

World Travel Market



Richard Lewis

11 November 2008



One slide on Dutco Hospitality!



Please don't forget about me!

- 70 percent of internet users worldwide (900 million people) do not speak English
- Over 100 million a day access the net
- Chinese speakers “don't want to use Google”
- 60% of the world's population surf in their own language
- International searchers are increasingly demanding good quality multilingual sites

Non-English Domain Names

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Archive for Friday, October 05, 2007

Non-English domain names to be tested - If the trial run succeeds, Web surfers will be able to get online in any of 11 additional languages.

October 05, 2007 in print edition C-3

Sample addresses in new non-English languages will be added to the Internet's central directories as early as next week, paving the way for Web surfers around the world to get online without knowing any English.

At this point, the 11 domain names are meant primarily for software developers and website designers to test the new system, but they are the first such names entered in the 13 key domain-name directories, known as root servers, after years of discussions and limited-access tests.

If the global tests go well, non-English domain names could be in use by the end of 2008.

Users outside the United States long have clamored for non-English domain-name scripts, finding restrictive the current limitation to the letters A through Z, the numbers 0 through 9 and the hyphen.

It is sometimes possible to create addresses in foreign languages, but the suffix – the “.com” part of an address – must use English characters. The current tests involve non-English suffixes.

The 11 suffixes now under review will read “test” in Arabic, Persian, simplified Chinese, traditional Chinese, Russian, Hindi, Greek, Korean, Yiddish, Japanese and Tamil.

U.S. authorities are reviewing the suffixes. They are expected to approve the test versions next week, and the tests will begin after that.

On Oct. 15, ICANN plans to unveil mechanisms for individuals and businesses to try out the suffixes. They won't be able to register domain names, but they will be able to create websites and pass around non-English Web links. They will also be able to try locally popular Web browsers, beyond the major ones already tested.

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...by the end of 2008!

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[www.tripwolf.com/de/guide/show/15972/Vereinigte-Arabische-Emirate/Dubai/Jumeirah-Beach-](http://www.tripwolf.com/de/guide/show/15972/Vereinigte-Arabische-Emirate/Dubai/Jumeirah-Beach-Hotel)

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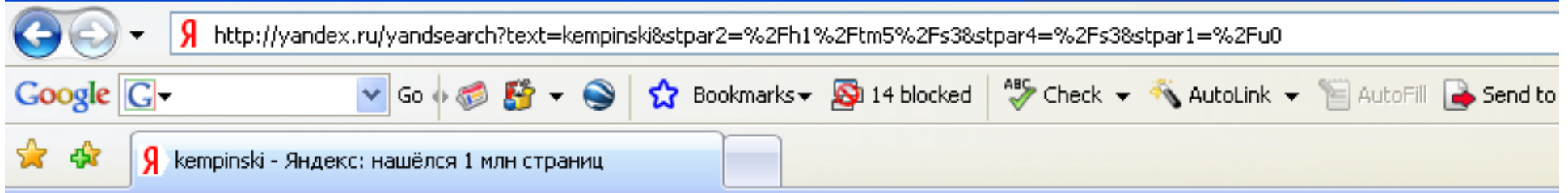
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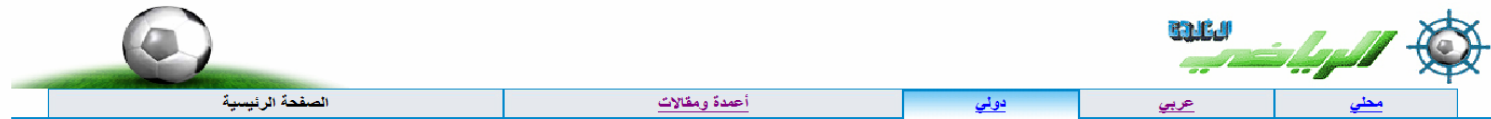
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 - سان جرمان يهزم ليل ويتابع نتاجه المميزة
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آخر تحديث: الثلاثاء، 11/11/2008

ذكرت تقارير من العاصمة البريطانية أن مارك هيويز مدرب نادي مانشستر سيتي يواجه خطر الإقالة من منصبه وأن مالكي الفريق شرعوا بالفعل عن البحث عن مدرب جديد يتولى تدريب الفريق قبل حلول يناير/كانون الثاني المقبل.

