

eLong, Inc.  
Form 6-K  
December 31, 2009

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 6-K  
Report of Foreign Private Issuer Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934**

**For the Month of December 2009  
Commission File Number: 000-50984**

**eLong, Inc.**  
(Exact Name of Registrant as Specified in its Charter)  
Block B, Xingke Plaza Building  
10 Middle Jiuxianqiao Road  
Chaoyang District  
Chaoyang District

Beijing 100016, People's Republic of China  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.  
Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):  No  Yes

**Note:** Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):  No  Yes

**Note:** Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If  Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):  
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On December 30, 2009 (Beijing time), eLong, Inc. (NASDAQ: LONG), a leading online travel company in China, held its annual general meeting of shareholders. At the meeting the following nine persons were elected to the Board of Directors of eLong, Inc.:

Fernando Gil de Bernabé

Thomas Gurnee,

Arthur Hoffman,

Henrik Kjellberg,

Jens Parkitny,

Cyril Ranque,

Michael Scown,

Johan Svanstrom, and

Justin Tang.

The above directors, with the exception of Mr. Gil de Bernabé, were re-elected to the Board of Directors. Mr. Gil de Bernabé was elected to fill the Board vacancy created as Mr. Leo Austin did not stand for re-election.

Mr. Gil de Bernabé also has been appointed by our Board of Directors to the Audit Committee. The members of the Audit Committee of the Board of Directors are now Fernando Gil de Bernabé, Thomas Gurnee and Michael Scown. Mr. Gil de Bernabé is Vice President, Market Development China 3.0 of Cisco Systems.

In addition, the annual general meeting of shareholders voted to amend the eLong, Inc. 2009 Share and Annual Incentive Plan (the 2009 Plan ) to permit members of the Board of Directors to be eligible for grants thereunder, and to approve the 2009 Plan as so amended.

**About eLong, Inc.**

eLong, Inc. (NASDAQ: LONG) is a leading online travel company in China. Headquartered in Beijing, eLong has a national presence across China, and uses web-based distribution technologies and a 24-hour call center to provide consumers with accurate travel information and high quality travel booking services. Aiming to deliver value and a worry-free travel booking experience to leisure and business travelers, eLong empowers consumers to make informed decisions by providing convenient online and offline hotel and air ticket booking services as well as easy to use tools such as maps, destination guides, photographs, virtual tours and user reviews. In addition to a selection of more than 9,300 hotels in China, eLong also offers consumers the ability to make bookings at over 100,000 international hotels in more than 100 countries worldwide, and fulfill domestic and international air ticket reservations in 80 major cities across China. eLong is a subsidiary of Expedia, Inc. (NASDAQ: EXPE).

eLong operates websites including <http://www.elong.com>, <http://www.elong.net>, <http://www.lohoo.com> and <http://www.xici.net>.

**For further information:**

eLong, Inc.

Investor Relations

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The information herein and in the press releases is intended to be furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934 (the Exchange Act ) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended or the Exchange Act, except as expressly set forth by specific reference in such filing.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

DATED: December 31, 2009

ELONG, INC.

By: /s/ Sami Farhad

Name: Sami Farhad

Title: Vice President & General Counsel