

WE SIMPLIFIED TOURISM MARKETING COMMUNICATION ACROSS LANGUAGES



When it comes to tourism, communication and transparency are vital in gaining customers' trust and growing business. Language barriers have been a barrier for decades, deterring those looking to spend money in other countries, but this no longer needs to be the case.

Simply put, products, packages, and experiences do not sell when the target market do not understand what is on sale.

We have worked to simplify tourism marketing communications across languages and cultures. Removing language barriers and cultural misunderstandings, we help businesses across the industry to reach their target customers with effective marketing in their native tongue.

Being able to provide tourism promotion tools and unique industry news in many of the world's most-spoken languages, those who speak English, French, Spanish, German, Italian, Czech, Polish, Russian, Chinese and Arabic can now fully understand any message sent through.

Eliminate the issues often associated with attracting foreign visitors, catering to those from all cultural backgrounds with ease. There is no need to limit your business to those who speak the same language as your staff, capturing the attention of international markets.

By implementing marketing which can translate across languages, you are able to convey your chosen messaging to any specific audience, creating trusting relationships with customers. Effective communication with these customers greatly increases the likelihood of repeat business, creating regular conversation. In addition, our services mean you can successfully acquire new customers and partners across the number of foreign markets, including remoted ones.

While translation tools can help to create message designed for those in specific countries, there are often parts which are lost in translation, not using colloquialisms or translating poorly. This is an area many businesses fail to master, with countless companies marketing ineffectively and leaving a bad impression with potential customers. Because of this, multilingual marketing communications are a certain way to get ahead of competitors, remaining at the forefront of customers' minds.

Multilingual publicity does not only allow you to reach your target market, but it means you can do so effectively, taking cultural differences into account and creating tourism marketing communication which works.

See more information about how multilingual communication can simplify tourism marketing across

languages and cultures [here](#).

Date: 2019-09-26

Article link:

<https://www.tourism-review.com/tourism-marketing-communication-across-languages-news11191>