عدم الرضا عن هيويز ليس مقتصرًا على الإدارة بل أيضا على لاعبي الفريق وخصوصا البرازيليين: روبينيو، جو، ايلانو الذين عبروا عن عدم قناعتهم بأسلوب هيويز في التدريب وفرحهم برحيله.

هيويز التقى بادارة النادي للنقاش حول شراء اللاعبين لكن توجهات الطرفين كانت متباينة، فبينما يفكر هيويز في شراء سانتنا كروز لاعب بلاكيرون يفضل العرب أسماء أكبر لكن هيويز لم يذكر وجود خلاف عندما صرح قائلا: "كان رئيس مجلس الإدارة في منزلي مساء أمس وقد تحدثنا عن خططنا لمستقبل النادي وكانت المباحثات ايجابية".

غير أن مصدرا مقربا من المالكين قال: "هيويز لم يقدم الكثير ولا شك في أن الخسارة أمام توتنهام جعلت منصبه على المحك". منصب هيويز ليس الوحيد الذي على المحك بل أيضا منصب جاري كوك المدير التنفيذي للفريق وفوجي المالكون بتقاضيه 5.1 مليون جنيه سنويا وهو أعلى أجر لهذا المنصب في الدوري الممتاز.

مورينيو كان من أول المرشحين للمنصب لكن من المستبعد تركه لناديه انتر ميلان في الوقت الحالي.

بنزيمه يفضل إسبانيا

وجه مهاجم نادي ليون الفرنسي كريم بنزيمة صفقة لنادي مانشستر يونايتد عندما أعلن صراحة رغبته في الانتقال الى أحد قطبي الدوري الإسباني الصيف المقبل، وكان فيرجسون مدرب اليونايته يلاحق اللاعب منذ فترة طويلة ويتطلع الى ضمه وكاد أن يفعل قبل مجيء برياتفوف الى أولد ترافورد.

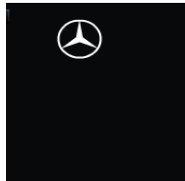
بعد بنزيمة (0_0 عاما) واحدا من أفضل المهاجمين الشباب في العالم وقد فاز بلقب أفضل لاعب في فرنسا عندما ساعد فريقه ليون على الفوز بلقب الدوري الفرنسي وقد عبر اللاعب عن رغبته في الرحيل عن ناديه وطن اليونايته أنه هو الوجهة المقبلة لكن اللاعب قال: "مستقبلي؟ أحب إسبانيا وسوف ألعب في ريال مدريد أو برشلونة الموسم المقبل".

على خط آخر يستعد كابتن أستون فيلا جاريث باري لشراء ما تبقى من عقده مع ناديه - والبالغ 2 مليون جنيه - ليرحل عن الفريق وذكرت مصادر أن مستشاري اللاعب قد تصحوه بالاستفادة من قانون ويبستر الجديد لحمله في اللعب بدوري أبطال أوروبا. باري سيبلغ ال 28 من العمر في فبراير/شباط المقبل وسيكون من حقه بعد مضي عامين من عقده مع الفريق شراء ما تبقى والرحيل وفق قانون اتحاد الكرة الجديد الذي تبناه الأخير بعد قضية أندي ويبستر لاعب هارتس لذا سمي قانون ويبستر.

يذكر أن مدرب فيلا مارتن أونيل قدر قيمة باري ب 18 مليون جنيه في الصيف الماضي لكنه أكد في حينها أن الفريق لن يبيعه في يناير/كانون الثاني ليدخر المال لأنه بحاجة اليه في سباقه على المراكز الأربعة الأولى.



