



Joel Brandon-Bravo
VP Travel Solutions

“Of the estimated \$30 trillion in middle-class consumption growth estimated between 2015 and 2030, only \$1 trillion is expected to come from today’s Western economies. Most of the rest will come from Asia.”

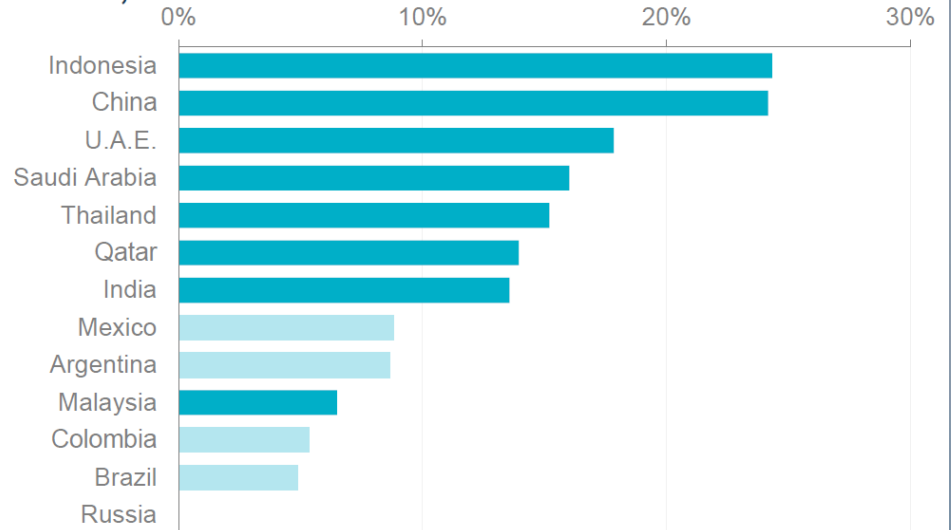
The Future Is Asian: Parag Khanna



BRIC & EMERGING TRAVEL MARKETS (US\$B)

