



BRACING FOR A RETURN TO TRAVEL: HOW LIONBRIDGE HELPED A TOURISM AGENCY RESPOND TO THE EFFECTS OF COVID-19

RANGE OF MARKETS

9 LANGUAGES

LONG-TIME PARTNERSHIP

Project

After months stuck at home due to the COVID-19 pandemic and warmer weather beckoning, traveling was sure to pick up as restrictions eased. Companies involved in tourism were on the spot to anticipate this spike in activity, and to plan for how to maintain public safety. One major European tourism agency and long-time Lionbridge partner worked with our teams to develop a multilingual digital strategy to stay ahead of the curve.

About the Customer

As a major player in the European travel industry, our client is responsible for creating marketing strategies and connecting with tourists around the world. Since 2017, they have partnered with Lionbridge for services in digital marketing, content creation, translation and copy writing. Together, we have developed a marketing strategy that resonates with nine languages.



The Challenge

For many European citizens, the arrival of summer means one thing: tourism. But in a world coping with COVID-19, it was also sure to bring new challenges. Those in the tourism industry would be met with unprecedented uncertainties:

- How many people will be traveling?
- Where will they be coming from?
- Where will they be traveling to?
- What are their safety expectations?
- How will travel sentiments and expectations vary country-to-country?

And most importantly:

- What are travelers' main safety concerns?"

Our client needed a way to assess traveler intentions and expectations in order to communicate safety measures for a multi-need, multilingual audience.

The Solution

Where can a company find a place to poll public opinion easily and accurately, for an audience as large as Europe itself? As with many COVID-19 related challenges, the solution was virtual. "Social listening" is a tool for monitoring and measuring trends on social media. And with the increasing popularity of social media as a platform to express opinion and communicate with businesses, there was no better place to assess public sentiment.

Lionbridge used social listening to answer our client's most pressing questions.

Our client wanted to know:

- How we can keep travelers secure when visiting foreign countries?
- What will the day-to-day experience be for shops and tourist destinations?
- What is the current public perception around traveling to foreign countries?
- What is the current conversation on social media?
- Who are the major social media influencers?
- Which platforms are most popular for social media influencers?

To address these questions for a multilingual, multicultural audience, we used Synthesio, a state-of-art social listening tool.

With Synthesio we can track various important trends, including:

- Social media conversation
- Recurrent social themes
- Number of mentions
- Customer feedback
- Customer expectations

Using this data, we compared trends month-to-month, across a range of markets and languages around Europe. Our client was then able to assess performance of each campaign in every country and determine how to adapt their approach in the future.



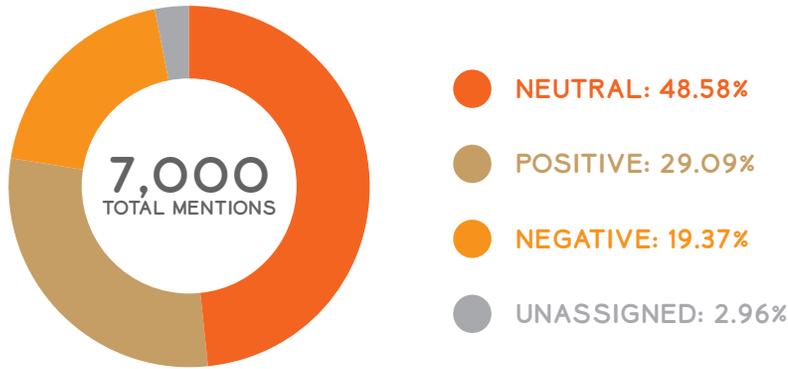
The Results

Using social listening and other digital strategies, Lionbridge responded to uncertainty with innovation. Our teams succeeded in providing concrete information on traveler behavior during COVID-19.

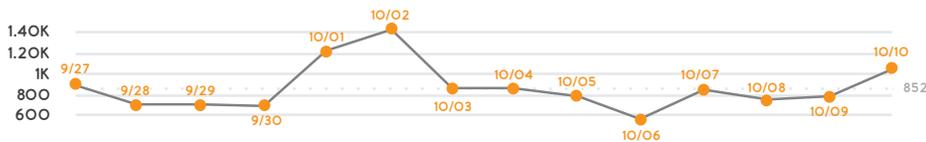
A ranking of major social media influencers:

RATING	USERNAME	SCORE	MENTIONS	COUNTRY	SYNTHESIO RANK (/10)	AVG. SENTIMENT	TWEETS	FOLLOWERS	FOLLOWING
1	Jackie De Burca	38,390	3,839	Spain	10.0	+	515,579	31,605	28,984
2	Barcelona Oculta	22,238	2,851	Spain	7.9	=	5,042	409	421
3	Insta Sitges	12,787	1,332	Spain	9.6	+	163,693	756	139
4	#Catalonia	9,700	970	Spain	10.0	+	152,863	1,711	1
5	Janice Brady	4,330	433	USA	10.0	+	587,135	13,693	7,835
6	Publicidad, Marketing	3,560	356	Venezuela	10.0	=	208,402	78,680	59,825
7	My Life is a Journey	3,210	321	USA	10.0	+	261,102	25,789	18,683
8	Charles Friedo Frize	2,870	287	Europe	10.0	-	976,658	16,415	10,617
9	Turismo-Global.com	2,780	278	Canada	10.0	=	86,553	3,677	4,950
10	Victoria	1,957	215	France	9.1	=	8,390	511	594
11	Publicidad Noticia	1,870	187	Venezuela	10.0	+	68,097	49,003	50,309
12	Best TravelBook	1,830	183	Italy	10.0	=	16,606	120,755	106,624
13	TravelHotelTours	1,784	182	USA	9.8		6,385	29,356	32,242
14	Geogragift	1,721	185	Spain	9.3	+	4,147	1,571	1,817
15	Kazu Shimura	1,634	165	Japan	9.9	=	51,713	1,073	361

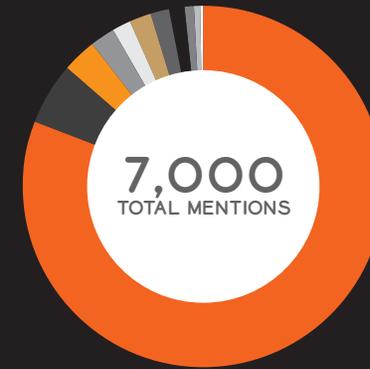
A sentiment analysis:



A timeline of digital activity:



A comparison of all digital platforms:



	NEW DATA	OLD DATA
Twitter	79.60%	Twitter 86.13%
General News	5.30%	General News 3.24%
Regional Newspaper	2.95%	Regional Newsletter 2.01%
Facebook	1.76%	Facebook 1.55%
Instagram	1.89%	Instagram 1.45%
National Newspaper	1.72%	National Newspaper 1.25%
YouTube	2.12%	TV, Radio 1.12%
Forum	1.86%	Forum <1%

Our client was able to adjust their content strategy to deliver tailored, multilingual content and concrete information to their audience.