1/1



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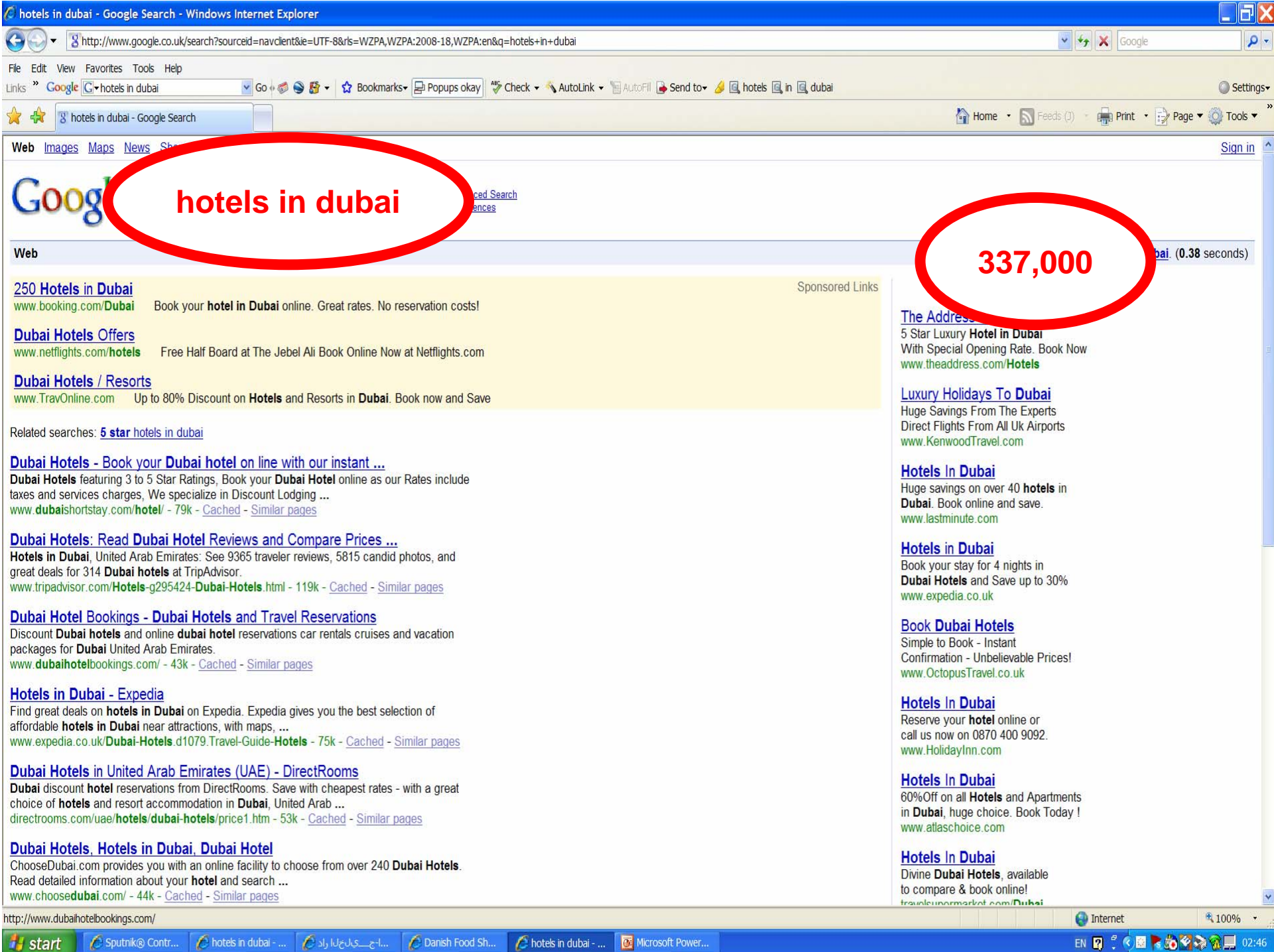
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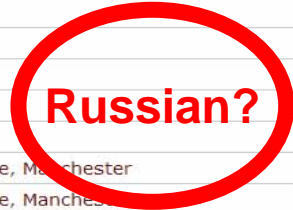
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Date	Destination	Departure point	Price	
12 Nov 2008	York	London Victoria	£320	View de
13 Nov 2008	Leeds Castle	London Victoria	£170	View de
13 Nov 2008	Lunch & Tea via Folkestone	London Victoria	£220	View de
14 Nov 2008	Musical Dinner Experience	Cardiff, Newport	£190	View de
15 Nov 2008	Lunch from London (Steam)	London Victoria	£260	View de
15 Nov 2008	Chester	Bath, Bristol	£275	View de
18 Nov 2008	London Shopping	Birmingham, Crewe, Manchester	£275	View de
18 Nov 2008	West End Show	Birmingham, Crewe, Manchester	£295	View de
22 Nov 2008	Chester	Cardiff, Gloucester, Worcester	£275	View de
29 Nov 2008	Edinburgh Shopping	Cambridge, Doncaster, Newark, Peterborough	£275	View de
1 Dec 2008	Christmas Lunch	Halifax, Harrogate, Leeds, York	£190	View de
2 Dec 2008	Christmas at Chatsworth House	Ely, Ipswich, Norwich	£275	View de
3 Dec 2008	Christmas Lunch	Cambridge, Ipswich, Peterborough	£190	View de
3 Dec 2008	Bath at Christmas	London Victoria	£310	View de
4 Dec 2008	Canterbury Christmas Carols	London Victoria	£310	View de
5 Dec 2008	Christmas Lunch	Birmingham International, Coventry	£190	View de
5 Dec 2008	Lincoln Christmas Market	London Victoria	£320	View de
6 Dec 2008	Christmas Lunch	London Victoria	£260	View de
6 Dec 2008	London Shopping	Birmingham, Chester, Liverpool, Manchester	£275	View de
6 Dec 2008	Masters Tennis Tournament	Birmingham, Chester, Liverpool, Manchester	£405	View de
9 Dec 2008	Christmas Lunch	Chester, Liverpool, Shrewsbury	£190	View de
9 Dec 2008	Christmas Lunch (Steam)	London Victoria	£290	View de
10 Dec 2008	Salisbury Christmas Carols	London Victoria	£310	View de
11 Dec 2008	Christmas Carols at Chester	Edinburgh, Glasgow	£275	View de
11 Dec 2008	Blenheim Palace at Christmas	London Victoria	£310	View de