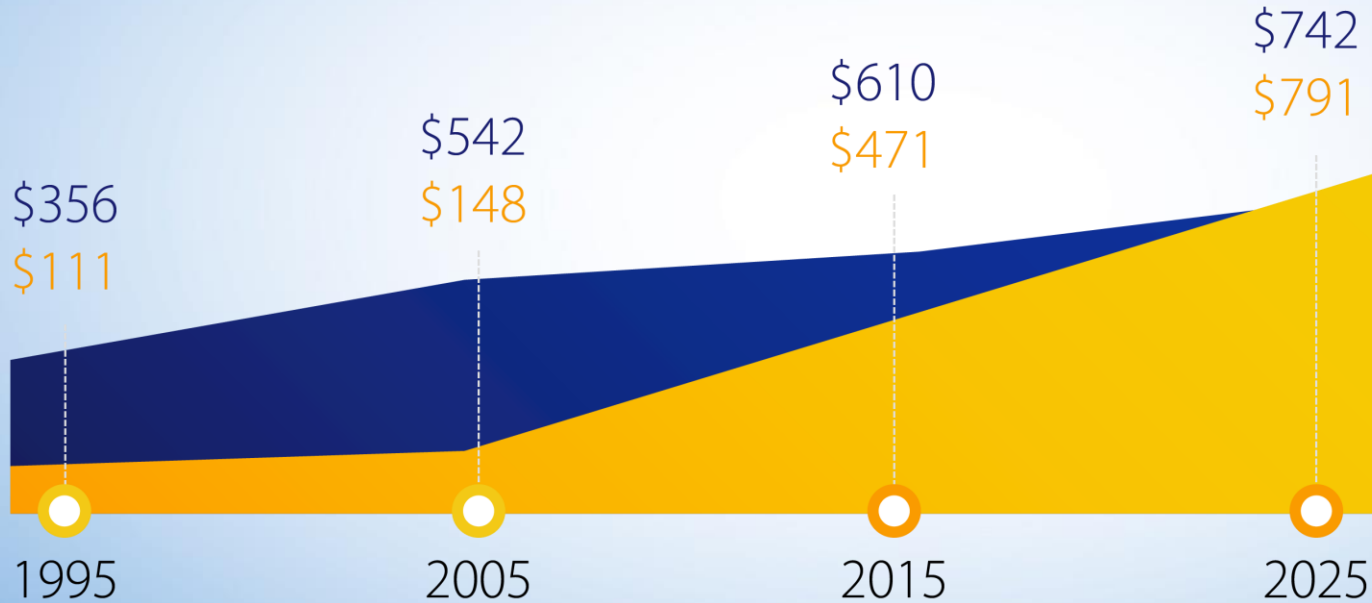


Emerging Markets, Online Travel Market CAGR, 2014-2020



OUTBOUND TRAVEL SPENDING (\$BILLION)

■ Developed ■ Emerging



The 10 **Big Emerging Markets (BEM) economies** are Argentina, Brazil, China, India, Indonesia, Mexico, Poland, South Africa, South Korea and Turkey.

https://en.wikipedia.org/wiki/Emerging_market

CONTENT PROLIFERATION



French (France)

Feb 21

In_Progress

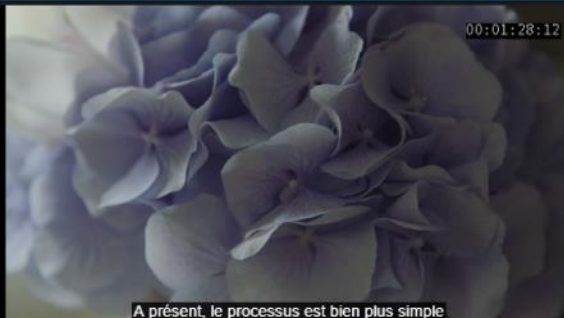
Glossary terms



workflow

processus, flux de travail

GLOSSARY
TERM BANK



00:01:28:12

00:01:28:12

1x

Quality Check

Task info

Run

Quality Check has not been run yet



Id	More	Source	Target	Modified Target	Time	Duration	Reading Speed
33		and now our workflow is much simpler,	A présent, le flux de travail est bien plus simple	A présent, le processus est bien plus simple	00:01:28:12 00:01:30:13	00:00:02:01	21.53
34		and much quicker	et beaucoup plus rapide		00:01:30:17 00:01:31:17	00:00:01:00	23.00
35		and our translated content is better quality.	Notre contenu traduit est même de meilleure qualité.		00:01:31:21 00:01:34:12	00:00:02:16	19.48
		They had antiquated content on the site	Le site proposait du contenu obsolète		00:01:34:17 00:01:36:10	00:00:01:18	21.51
37		that was not reflective of the brand	qui ne reflétait pas la marque.		00:01:36:14 00:01:38:13	00:00:01:24	15.82

GLOSSARY
TERMS

TRANSLATIONS

CLIENT REVIEW

CHARACTER COUNT

READING SPEED



OMNI CHANNEL CUSTOMER EXPERIENCE NOW



OMNI CHANNEL CUSTOMER EXPERIENCE FUTURE





MARKETS?

