

## China Landing Page

### CHINA

**HEADLINE:** Enduring Culture and Limitless Future

**BODY HERO COPY:** A country steeped in ancient history and tradition, China is an influential nation of the world. Embark on a journey to uncover this timeless culture, teeming with both ancient civilizations and modern cityscapes. Discover historical relics and admire gleaming skyscrapers, both symbols of an ever-changing, yet enduring nation.

**HEADLINE:** What You Can't Miss in China

#### **BUCKET 1:**

**Headline:** The Great Wall of China

**Subhead:** Fortress of the East

**Body:**

Spanning nearly 4,000 miles, the Great Wall of China is the longest structure built by mankind. Constructed in the third century BC to keep out northern invaders, this world wonder is now a sight to behold by tourists from around the globe.

#### **BUCKET 2:**

**Headline:** Terracotta Army

**Subhead:** The Kingdom's Protectors

**Body:**

A collection of over 7,000 life-size structures made out of terracotta clay stand outside the tomb of the first emperor of China, Qin Shi Huang. The army is made up of soldiers, horses, chariots, and weapons, and they have distinctive features that make each structure unique.

#### **BUCKET 3:**

**Headline:** Sample the Cuisine

**Subhead:** Fresh Flavors

**Body:**

From staple foods like steamed dumplings and fried noodles to signature dishes like the renowned Peking Duck, there are a multitude of culinary options for every type of palate. You can also take part in traditional dining experiences like enjoying a Chinese tea ceremony.

**EXPERT ADVICE:**

“With origins in ancient China, Tai Chi is based in Taoism, and exemplifies the natural balance in all things. Take advantage of the opportunity to practice it where it originated.” - Diana Ditto, Director of Product Design

**HEADLINE:** Iconic Cities in China**BUCKET 1:****Headline:** Beijing**Body:**

China’s political and cultural hub, Beijing is the country’s dynamic capital city. Taste the finest foods, admire the art scene, and immerse yourself in all of what Beijing has to offer.

**BUCKET 2:****Headline:** Shanghai**Body:**

Shanghai has an electrifying energy that captivates you the second you walk its streets. Its gleaming skyscrapers and glamorous fashion provide a lens into the country’s constant development. A leading force in modern culture, Shanghai is also an economic and cultural hub.

**BUCKET 3:****Headline:** Xian**Body:**

Xian is an ancient city in China and home to some of the country’s most historic civilizations and archaeological sites, like the famed Terracotta Warriors. Take a step back in time and immerse yourself in over 3,000 years of Chinese history.

**BUCKET 4:****Headline:** Chengdu**Body:**

Chengdu is China’s natural habitat to the country’s national treasure: The Giant Panda. Admire this cuddly creature when you travel to this capital of China’s Sichuan Province. The Giant Panda is an endangered species and the symbol for the World Wildlife Foundation.