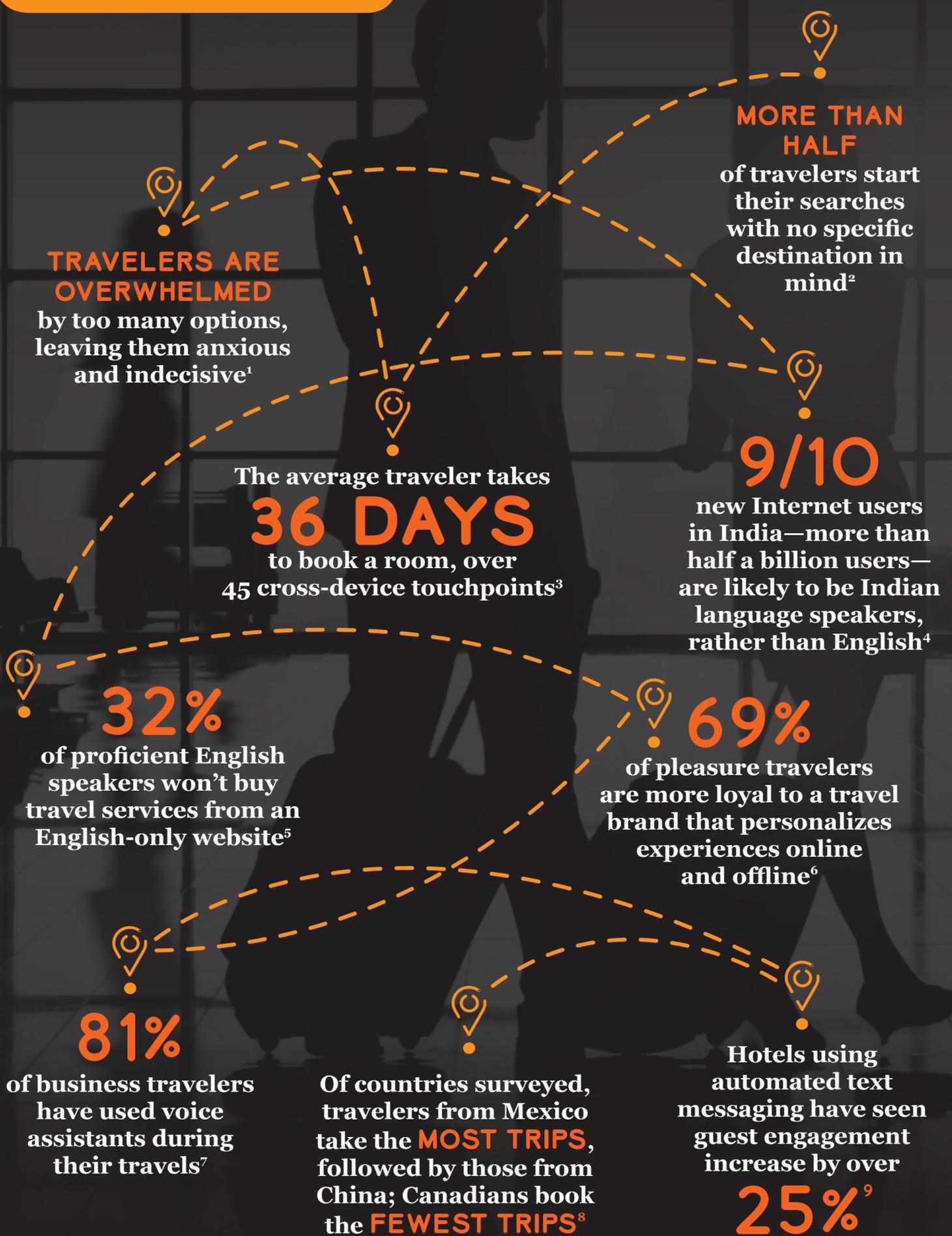


ANATOMY OF TODAY'S GLOBAL TRAVELER



WHAT DOES THIS MEAN FOR TRAVEL BRANDS? Savvy travel brands will...



OPTIMIZE
for digital and mobile experiences



PERSONALIZE
their content and create highly targeted campaigns



PRIORITIZE
translation and localization from the start



For more tips on translating and localizing travel content to improve personalization, download our latest eBook.

Want to learn more?
LIONBRIDGE.COM

Footnotes

1. Think with Google, 2. Expedia, 3. McKinsey, 4. KPMG, 5. Common Sense Advisory, "Can't Read, Won't Buy" (2014)

6. Google/Ipsos Connect, 7. TravelPort, 8. Expedia Group Media Solutions, 9. Alice