



HOW LIONBRIDGE PARTNERED WITH ARRIVALGUIDES, THE WORLD'S LARGEST SUPPLIER OF DESTINATION CONTENT, TO DELIVER CLICKS, BOOST SALES—AND DRIVE SUCCESS.

20+ LANGUAGES

340+ TRAVEL BRANDS

50M TRAVELERS PER YEAR



With over half of global search engine queries made in languages other than English, translating and localizing content has become a must for international destinations.

That's why ArrivalGuides, the world's largest supplier of destination content, partnered with Lionbridge to create a unique CMS-based translation solution for their destination marketing organization (DMO) clients—servicing the multilingual needs of 340+ travel brands and up to 50 million travelers per year.

“People don't buy what they don't understand, and this includes travel. Lionbridge and ArrivalGuides' new technological offering enables destinations to tap into this wider, ready market.”

Jaime Punishill, Chief Marketing Officer, Lionbridge

About the Customer

Decades of experience in the travel industry led ArrivalGuides founder and CEO Magnus Aideborn to recognize a need for reliable destination information that would reach travelers already in the planning stages of their trip. His vision materialized as a simple CMS platform that enabled destinations to upload trustworthy and interesting content. In just a few years' time, hundreds of DMOs were using the platform to reach ArrivalGuides' network of 340+ global travel brands.

To help these destination partners maximize their global marketing efforts, Aideborn reached out to the experts at Lionbridge. We developed a solution that seamlessly integrates with ArrivalGuides' own content management tool, enabling users to translate content into 20+ languages on demand.

The Challenge

As early as 2012, ArrivalGuides had become aware of the challenges DMOs face when attempting to expand into new markets. Significant resources and expense went into marketing campaigns that failed to produce any sizable return on investment. With as many as two-thirds of internet users being non-native English speakers, it became increasingly clear that full localization was a must in order to enable DMOs to grow internationally. To help their destination partners maximize their multilingual global marketing efforts, ArrivalGuides teamed up with Lionbridge, a leading translation and localization provider.

The Solution

For ArrivalGuides, Lionbridge created a unique solution that allows DMOs to easily translate and maintain their content directly in the ArrivalGuides CMS. With just a few clicks, destinations are able to request and receive tailor-made translation and localization, allowing them to communicate their message to travelers in their own language—and reach up to 70% more potential visitors than with English alone. The automated system also ensures that each change made to the English-language version is carefully reviewed and promptly updated in all of the target languages selected by the destination.

The Results

Both ArrivalGuides and its international client network have seen a significant increase in reach, engagement and conversions in previously inaccessible parts of the globe. For one ArrivalGuides client, content localized by Lionbridge delivered a 500% visibility boost in just 3 months.

“ We have a saying at ArrivalGuides: ‘Give us your travel content in English and we will give you the world.’ With Lionbridge as our language services provider, we truly can give the world to our clients, and to 50 million travelers a year, in 20+ different languages. ”

Magnus Aideborn, Founder and CEO, ArrivalGuides



ArrivalGuides' network of 340+ global travel brands includes:

International Airlines

Online travel agencies

Cruise companies

Search engines

In-flight entertainment systems

Travel agencies

Tour operators

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