

# MyLondonInfo Launches Social Networking Pages



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MyLondonInfo has announced that it will now be publishing regular site updates to Facebook and Twitter users who want to join up, in order to keep them informed with special offers and events. All of MyLondonInfo's clients benefit directly from this new initiative as it drives traffic to the site thus increasing visibility for everybody.



Now in its second year, [MyLondonInfo](#) specialises in providing interesting and current information about London for visitors to the website. By using writers who live in (and love) London the quality and relevance of the information on the site is assured. The site covers [London Sights and Attractions](#), Shopping districts, Museums, Sports Grounds, travel options book [London restaurants](#) and more.

Steven Iffland, director of MyLondonInfo said, "Those intending to visit London, as well as our users living in London, now do most of their travel and leisure research online. Social Media has significantly added to this phenomenon especially over the last eighteen months. We now live in a

world where information has to be relevant as well as current. Facebook and Twitter help us share our best ideas in a very direct and targeted way.”

As part of an international, award winning network MyLondonInfo has access to cutting edge technology, dedicated support as well as ongoing software development from the head office in Spain. The seamless integration of both the Facebook and Twitter pages demonstrates the commitment of local business as well as the Franchisor to remain at the forefront of web technology and innovation. Further recent upgrades to the site include an admin page and login for all clients to manage their own listings as well as a trip planner to help visitors to London make the most of their stay.

Future developments will include multi-lingual versions of MyLondonInfo. Spanish, German and French will be the first languages rolled out in the implementation which is planned for the middle of 2010. With London being such a melting pot of cultures and nationalities (not to mention a massive global tourist destination) this will add significant value to the business, it also highlights the resource, commitment and investment currently being channeled towards the site.

#### **About**

#### **MyLondonInfo**

MyLondonInfo is part of the award winning MyDestinationInfo group which incorporates destination information websites around the world from [London to Hawaii to Mallorca](#) and everywhere in between. MyLondonInfo offers a wealth of information on subjects like accommodation, nightlife, restaurants, theatre shows, shopping, the weather and travelling to and around UK capital city.

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