Phocuswright 

VICE

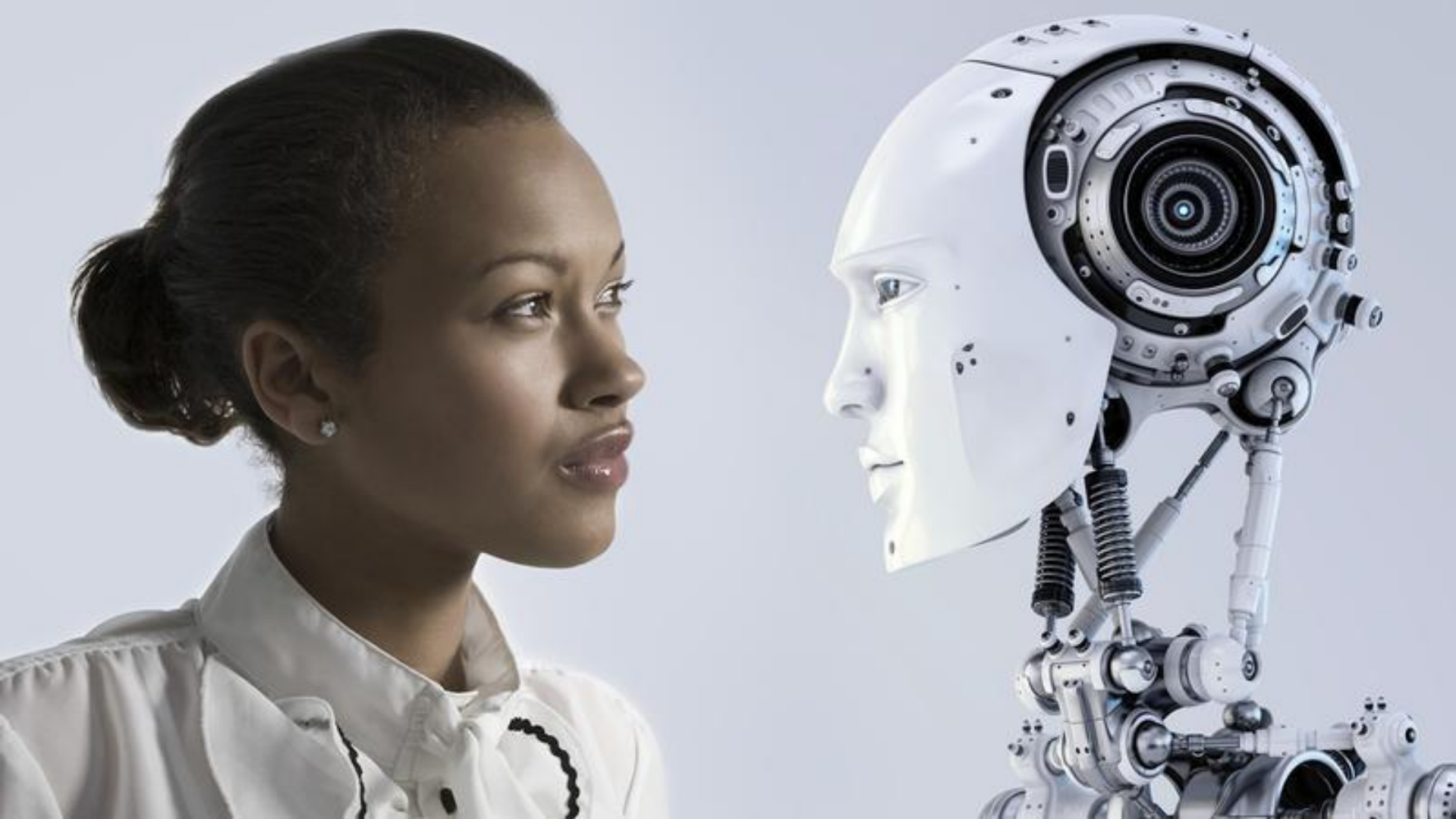
Download for free at: www.transperfect.com/Phocuswright-whitepaper-wf

