclat Beijing. With this in mind, the weekly column The Stay reviews and showcases the very best of China's new hotels from extravagant hotel suites to news on the latest openings.

The Taste takes an inside look at some of China's award-winning restaurants and bars. VOSS' bloggers visit an array of destinations from the most internationally renowned and hyped venues in China such as Hakkasan in Shanghai or Nobu in Beijing, to the exciting new Korean Q-Chi at Shanghai's Three on the Bund, or clubs such as Linx in Hangzhou and Shanghai, plus 5th Floor in Beijing.

Events are central to the blog with the VOSS in China Blog becoming the place to go for updates on the latest luxury events in China. From the So! Dalian lifestyle and yachting rendezvous in July through the London Luxury. By Appointment showcase in Shanghai and Chengdu in September.

The VOSS in China Blog also brings the best of VOSS World from around the globe to Chinese audiences for the first time, with translations and information on the latest global events involving VOSS. This includes the upcoming HBO and Emmy Awards in September and articles on healthy living from the US and beyond, as well as quirky and interesting articles about luxury brands and trends.

"We're excited to be launching our VOSS in China Blog to further establish VOSS as a thought-leader in the burgeoning luxury and hospitality industry," says **Sara Vettori**, Regional Market Director – Asia for VOSS. *"VOSS can now be found in the most*

exciting venues across China, so the VOSS in China Blog offers a chance to experience an exciting insider's look into the latest events and venues in China and beyond."

From VOSS itself, consumers in China can learn more about the most recent CSR initiatives from the VOSS Foundation and more about Norway, the home of VOSS, which is increasingly becoming an exciting travel destination for Chinese tourists.

At the start of every month, the VOSS in China Newsletter will highlight the best of the blog directly to its subscribers, with editor's picks from the last 30 days.

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