



DHISCO content translation services

reach new markets and customers with multilingual content

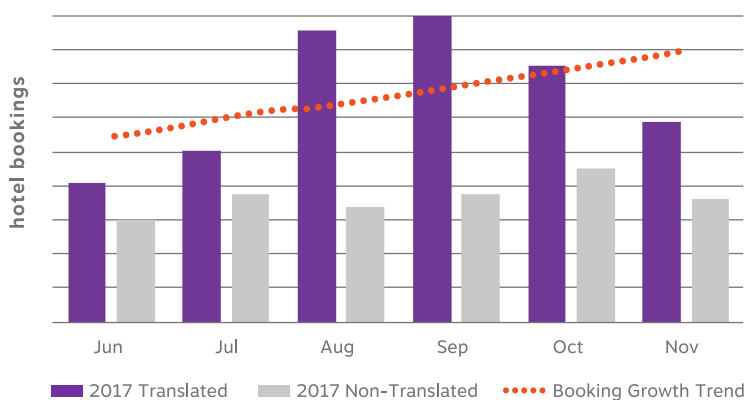
Less than 50 percent of world's population speaks English today and even the most proficient non-native English speakers prefer to purchase in their own language according to Common Sense Advisory (CSA). Today's travelers don't make hotel reservations in languages they don't understand. Some people struggle with understanding offerings in foreign languages or they are uncomfortable when they can't decipher additional charges and fees. As a result, the demand for providing multilingual content to your customers has never been higher.

CSA also reports that 90 percent of online users choose a native language when available and 78 percent are more likely to buy from a site in their own language. In fact, 56 percent of online consumers consider content in their native language more important than the price. These powerful numbers underscore how much revenue you may be leaving on the table.

communicate with your customers in the right language

DHISCO Translation Services allows you to reach the untapped customers who speak a myriad of languages. With a streamlined approach, we leverage existing DHISCO content and a best-in-class human translation workflow to meet your language needs, ensuring translations are not only correct but relevant for different regions.

Using the latest in translation technology, DHISCO Translation Services empowers you to test languages before you launch into new markets. This allows you to translate your content once, across channels and devices, optimizing both translation resources and budgets.



13.6% booking growth,
year over year, for
translated properties

improve your property's performance

Using DHISCO Translation Services, one of our hotel partners targeted new customers with multilingual content for a subset of properties. The result was a 13.6 percent increase in bookings, year over year, for these properties.

DHISCO facilitates both translation and distribution of multilingual content for over 144,000 properties around the world, enabling them to reap the rewards of increased bookings by meeting their customer needs.

inspire your shoppers to be guests with content in their own language.

To start your multilingual strategy with DHISCO Translation Services, contact DHISCO at sales@dhisco.com. We're happy to guide you through the process.