Features & offers

Showing 1-2 of 2



New for 2009
 Browse our new and exciting journeys for 2009 including the new 'Golden Age of Travel'



ORIENT-EXPRESS HOTELS
TRAINS & CRUISES

JOURNEYS IN THE
UNITED KINGDOM

Home

Departures & Prices

- » [Journey Search](#)
- » [Journey Types](#)
- » [Christmas & New Year](#)
- » [Golden Age of Travel](#)
- » [New for 2009](#)
- » [Special Offers](#)

The Trains

Celebrations

Weekends & Breaks

Groups & Events

Quick Search

Departure station...

Journey type...

Day... Month...

[Search »](#)

Bookings: 0845 077 2222
Country: United Kingdom  

London Shopping on the Northern Belle

From £275 per person

Why not match the sumptuous decadence of a journey on board the Northern Belle with free time to browse Harrods and London's most illustrious stores in Knightsbridge.

Date	From	Depart	Arrive	Price	
18 Nov 08	Birmingham	08:55	21:30	£275	Book » or Buy as Gift »
18 Nov 08	Crewe	07:30	23:00	£275	Book » or Buy as Gift »
18 Nov 08	Manchester	06:30	00:30	£275	Book » or Buy as Gift »

Alternative dates...

Please note: All timings shown are for your guidance only. Confirmed timings will be supplied with your travel documents.

What's Included

Brunch with Bellini on outward journey, coach transfer to Knightsbridge, free time for shopping, three course dinner with champagne and wine on return journey.

Your Journey

Your journey begins with a delicious brunch with Bellini while en route for London. On arrival in London you are transferred by coach to Knightsbridge to enjoy the excellent and exclusive shopping facilities at your leisure. Rejoin the Northern Belle for a sumptuous three course dinner with champagne and wine on the homeward journey.

What to Wear

Smart day wear is appropriate. You are asked not to wear jeans or trainers. Please remember you will be outdoors for part of your time in London.

Access

This journey is rated as good for passengers with special access needs.



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[Print this page »](#)



Features & offers

Showing 1-2 of 4



New for 2009

Browse our new and exciting journeys for 2009 including the new 'Golden Age of Travel' experience. [More »](#)

"In the early 1900's, King Rama VI of Thailand envisaged a wondrous utopia, a 'town in heaven' he called Dusit Thani. For over 60 years it has been the inspiration for all we do."

Thanburing Chanut Piyaoui, Founder, Dusit International



We were founded on a **vision**
to create a **unique**
experience for our **guests**

[ご予約 & 空室・料金の検索](#)

