

# Tourism Review Digital Network: Tourism-Review.com Enters New Tourism Markets



Tourism-Review.com (TR), the global tourism industry portal specializing in multilingual news publishing and marketing, introduces localized editions of its publications and services in order to enter new significant marketplaces in Central and Eastern Europe.

Olomouc, Czech Republic (Tourism Review), October, 1, 2010

Language specific editions of tourism news streams along with new specialized online marketing communication tools for tourism industry such as press release translation, SEO optimization, distribution, social marketing, as well as multilingual search engine marketing ([Tourism Review Digital Network](#)) are now available to customers in Central European and Russian tourism markets. After more than three years of successful development in providing news coverage as well as promoting and advertising services for tourism organizations, the portal Tourism-Review.com comes closer to a long-term vision of creating a virtual space for communication in distinct languages connecting both individuals and companies interested in tourism business.

In response to the demand of readers and customers as well as following a general change of internet landscape, Tourism Review's publishing team introduces German, Polish, Czech and Russian editions of its publications and services along the English version. While in 1996, 75% of the web information was in English, nowadays English accounts for only 25% of the web users. Moreover, approximately 98% of internet users use their native language when searching for both general and specific information online.

TR recognizes the fact that the World Wide Web has become a truly multilingual platform with a significant part of non-English users. Central and Eastern Europe (CEE) is an economic area with not only significant growth potential in terms of advertising interesting destinations, but also with regards to reaching potential tourists by tourism businesses large and small. A broad range of news ([Weekly Travel News](#), [Top 10 in Travel Industry](#), [Latest Travel & Tourism News](#)) is now available to the majority of the CEE region readers in their native languages. Tourist organizations can now profit from posting useful business information such as online advertising and marketing, press releases, events calendar and festival finder in any language mentioned through Tourism-Review.com in order to reach the readers of a particular country.

The language enhancement is a result of current situation in the respective tourism industries. While Germany stands out as a country with a large and mature market in terms of both inbound and outbound tourism, Russia (along with China) represents probably the most attractive source of tourism market worldwide. Similarly, the Central European countries such as Poland and Czech Republic boast fast growing tourism markets despite being highly fragmented.

By breaking down TR tourism publications and marketing services such as press releases and multilingual search engine into several foreign languages, TR aims at three substantial

enhancements in the framework of tourism industry. First, the tourism markets of CEE countries will be able to connect to the global travel trade community. Second, the existing travel destinations and businesses manage to enter and develop business activities in hitherto unrecognized tourism markets. Third, the language specific versions of news and services will allow for communication among thousands of tourism businesses based in individual countries.

With Spanish and Chinese editions in preparation, Tourism-Review.com will finalize the important stage of creating global connectedness through information localization. No other tourism industry portal thinking globally while delivering locally generates such effective intercommunication among both large and small regional tourism businesses.

## About Us

Tourism-Review.com (TR) is a news portal with multi-site locations which publishes news articles about and for the tourism industry. In addition to the extensive range of news channels, TR provides a broad range of tourism marketing tools such as online advertisement, social media marketing services, an independent video channel, multilingual search engine marketing (SEM) and press release distributions. In 2007, Tourism Review started off as an online news service for the niche of travel trade professionals. Today, Tourism Review Digital Network (TRDN) is a result of a substantial enhancement of our services aiming at global connectedness of travel industry professionals and organizations. Besides our global edition in English, we have now launched localized versions of the newswire and marketing services in German, Russian, Polish and Czech. With other languages in preparation, TR represents a comprehensive online multilingual resource for tourism businesses wishing to increase their online visibility not only in English-speaking internet but also in regional travel markets.

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Date: 2010-10-01

Article link:

<http://www.tourism-review.com/localized-editions-of-publications-and-services-enters-new-tourism-markets-news2429>