

Tourism Review Launches New French Language Edition of Its Industry Website



The [Tourism Review Digital Network](#) (TRDN) - French Edition has been launched to the global market to help TRDN expand its global reach and for marketers to penetrate into developing travel markets.

The Tourism Review - French Edition has gone live to accommodate the needs of industry stakeholders seeking online marketing tools and industry news. In France alone, there are over 50 million Internet users, or about 77% of the country's population. In addition, market access is aided by the fact that French is the official language in 29 different countries. It is spoken in Belgium, Canada, and Switzerland in addition to several African countries.

Part of TRDN's overall expansion strategy, the French Edition helps reach a wider global travel market, with a huge potential to advertise travel destinations and services to the French-speaking travel trade community. By demonstrating travel market size, potential, and opportunity, Tourism Review seeks to expand the advertising and promotion potential of its partners within French-speaking countries and populations.

The new French Edition is one of eight language editions established to allow potential Tourism Review partners to build their online campaigns, targeted towards travel markets in local languages. Promotional options include various means of publicity such as press releases, advertising, and video promotion. The goal is also to enhance listings in global tourism directories and establish a greater presence on social media.

In addition to French, Tourism Review is also available in seven other language editions including English, German, Spanish, Russian, Arabic, Polish, and Czech and Slovak. Travel industry stakeholders in French-speaking markets now have access to a broad range of news sources and online marketing tools, greatly expanding the advertising potential to Internet users on a global scale.

For more details TRDN and the new French language edition, visit tourism-review.fr.

###

About Tourism Review Digital Network (TRDN):

Multilingual news channels for travel industry stakeholders: daily news, weekly travel newsletter, tourism industry e-magazine, press release wire.

Tourism Review, The Respected Voice of Tourism, already speaks 8 languages and therefor reaches

travel industry professional in their local languages. These in-market, multilingual approach, is unique and gives to our partners opportunity to penetrate local travel markets through an extensive publicity tools, smart online advertising, and local social media. The Tourism Review Digital Network is the one stop shop for getting promotion internationally comprehensively in effective way.

Currently The Tourism Review Digital Network editions : flagship tourism-review.com, also German edition tourism-review.de, Russian edition tourism-review.ru, Polish edition tourism-review.pl, Czech & Slovak edition tourism-review.cz, French edition - tourism-review.fr, Arabic edition - tourism-review.net, Spanish Edition - tourism-review.es

Head Office Contacts:

Mr. Martin Heger

www: tourism-review.com

Email: post@tourism-review.com

Phone: +44 161 408 5003

Head Office Postal Address:

67 Wellington Road North

Stockport

Cheshire

SK4 2LP

UK

Date: 2013-01-28

Article link:

<http://www.tourism-review.com/french-edition-of-tourism-industry-news-offers-unique-promo-options-over-french-speaking-travel-markets-news3542>