1000年の賜物

20世紀初頭に国王に即位したタイ王朝のラーマ6世は、1000年の賜物であるタイ文化を反映した素晴らしい地上の楽園のような王国作りを心に思い描きました。

ラーマ6世は、その理想郷を Dusit(天国の) Thani(街) - デュシタニ と名付けました。

その発想が60年以上にわたって浸透し、一瞬たりともお客様へのおもてなしを忘れないサービスを支えています。

お客様ひとりひとりのためのおもてなし

旅行目的がビジネスであれ観光であれ、お客様ひとりひとりの旅心を満たすおも

デュシタニホテルズ&リゾート

デュシタニホテルズ&リゾート：明るく落ち着いた雰囲気と完璧なサービスはまさに“地上の楽園”そのものです。

デュシットD2ホテルズ&リゾート

デュシットD2ホテルズ&リゾート：スタイリッシュでコンテンポラリーな雰囲気とあらゆる場所に行き届いたサービスが満載です。

デュシットプリンセスホテルズ&リゾート

デュシットプリンセスホテルズ&リゾート：お手価格の好立地ホテルがお客様の価値あるたびのお手伝いをいたします。

デュシットレジデンスサービス・アパートメント



ご予約 & 空室・料金の検索

デュシタニ・パタヤ

ホテル情報

チェックイン チェックアウト 客室数 大人 子供

10 Nov 2008

11 Nov 2008

1

1

1

法人様向け予約 法人会員番号入力

- Select -

空室料金

H
I
D
E

変更 | キャンセル

1. プラン・客室の選択 2. お客様情報入力 3. 予約確定

予約内容



ホテル名
デュシタニ・パタヤ

ご住所
240/2 Pattaya Beach Road,
Pattaya City,
Chonburi 20150

☎: +66 (0) 3842 5611
☎: +66 (0) 3842 8239
✉: dtpa@dusit.com

ご到着 Mon, 10 Nov 2008 ご出発 Tue, 11 Nov 2008

大人 1 お子様 0

客室 1

デュシタニ・パタヤ

Visa World's Best Offers Program [ご予約条件](#)

客室タイプを選択

- Superior Sea View Room King THB 6650
- Superior Sea View Room Twin THB 6650
- Club Sea View Room King THB 8400
- Club Sea View Room Twin THB 8400
- Grand Room THB 11000
- One Bedroom Suite Garden View THB 11000
- One Bedroom Suite Sea View THB 14800
- Dusit Suite THB 29800
- Royal & Princess Suite THB 38500

1泊室料



[客室の詳細を見 >](#)

Dusit Best Rate [ご予約条件](#)

客室タイプを選択

1泊室料



“Congee and Omelettes”

Not only about language

Chinglish

New FIGHT PEACEFUL GOD JESUS FANX HUNTER ALL NEW & FREE! GET KILLED GET NOTICED

New Shirts & Stickers @ Engrish.com Store!

We Always Happy When You Is

Engrish.com

Search go

Home Brog Store Message Board

English Categories

- Most Popular English
- Anime/Manga
- Bags/Packaging
- Books/Magazines
- Buildings
- Candy/Gum
- Chinglish
- Clothing
- Computer
- Containers
- Drinks
- English from Other Countries
- English Leftovers
- Household Items
- Instructions
- Menus

Chinglish

Chinglish is a commonly used term for Chinese English from China, Taiwan, and Hong Kong. Examples are for the most part mistranslated signs and products. Although not as creative as English from Japan, Chinglish can be quite entertaining!

Please keep your feet behind the lunar line...

posted on 5 Nov 2008 in [Chinglish](#)



Free Chinese learning tools at **TutorMing**

Download

Yum, Yum!

(Mực nấp gừng)

Squid fried Shrimps

40.000VND/Pla

(Mực chiên bột)

CRAPS

Steamed Red Crap with Ginger

400.000VND/K

(Cua gạch hấp gừng)

Steamed Red Crap with Beer

250.000VND/K

(Cua gạch hấp bia)

Steamed Crap with Ginger

300.000VND/K

(Cua hấp gừng)

Steamed Crap with Beer

www.english.com / T

(Cua hấp Bia)

HAVE A GOOD MEAL!

Creating Multilingual Websites

- Simply translating your web content is not nearly enough!

- Essential to understand:

