



## CHARTING THE COURSE TO SUCCESS

How Lionbridge Helped Drive Digital Transformation and Increase Customer Engagement for Royal Caribbean Cruise Lines

5.3M TRAVELERS PER YEAR

7 LANGUAGES

243 COUNTRIES

Every year, 5.3 million travelers from around the world set sail with Royal Caribbean for exotic destinations. But perhaps the most important destination is royalcaribbean.com, where travelers can explore the company's extraordinary range of ships, activities and ports of call—then book their dream vacation.

Since 2008, Lionbridge has helped Royal Caribbean translate their content into 7 different languages over 14 regions supporting customers in 243 countries.

*“Using the Lionbridge Connector for Adobe Experience Manager to automate the Web’s translation process has allowed us to translate thousands of web pages with ease. The technology Lionbridge brings to the table helped us to implement an efficient translation workflow. The account team has been excellent. They are always ready to jump to support our goals.”*

Ariadna Castro, Product Content Optimization Manager, Royal Caribbean Cruise Lines



### About the Customer

For 50-plus years, Royal Caribbean has built its reputation on providing the most innovative cruise experiences.

Touting six of the world's largest cruise ships among its fleet of 26 renowned ships and one-of-a-kind private destinations, the cruise line continues to revolutionize vacations with itineraries to more than 260 destinations in 72 countries on six continents, including the cruise line's private island destination in the Bahamas.

The company has been voted “Best Cruise Line Overall” for 17 consecutive years in the Travel Weekly Readers' Choice Awards.

### The Challenge

Royal Caribbean is focused on inspiring the next generation of adventurers with the latest technology and unique experiences—but found that its ad-hoc, unwieldy content translation process significantly hampered communication speed and accuracy.

When Royal Caribbean decided to modernize its global content platform, they tapped Lionbridge as their digital transformation partner. The goal: to centralize all site content in one place, optimize translation workflows and enhance the user experience to drive traffic—and sales.

### The Solution

Pairing two leading global digital transformation solutions—Lionbridge’s Connector and Adobe Experience Manager—delivered the efficient workflows and multilingual expertise needed to ensure that Royal Caribbean’s content is up-to-date, optimized for local search and ready for immediate deployment. Now, Royal Caribbean can request, receive and deploy all global site content from one centralized place 24/7—at scale, with significant savings in time and money.

In fact, more than 80% of Royal Caribbean’s existing content—about 1.5 thousand pages—was translated into 7 languages via the Lionbridge Connector for Adobe Experience Manager and completed in just 4 months.

SINCE 2008, LIONBRIDGE HAS TRANSLATED ROYAL CARIBBEAN CONTENT FOR:



7 LANGUAGES



14 REGIONAL SITES



243 COUNTRIES

IN JUST ONE YEAR, ROYAL CARIBBEAN HAS SEEN:

**+35%**

ORGANIC CLICKS

**+37%**

ORGANIC IMPRESSIONS

**+3x**

GLOBAL CLICKS

### The Results

The results of this digital transformation have been profound: In just one year, Royal Caribbean has seen a 35% lift in organic clicks, a 37% increase in organic search impressions and threefold growth in global clicks.

And the journey has just begun. With a focus on creating an ever more personalized experience for travelers across the globe, Royal Caribbean’s digital transformation continues. And Lionbridge will be there to help chart the course to success.

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