

Asia Landing Page

ASIA

HEADLINE: Untamed Beauty and Captivating Cultures

BODY HERO COPY:

Asia is a continent filled with rich history, welcoming locals, and stunning scenery. Let your senses awaken and feel the electric energy of Asia's enchanting cultures when you travel to this enthralling part of the world.

HEADLINE: What You Can't Miss in Asia

BUCKET 1:

Headline: China

Subhead: Asia's Expansive Influence

Body:

Home to some of the region's most prevailing historic civilizations and state-of-the-art innovations, China is a blend of both ancient and modern cultures. Visitors can do everything from admiring centuries-old landmarks to enjoying the sensational energy and gleaming skyscrapers of vibrant cities.

BUCKET 2:

Headline: Vietnam

Subhead: Bustling and Breathtaking

Body:

Vietnam is both lively and tranquil. Humming with the sound of motorbikes and street vendors, Vietnam's cities boast an energetic spirit, while the landscapes of sprawling rice fields and soaring limestone islands exude serenity and stillness.

BUCKET 3:

Headline: India

Subhead: Colorful Spirit

Body:

India is a country full of spirituality and wonder. From the time your plane touches down, you will be immersed in the colorful sights and aromatic scents of this fascinating country. People from all over the world flock to India for life-changing experiences, from engaging in new spiritual practices to discovering breathtaking monuments.

BUCKET 4:**Headline:** Japan**Subhead:** Eclectic Energy**Body:**

A land of both vibrant cityscapes and ancient temples, Japan is a blend of all things old and new. A culture that is always evolving, Japan also maintains a connection to its deep spiritual roots. On a visit to this “Land of the Rising Sun,” immerse yourself in both the buzzing pop culture and peaceful religious sites.

EXPERT ADVICE:

“Asia is home to many different cultures, so the food is very diverse. We encourage you to explore the various cuisines during your trip as they are all distinct and equally wonderful. There are several major regional cuisines: East Asian, Southeast Asian, Central Asian and Middle Eastern.” – Diana Ditto, Director of Product Design

HEADLINE: Popular Places in Asia**BUCKET 1:****Headline:** Great Wall of China**Subhead:** A Triumph of Mankind**Body:**

An architectural wonder and a prominent symbol of China, the Great Wall stretches over 13,000 miles. It was constructed in the third century B.C. to keep out northern invaders and throughout centuries, many of the country’s dynasties have added to this historic landmark’s significant length.

BUCKET 2:**Headline:** Taj Mahal**Subhead:** India’s Romantic Monument**Body:**

One of the Seven Wonders of the World, the Taj Mahal is an exquisite marble mausoleum that dazzles visitors from around the globe. This legendary monument is a symbol of romance because it was constructed in memory of the late wife of one of India’s ancient emperors.

BUCKET 3:**Headline:** Street Food**Subhead:** Eat like the locals**Body:**

Discover the strong scents and sizzles of Asia’s legendary street food. From the colorful cuisine of India’s Old Delhi to the simmering dishes of Vietnam’s bustling capital city, savor the mouthwatering flavors of authentic street food on your next trip to Asia.

BUCKET 4:**Headline:** Mount Fuji**Subhead:** Japan's Majestic Peak**Body:**

Mount Fuji is the highest peak in Japan and a sacred symbol to the country. Admire the mountain's snow-capped peak and awe-inspiring scenery and you'll understand why this UNESCO World Heritage Site is one of the most-visited destinations in the country.

BUCKET 5:**Headline:** Ha Long Bay**Subhead:** Scenic Limestone Islands**Body:**

A collection of picturesque islands situated among glimmering canals, Ha Long Bay is one of Vietnam's most breathtaking attractions. Most of the islands are uninhabited, making Ha Long Bay a mostly untouched natural beauty that visitors from around the world admire every day.

BUCKET 6:**Headline:** Japanese Tea Ceremony**Subhead:** Deep-Rooted Ritual**Body:**

Dating back to the 15th century, the Japanese Tea Ceremony, also known as *Chanoyu*, is a long-held tradition in Japan. The ceremony involves the preparation and consumption of *matcha*, which is powdered green tea. Witness the delicate and thoughtful process of making this traditional Japanese beverage during this cultural ritual.