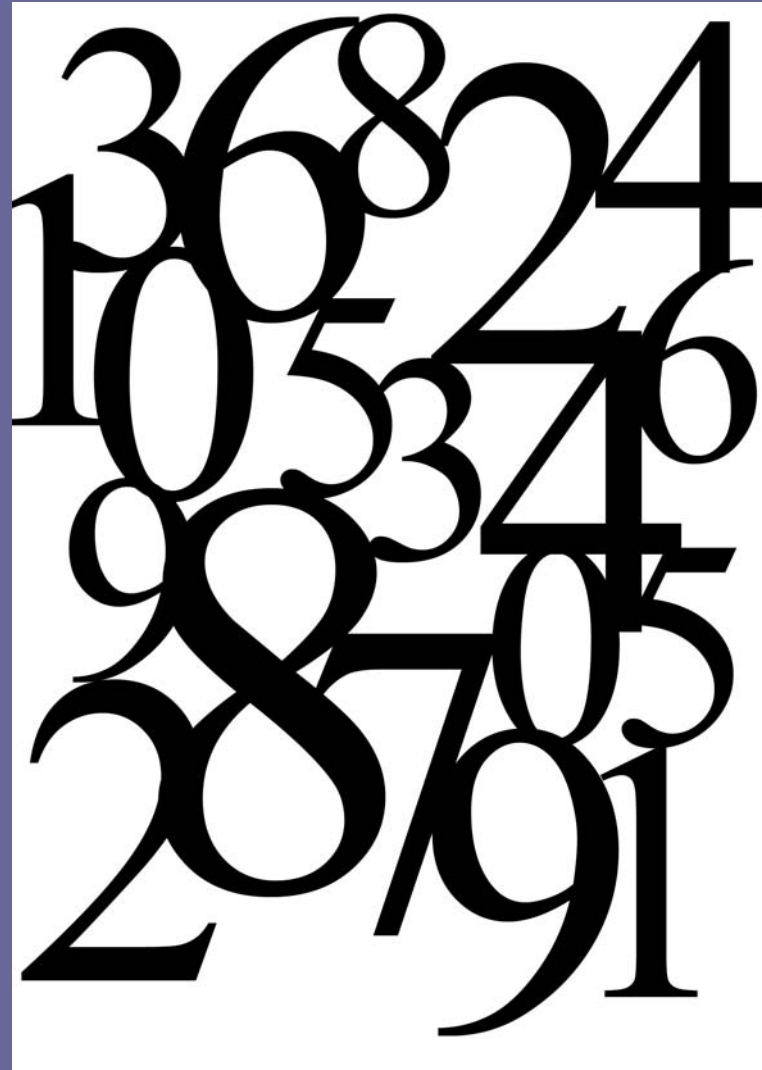
- local culture
- behaviour
- phraseology
- colloquialisms



- Approach each market and region differently, according to its specific needs and characteristics

Lucky Number Seven?

- 7
- 13
- 666
- 4
- 888
- 3, 5 and 7



Branding for success?

- Pssst!
 - Pussi Kompakt Ultra
 - Bum
 - Sweat
 - Salty Cracks
- Belgian biscuits
 - Swedish cat litter
 - Spanish lollipops
 - Japanese drink
 - South African biscuits

Danish food shop

[Home](#) [Shopping](#) [Shopping basket](#) [Contacts / Info](#)



NB! Picture is for guidance only.
Products may vary slightly...

Spunk Saltlakrids (Salt liquorice)

Price: GBP 1.83

Quantity in Basket:

Product Description:

SPUNK saltlakrids. En populær pastil gennem de seneste 30-40 år.

Spunk (yes, this is it's official name) has been a popular salt liquorice pastil in Denmark over the past 30-40 years.

[Click here](#) to see the wine gum version, which is more suitable for those of you who are not keen on the acquired flavour of salt liquorice.

The Meaning of Colour

- Over 80% of visual information is related to colour
- Many reactions to colour are instinctual, universal and go beyond cultural boundaries
- Colours also convey messages that go beyond ethnic, racial or gender boundaries
- Power is represented by red for 25% of respondents, black (17%) and purple (13%)
- Fragility was most represented by pale pink (27%), white (9%) and pale lavender (9%)

Global Reaction to Red

European : Danger (stop signs), love (hearts), excitement (for sale signs)

China : Good luck, celebration, happiness, joy, vitality, long life

Japan : Life

India : Purity

Hebrew : sacrifice, sin

Christian : sacrifice, passion, love

South Africa : Mourning

Australian aboriginals : the land, earth, ceremonial ochre

Cherokees : success

Celtic : Death, afterlife

Feng Shui : Yang, Fire, good luck, money, respect, recognition, protection, vitality

Search to Book

Find and make a reservation using the search form or manage your current reservation online using the options below.

