

TOURISM DIRECTORIES MOVE TO SINGLE MULTILINGUAL PLATFORM



Three successful online tourism directories have been brought together to form a comprehensive single digital platform, presenting tourism industry stakeholders in three sub-categories, catering for tourism organizations, trade travel events, and tour operators.

The brand new multilingual platform www.tourism-review.org connects the tourism world, giving international exposure to companies and organizations who think globally and act locally. It replaces the listing of travel organizations presented on tourism-review.com, which has successfully served the tourism industry since 2006. The new Tourism Review Directories digital platform was developed to deliver more presentation options for the listed organizations and to greatly extend their reach.

The new Tourism Directories is structured into three sub-categories as follows:

- Tourism Organizations
- Tourism Calendar
- Tour Operators

www.tourism-review.org brings all sectors of the tourism industry together in one place and presents what they have got to offer in 10 languages, significantly increasing visibility, and helping them to penetrate the lucrative foreign travel markets. Organizations who opt for a multilingual listing benefit from increased exposure via influential national search engines like the Chinese Baidu and Russian Yandex in addition to local editions of Google and Yahoo. A multilingual listing is provided in 10 key world languages, along with a short description in each language, and reaches all the main travel markets worldwide.

With superiorly high search ability, **www.tourism-review.org** stands out from the crowd. It allows companies and organizations to boost their brand's presence in the marketplace by adding to their listings interactive content, such as videos, slideshows, and PDF catalogues. Besides increasing brand awareness, these extensive content options provide cross-platform marketing that drives targeted traffic to the listed organizations' own websites.

The Tourism Review Directory serves various Tourism Organizations such as tourist boards/authorities, hospitality associations, and travel training providers. Its Tourism Calendar extensively promotes fairs, exhibitions, and conferences. The representatives of the Tour Operators listings are destination management companies, tour operators, and travel agents.

When browsers go through www.tourism-review.org they will find accurate, timely, and informative content, delivered by a team that is passionate about providing new opportunities for tourism industry stakeholders.

For further information visit www.tourism-review.org

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Date: 2016-07-18

Article link: <https://www.tourism-review.com/multilingual-tourism-directories-presented-news5066>