

Benefits of a Multi-Lingual Website for Travel Firms



Shift Away from English Internet Users

Online Travel is dominated by English speaking users and sites, but an increasing number of non-English speaking customers are booking travel online



Improves Search Ranking

A multilingual site improves your chances of getting ranked higher for travel searches originating in those regions



Cost Effective Marketing Tool

Talking to an international audience in their own language boosts your marketing & awareness of your travel brand in diverse geographies



Shows International Nature

Image is everything. A multilingual website demonstrates you think, work and deal internationally



Customer-Centric

A multilingual website demonstrates you are thinking about the customer. If the customer thinks you care, they will want to do business with you



Higher Conversions

When customers see that you've made an effort to study their tastes, needs & language requirements, they'll be more inclined to book with you



Inspires trust among your customers

A website that talks to its customers in their language appears more credible & helps build an intangible connection which can improve stickiness & loyalty



Get One Up On the Competition

A multilingual site gives you an edge over your competitors whose websites support only one language