Search Criteria

Country: France
State: Select a State/Province...
City: Paris

Arrive: December 9 2008 Tuesday
Depart: December 10 2008 Wednesday

Number of Nights: 1
Travel Agent ID:
Rate Code:

Rooms/Suites: 1
Adults: 1 (per room)
Children: 0 (per room)

Check Availability and Rates

My Reservations

Please choose from one of the following options for your reservation or look up your reservation directly by entering your information:

[View](#) | [Amend](#) | [Cancel](#)

Please enter both fields to retrieve your booking

Confirmation Number:

Guest Last Name Used to Book Reservation:

Retrieve Reservation

My Reservations

Are you a member? Login
If you will be returned to this page



 Cliquez sur Confirmer



Recherchez avec de nouveaux critères

Recherchez en utilisant encore seulement une nouvelle date d'arrivée

-7 -6 -5 -4 -3 -2 -1 <décembre 9, 2008 mardi > +1 +2 +3 +4 +5 +6 +7

Effectuer votre première réservation de chambre et après avoir entré vos informations personnelles, ajoutez la ou les chambres supplémentaires)**

Zone : Paris France

Date d'arrivée : décembre 9, 2008 mardi
Date de départ : décembre 10, 2008 mercredi

Nuits : 1

Nuits : 1
Adultes : 1 (par chambre)
Enfant(s) (Restriction sur l'âge limite, varie selon l'hôtel) : 0 (par chambre)

Spéciale :
catég. :

ID agence voyage :
Numéro de compte entreprise :

Hôtel	Gamme tarifs	Code catégorie	Statut
 <p>DREAM CASTLE HOTEL 40 AVENUE DE LA FOSSE DES PRESSOIRS MAGNY LE HONGRE 77703 France</p> <p>Venez vivre l'expérience d'un château imaginaire à travers les Ages. Découvrez et profitez de l'hospitalité de Vienna International en célébrant le 15ème anniversaire de Disneyland® Resort Paris! Plus d'infos</p>	<p>Euro 94.00 242.00</p>		Disponible
 <p>HOTEL MAYFAIR 3 Rue Rouget de Lisle PARIS 75001 France</p> <p>Plus d'infos</p>	<p>Euro 240.00 480.00</p>		Disponible

Recherchez avec de nouveaux critères

Recherchez en utilisant encore seulement une nouvelle date d'arrivée

-7 -6 -5 -4 -3 -2 -1 <décembre 9, 2008 mardi > +1 +2 +3 +4 +5 +6 +7

Critères de recherche (**Effectuer votre première réservation de chambre et après avoir entré vos informations personnelles, ajoutez la ou les chambres supplémentaires**)



LA TREMOILLE
14 RUE DE LA TREMOILLE
PARIS FR 75008
France
[Plus d'infos](#) [Cacher l'image...](#)



[Agrandir...](#) [Agrandir...](#) [Agrandir...](#) [Agrandir...](#)

Date d'arrivée : décembre 9, 2008 mardi
Date de départ : décembre 10, 2008 mercredi

Nuits : 1

Nuits : 1
Adultes : 1 (par chambre)
Enfant(s) (Restriction d'âge limite, varie selon l'hôtel) : 0 (par chambre)

Choix de la devise :
Trier par :

ID agence voyage :
Numéro de compte entreprise :

On a Whim

Continental Breakfast for 2- Free high speed Internet access- Complimentary Fitness Centre

Description type de chambre

		Tarif journ. Euro
<input type="button" value="Sélectionner"/>	Standard double room with queen bed Overlooking the street or courtyard Maximum two persons Détails tarifs	340.00
<input type="button" value="Sélectionner"/>	Superior room with queen bed or twin beds overlooking the street or courtyard Maximum 2 persons Détails tarifs	390.00
<input type="button" value="Sélectionner"/>	Deluxe room with double bed or 2 twin beds overlooking the street - Accommodate up to 3 persons with extra bed Détails tarifs	440.00
<input type="button" value="Sélectionner"/>	Junior Suite with double bed and bath tub and complimentary breakfast Accommodate up to 3 persons with extra bed Détails tarifs	485.00

Preferred Exclusives

Room Only Rate - Free Internet - Best Available Rate Guaranteed

Description type de chambre

		Tarif journ. Euro
<input type="button" value="Sélectionner"/>	Standard double room with queen bed Overlooking the street or courtyard Maximum two persons Détails tarifs	308.00
<input type="button" value="Sélectionner"/>	Superior room with queen bed or twin beds overlooking the street or courtyard Maximum 2 persons Détails tarifs	364.00
<input type="button" value="Sélectionner"/>	Deluxe room with double bed or 2 twin beds overlooking the street - Accommodate up to 3 persons with extra bed Détails tarifs	403.00



Détails tarifs - Windows Internet Explorer
 https://indecorp.ibc.netbooker.com/web/PopupAction.do

[Fermer la fenêtre]

Informations plan tarif
 Plan tarif. : Preferred Exclusives
 Room Only Rate - Free Internet - Best Available Rate Guaranteed