Download for free at: www.transperfect.com/vice-future-travel

MARKETS & PRODUCT

Opportunity

Competition



MACHINE VS HUMAN TRANSLATION

Cost



Example
Engagement/
Conversion
/SEO

Quality

TECHNOLOGY



Cut & Paste

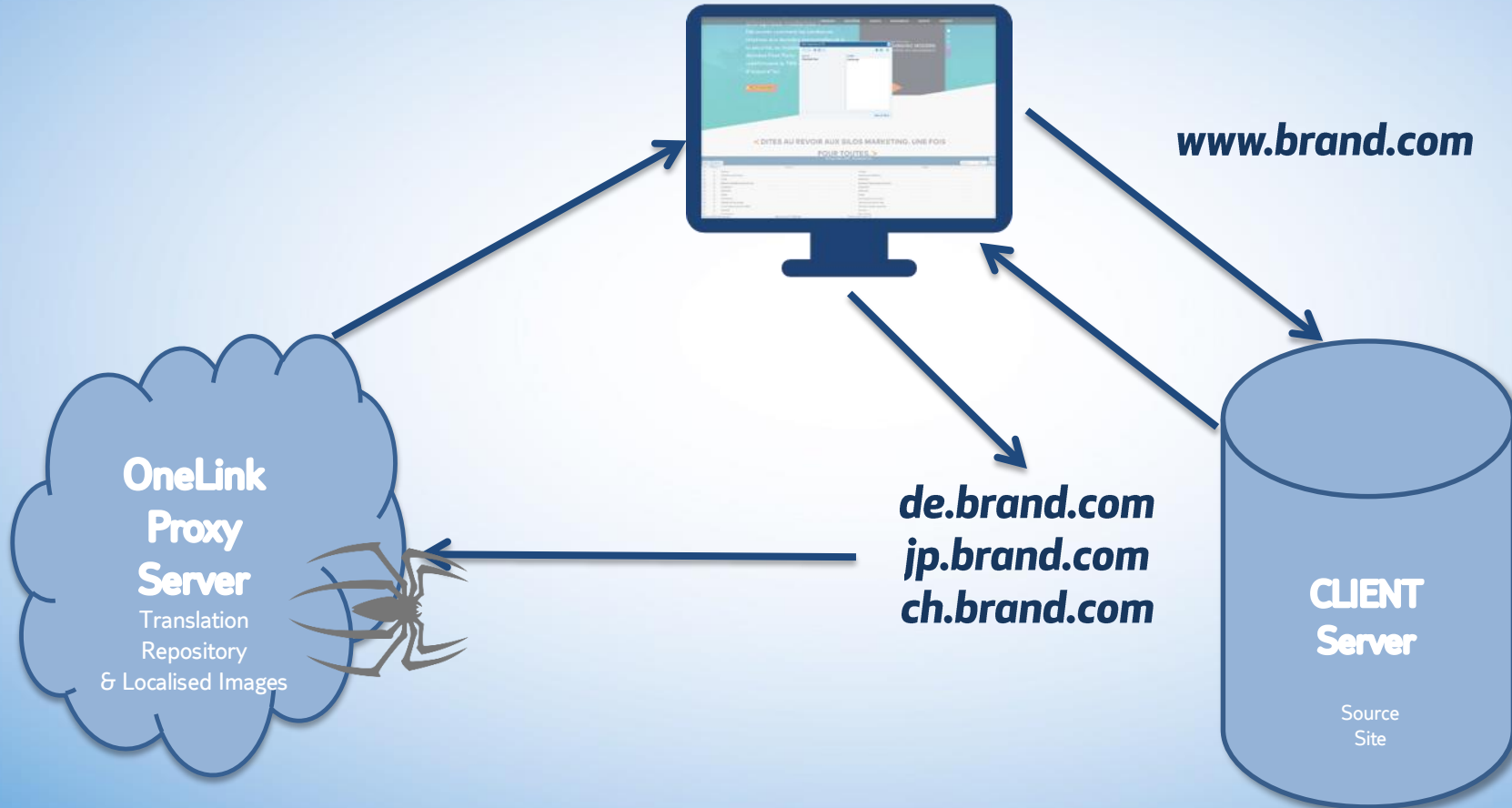


***TMS <> CMS/CRM
Integration***



Proxy delivery

PROXY TECHNOLOGY



Uma semana de magia no Walt Disney World

Assista ao vídeo inteiro

Comprar Ingressos

Tipo de ingresso

Ingresso de um dia

Adultos (10+)

0

Data

Regent

SEVEN SEAS CRUISES

02380 682
(23806822)

クルーズを
検索

リージェント
エクスペリエンス

当社の
客船

世界の
目的地

リージェント クルーズ
コレクション

特別
キャンペーン

目的地を選択

日付を選択

船を選択

あゆめる
ラグジュアリー
がここに

VOYAGES TO EXPLORE

MAN

至

单程

出发

1成人
1旅客

目的地: United Kingdom

您的目的地是哪里?

高级搜索

20周年庆典特价

上海至伦敦航线开通 20 周年庆典特价促销。

立即预订



Hilton

Destinazioni

FINO AL 30%* DI SCONTO

PRENDI IL MEGLIO DELL'ESTATE

Sconti in Europa, Medio Oriente e Africa

*Offerta soggetta ai termini e condizioni generali. Valido solo per i soci Hilton Honors.

SCOPRI DI PIÙ



GLOBAL MARKETING



LAZADA



Яндекс



NAVER

**The world's best businesses know that
potential customers can be anywhere**



BE EVERYWHERE™

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