Type de chambre : Standard double room with queen bed
 Overlooking the street or courtyard Maximum two persons

Informations tarifs
 Tarif moy./nuit : 308.00 (par chambre)
 Coût total : 308.00 (par chambre) Taxes : Les tarifs incluent les taxes et les services
 Total taxes et facturation services : 0.00 (par chambre)
 Coût total incl. : 308.00 (par chambre)
 Devise : Euro Service : NA
 Modif. tarifs : Aucun

Informations conditions
 Conditions de garantie : Credit card is required for guaranteee
 Conditions d'annulation : Toutes les annulations doivent nous parvenir 48 heures avant la date d'arrivée et avant 16 heures, heure locale de l'hôtel, pour éviter toute pénalité sur votre carte de crédit ou sur vos arrhes. Des frais supplémentaires sont possibles, veuillez vérifier le paragraphe sur la politique d'annulation de l'hôtel pour toutes précisions.

Done Internet 100%

Rechercher avec de nouveaux critères

re seulement une nouvelle date d'arrivée
 9, 2008 mardi > +1 +2 +3 +4 +5 +6 +7
 entré vos informations personnelles, ajoutez la ou les chambres :

Nuits : 1
 Adultes : 1 (par chambre)
 Enfant(s) (Restriction sur l'âge limite, varie selon l'hôtel) : 0 (par chambre)
 ID agence voyage :
 Numéro de compte entreprise :

Description type de chambre

- [Sélectionner](#) Standard double room with queen bed Overlooking the street or courtyard Maximum two persons
Détails tarifs
- [Sélectionner](#) Superior room with queen bed or twin beds overlooking the street or courtyard Maximum 2 persons
Détails tarifs
- [Sélectionner](#) Deluxe room with double bed or 2 twin beds overlooking the street - Accomodate up to 3 persons with extra bed
Détails tarifs
- [Sélectionner](#) Junior Suite with double bed or 2 twin beds Bath tub and separate shower Accomodate up to 3 persons with extra bed
Détails tarifs

Preferred Exclusives

Room Only Rate - Free Internet - Best Available Rate Guaranteed

Description type de chambre

- [Sélectionner](#) Standard double room with queen bed Overlooking the street or courtyard Maximum two persons
Détails tarifs
- [Sélectionner](#) Superior room with queen bed or twin beds overlooking the street or courtyard Maximum 2 persons
Détails tarifs
- [Sélectionner](#) Deluxe room with double bed or 2 twin beds overlooking the street - Accomodate up to 3 persons with extra bed
Détails tarifs

Joined-up Thinking

Reservation to Check-out

- **Build Chinese incoming expertise**
- **Exchange knowledge**
- **Focus on guest's well-being**
- **Chinese TV channels and newspapers**
- **Chinese inspired breakfasts**
- **Collateral and signage in Chinese**
- **Chinese speaking staff**
- **Using red and 888**

Travel 2.0

- Comparison: self-service price-shopping
- Accessibility: always able to look and book
- Transparency: control and self-management
- Referral: more reliant on social communities than source content
- Personalisation: engaging customer interaction at every point of contact
- **IN WHICH LANGUAGE?**

So what is Travel 2.0?

- **Simply put, Travel 2.0 separates information and content in order to allow new and novel forms of reuse**
- **Easier access**
- **Finding, Collating, Publishing, Sharing**

Multilingual online marketing strategy

- **Integrate all global development**
- **Plan and manage the workflow of content**
- **Archive all content and data**
- **Maintain and monitor throughout the entire lifecycle**
- **Implement rigorous quality assurance controls**

Multilingual online marketing strategy

- **Human talent + Technology**
- **Select a partner**
- **Integrate translation services with sophisticated CMS**
- **Communicate globally with localised copy**
- **Adapt products and services to cultural and linguistic requirements**
- **Be innovative and dynamic**
- **Create competitive differentiators**

Multilingual online marketing strategy

- **Build link-domain strategy**
- **Establish correct language coding**
- **Mix languages for SEO & PPC campaigns**
- **Consider localised keywords**
- **Pre-define metadata tags**
- **Be careful of language structures**

Effective Global Content

- Translation can be very expensive
- Web is only one marketing asset
- Focus on back-end translation processes and front-end publishing processes
- Need centralised, coordinated approach
- Establish a Content Repository
 - Translate once
 - Reuse with accuracy
 - Maximise automation capabilities
 - Allow local flexibility

Thank you